

The screenshot shows the eCanvass interface with a table of voter records. The table has columns for Name, Address, and Flags. The flags column contains radio buttons for various categories: 3: Pref, Work, Fav, Unfav, Unk, Clear; 4: Flag 4, Val A, Val B, Val C, Clear; 5: Flag 5, Val D, Val E, Val F, Clear.

Name	Address	Flags
HOPPER DEANNA R	17 ARDMORE CT	3: Pref <input type="radio"/> Work <input type="radio"/> Fav <input type="radio"/> Unfav <input type="radio"/> Unk <input type="radio"/> Clear 4: Flag 4 <input type="radio"/> Val A <input type="radio"/> Val B <input type="radio"/> Val C <input type="radio"/> Clear 5: Flag 5 <input type="radio"/> Val D <input type="radio"/> Val E <input type="radio"/> Val F <input type="radio"/> Clear
THOMAS	17 ARDMORE CT	3: Pref <input type="radio"/> Work <input type="radio"/> Fav <input type="radio"/> Unfav <input type="radio"/> Unk <input type="radio"/> Clear 4: Flag 4 <input type="radio"/> Val A <input type="radio"/> Val B <input type="radio"/> Val C <input type="radio"/> Clear 5: Flag 5 <input type="radio"/> Val D <input type="radio"/> Val E <input type="radio"/> Val F <input type="radio"/> Clear
EVANS MARGARET L	18 ARDMORE CT	3: Pref <input type="radio"/> Work <input type="radio"/> Fav <input type="radio"/> Unfav <input type="radio"/> Unk <input type="radio"/> Clear 4: Flag 4 <input type="radio"/> Val A <input type="radio"/> Val B <input type="radio"/> Val C <input type="radio"/> Clear 5: Flag 5 <input type="radio"/> Val D <input type="radio"/> Val E <input type="radio"/> Val F <input type="radio"/> Clear
PINTER DONALD J	20 ARDMORE CT	3: Pref <input type="radio"/> Work <input type="radio"/> Fav <input type="radio"/> Unfav <input type="radio"/> Unk <input type="radio"/> Clear 4: Flag 4 <input type="radio"/> Val A <input type="radio"/> Val B <input type="radio"/> Val C <input type="radio"/> Clear 5: Flag 5 <input type="radio"/> Val D <input type="radio"/> Val E <input type="radio"/> Val F <input type="radio"/> Clear
MCGINNIS LISA M	21 ARDMORE CT	3: Pref <input type="radio"/> Work <input type="radio"/> Fav <input type="radio"/> Unfav <input type="radio"/> Unk <input type="radio"/> Clear 4: Flag 4 <input type="radio"/> Val A <input type="radio"/> Val B <input type="radio"/> Val C <input type="radio"/> Clear 5: Flag 5 <input type="radio"/> Val D <input type="radio"/> Val E <input type="radio"/> Val F <input type="radio"/> Clear

eCanvass

Case

Study

Date - March, 2002

Location - Santa Clara County, California

Campaign - Yes on Measure K

Type of Campaign - \$35 Million School Bond Issue

Consultant - Terris and Barnes

Voters in District - 21,143

Voters in Canvass Base - 5,247

Method of Canvass - Phone

Voters Updated in eCanvass - 2,518

Percent Updated - 48%

Number of Posts to File - 5

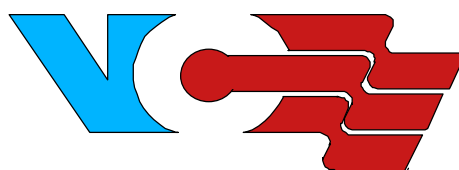
Number of Uses of Updated File - 2

Number of People Updating - 6

Length of Project - 4 Months

Needed to Pass Measure - 55%

Percent for Campaign - 72%



www.vcsnet.com