

How voters get information

Sample pages: Recommendations for California voter guides

Center for Civic Design
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civicdesign.org/projects/how-voters-get-information/

A project for the Future of California Elections

About these pages

Interacting with nearly 100 voters gave us great insight about the information challenges for people at the low end of engagement, and ideas for improving the experience of preparing to vote that regular and avid voters have.

We used that data to create a version of a voter guide that incorporates all of our recommendations. These pages are annotated with the guidelines they illustrate, and some of research evidence for the design approach.

There are certainly other approaches to take. Alternative layouts will likely work well, too. We've included some examples at the end of this document.

See the main report for a detailed discussion of our findings and printable pages of the prototype guide at <http://civicdesign.org/projects/how-voters-get-information/>

Guidelines

- Include the right information at the appropriate level of detail
- Organize information for progressive disclosure
- Present information so it is easy to read and understand
- Personalize information for the voter
- Close civic literacy gaps through structure and content



Franklin County Voter Information Guide

General Election
Tuesday, November 6, 2012
Polls open from 7am to 8pm

You are registered to vote in Franklin County, California.



Registered voter name:
Your Name



Is this polling place accessible:
Yes



Your polling place address:
1234 Terrace Avenue
Suite 201
Franklin, CA 99939



Languages available:
English, español, 國

Franklin County Elections Department
4321 Franklin Avenue
Franklin, CA 99999

CHANGE SERVICE REQUESTED



Deliver to voter:
Your Name
17 Highland Terrace
Franklin, CA 99999

Cover

Guidelines

- Make the cover a useful part of the guide.
- Put the polling place on the front cover.
- Use visual elements to make sections easy to see.
- Be clear when information is for the whole county and when it is personalized.

Research evidence

- New and infrequent voters expected to find their polling place on the front cover.



Mary Cuevo
Registrar of Voters

Registrar of Voters
Franklin County

Luisa Chin
Assistant Registrar
of Voters

Dear Voter,

November 6, 2012, is Election Day. You will be voting for local officials in Franklin County as well as state and national offices. There are also both local and California state ballot measures. This voter guide has a practice ballot and information about the local candidates and measures for your review before you vote.

Vote by Mail. Request a vote-by-mail ballot by **October 29**. To vote by mail:

- Mail your ballot in time for it to reach our office by 8pm on **Election Day, November 6, 2012**.
- Drop off your ballot in the secure drop-off boxes around the county. See page 4 for a map of locations.
- Take your ballot to any polling place in Franklin County before 8pm on Election Day.

Check that we have received your vote-by-mail ballot on our website at www.franklinvotes.org.

Vote Early. You can vote at the Registrar of Voters' office from **October 7 through November 4** (except for holidays) on Monday – Friday from 8am to 5pm. You can also vote there on **Election Day, November 6**, from 7am to 8pm.

New this year: Saturday Voting. You can vote on **Saturday, October 26**, at the Franklin Central Library and on Saturday, November 3, at the Registrar of Voters' office from 9am to 4pm.

Vote on Election Day, Tuesday, November 6. Your polling place location is on the front of this booklet. You can look it up on our website at www.franklinvotes.org/myvoter.

Please contact us any time, so we can help make your voting experience a positive one. Thank you for being a voter.

Your vote counts!

Mary Cuevo
Registrar of Voters

Letter from the Election Office

Guidelines

- Add a “signature” so voters know the source.
- Start with the overview or key details, then link to more details or exceptions.
- Organize the booklet to help voters see both overview and details.

Research evidence

- Participants appreciated knowing who is in charge of elections.
- Regular voters used this page as a summary and to check for anything new.

What's in this guide?

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Table of Contents

Guidelines

- Include a table of contents.
- Make it easy to find both information about the ballot and about how, when, and where to vote.
- Organize the booklet to help voters see both overview and details.
- Write headings as questions or active instructions.

Research evidence

- Participants sought out and actively used the table of contents.

You have the right to:

- **cast a ballot** if you are a registered voter. You can vote if you are:
 - » a U.S. citizen
 - » at least 18 years old
 - » have been living in the state for x days
 - » not in prison
 - » not on parole
 - » registered where you currently live
- **vote using a provisional ballot** if your name is not listed on the voting rolls.
- **vote if you are in line** when the polls close.
- **get a new ballot** if you have made a mistake. If you have made a mistake or want to change your vote before casting your ballot, ask a poll worker for a new ballot. If you vote by mail, you can ask for a new ballot if you give your original ballot to an election official before the polls close on Election Day.
- **get help voting** and casting your ballot.
- **drop your completed vote-by-mail ballot at any precinct** in the county where you are registered to vote.
- **get election materials** in a language other than English if there are enough people in your precinct for us to make materials in that language.
- **ask questions about election procedures** and watch the election process. You can ask questions of election officials about procedures. The person you ask can answer your questions or will point you to an election official who can answer your question. Please don't ask questions while election officers are busy working.
- **report anything happening in the polling place** that is a crime, or if you believe someone is not who they say they are to an election official or to the Secretary of State's office.



On the web at: www.sos.ca.gov



By phone at: (800)345-8683



By email at: sos.info@california.gov

If you believe you have been denied any of these rights, call the Secretary of State's confidential toll-free Voter Hotline at **(800)345-8683**.

Voter Bill of Rights

Guidelines

- Tell voters their rights.
- Use plain language.
- Write for low literacy and people reading English as a second language.
- Define elections terms.
- Make the information visual.

Research evidence

- Participants insisted that it be near the beginning of the guide.
- The current text is difficult to read, so our recommendations include simpler language.
- Icons identify contact options.

3 ways to vote

3



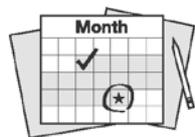
Vote by mail

Request a vote-by-mail ballot by **October 29**.

Return it by mail, drop it off at one of the secure ballot drop-off locations, or deliver it on **November 6** to any polling place.

Vote-by-mail ballots must be received at the elections office or a polling place by 8pm on **November 6**.

For more details, [see Page 4](#).



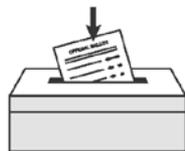
Vote early in person

You may vote early at the elections office, or at the voting centers listed on page 5.

October 7 until November 5
Monday – Friday, 8am to 5pm

Franklin County Elections Department
4321 Franklin Avenue
Franklin, CA

For more details, [see Page 5](#).



Vote at the polls in person

Polls are open on Election Day:
November 6, 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.franklinvotes.org
- Using the automated phone service: 1-222-555-1216

For more details, [see Page 6](#).

3 ways to vote (‘Chapter’ opening page)

Guidelines

- Organize information by activity or task.
- Write headings as questions or active instructions.
- Start with the overview or key details, then link to more details or exceptions.
- Use visual elements to make sections easy to see.
- Present information so it is easy to read and understand.

Research evidence

- This page is the "snack" or summary.
- Showing all three ways to vote on one page helped separate them.



How to vote by mail

You can vote by mail before Election Day

To vote by mail, you have to request a ballot. Then you can mark the ballot and send it back or drop it off at any polling place.

How to get your vote-by-mail ballot

You can request a vote-by-mail ballot starting on **October 7**.
You must request a vote-by-mail ballot by **October 29**.

You can:



Go to www.franklinvotes.org and request a vote-by-mail ballot.

-OR-



Send a letter with your signature that includes your address and where to send the vote-by-mail ballot:

Registrar-Recorder/County Clerk
4321 Franklin Avenue, Franklin, CA 99999

After you apply to vote by mail, you will receive your ballot within ten business days.

How to return your vote-by-mail ballot

Place your ballot in the official envelope, following the instructions on the vote-by-mail packet. Your ballot must be at the Elections Office or a polling place by 8pm on Election Day, November 6, to be counted.

You can:



Send it by mail to:

Franklin County Elections Dept.
123 Main Street, Franklin, CA

-OR-



Drop it off at the secure ballot drop-off location, from October 7 to November 6

Franklin County Elections Department
123 Main Street, Franklin, CA

-OR-



Drop it off at any polling place on Election Day, November 6, from 7am to 8pm

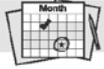
How to vote by mail

Guidelines

- Organize information by activity or task.
- Make each page a single clear topic.
- Present information so it is easy to read and understand.
- Design the pages for visual orientation and differentiation.
- Be consistent.

Research evidence

- This page is the "meal" or details.
- Participants wanted all of the details for each task in one place.



How to vote early in person

5

You can vote in person before Election Day, from October 7 through November 5

You may vote at any of the locations shown below from **October 7 until November 5, Monday through Friday, 8am to 5pm**. You may vote at any early voting location. You do not need to make an appointment.

Early voting locations:



- 1. Franklin County Elections Department**
123 Main Street, Franklin, CA
(222) 555-3254
- 2. Glen Gardner Town Clerk**
122 Smith Street, Franklin, CA
(222) 555-3853
- 3. Asbury Public Library**
556 Mayne Street, Asbury, CA
(222) 555-3435

- 4. Hollins City Clerk**
203 Clinton Avenue, Hollins, CA
(222) 555-0034
- 5. Denton Town Administrator**
110 Denton Street, Denton, CA
(222) 555-2389
- 6. Union City Hall**
790 Ballot Circle, Union, CA
(222) 555-7704

How to vote early in person

Guidelines

- Organize information by activity or task.
- Make each page a single clear topic.
- Make the information visual.
- Design the pages for visual orientation and differentiation.

Research evidence

- This page is the "meal" or details.
- The map emphasizes an important feature of early voting, differentiating it from the other ways to vote.



How to vote in person at the polling place

Polling places are open from 7am to 8pm on Tuesday, November 6

Find your polling place:



On the front cover of this booklet.



www.franklinvotes.org/myvote



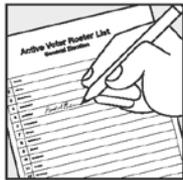
Automated service: 1-222-555-1216

At the polling place:

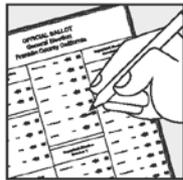
If you have questions, ask a poll worker.

Some poll workers at this polling place speak Spanish. They have special badges on.

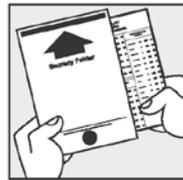
Anyone can use the alternate [accessible] voting system to mark their ballots. That system will read the ballot to you in English, Spanish, or Chinese.



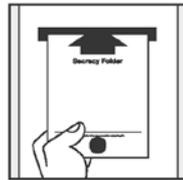
1. Sign roster



2. Mark ballot

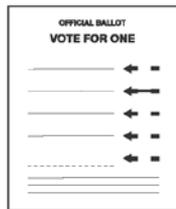


3. Place ballot in secrecy folder.

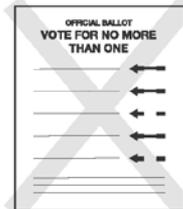


4. Take ballot to ballot box

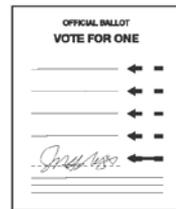
Check your ballot carefully



Vote for the number allowed



Don't vote for too many



Always connect the arrow, even on a write-in

How to vote in person at the polling place

Guidelines

- Organize information by activity or task.
- Present information so it is easy to read and understand.
- Make the information visual.
- Write for low literacy and people reading English as a second language.

Research evidence

- This page is the "meal" or details.
- It focuses on the overall process, rather than how to mark the ballot because those instructions are on the sample ballot.

At the polling place



To check polling place accessibility, look for the wheelchair symbol on the back cover of this pamphlet. If your polling place does not meet accessibility guidelines, call 1-222-555-1212 for alternative methods of voting.

Ballots are available in Spanish and Chinese.

Las boletas están disponibles en chino e Inglés.

选票是西班牙语和英语。

Voting system

You can use the AutoMark electronic ballot-marking device to cast a secret ballot without assistance. This voting option includes:

- An audio option that reads the ballot to you
- A keypad and a “sip and puff” feature
- A printer that marks the ballot for you

Voting information

Audio versions of this booklet are available on request.



Call 1-222-555-1212 or toll free 1-866-555-1212.



Registration and voting information are available by TTY communication. Call 1-222-555-1222.

Franklin County provides materials in Chinese and Spanish, when requested.

El Condado de Franklin ofrece materiales de votación en inglés, chino, y español.

Franklin县选民登记处依法律规定提供中文和西班牙语版本的选举材料

Accessibility and language voting assistance

Guidelines

- Write for low literacy and people reading English as a second language.
- Make each page a single clear topic.
- Tell voters their rights.
- Make the availability of languages visible in all versions.

Research evidence

- This page includes all information about voting assistance for accessibility and languages. In doing so, it avoids forcing voters to make choices about what kinds of help they need.

8 What's on the ballot for this election?

You will receive two voter information guides for this election:



Franklin County Guide (*this guide*)

Local and county races and measures are in this guide.

Offices (see pages 12–15)

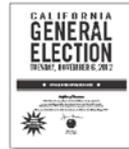
Member of the State Assembly

Member of the Board of Supervisors

Local Measures (see pages 16–22)

E. Community College District Bond

F. Renewal of the Abandoned Vehicle Abatement Program



California State Guide

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

Offices

President and Vice President

United States Senator

State Propositions

30 Temporary Taxes to Fund Education. Guaranteed Local Public Safety Funding. Initiative Constitutional Amendment.

31 State Budget. State and Local Government. Initiative Constitutional Amendment and Statute.

32 Political Contributions by Payroll Deduction. Contributions to Candidates. Initiative Statute.

33 Auto Insurance Companies. Prices Based on Driver's History of Insurance Coverage. Initiative Statute.

34 Death Penalty. Initiative Statute.

35 Human Trafficking. Penalties. Initiative Statute.

36 Three Strikes Law. Repeat Felony Offenders. Penalties. Initiative Statute.

37 Genetically Engineered Foods. Labeling. Initiative Statute.

38 Tax to Fund Education and Early Childhood Programs. Initiative Statute.

39 Tax Treatment for Multistate Businesses. Clean Energy and Energy Efficiency Funding. Initiative Statute.

40 Redistricting. State Senate Districts. Referendum.

What's on the ballot ('Chapter' opening page)

Guidelines

- Connect the county and state guides so voters know where to find information.
- Use visual elements to make sections easy to see.
- Design the pages for visual orientation and differentiation.
- Start with the overview or key details, then link to more details or exceptions.

Research evidence

- Participants often recognized the familiar state guide, and did not know the difference between the state and county booklets.



Who is running for office?

Member of the Assembly, 4th District

The person elected Member of the Assembly will represent you in the state government to make laws and set the budget for the state of California.

Member of the Board of Supervisors

The person elected to the Board of Supervisors represents you in city / county government. The Supervisors make laws and set policy for the city/ county government, and set and oversee the city/ county budget.

CANDIDATE

John Munn

Republican

Taxpayer Association President

JohnMunn@gmail.com

Marikyo Yamada

Democratic

California State Assemblyman

www.yamadaforca.org

Karen Mitchoff

County Supervisor

Karen.Mitchoff@gmail.com

Robert Jones

Business executive

www.RobertJones-for-Franklin.com

PERSONAL STATEMENT

As a business owner, public official, and a single father who raised two sons in Franklin County, I understand the issues that matter most to Franklin County families. I treasure our democracy and pledge to put our common good above partisanship and special interests.

I have served our community as a public school teacher and Franklin County Supervisor, and California State Assemblymember. I am running for re-election to build on my record of legislative results, and to continue working as a strong advocate for our residents, families, and small business owners.

My focus during my first term has been to maintain and then improve our county financial structure in order to provide vital, quality public and safety net programs for our vulnerable citizens (pre-school; after school tutoring; computer literacy classes; funding a Veterans Services Representative).

Customer service to citizens is my top priority. I possess the qualifications, leadership, and high ethical standards required to serve the citizens of Franklin County, continuing my work to manage and protect taxpayers' dollars. I would be honored to earn your continued trust and support.

TOP PRIORITIES

Improve our economy and restore fiscal discipline.

Secure our borders and forge a humane immigration policy.

Improve healthcare and protect Social Security.

Give school districts more control of their budget.

Make college more affordable for middle class families and provide funding for training technology.

Create jobs in high unemployment areas hurt by the economic downturn.

Provide fire protection and emergency medical response with reduced fiscal resources.

Provide protection from elder and child abuse; containment of communicable disease; protection to ensure water and food safety.

Ensure property tax refunds are promptly issued when assessed values are reduced.

Establish sound fiscal policies for the county.

This candidate has a paid statement, [see page 13](#)

Endorsed by: American Independents, Republicans

This candidate has a paid statement, [see page 14](#)

Endorsed by: Democrats, Peace & Freedom

This candidate has a paid statement, [see page 14](#)

Who is running for office?

Guidelines

- Make it easy to learn about and compare candidates.
- Define elections terms.
- Write headings as questions or active instructions.
- Present information so it is easy to read and understand.
- Make the information visual.

Research evidence

- Participants liked the structured information about candidates.
- They wanted to know what local officials do.

There are alternative layouts at the end of this file.

Candidate statements are provided by the candidate and printed at their expense.

State Assembly, 4th District

Statement of John Munn

Preference: Republican

Occupation: Taxpayer Association President

For over twelve years, I have served the central coast, first as a school board member and now as a county supervisor and coastal commissioner.

School Board Member: As an educator, I know that California's future depends on top quality education at all levels. I have worked with teachers, parents, students and administrators to achieve measurable improvement. That work has earned me support from dozens of local school board members, teachers and parents.

County Supervisor: For the last eight years, I have worked every day to ensure that social services, healthcare and public works are provided effectively and within our budget constraints. That is why I have such broad support from community leaders and local elected officials.

Coastal Commissioner: The coast is the natural resource that ties us together. My work to protect our watersheds, coast and ocean, and ensure appropriate development, has earned me support throughout California.

I know small businesses are the heartbeat of our central coast economy. As a former professional in the high tech industry, I personally understand the challenges facing employers and employees.

It is an honor to have the support of the California Democratic Party, Congressmembers Sam Farr and Anna Eshoo, Senator Joe Simitian, Assemblymembers Bill Monning and Luis Alejo, Sheriffs Phil Wowak and Scott Miller, respected business leaders, health care professionals and scores of dedicated environmentalists.

I hope that I have earned your personal support and look forward to representing you in the State Assembly.

Declaración de John Munn

Preferencia de Partido: Republicano

Ocupación: Presidente de la Asociación de los Contribuyentes

Durante más de doce años, he servido a la costa central, primero como miembro

del consejo escolar y ahora como supervisor del condado y comisionado costero.

Miembro de la Junta Escolar: Como educador, sé que el futuro de California depende de la educación de alta calidad en todos los niveles. He trabajado con maestros, padres, estudiantes y administradores para lograr una mejor mensurable. Ese trabajo me ha dado el apoyo de decenas de miembros de juntas escolares locales, maestros y padres.

Supervisor del Condado: Durante los últimos ocho años, he trabajado todos los días para garantizar que se brinden los servicios sociales, de salud y obras públicas de manera efectiva y dentro de nuestras limitaciones presupuestarias. Es por eso que tengo un apoyo tan amplio de los líderes comunitarios y funcionarios electos locales.

Comisionado Costero: La costa es el recurso natural que nos une. Mi trabajo para proteger nuestras cuencas hidrográficas, la costa y el mar, y garantizar un desarrollo adecuado, me ha ganado el apoyo de toda California.

Sé que los negocios en pequeña escala son el corazón de nuestra economía central costera. Como ex profesional en la industria de alta tecnología, personalmente comprendo los desafíos que enfrentan los empleadores y empleados.

Es un honor contar con el apoyo del Partido Demócrata de California, los Congresistas Sam Farr y Anna Eshoo, el Senador Joe Simitian, los Asambleístas Bill Monning y Luis Alejo, los Alguaciles Phil Wowak y Scott Miller, líderes respetados de negocios, profesionales de la salud y decenas de ecologistas dedicados.

Espero haberme ganado su apoyo personal y espero representarlo en la Asamblea Estatal.

Paid candidate statements

Guidelines

- Make it easy to learn about and compare candidates.
- Add a “signature” so voters know the source.

Research evidence

- Participants wanted to know who wrote the statements and why not all candidates were included.
- This layout uses the same size text for the candidate statements as for the rest of the guide.

There are alternative layouts at the end of this file.



Local ballot measures: E

E Measure E Franklin Community College District

Summary

To upgrade educational facilities at Diablo Valley, Franklin, and Los Medanos Colleges, and the San Ramon and Brentwood centers, and help prepare students for jobs and college transfer by modernizing classrooms and labs, building facilities for health, medical, science, and technology training, and implementing earthquake safety, accessibility, and infrastructure improvements, shall the Franklin Community College District issue \$450 million of bonds at legal interest rates with independent oversight, audits, and all funds spent on local sites?

What your vote means

YES	NO
A "yes" vote on this measure authorizes the issuance of the bonds and the levy of taxes as estimated in the Tax Rate Statement to repay the bonds. Fifty-five percent (55%) of those voting on the ballot measure must approve the measure for it to pass.	A "no" vote on this measure disapproves the issuance of the bonds and the levy of taxes.

For and against Measure E

FOR	AGAINST
<p>YES on E updates classrooms and labs to maintain high quality career training programs in fields including healthcare, sciences, technology, and public safety.</p> <p>Linda Best, Fmr. CEO, East Bay Leadership Council (Retired)</p> <p>J. Dale Hudson, Former Chair, Franklin Community College District Independent Citizens' Oversight Committee</p> <p>Cynthia Egan, 2013 Franklin County Teacher of the Year (San Ramon Valley USD)</p> <p>Jim Russey, Fmr. Local Fire Captain (Retired)</p> <p>Kitty Guptill, Healthcare Executive</p>	<p>This bond is too large, this debt is too expensive, especially given today's taxpayer burdens. We cannot afford to pay more.</p> <p>Alex Aliferis, Executive Director, Franklin Taxpayers Association</p>

Local ballot measure (Overview page)

Guidelines

- Help voters know how ballot measures will affect them.
- Organize the booklet to help voters see both overview and details.
- Present information so it is easy to read and understand.
- Write for low literacy and people reading English as a second language.

Research evidence

- Participants struggled to read the summaries and Yes/No explanations.
- This page is a quick overview with Summary, Yes/No, For/Against and names of proponents of each side.



Argument in favor of Measure E	Argument against Measure E
<p>Diablo Valley College, Franklin College, Los Medanos College, and the San Ramon and Erentwood education centers are essential safety nets providing affordable education and job training to over 55,000 students locally – many of whom cannot afford four year colleges and universities. YES on E ensures OUR local students have the opportunity to continue their education and be ready to compete in today's competitive job market!</p> <p>Local community college students are the backbone of our Franklin County workforce. YES on E updates classrooms and labs to maintain high quality career training programs in fields including healthcare, sciences, technology, and public safety.</p> <p>YES on E improves our colleges, helping students prepare for 21st century jobs and careers or transfer to 4-year universities.</p> <p>YES on E updates facilities and classrooms for science, technology, and training programs in nursing, dental hygiene, and health administration.</p> <p>YES on E makes college buildings, classrooms, and facilities accessible to people with disabilities.</p> <p>YES on E updates and maintains technology for modern, hands-on career training. Too many core academic classes are currently conducted in overcrowded, deteriorating facilities.</p> <p>YES on E monies will be managed with the highest levels of accountability, consistent with practices that have saved local taxpayers \$14.5 million recently.</p> <p>YES on E funds are legally required to be spent in Franklin County to improve our local community colleges. An Independent Oversight Committee and regular audits will ensure the monies are spent as promised, consistent with our College's prudent, fiscally responsible practices.</p> <p>YES on E is supported by a broad coalition of local employers, educators, students and community leaders.</p> <p>Please join us. For questions or to volunteer, please visit www.OURColleges2014.com.</p> <p>Linda Best, Fmr. CEO, East Bay Leadership Council (Retired)</p> <p>J. Dale Hudson, Former Chair, Community College District Independent Citizens' Oversight Committee</p> <p>Cynthia Egan, 2013 Franklin County Teacher of the Year (San Ramon Valley USD)</p> <p>Jim Russey, Fmr. Local Fire Captain (Retired)</p>	<p>Bonds are an expensive form of debt. As with a home mortgage, bonds are repaid with interest, over time. Since 2002, District voters have approved bonds totaling \$406.5 million that will cost taxpayers OVER ONE BILLION DOLLARS.</p> <p>Now the District is asking for \$450 million in NEW DEBT that will cost taxpayers ANOTHER BILLION DOLLARS. This bond is TOO BIG and TOO EXPENSIVE, especially given today's taxpayer burdens.</p> <p>Residents OPPOSE this bond because:</p> <ul style="list-style-type: none"> • Many people are unemployed, underemployed, or financially stretched and CANNOT AFFORD TO PAY MORE. • As compensation for District employees has grown, resources for care of buildings and grounds have become scarce. BORROWING MONEY to repair neglected buildings is FINANCIALLY IRRESPONSIBLE. • Numerous government agencies are asking for new taxes and bond debt because RISING PENSION COSTS CROWD OUT OTHER SPENDING. Residents are being nickel-and-dimed to death. • District construction policies reduce competition. WITHOUT WIDE COMPETITION, work is done by the "FAVORED FEW" at HIGHER COST. <p>The District SAYS it wants a community partnership, but REFUSES to make changes or RESPOND to public concerns. We believe that success comes when we work together in a spirit of cooperation and mutual respect. Residents expect and deserve to get the best value for every tax dollar.</p> <p>Vote NO on Measure E!</p> <p>Franklin Taxpayers Association Alex Atiferis, Executive Director</p>

Local ballot measures (arguments and replies)

Guidelines

- Help voters know how ballot measures will affect them.
- Be consistent.

Research evidence

- Participants needed the consistent heading to connect multiple pages for a single measure.



County counsel's impartial analysis

Josiah Smith, Esq., County Counsel, Franklin County

College District has adopted a resolution proposing to issue and sell general obligation bonds. This ballot measure asks voters to decide whether the District should be authorized to issue and sell bonds in an amount up to \$450,000,000.

The measure provides that proceeds from the sale of the bonds will generally be used to upgrade school sites, school facilities and support facilities at Diablo Valley, Franklin, and Los Medanos colleges and the San Ramon and Brentwood centers. The specific projects are set forth in the Bond Project List attached to the Board's resolution. The proceeds from the sale of bonds may be used only for those purposes. Approval of the measure does not guarantee that all of the projects listed in the Bond Project List will be funded or completed. The Bond Project List states that it includes more projects than the District estimates can be funded with proceeds from the sale of bonds under this measure.

Under State law, interest on the bonds would not exceed 12% per year. Bonds could have a maturity of up to 25 years if issued under authority of the California Education Code, or up to 40 years if issued under authority of the California Government Code.

Approval of this measure authorizes the District to levy a tax on each parcel of taxable real property within the District to generate revenue to repay the bonded indebtedness until all bonds are repaid. The District's Tax Rate Statement estimates that the highest tax rate that would need to be levied to repay bonds issued under this measure would be \$13.00 per \$100,000 of assessed valuation beginning in fiscal year 2014. The District's Tax Rate Statement states that the amount of the tax would depend on the timing of bond sales, the amount of bonds sold, the market interest rate at the time of each bond sale, and the actual assessed valuation of taxable real property within the District during the repayment period. State law requires the District to conduct an annual performance audit, and, as long as any funds remain unspent, an annual independent financial audit, to ensure funds are used only for the purposes described in the measure. The measure also would require the District to establish an independent citizens' oversight committee that would ensure bond proceeds are spent only for the projects listed in the measure.

A "yes" vote on this measure authorizes the issuance of the bonds and the levy of taxes as estimated in the Tax Rate Statement to repay the bonds. Fifty-five percent (55%) of those voting on the ballot measure must approve the measure for it to pass. A "no" vote on this measure disapproves the issuance of the bonds and the levy of taxes.

Tax rate statement for Measure E

Dated: February 26, 2014.

Helen Benjamin, Chancellor Franklin Community College District

An election will be held in the Franklin Community College District (the "District") on June 3, 2014, to authorize the sale of up to \$450,000,000 in bonds of the District to finance community college facilities as described in the proposition. If the bonds are approved, the District expects to sell the bonds in series over time. Principal and interest on the bonds will be payable from the proceeds of tax levies made upon the taxable property in the District. The following information is provided in compliance with Sections 9400-9404 of the Elections Code of the State of California.

- 1. The best estimate of the tax which would be required to be levied to fund this bond issue during the first fiscal year after the sale of the first series of bonds, based on estimated assessed valuations available at the time of filing of this statement, is 1.3 tenths cents per \$100 (\$13.00 per \$100,000) of assessed valuation in fiscal year 2014.

Local ballot measures (analysis and text)

Guidelines

- Help voters know how ballot measures will affect them.
- Be consistent.
- Write for low literacy and people reading English as a second language.
- Define elections terms.
- Add a "signature" so voters know the source.
- Use plain language.

Research evidence

- The analysis and tax rate statements were difficult for many to read.



Review this ballot to get ready to vote at the polling place. Mark it as practice and take it with you. (This is not a real ballot, but it has all of the items you can vote on.)

(Front)



Official Ballot
Consolidated Statewide General Election
Franklin County, California
Tuesday, November 06, 2012

Instructions to voters

- Use only the marking pen provided or a ball point pen with black ink.
- To vote for a candidate, completely connect the arrow to the right of the name, as shown in the illustration. Where two or more candidates for the same office are to be elected, completely connect the arrow to the right of each of your choices.
- To vote on a measure, completely connect the arrow next to YES or NO.
- To vote for a candidate whose name is not on the ballot, print the name on the blank line for that office labeled "write in," and connect the arrow for that candidate.
- If you make a mistake, detache your ballot, or you want to change a vote, take your ballot to an election worker and get another. All distinguishing marks are forbidden and void the ballot.

Boleta Oficial
Consolidado Estatal Elección General
Condado de Franklin, California
Martes, 06 de noviembre 2012

Instrucciones a los votantes

- Utilice sólo el lápiz de marcar provisto o un bolígrafo con tinta negro.
- Para votar por un candidato, conecte completamente la flecha a la derecha de nombre, como se muestra en la ilustración. Cuando dos o más candidatos para el mismo cargo se eligen, conecte completamente la flecha a la derecha de cada uno de sus opciones.
- Para votar por una medida, conecte completamente la flecha junto a SI o NO.
- Para votar por un candidato cuyo nombre no aparece en la boleta electoral, imprima el nombre en la línea en blanco para que la oficina de la elegida "escribir", y conecte la flecha por ese candidato.
- Si usted comete un error, dar su boleta, o si desea cambiar un voto, tome su papeleta a un trabajador electoral y consiga el otro. Todos los signos distintivos están prohibidos y anular la boleta.

<p>President and Vice-President of the United States Presidente y vicepresidente de los Estados Unidos</p> <p>Vote for 1 pair Vote por 1 par</p> <p>Mitt Romney Republican Paul Ryan Republican Vice President / Vicepresidentes</p> <p>Gary Johnson Libertarian James P. Gray Vice President / Vicepresidentes</p> <p>Roseanne Barr Party / Partido Cindy Sheehan Vice President / Vicepresidentes</p> <p>Barack Obama Democrat Joseph Biden Vice President / Vicepresidentes</p> <p>Jim Steins Green Cheri Hoekstra Vice President / Vicepresidentes</p> <p>Thomas Hoaffling American Robert Omalas Vice President / Vicepresidentes</p> <p>or write-in</p>	<p>U.S. Senator Senador de EEUU</p> <p>Vote for 1 Vote por 1</p> <p>Elisabeth Enkin Republican Dianne Feinstein Democrat or write-in</p> <p>U.S. Representative Representante de EEUU</p> <p>Vote for 1 Vote por 1</p> <p>Reedy Loftis Republican Mike Thompson Democrat or write-in</p>	<p>Member of the Assembly, 4th District Miembro de la Asamblea, Distrito 4</p> <p>Vote for 1 Vote por 1</p> <p>John Mann Republican Marilyn Yarnada Democrat or write-in</p> <p>Member of the Board of Supervisors Miembro de la Junta de Supervisores</p> <p>Vote for 1 Vote por 1</p> <p>Karen Minkoff Republican Robert Jones Democrat or write-in</p>
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Vote both sides of ballot
Vote en ambos lados de la boleta

35-C-17-1-V (17-3V)
1/2

Practice ballot

Guidelines

- Present sample ballots so voters understand what they are.
- Be clear when the sample ballot is an exact sample, and when it's just "similar."

Research evidence

- Without a heading or instructions, the sample ballots confused many new voters.
- The heading "practice ballot" worked better than "sample ballot."
- The sample ballot worked better at the end of the section than at the beginning.

There are alternative layouts at the end of this file.

24 How to update your voter information

On the next page, you'll see a form where you can:

- update your name and address for your voter registration.
- sign up to be a permanent vote-by-mail voter — the ballot comes to your mailbox automatically for every election.
- ask for a digital version of guides like this one.
- ask to get information about voting in languages other than English.



Fill out the form, tear it off, put it in an envelope, and address it to:

Franklin County Elections
PO Box 071873
Franklin, CA 99999

Remember to put a stamp on the envelope!

Or, you can update your information or sign up to be a poll worker by:



visiting www.franklinvotes.org

-OR-



calling 1-222-555-VOTE (8683)

Do more than vote — help us run the election.

★ Be an election officer! ★

Positions open pay from \$125 to \$175 for your service on Election Day.

Learn more at www.franklinvotes.gov/pw

Or call 1-222-555-VOTE (8683)

Apply on the next page 

How to update your voter information

Guidelines

- Tell voters their rights.
- Organize information by activity or task.

Research evidence

- Participants were confused by multiple forms.

Update Voter Information Form

25

Use the top of the form to correct the information we have about your voter registration. Use the middle of the form to tell us what you need to make voting better for you. You can also use this form to apply to be an election officer by filling in the bottom part. Remember to sign and date the form.



Fill out the form, tear it off, put it in an envelope, and address it to:

Franklin County Elections
PO Box 071873
Franklin, CA 99999

Remember to put a stamp on the envelope!

Voter Information

Name: _____ Birthdate: / / _____

Registered home address: _____

City: _____ State: _____ ZIP code: _____

I want to be a permanent vote-by-mail voter.

Mailing address (if different from your registered home address)

Address: _____

City: _____ State: _____ ZIP code: _____

Country: _____

Please update my voter registration.

My name is misspelled. It should be: _____

I have moved within Franklin County.
My new home address is: _____

Change how I get my Sample Ballot & Voter Information Pamphlet.

I will get it online. I no longer want to receive it in the mail.

I want to be notified by email: _____

Please send it by mail to my home address.

I want my voting materials in this language in addition to the English version.

Spanish (en español) Chinese (中文)

Please cancel my voter registration.

I have moved out of the state.

The voter named above is deceased.

Other reason: _____

I want to be an Election Officer. (check all that apply)

I am fluent in English.

I am willing to travel to serve outside my neighborhood.

I'm also fluent in: _____

I have a space that could be used as a polling place.

I have my own transportation.

We must have your signature. Do not print.

I certify under penalty of perjury that this information is true and correct.

Signature: _____ Date: _____

General Election - Franklin County - Tuesday, November 6, 2012 - Ballot Type 2 - CCD-2012/0711

Update voter information form

Guidelines

- Make any update or registration form look official.

Research evidence

- Participants asked how they could see their current voter information.
- They did not want to mail a postcard form with personal information exposed.

Additional Information

How to register to vote

If you got this voter guide in the mail, you are registered to vote! But if you want to help a friend or family member register to vote, tell them they can:



On a smartphone or computer, go to www.registertovote.ca.gov.

-OR-



Get a registration form at a Post Office, a DMV office, library, or the county elections office

How to update your voter registration

If you have moved since you last voted, you have changed your name, or we got your information wrong, let us know by following the instructions on **page 24 and 25**. (Flip this page open.)

Language assistance and accessibility options

Printed voting information is available in: **Español**, 中文

Many polling places have language interpreters working. Look for the people who have special badges on, showing the languages they speak.

Most polling places are wheelchair accessible, but we also have other options for you to have access to voting. **See page XX**.



Don't forget

**General Election,
Tuesday, November 6, 2012**
Polls open from 7am to 8pm

Contact Information:



Franklin County Elections
4321 Franklin Avenue
Franklin, CA 99999



TTY: 1-222-555-1222



Web: www.franklinvotes.org
Email: elections@franklin.ca.us



English: 1-222-555-1212
Español: 1-222-555-1213
中文: 1-222-555-1214

Back cover

Guidelines

- Make the cover a useful part of the guide.
- Use visual elements to make sections easy to see.

Research evidence

- With the mailing and voter details on the front cover, the back cover is available for notices, contact details, and other information, giving them a consistent location.

If experienced voters read only the 4 covers, they would have all of the 'how to vote' information they need.



Who is running for office?

XX

Member of the Assembly, 4th District

CANDIDATE

John Munn

Republican

Taxpayer Association President

JohnMunn@gmail.com

Marikyo Yamada

Democratic

California State Assemblyman

www.yamadaforca.org

Robert Jones

Democratic

Business executive

www.RobertJones-for-Franklin.com

PERSONAL STATEMENT

As a business owner, public official, and a single father who raised two sons in Franklin County, I understand the issues that matter most to Franklin County families. I treasure our democracy and pledge to put our common good above partisanship and special interests. Et accus nullorr ovidigent, ut expel mint maxi mincipisa di doluptatur sapit aut doloris dolore pudae sit occusa ut expel mint. Di doluptatur sapit aut doloris dolore pudae.

I have served our community as a public school teacher and Franklin County Supervisor, and California State Assemblymember. I am running for re-election to build on my record of legislative results, and to continue working as a strong advocate for our residents, families, and small business owners. Et accus nullorr ovidigent, ut expel mint maxi mincipisa di doluptatur sapit aut doloris dolore pudae sit occusa ut expel mint pudae.

Customer service to citizens is my top priority. I possess the qualifications, leadership, and high ethical standards required to serve the citizens of Franklin County, continuing my work to manage and protect taxpayers' dollars. I would be honored to earn your continued trust and support. Et accus nullorr ovidigent, ut expel mint maxi mincipisa di doluptatur sapit aut doloris dolore pudae sit occusa ut expel mint pudae.

TOP PRIORITIES

Improve our economy and restore fiscal discipline.

Secure our borders and forge a humane immigration policy.

Improve healthcare and protect Social Security.

Et accus nullorr ovidigent, ut expel mint maxi mincipisa di.

Et accus nullorr ovidigen mincipisa.

Give school districts more control of their budget.

Make college more affordable for middle class families and provide funding for training technology.

Create jobs in high unemployment areas hurt by the economic downturn.

Et accus nullorr ovidigent, ut expel mint maxi mincipisa di.

Ensure property tax refunds are promptly issued when assessed values are reduced.

Establish sound fiscal policies for the county.

Et accus nullorr ovidigent, ut expel mint maxi mincipisa di.

Doluptatur sapit aut doloris dolore pudae sit occusa ut expel mint pudae.

This candidate has a paid statement, see page 13

Endorsed by: American Independents, Republicans

This candidate has a paid statement, see page 14

Endorsed by: Democrats, Peace & Freedom

This candidate has a paid statement, see page 14

Endorsed by: Democrats

Candidates overview (alternatives)

- This version of the candidates overview gives more room to each candidate by widening the columns and only including three candidates on each page.



Who is running for office?

XX

Member of the Assembly, 4th District

CANDIDATE	John Munn <i>Republican</i>	Marikyo Yamada <i>Democratic</i>	Karen Mitchoff	Robert Jones
PERSONAL STATEMENT	Taxpayer Association President. JohnMunn@gmail.com As a business owner, public official, and a single father who raised two sons in Franklin County, I understand the issues that matter most to Franklin County families. I treasure our democracy and pledge to put our common good above partisanship and special interests.	I have served our community as a public school teacher and Franklin County Supervisor, and California State Assembly member. I am running for re-election to build on my record of legislative results, and to continue working as a strong advocate for our residents, families, and small business owners.	County Supervisor Karen.Mitchoff@gmail.com My focus during my first term has been to maintain and then improve our county financial structure in order to provide vital, quality public and safety net programs for our vulnerable citizens (pre-school); after school tutoring; computer literacy classes; funding a Veterans Services Representative.	Business executive www.RobertJones-for-Franklin.com Customer service to citizens is my top priority. I possess the qualifications, leadership, and high ethical standards required to serve the citizens of Franklin County, continuing my work to manage and protect taxpayers' dollars. I would be honored to earn your continued trust and support.
TOP PRIORITIES	Improve our economy and restore fiscal discipline. Secure our borders and forge a humane immigration policy. Improve healthcare and protect Social Security.	Give school districts more control of their budget. Make college more affordable for middle class families and provide funding for training technology. Create jobs in high unemployment areas hurt by the economic downturn.	Provide fire protection and emergency medical response with reduced fiscal resources. Provide protection from elder and child abuse; containment of communicable disease; protection to ensure water and food safety.	Ensure property tax refunds are promptly issued when assessed values are reduced. Establish sound fiscal policies for the county.
	This candidate has a paid statement, see page 13 . Endorsed by: American Independents, Republicans	This candidate has a paid statement, see page 14 . Endorsed by: Democrats, Peace & Freedom	This candidate has a paid statement, see page 14 .	This candidate has a paid statement, see page 13 . Endorsed by: Republicans

Member of the Board of Supervisors

CANDIDATE	John Munn <i>Republican</i>	Marikyo Yamada <i>Democratic</i>	Karen Mitchoff	Robert Jones
PERSONAL STATEMENT	Taxpayer Association President. JohnMunn@gmail.com As a business owner, public official, and a single father who raised two sons in Franklin County, I understand the issues that matter most to Franklin County families. I treasure our democracy and pledge to put our common good above partisanship and special interests.	I have served our community as a public school teacher and Franklin County Supervisor, and California State Assembly member. I am running for re-election to build on my record of legislative results, and to continue working as a strong advocate for our residents, families, and small business owners.	County Supervisor Karen.Mitchoff@gmail.com My focus during my first term has been to maintain and then improve our county financial structure in order to provide vital, quality public and safety net programs for our vulnerable citizens (pre-school); after school tutoring; computer literacy classes; funding a Veterans Services Representative.	Business executive www.RobertJones-for-Franklin.com Customer service to citizens is my top priority. I possess the qualifications, leadership, and high ethical standards required to serve the citizens of Franklin County, continuing my work to manage and protect taxpayers' dollars. I would be honored to earn your continued trust and support.
TOP PRIORITIES	Improve our economy and restore fiscal discipline. Secure our borders and forge a humane immigration policy. Improve healthcare and protect Social Security.	Give school districts more control of their budget. Make college more affordable for middle class families and provide funding for training technology. Create jobs in high unemployment areas hurt by the economic downturn.	Provide fire protection and emergency medical response with reduced fiscal resources. Provide protection from elder and child abuse; containment of communicable disease; protection to ensure water and food safety.	Ensure property tax refunds are promptly issued when assessed values are reduced. Establish sound fiscal policies for the county.
	This candidate has a paid statement, see page 13 . Endorsed by: American Independents, Republicans	This candidate has a paid statement, see page 14 . Endorsed by: Democrats, Peace & Freedom	This candidate has a paid statement, see page 14 .	This candidate has a paid statement, see page 13 . Endorsed by: American Independents, Republicans

Candidates overview (alternatives)

- This version puts two contests on a page, each clearly separated.
- Alternating colors are used to separate different sections of the structured candidate statements.

Paid candidate statements

XX

Candidate statements are provided by the candidate and printed at their expense.

State Assembly, 4th District

Statement of John Munn

Preference: Republican
Occupation: Taxpayer Association President

For over twelve years, I have served the central coast, first as a school board member and now as a county supervisor and coastal commissioner.

School Board Member: As an educator, I know that California's future depends on top quality education at all levels. I have worked with teachers, parents, students and administrators to achieve measurable improvement. That work has earned me support from dozens of local school board members, teachers and parents.

County Supervisor: For the last eight years, I have worked every day to ensure that social services, healthcare and public works are provided effectively and within our budget constraints. That is why I have such broad support from community leaders and local elected officials.

Coastal Commissioner: The coast is the natural resource that ties us together. My work to protect our watersheds, coast and ocean, and ensure appropriate development, has earned me support throughout California.

I know small businesses are the heart beat of our central coast economy. As a former professional in the high tech industry, I personally understand the challenges facing employers and employees.

It is an honor to have the support of the California Democratic Party. Congress members Sam Farr and Anna Eschoo, Senator Joe Simitian, Assembly members Bill Morano and Luis Alejo, Sheriffs Phil Wozak and Scott Miller, respected business leaders, health care professionals and scores of dedicated environmentalists.

I hope that I have earned your personal support and look forward to representing you in the State Assembly.

State Assembly, 4th District

Statement of Marikyo Yamada

Party Preference: Democratic
Occupation: California State Assemblyman

My thanks to the thousands of you that voted to put Marikyo Yamada into the "Top Two."

Californians have lost faith and trust in government. Can we really blame them? State Parks officials are being investigated for mishandling over \$54 Million with special accounts. Public Pensions are a totaly out of control and unsustainable. And finally, we have local officials leisurely swimming Lake Tahoe and even the English Channel when homeowners are totally under water on their mortgages, and the State of California is drowning in debt.

It's time for change in Sacramento! Please visit:
www.MarikyoYamadaforAssembly.com

My life has been dedicated to working as a strong protector for the rights of our fellow citizens without regard to their ethnicity, gender, creed, party affiliation, sexual orientation, or financial status. We are all equal under the law.

Moved to the Santa Cruz Mountains from the Midwest where I was an executive for People & Runner's World magazines. Over the past decade, I have served as Executive Director of the Santa Cruz Senior Coalition. Together, we have worked to:

Repeal the regressive Santa Cruz County Utility Tax. Require refunds for thousands of over-charged Cable TV customers. Establish Senior & Disabled person exemptions for school parcel taxes. Act as a "government watchdog" over politicians and their office excesses.

As Mother of five children, I understand how difficult it has become to earn a decent living and get a good, affordable education. Our families must do better.

Vote Marikyo Yamada for Assembly. Telephone me anytime:
(931) 685-7432

State Assembly, 4th District

Declaración de John Munn

Preferencia de Partido: Republicano
Ocupación: Presidente de la Asociación de los Contribuyentes

Durante más de doce años, he servido a la costa central, primero como miembro del consejo escolar y ahora como supervisor del condado y comisionado costero.

Miembro de la Junta Escolar: Como educador, sé que el futuro de California depende de la educación de alta calidad en todos los niveles. He trabajado con maestros, padres, estudiantes y administradores para lograr una mejor mensurable. Ese trabajo me ha dado el apoyo de decenas de miembros de juntas escolares locales, maestros y padres.

Supervisor del Condado: Durante los últimos ocho años, he trabajado todos los días para garantizar que se brinden los servicios sociales, de salud y obras públicas de manera efectiva y dentro de nuestras limitaciones presupuestarias. Es por eso que tengo un apoyo tan amplio de los líderes comunitarios y funcionarios electos locales.

Comisionado Costero: La costa es el recurso natural que nos une. Mi trabajo para proteger nuestras cuencas hidrográficas, la costa y el mar, y garantizar un desarrollo adecuado, me ha ganado el apoyo de toda California.

Sé que los negocios en pequeña escala son el corazón de nuestra economía central costera. Como ex profesional en la industria de alta tecnología, personalmente comprendo los desafíos que enfrentan los empleadores y empleados.

Es un honor contar con el apoyo del Partido Demócrata de California, los Congresistas Sam Farr y Anna Eschoo, el Senador Joe Simitian, los Asambleístas Bill Morning y Luis Alejo, los Alcaldes Phil Wozak y Scott Miller, líderes respetados de negocios, profesionales de la salud y decenas de ecologistas dedicados.

Espero haberme ganado su apoyo personal y espero representarlo en la Asamblea Estatal.

Board of Supervisors

Statement of Karen Mitchoff

Occupation: Supervisor, Franklin County

My focus during my first term has been to maintain and then improve our county financial structure in order to provide vital, quality public services: public protection (police, fire, road safety) and health and human services (protection from elder and child abuse; containment of communicable disease; protection to ensure water and food safety); and safety net programs for our vulnerable citizens (pre-school; after school tutoring; computer literacy classes; funding a Veterans Services Representative). I made difficult fiscal decisions, which included having public employees pay more towards rising pension and health care costs myself included so that these vital programs could be delivered during the county's recovery from the worst recession in decades. Because of those decisions, we have a balanced budget with healthy reserves and the county recently regained its AAA credit rating.

These next four years require my experienced leadership to address the ongoing concern around how to provide fire protection services and emergency medical response in a continued environment of reduced fiscal resources. Additional priorities include attracting new jobs, transportation improvements to ease congestion, drought relief, and continued promotion of literacy and maintenance of libraries.

I am fighting in Sacramento to protect our main water supply, the Delta, which faces the biggest threat in 30 years. There are solutions to ensure both a healthy ecosystem and a reliable water source for all of California that don't require underground tunnels that move our water south.

I respectfully ask for your vote.

Paid candidate statements (alternative)

- This version puts 4 statements on each page, with smaller text.

Center for Civic Design

Dana Chisnell and Whitney Quesenbery
with Drew Davies and Josh Schwieger, Oxide Design, Ethan Newby, and
Rachel Goddard

hello@civicdesign.org | civicdesign.org | [@civicdesign](https://twitter.com/civicdesign)
civicdesign.org/projects/how-voters-get-information/

This work is part of a project for the Future of California Elections in collaboration with the League of Women Voters of California, with the generous support of the James Irvine Foundation.

