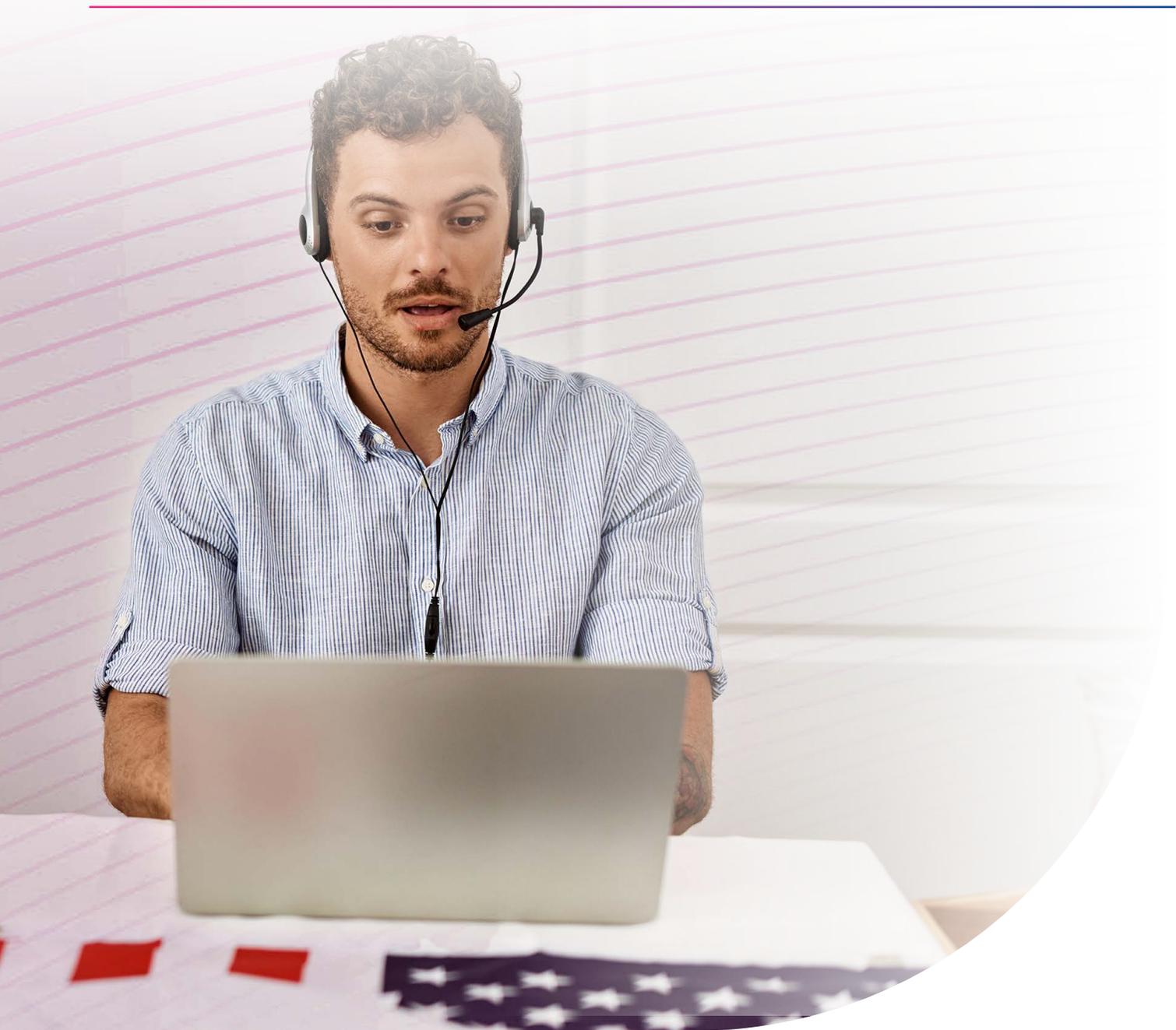


# TrueTrace™ for voter list maintenance

State and county elections officials deploy Experian's TrueTrace™ skip tracing solution to ensure accuracy for its voter rolls

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Election integrity, accuracy and efficiency are essential to keeping our democracy running, and every organization that administers elections considers this responsibility paramount.

Whether it's the secretary of state's office, such as in West Virginia, or a county registrar of voters, like Orange County, California, all organizations that maintain voter rolls have similar objectives — running the most accurate, efficient, cost-effective elections in every cycle.

With primaries and general federal elections occurring biennially — along with any number of local, state, runoff, recall and special elections — these agencies may send various election materials multiple times every single year. These materials may include voter confirmation forms, sample ballots, voter guides, polling locations, early voting rules and times, and the ballots themselves.

Keeping accurate voter rolls is essential to getting election information to voters. Voters can do their part by remembering to reregister every time they move. For those who don't remember, the result can be volumes of mail sent to the wrong address, and every piece is money wasted. Determining if and when a voter has moved — and where to — can help maintain the accuracy of the lists. When an agency can determine with certainty that a voter has left the state, they can be safely removed from that state's rolls.

Despite various address verification sources, such as the National Change of Address (NCOA), the Department of Motor Vehicles (DMV) and voter registration information, there are still additional opportunities to improve the maintenance of accurate records.

Experian's TrueTrace™, traditionally a skip tracing solution for debt collectors, uses unique data sources — including Experian's File One™ (the consumer credit profile), Clarity's alternative financial data, Experian® RentBureau® rental data — and enhanced processes, to locate consumers at their current address.



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— Justin Berardino, Deputy Director, Operations, OCRV

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TrueTrace can locate consumers based on the following information:

- Name, best address, and landline and wireless telephone numbers
- Listed, unlisted and wireless numbers sourced from consumer credit database and alternative data sources, such as payday lenders, property management companies and other self-reported entities
- The capability to return phone-type identification information on landlines, mobile phones, or both
- Area code splits and updates
- ZIP + 4® coding
- The capability to dedupe addresses and phone numbers that were provided on input
- Nationwide data to identify cross-state movers

## TrueTrace™ for voter list maintenance

In this case study, we'll review two separate users of TrueTrace for the purposes of improving voter roll accuracy. The Orange County Registrar of Voters (OCRV) and the West Virginia Secretary of State (WVSOS).

### Orange County Registrar of Voters

Orange County faces specific challenges to maintaining the highest-quality voter rolls, including:

- It has a very large voter base of approximately 1.8 million people.
- It's in a state where every registered voter receives a Vote-by-Mail ballot.
- It's expensive to print and mail confirmations, ballots and election materials.
- There's a large segment of people moving into and out of the county.
- It's in a "bottom-up" state, which means counties are tasked with updating their databases, and those are synchronized with the statewide database. However, important data is also pushed down to the counties by the State.

"One of the inherent challenges we face is with locating voters with the number of people who move at any given time," says Justin Berardino, Deputy Director, Operations, OCROV. "We believe it is incumbent on us to seek out every opportunity to locate voters as we have a high expectation for ourselves — and the public has for us — to maintain an accurate voter list. We need to make every effort possible to contact voters who may have moved to ensure everyone is given the opportunity to vote. Our use of Experian TrueTrace provides an additional data source to help in this effort."

OCROV has a commitment to quality that Berardino and the entire OCROV team continually strive for. They began using TrueTrace in 2018 with very positive results. The objective was to implement a method of locating voters who they hadn't been able to find through all other methods used to update voter lists.

"Our value is in the effort, and providing voters every opportunity to update their records is part of our mission," says Berardino. "Experian has always been easy to work with. The process is easy, and they've provided immediate support."

### West Virginia Secretary of State

The West Virginia Secretary of State (WVSOS) has a six-step process that helps verify the accuracy of its voter rolls. The county clerks administer the list-maintenance process and conduct regular mailings that are set by state law in a uniform process. The WVSOS provides instructions, data programs and sometimes conducts mailings on behalf of the counties that are unscheduled.

"It's very important to understand West Virginia and other states are unique in their process," says Donald Kersey, Deputy Secretary and Chief of Staff, WVSOS.

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**"Every state follows NVRA timelines for removal of abandoned registrations in their state, however, the processes and time frames for confidently identifying abandoned registrations vary by state code. Generally, the states are speaking the same language of cancellation of abandoned registrations, but the rules and procedures to identify abandoned registrations are all a little bit different, state to state."**

— Donald Kersey, Deputy Secretary and Chief of Staff, WVSOS

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**~16,000**

The number of individuals where Experian identified a potential new "best" address in first confirmation run for WVSOS.

## TrueTrace™ for voter list maintenance

These are the steps WVSOS adheres to:

**Step 1:** A voter's address eligibility is brought into question due to one or more of the following reasons:

- Any election mail is returned undeliverable to the WVSOS or the county clerk. There's an address conflict with an official data match.
- Biennial match of voter registration records against the United States Postal Service (USPS) NCOA shows a conflict.
- State-approved matching program that identifies a residential address more recent than the voter registration address that identifies in-state and cross-state movers, using a combination of DMV and voter registration activity dates and voter information.
- In the year following a presidential election, records indicate the voter hasn't cast a ballot or updated his or her registration record in four calendar years.

**Step 2:** County clerk identifies the voter as an individual to be included in the next mailing of confirmation notices, or the voter is identified by the secretary of state's data-matching program and confirmed by the county clerk.

**Step 3:** County clerks mail a confirmation notice to each voter on the list. No voter may be assigned "inactive" status until this step is completed.

**Step 4:** After 30 days, if the voter fails to respond to the notice or the notice is returned as undeliverable, the county clerk assigns the voter "inactive" status in the statewide voter registration database.



### West Virginia voter removal

For WVSOS, voter removal as result of the National Voter Registration Act and the West Virginia Code §3-2-25 List Maintenance Process can be a three-to-five-year procedure, with six steps.

**Step 5:** If the voter changes or confirms his or her address in writing or at the polling place, then the county clerk makes appropriate updates and changes the voter's status from "inactive" to "active."

**Step 6:** If none of the circumstances described in Step 5 occur through two federal general elections, then the county clerk changes the voter from "inactive" to "canceled" status.

"One of our main challenges will be to enhance our existing processes to a more robust 50-state comparison for the requirements in Step 1 for cross-state movers," says Kersey.

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**"We need a 50-state matching program that confidently identifies a residential address more recent than the voter registration address that is inclusive of activity dates and voter information"**

— Donald Kersey, Deputy Secretary and Chief of Staff, WVSOS

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Election mailings, ballot printing or voter registration confirmations going to the wrong addresses can cost thousands of dollars for every election cycle. Accuracy helps maintain the most stringent election integrity processes. Ensuring the ballots or voter information is going to the correct voter at their current address is essential to make sure the system isn't being abused.

"More accurate voter rolls will reduce the cost of ballots and conducting the election in counties where the population is fluctuating or decreasing," says Kersey. "More accurate voter rolls increase confidence that ballots cast are by voters eligible to vote in the jurisdiction. It will also reduce the results of someone intentionally or unintentionally voting in a location other than what's provided by law."

The estimated total active voters receiving the reminder mailing suggesting a review their voter registration address is 15,860," says Kersey. "This includes voters who appear to have a more current address with Experian's TrueTrace program that is not flagged as a PO Box or other indication of a logical difference of address on file."

The mailing will also encourage voters to update their address in time for the election, making the ballot more likely to be counted and the results to be more accurate

Because Experian's data has a 50-state view, it can quickly locate voters who have moved in and out of a state. This is



something state agencies have had difficulty doing under voluntary programs for list sharing.

"A direct-DMV or voter registration match with other participating states provides only a partial solution," says Kersey. "The best voter registration list maintenance solutions include the removal of barriers for state participation, for the data comparisons to be inclusive of voters in all 50 states or as close as possible, and participation to follow procedures dictated by each state's legislature."

The WVSOS did its first pull of matching data for reminder notice mailing in February of 2023, and the results included almost 16,000 individuals that Experian identified with a potential new "best" address that were also not flagged by other data comparison program used by the state. These will be the subject for further review and verification.

For more information about TrueTrace, contact your Experian Account Executive at 855 339 3990.

