Building a Civic Engagement Toolkit for Election Officials

...and advocates, too!

Harvard Kennedy School Ash Center Government Innovators Network

Wednesday, Sep 7, 2016
#ElectionTools
The Hillsborough County Supervisor of Elections

Conducting open, secure, reliable, and accurate elections for the citizens of Hillsborough County

@HillsboroughSOE
www.votehillsborough.org
The Center for Civic Design

Ensuring voter intent through design

@CivicDesign
www.civicdesign.org
The Center for Technology & Civic Life

Using technology to improve how local government and communities interact

@HelloCTCL
www.techandciviclife.org
Toolkit partners
“How might we better inform voters and increase civic participation before, during and after elections?”
December workshop in Chicago
January workshop in Tampa
Creating tools

What you'll need

What you'll need (ingredients):

- Wifi in every polling place
- Laptop or tablet in every polling place
- Assigned Gmail account for every polling place

Getting started

Getting started: table of contents

1. Setting up Gmail accounts
2. Opening Google Drive

Setting up Google accounts

Before you create a spreadsheet, you need to set up your Google infrastructure. This includes creating a free Google, or Gmail, account for your election office and for your poll workers who will be inputting data on Election Day.

The Gmail accounts will identify the users in your spreadsheet. For this reason, we recommend using the Gmail accounts for election office purposes only.

1. Go to https://accounts.google.com/SignUp and create your election office Gmail account.
2. Next, create an email address for each polling place.

Use a standardized naming convention. For example: [PollingPlaceName-PollingPlaceNumber]@gmail.com. Use a standardized password, too.
Testing content
Launch!

Made for election officials, with election officials. New #ElectionTools website launched!
ezlectiontools.org

Meet the Election Toolkit

- Sign up to bookmark your favorite tools and add feedback
- Recommend a tool
- Share with election officials in your network
- Join the conversation using #ElectionTools

www.electiontools.org
What’s next

Twitter and Hootsuite help the Boston Election Department reach voters

For many election officials, social media have become an important part of their voter outreach efforts. Using social networks to provide civic information can help to integrate elections into people’s busy lives.

That’s why the Boston Election Department uses Twitter.

Kyron Owens, who is the Democratic Member of the Board of Election Commissioners, says that his office turns to Twitter for the full gamut
Who’s using the tools?

TOOLKIT SUCCESS STORIES
Goals and challenges

- Shorter lines to vote
- Fewer phone calls from confused voters
- A fresh group of poll workers
- Avoiding overvotes
- Better coordination of election staff
- Fewer provisional ballots
- Faster election results
Infographic design

A free software platform for designing election infographics and other visuals
Do you want to vote for President on June 7, 2016?

All voters can vote in a primary election. Voting for President depends on the party you are registered with.

If you are registered with a political party:

You can vote for a candidate running for President in that party.

If you registered with no party preference, you can vote in the Presidential primary for the following parties:

- Democratic
- American Independent
- Libertarian

You can select the party ballot at your polling place. If you vote by mail, you were sent details to select a party ballot.

If you registered with no party preference and want to vote in the Presidential primary for one of the following political parties:

- Republican
- Green
- Peace & Freedom

You must re-register to vote with that party by May 23, 2016.

Register to vote online at: www.registertovote.ca.gov
“If election officials want to disseminate useful information to the greatest number of people, infographics are an obvious choice.”
Voter wait time measurement tool

A free app to measure the amount of time voters are waiting in line at a polling place
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Wait Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>APS Educational Service Center 4</td>
<td>1085 Peoria St., Aurora, Aurora, CO 80011</td>
<td>0 Min</td>
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<tr>
<td>APS Professional Learning and Conference Center</td>
<td>15771 E 1st Ave, Aurora, CO 80011</td>
<td>0 Min</td>
</tr>
<tr>
<td>Arapahoe County Administration Building</td>
<td>5334 S Prince St Littleton, CO 80120</td>
<td>0 Min</td>
</tr>
<tr>
<td>Arapahoe County CentrePoint Plaza</td>
<td>14980 E Alameda Dr, Aurora, CO 80012</td>
<td>0 Min</td>
</tr>
<tr>
<td>Arapahoe County Elections Facility</td>
<td>5251 S Federal Blvd Littleton, CO 80123</td>
<td>0 Min</td>
</tr>
<tr>
<td>Cherokee Trail High School</td>
<td>25901 E Arapahoe Pkwy N, Aurora, CO 80016</td>
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</tr>
<tr>
<td>Cherry Creek Schools Instructional Support Facility</td>
<td>5416 Riviera Way, Centennial, CO 80015</td>
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<tr>
<td>City of Aurora</td>
<td>15151 E Alameda Pkwy Aurora, CO 80012</td>
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<tr>
<td>City of Glendale</td>
<td>950 S Birch St, Denver, CO 80246</td>
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<tr>
<td>City of Greenwood Village</td>
<td>8060 S Quebec St, Greenwood Village, CO 80111</td>
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</tr>
<tr>
<td>Clerk and Recorder Centennial Branch</td>
<td>6954 S Lima St, Centennial, CO 80112</td>
<td>0 Min</td>
</tr>
<tr>
<td>Englewood Civic Center</td>
<td>1000 Englewood Pkwy, Englewood, CO 80110</td>
<td>0 Min</td>
</tr>
<tr>
<td>Hope United Methodist Church</td>
<td>5101 S Dayton St, Greenwood Village, CO 80112</td>
<td>0 Min</td>
</tr>
</tbody>
</table>
“I think it will work well on Election Day and provide a level of reporting not possible without constant manual reporting of wait times.”
Text messaging tool

A guide for using text messaging to send information to election staff and voters
You've joined 'polls' txt alerts. Txt HELP 4 help, STOP 2 stop 30msg/mo Msg&data rates may apply

Reminder: your polling place must be open at 6:00 a.m. sharp and close at 7:00 p.m. sharp. Voters in line at 7:00 may vote.
“Before using Call-Em-All it took a lot of hours to stay in constant contact with our officials. It consisted of team members making one-on-one contact by phone. And we would also do mass mailings, which would consume a lot of time.”
Hardin County, IA

Easy polling place reporting

A free, web-based spreadsheet to collect election information from every polling place
### OFFICIAL CANVASS OF VOTES CAST AT THE ACKLEY CITY ELECTION: NOVEMBER 3, 2015

#### Hardin County City Elections - Official Results

<table>
<thead>
<tr>
<th>PRECINCT</th>
<th># of Voters</th>
<th>Erik Graham</th>
<th>Nick Graham</th>
<th>Scattering</th>
<th>Glenn Bohemian</th>
<th>Sans Scara</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACKLEY</td>
<td>424</td>
<td>254</td>
<td>166</td>
<td>1</td>
<td>187</td>
<td></td>
</tr>
<tr>
<td>ABSENTEE BALLOTS</td>
<td>22</td>
<td>17</td>
<td>4</td>
<td>0</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>TOTAL VOTES CAST</td>
<td>446</td>
<td>271</td>
<td>170</td>
<td>0</td>
<td>1</td>
<td>201</td>
</tr>
</tbody>
</table>
“Google Docs is continually updated every two to four minutes, so the results are nearly immediate in release.”
Civic icons and images

Visual resources to enhance your website, voter guides, posters, and mailers
Thank you for being a voter.

Your vote-by-mail ballot is enclosed. This booklet contains information about how to vote by mail. Return your ballot so that we receive it, or it is postmarked by 8pm on Election Day.

Do not forget to put first class postage on the purple envelope.

If you have questions, please contact us so we can help make your voting experience a positive one.
“Cartoon strips tell a story in a sequence. They are easy for voters to follow and understand.”
Get involved

• Sign up and bookmark your favorite tools
• Use the tools and share your experience
• Talk about the tools on Twitter: #ElectionTools
• Suggest ideas or requests for new tools
Follow the Toolkit

• On Twitter:
  #ElectionTools

• In your internet browser:
  www.electiontools.org
Let’s talk

QUESTIONS?
Gerri Kramer
gkramer@hcsoe.org
@HillsboroughSOE

Whitney May
whitney@techandciviclife.org
@HelloCTCL

Whitney Quesenbery
whitneyq@civicdesign.org
@CivicDesign

Hollie Russon Gilman
hrgilman@gmail.com
@HRGilman
@CivicDesign
@HelloCTCL
@HillsboroughSOE

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Thanks, Harvard Kennedy School Ash Center!