

Democracy as a design problem

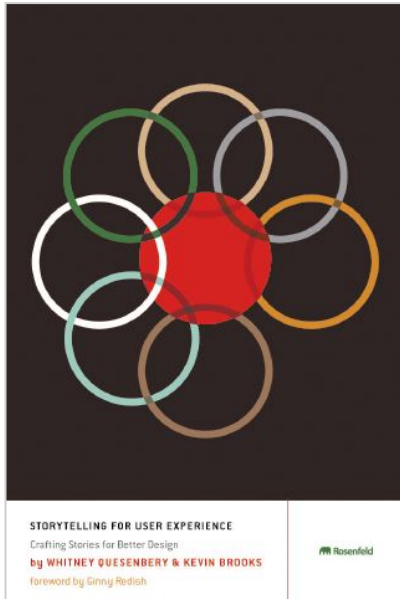
(to get to a better voter experience)

Whitney Quesenbery
Center for Civic Design
March 30, 2023

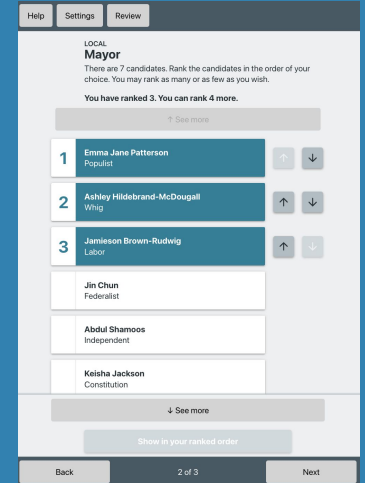
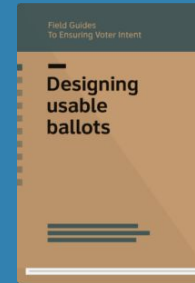
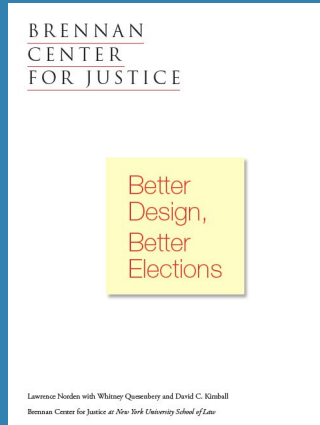
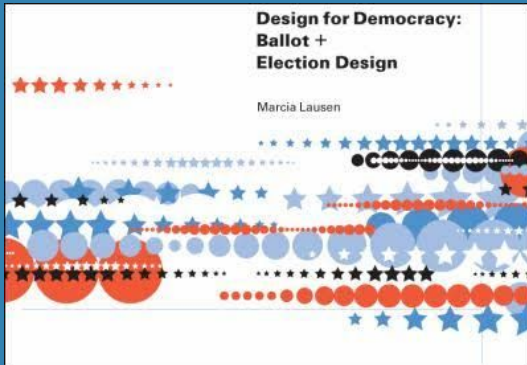
Web: civicdesign.org



Hi. It's great to be here.



It's been a long journey from the butterfly ballot



EAC / Design for Democracy Effective Designs for the Administration of Federal Elections (2007)

Better Ballots (2008), Better Design, Better Elections (2012)

Field Guides to Ensuring Voter Intent, Vol 01 Designing Usable Ballots (2013)

Research design: accessible RCV ballot (2020)

We work on making a better voter experience...

A screenshot of a mobile application interface. At the top, there are tabs for 'Settings', 'Help', and 'Review your...'. Below that, a section titled 'County Commissioners' shows a list of names and their terms. The first name, 'Valerie Altman', is highlighted in blue with the word 'Yellow' next to it. Below the list are several 'Touch here to write in another name' buttons. At the bottom, there are navigation buttons for 'Back', '10 of 18', and 'Next'.

Ballot design

A screenshot of a voter information page. It features the Franklin County logo at the top left. The main heading is 'Statewide General Election Tuesday, November 4, 2014'. Below that, it says 'Papeles para votar: Martes, 4 de noviembre de 2014'. There is a section for 'Putting place on the back cover' with instructions in Spanish. At the bottom, there is contact information for the Franklin County Elections Department.

Voter information

An image of a ballot envelope. The front of the envelope is blue and white. It features the Franklin County logo and the text 'Vote by mail Official ballot' and 'Vota por correo Balota oficial'. The back of the envelope is white and features the 'OFFICIAL ELECTION MAIL' logo and a return address for the Franklin County Elections Department.

Ballot envelopes

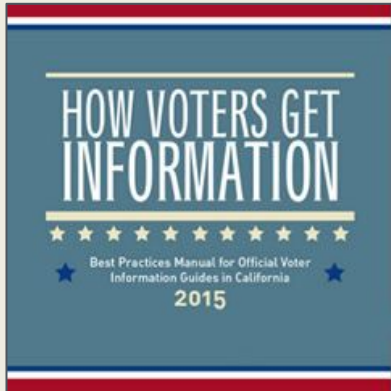
A screenshot of a 'State of Nevada Mail Ballot Preference Form'. The form is titled 'State of Nevada Mail Ballot Preference Form' and includes instructions for voters. It contains several sections: 'Voter information' with fields for last name, first name, middle name, date of birth, and driver's license; 'Permanent voter address' with fields for street, city, state, and zip; 'Mail ballot preference' with options to 'I want to vote in person' or 'Send me a ballot'; 'Where should we send your ballot?' with a field for a different address; 'Contact information' for official communication; and 'Signature' and 'Voter, sign here' sections. There are also checkboxes for 'For official use only' and 'For your ballot to count, you must correct it by the close of polls on Election Day'.

Forms

A screenshot of a notice page. It features the Franklin County logo and the text 'Draft 11/17'. There is a section titled 'Help us count your ballot' with instructions for voters. Below that, there is a section titled 'We received your ballot. Unfortunately, it was missing something.' with checkboxes for 'You did not sign the certificate on the voted ballot envelope' and 'You did not put your voted ballot inside the voted ballot envelope'. There is also a section titled 'We need your signature to count your ballot. You have some options.' with options to 'Sign online' or 'Sign this postcard'.

Notices, and...

...based on researched best practices...



Best practices for ranked choice voting ballots and other materials

A project for FairVote and
the Ranked Choice Voting Resource Center

Center for Civic Design
Whitney Quesenbery and Taapsi Ramchandani

How to design VBM envelopes for USPS

Use this booklet for:

- an introduction to the elements you'll need to send your vote at home envelopes through USPS.
- best practices and tips related to navigating USPS.
- links to more information and resources.

Improving the vote-by-mail experience

Making ballot envelopes clear and understandable: The impact of plain language on voter signature forms

January 19, 2021

Sean Isamu Johnson
Whitney Quesenbery
Center for Civic Design

...created with a lot of time working with voters



Photos of testing and workshops in libraries, community centers, colleges, government offices, shopping centers....

Field Guides to Ensuring Voter Intent



Because everyone is a designer

Government offices

- create all the materials to communicate with voters
- are the face of policy and the voter experience
- for all voters



What is a design problem?

This is what a design problem looks like



“It’s as if there was a purposeful plan to make voting as unappealing as possible.”



NYCBoardOfElections ✓

@BOENYC

Update: We have as received 713,536 absentee ballots (as of 11/9)!
96% are preliminarily valid, of the 4% preliminarily invalid, 40% of that 4% are eligible to be cured!

1:50 PM · Nov 10, 2020 from Manhattan, NY · Twitter for iPhone

Final result: 0.77% rejected ballots

How do you know when you have fixed a problem?



<https://twitter.com/BOENYC/status/1326235826578214912>



Vermont Secretary of State's Office

@VermontSOS



We worked w/[@civicdesign](#) to make instructions clearer & more voter-friendly. This & outreach on the process has resulted in a very low # of defective ballots.

Of the 131,146 early votes cast only 402 have been deemed defective: .003%. Of those over half have been cured! [#VTVotes](#)



Vermont Secretary of State's Office @VermontSOS · Nov 2

You can check the status of your returned #VT #2022Election ballot at mvp.vermont.gov.

A very small # of voters still have work to do to 'cure' their ballot if it has been deemed defective by the Town Clerk - if this is you, contact your Clerk ASAP! [#VTVotes](#) (1/2)

[Show this thread](#)

12:00 PM · Nov 2, 2022 · Twitter Web App

Or reached toward excellence

MIT Elections Performance Index 2020 average 0.27%

Mail Ballots Rejected

Measures the degree to which mail and absentee ballots are rejected, measured as a percentage of all votes cast.

[VIEW INDICATOR](#)

Vermont: 0.4% (#33)



New Mexico
1.83%

Rhode Island
0.02%



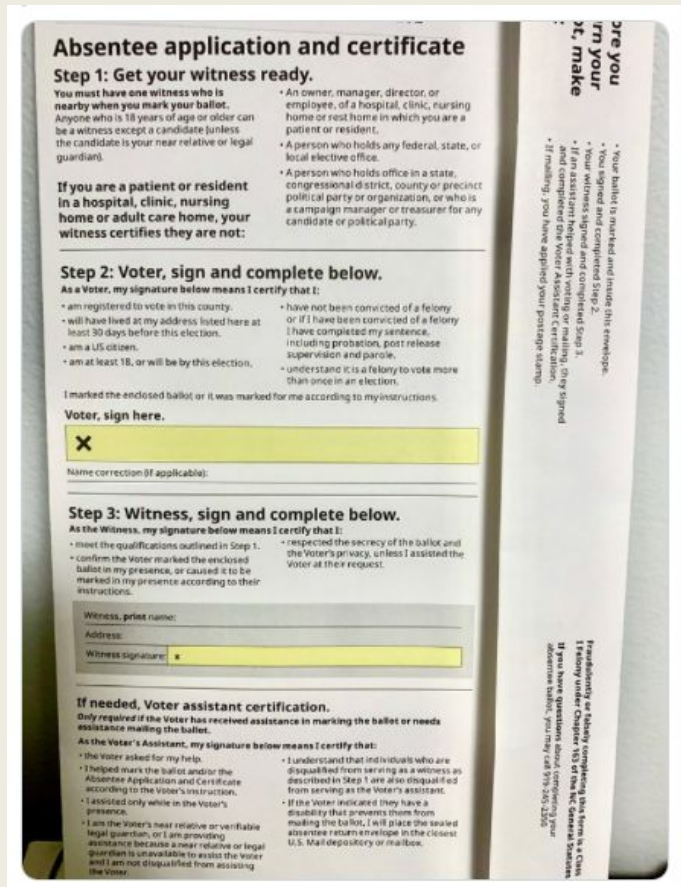
Civic design is shaped by context

How do all those things come to exist in a specific time, place, and form?

What are the histories that continue to impact the present?

What is the context for a new design?

What is the opportunity in this moment?



Absentee application and certificate

Step 1: Get your witness ready.

You must have one witness who is nearby when you mark your ballot. Anyone who is 18 years of age or older can be a witness except a candidate (unless the candidate is your near relative or legal guardian).

If you are a patient or resident in a hospital, clinic, nursing home or adult care home, your witness certifies they are not:

- An owner, manager, director, or employee, of a hospital, clinic, nursing home or rest home in which you are a patient or resident.
- A person who holds any federal, state, or local elective office.
- A person who holds office in a state, congressional district, county or precinct political party or organization, or who is a campaign manager or treasurer for any candidate or political party.

Step 2: Voter, sign and complete below.

As a voter, my signature below means I certify that I:

- am registered to vote in this county.
- will have lived at my address listed here at least 30 days before this election.
- am a US citizen.
- am at least 18, or will be by this election.
- have not been convicted of a felony or if I have been convicted of a felony I have completed my sentence, including probation, post release supervision and parole.
- understand it is a felony to vote more than once in an election.

I marked the enclosed ballot or it was marked for me according to my instructions.

Voter, sign here.

X

Name correction (if applicable):

Step 3: Witness, sign and complete below.

As the Witness, my signature below means I certify that I:

- meet the qualifications outlined in Step 1.
- confirm the Voter marked the enclosed ballot in my presence, or caused it to be marked in my presence according to their instructions.
- respected the secrecy of the ballot and the Voter's privacy, unless I assisted the Voter at their request.

Witness, print name: _____

Address: _____

Witness signature: X

If needed, Voter assistant certification.

Only required if the Voter has received assistance in marking the ballot or needs assistance mailing the ballot.

As the Voter's Assistant, my signature below means I certify that:

- The Voter asked for my help.
- I helped mark the ballot and/or the Absentee Application and Certificate according to the Voter's instruction.
- I assisted only while in the Voter's presence.
- I am the Voter's near relative or verifiable legal guardian, or I am providing assistance because a near relative or legal guardian is unavailable to assist the Voter and I am not disqualified from assisting the Voter.
- I understand that individuals who are disqualified from serving as a witness as described in Step 1 are also disqualified from serving as the Voter's assistant.
- If the Voter indicated they have a disability that prevents them from mailing the ballot, I will place the sealed absentee return envelope in the closest U.S. Mail depository or mailbox.

Readability or clarity completed by the Voter's Clerk
I certify under Chapter 153 of the General Statutes
If you have questions about completing your
absentee ballot, you may call 919.246.2300

• Your ballot is marked and inside this envelope.
• You signed and completed Step 2.
• Your witness signed and completed Step 3.
• If an assistant helped with marking the ballot, they signed and completed the Voter Assistant Certificate.
• If mailing, you have applied your postage stamp.

Public Law 103-31
103d Congress

An Act

To establish national voter registration procedures for Federal elections, and for other purposes.

May 20, 1993
[H.R. 2]

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

National Voter Registration Act of 1993.
Inter-governmental relations.
42 USC 1973gg note.
42 USC 1973gg.

SECTION 1. SHORT TITLE.

This Act may be cited as the "National Voter Registration Act of 1993".

SEC. 2. FINDINGS AND PURPOSES.

(a) FINDINGS.—The Congress finds that—

- (1) the right of citizens of the United States to vote is a fundamental right;
- (2) it is the duty of the Federal, State, and local governments to promote the exercise of that right; and
- (3) discriminatory and unfair registration laws and procedures can have a direct and damaging effect on voter participation in elections for Federal office and disproportionately harm voter participation by various groups, including racial minorities.

(b) PURPOSES.—The purposes of this Act are—

- (1) to establish procedures that will increase the number of eligible citizens who register to vote in elections for Federal office;
- (2) to make it possible for Federal, State, and local governments to implement this Act in a manner that enhances the participation of eligible citizens as voters in elections for Federal office;
- (3) to protect the integrity of the electoral process; and
- (4) to ensure that accurate and current voter registration rolls are maintained.

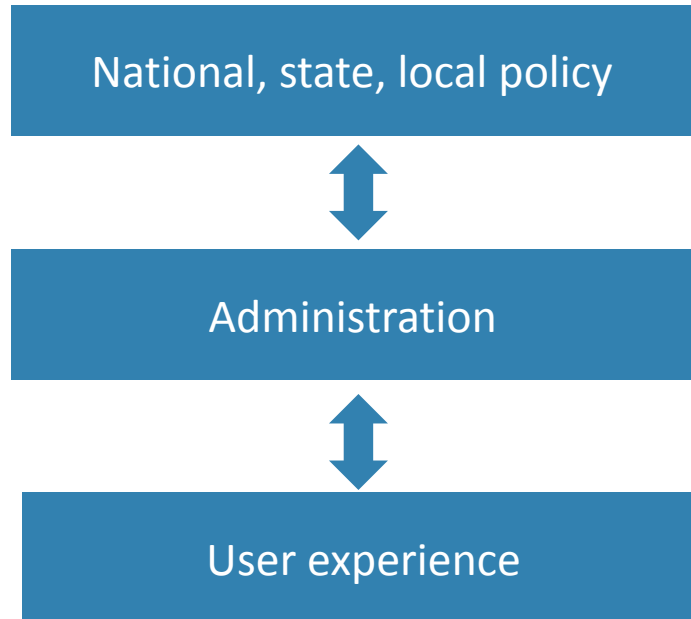
SEC. 3. DEFINITIONS.

42 USC 1973gg-1.

As used in this Act—

- (1) the term "election" has the meaning stated in section 301(1) of the Federal Election Campaign Act of 1971 (2 U.S.C. 431(1));
- (2) the term "Federal office" has the meaning stated in section 301(3) of the Federal Election Campaign Act of 1971 (2 U.S.C. 431(3));
- (3) the term "motor vehicle driver's license" includes any personal identification document issued by a State motor vehicle authority;

Civic design is policy made visible



Good policies are often badly designed

Voter Registration (Optional)

If you are not registered to vote where you live now, would you like to apply to register to vote here today? Yes No

IF YOU DO NOT CHECK EITHER BOX, YOU WILL BE CONSIDERED TO HAVE DECIDED NOT TO REGISTER TO VOTE AT THIS TIME.

To register, you must: 1) Be at least 18 on the day of the next election; 2) Be a citizen of the United States for at least one month PRIOR TO THE NEXT ELECTION; 3) Reside in Pennsylvania and the voting district at least 30 days prior to the next election.

Applying to register or declining to register to vote will not affect the amount of assistance you will be provided by this agency. If you would like help filling out the voter registration application form, we will help you. The decision whether to seek or accept help is yours. You may fill out the application form in private. Please contact the county assistance office if you would like help. If you believe that someone has interfered with your right to register or to decline to register to vote, your right to privacy in deciding whether to register or in applying to register to vote, or your right to choose your own political party or other political preference, you may file a complaint with the Secretary of the Commonwealth, PA Department of State, Harrisburg, PA 17120. (Toll-free telephone number 1-877-VOTESPA.)



Even tough requirements can be designed well

- Add a meaningful title or other text
- Rearrange the text into a logical order
- Use bullets, bold and other typography
- Make the action more visible
- Put warnings before the question
- Put fine-print legal text at the end,

Voter Registration (Optional): This section is for U.S. Citizens only

If you would like help filling out the voter registration application form, we will help you. The decision whether to seek or accept help is yours. You may fill out the application form in private. Please contact the county assistance office if you would like help.

To register to vote, you must:
Be at least 18 on the day of the next election
Be a citizen of the United States for at least one month PRIOR TO THE NEXT ELECTION;
In Pennsylvania and the voting district at least 30 days prior to the next election.

Applying to register or declining to register to vote will not affect the amount of assistance you will be provided by this agency.

If you are not registered to vote where you live now, would you like to register to vote today? Yes No

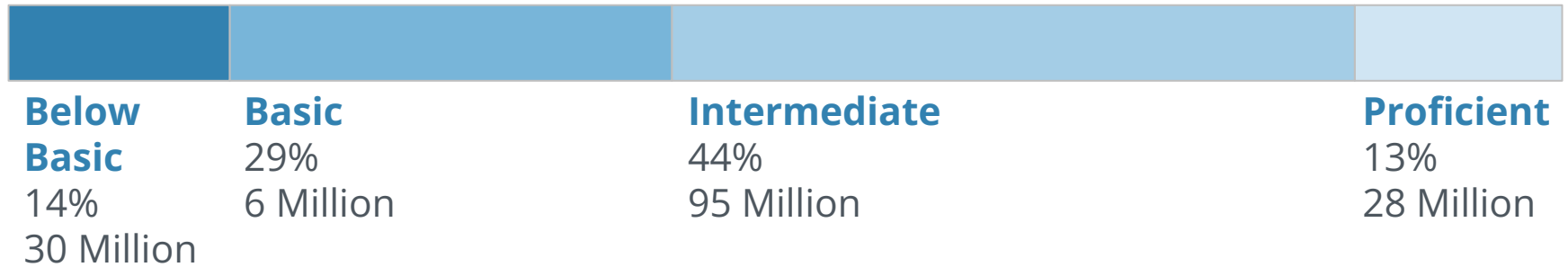
If you do not check either Yes or No, we will assume you do not want assistance or to register to vote now.
You can use the "tear out" voter registration form on page XX. We will also mail you a form if you check Yes.

If you believe that someone has interfered with your right to register or to decline to register to vote, your right to privacy in deciding whether to register or in applying to register to vote, or your right to choose your own political party or other political preference, you may file a complaint with the Secretary of the Commonwealth, PA Department of State, Harrisburg, PA 17120. (Toll-free telephone number 1-877-VOTESPA.)



The literacy challenge

43% of adults in the US read at basic or below basic levels



Basic: skills necessary to perform simple and everyday literacy activities.

Below Basic: no more than the most simple and concrete literary skills.

It is possible to make legal text easy to read

Figure 18. States by readability of their current voter statements

Median – Post-grad

Early primary (0)	Late primary (1)	Middle (3)	HS (4)	College (4)	Post-grad (14)
	NM	NE	MD	FL	AZ
		NJ	IL	LA	CO
		CA	NC	MI	DE
			WI	TX	GA
					OK
					KY
					PA
					MA
					TN
					OH
					VA

Figure 19. States by readability of voter statements with bullets

Median – Primary

Early primary (5)	Late primary (10)	Middle (6)	HS (4)	College (1)	Post-grad (0)
CO	NC	AZ	DE	LA	TX
MA	NM	CA	FL	KY	
MD	NV	MI	GA	MO	
OK	TN	NE	IL	OH	
PA	WI	NJ	VA		
			NY		

Too much legal text looks like this

I, the undersigned, do swear (or affirm) that I am a citizen of the United States and of the State of Georgia; that I possess the qualifications of an elector required by the laws of the State of Georgia; that I am entitled to vote in the precinct containing my residence in the primary or election in which this ballot is to be cast; that I am eligible to vote by absentee ballot; that I have not marked or mailed any other absentee ballot, nor will I mark or mail another absentee ballot for voting in such primary or election; nor shall I vote therein in person; and that I have read and understand the instructions accompanying this ballot; and that I have carefully complied with such instructions in completing this ballot. I understand that the offer or acceptance of money or any other object of value to vote for any particular candidate, list of candidates, issue, or list of issues included in this election constitutes an act of voter fraud and is a felony under Georgia law.



Original legal text: 178 words – postgraduate reading level

Even bullets make it easier to read.

I, the undersigned, do swear (or affirm)

- that I am a citizen of the United States and of the State of Georgia;
- that I possess the qualifications of an elector required by the laws of the State of Georgia;
- that I am entitled to vote in the precinct containing my residence in the primary or election in which this ballot is to be cast;
- that I am eligible to vote by absentee ballot;
- that I have not marked or mailed any other absentee ballot, nor will I mark or mail another absentee ballot for voting in such primary or election; nor shall I vote therein in person; and
- that I have read and understand the instructions accompanying this ballot; and that I have carefully complied with such instructions in completing this ballot.

I understand that the offer or acceptance of money or any other object of value to vote for any particular candidate, list of candidates, issue, or list of issues included in this election constitutes an act of voter fraud and is a felony under Georgia law.

Added bullets with no text change: 178 words – highschool reading level

Simpler text can be legally sufficient

I swear (or affirm) that

- I am a citizen of the United States and of the State of Georgia.
- I reside at the address where I am registered to vote.
- I am eligible to vote by absentee ballot.
- I have not marked or mailed any other absentee ballot, nor shall I vote in person.
- I have marked and sealed this ballot in private and have not allowed any unauthorized person to observe me voting or how the ballot was voted.
- I will not give this ballot to any person not authorized by law to deliver or return ballots

I understand the instructions and that the offer or acceptance of money or any other object of value to vote for any particular candidate, list of candidates, issue, or list of issues included in this election constitutes an act of voter fraud and is a felony under Georgia law.

 Final text from the SoS: 147 words – upper primary reading level

We'd like this to be even simpler

I swear (or affirm) that

- I am qualified to vote in Georgia
- I will follow all Georgia's election laws
- I have read and understand the instructions
- I have followed the instructions in completing this ballot.

Voter fraud is a crime in Georgia. Do not accept money to vote for a candidate or issue on the ballot.



Literacy is more than reading

Our job is to fill civic literacy gaps

Non-voters

- Demystifying the act and actions of voting
- Plain language
- Justifying the value of voting
- In-language materials

Sometimes voters

- Simple and clear information about candidates and issues
- Review options for voting

Avid everytime voters

- Complete information
- Information about being a poll worker
- Encouragement to be role models



When I could first vote, I wasn't interested. As the years went by, I didn't think I was smart enough to be a voter. So I just never got started. Now that I've voted twice, I think I'm getting the hang of it.

**45-ish year old new voter about why she had never voted.
She got interested because a neighbor ran for school board.
And her daughter urged her to register.**

Civic literacy gaps include important concepts

- You need to register to vote, in advance
- You don't have to vote on everything on the ballot
- You can get help from a poll worker
- You can't vote after Election Day
- You can vote by mail
- What a primary is
- You don't have to have an appointment to vote
- Registering to vote doesn't sign you up for jury duty
- Election materials may be in available in some languages
- Whether you need an ID to vote
- How to find your polling place



Voters just want to know what to do, not all the details of a complex policy

If you:	You can go to:	How you vote:
Registered to vote before the 15-day deadline (May 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

Maybe we want less, not more

HealthyVoting

Your guide to a safe election for you and your community

Michigan

Primary Election
August 4, 2020

HealthyVoting.org/Michigan

06-22 / 07-16

Ways to vote in Michigan

Vote by mail with an absentee ballot

All registered voters are mailed an application to vote by absentee ballot.

The deadline to request a ballot is July 31.

Deadline to return your ballot
Election Day, August 4 by 8:00 pm. All ballots must be delivered to the elections office by this time. Postmarks don't count!

Vote early

June 22 through August 3, local elections offices are open for absentee in person voting.

All voters are asked to show a photo ID.

Vote in person on Election Day

All polling places are open on Election Day.

All voters are asked to show a photo ID.

Important dates

July 21 is Registration Day

Register to vote or update your address by July 21.

August 4 is Election Day

Polling places are open from 7:00 am to 8:00 pm.

All voters are asked to show a photo ID.

Avoid the lines! Voting locations are usually less busy in the mid-morning or early afternoon.

Return your absentee ballot if you haven't done so already using one of these options:

Return it in person:

- To your elections office.
- At a secure ballot drop-off location.

More information

Healthy Voting

Up-to-date information on healthy voting options in Michigan is available at HealthyVoting.org/Michigan

Michigan Board of Elections

Visit the state elections website for links to:

- Track your absentee ballot
- Register to vote or update your registration
- Find voting locations near you
- Contact your county elections office

mivc.sos.state.mi.us

(833) MI-VOTES

Partners: We Can Vote, American Public Health Association (APHA), National Association of County and City Health Officials (NACCHO), Center for Civic Design (CCD), Center for Tech and Civic Life (CTCL)



Deliver information in bites, snacks, and meals

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

18 Local ballot measures: E

E Measure E Authorize Ethics Commission to Enforce County Campaign Finance Rules

Summary

An ordinance of the county of Orange, California, authorizing the California Fair Political Practices Commission to prosecute violators of the Orange County Campaign Reform Ordinance, and adding sections 1-6-15.1 and 1-6-15.2 to, and amending sections 1-6-16 and 1-6-17 of, article 1, division 6 of title 1 of the codified ordinances of the County of Orange.

What your vote means

YES	NO
A "yes" vote is a vote to amend Orange County Campaign Reform Ordinance to authorize the Fair Political Practices Commission to be the civil prosecutor of the Ordinance and to add administrative enforcement to the Ordinance.	A "no" vote is a vote not to amend the Orange County Campaign Reform Ordinance.

For and against Measure E

FOR	AGAINST
Shawn Neilson Chairman Orange County Board of Supervisors	Shirley L. Grindle Author of TINCUP Campaign Reform Ordinance
Todd Spitzer Orange County Supervisor	Key Bruce Co-President League of Women Voters of Orange County
Darryl Wood Former Chairman, United States Federal Election Commission	Dave Baker Former 2013-2014 Grand Jury
Ronald Rotunda Former Commissioner, California Fair Political Practices Commission	Wm. B. Mitchell Former Chief, Orange County Common Cause
Low Correa California State Senator	Fred Smoter Political Science Professor

A copy of the proposed amendment to the County Charter is in the pamphlet, or you can:



Access the full text of the measure at the county web site <http://www.ocregister.com>



Call the Elections Department at 714-567-7600 and request that the proposed amendment be mailed at no cost.



Local ballot measures: E

19

Argument for Measure E

Measure E does one simple thing: it allows California ethics commission to enforce Orange County's campaign finance rules.

In 1974, California voters approved Proposition 13, the Political Reform Act, which created the Fair Political Practices Commission (FPPC). The FPPC is California's ethics commission, serving as a watchdog enforcing California's campaign finance laws.

Currently, the FPPC is not allowed to enforce Orange County's campaign finance regulations. Measure E amends Orange County's campaign finance rules to permit the County to enter into an agreement with the FPPC to enforce its local campaign finance regulations. The FPPC will be able to provide enforcement, auditing and training for Orange County's campaign finance rules. **Orange County's local campaign finance rules would remain unchanged.**

Read the text of Measure E yourself—you'll see it does the following: nothing more, nothing less:

- Orange County can enter into an agreement for the FPPC to be the civil prosecutor enforcing Orange County's campaign finance rules. If there's no agreement, the civil prosecutor remains the District Attorney.
- The FPPC can impose penalties for violations of Orange County's campaign finance rules—including fines of \$5,000 per violation.
- The FPPC can refer cases to the District Attorney for criminal prosecution, if necessary.

Currently, a politician is responsible for enforcing Orange County's campaign finance rules. Some people want an Orange County ethics commission to enforce campaign finance rules when others have expressed concern about creating a new government bureaucracy.

Measure E provides critical government reform by giving Orange County the best of both worlds by bringing in the expertise of the FPPC, California's leading ethics commission.

The FPPC is California's watchdog just expert on enforcing campaign finance law. **The FPPC is independent and its members are Orange County's politicians, voters, labor unions, business groups, and special interests.**

Vote "YES" on Measure E to allow California's ethics commission to enforce Orange County's campaign finance laws.

Shawn Neilson Chairman, Orange County Board of Supervisors

Todd Spitzer Orange County Supervisor

Darryl Wood Former Chairman, United States Federal Election Commission

Ronald Rotunda Former Commissioner, California Fair Political Practices Commission

Low Correa California State Senator

Argument against Measure E

According to the Orange County Grand Jury, Orange County has been a "hotbed of corruption" and "misuse of taxpayer money" and is actively "resisting" former Sheriff Mike Canine to be proven, and there is a history of county executives that have been convicted or charged with serious crimes. Unfortunately, these problems have gone unaddressed for the past decade by the County District Attorney.

As a result, several Grand Jurors and citizen activists have repeatedly asked the Board of Supervisors to establish an independent Ethics Commission. This Commission would monitor and enforce conflicts of interest by county officials and employees, as well as monitor and enforce the County Campaign Finance Law (TINCUP) – Title 6, Now, Great 50 Politics.)

Rather than establish an Ethics Commission, the Board of Supervisors is asking the voters to amend the TINCUP Campaign Ordinance to allow the Board to contract with the Fair Political Practices Commission (FPPC) in Sacramento to review complaints and enforce violations of TINCUP. The FPPC would not address the culture of corruption in Orange County government and most of the violations of the County's Campaign Reform Ordinance would also go undetected since only random audits would be conducted by the FPPC.

An Orange County Ethics Commission would help reduce the influence of money and interest group power in County politics. Los Angeles, San Diego, San Francisco and at least five other major cities/counties in California have their own ethics commissions. Orange County needs this. Contracting with a narrowly focused Sacramento based bureaucracy will not get the job done. We can get comprehensive reform by establishing a local Ethics Commission that is independent of the politicians.

We encourage everyone to Vote YES on Measure E to prevent this band aid solution as an alternative to an Orange County Ethics Commission.

Shirley L. Grindle Author of TINCUP Campaign Reform Ordinance

Dave Baker Foreman, 2013-2014 Grand Jury

Key Bruce Co-President, League of Women Voters of Orange County

Wm. B. Mitchell Former Chairman Orange County Common Cause

Fred Smoter Political Science Professor

What's on the ballot → Summary of a measure → Details about the measure



HT to Leslie O'Flavahan for this way of thinking about progressive disclosure

Each artifact is a step along the journey

Vote by mail
official ballot

SRB 796-5A-2718

Franklin General Reg.
4321 Franklin Avenue
Franklin, VA 99999-12

RETURN SERVICE REC

Vote by mail official ballot
Why wait? Return your ballot before election day.

Vota por correo boleta oficial
¿Por qué esperar? Devuelva su boleta antes del día de las elecciones.

Contact information
Información de contacto

County Name Board of Elections
4321 City Avenue
City, NY 99999-1234

Open Monday to Friday, 8am to 5pm
Abierto de lunes a viernes, 8am a 5pm

www.countyname.gov/elections

election@countyname.gov

Information in English: 111-222-3333
Información en español: 111-222-4444
TDD and BSL: 111-222-5555

Fax: 111-222-6666

TTY: 1-222-555-1222

How to return your ballot
Cómo devolver su boleta

Vote by Mail
Mail your ballot so it is postmarked by the day before Election Day.

Votar por Correo
Envíe por correo su boleta de votación de tal manera que la fecha del matasello sea de día antes a las elecciones.

Drop Off
Drop off your ballot at your local Board of Elections by 9:00 pm on Election Day.

Entregar
Entregue su boleta de votación en su junta electoral local antes de las 9:00 pm del día de las elecciones.

Track your ballot online!
Puede rastrear su boleta de votación por internet.

www.yourcounty.gov/balloonstatus

98637

County Name Board of Elections
4321 City Avenue
City, NY 99999-1234

Return envelope
official ballot
Sobre de retorno
boleta oficial

Drop off your ballot by 9:00 pm on Election Day. Mail your ballot so that it is postmarked by Election Day.

Entregue su boleta de votación antes de las 9:00 pm del día de las elecciones. Envíe su boleta de votación antes del día anterior a las elecciones.

Drop off your ballot by 9:00 pm on Election Day. Mail your ballot so it is postmarked by the day before Election Day.

Entregue su boleta de votación antes de las 9:00 pm del día de las elecciones. Envíe por correo su boleta de votación de tal manera que la fecha del matasello sea del día antes a las elecciones.

County Name
General Election
November 7, 2018

Valentina G. Voter
5678 Savanah Ave, Apt 9863
City, NY 99999-1234

Do you...

- Put your ballot in the ballot envelope?
- Sign the voter affidavit?
- Put your ballot envelope in this envelope?

Reverse it...

- ¿Puso la boleta electoral en el sobre correspondiente?
- ¿Firmó la declaración de votador?
- ¿Puso el sobre con su boleta electoral en este sobre?

Ballot envelope

SRB 796-2-2718

Ballot Envelope
Do not put anything except your ballot in this envelope.

Voter's Statement

Your ballot will not be counted if you do not fill in this form completely. I do hereby state, subject to being perjured for making false statements pursuant to Va. Code § 19.2-16, Code of Virginia, that my full name is:

First _____ Last _____ MIDDLE _____ Suffix _____

That I am now or have been at some time since last November's general election a legal resident of State your legal residence in Virginia at:

Address (house number, street or rural route) _____

City _____ Zip code _____

I have solemnly sworn before you that I received the enclosed ballot(s) upon application in the region of such county or city that I received the envelope marked "ballot within" and marked the ballot(s) in the presence of the witness, without assistance or knowledge on the part of anyone as to the manner in which I marked it. I am returning this envelope to you because it was enclosed with them and the ballot(s) in this envelope, and that I have not voted and will not vote in this election at any other time or place.

I have solemnly sworn before you that I have not voted and will not vote in this election at any other time or place.

Witness, sign here

X

Witness, sign here

Date (MM/DD/YYYY) _____

Move voters across time and media

Bite

ranked choice voting is here!

Starting this year, NYC will use Ranked Choice Voting in primary and special elections for city offices like Mayor.

You can now rank up to five candidates in order of preference, instead of choosing just one.

Step 1: Pick your first choice candidate and completely fill in the oval next to their name under the first column.

Step 2: If you have a 2nd choice candidate, fill in the oval next to their name under the second column.

Step 3: You can rank up to five choices.

You can still vote for just one candidate if you prefer.

Learn more at voting.nyc.gov

NYC VOTES

Just enough information to take action

Snack

Welcome to your 2021 NYC Voter Guide

Welcome to your official 2021 NYC Voter Guide! Read this Guide to learn about the candidates, how, when, and where to vote, and answers to frequently asked questions.

This Guide includes profiles for candidates expected to be on the ballot with also submitted information by the print deadline. Find additional candidate profiles, voting information, and more at voting.nyc.gov

When do I vote?

- This year's primary election will take place on June 22 in a primary election, where decide which candidate will be their party's nominee for the general election. The general election will take place on November 2nd.
- You can vote early in the primary election from June 12-June 21.

Which offices are on the ballot?

- Mayor
- Public Advocate
- Comptroller
- Borough President
- City Council

Election Dates and Deadlines

- May 23** Water registration deadline
- June 7*** Absentee ballot request deadline (before or by 5pm)
 - *The deadline is June 10 as of past years. Check the date on the ballot to see if the deadline has changed to accommodate your ballot early.
- June 12** Early voting begins
- June 20** In person of Board of Elections office
- June 21** Absentee ballot request deadline
- June 22** Primary Election Day (8:00 am - 8:00 pm)

Load data to postmark your absentee ballot, or drop it off at a poll site

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- 8 How will my Ranked Choice ballot be counted?
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NYC VOTES

Why Vote How To Vote Meet the Candidates Get Involved About Us

Ranked Choice Voting

How To Vote Meet the Candidates Get Involved About Us

Key Dates

- Mon, February 14, 2023
Deadline to Change Party Affiliation
- Fri, June 3, 2023
Water Registration Deadline
- Sat, June 16, 2023 - Sun, June 24, 2023
Early Voting
- Thu, June 28, 2023
Primary Election Day

[See Full Election Calendar](#)

[Get Registered](#)

[Check Your Registration](#)

Meal

NYC VOTES

Why Vote How To Vote Meet the Candidates Get Involved About Us

Ranked Choice Voting

How To Vote Meet the Candidates Get Involved About Us

Ranked Choice Voting

How To Vote Meet the Candidates Get Involved About Us

Top FAQs

Can I still vote for just one candidate?

Yes! You can still vote for just your first choice candidate. However, ranking other candidates does not harm your first choice. If your first and only choice is eliminated, your vote will have no influence on the outcome of the election.

Do I have to rank a total of 5 candidates?

No. You can rank up to five candidates, but you do not need to rank a total of five.

Can I rank my favorite candidate more than once?

Yes! You can rank up to five candidates, but you do not need to rank a total of five.

Why are we using Ranked Choice Voting?

New Yorkers elected to use Ranked Choice Voting in a 2019 ballot measure. It passed with 75.2% support.

Which elections will use Ranked Choice Voting?

NYC will only use Ranked Choice Voting in primary and special elections for city offices:

- Mayor
- Public Advocate
- Comptroller
- Borough President
- City Council

What are the benefits of Ranked Choice Voting?

There are several ways that Ranked Choice Voting could benefit New York City voters:

- If given your more than one choice, Ranked Choice Voting could mean that you can still help choose who wins.
- If given your more than one choice, you can rank up to five candidates, allowing you to support your favorite candidates without worrying about whether they're likely to win.
- More diverse candidates win elections. Cities that have implemented Ranked Choice Voting have elected more women and more women of color, making their elected officials more representative of their communities.

How to fill out your Ranked Choice ballot

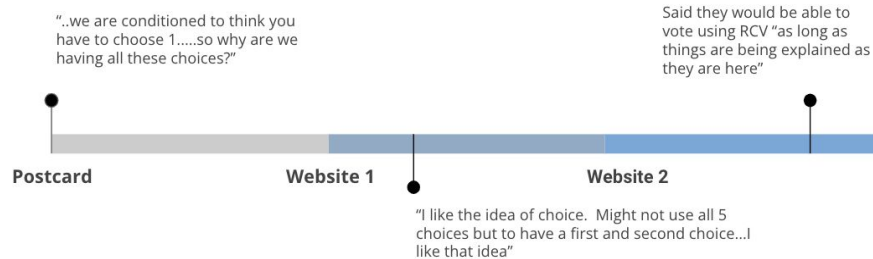
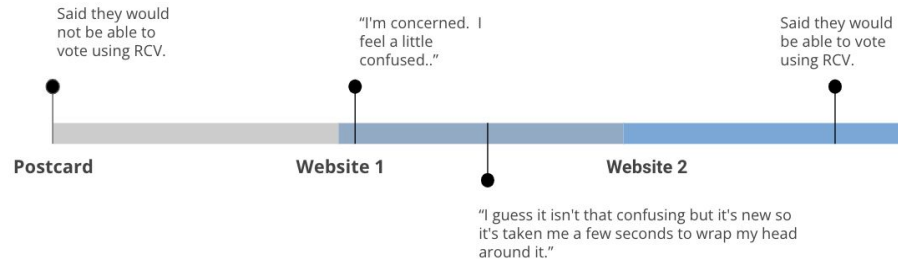
Learn how to fill out your Ranked Choice ballot correctly. These practice ranking your choices!

All the details

Move voters through engagement and attitude

"We are conditioned to think you have to choose 1. ... What do you mean, 'more choices?' Aren't we supposed to choose 1?"

"I like the idea of choice. Might not use all 5 choices but to have a first and second choice...I like that idea"





Franklin Election Division
1600 Grand Avenue
Franklin, Hamilton S4321

Hon. Alma Cootes
Franklin Clerk & Recorder
Public Trustee

VALENTINA VOTER
1234 RESIDENCE STREET
FRANKLIN, HAMILTON S4320

Date sent (mm/dd/yyyy)

Help us count your ballot

We received your voted ballot for the 2020 Presidential Primary Election. Unfortunately, it was missing some information. The reasons your ballot cannot be counted is checked.

- Your return envelope did not have a signature.
- We were unable to verify your signature with those on file.

For your ballot to count, you must complete the Signature Verification Statement below and return this entire form by **Wednesday, November 11, 2020**. If you indicate that you have not voted a ballot, or you fail to return the form, we will not count this ballot.

Sign this form below and send it back using one of these methods:

- Text "franklin" to 2-VOTE (8683). You will receive a single text message in reply with a secure 2vote.mobi web link. Standard messaging rates apply. You will receive only one message. We will NOT sell, rent, trade or exchange your mobile number or information.
- Email to info@fcvotes.org
- Fax to (987) 654-3200
- Mail in the postage-paid return envelope provided

If you have questions, please visit our website fcvotes.org or contact our office at (987) 654-3210. We are open Monday through Friday (except legal holidays) between the hours of 8 AM-5 PM for your convenience.

Sincerely,

Franklin Elections Division

Voter's declaration

I declare that:

- I am a resident of and a voter in the county, and the person whose name appears on this form.
- I have not applied, nor will I apply for a vote-by-mail ballot from any other jurisdiction in this election.
- I declare under penalty of perjury that this is true to the best of my knowledge and belief.

You must sign in your own handwriting. Your signature must match the signature on your voter registration card.

Voter, sign here

X

Print name _____ Date sent (mm/dd/yyyy) _____

If you are unable to sign, make your mark and have a witness sign here: _____

fcvotes.org | (987) 654-3210 | info@fcvotes.org | #FranklinVotes

Every transaction is a micro journey

Help voters through the process

- Why are we writing to you?
- What has happened so far?
- What are your options?
- Can you get more information?
- Take action!
- Don't forget to sign



**Explaining new
(and complicated) things**

ElectionGuard is an **open source** software development kit (SDK) that makes voting more secure, transparent and accessible.

It is designed for election system vendors to incorporate end-to-end verifiability into their systems and any interested organization to perform and publish post-election audits.

It features:

- End-to-end verifiability
- Ballot encryption
- Ballot confirmation
- Challenge ballots
- Key and tally ceremonies

How to explain ElectionGuard for voters in a pilot election

“Perhaps the first really new technology in elections in 20 years.”





VOTING IN THE IDAHO
2022 ELECTION

ElectionGuard

With ElectionGuard you know your vote counted, and have independent verification that the election results are correct.

How to vote with ElectionGuard:

1. **Mark** your ballot as usual.
2. **Review** your votes on the scanner screen.
3. **Cast** your ballot.
4. **Take** your confirmation code with you so you can confirm that your vote counted.

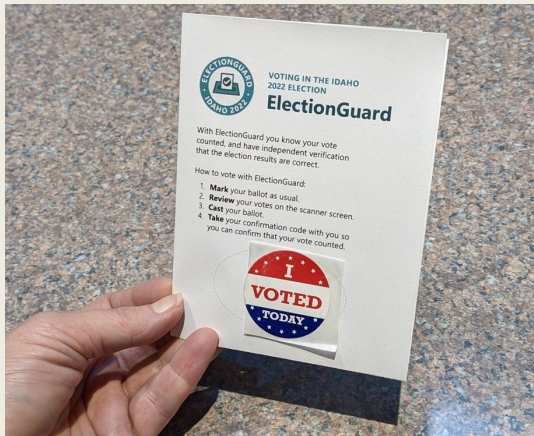


Don't!

Instead we told them what ElectionGuard does, and how they would vote using it.

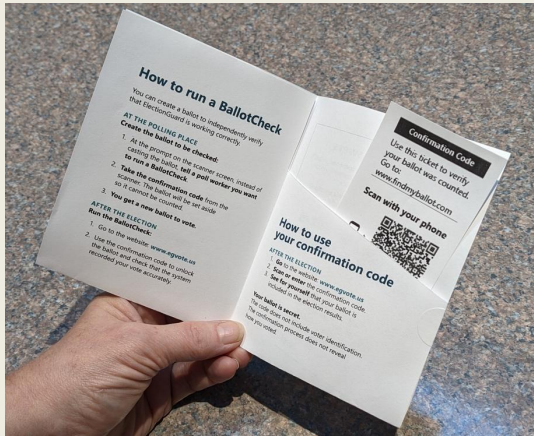
This was based on testing, where we learned a lot about what gave voters confidence and what *they* wanted to know.

We thought about a format for the polling place



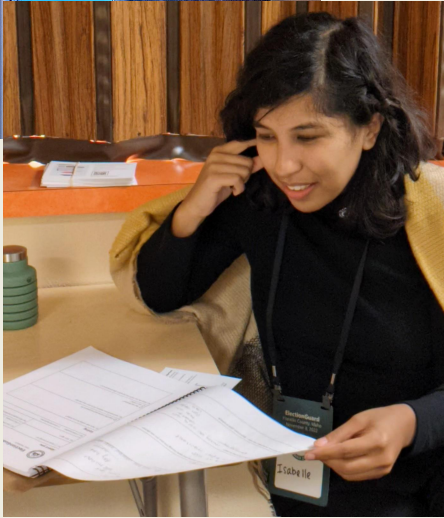
Goals for voters

- Basic information in an easy-to-read format
- Explain Confirmation Code and BallotCheck
- Answers to anticipated questions
- A place to put the code to take home
- Small enough to fit in a pocket



Goals for election workers

- All information in one handout
- Small size so easy to manage at the table
- Reduce the number of questions



What we learned in 109 exit interviews with voters

They has a strong, positive impression of the technology and saw it as increasing transparency and their confidence.

- "This is more accurate. Other counties have problems and we don't want that here."
- "Glad to have the chance to participate, to be part of something new."
- "Anything that makes the vote more accurate is better."

And they understood how it worked.

- "It helps people know their vote was counted."
- "You get to verify. That makes me feel better."
- "You can test the process to validate the election. For non-cheating."



You create complexity by layering simplicity

Jean Erdman, "a dancer moved by myth"

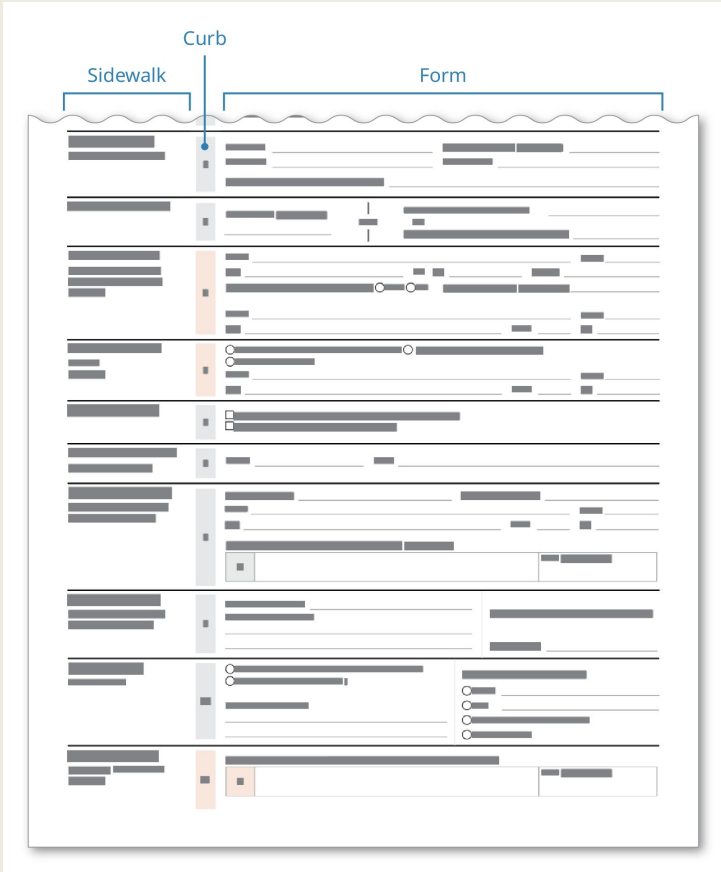
modern dancer and choreographer, director, Theatre of the Open Eye (collaboration with Joseph Campbell, author of *The Hero's Journey*)

**Design creates invitations
to participation**

Make it visual

Can you tell what these pages are about, even without seeing them in focus?





Visual layout guides voters through a form

Sections signposted on the left
With minimal instructions

Form on the right

Separated by a “curb”

Pocket guides: a snack on one sheet of paper

Pocket Guide for Voters

Commonwealth of Virginia
General Election 2016

vote.virginia.gov · (800) 552-9745 · TTY 711



Ways to vote

At the polls on Election Day



Polls are open on Election Day
November 8th, from 6am until 7pm

Look up your polling place:

- On the web: vote.virginia.gov
- Call the Virginia Department of Elections at (800) 552-9745

In person before Election Day



You may qualify to vote early at the voter registration office. Learn more at vote.virginia.gov.

September 23rd until November 5th

By mail, as an absentee voter



Request an absentee ballot by **November 1st**, online at vote.virginia.gov.

Return it by mail, deliver it to the voter registration office, or drop it at your polling place on Election Day.

How to mark a ballot

To vote on a paper ballot:



Make your selection by filling in the oval next to your choice(s).



When you're done, scan your ballot.

To vote on a touchscreen:



Make your selections on the screen.



Check your votes before you cast your ballot.

Accessible voting

Before Election Day

Voters with a disability or illness can vote with an absentee ballot by mail or in person before Election Day. Go to vote.virginia.gov to learn more and request your absentee ballot.

On Election Day



There are accessible voting systems at each polling place.

If you are 65 or older, or you have a physical disability, you can vote from your vehicle at the polling place on Election Day. Remember to bring a helper with you who can go in to request your curbside assistance.

Get help reading or writing from an election officer or your own helper.

Deadlines



October 17th:

Register to vote, or update your address.

If you move, your polling place will change. Be sure to update your voter registration address every time you move.

November 1st:

Request that an absentee ballot be mailed to you.

November 5th by 5pm:

Vote an absentee ballot, in person, at your local voter registration office.

November 8th:

Election Day — polls open 6am to 7pm.



Find out more at vote.virginia.gov or (800) 552-9745 or TTY 711.

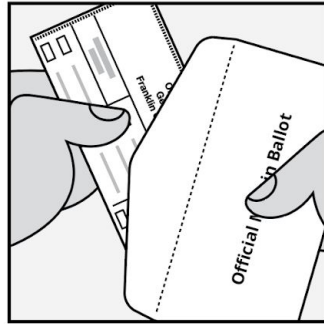
PG-NOV16

Cartoons for visual explanations



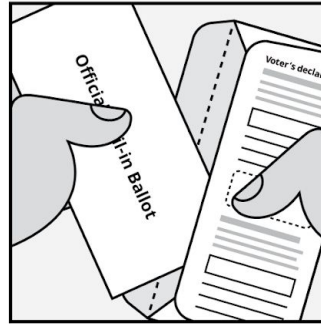
Complete your ballot

Read the instructions and make your selections carefully



Pack and seal it - 1

Put your ballot in the "Official Election Ballot" envelope and seal it



Pack and seal it - 3

Put the "Official Election Ballot" envelope in the larger pre-address return envelope and seal it



Sign and date it

Complete the Voter's Declaration on the ballot-return envelope

Make sure to sign and date it



Return it

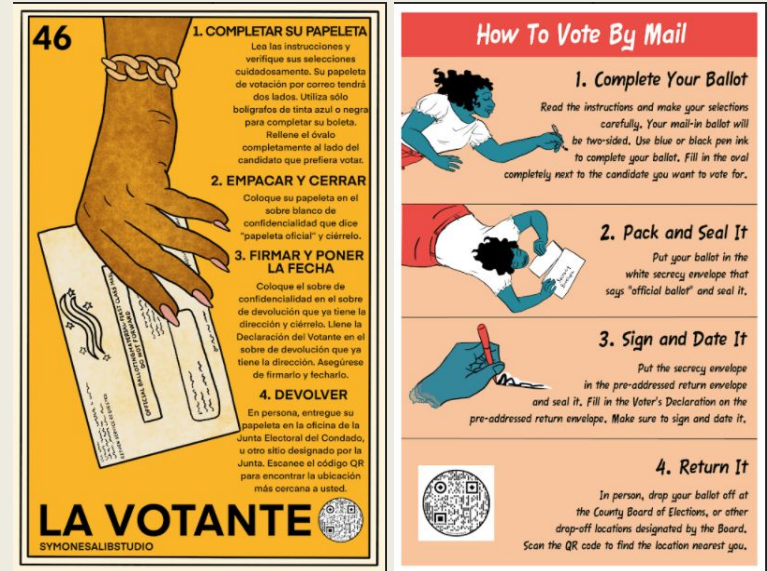
By mail—No postage necessary

In person—Drop off at your County Board of Elections or at a drop box

Consistent message in different contexts



Tonia Fernandez, supervisor of elections, works with citizens in Erie, Pa. Erie County is a battleground county, and the office is busy ahead of the upcoming election. (Bonnie Jo Mount/The Washington Post)



Posters by local artists engaged by PA Voice

And a last reminder at the drop box



Check your envelope. Did you...



Put your ballot inside and seal the envelope?



Have your witness sign and print their address?



Sign your name and print the date?

Thank you

Whitney Quesenbery

whitneyq@civicdesign.org

Twitter and LinkedIn: whitneyq

civicdesign.org

@civicdesign



Center for
Civic Design

