FOCE 2018

Democracy by design: **Ensuring voter intent in our communications**

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Impact

The world is a better place because FOCE happened.

The key method

Understanding users’ needs through qualitative research like usability testing

Usability testing is simple

Something to test

Someone to test it

Somewhere to meet and talk

What to watch for

Questions asked

Comments

Emotions and body language

What to do

Moderators: skim through the script, and when the participant is ready, use it to conduct the session

Participants: use the instructions to make the origami shape

How’d that go?

What was it like to be a participant?

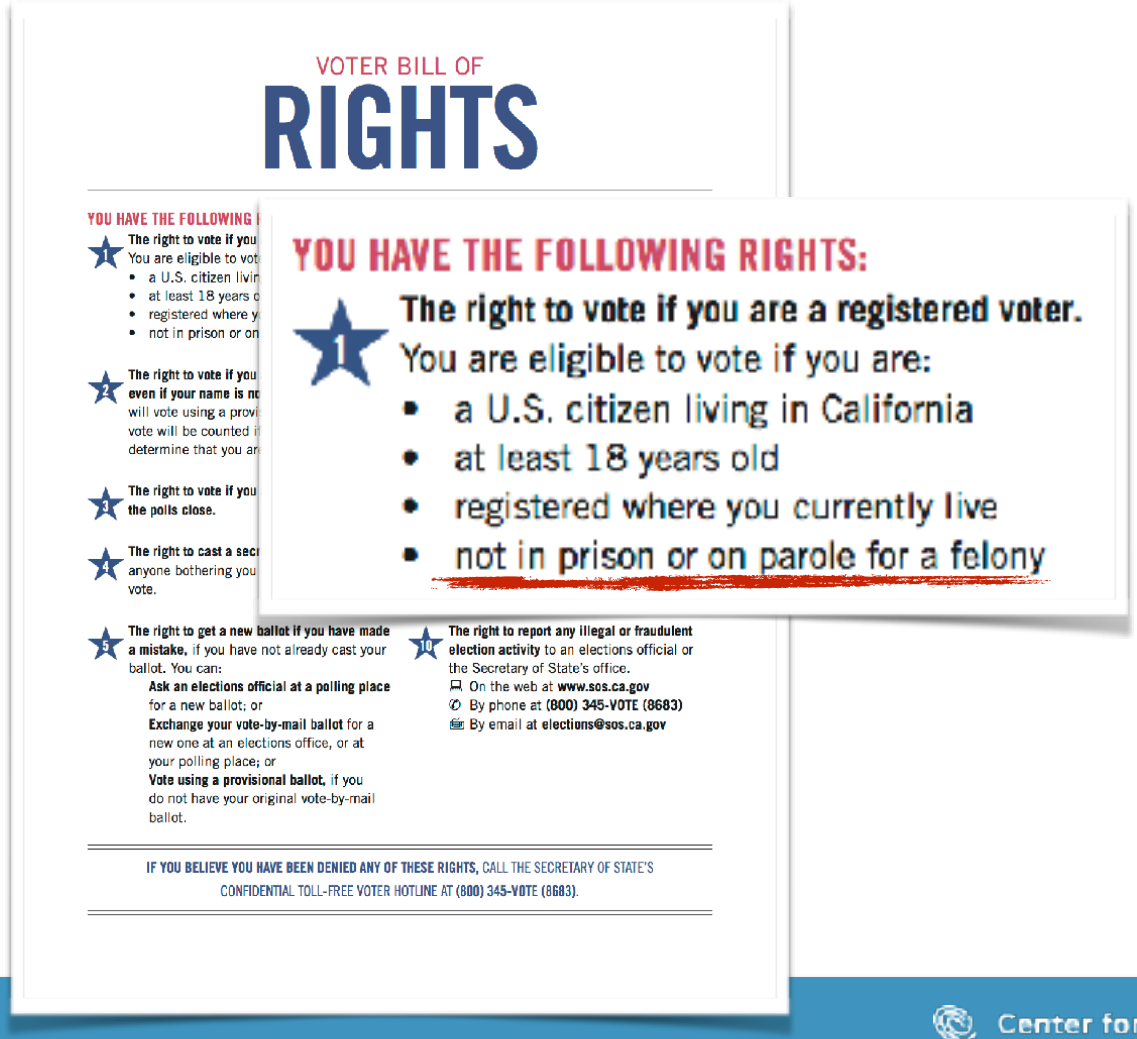
What happened?

Language.

It’s not enough to just use short words.

They have to be meaningful words to help people take the right action.

California
Bill of Rights



VOTER BILL OF
RIGHTS

YOU HAVE THE FOLLOWING RIGHTS:

1 **The right to vote if you are a registered voter.**
You are eligible to vote if you are:
- a U.S. citizen living in California
- at least 18 years old
- registered where you currently live
- not in prison or on parole for a felony

2 **The right to vote if you**
even if your name is no
will vote using a provi
vote will be counted i
determine that you ar

3 **The right to vote if you**
the polls close.

4 **The right to cast a secr**
anyone bothering you
vote.

5 **The right to get a new ballot if you have made a mistake,** if you have not already cast your ballot. You can:
Ask an elections official at a polling place for a new ballot; or
Exchange your vote-by-mail ballot for a new one at an elections office, or at your polling place; or
Vote using a provisional ballot, if you do not have your original vote-by-mail ballot.

10 **The right to report any illegal or fraudulent election activity** to an elections official or the Secretary of State's office.
On the web at **www.sos.ca.gov**
By phone at **(800) 345-VOTE (8683)**
By email at **elections@sos.ca.gov**

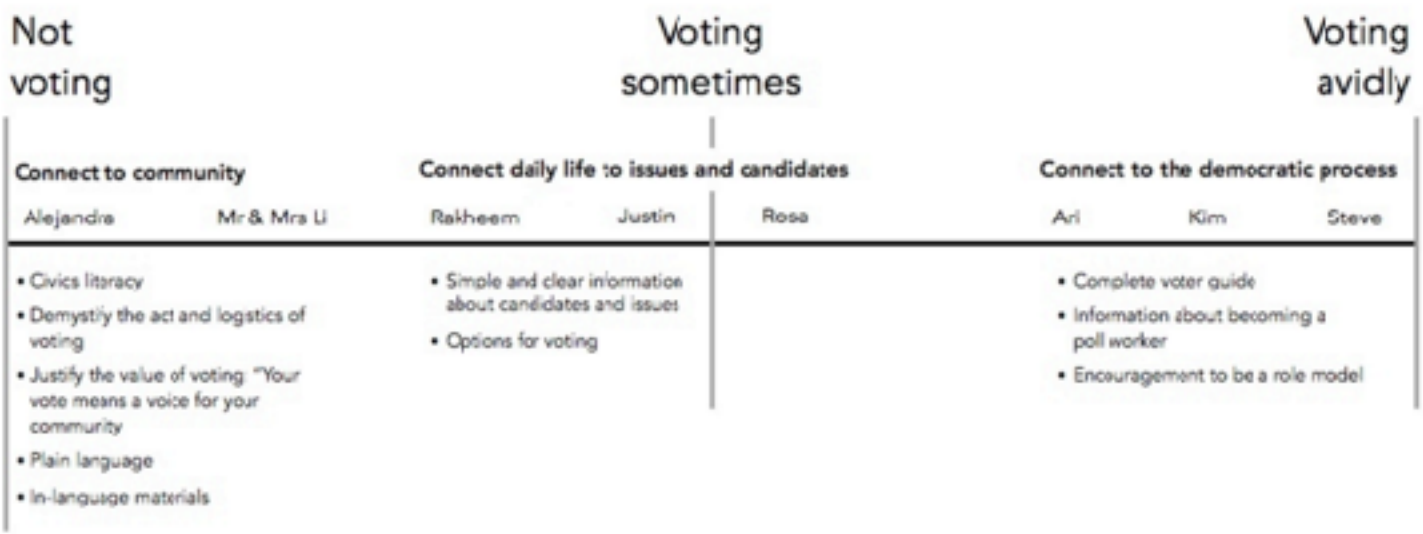
IF YOU BELIEVE YOU HAVE BEEN DENIED ANY OF THESE RIGHTS, CALL THE SECRETARY OF STATE'S CONFIDENTIAL TOLL-FREE VOTER HOTLINE AT **(800) 345-VOTE (8683).**

What challenges do voters face in becoming informed?

Civics literacy

System of voting is invisible

Behaviors, themes, and information needs



Spectrum of information needs

Top 5 pages

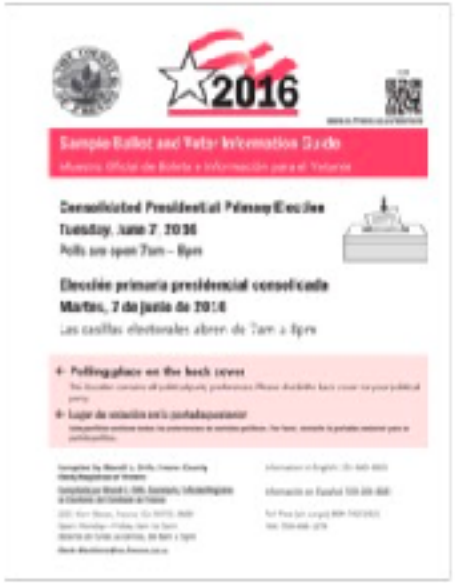
Quick Reference Guide: Clear formatting, short chunks of text

Candidates Overview: Photos show they are candidates, groups of information, easy to scan

Election Dates: Calendar format says "dates" with few words

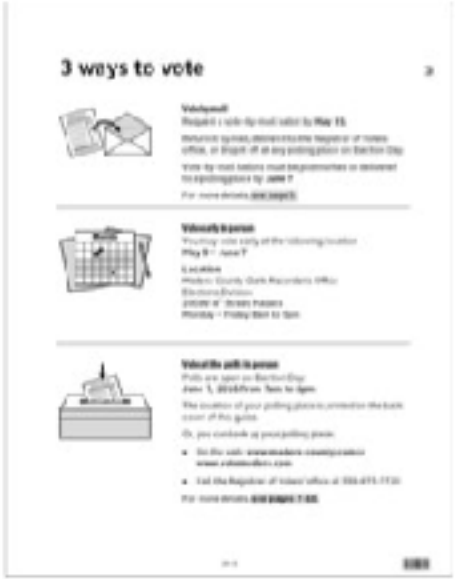
4 Ways to Vote: Tidy layout, made choices clear

How to Vote: Visual instructions, overview followed by detail



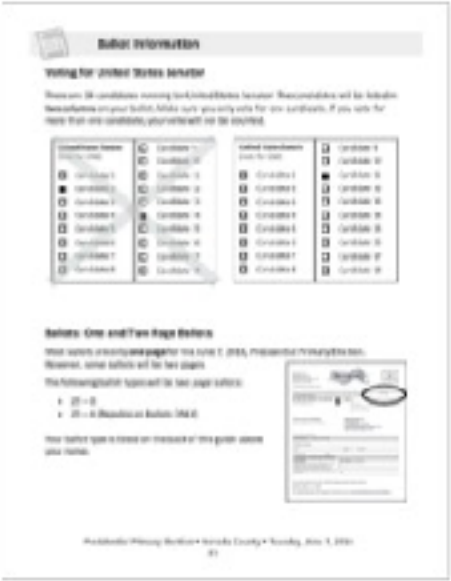
Covers

Nevada, Santa Cruz, and Fresno



Ways to vote

Madera, San Diego, and San Mateo counties

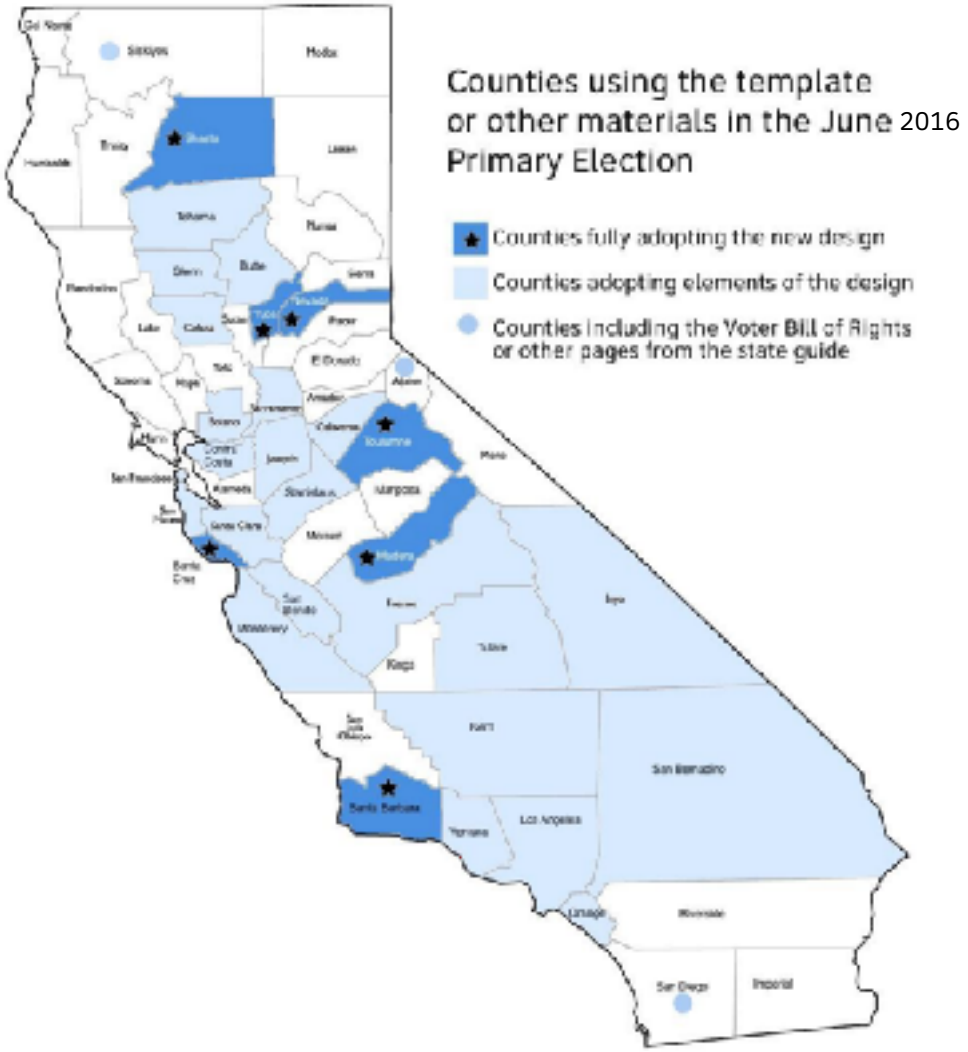


Instructions for voting

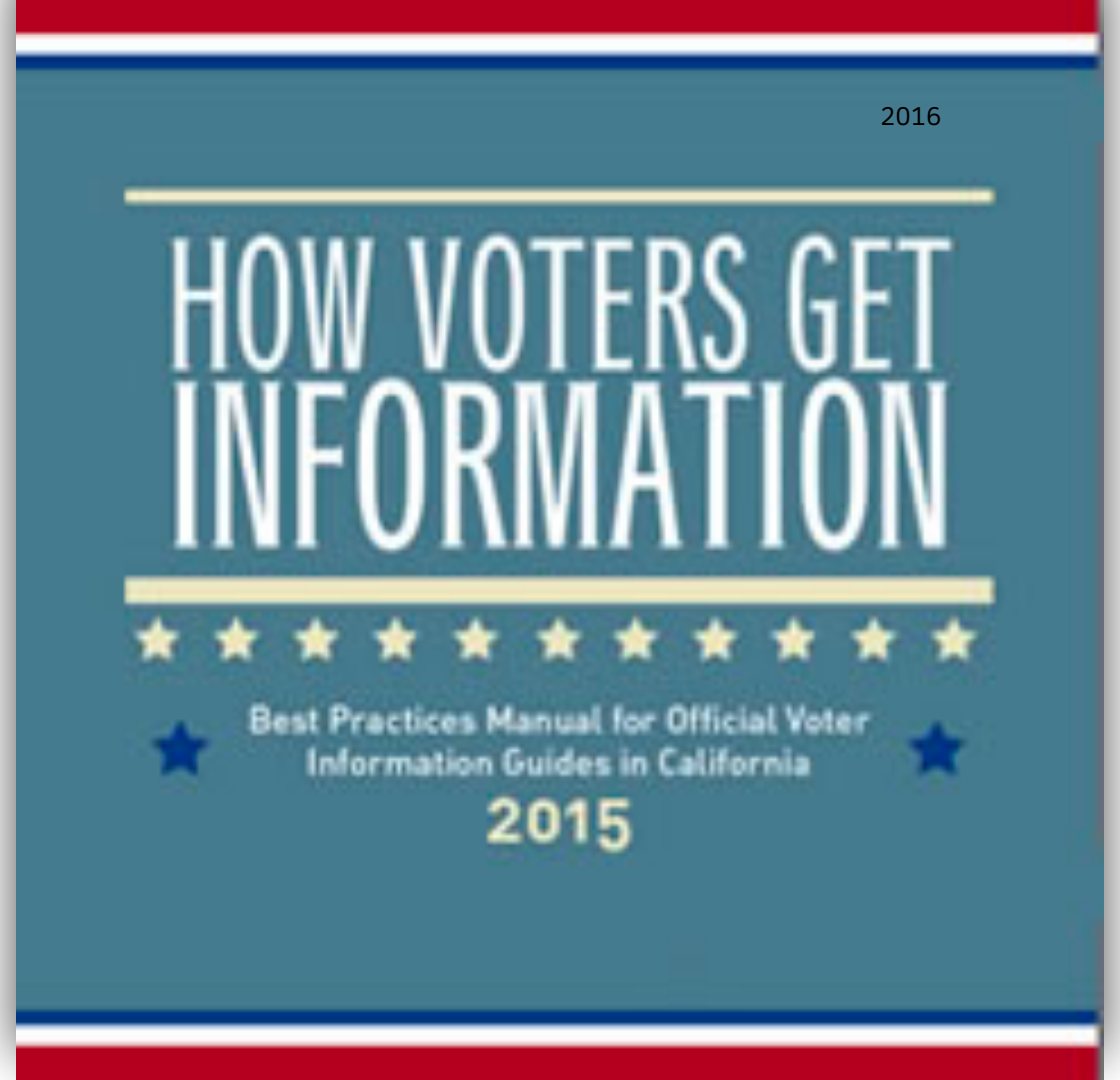
Nevada, Santa Barbara, and Madera counties

Measures and candidate statements

Santa Cruz, Orange, and Yuba counties


Counties using the template or other materials in the June 2016 Primary Election
Counties fully adopting the new design
Counties adopting elements of the design
Counties including the Voter Bill of Rights or other pages from the state guide

2016


HOW VOTERS GET
INFORMATION
Best Practices Manual for Official Voter
Information Guides in California
2015

LWV LEAGUE OF WOMEN VOTERS® OF CALIFORNIA EDUCATION FUND

Donate

2016

VOTE | OUR WORK | ABOUT LWVCEF | PUBLIC STATEMENTS | EVENTS

Home › Public Statements › Best Practices Manual for Official Voter Information Guides Released

Best Practices Manual for Official Voter Information Guides Released

February 25, 2015

In the November 2014 election, only 31% of eligible Californians voted and young people and people of color continued to be underrepresented. Although many factors contribute to low voter turnout, we believe that voter information is an important tool to engage and expand the electorate.

To help make voter information more effective, more inviting, and more useful, we have released our *Best Practices Manual for Official Voter Information Guides*. This manual was specifically developed as an easy-to-use resource for election officials and community groups working to enfranchise and educate California voters.

- **Download the Manual**
- **View a prototype voter guide**
- **View a sample Voter Bill of Rights written in plain language**

View Our Voter Guide Best Practices Webinars!

Share:

April 6, 2015

2016

To help implement the voter guide recommendations from the Best Practices Manual for Official Voter Information Guides, a series of four webinars were presented on April 27 and May 1, 2015.

YouTube links to each of the webinars is below or you can view all of the webinars through a LWVCEF YouTube playlist.

"What are the Best Practices for Developing and Reviewing Voter Guides?"
Monday, April 27
11:00am-12:00pm
Learn how voters get information and how to implement the best practices for voter guides to raise voter confidence and increase participation. This is the first of four webinars based on the recommendations in the *Best Practices Manual for Official Voter Information Guides*. We will present an overview of the project, including an introduction of the main themes in the manual: layout and visual presentation, civic literacy, and plain language.
Download the presentation.
To view the webinar: http://bit.ly/1bYaTMO

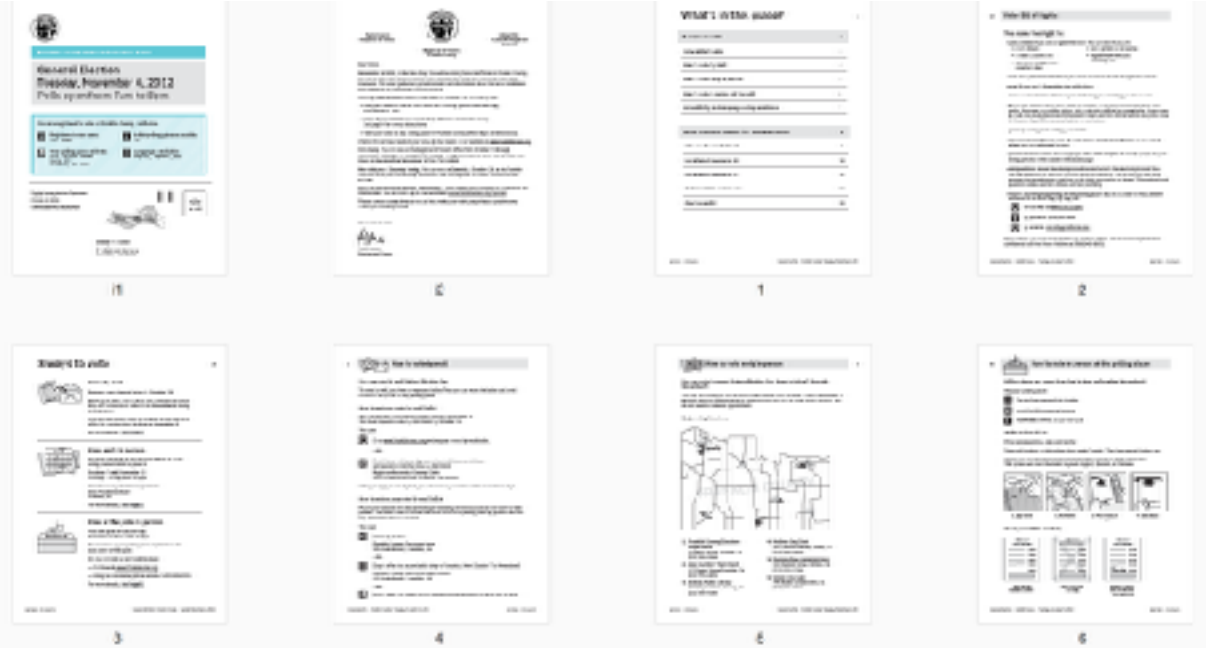
"How to Use Layout and Visual Presentation in Voter Guides"
Monday, April 27
1:30pm-2:30pm
This is the second of four webinars based on the recommendations in the *Best Practices Manual for Official Voter Information Guides*. We will provide the types of layout, visual images, and typography that should be used that raise voter confidence and increase participation.
Download the presentation.
To view the webinar: http://bit.ly/1KabuWP

Who is on the ballot for this election?

In the November General Election, all voters receive the same ballot, no matter what political party you are registered with, or if you have no party preference. The address where you are registered to vote determines which contests are on your ballot.

In the June Primary Election, all Californians were able to vote to decide which candidates for federal and state offices moved on to the November General Election. Candidates for local county offices in June received enough votes to be elected without having to be in a run-off in November.

Presidential **Nominated by party**	**California Top-Two Primary** **Nominated by voters**	**Local** **Nonpartisan candidates**
• President and Vice President	• U.S. Senator • U.S. Representative • State Senator • State Assembly Member	• School District Offices • Special District Offices • Municipal Offices
The candidates nominated by each political party are on the ballot.	**The top two candidates–the ones with the most votes in June–are on your ballot.**	Candidates for county offices on the ballot in June received at least 50% plus 1 vote in the Primary. So, they were elected and are not on the General Election ballot.
You can write-in a candidate for President and Vice President.	**There is no write-in for these offices.**	You can write-in a candidate for these offices.
The party nominating the candidate is listed with their name. Candidates may be nominated by more than one party.	The candidates' party preference (or "None") is listed with their name. Both candidates on the ballot may have the same party preference.	Candidates for nonpartisan offices do not have a party preference listed on the ballot.



Voter guide prototype

Piloted in Shasta, Santa Cruz, and Orange counties

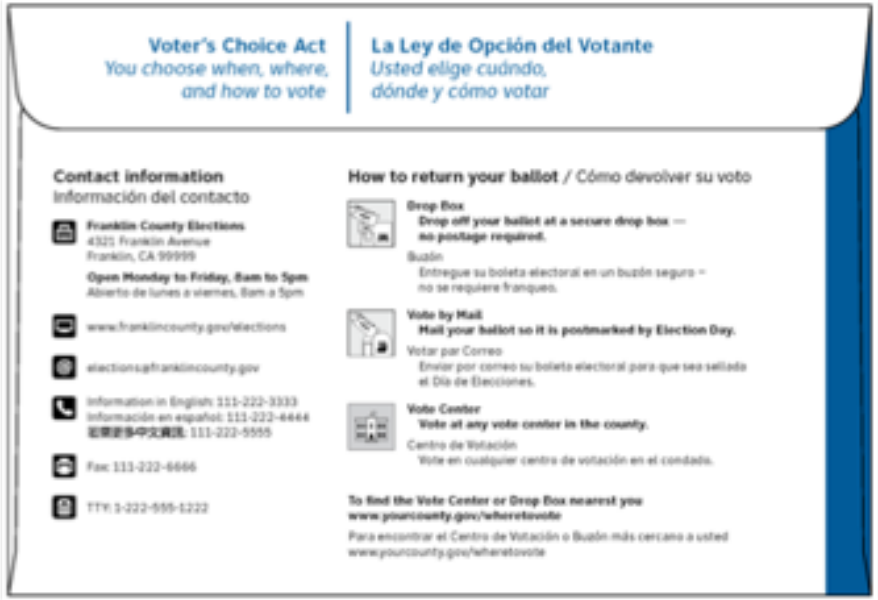
Growing design maturity

Voter’s Choice

Vote-by-mail

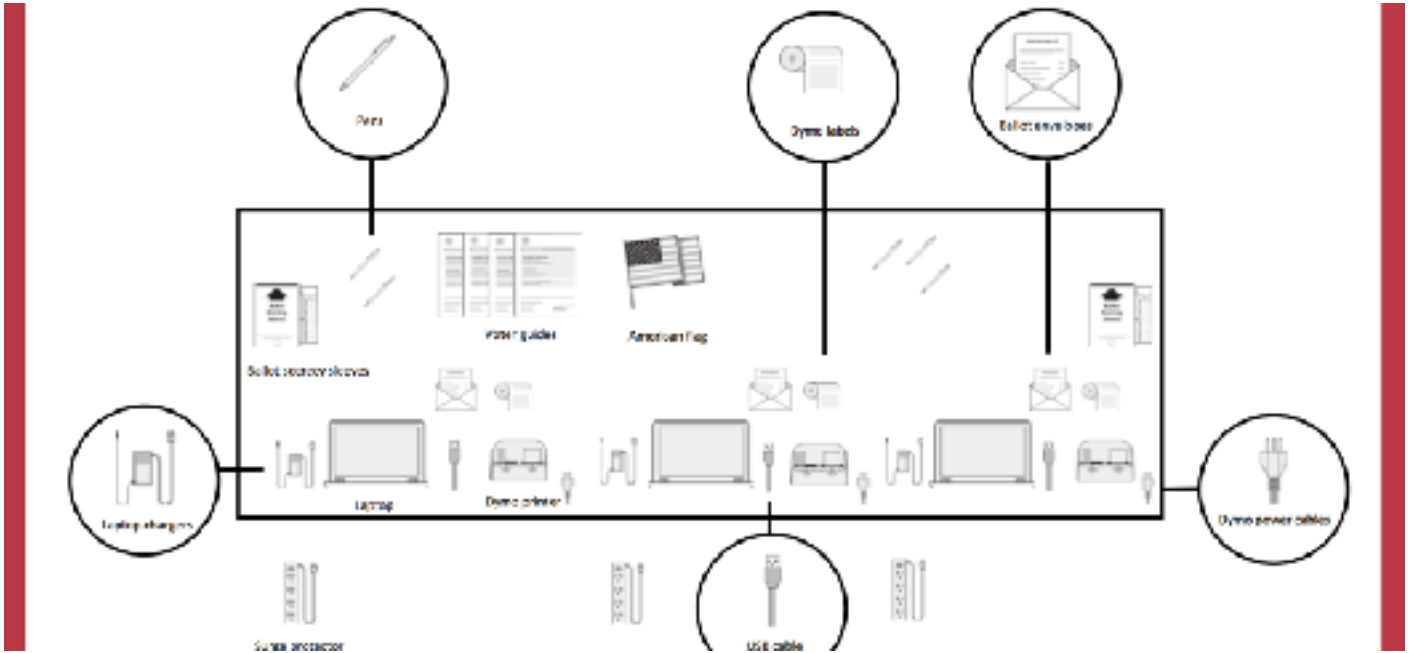
Vote center materials

Notices and forms

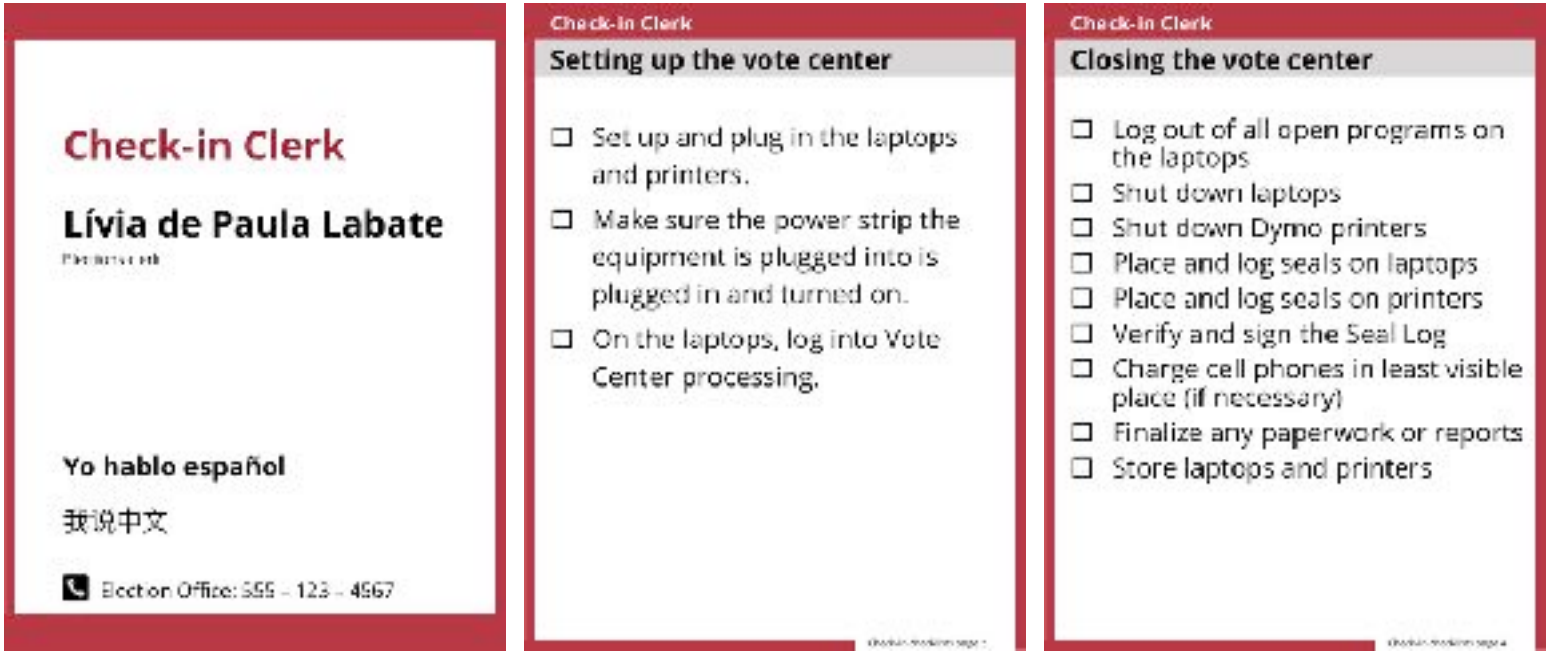


Beautiful, usable vote-by-mail

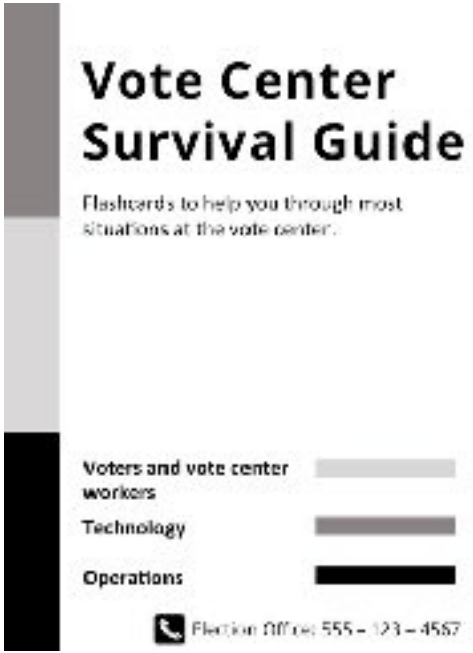
Poll workers and election integrity

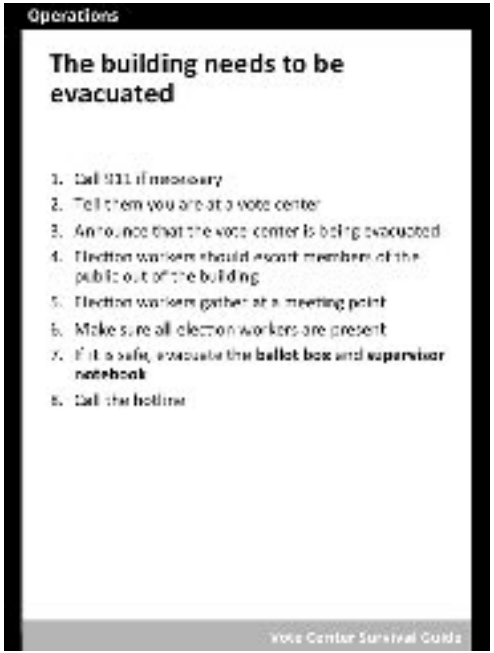

Pens
Dymo labels
Ballot envelopes
Voter guides
American flag
Ballot secrecy sleeves
Laptop chargers
Laptop
Dymo printer
Dymo power cables
Surge protector
USB cable

“Placemats”

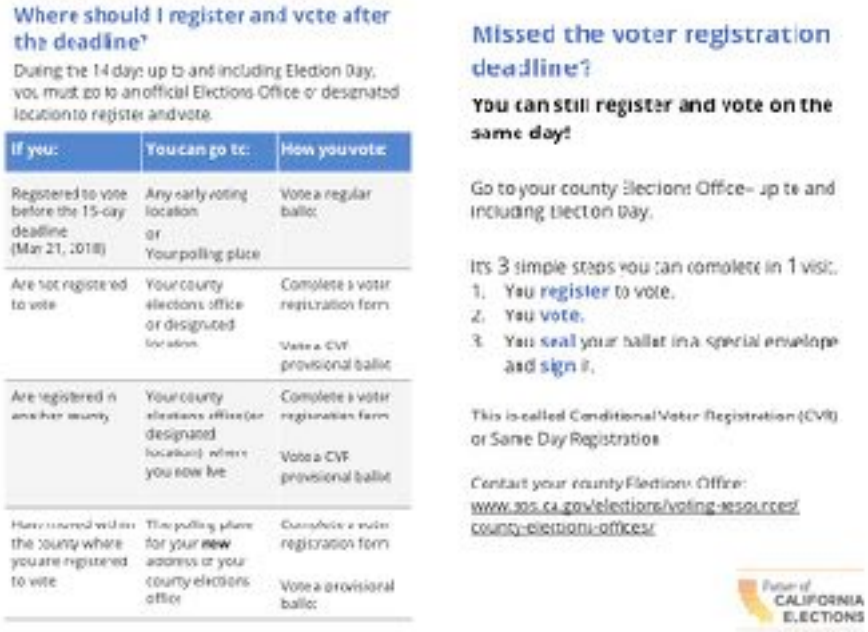


Role-based, task-oriented, wearable checklists





Vote center survival guide



Where should I register and vote after the deadline?

During the 14 days up to and including Election Day, you must go to an official Elections Office or designated location to register and vote.

If you:	You can go to:	How you vote:
Registered to vote before the 15-day deadline (Mar 21, 2018)	Any early voting location or Your polling place	Vote a regular ballot
Are not registered to vote	Your county elections office or designated location	Complete a voter registration form Vote a CVR provisional ballot
Are registered in another county	Your county elections office (or designated location) where you now live	Complete a voter registration form Vote a CVR provisional ballot
Have moved within the county where you are registered to vote	The polling place for your **new** address or your county elections office	Complete a voter registration form Vote a provisional ballot

Missed the voter registration deadline?

You can still register and vote on the same day!

Go to your county Elections Office– up to and including Election Day.

It's 3 simple steps you can complete in 1 visit:

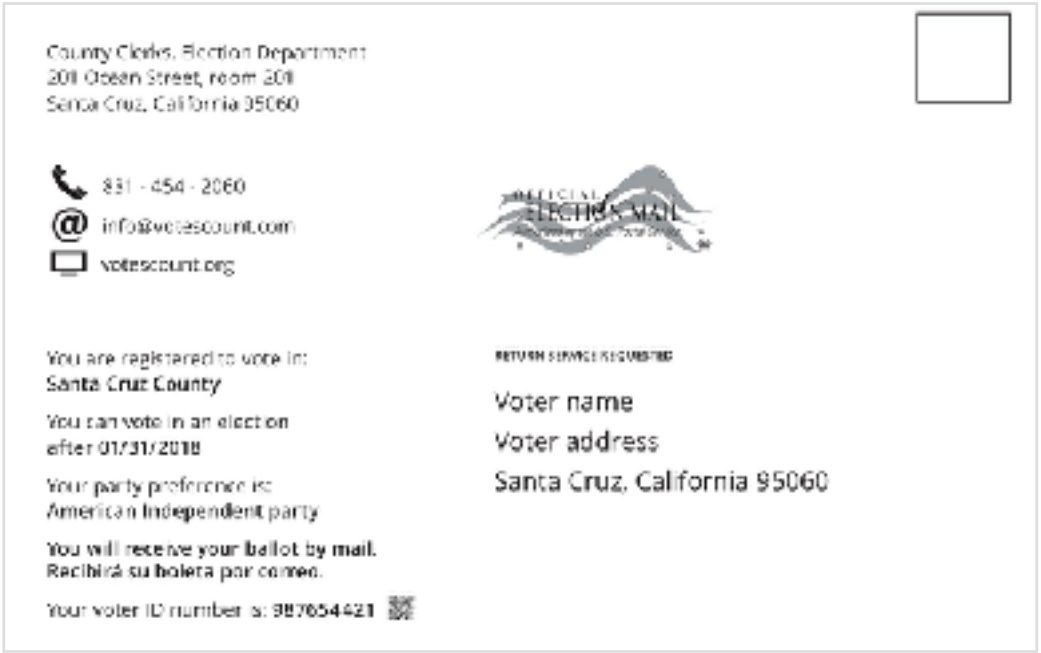
1. You **register** to vote.
2. You **vote**.
3. You **seal** your ballot in a special envelope and **sign** it.

This is called Conditional Voter Registration (CVR) or Same Day Registration

Contact your county Elections Office:
www.sos.ca.gov/elections/voting-resources/county-elections-offices/

Future of CALIFORNIA ELECTIONS

Conditional voter registration



Voter notification card

Provisional ballot receipt

What you need to know about provisional voting

You got this notice because you voted using a pink Provisional Ballot envelope. This was because:

- You already received a vote-by mail envelope and the provisional ballot is a second ballot.

OR

- You are a new voter in Santa Cruz County and did not have the right identification.

We need time to find out if you are eligible to vote and if we can count your ballot.

How do I find out if my ballot counted?

Contact the Santa Cruz elections office in the week following the election. We can tell you if your ballot was counted or answer any questions

You will have to provide your full name and birth date.

831-454-2060
Toll-free: 866-282-5900
TDD: 711
pink@votescount.org

What happens next?

If you are not registered to vote in Santa Cruz County, we will send you a voter registration card. To vote in future elections, complete and return this card, or register online at **http://registertovote.ca.gov/**

What is the law about provisional ballots?

The federal Help America Vote Act gives you the right to cast a provisional ballot and find out if it was counted (and if not, why).

The California Elections Code section 14310(c) says that provisional ballots are counted only if:

- Election officials determine that you have the right to vote the ballot.
- A superior court orders the ballot to count.

You may seek a court order that your ballot is counted. You must do this before the official canvass period ends – within 28 days after the election. The court will prioritize your request over other civil matters.

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election
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Everyone over here was very impressed with these materials, and we'd be pleased to use the templates for our SB450 training material. The clean look, easy organization, and ability to quickly get information were all elements we were pleased with.

— Bay Area election official

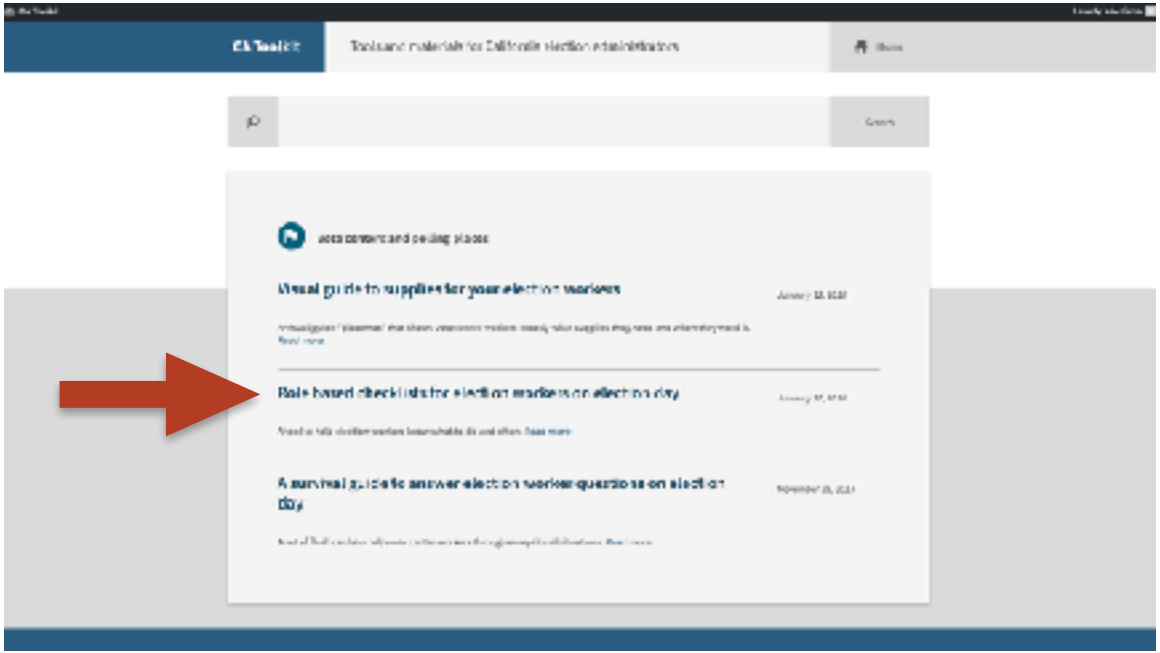
Next steps

Testing the templates

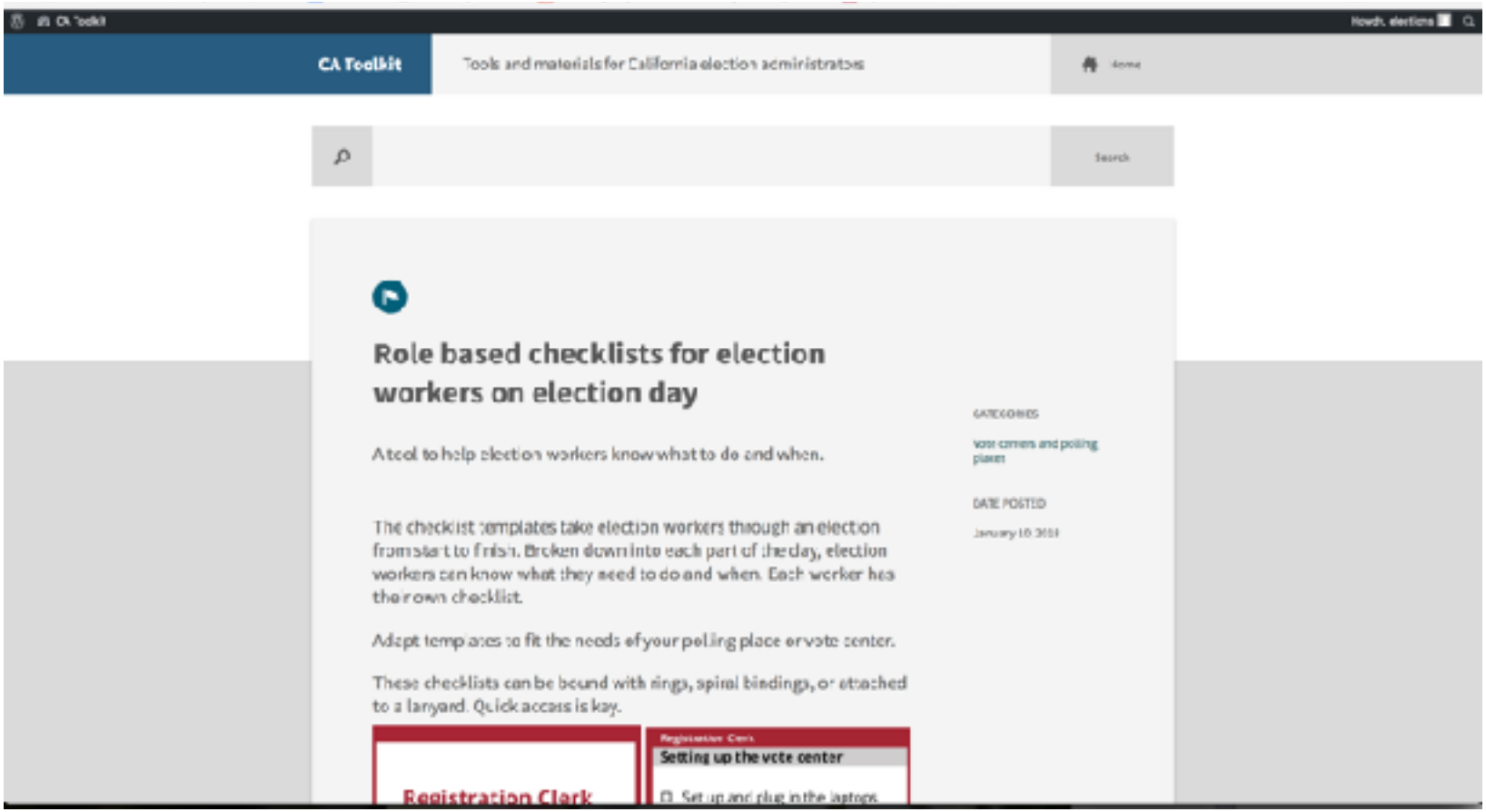
Pilot testing in vote centers

A tool kit

The California Toolkit



List of links to tools and templates


CA Toolkit
Tools and materials for California election administrators
Search
Role based checklists for election workers on election day
A tool to help election workers know what to do and when.
The checklist templates take election workers through an election from start to finish. Broken down into each part of the day, election workers can know what they need to do and when. Each worker has their own checklist.
Adapt templates to fit the needs of your polling place or vote center.
These checklists can be bound with rings, spiral bindings, or attached to a lanyard. Quick access is key.
Registration Clerk
Setting up the vote center
Set up and plug in the laptops

Role based checklists for election workers on election day

A tool to help election workers know what to do and when.

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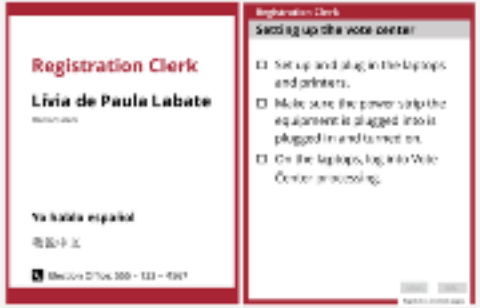

▶ Download

▶ How to

▶ Credits and versions

Open source design

Basic designs that are

- tested
- best practice
- customizable
- free

Because democracy is a design problem.

Get in touch!

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Center for
Civic Design

Thank you.