

State of Wisconsin \ Government Accountability Board

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



JUDGE THOMAS H. BARLAND
Chairperson

KEVIN J. KENNEDY
Director and General Counsel

Wisconsin Government Accountability Board G.A.B. Voter Photo ID Law Implementation Strategy

To ensure program success, the paradigm for implementing the Voter Photo ID Law and related election administration policies relies on a Team concept. We emphasize a Team approach because it allows participating staff members to contribute their interdisciplinary expertise.

The Teams are designed to fully integrate and interface with, and complement each other. Each team, however, is charged with identifying tasks, milestones and action items that affect or overlap the assignments of other teams. Each team is also charged with collaborating and coordinating implementation activities with each other. Following are the staff teams that have been designated to focus on particular issues and aspects of the Photo ID implementation program.

➤ **The Public Information Development Team**

Charge: The Charge for this Team is to prepare and oversee the implementation of a work plan that sets out goals and objectives for disseminating information to the public on Voter Photo ID and its requirements. The Team should ensure the Photo ID information and messages are developed and produced in a variety of formats and designed to reach a variety of demographic audiences. This Team will recommend the procurement of an advertising/marketing firm to assist with these tasks. The firm will recommend how to effectively craft the Photo ID message, and the best markets and venues for message placements. The Team will manage the work of this firm and make recommendations accordingly. This Team will also coordinate the development of responses to inquiries regarding G.A.B.'s public information initiatives.

- **Sharrie Hauge**, Team Lead
[(608) 266-0404 / Sharrie.Hauge@wi.gov]
- Reid Magney
- Christopher Doffing
- Allison Coakley
- Katie Mueller
- Steve Pickett
- Steve Rossman
- Mike Lauth
- James Malone
- New two-year project position(s)

➤ **The Public Outreach Campaign Team**

Charge: The Charge for this Team is to prepare and oversee the implementation of a work plan for identifying groups of voters and would-be-voters who need special assistance in understanding the Voter ID requirements and various means to meet and comply with those requirements. Special and extra outreach help and assistance will be provided to elderly voters whose driver licenses or identification cards may have expired; both rural and urban populations; voters with disabilities or who are homeless; minority groups (e.g., Native American, African American, Hispanic, Hmong populations); public and private university and

college students; and ex-felons who recently completed the terms and conditions of their probation and parole, to name a few.

The objectives of the outreach campaign will be to identify groups of eligible voters needing assistance who may not have an acceptable form of identification; identify organizations that work with these select groups of eligible voters; develop educational materials for these organizations to use in training their respective constituents about the new Voter ID Law; communicate educational messages on a more personal level; intersect within the lifestyles and communities of the target audiences via grassroots marketing efforts; minimize the number of historically disadvantaged voters who arrive at the polls without a Photo ID that meets statutory requirements; and, direct targeted voters and groups to a dedicated website and/or help line.

This Team will develop a Speakers Bureau for responding to public requests for G.A.B. staff to make presentations on the Voter ID Law and how electors can meet the requirements. This Team will also coordinate the development of responses to inquiries regarding G.A.B.'s public outreach initiatives, and the Team will coordinate and draft correspondence to Legislators regarding progress and status reports on the implementation of the Photo ID Law.

- **Adam Harvell**, Team Lead
[(608) 261-2030 / Adam.Harvell@wi.gov]
- Edward Edney
- Reid Magney
- Ann Oberle
- Steve Pickett
- Jo Futrell
- Aaron Frailing
- Sharrie Hauge
- New two-year project position(s)

➤ **The Local Election Officials Education/Training/Technical Assistance Team**

Charge: The Charge for this Team is to prepare and oversee the implementation of a training plan that includes curricular-development and materials including but not limited to videos, brochures, pamphlets, informational flyers, and other documents developed for “getting out the word” to Wisconsin’s 1,850 clerks representing towns, villages and cities, and their respective local election officials, i.e. poll worker and chief election inspectors, in addition to the State’s 72 county clerks. The State’s 1,850 municipalities serve approximately 3,000 polling places that comprise over 3,600 reporting units (wards/precincts). 1,673 of the State’s cities, towns and villages have a population under 5,000 and are mostly rural. The majority of municipal clerks (62 percent) responsible for administering local elections work part-time, and the turnover rate is between 20-25 percent annually.

These facts underscore the need for ongoing training and continuous support to ensure uniform application of the many new requirements for the Voter ID Law. This Team will also coordinate the development of responses to inquiries regarding G.A.B.'s education, training and technical assistance initiatives for local election officials.

- **Allison Coakley**, Team Lead
[(608) 261-2033 / Allison.Coakley@wi.gov]
- Diane Lowe
- David Buerger
- Adam Harvell
- Steve Pickett
- Katie Mueller

- Angie Steinhauer
- Christopher Doffing
- Tiffany Schwoerer
- New two-year project position(s)

➤ **The Statutory Documentation Team**

Charge: The Charge for this Team is to develop a work plan that includes research and documentation of the various types of voter IDs authorized by the Voter ID Law. Included in this Charge, the Team will also provide information on what types of identification documents that are not acceptable and the related reasons. This Team will work with the State Department of Transportation (DOT) Division of Motor Vehicles, and the Department of Health Services (DHS) Vital Statistics Division to learn about both Departments policies, procedures and Administrative Rules regarding the types of documentation needed for voters to receive a free State-issued ID for voting purposes. Information will also be provided on the process and documents needed for obtaining a birth certificate and related documents necessary for obtaining a free State-issued ID for voting purposes. In addition, this Team will research and learn the location of DMV offices around the State, and their respective operational dates and hours.

This Team will also work with public colleges and universities, and the State's Technical College System, to provide information on what types of identification documents for students that are acceptable and those that are not acceptable for voting purposes. In addition, this Team will work with the U.S. Postal Service to determine requirements for obtaining a Passport because Passports are a Legislatively-approved form of a photo identification for voting purposes.

This Team is responsible for gathering accurate information about whatever documentation is required for obtaining a free State-issued ID for voting purposes, including but not limited to examples, graphics and illustrations to be shared with voters, especially with groups to which the G.A.B. is specifically charged to provide outreach services. This Team will coordinate the development of responses to inquiries regarding the type of documentation needed for obtaining a free State-issued ID for voting purposes.

- **Ross Hein**, Team Lead
[(608) 267-3666 / Ross.Hein@wi.gov]
- Edward Edney
- Aaron Frailing
- Ann Oberle
- Christopher Doffing
- David Buerger
- New two-year project position(s)

➤ **The Statewide Voter Registration System (SVRS) Technical Team**

Charge: The Charge for this Team is to develop a work plan that includes tasks for identifying and recommending changes or modifications that need to be made to the SVRS in order for SVRS to provide the capability and capacity for implementing the technical aspects of the Voter ID Law.

The SVRS will be modified to track whether a mail-in absentee voter has previously submitted photo ID and therefore, not required to do so with subsequent mail-in absentee ballot submissions; to manage the new provisional ballot scenarios; to indicate on the voter list and absentee ballot log print-outs whether the voter is required to show a statutory ID (to allow for

the exemptions in the Photo ID Law); to change the SVRS field currently labeled “ID Required” field to “Proof of Residence Required” on the voter list, voter application node, and the voter record; to add a statutory ID field to the voter record and voter application node so it can be displayed on the voter list; to enhance SVRS to designate the absentee ballot transmission method on all absentee labels, the voter list, and the absentee ballot log; to create a new absentee witness name/address verification to accommodate the different acceptable witness statements available for confined electors, voters in facilities covered by special voting deputies, and voters in facilities not covered by special voting deputies; and, to remove the corroborating witness as an option in the voter application and voter record.

The Team will oversee modifications that need to be made to the SVRS’ Voter Public Access (VPA) component in order to allow military and permanent overseas voters to submit requests for absentee ballots online, without the need to present a photo ID, as well as manage the SVRS User Acceptance Testing. This Team will also coordinate the development of responses to inquiries regarding SVRS, its capabilities and functionalities with regard to the Photo ID Law.

- **Sarah Whitt**, Team Lead
[(608) 261-2034 / Sarah.Whitt@wi.gov]
- Adam Harvell
- David Buerger
- Ann Oberle
- Katie Mueller
- Angie Steinhauer
- David Grassl
- John Hoeth
- Steve Rossman
- New two-year project position(s)

➤ **The Absentee Balloting Team**

Charge: The Charge for this Team is to develop a work plan that includes processes and documentation that ensure individuals who have difficulty getting to the polling place on Election Day – such as individuals residing in nursing homes, retirement homes and community-based residential facilities and those who simply prefer to vote by absentee ballot – have the opportunity to exercise their right to vote. Additional focus will be directed to persons incarcerated for non-felony offenses, and residents of secured detention centers that house sexually violent offenders who are eligible to vote even though they remain secured.

This Team will identify the procedures for absentee voting in nursing homes, qualified retirement homes, and in qualified community-based residential facilities and identify who is and who is not required to provide a photo ID and if not, what they need to provide to be eligible to vote. This Team will also review and develop materials on general absentee voting procedures and new requirements established by the Photo ID Law.

The Team will work with the SVRS Technical team and make recommendations on modifications that need to be made to the SVRS’ Voter Public Access (VPA) component in order to allow military and permanent overseas voters to submit requests for absentee ballots online, without the need to present a photo ID, and provide progress updates for absentee ballot tracking in SVRS.

This Team will develop the framework from which WisLine Informational and Training Programs such as “Everything Absentee” will be developed. This Team will also coordinate the development of responses to inquiries regarding absentee balloting vis-à-vis the new Photo ID Law and its requirements. In addition, this Team will make recommendations to the Public

Information Development, the Public Outreach Campaign, and the Local Election Officials Education/Training/Technical Assistance Teams with regard to absentee voting and the Photo ID Law.

- **Diane Lowe**, Team Lead
[(608) 266-3276 / Diane.Lowe@wi.gov]
- Adam Harvell
- Katie Mueller
- David Buerger
- Sarah Whitt
- New two-year project position(s)

➤ **The Provisional Ballot and Canvass Team**

Charge: The Charge for this Team is to develop a work plan that identifies who, when, where and how provisional ballots may be cast; develop educational materials for clerks to use in training their election inspectors and training aids that election inspectors may reference. This Team will update provisional voting documents, such as the “Provisional Voting Information Sheet” and provide a guide for clerks to use when processing provisional ballots, along with a timeline for meetings of their boards of canvass. This team will also develop and recommend training tools for clerks to use to train members of their boards of canvass.

This Team will develop the framework from which the WisLine Informational and Training Programs such as “Voter Photo ID and Provisional Voting Information for Clerks” and the “Voter Photo ID and Provisional Voting Information for Election Day Officials” will be developed. This Team will also coordinate the development of responses to inquiries regarding provisional balloting vis-à-vis the new Photo ID Law and its requirements.

- **Katie Mueller**, Team Lead
[(608) 267-7890 / Katie.Mueller@wi.gov]
- Diane Lowe
- Katie Mueller
- Ann Oberle
- Steve Pickett
- Steve Rossman
- New two-year project position(s)

➤ **The Publications, Forms and Manuals Team**

Charge: The Charge for this Team is to develop a schedule and timetable for the review of all G.A.B.’s publications, forms, manuals and related information/instructional documents in paper and electronic formats for the purpose of identifying areas which require updates regarding the requirements of the Voter Photo ID Law. This Team will make the necessary changes in the agency’s publications, forms and related information/instructional documents prior to the February 2012 Spring Primary for training of local election officials. This Team will also coordinate the development of responses to inquiries regarding changes and updates made to G.A.B.’s election administration publications, forms and manuals in order to comply with the new Photo ID Law and its requirements.

- **Angie Steinhauer**, Team Lead
[(608) 264-6763 /Angie.Steinhauer@wi.gov]
- Diane Lowe
- David Buerger
- Steve Pickett

- John Hoeth
- Allison Coakley
- New two-year project position(s)

➤ **The Photo ID Program Monitoring and Evaluation Team**

Charge: The Charge for this Team is to determine program evaluation factors and develop standards via the identification of measurement metrics for monitoring and assessing G.A.B.'s administration and implementation of the Voter Photo ID Law. As part of the determination of what the measurement standards should include, this Team will consult with social research scientists at the University of Wisconsin-Madison, Political Science Department, and with professors at the University's School of Business.

The intent is to build in a program evaluation paradigm in the beginning of G.A.B.'s strategy for implementing the Photo ID Law. Information gained from this monitoring and assessment tool will be used to inform and guide the implementation process that may include making required adjustments to the program strategy, refocusing resources and staff efforts, and/or requesting additional funds from the Legislature in order to effectively achieve the Legislature's full intent of the Photo ID Law's goals and objectives.

Further, the intent of building-in a formal monitoring and assessment component into G.A.B.'s Photo ID Law implementation strategy at the beginning of the program development process is to ensure that this important management information feature is an ongoing and integral part of G.A.B.'s ability to make adjustments and corrections quickly rather than waiting until it may be too late to effectuate needed change. This Team will also review the G.A.B. web-based complaint system to make sure its capacity is sufficient enough for electors to include specific information about the process for implementing the Photo ID Law.

- **David Buerger**, Team Lead
[(608) 267-0951 / David.Buerger@wi.gov]
- Reid Magney
- Aaron Frailing
- Christopher Doffing
- Sarah Whitt
- Steve Rossman
- New two-year project position(s)

Management and Oversight of the Voter Photo ID Program Initiative

The Voter Photo ID program planning and implementation concept, and the monitoring and assessment of the Voter Photo ID public policy goals and objectives are managed and overseen by the Elections Division Administrator. The Elections Supervisor assists the Elections Division Administrator with the daily management of the Voter Photo ID Program Initiative.

Administrator Robinson and Elections Supervisor Hein both serve as ex-officio members on all the Teams. Administrator Robinson is the G.A.B. liaison to the the Governor's Office and the Legislature regarding the implementation of Photo ID.

Elections Supervisor Hein's role is to ensure that each respective Team's Charge and objectives are being addressed in accordance with the Master Photo ID Implementation Plan developed by the Elections Division staff. The Master Photo ID Implementation Plan will consist of merging the individual Teams' Plans into a single document. Elections Supervisor Hein is also G.A.B.'s liaison to the Department of Transportation, the Department of Health Services, and the Department of Corrections.

Nathaniel E. Robinson

Elections Division Administrator
 Government Accountability Board
 212 East Washington Avenue, 3rd Floor
 Madison, WI 53703

(608) 267-0715 LAN
 (608) 267-0500 FAX

Nat.Robinson@wi.gov
<http://gab.wi.gov>

Ross D. Hein

Elections Supervisor
 Government Accountability Board
 212 East Washington Avenue, 3rd Floor
 Madison, WI 53703

(608) 267-3666 LAN
 (608) 267-0500 FAX

Ross.Hein@wi.gov
<http://gab.wi.gov>

G.A.B. Staff Counsels

G.A.B. Staff Counsels will participate and assist in the assignments of all Teams as needed.

Michael R. Haas

Staff Counsel
 Government Accountability Board
 212 East Washington Avenue, 3rd Floor
 Madison, WI 53703

(608) 266-0136 LAN
 (608) 267-0500 FAX

Michael.Haas@wi.gov
<http://gab.wi.gov>

Shane W. Falk

Staff Counsel
 Government Accountability Board
 212 East Washington Avenue, 3rd Floor
 Madison, WI 53703

(608) 266-2094 LAN
 (608) 267-0500 FAX

Shane.Falk@wi.gov
<http://gab.wi.gov>

Executive Sponsor of the Voter Photo ID Program Initiative

G.A.B.'s Director and General Counsel, who is also the State's Chief Election Officer, is in charge of the overall program. He sets the policy direction and shares his vision for the development and implementation of the Voter Photo ID Program Initiative to ensure success.

Kevin J. Kennedy

Wisconsin's Chief Election Officer
 Director and General Counsel
 Government Accountability Board
 212 East Washington Avenue, 3rd Floor
 Madison, WI 53703

(608) 266-8005 LAN
 (608) 267-0500 FAX

Kevin.Kennedy@wi.gov
<http://gab.wi.gov>