GIS delivers a smart way to power elections.

With integrated maps, analytics, and app configurations, you can guide early voting, locate election day polling places, share real-time election results, find your elected officials, develop redistricting plans, and manage campaigns.

Richard Leadbeater  Rleadbeater@esri.com  @PolicyMapper
Esri  Serving Our Users
Advancing GIS and The Science of Where

Strong and Growing
Engineering and Science Focus

Over 5.8 Million Users

30,800 Cities & Local Governments
12,000 States & Regional Agencies
1,200 National Government Agencies
33,000 Businesses
8,600 Utilities
12,600 NGOs
12,000 Colleges & Universities

. . . Working to make a difference.
What Is a GIS?
A System for Managing, Sharing, and Applying Geographic Information

- Data Collection and Management
- Real Time (Smart) Measurements
- Remote Sensing
- Shared Knowledge & Understanding
- Mapping and Visualization
- Analytics
- Monitoring and Reporting
- Planning, Policy and Decision Making
- Citizen Engagement

Supporting Collaboration and Communication
Maps
Maps are the geographic container.

Data
GIS integrates many different kinds of data through spatial location.

Analysis Spatial
Location provides new perspectives to your insight and decision-making.

Apps
Apps provide focused user experiences.

Maps
Maps are the geographic container.
ArcGIS
Integrates All Types of Data
Creating a Common Language
ArcGIS
Supports Three Fundamental Systems

- **System of Insights** (Analytics)
- **System of Record** (Transactions)
- **System of Engagement** (Apps and Maps)

*Bringing Together Systems, Workflows and Content*
Key Information Products
Elections are Data-Centric

Geographic Data-Centric

- Streets
- Address Locations
- City/County Boundaries
- City Annexations
- School Districts
- Special Districts
- Sanitary Districts
- Fire Districts
- Zip Codes
- Voting Precincts
- Voting Locations
- Justice Precincts
- Board of Supervisor Districts
- Building Information
- Mass Transit Lines
- Census Boundaries
  - Block, Block-Group, Tracks
The Essential Role of GIS in Elections

An Abstraction of Reality
The Essential Role of GIS in Elections
The Essential Role of GIS in Elections

Street Centerlines and Address Points
Elections Operations

Voter Registration

Address Management

Boundary Management
2015 voter turnout was 39%
2015 voter turnout was 39%.

Typically lower turnout in odd year elections when local measures and municipal level positions are up for election.

Click on the map to view the voter turnout from an individual precinct.

How can I improve voter turnout?

- Register to vote at My Vote.
- Sign your ballot return envelope and return your ballot before deadline.
- Learn more about King County Elections.
- Get involved in voter education and outreach.

Voting makes a difference! It’s your choice, your power, your voice to influence your community.

Be an informed voter.
Mapping voter turnout data
Leveraging GIS to work smarter in elections

- Engage the community
  - Voters want to see the data

- Stats on map views
  - 7.13 views per day in past 30 days
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Note: ADC, ADD, ADE, ADF, ADG, ADH represent different calculations or estimates related to the data.