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February 10, 2021

County Clerk/Registrar of Voters (CC/ROV) Memorandum #21019

TO: All County Clerks/Registrars of Voters

FROM: /s/ Mike Somers  
Elections Cybersecurity Manager

RE: Geospatial Enabled Election Data Projects

The National State Geospatial Information Council (NSGIC) has implemented a program to support and mentor state and county election offices seeking to improve the use of geospatial data in elections administration. Shasta County was a participant in the initial cohort of pilot projects with NSGIC where they conducted an audit of their geospatial election data. This audit helped to ensure that voters around the county were receiving the correct ballot type.

NSGIC is once again calling for participants in their Geo-enabled Elections Program. As a participant, a county elections office would propose a six-month project plan. The county would receive support from NSGIC in the form of subject matter experts, mentors, access to the NSGIC Elections Fellow for capacity, regular progress check-ins, marketing and communication support, and access to collaborative forums with other pilot programs. The individual goals and benchmarks would be set by the county's election official.

There are many ways geospatial data can be incorporated or used in county elections programs such as:

- Auditing data quality to ensure ballot accuracy
- Reviewing voting patterns to ensure voting location selection best serves voters
- Assisting with voting pattern analysis to enable better and more targeted communications with voters
- Redistricting

For more information or to discuss a pilot project idea, please contact Jamie Chesser, Director of Programs at NSGIC at [jamie.chesser@nsgic.org](mailto:jamie.chesser@nsgic.org) or (720) 379-4992.

In addition, NSGIC has many resources available for interested counties to review:

- NSGIC's Elections site: <https://elections.nsgic.org/>
- NSGIC's Best Practices for Improving America's Elections with GIS: <https://elections.nsgic.org/best-practices-gis-in-elections/>
- [NSGIC's video on Elections GIS 101](#)

The Secretary of State's Office is encouraging county elections officials to take advantage of the opportunity to work with NSGIC to use geospatial data to support election process improvement and will support counties in any way we can.

If you have additional questions about the NSGIC pilot projects or would like to discuss how the Secretary of State's Office can assist your office, please feel free to contact me at (916) 695-1563 or [msomers@sos.ca.gov](mailto:msomers@sos.ca.gov).

Thank you.