



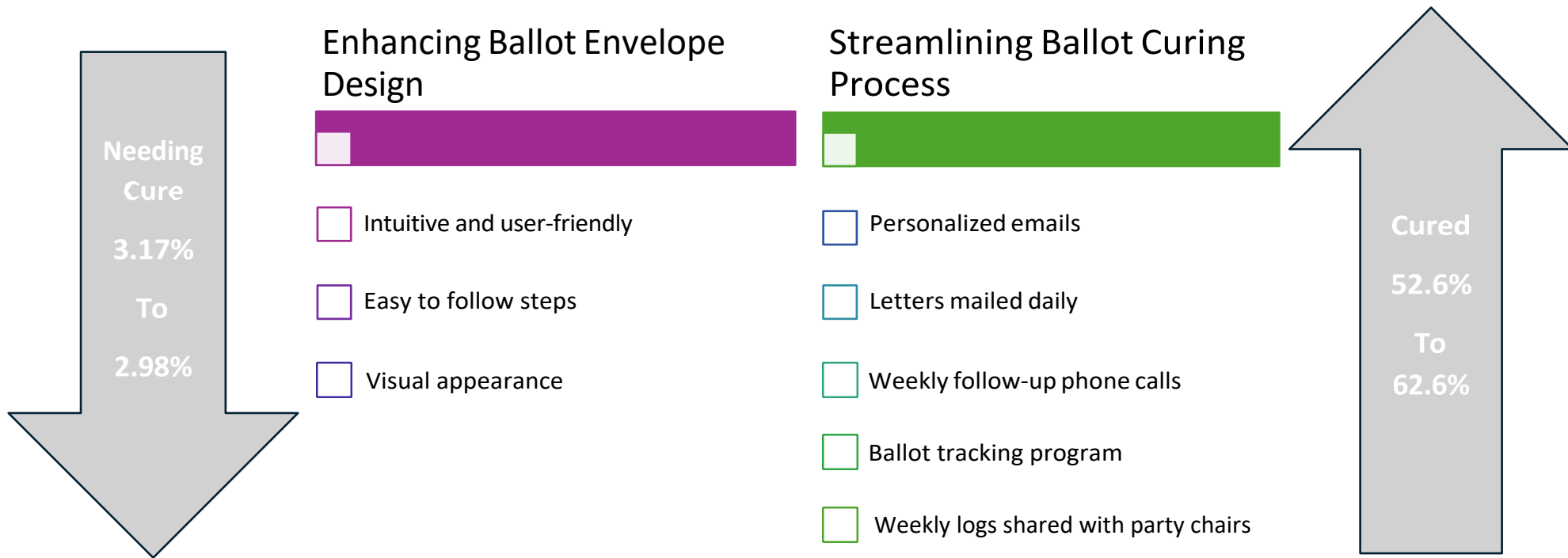
# Securing Every Vote: A Model for Effective Ballot Curing

Election Administration: Innovations or New Practices in Election  
Administration



## Entry Information

The Prince William County (PWC) Office of Elections implemented a comprehensive program with significant impact, focusing on two key areas: enhancing ballot envelope design and streamlining the ballot curing process.



*“Empowering voters through timely notifications ensures that every ballot counts, every issue is addressed, and every voice is heard in democracy.”*

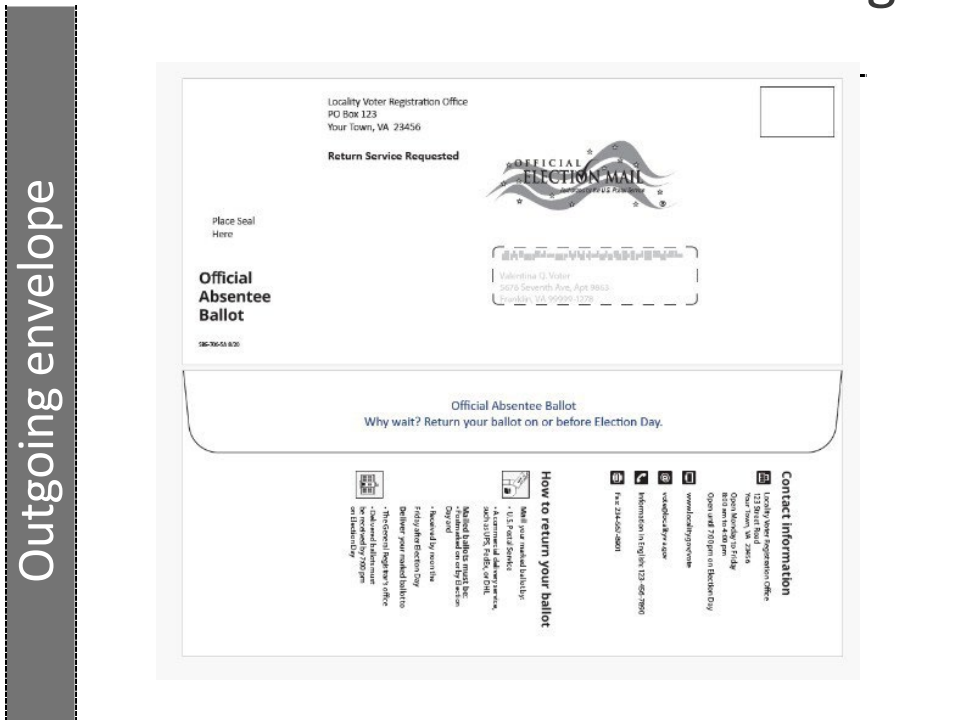
## Creativity and Innovation

Driving creativity and innovation, our approach leveraged data-driven design, automation, and strategic collaboration to enhance voter engagement and streamline election processes.

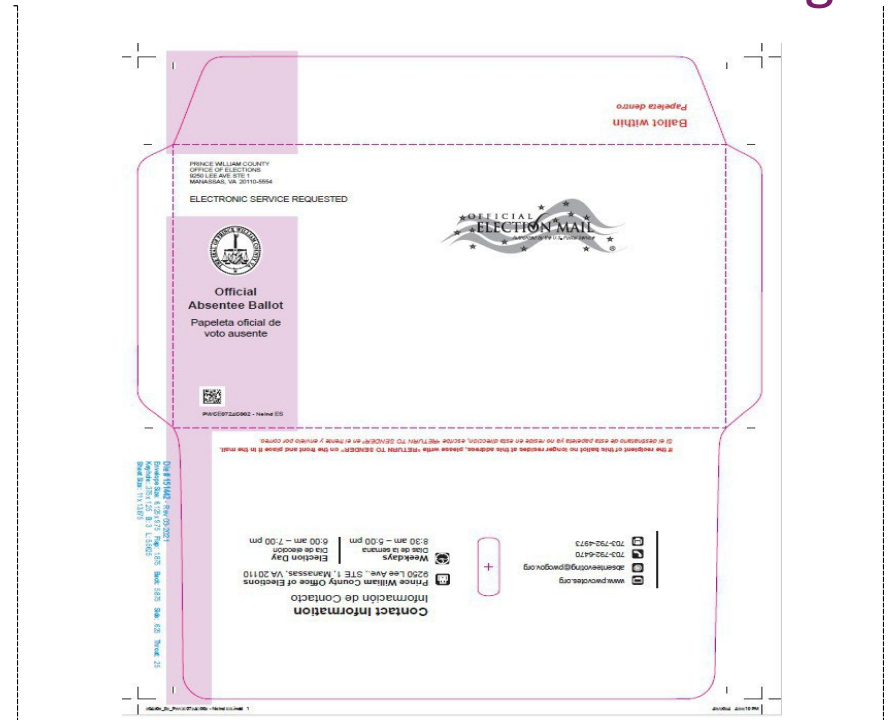
Data-Driven Design Improvements:

- Redesigned ballot envelopes and instructions based on analyzing common voter mistakes.
- Simplified the envelope layout and instructions to enhance usability and comprehension.

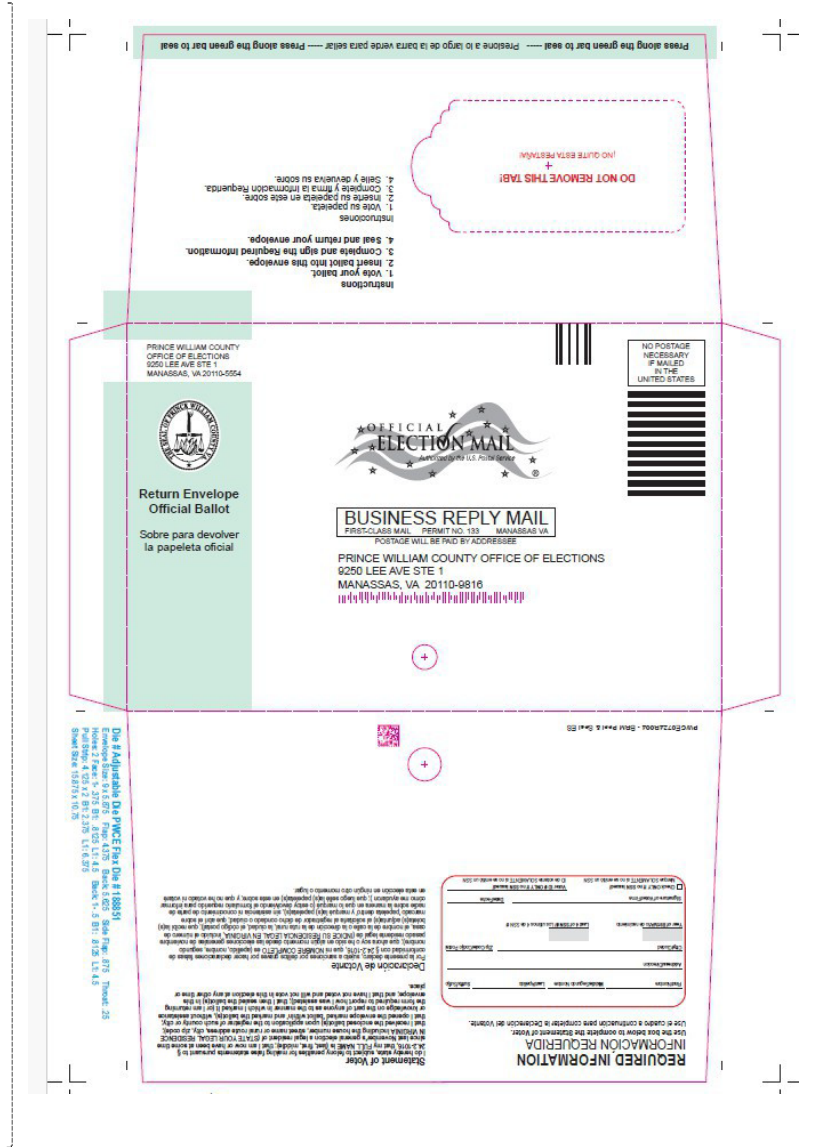
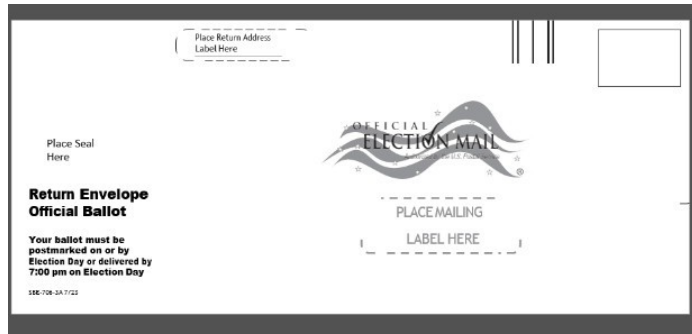
### OLD Design



### NEW Design



Return envelope



Statement of Voter

Ballot Envelope B- Place your ballot in this envelope.  
Do not put anything except your ballot in this envelope.

B

Statement of Voter  
I do hereby state, subject to felony penalties for making false statements pursuant to § 24.2-1016, Code of Virginia, that my full name is:

Your ballot will not be counted if you do not fill in this form completely.

First Name	Middle Name	Last Name	Suffix (Jr., Sr., III, etc.)
that I am now or have been at some time since last November's general election a legal resident of (state your full legal residence in Virginia).			
House Number, Street Name or Rural Route Address (PO Box not acceptable)			City
			Zip Code

that I received the enclosed ballot(s) upon application to the registrar of such county or city; that I opened the envelope marked "ballot within" and marked the ballot(s) without assistance or knowledge on the part of anyone as to the manner in which I marked it (or I am returning the form required to report how I was assisted); that I then sealed the ballot(s) in this envelope; and that I have not voted and will not vote in this election at any other time or place.

I swear/affirm, under felony penalty for making willfully false material statements or entries, that the information provided on this form is true.

Year of Birth (YYYY)	<input checked="" type="checkbox"/>	Last 4 of SSN	<input checked="" type="checkbox"/>	Voter Signature
		Date (MM/DD/YY)	<input type="checkbox"/>	Voter ID Number (if no SSN provided)
			<input type="checkbox"/>	

VA-VBM-Envelope B-7-2023

**REQUIRED INFORMATION**  
**INFORMACIÓN REQUERIDA**

Use the box below to complete the Statement of Voter.  
Use el cuadro a continuación para completar la Declaración del Votante.

First Name	Middle Name	Last Name	Suffix
ADDRESS/DIRECCIÓN			
City/Town		Zip Code/Code Postal	
Year of Birth/Año de nacimiento		Last 4 of SSN / Los últimos 4 de SSN	

Signature of voter/Vota

Check ONLY if no SSN issued / Marque SOLAMENTE si no se utilizó un SSN

VOTE ID ONLY if no SSN issued / SI SE OBTUVO SU CARNÉ DE VOTANTE SI NO SE UTILIZÓ UN SSN

**Statement of Voter**  
I do hereby state, subject to felony penalties for making false statements pursuant to § 24.2-1016, that my FULL NAME is (last, first, middle), that I am now or have been at some time since last November's general election a legal resident of (STATE YOUR LEGAL RESIDENCE IN VIRGINIA including the house number, street name or rural route address, city, etc.); that I received the enclosed ballot(s) upon application to the registrar of such county or city; that I opened the envelope marked "ballot within" and marked the ballot(s), without assistance or knowledge on the part of anyone as to the manner in which I marked it (or I am returning the form required to report how I was assisted); that I then sealed the ballot(s) in this envelope; and that I have not voted and will not vote in this election at any other time or place.

**Declaración de Votante**  
Por la presente declaro, sujeto a sanciones por delitos graves por hacer declaraciones falsas de conformidad con § 24.2-1016, que mi NOMBRE COMPLETO es (apellido, nombre, segundo nombre); que ahora soy o he sido en algún momento desde las elecciones generales de noviembre pasado residente legal de (INDICAR SU RESIDENCIA LEGAL EN VIRGINIA, incluido el número de casa, el nombre de la calle o la dirección de la ruta rural, la ciudad, el código postal); que recibí la(s) ballot(s) adjuntada(s) al solicitar al registrador de dicho condado o ciudad; que abrí el sobre marcado "papeleta dentro" y marqué la(s) papeleta(s), sin asistencia ni conocimiento de parte de nadie sobre la manera en que lo marqué; (o estoy divulgando el formulario requerido para informar cómo me ayudaron), que luego sellé la(s) papeleta(s) en este sobre; y que no he votado ni votaré en esta elección en ningún otro momento o lugar.

separate envelope

part of return envelope

Automated Database Solutions:

- Developed a dynamic database to track ballot curing communications.
- Automated real-time alerts and personalized email generation to streamline the process.

Layered Communication Strategy:

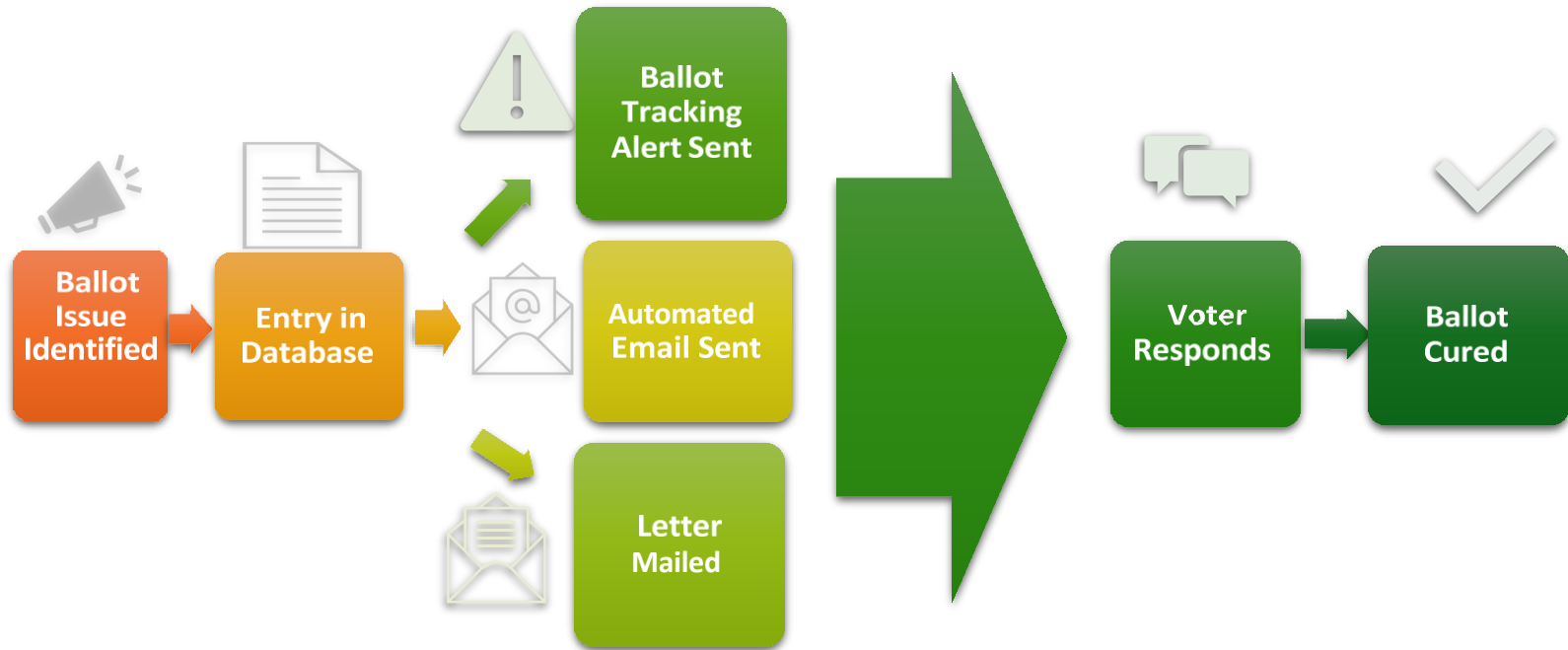
- Multiple communication methods (email, mail, telephonic, etc. to ensure no voter is left uninformed).

Collaboration with Party Chairs:

- Weekly logs to political party chairs facilitate community engagement and ensure additional voter outreach.
- Prioritizing actionable insights in the logs boosts efficiency and voter contact success rates.



# Voter Notification Process Flowchart



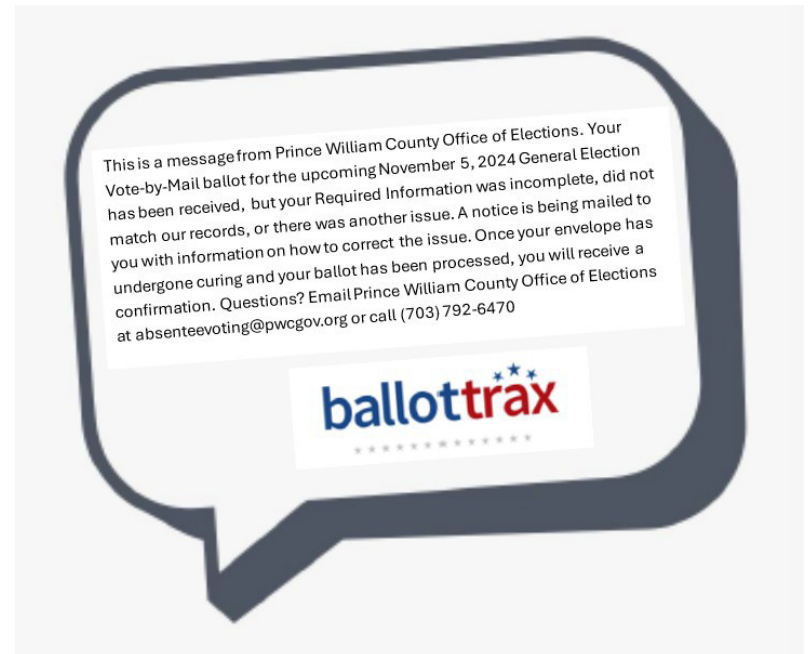
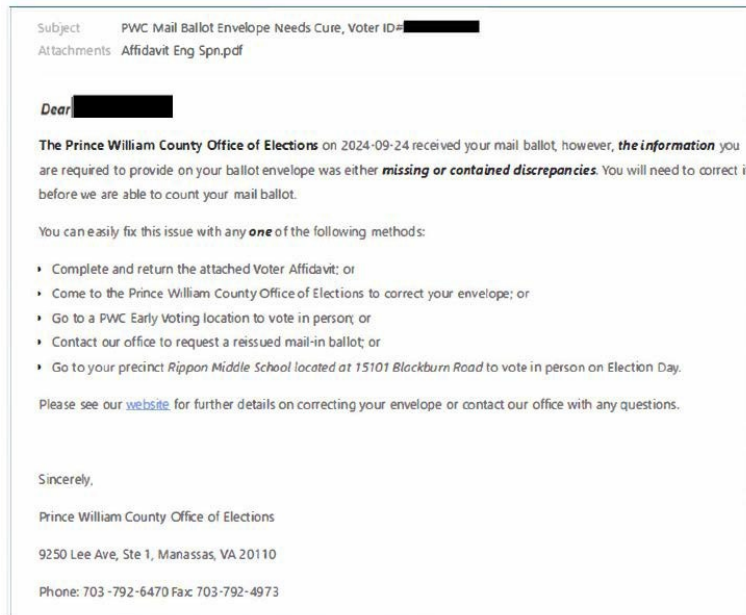
## Scalability and Adaptability

The tools and processes used by the PWC Office of Elections can be easily implemented in other jurisdictions.

- Timeliness and Automation.
- Immediate email alerts upon identifying issues prevent delays in voter response.
- Automated follow-up actions reduce administrative burden and increase efficiency.

Voter Empowerment through Technology:

- Personalized email links allowed voters to resolve ballot issues seamlessly.
- Ballot tracking notifications integrate into the curing process.



## Cost Effectiveness

### Low-Cost Tools with High Impact:

- Database affordability made it a cost-effective solution for managing ballot curing efficiently.
- Automation reduced manual outreach needs, saving significant staff hours.

### Maximizing Staff Efficiency:

- Database automations (email alerts, follow-ups, reports) saved hundreds of staff hours.
- The streamlined curing process ensured all necessary resources were provided in a single outreach.

### Improved Outcomes with Minimal Resource Increase:

- Despite a 280% increase in ballots cast from 2022 to 2024 and changing state requirements which modified required elements, the number of ballots requiring curing decreased.
- Curing rates improved from 52.6% in 2022 to 62.6% in 2024 while reducing costs.

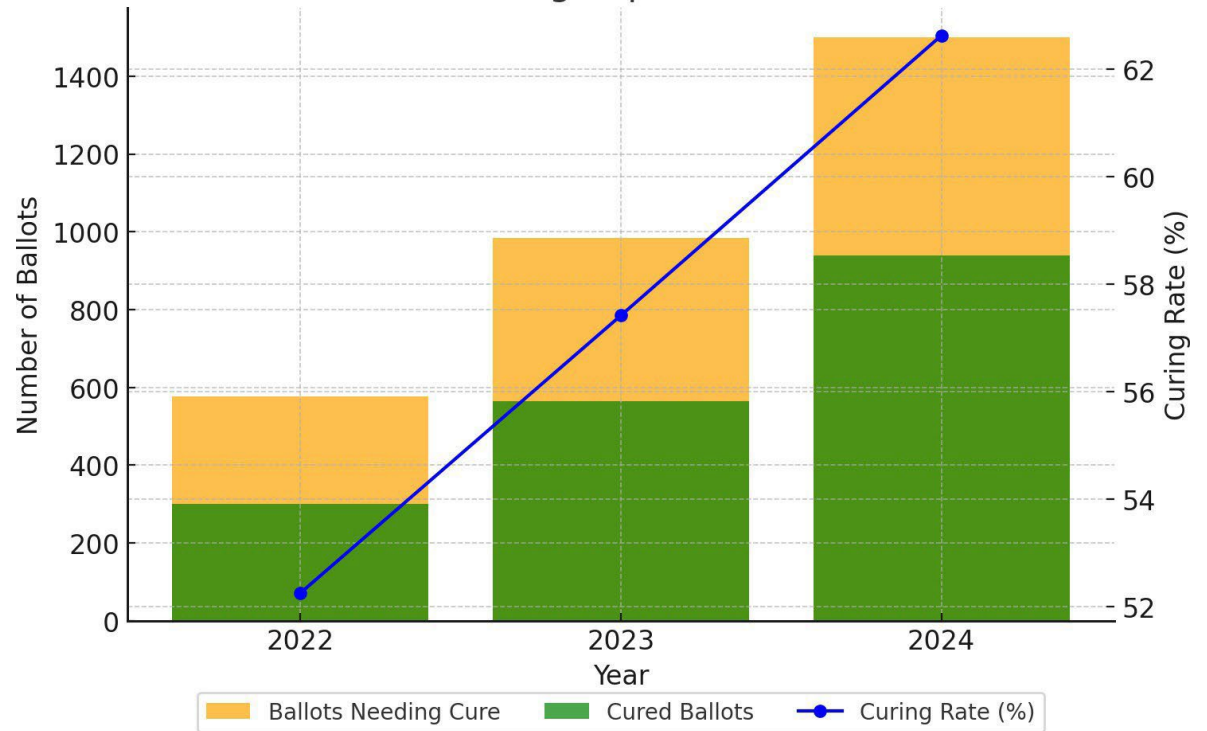
### Reduction in Mailing Costs:

- Prioritizing digital outreach before mail reduced reliance on costly letters.

### Scalable Design:

- The program's scalability ensures future increases in ballots cast do not require proportional resource increases.

Ballot Curing Impact Over Time





## Can be Replicated by Other Offices

Designed for broad adaptability, this program leverages accessible, off-the-shelf tools, scalable components, and customizable features, enabling any election office to implement and refine it according to local needs and regulations.

Use of Accessible, Off-the-Shelf Tools:

- Database flexibility allows easy adaptation without technical expertise or high costs.
- Program used AirTable, a readily available and low-cost option for any office.

Modular/Scalable Components for Flexibility:

- Jurisdictions can implement specific components independently or as a complete system.
- The program accommodates both small and large jurisdictions effectively.

Adaptable to Local Laws and Regulations:

- Easily customizable communication templates and processes ensure compliance with state-specific regulations.

Data-Driven Improvements:

- Any jurisdiction can analyze voter errors to tailor envelope design and outreach strategies.

Collaboration and Training:

- Clear documentation and training materials facilitate adoption in other election offices.

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*“Cost-effective approach maximized efficiency through automation, strategic resource allocation, and scalable solutions, reducing costs while improving ballot curing outcomes.”*

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## Meets Category Requirements

The program's success is driven by two key factors: innovative technology and data-driven problem-solving. Automation and database management streamline election administration, improving efficiency and accuracy. By analyzing voter error data, ballot envelopes were redesigned to reduce mistakes at the source, ensuring a smoother voting process.

Additionally, a multi-layered outreach strategy enhances voter engagement. Automated emails, letters, phone calls, and tracking alerts keep voters informed, making the curing process more accessible. These efforts have led to measurable improvements, including higher curing rates and fewer ballot errors, demonstrating the program's effectiveness and scalability for jurisdictions of any size.



## Improves Outcomes for Voters and Election Officials

This program creates the following benefits for Voters:

- Immediate issue notification ensures the maximal enfranchisement of all voters.
- Clear, accessible ballot instructions prevent errors before they occur and make the voting process more enjoyable (and likely to be used again).
- Multiple communication channels increase voter engagement and make the voter feel they are working with a responsive and detail-oriented organization.

For Election Officials:

- Streamlined tracking and automation reduces staff workload and costs.
- Increased curing rates demonstrate the competency of the staff.
- Data-driven insights allow continuous process improvements.

In summary, the PWC Office of Elections' ballot curing program sets a new standard in election administration by leveraging data, technology, and innovative outreach strategies to enhance voter participation and confidence in the electoral process.

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*“This program exemplifies how innovation, data-driven strategies, and proactive voter engagement can strengthen election integrity and accessibility. By reducing errors, streamlining processes, and empowering voters, it not only enhances efficiency but also builds trust in the electoral system. With proven success and scalable solutions, this model sets a new standard for election administration.”*

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