

Implementing the Best Practices for California Voter Guides

Making Information for Voters Easy to Understand

Whitney Quesenbery

Nancy Frishberg

Drew Davies

And partners

- Shasta County
- Santa Cruz County
- Orange County
- League of Women Voters

Workshop J at FOCE 2016

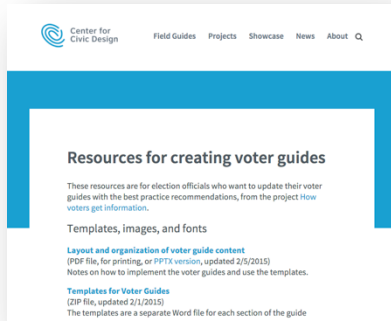
February 26, 2016

About this project

- Builds on research in 2013-2014
- Puts *Best Practices Manual* into action
- Collaboration with 3 California counties
- Continued usability testing and
- Sharing with all California election offices to promote best practices in the 2016 election and beyond

<http://civicdesign.org/projects/how-voters-get-information/>

Resources for creating voter guides



Design guide: notes on layout and organization of content

Templates for voter guide pages (Word)

Illustrations and icons in three formats for print, web, posters

Election materials color palette. A variety of coordinated colors, meeting accessibility contrast guidelines

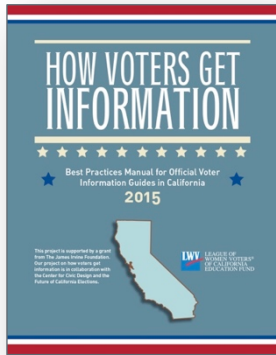
Clearview ADA font and how to get the discount for election offices

Samples materials from around the state

Q&A from workshops like this one

<http://civcd.link/vgres1>

Resources

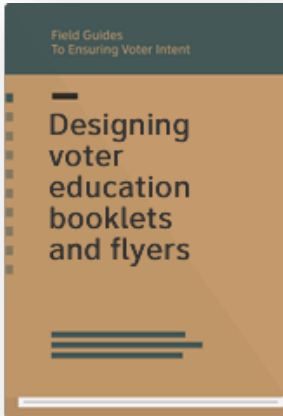


How voters get information: Best practices manual for official voter information guides in California

Available from

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

Webinars: <http://civicd.link/BPRwebinars>

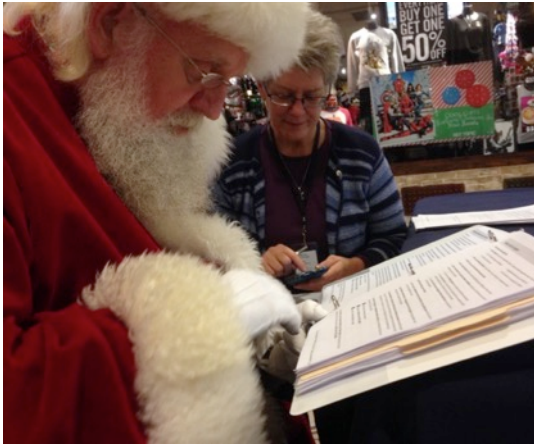


Field Guides to Ensuring Voter Intent Design guidelines for election officials, based on solid research and best practices

Available from

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

Continued usability testing



A non-traditional voter helping with the usability testing at the mall.

- 98 participants in 3 counties
- Partnered with election offices to conduct sessions
- Content based on 2014 General Elections
- Focused on
 - New or infrequent voters
 - Language access
 - Difficult voter information

Focused on constraints

Legal

- Present the information as required by law

Fiscal

- Aim to not increase the number of pages in the Voter packet.

Usable for voters

- Let voters express their intentions easily and quickly.

Usable for election offices

- Use familiar tools to create documents
- Use free graphics from prototypes
- Use free or low cost fonts (Clearview ADA)

5 Big Tips

Create landmarks

Make instructions visual

Keep the design uncluttered

Present languages consistently

Help voters understand measures

Create landmarks

Help voters find their way
(even in small books)

Best Practices

Include features to guide the voter

- **Help readers find their way:** Provide a roadmap through the whole book and on each page.
- **Show readers where they are:** Use headings on each page and within content.
- **Use page numbers:** Help readers jump to the right page quickly
- **Include overview and details.** Make it easy to get the main point quickly.
- **Answer voters' questions**



The cover sets the stage with the quick "bite" of information

Who is this from?



Sample Ballot & Voter Information Guide
Muestra Oficial de Balota e Información para el Votante

What is this book?

What, and when, is this election?

Presidential Primary Election
Tuesday, June 7, 2016
Polls are open 7am – 8pm

Elecciones primarias presidenciales
Martes, 7 de junio de 2016
Las mesas electorales abren de 7am a 8pm

Where's my polling place?

← Polling place on the back cover
← Lugar de votación en la contraportada

How can I get in touch?

Santa Cruz County Elections Department
701 Ocean Street, Room 210, Santa Cruz
Open Monday—Friday, 8am to 5pm

www.votescount.com
info@votescount.com

Information in English: 831-454-2060
Información en español: 831-454-2060
若需更多中文資訊: 831-454-5137
Impormasyon sa Tagalog: 831-454-5135
Toll Free (sin cargo): 866-282-5900
TDD: 711
FAX: 831-454-2445

The Table of Contents helps voters find their way

What will this help me do?

"Guide" is a generic term, but you can use "Booklet" or "Pamphlet"

What languages are available (and what information is in my language)?

What's in this guide? ¿Qué hay en esta guía?

| | |
|--|----------|
| Ways to vote | 1 |
| Voter Bill of Rights | 2 |
| 3 ways to vote | 3 |
| How to vote by mail | 4 |
| How to vote with a paper ballot | 5 |
| How to vote with a touch screen ballot | 6 |
| Accessible voting | 7 |
| How to vote in a primary election | 8 |

| | |
|--|----------|
| Formas de votar | 9 |
| <i>Declaración de derechos de los votantes, 3 formas de votar, Cómo votar por correo, Cómo votar una boleta electoral de papel, Votar con accesibilidad, Cómo votar en una elección primaria</i> | 10-16 |

| | |
|---|-----------|
| What's on the ballot for this election? | 17 |
| ¿Qué hay en la boleta electoral para estas elecciones? | |
| Who are the candidates? - ¿Quiénes son los candidatos? | |
| Paid candidate statements - Declaraciones pagadas de los candidatos | |
| Local ballot measures - Medidas electoral local | |
| Practice ballot - Boleta de practica | |

Where do I start (to answer my questions)?

What's inside?



3 (or 2, or 4) ways to vote – a summary of the options for voting

Different top of page signals a new kind of information

Images attract and act as bullets

3 ways to vote



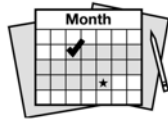
Vote by mail

Request a vote-by-mail ballot by **October 28**.

Return it by mail, deliver it to the Registrar of Voters office, or drop it off at any polling place on Election Day.

Vote-by-mail ballots must be postmarked or delivered to a polling place by **November 4**.

For more details, see **page 7**.



Vote early in person

You may vote early at two locations
October 6 to November 3

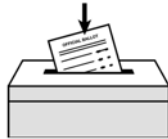
Santa Cruz County Elections Department

701 Ocean St., Room 210
Monday – Friday, 8am to 5pm

Watsonville City Clerk's Office

275 Main St., 4th Floor (6th floor of the parking garage)
Monday – Thursday, 8am to 5pm

Both locations will also be open
Saturday and Sunday, November 1-2, 9am to 5pm



Vote at the polls in person

Polls are open on Election Day:
November 4, from 7am to 8pm

The location of your polling place is printed on the back cover of this guide.

Or, you can look up your polling place:

- On the web: www.votescount.com
- Call the Registrar of Voters' office at 831-454-2060

For more details, see **page 9 and 11**.

Hmm. There are different ways to vote?

What do I need to know about my choices?

How do I learn more?



What's on the ballot shows contents and division of information

This is what I need to know!

Use an image of your cover here!

And here's what I'm voting for

Personalize the list by ballot type

What's on the ballot for this election?

General Election – November 4, 2014

Cierta información en esta sección está disponible en español

You will receive two voter information guides for this election with information about your ballot.



Santa Cruz County Guide (this guide)

Local and county races and measures are on the following pages in this guide

Offices

Santa Cruz County
United States Representative
Member of the State Assembly
Associate Justice, Supreme Court
Associate Justice, Court of Appeal
Superintendent of Public Instruction

Santa Cruz City School District
Governing Board Member

Santa Cruz Port District
Commissioner

Measures

Santa Cruz County
K. Cannabis Business Tax



California State Guide

U.S. national races, state races, and state propositions are in the guide from the state

Offices

Governor
Lieutenant Governor
Secretary of State
State Treasurer
State Controller
Attorney General
Insurance Commissioner
Superintendent of Public Instruction
State Board of Equalization

State Propositions

1. Water Bond, Funding for Water Quality, Supply, Treatment, and Storage Projects
2. State Budget, Budget Stabilization Account.
45. Healthcare Insurance, Rate Changes
46. Drug and Alcohol Testing of Doctors, Medical Negligence Lawsuits
47. Criminal Sentences, Misdemeanor Penalties
48. Indian Gaming Compacts


Aha! That's why there are two guides



A clear start for each measure makes a clear division

What's this called?

What do my voting options mean?

**Local ballot measures: Measure K****K1**

K**Cannabis Business Tax**
Cannabis Impuesto de Actividades Económicas

Ballot question

To protect the quality of life in Santa Cruz County and to fund essential county services such as police, fire, emergency response, health services, youth and senior programs, job creation, housing, environmental protection, and animal shelter programs; shall an ordinance be adopted to impose a tax of no more than 10% (7% when enacted) on gross receipts of cannabis (medical marijuana) businesses in the unincorporated county, subject to audits, with all funds staying local?

Boleta pregunta

Para proteger la calidad de vida en el Condado de Santa Cruz y para financiar los servicios esenciales del condado, como la policía, fuego, la respuesta de emergencia, servicios de salud, la juventud y programas para personas mayores, la creación de empleo, la vivienda, protección del medio ambiente, y el refugio para animales programas; se adoptará una ordenanza para imponer una fiscal de no más del 10% (7% cuando se promulgó) sobre los ingresos brutos de cannabis (marihuana medicinal) negocios en el condado no incorporado, con sujeción a las auditorías, con todos los fondos permanecer local?

What your vote means

| YES | NO |
|---|---|
| A "Yes" vote is to approve imposition of the cannabis business tax. | A "No" vote is against imposition of the cannabis business tax. |

For and against Measure K

| FOR | AGAINST |
|--|---------------------------------|
| Bruce McPherson (5 th District) Neal Coonerty (3 rd District) John Leopold (1 st District) Santa Cruz County Supervisors Fred Keeley President, Sempervirens Fund Betsy McCarty Chief of Public Health, Santa Cruz County (Ret) Ben Rice Attorney for Association for Standardized Cannabis (signing on behalf of the organization) Karen Delaney Community Volunteer | Michael Boyd Taxpayer |

What am I being asked?

Who is for or against this measure?

We will talk more about measures later

Make information visual helpful ways

Layout, illustrations, and icons to
enhance text content

Best Practices

Use visual information to

- **Show the big steps in instructions.** Provide accurate instructional illustrations.
- **Identify communication types:** Signal web, phone, and so on with images
- **Use color sparingly:** Call attention, identify languages, type of voter, or election year



Use visuals to support instructions

I like words!

Numbers show
the steps.
Bullets are like
checklists.

VEMP-VTR INST

General Election Tuesday, November 4, 2014

Vote-by-mail voter instructions

Thank you for being a voter.

Your vote-by-mail ballot is enclosed. This booklet contains information about how to vote by mail. Return your ballot so that we receive it, or it is postmarked, by 8pm on Election Day. Don't forget to put **49¢** postage on the envelope.







If you have questions, please contact us, so we can help make your voting experience a positive one.

How to vote by mail

- 1. Mark your ballot**
 - Connect the arrow to mark your choice.
 - If you make a mistake, you can get another one. Exchange it for a new ballot at the Shasta County Elections Office.
- 2. Sign and seal your envelope**
 - Follow the instructions on the envelope.
 - Don't forget to sign and print your name.
- 3. Return your ballot**
 - Mail your ballot, so that it is postmarked by Election Day, November 4. Put **49¢** postage on the envelope.

Or, to save postage, you can:

- Deliver your ballot to the Shasta County Election Office during business hours until 8pm on Election Day (see address below).
- Drop off your ballot at one of the 4 official ballot drop boxes, any time until 8pm on Election Day (see page 2).
- On Election Day, take your ballot to any Shasta County polling site (see page 3).



Cathy Darling Allen
Cathy Darling Allen
Shasta County Clerk, Registrar of Voters
PO Box 9908802, Redding, CA 96099-0880
1643 Market Street, Redding, CA 96001 - Open 8am to 5pm, Mon-Fri
www.elections.co.shasta.ca.us
530-225-5730 or 1-888-VOTE (8683)

I like images!

Images help voters recognize things and places

2



How return your ballot at a drop box

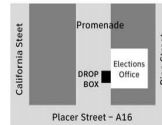
You can return your ballot using one of the 4 official ballot drop boxes. No postage is required. They are available 24 hours a day until 8pm on Election Day.

Drop box locations

Shasta County Elections Office

1643 Market St, Redding

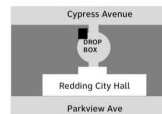
Look under the green awning at the south end of the Market Street Promenade



Redding City Hall

777 Cypress Avenue, Redding

Look in front of the building, next to the Utility Payment



Anderson City Hall

1887 Howard Street, Anderson

Look in front of the building



Shasta Lake Community Center

1525 Median, Shasta Lake

Look next to the main entrance



General Election • Shasta County • Tuesday, November 4, 2014

How to...

Name and address

Recognizable landmarks also show the exact location of the dropbox

Simplified map



Center for Civic Design

Show options with layout and words

Do you want to vote for President on June 7, 2016?

All voters can vote in a primary election.

Voting for President depends on the party you are registered with.

If you are registered
with a political party:

You can vote for a
candidate running for
President in that party.

If you registered with no party
preference, you can vote in the
Presidential primary for the
following parties:

- Democratic
- American Independent
- Libertarian

You can select the party ballot
at your polling place. If you vote by
mail, you were sent a postcard to
select a party ballot.

If you registered with no party
preference and want to vote in the
Presidential primary for one of the
following political parties:

- Republican
- Green
- Peace & Freedom

You must re-register to vote with
that party by **May 23, 2016**.

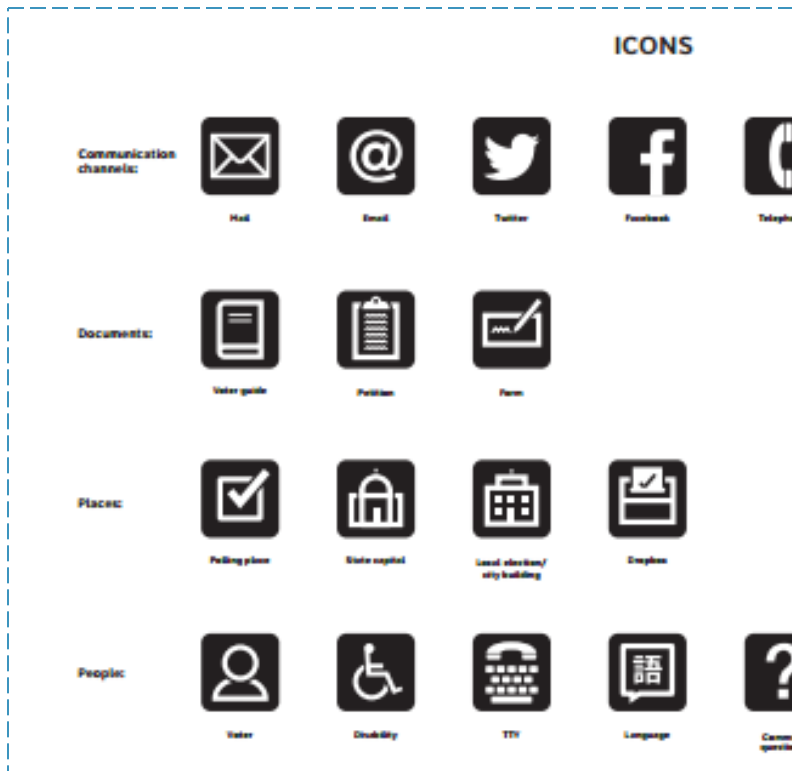


Register to vote online at www.registertovote.ca.gov

Santa Cruz County Elections Department • 831-454-2060 • www.votescount.com • info@votescount.com



Icons identify types of information



-  On the web at www.sos.ca.gov
-  By phone at **(800) 345-VOTE (8683)**
-  By email at elections@sos.ca.gov

| Format | For |
|--------|---------------------------|
| .jpg | Printed document |
| .png | Web and screens |
| .tif | Large posters and banners |

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

Use color sparingly and consistently

Election materials color palette (for use in all print and digital applications)

3:1 contrast ratio (Use for large text: titles, headings, and banners — in color on white, or white text on solid color background)

| | | | | | | | | |
|--------------------------------|--------------------------------|--------------------------------|-------------------------------|---------------------------------|--------------------------------|--------------------------------|--------------------------------|---------------------------------|
| #b28e2f R178 G142 B47 | #43a0b2 R67 G160 B178 | #d7616f R215 G97 B111 | #00a59c R0 G165 B156 | #b083a7 R176 G131 B167 | #3f98d3 R63 G152 B211 | #d87d2e R216 G125 B46 | #849b5d R132 G155 B93 | #949494 R148 G148 B148 |
| #b28e2f R178 G142 B47 | #43a0b2 R67 G160 B178 | #d7616f R215 G97 B111 | #00a59c R0 G165 B156 | #b083a7 R176 G131 B167 | #3f98d3 R63 G152 B211 | #d87d2e R216 G125 B46 | #849b5d R132 G155 B93 | #949494 R148 G148 B148 |

7:1 contrast ratio (Use for any size text — in color on white, or white text on solid color background)

| | | | | | | | | |
|-------------------------------|-------------------------------|-------------------------------|------------------------------|--------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|
| #6e5723 R110 G87 B35 | #27606b R39 G96 B107 | #a72534 R167 G37 B52 | #00645f R0 G100 B95 | #744c6e R116 G76 B110 | #275d81 R39 G93 B129 | #824d20 R130 G77 B32 | #515f39 R81 G95 B57 | #595959 R89 G89 B89 |
| #6e5723 R110 G87 B35 | #27606b R39 G96 B107 | #a72534 R167 G37 B52 | #00645f R0 G100 B95 | #744c6e R116 G76 B110 | #275d81 R39 G93 B129 | #824d20 R130 G77 B32 | #515f39 R81 G95 B57 | #595959 R89 G89 B89 |

15:1 contrast ratio (Use for background behind any size text to ensure text is easy to read — black text on solid-colored background)

| | | | | | | | | |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| #ece3cb R236 G227 B203 | #d0e7ec R208 G231 B236 | #f5d7db R245 G215 B219 | #bfe8e6 R191 G232 B230 | #ebe0e9 R235 G224 B233 | #cfe5f4 R207 G229 B244 | #f5decb R245 G222 B203 | #e0e6d6 R224 G230 B214 | #dadada R218 G218 B218 |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|

Meets WCAG
2.0 contrast
guidelines

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

Uses of color for identification

For type of voter or voting option

General Election
Tuesday, November 4, 2014

All Mail precinct voter instructions

General Election
Tuesday, November 4, 2014

Vote-by-mail voter instructions

General Election
Tuesday, November 4, 2014
Polls are open from 7am to 8pm

Instructions for voting in person

For language

Consolidated Statewide Direct Primary Election ★ City and County of San Francisco

Voter Information Pamphlet & Sample Ballot

Be A Voter

Elecciones Municipales ★ Ciudad y Condado de San Francisco

**Folleto de Información
para los Electores**

¡Participe y Vote!

三藩市市縣 ★ 市政選舉

選民資料手冊

請踴躍投票!



**Keep the design
uncluttered**

Best Practices

Write in plain language

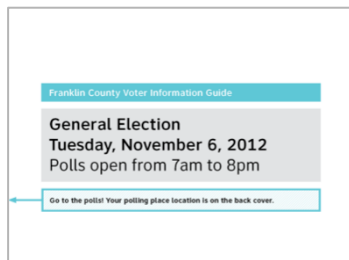
- **The right information:** Just what voters need to take the next step
- **As short as possible:** Edit rigorously.
 - 1 word, not 2
 - Short sentences
 - Short paragraphs
- **Organized:** Use headings and white space to make the structure clear

Use design for understanding

- **Layout communicates content:** Reflect type of information in the layout
- **Make text easy to read:**
 - Large enough
 - Sans serif font
 - Upper and lower case
- **Use color to support meaning:**



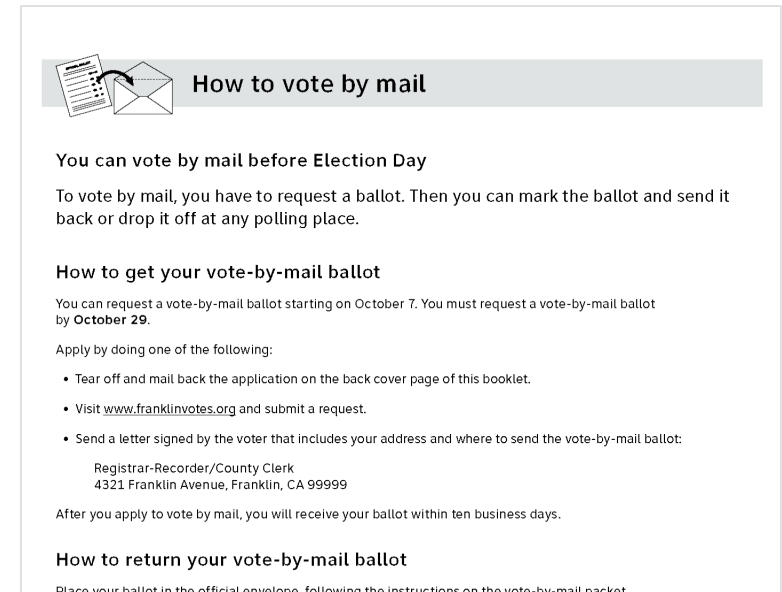
Write in bites, snacks and meals



Bite: Shortest possible information



Snack: Summary, with enough information for an experienced voters



Meal: Full details or instructions

Explaining Primaries in California

Three columns
show three types
of primaries

Lists of offices
can be
customized to
each ballot

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 |
|---|---|--|

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. |
|---|---|---|

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. |
|---|--|--|

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.

Who is eligible?

Who can vote in each primary?

Which offices are in each type of primary?

Who wins? What's the result?



Make the important words stand out

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
 - registered where you currently live
 - at least 18 years old
 - not in prison or on parole for a felony
2. **The right to vote if you are a registered voter even if your name is not on the list.**
You will vote using a provisional ballot. Your vote will be counted if election officials determine that you are eligible to vote.
3. **The right to vote if you are still in line when the polls close.**
4. **The right to cast a secret ballot** without anyone bothering you or telling you how to 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.



**Help voters
understand measures**

Help voters read measures



Local ballot measures: Measure K

K1

K

Cannabis Business Tax

Cannabis Impuesto de Actividades Económicas

Ballot question

To protect the quality of life in Santa Cruz County and to fund essential county services such as police, fire, emergency response, health services, youth and senior programs, job creation, housing, environmental protection, and animal shelter programs; shall an ordinance be adopted to impose a tax of no more than 10% (7% when enacted) on gross receipts of cannabis (medical marijuana) businesses in the unincorporated county, subject to audits, with all funds staying local?

Boleta pregunta

Para proteger la calidad de vida en el Condado de Santa Cruz y para financiar los servicios esenciales del condado, como la policía, fuego, la respuesta de emergencia, servicios de salud, la juventud y programas para personas mayores, la creación de empleo, la vivienda, protección del medio ambiente, y el refugio para animales programas; se adoptará una ordenanza para imponer una fiscal de no más del 10% (7% cuando se promulgó) sobre los ingresos brutos de cannabis (marihuana medicinal) negocios en el condado no incorporado, con sujeción a las auditorías, con todos los fondos permanecer local?

What your vote means

| YES | NO |
|---|---|
| A "Yes" vote is to approve imposition of the cannabis business tax. | A "No" vote is against imposition of the cannabis business tax. |

For and against Measure K

| FOR | AGAINST |
|--|---------------------------------|
| Bruce McPherson (5 th District) Neal Coonerty (3 rd District) John Leopold (1 st District) Santa Cruz County Supervisors Fred Keeley President, Sempervirens Fund Betsy McCarty Chief of Public Health, Santa Cruz County (Ret) Ben Rice Attorney for Association for Standardized Cannabis (signing on behalf of the organization) Karen Delaney Community Volunteer | Michael Boyd Taxpayer |


Voters said that they "always read" this page even though it's a newly designed page.

It's just enough information for them to get started, and have some context for the pages that follow.



Start with the ballot question

Show voters what they will be asked on the ballot, first.

Local ballot measures: E

E1

ECounty of Orange Measure E:
Authorize Ethics Commission to Enforce County
Campaign Finance Rules

Ballot question
Shall the Ordinance amending the Orange County Campaign Reform Ordinance to authorize the State Fair Political Practices Commission to be the civil prosecutor of the Ordinance and to add administrative enforcement to the Ordinance be adopted?

Impartial analysis of Measure E

If you translate only the ballot question, include the translation on the first page

Local ballot measures: Measure K

K1

KCannabis Business Tax
Cannabis Impuesto de Actividades Económicas

Ballot question
To protect the quality of life in Santa Cruz County and to fund essential county services such as police, fire, emergency response, health services, youth and senior programs, job creation, housing, environmental

Boleta pregunta
Para proteger la calidad de vida en el Condado de Santa Cruz y para financiar los servicios esenciales del condado, como la policía, fuego, la respuesta de emergencia, servicios de salud, la juventud y programas para personas mayores, la creación de empleo, la vivienda, protección del

Order of the elements

"What am I deciding?"

"Why are we deciding this, and what does it mean?"

"What do the two sides say about it?"

"What's the real text?"

Recommended order

1. Overview:
Ballot title and question
What your vote means
List of who is for/against
2. Impartial Analysis
3. Financial Impact
4. Arguments
5. Replies
6. Full text



Use page numbers

Voters use page numbers, even in small booklets!

The problem:

Consecutive page numbers can be difficult if you build ballot styles by assembling individual pages.

The solution

Use "chapter numbering" for Measures



Local ballot measures: E

E1



Present languages consistently

Make it easy to figure out where
in-language information is
available

Make it easy to find each language

- **Be consistent.** Set up a pattern and stick with it.
- Choose a pattern that **works for the requirements** in your county.



Options for languages

- Separate books
 - When there are more than two languages, or the booklets are large
- Separate sections
 - With the sample ballot in the middle
 - Bilingual back cover for
- Same page
 - Left/right or top/bottom
- Facing pages
 - English on the right, translation on the left

Partial language support is the most difficult layout

What's in this guide? ¿Qué hay en esta guía?

| | |
|--|----------|
| Ways to vote | 1 |
| Voter Bill of Rights | 2 |
| 3 ways to vote | 3 |
| How to vote by mail | 4 |
| How to vote with a paper ballot | 5 |
| How to vote with a touch screen ballot | 6 |
| Accessible voting | 7 |
| How to vote in a primary election | 8 |

| | |
|--|----------|
| Formas de votar | 9 |
| <i>Declaración de derechos de los votantes, 3 formas de votar, Cómo votar por correo, Cómo votar una boleta electoral de papel, Votar con accesibilidad, Cómo votar en una elección primaria</i> | 10-16 |

What's on the ballot for this election? ¿Qué hay en la boleta electoral para estas elecciones?

| | |
|---|--|
| Who are the candidates? - ¿Quiénes son los candidatos? | |
| Paid candidate statements - Declaraciones pagadas de los candidatos | |
| Local ballot measures - Medidas electoral local | |
| Practice ballot - Boleta de practica | |

Santa Cruz translates

- Voter information (8 pages)

But then...

- Ballot questions (provided at polling place)
- Required ballot/candidate information
- Candidate statements as supplied by candidates



"Ways to vote" pages can be an "anytime" pamphlet

Possible pages in the booklet

| |
|--------------------------------------|
| Cover and TOC |
| California Voter Bill of Rights |
| 3 ways to vote in <this> County |
| How to vote early |
| How to vote by mail |
| How to vote at the polls |
| How to vote by electronic ballot |
| Accessible voting |
| Language assistance |
| Check your voter registration status |

It can be useful as part of your community outreach for new voters:

- Give to voters when they register
- Hand out to people about to be eligible (because of age, citizenship status).
- Provide official (accurate) information.
- Expand on the basic voter rights with accurate information for your county.
- Make an attractive cover that welcomes new voters, and lists the information included



Extra innings

Recommendations vs. election
code

Recommendations vs. Election Code

| Is it... | Or... | Solution |
|--|---|---|
| Voter Guide | Voter Information Pamphlet and Sample Ballot | Official title on the cover, but refer to the "Guide" or "Pamphlet" for short |
| Practice Ballot | Sample Ballot | Use the title "Sample Ballot" but add a sentence in the margin that suggests how to use it |
| Reply to the Argument... | Rebuttal to the Argument... | Reply Rebuttal to the Argument... |
| Yes/No explanations on first page | Only in the context of the Impartial Analysis | Copy the text, but leave it in the analysis text. Ask counsel to write this explanation, if it's not already available. |
| Use a signature to show you are "real" | Or is that campaigning? | Ethics guidance says that you should not use your signature if you are an elected Clerk/ROV |

Follow the law, but add plain language to help voters.
Then, lets get the Code changed, when we can.

Thanks!

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- Our colleagues at Oxide Design

And you!

- For spending time learning about how to improve your Voter Guide.



Nancy Frishberg

nancyf@civicdesign.org

Whitney Quesenbery

whitneyq@civicdesign.org

Drew Davies

drew@oxidedesign.com

civicdesign.org

@civicdesign



Center for
Civic Design