Introduction to Election Outreach

Election Outreach can be used to educate the public and help voters find an appropriate voting center or Election Day polling place.

State and local governments strive to improve voter participation through open communication and a sense of collaboration. Elections departments look for ways to increase voter turnout and engage constituents but are faced with changing behaviors of citizens who seem disconnected from the democratic process. Helping voters locate where they can vote and understand voting alternatives removes voter confusion. Communicating wait times to voters reduces congestion at polling places or voting centers and increases participation by helping voters decide when they want to cast their ballot on Election Day. Election Outreach is typically implemented by clerks, election commissions, or secretary of state offices that want to inform voters and increase participation in the elections.

The Election Outreach solution delivers a set of capabilities that help you share information about current elected representatives with the public, get voters to an appropriate voting center or Election Day polling place, communicate voting wait times and recruit poll workers.

Learn more about the Election Outreach solution.

See Deploy an ArcGIS Solution for more information.

Requirements

Election Outreach requires the following:

- ArcGIS Online
- ArcGIS Pro 2.5 or later (Basic, Standard, or Advanced)

Information products

Election Outreach includes the following information products:

Item	Description	Minimum user type
Promoting Transparent Elections	An ArcGIS Hub site used by the general public to access election information	Not required
My Elected Representative	An ArcGIS Web AppBuilder app used by the general public to determine who represents them in local, state, and federal elected offices	Not required
Election Polling Places	An ArcGIS Web AppBuilder app used by voters to locate a polling place where ballots can be cast on Election Day	Not required
Voting Centers	An ArcGIS Web AppBuilder app used by voters to locate a voting center where ballots can be cast in person or by mail	Not required

Poll Worker Application	An ArcGIS Survey123 form used by the general public to volunteer to become a poll worker	Not required
Election Data Management	An ArcGIS Pro project used by mapping technicians to inventory and maintain electoral districts, precincts, voting centers, and polling places	GIS Professional Standard

When you deploy this solution in your ArcGIS organization, you also get an ArcGIS Solution item that organizes the key information products and summarizes all the ArcGIS items (applications, forms, projects, maps, feature layers, feature layer views, and so on) included with the solution. The ArcGIS Solution item also illustrates any dependencies items have on each other.

Configure Election Outreach

In this topic, you will learn how to configure the Election Outreach solution to meet specific needs in your organization.

Manage election data

You will assume the role of a mapping technician responsible for maintaining an inventory of electoral districts, voting locations, and voting precincts. The Election Data Management ArcGIS Pro project includes a series of tasks to help guide you through these workflows.

Get started

To get started with Election Data Management, complete the following steps.

- Sign in to your ArcGIS organization and browse to the Election Data Management Desktop Application Template.

- Open the item page and click **Download**.

- Unzip and open the Election Data Management ArcGIS Pro project.

- On the **View** tab, in the **Windows** group, click **Catalog Pane**.

- In the **Catalog** pane, expand the **Tasks** folder, and double-click the **Election Data Management** task item.

- In the **Tasks** pane, click the **Getting Started** task group to expand the collection of tasks.

Election Data Management is used to load, create, and edit foundational election data used in Election solutions such as My Elected Representative, Election Polling Places, and Election Manager. The solution uses three foundational datasets:

- Voting Locations

- Voting Precincts

- Electoral Districts

Voting Locations contains facilities where voters can cast ballots and is defined by a point layer. They can be either polling places or voting centers, depending on your community's needs. Voting centers can be modified to allow early voting.

Voting Precincts contains areas that define your community's precincts and is defined by a polygon layer. They are related to voting locations by a unique ID and define the unique polling place where voters in a precinct should cast ballots.

Electoral Districts contains geographies that define an elected office's area of representation and is defined by a polygon layer. For example, a mayor's Electoral District is the municipal boundary. Key attributes are used in My Elected Representative solution.

Before proceeding to subsequent tasks, follow the instructions in the **Add election geography layer** task to add the ElectionGeogrophy feature layer deployed with the solution.

Load existing election data

Your election agency may have existing polling place, voting center, voting precinct, or electoral district data, which can be loaded into the ElectionGeography feature layer.

Voting Locations are designated as either Polling Places or Voting Centers using the Voting Facility Type field. Both Voting Centers and Polling Places use a standard for operational days and hours in the Voting Centers and Election Polling Places apps included with the Election Outreach solution. To load existing voting location data, designate the type, and format the operation days and hours, follow the instructions in the **Polling places** and **Voting centers** tasks.

The polling precinct's relationship with a polling place is defined by populating the Polling Place ID field with the GlobalID from the corresponding polling place. Establishing this relationship allows the Election Polling Places app and the Election Outreach solution to display the appropriate polling place when a user searches by address or defines a location on the map. Follow the instructions in the **Polling precincts** task to load existing data and establish the relationship.

Follow the instructions in the **Load electoral district** to load existing data.

Create new election data

You may need to create new election data if existing data is not available. Follow the instructions in the **Create new election data** task group to create new voting locations, voting precincts, or electoral districts.

> **Note:**
> Map layers must be visible to create new data.

Prepare for next election

Election data changes over time as new voting locations are established, precincts are modified, and election cycles are completed. You must update key fields such as the next election date to maintain election data accuracy and ensure that public facing apps included with the Election Outreach solution display the correct information. Use the **Next election date** and **Early voting data** tasks to update key data fields as election cycles are completed. Use the **Modify voting locations**, **Modify precincts**, and **Modify electoral districts** tasks to edit your election data.

Modify elected offices

My Elected Representative allows the general public to determine who represents them in local, state, and federal elected offices. My Elected Representative includes several elected office layers, such as Mayor, County Clerk, Governor, and United State Senate. You can modify the elected offices available in the app to fit your needs. For example, a city can configure My Elected Representative to display only locally elected offices.

Update domain values

Review the ElectionGeography feature layer elected offices and identify an elected office your organization you may want to add to My Elected Representative.

- Verify that you are signed in to your ArcGIS organization and browse to the ElectionGeography feature layer.

- Open the item page and click the **Data** tab.

- Click **Fields**.

- Click the **Layer** drop-down menu and choose **Electoral Districts**.

- In the list of fields, click the **Elected Office** display name.

- In the **List of Values (Domain)** section, review the existing categories and identify ones that are not applicable and ones that are missing.

- Click **Edit** next to **List of Values (Domain)**.

- Optionally, click the **Delete** button to remove a category from the list, and click **Save**.

- Click **Add**.

- Type the new elected office name into the **Displayed Value** and **Stored Value** text boxes.

- Repeat steps 9–10 to add the remaining elected offices.

- Optionally, drag the elected office to a new location in the list to reorder them.

- Click **Save**.

Update map

Next you will configure the My Elected Representative map to display the elected offices you want to display in the My Elected Representative app.

- Verify that you are signed in to your ArcGIS organization and browse to the My Elected Representative map.

- Open the item page and click **Open in Map Viewer Classic**.

- Click **Details** and click the **Contents** button.

    The map **Content** pane displays a list of several preconfigured elected office map layers ranging from Mayor to President of the United States. Each layer is filtered using the Elected Office field on the Electoral Districts feature layer.

- To remove an unneeded elected office layer, click **More Options**, and click **Remove**.

- To copy a layer, click **More Options** and click **Copy**.

    A new layer appears at the top of the **Contents** pane.

- To update the new layer's name, click **More Options**, click **Rename**, type the elected office name in the text box, and click **OK**.

- Click **Filter** on the new layer.

- Click the **Edit** tab.

    An existing filter query displays Elected Office is Value. You will modify the query to display the elected office. The **Value** drop-down menu displays the values you configured in a previous task.

- Choose the appropriate elected office domain value from the drop-down menu and click **Apply Filter**.

- Optionally, drag the layer to a new location in the **Contents** pane.

Tip:

You can also configure existing layers using the above steps. Modify the name and filter of an existing layer to match your configuration needs.

- Click **Save**.

Update app

You will now configure the My Elected Representative app to use the elected offices configured in the My Elected Representative map.

- Verify that you are signed in to your ArcGIS organization and browse to the My Elected Representative app.

- Open the item page and click **Edit Application**.

- Click the **Widget** tab.

- Click **Set the widgets in this controller**.

- Hover over the lower right corner of the Find My Elected Representative widget and click **Configure this widget**.

- Click the **Search Settings** tab.

- Click **Set** next to **Select search layer(s)** to configure the layers searched in the app.

- Use the **Select search layer(s)** window to configure the layers searched in the app.

  Check the check box next to each of the layers available.

- Click **OK**.

- Click **Save**.

Share wait times

When paired with the Election Management solution, Election Polling Places and Voting Centers can display election wait times on the map so that voters can make an informed decision about when to vote.

Share polling place wait times

The Election Polling Places map includes a Polling Place Wait Times layer that displays the current wait time. To share wait times in the Election Polling Places app, you'll make use of the included Polling Place Wait Times map layer.

- Verify that you are signed in to your ArcGIS organization and browse to the Election Polling Places map.

- Open the item page and click **Open in Map Viewer Classic**.

- Click **Details** and click the **Content** button.

- Uncheck the **Polling Places** layer (do not remove).

- Check the **Polling Place Wait Times** layer.

  The map now displays the most recently reported wait time symbolized by the length of the wait reported. When an election is completed, and you want to remove the wait times symbol, turn on the Polling Places layer, and turn off the Polling Place Wait Times layer.

- Click **Save**.

Share voting center wait times

When paired with the Election Management solution, Voting Centers can display election wait times so that voters can make an informed decision about when to vote. The Voting Centers map includes a Voting Center Wait Times layer that displays the current wait time. To share wait times in the Voting Centers app, you'll make use of the included Voting Center Wait Times map layer.

- Verify that you are signed in to your ArcGIS organization and browse to the Voting Centers map.

- Open the item page and click **Open in Map Viewer Classic**.

- Click **Details** and click the **Content** button.

- Uncheck the **Voting Centers** layer (do not remove).

    - Click **Change Style**.

    - Click **Location (Single Symbol)** style and click **Options**.

    - Move the transparency slider to set the transparency level to 100 percent.

    - Click **OK**.

    - Click **Done**.

- Check the **Voting Center Wait Times** layer.

    The map now displays the most recently reported wait time symbolized by the length of the wait reported. When an election is completed and you want to remove the wait times symbols, turn on the Voting Centers layer and set its transparency to 0 percent, and turn off the Voting Center Wait Times layer.

- Click **Save**.

Hide wait times

When paired with the Election Management solution, Election Polling Places and Voting Centers will display election wait times in the information panel. In some cases, your organization may track election wait times for internal use without sharing those wait times in the public facing app.

Hide polling place wait times

On Election Day, the Election Polling Places app automatically displays wait times tracked using the Election Management solution. Follow the below steps to remove wait times from the Election Polling Places app.
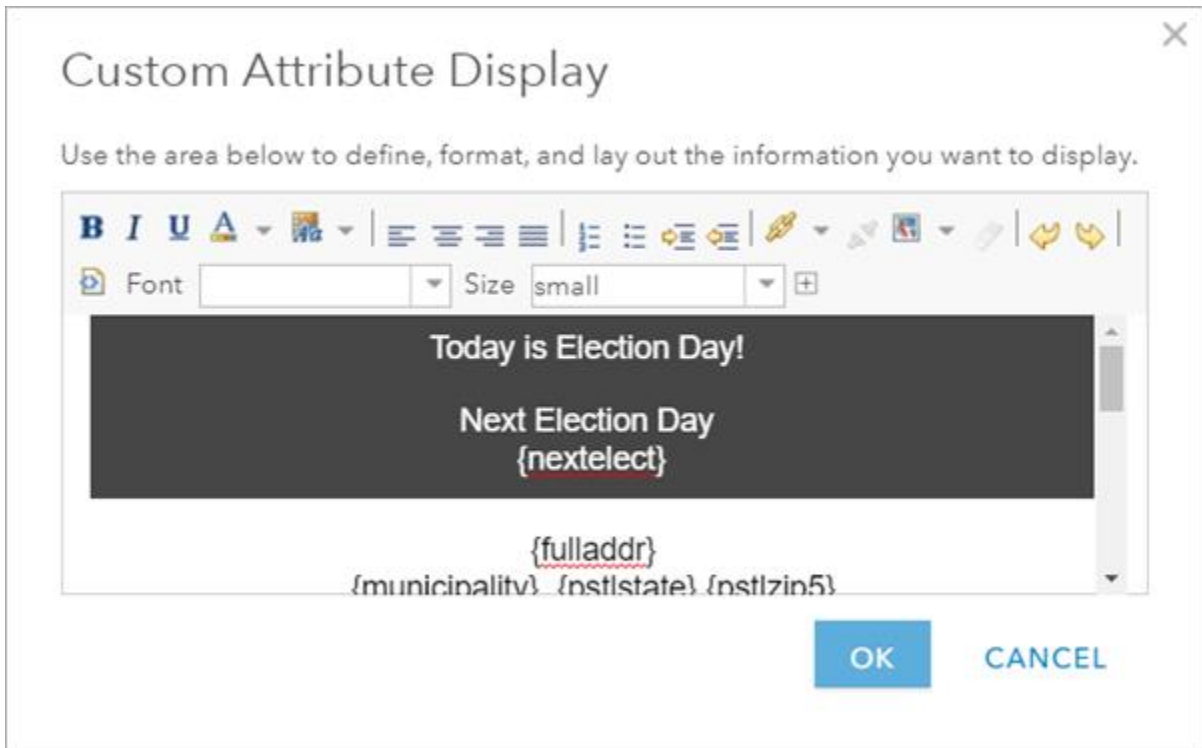
- Verify that you are signed in to your ArcGIS organization and browse to the Election Polling Places map.

- Open the item page and click **Open in Map Viewer Classic**.

- Click **Details** and click the **Content** button.

- On the Polling Places layer, click **More Options** and click **Configure Pop-up**.

- Click the **Configure** button.

Tip:

> Click the **View HTML Source** button in the editor. Copy and save all the HTML syntax into the editor. This allows you to restore wait times or discard changes. From the editor, you can copy and paste the original HTML syntax into the **Custom Attribute Display** window after clicking the **View HTML Source** button.

- Delete {expression/expr0} from the pop-up. Backspace so the entire line is removed.

  The result should look like this:

- Click **OK** to close the **Custom Attribute Display** window.
- Click **OK** to finish configuring the pop-up.
- Click **Save**.

  On Election Day, the pop-up does not display wait times but continues to display current information such as the Today is Election Day message and operational status.

Hide voting center wait times

A vote center can be open on Election Day as well as for a period prior to Election Day. When a vote center is open and active, the Voting Centers app automatically displays wait times tracked using the Election Management solution. Follow the below steps to remove wait times from the Voting Centers app.

- Verify that you are signed in to your ArcGIS organization and browse to the Voting Centers map.
- Open the item page and click **Open in Map Viewer Classic**.
- Click **Details** and click the **Content** button.
- On the Voting Centers layer, click **More Options** and click **Configure Pop-up**.

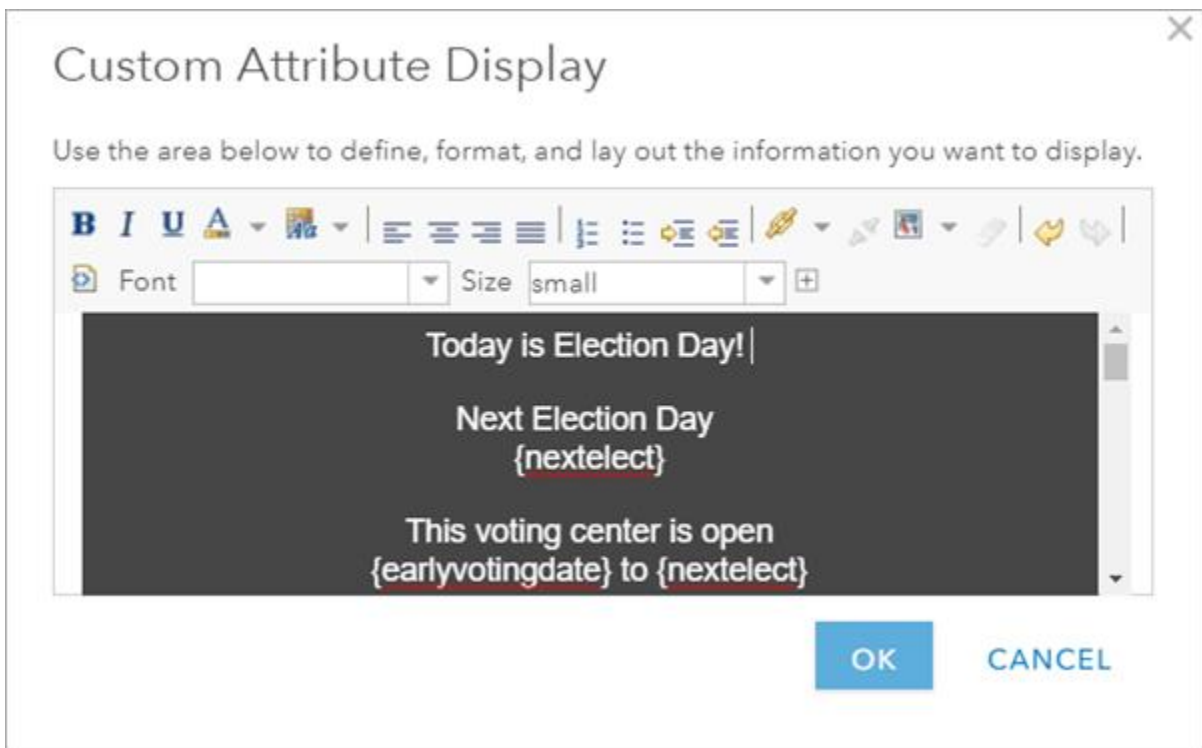- Click the **Configure** button.

  Because voting centers can be configured to be open on Election Day only or over a period of time, you will remove wait times from two places in the pop-up configuration.

  Tip:

  Click the **View HTML Source** button. Copy and save all the HTML syntax into the editor. This allows you to restore wait times or discard changes. From the editor, you can copy and paste the original HTML syntax into the **Custom Attribute Display** window after clicking the **View HTML Source** button.
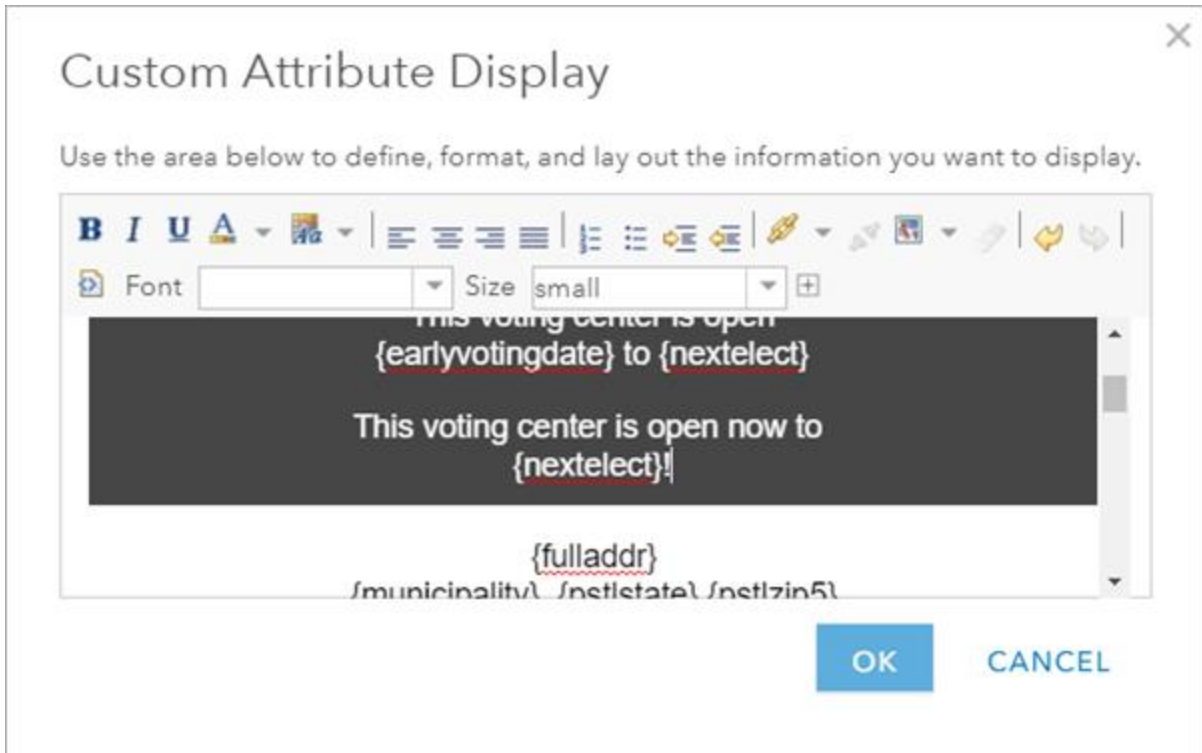
- Delete {expression/expr0} from the pop-up. Backspace so the entire line is removed.

  The result should look like this:

- Scroll until {expression/expr8} is visible.
- Delete {expression/expr8} from the pop-up. Backspace so the entire line is removed.

  The result should look like this:

- Click **OK** to close the **Custom Attribute Display** window.

- Click **OK** to finish configuring the pop-up.

- Click **Save**.

  When a voting center is open and active, the pop-up does not display wait times but continues to display current information such as the This voting center is open message and operational status.

Sharing solution items

Several layer views, maps and apps included in the Election Outreach solution must be shared with everyone so they can be accessed by the public on the Promoting Transparent Elections site. To share your election outreach items with everyone, use the guide below and complete the following steps:

- Verify that you are signed in to your ArcGIS organization and browse to the Election Outreach folder.

- Check the check box next to each of the items below:

Item	Name
Feature Layer (hosted, view)	VotingLocations_currentwait
Feature Layer (hosted, view)	ElectionGeography_public
Feature Layer (hosted, view)	PollWorkerApplications_public
Web Map	My Elected Representative
Web Map	Voting Centers
Web Map	Election Polling Places

Web Mapping Application	My Elected Representative
Web Mapping Application	Voting Centers
Web Mapping Application	Election Polling Places
Form	Poll Worker Application
Hub Site Application	Promoting Transparent Elections
Hub Initiative	Promoting Transparent Elections

Note:
You will only have a Hub Initiative item if your organization has ArcGIS Hub Premium.

- Click **Share**.

- In the **Share** window, click **Everyone (public)** and click **Save**.

  The **Warning: Sharing editable layers publicly** message appears notifying you that you are sharing editable layers publicly.

- Click **Update**.

Use Election Outreach

The Election Outreach solution delivers a set of capabilities that help you share information about current elected representatives with the public, get voters to an appropriate voting center or Election Day polling place, communicate voting wait times, and recruit poll workers.

In this topic, you'll learn how to use the solution by assuming the role of a user and performing the workflows below.

Note:

Use the links below to try the apps with sample data provided by Esri, or use the workflows as a guide for using your own configured apps.

Find elected representatives

You will assume the role of a resident in the community who wants to find information on your election representatives.

* In a browser, go to the Promoting Transparent Elections site and review the sections.

* Scroll to the **Who's My Elected Representative** section and click the **Find My Representative** button.

   The My Elected Representative app opens in a new tab or window.

* In the **Find My Elected Representative** widget, under **Search for an address or locate on map**, type `1433 Terrance Dr, Naperville, IL` in the search box and press the Enter key.

* Review the list of elected offices.

   Using the list of elected offices, you can discover your elected representatives and their contact information. For example, county commissioners are responsible for the management of county funds and have fiscal and regulatory powers.

* In the Elected Representative list, click **County Commissioner**.

   The list of county commissioners updates to display representatives. The number of representatives displayed in the pop-up varies by elected office.

* Click the **Back** button to return to the list of elected representative.

* In the Elected Representative list, click **United State Senate** to review senators representing this location.

* When finished, close the My Elected Representative app and return to the Promoting Transparent Elections site.

Find a polling place

Many states divide communities into geographic areas and assign registered voters to designated polling places based on their residential address. On Election Day, ballots are cast at these designated polling places and then tabulated to determine the winner of a political contest or proposal.

You will assume the role of a voter interested in locating the polling place where your ballot can be cast on Election Day.

* In a browser, go to the Promoting Transparent Elections site.

- Scroll to the **Voting Locations** section and click the **Find Polling Place** button to open the My Elected Representative app.

- In the **Find My Polling Place** widget, under **Search for an address or locate on map**, type 1433 Terrance Dr, Naperville, IL in the search box and press the Enter key.

  The map updates to display the area covered by the voting precinct where the address is located.

  The **Information** tab displays details about the polling place such as the election date, location, operational hours, and status.

- Click the **Directions** tab.

  The tab displays turn-by-turn directions from the address to the polling station.

- On the map, zoom out and note that the area surrounding your initial address has multiple polling places serving voters.

- Click a different location on the map and observe how the app identifies a different precinct and how polling place details on the **Information** tab are updated.

  Information in the pop-up varies by location, depending on the election details.

- Click the **Directions** tab to view turn-by-turn directions to the polling place.

- When finished, close the Election Polling Places app and return to the Promoting Transparent Elections site.

Locate voting centers

Voting centers are an alternative to traditional, neighborhood-based precincts. When a jurisdiction opts to use voting centers, voters may cast their ballots on Election Day at any voting center in the jurisdiction, regardless of their residential address. Voting centers may also communicate early voting options such as mail-in drop boxes.

As a voter in the community, you are also interested in locating nearby voting centers and early voting options.

- In a browser, go to the Promoting Transparent Elections site.

- Scroll to the **Voting Locations** sections and click the **Find Voting Centers** button to open the Voting Centers app.

- In the **Locate Voting Center** widget, click and slide the buffer distance to 5 miles.

  The slider allows a user to define a distance within which to locate voting centers once an address is entered or a location is identified on the map.

- Under **Search for an address or locate on map**, type 1433 Terrance Dr, Naperville, IL in the text box and press the Enter key.

  The map updates to display a proximity of 5 miles around the address location.

- Click **Naperville Municipal Center** from the search results.

  The **Information** tab displays center-specific information such as location details, operational hours, status, and drop box location.

- Click the **Directions** tab.

The tab displays turn-by-turn directions from the address to the voting center.

The information in the pop-up varies by location, depending on the election details.

View wait time at a polling place

Communicating wait times to voters can reduce congestion at polling places and voting centers as well as help voters decide when to cast their ballot on Election Day.

You'll assume the role of a voter on Election Day. Previously, you've located your polling place using the Election Polling Places app. You're now interested in using the app to view the current wait time to decide when to cast your ballot.

- In a browser, go to the Election Polling Places app.

- In the **Find My Polling Place** widget, under **Search for an address or locate on map**, type 1433 Terrance Dr, Naperville, IL in the text box and press the Enter key.

  The **Information** tab updates to display details on the closest polling place to your address, including location, operational hours, and status. In addition, the tab reports the approximate wait time, which is also visualized on the map, where polling place symbols are color-coded according to reported wait times.

- Click the **Directions** tab.

  The tab displays turn-by-turn directions from the address to nearest polling place.

- On the map, zoom out and review additional polling places.

> **Note:**
> Depending on when you access the app, you will see an operational status of Open Now or Closed below the hours of operation.

View wait times at voting centers

After locating a voting center using the Voting Centers app, you are interested in using the app to view current wait times to decide when best to cast your ballot.

- In a browser, go to the Voting Centers app.

- In the **Locate Voting Center** widget, click and slide the buffer distance to 5 miles.

- Under **Search for an address or locate on map**, type 1433 Terrance Dr, Naperville, IL in the text box and press the Enter key.

  The **Locate Voting Center** widget and the map update to display several voting centers within a 5 mile radius of your location.

  Voting centers symbols on the map are color-coded according to reported wait times. Notice that the Naperville Municipal Center appears to be the closest voting center to your location but has a 30-minute wait time. Bolingbrook Fire Station #4 is slightly further away but has a wait time of 5 minutes.

- Click **Bolingbrook Fire Station #4** from the search results.

Note:

Both the map and the pop-up display the current wait time as reported by the local election office. The map symbol is color-coded according to the wait time reported.

In addition to the current wait time, the pop-up also displays election day information such as location details and operational hours and status. Bolingbrook Fire Station #4 is an early voting location. The pop-up displays both a current status message and weekly operation hours.

Note:

Depending on when you access the app, you will see an operational status of Open or Closed to the right of today's hours of operation.

Volunteer as a poll worker

As an engaged voter in the community, you want to volunteer to help conduct transparent elections as a poll worker. You will fill out a survey to provide your contact information and qualifications so the election agency can connect with you about election volunteer opportunities.

- In a browser, go to the Promoting Transparent Elections site.

- Scroll to the **Volunteer as a poll worker** section and click the **Volunteer** button to open the Become a Poll Worker survey.

- Complete the survey and click **Submit.**