



BallotNav is a navigation tool created by Hack for LA that aims to prevent disenfranchisement by providing reliable and up-to-date information on ballot drop off locations across the US. Due to distrust in the postal service, misguided information from the media, an inconsistent pool of resources provided by the government, and societal shifts caused by COVID-19, it is now more important than ever to have useful resources for those hoping to have their voices heard.



By partnering with organizations across the country and giving voters a frictionless experience, we hope to become the trusted non-partisan resource in upcoming elections.

Project Goals:

- Provide a reputable, nonpartisan voter resource
- Reduce the amount of time/clicks spent to find local drop-off locations
- Provide context for the structured data (provenance)
- Provide information that is mobile-friendly and ADA compliant

First Milestones:

BallotNav was built over the last 5 months and was originally proposed for the presidential election in 2020. Due to time constraints, however, it was instead successfully launched for the GA Senate Runoff election at the beginning of January 2021.

- Recruited a team of developers, data scientists, and designers
- Developed roadmap for product MVP design
- Scraped county websites and performed data validation using volunteers
- Built an admin portal for data input and publishing
- Stood up a database to house the data and tied it to a map tool for visualization
- Laid the backend technical groundwork for subsequent features

BallotNav 2.0:

Six-month Roadmap

- Improve user experience
- Develop and implement marketing and fundraising strategy to increase adoption and scale in preparation for upcoming elections
- Build out the twelve-month roadmap
- Develop and implement a marketing strategy to increase adoption and scale in preparations for upcoming elections
- Build relationships with potential non-partisan partners and potential funders