

City of Madison

Problem Identification: Voter Registration and Turnouts

1.0: Contact Information

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2.0 Problem Statement (max 200 words)

Prompt: What's the problem we are trying to solve? What is actually happening? Where does the problem exist? How do you know this is a problem?

Extensive data is collected regarding voter registration and turnout, but this data is not analyzed or visualized to inform voter registration and turnout outreach activities.

3.0 Impact Statement (max 100 words)

Prompt: What change would you like to see happen? What should be happening?

The City of Madison would like to see a series of data visualizations to better understand the levels of voter registration and turnout across the city. An analysis of the city as a whole at the ward level should recommend areas with (1) low voter registration and (2) low voter turnout that may be targeted for outreach in the 2020 elections. The visualizations and analysis should also include demographic factors throughout the City, including but not limited to income level and race. Provide a discussion about any observable trends in the demographic factors of the residents in areas with low registration and turnout.

4.0 Service Change Statement

Prompt: What is the results you are trying to make with this project?

Current State	Future State
Extensive data is collected regarding voter registration and turnout, but this data is not analyzed to target future voter registration and turnout outreach efforts.	The City of Madison will use data visualizations of voter registration and turnout levels throughout the City that can be used to target 2020 voter registration and get out the vote (GOTV) efforts.

5.0 Project Success Statement

Prompt: How will we know the project is successful?

UW students will visualize voter registration, election turnout, and demographic data, with a particular focus on highlighting areas of the City with (1) low registration levels, and (2) low turnout levels, and providing demographic information about the residents of these areas.

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6.0 Data Resources

The following data resources are available to support this project.

UW Students can find City of Madison related datasets for this project on the Open Data Portal:

- Election Turnout: <https://data-cityofmadison.opendata.arcgis.com/datasets/election-turnout>
- Election Statistics: <https://data-cityofmadison.opendata.arcgis.com/datasets/election-statistics>
- Polling Places: <https://data-cityofmadison.opendata.arcgis.com/datasets/polling-places>
- Wards: <https://data-cityofmadison.opendata.arcgis.com/datasets/wards>

The most recent demographic factors can be accessed through the American Community Survey (ACS). 2018 figures for the 1-Year ACS are planned to be released on September 26, 2019.

- <https://www.census.gov/programs-surveys/acs>