

CALIFORNIA DEPARTMENT OF TECHNOLOGY TECHNOLOGY LETTER	NUMBER: TL 14-03	DATE ISSUED: JUNE 2014
SUBJECT: REGISTER TO VOTE GRAPHIC IMAGE	REFERENCES: Elections Code Section 2198 Chapter 277, Statutes of 2013 (Senate Bill 44)	

BACKGROUND

Chapter 277, Statutes of 2013 (Senate Bill 44) requires, as of **January 1, 2014**, each public facing internet Web site homepage maintained by the State of California to include a hyperlink to the Secretary of State's California Online Voter Registration (COVR) web site. This web site allows California citizens to register to vote online through the statewide voter registration database which was developed in compliance with the federal Help America Vote Act of 2002.

PURPOSE

The purpose of this Technology Letter (TL) is to provide information on the new statutory requirement and to assist in immediate implementation by providing the following:

- As of January 1, 2014, each public facing web site maintained by California state entities¹ shall include a graphic image, on the site's homepage, with an embedded hyperlink to the online voter registration page of the Internet web site of the Secretary of State. A hypertext link is not permitted in place of the hyperlinked graphic image. The graphic image should be placed in the content area, and not the header or footer; and the graphic should not be included in any slideshow or rotating carousel display.
- Instructions to assist state entities to comply with this requirement can be found at the following web sites:
 - [California Secretary of State](#)
 - [California Department of Technology, Web Services Unit](#)
- Internal intranet sites and Web-enabled custom applications are exempt from this policy.
- The National Voter Registration Act (NVRA) agencies listed below should not use the generic Register to Vote link (www.registertovote.ca.gov) or the generic Register to Vote image referred to in this TL. NVRA agencies have been issued unique URLs to use when linking to COVR to allow for proper tracking and reporting of the number of online voter registration applications generated by each NVRA agency:

NVRA Agency	Unique COVR URL
Department of Motor Vehicles	http://registertovote.ca.gov/?t=n&id=1
California Health Benefit Exchange	http://registertovote.ca.gov/?t=n&id=4
Department of Rehabilitation	http://registertovote.ca.gov/?t=n&id=5
Franchise Tax Board	http://registertovote.ca.gov/?t=n&id=11
State Board of Equalization	http://registertovote.ca.gov/?t=n&id=12

¹ **State entity:** Includes every state office, officer, department, division, bureau, board, and commission, including Constitutional Officers. "State entity" does not include the University of California, California State University, the State Compensation Insurance Fund, the Legislature, or the Legislative Data Center in the Legislative Counsel Bureau.

