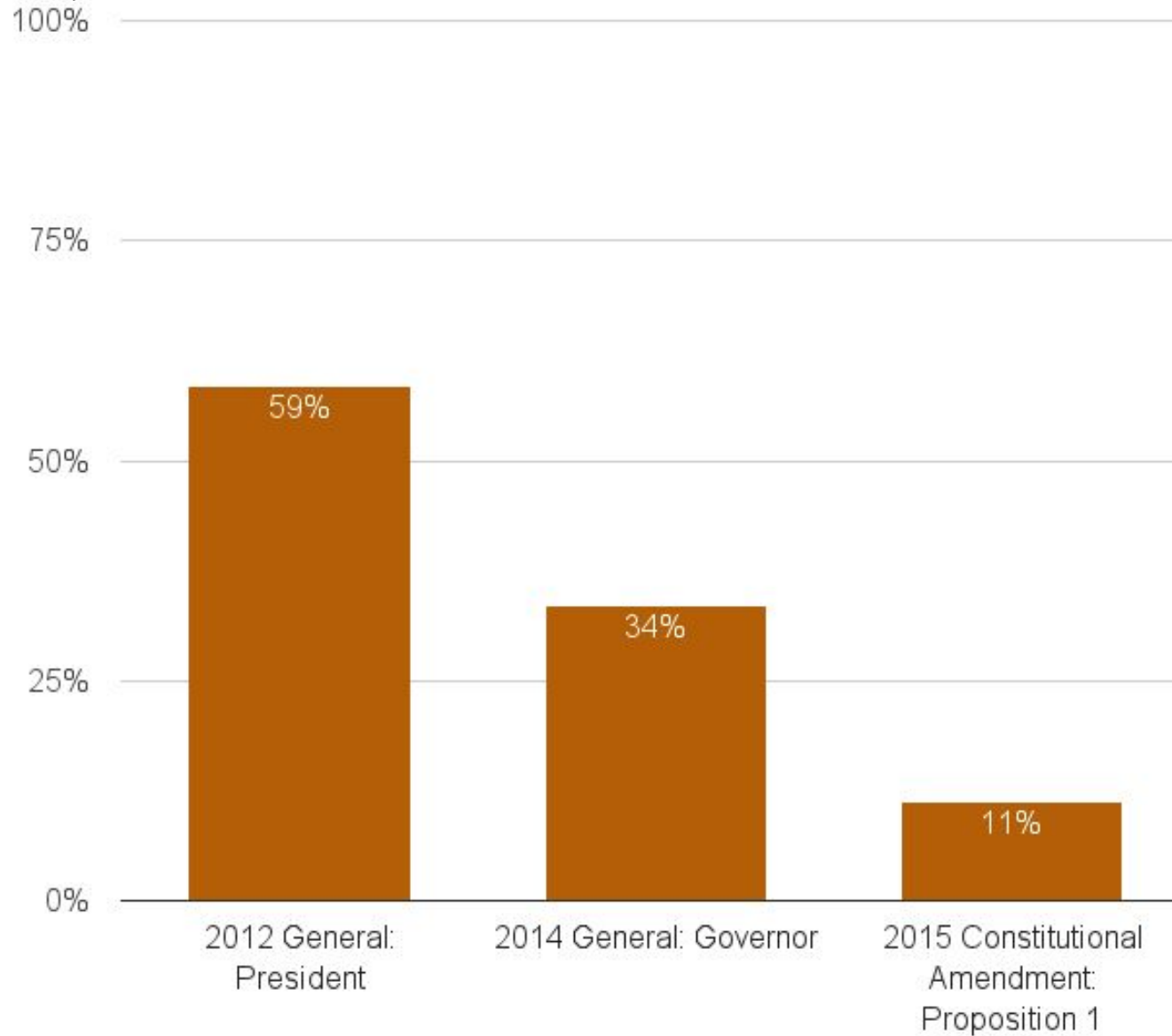




here/say

Make local votes heard

Voter turnout, all Texas counties



Top three reasons for not voting, Total

Too busy, conflicting schedule

28.2 percent

Not interested

16.4 percent

Illness or disability

10.8 percent

“I’ve never voted before because I didn’t feel connected to the communities where I was living. It wasn’t until I heard about a local ballot measure about a golf course I went to as a kid that I considered voting.”

-25 year old non-voter

THE SACRAMENTO BEE 

LOCAL NOVEMBER 3, 2015 9:43 PM

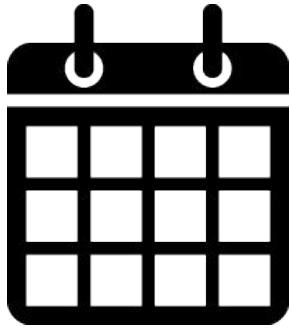
El Dorado Hills voters reject development of dormant golf course

HIGHLIGHTS

Advisory vote intended to send message to county Board of Supervisors

Advocates of development urged 'no' vote as protest against 'land use by ballot box'

A voting reminder tool



here/say

Make local votes heard

- builds simple calendar reminders
- syncs with customers' mobile device
- engages customers on issues important to their favorite local businesses

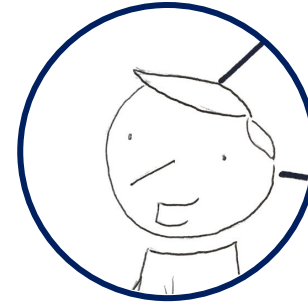
Users, Frank and Michael



Frank

The small business owner

- Owns Frank's Coffeehouse
- Concerned about zoning measure on upcoming ballot



Michael

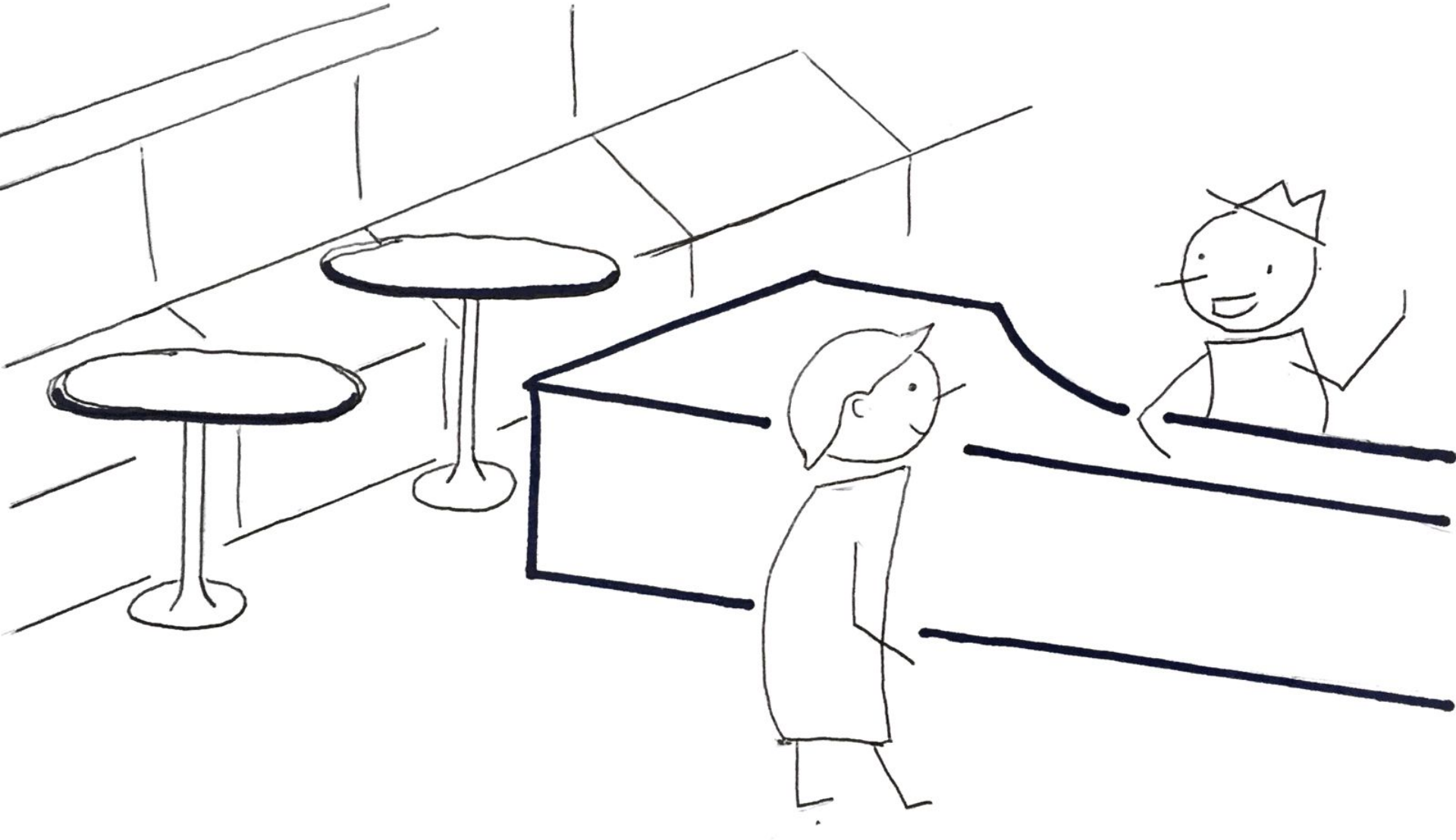
The quasi-engaged voter

- 31 years old
- US Citizen, Latino
- Votes every four years in general presidential elections
- Has never voted for local issues

Michael stops by his local coffeeshop, Frank's, on his way home from work.



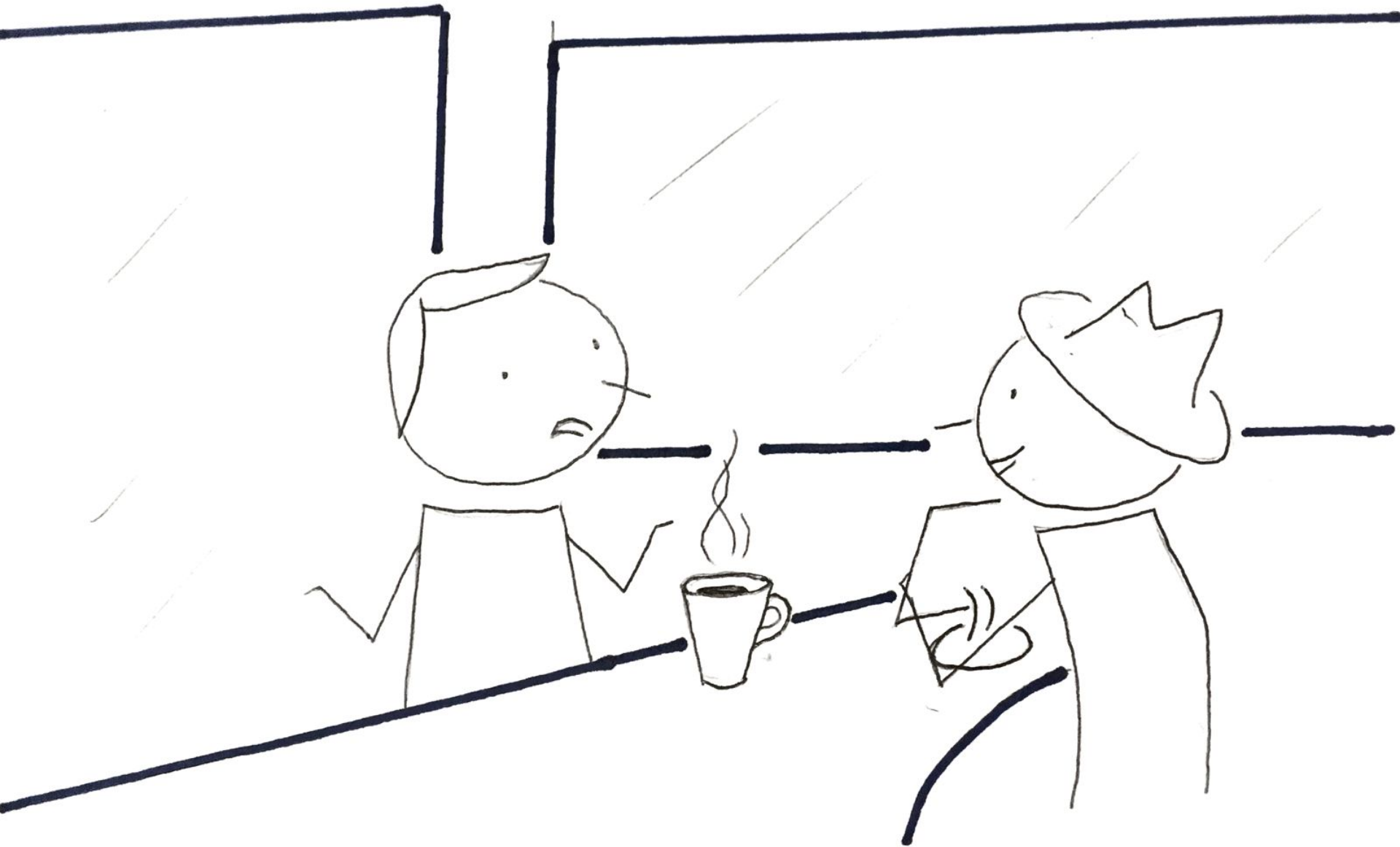
Frank, the business owner, greets his favorite customer, Michael.
Michael asks how business is going.



Frank tells him that he's worried about Proposition 1, which would re-zone his coffeeshop and not allow him to conduct business there.



Michael is concerned. Where will he get his coffee now?
Frank says he can help by voting against Prop. 1, and can sign up for a vote reminder as he pays.



X

\$3.75

No tip	10%	15%	20%	Custom
--------	-----	-----	-----	--------

x

~~~~~

~~~~~

Clear Signature

Done Signing

X

Would you like to put vote notifications for
Frank's Coffeeshop on your calendar?

Yes, please



No, thanks

x

Check your phone for Frank's Coffeeshop notifications.

Would you like a receipt?

Email to mxxxxx@gmail.com

Text to 512-123-4567

No receipt

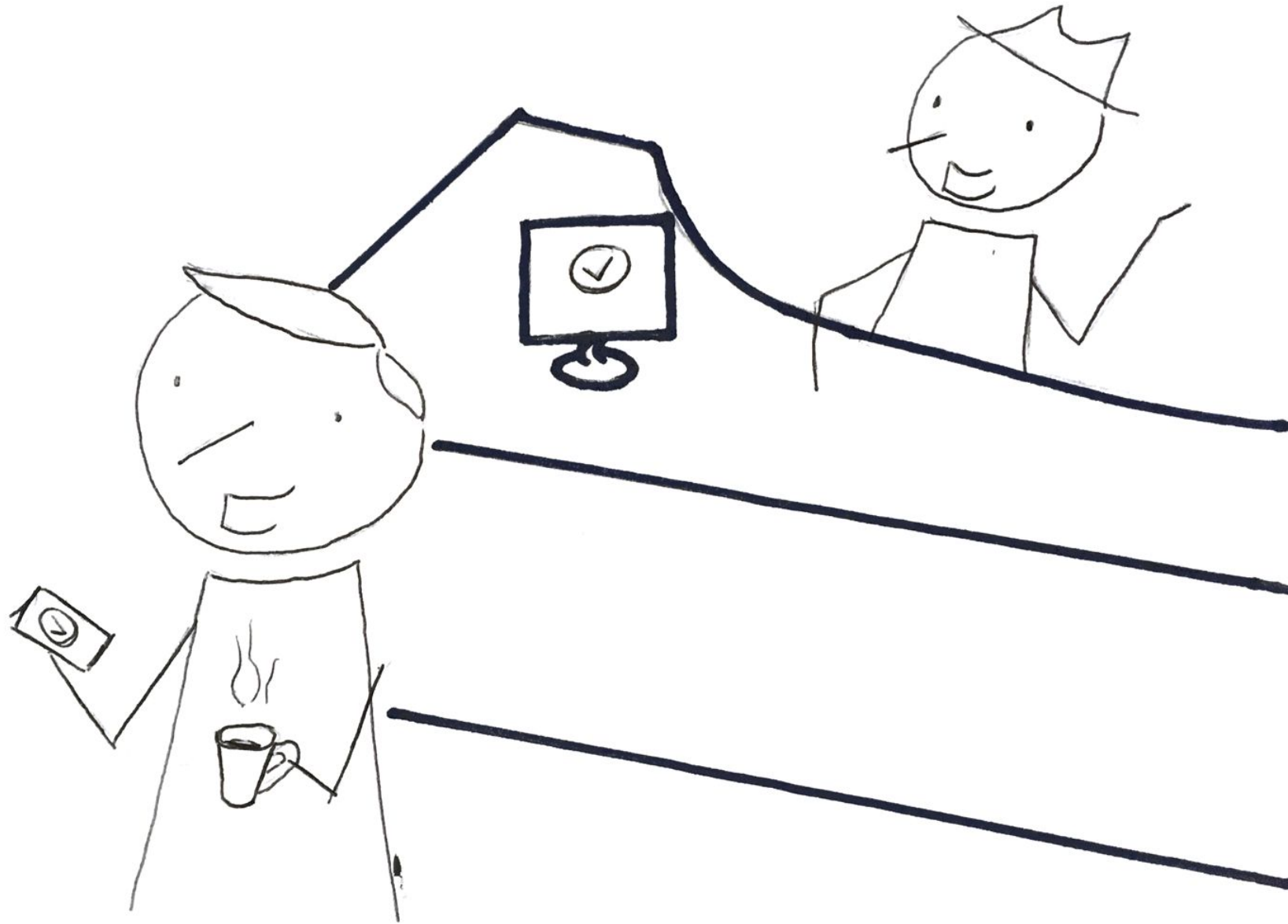
X

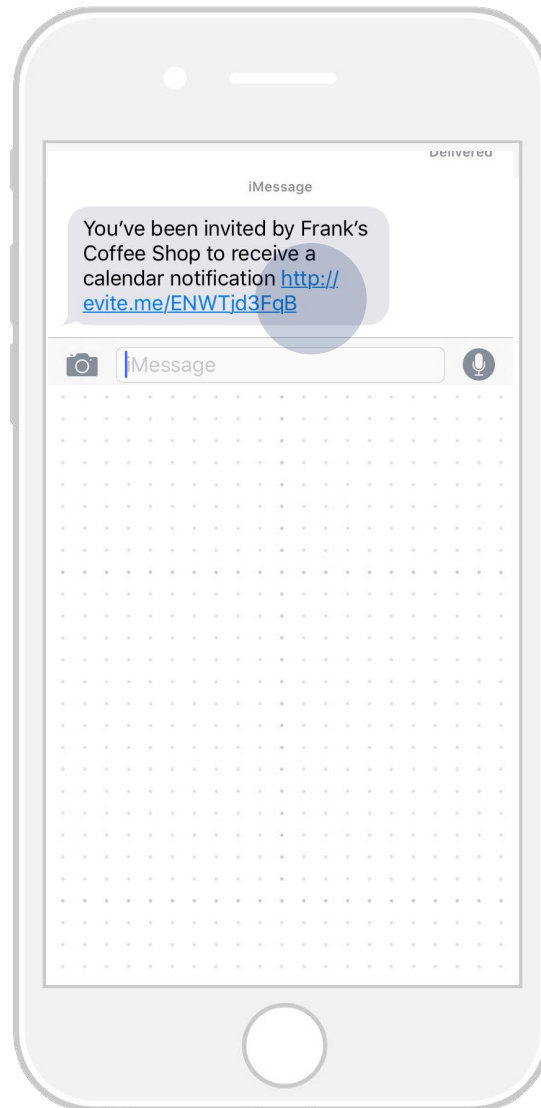


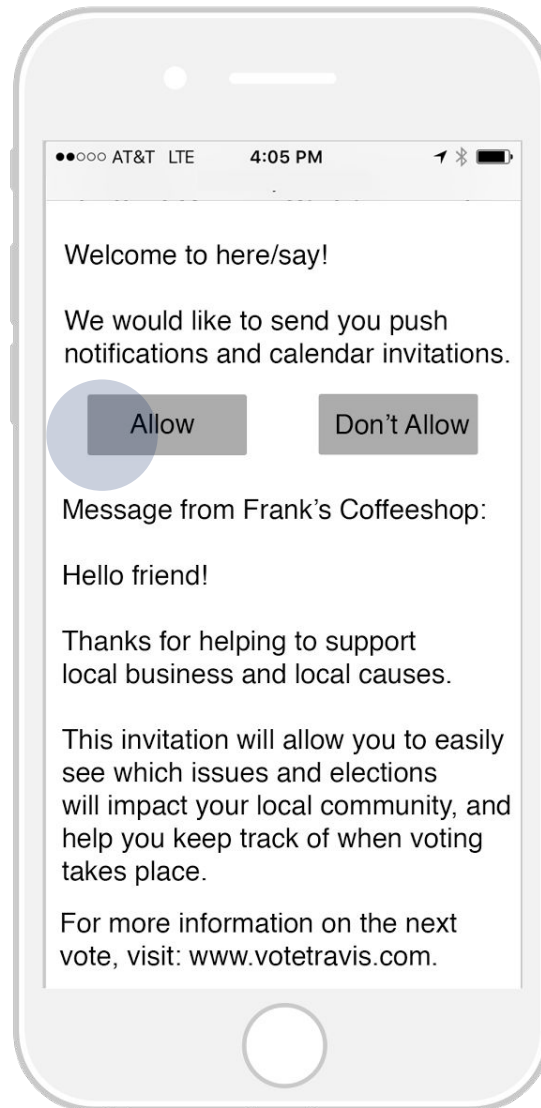
Done

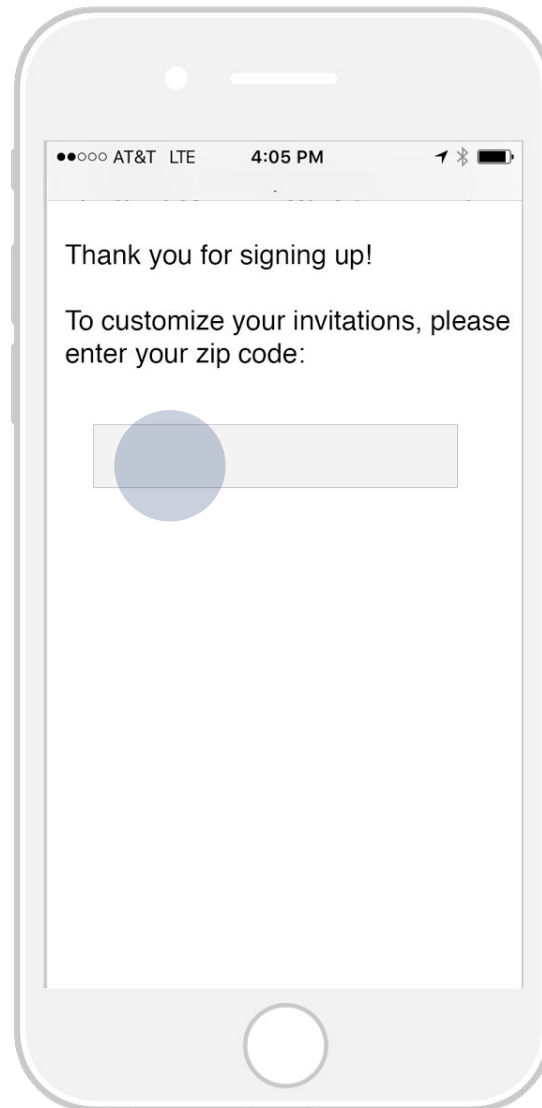
Enjoy \$1 off coffee on your next visit!

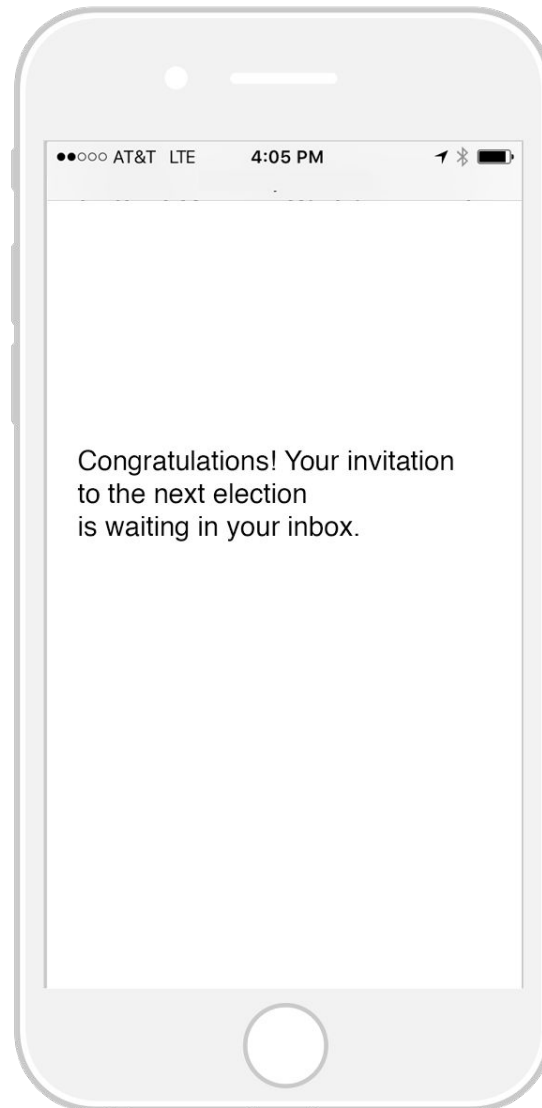
Michael is so excited to help keep his favorite coffee spot open, and calendar alerts make it easy to remember. Plus, he gets a discount on coffee next time.
Frank is delighted that his business is supported by his local customers' votes.



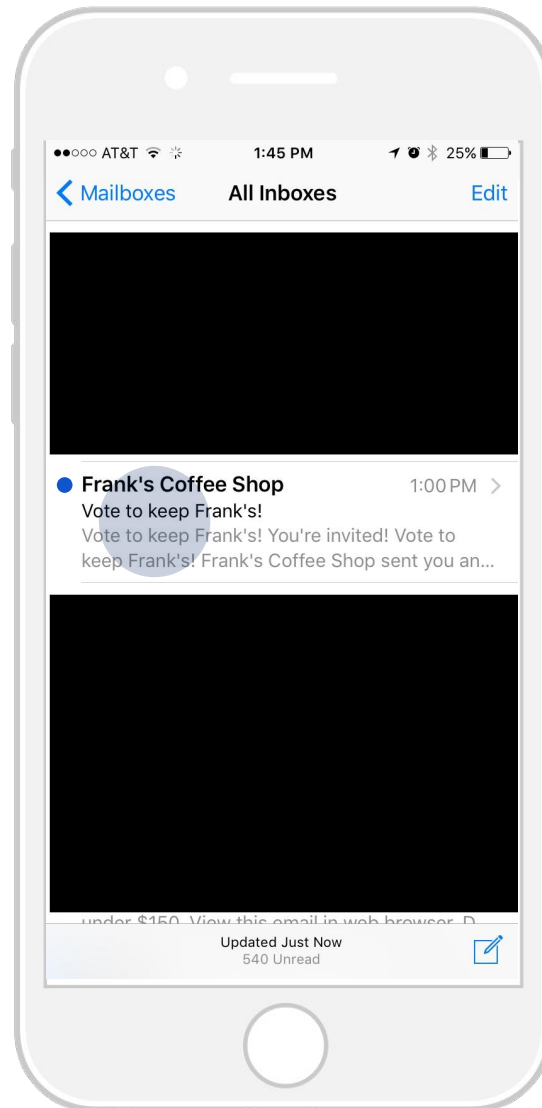


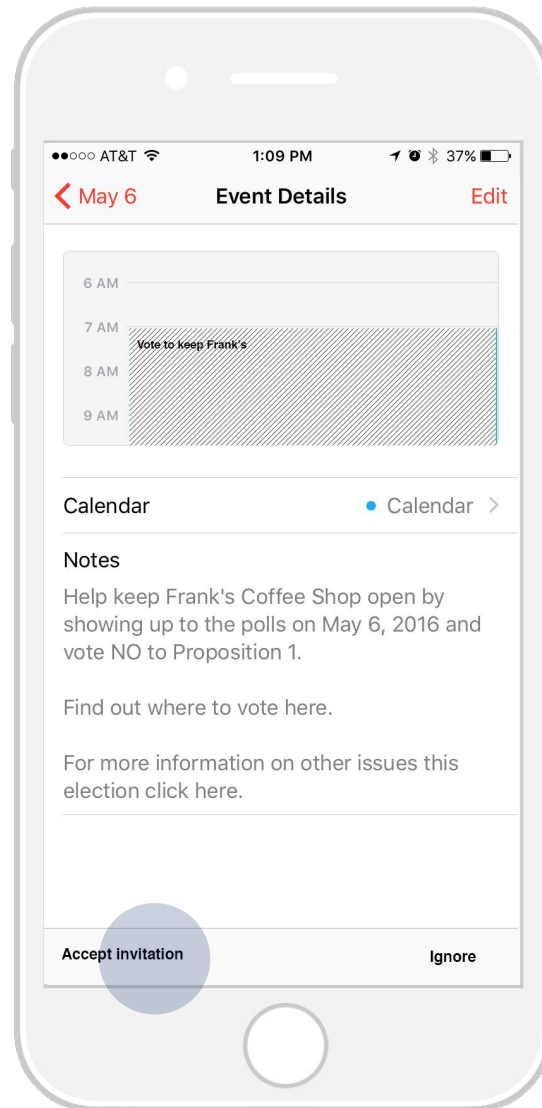


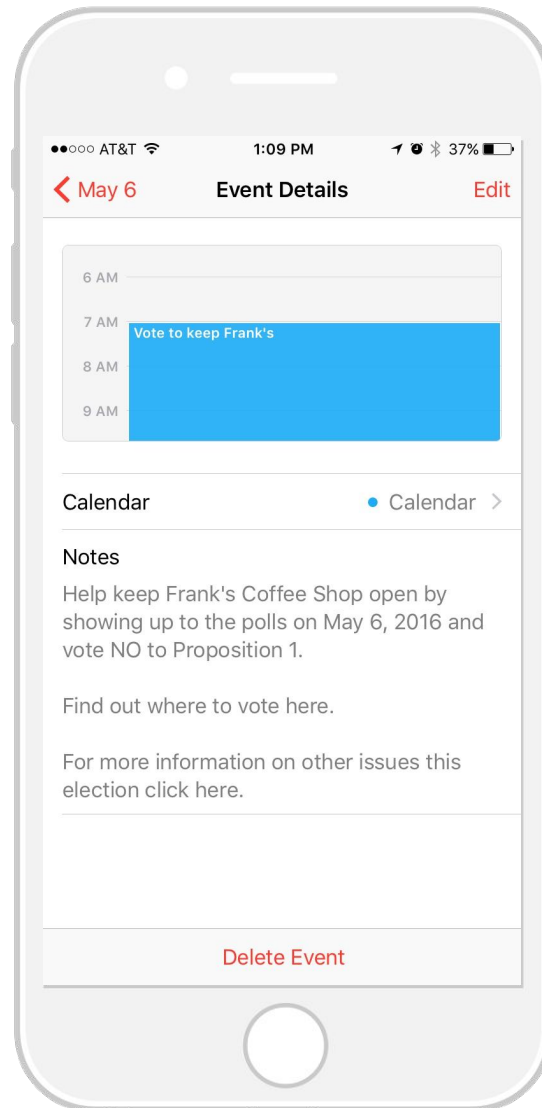




Congratulations! Your invitation
to the next election
is waiting in your inbox.







Michael goes back to Frank's the next week.



X

\$2.75

No tip	10%	15%	20%	Custom
--------	-----	-----	-----	--------

You got \$1 off your coffee for your civic engagement!

X

~~~~~

~~~~~

Clear Signature

Done Signing





Projected Impact



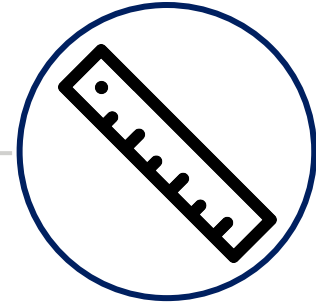
Desired Impact

- Increase awareness of local and state elections
- Build community
- Reduce number of people who don't vote due to scheduling or forgetfulness



Pilot Locations

- Major Texas cities that have seen a large drop off in voting turnout in nonpresidential elections



Metrics

- Calendar invite acceptance rates
- Number of opt outs
- Percentage of increased voters
- Reception from business owners and users

Future tasks



Personalize Reminders

- Reduce information user enters to create a reminder
- Here/Say matches local ballot measures to interests
- Here/Say knows user's polling place, registration requirements



Optimize Calendar Reminders

- Test information best for turning out users
- Answer user's questions without information overload



Inform, Inform, Inform

- Pull in local voting information
- More context



here/say

- Shareable voting day reminders
- User who creates the reminder defines the measures, incentives



here/say 2.0

- Personalized ballot measures, incentives
- Other users: friend networks, media organizations
- Filter reminders by race or topic



“Vote512”

- Community-based GOTV website and app
- Users set, share reminders with Here/Say
- Users discuss measures with community

Q & A



Appendix

