

# State of Wisconsin \ Government Accountability Board

212 East Washington Avenue, 3<sup>rd</sup> Floor  
Post Office Box 7984  
Madison, WI 53707-7984  
Voice (608) 266-8005  
Fax (608) 267-0500  
E-mail: [gab@wisconsin.gov](mailto:gab@wisconsin.gov)  
<http://gab.wi.gov>



JUDGE VICTOR MANIAN  
Chairperson

KEVIN J. KENNEDY  
Director and General Counsel

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## MEMORANDUM

**DATE:** May 20, 2016

**TO:** Wisconsin Municipal Clerks  
City of Milwaukee Election Commission  
Wisconsin County Clerks  
Milwaukee County Election Commission

**FROM:** Michael Haas, Elections Division Administrator  
Meagan McCord Wolfe, Voter Outreach Specialist

**SUBJECT:** Redesign of the MyVote.wi.gov Website

The G.A.B. is excited to announce that a redesigned version of the [MyVote.wi.gov](http://MyVote.wi.gov) website will be launched on June 20, 2016. The redesign of MyVote is part of a year-long effort to expand the functionality of the site and make the site more usable and accessible to all voters. While the site will look different, this redesign will not alter the clerk process for working with information received from the website.

Usability and accessibility were the driving factors for the redesign of MyVote.wi.gov. Starting in 2014, the G.A.B. embarked on a study of the current MyVote site to determine where improvement was needed. Through a process of observing voters use the website, data was collected to evaluate and identify the parts of the site that worked well and the parts that needed improvement. Based on the testers' feedback, G.A.B. staff developed a prototype of the redesigned site and continued voter testing using the prototype. G.A.B. staff continued to test and redesign the prototype until a model was developed that was easy to use and intuitive for voters.

Once a final prototype website was developed, the G.A.B. hired a professional web development firm and advertising agency to further refine the site. G.A.B. worked with professional developers and website user experience experts to improve upon the prototype and to develop a design and logo to give the site a fresh look.

Voters will be able to perform the same election-related tasks they have come to expect from MyVote. Voters will be able to find the following information on the redesigned MyVote website:

- **What's on My Ballot.** Voters will see what will be on their ballot for upcoming elections. The newly designed MyVote site will help voters prepare for Election Day by displaying a list of contests and candidates in a format that looks like a ballot. Voters will also have the option to print the sample ballot (which will have a large SAMPLE watermark in the background). The newly designed sample ballot was created to be usable and understandable for all voters, including voters with visual impairments and voters who may

be using assistive technology.

- **My Polling Place.** Voters will be able to find their polling place based on their voting address. Voters will see their polling place display on a map and will have the option to get directions to their polling place from the website.
- **Military and Permanent Overseas Voters.** Military and permanent overseas voters will still be able to request and receive their absentee ballot online through MyVote. The redeveloped site improves the process for these voters to request and receive their ballot. When a voter uses MyVote to request an absentee ballot, MyVote will send a notification to the clerk that includes a PDF of the voter's absentee ballot application. The process will remain the same for the clerk to process the application. The notifications that clerks will receive from MyVote have also been improved. The notifications will include detailed information to ensure clerks have all of the information they need to process the applications. An example of the notification will be included in the June 15 webinar as well as in the MyVote manuals.
- **Start the Registration Process.** Voters in Wisconsin cannot register to vote online. The legislative change allowing online voter registration will not be implemented until January of 2017. Voters can, however, fill out a registration application that they will print, sign and deliver to their municipal clerk. If a voter would like to register, or make a name or address change, MyVote will guide the voter through the registration form. At the end of the process, MyVote will instruct the voter to print the form and return it, along with proof of residence, to their municipal clerk. MyVote will provide the voter with the clerk's contact information, detailed information about proof of residence and the deadlines for returning the form by mail, in-person, or at the polls for the next election.

The voter's registration information will then be entered into WisVote as a pending registration application. The clerk will not need to worry about the voter's application until they receive the voter's completed application. When the clerk receives the paper registration application, they will process the application using their regular process. The benefit of the MyVote application is that the data entry will already be complete in WisVote; the clerk will only need to verify the application and proof of residence document and the mark the registration as approved in WisVote. Instructions on processing pending voter registration applications will be included in the WisVote manual that will be made available prior to the site's launch. An example of the MyVote registration application will also be included in the June 15 webinar and the MyVote manuals.

- **Voter Activity.** The voter activity functionality will allow voters to see the status of their voter registration and a list of past elections that they have participated in. If voters have an absentee ballot request on file, or an outstanding provisional ballot, they will also see the status of their ballot.
- **Elected Officials.** Voters will be able to see a list of their current elected officials.
- **Request an Absentee Ballot.** Regular voters will be able to fill out an absentee ballot request form on the MyVote website. The absentee ballot request will then be emailed to the municipal clerk who will process the request just like any other absentee ballot request they receive by email from a voter. If the voter is required to submit a photo ID with their

request, the MyVote site will ask the voter to attach a photo ID before the absentee ballot request can be submitted. Examples of the absentee ballot application and the notification email will be included in the June 15 webinar and in the MyVote manual.

The G.A.B. will be posting a pre-recorded webinar that demonstrates the new MyVote website on June 15. The webinar will give clerks a sneak peek of the website before launch. The webinar will also detail the notifications that clerks will receive from MyVote.

In addition to the webinar, during the week of June 13, G.A.B. staff will publish the new MyVote voter and clerk manuals. These short manuals will be tools clerks can use to assist voters or to better understand how the site works. The manuals will also cover what clerks need to do to ensure the correct information is displayed on MyVote. MyVote pulls all of its information from WisVote, so it is important that clerks accurately and timely enter information into WisVote.

MyVote will not change the daily process for clerks. There will be no additional training needed to handle the MyVote 2.0 redesign. The notifications clerks receive from MyVote will look a little different, but the process will remain the same. The new notifications are designed to provide all the information the clerk needs within the notification itself.

We are very excited to launch the newly designed MyVote. The new design will help all voters find the information they need to vote in a way that is both usable and accessible. The GAB will keep clerks informed about MyVote resources leading up to the launch of the redesigned site. Look for a clerk communication that will link to both the MyVote webinar and the MyVote manuals on or prior to June 15.