

2018 RES-206

AMENDING DANE COUNTY PLANNING AND DEVELOPMENT DEPARTMENTS 2018 BUDGET TO TRANSFER FUNDS TO THE DANE COUNTY CLERK'S 2018 BUDGET TO FACILITATE THE COMPLETION AND EXECUTION OF THE VOTER ID EDUCATION PLAN

The 2016 election brought the lowest voter turnout in Wisconsin in 20 years, and it was the first year the photo ID law was in place statewide. The state of Wisconsin spent only approximately \$250,000 in a public awareness campaign on the photo ID law. Going into the 2018 election, it appears the burden remains on local governments to properly inform citizens of this law. The Dane County Clerk will run an advertising and outreach campaign in an effort to fill the void in the state's public information campaign. Using data from the UW-Madison voter ID study, the campaign will target the minimum 16,800 voters who were deterred from voting because of the photo ID law in Dane and Milwaukee county even though some possessed a qualifying ID. This campaign will use data to target low-income voters who are disproportionately affected by the law and wards with the lowest turnouts in 2016.

The goal of the campaign is to 1) inform voters of the ID law 2) direct voters to the statewide helpline and/or microsite where they can get assistance or a ride to obtain an ID and 3) promote a culture of voting in areas that did not turn out.

The 2018 Operating Budget includes funding for voter outreach efforts in the County Clerk's Office. The cost of anticipated outreach efforts exceed the available funds. There are unused funds in the amount of \$15,000 in the Planning and Development Department's budget from a BUILD grant project that was not completed in time. This resolution transfers these funds to the Voter Outreach line in the County Clerk's Office to facilitate the completion and execution of the Voter ID Education Plan.

NOW, THEREFORE, BE IT RESOLVED funds from the following account lines are transferred as follows:

Decrease – PDPLNDIV 30437 BUILD	\$15,000
Increase – COCLKEL 22776 Voter Outreach	\$15,000