



ALEX PADILLA | SECRETARY OF STATE | STATE OF CALIFORNIA
ELECTIONS DIVISION

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February 24, 2016

County Clerk/Registrar of Voters (CC/ROV) Memorandum #16067

TO: All County Clerks/Registrars of Voters

FROM: /s/ Steven Carda
NVRA and Voter Outreach Program Manager

RE: Presidential Primary: Voting Information Project

As you know, the Secretary of State's office has partnered with the [Voting Information Project](#) (VIP), a project of The Pew Charitable Trusts, Google, and the states, to provide official polling place information (including vote centers) and statewide as well as down-ballot contest information to voters through free tools available to elections officials and others. This partnership allows voters to access data from any county in California for statewide **AND** local elections, amplifying the reach of our official information to voters.

In order to make this project as successful as it has been in the past, we ask that all counties participate by providing your county-specific data to VIP to be used for the upcoming June 7, 2016, Presidential Primary Election as well as any other local elections. **Please upload your initial set of exports (instructions listed below) by April 23, 2016**, for the Presidential Primary Election, or by E-43 for any other elections, and any updates as they become available.

The Secretary of State's office will work with each county to facilitate the transfer of files to the VIP and to assist with any questions you may have. To streamline these conversations, please provide a point person to contact with information regarding this project. This person should be the individual that will be able to identify and upload data files to make your county's information available. Once a contact is identified, the Secretary of State's office will provide a user name and password for the upload tool.

Please provide your county VIP contact to Steven.Carda@sos.ca.gov by March 3, 2016.

County: _____ Phone: _____

Name: _____ Email: _____

How to provide data to VIP

Using VIP's [CA County Upload Tool](#), please upload standard reports from your election management system. Below is guidance for the specific exports VIP will need from each county, grouped by vendor, based on the exports provided by pilot counties. Please contact your vendor for technical assistance in extracting these exports.

DFM Counties

A representative from DFM will be contacting all client counties to discuss your participation and the process for delivering the proper exports.

DIMS Counties

Please provide all of the following exports:

- Ballot Generation Export
 - Any ballot measure/referendum/proposition text nested within the export.
- VIP Ballot Export

Below are VIP's free tools available to county elections officials as well as outside organizations in order to provide voters easy access to election information.

- The [VIP Voting Information Tool](#) – An easily embeddable, mobile-optimized, and customizable tool that offers official voting information such as polling place and ballot information to anyone using just a residential address. The tool can be easily embedded on any website and supports 10 languages. This tool has been embedded on the Secretary of State's website since 2014 with great success.
- [SMS Tool](#) - A short messaging service (SMS) tool provides voters with election information via text message. By texting "VOTE" or "VOTO" to GOVOTE (468-683), voters can find their polling place, contact information for a local elections official, and a link to check their voter registration status. This tool is available in 10 languages.
- [iOS and Android Apps](#) - These free apps can be customized, branded, and released as your own. They provide ballot and polling place information in English and Spanish, as well as text-to-speech functionality.

Thank you for your continued support of this great partnership. If you have any questions about this project, please feel free to contact me directly at steven.carda@sos.ca.gov or (916) 695-1570 or Bobby Hoffman from Pew at rhoffman@pewtrusts.org.