

# ELIGIBLE ADDRESSES FOR CITY VOTING



CSO & BTX-IT





# Working to Improve Elections

We as the city want to continue to improve Elections, this is one of the first new ideas.

The City Secretary's Office recognized an ongoing problem with each election and reached out to our IT department to see if we could work in partnership to create a solution.

- ❖ Voter unsure if their address is located inside the city limits of Burleson
  - ❖ ETJ lines can be confusing
- ❖ We created printed maps to access at the polling locations
  - ❖ Map print is hard to read
  - ❖ Map becomes too large and hard to display inside the polling location
- ❖ Confusion based on mailing address
  - ❖ Burleson mailing address can be in ETJ or Fort Worth
  - ❖ Joshua mailing address can be inside the city limits of Burleson

THIS TOOL DOES NOT LOOK UP VOTER  
STATUS



# Background

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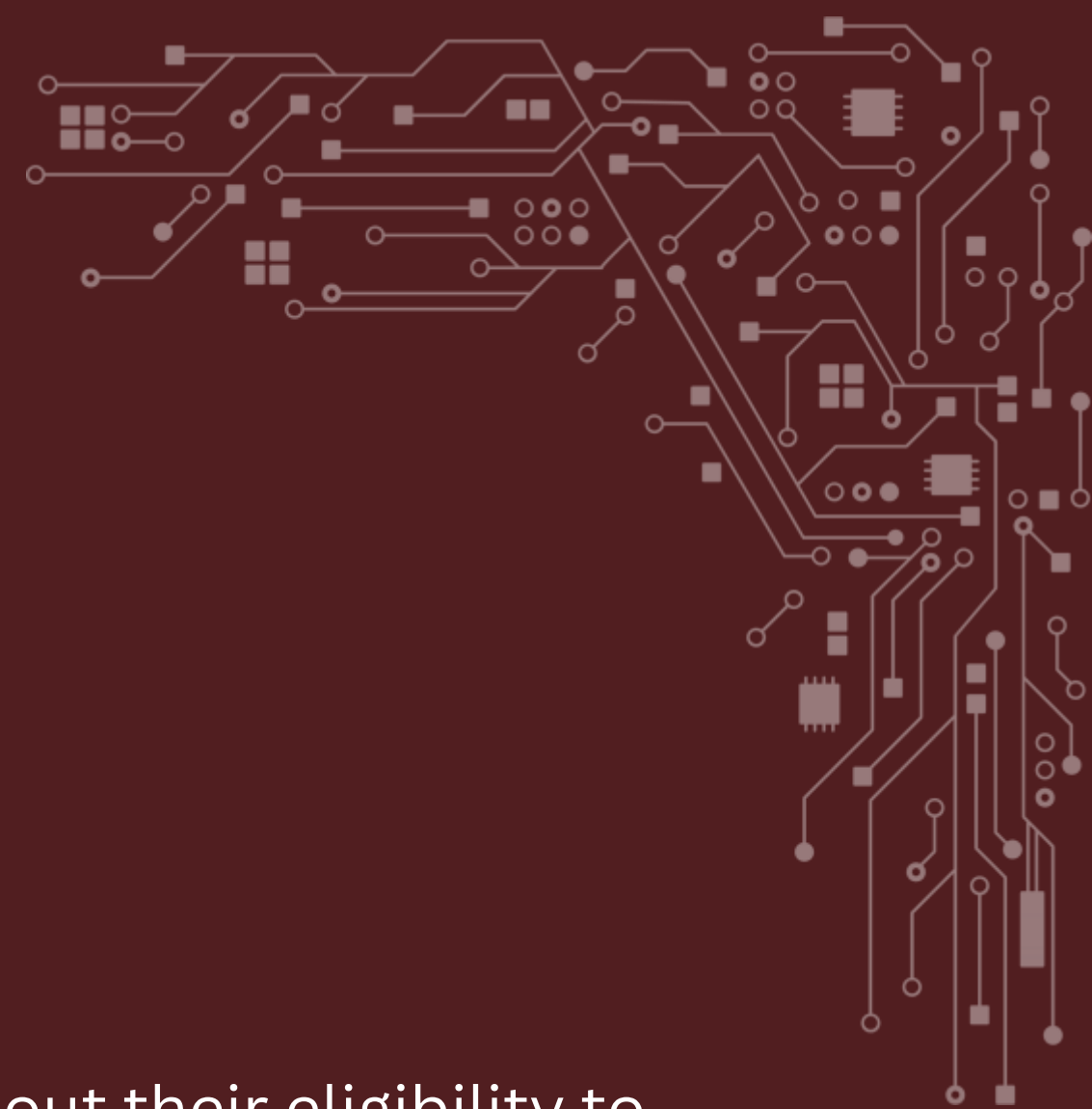
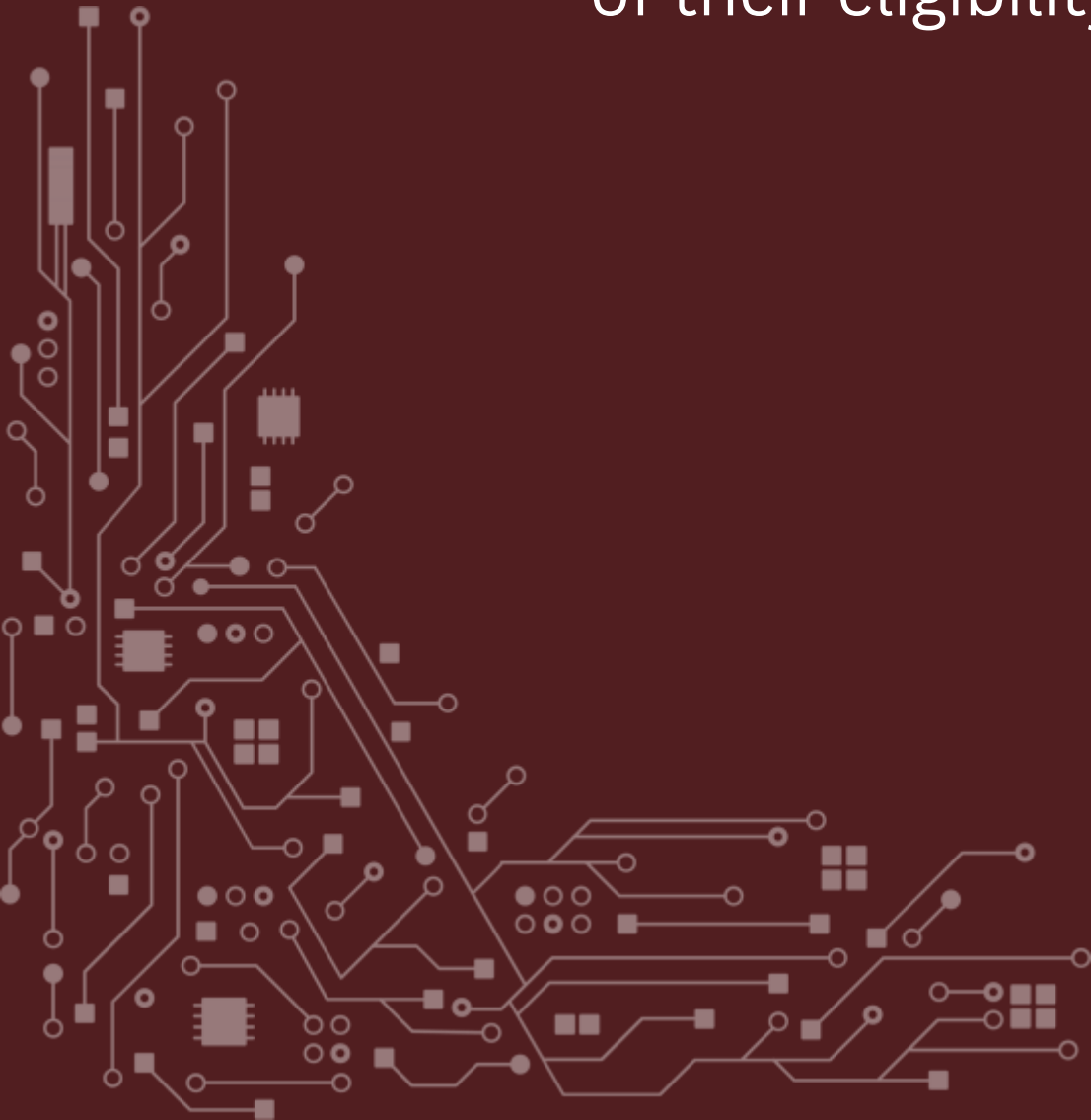
## **Problem:**

Voter Confusion: A voter who is unsure whether their home address is within city limits may not know if they are eligible to vote in city election, even if they are registered to vote.

## **Solution:**

BTX-IT created a website with the help of CSO to inform residents of their eligibility.

- Designed to help residents verify addresses about their eligibility to vote in City Elections.
- The website will offer autofill tools to assist residents in locating their addresses. Once selected, it will display the address on a map.
- Residents can access a QR code to confirm their address at voting centers and on the city website.





# QR Code

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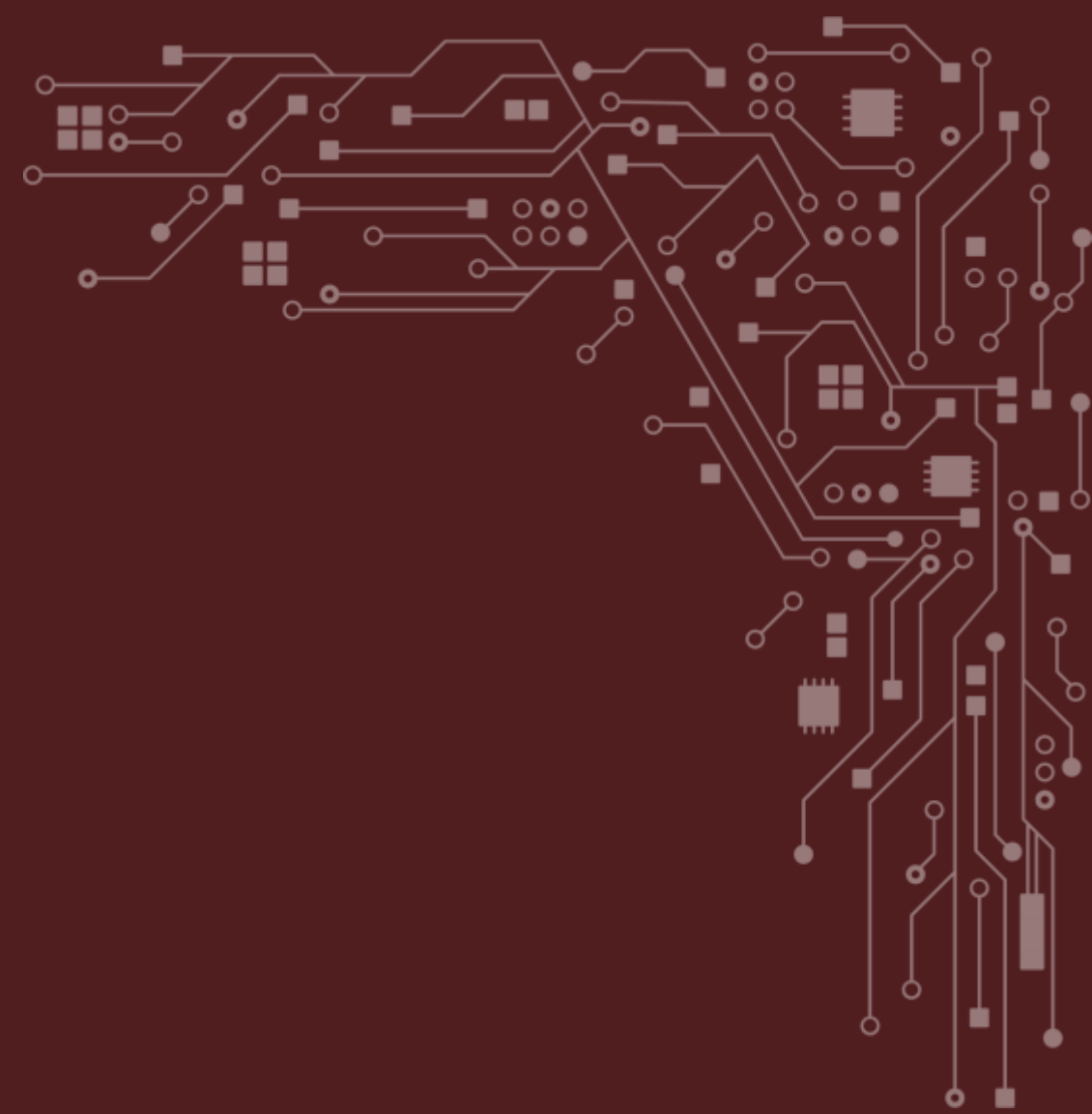
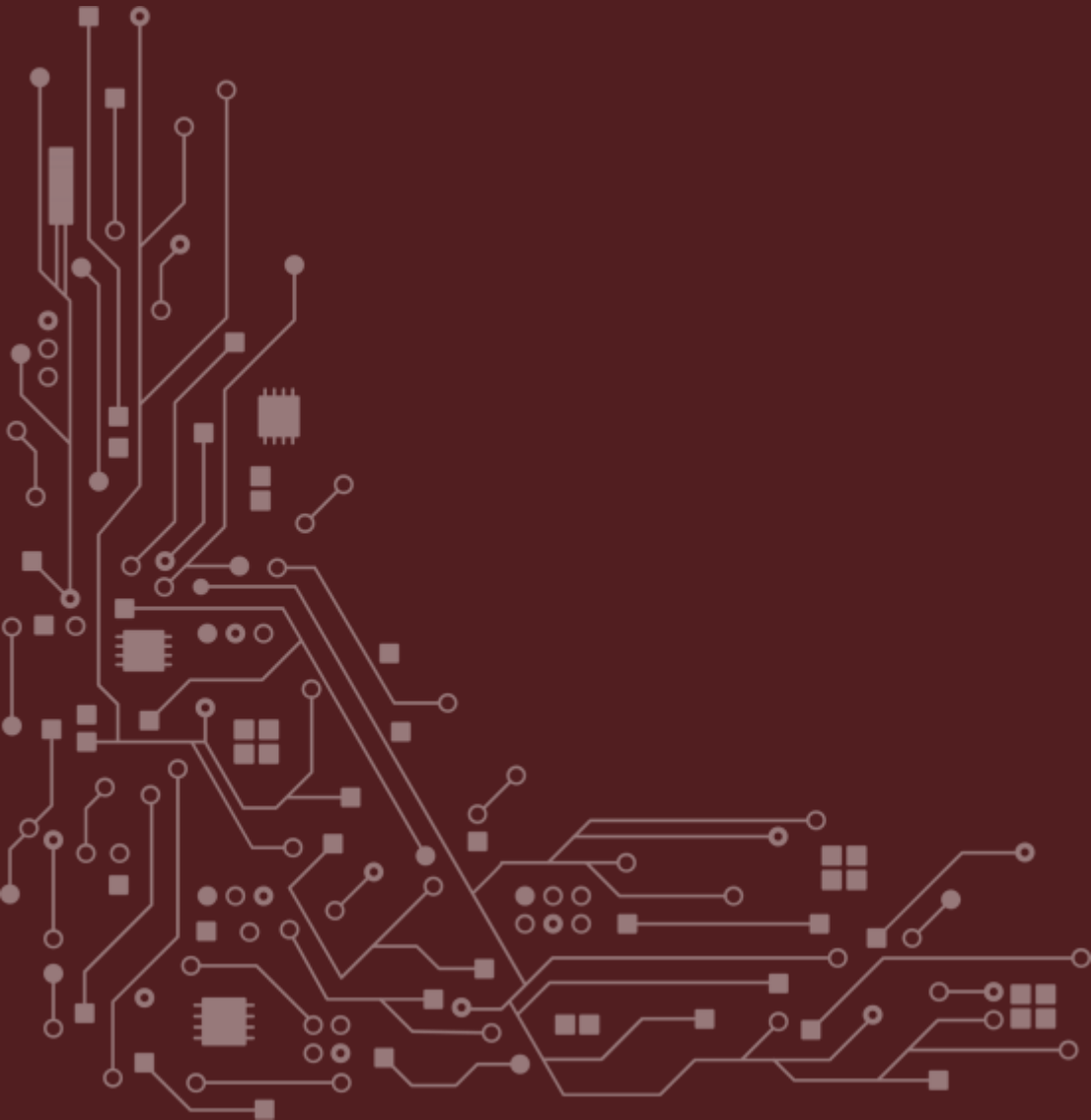


Use this QR code to:

- Verify if your address is eligibility to vote in City Elections
- Locate polling places



**DEMO**





# Getting the word out

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- Work with Communications Department on a marketing campaign for:
  - Social media
  - Website
  - Newsletter
  - Video “how to” use
- Provide election signage to Johnson and Tarrant County
  - QR code
  - Link to city website
- Provide information to 311



