

GIS in Voting

MONTGOMERY COUNTY, AL

JANUARY, 2012

SPECIAL POINTS OF INTEREST:

- **Overwhelming Task**
- **GIS Allows Accurate Mass Updating**
- **GIS Achieves 98.7% Accuracy**
- **ROI Instills Confidence & Innovation**

Overwhelming Task

Montgomery County, with its county seat and state capital the City of Montgomery, known for its southern heritage from Civil War to Civil Rights and visionary tomorrows is rich in history, tested by rebellion, forever courageous and ever changing from famous people like Nat King Cole and Bart Star to high-tech manufacturing like Hyundai, all have made their mark. The Montgomery County Board of Registrars and Election Center proudly serves this community of over 229,300 citizens.

Governed by law, the Elections Center working in conjunction with the Board of Registrars are responsible for maintaining accurate voter registration information. The problem was district boundary lines had changed, elections was fast approaching, the

county was faced with the overwhelming task of verifying thousands of voter records in the statewide registration software and the GIS interface required a plethora of professional disciplines not immediately available within county departments.

“Our system was fragmented with automatic, manual and a blend of processes, it was cumbersome and inaccurate,” admits Justin Aday, Director of Elections. *“Accuracy could not be guaranteed and we were not setup to do any kind of mass changes quickly.”*



Justin Aday

Election Director

Montgomery County, AL

GIS Allows Accurate Mass Updating

After meeting to discuss technical requirements, Montgomery County selected Keet Consulting Services, LLC (KCS), an Esri Gold Partner, to provide a geocoded solution utilizing ArcGIS technology. With the help of GIS, the geocoding process assigns latitude and longitude coordinates to each address, thereby standardizing how voters' addresses are represented in a registered voter file. Addresses are then matched against streets on a digital map. After

mapping voters' locations, precinct and district bounda-



ries can be overlaid or redrawn while keeping an accu-

rate account of voter assignments. Voter registration software is then quickly mass updated with a general import file.

“KCS presented to us clearly from day-1 they had the ability to achieve the needed results,” explains Aday. *“It had to be extremely accurate.”*





GIS Achieves 98.7% Accuracy

Implementation required KCS to follow the county's current voter registration software strict format. KCS followed best practices to ensure the highest quality results achieving a match rate of 98.7% accuracy. "KCS took the bull by the horns," affirms Aday. "Before, voter records were only numbers on paper. KCS has brought life to the numbers by placing them on the map."

Our world today is a living and breathing environment demanding the support of GIS technology. Visualizing geographic data on a map is the best way to keep current and accurate information in the real world. With the help of the GIS, the Elections Center and Voter Registrars has improved services by increasing efficiency and confidence in their voter registration information. Clearly, this is a direct benefit to the

voters and taxpayers of Montgomery County. County staff no longer worries about manually updating thousands of records when time and resources no longer realistic permit them to do so. "We would have had to work around the clock and pray real hard to manually verify over 150,000 voter records," Aday exclaims! "KCS has brought us into the modern world of GIS."

"KCS has brought us into the modern world of GIS."

Justin Aday



ROI Instills Confidence & Innovation

Mass updating of accurate GIS data instills confidence and assures returns on investment inspiring county staff to think about future innovations. "KCS

went above and beyond my expectations," testifies Aday. "As far as I am concerned, KCS was more than 100% successful in providing this GIS solution. I see

demands growing in the future with more integration and more automation centered on GIS."

