

# Field Visibility Reports

Placement Intelligence for Campaigns, Committees & Advocacy Organizations

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BlueList's Field Visibility Reports answer a question that campaign data products usually skip: where do you physically put the thing so the most of the right people actually see it? A truck, a group of people on a corner, a yard sign — each one is a placement decision, and each one is usually made from memory and instinct. These reports replace that with measured vehicle traffic, verified district boundaries, and — where the report calls for it — voter density, delivered as specific instructions a driver or a volunteer can follow. The pages that follow describe all five in plain language.

5 PLACEMENT REPORTS · ONE CATALOG

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# Report Index

Five placement reports, at a glance. Sold individually or together; scope and lead time are set per engagement.

- US49**     **Mobile Billboard Route Intelligence** — moving trucks
- US55**     **Protester Traffic Report** — standing groups
- US22**     **Sign Placement Intelligence** — yard signs
- US59**     **Polling Place & Drop Box Visibility** — early voting & election day
- US60**     **Fixed Billboard Site Selection** — which faces to buy

## How These Are Built

The same method underlies the whole family. Not every step applies to every report — where one does not, the description says so.

- 01**     **Every number traces to a named public source.** Each figure carries the agency, dataset, and vintage it came from, so a client can go check it. Where a figure is derived rather than published — a peak-hour volume computed from an annual average daily count, for example — the report names the published factor used and shows the arithmetic.
- 02**     **District boundaries are verified, not drawn.** Every location is tested against official Census district geography to confirm it actually falls inside the district — a point-in-polygon check, not a visual judgment about which side of a street a corner sits on.
- 03**     **Traffic volumes come from the agencies that count them.** The state DOT's published count layer provides the statewide baseline, supplemented by city and county counts wherever those are more precise than the state layer.
- 04**     **Voter density comes from the state voter file.** Registration counts are rolled up to geography so a corridor can be ranked by who lives along it, not just how many cars pass. In the route and corner reports no individual voter record appears in a deliverable — only aggregates. US22 is the deliberate exception: its output is a walk list of specific addresses, supplied under the use restrictions of the state file it was drawn from. US55 uses no voter-file data at all.
- 05**     **Commute flows, not just residence.** Federal origin-and-destination employment data records how many residents of each small area travel to work in each other area. Layered onto a corridor it distinguishes a road people live beside from a road people drive, and separates the morning direction from the evening one. This layer is part of US49.
- 06**     **Routes are computed against real road networks.** Drive times, turns, and sequencing come from actual routing engines, so a route that reads well on paper is also drivable in the time available.
- 07**     **Disagreement is labeled.** When a client supplies their own route or corner preferences, the report follows them and says so. Where the data points somewhere different, both are shown and the recommendation is attributed by name.

# Report Descriptions

Placement in motion, and placement that stands still.

US49 · MOBILE

## Mobile Billboard Route Intelligence

You have a truck carrying an ad and a fixed number of hours to drive it. This report tells you where to drive, and when. It ranks the road corridors inside a district by published vehicle traffic, cross-references those corridors against where the district's voters live and where they commute, and turns the result into real turn-by-turn routes with drive times and hour-by-hour timing guidance. It ships in two halves: the organizer gets the reasoning, the corridor scoring, and the map; the driver gets a separate one-page-per-route sheet with the turns, the timing, and the map for that route alone. This is the routing and targeting layer only — BlueList does not book, permit, insure, or operate the truck.

The commute layer is what separates this from a traffic study. Federal origin-and-destination data records how many residents of each small area travel to work in each other area. Applied to a corridor it moves the question from *who lives near this road* to *who travels it, in which direction, at which hour* — so a morning route and an evening route are not the same route reversed.

**Deliverables** Route plan report · one-page-per-route driver sheet · corridor scoring data

US55 · STANDING GROUPS

## Protester Traffic Report

You are putting people on a street corner with signs. This report tells you which corner. It ranks public street corners inside a verified district boundary by how many vehicles actually pass them, weights that count by time of day, and screens every corner on two practical questions most plans never ask: can it physically hold the group you intend to put there, and is there a traffic signal that will stop cars long enough for a sign to be read? It ships with a legal and safety one-pager covering public-sidewalk rules, obstruction statutes, and the corners to strike because they sit on private frontage or state right-of-way. The base report uses no voter-file data at all.

**Deliverables** Corner plan report · one-page-per-corner marshal cheat sheet · legal & safety brief

# Report Descriptions (continued)

Placement on private property, at the polls, and on the boards you rent. Scope, lead time, and price are quoted per engagement.

## US22 · YARD SIGNS

### Sign Placement Intelligence

**Yard signs, answered from both sides.** The first side is where to put them: roads ranked by traffic volume, then high-traffic frontage matched against the voter file to produce a walk list of specific households likely to say yes to hosting a sign — so volunteers knock on doors chosen for visibility and receptiveness rather than convenience. The second side is where you can't: a compliance map of prohibited highway right-of-way, polling-place buffers, and HOA-restricted areas, so signs don't get pulled, fined, or turned into a local news story a week before the election.

**Deliverables** Host walk list (CSV) · interactive map · compliance one-pager · narrative

## US59 · VOTING LOCATIONS

### Polling Place & Drop Box Visibility

**Through early voting and on election day, where should people stand?** Every polling location and ballot drop box in the district, ranked by the vehicle and pedestrian traffic that actually passes it, and screened for whether a position exists outside the statutory electioneering buffer that is still visible from the approach. That buffer distance differs by state and is the detail most often gotten wrong; this report states it, maps it, and puts the position outside it.

**Deliverables** Ranked location plan · one page per site · buffer & electioneering brief

## US60 · FIXED BILLBOARDS

### Fixed Billboard Site Selection

**A vendor sends you a list of available billboard faces and a price for each. Which ones should you buy?** This report scores each available face on the traffic that passes it, the voter composition of the area that traffic is drawn from, the direction it reads from, and the hours it is actually seen — then ranks the faces by cost per targeted impression rather than by cost per impression. Built to be read next to a vendor's rate card, and independent of it: BlueList scores the faces, the client buys them.

**Deliverables** Scored face-by-face ranking · buy recommendation · map

# Coverage & Scope

What travels between states, and what has to be checked first.

## THE METHOD IS PORTABLE. THE INPUTS ARE NOT UNIFORM.

These reports were built in Arizona, where the state DOT publishes a clean statewide traffic-count layer and the voter file is obtainable. Neither of those conditions is national. Every state publishes traffic counts on its own schedule, in its own format, and at its own level of detail — and every state governs voter-file access differently, with its own price, its own eligibility rules, and its own limits on what the data may be used for.

For that reason, BlueList assesses each state before quoting work in it: what data exists, what it costs, what it permits, and how much of the district can be covered at the precision the report requires. That assessment is the first step of any multi-state engagement, and it is what determines both price and delivery schedule.

## WHAT BLUELIST DOES NOT DO

These are intelligence products. BlueList supplies the placement layer — where, when, and why — and hands it to whoever is executing. BlueList does not book media, negotiate with vendors, pull permits, carry event insurance, or operate equipment or personnel in the field. Reports are built to hand directly to the operator who does.

## RELATED CATALOG

Field Visibility is one of several BlueList report families. The companion **Strategic Intelligence Reports (SIR)** catalog covers twenty-seven district-level issue briefings — water risk, healthcare, housing, federal investment, veterans, tribal communities, and more — built for campaigns that need locally grounded facts on the issues driving a race rather than statewide talking points.