Vote411

VOTE411 is actually made up of several different parts:

1. Voter registration tool – managed and maintained by LWVUS
2. "Rules of the road" election information – managed and maintained by LWVUS
3. Polling Place Finder – managed and maintained by LWVUS
4. Voter guides – managed and maintained by LWVUS with help from state and local Leagues who sign up to participate in the program

From now on when we talk about "VOTE411we'll be addressing the 4th part above since that's the part where we rely on state and local Leagues to provide the information on the site. Because no UT Leagues creating voter guides on the site, it contains very limited info on candidates/races in UT (in 2016 LWVUS did provide race/candidate information for all Federal and statewide UT Candidates on VOTE411. LWVUS got the data from the State League's guide.

To participate in the voter guide portion of VOTE411 the Leagues pay a fee to LWVUS. This fee is decided by League capacity – Leagues who have more members have more capacity to both raise funds to pay for the program and recruit volunteers to do the work so therefore their fee is a bit higher than the Leagues with only a handful of members.

Fees are:

- Entire state coverage: $5000 (every race in the state at all levels, even in areas with no local Leagues.
- Statewide through State House: $2500 (all statewide – Governor, etc – offices, ballot issues, US congressional and state legislative districts but nothing further down ballot such as counties and municipalities
- Statewide only: $500 state wide only (Governor etc), nothing down ballot including US Congressional districts
- Local Races only: Depends on local League
  - Davis County: $200
  - Grand County: $300
  - Salt Lake: $600
  - Weber county: $200

Vote411 Metrics for Utah

> 2017 1,614 sessions
> 2016 12,828 sessions
> 2014 3.037 sessions

The League will spend nearly $500,000 in Google grants to drive traffic to sites of states participating in Vote411. LWVUS is also in discussion with national partners for co-promotion and marketing.

Time to start a site:

Some parts of the process are the same: deciding on races, finding contact information for candidates, deciding on questions.

Set-up of the site itself depends on how many people help, of course. There is a fair amount of back end work setting up Geographic Information Systems for boundary lines, candidate information templates and the like.

An interesting potential for Vote411 is when voters enter through that portal we get to capture the information and follow up with them later to see if they vote. This is something we lose letting voters go straight to Secretary of State sites or other competitors in the voter info field.