# Adopting Sample Ballot Design Elements

Orange County adopted many of the main design elements

### Before

#### **VOTER INFORMATION**

#### Can I vote if I moved to another address in Orange County?

Yes. But you must register at your new address for future elections. You may vote and re-register at the:

- · Registrar of Voters' office: or
- · The polling place for your new address

To find out if you're registered, visit: ocvote.com/verify

#### Can I vote if I have not voted in the last 4 years?

Residence Confirmation: If you have not voted in any election within the preceding four years, and your residence address, name, or party preference was not updated during that time, you need to confirm your residency address in order to remain on the active voter list and receive election materials in the mail. Visit ocvote.com/confirm to confirm your residency.

#### How do I turn in my vote-by-mail ballot?

Return your voted ballot in the envelope provided:

#### Deadline to ask for a vote-by-mail ballot:

If you are already a permanent vote-by-mail voter, you will get your ballot in the mail soon.

If not, you may apply from **October 6, 2014 through October 28, 2014** for one-time vote-by-mail status: To apply:

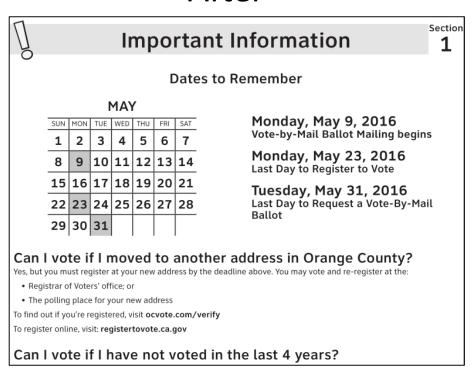
- Fill out the application on the back cover of this pamphlet:
- Pick up an application at the Registrar of Voters' office;
  or
- · Visit ocvote.com/votebymail.

We must receive your application by October 28, 2014, if you want to vote in the November 4, 2014 General Election. You may mail it, drop it off at our office, or fax it to: (714) 560-4572. Be sure to sign your application.

#### To vote-by-mail for every election:

Check the Permanent Vote-by-Mail Voter box on your application. To confirm your status as a Permanent Vote

### After



## Make it Work for Your Jurisdiction

- Input from community groups (advisory groups, language communities, etc)
- Allow groups "limited" review of preliminary design
- Considering cost vs benefit (per-page cost vs aesthetically pleasing)

# Launch and learn (iterative design)

- Identify statutory language, verbiage, content, etc
- Identify "low-hanging fruit" and "desire paths"
- Analyze inbound voter calls—voter questions reflect effectiveness of design
- Debrief performance and establish objectives of subsequent design goals ("low-hanging fruit" for the next election)
- Iterate