



Adapting the Election Process in the Wake of the COVID-19 Crisis



Providing Safe Elections Now Includes Ensuring the Health of the Public

Providing an efficient election process has become more challenging with the coronavirus disease 2019 (COVID-19) crisis. The pandemic has the elections community answering the call to make adjustments that will safeguard the public's health while ensuring that everyone's vote counts.

Location as the common denominator becomes even more important in adapting your processes. Understanding where voters live can provide greater insight into changing demographics and lifestyles, how they engage in the voting process, and how election officials can gain rapid insight into their voting population. Heightening the value of location in the election process enhances voters' experience by providing options that make sense in these challenging times.

Shifting the focus to *where* in your election process supports social distancing and provides alternative polling approaches such as

- Consolidating voting centers and taking into consideration at-risk populations.
- Monitoring wait times and managing poll workers.
- Optimizing ballot drop-off and identifying polling place locations while also considering drive-through voting.
- Keeping the public informed about Election Day results and changes in processes.

Embrace Esri's Election Solutions

Forward-thinking election officials have turned to geographic information system (GIS) technology as a means of modernizing their process and improving communication with the public in previous elections. They used GIS to provide a much-needed overhaul to their processes. Esri, the creator of the most commonly used mapping and analytics platform in state and local governments, has developed free ready-to-use election solutions to assist in streamlining workflows. It's enlightening to know that the following solutions that have elevated so many election departments' workflows are the very same that can provide for a voting experience that ensures the health of voters and polling workers.

- Polling Place Finder
- Locate Voting Centers
- Mail-in Ballot Drop-Off
- Early Voting
- Report Wait Times
- Request Elections Assistance
- Monitor Election Performance
- Collect Voter Satisfaction
- Share Election Results

Leveraging the latest Esri® technology ensures that election officials can continue moving forward with primaries, caucuses, and the general election with the confidence that they are following social distancing requirements, protecting at-risk populations, and improving communication and outreach with the public.



Explore How Your Peers Are Benefiting from GIS

Adapting Your Strategies Election Management

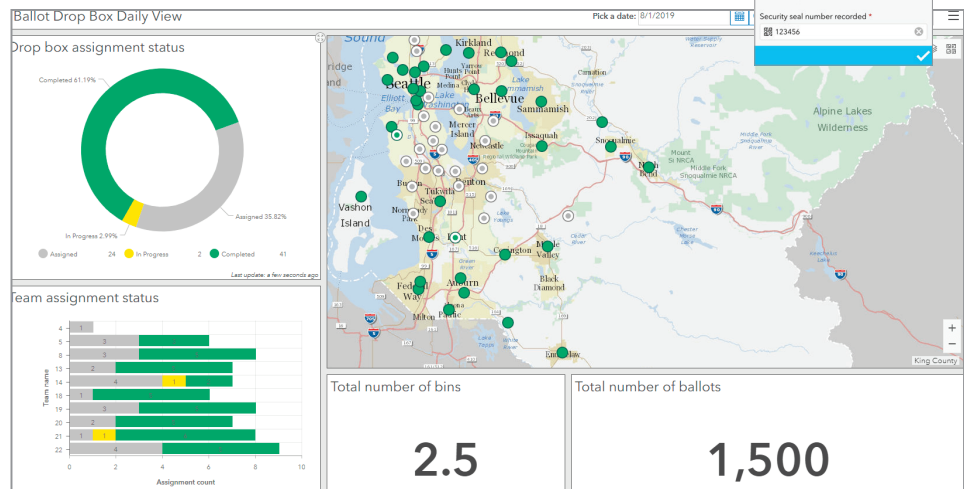
There's a strong correlation between well-managed Election Day operations and the voting experience. Ensuring that every vote counts can translate to adapting to the way people prefer to cast their votes. Whether your jurisdiction chooses to use traditional polling locations, mail-in ballots, early voting, or even a drive-through voting approach, GIS can help.

GIS supports the entire voting process year-round. Location data sets the foundation of a modern elections management system. Maintaining and mapping administrative boundaries, performing address verification, reporting voting results by precinct, and managing logistics are standard operation functions. These data types feed the election support applications.

Location is essential to every one of these workflows, and Election Day heightens workloads and your office's visibility.

Esri's GIS-enabled election system provides solutions that

- Monitor wait times.
- Manage voting center or polling place requests.
- Oversee Election Day performance.
- Collect and analyze voter sentiment.
- Provide an operations dashboard to monitor Election Day activities.
- Ensure chain of custody for ballot and election equipment.



King County, Washington

King County conducts all its elections by paper ballot, which a voter either mails or deposits into one of nearly 70 drop boxes that are distributed throughout the county. The logistics of collecting and transporting drop box ballots are managed through mobile field tools and operations dashboards. A GIS-based elections work order management system was deployed to keep things running efficiently. King County's approach supports these operations:

- The opening voting day of the election period
- Daily pickups during the election period
- Daily mailed ballot pickup
- Election night collections
- Postelection inspection

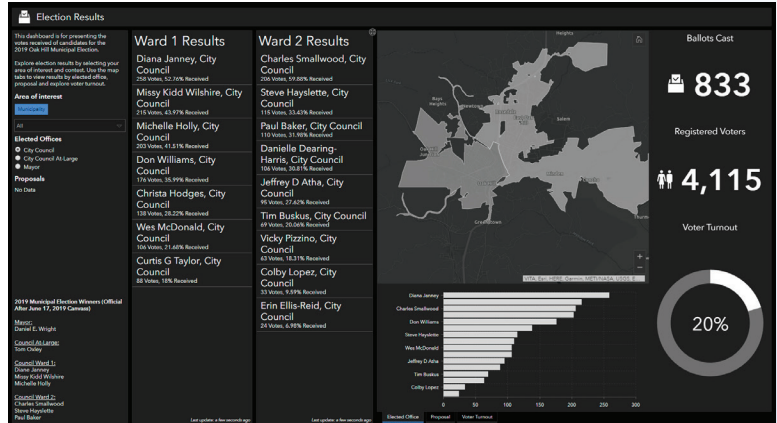
All Eyes Are on Election Night Reporting

Election Results

The need to deliver authoritative information quickly is vital in government. Nowhere is that more evident than in the election office on election night. For example, you need to quickly make voting results accessible and keep voters, candidates, and the media informed. GIS maps, apps, and analyses provide a modern way for you to present and analyze election results and for your citizens to easily explore the election site.

Esri's GIS-enabled election system provides solutions for elections officials to

- Enhance transparency with citizens and media.
- Streamline the sharing of election night results.
- Move tabular data into an interactive map.



City of Oak Hill, West Virginia

Oak Hill's Election Results Dashboard took vote totals that usually would be just numbers on paper and turned them into dynamic data. This provided a very powerful tool for candidates, citizens, and news sources to get the vote tallies on the night of the election and after the canvassing of the ballots a week later.

Keeping Voters Engaged

Elections Outreach

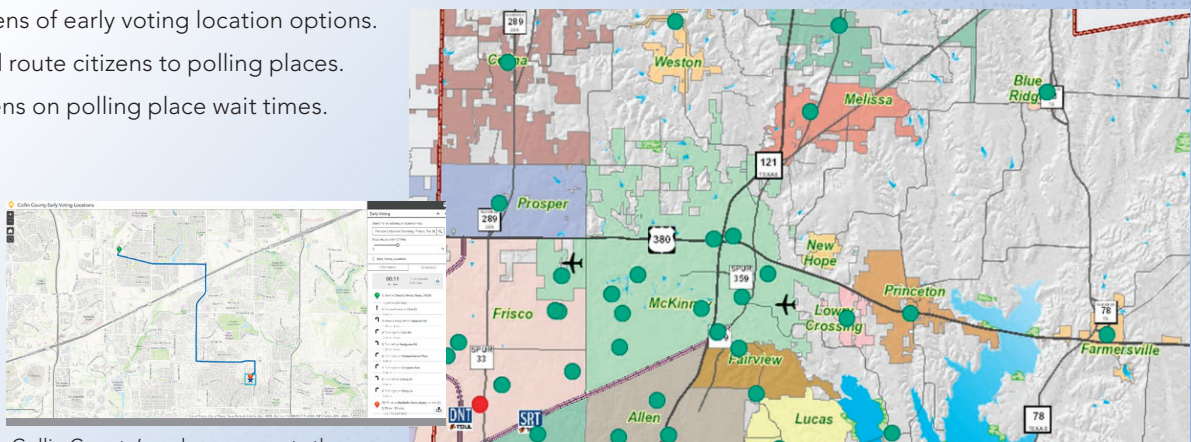
As an election official, you constantly look for ways to increase voter turnout and engagement but face the changing behaviors of citizens who seem disconnected from the democratic process. The element of location provides context to the election process.

Esri's GIS-enabled election system provides solutions for election departments to

- Keep the public informed about which elected official represents them.
- Inform citizens of early voting location options.
- Identify and route citizens to polling places.
- Notify citizens on polling place wait times.

Collin County, Texas

Collin County's Election Polling Place Locator web app received nearly 90,000 views and generated over 110,000 routes, helping residents navigate to their polling places. As a result, Collin County had the highest early voting turnout in the state of Texas and 61 percent total voter turnout.



Collin County's web app reports the wait time of each polling place on Election Day.

Collin County's early voting place locator generates routes for citizens where they can vote early.

How to Get Started

Every state and local government's voting base is unique. Likewise, every election operation is different. Access to technical resources—whether it be people or software—may vary. Esri provides two approaches to implementing the ArcGIS® Solutions for Local Government election applications. An assessment of the organization will help determine the best strategy to modernize your elections department.

Do It Yourself

The applications are based on complimentary solution templates. Organizations with access to the Esri platform, as well as robust technical resources and the domain knowledge of election workflows, can implement the GIS-enabled election system using your resources. The solutions are based on out-of-the-box functionality—simply configure and go.

Choose from an array of election solutions and applications:

- Election Assistant
- Election Manager
- Election Performance Dashboard
- Election Results
- Report Wait Times
- Election Data Management
- Election Polling Place
- Voting Centers
- Voter Satisfaction Survey
- My Elected Representative

Software Required

- ArcGIS Online Subscription

For more information, visit go.esri.com/ElectionSolutions.

Explore Technology Jumpstart Packages

Esri Jumpstart Packages are for organizations looking to execute maps and apps quickly but are short on technical staff, resources, and experience in building election applications. It may be worth exploring Jumpstart Packages to fill gaps for the short term. These packages provide both GIS software and technical staffing.

These engagements are designed to support agency staff with Esri professional services or a certified Esri partner. Jumpstart Packages offer services that help staff quickly become self-sufficient in installing, implementing, and managing Esri software. These also provide technical knowledge transfer and best practices for the use of the ArcGIS platform.

“Using ArcGIS solutions really simplifies the process of mapping our data and getting the information to our employees and the public.”

Jeff Gray
GIS Analyst
Gadsden, Alabama



Beyond Election Day

The Continued Support of GIS in Elections

There's no real way to forecast the impacts of COVID-19 or future crises on the voting process. Nor can we predict when life will return to normal or change even more. Modernizing the election workflows today provides a path forward for tomorrow. Embracing a location and voting population-centric approach to improving the voting process through GIS technology results in measurable benefits. GIS makes it easier to protect public health, address voter expectations, manage voter and election data, understand voter needs, and deliver the experience people want with speed, transparency, and relevancy.

Election leaders are rapidly turning to GIS to rethink their election process. For more information on how to reimagine your election process with location, visit us on the web or call us to talk to a GIS elections expert.

go.esri.com/Elections-Now

or call 1-800-447-9778, Option 3.



Esri, the global market leader in geographic information system (GIS) software, offers the most powerful mapping and spatial analytics technology available.

Since 1969, Esri has helped customers unlock the full potential of data to improve operational and business results. Today, Esri software is deployed in more than 350,000 organizations including the world's largest cities, most national governments, 75 percent of Fortune 500 companies, and more than 7,000 colleges and universities. Esri engineers the most advanced solutions for digital transformation, the Internet of Things (IoT), and location analytics to inform the most authoritative maps in the world.

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