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2014 RES-328
PROVIDING FUNDING FOR A VOTER ID
OUTREACH EFFORT

The 7th circuit federal appeals court ruled September 12th that the State's Voter ID law must go into effect for the November 2014 General election. Clerks around Dane County has been working to inform voters that the rules for this election have changed, and that absentee, early absentee, and election day voters now have new requirements if they wish to vote.

The County Clerk has been working with the City of Madison Clerk's office and Madison City Cable to produce a number of Public Service Announcements (PSA) to help educate voters on the change in the few remaining days before the November election. Those PSA's include targeted ad's to Dane County minority communities, students, and seniors.

The county expects to receive more in shared revenue utility aid than projected by the state when the 2014 budget was developed. This additional revenue can support increasing the budget for the Voter Outreach line in the County Clerk's Office by \$20,000. The City of Madison had indicated an interest in assisting with funding for voter outreach efforts.

THEREFORE BE IT RESOLVED that \$3,000 be transferred from the Clerk's Office Conference and Training line item (COCLKADM 20648) to the Voter Outreach line (COCLKEL 22776) and the Voter Outreach line be increased by \$20,000, and a new revenue line be created for the anticipated contribution from the City of Madison (COCLKEL NEW "Voter Outreach Contribution" with an amount of \$20,000, and that \$20,000 be transferred from this revenue line to the Voter Outreach line, and

BE IT FURTHER RESOLVED that, expenditures from the Voter Outreach line funded from the anticipated contribution from the City of Madison or other partners are only authorized to the extent the revenue from the City of Madison is realized through a written commitment for reimbursement.

AND BE IT FINALLY RESOLVED that the County Clerk will seek in-kind air time donations and other donations from community partners to help supplement this outreach plan.