

# City of Madison Election Media Kit: Covering the 2024 General Election



Tuesday, November 5, 2024

# What's on the ballot?

This is what Madison voters will see on their November ballot:

- President/Vice President
- United States Senator
- Representative in Congress
- State Senator, for portions of Madison
- Representative to the State Assembly
- District Attorney
- County Clerk
- County Treasurer
- Register of Deeds
- Special Election for County Executive
- State Referendum
- Municipal Referendum
- Two School District Referenda, for voters in the Madison Metropolitan School District
- School District Referendum, for voters in the Sun Prairie Area School District
- School District Referendum, for voters in the Waunakee Community School District
- School District Referendum, for voters in the DeForest Area School District
- School District Referendum, for voters in the McFarland School District

Voters can see who's on their ballot at [MyVote Wisconsin](#).

## What is turnout like in General Elections?

General Election	Registered Voters	Votes Cast	% Turnout	Election Day Registrations	Absentees Issued	Absentees Returned to be Counted	In-Person Absentees	Provisional Ballots Issued	Provisional Ballots Counted
11/2022	179,267	145,550	81%	21,998	59,943	56,530	23,222	125	30
11/2020	191,121	161,836	84.7%	7,818	127,900	121,287	26,223	48	13
11/2018	156,654	145,513	92.9%	22,329	47,513	45,997	37,338	106	33
11/2016	194,514	154,100	79%	20,394	7,640	66,834	63,853	122	15
11/2014	176,766	122,850	69.5%	26,182	17,984	15,030	8,811	2	1

### Voting in Madison by the Numbers

Voting Age Population (estimate as of 1/1/2023)	240,759
Registered Voters	190,237
In-Person (Early) Absentee Voting Sites	37
Polling Places	107
Ballot Styles	31
Poll Workers (Election Inspectors)	Up to 3,740

Data as of 9/16/2024.

#### Wards with no registered voters:

Wards 122, 124, 125, 126, 129, 131, 133, 134

#### Wards with less than ten registered voters:

Wards 120, 121, 130

## Who runs elections?

**The City of Madison Clerk's Office** conducts elections in the city. This includes registering voters, managing polling places, hiring poll workers, issuing absentee ballots and completing many other election tasks. Our goal is that each eligible voter will be able to cast a ballot and have that ballot counted.

City Clerk Maribeth Witzel-Behl is a Wisconsin Certified Professional Clerk (WCPC). Deputy Clerk is Jim Verbick is a Wisconsin Certified Municipal Clerk (WCMC). Reach them by calling (608) 266-4601 or emailing [Clerk@cityofmadison.com](mailto:Clerk@cityofmadison.com).

All 11 City Clerk's Office employees are either working toward or have already earned the designation of a [Wisconsin Certified Municipal Clerk](#) (WCMC) through the Wisconsin Municipal Clerks Association. The current team has more than 103 years of combined experience in elections administration. Madison has been designated a Center for Election Excellence by the U.S. Alliance for Election Excellence.

**The Dane County Clerk's Office** is responsible for printing ballots, programming voting machines and publishing election results for all 60 municipalities in the county. The Dane County Clerk is Scott McDonell. His contact information is (608) 266-4121 or [County.clerk@danecounty.gov](mailto:County.clerk@danecounty.gov).





## What's New

**Bluecrest Inserter and Sorter** – Bluecrest equipment purchased with grant funds prior to the April Election are being used to automate processes that, previously, dozens of poll workers had done by hand. Ballots and absentee envelopes must still be stamped by hand, but the Bluecrest folds, labels, inserts, and seals each absentee mailing. This will eliminate human errors and verify that each voter receives the correct ballot for their ward and school district.

As absentees are returned to the Clerk's Office, the Bluecrest will sort them by ward, for delivery to the polls.



# Covering the Election

Most aspects of Wisconsin elections are open and transparent – members of the news media and the public are welcome to cover and observe. This includes voting equipment testing before the election, voting sites during early voting and on Election Day, as well as vote counting and canvassing after the election. Reporters and photographers do not need to notify the Clerk’s Office in advance of their coverage plans. When you arrive onsite, check in with an absentee clerk at the absentee voting site, or with the Chief Inspector at the polls.

**Observation** – Begins when the polls open at 7 a.m. The closing of the polls at 8 p.m. is open for anyone to observe.

**Interviewing Voters** – Media should not contact or interview voters when they are entering the polling place or waiting in line but may conduct interviews outside of the voting area after voting.

**Photography** – The media may take still photographs or videos as long as they are not disruptive and do not show how an elector has voted. We ask that photographers respect the wishes of anyone who does not wish to be on camera. A great opportunity to capture B-Roll is during the public test of election equipment (see the calendar below for date, time, and location).

**Live Shots** – Live shots or live cameras inside the polling place are not permitted, as they can be disruptive.

**Turnout** – Follow @MadisonWIClerk on X/Twitter for updates. We post absentee voting numbers daily before Election Day. On Election Day, we post updates after polling locations report turnout at 11 a.m. and 4 p.m.

Note: the Wisconsin Elections Commission reports statewide turnout as a percentage of the voting age population. The Madison City Clerk’s Office reports turnout based on the number of pre-registered voters in each ward, so be careful in comparing Madison turnout percentages to those released by the state. Voter turnout numbers include the absentee ballots processed at each location, which City of Madison poll workers do throughout Election Day at every polling place. Final turnout percentages might not be calculated until the following morning.

**Poll Workers** – Madison employs approximately 2,400 temporary workers as election officials. The Clerk’s Office provides them with [extensive training](#) and pays a wage of \$15.87 per hour. There are [special programs](#) for university and high school students to serve as election officials.

**Election Night Results** – Unofficial results from each ward are securely transmitted to the Dane County Clerk’s Office, which publishes them on its website: <https://elections.countyofdane.com/Election-Result>.

**Public Records** – Voter registration records are mostly public, except for fields with personally identifiable information such as dates of birth and driver license numbers. Voter history records (which elections a voter participated in) are also public and are available for a fee from the Wisconsin Elections Commission’s [Badger Voters website](#).

Wisconsin also has a [confidential voter program](#) for victims of domestic violence, abuse and stalking. These voter records are not publicly available.

**Certification** – In the days and weeks after an election, municipal, county and state officials are busy certifying official results. The public is welcome to attend board of canvass meetings.

**Auditing** – After each General Election in November, Wisconsin randomly selects wards in every county to conduct a [post-election audit](#). All the ballots in those wards are hand counted to ensure the voting machines tabulated them correctly. These audits are open to the public. In addition, the Dane County Clerk’s Office makes anonymous ballot images available on its website to allow members of the public to audit the accuracy of voting equipment.

# Voting 101:

A brief summary of key parts of the voting process. Please click the links for details.

**Eligibility** – U.S. Citizens who are at least 18 years of age by Election Day and who are not otherwise disqualified. [Additional details here.](#)

**Residency** – You must be a resident of Wisconsin at your current address for 28 consecutive days before the election. [There are many ways to prove residency.](#) If you move, you must reregister.

**Registration** – The easiest way to register is online at MyVote.WI.gov. [There are many other ways to register,](#) including at government offices and at your polling place on Election Day.

**Voter ID** – To receive your ballot, you must show an acceptable photo ID. For a list of acceptable IDs and information about how to get a free ID, [visit our website.](#) Registered voters who don't have their ID on Election Day may still cast a [provisional ballot.](#)

**Absentee (Early) Voting** – Wisconsin voters may [request to receive an absentee ballot by mail](#) or they may vote absentee in-person at [more than 30 locations around Madison.](#) There are specific deadlines to be aware of to request and return absentee ballots.

**Voting in Nursing Homes and Hospitals** – Wisconsin has special procedures for voters in [long-term care facilities](#) and [hospitals](#) to cast absentee ballots.

**Accessibility** – Voters with health issues, mobility issues or a disability have [many options to vote independently.](#) Polling places must meet ADA requirements and accessible voting equipment is available at every polling place, as is the option for curbside voting.

**Election Day** – Polling places across Wisconsin open at 7:00 a.m. and close at 8:00 p.m. All eligible voters who are in line at 8:00 p.m. get to vote. [Learn more here.](#)

**Polling Places** – On Election Day, Madison has more than 100 polling places open around the city in schools, community centers, churches and other public buildings. Find your polling place at [MyVote Wisconsin.](#)

**Voting Machines** – Madison voters use paper ballots that are tabulated by optical scanners at the polling place. Most voters hand mark their ballots, but voters have the option of using a touchscreen ballot-marking device. The City Clerk's office conducts public tests of voting equipment before each election. [Learn more about voting equipment here.](#)

**Election Observers** – Any member of the public who is not a candidate at the election may observe voting at the polling place. Tabulation and other post-election tasks after the polls close are open to everyone including candidates. Before you go, please consult the [rules for observer conduct.](#)

# What are the important dates and deadlines?

September						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
15	16	17	18	19 <b>Absentees Mailed</b> to voters with requests on file. Track the status of your absentee at <a href="https://MyVote.wi.gov">https://MyVote.wi.gov</a>	20 <b>Drop Boxes Opened</b>	21
22	23	24	25	26	27	28
29	30					

October						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8 <b>Last Day to Establish Residency</b> Voters who move after today won't be eligible to vote at their new address. They need to vote from their previous address.	9	10	11	12
13	14 <b>Care Facility Voting Begins</b> Special Voting Deputy Election Officials bring absentee ballots to voters at 27 care facilities in the City.	15	16 <b>Registration Closes</b> Final day to register online or through the mail.	17	18	19
20	21 <b>Do Not Delay</b> Absentees requested after today might not have enough time to travel through the mail.	22 <b>In-Person Absentee Voting Begins</b>	23	24	25	26 <b>Public Test</b> City Clerk's Office tests election equipment to ensure accurate results.
27	28 <b>Mail It Back Monday</b> Voters returning absentees via mail should do so by today.	29 <b>Hospitalized Voters</b> may begin requesting absentee ballots.	30	31 <b>Absentee via Mail Request Deadline</b> for most voters, but Post Office might not deliver by Tuesday.		

# November

					<b>Final Day to Register at Absentee Sites</b> Voters may still register at the polls on Election Day.	1	2						
<b>Final Day of In-Person Absentee Voting</b>		<b>Election Day</b> Polls open 7 a.m. and remain open until 8 p.m. Election results are posted on County Clerk's website.				<b>Provisional Deadline</b> Provisional voters have until 4 p.m. to get a copy of their ID to the Clerk's Office.	3	4	5	6	7	8	9