GEO-ENABLED ELECTIONS PHASE TWO/YEAR TWO

Year Two Report

The National States Geographic Information Council (NSGIC) launched phase two, year two of the Geo-Enabled Elections project on November 1, 2020. Year two concluded on December 31, 2021.

Phase 1 Year 1	Phase 1 Year 2	Phase 2 Year 1	Phase 2 Year 2
2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021

The purpose of the Geo-Enabled Elections project is to facilitate the adoption of geographic information systems (GIS) and related processes to enhance election management and citizen engagement across the United States. The project is a national effort by state government geospatial information officers and coordinators to work with other state agencies, local and state election offices, national GIS and elections organizations, and federal partners to identify opportunities to leverage this powerful technology to better manage all facets of elections and support election modernization.

> *"Perhaps the most satisfying element of being involved with this project is watching how quickly election officials recognize the benefits from enhancing their voting systems with a GIS integration. The path to bring map-based technology to elections management is now more straightforward, the desire is there, and it's now becoming a matter of making the time and connections to get the work done."*
>
> **- Bert Granberg**
> Director of Analytics, Wasatch Front Regional Council

Introduction

An electoral system with integrity – enhanced by accurate, authoritative geographic data and presented clearly and transparently – has never been more important. NSGIC's Geo-Enabled Elections project is encouraging state governments to replace non-spatial 'address file' tables with the visual and analytical advantages of election precinct and voter data in a natively geographic information systems format. The project leverages the strong working relationships NSGIC has with state geospatial information officers and coordinators and national nonprofits in the technology and elections spaces.

These six senior state and regional geographic information systems managers make up the project's steering group:

Bert Granberg – Co-Chair
Director of Analytics
Wasatch Front Regional Council

Neil MacGaffey – Co-Chair
Director of Mass GIS
Executive Office of Technology and Security Services

Tim Johnson
Director, Center for Geographic Information and Analysis
North Carolina Department of Information Technology

Dan Ross
Former Chief Geographic Information Officer
State of Minnesota

Mary Fulton
Chief, Geospatial Services
Commonwealth of PA

Ken Nelson
Geospatial Information Officer
State of Kansas

Fifteen individuals advise the project on matters of election processes and policies:

Gary Bilotta
GIS Manager
Maricopa County Recorder's Office, Arizona

Michael McDonald
Professor Department of Political Science
University of Florida

Kimball Brace
Election Data Services, Inc.

Jennifer Morrell
Consultant, Elections Group

Ballingam Chepuri
Advanced Data Analyst
North Carolina Board of Elections

Tammy Patrick
Democracy Fund Voice

Veronica Degraffenreid
Acting Secretary of the
Commonwealth of PA

Franklin Smith
Technical Director, Voting Information Project

John Dziurlaj
Solutions Architect
The Turnout

Paul Stenbjorn
Election Information Services

Greg Grube
GIS Elections Specialist
Wisconsin Elections Commission

Grace Wachlarowicz
Former Assistant City Clerk
Director Elections & Voter Services
City of Minneapolis – City Clerk Department

Royce Jones
GDSI

Sarah Whitt
Systems and Data Specialist
Electronic Registration Information Center (ERIC)

Tyler Kleykamp
Director, State Chief Data Officers Network
Fellow at the Beeck Center – Georgetown University

"My participation in the Geo-Enabled Elections project has strengthened my resolve to continue leveraging GIS technology in elections administration, and GIS modernization efforts to help reinforce dynamic relationships with other government stakeholders who directly and indirectly impact elections administration."
- **Veronica Degraffenreid**
Acting Secretary of the
Commonwealth of PA

The project brings election and geospatial actors together in cross-agency collaboration to use GIS to strengthen elections systems in municipalities, counties, and states across the country.

This project is built on strong, representative leadership and collaboration across government agencies and disciplines. Geographic information systems, technology, and products are increasingly understood by most government agencies as critical components of serving the public. At the onset of this project, GIS technology, in most cases, was relatively new to state elections. A digital framework for collecting, managing, visualizing, and analyzing data, GIS provides the answer to one of the most crucial questions in making policy decisions and providing public services and products: Where?

Collaboratively, these groups and actors are gathering, reporting, and publishing new data and guidance, to assist states in moving their needle to increased GIS use in elections.

As we end year two in phase two, we have made significant progress. The national conversation has shifted; the volume is all the way up. No longer must we explain the concept of geo-enabled elections. The community knows what it is, and in fact, now, people are talking about it in offices, counties, states, and agencies. Other organizations, election actors, academia, the private sector, those in government at all levels, and GIS professionals are advocating for geo-enabled elections alongside NSGIC and have taken the baton are running with it. NSGIC has a seat at the table, and more than that, we are an authority and trusted partner in this critical election work.

In phase two, our goal was to provide training for, advocate for, convene around, and implement geo-enabled elections. We accomplished all the goals we set, and dedicated time to go above and beyond by providing case studies, hosting webinars, and developing a survey and report on how the state election director community is funding geo-enabled elections.

In the final year of grant funding from Democracy Fund Voice, we will focus on continued relationship building in the geospatial technology and elections space; ensure developed resources are evergreen, accessible, and available; prepare an in-depth analysis of how far we have come from the project's inception to date in this space; and will seek new and fresh opportunities to continue this important body of work.

Principal Activities in Project Period

Pilot Project Program

The Geo-Enabled Elections Pilot Project program is a unique opportunity for state and local election directors and geographic information officers to work alongside each other, as well as have a dedicated support team to improve a state's election data management system by integrating GIS.

Despite numerous challenges for elections leaders in 2021, five states and five counties successfully tackled election modernization tasks. Annually, NSGIC publishes learnings and insights from the pilot projects. To access the latest pilot study summary, visit elections.nsgic.org. Previous pilot study summaries from 2019 and 2020 are also available.

The pilot program in 2021 was unique. NSGIC accepted ten pilot projects into the program. This was nearly double our largest group of pilot projects. It is our value to help

2020 Pilot Projects	2021 Pilot Projects
Arkansas	Michigan
Michigan	Minnesota
Minnesota	Texas
Montana	Vermont
Oregon	Montana
Shasta County CA	Calaveras County CA
	Merced County CA
	Shasta County CA
	Sutter County CA
	Tulare County CA

those that wish to do this work. Five of the 2021 pilot projects were California counties. Because of the great success Shasta County California had with their 2020 pilot project, the California Secretary of State office reached out to NSGIC in early 2021. They desired to engage as many California counties as possible in the pilot program. We made it happen.

The program expectations are simple; teams define their goals based on the five best practices for geo-enabling elections. They work to complete their goals over a six-month period. The team meets every month with mentors and experts present and attentive to help when and where needed. At the conclusion of the six-month pilot, the teams develop a summary of their work, containing successes, pitfalls, and lessons learned, and share the summary with their peers and colleagues at the annual Elections GeoSummit.

> *"Participating as a pilot study state really gave our GIS team the necessary tools to engage the state elections team on geo-enabling elections. Utilizing best practices and taking advantage of mentors allowed for groundwork to be set in advance of our election system modernization. The result will be that our voters will have the information they need to know that their vote and their voice matters."*
> **- Mary Fulton**
> Chief Geospatial Services,
> Commonwealth of PA

Mentorship

NSGIC continues to place significant emphasis on the Geo-Enabled Elections Pilot Project Mentor Program. The Mentor Program has become one of the lead benefits for states and counties as they engage with the project and do the important work of GIS integration in elections. Election officials have shared that having a trusted partner and someone who has walked the path already is comforting, motivating, and encouraging.

2021 was our second year promoting mentorship, and the program grew from two mentors in 2020 to eight mentors in 2021. This increase was essential given the growth of the pilot project program (six pilot projects in 2020 and ten pilot projects in 2021); it also signals the real need by election administrators to have expertise and knowledge to assist them in achieving their project goals.

> **2021 Pilot Project Program Mentors**
>
> Greg Bunce, AGRC UT
>
> Gary Bilotta, Maricopa County AZ
>
> Sarah Whitt, ERIC
>
> Matthew Eimers, Orange County CA
>
> Chuck Skaggs, Riverside County CA
>
> Wesley Wilcox, Marion County FL
>
> Sharilynn Domain, Lee County FL
>
> Juan Witrago, Madera County CA

Fellowship

There is no bright side to this pandemic; it has negatively impacted every one of us across the globe. For the Geo-Enabled Elections project, just like everyone else, NSGIC had to pivot and adapt to the new normal. This included thinking outside the box and determining new and improved ways to advance GIS in elections without gathering and being together in person.

Through discussion in our organization, and in partnership with Democracy Fund Voice, we pivoted with confidence and implemented some strong, impactful programming.

In response to requests from our 2020 pilot project teams – NSGIC created the Fellowship Program. We were hearing from the pilot teams that they felt stuck – they understood that the work to geo-enable elections was critical for election administration and redistricting, but they

> *"It's been a wonderful experience that has broadened my knowledge. I've had an inside view of how the process works in another state. I've also been able to use some of my existing experience to assist others with overcoming some challenges."*
> - **Wesley Wilcox**
> Supervisor of Elections
> Marion County Florida

lacked capacity, both in time and qualified, trained people. NSGIC founded the Fellowship Program with an eye towards an imperative need for practical and conceptual GIS expertise for the integration of technology and principles in elections and other state government agencies. NSGIC sees the fellow role as vital for cultivating the next generation of state government leaders in a multitude of disciplines including, but not limited to, geospatial leadership or elections. The fellowship creates a pathway for emerging GIS talent and provides a mechanism to embed that talent in a variety of departments and agencies in state government building much needed capacity and knowledge in geospatial science and technology.

As the pilot states started their projects, the NSGIC fellow offered her expertise, knowledge, and experience in GIS and elections to all teams. The fellow embedded herself in several state and county projects and worked alongside the election officials and administrators. With a computer science and GIS background, as well as direct, hands-on experience participating in the 2020 Minnesota pilot project, the fellow was well poised to roll up her sleeves and do the work, while providing direct technical guidance and assistance.

In Michigan, she reviewed un-matched addresses and geocoded them again using a second, alternate geocoding service. This led to an important takeaway for the Michigan Bureau of Elections – you can use more than one geocoding service to increase your address matches. And in Texas, she provided technical guidance on spatial joins (bringing together data based on spatial location) and augmenting existing datasets to maximize geocoding success.

Time and time again, we have heard GIS technological expertise is lacking within election state and local election offices around the country. The NSGIC Fellowship Program helps to fill that gap.

> *"Integrating geospatial technology into elections is so incredibly important in ensuring every voter receives their correct ballot. Being involved with the project for the past couple of years, I have seen the tremendous amount of effort and dedication the pilot groups have put in and this to me distinctly shows how much they care about this project and how passionate they are in their profession. I am so pleased to have had the privilege to be a part of it."*
> **- Gary Bilotta**
> GIS Director, Recorder's Office
> Maricopa County Arizona

Case Study Program

Case studies are a useful and important tool in showcasing the approach one implements to do something consequential. In 2018, the Geo-Enabled Elections Case Study program was created. And since then, we have grown and cultivated the program, adding several new studies each year.

In 2021, alongside preparation for state recall elections, redistricting, and other vital election administration tasks, Marion County Florida, Riverside County California, and Inyo County California submitted case studies sharing processes and approaches to integrating GIS into elections. These case studies serve as an inspiration and road map for states considering undertaking this effort and provide them with points of contact of experienced professionals who can provide guidance and help in the process.

Webinar Series

In 2020, NSGIC and the Geo-Enabled Elections project was approached to participate in a webinar entitled *Election Strategies for a Post-COVID19 World*. Pleased to be in the company of the National Conference of State Legislatures (NCSL), the National Association of Counties

(NACo), and Esri, NSGIC shared why GIS in elections is imperative both during a pandemic and always. Reflecting on the necessity and importance of webinars like these for the community, the Geo-Enabled Elections Webinar Series was launched.

With an eye towards building community while respecting the busy lives of election administrators and GIS professionals, we focused in on one of the key topics for the community in 2021 – redistricting. On June 30, 2021, with nearly 270 elections and GIS professionals registered, we hosted a webinar entitled *Redistricting using GIS in 2021 – Extraordinary Challenges, Extraordinary Solutions*.

Redistricting presents an extraordinary, once-a-decade challenge and a variety of risks to election management systems. And 2021 proved to be even more challenging with shortened timeframes due to the pandemic. We heard our community loud and clear and convened election and GIS experts from Arkansas, North Carolina, and Utah to share advice, experience, and tips for preparing to do the work. We ensure all our webinars and programs held live are also available asynchronously on elections.nsgic.org, for viewing anytime, anywhere.

Training Program

In year two of phase two, we focused and worked diligently to develop a foundational synchronous and asynchronous online curriculum program on GIS concepts and technology for elections. With content grounded in the NSGIC *Best Practices for Geo-Enabled Elections – Detailed Guidance,* the five-course training program is built for election and GIS professionals and includes both soft-skill and technical skill development.

| ① CONVENING A TEAM OF SPECIALISTS | ② COLLECTING & SUSTAINING A VOTING UNIT GIS LAYER | ③ IMPLEMENTING A GEOCODING STRATEGY | ④ ASSEMBLING BEST AVAILABLE CONTEXTUAL LAYERS | ⑤ DEFINING & IMPLEMENTING DATA VALIDATION PROCESSES |

NSGIC developed and delivered all five courses in this training in collaboration with the Center for Tech and Civic Life (CTCL) a nonprofit organization whose mission is to harness the promise of technology to modernize the American voting experience. Before, during, and after the completion of both the synchronous and asynchronous training programs, both CTCL and NSGIC summoned their members and community to share the programs far and wide.

Geo-Enabled Elections course curriculum delivered synchronous, online May 2021.

- **May 6, 2021,** Course 1: *Convening a team of specialists* (224 participants)
- **May 13, 2021,** Course 2: *Collecting and sustaining a voting unit GIS layer* (206 participants)
- **May 20, 2021,** Course 3: *Implementing a geocoding strategy* (200 participants)
- **May 27, 2021,** Course 4: *Assembling best available contextual layers* (185 participants)
- **June 3, 2021,** Course 5: *Defining and implementing data validation processes* (185 participants)

Geo-Enabled Elections course curriculum released asynchronous, online July 2021.

- **Week of July 19, 2021**
  - Course 1: *Convening a team of specialists*
  - Course 2: *Collecting and sustaining a voting unit GIS layer*
  - Course 3: *Implementing a geocoding strategy*
- **Week of July 26, 2021**
  - Course 4: *Assembling best available contextual layers*
  - Course 5: *Defining and implementing data validation processes*

> *"The Geo-Enabled Elections project offers concrete solutions to some of election administration's key challenges, like communicating trusted election information to voters and conducting audits to minimize errors and demonstrate the integrity of the election system. It has never been more important to get the right ballot to the right voter, and the Geo-Enabled Elections project brings together the right mix of experts in GIS, elections, and beyond to help election officials make it happen. The Geo-Enabled Election project's efforts are singular in the election administration field – evidenced by enthusiastic turnout for our joint training series – and make significant strides toward modernizing the U.S. voting experience."*
> - **Josh Goldman**
> Senior Program Manager
> Center for Tech and Civic Life (CTCL)

Resources for Election Directors

Integrating GIS in election management can ensure accuracy, efficiency, and transparency in elections. But getting started and advancing the work can be challenging.

In the second year of phase two, NSGIC worked intimately with state GIS officers, elected officials, state elections and legislature experts, and other key stakeholders to build a comprehensive set of tools to help navigate the relationships, processes, and funding needed to support implementing geo-enabled elections in a state.

USING STATUTORY LANGUAGE TO UNLOCK FUNDING AND ENABLE ELECTION MODERNIZATION

At least eight states around the country have used statute to enshrine the use of GIS in elections in law. NSGIC worked with election and GIS experts to develop model statutory language intended to serve as a starting point for any state wishing to explore the use of statute to promote election modernization.
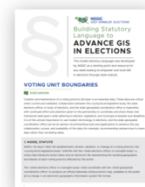
Building Statutory Language to Advance GIS in Elections

Created resources include documents, trainings, and videos to support and assist both election administrators and GIS professionals as they begin their journey to geo-enable elections in their states.

Elections GeoSummit

Annually, the Elections GeoSummit brings together the nation's leaders in elections management and geographic information systems (GIS) to share leading-edge findings and craft best practices to enhance election systems.

With topics ranging from the best practices for geo-enabling elections, to the importance of a statewide, freely accessible master address database, as well as how to create statutory language to implement and fund geo-enabled elections, the Elections GeoSummit gatherings bring into focus the topics the community needs to hear, learn, and discuss.

Elections GeoSummit | 2019
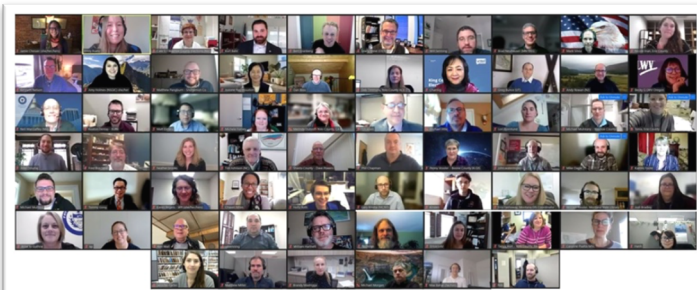*Washington, D.C.*
Registrations 95 | Attendees 95

Elections GeoSummit | 2020
Virtual
Registrations 292 | Attendees 250
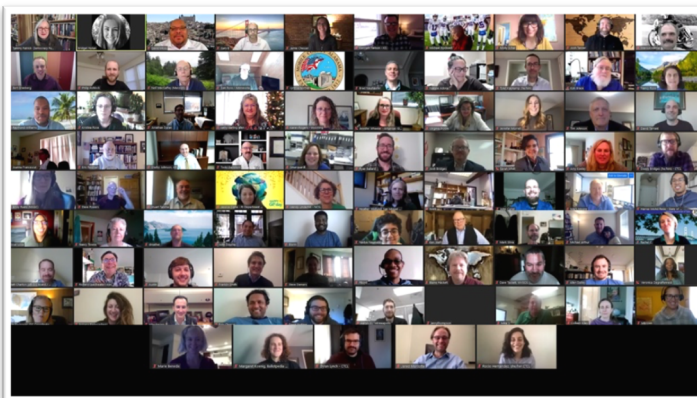
Elections GeoSummit | 2021
Virtual
Registrations 256 | Attendees 220

2021 NSGIC Geospatial Maturity Assessment

The NSGIC Geospatial Maturity Assessment (GMA) provides NSGIC members, sponsors, and other partners with a summary of geospatial initiatives, capabilities, and issues within and across state governments. The information is intended to assist state governments with setting goals, identifying peer states for collaboration, identifying areas requiring attention, and connecting with opportunities and resources.

The GMA also offers state governments a chance to reflect on their geospatial strategy, operations, and progress every two years.

The 2021 NSGIC GMA marks the second time the states have answered questions regarding relationships with elections directors and divisions in their state, as well as availability, maintenance, and use of election data, tools, and processes.

"If you're using a data set that's out of date or that is inaccurate, then you are likely getting bad results and you're making bad decisions, and it has a snowball effect. There are impacts and consequences to using bad data. Having good authoritative spatial data that is sourced from the right level of government is critical…"
- Karen Rogers
Enterprise GIS and Data Visualization Coordinator
State of Wyoming

Data from the 2021 NSGIC GMA continue to indicate that states are in their youth when it comes to nurturing and developing relationships with their state election director, as well as advising or assisting in the creation, maintenance, and use of GIS data and tools for election management.

Geo-Enabled Elections Presentations

NSGIC has prioritized speaking engagements (like webinars), conference and meeting presentations, and formal gatherings to promote geo-enabled elections both in concept and practice. Below is a list of events where NSGIC actively participated and spoke about GIS integration in elections.

NSGIC Elections GeoSummit | Virtual | December 2020 (292 registrants)
>Audience: Senior state and federal government representatives, state and local GIS professionals, geographic information officers and equivalents, state and local election officials and administrators, and private sector partners
>Topics: GIS integration in elections; election modernization; geo-enabled elections project update

NSGIC Midyear Meeting | Virtual | February 2021 (176 registrants)
>Audience: Senior local, state, and federal government representatives and private sector partners
>Topics: Geo-Enabled Elections project update

Geo-Enabled Elections Pilot Project Kick-Off | Virtual | March 2021 (80 participants)
>Audience: Election administrators, nonprofits, academia, private sector, and federal, state, and local government representatives
>Topics: 2020 Election; election modeling; Geo-Enabled Elections project information; pilot project opportunities

Pennsylvania State GIS Conference | Virtual | May 2021 (~50 participants)
>Audience: State and local government GIS professionals
>Topics: Election modernization; statewide voter registration systems; election data management; spatial data auditing; GIS in elections

Redistricting using GIS in 2021 – Extraordinary Challenges, Extraordinary Solutions | Virtual | June 2021 (262 registrants)
>Audience: State and local election officials and administrators, state and local GIS professionals, state geographic information officers and equivalents, nonprofits, private sector, and academia
>Topics: GIS; redistricting; legislation; election administration

Wyoming and Colorado State GIS Conference | Virtual | June 2021 (~25 participants)
>Audience: State and local government GIS professionals
>Topics: Election modernization; statewide voter registration systems; election data management; spatial data auditing; GIS in elections

NSGIC Annual Conference | Hybrid | September 2021 (174 registrants)
>Audience: Senior local, state, and federal government representatives and private sector partners
>Topics: GIS integration in elections; election modernization; Geo-Enabled Elections project update

NSGIC Elections GeoSummit | Virtual | December 2021 (256 registrants)

Audience: Senior state and federal government representatives, state and local GIS professionals, geographic information officers and equivalents, state and local election officials and administrators, and private sector partners

Topics: GIS integration in elections; election modernization; geo-enabled elections project update

Pilot Project Panel
Minnesota, Nebraska, West Virginia, Kentucky, and Pennsylvania

Event Signage
2019 Elections GeoSummit Washington, D.C.

Pilot Project Panel
Minnesota, Nebraska, West Virginia, Kentucky, and Pennsylvania

Welcome
Tammy Patrick
Senior Advisor, Elections, Democracy Fund

Welcome
Dan Ross
Geospatial Information Officer Minnesota

Case Study Panel
Washington, Wisconsin, North Carolina, Utah

Keynote Speaker
Meagan Wolfe
Wisconsin Administrator of Elections

Communications

Public Relations

Throughout the project, the team has spent significant effort to build relationships and facilitate dialogue between GIS and elections experts both at the national, state, and local levels.

Media relations efforts conducted in year two resulted in earned media coverage by both geospatial and elections publications:

elections.nsgic.org

elections.nsgic.org is the one-stop-shop for resources to inform and assist election administrators on the implementation of GIS in elections.

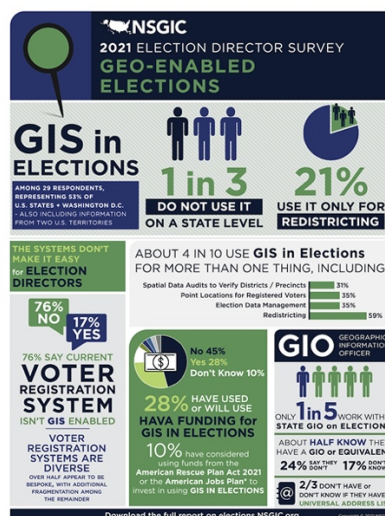*We are excited to report that unique page views were up in 2021* ***+40%***.

In addition, the number of unique visitors was up by ***+70%***.

Election directors and technology

Finding funding and support for election modernization
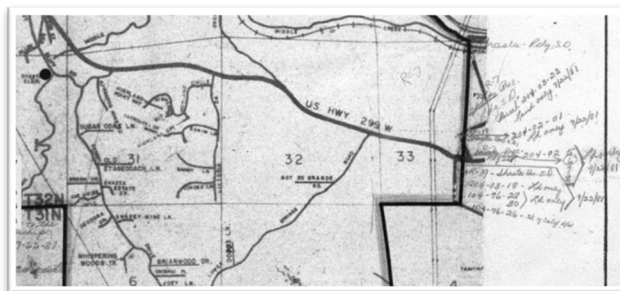
electionline | December 2, 2021

How Shasta County, Calif., used GIS to improve elections
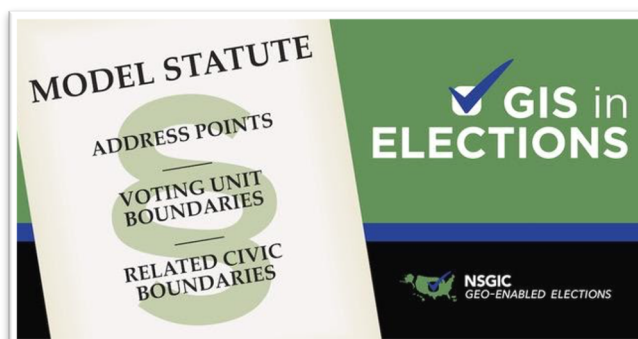
Geo-Enabled Elections project

Statescoop | May 6, 2021

GIS in elections in state statute

NSGIC Geo-Enabled Elections paves the way

electionline | February 25, 2021

Episode #31

Geo-Enabled Elections (GIS) with Jamie Chesser and Bert Granberg

High Turnout Wide Margins | May 26, 2021

NSGIC monthly newsletters

NSGIC | January – December 2021

Opportunity to share project milestones and status with NSGIC community (5000 subscribers).

CTCL monthly newsletters

Center for Tech and Civic Life | April – September 2021

Opportunity to share Geo-Enabled Elections training news with CTCL community (4000 subscribers).
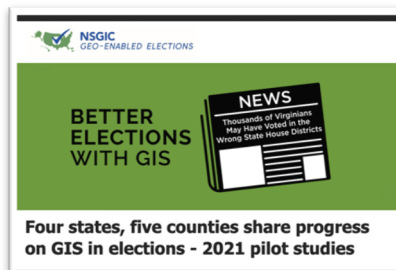
Quarterly email news
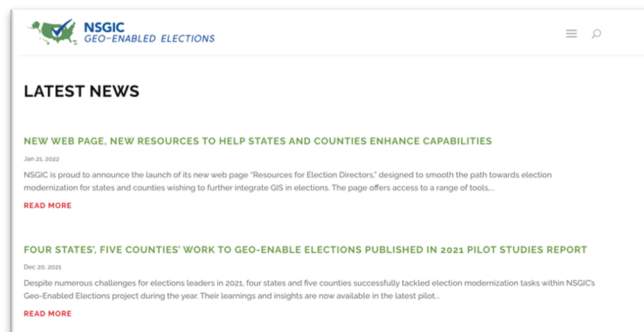
Geo-Enabled Elections project | January – December 2021

*January 2021 **665** subscribers to our email list. December 2021 **1,104** subscribers.*

Quarterly web news

Geo-Enabled Elections project | January – December 2021

"Shasta County had made some great strides towards incorporating GIS into election administration, so when I heard about the NSGIC pilot project I was really excited to take part. Becoming a participant really helped all members of our team become more accountable to each other and the project generally. We were able to make important measurable progress towards our project goals, and I expect to see this continue well past the life of the pilot project itself. Thanks so much to NSGIC and the Democracy Fund Voice for an amazing opportunity to create a structure around a great base."
- Cathy Darling Allen
Registrar of Voters (ROV)
Shasta County California

Publications

In 2021, as the pandemic continues and election officials remain committed to our democracy despite numerous challenges and struggles, we remain steadfast in our role, supporting the election officials and GIS professionals who want to start or continue their journey integrating GIS into elections. We didn't slow down or pause; we stepped on the gas and produced the following resources for the community.

elections.nsgic.org

elections.nsgic.org is the one-stop-shop for resources to inform and assist election administrators on the implementation of GIS in elections. We made several significant updates to the website to support the community.

2021 Pilot Study findings

Geo-Enabled Elections project | December 2021

To assist states embarking on the journey of integrating GIS in elections, NSGIC provides State Pilot Program summaries. The community can now access on elections.nsgic.org learnings from fourteen states and six counties who worked to raise their levels of GIS in elections.

PILOT STUDIES

Learnings from fourteen states and six counties who worked to raise their levels of GIS in elections, as part of NSGIC's pilot study program.
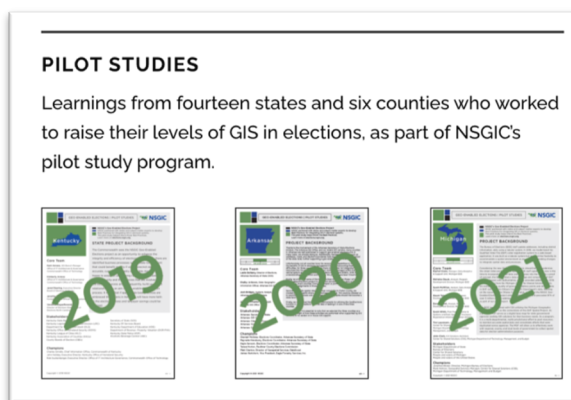
2021 Case Studies

Inyo County CA, Marion County FL, and Riverside County CA

Geo-Enabled Elections project | January - December 2021

ALSO AVAILABLE: CASE STUDIES THAT HELP INFORM THE BEST PRACTICES

| Hawaii | Utah | Wisconsin |
| North Carolina | Washington | Marion County, Florida |
| Inyo County, California | Maricopa County, Arizona | Riverside County, California |

NSGIC Election Director Survey

Geo-Enabled Elections project | December 2021

Twenty-seven election directors from among U.S. states and Washington, D.C., along with two from U.S. territories, weighed in on the state of geo-enabled elections. This two-page summary report identifies opportunities for election modernization and information on funding sources considered by election directors. This survey was a collaboration between NSGIC and Michigan Bureau of Elections.
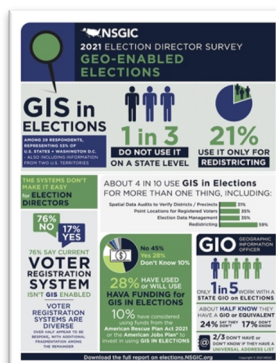
The Network that Makes it Possible

Important Relationships for State Election Officials

Geo-Enabled Elections project | December 2021

It can be challenging to get started with geo-enabling elections. This resource helps the community quickly get acquainted with the world of geo-enabled elections identifying relationships and subject matter experts that may be needed.

Training program on how to geo-enable elections

CTCL and NSGIC partnered to develop a five-course training series on GIS and elections.

Geo-Enabled Elections project | May – July 2021

The courses were delivered online synchronously in May and June of 2021. All five courses are now available asynchronously, online.

The Tortoise and the Hare

Two paths to election modernization.

Geo-Enabled Elections project | December 2021

The *Tortoise and the Hare* is an important resource for the community and helps to identify valid approaches to election modernization.

Statutory Language

Building Statutory Language to Advance GIS in Elections

Geo-Enabled Elections project | July 2021

Several states around the country have used statute to enshrine the use of GIS in elections in law. We worked with election and GIS experts to develop model statutory language intended to serve as a starting point for any state wishing to explore the use of statute to promote election modernization.
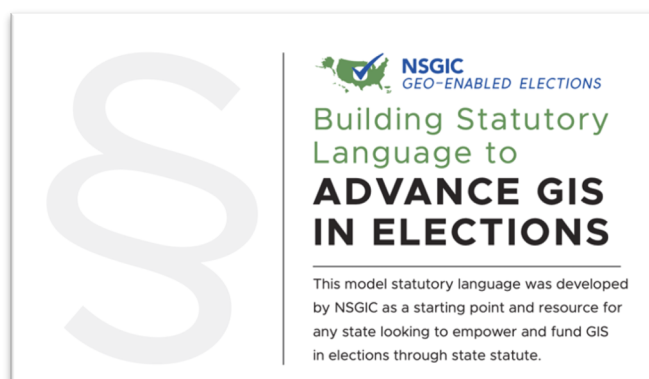
2020 Elections GeoSummit Advocacy Panel

Video and transcript available

Geo-Enabled Elections project | December 2021

The *Advocacy Panel* at the 2020 Election GeoSummit was all about geo-enabled elections, advocacy, and legislation. We recorded the session (and created a transcript) to capture the insights on enacting statute to geo-enable elections from the experts and legislators that attended.

Transcript: 2020 Elections Geo-Summit advocacy panel discussion

Passing Geo-Enabled Elections Legislation

Video and transcript available

Geo-Enabled Elections project | December 2021

After the *Advocacy Panel* at the 2020 Election GeoSummit, we continued the conversation with New Jersey Assemblyman Andrew Zwicker (now New Jersey Senator Andrew Zwicker). We recorded the session (and created a transcript) to capture his insights on enacting statute to geo-enable elections.

Transcript: 2021 Interview with New Jersey Assemblyman Andrew Zwicker

NSGIC.org

The NSGIC website is the leading online source for information about state GIS. Search engine optimization, content marketing, social media efforts, frequent push communications, and industry media partnerships are utilized to drive traffic to the site. With the integration of My.NSGIC, an online platform for building community, encouraging discussion, and fostering collaboration, the nsgic.org website will be increasingly utilized for the purposes of information sharing and discussions on a variety of topics, including geo-enabling elections.

Furthermore, elections.nsgic.org is positioned to effectively serve as the auxiliary center for authoritative information about the status, benefits and challenges, and best practices guidance for geo-enabling elections. As additional resources and guidance are developed, elections.nsgic.org will grow for the continual education and engagement of our GIS and election leaders.

Phase Two Year Three

In the final year of grant funding from Democracy Fund Voice (DFV), we are happy to focus on continued relationship building in the geospatial technology and elections space; ensure developed resources are evergreen, accessible, and available; prepare an in-depth analysis of how far we have come from the project's inception to date in this space; and continue to be open to new and fresh opportunities to continue this important body of work.

Engaging in the work of the elections community and building new and nurturing established relationships has been an honor for NSGIC. We intend to build upon these relationships and seek new opportunities for the organization, as well as be open to learning just where we best can impact and make a difference in this space.

Through metrics and communication, we know the resources we have developed are leveraged, utilized, and accessed on a frequent and consistent basis. It is our commitment, as we sunset the project, that all resources are adequately positioned and archived for their continued use and longevity.

To show the significant progress many states have made to integrate GIS technology into elections and to continue to nurture and build relationships with those in the election space, NSGIC would like to conduct a final interview survey of the state elections directors, revisiting many of the questions from the 2019 interviews. Executing a follow-up interview survey and creating a report will allow for an in-depth analysis comparing results from the current situation in 2021/2022 and previous results from the January 2019 Election Director Survey.

With technology and GIS in elections remaining critical to this community, we thank DFV for allowing us this opportunity in 2022 to dive deep into some analysis for the election and geospatial community sharing our findings and effecting change now and into the future.