



NASS IDEAS Award Nomination

State Office: Kentucky Secretary of State Alison Lundergan Grimes

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Description: Secretary Grimes' GoVoteKY campaign is a robust election education & outreach initiative that comprises field work, technological developments and strategic implementation. It began with the launch of GoVoteKY.com, Kentucky's one-stop online voter portal and the Commonwealth's online voter registration system. Using the portal, Kentuckians can register to vote online, update or make changes to their registration, find their polling place, view candidate filings and election results, access Kentucky's military and overseas voter portal, and see important election information. During Secretary Grimes' yearlong campaign, more than 100,000 Kentuckians registered to vote, including nearly 35,000 registering at GoVoteKY.com.

Subject Area: Elections

EXECUTIVE SUMMARY

HISTORY

The Secretary of State's Elections Office & State Board of Elections

Kentucky Secretary of State Alison Lundergan Grimes is the Commonwealth's chief elections official and serves as chair of the State Board of Elections.

As Kentucky's chief election official, Secretary Grimes is the filing official for all candidates seeking an office to be voted for by the electors of more than one county, members of Congress, members of the General Assembly and of the Court of Justice. The Secretary of State also certifies candidates for those offices to be printed on the ballots, and vote totals for those offices are certified to the Secretary of State by the respective county clerks.

The State Board of Elections, which Secretary Grimes chairs, is an independent agency that administers the Commonwealth's election laws, promulgates administrative regulations necessary to properly carry out its duties, supervises the registration and purgation of voters, appoints political party representatives to the 120 county boards of elections and certifies the official election results.

GoVoteKY

In her first months in office, Secretary Grimes traveled to the Middle East with other Secretaries of State to assess military voting procedures and meet with Kentuckians who are serving abroad. Upon her return, she made recommendations to the Kentucky General Assembly for ensuring that Kentuckians who risk their lives on the battlefield have their voices heard at the ballot box.

The result was Kentucky's first-ever Military Heroes Voting Initiative which eased voting for Kentucky military and overseas voters. An online portal allows covered voters to request absentee ballots and receive absentee ballots and to register or update their voter registration. This nationally-recognized effort was a tremendous success and received wide praise from its users.

Recognizing the incredible speed and ease of online registration for military and overseas voters, Secretary Grimes embarked on an effort to bring online registration to all Kentuckians.

Secretary Grimes in February 2015 appeared before the Kentucky House Committee on Elections, Constitutional Amendments, and Intergovernmental Affairs to present House Bill 214, her proposal to build a statewide online voter registration. Lawmakers on the panel cheered the plan and unanimously sent the legislation to a vote of the full House of Representatives. The bill passed the chamber by an overwhelming bipartisan majority, 92-3. Unfortunately, the proposal was never acted upon in the Republican-controlled state Senate. Grimes is a Democrat.

Concurrent (and strategically) with the 2015 legislative proposal, the State Board of Elections, chaired by Grimes, promulgated an administrative regulation to achieve the same goal – bringing online voter registration to all Kentuckians. 31 KAR 3:040 was approved by two legislative panels in 2015, giving the greenlight to Secretary Grimes and the State Board of Elections to begin implementing the online voter registration system.

The Secretary of State immediately went to work to design, build and unveil a one-stop elections portal which would include the new online voter registration system, at GoVoteKY.com. The Secretary of State, the Office of Elections, and Board staff collaborated to bring the portal to life. While online voter registration had already been implemented by more than 30 states, few states had brought all election tools and information under one, easily navigated portal.

GoVoteKY.com was programmed and developed in-house by Secretary of State and Board IT staff and was implemented using federal Help America Vote Act monies.

SIGNIFICANCE

What makes GoVoteKY significant is that it is not only a one-stop online elections portal, but also Secretary Grimes' statewide registration initiative.

On the heels of the exciting news that Kentucky implemented online voter registration and unveiled GoVoteKY.com, Secretary Grimes' embarked on a whirlwind, months-long registration drive designed to bring this tool directly to them. She visited nearly two dozen Kentucky colleges and universities, addressed a host of civic and service organizations, and launched a successful social media campaign using the #GoVoteKY hashtag.

GoVoteKY is an ongoing initiative of historic proportions. Never before had Kentucky's Secretary of State – or any elected official in the Commonwealth – taken on the task of a statewide voter registration of this size and magnitude.

GoVoteKY supports the office's efforts to break down barriers to the ballot box by making it easier for Kentuckians to register to vote through the modernization of a process that had before been conducted by only paper. Further, GoVoteKY has raised Kentuckians' awareness of the importance of registering to vote and literally brought the tools necessary to them.



Screenshot of GoVoteKY.com

IMPACT/RESULTS

Benefits to Kentuckians

GoVoteKY's success is easily verified through the incredible numbers it generated.

During Secretary Grimes' 2016 yearlong drive, **more than 106,000 Kentuckians registered to vote** and were eligible to vote in the November 2016 general election. About one-third of new voters registered online at GoVoteKY.com via the Commonwealth's online voter registration system. Secretary Grimes' GoVoteKY campaign helped to break a registration record with the largest Kentucky voter roll ever. The total number of registered voters for the Nov. 8 general election topped 3.3 million.

The new voters split roughly evenly between the two major parties with 44,712 voter registering Democrat and 46,328 registering Republican. About 15,380 voters chose to affiliate with another party or as "other."

Statistics (up to Oct. 11, 2016 – Kentucky's voter registration deadline):

- Visitors to GoVoteKY.com's registration system: 440,628
- Existing registrations updated: 85,126
- New voter registrations: 33,429
- 18-year-old registrations: 9,094
- Oldest user: 98

Benefits to Government

GoVoteKY is bringing significant cost and time savings to state and local governments in the processing of voter registrations.

GoVoteKY also represents a collaborative effort among government agencies as the Secretary of State's office and the State Board of Elections worked with the Department of Transportation in the development of the online voter registration system to allow voters to use their Driver's License signature to meet Kentucky statutory requirements for voter registration.

The time necessary for the processing of voter registrations by county clerks' offices has been cut by more than half with the addition of online registration.

The cost savings for the State Board of Elections in the ability to print fewer paper registration cards is very helpful to the Board's budget in an era when state agency budgets are being consistently cut.

Supporting Materials

 How to **register to vote** online in Kentucky.

- 1 Go to GoVoteKY.com. 
- 2 Fill out the form and submit the application. 
- 3 Get your voter confirmation card in the mail. 

 Register now at GoVoteKY.com

1 hour to  **register to vote!**

GoVoteKY.com

JOIN Secretary of State
Alison Lundergan Grimes
and
League of Women Voters

**Voter Registration
Deadline Celebration**

Tuesday, October 11 • 8 a.m.
115 S. Ewing Ave., Louisville

 REGISTER TO
VOTE
TODAY!
GoVoteKY.com
#VoterRegistrationDay

REGISTER
TO  VOTE
GoVoteKY.com

 **VIEW
YOUR
SAMPLE
BALLOT**

GoVoteKY.com

**REGISTER TO
VOTE**

GoVoteKY.com

**Register
to Vote**

Deadline:
Oct. 11

 GoVoteKY.com



**REGISTER
TO VOTE**

GoVoteKY.com

DEADLINE: OCT. 11



*I'm
registered
to vote.* *Are
you?*

Register online at **GoVoteKY.com**

GoVoteKY.com Tour
@ Elizabethtown CTC
Secretary of State Grimes'
Online Voter Registration & Elections Forum



Wednesday,
Oct. 5
9:30 a.m.
RPC Building
Room 229

25,000

Registered to Vote or
Updated Registration

September 23-25, 2016

GoVoteKY.com

**Today is the
DEADLINE to
register to vote
for the May 17
Primary Election!**

REGISTER NOW!
GoVoteKY.com



We just hit a milestone:

100,000

Kentuckians have used

GoVoteKY.com

to Register to Vote or
Check or Update Registration!



Register to Vote

GoVoteKY.com

DEADLINE: OCT. 11th

GoVoteKY.com Tour

