



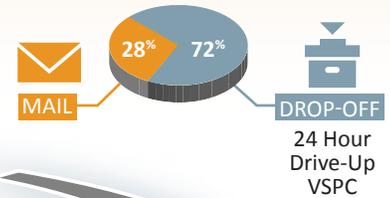
IN-PERSON VOTING ON ELECTION DAY
 11,309 Votes
73%
 of the 15,553 overall In-Person votes

Turn-Out

235,418 Total Votes Cast

74,000 more than 2006
 40,000 more than 2010

MAIL BALLOT RETURN METHOD
 222,229 returned



2014 Colorado Election Model

1st All Mail Ballot for General Election | Proactive List Maintenance
 Voter Service & Polling Centers | Voter Registration Modernization

Policy Innovation

NEW REGISTRATIONS

7,650+
 within 30 Days



RESIDENTIAL ADDRESS CHANGE

16,000+
 within 30 Days



39,173
 Proactive NCOA Updates in County



50,181
 Proactive NCOA Notifications Between Counties



Communication Innovation



DENVER VOTES APP

ONLINE NEWSLETTER



STRATEGIC PARTNERSHIPS

STRATEGIC AD CAMPAIGN



SOCIAL MEDIA

ELECTION NIGHT RESULTS APP



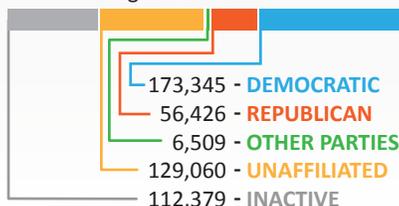
DIRECT INTERACTION THROUGH SOCIAL MEDIA

ALMOST DOUBLED SESSIONS AND PAGE VIEWS ON DENVERVOTES.ORG FROM 2013

77% INCREASE IN NEW USERS TO DENVERVOTES.ORG FROM 2013



VOTER REGISTRATION
477,719
 total registered voters



Technical Innovation

PROCEDURAL EFFICIENCIES

Average Number of Ballots processed by an Election Judge on Election Day

2010 241

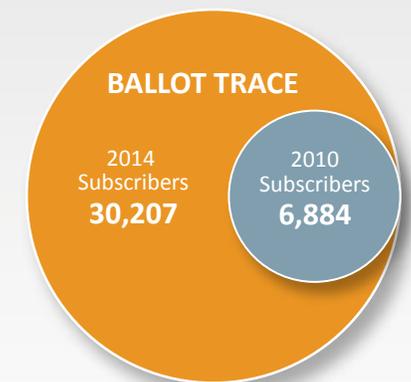
2012 312

2014 579

LASER TAB REMOVAL IMPLEMENTATION
 Receiving Room Processing

2012
 515 mail peices per hour

2014
 2,000 mail peices per hour



IMPROVED ENVELOPE DESIGN

