

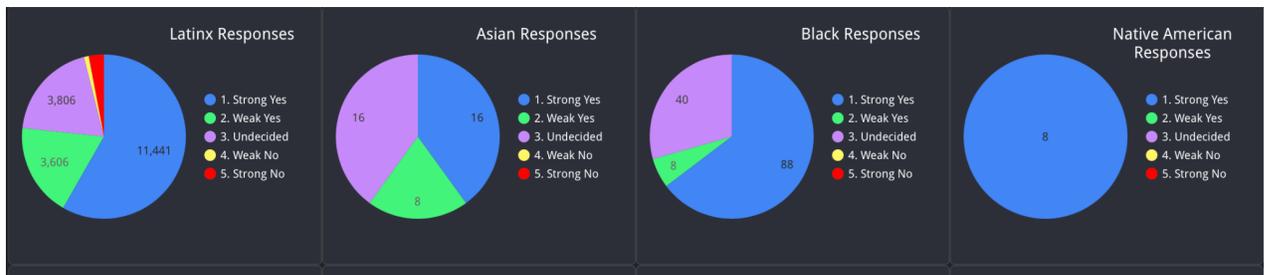
# Building an Electoral Powerhouse: Data Infrastructure & Technical Support

*2022 Updated Plan*

Community Change Action is supporting state partners with wraparound data and technical assistance to fill immediate gaps and strengthen systems of analysis as we head into the final weeks of this election cycle.

Data continues to be a pain point for the progressive movement broadly and our field specifically. Data personnel and infrastructure are chronically under-resourced, with real on-the-ground costs to grassroots electoral programs. That’s why Community Change Action has invested in building sophisticated data capacity and providing technical support for our partners. To date:

- *We’ve built comprehensive reports for all of our statewide partners with real-time automated reporting systems, allowing us to save precious human resources and collect highly accurate and targeted data for program leads to adjust strategy if necessary.*
- *Because our programs are committed to building power with voters of color, our partners will have access to as much detailed race and ethnicity information when reviewing issues or candidate IDs. Thanks to the new syncs to a data warehouse built by Community Change Action and in deep coordination with partners and other national allies, we are providing reporting on voter response by race, ethnicity, or sex. Program leads will have more information than before to make real-time adjustments to customize voter contact.*



While we know that Community Change Action's investment in data infrastructure will yield short-term impact for this cycle, the reality is that addressing the data challenges our partners have historically faced will require a multi-year effort. Our phased approach has first focused on investing in our 2022 electoral partners (AZ, GA, MI, NM, NV, WI) for timely and deep infrastructure investment — but our hope is to continue the investment with partners into the 2024 election cycle, as well as to expand our current geography.

The data infrastructure and tool investments we've made serve to match our partners' scale and sophistication, as well as the rapid pace of our electoral programs. With the expansion of our internal data department, we will provide the following support all the way up to Election Day and beyond:

- **A stable national data infrastructure** that offers economies of scale for partners to receive technical support that supplements their capacity or fills gaps. These systems will capture and improve the quality of data, especially for communities of color, and will allow for accurate targeting and strategy in 2024.
- **Establishing and managing data flows** between multiple tools through the creation of data syncs from various sources into a single repository. Including during critical times like early vote, vote by mail and Election Day timeframes where constant update of the lists will be critical to ensure maximum impact for voter engagement.
- Implementing and maintaining **data standards** nationally while supporting state partners to maintain clean, consistent data entry. While there could be political uncertainty in the last few days, our expectation is to track data across states in a scalable way with clear systems and documentation. Allowing for potentially problematic anomalies, caused by voter suppression to be more easily evident.
- Sustaining impeccable statewide **dashboards and visualizations of data** that are accessible to appropriate audiences. The automatic and custom reports we've created in coordination with partners will have dedicated staff to ensure data accuracy internally and with external partners.
- Supporting state partners in utilizing data to **vividly demonstrate the strength of our programs** for narrative setting and telling the story of the election, as well as post-analysis on our footprint and contribution to electoral wins by voters of color.

For more information, please contact Grecia Lima — National Political Director of Community Change Action and Executive Director of Community Change Voters — at [glima@communitychangeaction.org](mailto:glima@communitychangeaction.org).

*Community Change Action is a 501(c)(4) advocacy organization — with Community Change Voters (PAC) its connected organization. These entities share a common mission and vision for the world, and work in full compliance with state and federal campaign finance law.*