Designing for Democracy
How to redesign your county voter information guide without going insane!

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Do not despair, CCD is there!

- Whitney, Nancy, and Drew have built a great foundation:
  - Templates
  - Colors
  - Instructions
  - Advice
  - Assistance
  - Partnership with LWV

- You can start small – covers, measure pages, instruction pages
Official Sample Ballot & Voter Information Pamphlet
Statewide General Election
Tuesday ★ November 4, 2014

Polls are open from 7 a.m. – 8 p.m.
This is your official COUNTY voter information guide. It includes a sample of
the ballot you will vote in this election.

Get this guide online at www.votescount.com

If you are voting at the polls, take this guide with you! You can mark your
choices on the sample ballot and use it to mark your official ballot.

If you are voting by mail, your ballot will be mailed separately.

The STATE will mail a separate guide with information on statewide
contests to each voter’s household in the state.

This guide also has information on:
- California’s “Top 2” Election law
- Voting by mail, voting early, and weekend voting
- Candidates and measures on your ballot
- Answers to common voter questions
- Information on Services for Voters with Specific Needs

Check the back cover to find out:
- Where to vote - your polling place may have changed
- How to vote-by-mail

Santa Cruz County Elections Department
T101 Ocean Street, Room 210, Santa Cruz
Open Monday—Friday, 8am to 5pm
www.votescount.com
info@votescount.com

BT #
Before and after measure

VOTER’S PAMPHLET
MEASURES, ANALYSES AND ARGUMENTS

LAKESIDA JOINT SCHOOL DISTRICT

A Shall 17 parcels located on Dairy Road and Jenner Springs Road be transferred from the Lakeview Joint Union School District (Lakeview) into the Loma Prieta Joint Union School District (LPUJD)? Transferring the designated attendance for elementary education (K-8) and the associated property tax revenue, refinancing, and repaying the principal, (C) bond obligations to remaining Lakeview parcel owners; retaining the $31.2 million in Loma Prieta parcel tax; and requiring an assessment of $19 million annually for the LPUJD parcel tax?

FULL TEXT OF BALLOT MEASURE A

Shall 17 parcels located on Dairy Road and Jenner Springs Road be transferred from the Lakeview Joint Union School District (Lakeview) into the Loma Prieta Joint Union School District (Loma Prieta) for the purpose of raising funds for the district’s operations and maintenance. The transfer shall take place on January 1, 2024. The parcel owners shall be required to pay the Loma Prieta Joint Union School District $19 million annually for the next 10 years, with any additional funds to be used for the district’s general operations and maintenance. The parcel owners shall also be required to pay the Loma Prieta Joint Union School District $3.1 million annually for the next 10 years, with any additional funds to be used for the district’s general operations and maintenance.

ARGUMENT AGAINST MEASURE A

Lakeview needs your help. For 120 years, Lakeview has been educating our children and is currently one of the top-ranked districts in the state. This is true even though the state has reduced funding for the last several years, requiring many cuts. This measure means more, it will transfer students and funding away from Lakeview, making it impossible to continue to educate our children.

First, this proposal will take the majority of children from the proposed territory of the Loma Prieta School District, leaving Lakeview with a smaller student body and fewer resources. This will have a significant impact on the quality of education provided to our children.

Second, the proposed territory of the Loma Prieta School District is not contiguous, making it difficult to provide a smooth transition for students.

Third, the proposed territory of the Loma Prieta School District does not have the same level of resources as the proposed territory of the Lakeview Joint Union School District, making it impossible to provide a quality education for our children.

Now is the time to vote ‘NO’ to this proposal.

EFFECTED PARCELS:

LOCAL BALLOT MEASURE Q

Cabrillo Community College bond measure

Ballot Question

Cabrillo College Technology, Job Training, Classroom Repair Measure. For repair/upgrade classrooms to better prepare students, workers for good jobs/university transfer by upgrading aging classrooms: technology, science labs, repairing outdated, deteriorating wiring, sewer lines, improving campus safety, hands-on applied accessibility, increasing water conservation/energy efficiency, and acquiring, constructing, repairing, sales/sales tax/property tax, shall Cabrillo Community College District issue $330,000,000 in bonds at legal rates, no general tax, no bond administration salaries/pensions, requiring independent audits, and all funds used locally?

What your vote means

Yes

- A "Yes" vote is to authorize the bonds to be issued and financed by ad valorem taxes levied on real property in the School District.

No

- A "No" vote is a vote against issuing the proposed bonds.

For and Against Measure Q

For

- Michael Watkins
  - Santa Cruz County Superintendent of Schools
- Robin McFarland
  - President, Cabrillo College Faculty Senate
- Blaine Brokaw
  - Past Member, Cabrillo College Bond Oversight Committee
- George Ow, Jr.
  - Our Family Properties
- Ricardo Espejo
  - Military Veteran, Cabrillo Student

Against

- Dr. Ray Kaupp
  - Responsible Educators Against Measure Q
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**What’s in this guide? ¿Que hay en esta guía?**

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**Formas de votar**

| 3 formas de votar, Cómo votar por correo, Cómo votar una boleta electoral de papel, Cómo votar una boleta electrónica, Cómo votar en una elección primaria, Votar con accesibilidad | 7 |

**What’s on the ballot for this election? ¿Que hay en la boleta electoral para estas elecciones?**

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First few pages of English instructions

Section of instructions in Spanish

Final section with information on candidates, measures, Sample Ballot
Great graphics get attention!

3 ways to vote

Vote by mail
Request a vote-by-mail ballot by November 1.
Return it by mail, deliver it to the Registrar of Voters office, or drop it off at any polling place on Election Day.
Vote-by-mail ballots must be postmarked or delivered to a polling place by November 8.
For more details, see page 3.

Vote early in person
You may vote early at two locations:
October 11 - November 8
701 Ocean St., Room 210, Santa Cruz
Monday – Friday 8am to 5pm
Watsonville City Clerk's Office
275 Main St., 4th Floor (6th floor of the parking garage)
Monday – Friday, 8am to 5pm
Both locations will also be open Saturday and Sunday, November 5 & 6, 9am to 5pm

Vote at the polls in person
Polls are open on Election Day:
November 8, 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.votescount.com
• Call the County Clerk's office at 831-454-2060
For more details, see page 4 and 5.

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. You can vote by mail for this election only, or for all future elections.

How to get your vote-by-mail ballot
You must request a vote-by-mail ballot by November 1.
You can:
• Request a ballot at www.votescount.com
• Use the application on the back of this booklet, and mail it or FAX it to 831-454-2445.
• Call 831-454-2060.
After you apply to vote by mail, you will receive your ballot within ten business days.
Overseas voters, military personnel and their dependents can get a vote-by-mail ballot by asking your commanding officer, or go to: www.votescount.com

How to return your vote-by-mail ballot
Mark your ballot. Then follow the instructions on the official envelope to sign and seal your ballot. You can:
• Mail your ballot, so that it is postmarked by Election Day, November 8.
• Hand deliver your ballot to the Santa Cruz County Clerk Elections or the Capitola, Santa Cruz, Scotts Valley or Watsonville City Clerk.
• Drop it off at one of the 24/7 drop boxes located at:
  • 731 Ocean Street, Santa Cruz, in front of the county building.
  • 212 Church Street, Santa Cruz, public parking lot
  • 1 Civic Center Drive, Scotts Valley City Hall parking lot
  • 420 Capitola Avenue, Capitola City Hall parking lot
  • 316 Rodriguez Street, Watsonville public parking lot
• Drop off your ballot on Election Day at any polling place in Santa Cruz County.
“How to” pages with images

How to vote with a paper ballot

At the polling place, you can choose to vote on a paper or touch screen ballot.

Mark your ballot
Draw a single line to connect the head and tail of the arrow that points to your choice.
Use only a blue or black ballpoint ink pen. Do not use red ink pens, Sharpies, markers or any other type of pen.

Do not sign your name on your ballot, write your initials, or write any other words or marks on your voted ballot.

To vote for a qualified write-in candidate, write their name on the blank line at the end of the list of candidates. Then connect the arrow pointing to that name.

A list of qualified write-in candidates is available at the polling place on Election Day. The list is posted on our website at www.elections.ca.us 13 days before the election.

Check your ballot carefully
If you make a mistake as a poll worker for a get a new ballot or follow the instructions in your ballot packet.

Don't vote for too many
Vote for the number allowed.
Always connect the arrow, even on a write-in vote.

Cast your ballot at the scanner
After you have marked your ballot, take it to the scanner and insert your ballot.

If you made a mistake, such as voting for too many candidates, the scanner will eject your ballot so you can correct it.

How to vote with an electronic ballot

At the polling place, you can choose to vote on a touch screen or paper ballot. With touch screen voting, all voters – including those with disabilities – can vote privately and independently.

1. Tell the poll worker you want to use the touch screen
   - The poll worker will give you a ticket.
   - Take it to the touch screen area.
   - When it's your turn, a poll worker will activate the screen so you can vote.

2. Mark your ballot
   - Touch the box next to your choice. A green check mark will appear.
   - To change your vote, touch that choice again. The green check mark will disappear.
   - To vote for a write-in candidate, touch the box that says WRITE-IN. A keyboard will pop up. Type the write-in candidate’s name, then touch OK.

3. Review your votes
   - Touch the screen to print and review a paper record of your votes.
   - If you want to make changes, you can start again.

4. Cast your vote
   - Touch the screen to cast your ballot.
   - Protect your vote. Do not leave the voting system until you see the green “Thank you” screen that says your vote has been recorded.
Getting better all the time!

- Sample ballot vs. practice ballot
- Layout sample ballot pages across two pages horizontally
- Building books from cover to cover
- Online accessibility
- Headers and footers are like teenagers
- Don’t run out of wine at home!
One phone call giving us praise!!

“I am giving feedback on your Sample Ballot and Voter Information Guide, it looks gorgeous! Good layout… fonts easier to read… no serifs… nice work!”

Make sure you check it twice!