



CTD
Coalition of Texans with Disabilities
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Disability Advocacy and Consulting

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To: Sherry Mathews Advocacy Marketing

From: Dennis Borel, CTD Executive Director

After a review of the RFP for Voter Education and Outreach Opportunities under the Help America Vote Act (HAVA), we believe CTD is exceptionally and uniquely positioned to help Sherry Mathews Advocacy Marketing reach a high level of achievement.

1. CTD's general philosophy of the project:
 - This is a terrific project and has excellent potential to promote the inclusion of people with disabilities in voting and, by extension, all aspects of the community.
 - Participation by voters with disabilities lags significantly behind the general population. Previous HAVA-related efforts to create awareness of polling place accessibility ease of voter registration and accessible voting machines have helped.
2. CTD is an established provider of marketing and consulting services to the community of Texans with disabilities.
 - CTD is a 31 year old statewide cross-disability non-profit organization controlled by people with disabilities. It is one of the oldest and largest such organizations in America.
 - For over eight years, CTD has provided professional consulting services, including marketing and public education and outreach. Clients range from major private sector PR firms like Burson-Marsteller, Enviromedia, BearingPoint and ThinkStreet to state agencies like the Secretary of State, ORCA and DSHS.
 - CTD is a creator or key team member of several state and national awareness campaigns, winning four state Barbara Jordan Media Awards, three Austin Mayor's Media Awards and was the disability consultant for the VOTEXAS team that won Best Public Affairs Campaign of 2006 from the Public Relations Society of America's Austin chapter.
 - CTD has an extensive background in HAVA and voting rights, being one of the early lead advocacy organizations in legislative initiatives and a member of the Secretary of State's Advisory Council.
 - CTD has an existing statewide network among the disability community and is known and trusted. This will allow us to leverage limited resources.

3. Possible components of work plan:

- Design and conduct multiple outreach activities, create and distribute trainers' toolkits, book presentations, review websites for accessibility and usability, distribute brochures, conduct surveys of specific disability populations, consult on images and language surrounding disability, recruit focus groups, consult with key staff.

CTD: Relevant Background

Founded in 1978, CTD is a social and economic impact organization benefiting Texans with disabilities of all ages. Based on expertise developed as the oldest and largest consumer-led cross-disability organization in Texas, CTD provides quality services to businesses, organizations and individuals.

CTD has been deeply involved with HAVA and the Secretary of State since the debut of Texas' response to HAVA, including an appointment to serve on the state's HAVA Advisory Committee, input to the Secretary of State's Elections Division on the Texas' HAVA implementation plan, and development of a HAVA power point training tool for election workers and voters with disabilities that the SOS posted on their website. CTD has an excellent relationship with key SOS staff.

CTD has completed numerous HAVA presentations, ranging from the Secretary of State's Annual Election Law Seminars in 2004, 2005, 2006 and 2008 to trainings to election workers and county judges and outreach presentations across the state to Texans with disabilities via CTD member organizations. We have conducted accessible voting machine demonstrations, typically getting the cooperation of the most significantly disabled person present to demo the machine. In 2004 and again in 2008, CTD collaborated with Advocacy Inc. to schedule and conduct over 30 consumer presentations statewide. In 2006, CTD produced the video "A Greater Independence: What Voters with Disabilities Want Poll Workers to Know" under contract from a national firm.

CTD is recognized and sought out in the Capitol as a subject matter expert on voting issues for people with disabilities, providing analysis on numerous bills in the 79th, 80th and 81st Legislature. CTD has provided invited testimony including as the sole disability advocate participating in the infamous all night meeting of the Texas Senate Committee of the Whole on Voter ID earlier this year.

CTD currently has 85 organizational members covering every region in the state. These member organizations represent over two million unduplicated Texans with disabilities and aging Texans.

Fees are established depending on the scope of work. All monies earned through fee-for-service consulting go to support the disability advocacy work of CTD, a 501(c) 3 non-profit.

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CTD is a 501(c)3 membership organization controlled by people with disabilities.