APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact Gage Harter.

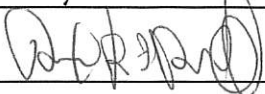## PROGRAM INFORMATION

County: **Roanoke County**

Program Title: **VoterView Web Mapping Application**

Program Category: **Community & Economic Development**

CONTACT INFORMATION

Name: **David Wray**

Title: **GIS Manager**

Department: **Communications and Information Technology**

Telephone: **540-777-8564**   Website: **gis.roanokecountyva.gov**

Email: **dwray@roanokecountyva.gov**

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Dan O'Donnell

Title: County Administrator

Signature:

THE PROBLEM OR CHALLENGE

Easily accessible information about current elected officials, voting precincts, contact information, state board of elections data and Election Day polling places was not readily available in one holistic web service application. Fulfilling public or staff requests about current elected officials, polling place information and location for routing and directions to the Election Day polling required many hours and coordination of staff in various departments. This approach created a barrier to citizen and staff access of important information necessary for Election Day decision-making in Roanoke County.

The County sought a way to offer consolidated information from the State Board of Elections, County Office of Elections and Enterprise GIS about polling places and voter information into a single, easy-to-use app that allows users to find information with the most commonly used search methods. A key objective in the project was to make all voter data accessible quickly, across a variety of platforms and technologies, including today's current mobile devices.

GIS Services in Information Technology maintains parcel outlines, voting precincts, polling places, address data, street centerlines and zoning data to create the foundation of GIS services in the County of Roanoke. This approach ensures data consistency across the County's various departments and assorted applications. GIS Services was able to leverage ArcGIS for Server technologies to integrate this GIS foundation with data from both legacy in-house systems and third party commercial services to provide a one-stop-shop for all Roanoke County voter information.

VoterView offers an easy-to-use map-based view of voter information that consolidates various data sources from the County's Enterprise GIS database, Roanoke County Office of Elections and other sources. Using Microsoft SQL Server, ArcGIS platform and Python, GIS Services was able to integrate the Election data into its GIS platform, providing detailed descriptions, voter information, voting precincts, polling places, aerial photography, and Election Day information in an interactive map-based web application.

Voting information discovery is made simple by using a custom auto-complete search engine that allows discovery based on the most commonly used labels, including street address, owner name, or tax I.D. number.

This level of integration into a common GIS platform also enabled staff to enhance the County's application with third party services such as Google Streetview and Eagleview Pictometry, and also combining these services into a unique TriView of any selected tax parcel.

VoterView offers the same functionality when accessed on a desktop PC, mobile phone, or tablet device. Designed as a mobile application from the ground-up, VoterView offers comprehensive Election Day information in the palm of a user's hand. In addition, location-based services allow election professionals, citizens, and staff this same information on voter and election information as they travel through neighborhoods.

Now the County's citizens and staff members use these apps to quickly access data, including voting and election day information, real estate sales, land records, economic development sites, police activity, planning and zoning, schools,

government services, and environmental and utilities information. The improved operational efficiency extends to the field where staff save many hours on data collection.

VoterView users can also provide feedback directly from the app to GIS Services to help improve the quality of precinct boundaries and associated voting characteristics over time.

The overall goal of developing the VoterView app was to minimize the administrative overhead of delivering staff and public requests for voter information while maximizing access to public data delivery in the most convenient and accessible formats for staff and the public alike. With VoterView, all citizens, staff and commercial stakeholders can access the comprehensive voter and Election Day information they need on any device, at any time, and anywhere.

To streamline requests for voter and Election Day information from both staff and citizens, Roanoke County sought to create a solution for staff and citizens to access this information using any desktop and mobile devices. The VoterView app was designed from the ground up to offer a consistent experience on a PC, mobile phone, or tablet.

Questions that required input from staff in several departments can now be answered independently and quickly through the integrated services offered in the VoterView app, which creates efficiencies for staff and public users alike.

Now staff and citizens can use the VoterView Application to quickly access data such as voting districts and polling locations by address, other information

such as a State Board of Elections data, sample ballots, County Office of Elections contact information, Elected Officials by location and Election Day information in one holistic application. The County's Office of Elections currently uses the new app to validate voter information in minutes that previously consumed hours of staff time and coordination.

Giving citizens easy access to voter information, Election Day info and related information, available in the palm of their hands at all times, has reduced citizen calls for information, while overall customer satisfaction has increased. Citizen and staff adoption of the new VoterView app is the strongest indicator of the app's ongoing success. Since the application's launch, the VoterView app has served 9,098 pageviews with 91 percent new users.

With the VoterView app, Roanoke County has achieved its goal of offering staff and citizen a new level of access to the voter and Election Day information they need on any device, at any time, and anywhere it is needed.

EXECUTIVE SUMMARY

Roanoke County, Virginia's VoterView application is a customized solution that addresses the County's need to empower their citizens to locate their election polling place and obtain information about current elected officials. The VoterView app was created from the ground up with accessibility in mind, and an emphasis was placed on integrating the latest technologies to ensure mobile compatibility and the use of location services.

The VoterView app offers government transparency to its citizens, by including contact info, polling place information and detailed voter information in an easy-to-use and mobile solution. Citizens and staff are no longer tied to desktop computers, as the VoterView app can be used on a variety of mobile devices, from any location.

This increased ease-of-use helps streamline the day-to-day operation of staff while giving citizens access to County data whenever, and wherever, they choose. Please click on the following link to launch the VoterView application:

https://voterview.roanokecountyva.gov.

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BRIEF OVERVIEW

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