

THE  
**PEW**  
CHARITABLE TRUSTS

## The Voting Information Project

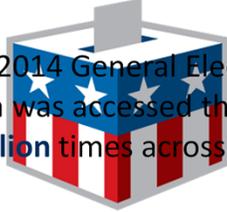
Amy Cohen

Thank you very much for having me here today.

## The Voting Information Project



During the 2014 General Election, official information was accessed through VIP **over 31 million** times across the country.



The **Voting Information Project** (VIP) ensures official election information, such as ballot and polling places, is easily available wherever voters look for it most: online.

[www.pewtrusts.org/elections](http://www.pewtrusts.org/elections)

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The **Voting Information Project** (VIP) is a project of The Pew Charitable Trusts, the states, and Google.

It ensures official election information, such as polling places and ballot information, is easily available wherever voters look for it most: online.

VIP was created in 2008, when it became clear, through polling and research, as well as Google's search logs, that voters were looking online for their polling place and other election information.

**\*CLICK\***

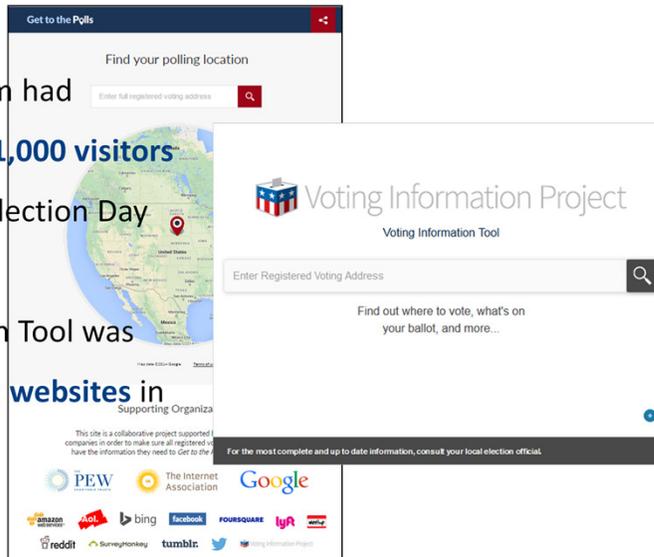
million

over 31

## The Voting Information Project's Reach



- GetToThePolls.com had approximately **131,000 visitors** from Virginia on Election Day
- Voting Information Tool was featured on **seven websites** in Virginia



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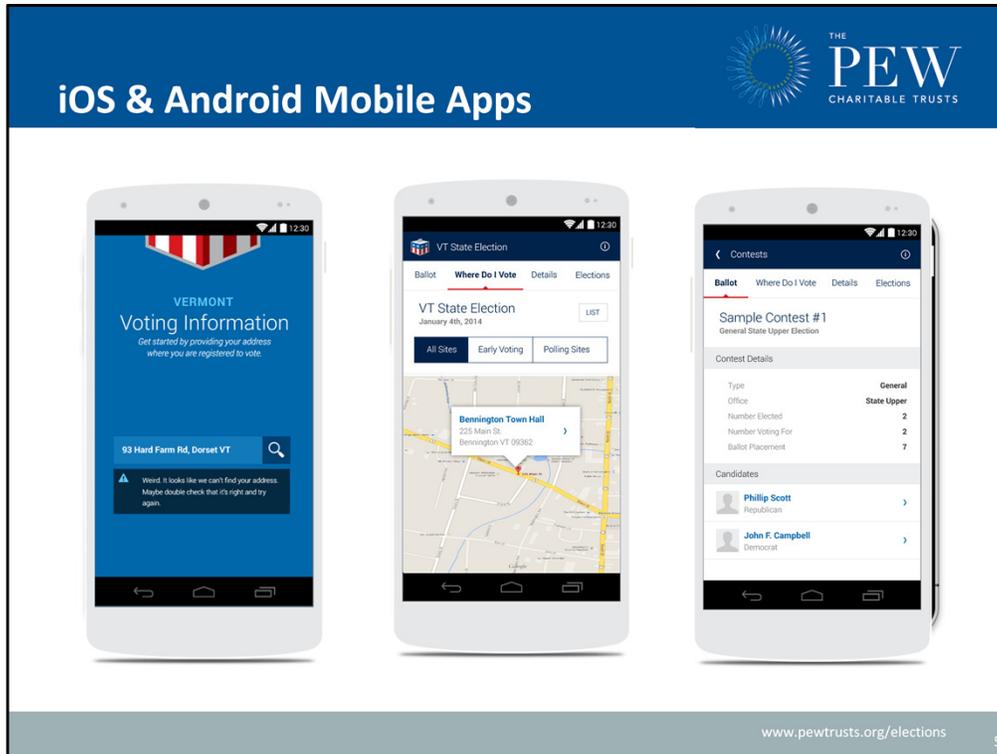
Charlie Christ

The VIP tool can be used and customized by any interested group.

**\*CLICK\***

The tool provides a voter with their polling place, ballot information, and various voter resources based on their registered address. No personally identifiable information required!

Rock the Vote, Voto Latino, Head Count, the Election Assistance Commission, and others, as well as media and state election websites, are already using VIP's look-up tool in 2016.



VIP also offers iPhone and

**\*CLICK\***

Android apps – that display official data through VIP.

The apps provide voters with polling place and ballot information, along with important links and turn-by-turn navigation to polling places, and they can be customized to include your organization’s name and logo, and look like you built them yourself.

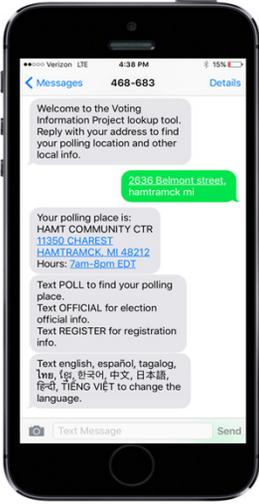
Several states have already released their own branded versions of the apps, and several more are planning to do so later this year and into next.

I know that apps are really expensive to build and need ongoing maintenance, so this is a great way to have an app without the expense.

**Short Messaging Service (SMS) tool**



**Text “VOTE” or “VOTO”  
to GOVOTE (468-683)**



**Try it now!**  
**322 Edison Street**  
**Baton Rouge, LA**

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VIP also offers a nationwide text messaging tool that anyone can promote and we pay for.

And you can try it right now!

The tool provides a voter with their polling place, a link to check their voter registration, and contact information for their local election official – all just based on their registered address.

Additionally, this tool is available in ten languages.

I’ll note that this test address is usable on all of our tools. This data is for their April 26<sup>th</sup> primary, so after that, it won’t work because we take our data down when the election is over.

## VIP in 2016



- So far in 2016, VIP has...
  - Provided data for **59 elections** on **23 election days**
  - Includes **34 presidential preference primaries**
  - Had more than **5 million** look-ups of voting information



Targeted **Victory**®



**Bernie**



**votoLatino**★  
It's your country...represent!



**Ted Cruz** 2016

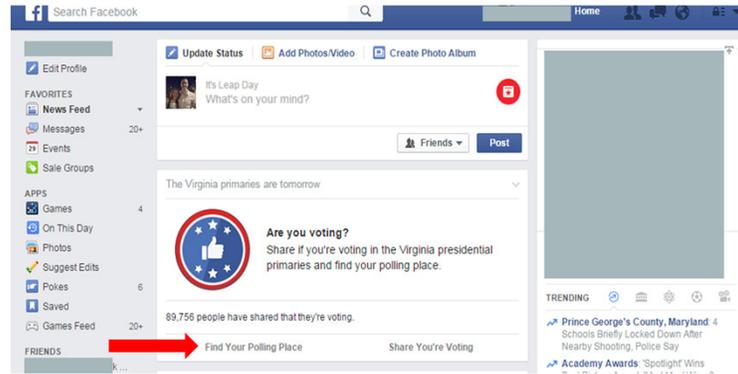
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**\*CLICK\*** to fly in logos

Also ongoing conversations with both social media and traditional media organizations, third party groups, tech and retail companies, etc

# Get to the Polls 2016



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Approximately 69,000 from Virginia, state linked directly to GTTP

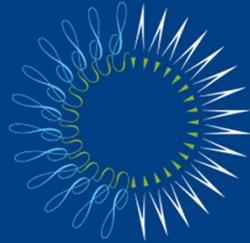
## VIP in 2016



- Over the course of 2016, VIP will...
  - Provide data for approximately **80 elections**, plus the November general election in **all 50 states and DC**
  - Help **millions of voters** access official election information through non-traditional means, including corporate partnerships, social media websites, traditional media websites, and non-profit partnerships, in addition to state and local government websites
  - Give **state and local governments and all interested parties** access to free, easy-to-use tools to help voters find polling place and ballot information without any personally identifiable information

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## The Voting Information Project

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