

HOW LOCATION INTELLIGENCE DRIVES ELECTIONS

A Geographic Approach to Improving Voter Outreach and Constituent Engagement



esri

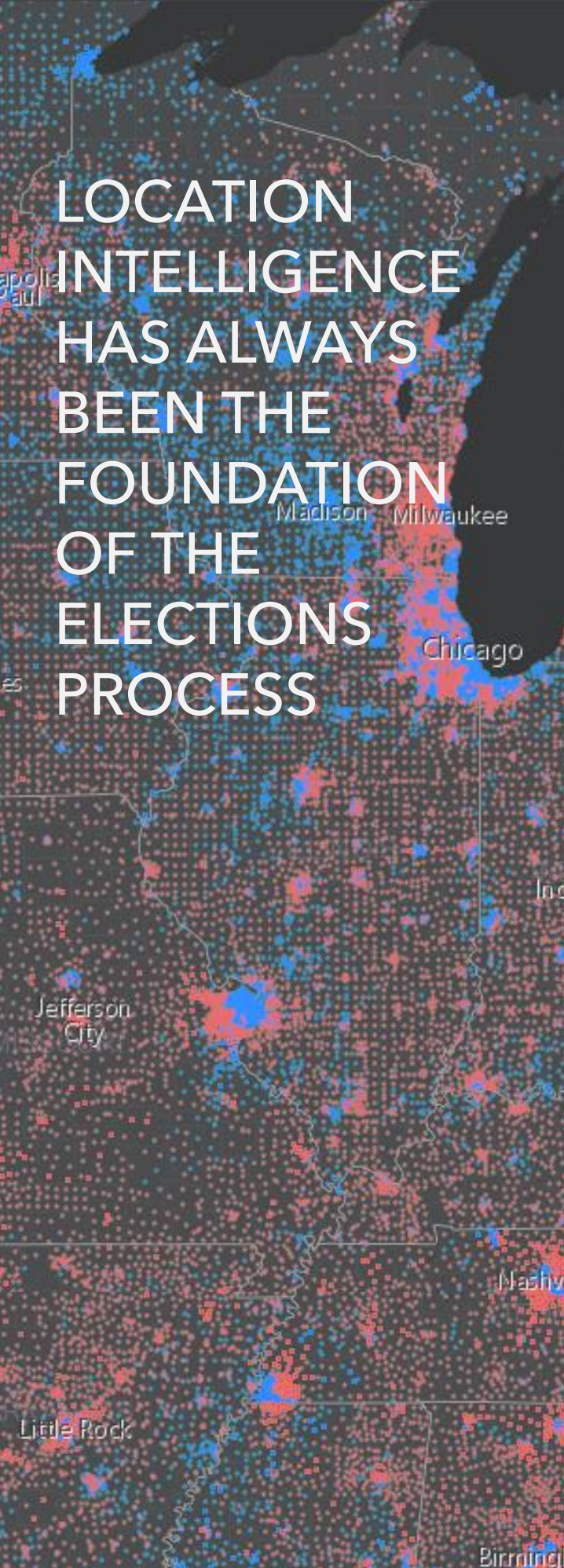
THE SCIENCE OF WHERE™



GIS AND ELECTIONS

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LOCATION INTELLIGENCE HAS ALWAYS BEEN THE FOUNDATION OF THE ELECTIONS PROCESS

INTRODUCTION

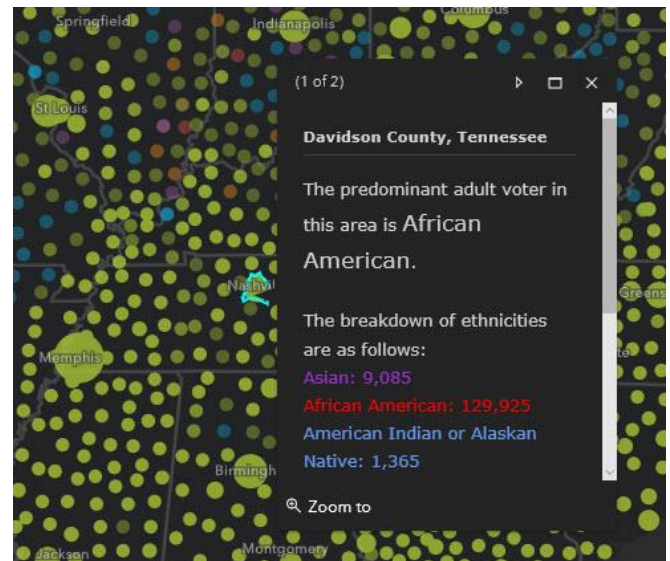
Understanding where voters are in relation to the things that matter most to them reveals the true nature of the election process. In fact, location intelligence has always been the foundation of elections.

And yet, state and local governments struggle with the management of elections data and its conversion to useful information citizens want. Elections departments look for ways to increase voter turnout and engage constituents but are faced with changing behaviors of citizens who seem disconnected from the democratic process. New internal workflows and requirements also slow down the work of election departments, where the making of maps and apps is usually left to other departments or developers, often with unsatisfying results and poor user experiences.

What if location intelligence was built into the election process? Instead of elections staff spending weeks and months gathering together data to support elections, the data was consolidated and managed through a geographic information system (GIS) making it instantly accessible. Instead of handing off the maps and apps job, they could easily tap into a single authoritative source for making helpful apps and intelligent, interactive maps their constituency expects. Without coding or reliance on others, they could produce and maintain the information products needed to support elections, engage citizens, and keep media and other stakeholders informed.

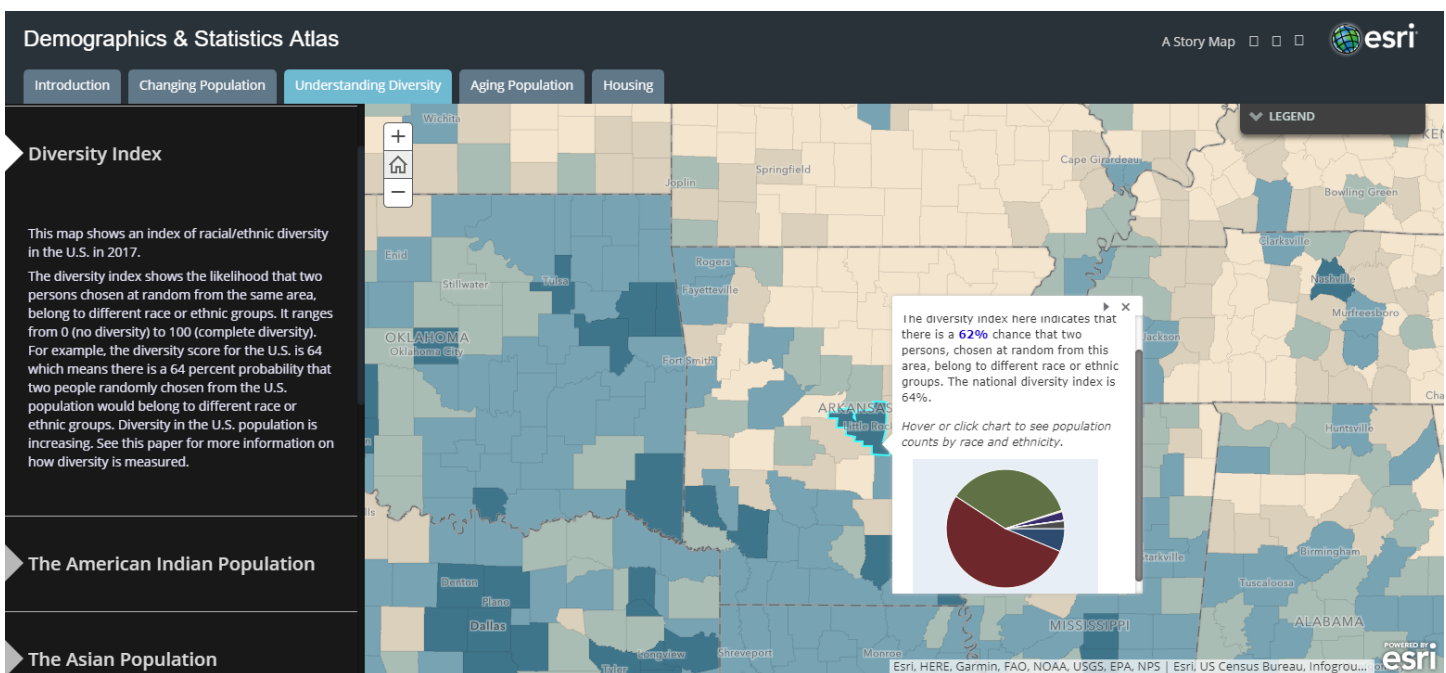
THE INTELLIGENT MAP

Intelligent maps live on the web. They are the front-facing representation of numerous data sources presented in an easy to understand way. They invite interaction, exploration, and comparison of voting results, precinct by precinct, without requiring special knowledge or technology other than a browser. For example, intelligent maps let you drill into data and investigate variations hidden within final totals and see voting patterns. A map like this would be valuable to politicians looking for battleground areas or anyone who wants to see how people vote from city to city.



Smart Mapping

Accurate demographics play an important role in elections for understanding changing populations, diversity, and aging, as shown by the [Demographics & Statistics Atlas story map](#).



Demographics and other information relevant to elections are provided as web maps.

BUILT-IN LOCATION INTELLIGENCE

With GIS, location intelligence is built into everything you do. This means that you can create information products and support every aspect of the elections process, from planning, to Election Day operations, to citizen engagement.

Mapping & Visualization

Understand locations and relationships with maps and visual representations.

Field Mobility

Manage and enable a mobile workforce to collect and access information in the field.

Constituent Engagement

Communicate and collaborate with citizens and external communities of interest.

Data Management

Collect, organize, and maintain accurate locations and details about assets and resources.

Analytics

Discover, quantify, and predict trends and patterns to improve outcomes.

Design & Planning

Evaluate alternative solutions and create optimal designs.

Decision Support

Gain situational awareness and enable information driven decision-making.

Monitoring

Track, manage, and monitor assets and resources in real-time.

Sharing & Collaboration

Empower everyone to easily discover, use, make, and share geographic information.

A LOCATION STRATEGY FOR ELECTIONS



State and local governments handle elections in different ways. For some, preparing for and managing elections is a year-round effort. For others, most of the work is concentrated around the weeks leading up to and after elections.

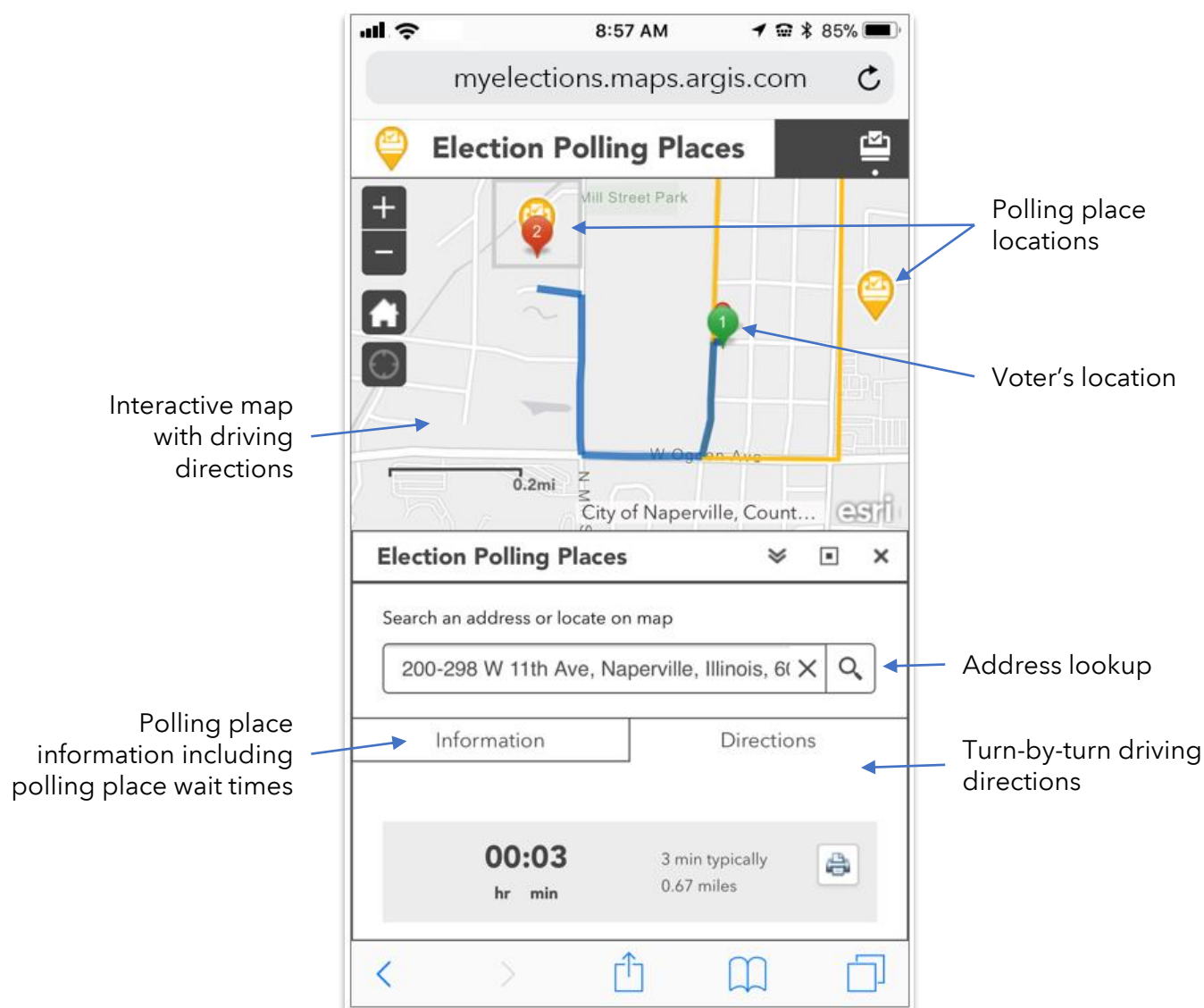
Staff, or an entire department, may be dedicated to elections or staff in different departments coordinate and share responsibilities. For example, the planning department or the GIS department may create elections districts and precinct boundaries, while staff in other departments manage the logistics of elections.

Regardless of how you prepare for, execute, and follow-up on elections, a location strategy makes it easier to communicate and collaborate with everyone, including citizens, news outlets, bloggers, and candidates. It also improves information sharing internally, with elections planning and operations personnel, by making maps and analytics immediately accessible and useable.

In the following pages, you will see how location-based technology can be used in operations, public outreach, and redistricting to streamline the flow of information and take advantage of modern maps and apps to inform the public, engage citizens, and simplify Election Day activities.

MOBILIZING THE VOTING EXPERIENCE

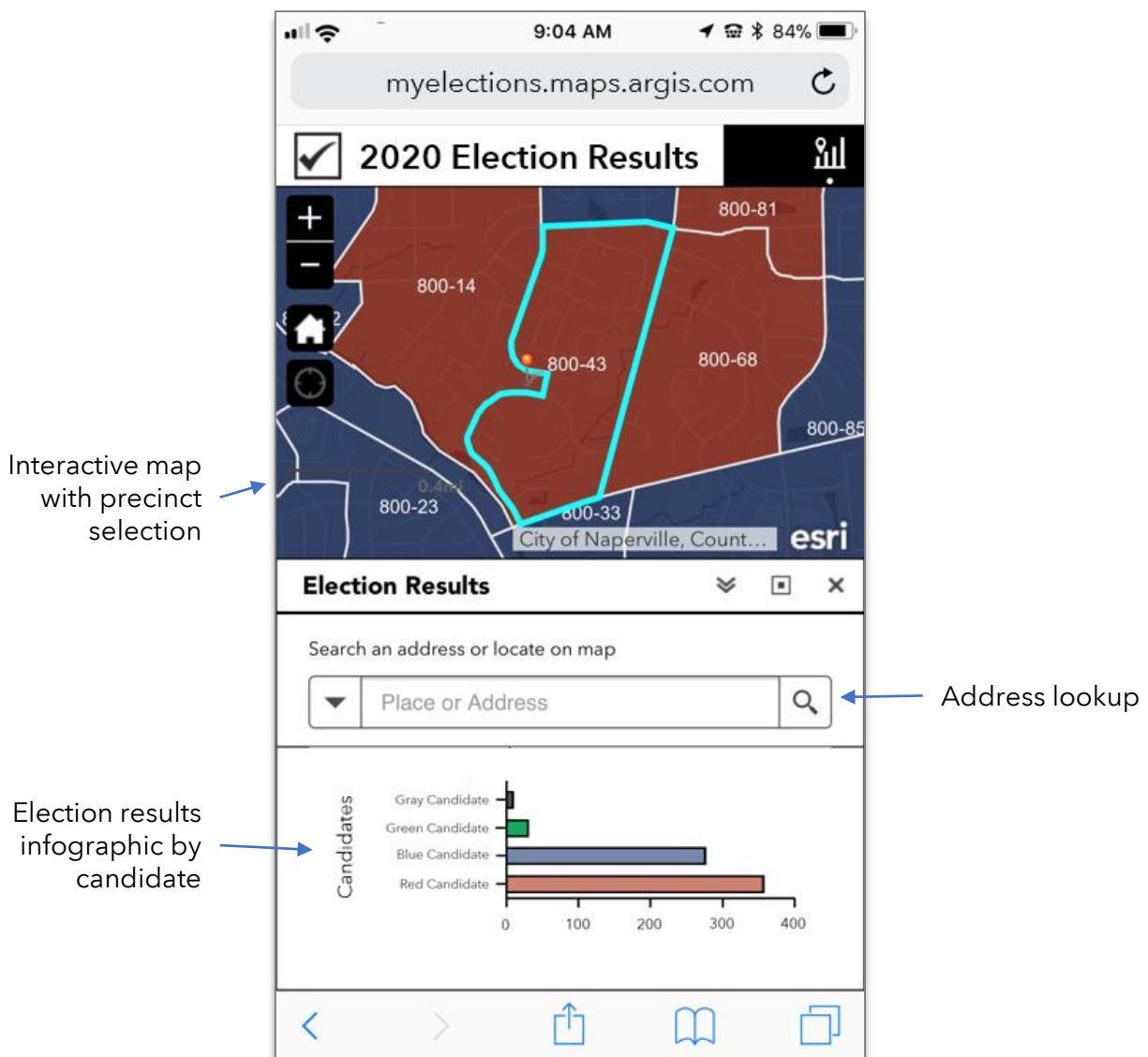
Modern polling place finder apps should be easy to use and provide trustworthy information from authoritative sources, including an interactive map that is managed and approved by the organization. These apps include driving directions based on real-time traffic and estimated polling place wait times. The end-user can tap on the map to identify a starting location, use the location of their device, or enter an address. Detailed information about the destination polling place and turn-by-turn directions are also provided.



Election Polling Places app

REAL-TIME ELECTION RESULTS

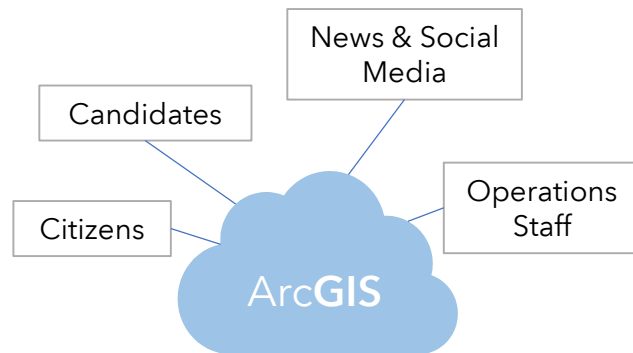
Today, Election Day viewers are glued to news channels and social media on their smart devices. They want to follow how elections are going and ultimately, to see the results. Much of this information is collected and compiled by local governments as votes are counted. Citizens, media, and candidates want the ability to access trusted sources of information. They need to be able to drill into the map to see how results affect them. An elections results app provides an authoritative source for near real-time elections information wherever the end-user is, no matter what device they're using.



Elections Results app

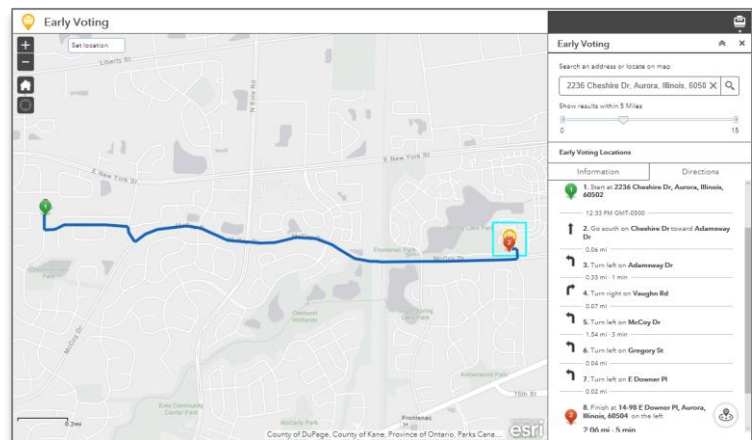
CONSTITUENT ENGAGEMENT FOR ELECTIONS

Voter participation is a shared experience. Local governments improve that experience through open communication and a sense of collaboration. Help people find where they need to go on Election Day or for early voting and how to get there.



Locate Early Voting Centers

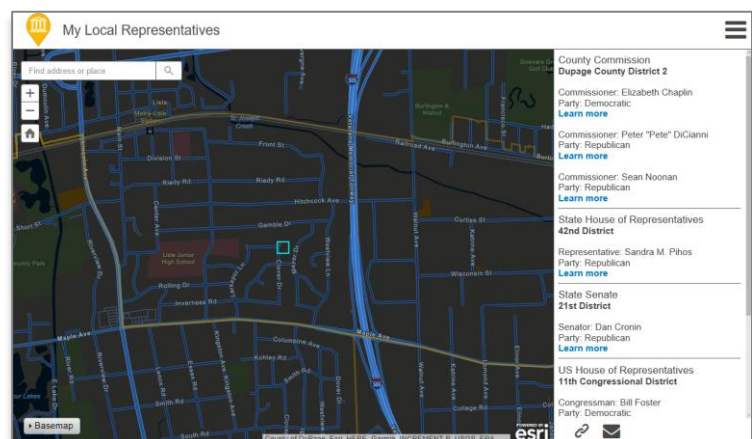
Make it easy for voters who may not be able to vote on the set election day or days. Show that availability and time periods for early voting vary by jurisdiction and is presented to users when they find a location near their home or place of business.



Early Voting app with driving directions

Find Your Elected Representatives

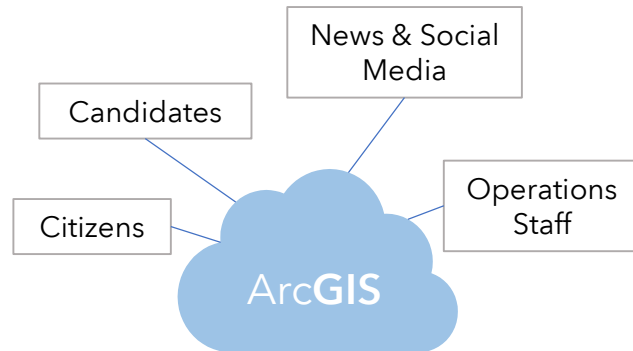
Citizens often need to determine who represents them in local, state, and federal elected offices. Empower them to find this information using any device from wherever they are, by simply entering an address or tapping on the map.



My Local Representatives app

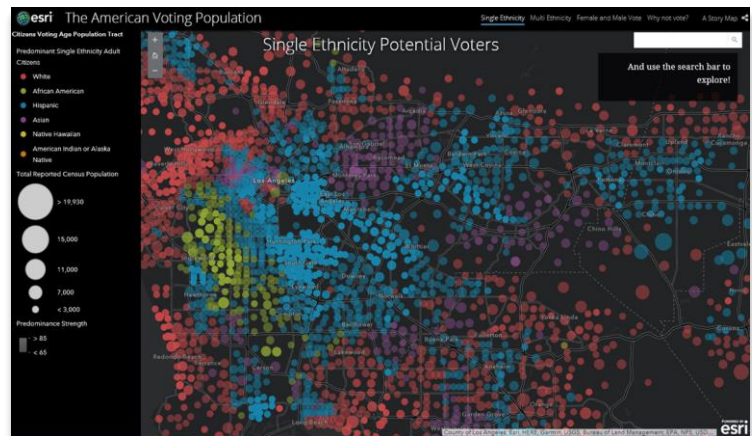
SHARING ELECTION INFORMATION

Empower everyone to discover, make, and share geographic information about your elections. Get the word out with an engaging story or analysis of the election. Become the go to source for news channels and social media.



Tell Your Elections Story

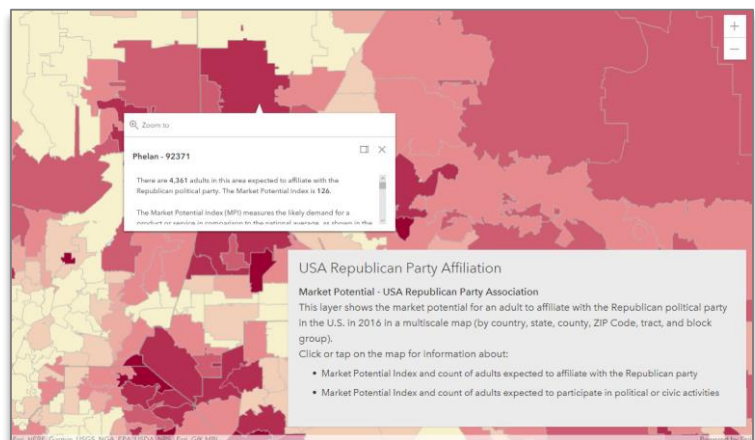
Esri Story Maps let you combine authoritative maps with narrative text, images, and multimedia content. They make it easy to harness the power of maps and geography to tell your story.



Story Map app

Feed News & Social Media

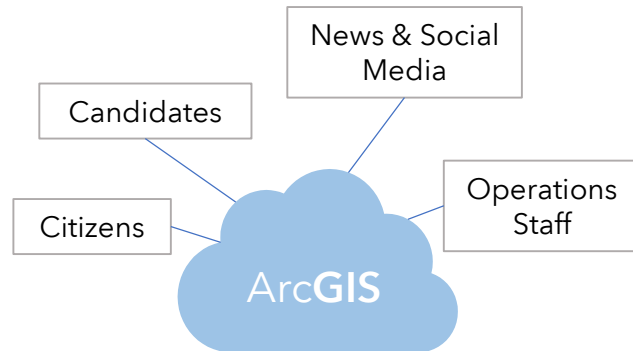
Reporters, bloggers, and social media followers are always looking for new ways to tell the elections story. Esri's Media Map is a simple way to embed your online maps neatly within news articles or blogs and websites.



Media Map app

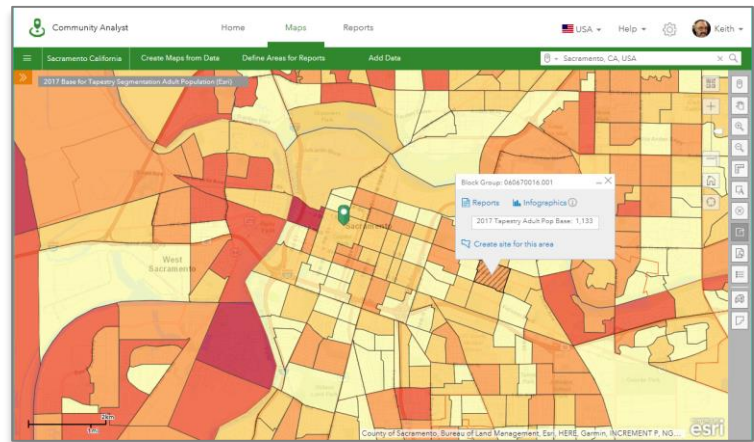
ELECTIONS ANALYTICS

Segmentation is based on the theory that people seek and live near others with the same tastes, lifestyles, and behaviors. When population is segmented by affluence, education, employment, and lifestyle, differences in their preferences become more apparent.



Analyze Your Community

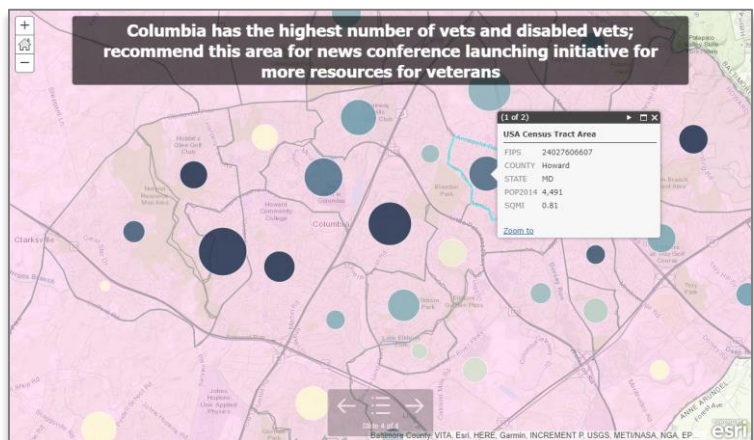
Prioritize elections projects and optimize polling place locations. Allocate your resources for greatest effectiveness and understand the types of people impacted by your decisions. Create customized reports and infographics about your community.



Community Analyst

Identify and Reach Voters

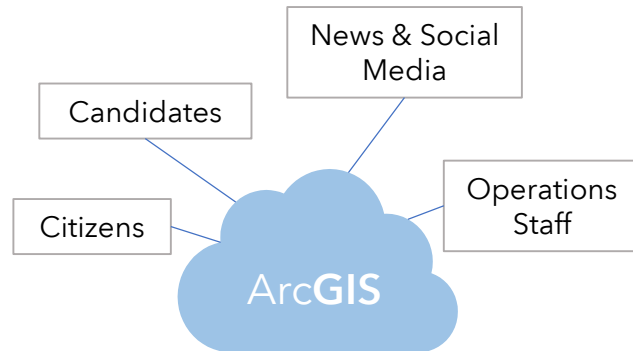
Campaigns can identify their best opportunities to target voters as well as volunteers, donations, fundraising and other activities. Messages about concerns and issues can then be tailored to resonate with each audience and be conveyed by preferred media for maximum reach.



Analytic mapping reveals trends and patterns

REDISTRICTING FOR ELECTIONS

Even though the redistricting process will always include disagreements, state and local governments have learned that providing unparalleled visibility and access to all stakeholders, including citizens, is the key to providing clarity to the redistricting process.

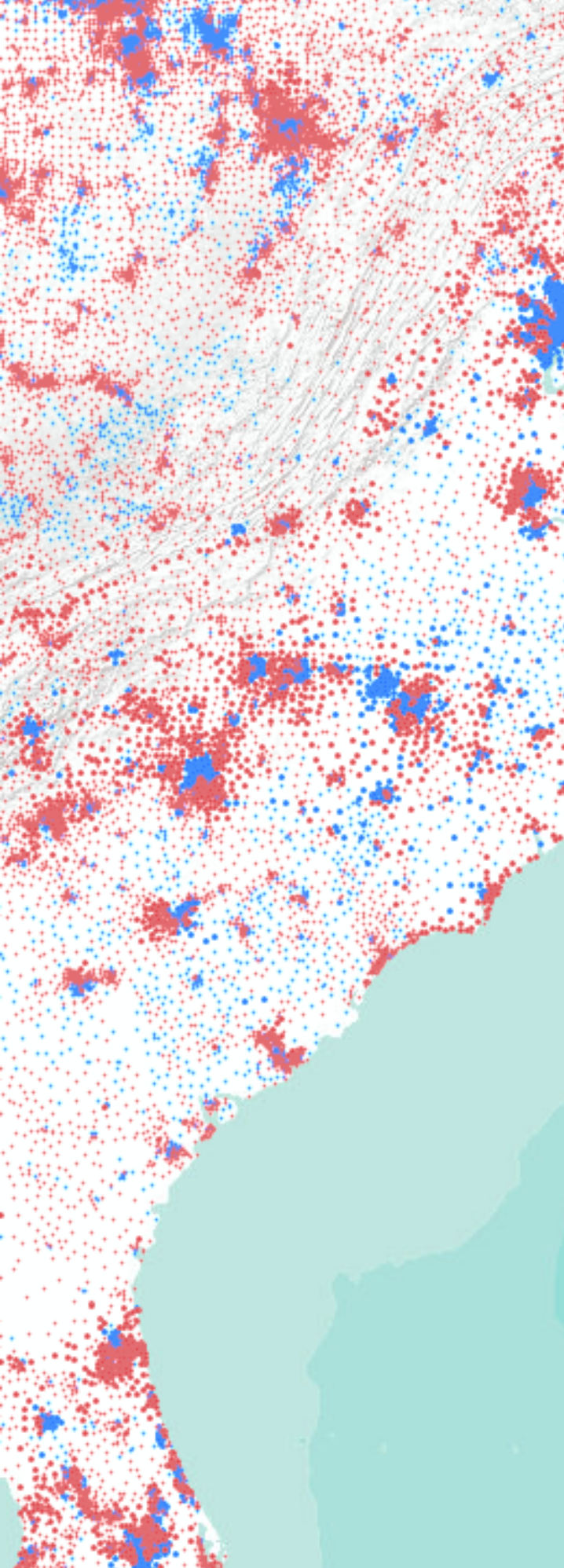


Esri Redistricting

Enable governments, advocates, and citizens to complete and share regulation-compliant redistricting plans with tools for plan creation, editing, and collaboration. Engage citizen participation via online maps. Use out-of-the-box redistricting and spatial analysis, sophisticated geocoding, and plan management tools.



Redistricting app



TAKE THE NEXT STEP

Wherever you are in the elections process, you can start building your location strategy. Ready-to-use maps and apps help you get going quickly with elections planning, field operations, and citizen engagement. There's no software to install or maintain and all your data is secure and easy to manage.

Get started with Esri solutions for elections:

go.esri.com/SmartElectionsOffer

Ask us how to:

- ☐ Get up and running quickly with Esri's Jumpstart.
- ☐ Ensure efficient operations with Esri's extended Election Day technical support.
- ☐ Turn your staff into GIS experts with Esri's world class training.

CONCLUSION

Esri's solutions for elections provide a common sense approach to engaging citizens and improving elections operations. It all begins with intelligent mapping and fully integrated apps that help you communicate better and manage more effectively. With Esri, you can create the location strategy that best fits what you need to do for elections, from mobilizing citizen engagement to providing real-time elections results. You can build trust and integrity into your operations by performing superior geocoding, simplifying the verification of voter addresses, optimizing polling place locations for easy access, and optimizing the logistics of staffing election sites and managing election assets. Esri solutions for elections give you the ability to securely share information with media, vendors, and partners and respond quickly and accurately to data requests.

GET STARTED

go.esri.com/SmartElectionsOffer

ABOUT ESRI

Esri believes that *The Science of Where*™ can transform the world by unlocking data's full potential in every organization. We pioneer problem solving using geographic information systems (GIS). Our mapping and analytics connect everyone, everywhere through a common visual language that inspires positive change in industry and society. We know that geography is fundamental to the complete understanding of your work. Our solutions offer a unique set of capabilities for applying a geographic approach to your business practices. Gain greater insights using contextual tools to analyze and visualize your data. Then share these insights and collaborate with others via apps, maps, and reports. With Esri, you are taking your first step toward better, smarter decision making and a more efficient organization.

