EXPANDING ACCESS TO VOTING

INITIATIVES IN MADISON, WI
AREAS OF CONCENTRATION

- Voter education and outreach
- Voter registration
- Early Voting
VOTER EDUCATION AND OUTREACH
VOTER EDUCATION AMBASSADORS

- Program was created in 2012 in response to the passage of Wisconsin’s voter ID law
- Volunteers trained to provide information related to voter ID, voter registration, accessibility, and the election process
- Over 500 ambassadors were trained in 2016 and 2017
- Outreach materials are provided by the Clerk’s office
MOCK ELECTIONS

- Held at community events focusing on families and/or children
- Get to the parents through their children
VOTER REGISTRATION
REGISTRATION AT CITY AGENCIES

- Voter registration offered at all city agencies
- Identify situations to include information regarding voter registration
- Meet people where they are
EARLY VOTING
PRIOR TO NOV 2016

- Early voting restricted to ten days and only from 8 am to 7 pm
- Voting was allowed at only one location per municipality
- In high turnout elections, Madison would have over 1,000 early voters per day
NOVEMBER 2016 PRESIDENTIAL ELECTION

- Early voting sites at 14 locations throughout the city
- Six weeks of early voting offered
- All public libraries offered early voting
- Three locations on college campuses

<table>
<thead>
<tr>
<th>Election</th>
<th>Early Votes</th>
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</thead>
<tbody>
<tr>
<td>November 2008</td>
<td>17,808</td>
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<tr>
<td>November 2010</td>
<td>5,550</td>
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<tr>
<td>November 2012</td>
<td>18,572</td>
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<tr>
<td>November 2014</td>
<td>8,811</td>
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<tr>
<td>November 2016</td>
<td>57,260</td>
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</tbody>
</table>
TAKEAWAYS

- Get creative
- Build on existing processes and resources
- Make access to voting a mission for all city agencies
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