

# Redistricting Software and Data — Post-Redistricting

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#### Possibilities:

- Policy Analysis with ACS Data
- Precinct and Election Management
- Political Campaigns
- Anything else requiring Mapping or GIS technology and data





#### What Is ACS?

- The American Community Survey (ACS) is an ongoing statistical survey that samples a small percentage of the population every year -- giving communities, governments, corporations, and policy makers the information they need to make informed decisions and plan investments and services.
- A lot of data
- Requires effort to work with it effectively





#### **Major ACS Data Categories**

- age
- sex
- race
- family and relationships
- income and benefits
- health insurance
- education
- veteran status
- disabilities
- where you work and how you get there
- where you live and how much you pay for some essentials





#### What Is Caliper Doing with ACS?

- Custom ACS Data DVDs Free to All Clients with an Up-to-Date
  License of Maptitude for Redistricting or Extension
- First DVD Available September, 2012
- Block Group Level Data 5 Year Estimates Smallest Areas, Most
  Reliable
- Join Data to Block Group Geography
- Disaggregate and Aggregate to Other Levels of Geography
- Disaggregate/Aggregate Wizard in Maptitude for Redistricting





### **Data on Custom DVD**

- Census Profile Data 100%
- ACS Data Estimates





## Census Profile Data

- Total Population and Population in 5-Year Increments
- Male and Female Population in 5-Year Increments
- Race
- Hispanic Origin, Puerto Rican, Cuban
- People in Households (e.g., Female headed households)
- People in Group Quarters Institutionalized/Noninstitutionalized
- Family Relationships
- Housing Units





#### **ACS Data**

- Total Population and Population in 5-Year Increments
- Male and Female Population 18+ and 65+
- Race and Hispanic Origin
- Household Information (e.g., Households with children < 18)</li>
- M/F M, S, D, W
- In School and Highest Degress
- Language Ability (e.g, +5, Speak other lang., English < Very Well)</li>





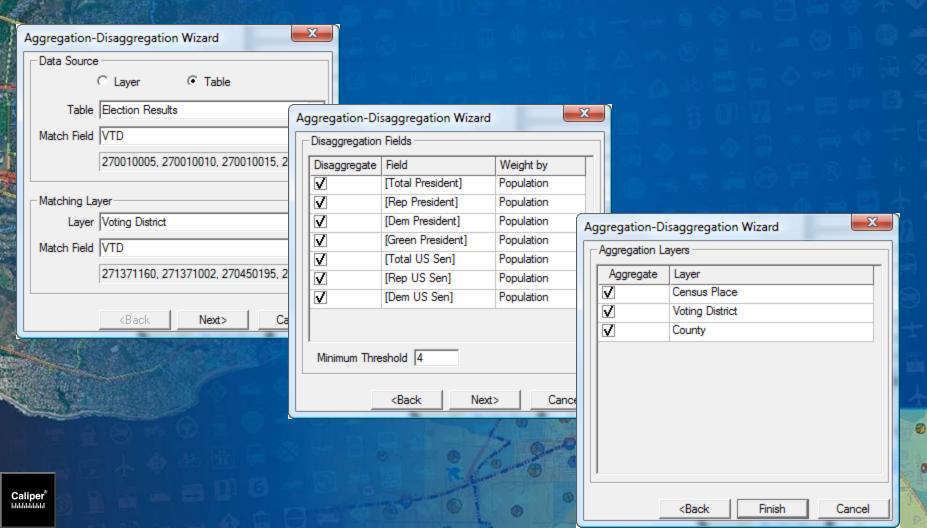
#### **ACS Data (continued)**

- Journey-to-Work Travel Mode, Travel Time
- Occupation (Mgt, Service, Sales, Const, Transp, Agr, Manuf, W/Ret)
- Household Incone
- Family Income
- Poverty
- Housing Units Size, When Built, Rooms, Bedrooms, Heat, Kit,
  Plumbing, Phone, Value, Mortgage, Rent
- Language Ability (e.g, +5, Speak other lang., English < Very Well)</li>





#### Disaggregate/Aggreate Wizard



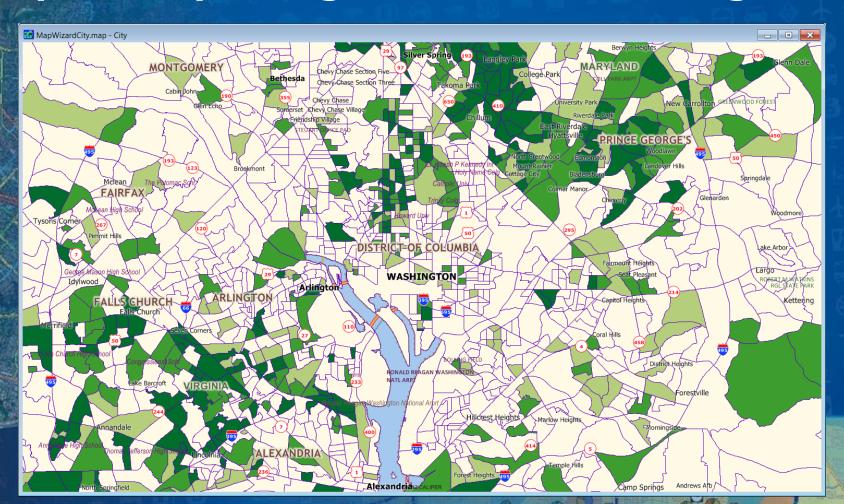


#### **ACS Data Table In Maptitude**

Name and Address of the Owner, where	STREET, SQUARE, SQUARE	Charles and Con-					
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	946	569	178	279	69	142	109
	342	233	0	151	0	24	0
	453	166	0	43	0	0	0
	628	454	35	121	35	14	0
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	236	569	42	183	42	0	0
	243	739	28	74	28	25	0
	225	1,084	100	307	87	13	13
	294	237	0	0	0	58	0
A	306	589	124	261	124	14	0
Á	400	494	19	38	0	67	19
	732	975	30	95	30	0	0
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	433	1,905	43	247	43	0	0
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#### Spanish Speaking Households - No English







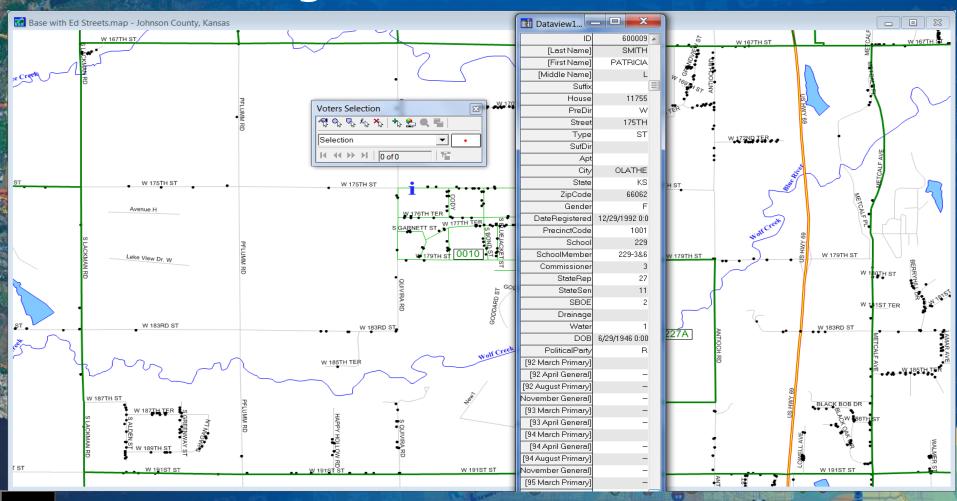
#### **Precinct & Election Management**

- GIS + Redistricting + P&E Management
- Reprecinct
- Assign Voters to Correct Precinct
- Create Street Index File for Voter Registration Software
- Calculate Unique Ballot Styles and Precinct Splits
- Consolidate Precincts into Voting Precincts
- Print Precinct Map Books





# **Precincting Voters**



# Maptitude For Redistricting

#### Street Index File for Voter Registration Software

■ Dataview2 - Street Index												
■ Street	Type	PreDir	From	To	ZIP Place	Parity V	ΓD	A				
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167TH	ST	w	6703	9439	66085 Stilwell	O 20	091000010					
167TH	TER	w	14800	15099	66062 Olathe	B 20	091000010					
168TH	ST	w	8900	9099	66085 Stilwell	B 20	091000010					
169TH	ST	w	9000	9099	66085 Stilwell	B 20	091000010					
170TH	TER	w	10300	11099	66062 Olathe	B 20	091000010					
170TH	TER	w	8700	9599	66085 Stilwell	В 20	091000010					
172ND	TER	w	7900	8899	66085 Stilwell	B 20	091000010					
175TH	ST	w	8700	15096	66062 Olathe	В 20	091000010					
175TH	ST	w	15097	15099	66062 Olathe	O 20	091000010					
176TH	TER	w	10700	11899	66062 Olathe	B 20	091000010					
177TH	TER	w	10300	11899	66062 Olathe	В 20	091000010					
179TH	ST	w	8700	9306	66013 Bucyrus	E 20	091000010					
179TH	ST	w	9308	9817	66013 Bucyrus	В 20	091000010					
179TH	ST	w	9818	10298	66013 Bucyrus	E 20	091000010					
179TH	ST	w	10300	11899	66013 Bucyrus	B 20	091000010					
179TH	ST	w	7100	8699	66085 Stilwell	В 20	091000010					
179TH	TER	w	10775	10799	66013 Bucyrus	O 20	091000010					
179TH	TER	w	10800	18254	66013 Bucyrus	В 20	091000010					
179TH	TER	w	18255	18321	66013 Bucyrus	O 20	091000010					
183RD	ST	w	11379	12681	66013 Bucyrus	O 20	091000010					
183RD	ST	w	11900	12680	66062 Olathe	E 20	091000010					
183RD	ST	w	12682	15099	66062 Olathe	В 20	091000010					
183RD	ST	w	7100	8199	66085 Stilwell	В 20	091000010	-				



#### Campaign Management

- Create maps to better understand your constituency
- Add registered voters to your map; work directly with voter files
  from a political party or a county election office
- Map events and supporters; work directly with files from other campaign, fundraising, and list management software
- Map yard signs, and ensure coverage throughout your district
- Create precinct, event, and polling place maps, map books, and reports
- Design efficient neighborhood walks with detailed walk lists keyed to the map





# Campaign Management (continued)

- Design efficient driving routes for neighborhood "drives" in situations where the target locations are too dispersed to walk or you are making deliveries. The detailed "drive" list includes driving directions and information about each stop keyed to the map
- Design efficient routes to drive voters to their polling place
- Design efficient routes to deliver supplies to the polling places
- Create precinct boundaries based on information in the voter file
- Update Streets and Other Geographic Features

