

Future of California Elections 2017

# Achieving Greater Consistency in Californians' Vote-by-Mail Experience

## Design can make a difference

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# How might vote-by-mail design encourage participation?

Attractive

Helpful

Consistent

Flexible and accessible

BEAVER COUNTY CLERK'S OFFICE  
P.O. Box 392  
BEAVER, UTAH 84713-0392



OFFICIAL ELECTION BALLOT

Would you be  
excited to see  
this in your  
mailbox?

Registrar of Voters  
County of Alameda  
PO Box 23340  
Oakland, CA 94623-2334

RETURN SERVICE REQUESTED



PRESORTED  
FIRST-CLASS MAIL  
U.S. POSTAGE PAID  
Registrar of Voters  
County of Alameda

OFFICIAL ELECTION BALLOTING MATERIAL

BALOTA OFICIAL Y MATERIAL DE VOTACIÓN  
正式選票及投票資料  
LÁ PHIẾU CHÍNH THỨC VÀ TÀI LIỆU BẦU CỬ  
OPISYAL NA BALOTANG MATERYAL SA HALALAN

OFFICIAL MAIL BALLOT -  
OPEN CAREFULLY  
BALOTA OFICIAL DE VOTO POR  
CORREO - ABRA CON CUIDADO  
正式郵寄選票  
請小心開啟  
LÁ PHIẾU CHÍNH THỨC GỬI BẢNG  
THƯ - XIN MỞ CẨN THẬN  
OPISYAL NA BALOTANG  
PANG-KOREO INGATANG BUKSAN

PR 76  
Election Day November 05, 2014



ALAM-ESCTV/S0W007

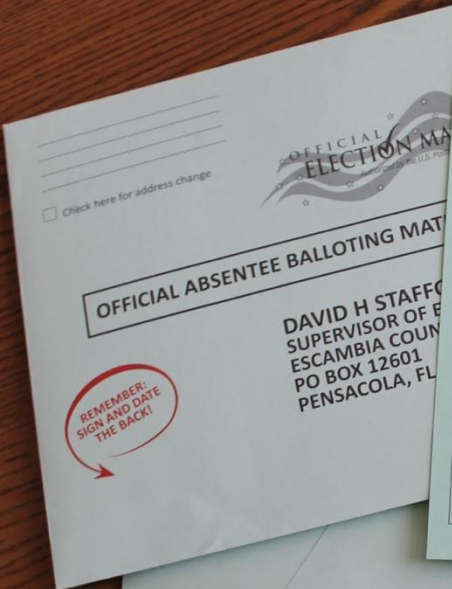
# Why aren't ballot envelopes recognizable and inviting?



Kings County Washington









Los Angeles VSAP prototype



### SECURITY SLEEVE

<b>You received:</b> Ballot Secrecy Sleeve Return Envelope	<b>You will need:</b> Blue or Black Pen Postage stamp (\$ .49)
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**How to vote your ballot:**

- 1. MARK your ballot**
  - Review the ballot and follow the instructions
  - Fill in the oval next to your selection(s)
  - Put ballot inside the secrecy sleeve
- 2. SEAL the return envelope**
  - Put ballot and secrecy sleeve inside the return envelope
  - Seal the envelope
- 3. SIGN the Voter's Certificate**
  - Sign your name in the box
  - Write the date in the box
- 4. APPLY proper postage**
  - Place a \$.49 postage stamp on the return envelope
- 5. RETURN by 7 p.m. Election Day**
  - Mail your ballot so it arrives before Election Day, or
  - Deliver your ballot to the Elections Office by 7 p.m.
- 6. TRACK your ballot**
  - Check the status of your ballot online at EscambiaVotes.com

**CONTACT US**

On the Web: <a href="http://EscambiaVotes.com">EscambiaVotes.com</a>	Mailing Address:
Email: <a href="mailto:soe@escambiovotes.com">soe@escambiovotes.com</a>	PO Box 12601
	Pensacola, FL 32591-2601
Phone: (850) 595-3900	Street Address:
Toll Free: 1-877-595-VOTE	213 Palafox Place, 2nd Floor
Fax: (850) 595-3914	Pensacola, FL 32502

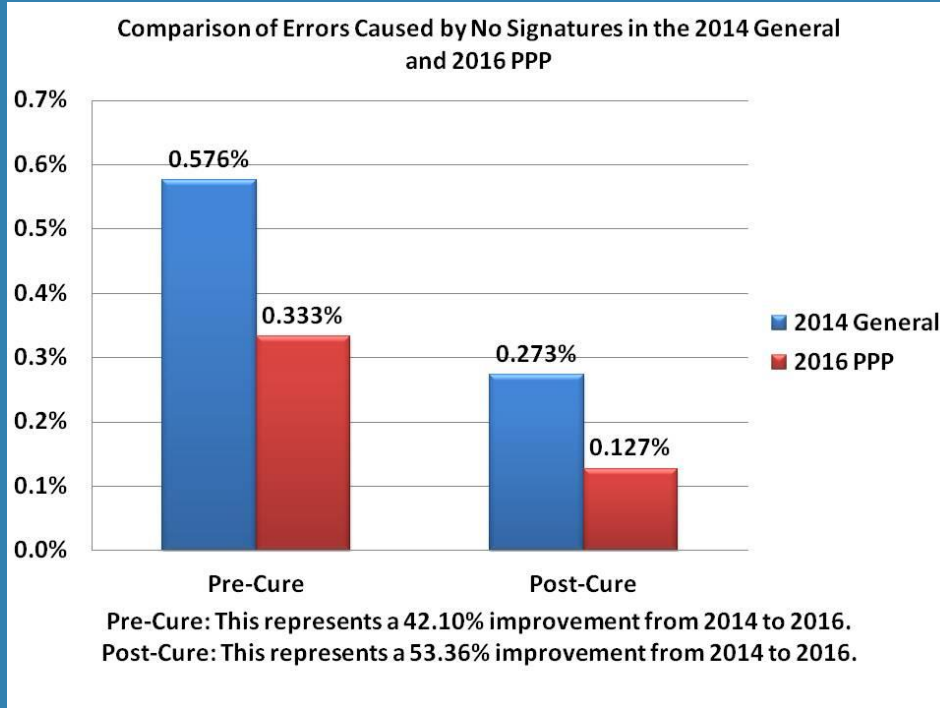
Please see the back of this sleeve for detailed instructions.

## HOW TO VOTE YOUR BALLOT

<b>1 MARK</b> your ballot	<b>2 SEAL</b> inside return envelope	<b>3 SIGN</b> in the red box
<b>4 APPLY</b> proper postage	<b>5 RETURN</b> by 7 p.m. Election Day	<b>6 TRACK</b> your ballot online

# Escambia County, FL

## Comparison of errors: 2014 general to 2016 primary




# Escambia County, FL

Showcase on our site: Counting more absentee ballots in Escambia County, Florida

# Oregon Alternative Ballot

Oregon Alternate Format Ballot: Page 1 of 1

Official Ballot Deschutes County, Oregon  
May 21, 2013 - Special Election 9-C



Summary of Votes

**Alfalfa Fire District: Director, Position 1, 4 Year Term, (Vote for 1)**  
You voted for: **Betsy Roberts**

**Alfalfa Fire District: Ombudsman, 4 Year Term, (Vote for 1)**  
You voted for: **Roland Jarka**

**Deschutes County Sheriff, 3 Year Term, (Vote for 1)**  
You voted for: **William Brady**

**Alfalfa Water District: Director, 2 Year Term, (Vote for 1)**  
You wrote in: **Bobby Darin**

**Bend City Manager, 3 Year Term, (Vote for 1)**  
You voted for: **Kevin Johnson**

**Alfalfa Fire District: Ballot Measure 9-95 - To Form a Fire District and Establish a Tax Rate Limit**  
You voted: **Yes**

**Deschutes: Ballot Measure 9-96 - Increase Deschutes County Transient Room Tax by 1%**  
You voted: **No**

End of Summary Page

Oregon Alternate Format Ballot 3/6/2014

## Accessible remote ballot marking

How can we offer the same options for voting to everyone, including marking an accessible ballot at home?

Project on our site: Remote ballot marking systems

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**Get in touch!**

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**Thank you.**