Future of California Elections 2017
Achieving Greater Consistency in Californians’ Vote-by-Mail Experience

Design can make a difference

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How might vote-by-mail design encourage participation?

- Attractive
- Helpful
- Consistent
- Flexible and accessible
Would you be excited to see this in your mailbox?
Why aren’t ballot envelopes recognizable and inviting?

Kings County Washington

Los Angeles VSAP prototype
Comparison of errors: 2014 general to 2016 primary

**Comparison of Errors Caused by No Signatures in the 2014 General and 2016 PPP**

Pre-Cure: This represents a 42.10% improvement from 2014 to 2016.
Post-Cure: This represents a 53.36% improvement from 2014 to 2016.

Escambia County, FL

Showcase on our site: Counting more absentee ballots in Escambia County, Florida
Accessible remote ballot marking

How can we offer the same options for voting to everyone, including marking an accessible ballot at home?

Project on our site: Remote ballot marking systems
How might vote-by-mail design encourage participation?

Attractive
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Flexible and accessible
Get in touch!

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Thank you.