

# Alabama Votes

## Photo Voter ID Initiative



Presented By Alabama Secretary of State John H Merrill

# What is the Alabama Votes Photo Voter ID Initiative?

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The Alabama Votes Photo Voter ID (PVI) Initiative is a project that was established by Secretary of State John H. Merrill upon his election as Alabama's 53<sup>rd</sup> Secretary of State in 2015.

The initiative seeks to provide free photo voter ID cards to Alabama's voters and promote voter registration and voter participation.

# Why was this initiative established?

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Upon taking office as Alabama's 53<sup>rd</sup> Secretary of State, Secretary Merrill realized that there was a need to promote voter registration and photo voter identification throughout the state. Only 2,992,062 of Alabama's 4.8 million residents were registered to vote at the time of his election in 2015, and Secretary Merrill believed there was room for improvement because so many eligible citizens were not registered to vote and weren't aware of the many resources that are available to them.

The program seeks to encourage as many eligible Alabamians as possible to register to vote and exercise their right to vote, and those who do not possess a valid form of identification to vote are encouraged to apply for a free photo voter ID card through the Alabama Secretary of State's Office or the Board of Registrars. The program also seeks to make the voter registration and photo voter ID process as convenient and accessible as possible.

# How are free photo voter identification cards and voter registration promoted to gain the public's interest and attention?

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To spark the interest of the people, the Alabama Secretary of State's Office recruits two renowned public figures each year to appear on collectible posters and television and radio ads throughout the State of Alabama. The public figures are not paid for their appearances.

# PVI Features Throughout the Years:

## 2015

**WHAT DO YOU MEAN YOU'RE NOT REGISTERED TO VOTE?!**

TO REGISTER TO VOTE OR SECURE A FREE GOVERNMENT ISSUED PHOTO ID, PLEASE CONTACT YOUR LOCAL BOARD OF REGISTRARS, VISIT [ALABAMAVOTES.GOV](http://ALABAMAVOTES.GOV) OR CALL 1-800-274-8683.

Paid for by the office of the Secretary of State, John Merrill, Montgomery, AL.



**BOOM! I TOLD YOU YOU COULD MAKE A DIFFERENCE IF YOU WERE REGISTERED TO VOTE!**

TO REGISTER TO VOTE OR SECURE A FREE GOVERNMENT ISSUED PHOTO ID, PLEASE CONTACT YOUR LOCAL BOARD OF REGISTRARS, VISIT [ALABAMAVOTES.GOV](http://ALABAMAVOTES.GOV) OR CALL 1-800-274-8683.

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**Coach Nick Saban  
University of Alabama Head Football Coach**

**Coach Gus Malzahn  
Auburn University Former Head Football Coach**

# PVI Features Throughout the Years:

# 2016



**I WANT YOU  
TO REGISTER  
TO VOTE**

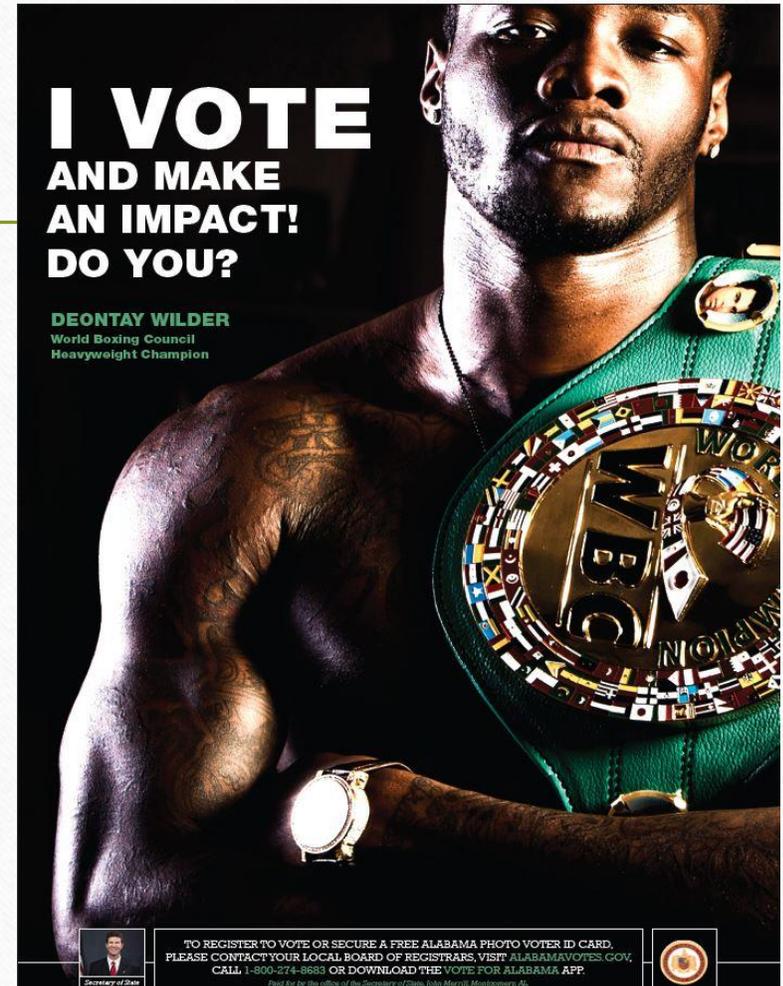
**AND TO OBTAIN A  
GOVERNMENT-ISSUED  
PHOTO ID.**

**CHARLES BARKLEY**  
*Two-time inductee into the Naismith  
Memorial Basketball Hall of Fame*

TO REGISTER TO VOTE OR SECURE A FREE ALABAMA PHOTO VOTER ID CARD,  
PLEASE CONTACT YOUR LOCAL BOARD OF REGISTRARS, VISIT ALABAMAVOTES.GOV,  
CALL 1-800-274-8883 OR DOWNLOAD THE VOTE FOR ALABAMA APP.  
*Paid for by the office of the Secretary of State, John Merrill, Montgomery, AL.*



**Charles Barkley**  
**NBA Hall of Famer**



**I VOTE  
AND MAKE  
AN IMPACT!  
DO YOU?**

**DEONTAY WILDER**  
*World Boxing Council  
Heavyweight Champion*

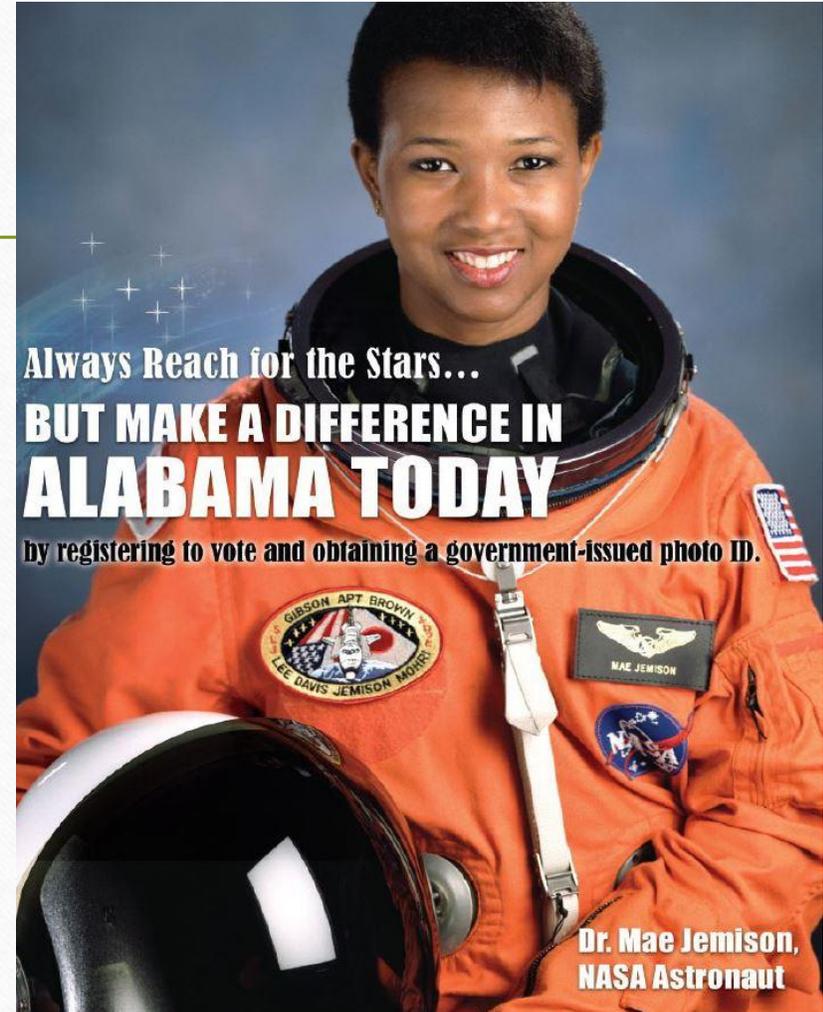
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**Deontay Wilder**  
**Former Heavyweight Boxing Champion**

# PVI Features Throughout the Years:

## 2017



Jessica Procter  
Miss Alabama 2017

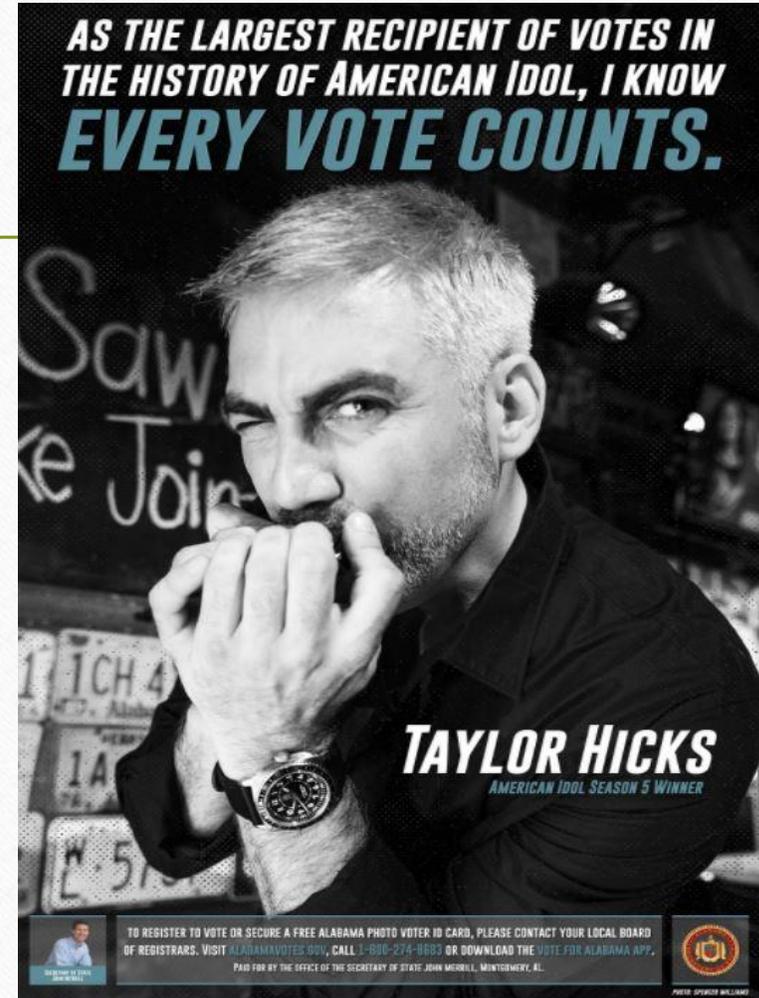
Dr. Mae Jemison  
Former NASA Astronaut

# PVI Features Throughout the Years:

# 2018



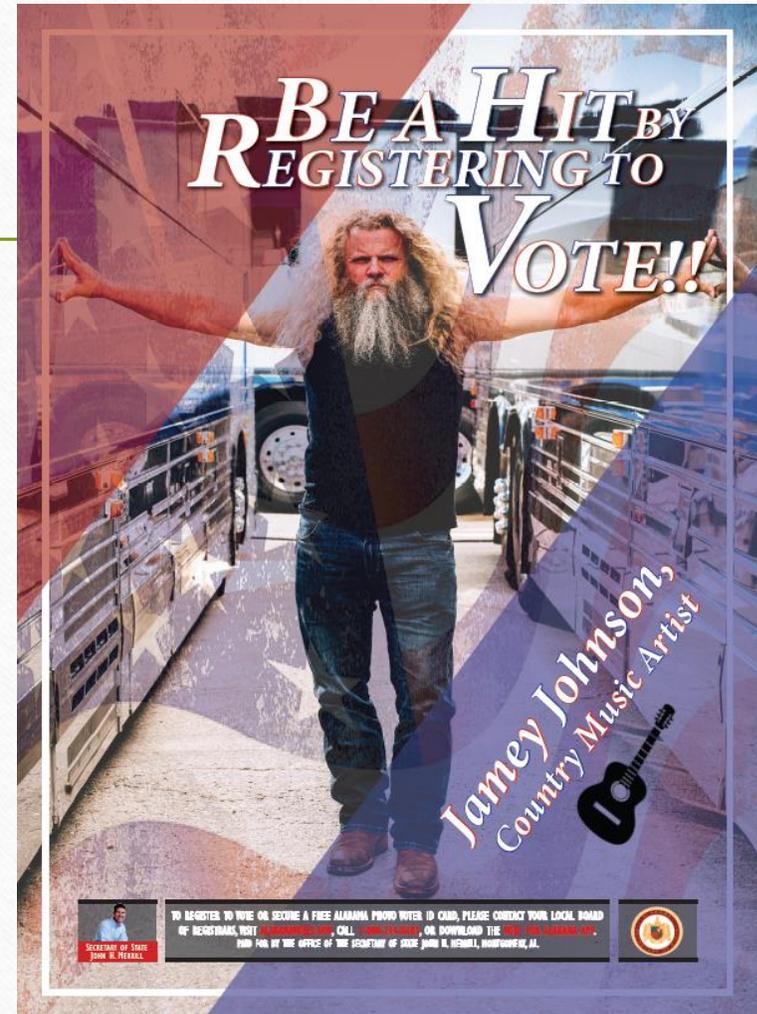
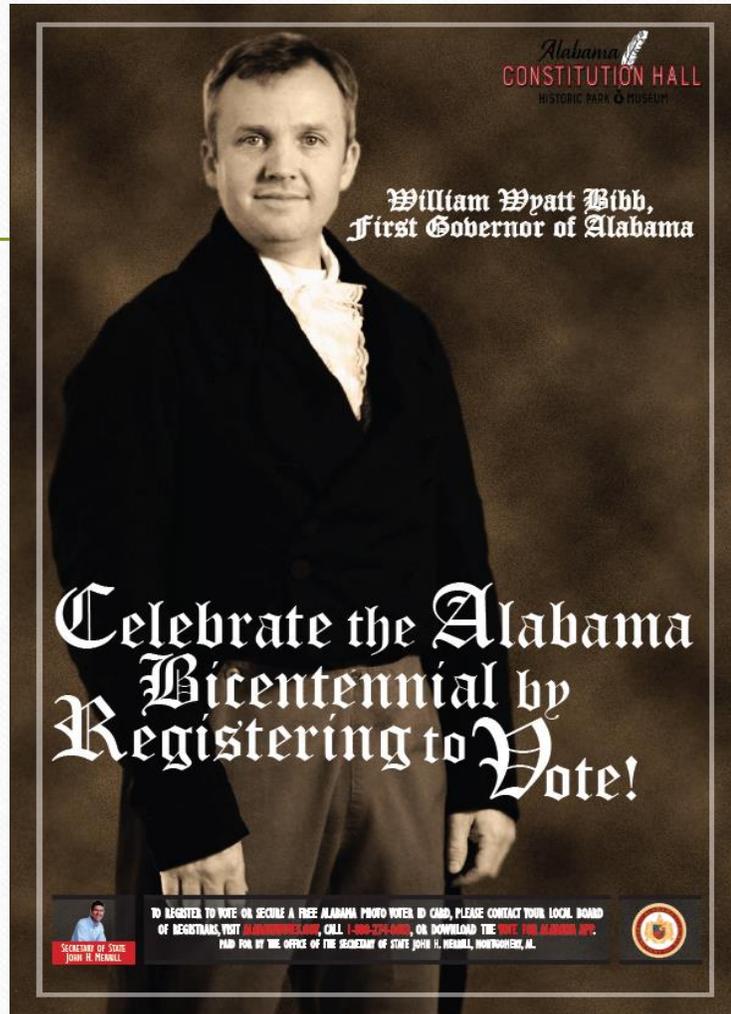
**Rick & Bubba**  
**Radio Personalities**



**Taylor Hicks**  
**American Idol Season 5 Winner**

# PVI Features Throughout the Years:

# 2019



Governor William Wyatt Bibb (actor portrayal)  
Alabama's 1<sup>st</sup> Governor

Jamey Johnson  
Country Music Artist

# PVI Features Throughout the Years:

# 2020

*They Fought for Our Rights!  
Exercise Your Right to Vote!*



**Commander Lee Allen Hallman**  
*World War II, Korean War, & Vietnam War Veteran*

**Dr. Regina Benjamin**  
*18th U.S. Surgeon General*

**Captain Gary Michael Rose**  
*Medal of Honor Recipient*

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PAID FOR BY THE OFFICE OF THE SECRETARY OF STATE JOHN H. MERRILL, MONTGOMERY, AL.



**Alabama Veterans  
Commander Lee Allen Hallman, Dr. Regina Benjamin, & Captain Gary Michael Rose**

*Celebrating 100 Years of Women's Suffrage with the Ladies of the Alabama Legislature*



Seated from left to right: Rep. Becky Northington (HD 29), Rep. Barbara Boyd (HD 32), Rep. Juandalynn Orvan (HD 60), Sen. Linda Coleman-Madison (SD 20), Rep. Terri Collins (HD 8), Rep. Laura Hall (HD 19)  
Standing from left to right: Rep. Adline Clarke (HD 97), Rep. April Weaver (HD 49), Rep. Mary Moore (HD 59), Sen. Vivian Davis Figures (SD 33), Rep. Ginny Shaver (HD 39), Rep. Pabbin Warren (HD 82), Rep. Charlotte Meadows (HD 74), Rep. Debbie Wood (HD 38), Rep. Margie Wilcox (HD 104)  
Third row from left to right: Rep. Louise Alexander (HD 56), Rep. Barbara Drummond (HD 103)  
Not pictured: Sen. Priscilla Dunn (SD 19), Sen. Malika Sanders-Fortier (SD 23), Rep. Mervia Coleman (HD 57), Rep. Rolanda Hollis (HD 58), Rep. Tashina Morris (HD 77), Rep. Connie Rowe (HD 13)

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PAID FOR BY THE OFFICE OF THE SECRETARY OF STATE JOHN H. MERRILL, MONTGOMERY, AL.



**Women of the  
Alabama Legislature**

# PVI Features Throughout the Years:

# 2021

Our most powerful voice is our vote.

RILEY GREEN  
COUNTRY MUSIC ARTIST

REGISTER TODAY!

TO REGISTER TO VOTE OR SECURE A FREE ALABAMA PHOTO VOTER ID CARD, PLEASE CONTACT YOUR LOCAL BOARD OF REGISTRARS, VISIT [ALABAMAVOTES.GOV](http://ALABAMAVOTES.GOV), CALL 1-800-274-6466, OR DOWNLOAD THE [GET THE ALABAMA APP](http://GET THE ALABAMA APP). PAID FOR BY THE OFFICE OF THE SECRETARY OF STATE JOHN H. MERRILL, MONTGOMERY, AL.

Riley Green  
Country Music Artist



Life is a journey that's not measured in miles or years but in experiences. Don't miss out on becoming a registered voter and obtaining your photo voter I.D.!

Jimmy Buffett  
Legendary singer and songwriter

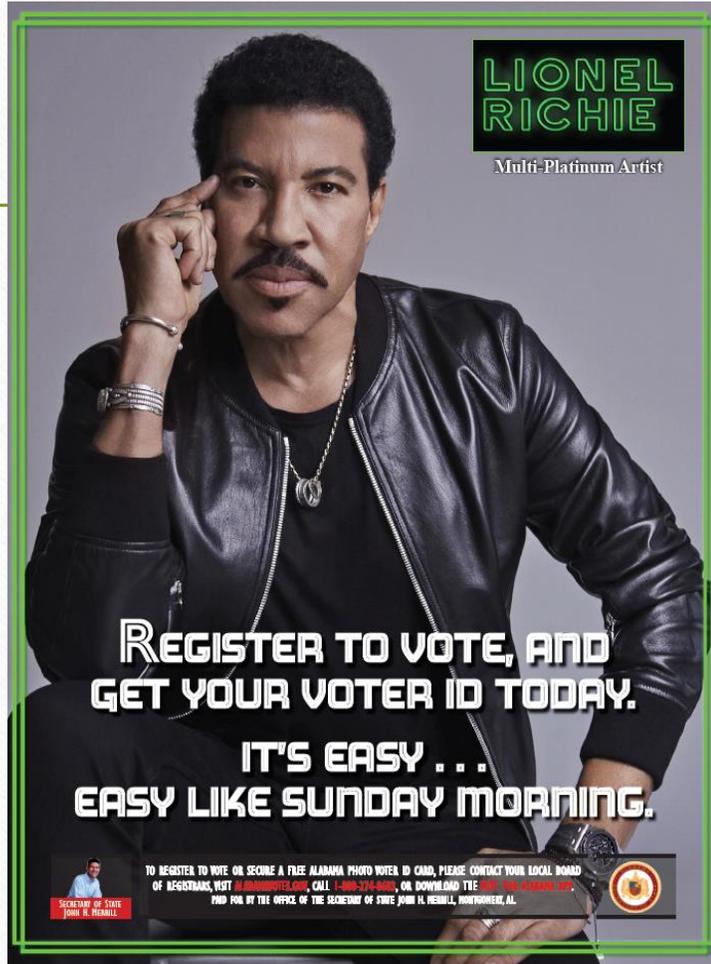
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Jimmy Buffett  
Legendary Singer & Songwriter

# PVI Features Throughout the Years:

# 2022



Lionel Richie  
Multi-Platinum Artist



Donald J. Trump  
45th President of the United States

# University Features for Fall 2022

**BE A CHAMPION**  
BY REGISTERING TO VOTE  
AND OBTAINING YOUR  
PHOTO ID!

**COACH NATE OATS  
THE UNIVERSITY OF ALABAMA**

TO REGISTER TO VOTE OR SECURE A FREE ALABAMA PHOTO VOTER ID CARD, PLEASE CONTACT YOUR LOCAL BOARD OF REGISTRARS, VISIT [ALABAMAVOTES.GOV](http://ALABAMAVOTES.GOV), CALL 1-800-274-6868, OR DOWNLOAD THE **VOTE FOR ALABAMA** APP. PWD FOR BY THE OFFICE OF THE SECRETARY OF STATE JOHN R. MERRILL, MONTGOMERY, AL.

**BE A CHAMPION**  
BY REGISTERING TO VOTE AND OBTAINING  
YOUR PHOTO ID!

**COACH RICH RODRIGUEZ  
JACKSONVILLE STATE UNIVERSITY**

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**BE A CHAMPION**  
BY REGISTERING TO VOTE  
AND OBTAINING YOUR PHOTO ID!

**COACH BRUCE PEARL  
AUBURN UNIVERSITY**

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# PVI Mobile Unit Visits

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The Secretary of State's Office has mobile units that travel the state to provide voter registration and photo voter identification cards to eligible citizens, as well as distribute the posters, at festivals, sporting events, such as football and basketball games, and wherever elected officials and interested community members may suggest. Both the posters and the ads provide information on how to apply for a free photo voter ID and how to register to vote via the Secretary of State's website and the Vote for Alabama mobile app.

# PVI Mobile Units Throughout the Years



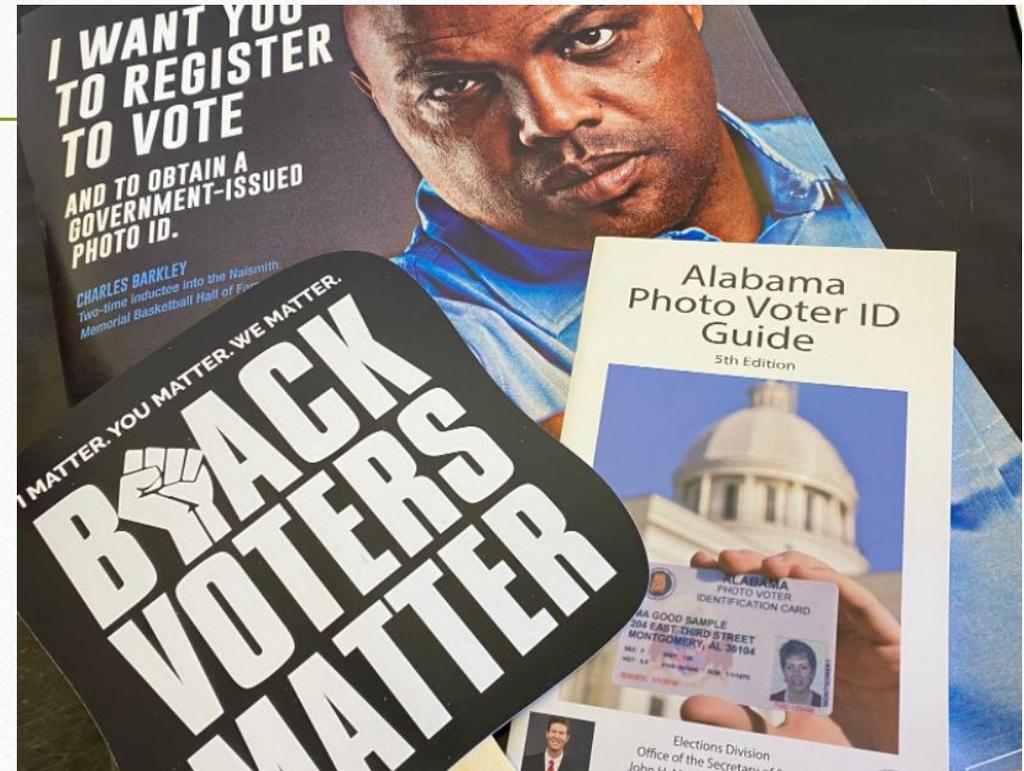
# PVI Mobile Units Throughout the Years



# PVI Mobile Units Throughout the Years



# PVI Mobile Units Throughout the Years



# PVI Mobile Units Throughout the Years



# Online Voter Registration & the Vote for Alabama App

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The Vote for Alabama app and voter registration online portal were created by the Information Systems staff within the Secretary of State's Office in 2016. Prior to Secretary Merrill's administration, electronic voter registration did not exist in Alabama. Since the launch of the online registration portal and the app, more than 1.5 million Alabamians have registered to vote electronically.

# How has the program impacted voter registration and participation?

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- 96% of all eligible African Americans are registered to vote.
- 91% of all eligible white Americans are registered to vote.
- 94% of all eligible Alabamians as a whole are registered to vote.
- Almost 2.1 million citizens have registered to vote in the state since the program's implementation in 2015, which sets the total to almost 3.7 million registered voters in Alabama.

## **Alabama has broken voter participation records in every election since 2016:**

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- 1.2 million voters participated in the 2016 Presidential Primary Election.
- 2.1 million participated in the 2016 Presidential General Election.
- 1.3 million voters participated in the 2017 Special Senate Election.
- 1.7 million voters participated in the 2018 Gubernatorial Election.
- 1.1 million voters participated in the 2020 Presidential Primary Election.
- 2.3 million voters participated in the 2020 Presidential General Election.

## Photo Voter ID Cards

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For the past seven years, the Secretary of State's mobile units and the Boards of Registrars throughout Alabama's 67 counties have collectively produced more than **25,000** free photo voter identification cards for Alabamians across the state.

# Questions??

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