Poll Flushing

How i360 helped the HRCC take back the Virginia House

The challenge

Off-Off

2015 was what they call an "off-off" election year in Virginia; a year in which there are no Federal or statewide elections, yet all 100 seats in the House of Delegates and 40 seats in the State Senate are on the ballot.

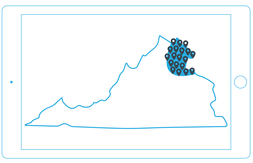
NOVA

Of the top 10 contested House races in 2015, 8 of the districts were in Northern Virginia, which has become an increasingly difficult terrain for the GOP.

$7 million

The sitting Democratic Governor, Terry McAuliffe, had raised over $7 million to support Democratic candidates in 2015.

Our solution



Absentee Ballot Request (ABR) and Poll Flushing tools

ABR

The ABR tool added into the existing i360 Walk interface allows volunteers to request an absentee ballot with the click of button when they interact with a supportive voter while knocking on doors.

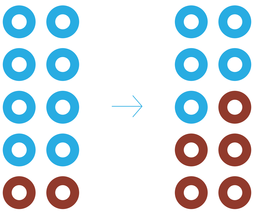
Poll Flushing

Poll Flushing technology allowed volunteers and staffers to check voters in at their polling locations.

Analytics

With the real time data of who has voted in each precinct, i360 developed interactive analytics dashboards allowing campaign officials to monitor all activity at polling locations.

The results



In the top ten targeted House districts, Republicans won five.

Democrat Senator Mark Warner had won 8 of 10 just one year before.

22%

In total, the number of voters casting absentee ballots increased by 22% over the previous off-off year election.

50%

In the most targeted districts the number absentee ballot voters increased by 50%.

400,000

In these targeted districts, volunteers, staff, and candidates knocked on over 400,000 doors.

85,000

Using the Poll Flushing app on Election Day, volunteers checked in over 85,000 voters.

43%

In total, 43% of voters who cast ballots in the targeted races were tracked in real time through i360.

45,000

On Election Day alone, 45,000 voters were contacted and reminded to vote using i360 grassroots tools.

i360 The Data Is The Difference