

# **VOTER'S EDGE CALIFORNIA**

**Daniel G. Newman, President, MapLight**

# VOTER'S EDGE CALIFORNIA

A joint project of:

**MapLight**

**LWV** LEAGUE OF  
WOMEN VOTERS®  
OF CALIFORNIA  
EDUCATION FUND



Unique visitors in 2014:

**728,000**

About 10% of voters

# VOTER'S EDGE CALIFORNIA

For 2016:

- **Primary & general elections**
- **Complete modern redesign**
  - **Free to partners**

**en Español** 

# VOTER'S EDGE

UNBIASED, NONPARTISAN INFORMATION TO HELP YOU MAKE UP YOUR MIND

FROM **MapLight** & **SmartVoter**®

English

Español

[Click Here for California Election Results](#)

Enter your street address to view personalized election information:



**SUBMIT**

Please submit your complete STREET ADDRESS including CITY, STATE and ZIP CODE.

Example: *1526 H St, Sacramento, CA 95814*

Your address will be kept private and never sold or shared (see [Privacy Policy](#)).

[Browse by county page](#) ▼

[Instructions & Frequently Asked Questions](#)

[Browse by state page](#) ▼



[Get Widget](#) | [Donate](#)

[About](#) | [Voter Info](#) | [API](#) | [Terms of Use](#) | [Donate](#) | [Contact](#) | (510) 868-0894 | [Sign in](#)


[Select Language](#) ▼

Powered by [Google Translate](#)

## Find in-depth information about what's on your ballot

Enter your **zip code**

And your **street address** (to access your complete ballot.)

 Address information is confidential.


We are non-partisan, non-profit, and will not sell your information.

[Privacy policy.](#)

 **Find my ballot**

---


 Look up ballots by **county or zipcode.**

 **Election archive.** See a list of past elections.

 Find ballots for **other states**

BRIEF SITE CONTEXT AS NECESSARY

Showing a practice ballot for an address in **Berkeley, CA**

 Find other ballots

# Voting Information

- When to vote?
- Where do I vote?
- How to vote
- Register to vote
- Voter's Bill of Rights
- Your local election office
- Show all

## When to Vote?

Election Day: **Tuesday, November 2, 2016**

## Where do I vote?

Your Polling Location & Hours





**Location Name/Title**  
**123 Street Address** [show map]  
City, State Zip  
**7 a.m. - 6 p.m.**

For more information, contact your local election office.


## Candidates & Ballot Measures

Click on a candidate or ballot measure to learn more.  
Mark your choices to save them as a reference to bring to the polls.

Your choices will be kept private and anonymous unless you choose to share them.

-  Show ballot choices
-  Save
-  Print
-  Share

You are 0% of the way through the ballot. 

 Need a break? You can **save** your ballot.

- Federal
- State
- County
- Municipal
- Special
- View All



What's on the ballot for **Los Angeles County**.

Brought to you by  
**MapLight**



## April 12, 2016 April Regular Elections

[Overview](#) [Candidates](#) [Measures](#) [Voting info](#)

### + Candidates

Get in-depth information about the 85 candidates running for 29 offices.

### + Ballot Measures

Learn more about the 3 measures.

### ▶ Voting Info

Get info on **when, where and how to vote**.

### ▶ My List

**Keep track of your ballot choices and make a list to take to the polls**

As you review races, candidates and measures, you can add them to your list. When you are finished, go to **My List** to send your list to your email, printer, or copy a link to your phone.

We are a non-partisan, non-profit voter advocacy project and will not mail you anything or track your choices.

### Polling location & hours

🕒 Open from 7 a.m. - 8 p.m.

🔍 Look up my polling place

🔍 See more voting info



This is a working draft of the

## Candidate View

From MapLight & The League of Women Voters California Education Fund

**Voter's Edge California** Unbiased, non-partisan election information you can trust.

 en Español

San Francisco City & County General Election — November 3, 2015




My Ballot

Candidates

Propositions


Voting Info

My Choices



 Share

 Print

 Save

You are 0% of the way through your ballot. 

### Candidates for Mayor, City of San Francisco

 Share  Next candidate



## Stuart Schuffman

Running for Mayor

☐ Add to my list

#### Who else is running?

Candidate Name 1

Candidate Name 2

**Stuart Schuffman**

Candidate Name 4

Candidate Name 5

Candidate Name 6

#### Biography & Experience

 Political Experience

 Professional Experience

 Education

 Service Affiliation

 Extended Biography

#### Political Beliefs

 Top 3 priorities

 Political philosophy

 Position papers

 Responses

 Videos


#### Funding & Support

 Who funds this candidate?

 Who supports this candidate?

#### Campaign contact info

### Political Experience

 Share

 Next: Professional Experience

## Who's Running?

You can vote for 1 candidate.



➔ Example A. Candidate

No photo submitted



Candidates can **Contact us** to submit info.

➔ Example B. Candidate



➔ Example C. Candidate

Candidate has provided information.

Candidate has not provided information.  
Contact them to encourage participation.

Experience partially researched by Voter's Edge  
Contact and ask the candidate to submit more information.

⊕ Experience

⊕ My top 3 priorities

⊕ Political Beliefs

⊕ Who supports this candidate?

⊕ Who funds this candidate?

⊕ Videos

⊕ Candidate Contact Info

⊕ Experience

⊕ Top 3 priorities

⊕ Political Beliefs

⊕ Who supports this candidate?

⊕ Who funds this candidate?

⊕ Videos

⊕ Candidate Contact Info

⊕ Experience

⊕ Top 3 priorities

⊕ Political Beliefs

⊕ Who supports this candidate?

⊕ Who funds this candidate?

⊕ Videos

⊕ Candidate Contact Info



## What's on the ballot for Los Angeles County.

Brought to you by  
**MapLight**



# April 12, 2016 April Regular Elections

[Overview](#) [Candidates](#) [Measures](#) [Voting info](#)

## + Candidates

Get in-depth information about the 85 candidates running for 29 offices.

## + Ballot Measures

Learn more about the 3 measures.

## ▶ Voting Info

Get info on **when, where and how to vote.**

## ▶ My List

### Keep track of your ballot choices and make a list to take to the polls

As you review races, candidates and measures, you can add them to your list. When you are finished, go to **My List** to send your list to your email, printer, or copy a link to your phone.

We are a non-partisan, non-profit voter advocacy project and will not mail you anything or track your choices.

## Polling location & hours

🕒 Open from 7 a.m. - 8 p.m.

🔍 Look up my polling place

🔍 See more voting info

## My List

Because ballots are often long and complicated, Voter's Edge provides you with a tool to help you keep track of your choices.

When you add candidates & measures to your list, they will appear here.

### As you review your ballot, you can



Choose the candidates you would like to remember to vote for on your ballot.



Add your **Yes** or **No** votes for ballot measures.



Bookmark contests or measures to review later.

### When you are finished (or need a break), you can



Print your list.



Copy a link to send to your phone to retrieve your list later.



E-mail your ballot to yourself.

## Get your list

Grab your ballot choices to take to the polls.



Print your list.



Copy a link



E-mail your ballot

## My List

Because ballots are often long and complicated, Voter's Edge provides you with a tool to help you keep track of your choices.

### My candidate choices

United States

✓ **President: Leslie Knope** Democrat



State of California

✓ **Governor: Ron Swanson** Independent



📖 Review contest for **Lieutenant Governor**

📖 Review Contest for **Attorney General**

City of Berkeley



✓ **School Director: Marina deFlora** Retired Teacher

**Board of Supervisors**

✓ **Candidate 1**, Occupation

✓ **Candidate 2**, Occupation

✓ **Candidate 3**, Occupation

### My measure choices

State of California



🗣️ **Prop 1 — Water Bond: No**

📖 **Prop 2 — Budget**

📖 **Prop 45 — Health Insurance**

### Get your list

Grab your ballot choices to take to the polls.



Print your list.



Copy a link



E-mail your list

## Lessons learned:

- Use real data in mockups
- “What do you expect to happen?”
- Test in pieces
- 3 to 5 users per batch
- Multiple rounds

NEWS > LOCAL

## Decision 2014: California Election Ballot Lookup

For best results, enter your street address below for a look at your November 2014 election ballot

View Comments (2) | Email | Print | Tweet (10) | Recommend (35) | Send | 8+1 | 0



Decision 2014: Southern California Election Coverage

Updated at 7:09 AM PST on Monday, Nov 3, 2014

Enter your address in the field below to view your November 2014 ballot. Mobile users, [click here](#) to access the ballot lookup feature.

### VOTER'S EDGE

UNBIASED, NONPARTISAN INFORMATION TO HELP YOU MAKE UP YOUR MIND  
FROM MapLight

English  
Español

Enter your street address to view personalized election information:





GET OUR  
ONLINE  
REGISTRATION  
TOOL



VOLUNTEER

## Voter Information Guide

Find out more about the candidates and ballot measures that you are voting on with Voter's Edge, a project of Maplight.

### VOTER'S EDGE

UNBIASED, NONPARTISAN INFORMATION TO HELP YOU MAKE UP YOUR MIND

FROM MapLight & SmartVoter®

Enter your street address to view personalized election information:

SUBMIT

Please submit your complete STREET ADDRESS including CITY, STATE and ZIP CODE.







Get the facts before  
you vote.




Brought to you by  
**MapLight**


Illinois Public Media Voter's Edge

## Find in-depth information about what's on your ballot

Enter your **zip code**

And your **street address** (to access your complete ballot.)

 Address information is confidential.  
We are non-partisan, non-profit, and will not sell your information.  
[Privacy policy.](#)

 **Find my ballot**



Get the facts before  
you vote.




you by  
Light


Illinois Public Media Voter's Edge

Find in-depth information about what's on your ballot

Enter your **zip code**

And your **street address** (to access your complete ballot.)

 Address information is confidential.  
We are non-partisan, non-profit, and will not sell your information.  
[Privacy policy.](#)

 **Find my ballot**



Get the facts before  
you vote.




Brought to you by  
**MapLight**


Illinois Public Media Voter's Edge

## Find in-depth information about what's on your ballot

Enter your **zip code**

And your **street address** (to access your complete ballot.)

 Address information is confidential.  
We are non-partisan, non-profit, and will not sell your information.  
[Privacy policy.](#)

 **Find my ballot**

Illinois Public Media Voter x

votersedge.will.illinois.edu



Illinois Public Media™

Brought to you by


MapLight


Illinois Public Media Voter's Edge

# Find in-depth information about what's on your ballot

Enter your **zip code**

And your **street address** (to access your complete ballot.)

 Address information is confidential.  
We are non-partisan, non-profit, and will not sell your information.  
[Privacy policy.](#)

 **Find my ballot**



Get the facts before  
you vote.




Brought to you by  
**MapLight**


Illinois Public Media Voter's Edge

## Find in-depth information about what's on your ballot

Enter your **zip code**

And your **street address** (to access your complete ballot.)

 Address information is confidential.  
We are non-partisan, non-profit, and will not sell your information.  
[Privacy policy.](#)

 **Find my ballot**



**[dan@maplight.org](mailto:dan@maplight.org)**

**Daniel G. Newman**



