Budget Presentation of Cook County Clerk David Orr

October 23, 2013

Good afternoon Chairman Daley and County Commissioners. Thank you for your continued support for time- and money-saving initiatives in the Cook County Clerk's office. I am pleased to present you with our budget for 2014.

We continue to do more with less. We have undertaken new projects and adopted many innovations even with a reduced budget:

√ Our total budget is down $1.47 million from 2010, the last comparable election year.

√ Our 524 Elections account alone has been cut by nearly $1 million, a 4 percent decrease since 2010.

√ Our head count is down 7.6 percent since 2010, from 310 to 278 employees. This includes two positions cut for the 2014 budget.

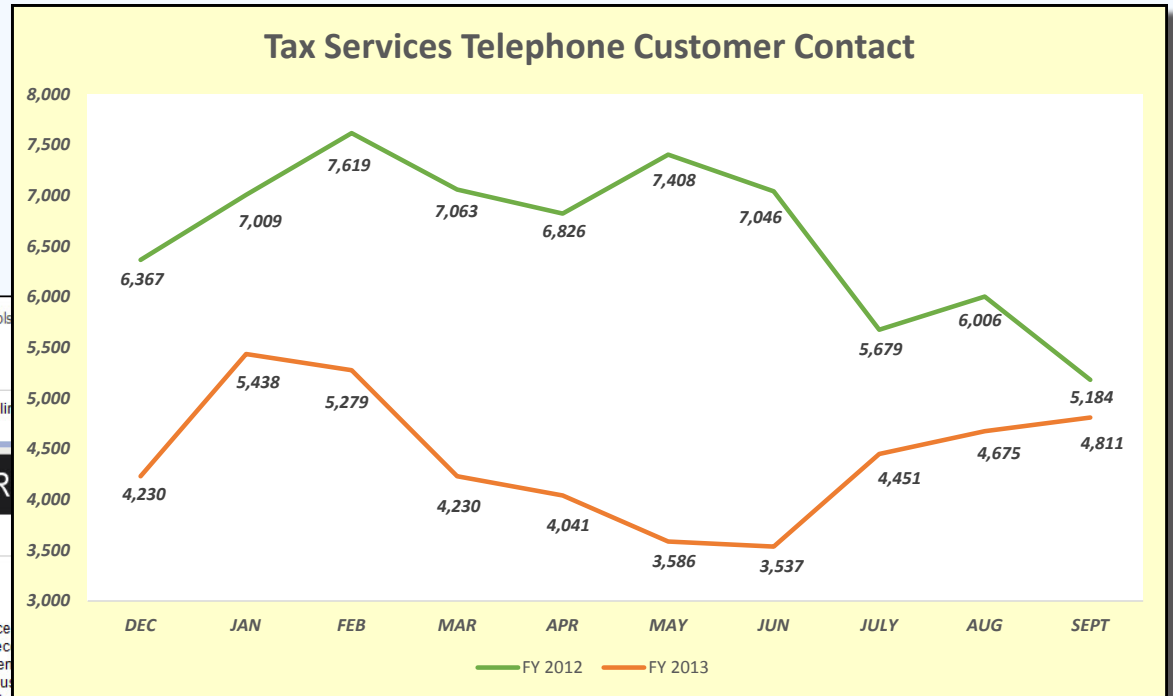√ Our revenue exceeds our corporate 110 budget by $800,000.

FTE Down 7.6% Since 2010

	2010 Gubernatorial Elections	2011 Consolidated Elections	2012 Presidential Elections	2013 Consolidated Elections	2014 Gubernatorial Elections
Budget	$34,708,590				$33,239,659
FTE	301	285	286	280	278
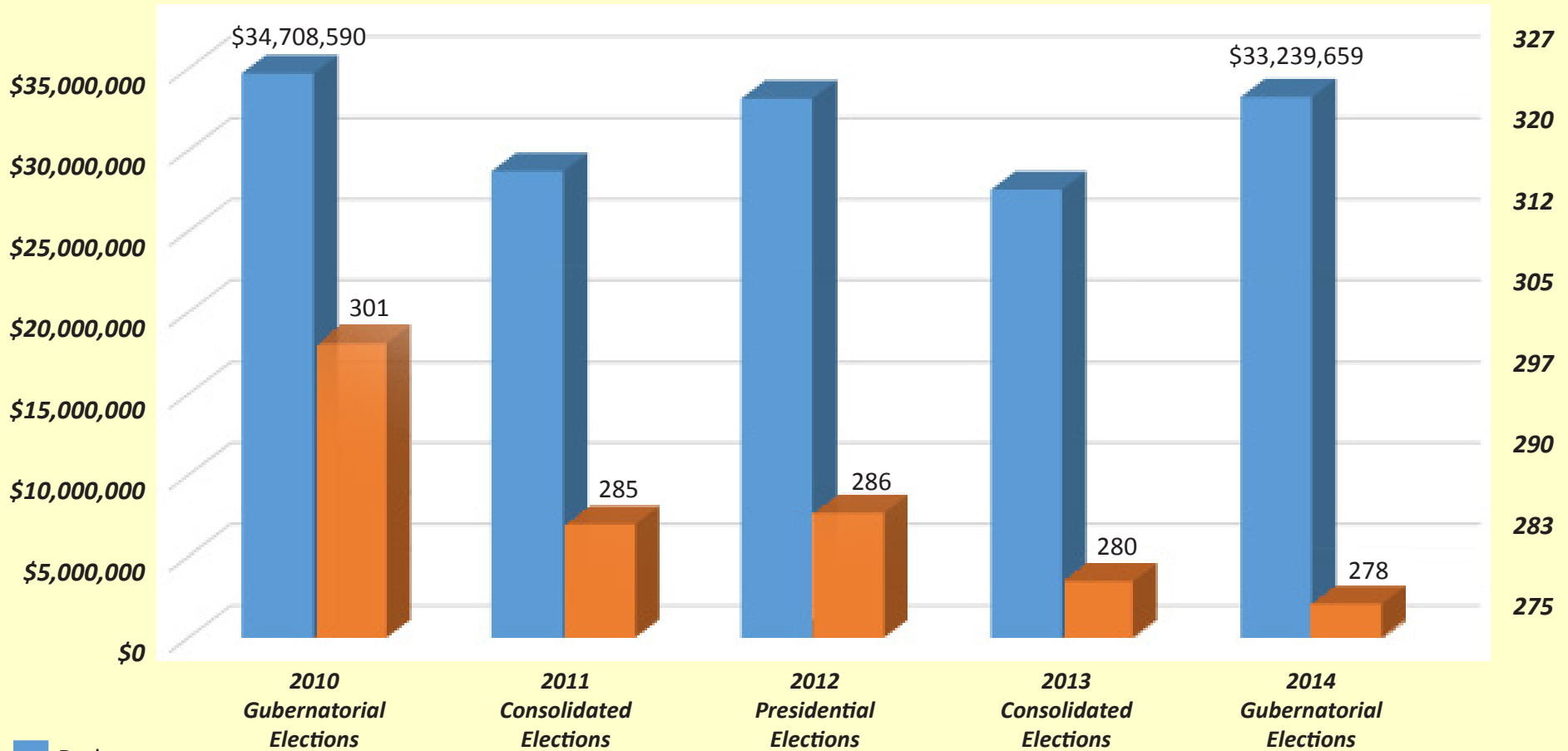
New responsibilities and features by year

2010	2011	2012	2013	2014
Lobbyist Online	Civil unions	County tax portal online	Online delinquent property tax search	17 year old voting (January)
No-excuse mail voting	Statements of Economic Interests Online	Commemorative Certificates	Wallet certificates	Online mail ballot application (February)
Online TIF search	Precinct reduction - $1M savings/year	Smartphone voter tool	Online voter registration bill signed	Online voter registration (summer)
Assumed responsiblity for birth/death records from Chicago Dept. of Public Health				TIF information on tax bills (2nd installment)

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Our multi-year strategic planning has allowed us to adopt new technology and cross-train staff to work in several divisions.

Just one example is our 20 Year Tax Search tool. At the beginning of the 2013 fiscal year we launched an online system allowing individuals, property owners and banks to search for outstanding or sold taxes on our website. The result was 33% fewer phone calls to Tax Services over a comparable period during the previous year.

33% Drop in Customer Calls with Launch of Delinquent Property Tax Search

Tax Services Telephone Customer Contact

FY 2012: 6,367 · 7,009 · 7,619 · 7,063 · 6,826 · 7,408 · 7,046 · 5,679 · 6,006 · 5,184

FY 2013: 4,230 · 5,438 · 5,279 · 4,230 · 4,041 · 3,586 · 3,537 · 4,451 · 4,675 · 4,811

(DEC, JAN, FEB, MAR, APR, MAY, JUN, JULY, AUG, SEPT)

After the December 2012 launch of our Delinquent Property Tax Search, our Tax Services division experienced a significant drop in customer calls. From FY 2012 to FY 2013, the number of calls dropped 33 percent.

At a time when elections are more demanding than ever, we have to take on new responsibilities without increasing our budget or positions.

In elections alone, we have had several changes in just a few years:
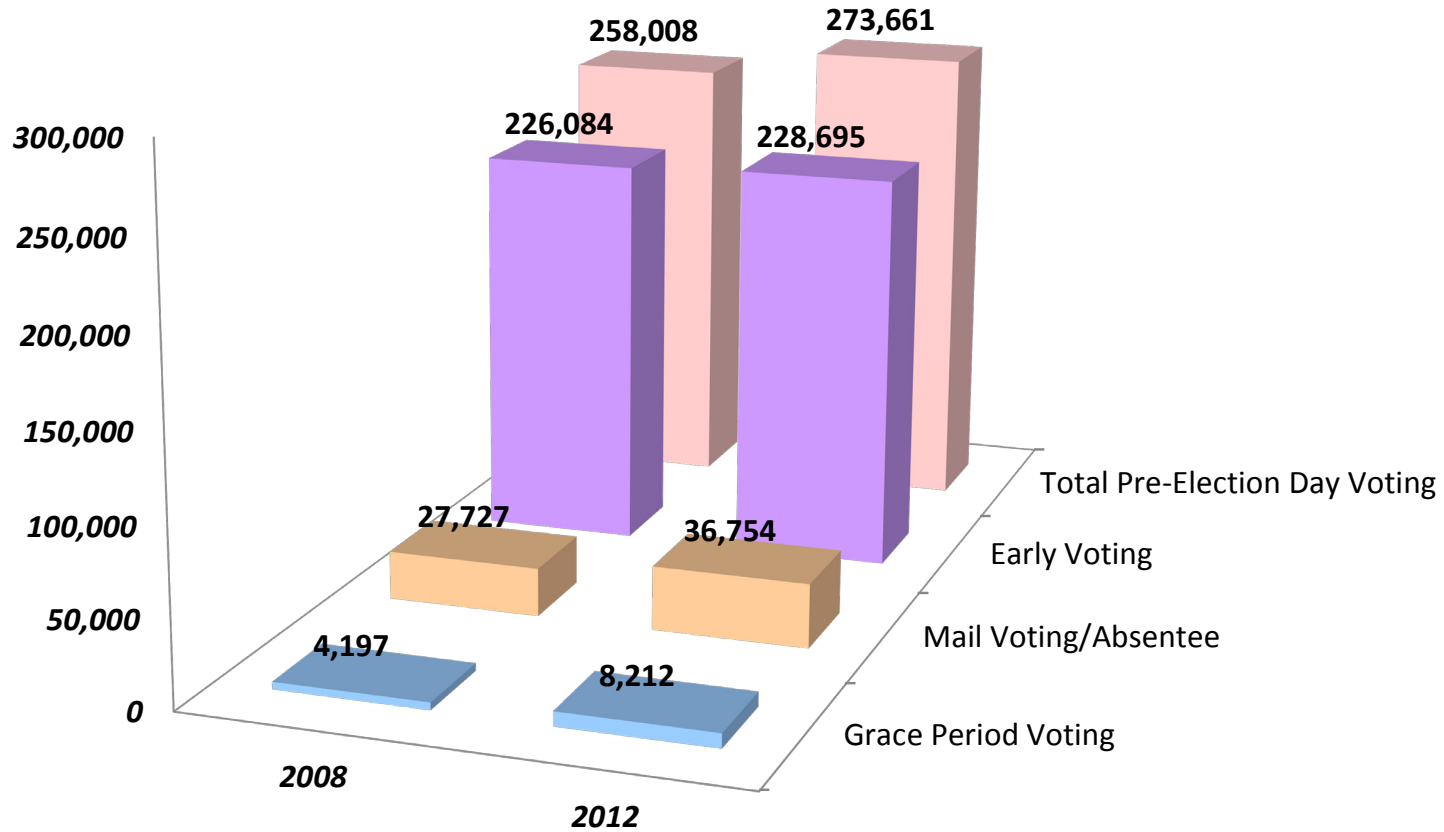
√ no fault mail balloting

√ a longer grace period

√ early voting closer to election day

√ unveiling judge connect—a web-based judge communications tool

√ and a new online ballot request system for overseas and military voters

Pre-Election Day Voting Continues to Climb

	2008	2012
Grace Period Voting	4,197	8,212
Mail Voting/Absentee	27,727	36,754
Early Voting	226,084	228,695
Total Pre-Election Day Voting	258,008	273,661

While overall turnout dipped slightly from 2008 to 2012, the number of voters casting ballots before Election Day grew to 27 percent of all ballots cast. Nearly twice as many people registered and voted during the grace period and mail voting increased by 33 percent.

This coming year will see more innovations. The 2013 elections omnibus bill, HB 2418 passed this summer, charged us with many new tasks to implement for the 2014 gubernatorial primary and general elections. We expect our technological experience to really pay off when we adopt online mail ballot requests and when the State of Illinois implements online voter registration in July.

Here are a few highlights from 2013 and projections for 2014:

MAIL BALLOT REQUESTS: As part of HB 2418, election authorities may accept mail ballot requests online, beginning with the March 18 primary. We are now developing an interface to provide this service to voters. This dovetails nicely with the law passed several years ago to allow voting by mail without an excuse. Online mail ballot requests will simplify the process for voters and our office by cutting out some back-and-forth in the mail.

Already, our vigorous mail balloting and early voting programs mean that 27 percent of voters cast their ballots before Election Day for the 2012 presidential election, up from 24 percent in 2008.

APPLY ONLINE TO VOTE BY MAIL

COMING 2014!

ONLINE VOTER REGISTRATION: Another key provision of HB 2418 is the requirement for Illinois to offer online voter registration to eligible citizens with driver's licenses and state IDs, beginning in July. I have been a longtime proponent of online voter registration, which 18 other states already offer.

The benefits of online voter registration include lower costs and fewer errors and omissions from voter registration forms. We expect to realize similar advantages since direct data transmission from the Secretary of State and State Board of Elections eliminates the need to scan applications.

ELECTRONIC POLLBOOKS: In April 2013 we conducted a successful trial using electronic pollbooks in precincts on Election Day. E-pollbooks reduce check-in time, eliminate errors in processing provisional ballots and help judges easily re-direct 'lost' voters to their proper precincts. In 2014, we will expand our use of e-pollbooks, deploying them in up to half of our precincts by November.
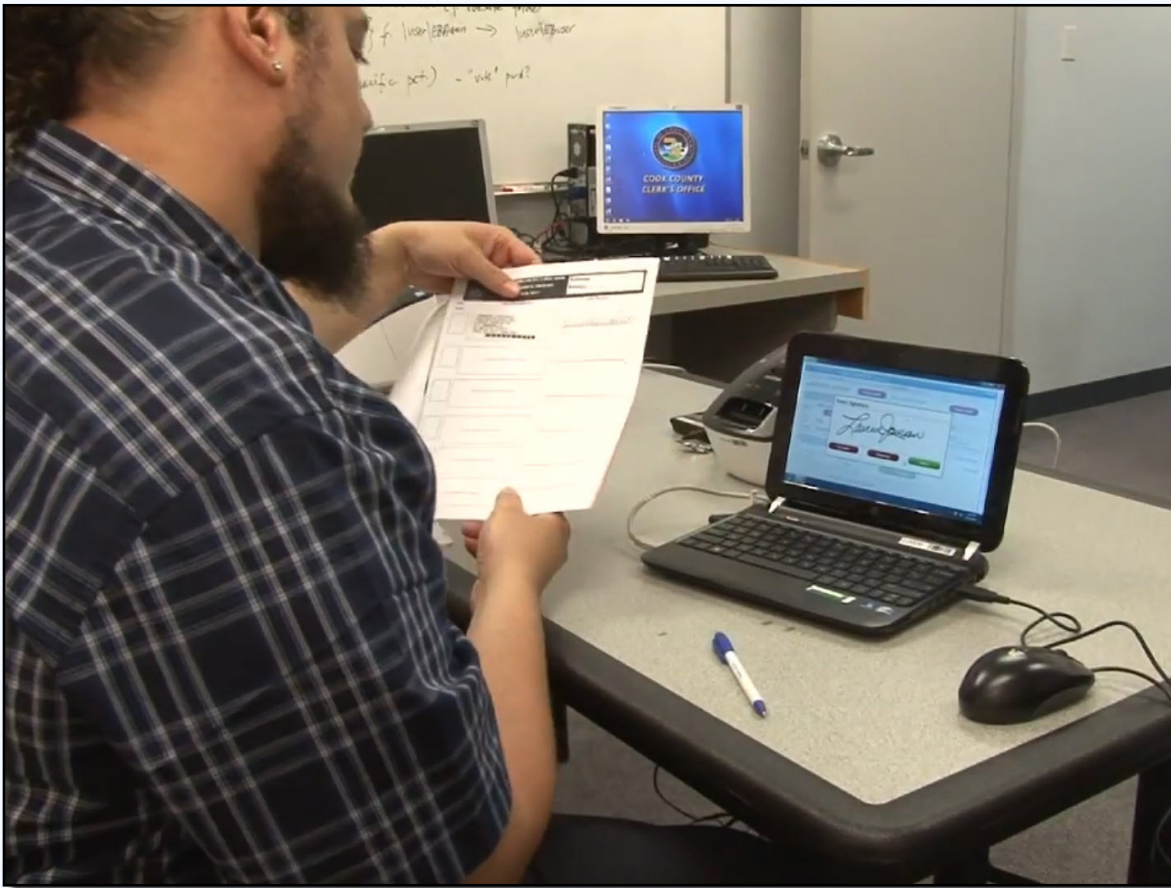
Like the high-speed mail sorter we purchased in 2012, our e-pollbooks were purchased with grant funds, allowing taxpayers to benefit without bearing the cost of acquisition.

NEW MEDIA: Since releasing our Smartphone Voter Tool, which lets voters check their voter registration and ballot information on the go, we have beefed up our use of other new media. Notably, we now have YouTube videos in multiple languages, including a guide to voter registration, and a deputy registrar training refresher.

"Understanding TIFs," a primer on TIF districts, was released in July. It is already one of our most popular videos, and has been linked to many organizational and media websites.
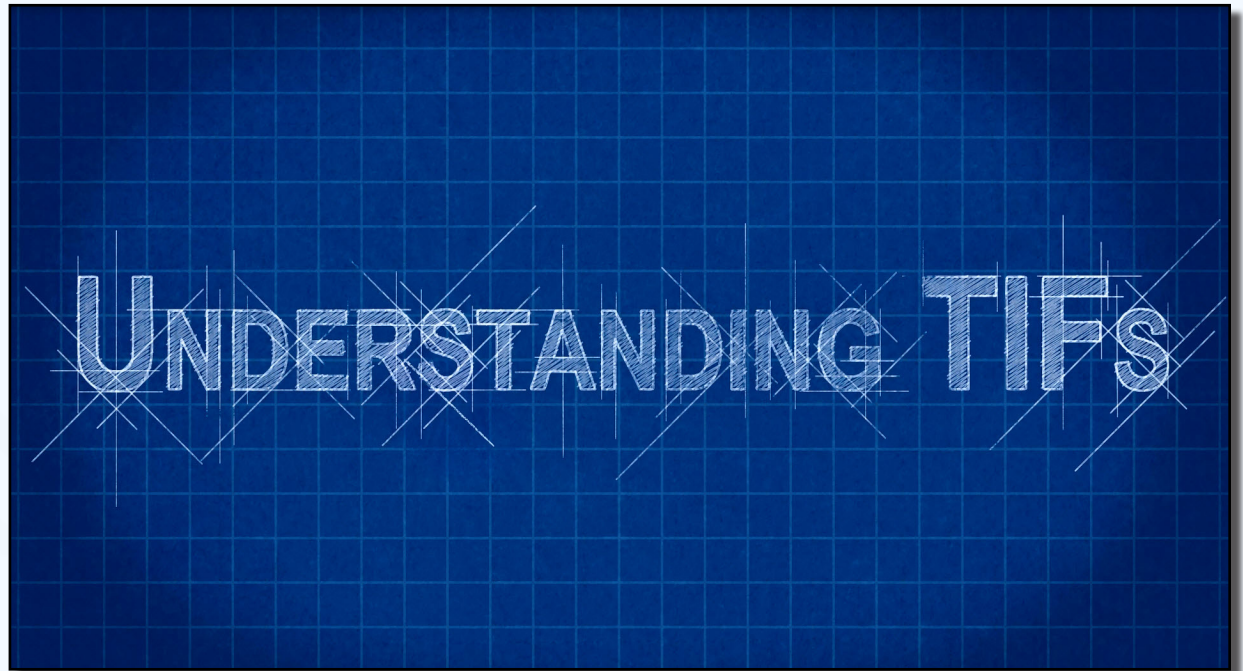
We are also working on ways to harness the power of resources like Twitter, which can allow voters to have access to information on the fly on Election Day.

ASSUMED BUSINESS NAMES: Our Bureau of Vital Records continues to use technology to improve customer service. Last year, we worked with the Secretary of State to dramatically reduce wait time for issuing a Notary Commission. With the help of the County Board, we also standardized fees this year.

We just finished revamping our Assumed Business Names system in September by creating an online system to modernize business name registration, and to allow consumers to browse the database. We also upgraded the official documents we provide to businesses. Altogether, our new practices are more user-friendly and should generate more revenue.

COOK COUNTY CLERK

ASSUMED BUSINESS NAME REGISTRATION

You may search the Assumed Business Name Registration Database by business name, owner name, address or registration number. For best results, search by business name and leave the other fields blank. The database is updated in real time.

Registration applications that have been voided or are pending will not be displayed among your search results.

Assumed Business Name Search

File Number:

Assumed Business Name: landscaping

Owner Name:

SEARCH   Clear

Address:

City:

Zip Code:

Records returned: 6

Only the top 100 records will be displayed. Refine your search criteria to locate more accurate results.

LANDSCAPING BY DESIGN
No: D91004145   File Date: 9/4/1991   Status: APPROVED
LANSCAPING DESIGN AND CONSTRUCTION

Business Address(es)   **Business Owner(s)**
1) 0 P.O. BOX 115, WINNETKA, IL 60093   1) WILLIAM E MUSSETT, JR

LANDSCAPING ELEGANCE
No: D07107387   File Date: 5/10/2007   Status: APPROVED
LANDSCAPING

Business Address(es)   **Business Owner(s)**
1) 10510 FULLERTON AVENUE, MELROSE PARK, IL 60164   1) ENZA VICARI

LANDSCAPING EXPRESS
No: D07106249   File Date: 2/28/2007   Status: APPROVED
LANDSCAPING SERVICES

LICENSING SOFTWARE AND PRODUCTS: This past year, the Bureau of Vital Records also launched a new software application for managing marriage and civil union records in Cook County. This software program has many features, including capturing modern data, such as email addresses.

It also allowed us to bring a new product online in 2013—wallet-sized official marriage and civil union certificates. These certificates appeal to partners with different last names, frequent travelers, and same-sex couples. Many couples purchase these in addition to, not in place of, traditional, full-sized certificates.

CERTIFICATE OF MARRIAGE

This is to certify that
JOHN ADAMS

7840-1234

CERTIFICATE OF CIVIL UNION

This is to certify that
TERRY SMITH
and
PAT JONES

are registered as united
with the County of Cook.

SOUTH HOLLAND, ILLINOIS

on September 30, 2012   License no. M1234567890-1234

GENEALOGY ENHANCEMENT: The Bureau of Vital Records continues to scan and index new genealogical records to market through our Genealogy Online portal. CookCountyGenealogy.com has now brought in more than $2 million since its launch in July 2008. That's more than 130,000 genealogy records sold in five years. We expect revenues to remain steady as more records age into availability.

Total Genealogy Online Revenue 2008-2013

$1,307,838

$339,399

$339,852

■ Birth ■ Death ■ Marriage
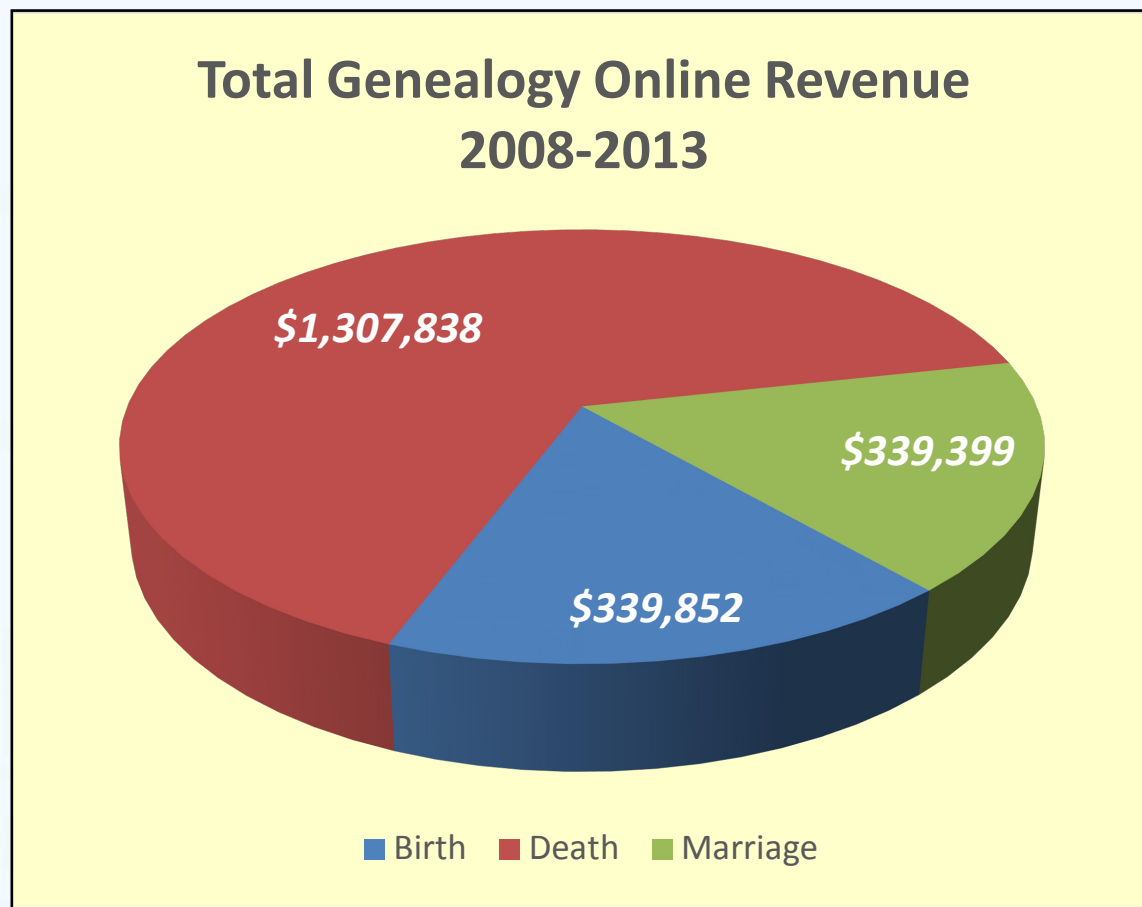
TIF AMOUNTS ON TAX BILL:

For the summer of 2014, we will add the tax amount the Tax Increment Financing district will receive to the TIF line item already found on the tax bill. This will allow citizens to compare how much of their tax bill is going to the taxing bodies, like schools, and how much is going to the TIF. We are working with the Bureau of Technology to implement this transparency initiative.

TWENTY YEAR TAX SEARCH: As previously mentioned, our new online 20 Year Tax Search allows property owners and mortgage and title companies to check for back taxes at any time, night or day.

This year we began to realize its benefits, as our phone inquiries fell from 66,000 to 44,000 over comparable periods. At the same time, page views on our website doubled.

GIS TAX MAPPING UPGRADE: In conjunction with the County's GIS, our office is in the process of upgrading the parcel maintenance application. This upgrade will allow us to provide improved analysis by incorporating 3D mapping capabilities. Plus, it will streamline and centralize workflow across multiple county tax agencies and aid in the storage and automation of documentation.
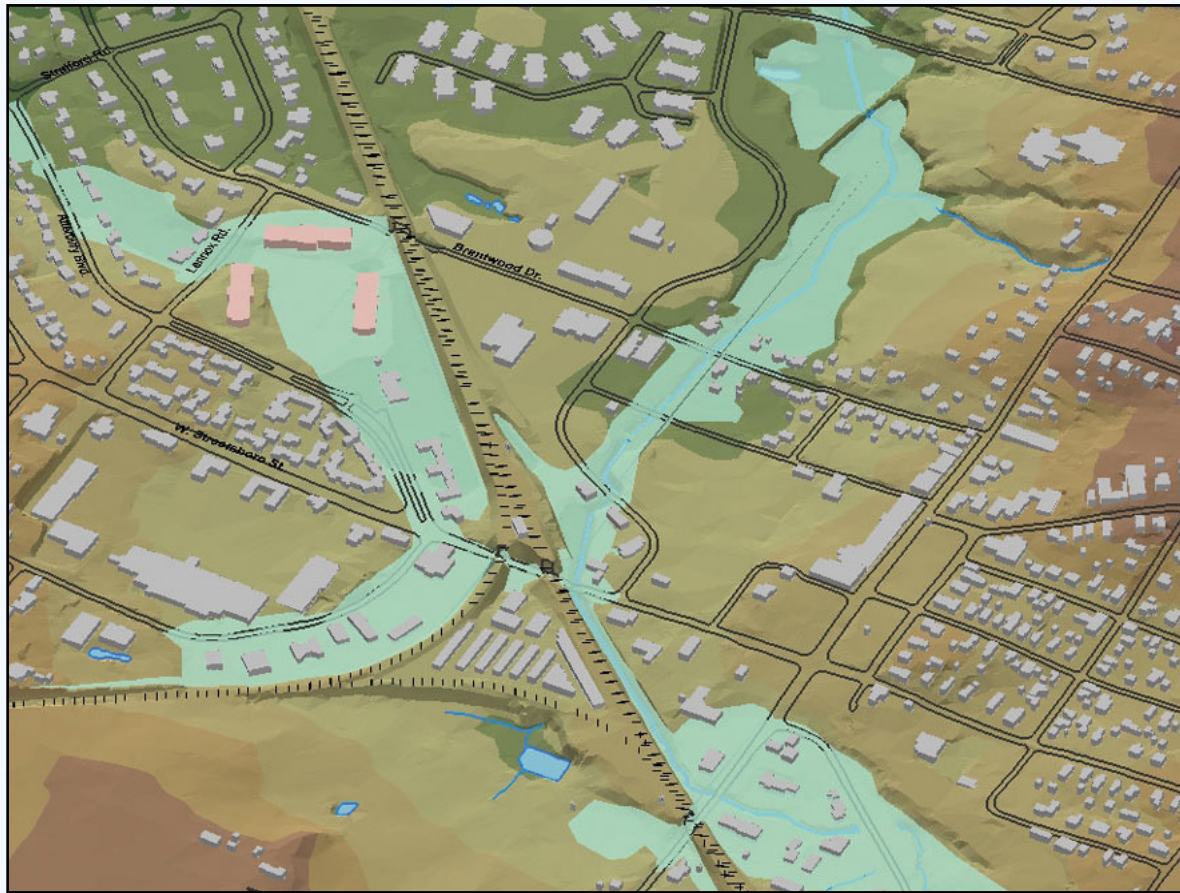
In non-budget news, we are proud that many jurisdictions around the state and country are utilizing our software innovations. Clerks in Illinois have adapted our software for filing Statements of Economic Interests, and other states have expressed interest in using the incident-tracking software we developed for election issues. Likewise, after its test-run in the March primary, we plan to make our online ballot request tool available to clerks around the state.
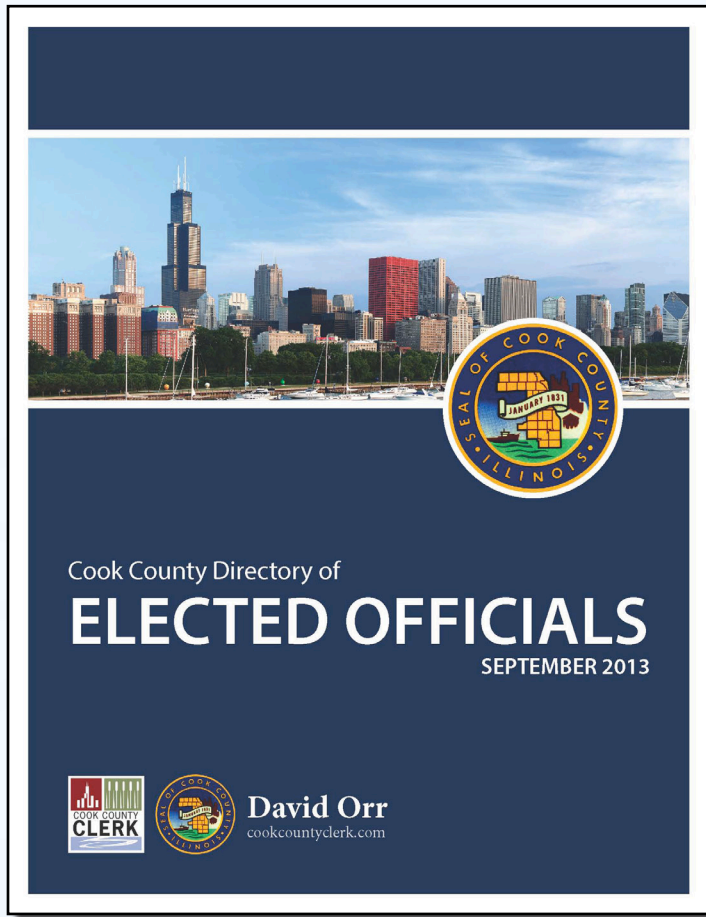
Finally, this year we were able to deliver printed versions of our popular Directory of Elected Officials on a quicker schedule, thanks to software shortcuts.

Cook County Directory of

ELECTED OFFICIALS

SEPTEMBER 2013

COOK COUNTY CLERK

David Orr
cookcountyclerk.com

Thank you. I am happy to answer any questions.