# VOTER'S CALIFORNIA

Daniel G. Newman, President, MapLight

# VOTER'S CALIFORNIA

A joint project of:







Unique visitors in 2014:

728,000

About 10% of voters



# For 2016:

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





English Español

#### Click Here for California Election Results

Enter your street address to view personalized election information:

Street Address

State

Zip Code \*

SUBMIT

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

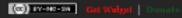
Example: 1526 H St, Sacramento, CA 95814

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 the facts before you vote.





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

Enter your <b>zip code</b>	
And your <b>street address</b> (to a	ccess your complete ballot.)
Ex. 123 Main St	
Address information is confidential. We are non-partisan, non-profit, and wi Privacy policy.	ll not sell your information.

- **1** Look up ballots by county or zipcode.
- Election archive. See a list of past elections.
- Find ballots for other states

Find my ballot

SITE BRANDING Español (Spanish) SHARE AREA

#### BRIEF SITE CONTEXT AS NECESSARY

Showing a practice ballot for an address in Berkeley, CA

#### Q Find other ballots

Share

#### **Voting Information**

- When to vote?
- Where do I vote?
- How to vote
- Register tovote
- 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
You are 0% of the way through the ballot.

Need a break? You can save your ballot.

Federal

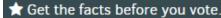
State

County

Municipal

Special

View All





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





#### 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

#### **Candidate View**

From MapLight & The League of Women Voters California Education Fund

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



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



#### 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	Poltical Beliefs
Political Experience	▼ Top 3 priorities
Professional Experience	Political philosophy
	Position papers
Service Affiliation	Responses
Extended Biography	<b></b> Videos

Funding & Support

Who funds this candidate?

Who supports this candidate?

Campaign contact info

You can vote for 1 candidate.



Example A. Candidate



• Example B. Candidate



Example C. Candidate

#### Candidate has provided information.

- ⊕ Experience
- My top 3 priorities
- Political Beliefs
- Who supports this candidate?
- Who funds this candidate
- Videos
- Candidate Contact Info

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

- Experience
- ⊕ Top 3 priorities
- Political Beliefs
- Who supports this candidate?
- Who funds this candidate?
- Videos

# Experience partially researched by Voter's Edge

Contact and ask the candidate to submit more information.

#### ⊕ Experience

- Top 3 priorities
- Political Beliefs
- Who supports this candidate?
- Who funds this candidate?
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- Candidate Contact Info





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#### 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 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

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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



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 INFORMATION GUIDE** ABOUT US OUR PARTNERS

#### **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.

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FROM MapLight & W SmartVoter®

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State

Zip Code \*

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Get the facts before you vote.





Illinois Public Media Voter's Edge

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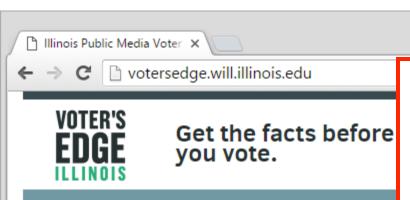
Enter your zin code

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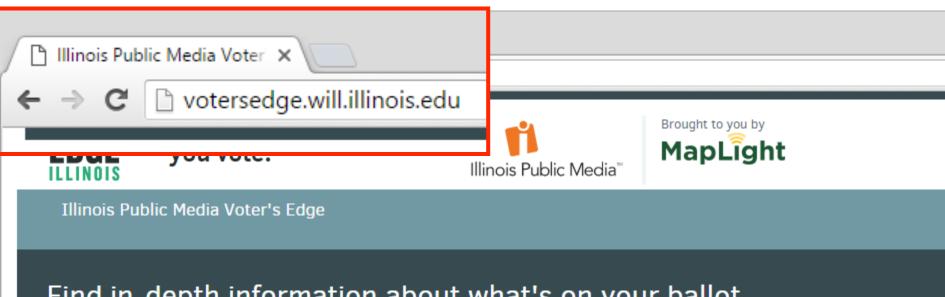
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