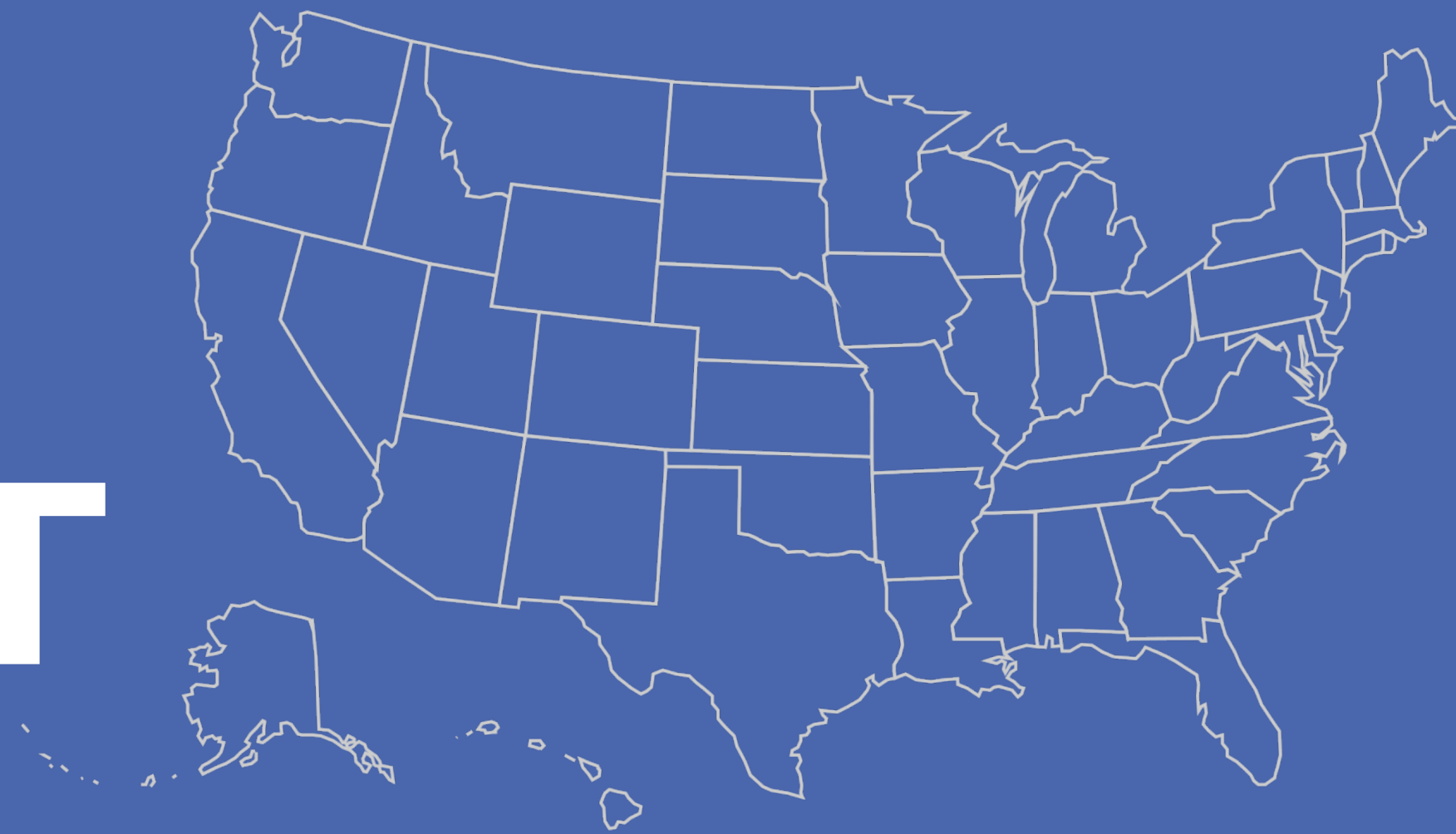


VOTE SMART



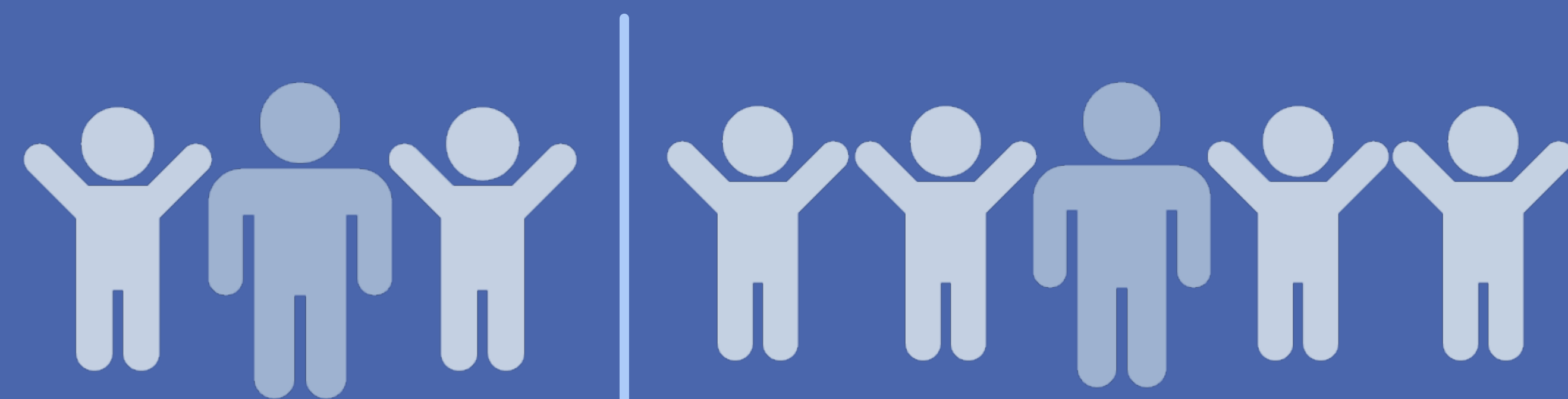
Helping students maximize their voting power!

LUCY MATZ

FACULTY ADVISORS:
ARMEN (CS) + STATER (ECON)

Background + Motivation

- Voters aged 18-29 have the lowest turnout
- Only 30% voted in 2018, up from 20% in 2014:



2018

2014

- Many cite low impact as the reason for disengagement
- As this group becomes the largest in the American electorate, our democracy depends on their civic engagement

What is Vote Smart?

- A non-partisan tool to show college students where their vote matters most

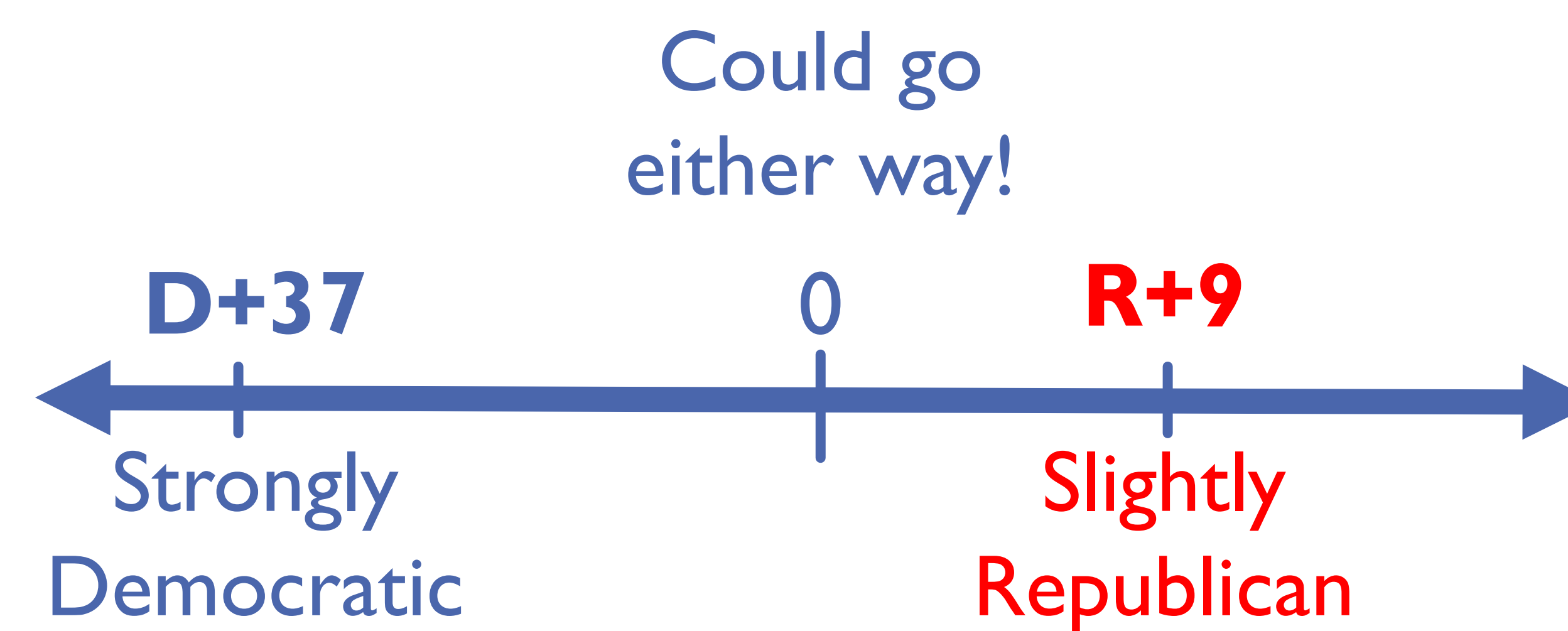
Project Goals

- Increase civic engagement in college students
- Instill lifelong habit of voting



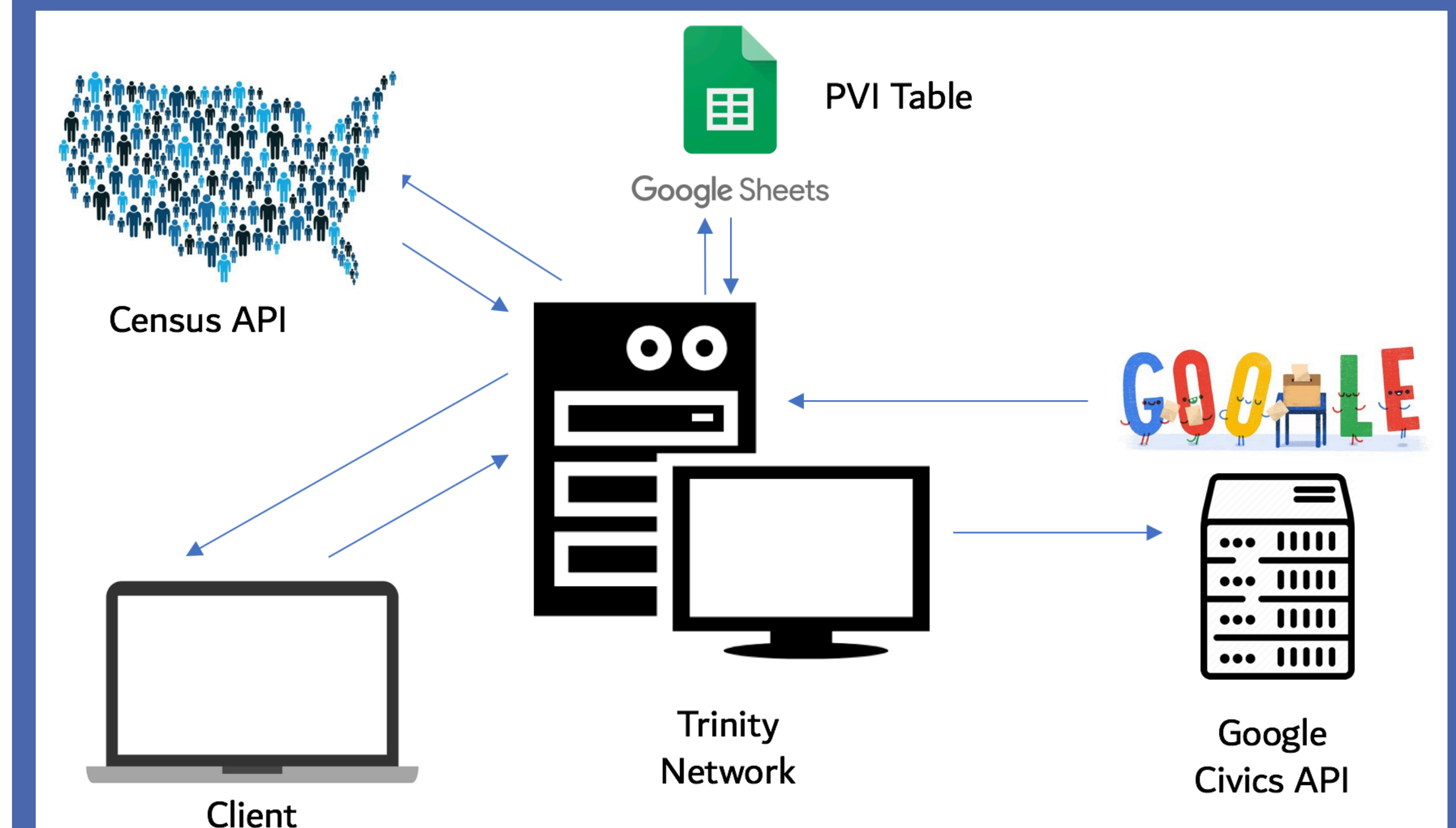
How to Measure Impact: Cook's Partisan Voter Index (PVI)

- A score given to a State, House, or Senate district, predicting which party will win a given election:



- Whichever district is closest to zero is the most vulnerable, so voting there has the most impact

System Diagram



How it works:

- 1) User types in addresses
- 2) The Google Civics API returns which House District the addresses belong to
- 3) Using the district data, the Google Sheets API returns the PVI for each district
- 4) Districts are compared, then the optimal voting district is returned with a state electorate profile aggregated from Census data
- 5) Students vote where they have the most impact!