

Expanding Voter Registration in Cities and Counties

A Toolkit for Local Policymakers



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Popular Democracy in Action and its affiliates know that everyday people have the power to change the world. We upend politics as usual to forge a representative, multiracial government and society where we all thrive, no exceptions.

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EXPANDING VOTER REGISTRATION IN CITIES AND COUNTIES: A PRIMER



BACKGROUND

American democracy is at a crossroads. More than a decade of attacks on voting rights and democratic participation—from *Shelby County v. Holder*¹ to restrictive state voter ID laws—have undermined core principles of representative democracy and have eroded the political participation of everyday people and the Rising American Electorate.² Moreover, tens of millions of eligible citizens are excluded from our political process because of barriers to voter registration.

Census data shows that up to 66 million Americans, or up to 30 percent of the eligible population, were not registered to vote in the 2016 general election.³ Our current registration system has left up to 43 percent of eligible Latinxs,* 44 percent of eligible Asian Americans, 30 percent of eligible Black Americans, and 45 percent of eligible young people aged 18 to 24 unregistered to vote.⁴ Registration rates for families with annual incomes below \$30,000 and naturalized citizens are also particularly low.⁵ This means that the voices—and the electoral power—of people of color and immigrants, young people, and people with low incomes are disproportionately underrepresented in our democracy.

This is a significant problem, and a solvable one. The data shows that most Americans who are registered cast a ballot on Election Day—an estimated 87 percent of registered voters cast a ballot in the 2016 general election, compared to 61 percent of the total eligible voting age population.⁶ In other words, those who are registered to vote, turn out to vote. In localities, and especially those affected by state-level barriers to registration, elected officials can and should use their power to protect and expand voter access for their residents in order to increase voter engagement, registration, and turnout in their jurisdictions.

POLICY SOLUTION

Cities and counties can address this problem head-on by increasing registration in their jurisdictions with city and county agency-based voter registration. With this reform, designated local agencies offer eligible residents the opportunity to register to vote when applying for other services—for example, through agencies that provide human and social services, affordable housing, and health programs, among others. Local agencies are strategic targets because they administer services, utilities, benefits, and programs that serve primarily low-income communities and disproportionately reach communities of color. Indeed, National Voter Registration Act data shows that people with low incomes and people of color are more likely to be registered to vote at public assistance offices than white people, with Black and Latinx people three and four times more likely to register to vote at state public agencies than white people, respectively.⁷ Furthermore, local agencies have the existing infrastructure to provide support for eligible residents navigating the voter registration process. Staff at local agencies can be trained to review eligibility criteria and help eligible residents register to vote at the same time as they are helping them apply for or renew services.

At the state level, agency-based voter registration programs have been successful in adding new voters to the electoral rolls. Well-administered voter registration programs established at state agencies pursuant to federal law have helped register 15 to 20 percent of those who applied for agency services.⁸ At the local level, agency-based registration is a relatively new and innovative policy. New York City passed a law in 2000, updated in 2014, that requires 25 agencies to register people to vote when they apply for or renew city services. The law also includes the city's community boards.⁹ In recent years, due to improved implementation, reporting requirements, and expanded language access, New York City has seen an increased number of increased number of voters registered through city agencies. In 2016, New York City Board of Elections received 24,230 voter registration applications from Local Law 29 agencies, up from 9,798 in 2015.¹⁰

* This toolkit substitutes "Latinx" for the Census category, "Hispanic (of any race)."

Where legally feasible, passing an agency-based voter registration policy is the first step. To be successful, cities and counties must also put in place a comprehensive implementation program with clear agency guidelines, thorough training programs, and outreach campaigns to promote agencies as places to register to vote.

To successfully pass reforms, local elected officials should consider working in partnership with community-based organizations, unions and other local stakeholders. To that end, local elected officials can hold public hearings and invite community representatives to speak, and can help to amplify the voices of community leaders in the public arena.

RESOURCES

Every state has a different set of legal and administrative considerations that could affect the viability and impact of reforms at the local level. Cities and counties considering reforms will want to start with an evaluation of the legal authority of their jurisdiction as it relates to state laws regulating voter registration and election administration and tailor proposed policies to their specific state- and municipal-level legal and administrative contexts. This toolkit includes materials to assist policymakers in developing local agency-based voter registration policies and ensuring successful outreach and engagement about the promise and impact of the policy. It consists of two parts:

- **A model local agency voter registration ordinance**, which provides local jurisdictions with model language and highlights the key areas for local elected officials to tailor their policy to fit within the unique context of their particular jurisdiction. The model ordinance contains six sections, including provisions that spell out the responsibilities of local agencies, protect registrants from pressure or undue influence, provide privacy protections, provide guidelines for implementation, and specify promotion of registration opportunities.
- **Communications materials**, to help local elected officials and advocates communicate effectively about the importance of agency-based voter registration. This includes, (1) a set of talking points that can be used to speak about the issue; and (2) sample digital content, including graphics, sample tweets, and Facebook posts.

To learn more about the policy, read the Center for Popular Democracy's report, "[Deepening Our Democracy: How Localities Can Expand Voting Rights](#)."¹¹

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1. In the 2013 case *Shelby County v. Holder*, 570 U.S. 2 (2013), the Supreme Court struck down the coverage formula in Section 4 of the Voting Rights Act, which designated the jurisdictions with a history of discriminatory voting practices that were legally required under Section 5 to pre-clear any changes to their election laws with the Department of Justice.
 2. The Rising American Electorate refers to Millennials (ages 18–34), people of color (defined by the census) and unmarried women, which now account for more than half of the voting age population in the US. See: "The Rising American Electorate," The Voter Participation Center, Accessed June 12, 2018, <https://www.voterparticipation.org/our-mission/the-rising-american-electorate/>.
 3. These registration estimates are based on the November 2016 Current Population Survey (CPS) Voting and Registration Supplement, a sample survey on voting and registration participation fielded every two years by the US Census Bureau. To calculate the unregistered population, CPD subtracted the estimated percentage of respondents who self-reported being registered from the total citizen voting age population. The unregistered population estimate includes those who self-reported in the Voting and Registration Supplement as being unregistered, as well as non-respondents. "Voting and Registration in the Election of 2016," Current Population Survey, US Census Bureau, <https://www.census.gov/data/tables/time-series/demo/voting-and-registration/p20-580.html>.
 4. "Voting and Registration in the Election of 2016," Current Population Survey, US Census Bureau, <https://www.census.gov/data/tables/time-series/demo/voting-and-registration/p20-580.html>.
 5. Ibid.
 6. Ibid.
 7. "Increasing compliance with Section 7 of the Voter Registration Act," US Commission on Civil Rights, <http://www.usccr.gov/pubs/NVRA-09-07-16.pdf>.
 8. "A Broken Promise: Agency-Based Voter Registration in New York City," Center for Popular Democracy, October 14, 2014, <https://populardemocracy.org/news/broken-promise-agency-based-voter-registration-new-york-city>.
 9. Local Law 29 of 2000, The City of New York, <http://legistar.council.nyc.gov/LegislationDetail.aspx?ID=431931&GUID=EA0DF147-EDB3-4471-B258-9535E00B480C&Options=ID|Text|&Search=29>; Local Law 63 of 2014, The City of New York, <http://legistar.council.nyc.gov/LegislationDetail.aspx?ID=1937617&GUID=12025688-10DA-4EB4-A73C-B5C5724299F4&Options=ID|Text|&Search=63>.
 10. "2016-2017 Voter Assistance Annual Report," NYC Votes, April 2017, https://www.nycvotefb.info/pdf/2016-2017_Voter_Assistance_Annual_Report.pdf, 5.
 11. "Deepening Our Democracy: How Localities Can Expand Voting Rights," Center for Popular Democracy, January 2018, <https://populardemocracy.org/news/publications/deepening-our-democracy-how-localities-can-expand-voting-rights>.

LOCAL AGENCY VOTER REGISTRATION MODEL ORDINANCE*



PREAMBLE

<i>Explanation of Ordinance Text</i>	<i>Model Text of Ordinance</i>
This is the preamble for the ordinance—an optional section that lays out the purpose and goals of the policy. Though often not legally binding, it may be used to help interpret the legislation.	<p>AN ACT to enhance the ability of every eligible [JURISDICTION] resident to exercise his or her fundamental right to vote and to increase voter participation by requiring [JURISDICTION] agencies to provide every resident that is eligible to vote and who interacts with specified local agencies the opportunity to register, and to remove barriers to the registration, and by modernizing agency systems currently in place for voter registration.</p> <p>Be it enacted by [BOILERPLATE LANGUAGE FROM JURISDICTION].</p>

SECTION 1: DELEGATION, ENFORCEMENT, AND REPORTING

The text of the statute should begin by laying out the broad goals of the laws.	(a) Each agency designated as a “specified agency” under the provisions of this section shall implement and administer a program to facilitate and encourage registration of eligible citizens served by the agency, pursuant to the provisions of this section.
<p>This clause specifies which local agencies are required to implement the law. The law should designate agencies that reach a broad group of residents[†]—e.g., community boards and the city clerk—and agencies with deep connections to underserved and underrepresented communities.[‡]</p> <p>This clause expands the reach of the law to include subcontractors, so that agencies that contract out much of their work still offer voter registration.</p>	<p>(b) The following [JURISDICTION] offices are hereby included: [LIST OF SPECIFIED JURISDICTIONS].</p> <p>(c) Specified agencies shall include a mandate in all new or renewed agreements with those contractors and subcontractors having regular contact with the public in the daily administration of their business to (i) follow the requirements of this section and (ii) provide the contracting agency with written, semi-annual reports of action undertaken pursuant to this section.</p>

* Local jurisdictions should draft ordinance to reflect their specific state- and municipal-level legal and administrative context. Cities and counties will want to start with an evaluation of the legal authority of their jurisdiction as it relates to state laws regulating voter registration. A state’s constitution, statutes and, in some cases, case law will determine the scope of local authority to pass policy on voter registration and if state law controls localities’ ability to legislate in these areas.

† Agencies designated by the New York City Pro-Voter Law, for example, are: “The administration for children’s services, the business integrity commission, the city clerk, the civilian complaint review board, the commission on human rights, community boards, the department of small business services, the department for the aging, the department of citywide administrative services, the department of city planning, the department of consumer affairs, the department of correction, the department of cultural affairs, the department of environmental protection, the department of finance, the department of health and mental hygiene, the department of homeless services, the department of housing preservation and development, the department of parks and recreation, the department of probation, the department of records and information services, the taxi and limousine commission, the department of transportation, the department of youth and community development, the fire department, and the human resources administration.” See: Local Law 63 of 2014, The City of New York.

‡ For example, New York City’s Pro-Voter law includes the Department of Homeless services; not only does this help register a traditionally underrepresented population, the homeless community, it does so through an agency with the most expertise at understanding the needs of that population.

This clause delegates rulemaking authority to the agency, where legally possible, to give the agency necessary discretion to implement the law. Best practices are to include a deadline for setting regulations.

This clause designates the enforcement agency* and directs the enforcement agency to establish implementation guidelines and training programs for agency staff.† A best practice is for the enforcement agency to do so within a specified period of time to ensure speedy implementation of the law.

This clause details the reporting requirements for each specified agency.

This clause lays out the responsibility of the enforcement agency, including its responsibilities regarding reporting. A best practice is to publish a semi-annual report that summarizes, as well as disaggregates, all of the registration data across the jurisdiction. This enables the jurisdiction and the public to evaluate the effectiveness of the policy.

- (d) Within [XX] days after the effective date of this section, specified agencies shall adopt and publish rules and regulations, within the limit of its authority, as may be necessary to implement this section, pursuant to applicable laws and any required notice and comment procedures.
- (e) Within [XX] days after the effective date of this section, [SPECIFIED ENFORCEMENT AGENCY] shall prepare and distribute to specified agencies written advisory guidelines as to the implementation of this section, shall share model agency plans, and shall establish training programs for employees of specified agencies including training on voter registration eligibility requirements and the voter registration process.
- (f) Each specified agency, shall (1) collect the following data and (2) submit semi-annual reports on the implementation of this section to the [SPECIFIED ENFORCEMENT AGENCY]. Such reports shall include, to the extent ascertainable,
 - (i) the number of eligible individuals served by the agency in that period of time;
 - (ii) the number of eligible individuals who were offered the opportunity to register to vote (either by receiving a voter registration application or encountering the option to register to vote electronically);
 - (iii) the number of registrations completed via paper;
 - (iv) the number of registrations completed via the agency's electronic platform; and
 - (v) the number of registration applications transmitted to the [AUTHORITY RESPONSIBLE FOR PROCESSING VOTER REGISTRATION].

Such reports shall be submitted to the [SPECIFIED ENFORCEMENT AGENCY] by [MONTH AND DAY] and [MONTH AND DAY] of each year, with the first reports due by [MONTH, DAY, AND YEAR].

- (g) The [SPECIFIED ENFORCEMENT AGENCY] shall monitor agency compliance, compile data and statistics related to agency compliance with this section, undertake enforcement actions, and issue a public report on the implementation of this section that disaggregates such data by agency, on a semi-annual basis. Such reports shall be published by [MONTH AND DAY] and [MONTH AND DAY] of each year, with the first report due by [MONTH, DAY, AND YEAR].

* In New York City the enforcement agency is the New York City Campaign Finance Board.

† A lack of adequate training of agency staff was viewed as one of the big reasons New York City's initial Pro-Voter law failed to live up to expectations. See: "A Broken Promise: Agency-Based Voter Registration in New York City," Center for Popular Democracy October 21, 2014, <https://populardemocracy.org/news/broken-promise-agency-based-voter-registration-new-york-city>.

This clause directs the enforcement agency to undertake enforcement actions to help ensure agency compliance with policy

- (h) The [SPECIFIED ENFORCEMENT AGENCY] shall take actions necessary to enforce compliance with this ordinance within the full powers of its authority.
- (i) Any report produced under this section shall exclude any personal identifying information.

SECTION 2: AGENCY RESPONSIBILITIES

This clause details the law's requirements for specified agencies, including that agencies offer residents an opportunity to register when they interact with agency services and that registration is offered concurrent with other services (e.g., integrated with other agency applications). It is good practice for agencies to make registration as accessible as possible.*

This clause requires that agency staff provide assistance to individuals in filling out voter registration applications and reviewing eligibility criteria to register to vote. It is best practice for agencies to provide the same level of assistance with voter registration as they do with other agency forms.

This clause makes agencies responsible for transmitting completed voter registration applications to the appropriate authority responsible for processing voter registration (e.g. board of elections, county clerk, secretary of state or appropriate state election officials, etc.) within a specified and timely period.

- (a) Such specified agencies shall provide an opportunity to register to vote or update voter registration information to all persons eligible to vote, as part of the agency applications for services, renewal or recertification for services and change of address relating to such services. The voter registration application should be integrated into agency forms, wherever feasible, and shall be offered in the same language as the application for services, renewal or recertification and change of address relating to such services.
- (b) Agency staff shall provide assistance to individuals in registering to vote, including reviewing voter eligibility requirements, and in cases in which such an agency would provide assistance with other agency forms or website, such agency shall provide the same degree of assistance with regard to the voter registration as is provided with regard to the completion of other agency forms or websites, unless the individual declines such assistance.
- (c) Such agencies shall transmit all completed applications to the [AUTHORITY RESPONSIBLE FOR PROCESSING VOTER REGISTRATION] with [XX] days of receipt and in accordance with applicable laws. Such agencies shall whenever possible electronically transmit completed voter registration applications to the [AUTHORITY RESPONSIBLE FOR PROCESSING VOTER REGISTRATION] and shall deliver any completed paper applications, which cannot be submitted electronically, directly to the [AUTHORITY RESPONSIBLE FOR PROCESSING VOTER REGISTRATION] in person, or by U.S. Postal Service within [XX] days of receipt. If a completed application is accepted on or the day before the registration deadline for the next upcoming election, such completed application shall be delivered to the [AUTHORITY RESPONSIBLE FOR PROCESSING VOTER REGISTRATION] on the same day.

* For example, New York City's Pro-Voter law requires that agencies offer voter registration applications in the same languages as are available for the agency's other forms.

This clause requires agencies to provide mail-in voter registration applications with any communication that agencies send to residents through the mail, including a postage-free return envelope. This clause also requires that voter registration applications have agency-specific codes that enable jurisdictions to track the number of registrations from every agency and identify any non-compliance.

This clause requires agencies to provide an opportunity for residents to register to vote whenever they interact with the agencies via digital, electronic, or remote services.

This clause requires that when agencies interact with residents remotely they try, when possible, to direct residents to an online voter registration application.

To protect residents' privacy, agencies should only transmit data that is relevant to the administration of elections.

This clause requires agencies to capture and record voter registration information, including signatures, to make it easier for registrants to fill out future forms (and in case of future audits).

This clause requires that agencies attempt to autofill voter registration applications with information the individual has already entered via other online agency forms. This makes it easier and quicker to register to vote, since applicants do not have to reenter information they have already submitted.

- (d) Agencies shall include a postage-free voter registration application bearing a code assigned by [AUTHORITY RESPONSIBLE FOR PROCESSING VOTER REGISTRATION] to identify the originating agency, and if applicable, information explaining how to register to vote online, with any agency communication sent through the United States mail for the purpose of supplying clients with application, renewal or recertification for services and change of address relating to such services materials.
- (e) Specified agencies shall incorporate an opportunity to register to vote into any application for services, renewal or recertification for services, and change of address relating to such services provided via telephone, computer terminal, the internet, other digital, wireless, or cellular technologies, or through any other means of remote interaction.
- (f) Any person indicating, via means of remote interaction, that they wish to register to vote shall be directed to an online voter registration application wherever available. If online voter registration is unavailable, then that person should be directed to a location within that system where such a postage-free voter registration application may be downloaded and printed, or be sent a postage-free voter registration application by the agency.
- (g) Agency shall transmit only the information required for voter registration to the [AUTHORITY RESPONSIBLE FOR PROCESSING VOTER REGISTRATION].
- (h) Agencies shall electronically collect all information required on a voter registration application. The agency shall capture the individual's signature in a digitized form as a part of such transaction, if such signature is not already included in the agency's records. Such voter registration application and the individual's electronic signature shall be recorded in digitized form in the agency's computer system and shall be kept by the agency. The system shall ensure that neither the application nor the signature, once captured, can be edited. This information shall be used solely for the purpose of voter registration and record maintenance.
- (i) Agencies shall automatically insert (or "autofill") the individual's information previously entered and collected via the agency's online forms (such as registrant's name, address, phone number) into online voter registration platform, wherever feasible.

This clause requires agencies to provide language assistance to individuals in the most spoken non-English languages in their jurisdictions.

This clause ensures that agency staff tasked with emergency or urgent services can prioritize and focus on the emergency at hand.

- (j) Agencies shall provide eligible persons with limited English Proficiency language assistance in filling out registration applications, pursuant to federal, state, and local laws, regulations, and existing executive orders. Such language assistance shall at minimum be provided in the top three languages besides English spoken by the population of [JURISDICTION] based on United States Census data, and include translated voter registration applications, informational and promotional material, and translation assistance.
- (k) Provided however that this section shall not apply to services that must be provided to prevent actual or potential danger to life, health, or safety of any individual or of the public.

SECTION 3: PRIVACY PROTECTIONS

This subsection requires agencies to create a privacy policy and prohibits them from sharing data in ways that could compromise registrants' privacy or safety.

This clause sets deadlines for agencies to develop or enhance their privacy policies.

- (a) Within [XX] days after the effective date of this section, the [SPECIFIED ENFORCEMENT AGENCY] shall publish a privacy policy for agencies that
 - (i) specifies each class of internal users within each specified agency who shall have authorized access to voter registration information, specifying for each such class the permissions and levels of access to be granted, and setting forth other safeguards to protect the privacy of voter registration information;
 - (ii) prohibits public disclosure of individuals who do not choose to register and any reason for declining to register;
 - (iii) prohibits agencies from transmitting to election officials' information other than that required by law for voter registration; and
 - (iv) prohibits the disclosure of information relating to persons in categories designated confidential by federal or state law, including victims of domestic violence or stalking, prosecutors and law enforcement personnel, and participants in a witness protection program.
- (b) Within [XX] days after the effective date of this section, [SPECIFIED ENFORCEMENT AGENCY] shall review current privacy and security measures applied to the existing voter registration and electronic voter registration files, and, as provided in this section, establish enhanced standards and procedures to further safeguard the privacy, integrity and security of the information used pursuant to this Act.

SECTION 4: PROTECTING AGAINST UNDUE INFLUENCE

This section requires that agencies inform clients that agency services will be provided to everyone—regardless of whether they are registered to vote—so as not to discourage any individual from seeking government services.

This section prohibits agency employees from influencing an individual's decision to register to vote, or to join a particular party.

This subsection protects against undue influence by forbidding actions by agency employees that could inappropriately influence residents seeking to register to vote.

- (a) All persons shall be advised in writing together with other written materials provided by agencies or by appropriate publicity that government services are not conditioned on being registered to vote or on whether an individual is eligible to register to vote.
- (b) No statement shall be made, nor any action taken by an agency employee to discourage eligible individuals from registering to vote or to enroll in any particular political party.
- (c) Employees of a specified agency who provide voter registration assistance shall not
 - (i) seek to influence an individual's political preference or party designation;
 - (ii) display any political preference or party allegiance;
 - (iii) make any statement to an individual or take any action the purpose or effect of which is to discourage the individual from registering to vote; or
 - (iv) make any statement to an individual or take any action the purpose or effect of which is to lead the individual to believe that a decision to register or not to register has bearing on the availability of services or benefits.

SECTION 5: VOLUNTARY VOTER REGISTRATION

This section simply confirms that voter registration is voluntary.

- (a) The decision to register to vote is voluntary, and individuals will be given the opportunity to decline registration.

SECTION 6: PROMOTION AND DISPLAY

This clause requires agencies to promote voter registration materials with the goal of increasing the number of eligible residents who register to vote at local agencies.

- (a) Each specified agency that offers voter registration shall prominently display promotional material designed and provided by the [AUTHORITY RESPONSIBLE FOR PROCESSING VOTER REGISTRATION] for use in agency programs.

EXPANDING VOTER REGISTRATION IN CITIES AND COUNTIES COMMUNICATIONS MATERIALS



TALKING POINTS FOR LOCAL VOTER REGISTRATION REFORM

Too Many Americans Are Left Out of the Political Process. Our voting laws are outdated, and in many states, actively hostile to voting rights, leaving too many Americans without a voice. Today, more than one in four potential voters—up to 30 percent of the eligible voting-age population—are not registered to vote.

- The future of our democracy is at stake. Our elections must represent the voices of all Americans. If we don't act now to embrace bold change, our communities will not be heard.

The Federal Government, and Many State Governments, Are Attacking Voting Rights. The Trump administration, along with a slew of state governments, are growing increasingly hostile to voting rights, embracing a number of tactics that make it harder to vote. Many more states have been slow to reform their arcane voter registration system, creating barriers to participation that exclude many voters from the process.

- Since 2010, 23 states have passed legislation to restrict the right to vote, [IF APPLICABLE: *including our state*]. These attacks disproportionately impact communities of color, young people, and people with low incomes.

Cities and Counties Have a Responsibility to Fight Back and Protect Our Voting Rights. Cities and counties can counteract the unprecedented attacks on our voting rights. Localities are where the rubber hits the road—where voters are registered, election machinery is operated, and ballots are cast. Yet too many localities are not fully aware of the full spectrum of reforms that could ensure all their residents who are eligible have a chance to vote.

- More than three in five Americans live in cities, and more are moving to cities every year. Giving those Americans the tools to vote could dramatically impact registration and voter participation.

- In [JURISDICTION], we have [XX] unregistered voters.* Let's increase voter participation by enacting policies to expand voter registration at local agencies right here in [JURISDICTION].

The Most Exciting Progressive Policies are Happening at the Local Level. From increasing minimum wages to enacting policing reform, cities today are trying to make good on the promise of a more inclusive, representative democracy. Local elected leaders are stepping up and fighting for our democracy in new and innovative ways. We need to protect and expand voting rights as part of the movement for change.

- In recent years, [JURISDICTION] has passed [PROACTIVE POLICY REFORM]. We can build on that success by standing up and demanding bold action to strengthen voting rights.

We Need to Address Racial and Generational Disparities in Voter Registration. Our outdated voting laws have taken the deepest toll on communities of color and young people. Up to 43 percent of eligible Latinx Americans, 44 percent of eligible Asian Americans and 45 percent of eligible 18 to 24 year olds were not registered to vote in 2016.

- By offering voter registration at local agencies, [JURISDICTION] can address registration disparities by reaching more voters where they are.
- Black voters are three times more likely than white voters to register to vote at a state public agency, while Latinx voters are four times more likely. By making voter registration more accessible, we can better ensure that the voices of people of color are represented in our democracy.

* Insert number of unregistered voters, typically accessed at state or county board of elections website.

SOCIAL MEDIA CONTENT

The following content can be used to promote local voter registration reform efforts via social media.

HASHTAGS

Primary: **#ExpandTheVote**

Secondary: **#vote #voting**

SAMPLE TWEETS AND FACEBOOK POSTS



Graphics for social media sharing are available here:

<http://bit.ly/expandingreg>

General

When people register, they turn out to vote.

That's why getting our neighbors registered is so important.

#ExpandTheVote

[INSERT GRAPHIC OF CHOICE]

Local elections affect our choices and our communities.

That's why it's so important to vote in every election.

We must #ExpandTheVote & make registration accessible to all eligible citizens!

[INSERT GRAPHIC OF CHOICE]

Aspirational / Visionary

The right to vote is something that [JURISDICTION] will stand up for and protect. We the people of [JURISDICTION] will expand voter registration to ensure that every eligible person in our community is registered to vote.

Together, let's #ExpandTheVote

[INSERT GRAPHIC OF CHOICE]

Cities and counties can lead the fight against recent voting rights attacks and champion our local democracy. Let's make sure that every eligible voter gets registered in our community.

Everyone's voice matters and everyone's voice should be heard.

Together, let's #ExpandTheVote

[INSERT GRAPHIC OF CHOICE]

Can you imagine the impact on our democracy if every eligible person could register to vote at any local agency?

We can make that possible here and increase voter registration and participation in our city!

#ExpandTheVote

[INSERT GRAPHIC OF CHOICE]

Defining the Problem

There are [XX] unregistered voters in our community.* Imagine what would happen if each and every person had access to the ballot and exercised their democratic right.

Let's strengthen our democracy and #ExpandTheVote
[INSERT GRAPHIC OF CHOICE]

Since 2010, 23 states have restricted the right to vote. We have the chance to fight back to #ExpandTheVote!
[INSERT GRAPHIC OF CHOICE]

- 🚫 43% of eligible Latinx Americans
- 🚫 44% eligible Asian Americans
- 🚫 30% of eligible Black Americans

are NOT registered to vote. We have the power to change this by making voter registration accessible!

#ExpandTheVote

[INSERT GRAPHIC OF CHOICE]

30% of eligible Americans are not registered to vote. We can change that by enacting policies here in [JURISDICTION] to expand voter registration at local agencies.

Join me and let's #ExpandTheVote
[INSERT GRAPHIC OF CHOICE]

In [JURISDICTION], we have [XX] unregistered voters. We can change that right here in [JURISDICTION].

We must #ExpandTheVote

[INSERT GRAPHIC OF CHOICE]

Potential Impact

Did you know that Black and Latinx people are 3x and 4x more likely than white people to register to vote at a state public agency?

We can reduce voter registration disparities in communities of color by making voter registration more accessible at public agencies.

#ExpandTheVote

[INSERT GRAPHIC OF CHOICE]

Report-Specific Posts

We're at a crossroads, America.

If we want a diverse, representative democracy, we need elections where every eligible voter can register and vote.

Read @popdemoc's report on the power of local voting rights expansion: <http://populardemocracy.org/expandthevote>

#ExpandTheVote

People of color and young folks have lower levels of voter registration compared to other Americans.

This diminishes their power at the polls. It's past time we change that in [JURISDICTION].

Read @popdemoc's report on local voting rights expansion: <http://populardemocracy.org/expandthevote>

#ExpandTheVote

* Insert number of unregistered voters, typically accessed at state or county board of elections website.



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