Adopting Sample Ballot Design Elements

• Orange County adopted many of the main design elements

Before

After
Make it Work for Your Jurisdiction

• Input from community groups (advisory groups, language communities, etc)

• Allow groups “limited” review of preliminary design

• Considering cost vs benefit (per-page cost vs aesthetically pleasing)
Launch and learn (iterative design)

• Identify statutory language, verbiage, content, etc
• Identify “low-hanging fruit” and “desire paths”
• Analyze inbound voter calls—voter questions reflect effectiveness of design
• Debrief performance and establish objectives of subsequent design goals (“low-hanging fruit” for the next election)
• Iterate