

vpap.org

VISUALIZATIONS

CIVICS EDUCATION

NEWS AGGREGATION





vpap.org

The Virginia Public Access Project

MISSION

VPAP connects Virginians to nonpartisan information about Virginia politics in easily understood ways.

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FROM THE BOARD CHAIR



Every year, I lead small business owners around the General Assembly for our “Small Business Day on the Hill.” While most are on a first-name basis with their hometown delegation, I can’t assume they know much about how the process works.

In the same way, we at VPAP know that most people who visit our site or see our social media postings lack an insider’s perspective.

VPAP’s unique mission is to take government data – such as campaign finance, legislation and election results – and transform it into information that means something to a variety of audiences.

For insiders, it’s relatively easy. Heck, they already speak the language.

Our real challenge is to open a window for everybody else.

As you’ll read in this Annual Report, VPAP met this challenge in several ways this year. We connected with high school government teachers. We made it easy for people to stay informed. And we produced data visualizations that brought the data to life.

Thank you to our many supporters whose financial investment provide Virginians with this unique resource. We hope to continue to earn your trust.

Nicole Riley
VPAP BOARD CHAIR

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2016 ACCOMPLISHMENTS

A STRATEGIC PLAN PROGRESS REPORT

In December, the VPAP Board of Directors sharpened the organization's strategic plan to focus on **three core goals**.

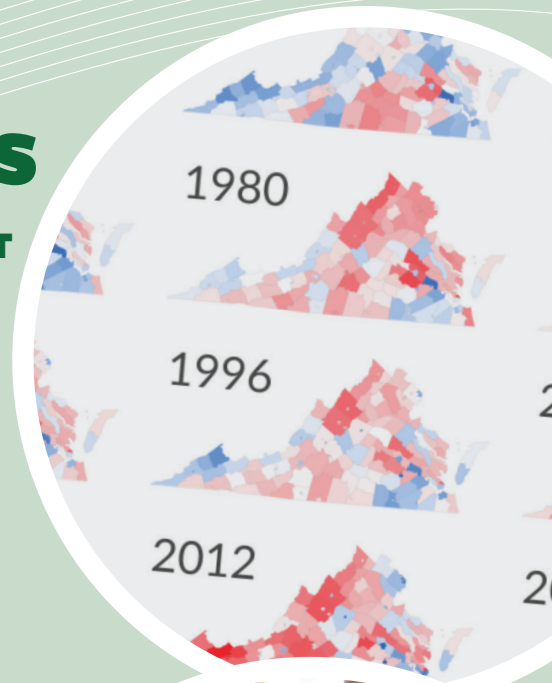
1

GOAL

Make Politics More Relevant, Easily Understood

2016 SUCCESSES

- Launched a **Resource Library for high school government teachers** that includes visualizations crafted to help students understand basic concepts about our system of representative democracy.
- Published **interactive visualizations** that helped explain trends such as campaign finance, early voting and election results.
- Provided **real-time analysis of election results** that showed turnout and votes in precincts with identifiable demographics.



2

GOAL

Broaden VPAP's Audience

2016 SUCCESSES

- **Grew VaNews subscriptions by 22.7%** — bringing the people who receive daily news compilation email to nearly 8,500.
- **Social media strategy** focused on data visualizations drew 21,000 new users to vpap.org during the second half of the year.
- **Data visualizations** attracted 137,400 page views in the second half of the year, compared to less than 10,000 the previous year.



3

GOAL

Build a Robust, Independent Institution

2016 SUCCESSES

- Adopted a **Three-year IT Plan** to boost data analysis, increase efficiency of data processing and speed deployment of website programming.
- Raised the profile of the **VPAP Board of Directors** by adding two seats reserved for corporate leaders and high-profile individuals.
- Grew the **Leadership Council** from 19 to 29 individuals who donate at least \$5,000 annually.



2016 SUPPORTERS

The **Virginia Public Access Project** is a nonprofit that relies on support from its users. VPAP would like to thank the following financial contributors.

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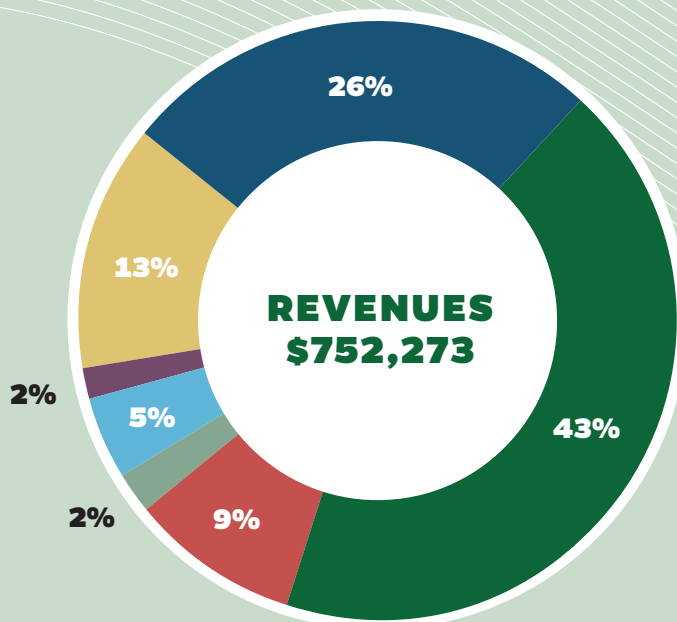
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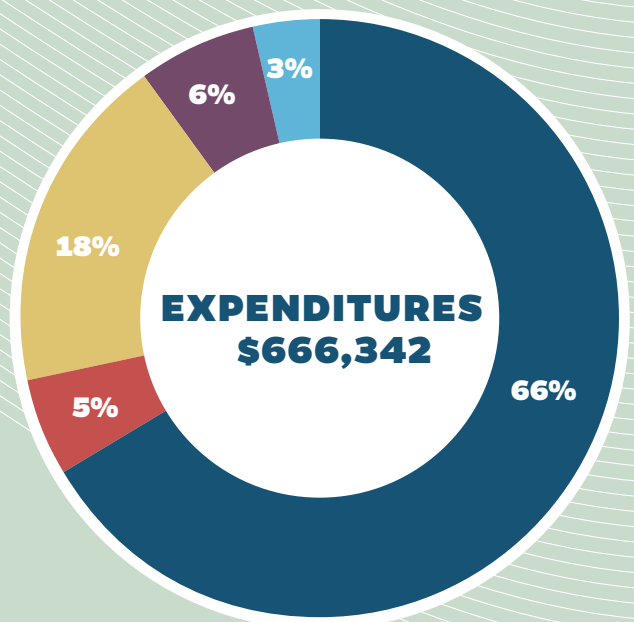
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2016 FINANCIAL RESULTS



Annual Fund	\$325,266
May Event	\$196,600
Grants	\$100,000
VaNews	\$67,805
Media	\$34,075
Candidates	\$16,900
Fee Services	\$11,626
TOTAL	\$752,273



Personnel	\$442,904
Technology	\$121,762
Rent/Overhead	\$42,327
Events/Marketing	\$35,876
Services/Support	\$23,074
TOTAL	\$666,342

Motorcyclists
Virginia College of Emergency
Physicians
Virginia Governmental
Employees Assn
Virginia Independent Auto
Dealers Association
Virginia Maritime Association
Virginia Petroleum Council
Virginia Poultry Federation
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\$10/month = **\$120/year**

\$25/month = **\$300/year**

\$84/month = **\$1,000/year**

Visit vpap.org/donate to
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* Gave more than amount listed

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The Leadership Council is comprised of business and community leaders who provide invaluable counsel to VPAP and who donate at least \$5,000 annually.



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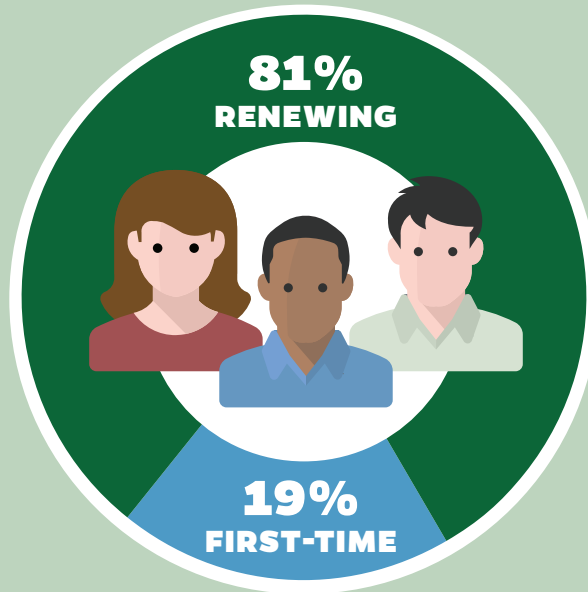
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VPAP DONORS AT A GLANCE



889
**TOTAL NUMBER
 OF DONORS**

70%
DONOR RETENTION
 compared to
46% National Average*

98
**NUMBER OF DONORS
 WHO RETURNED IN 2016
 AFTER SKIPPING 2015**

2015 RETAINED DONORS

**42% GAVE MORE
 IN 2016**

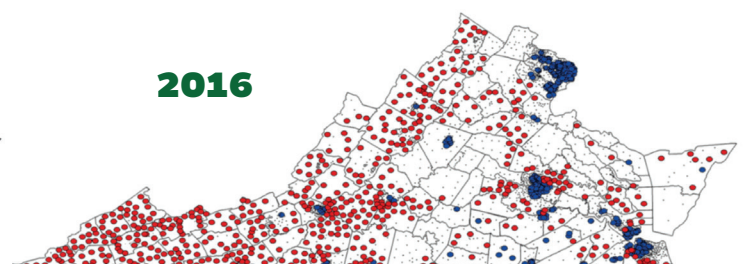
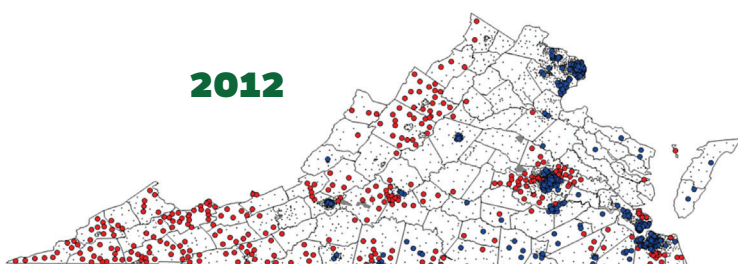
**42% GAVE SAME
 IN 2016**

**16%
 GAVE LESS
 IN 2016**

* Source: Fundraising Effectiveness Project, national survey for 2015.

TOP VISUALIZATION

Precincts with 40+ spread between Democrats and Republicans





VANEWS AT A GLANCE

VaNews is a daily compilation of news articles about state politics and government.

OPEN RATE **59.9%**

Twice national average

CLICK RATE **23.3%**

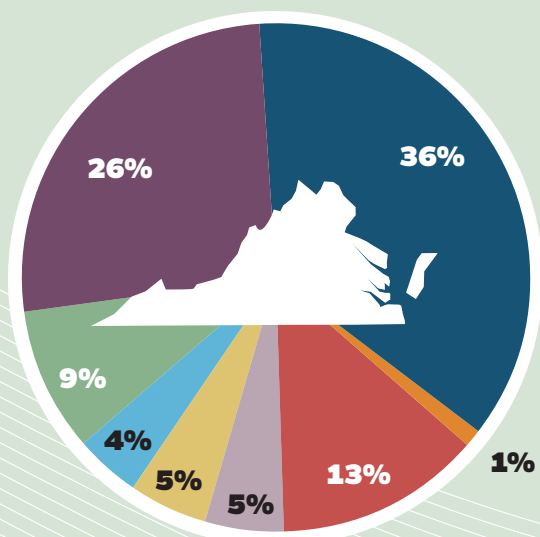
Eight times national average

TOTAL EMAIL SUBSCRIBERS **8,471**

DAYS PUBLISHED **277**

ARTICLES PUBLISHED **10,874**

VANEWS SUBSCRIBERS BY REGION



■ Northern VA/DC ■ Southside Virginia
 ■ Capital Region ■ Valley of Virginia
 ■ Chesapeake Bay ■ Southwest Virginia
 ■ Hampton Roads ■ Piedmont

2016 VANEWS DONOR SALUTE

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THE 5 MOST-CLICKED HEADLINES OF 2016

- 1. Editorial: More changes to Va's Constitution** (*Smithfield Times*)
- 2. McAuliffe administration official accepts Redskins' invite for playoff game luxury box** (*Associated Press*)
- 3. Here's what happens when Miley Cyrus door knocks for Clinton at a college dorm** (*Washington Post*)
- 4. Visualization: Map of court-imposed congressional districts** (*vpap.org*)
- 5. Va's ethics chief forced out as Supreme Court takes up McDonnell case** (*Washington Post*)

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VPAP EVENTS

LIGHTEN UP, IT'S JUST POLITICS

More than 350 people turned out for VPAP's annual luncheon, which is a Virginia take on the White House Correspondents Dinner. This unique event offers politicians from both sides a chance to make light of themselves – and others. The May 25 program included stand-up routines by two freshman state legislators – Democrat Del. Lamont Bagby and Republican Glen Sturtevant. The M.C. was Beau Cribbs, host of RVA Tonight.



AFTER VIRGINIA VOTES

The post-election retrospective organized by VPAP and hosted by the Schar School of Policy and Government at George Mason University has become a must-see tradition in Virginia politics. Held one week after the presidential election, the 2016 edition of After Virginia Votes featured state directors for Democrat Hillary Clinton and Republican Donald Trump. Schar School Dean Mark Rozell led a 90-minute discussion.



2016 BY THE NUMBERS



137,400

PAGE VIEWS associated with our data visualizations in second half of year

21,891

NUMBER OF TIMES voters used All Politics is Local to find their precinct

+67%

VISUALIZATIONS PUBLISHED compared to 2015

10,874

ARTICLES that appeared in VaNews

2,350

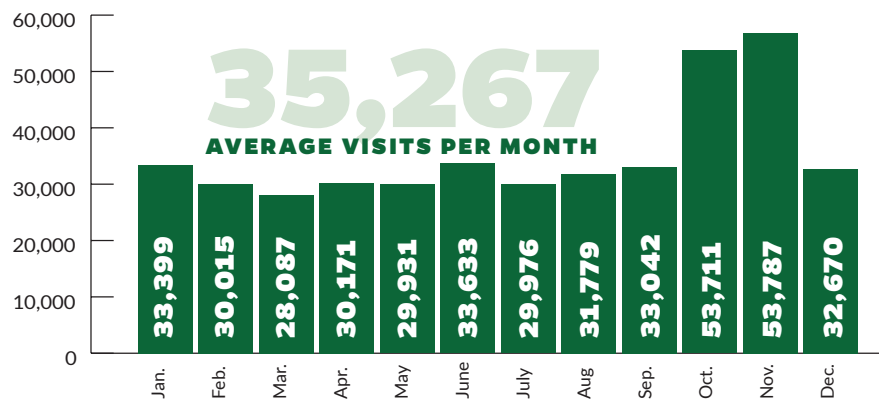
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97%

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