Ballot Design
City of Long Beach, California

August 11, 2011
U.S. Elections Assistance Commission
Washington, D.C.

City of Long Beach

- A Charter City founded in 1897

- Population: 462,257

- 39th largest city in the nation, 7th largest in California

- 243,000 registered voters, 4 citywide offices, 9 council districts, and 10 college and school district offices
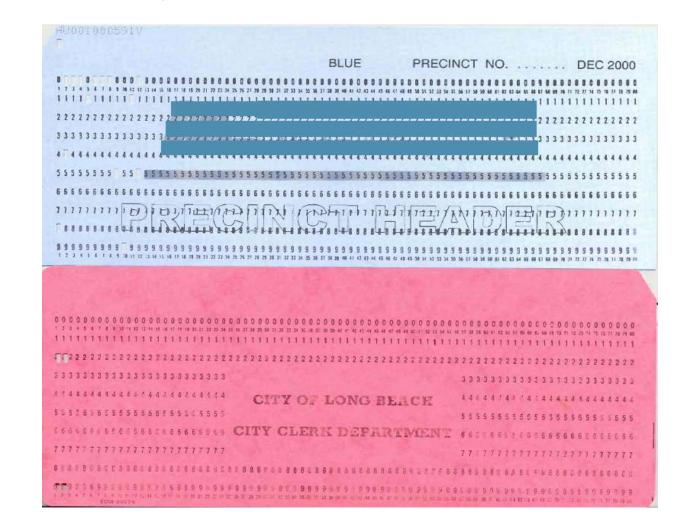
- Appointed City Clerk

Challenge
An out of date election system

- Legacy election system – converted punch card to optical scan

- Ballot layout – listing of contests and measures limited

- Variable accuracy – required ballot inspection by volunteers

- Write-in candidates – limited space

- April primary and a June general

- Keep election costs down: $5.60 per registered voter (PRV)in 2006 and $5.40 PRV in 2010
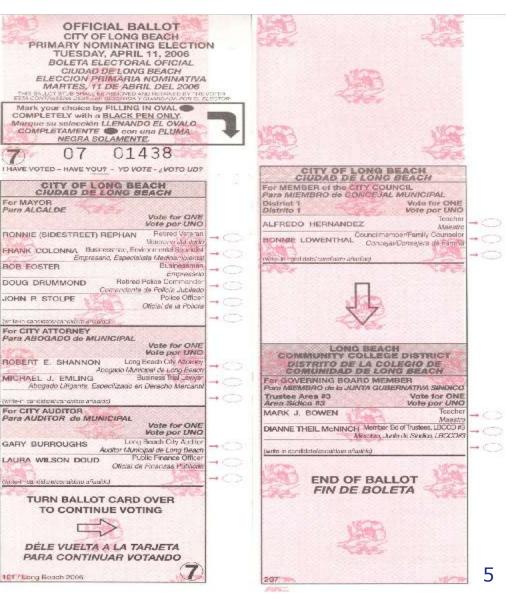
Did you encounter a challenge internally regarding the redesign of your ballot?
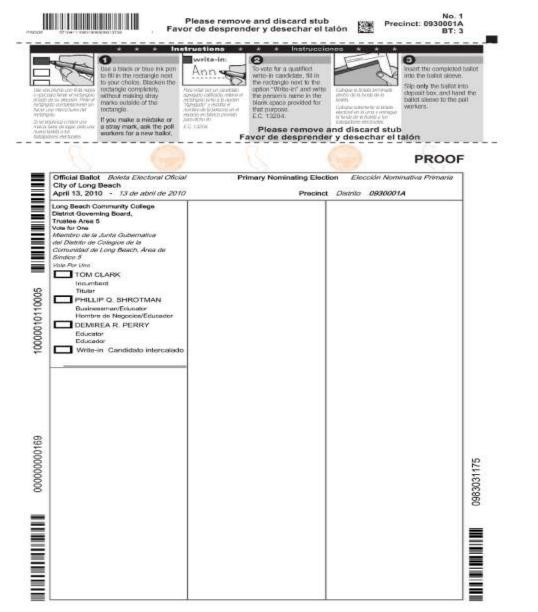
The election system was out of date

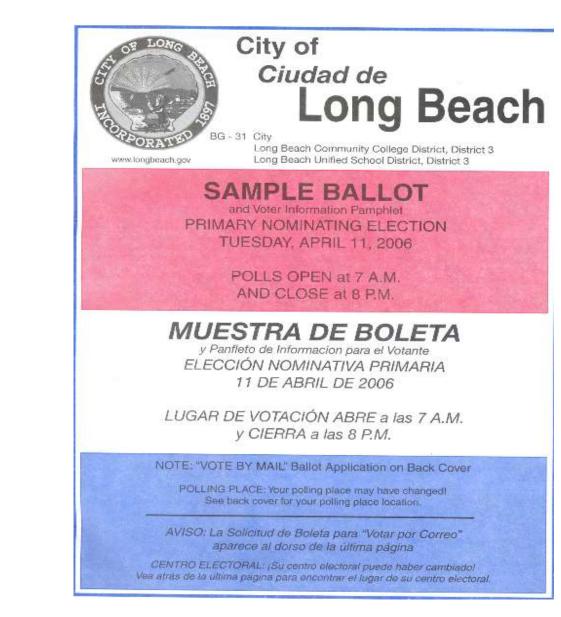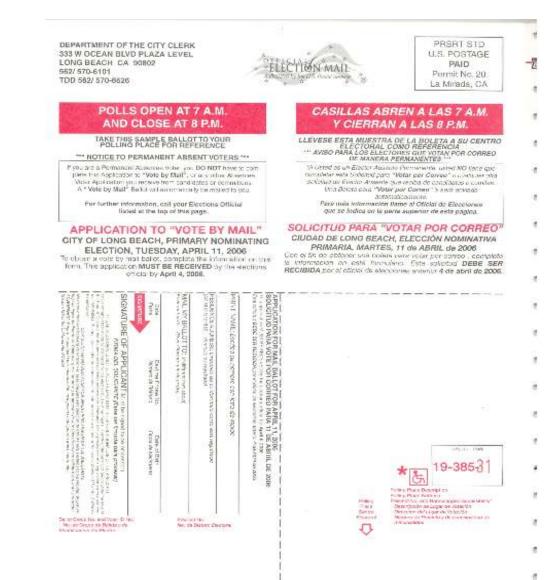## Did you encounter a challenge internally regarding the redesign of your ballot?

A voter friendly card was needed

Is there a different approach to designing in-person voting materials versus vote-by-mail materials?

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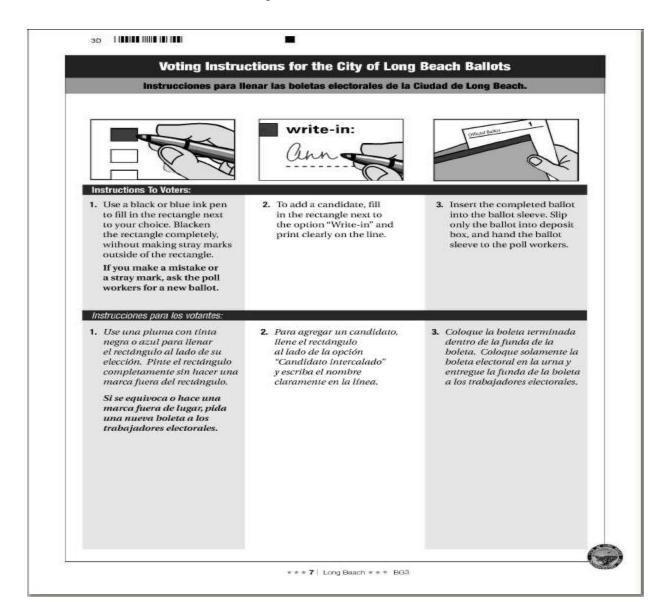## Is there a different approach to designing in-person voting materials versus vote- by-mail materials?
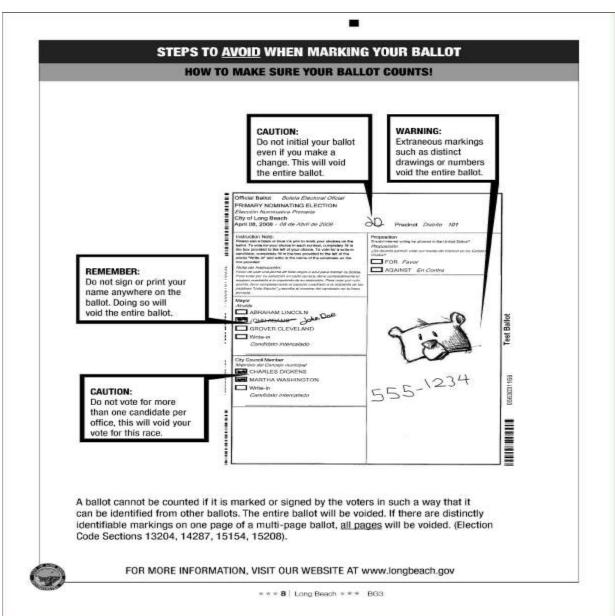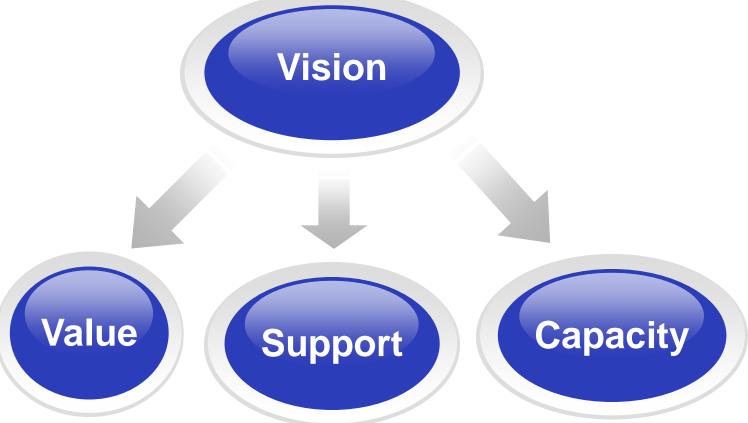
What resources did you have to assist with the redesign?

Besides a constrained budget, we only had our philosophy of continuous improvement and use of the public value model which we shared with our vendors.

Vision

Value

Support

Capacity

Credit: Public Value Model – Harvard Kennedy School of Government

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City of Long Beach Elections Model

Goals & Values
Transparent
Accessible
Secure & Private
Positive Poll Environment
Reliable & Auditable
Project Management & Teams
Partnerships: City Departments, USPS, Vendors & County
Training & Development of Employees

Canvass & Certification
Publicly Noticed Events Calendar
Secure
Maintain Ballot Secrecy
Accurate & Timely Results
Auditable — 1% Manual Tally
Recounts & Legal Challenges
Cost Allocation

Law & Policy
Elections Code
City Charter
Long Beach Municipal Code
State Administrative Regulations
Candidate Nomination Requirements
Public Review Periods
PNE & GME
Write-In Candidates
Automatic Recounts

Keys To Well-Run Elections

Election Day Operations
Poll Environment
Candidates & Media Communications
Security and Field Supervision
Telephone & Internet
Disaster Recovery
Collection & Tally Center Operations
Chain of Custody
Election Day Results
Security

Systems & Technology
Precinct Consolidations
Mapping - GIS
Voter Registration Information
Candidate Processing
Ballot Groups, Ballot Design,
Sample Ballot Layout, Printing
Campaign Finance
Candidate Matching Funds
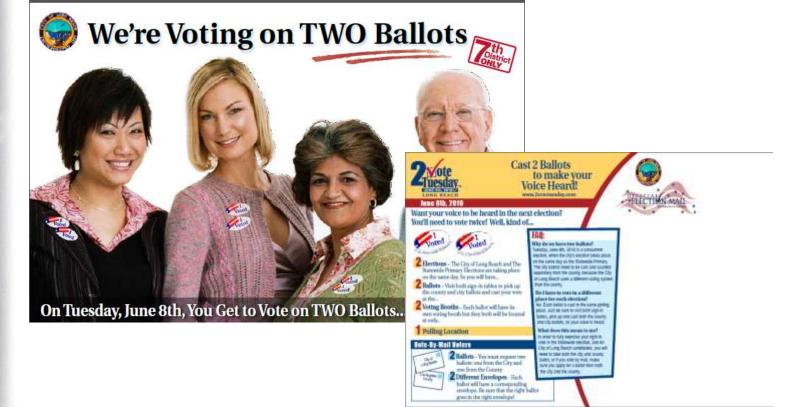Internet Voter & Outreach

Poll Worker & Polling Locations
Recruitment
Training
Polling Place Survey & Inventory
GIS Mapping
Facility Contracts, Public Safety and Public Works
Insurance

Procurement & Facilities
Operations & Warehouse Central Site
Training Classroom
Printing Official & Sample Ballots
Polling Place Supplies
Bilingual Translations
Consultant Management

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What role does design play if you have to issue a correction to a printed ballot? What about polling place or ballot by mail announcements?

- Provide exact same look

- With ballot on demand, we have local flexibility to produce ballots

- Announcements would be handled at the polls on Election Day and

What design principles do you apply to voter registration materials?

- We realized that election officials are not trained in design and marketing, but we do know election statutory requirements.

- After an RFP, we hired a professional design and marketing firm with the aim of improving our image.

- Design professionals proposed options to the City that were compliant with State law.

To what extent do vendors impact ballot design? In your experience are they producing systems with sufficient functionality and flexibility to produce "good" ballots?

- We are fully vendor dependant, however, we do request facilitation of our ideas in version releases and as their capacity and our resources permit.

- Ballot printer knowledge of voting system ballot layout is key to flexibility and innovation.

Good technology is often transferable from one application environment to another. Are there examples of good design practices in other industries that election officials can learn from?

What resources exist for state and local election officials regarding ballot design?

- For our City there were none, only existing budgets and our philosophy of continuous improvement.

- County or city charters may provide for local flexibility in ballot design.

   "Notwithstanding the provisions of the California Elections Code, the City clerk shall determine the format of ballots used in all elections held pursuant to Article XIX and Section 2206 of the charter of the city of Long Beach, provided that such ballot format is consistent with all other applicable regulations pertaining thereto."

- We continuously reallocate existing budget resources to meet new needs and prompt innovation to provide services at equal of lesser cost.