

DEEPENING OUR DEMOCRACY

How Localities Can Expand Voting Rights

Mayors Innovation Project Jan. 27, 2018

Presenter:

Emma Greenman

Director of Voting Rights & Democracy

@popdemoc



#ExpandtheVote
#MayorInnovation

THE CENTER FOR POPULAR DEMOCRACY

Building Collective Power



The Center for Popular Democracy works to create equity, opportunity and a dynamic democracy in partnership with high-impact base-building organizations, organizing alliances, and progressive unions. CPD strengthens our collective capacity to envision and win an innovative pro-worker, pro-immigrant, racial and economic justice agenda.

DEMOCRACY AT A CROSSROADS

Now is the Time to Champion Voting Rights

- Low voter participation
- Arcane hurdles and new barriers to voting
- Faith in democracy at risk
- Public hungry for change
- Opportunities with new energy and engagement



AMERICA'S VOTER REGISTRATION PROBLEM



ONE IN FOUR ELIGIBLE
U.S. VOTERS ARE NOT
REGISTERED TO VOTE.
CITIES CAN CHANGE THIS.

#EXPANDTHEVOTE



#ExpandtheVote
#MayorInnovation

AMERICA'S VOTER REGISTRATION PROBLEM



43% OF LATINX AMERICANS,
44% OF ASIAN AMERICANS,
AND 30% OF BLACK
AMERICANS ARE NOT
REGISTERED TO VOTE.

CITIES CAN CHANGE THIS.

#EXPANDTHEVOTE



#ExpandtheVote
#MayorInnovation

AMERICA'S VOTER REGISTRATION PROBLEM



#ExpandtheVote
#MayorInnovation

WHAT WORKS

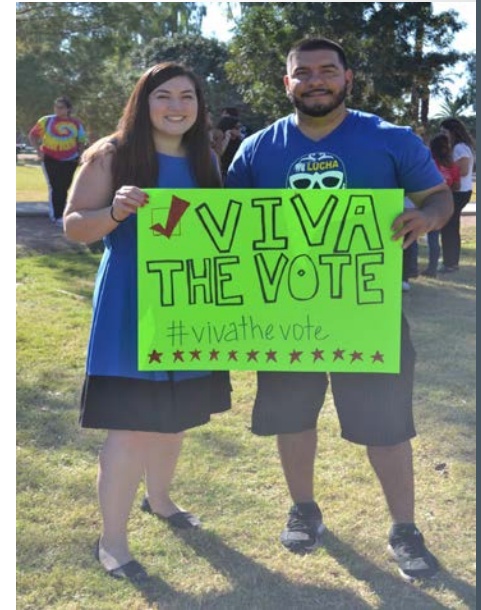
Increasing voter registration to increase turnout

- Learning from Same Day Registration and AVR
- Putting missing voters on the rolls

Reduce barriers to registration and decrease disparities

- Looking beyond the DMV
- Register people where they are
- Make it integrated and “automatic”

Make voter registration a bridge to participation



CITIES CAN LEAD THE WAY

62.7%

of US lives in cities

#ExpandtheVote
#MayorInnovation

CITIES CAN LEAD THE WAY

- Cities can reduce racial and generational disparities in registration and voting
- Leadership to protect and enfranchise voters

#ExpandtheVote
#MayorInnovation

LOCAL REGISTRATION REFORMS



#ExpandtheVote
#MayorInnovation

LOCAL REGISTRATION REFORMS

Local Agency Registration:

Expanding Voter Access to Underrepresented Communities

- City agencies offer opportunity and support to register at every transaction with eligible city resident
- Agency staff trained to support the voter registration of eligible persons submitting applications, renewals etc.
- Incorporate registration into forms and electronic systems

#ExpandtheVote
#MayorInnovation

LOCAL REGISTRATION REFORMS

IMAGINE IF EVERY
HIGH SCHOOL
STUDENT WAS
REGISTERED TO
VOTE BEFORE
THEY LEFT
HIGH SCHOOL.



#EXPANDTHEVOTE



#ExpandtheVote
#MayorInnovation

LOCAL REGISTRATION REFORMS

High School Registration: Building a Generation of Active Voters

- Require high schools and youth-oriented city programs to reach and register students who are eligible to register
- In states that allow pre-registration of 16 and 17 year olds – include strategies to increase pre-registration

#ExpandtheVote
#MayorInnovation

CITY AGENCY REGISTRATION

Case Study: New York City

Passed in 2000, significantly strengthened in 2014

Key Components of NYC Pro-Voter Law:

- 26 NYC agencies now incorporate voter registration into transactions
- Agency staff training
- Mandatory reporting on completed registrations at each agency
- Increased language access on registration forms – 90% of limited English proficient New Yorkers can now register in native language

#ExpandtheVote
#MayorInnovation

CITY AGENCY REGISTRATION

Case Study: New York City

Challenges

- Agency compliance with adopting reforms
- Integration of registration applications into agency forms and work flow
- Creating a robust city framework within arcane state registration laws

LESSONS FOR POLICY AND IMPLEMENTATION

1. **Tailor reforms** to agencies that reach a broad and diverse set of eligible city residents
2. Focus on agency **adoption and compliance**
 - Develop individual agency implementation plan with deadlines
 - Provide initial and ongoing training of agency staff and management
 - Include mandatory reporting from each agency to track compliance and process; make statistics public
 - Leadership and oversight from mayor's office to coordinate implementation and compliance
3. **Integrate registration into agency forms** – electronic and paper – to make it seamless and increase accuracy
4. When possible – **make it electronic**

#ExpandtheVote
#MayorInnovation

OPPORTUNITY & IMPACT

Case Study: Phoenix, Arizona

Arizona Voter Registration Reforms: Potential Growth in Registered Voters

Local Agency
Registration (eligibility)

High School Registration
Program (impact)

PHOENIX

97,800

22,300 per year

31%
of Arizona's voting
age citizens are
unregistered



#ExpandtheVote
#MayorInnovation

READ THE FULL REPORT

PopularDemocracy.org/ExpandtheVote



#ExpandtheVote
#MayorInnovation

KEEP IN TOUCH

Where You Can Find Us



@populardemocracy
@cpdaction



@popdemoc
@cpdaction



@popdemoc

#ExpandtheVote
#MayorInnovation