

Designing for the Voter Experience

Learning from Voters

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Future of California Elections 2016

February 25, Los Angeles

**Make voters feel
like experts**

...not students

"Human-Centered Design for the Voting
Experience" Stanford Social Innovation Review

How long will I have to
be there?

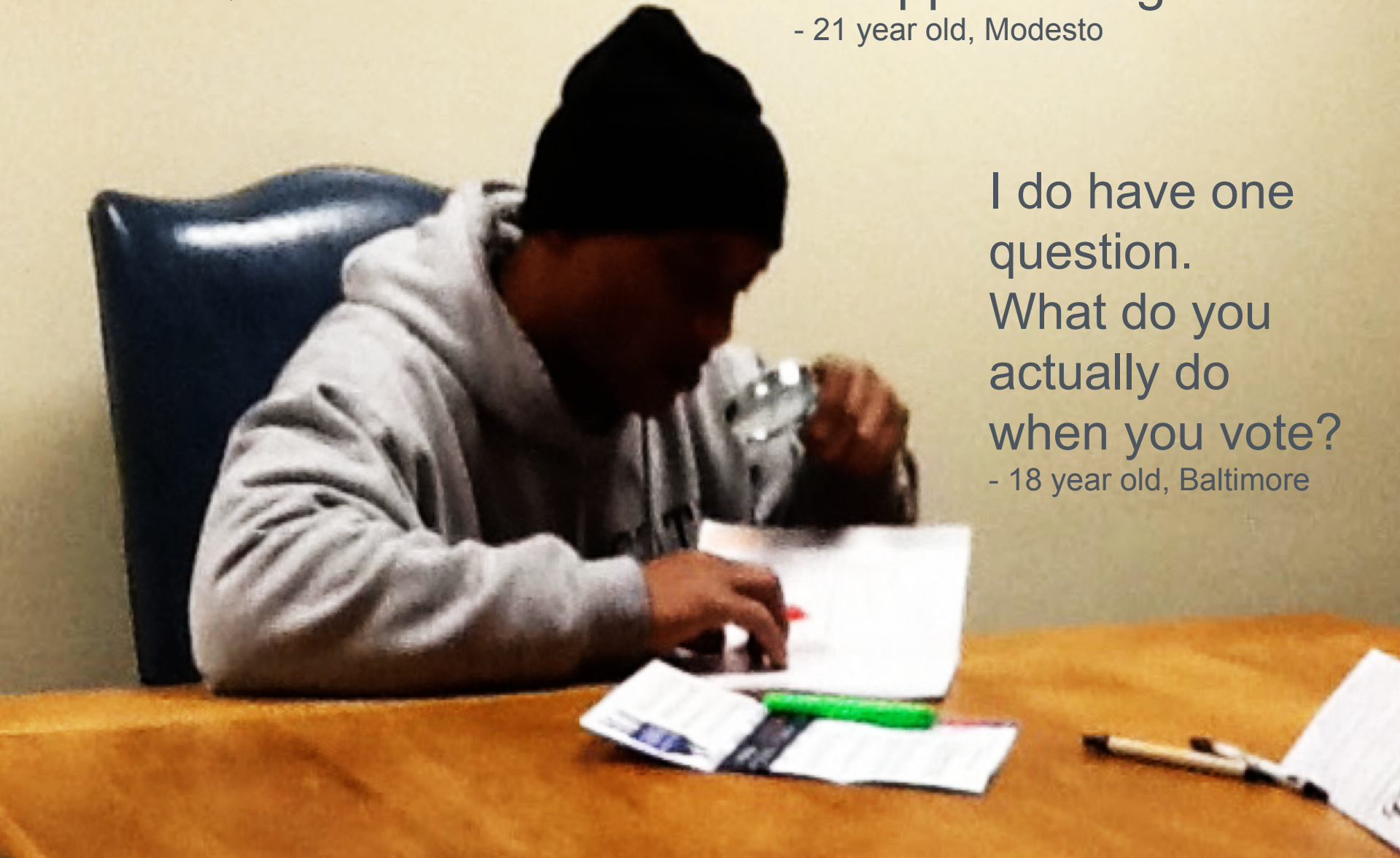
- New citizen, Pasadena

I don't know too much
about voting. That's why
I stopped doing it.

- 21 year old, Modesto

I do have one
question.
What do you
actually do
when you vote?

- 18 year old, Baltimore



Election terminology is a barrier to bridging the civic literacy gap

Information gaps

There are options for how and when you vote

You can get a new ballot if you make a mistake

The whole idea of provisional ballots

You can vote if you are in line when the polls close

You can vote after a conviction for a felony

What is a primary election?





Information for voters

All voters can now vote in the Statewide Direct Primary Election, regardless of party preference.

About primaries in California (The Top Two Candidates Open Primary)

- 1 The Primary is a nonpartisan election. This means the candidate is not nominated by the party. If the candidate has a preferred political party, the party name appears on the ballot for information only.
- 2 All the candidates appear on one ballot. Any voter can vote for the candidate of their choice.
- 3 The two candidates with the most votes will move on to the General Election in November.

Offices on the ballot

The June 3, 2014 Statewide Direct Primary Election is held to vote on statewide measures and local offices as well as to nominate candidates for voter-nominated offices:

Voter-nominated offices:

Governor
Lieutenant Governor
Secretary of State
Controller
Treasurer
Attorney General
Insurance Commissioner
Board of Equalization
United States Representative
State Senator
State Assembly Member

Local offices:

County Board of Supervisors
Sheriff
Assessor
Superior Court Judge
Local districts or city contests

Superintendent of Public Instruction
(Statewide office but not voter-nominated)

★ About This Primary Election

How the Statewide Primary Election Works in California

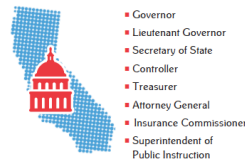
In the June 3, 2014 primary election, voters will decide on two proposed state laws (Proposition 41 and 42) and also choose which candidates get voted on in the November General Election.

Since 2012, California has used a "Top Two" system for primary elections.

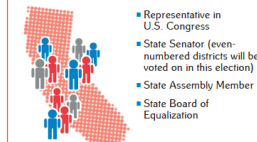
- All voters see the same list of candidates for Governor and other statewide offices. Your ballot will also have your candidates for Congress and the state legislature.
- Voters can choose any candidate for each office, regardless of political party registration.
- Based on the results of this June election, the two candidates who get the most votes for each office will run against each other in the November election.

The main difference compared to the way Primary elections used to work in California is that your political party affiliation does not affect which candidates will be on your ballot. It is also possible that two candidates from the same party could be the top two winners in June and run against each other in November.

Offices that represent everyone in California (elected for a four-year term)



Offices that represent a specific district in California



There may be other local government candidates or judges on your ballot depending on where you live. Your county elections office will mail you a Sample Ballot that lists everything that you can vote on.

Remember, you do not have to vote on everything! Learn about the candidates and propositions that are important to you and make your choice.

For more nonpartisan information about this election, visit these websites:

www.easylvoterguide.org

www.smartvoter.org

www.sos.ca.gov/elections

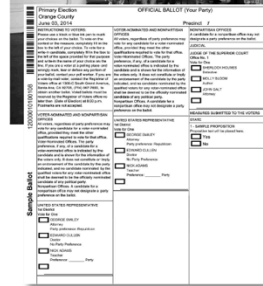
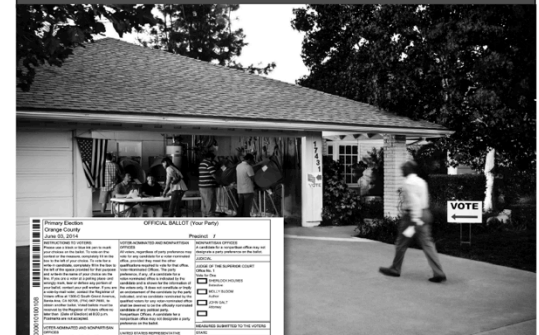
Order copies or download this guide in five languages.

Look up your personal ballot and polling place.

In-depth Voter Information Guide in different languages.



ALL VOTERS CAN NOW VOTE IN THE PRIMARY!



Now all voters – regardless of party – can vote in the Primary Election. The top two vote-getters from each voter-nominated contest will advance to the General Election.[†]

[†]Nonpartisan candidates advance based on other criteria. For full details visit ocvote.com/toptwo

OCOV ocregistrar

ORANGE COUNTY REGISTRAR OF VOTERS | 1300 South Grand Avenue | Building C | Santa Ana, CA 92705 | 714.567.7600

OCVOTE.COM

OR NP044-002

Los Angeles County

Easy Voter Guide

Orange County

Trying to explain primaries

How to vote in a primary election

All voters can vote in the primary election.

A primary election in June chooses the candidates who will run in the General Election in November. You may see three different types of primaries on your ballot.

The way each primary works depends on the office.

 Presidential Nominated by party	 California Top -Two Primary Nominated by voters	 County or Local Offices Non-partisan Primary
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Who can vote in each type of primary election?

Only voters who registered in the same political party as the candidate can vote for these offices. Some parties allow voters who registered with no party preference to vote in their primary.	All voters can vote for any candidate running for these offices.	All voters can vote for any candidate running for these offices.
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Which offices are in each type of primary?

The candidates' party always appears on the ballot	The candidates' party preference (or "None") always appears on the ballot.	The candidates' party preference never appears on the ballot
U.S. President Parties also nominate candidates for County Central Committees and County Councils	U.S. Representative U.S. Senator Governor and Lt. Governor State Senator State Assembly Member Other state offices including Treasurer, Secretary of State, Attorney General	County Supervisor Other county offices including Sheriff, County Clerk, Recorder - Assessor Municipal Offices School Districts Superior Court Judges State Superintendent of Public Instruction

What is the result of each type of primary election?

The winner of each party's Presidential primary will help select who will represent that political party in the General Election	The top two candidates with the most votes move on to the General Election. They may have the same party preference.	Candidates who receive 50% plus 1 vote are elected. Or, if no candidate wins, the two candidates with the most votes move on to the General Election.
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On June 8, 2010, California voters approved the Top -Two Open Primary Act (Proposition 14). See www.sos.ca.gov/elections/primary-elections-california/ for more information.

Primary election...

What's that?

What's different?

Who can vote?

Who do we vote for?

What happens?

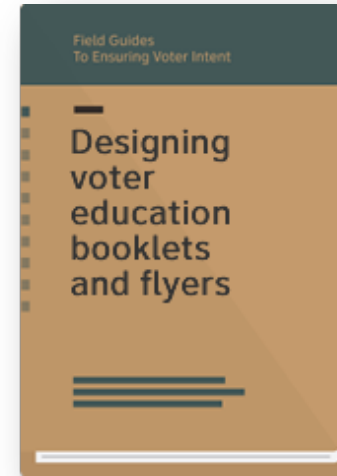
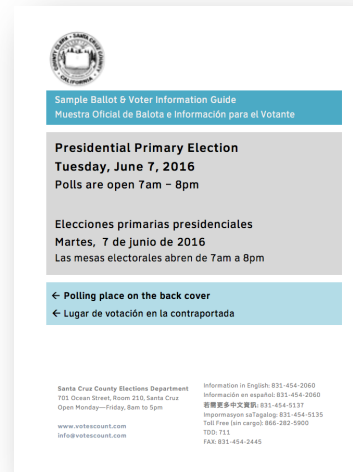
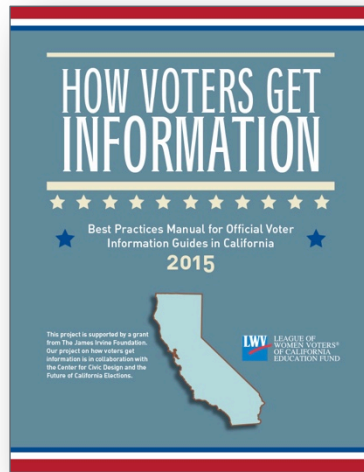
Why do it like this?

The secret is usability testing



With many
different types
of voters

Senior centers, public libraries, county offices, schools, cultural centers



How voters get information:

Best practices manual and webinars

<https://cavotes.org/download-best-practices-manual>

Resources for creating voter guides

Templates, guides and samples

<http://civicdesign.org/resources-for-creating-voter-guides/>

Field Guides to Ensuring Voter Intent

10 volumes of design guidelines for election design

<http://civicdesign.org/fieldguides/>



Thank you.