Election Administrators’ Role in Redistricting

- As election administrators our role is not to draw the lines but to implement the lines into the election process
- Develop and prepare systems for changing data
- Ensure that voters get correct data
How do Election Administrators Use District and Ward Data?

- Upload data from the official sources including state, county, municipality, school districts, sanitary districts, etc.
- With GIS we are able to upload data into statewide voter registration database - creates layers of districts and wards
- Then able to take voter data, address points that are geocoded
- Where the voter reside within those layers of shape files determine what we call the voter’s District Combo
How is the District Combo Used?

Those numbers then determine:

- What polling place the voter is assigned to (which poll book they will appear on)
- What ballot the voter is eligible to receive
- Who represents the voter
- Election results
- Data requests
Building GIS into the Statewide Voter Registration System

- Moving from address ranges to GIS-2011 redistricting
- Creating buy-in to invest in long term solution
- Support and innovate related applications (MyVote, UOCAVA Ballots, Badger Voters, EPB)
- Ability to focus on quality control
Building Partnerships

- Developing commonality in data format between election partners
  Federal, state, and local partners
- Consistent way to share data
  Automated process with set expectations
- Improved efficiency and process in the state office
Testing Data and Exchange

- Postured and ready for changes
- Able to exchange data easily with partners in a time crunch
- Ability to focus efforts on quality assurance
Why Quality, Sustainable Data Matters

- **It Matters to Voters**
  - Able to exercise their right to vote
  - Confidence in the process

- **It Matters to Election Administrators**
  - Number of complaints
  - Planning for an Election

- Builds a Foundation for Innovation
Security

▪ Allows for Data Set Comparison and Review
  ▪ Periodic comparisons to make sure there is no change
  ▪ Scheduled pre/post election comparisons to ensure no change

▪ Voter Confidence
  ▪ Voter confidence in your data leads to your organization being viewed as legitimate and trusted source

▪ Contingency Planning for Emergencies
  ▪ Able to more easily recover data sets from other partners
Questions?

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