



**DEBRA BOWEN** | SECRETARY OF STATE  
STATE OF CALIFORNIA | ELECTIONS

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April 25, 2014

County Clerk/Registrar of Voters (CC/ROV) Memorandum # 14108

TO: All County Clerks/Registrars of Voters

FROM: /s/ Jana M. Lean  
Chief, Elections Division

RE: Statewide Direct Primary Election: Voting Information Project  
Involvement

The Secretary of State's office has been working in conjunction with each county's Election Management System (EMS) vendor to participate in the Voting Information Project (VIP), a Pew Charitable Trusts project.

VIP teamed up with Google to create a voter information tool for polling place lookup. This project involves securely collecting information from each county in an open standard format so that they may widely distribute that information to voters via a Google-embedded tool. The tool uses data from each county's EMS to produce the most accurate and official results. A voter can input their home address and see a map of their polling place.

Some counties have participated in VIP in the past, and we are now requesting that 100% of counties participate to assist California voters with a one-stop shop to find their polling place.

Each of the EMS vendors has created an application to support the project. If you do not have the information on how to use your vendor's application tool, they are committed to assisting you through the process.

If you have any questions, please feel free to contact your EMS vendor directly or you may contact me at (916) 657-2166. Thank you.