

# NSGIC

National States Geographic Information Council

# Geo-Enabled Elections

Thursday March 1, 2018

Share

Discuss

Engage



**NSGIC**

*GEO-ENABLED ELECTIONS*

**Have you heard about the  
Geo-Enabled Elections project?**

**Have you engaged with the  
Geo-Enabled Elections project?**

History

Conversations

Opportunities



**NSGIC**

*GEO-ENABLED ELECTIONS*

# Why Geo-Enabled Elections?

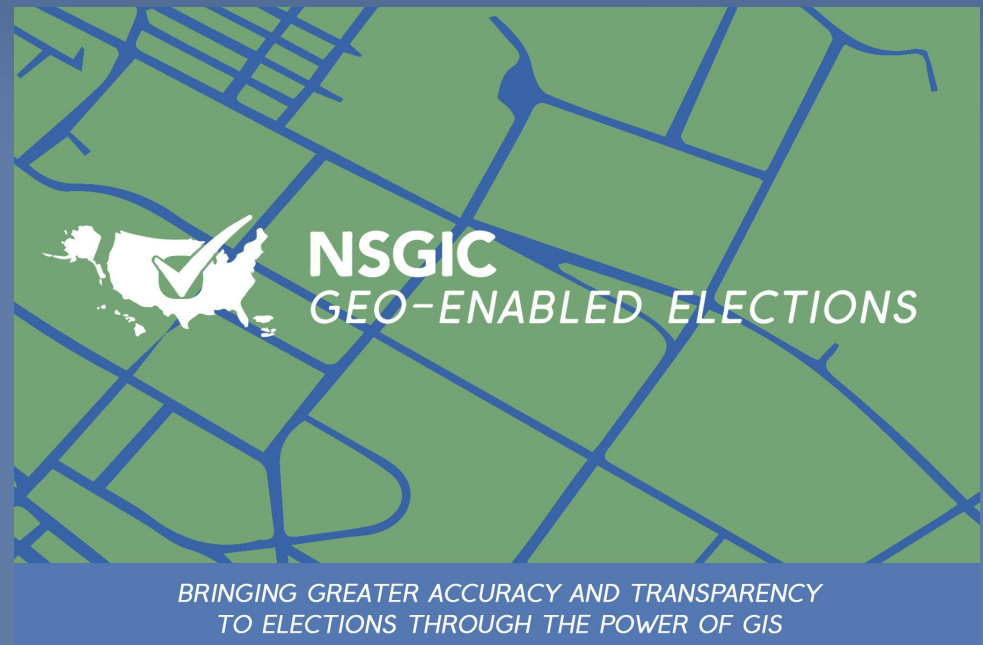
# State GIS Leaders

- Bolster core GIS data assets
- Gain valued supporting resources and roles for your staff
- Advance state GIS capabilities, including local government relationships, data aggregation and GIS web services



# Election Officials

- Provide greater transparency, credibility and accuracy in your processes and results
- Visualize, analyze, create and update spatial data much easier and quicker using GIS
- Identify ways to further engage voters and highlight the critical role of elections officials in the elections process





# Voters and Organizations

- Provide citizens and organizations with increased trust and confidence in the electoral process
- Continue positive voting cycle and increase voter engagement
- Reduce barriers, improve integrity, and increase accuracy and transparency



# Goal

The purpose of this project is to facilitate adoption of geographic information systems (GIS) and related processes to enhance elections management and citizen engagement across the United States. NSGIC will develop and promote best practices for replacing the current street file precinct assignment tables with a more, precise, accurate, and accessible GIS-based process to better manage elections.

## ***The “Take Home” for NSGIC Crowd***

Grow readiness to support a GEE system when called upon to do so

# Products and activities

- Project brand
- NSGIC MYM Workshop
- NSGIC Annual Conference Workshop
- Geo-enabled elections site with applications
- Geo-enabled elections best practices guidance (digital and hardcopy to download)
- Virtual Workshop
- 2 Pilot Programs
- Additional 2018-2019 Workshop
- Summit Meeting (present case studies and best practices)
- Additional 3 Pilot Programs
- Multimedia presentation/tool for Geo-enabled elections site
- DFV Reports

# Geo-Enabled Elections Team



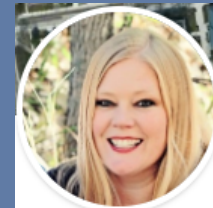
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*Chief GIO*  
St. Paul, MN



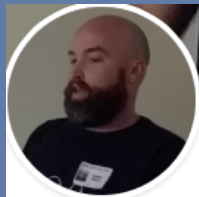
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**Neil MacGaffey**  
*MASS GIS*  
*Director*  
Boston, MA



**Shelby Johnson**  
*State of Arkansas*  
*GIO*  
Little Rock, AR

# Circle of Advisors

**Companies, organizations,  
or individuals**

**Profound expertise to inform the  
project on election office processes,  
systems, and data management**

**Diverse group to ensure multiple  
perspectives**

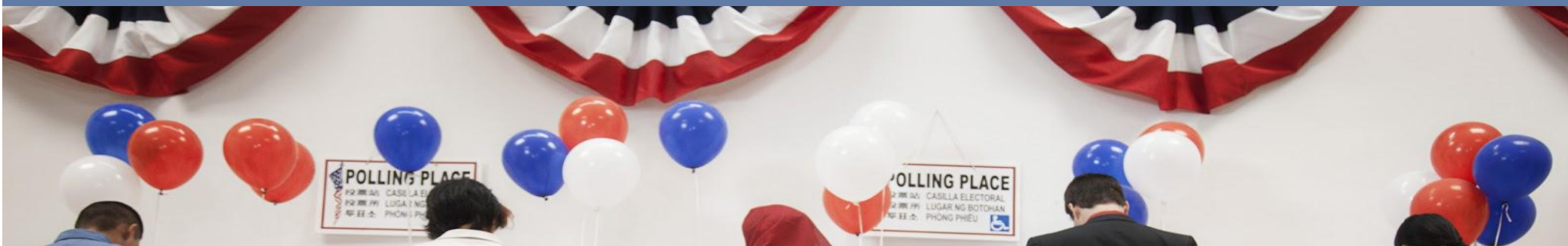
**12-15 advisors  
desired**

# Current Status



# Findings February 2018 Survey

- Created early February and disseminated February 9, 2018
- Initial deadline for responses February 21, 2018
- Goal: Baseline survey to determine percentage of states who have implemented GEE
- 19 responses to date
- New deadline and follow up phone calls
- Results, summary, and analysis - **end of March**



# Midyear Meeting Workshops

## Outcomes

- Productive, thoughtful discussion
- Semantics discussion worth having and continuing
- Best practices to position a state for GEE success
- Learning, sharing through panel discussions and case studies
- Brief redistricting conversations - outside scope

## Action Items

- Compile workshop notes to determine and inform next steps
- Familiarize yourself with your state's election processes and systems



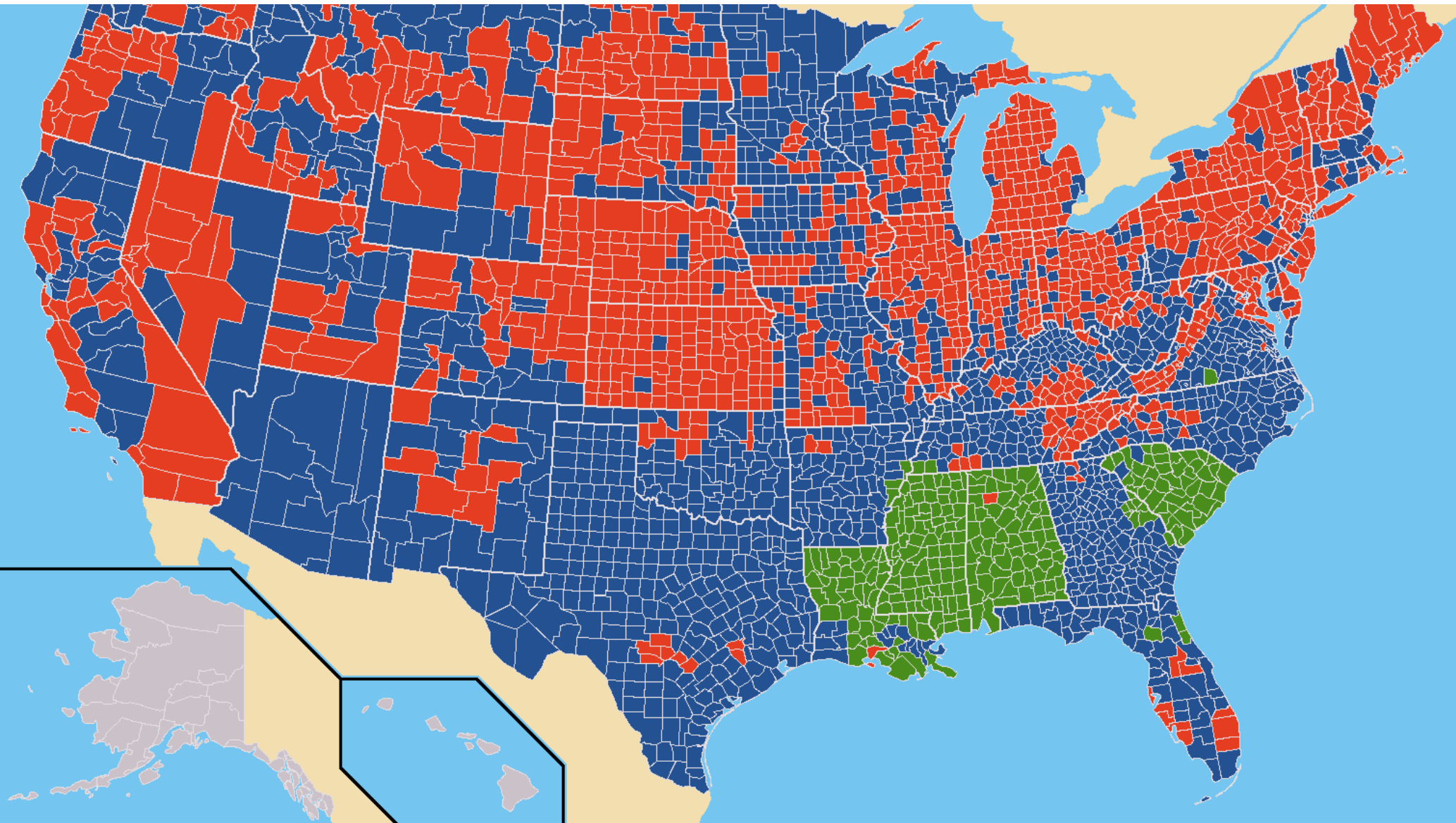


**Why Engage?**

**Be an advocate for GIS**



# Visual vs. tabular



**Build lasting and productive relationships**



**Turn cumbersome, voluminous work into an  
efficient, effective & interesting process**





(2) Second item to be

(3) Third item to be

(5) Fifth item to be

Six

**Do you intend to engage with the  
GEE project in the future?**

**Would you like someone from the team to contact you with more information?**

Questions?



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Thank you!



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