

# Democracy Works 2016 Annual Portfolio

## Who we are

Democracy Works is a nonpartisan, 501(c)(3) nonprofit organization dedicated to the idea that voting should fit the way we live.

## What we do

We're a team of software developers, public policy wonks, and civic organizers building the tools needed to upgrade the infrastructure of our democracy and improve the voting experience for voters and election officials alike. Our vision is straightforward: make voting a simple, seamless experience for all Americans so that no one misses an election.

We work on a number of projects and have created a suite of tools to help us accomplish that vision. Below is a summary of our successes from the 2016 election cycle. All data is current as of December 2016.

## Our tools

### Ballot Scout

Ballot Scout makes voting by mail a seamless and reliable service, returning confidence to the system. Ballot Scout helps election offices to add USPS Intelligent Mail barcodes to absentee ballot envelopes, which allows administrators and voters to track every ballot with the same ease as an Amazon package.

Designed in collaboration with election offices from across the country, Ballot Scout offers an inexpensive, customizable solution which easily integrates into any existing process. Put simply, transitioning to Ballot Scout brings transparency and accountability to the vote-by-mail process.

### 2016 Ballot Scout Highlights

- New statewide contracts with Virginia ('16) and New Jersey ('17, with Everyone Counts).
- More than 200,000 ballots tracked.
- Partners tracking absentee ballots round-trip.
- Served both all-mail and by-mail absentee counties.

### TurboVote

TurboVote provides an online service to help every American vote in every election—local, state, and national. Users can use the tool to register to vote, update their registration, and apply for an absentee ballot. All users get text and email reminders with important election information, key dates, and deadlines.

Since 2012, more than 1 million voters have signed up for TurboVote through partnerships with more than 300 institutions of higher education and 50 nonprofits and corporations, including Starbucks, Univision, Facebook, and Google.



## 2016 TurboVote Highlights

- Surpassed 1 million TurboVote users.
- Contributed to the greatest number of registered voters in U.S. history.
- More than 50,000 users signed up on National Voter Registration Day and more than 110,000 for that single week.
- Began campus IT integration.
- Expanded into corporate partnerships by way of The TurboVote Challenge.

## TurboVote Challenge

The TurboVote Challenge is an unprecedented initiative that brings leading companies and organizations together in a nonpartisan, long-term commitment to increasing voter participation to 80 percent in the U.S. Democracy Works helps challenge participants develop programs rooted in universal civic values, strengthen employee engagement, and broaden relationships with communities and customers. Perhaps even more unique, the coalition's strong nonpartisan brand was maintained in the midst of one of the most contentious elections in modern history.

## 2016 TurboVote Challenge Highlights

- More than 50 corporate and nonprofit partners.
- Partners registered more than 2.3 million voters.
- At a market rate of ~\$10/voter registered through vendors, partners generated \$23 million in equivalent registration value.
- With some of the largest and most innovative brands in the country as partners, every non-voter in the country was reached.

## The Voting Information Project (VIP)

We at Democracy Works are the data and technology geeks for this project, working to collect official, verified state election data and standardize it into a national dataset. This data is then released publicly, allowing developers to leverage the power of the Internet to provide easily accessible elections information to the public. VIP makes sure that official, verified elections data is distributed through a variety of channels, so Americans can easily find accurate and official voting data where they look for it most.

## 2016 VIP Highlights

- Over 11 million voters looked up where to vote on GetToThePolls.com (GTTP), a site Democracy Works runs for VIP.
- Tens of millions additional voters also looked up their polling places online by using products like Google Maps, powered by Democracy Works, through the intermediary of Google's Civic Info API.

