

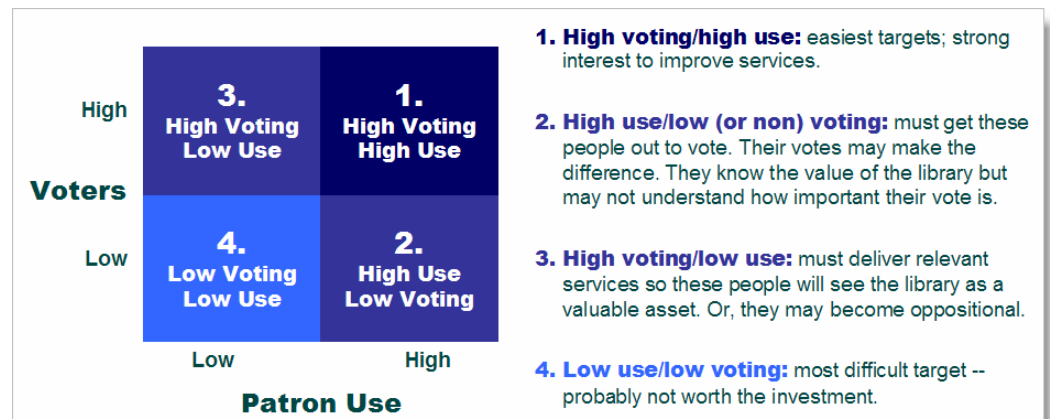
# Technical Description

## Introduction

This document provides a technical description of Voter: the purpose, work scope, schedule, deliverables, and costs. When your Library is ready to purchase Voter or if you would like additional information, please contact Chris Cook at BCR at (800) 397-1552 or [ccook@bcr.org](mailto:ccook@bcr.org).

## Overview

Voter compares library use patterns, voting patterns, and population characteristics to assist libraries win funding support at the ballot box, specifically identifying four target voter "markets" as summarized in the following diagram:



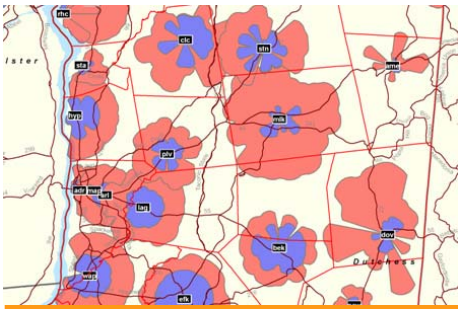
## Sample

A sample report is available by contacting Chris Cook.

## Methodology

### Data Collection

The Library provides patron and checkout/circulation data (Library Data). CIVIC will provide a Library Data collection memo to clarify exactly what is needed. CIVIC will provide geographic and demographic data (Other Data). The current year estimate of population and a five year population forecast will be utilized. CIVIC and the Library will collaborate to obtain voting data from the local public agency (e.g., county clerk or board of elections) (Voting Data). Library Data and Voter Data will be geocoded by address of record (a process that assigns a latitude and longitude to a standardized patron and voter addresses).



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### Basic Voter Package

#### Age Classifications

Maps are organized into four age classifications:

- Youth (ages 0 to 17)
- Young Adult (ages 18 to 25)
- Adult (ages 26 to 65)
- Seniors (age 65+)

#### Work Process

- CIVIC and the Library will collaborate to prepare Library Data.
- CIVIC will obtain Other Data.
- CIVIC and the Library will collaborate to obtain Voter Data.
- CIVIC will prepare the draft deliverable and present it to the Library using a webinar.
- Library reviews and comments upon the draft deliverable.
- CIVIC will incorporate the Library's comments and submit the final deliverable.

This package is required.

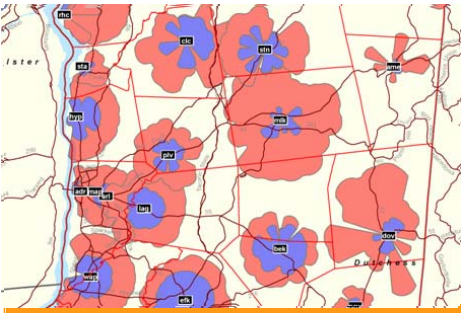
**Context Maps** > describes the geographical context including jurisdictional boundaries, roads and freeways, natural features, library outlet locations, and outlet service areas, among others.

**Patron Maps** > where patrons live, their concentration, and their penetration/open market ratio to the total population.

- Population density
- Percent voting age
- Patron rings by outlet service areas (percent of patrons by distance to outlet)
- Total patrons by age group and sex by outlet service area
- Checkouts per patron

**Voter Maps** > where voters live, their concentration, their party affiliations, and their voting history.

- Voters by age group and gender
- Voters in the last general election
- Total voters by party
- Percent age 18 to 25 voted in last general election
- Percent age 26 to 65 voted in last general election
- Percent age 65+ voted in last general election
- Percent population voted in last general election
- Percent absentee voted in last general election



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## Optional Tapestry Package

Tapestry lifestyle segments identify demographic characteristics and profiles of patrons:

- Segment data results (table)
- Percent open market by segment (graph)
- Average checkout per patron by Tapestry segment (graph)
- Comparison: households, patrons, and checkouts by Tapestry segment (graph)
- Top five segments with highest penetration rates (map)
- Percent open market of largest five segments (five maps)

## Positioning Report Package

The Positioning Report provides tools to focus campaign development efforts for each outlet service area. The Positioning Report will include data-at-a-glance, market profile, voter profile, library use profile, and Tapestry profile.

## Deliverables

Draft and Final Reports will be delivered in PowerPoint or Acrobat via e-mail or secure FTP.

## Schedule

The schedule depends upon the range of service performed. The Basic Map Package will usually be completed within six weeks of receiving Library Data and Voter Data. Optional packages take longer; we will give you a detailed schedule at the outset of the work.

## Fees

See BCR for a price list. You may use this worksheet to calculate the fee:

Service	Selection	Amount
Basic Voter Package	Required	\$
Tapestry Package	Optional	\$
Positioning Report Package	Optional	\$
Geocoding	Required	\$
<b>Total</b>		\$