

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?

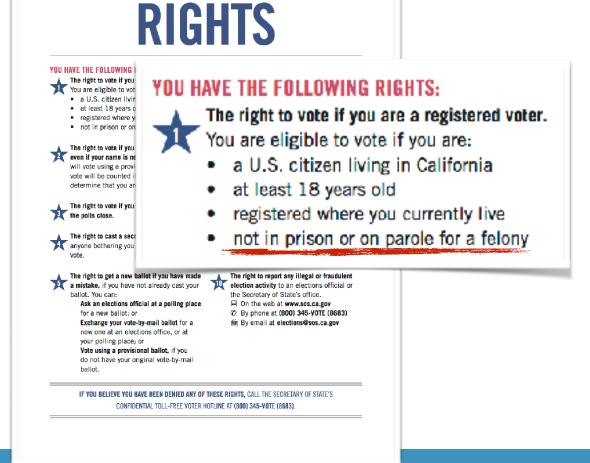
What was it like to be a participant? What happened?



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



What challenges do voters face in becoming informed? Civics literacy

System of voting is invisible

Behaviors, themes, and information needs

Not voting			Vot some				Voting avidly
Connect to cor	munity	Connect daily	life to issues an	nd candidates	Connect	to the democr	atic process
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Civics literacy Demystily the advecting	ct and logistics of	Simple and cle about candidat Options for vol	tes and issues			ete voter guide rtion about becor rker	ming a
 Justify the value vote means a vo community 					Encours	agement to be a	role model
Plain language							

In-language materials

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





Big

Covers

Nevada, Santa Cruz, and Fresno

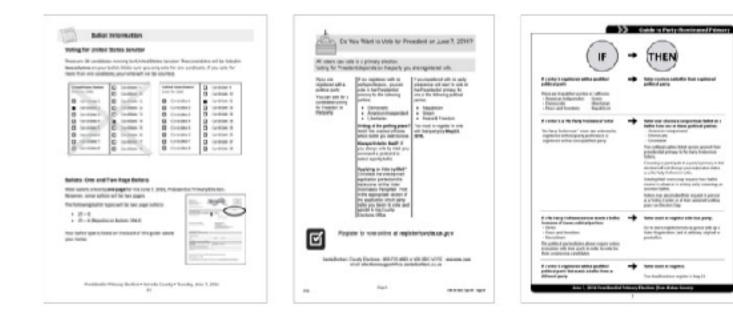




Ways to vote

Madera, San Diego, and San Mateo counties





Instructions for voting

Nevada, Santa Barbara, and Madera counties



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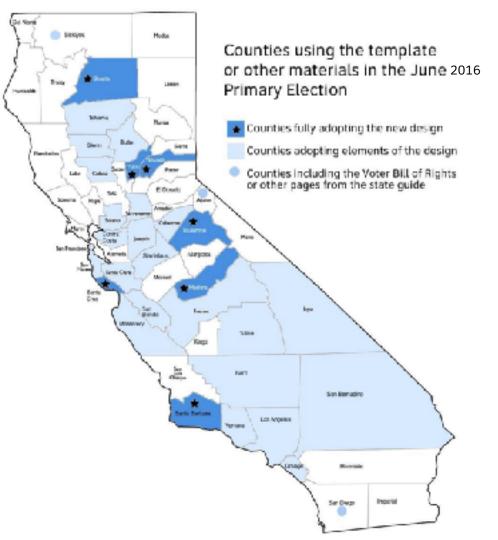
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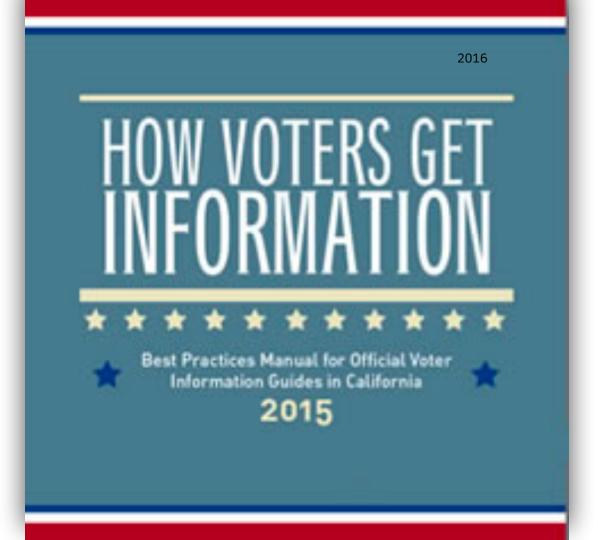
Measures and candidate statements

Santa Cruz, Orange, and Yuba counties











LEAGUE OF WOMEN VOTERS® OF CALIFORNIA EDUCATION FIIND

VOTE OUR WORK

ABOUT LWVCEF

PUBLIC STATEMENTS EVENTS

Home > Public Statements > Best Practices Manual for Official Volen Information Guides Released.

Best Practices Manual for Official Voter Information Guides Released

Februery 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 Volar Information Guides. This manual was specifically developed as an easy-to-use resource for election officials and community groups working to enfranchise and educate Galifornia voters.

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

Designing a voter guide to an election

🗑 Donate

2016



View Our Voter Guide Best Practices Webinars! Share: 2 2 8

April 6, 2015

2016

To help implement the voter guide recommendations from the <u>Best</u> <u>Practices Manual for Official Voter Information Guides</u>, 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 <u>LWVCEF YouTube playlist</u>.

"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. <u>Download the presentation.</u> To view the webinar: http://bit.jv/1Kabu/VP





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 Seneral 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 President and Vice President	California Top-Two Primary Nominated by voters U.S. Senator U.S. Representative State Senator State Assembly Nember	Local Nonpartisan candidates 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.	Cal didates 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 or President and Vice President.	There is no write-in for these offices.	You can write-in a candidate for nese 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. b) In candidates on the ballor may give the same party preference	Candidates for nonpartisan offices do not have a party preference listed on the ballot.





Voter guide prototype

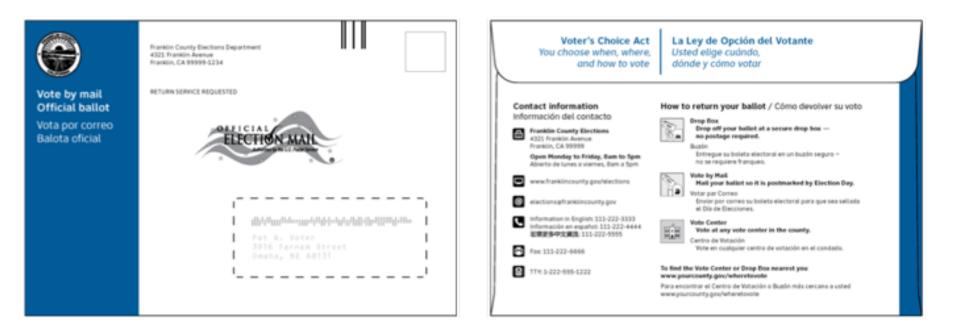
Piloted in Shasta, Santa Cruz, and Orange counties



Growing design maturity

Voter's Choice

Vote-by-mail Vote center materials Notices and forms



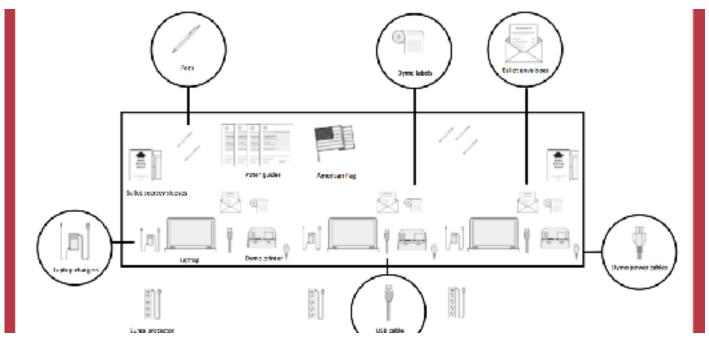
Beautiful, usable vote-by-mail





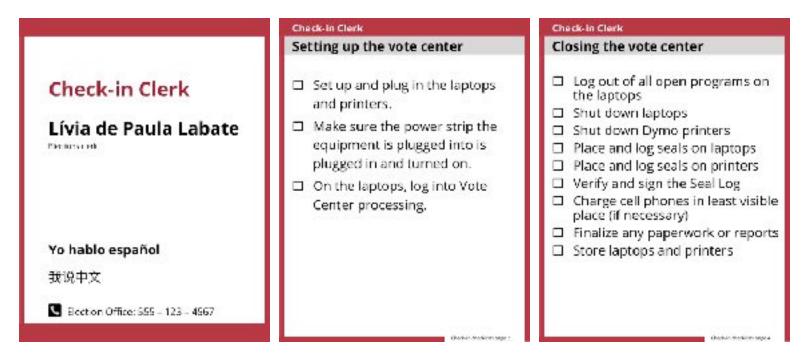
Poll workers and election integrity





"Placemats"





Role-based, task-oriented, wearable checklists



	Operations	Technology
Vote Center Survival Guide	 Cal 933 if meansary Cal 933 if meansary Tell them you are at a vote center Announce that the vote center is being evacuated Direction variases should essant members of the public out of the building Direction variases gather at a meeting point Make size all electron workers are present If it is safe, evacuate the ballet box and supervisor netwook Cal the bollow 	 An EVBO 103 error message (not flashing) appears on an eSlate. The error message induces constituing a wrong with the construction between the elimite and the lowEGT officer. Media care that the power error is plagged into a wall could. See that the net further on the cower error is flagged into a wall could. See that the net further on the cower error is flagged into a wall could. See that the net further on the cower error is flagged into a wall could. See that the net further on the cower error is plagged into the cower error. Could the power strip is working by plagged into the cower error. Cover there each that power adapter is plagged into the cower error. Media each the black power coupter is plagged into the log of the context. Check there the string to water prover is plagged into the log of the context.
Voters and vote center workers		 If these steps do not resolve the tasks, close the lid to the eleverb.
Technology		 P you anticipate you will need that efforth attents the day, import into the vide Center Coordinator.
Operations		
Election Office: 555 – 123 – 4557	wold Centur Survival Guilda	vote Center Survival Colds

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.

lf yeu:	Tou can go to:	How you vote
Registered to vote before the 15-day deadline (Mar 21, 2018)	Any sarly voting location or Yourpolling place	Vote a regular ballo:
Are not registered to vote	Yourcourty electors office or disignited focutors	Complete a votar registration form Vetera CVF provisional ballic
Are registered n anather munity	Your courty elements affine (or designated location) where you now five	Complete a votar regiseration farm Vote a CVF provisional ballie
Hairy coursed within the county where you are registered to wite	The pulling plane for your new address or your county elections office	Complete a puter registration form Vote a provisional balle:

Missed the voter registration deadline?

You can still register and vote on the same day!

Go to your county Election: Office- up to and including Election Day.

- Its 3 simple steps you can complete in 1 visit.
- 1. You register to vote.
- Z. You vote.
- Yeu seal your ballat in a special envelope and sign it.

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

Contact your county Flections Office: www.sos.ca.gov/elections/voling-resources/ county-elections-offices/



Conditional voter registration





Voter notification card



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.



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.

Provisional ballot receipt







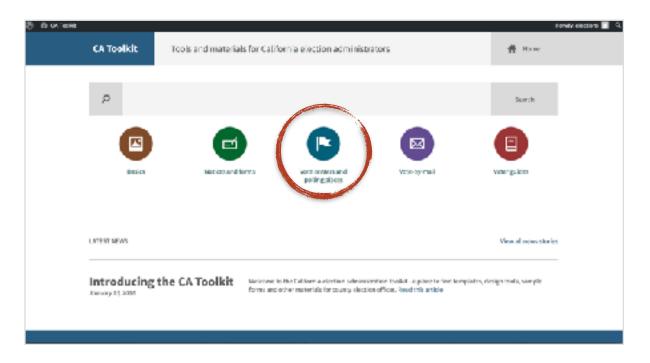


Everyone over here was very impressed with these materials, and we'd be pleased to use the templates for our SB450 training material. The clean look, easy organization, and ability to quickly get information were all elements we were pleased with.

— Bay Area election official

Next steps

Testing the templates Pilot testing in vote centers A tool kit



The California Toolkit



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List of links to tools and templates



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Howdy, elections 🔲 🔾

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 Role based checklists for election		
workers on election day	GATECONIES	
A tool to help election workers know what to do and when.	vost comen and politing plases	
The checklist templates take election workers through an election from start to finish. Broken downlinto each part of the day, election workers can know what they need to do and when. Each worker has their own checklist.	DATE POSTED	
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 kay.		
Registration Clerk Registration Clerk Registration Clerk		



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Role based checklists for election workers on election day

OUTFOOR PS Value contern and polling A tool to help election workers know what to do and when. places MITE POSTED The checklist templates take election workers through an election January 16, 2018 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 poiling place or vote certes. 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 **Registration Clerk** El. Set up and plug in the laptops and printers. Livia de Paula Labate D Make sure the power strip the No. of Concession, Name equipment is plugged into it. plugged in and tarned on. C1 On the laptops, log into Vote Center processing. Valkable español 电路中区 Metton 0/106 300 - 123 - 4367 1000 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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Thank you.