

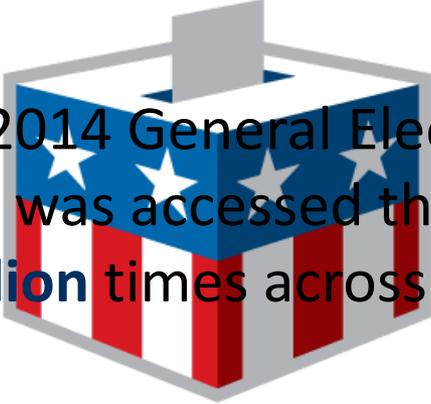
THE
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Voting Information Project

Centralizing Florida's Polling Place Information

David Becker

Voting Information Project



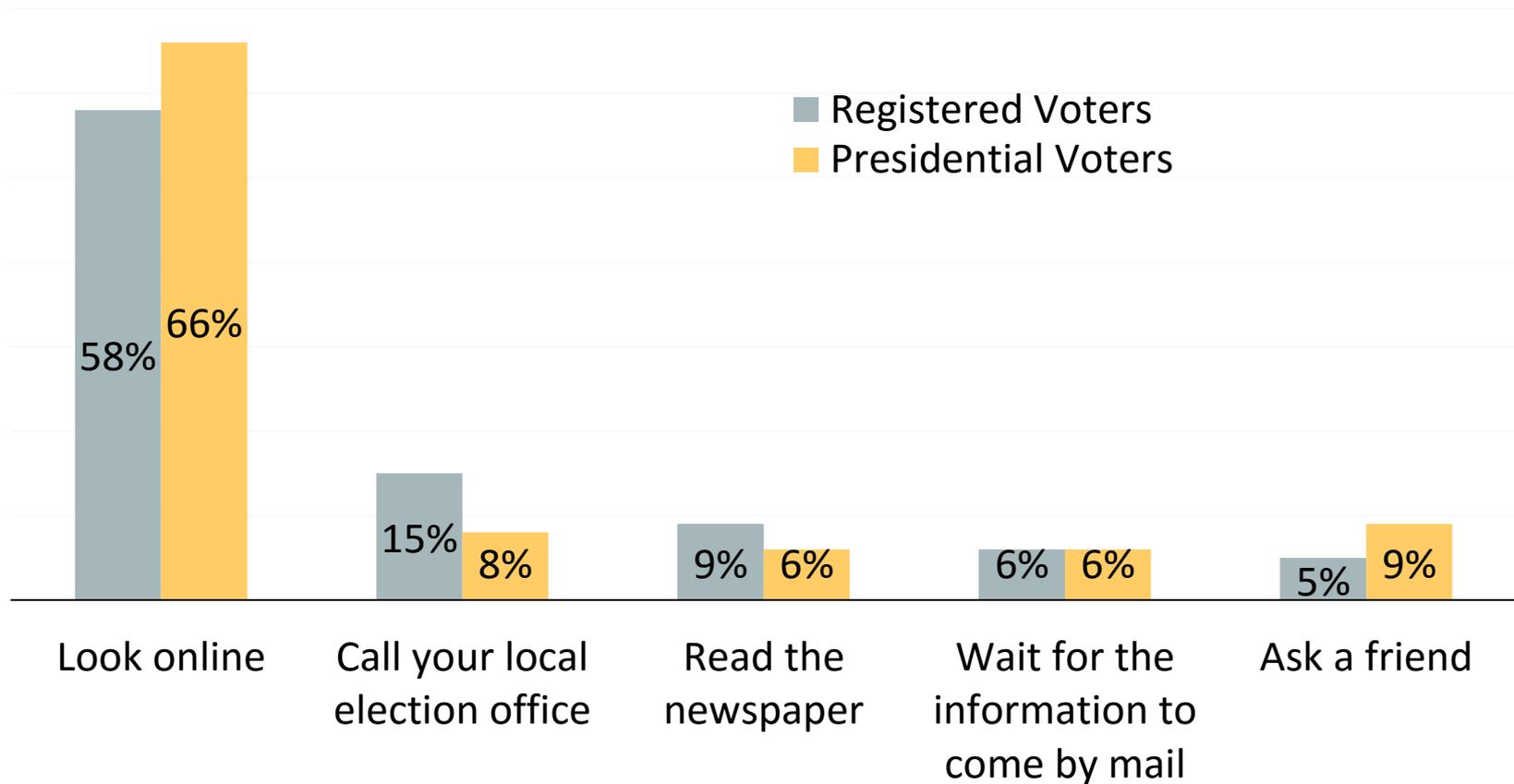
During the 2014 General Election, official information was accessed through VIP **over 31 million** times across the country.

The **Voting Information Project** (VIP) ensures official election information, such as ballot and polling places, is easily available wherever voters look for it most: online.

Most Voters Look to the Internet for Information



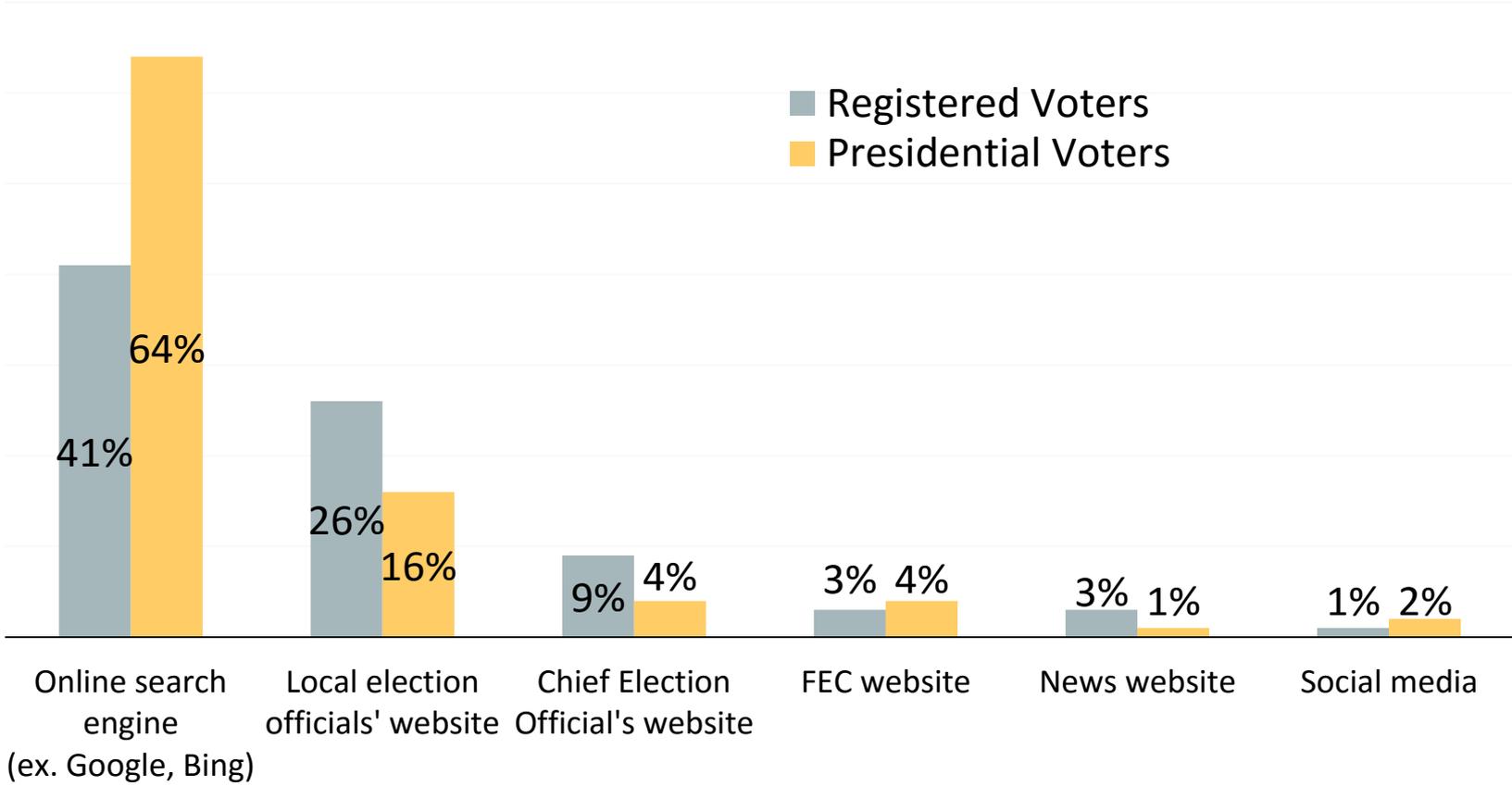
And, in general, if you were looking for polling place or other election information, where would you go to find that information?



Search Engines Are Where Most Voters Start Looking for Election Information



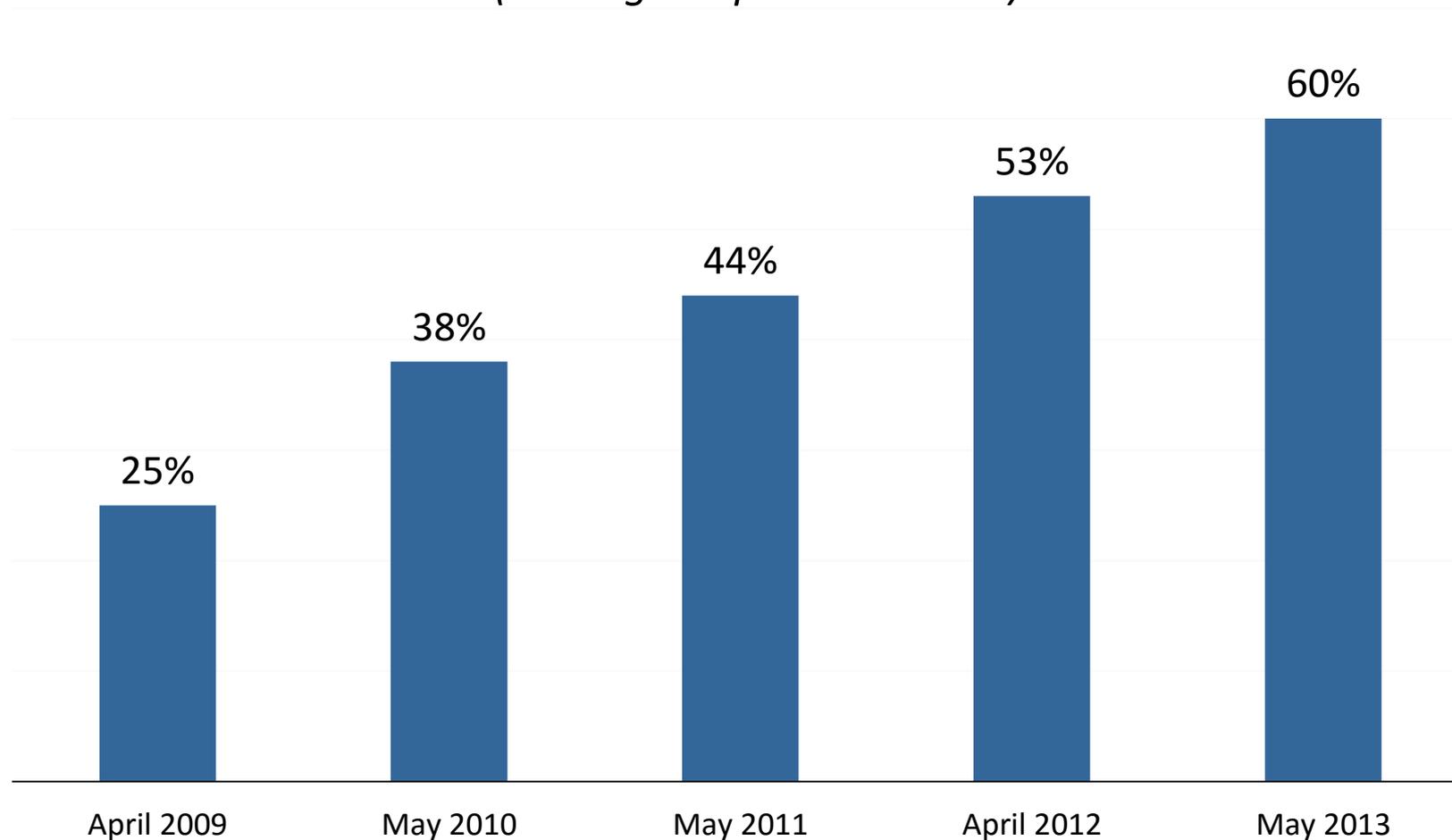
Now, if you were to look online for your polling place or other election information, where would you start?



Americans Increasingly Access the Internet on Their Phones

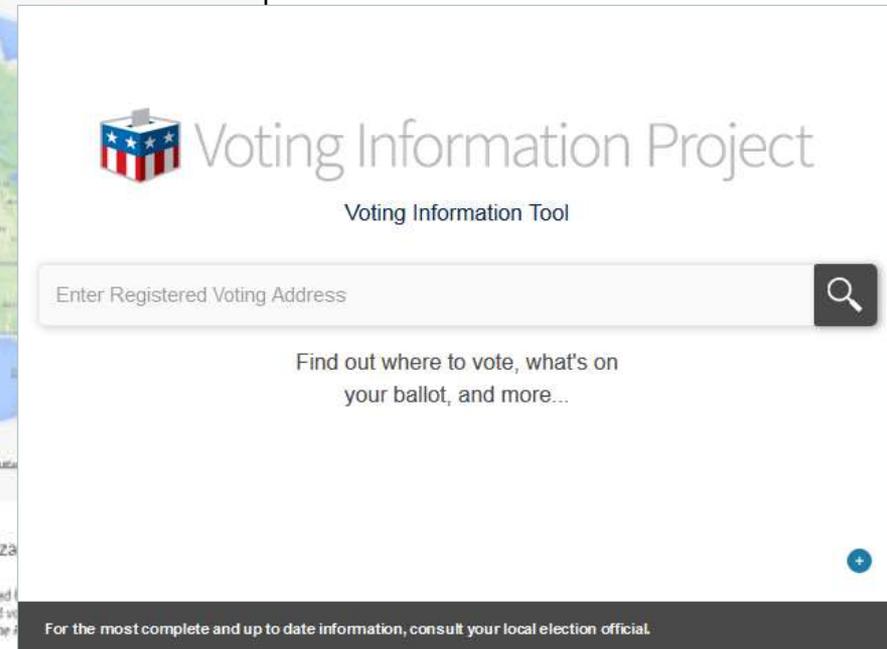
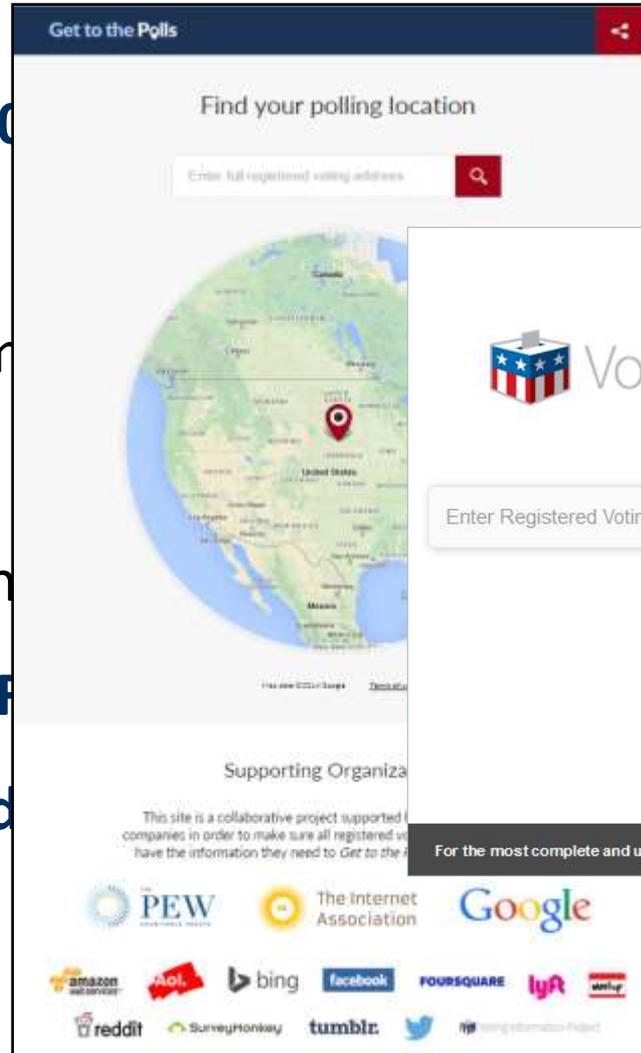


*Do you ever use your cell phone to access the internet?
(Among cell phone owners)*

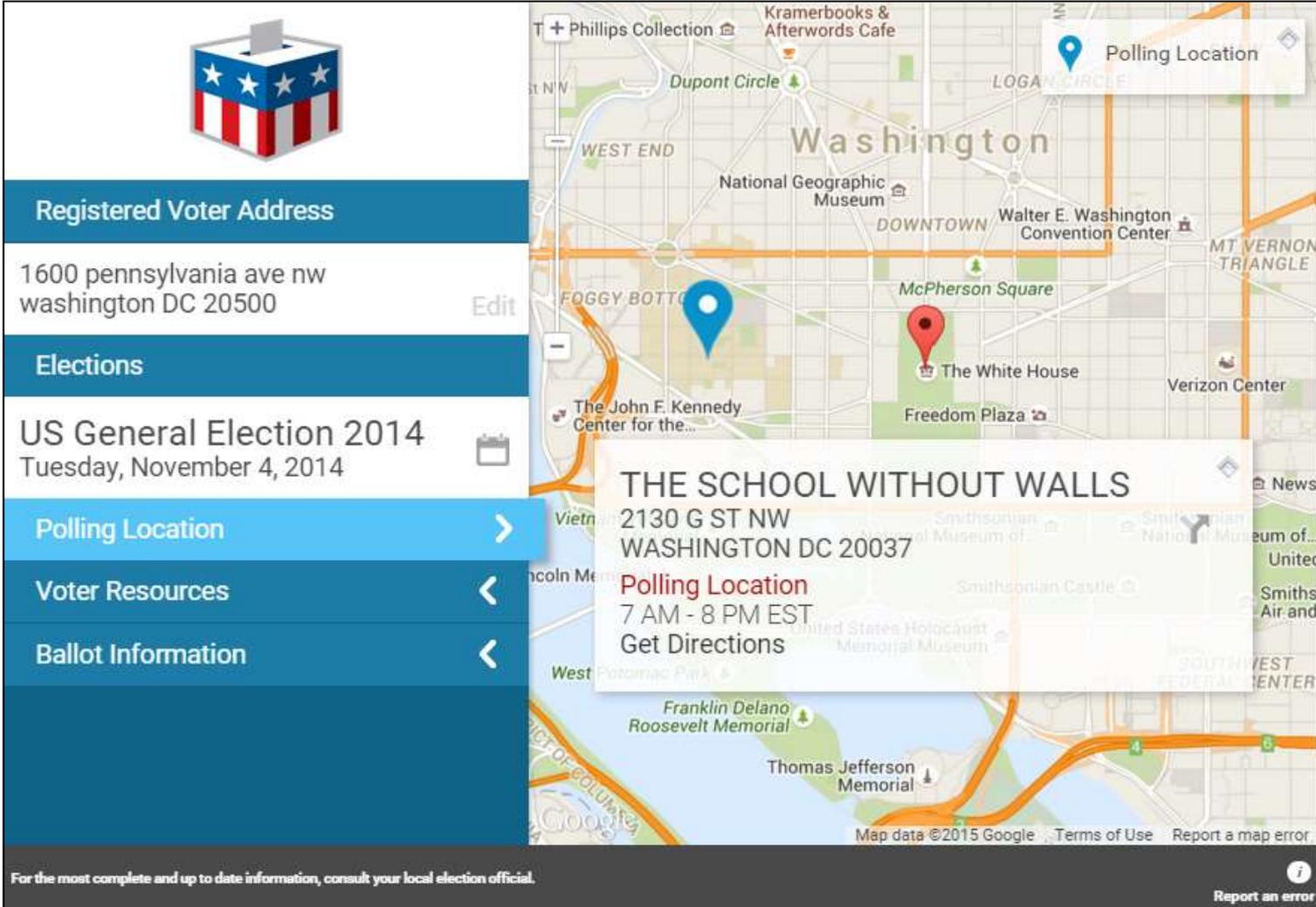


The Voting Information Project's Reach in Florida

- More than **365,000** Florida accessed GetToThePolls.com
- Voting Information Project featured on **eight** Florida-specific media and websites



Voting Information Tool



The interface features a navigation menu on the left with a ballot box icon at the top. The menu items are: Registered Voter Address, Elections, Polling Location (highlighted), Voter Resources, and Ballot Information. The main content area shows a map of Washington, DC, with a red pin marking a polling location. A pop-up window for 'THE SCHOOL WITHOUT WALLS' provides the address 2130 G ST NW, WASHINGTON DC 20037, and the hours 7 AM - 8 PM EST. A 'Get Directions' link is also present. At the bottom, there is a disclaimer and a 'Report an error' link.



Registered Voter Address

1600 pennsylvania ave nw
washington DC 20500 [Edit](#)

Elections

US General Election 2014
Tuesday, November 4, 2014 

Polling Location [>](#)

Voter Resources [<](#)

Ballot Information [<](#)

THE SCHOOL WITHOUT WALLS

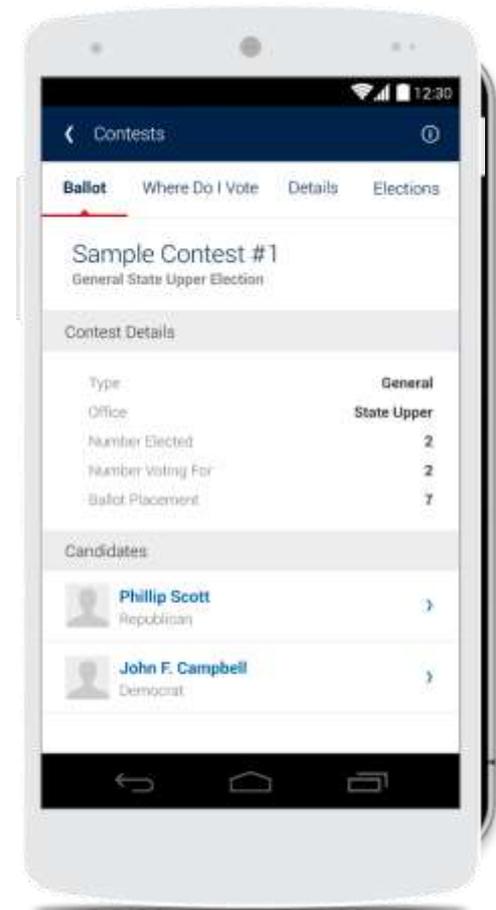
2130 G ST NW
WASHINGTON DC 20037

Polling Location
7 AM - 8 PM EST
[Get Directions](#)

For the most complete and up to date information, consult your local election official.

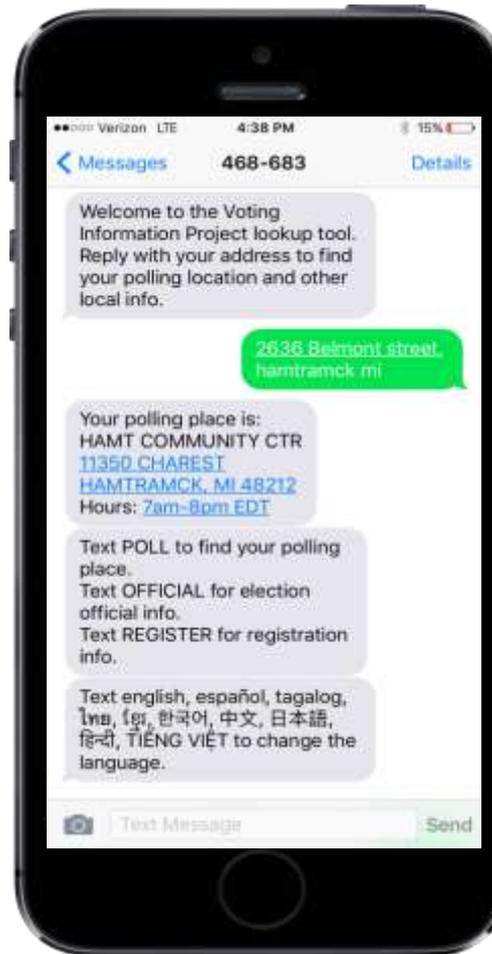
[Report an error](#)

iOS & Android Mobile Apps



Short Messaging Service (SMS) tool

Text **“VOTE”** or **“VOTO”**
to **GOVOTE (468-683)**



Try it now!
1500 Fairbanks Ave
Norfolk, VA 23502

Data Centralization



To support Florida elections moving forward, VIP is working with the counties and the Secretary of State's office to centralize polling place information at the state-level.

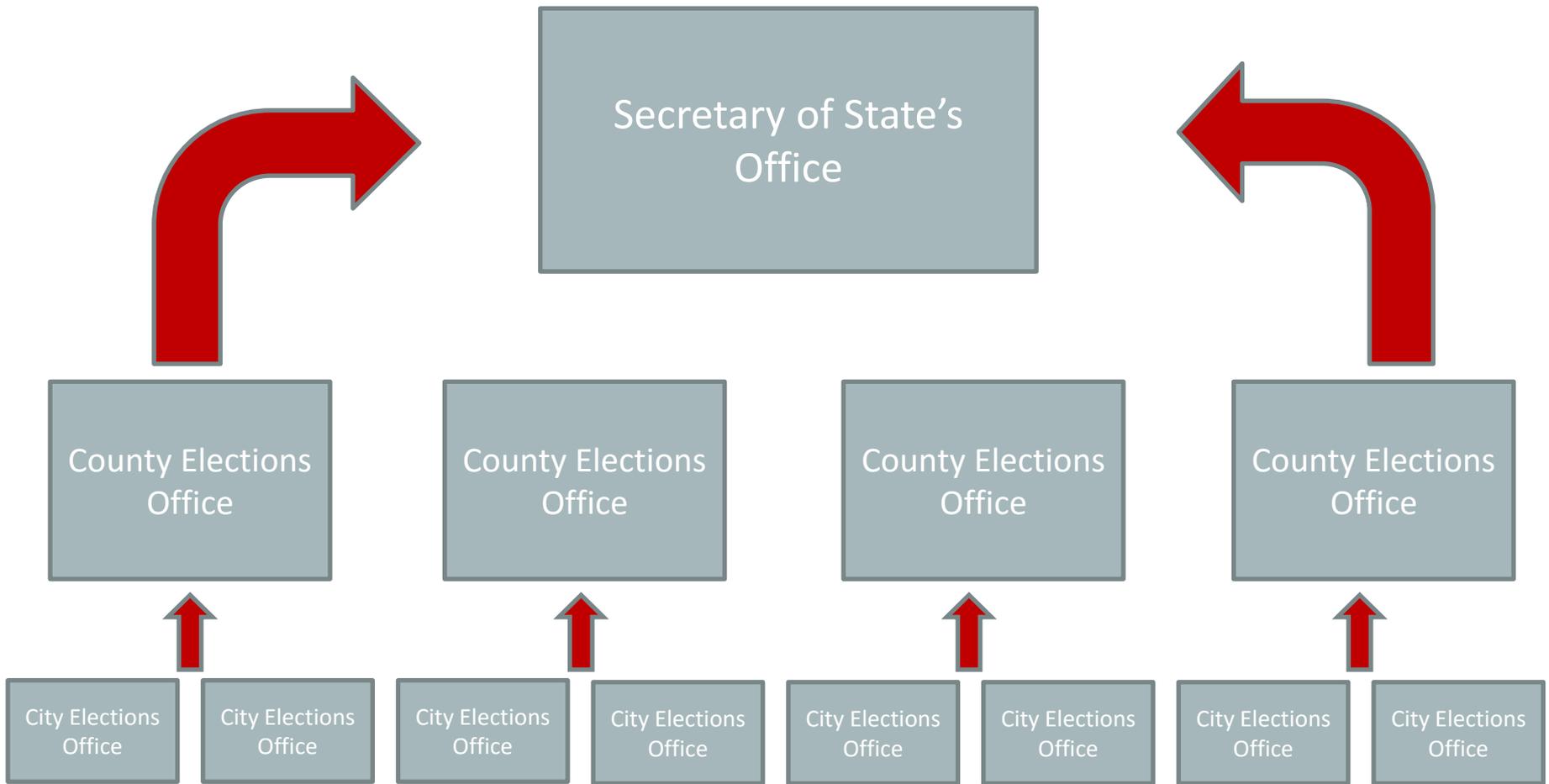
Benefits

- VIP's tools and apps - including the mobile apps - are available for all elections in Florida
- The Secretary of State's office will be able to provide voting information to all Florida voters

Challenges

- Florida maintains all polling location (and ballot information) at the county level
- Counties use three different Election Management Systems (EMS)

VIP's Data Centralization Process



Data Centralization Checklist

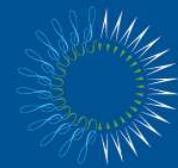
- ✓ Obtain standard exports of polling place data
- ✓ Review and process exports
- ✓ Build system to aggregate data from all Florida counties
- ✓ Generate VIP data set
- Obtain data from all Florida counties
- Provide ongoing support for Florida elections

Send data

VIP will be in touch soon with more details on how to provide the export for those counties who cannot upload it automatically, as well as with information about quality assurance testing.

If you have any questions, you can connect with the VIP team at

VIP@pewtrusts.org



SHARE

2008 AND 2012
ELECTION OVERVIEW



EPI RANK



STATE PROFILES



INDICATORS



COMPARISON TOOL



The Elections Performance Index, or EPI, is the first comprehensive assessment of election administration in all 50 states and the District of Columbia.

Using data from 17 key indicators, the EPI makes it possible to compare election administration policy and performance across the states and from one election cycle to the next.

The index presented here is based on the 2008, 2010, and 2012 elections.

The Measurements

Data Completeness	Provisional Ballots Rejected
Disability- or Illness-Related Voting Problems	Registration or Mail Ballot Problems
Mail Ballots Unreturned	Registrations Rejected
Mail Ballots Rejected	Residual Vote Rate
Military and Overseas Ballots Unreturned	Turnout
Military and Overseas Ballots Rejected	Voter Registration Rate
Online Registration Available	Voting Information Look-up Tools Available
Post-Election Audit Required	Voting Wait Time
Provisional Ballots Cast	

SELECT STATE

IOWA

Share

STATE VOTING CONDITIONS IN 2012

CHIEF ELECTION OFFICIAL
 Matt Schultz (Secretary of State)

MAIL VOTING
 No-Excuse

IN-PERSON EARLY VOTING
 Allowed

2012 2010 2008 Compare Elections

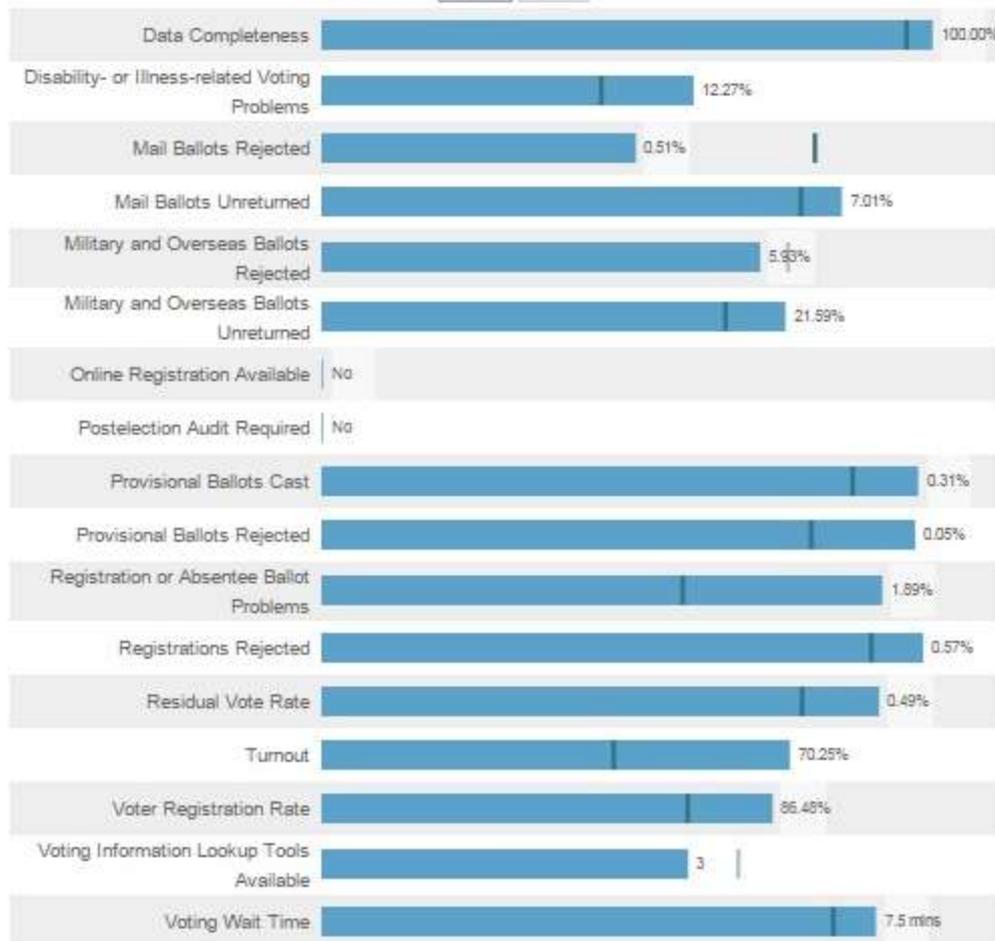
72%
 OVERALL EPI AVERAGE
 2012 RANK #15

70%↑
 0.6%
 TURNOUT

1%↓
 -0.2%
 REGISTRATIONS
 REJECTED

3↑
 1
 VOTING INFORMATION
 LOOKUP TOOLS
 AVAILABLE

INDICATORS BY Value Rank Nationwide average



Expected to be released around April 2016

- Interactive graphic permitting comparison between 2010 and 2014

www.PewTrusts.org/EPI

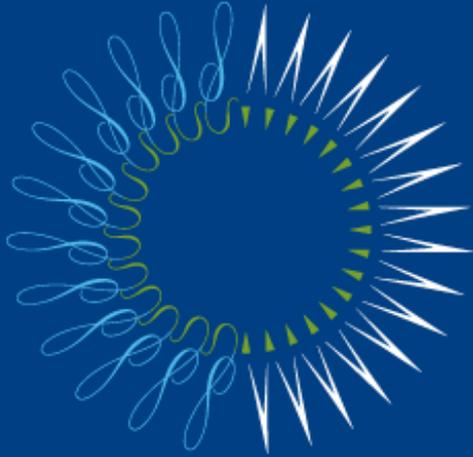
State Election Data Projects



- Pew is working in Virginia and Utah to help state and local administrators inventory their elections data and use it to develop and visualize metrics.
- Lessons learned:
 - Election officials collect a wealth of data that they don't use to inform administrative decisions.
 - Even if they know what data they have available, it is more functional when it is visualized in maps and graphs and tracked over time.
 - Many jurisdictions have different definitions for common terms like “rejected registration” and “UOCAVA ballot” - visualizing the data helps to identify these discrepancies and develop standardized definitions.

State Election Data Projects

- Pew develops the project with a working group of state and local election administrators.
- You identify metrics that will help you make decisions.
- We evaluate the data collected by your EMS, VR, and vote tabulation systems and organize the data to make it functional.
- We visualize these metrics in maps and graphics using a platform that can be updated in the future so that officials can:
 - Observe trends over time;
 - Identify peer jurisdictions and share best practices;
 - Use data to inform their communication with the state legislature and local budget authorities



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