

**Department of Elections
FY2026
Joint Finance
Committee Presentation**

February 11, 2025



Recommended Budget: New Initiatives

- Department accepts Governor's Recommended Budget
- Newly-funded initiatives
 - Expansion of New Castle County Warehouse
 - Funding will allow for a 15,000 square foot expansion to our current warehouse space
 - Space will be utilized for storage of voting equipment
 - Additional space will allow all equipment to be stored in a single location, and not have to seek separate storage facilities



Not Recommended in GRB

- Increased stipend for Board of Elections members
 - Requesting additional \$5.0 to provide increased stipends
 - Board stipends have not been increased in many years
 - Board members dedicate additional times to meetings and providing support and assistance with elections preparation activities and on Election Days



Vacant Positions

- Currently the department has one full-time position that is vacant with the intention to fill prior to June 30, 2025.



Performance Measures:

- Campaign Finance:
 - Campaign Finance Training:
 - Providing in-person and web-based options
 - Training sessions in all counties and City of Wilmington
 - Review and expansion of topics based on feedback and questions received
 - Providing training annually and in more locations annually (not only in years when statewide elections are scheduled)
 - 86%+ filing rate for 2024 Annual Reports



Performance Measures

- Campaign Finance (continued)
 - Code updates (passed in 2021) have provided additional flexibility regarding fines for failure to file required reports/resolving unfiled reports
 - Additional follow-up/enforcement efforts
 - In addition to Code-mandated communication, multiple additional outreach/reminders to committees via email
 - Dual focus: Code compliance and customer service
 - Implemented online complaint form (HB 291)
 - Candidate Background Check and Address Verification
 - Comprehensive Review and reorganization of candidate filing materials



Performance Measures

- Voter Outreach
 - Significant expansion of voter outreach efforts (more details to follow)
- Candidate Services
 - Creation of comprehensive filing packets for:
 - Candidate filings
 - School candidate filings
 - Candidate nominations
- Voter Information
 - Continuing to make voter information (voter registration information and elections results information) online and accessible
 - Updating data request (and other forms) as fillable forms



Performance Measures

- Voter Registration (continued):
 - Electronic Registration Information Center (ERIC) provides access to multiple resources:
 - Those who have passed away out-of-state
 - Registered to vote in another state
 - Voters moving in-state (DoE also receives this information from DMV)
 - Duplicated registration records (DoE continually checks for duplicate records/data entry errors)
 - Monthly comprehensive quality control reports distributed and reviewed/processed by county offices



Performance Measures

- Electronic Registration Information Center (ERIC) continued:
 - ERIC is funded by member states (formula based on registered voter population) and is non-partisan
- National-Level Resources for Voter List Maintenance
 - Voter registration and motor vehicle agency utilized from members states
 - Utilizing USPS National Change of Address data to cover non-ERIC member states
 - All return mail utilized for voter list maintenance processes



Performance Measures

- Voter Information & Voter List Maintenance
 - Implementing Provisions of HB82
 - Reformatting current mailing format
 - Including additional voter information
 - Highlighting how a recipient of a mailing for a former resident may return item received
 - Returned mail pieces initiates address verification/voter list maintenance process
 - Automation efforts for processing address verification mailings returned
 - Utilizing additional capabilities of automation equipment used to process outbound and inbound absentee ballots



iVOTE.de.gov and GIS-Based Election Tools

- Delaware's online voter registration and information system permits a voter to:
 - register to vote & update/cancel voter registration
 - update their address, name, and party affiliation
 - request a polling place card
 - complete an absentee ballot application
 - find their polling place
 - Google Maps location service/driving instructions
 - view their sample ballot
 - obtain info regarding their elected officials



iVOTE.de.gov, GIS-Based Election Tools, Map Enhancements, Website Updates

- GIS-Based Election Tools
 - Working closely with Government Information Center
 - Comprehensive Polling Place, District, and Elected Official Lookup Tool
- Map Enhancements
 - Maps resolution refreshed using GIS information
 - Maps are more vibrant and provide additional detail
 - Enhanced sets of Representative District and Senate District Maps with Election Districts boundaries
- Website
 - Full update and relaunch in early 2024
 - Continuous review and enhancements daily



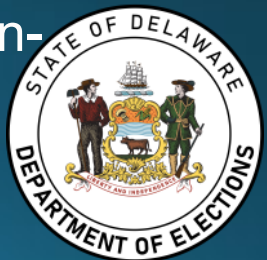
Outreach & Training

- **Municipal Elections and Training**
 - Ongoing enhancement of support for Municipal Elections
 - Continued expansion of municipal election info on website
 - Comprehensive Election Support (equipment/documents/Election Officer training/voter registration data)
- **Organized Voter Registration (OVR)**
 - Training materials revamped and content expanded
 - Scheduled and on-demand training for OVR registrars
 - Focus on ensuring OVR groups are certified and trained
 - Maintaining full training schedule in non-statewide election years to ensure meeting registrar/organization needs



Additional Elections Equipment and Box Truck Replacement

- Additional Voting Equipment needed for Growth in Sussex County funded in FY25 was successfully deployed for the 2024 Election cycle.
 - Several dozen new or expanded polling places added
- Replacement Box Trucks for New Castle, Kent and Sussex County Offices
 - Funding provided in FY25
 - First truck was delivered to Kent County in January 2025
 - Two additional trucks to be delivered to New Castle and Sussex County Offices anticipated March 2025
- Funding for On-Site Voting Machine Parts Inventory funded in FY25
 - Working with vendor to establish most frequently needed parts to maintain in on-site inventory



Security and Communications

- Ongoing Review of Security Enhancements
 - Continuous work with state and federal partners
- Elections Security Group
 - Ongoing collaboration with state and federal partners
 - Group is active continuously, not only during state/federal election seasons
- Communications
 - Continued growth of presence on social media platforms
 - Work in collaboration with GIC for Elections presence on State homepage around key deadlines
 - Work with commercial vendors (Comcast/Effectv and other social media platforms) for a comprehensive outreach to voters with 2024 Voter Information Campaign (voting options, registration and related deadlines, etc.)



Voter Information and Outreach

- 2024 Voter Information Campaign:

- • *under budget with greater than anticipated results*

- Effectv: 7 Public Service Announcement Commercials created & aired on 51 networks

- streaming and traditional cable services

- Topics :voter registration deadlines, party change deadlines, early voting information, voting accessibility, automatic voter registration process

- Campaign Summary:

- video ads were delivered 952,088 times with premium content

- 92% of viewers watched the full length of the 30 second advertisements

- AB&C: Advertisements and Voter Information Mailer:

- Direct Mailer to every registered voter (790,000 voters)

- Mailing enhanced with information detailed in HB 82 (2023)



Voter Information and Outreach

- **More than 8.1 million total impressions delivered to the public**
- Other advertising methods:
 - DE Live banner ads
 - Meta newsfeed, story carousel ads
 - AdTheorent display ads
 - Division-D streaming audio
 - NextDoor newsfeed ads
 - Terrestrial radio :30 spots (English and Spanish)
 - Delaware State News daily (Sunday edition) half-page ads
 - Cape Gazette weekly (Friday) half-page ads
 - Seaford and Laurel Star weekly (Thursday) half-page ads
 - Milford Chronicle and Millsboro Long Neck Independent monthly half-page ads
 - Gatehouse Publications weekly (Tuesday, Wednesday and Thursday) half-page ads



Voter Information and Outreach

- Other advertising methods (continued):
 - Spanish Publications half-page ads
 - Clear Channel eco posters
 - Clear Channel bulletins



Voter Information and Outreach

- Other advertising methods (continued):
 - Daily State News daily (Sunday) half-page ads
 - Cape Gazette weekly (Friday) half-page ads
 - Seaford and Laurel Star weekly (Thursday) half-page ads
 - Milford Chronicle and Millsboro Long Neck Independent monthly half-page ads
 - Gatehouse Publications weekly (Tuesday, Wednesday and Thursday) half-page ads
 - Spanish Publications half-page ads
 - Clear Channel eco posters
 - Clear Channel bulletins
- Community Activities
 - Sponsor and Exhibitor annually at Delaware State Fair

Making Voting Accessible

- Accessibility Improvements
 - Working in partnership with CLASI/DLP
 - Significant accessibility improvements in 2024 election cycle vs. 2022 election cycle
 - Efforts for additional improvements are ongoing.
 - Participation in/sponsorship of LIFE Conference
 - Accessibility review of all polling locations
 - Relocation of polling places (accessibility focus)
 - Development of enhanced signage, parking, and accessibility plans for polling places
 - Ongoing demonstrations of voting accessibility options (voting machines, absentee voting)
 - National Federation of the Blind (NFB) local chapters
 - Comprehensive website update with a focus on accessibility improvements



State and National Affiliations

- Member of Delaware Artificial Intelligence (AI) Commission
- Delaware is represented on the :
 - Elections Infrastructure-Information Sharing and Analysis Center (EI-ISAC)
 - Elections Committee of National Association of Secretaries of State (NASS)
 - National Association of State Election Directors Board of Directors
 - Election Center (National Assoc. of Elections Officials)
 - Postal Committee & Program Development/Awards Committee
 - USPS Mailers Technical Advisory Committee
 - Overseas Voting Initiative (Federal Voting Assistance Program & Council of State Governments)
 - Election Assistance Commission (EAC)
 - Standards Board & Local Leadership Council





Thank you!
The Department is happy
to answer any questions!

