The Voting Information Project (VIP)

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The Voting Information Project in 2016

- **45 participating states and DC**
- Covered over **80 elections** in 2016
- Increased Error Reporting
- Expanded Data including: Polling Locations, Early Vote Site, Ballot Drop Boxes, Contest Information, and State and Local Election Official contact information.
- In 2016, the VIP data saw **123 million impressions**.
Data Dashboard
The Voting Information Project in 2016

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GetToThePolls.com

- More than 16 million users in 2016
- Facebook was the largest driver of traffic to the site
- Instagram, Etsy, WeatherUnderground, and many more drove traffic
• Voters could find Polling Place, Early Vote Site, and Drop Box locations, in addition to information about what candidates were on their ballot and contact information for their local election administrator.
Early voting is available for California! Find your early voting location.

About an hour ago

Are you voting?
Share if you're voting in the California presidential primaries and find your polling place.

Chris T. Pernell, Matt Hickman and 3,610,950 others have shared that they're voting. See Posts
The VIP Embeddable Tool

- Customizable, with logos, photos and text
- Keeps users native to a website
- Available in 15 languages
- More than 2 million users for the 2016 General Election
- Used by 10 states in 2016
Voter Address
2504 Cameron Mills Road
Alexandria VA 22302

Election Date
Tuesday, November 8, 2016

Voting Location
BLESSED SACRAMENT CHURCH
1427 W Braddock Rd
Alexandria VA 22302-2707
Voting Location
Get Directions
Voting Hours: 6:00 AM - 7:00 PM

For the most complete and up to date information, consult your local election official.
<table>
<thead>
<tr>
<th>Office</th>
<th>Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Senate</td>
<td></td>
</tr>
<tr>
<td>Thom Tillis</td>
<td>Republican</td>
</tr>
<tr>
<td>Kay Hagan</td>
<td>Democratic</td>
</tr>
<tr>
<td>Sean Haugh</td>
<td>Libertarian</td>
</tr>
<tr>
<td>US House Of Representatives</td>
<td></td>
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<tr>
<td>District 07</td>
<td></td>
</tr>
<tr>
<td>David Rouzer</td>
<td>Republican</td>
</tr>
<tr>
<td>Jonathan Barfield, Jr.</td>
<td>Democratic</td>
</tr>
<tr>
<td>J. Wesley Casteen</td>
<td></td>
</tr>
</tbody>
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Customization Widget

- Easy to use widget allows you to easily customize the VIT by adding the organization’s logo or state seal, modifying the colors and text, or adding a custom alert.
Find Your Polling Place

California Secretary of State
Voter Information Tool

Enter Registered Voting Address

Find out where to vote, what's on your ballot, and more...

For the most complete and up to date information, consult your local election official.
VIP Embeddable Tool
Text/SMS Tool

- Text “VOTE” or “VOTO” to GOVOTE (468-683)
- More than 200K users in 2016
- Available in multiple languages, including Spanish, Tagalog, Vietnamese, and Korean.
The Civic API

• Allows users to integrate VIP’s data into their web and mobile products
• Used in 2016 by Twitter, Foursquare, TurboVote, Rock the Vote, and many others
What’s Next?
Questions?

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Find out more: www.votinginfoproject.org