



# COUNTY OF YOLO

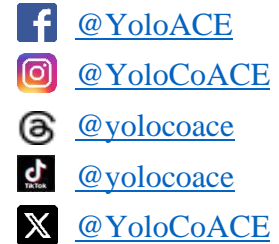
ELECTIONS OFFICE  
625 COURT STREET, ROOM B-05, WOODLAND CA 95695  
(P) 530.666.8133 (F) 530.666.8123

**JESSE SALINAS**  
REGISTRAR OF VOTERS



## FOR IMMEDIATE RELEASE

Katharine Campos  
Deputy Clerk-Recorder  
(530) 666-8132  
10/30/2024



## Yolo County Elections and Information and Technology Services Continued Collaboration to Enhance Election Transparency and Efficiency

(Woodland, CA) – Yolo County is proud to announce the continued partnership between the Yolo County Elections Office and the Yolo County Information and Technology Services - Geographic Information Systems (GIS) team. This collaboration has resulted in an innovative enterprise GIS approach that significantly enhances the management and transparency of the electoral process.

In 2018, Yolo County, California, began a path of ongoing innovation by incorporating location-based solutions into its election processes. Today, the county is further enhancing its use of geographic information system (GIS) technology across all election-related activities, showcasing that real innovation is a continuous endeavor rather than a one-time achievement.

As detailed in a recent article by Esri (a world leader in mapping and spatial analytics software), this joint initiative employs advanced GIS technology to streamline election workflows, improve voter accessibility, and provide real-time data analysis. By integrating mapping capabilities with election operations, Yolo County is setting a new standard for how local governments can leverage technology to foster trust and efficiency in the electoral process.

Key highlights of the enterprise GIS approach include:

- **Improved Voter Outreach:** Utilizing GIS to analyze demographic data allows for targeted outreach, ensuring that all voters are informed and engaged.
- **Efficient Polling Place Management:** GIS tools help optimize the location and accessibility of polling places, reducing wait times and ensuring compliance with ADA standards.
- **Real-time Election Monitoring:** Election officials can track voting patterns and turnout in real-time, allowing for immediate adjustments and transparent reporting.
- **Enhanced Transparency:** Public-facing GIS applications provide voters with access to vital information about their voting precincts and polling locations, fostering trust in the electoral process.

The Esri article is available here: [Yolo County's Enterprise GIS Approach to Elections](#)



# COUNTY OF YOLO

ELECTIONS OFFICE  
625 COURT STREET, ROOM B-05, WOODLAND CA 95695  
(P) 530.666.8133 (F) 530.666.8123

**JESSE SALINAS**  
REGISTRAR OF VOTERS



“This initiative underscores our ongoing commitment to utilizing technology for the benefit of our community,” said Jesse Salinas, Yolo County Assessor/Clerk-Recorder/Registrar of Voters. “The achievements we’ve made wouldn’t have been possible without the strong collaboration between ACE Elections, Information and Technology Services - GIS, and Esri; a unique partnership that is elevating Yolo County’s presence on a national scale. Since our initial partnership in 2018, we have focused on gathering future data and analyzing historical voting patterns to identify areas with low voter turnout, enabling us to tailor our outreach efforts more effectively—an objective we are proud to have achieved.”

“We are excited to support the Elections Office with cutting-edge GIS tools that enhance both operational efficiency and public engagement,” said Mary Ellen Rosebrough-Gay, Yolo County GIS Manager. “This collaboration demonstrates how GIS can play a crucial role in the democratic process.”

Yolo County’s innovative approach is a testament to the county’s dedication to transparency, efficiency, and voter accessibility. As the November 5, 2024, General Election approaches, this partnership will continue to refine and improve processes and contribute to a more efficient, equitable, and trustworthy election.

For more information about this election, visit: [elections.yolocounty.gov](https://elections.yolocounty.gov). Information about Vote Centers, Mobile Vote Center and Ballot Drop Box locations are available at: <https://elections.yolocounty.gov/vote-locations>.

The Yolo County Elections Office encourages residents to connect with Yolo County ACE – Assessor/Clerk-Recorder/Elections on Facebook: [@YoloACE](https://www.facebook.com/YoloACE), Instagram: [@YoloCoACE](https://www.instagram.com/YoloCoACE), Threads: [@YoloCoACE](https://www.threads.net/@YoloCoACE), YouTube: [@Yolo County ACE](https://www.youtube.com/@YoloCountyACE), TikTok: [@yolocoace](https://www.tiktok.com/@yolocoace) and X: [@YoloCoACE](https://twitter.com/YoloCoACE) to receive the most up to date information.

\* \* \*