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5 **A RESOLUTION**
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7 Supporting the enfranchisement of Milwaukee County voters through the provision of
8 \$50,000 in funding from Org. Unit 1940-1945 Appropriation for Contingencies to the
9 Office of the County Clerk and the Election Commission to educate residents on the
10 voting process, supplement voter registration, and empower citizens to vote
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13 WHEREAS, in 2016, the Milwaukee County Clerk and Election Commission
14 undertook a “Bring It to the Ballot” Voter ID Campaign to encourage individuals to vote
15 and inform them of the proper paperwork necessary to register; and
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17 WHEREAS, the campaign included advertising at local movie theaters, outdoor
18 advertising on transit shelters and inside buses throughout the County, print
19 advertisements in local newspapers, and radio advertisements on local stations; and
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21 WHEREAS, the Milwaukee County Board of Supervisors reactivated the initiative
22 in 2020 to encourage voter participation by creating a campaign that increased public
23 awareness to the voting process by appropriating a total of \$100,000 through the 2020
24 Adopted Budget and File No. 20-146 (adopted February 6, 2020); and
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26 WHEREAS, in July 2021, in File No. 21-579, the Milwaukee County Clerk and
27 Election Commission reported the results of the 2020 campaign, which was made more
28 challenging by the COVID-19 Pandemic, to encourage voter participation, which
29 outlined the various efforts that were made, including:

- 30 • Digital, print, and radio advertising
- 31 • Transit system advertising
- 32 • National Voter Registration Day Event
- 33 • Voter Registration Kiosks

34 ; and
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36 WHEREAS, the City of Milwaukee, Milwaukee County Clerk and Election
37 Commission, deployed several voter registration kiosks throughout the County,
38 including at the Milwaukee City Hall, City of Milwaukee public libraries, Milwaukee
39 County senior centers, some suburban public libraries, and in the jury management
40 room at the Milwaukee County Courthouse, among other locations; and
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42 WHEREAS, the kiosks connect voters to the correct website where they can print
43 out registration forms, make a copy of their identification, and provide instructions on
44 document submission; and

45 WHEREAS, voter suppression in the State of Wisconsin is a real and recurrent
46 issue, whether it's due to stringent voter ID and laws, disinformation campaigns, or
47 other forms of voter intimidation, and must be countered with accurate and positive
48 information on the voting process; and

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50 WHEREAS, voter suppression often disproportionately affects lower-income and
51 black voters more than their higher-income and white counterparts, which adversely
52 impacts Milwaukee County's goal to achieve racial equity; and

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54 WHEREAS, Milwaukee County should promote and empower its citizens to vote
55 and encourage the enfranchisement of every individual able to vote; and

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57 WHEREAS, the Committee on Finance, at its meeting of July 21, 2022,
58 recommended adoption of File No. 22-887 (vote 6-1); now, therefore,

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60 BE IT RESOLVED, the Milwaukee County Board of Supervisors hereby
61 authorizes the Office of Strategy, Budget and Performance working in conjunction with
62 the Comptroller, to transfer \$50,000 from Org. Unit 1940-1945 Appropriation of
63 Contingencies to Org. Unit 3270 Office of the County Clerk and Election Commission,
64 Sundry Services account 60907, for the purposes of voter registration and education
65 outreach similar to the efforts made in 2020 and previous years; and

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67 BE IT FURTHER RESOLVED, that the Office of the County Clerk and the
68 Election Commission will provide a report to the Milwaukee County Board of
69 Supervisors no later than the March 2023 meeting cycle documenting how the funds
70 were expended and providing recommendations on how funds can be spent in future
71 campaigns to provide effective voter education and encouraging all residents to
72 participate the electoral process.

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75 07/21/2022

76 S:\Committees\2022\July\FINANCE\Resolutions\22-887 50K funding voter education - no edits.docx