



Overview

Diebold's overall project goal for Outreach is straight forward: *provide Cook County and Chicago with the largest and most effective Voter Outreach program ever conducted in our nation's history.* The Cook County and Chicago voter education initiative will begin immediately upon contract award and will extend to the November 2006 Election. With any newly defined process such as voting and elections, direct contact is a powerful tool providing voters with motivation, skills, and attitudes that will encourage them to become active voters. These elements are the primary focus of the Voter Outreach Plan. DESI is committed to a strong focus on voter education. The system implementation period represents an ideal time to inform, educate, and motivate voters. The visual and oral nature of DESI's direct contact demonstration meetings will provide everyone, even illiterate and semi literate target groups, an opportunity to ask questions and get answers immediately. Public contact is vital, but is only one element of the overall DESI outreach effort.

Experience suggests that it is essential to supplement these contacts with indirect forms of voter communication such as television, radio and Internet that complement this direct approach. Combined, these fundamentals form the foundation of our overall voter education effort. The Cook County and Chicago project will move voters from initial introduction of Accu-Vote TSX toward complete understanding of electronic voting and its benefits. Additional benefits of voter education have been added to this plan in conformity with the Help America Vote Act (HAVA)

DESI proposes an integrated voter awareness approach. Each voter demonstration contact in this proposal is enhanced for improved public awareness. DESI will offer the following voter education services as part of Voter Outreach:

- Voter registration,
- Absentee voting information,
- Address changes forms,
- Voter education materials,
- Touch screen voting instructions.

These add-on services expand the effectiveness of each contact. As voters become aware of touch screen technology the learning experience is linked with other activities, increasing voter interest and motivation.

DESI conducts hands on demonstration events. These events and community meetings provide everyone an opportunity to ask questions and get answers immediately. Demonstration staff will provide for every language spoken in the Cook County region – no voter will be left behind. This form of public contact is vital, but represents only one element in the overall effectiveness of Voter Outreach.

The proposed approach involves more than just amplification of the electronic voting story. DESI intends to engage, excite and reward voters in a one of a kind effort. One unique education aspect will involve rewarding each voter with small voter instruction-education card. This wallet sized card includes a step by step graphic foldout instruction panel. Timing is an essential element during Voter Outreach. Events will be timed to take advantage of high pre-election awareness periods.

Community Research

Research and planning are important elements when transitioning to any new voting system. The Chicago region is among the nations most diverse, populated by numerous nationalities. DESI has conducted detailed community research and has employed this research in support of each aspect of this plan. This research will continue with local election staff and build a solid foundation for the greater Chicago launch. Information provided in planning sessions is especially important when building County/City specific programs. Upon completion of the research, numerous education strategies will be devised to substantially increase voter excitement, enthusiasm and turnout. Ultimately DESI's outreach plan will provide Cook County and Chicago voters with an outstanding educational opportunity. Each voter in the region will have numerous chances to interact with the new system before Election Day arrives. DESI will assist each LBE when considering cultural issues, target voter groups and overall voter demographics. DESI has found one of its most important assets in this endeavor is input and communication from experienced local election staff.

Management Approach

The proposed Cook County and Chicago Voter Outreach Project will be developed as a collaborative effort in conjunction with each local board. Below is a listing of program start up initiatives. DESI will provide an experienced Voter Outreach coordinator for startup management support. Each initiative is designed to become locally managed and self sufficient within four to six months:

Proposed DESI Outreach Initiatives
Project Branding & Concept Creation (provides each election board with unique localized theme)
Accu-Vote TSX Staff Demonstrator Training (provides instruction for voter contact and demos)

<i>Design, Printing, Management of Voter Information Materials</i>
<i>Community Event Development</i> (defines best demonstration events in each LBE)
<i>Local Corporate Partnership Development / Event Planning</i> (targets large employers for workplace outreach)
<i>Develop Cook County and Chicago Votes Web Site</i> (event system for public awareness event management)
<i>Public Relations Management</i>
<i>Streaming Staff and Voter Education Training Video on Web</i>
<i>Turn Key Radio & TV Commercial Production</i>
<i>Public Service Announcement Placement</i>
<i>Media Air Time Buying</i> (and media calendar development)
<i>Special Promotion and Event Management</i>
<i>Manage Retail Accu-Vote TSX Voter Day Events</i>
<i>Design Community wide Print Distribution Project</i> (expands public outlets for printed voter information)
<i>Development Targeted Voter Event plan</i> (schools, seniors citizens)
<i>Interactive Voter Education Ballot</i> (TSX Voter Outreach demo ballot linked to voter education printed materials)

DESI will work with each local board to categorize goals, objectives, methods, and resources needed to develop and carry out an effective voter education plan. Activities such as staff planning, advertising and promotion methods will provide the medium for creation of a clear program vision. Agreed methods of organizational performance and management will assist all team members in the pursuit of the project objective. \ Ongoing monitoring and surveys will provide feedback for adjustment of systems and processes, confirming outreach goals are met.

DESI's control model establishes four functional areas within which the program will achieve intended outcomes, and to reduce unintended outcomes.

Planning: DESI's Cook County and Chicago outreach effort involves setting of objectives, aligning resources, assessment of strengths and weakness, and identification of voter contact opportunities in each LBE.

Shared Leadership: This element involves tasks that align DESI's team approach with the stated objectives of the election boards. DESI possess extensive knowledge in the conduct of public outreach campaigns. Election boards have unique community

awareness. DESI has found this localized aspect one of the key components in successful Voter Outreach campaigns.

Organization: Procedures, policies, teams, operating units, and other established management tools are structured to guide the outreach team in achieving the goals of the program.

Control: This aspect is better described as coordination and indicates the need to manage the achievement of objectives. This includes systems similar to those mentioned earlier to monitor progress using an agreed upon reporting format to track achievement, rewards and nonperformance consequences.

Campaign Creation: Building a Solid Foundation

Accu-Vote TSX voter units are among the most intuitive voting systems in the market today. Voters however, not only want to know how to vote with the new touch screen system, but many have expressed an interest in what occurs after each vote is cast. DESI's outreach staff will be trained to make certain voters get answers to every question. DESI has developed a number of Voter Outreach components to speed rapid development of Chicago's education plan. The first planning session will provide an opportunity to provide creative input and guidance. DESI outreach managers will also provide dozens of proven outreach tools and concepts tailored to the electorate. This initial planning session will result in the following:

- Project Theme Selection
- Graphic Concept Review
- Establishment of Staff Requirements
- Selection of Program Elements
- 1st Draft Public Relations Campaign
- Establishment of Project Time lines
- Establish Codes of Conduct and Ethics
- Finalize Missions, Goals and Theme Branding
- Draft Outreach Plan #1

Reach agreement with reference to goals, objectives, and parameters of a particular voter education program. Typically achieved quickly, normally the first planning session.

Selecting and Training Outreach Staff

Voter Outreach staff represent the image and philosophy of the election initiative, the public face of Voter Outreach. A key component of the Outreach Program is selecting and training diverse outreach staff. DESI realizes the importance of qualified outreach staff. Using local outreach staff from local originations provides a number of benefits. One benefit is local awareness of the voting environment, the community and in many cases the neighborhood. Also staffing for the many languages in the Chicago area will be