



Getting Ahead of Public Record Requests

2024 Elections





Agenda

- **Welcome**
Introduction
- **State of Records Requests:**
Complexity, volume, and more
- **Election Season:**
What can you expect?
- **What Can Be Done:**
Customer examples and best practices
- **Questions and Next Steps**
Where do we go from here?

Connecting & Interacting Today



Questions

Submit your questions via the Zoom Q&A console



govCommunity

See additional resources and chat after the webinar



Chat

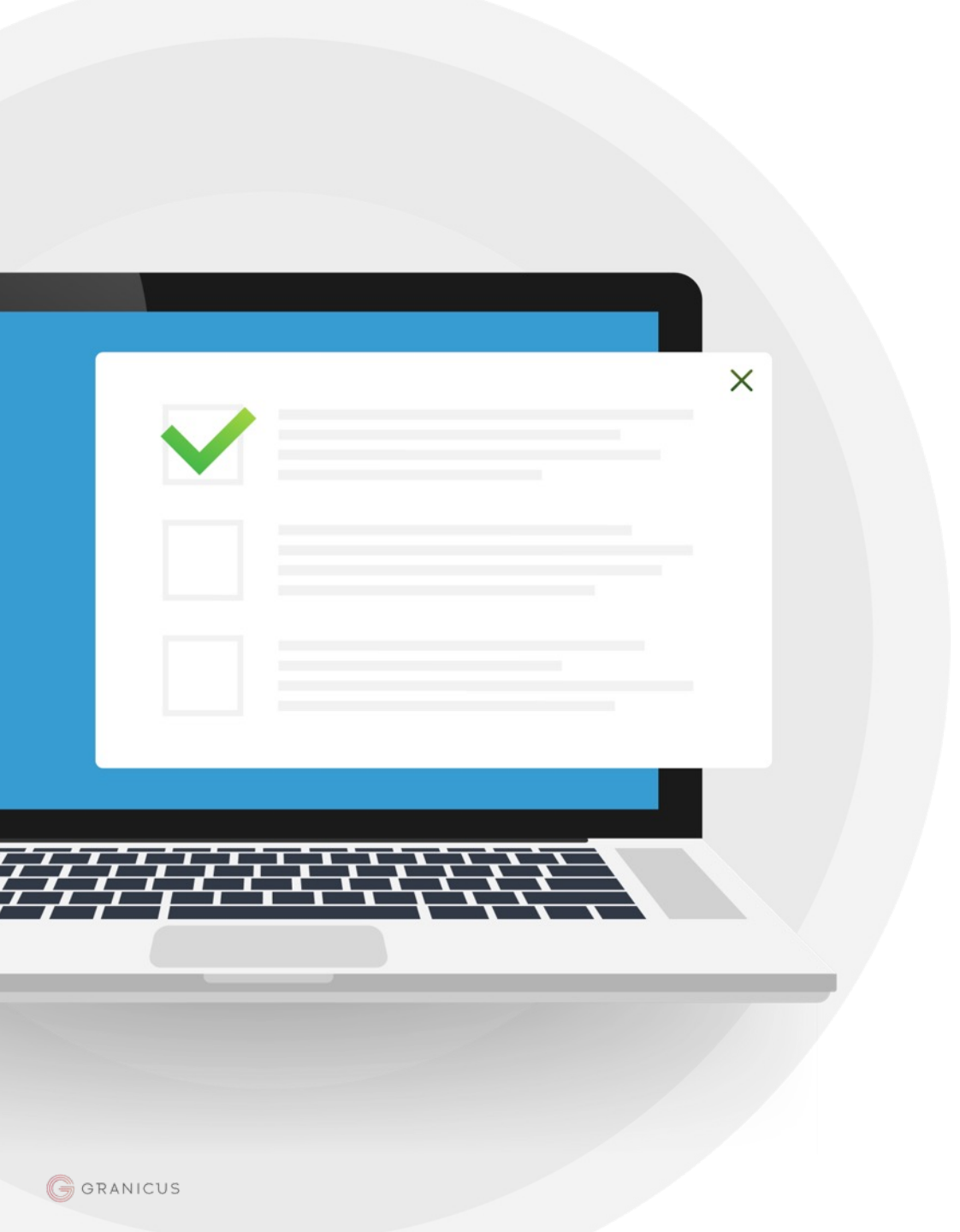
Your peers are in the chat. We encourage you to connect there!

Granicus is Transforming how Government and People Connect Digitally

Serving
the public's
needs &
interests since
1999



Connecting
with
government-
provided
information and
services



Poll: Are you anticipating an increase in requests related to elections?

1. Yes
2. No

Today's Speakers



Brett Medici

National Director,
Granicus



Corey Andrade

Account Executive,
Granicus

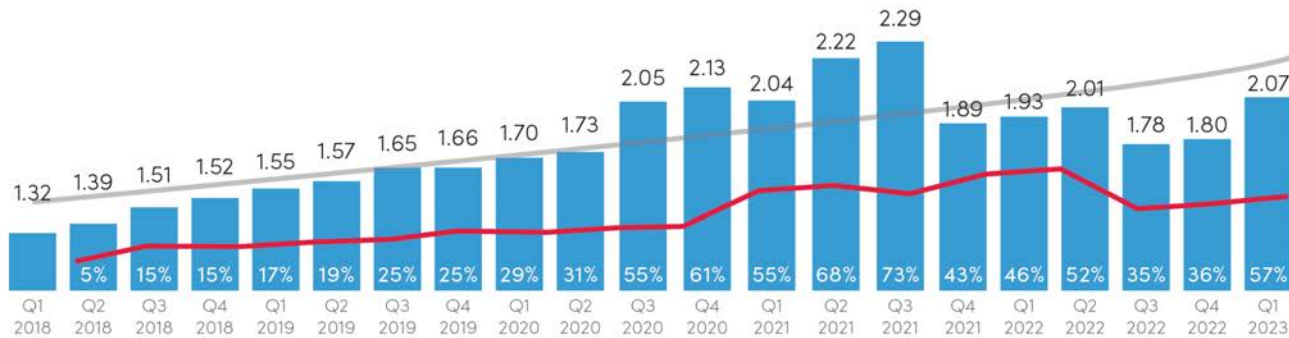


Agenda

- Welcome
Introduction
- **State of Records Requests:**
Complexity, volume, and more
- Election Season:
What can you expect?
- What Can Be Done:
Customer examples and best practices
- Questions and Next Steps
Where do we go from here?

Is your job getting harder? Yes!

- ✓ Managing records requests is a **significant challenge**
- ✓ Public Records Complexity **increasing**
- ✓ **57% increase** since 2018

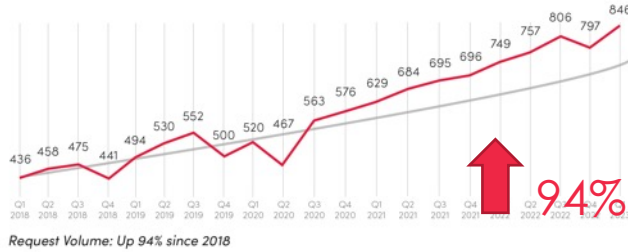


The Public Records Complexity Index: Up 57% since 2018, peaking at 73% increase in Q3 2021



Complexity Metrics

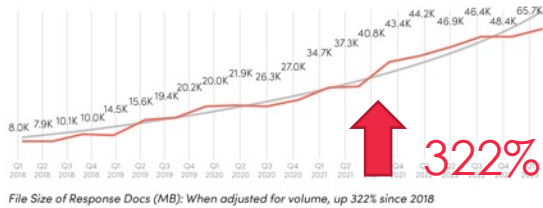
The component figures that make up the Index



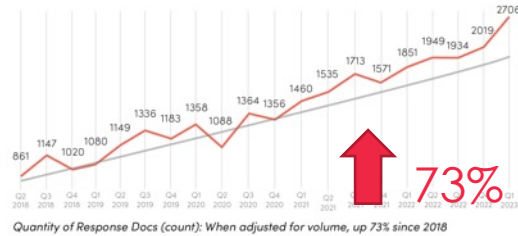
Request Volume

Records Markers:

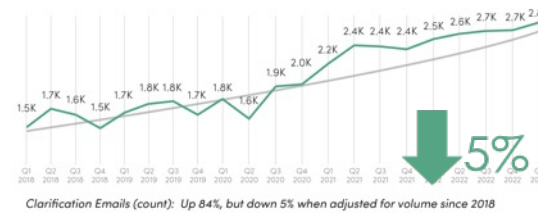
Activities Markers:



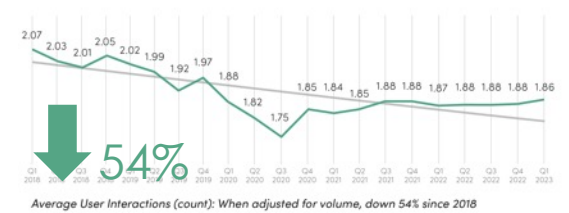
Size of Files



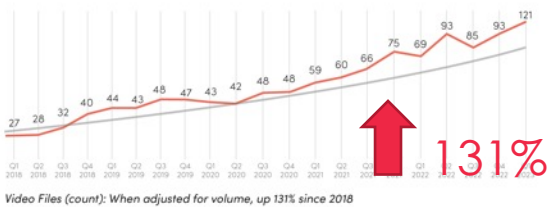
Quantity of Files



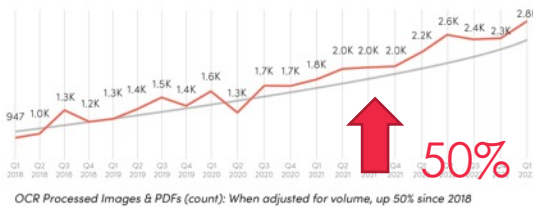
Clarification Workload



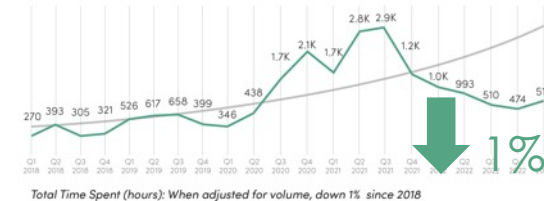
User Interactions



Video Files



Machine-Readability (OCR)



Total Time Spent

What Factors are Driving this Increase in Complexity?

Legislation Changes

1. *New release/retention schedules*
2. *New exemptions*
3. *New reporting requirements*
4. *New types of responsive records:*
 - ✓ *Police personnel files*
 - ✓ *Bodycam video*
 - ✓ *Reclassification of records as responsive (such as adding state legislature records)*



What Factors are Driving this Increase in Complexity?

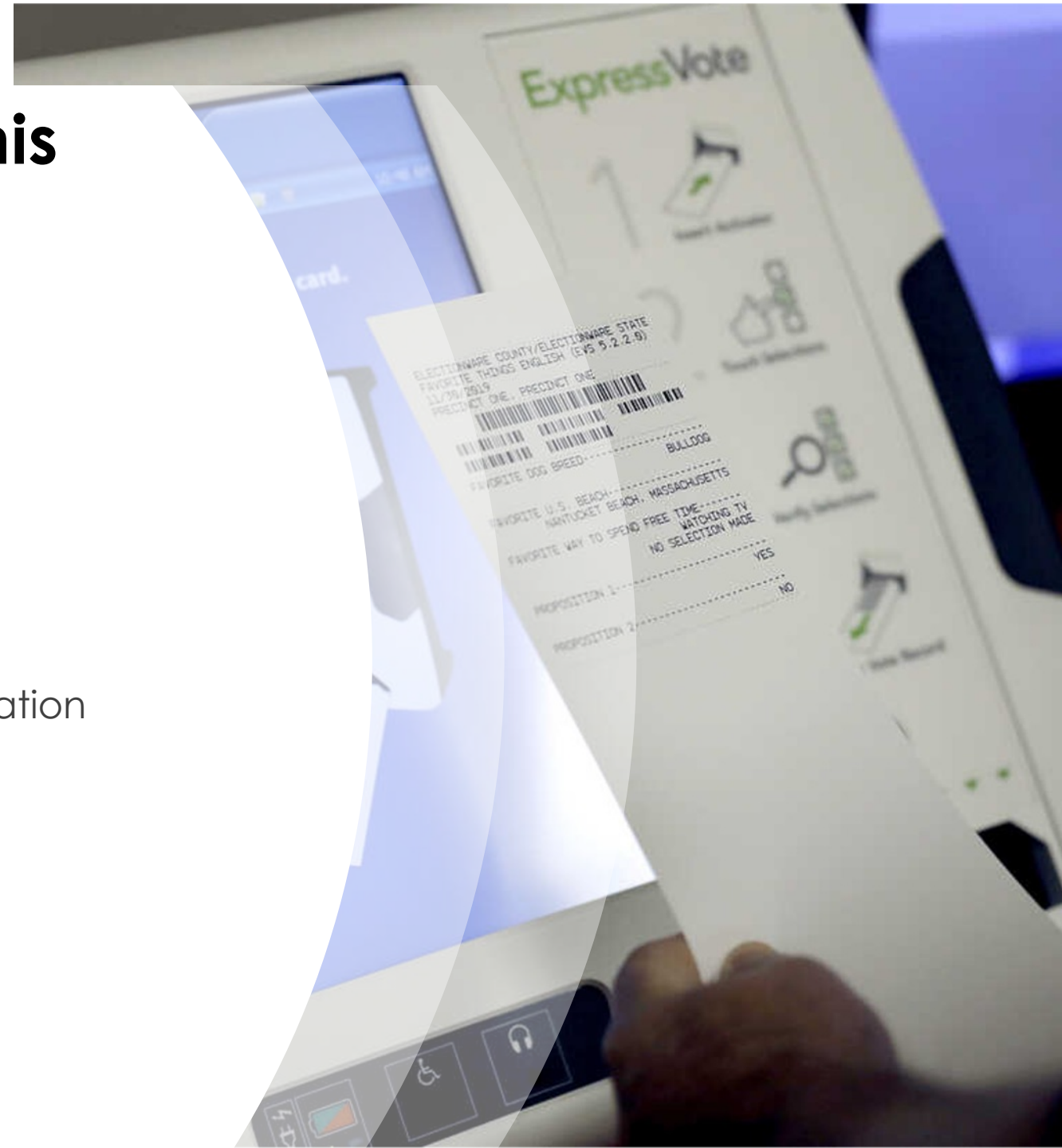
Technology Changes

- ✓ Email
- ✓ Text Messages
- ✓ Social Media Posts
- ✓ Drone Footage
- ✓ Bodycam & **Surveillance Video**
- ✓ Self-Destructing Messages

What Factors are Driving this Increase in Complexity?

Outside Influences

- ✓ Pandemic Shift to Remote Work
- ✓ Extreme Weather Events
- ✓ Election Uncertainties
- ✓ Police Reform Movements
- ✓ The Great Resignation
- ✓ Cyber Attacks



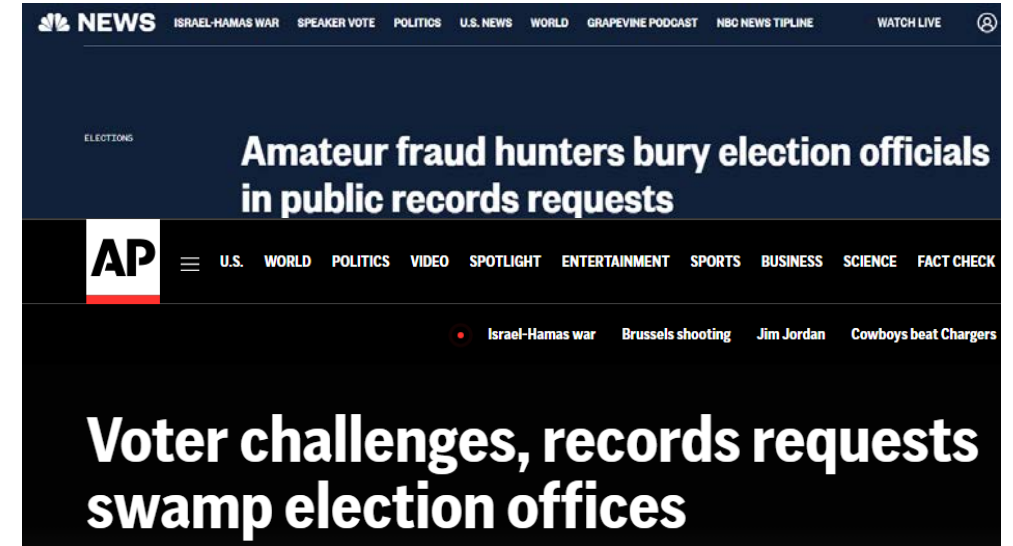
Managing Records Requests is a Significant Challenge

- » • Staff shortages demand ultimate efficiency
- Top Priority for 2022: Higher Demand on Staff Time
- **55%** of records managers are doing more with the same (or fewer) resources

- » • Non-compliance lawsuits are rising
- **\$83,000** average cost of litigation

- » • Legacy tech costs **\$\$\$\$**
- **Outdated systems** cost governments time and money, and increase cybersecurity vulnerabilities

- » • **400%** increase in cyber attacks
- **\$3.92M spent** on the average security breach



CN County News

Misinformation, frivolous record requests bog down election offices

California County Ordered to Pay \$85,000 for Unlawfully Withholding 2020 "Boring" Public Election Records

By Brian Lupo | Oct. 9, 2023 7:00 pm | 168 Comments

Ransomware Attack Will Cost Baltimore Over \$18 Million

Ransom cyberattacks growing, report finds



Agenda

- Welcome
Introduction
- State of Records Requests:
Complexity, volume and more
- **Election Season:**
What can you expect
- What Can Be Done:
Customer examples and best practices
- Questions & Next Steps
Where do we go from here?

Election Season

Intensified pressures on communications staff, records managers, and stakeholders



Distrust in elections at an all-time high



Disinformation is rampant



FOIA is being weaponized



You are understaffed and need ways to automate PRR management

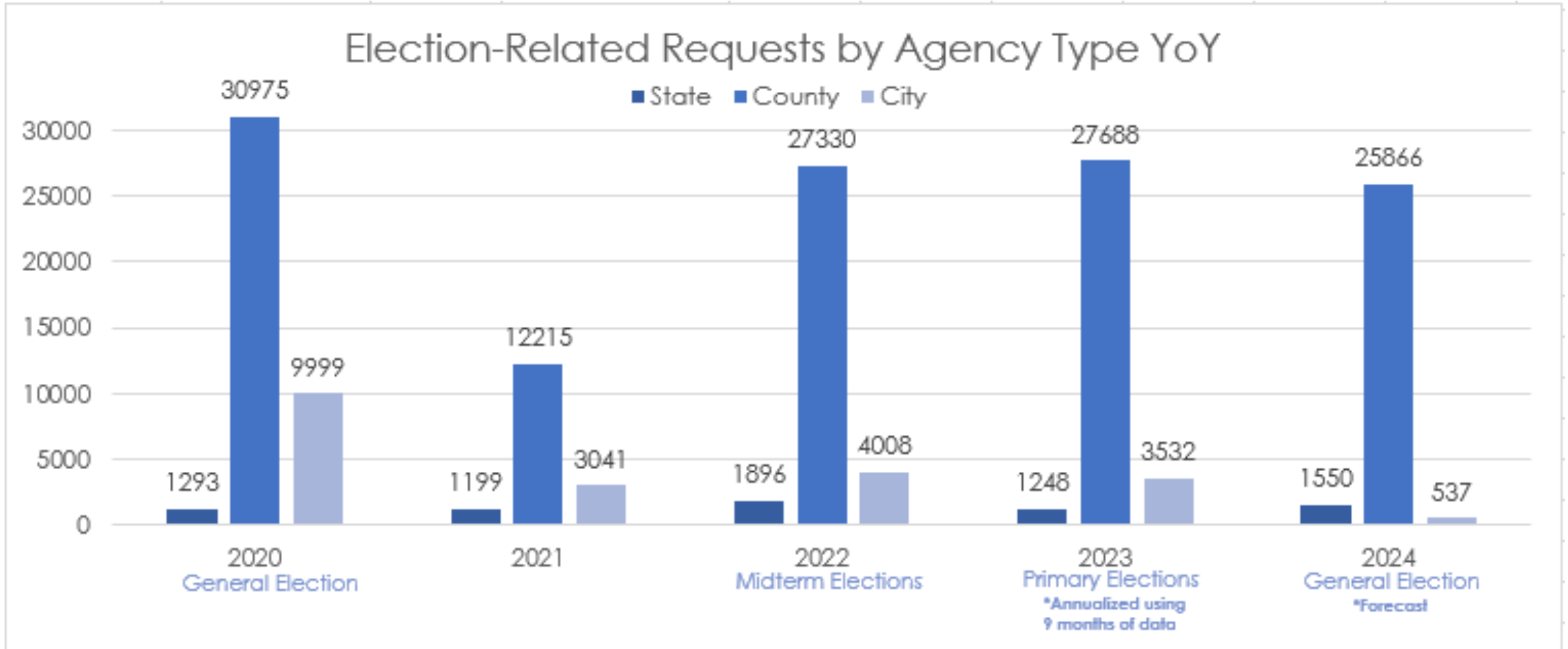




What are your top records management priorities?

- **Neutralize disinformation** proactively
- **Centralize interagency Communications** and streamline collaboration between all responsible agencies before, during, and after elections
- **Increase transparency** with voters and the media
- **Enhance cybersecurity** and data protection to mitigate increasing security risks
- **Maintain or improve compliance** with public records laws even as request volume and complexity increase.

Historical Election Request Data



Election-related keywords: ballots, election, elections, Vote, voter, voted, Voters, voter roll, votes, voting, voting history, poll, nomination, electoral, ballot, referendum, campaign, constituency, campaigner, electorate, political party, political, politics, polling, voting booth, walk list

Do You Have These Election-Related Records?

Could You Post Any of These Proactively?

- **Accessibility Reports**
- **Calendars:** political, special elections
- **Administrative Records:** salaries, purchase orders, travel
- **Annual reports, meeting minutes, webcasts of meetings, pleadings, briefs, legal memoranda, decisions/orders in litigated cases**
- **Campaign Finance Documents:** contribution limits, reports, amendments, correspondence, campaign filing court documents, active filer list, all filers, software user guides, filing calendar, disclosure handbook, expenditure reports
- **Candidate Lists:** primary, general, special, convention roll calls, committee members
- **Political Party Committee Records:** rules & regs, amendments, officers
- **Elected officials list**
- **Election Law:** rules & regs, opinions
- **Election Results:** all years
- **Enrollment & Voter Registrations:** by county, districts, List of registered voters
- **HAVA Records:** law, task force plans and public comments, proposals, hearing transcripts, bills passed, regulations, complaint procedures, vendor applications, determinations, devices, voting systems, test reports, studies
- **Nominating Documents:** administrative decisions, sample petitions
- **Press Releases**

Duplicative Requests

1. Requests for the same information still requires response
 - Voting Records
 - Campaign Finance Records
 - Voting Machine
 - Voting Logistics
 - Candidate Lists
2. Compliance issues can be expensive, even if the information requested feels routine
 - ✓ Landscape's different than 5 years ago, all requesters expect a prompt and thorough response
3. Finding a way to streamline frequently asked questions or frequently requested information can lead to significant time savings for staff, and faster response times for requesters
4. Consistency in your responses is critical to cultivating a sense of transparency and avoiding bad PR
5. Frequently asked questions can be addressed proactively

Common Keywords for Repetitive Requests

- Ballots
- Election(s)
- Vote(s)
- Voter(s)
- Voted
- Voter Roll
- Voting History
- Voting Booth
- Poll(s)
- Polling
- Electoral
- Electorate
- Referendum
- Campaign (er)
- Constituency
- Political Party
- Political
- Politics

"Any and All" Requests

1. Requests and responses are both getting more complex
2. As reported after the 2020 election, an increasing number of records requests are sweeping in scope, requesting information like **"any and all emails"** related to certain subjects
 - Anything from a conversation with a vendor to a conversation with a co-worker
 - Creates a tremendous of work for staff
3. Can put undue pressure on IT and takes control away from the records manager
4. Finding a way to streamline frequently asked questions or frequently requested information can lead to significant time savings for staff, and faster response times for requesters



Interagency Requests

1. Collaboration between agencies can be tricky, especially with competing priorities
2. Some states are swamped with requests for communications between state government and local governments
3. Election security is top of mind for requesters and government staff, which leads to more communication between organizations
4. Requesters are interested in transparency in interagency relationships, want to access these communications, whether they are relevant or not
5. Centralization is key here, without a central location for request management and organized workflows things can easily get off track
6. Security and peace of mind when it comes to interagency communication, verification that your recipient is a trusted member of the intended organization

FOIA Auditors and Weaponization



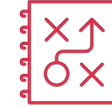
FOIA landscape has changed in the last 5 years, we need to keep up with changing use cases and expectations



Requesters have unique motivations, some may even have malicious intent



Some people are simply out **to test the availability of information**



People running elections **are occasionally requesters**, can get into campaign strategy

**What can be done
about elections-
related requests for
information?**

Digital Transformation!



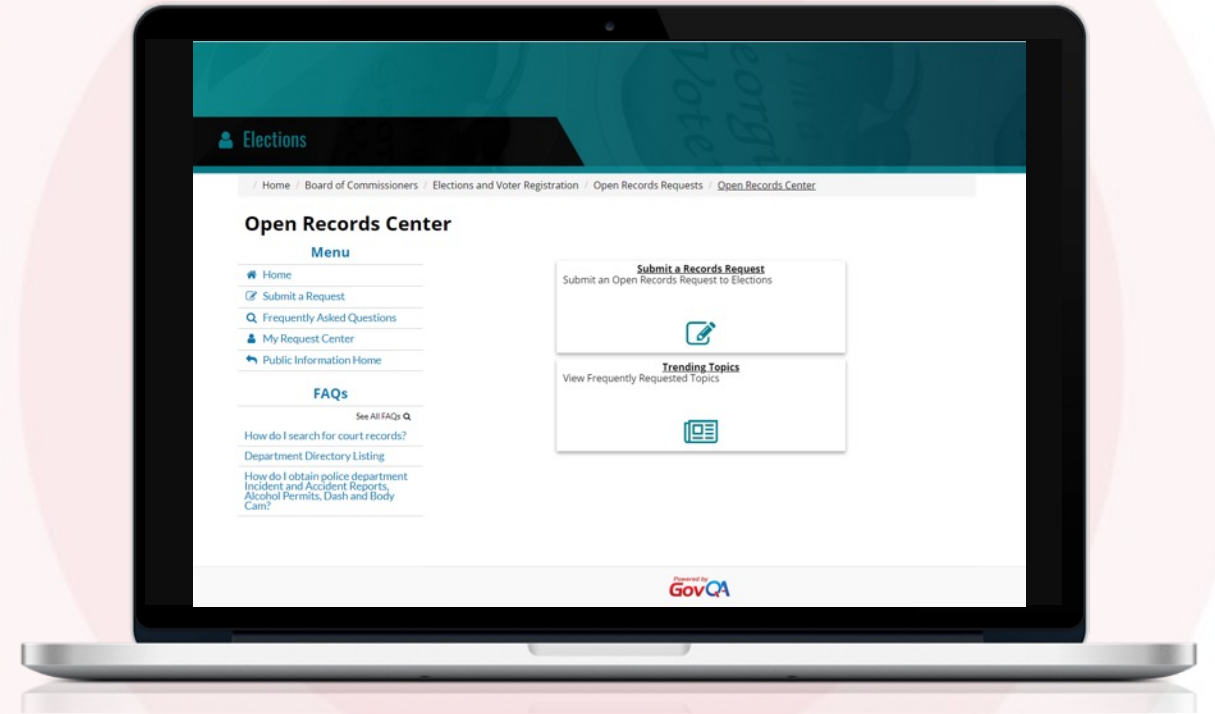


Agenda

- Welcome
Introduction
- State of Records Requests:
Complexity, volume and more
- Election Season:
What can you expect
- **What Can Be Done:**
Customer examples and best practices
- Questions & Next Steps
Where do we go from here?

Cobb County GA Elections

- ✓ Elections request type
- ✓ Ready for elections record requests!
- ✓ Can use FAQs and Trending Topics for **requester self-service** to reduce volume
- ✓ Back-end staff tools to **simplify fulfillment of email records requests**
- ✓ Automated workflows to streamline all election-related requests



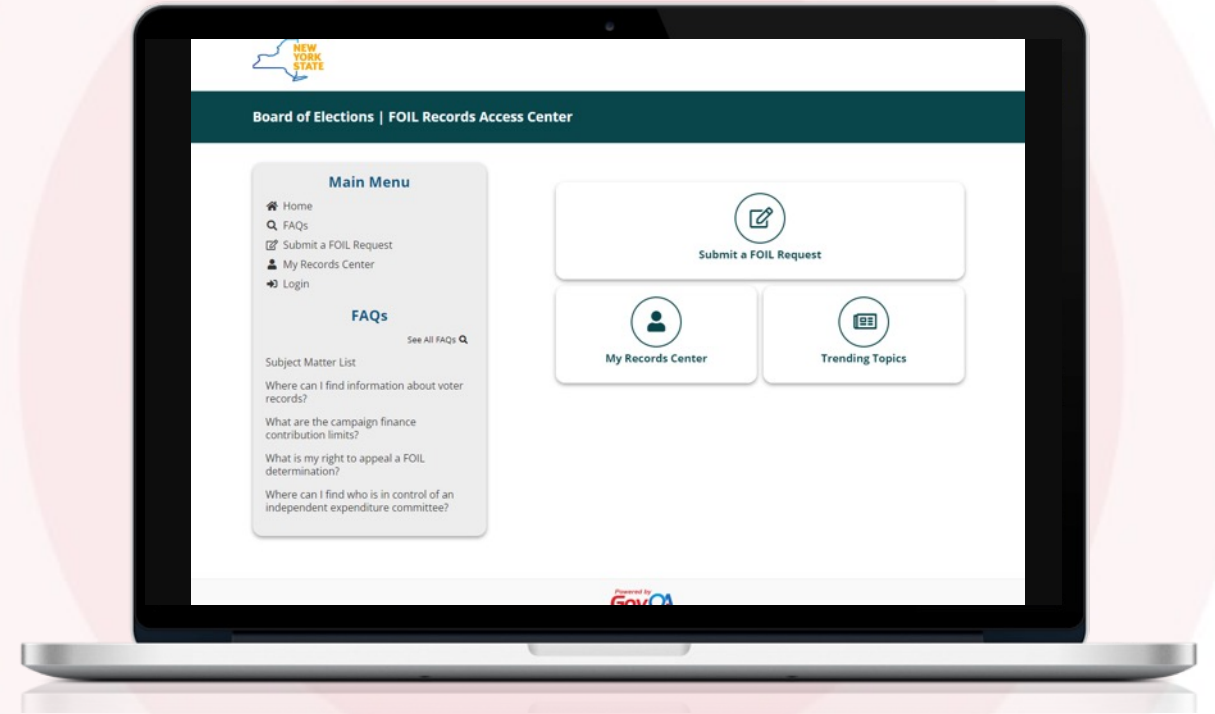
Must have Granicus Solutions

✓ GovQA



New York State Board of Elections

- ✓ Live with GovQA on 9/6
- ✓ FOIL public portal
- ✓ Implemented by GovQA Implementation Consultant who is also a **former election administrator!**



Must have Granicus Solutions
✓ GovQA

Why Records Managers Choose GovQA

Time back in your day!

What Matters

What We Deliver

Request Volume Reduction



Patented predictive intake deflection for requester self-service

Workload Reduction



Automated workflows, **similar request linking**, cc responses, pst file extraction/de-duping

Centralized Request Management



No more emails or spreadsheets — one spot for all touchpoints with the public...*and staff!*

Easier Collaboration



Reminders, notifications, escalations, @ mentions, **request nesting**

Reduced Risk of Errors



Auto due date calculator, color-coded status indicators, **secure release oops protection**

Reporting

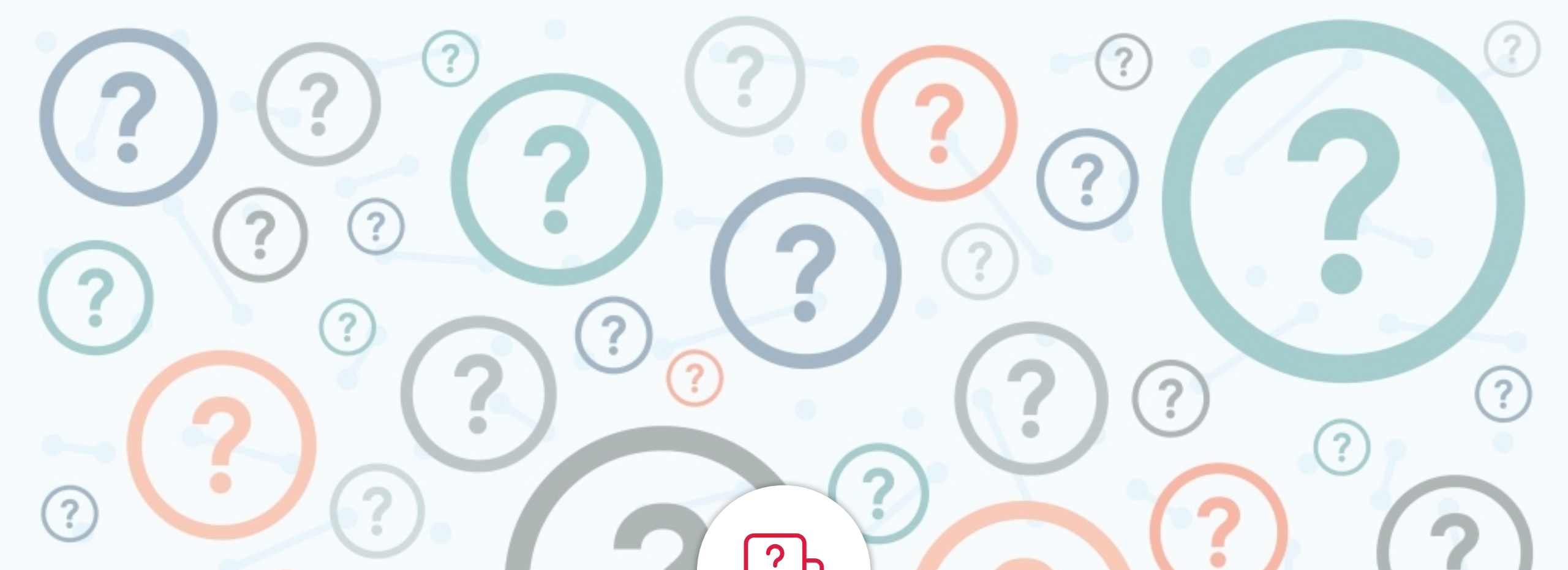


Open/click receipts, audit trail, scheduled & on-demand best-practice & **custom reports**

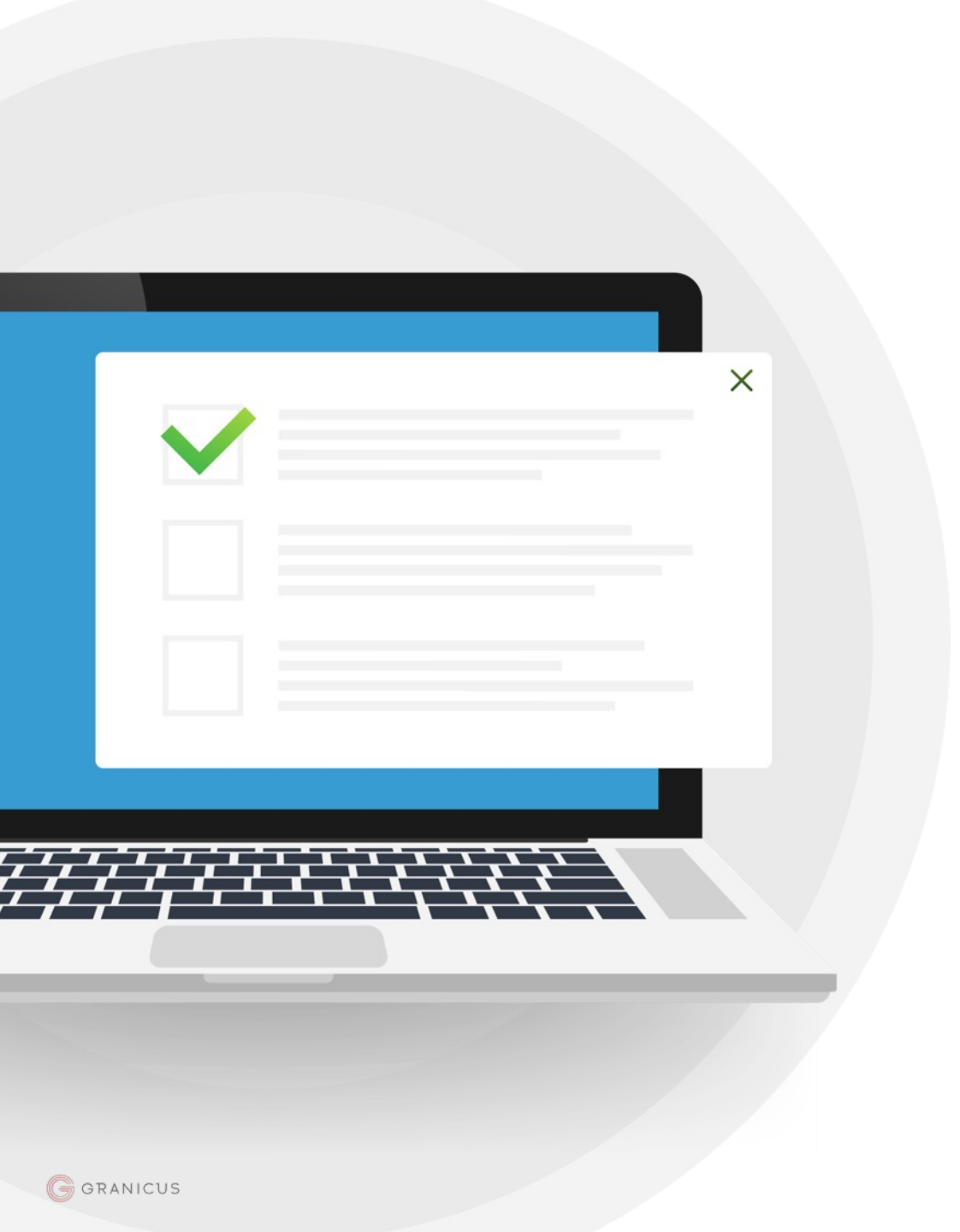


Agenda

- Welcome
Introduction
- State of Records Requests:
Complexity, volume and more
- Election Season:
What can you expect
- What Can Be Done:
Customer examples and best practices
- **Questions & Next Steps**
Where do we go from here?



Questions



Poll: Would you like more information on best practices for PRR management?

1. Yes
2. No



Thank you!