



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An out of date election system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?

A voter friendly card was needed



OFFICIAL BALLOT
CITY OF LONG BEACH
PRIMARY NOMINATING ELECTION
TUESDAY, APRIL 11, 2006
BOLETA ELECTORAL OFICIAL
CIUDAD DE LONG BEACH
ELECCION PRIMARIA NOMINATIVA
MARTES, 11 DE ABRIL DEL 2006

THIS BALLOT IS TO BE REVERSED AND REPEATED BY THE VOTER
ESTA CONTRASEÑA DEBE SER RECORRIDA Y GUARDADA POR EL ELECTOR

Mark your choice by FILLING IN OVAL COMPLETELY with a BLACK PEN ONLY.
Marque su selección LLENANDO EL OVALO COMPLETAMENTE con una PLUMA NEGRA SOLAMENTE.

7 07 01438

I HAVE VOTED - HAVE YOU? - YO VOTE - ¿VOTO UD?

CITY OF LONG BEACH
CIUDAD DE LONG BEACH

For MAYOR
Para ALCALDE

Vote for ONE
Vote por UNO

RONNIE (SIDESTREET) REPHAN	Retired Veteran Maestro Jubilado	<input type="radio"/>
FRANK COLONNA	Businessman, Environmental Specialist Empresario, Especialista Medio Ambiente	<input type="radio"/>
BOB FOSTER	Businessman Empresario	<input type="radio"/>
DOUG DRUMMOND	Retired Police Commander Comandante de Policía Jubilado	<input type="radio"/>
JOHN P. STOLPE	Police Officer Oficial de la Policía	<input type="radio"/>

(Write in candidate/candidato a la carta)

For CITY ATTORNEY
Para ABOGADO de MUNICIPAL

Vote for ONE
Vote por UNO

ROBERT E. SHANNON	Long Beach City Attorney Abogado Municipal de Long Beach	<input type="radio"/>
MICHAEL J. EMLING	Business Trial Lawyer Abogado Litigante Especializado en Derecho Mercantil	<input type="radio"/>

(Write in candidate/candidato a la carta)

For CITY AUDITOR
Para AUDITOR de MUNICIPAL

Vote for ONE
Vote por UNO

GARY BURROUGHS	Long Beach City Auditor Auditor Municipal de Long Beach	<input type="radio"/>
LAURA WILSON DOUD	Public Finance Officer Oficial de Finanzas Públicas	<input type="radio"/>

(Write in candidate/candidato a la carta)

TURN BALLOT CARD OVER
TO CONTINUE VOTING

➔

DÉLE VUELTA A LA TARJETA
PARA CONTINUAR VOTANDO

1017 Long Beach 2006

CITY OF LONG BEACH
CIUDAD DE LONG BEACH

For MEMBER of the CITY COUNCIL
Para MIEMBRO de CONCEJAL MUNICIPAL

District 1
Distrito 1

Vote for ONE
Vote por UNO

ALFREDO HERNANDEZ	Teacher Maestro	<input type="radio"/>
BONNIE LOWENTHAL	Councilmember/Family Counselor Concejal/Consejera de Familia	<input type="radio"/>

(Write in candidate/candidato a la carta)

↓

LONG BEACH
COMMUNITY COLLEGE DISTRICT
DISTRITO DE LA COLEGIO DE
COMUNIDAD DE LONG BEACH

For GOVERNING BOARD MEMBER
Para MIEMBRO de la JUNTA GUBERNATIVA SINDICO

Trustee Area #3
Area Síndica #3

Vote for ONE
Vote por UNO

MARK J. BOWEN	Teacher Maestro	<input type="radio"/>
DIANNE THEIL McNINCH	Member Ego of Trustees, LBCCO #3 Miembro Junta de Síndica LBCCO#3	<input type="radio"/>

(Write in candidate/candidato a la carta)

END OF BALLOT
FIN DE BOLETA

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



No. 1
Precinct: 0930001A
BT: 3

Please remove and discard stub
Favor de desprender y desechar el talón

PROOF

Instructions		Instrucciones	
 <p>1 Use a black or blue ink pen to fill in the rectangle next to your choice. Blacken the rectangle completely, without making stray marks outside of the rectangle.</p> <p>If you make a mistake or a stray mark, ask the poll workers for a new ballot.</p>	<p>write-in:</p> <p><i>Ann</i></p>  <p>2 To vote for a qualified write-in candidate, fill in the rectangle next to the option "Write-in" and write the person's name in the blank space provided for that purpose.</p> <p>E.C. 13204</p>	 <p>3 Insert the completed ballot into the ballot slot.</p> <p>Slip only the ballot into deposit box, and hand the stub to the poll workers.</p>	<p style="text-align: center;">Please remove and discard stub Favor de desprender y desechar el talón</p>

PROOF

Official Ballot	Boleta Electoral Oficial	Primary Nominating Election	Elección Nominativa Primaria
City of Long Beach		Precinct / Distrito: 0930001A	
April 13, 2010 - 13 de abril de 2010			
<p>Long Beach Community College District Governing Board, Trustee Area 5 Miembro de la Junta Gubernativa del Distrito de Colegios de la Comunidad de Long Beach, Area de Síndico 5</p> <p>Vote For One</p> <p><input type="checkbox"/> TOM CLARK Incumbent Titular</p> <p><input type="checkbox"/> PHILLIP Q. SHROTMAN Businessman/Educator Hombre de Negocios/Educador</p> <p><input type="checkbox"/> DEMIREA R. PERRY Educator Educador</p> <p><input type="checkbox"/> Write-in Candidate intercalado</p>			

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



www.longbeach.gov

City of *Ciudad de* **Long Beach**

BG - 31 City

Long Beach Community College District, District 3
Long Beach Unified School District, District 3

SAMPLE BALLOT

and Voter Information Pamphlet

PRIMARY NOMINATING ELECTION

TUESDAY, APRIL 11, 2006

POLLS OPEN at 7 A.M.

AND CLOSE at 8 P.M.

MUESTRA DE BOLETA

y Panfleto de Información para el Votante

ELECCIÓN NOMINATIVA PRIMARIA

11 DE ABRIL DE 2006

LUGAR DE VOTACIÓN ABRE a las 7 A.M.

y CIERRA a las 8 P.M.

NOTE: "VOTE BY MAIL" Ballot Application on Back Cover

POLLING PLACE: Your polling place may have changed!
See back cover for your polling place location.

AVISO: La Solicitud de Boleta para "Votar por Correo"
aparece al dorso de la última página.

CENTRO ELECTORAL: ¡Su centro electoral puede haber cambiado!
Vea atrás de la última página para encontrar el lugar de su centro electoral.

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



DEPARTMENT OF THE CITY CLERK
333 W OCEAN BLVD PLAZA LEVEL
LONG BEACH CA 90802
562/ 570-6101
TDD 562/ 570-6826

PSRT STD
U.S. POSTAGE
PAID
Permit No. 20
La Mirada, CA

**POLLS OPEN AT 7 A.M.
AND CLOSE AT 8 P.M.**

TAKE THIS SAMPLE BALLOT TO YOUR POLLING PLACE FOR REFERENCE

***** NOTICE TO PERMANENT ABSENT VOTERS *****

If you are a Permanent Absentee voter, you DO NOT have to turn in this application to "Vote by Mail", or a new Absentee Voter Application you receive from candidates or committees. A "Vote by Mail" Ballot will automatically be mailed to you.

For further information, call your Elections Official listed at the top of this page.

**CASILLAS ABREN A LAS 7 A.M.
Y CIERRAN A LAS 8 P.M.**

LLEVESE ESTA MUESTRA DE LA BOLETA A SU CENTRO ELECTORAL COMO REFERENCIA

***** AVISO PARA LOS ELECTORES QUE VOTAN POR CORREO DE MANERA PERMANENTE *****

Si usted es un Elector Ausente Permanente, usted NO tiene que turnar esta solicitud para "Votar por Correo" ni cualquier otra solicitud de Elector Ausente que venga de candidatos o comités. Una Boleta para "Votar por Correo" le será enviada automáticamente.

Para más información llame al Oficial de Elecciones que se indica en la parte superior de esta página.

APPLICATION TO "VOTE BY MAIL"
CITY OF LONG BEACH, PRIMARY NOMINATING ELECTION, TUESDAY, APRIL 11, 2006

To obtain a vote by mail ballot, complete the information on this form. This application **MUST BE RECEIVED** by the elections official by April 4, 2006.

SOLICITUD PARA "VOTAR POR CORREO"
CIUDAD DE LONG BEACH, ELECCIÓN NOMINATIVA PRIMARIA, MARTES, 11 de ABRIL de 2006

Con el fin de obtener una boleta para votar por correo, complete la información en este formulario. Esta solicitud **DEBE SER RECIBIDA** por el oficial de elecciones anterior al 4 de abril de 2006.

SIGNATURE OF APPLICANT to be signed by the applicant
Firma del solicitante (Debe ser escrita por el solicitante)

MAIL BY BALLOT TO: to be printed and filled in by the applicant
Enviar por correo a: (Debe ser impreso y relleno por el solicitante)

MAIL TO: to be printed and filled in by the applicant
Enviar por correo a: (Debe ser impreso y relleno por el solicitante)

APPLICATION FOR MAIL BALLOT FOR APRIL 11, 2006
SOLICITUD PARA VOTE POR CORREO PARA 11 DE ABRIL DE 2006

MAIL TO: (MAIL ADDRESS TO WHICH COPY WILL BE MAILED)

RESIDENCE: (PLEASE PRINT AND DO NOT SIGN THIS APPLICATION)

MAIL BY BALLOT TO: (MAIL ADDRESS TO WHICH COPY WILL BE MAILED)

MAIL TO: (MAIL ADDRESS TO WHICH COPY WILL BE MAILED)

19-385-31

19-385-31

19-385-31

De or. Clerk No. and Title: (No. de Director de Elecciones y Nombre)

Printed No. (No. de Director de Elecciones)

19-385-31

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

CITY OF LONG BEACH

Sample Ballot

& Voter Information Pamphlet ★ ★ ★ ★ ★

PRIMARY NOMINATING ELECTION
Tuesday, April 11, 2007
Polls Open at 7 a.m. and Close at 8 p.m.

 **NOTE:** "Vote By Mail" Ballot Application is on the back cover

 **POLLING PLACE:** Your polling place may have changed!
See back cover for your polling place location.

CIUDAD DE LONG BEACH

Muestra De Boleta

Y Panfleto de Información para el Votante ★ ★ ★

ELECCIÓN NOMINATIVA PRIMARIA
11 De Abril De 2007
Lugar de Votación Abre a las 7 a.m. y Cierra a las 8 p.m.

 **AVISO:** La Solicitud de Boleta para "Votar por Correo" aparece al dorso de la última página

 **CENTRO ELECTORAL:** ¡Su centro electoral puede haber cambiado! *Vea atrás de la última página para encontrar el lugar de su centro electoral.*

BG - 11 City
City Council District 5


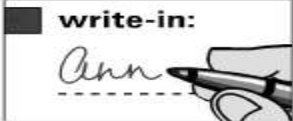
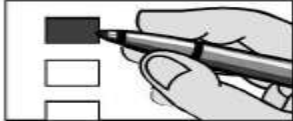


www.longbeach.gov

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

3D

Voting Instructions for the City of Long Beach Ballots
Instrucciones para llenar las boletas electorales de la Ciudad de Long Beach.




Instructions To Voters:

1. Use a black or blue ink pen to fill in the rectangle next to your choice. Blacken the rectangle completely, without making stray marks outside of the rectangle.
If you make a mistake or a stray mark, ask the poll workers for a new ballot.
2. To add a candidate, fill in the rectangle next to the option "Write-in" and print clearly on the line.
3. Insert the completed ballot into the ballot sleeve. Slip only the ballot into deposit box, and hand the ballot sleeve to the poll workers.

Instrucciones para los votantes:

1. Use una pluma con tinta negra o azul para llenar el rectángulo al lado de su elección. Pinte el rectángulo completamente sin hacer una marca fuera del rectángulo.
Si se equivoca o hace una marca fuera de lugar, pida una nueva boleta a los trabajadores electorales.
2. Para agregar un candidato, llene el rectángulo al lado de la opción "Candidato intercalado" y escriba el nombre claramente en la línea.
3. Coloque la boleta terminada dentro de la funda de la boleta. Coloque solamente la boleta electoral en la urna y entregue la funda de la boleta a los trabajadores electorales.

**** 7 | Long Beach **** BG3



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



STEPS TO AVOID WHEN MARKING YOUR BALLOT
HOW TO MAKE SURE YOUR BALLOT COUNTS!

CAUTION: Do not initial your ballot even if you make a change. This will void the entire ballot.

WARNING: Extraneous markings such as distinct drawings or numbers void the entire ballot.

REMEMBER: Do not sign or print your name anywhere on the ballot. Doing so will void the entire ballot.

CAUTION: Do not vote for more than one candidate per office, this will void your vote for this race.

Official Ballot - Ballots Election Officer
PRIMARY NOMINATING ELECTION
Elecciones Nominativas Primarias
City of Long Beach
April 08, 2008 - 08 de Abril de 2008

Practico Doble 101

INSTRUCTIONS:
Please mark a check or draw an X, plus to make your choices on the ballot. To vote for more than one candidate in each race, complete fill in the box provided to the left of your choice. To vote for a write-in candidate, complete fill in the box provided to the left of the write-in box. Do not write in the name of the candidate in the box provided.

Proposition:
Should same-sex marriage be allowed in the United States?
Proposición:
¿Los matrimonios entre personas del mismo sexo deben ser reconocidos?

FOR Favor
 AGAINST En Contra

Mayor:
Abrahe
 ABRAHAM LINCOLN
 JOSH WELLS *John Doe*
 GROVER CLEVELAND
 Write-in
Candidato Intercandidato

City Council Member:
Miembro del Consejo Municipal
 CHARLES DICKENS
 MARTHA WASHINGTON
 Write-in
Candidato Intercandidato

555-1234

Test Ballot
0563031158

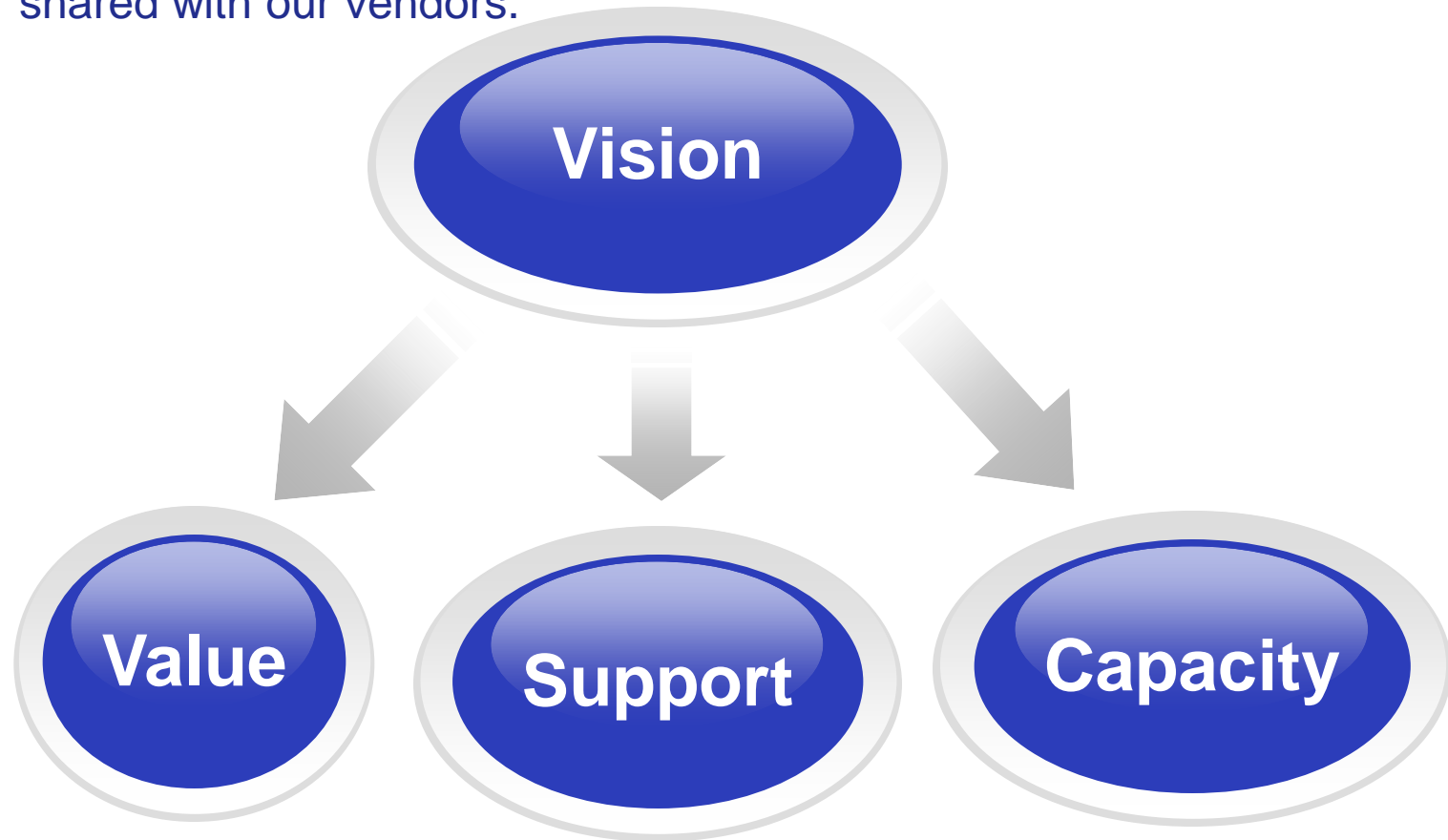
A ballot cannot be counted if it is marked or signed by the voters in such a way that it can be identified from other ballots. The entire ballot will be voided. If there are distinctly identifiable markings on one page of a multi-page ballot, all pages will be voided. (Election Code Sections 13204, 14287, 15154, 15208).

FOR MORE INFORMATION, VISIT OUR WEBSITE AT www.longbeach.gov

*** B | Long Beach *** BG3

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.



City of Long Beach Elections Model



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

We're Voting on TWO Ballots **7th District ONLY**

On Tuesday, June 8th, You Get to Vote on TWO Ballots..

2 Vote Tuesday
LIVING BEACH
June 8th, 2010

Cast 2 Ballots to make your Voice Heard!
www.2votebeach.com

Want your voice to be heard in the next election? You'll need to vote twice! Well, kind of...

FAQ:

Why do we have two ballots?
Tuesday, June 8th, 2010 is a concurrent election, when the city's election takes place on the same day as the Statewide Primary. The city ballot needs to be cast and counted separately from the county, because the City of Long Beach uses a different voting system than the county.

Should I have to vote in a different place for each election?
No. Each ballot is cast in the same voting place, and is used to vote for both city and county offices, so your vote is heard.

What does this mean to me?
In order to fully exercise your right to vote in the Statewide election, and as a City of Long Beach constituent, you will need to take both the city and county ballot, or if you vote by mail, make sure you have for a ballot from both the city and the county.

Vote-By-Mail Voters

2 Ballots - You must request two ballots: one from the City and one from the County.

2 Different Envelopes - Each ballot will have a corresponding envelope, be sure that the right ballot goes in the right envelope!



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?



NUCCI-STUDIO

<http://money.cnn.com/popups/2006/biz2/netflix/frameset.exclude.html>





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 or lesser cost.