

MILWAUKEE COUNTY ELECTION COMMISSION

VOTER EDUCATION AND OUTREACH REPORT FOR FALL 2022 ELECTION CYCLE

Overview

As a result of the Milwaukee County Board Resolution 22-887 adopted in July 2022 and subsequently signed by the County Executive Crowley, a provision of \$50,000 was allocated to the Milwaukee County Election Commission (MCEC) “to educate residents on the voting process, supplement voter registration, and empower citizens to vote.” With that provision, MCEC successfully implemented voter education and outreach opportunities leading up to the 2022 General Election. We are grateful to the County Board of Supervisors for providing this much needed funding towards this important and worthwhile effort.

As elections in Wisconsin are administered at the local level, the primary responsibility of voter communication comes from municipal clerks/administrators. Yet, we know it takes a village to educate and inform voters about elections and MCEC is serious about our responsibility of supporting our local clerks and being a trusted and reliable resource to all Milwaukee County constituents.

MCEC consistently strives to increase public awareness about the voting process and to encourage voter participation. Since the beginning of the global pandemic in 2020, many traditional outreach activities have been limited. While the threat of the pandemic may have decreased with a greater use of vaccinations and shifts in behaviors, MCEC remains active in our voter education and outreach endeavors.

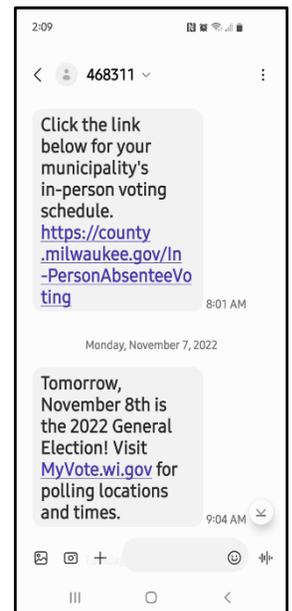
ADVERTISING

Electronic/SMS Marketing

One tool MCEC continues to use to reach voters is the Granicus/GovDelivery (formally known as Communications Cloud). GovDelivery is a Software-as-a-Service (SaaS) solution that enables government organizations to connect with more people. By using this existing tool, the Milwaukee County Election Commission was able to leverage different outreach mediums (email notifications, SMS/text messages) to connect with our large target audience, which is comprised of approximately 68,000 subscribers. This included informational notifications (5-8 per election) to inform or remind subscribers about:

- the deadlines to register to vote for each election (online and in person)
- the date in-person absentee voting begins
- the last date for in-person absentee voting
- the date of each election (messages prior to and on Election Day)

These outreach messages also included a link to MyVote.wi.gov, where voters may go to register to vote, request an absentee ballots, track the status of their absentee ballot, find their polling place, and seek assistance with their election-related questions.



In the table below, Engagement Rate measures how many recipients opened these messages and/or clicked on links, relative to the total number of subscribers (most subscribers receive an email notification and a text message notification). We have used this tool for several years and the engagement with these mediums remains at a high level – over 50%, demonstrating that we are effectively reaching these subscribers.

Month (2022)	Aug	Oct	Nov
Recipients	68,675	68,556	68,422
Engagement Rate	59.1%	59.3%	56.2%

Effective Messaging

In 2020, MCEC contracted with KW2, a women-owned full-service marketing and communications firm specializing in digital marketing and media services, web development, creative design, brand strategy, and earned media to create a bi-lingual communications strategy for outreach to Milwaukee County voters.

To stretch our dollars in support of the 2022 Fall Election Cycle voter outreach and education efforts, MCEC re-tooled the marketing materials purchased from KW2.

Your Vote Matters

For many Milwaukee County residents, it is important to know that their voice matters. It is also imperative to provide useful tools that make the process easy to navigate. We acknowledge there are many sources of information, both accurate and inaccurate. We consistently direct voters to the informative and user friendly MyVote.wi.gov website, which is owned and maintained by the Wisconsin Elections Commission. On that site, electors may register to vote, see a sample ballot, and request an absentee ballot with relative ease. We are confident it is one of the best sources of reliable information.



Vote Your Way

“Vote Your Way” was the hallmark campaign leading up to the 2020 Presidential Election. We continue to use this messaging in our GovDelivery messages to help inform voters about their options to safely cast their ballot on election day, in addition to during in-person absentee voting or by casting an absentee ballot. In addition to election dates and voting hours, MCEC publicly posts a countywide list of in-person absentee voting locations and hours on our website for every election.



Public Transit Advertising

MCEC achieved voter engagement by again contracting Vector Media to advertise on Milwaukee County Transit System’s (MCTS) buses and bus shelters. The five-week campaign began on October 5, 2022 and 300 bus interiors in the MCTS fleet were outfitted with “Your Vote Matters” posters.

Similar artwork, offering voter information & resources via the Milwaukee County Election Commission and the MyVote.wi.gov website was displayed on the outsides of buses (or the 30” x 144” “Bus Kings” as they are often referred) and on bus shelters at the locations listed below.



Media	Description	Location	Creative
Transit Shelters-Panel-General Market	Inside	Capitol Dr NS 40ft E/O 2nd St	Your Vote Matters (11/8/22)
Transit Shelters-Panel-General Market	Outside	National Ave NS 19ft E/O Layton Blvd	Su Voto Cuenta (11/8/22)
Transit Shelters-Panel-General Market	Outside	North Ave NS 13ft E/O ML King Dr	Your Vote Matters (11/8/22)
Transit Shelters-Panel-General Market	Outside	Mitchell St NS 16ft E/O Cesar Chavez Dr	Su Voto Cuenta (11/8/22)
Transit Shelters-Panel-General Market	Inside	6th St WS 22ft N/O Virginia St	Su Voto Cuenta (11/8/22)
Transit Shelters-Panel-General Market	Outside	76th St WS 16ft N/O Center St	Your Vote Matters (11/8/22)
Transit Shelters-Panel-General Market	Outside	Cambridge Ave WS 35ft N/O Brady St	Your Vote Matters (11/8/22)
Transit Shelters-Panel-General Market	Outside	27th St WS 35ft N/O Oklahoma Ave	Su Voto Cuenta (11/8/22)
Transit Shelters-Panel-General Market	Inside	6th St ES 9ft S/O Oklahoma Ave	Su Voto Cuenta (11/8/22)
Transit Shelters-Panel-General Market	Outside	Brown Deer Rd NS 970ft E/O Swan Rd	Your Vote Matters (11/8/22)

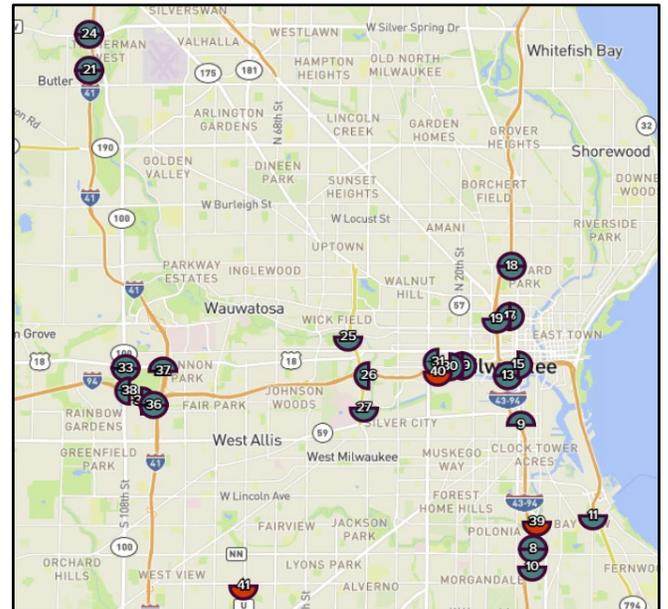
Billboard Advertising

Clear Channel Outdoor provides outdoor advertising space on billboards across Milwaukee County. As part of MCEC's outdoor advertising campaign for the 2022 Fall Election, Clear Channel displayed "Your Vote Matters" digital and print media, in English and Spanish, throughout Milwaukee County for a five-week campaign.

Digital Bulletins

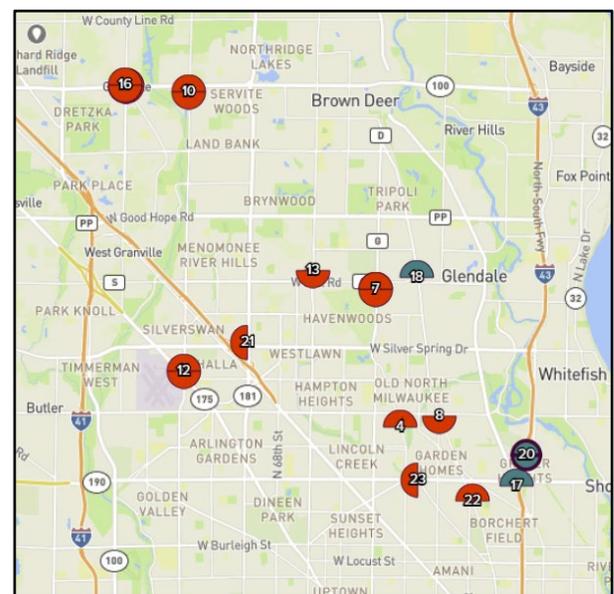
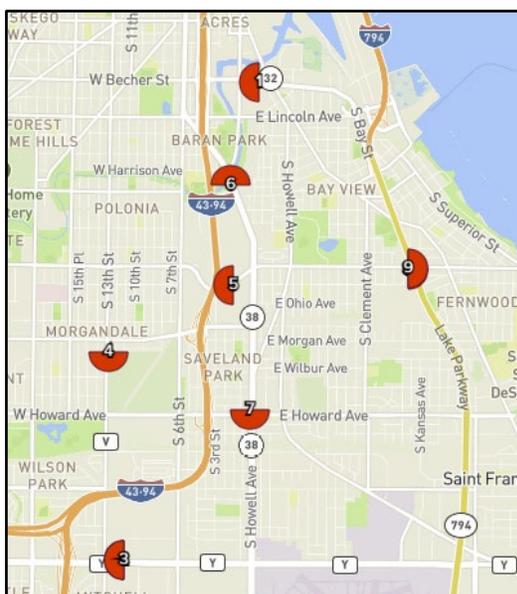
Over 35 digital billboard options:

- 7 zones created with billboards used on a rotating basis in each zone
- Large format offered maximum visibility and impact
- Delivered high reach and frequency over an extended time
- Provided continuous exposure of an advertising message
- Sustainable production available in recyclable, eco-friendly material
- Positioned on highly visible, heavy traffic locations (expressways and major roadways)



Static/Paper Billboards

- Highly effective for short term campaigns that required rapid consumer attention including product and service introductions or call to action messages
- Enhanced visual integrity through new single-sheet, eco-friendly materials
- Distributed throughout neighborhoods, surface streets, and intersections markets
- Bridged the gap where digital options were not available
- Community positioning around desirable neighborhoods and major commercial or retail centers



National Voter Registration Day 2022

The Milwaukee County Election Commission participated in National Voter Registration Day 2022 on Tuesday, September 20, 2022. This holiday has been endorsed by the National Association of Secretaries of State (NASS), the National Association of State Election Directors (NASSED), the U.S. Election Assistance Commission (EAC), and the National Association of Election Officials (The Election Center).

National Voter Registration Day is a non-partisan civic holiday celebrating our democracy. It is celebrated on the fourth Tuesday in September. The goal of this holiday is to create awareness of voter registration opportunities and to make sure everyone can vote.

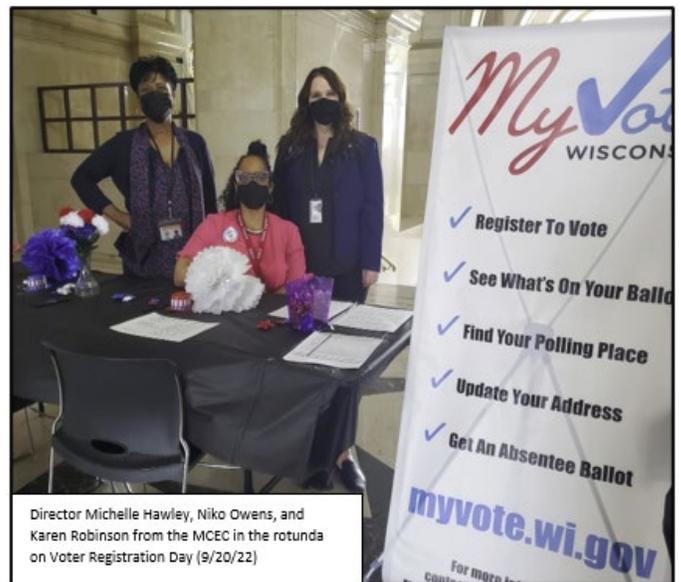
Voter Education and Resource Drive

The Milwaukee County Election Commission staff held a 5-hour event in the rotunda of the Milwaukee County Courthouse on Tuesday, September 20, 2022 from 10:00 a.m. to 3:00 p.m. Staffed by MCEC personnel, the voter education and registration resource table was designed to aid electors through the process of registering to vote electronically using the State's online MyVote.wi.gov website. We recognize not every Milwaukee County resident has access to a smart phone, computer, or even the internet. We helped bridge the gap by providing a place where electors could register to vote online and ask questions regarding the voting process.

Clerk Christenson Celebrates National Voter Registration Day

MILWAUKEE – On September 20, 2022, Americans will celebrate National Voter Registration Day with a massive cross-country effort to register voters ahead of the hotly contested midterm elections. Milwaukee County Clerk George Christenson and Milwaukee County Election Commission Director Michelle Hawley made the following statements.

"I'm thrilled at the opportunity to provide Milwaukee County residents another opportunity to register to vote," said Clerk Christenson. "Election days can be busy. While Wisconsin still offers same day voter registration, we have yet another opportunity to get folks prepared before the election day itself. What I love about this holiday is that it inspires confidence in our voters. Allowing people to be empowered as they enter the polling place, knowing that they're registered, strengthens our democracy. We look forward to shepherding new voters through the process and getting their names on the poll books."



National Voter Registration Day 2022 was successful and produced the following results:

- Showcased Milwaukee County's commitment to educating and empowering citizens to vote
- Provided resources and information to numerous interested electors
- Assisted multiple electors through the registration process

Voter Education and Outreach Program Financial Summary

The financial summary below illustrates how MCEC utilized the resources provided by the County Board, in conjunction with continuing to leverage our access to the GovDelivery platform.

Revenue	
Funding from Milwaukee County Board of Supervisors	\$ 50,000.00
Existing MCEC Budget Line Item - Granicus (GovDelivery)	\$ 18,786.10
Total	\$ 68,786.10
Expenses	
Outreach & Advertising – Digital & Paper Billboards	\$ 28,320.00
Outreach & Advertising - Transit	\$ 21,518.00
Granicus (GovDelivery)	\$ 18,786.10
Total	\$ 68,624.10

Conclusion

The Milwaukee County Election Commission conducted a successful and effective voter education and outreach campaign in Fall 2022. In doing so, it achieved the goals as stated in the resolution “to educate residents on the voting process, supplement voter registration, and empower citizens to vote” and stretched the funds to inform as many Milwaukee County residents as possible.

We take seriously the important work of educating voters and assisting them in exercising their constitutional right to vote. Our work will continue to ensure every eligible voter has the opportunity to exercise their right, regardless of party, candidate, or issue.

We thank the Milwaukee Board of Supervisors for its continued support with this important mission. It is our hope that the County Board will continue to work with the Milwaukee County Clerk’s Office and the Milwaukee County Election Commission and provide us with the necessary resources to defend democracy in Milwaukee County.

Should you have any questions or concerns regarding any of its content, please do not hesitate to reach out to the Milwaukee County Clerk’s Office or the Milwaukee County Election Commission.

