



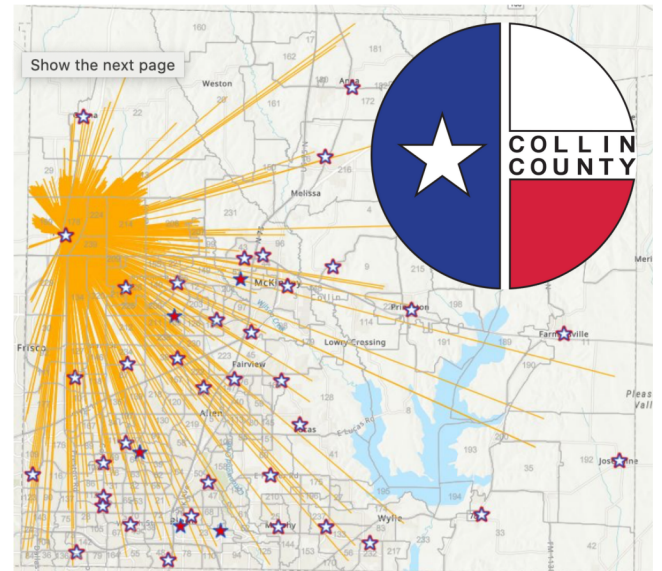
SPOTLIGHT | Collin County, Texas

Fast Growing: In More Ways Than One

Collin County is one of the fastest growing counties in Texas and the nation, with more than 1,000,000 people and counting, and even more innovative ideas and aspirations.

Collin County, Texas worked alongside Qwhery Inc. to enable “Where to Vote”, a voice action for their location-based outreach tools during the 2020 Presidential Election season, as local governments, including Collin County, were striving to establish accessible voting information systems ahead of Election Day, guiding voters in rain, shine, or pandemic alike.

Collin County, Texas is located in northeastern Texas thirty miles south of the Red River. Collin is one of the fastest-growing counties in the United States, ranking within the top 10 counties nationwide in terms of population gains over the past decade. During the duration of the 2020 Presidential Election, amidst the COVID-19 pandemic, governments were taking note of the important role that location-based technology plays in civic efforts, and the potential it has for further impact moving forward. Like many cities and states, Collin was looking for ways to maximize voter turnout.



Data Visualization: Reach of Vote Centers
in Collin County, Texas



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Qwhery Inc.



As a part of their efforts, the county implemented a number of outreach tools to help citizens vote efficiently, especially given the difficult circumstances posed by the pandemic. One of these tools included an online web map which displayed voting locations and their wait times. Identifying official polling locations for early voting and Election Day allowed people to avoid longer waits and crowds, thus helping maintain the needed social distancing and safe environment.

In order to enhance this data, Collin County linked it to Qwhery's "Where to Vote" voice action. This tool allowed voters to ask their voice-enabled devices, such as Google or Alexa, where to vote based on the given location. Users could activate the skills by saying to Google: "Hey Google, Talk to: where to vote in Collin County" or for Alexa: "Alexa, ask Q-One-One where to vote in Collin County".

The Google Assistant Action and Amazon Alexa Skills connect directly to the County's Geographic Information System (GIS) and was able to be set up in just a few days. This ability resulted in the users obtaining fast, clear responses which identified the nearest voting station, reports on current wait times, and providing directions via text messages, if requested.

As a result, Collin County voters turned out in record-shattering numbers. During the voting period alone, residents cast a total of 421,920 ballots, exceeding 356,688 votes cast during the entirety of the 2016 Presidential Election. 36,689 additional votes were cast on Election Day itself, amounting to an impressive overall turnout rate of 76%. It does not end there as the county had one of the highest early voting participation rates in Texas among first-time primary or general election voters, indicating a high degree of new voter engagement.

"Collin County voters turned out in record-shattering numbers."

- Tim Nolan, Sr IT Manager, Collin County



Where to Vote in Collin County

Key Results



Significant increase in voter turnout



Efficient and safe voting during pandemic



Citizen awareness of services and information

Have an idea? Want to try Q11 & Voice Technology for your City?

Email us at hello@qwhery.com - we'd love to work with you to explore new innovative ways to serve your citizens.



Qwhery Inc. is a leader in implementing voice technology integrated with geospatial data and municipal services. Their flagship product, Q11 connects smart home devices and voice assistants to municipalities, providing citizens with quick access to information and answers to common questions.