

Improving Your Election Website

Communicating Trusted Election Information

May 7, 2020

#TrustedInfo2020

Housekeeping

- Take notes using the **Participant Guide**
- **Captioned recordings** will be available
- Use the **chat panel** to say hello, chat with other attendees, participate in breakouts, and ask questions

Today's objectives

- Identify the top civic information people are looking for online
- Apply principles of plain language and design to your website
- Prioritize methods for building trust with your voters online

Today's agenda

- Introduction (5 minutes)
- Prioritizing key election information (15 minutes)
- Making election information usable (45 minutes)
- Building trust online (10 minutes)
- Q&A (10 minutes)
- Course survey (3 minutes)

How to address your community's needs

PRIORITIZING KEY ELECTION INFORMATION

What are voters' top 5 questions in a typical election?

Take 1 minute to write down your ideas, then we'll share what the research shows.

Top questions from voters

1. What is on the ballot?
2. How do I get an absentee ballot, and when is it due?
3. Where do I vote?
4. Who is in office now?
5. How do I register to vote?

Top question from non-voters

1. How do I participate in an election?

Let's experiment

What's it like to search for information on a county election website?

#1 What is on the ballot?



Volusia County Department of Elections

Lisa Lewis, Supervisor of Elections



Registered Voters as of 08/20/2018 (Includes Active and Inactive Voters)

Democrats	Republicans	NPA	Other	Total
135,535	137,696	117,812	2,956	393,999

[Register to Vote](#)

[Vote by Mail Request](#)

[Precinct Locator](#)

[Contact Us](#)

[Voter Status](#)

[Vote by Mail Status](#)

[Provisional Status](#)

[Translate](#)

[Avoid the Rush...](#)



[Order a Vote-by-Mail Ballot Today!](#)

[What is a Closed Primary Election?](#)



[Be Election Ready!](#)

[Register to Vote Florida.gov](#)

[Sample Ballot](#)

Primary Election
August 28, 2018 - Sample Ballot
Elección Primaria
28 de agosto 2018 - Papeleta de Muestra

[2018 Proposed Constitutional Amendments & Information](#)

[News & Updates](#)

[2018 Canvassing Board Information](#)



Volusia County Department of Elections

Lisa Lewis, Supervisor of Elections



Registered Voters as of 3/20/2018 (Includes Active and Inactive Voters)				
Democrats	Republicans	NPA	Other	Total
135,535	137,696	117,812	2,956	393,999

Register to Vote	Vote by Mail Request	Precinct Locator	Contact Us
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[Avoid the Rush...](#)



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[Sample Ballot](#)

Primary Election
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28 de agosto 2018 - Papeleta de Muestra

[2018 Proposed Constitutional Amendments & Information](#)

[News & Updates](#)

[2018 Canvassing Board Information](#)

#2 How do I get an absentee ballot, and when is it due?



Connect With Us



(435) 477-8300

[Departments](#) [Jobs](#) [Commission](#) [News](#) [Contact Us](#)

Election Information



VOTE AND THE CHOICE IS

YOURS

Don't vote ... and the choice is theirs. Register ... or you have no choice.

[CLICK HERE](#)

VIEW ELECTION RESULTS

FIND OUT THE
ELECTION DAY
RESULTS

AVAILABLE AFTER POLLS
CLOSE ON ELECTION DAY

[CLICK HERE](#)

FIND MY
POLLING PLACE

[CLICK HERE](#)



CLICK HERE FOR

ELECTION DAY
REQUIREMENTS



CLICK HERE FOR

VOTER
REGISTRATION



CLICK HERE FOR

EARLY VOTING
INFORMATION



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(435) 477-8300

Departments Jobs Commission News Contact Us

Election Information



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INFORMATION



Early Voting

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[Departments](#) [Jobs](#) [Commission](#) [News](#) [Contact Us](#)

CLICK HERE TO VIEW
**ELECTION DAY
REQUIREMENTS**

CLICK HERE TO VIEW
**VOTER
REGISTRATION**

CLICK HERE TO VIEW
**ABSENTEE
VOTING INFO**



Click the Locations Below to see the Dates and Times of Operation

Locations

Iron County Courthouse

68 S 100 E, Parowan Utah

Cedar City Council Chambers

12 N Main St, Cedar City Utah

Enoch City Offices

900 E Midvalley Rd, Enoch Utah

Dates

[view](#)

[view](#)

[view](#)

**#3 How do I register
to vote?**

CLERK'S OFFICE

Phone: 785-742-2581 Fax: 785-742-7705



Melissa Gormley
County Clerk

Deputy: Dawn Boyles
Clerk: Barb Grabhorn

Duties of the Office:

- Clerk to the Board of County Commissioners

Minutes

- 2000 Minutes
- 2004 Minutes
- 2000 Minutes
- 2006 Minutes
- 2007 Minutes
- 2008 Minutes
- 2009 Minutes
- 2010 Minutes
- 2011 Minutes
- 2012 Minutes
- 2013 Minutes
- 2014 Minutes
- 2015 Minutes
- 2016 Minutes
- 2017 Minutes
- 2018 Minutes

Election Info

- Viewing Locations
- Early Voting
- Sample Ballot
- Forms
 - Advance Ballot Application
 - Federal Post Card Application
 - voter Registration
 - Provisional Ballot Counting
- Ballots
- Election Results

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Election Info

- Voting Locations
- Early Voting
- Sample Ballot
- Forms
 - Adverse Ballot Application
 - Federal Post Card Application
 - Voter Registration
 - Provisional Ballot Counting
 - Notices
- Election Results



Minutes

- 2003 Minutes
- 2004 Minutes
- 2005 Minutes
- 2006 Minutes
- 2007 Minutes
- 2008 Minutes
- 2009 Minutes
- 2010 Minutes
- 2011 Minutes
- 2012 Minutes
- 2013 Minutes
- 2014 Minutes
- 2015 Minutes
- 2016 Minutes
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Election Info

- Voting Locations
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 - Advance Ballot Application
 - Federal Post Card Application
 - Voter Registration
- Provisional Ballot Counting
- Notices

Election Results



Recap

- Was it easy to find what you needed?
- Did the sites remind you of your own website?
- What suggestions do you have to improve the sites?

Putting plain language and plain design to work

MAKING ELECTION INFORMATION USABLE

Design → usability





MANCHESTER, NH

New Hampshire's Business Capital

[Home](#) | [Recreation](#) | [Business](#) | [Pay Online](#) | [Jobs](#) | [Meeting Agendas](#) | [City Calendars](#) | [Contact Us](#) | [Site Search](#)

[Home](#) - [Departments](#) - [City Clerk](#) - [Voter Registration and Elections](#)

Site Navigation

- + [Home](#)
- + [Leisure and Entertainment](#)
- + [City Calendars](#)
 - [Emergency Center](#)
- + [e-Services](#)
- + [Mayor and Aldermen](#)
- + [Transportation](#)
- + [Departmental Expenditures](#)
- [Departments](#)
 - + [Airport](#)
 - + [Assessors](#)
 - + [Cemeteries](#)
 - + [Central Fleet Management](#)
 - [City Clerk](#)
 - [Departmental Expenditures](#)
 - [City Clerk Announcements](#)
 - [City Clerk Calendar](#)
 - [City Clerk FAQ](#)
 - [Contact City Clerk](#)
 - [About Our Government](#)
 - [Access to Governmental Records](#)
 - [Street Discontinuences](#)
 - [Meeting Minutes and Agendas](#)
 - [Boards and Commissions](#)
 - + [City Charter](#)
 - + [Code of Ordinances](#)

[City Clerk Home](#)

[Marriage Licenses](#)

[Access to Governmental Records](#)

[Voter Registration & Elections](#)

[Vital Records & Genealogy](#)

[Licenses & Permits](#)

[Dog Licensing](#)

[Municipal Archives & Records](#)

[Contact City Clerk](#)

Voter Registration and Elections

The Office of the City Clerk conducts and preserves the integrity of all local, state and national elections held in Manchester, New Hampshire. The next scheduled local elections will feature the **State Primary Election on September 11, 2018** followed by the **State General Election on November 6, 2018**. The elections will be held between the hours of 6:00 a.m. and 7:00 p.m. across all twelve city wards.

To view all upcoming ballots view our [Sample Ballot page](#) to see your choices as the ballots become available.

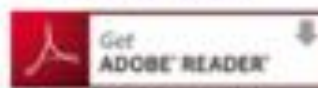
If you are unsure of the correct location for you to vote on Election Day, select the "Where do I vote?" option below.

Absentee Ballot applications for the upcoming elections can be printed using the link below and completed in the convenience of your home. As a registered Manchester voter, you may mail, e-mail (cityclerk@manchesternh.gov), fax, or hand deliver your completed application to the Office of the City Clerk, One City Hall Plaza, Manchester, NH 03101.

- * [Absentee Ballot Application - State Primary and/or General Elections \(9/11/18 & 11/6/18\)](#)

Related Links

- * [Election Schedules](#)
- * [How to Register](#)
- * [How to File for Office](#)
- * [Political Campaign Reporting](#)
- * [Political Committees](#)
- * [Other Election Sites](#)
- * [Ward Lines](#)
- * [Political Calendar](#)
- * [Sample Ballots](#)
- * [Election Results](#)
- * [Polling Locations](#)
- * [Where do I Vote?](#)



Voted

Residents

Elections

Emergencies

Environment

Health and medical

Human services

Libraries

Licenses, certificates
and permits

Property

Public safety and law

Recreation

Recycling and
hazardous waste

Transportation

Elections

Take part in our democracy

Voters

[Prepare to vote](#)

[Absentee voting](#)

[Election results](#)

[Election judge sign-up](#)

Candidates

[File for office](#)

[Campaign finance](#)

[Election results](#)

Clerks

[Clerk training materials](#)

[Election day forms](#)

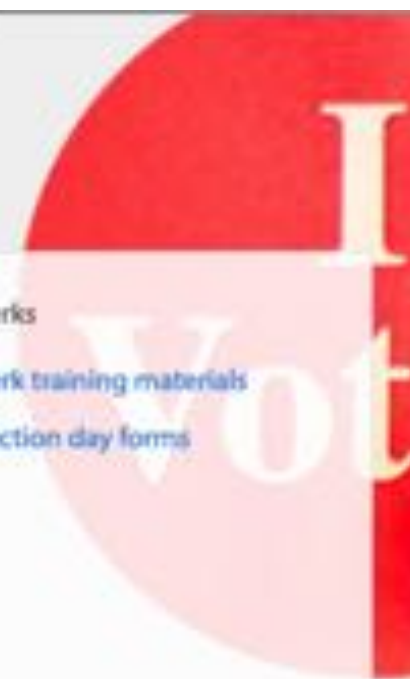
I
Voted

Voted

I
Voted

I
Voted

I
Voted





Where History and Progress Meet

HOME ABOUT CONTACT CAREERS   

TULSA COUNTY



I WANT TO...

GOVERNMENT

RESIDENTS

SERVICES



Prepare to Vote

[Oklahoma Voter Registration Form](#)

[Facts about Proof of Identity for Voting in Oklahoma](#)

[Voter Registration Locations in Tulsa County](#)

[Request to Cancel Voter Registration](#)

[Request to Cancel Registration of Deceased Voter](#)



Sample Ballots and Filings

Sample Ballots:

[February 13, 2018 - Sample Ballots](#)

Filings(Updates will be posted after 5:00 p.m.)

[Annual School Filings \(December 4-6, 2017\)](#)

[City of Sand Springs and the City of Skiatook Filings \(December 4-6, 2017\)](#)

[State Candidate Filing Information](#)



Precinct Information

Where Do I Vote?

[Precinct List - February 13 Election](#)

[Precinct Locator/Online Voter Tool](#)

[Precinct Maps](#)

[Employment Application for Precinct Officials](#)



Absentee Voting

To request an absentee ballot, please select one of the following links:

[Oklahoma State Election Board Absentee Voting \(for voters whose ballots are to be mailed to an address within the contiguous United States\)](#)

[Federal Voting Assistance Program \(MILITARY AND OVERSEAS VOTERS ONLY\)](#)



Election Results

[2017 Unofficial Election Results](#)

[2016 Election Results](#)

[Archived Election Results](#)



Elected Officials

[Elected Officials List](#)

[Tulsa County Elected Officials](#)



Important Dates and News

[2017 Election Schedule](#)

[2018 Election Schedule](#)

[Press Releases](#)



Helpful Links

[Oklahoma State Election Board website](#)

[Oklahoma State Election Board FAQ's](#)



Inyo County Elections

Kammi Foote, Registrar of Voters

[Your Representatives](#)

[Clerk-Recorder](#)

[Voter registration](#)

[Candidates/Voter File](#)

[Military/Overseas voting](#)

[What's new](#)



Election results



Next election: March 3, 2020



What's on the ballot



Register to vote



Update your voter registration



Where to vote



Inyo County Elections

Kammi Foote, Registrar of Voters

Your Representatives

Clerk-Recorder

Voter registration

Candidates/Voter File

Military/Overseas voting

What's new

Please note, as of March 17, the Inyo County Election's office is closed to all walk-in traffic, until the Covid-19 health emergency has been lifted.



Election results



Next election: November 3, 2020



What's on the ballot



Did you get my ballot?

What is plain design?

When you publish content using plain design, readers can quickly and easily find the information they need.

Plain design guidelines

- Include white space to make content manageable
- Use menus and headings effectively
- Use lists where appropriate
- Align content to the left of the page
- Use a sans serif font that is at least 12 point size
- Use strong contrast between text color and background

~~Beautiful & interesting~~ Plain & helpful



What is plain language?

Plain language is writing designed to ensure the reader understands as quickly, easily, and completely as possible.

Source: https://en.wikipedia.org/wiki/Plain_language

Why is plain language important?

- Reaches people with low literacy
- Increases accessibility
- Avoids misunderstandings
- Creates transparency
- Builds trust between you and the public

Before

If that oval is not marked,
your vote cannot be
counted for the candidate.

After

You must fill in the
oval for your vote to
count.

Simple word substitutions

Instead of:

Utilize

Assist

Implement

In the event of

Disclose

Verify

Try:

Use

Help

Start

If

Show

Make sure

Plain language guidelines

- Write in the positive
- Use active rather than passive voice
- Address the reader directly
- Use short words, short sentences, and short sections
- Use the words voters will be looking for, and avoid jargon

Let's practice writing in plain language

Take 3 minutes to improve the following text, then we'll share what we came up with.

If you are unable to locate your voter registration information but think you are registered to vote and you have not moved outside of your county of prior registration, you may be eligible to cast a provisional ballot during in-person absentee voting period at an appropriate early voting location or the county board of elections, or on Election Day at the correct polling place for your current address that may be counted.

Instead of:

If you are unable to locate your voter registration information but think you are registered to vote and you have not moved outside of your county of prior registration, you may be eligible to cast a provisional ballot during in person absentee voting period at an appropriate early voting location or the county board of elections, or on Election Day at the correct polling place for your current address that may be counted.

Try:

Please make sure your name and address for your voter registration are up-to-date.

If your information is not current, you may be asked to vote a [provisional ballot](#).

Contact our election office so we can help you create a smooth voting plan for the next election!

Why use plain design and plain language on your election website?

Make it easy for people to **find** information

Make it easy for people to **understand** information

New technical considerations

STEPS TO BOOST TRUST IN YOUR WEBSITE

Add HTTPS

<http://www.countyelections.org>

 <https://www.countyelections.org>



Adding Hypertext Transfer Protocol Secure (**HTTPS**) protects visitors to your website.

Get started with HTTPS

- Partner with your county IT or website vendor
- Obtain security certificate for about \$100 per year
- Visit <https://https.cio.gov/> for more information

Move to .gov domain

 <https://www.countyelections.org>

 <https://www.countyelections.gov>



Moving to .gov helps your website visitors identify your site as official and trusted.

Get started with .gov domain

- Partner with your county IT or website vendor
- Complete required domain registration documents
- Obtain domain registration for \$400 per year
- Visit <https://home.dotgov.gov/> for more information

Test mobile friendliness



Get started with mobile friendliness

- Test on mobile devices
- Partner with your county IT or website vendor
- Visit <https://search.google.com/test/mobile-friendly> for more information

Putting it all together

6 TIPS FOR IMPROVING YOUR ELECTION WEBSITE

Simplify

	 <p style="text-align: center;">Town of Bethlehem Connecticut</p>	
OTHER TOWN OFFICES/SERVICES	Household Hazardous Waste & Paint Collection - 04/27/2019 Woodbury Middle School	
AGENDAS & MINUTES	2017-2018 Annual Report for Bethlehem (Search for Bethlehem in the "Entity" Search Field)	
	2019 - 2020 Agreement between Region 14 Board of Education & Nonnewaug Education Association	
	Free Electronics Recycling for Bethlehem Residents	Mill Rate for Fiscal Year: 07/01/17 - 06/30/18
BIDS	Town Offices and Boards Click for 2019 Schedule of Meetings	
JOB OPENINGS		Application for Employment Municipal Housing Rehabilitation Program
SENIOR CITIZENS	Board of Selectmen Leonard Assard - First Selectman lassard@bethlehemct.org	
BETHLEHEM POST OFFICE	David Deakin - Selectman ddeakin@bethlehemct.org	
BUSINESSES OF BETHLEHEM	David Butkus Jr. - Selectman dbutkus@bethlehemct.org	
COMMUNITY LINKS	Meetings: First Tuesday - 7:00 PM - Library Third Tuesday - 7:00 PM - Town Hall	
GENERAL INFORMATION	<p>The Town of Bethlehem operates under the Selectman-Board of Finance-Town Meeting form of government. The Selectmen have limited legislative powers: They convene the town meeting and assist in drafting ordinances which the town meeting adopts; they are the principal administrative officials of the town; they are responsible for the building and maintenance of roads; they keep the town's financial records; they are responsible for the administration of the town welfare services; and they appoint people to administrative boards and commissions. The duties and responsibilities of the Selectmen are varied and wide-ranging. While most of the day-to-day work is done through managers who report to the First Selectman, policy and procedural matters are handled by the board, sitting in public meetings (generally held the first and third Tuesday evenings of each month). The meetings start at 7:00 PM, and always include time during which concerns of the public may be voiced.</p>	
CONSERVATION COMMISSION	Selectman's Office	

Let your menu do the work

JOHNSON COUNTY
KANSAS

Election Office
Ronnie Metsker, Election Commissioner

2101 East Kansas City Road
Olathe, Kansas 66061

Phone: (913) 715-6800
Fax: (913) 791-1753
election@jocoelection.org

Home | Elected Officials | Voter Information | Become a Candidate | Election Workers | Election Info | Election History

Cut redundant content

The image shows a screenshot of a website for Cache County Elections. On the left is a navigation menu with items: Clerk's Office, Elections, Home, Elected Officials, Candidate Filings, Candidate Information, Drop Off Locations, Elected Officials & Precinct Guide, Election Results, Fee Schedule, and Instructions for By Mail Voters. The main content area has a header for 'Elections' and a section titled 'On Election Day Voter Assistance Centers Will be located at:' followed by a list of locations. Below this is a red navigation bar with three buttons: 'Voter Registration', 'Candidate Information', and 'Candidate Filings'. A large white box with a red border contains the text 'NOTICE OF CACHE COUNTY 2018 PRIMARY ELECTION AUDIT'. Two blue arrows originate from the 'Candidate Information' button in the red bar: one points to the 'Candidate Information' menu item in the left sidebar, and the other points to the 'Candidate Information' button in the red bar itself. This indicates that the content in the white box is redundant with the 'Candidate Information' page.

Clerk / Auditor
Jill N. Zollinger, Clerk / Auditor

Elections

On Election Day Voter Assistance Centers Will be located at:

- Cache County Administration Bldg, 179 North Main, Logansport
- Nibley City Offices, 455 West 3200 South, Nibley
- Smithfield City Offices, 96 South Main, Smithfield (Moved from Smithfield Civic Center)

Voter Registration | Candidate Information | Candidate Filings

**NOTICE
OF
CACHE COUNTY
2018 PRIMARY
ELECTION AUDIT**

Use clear terminology



The image shows a screenshot of a website for Johnson County elections. At the top left is a cartoon pink panther. To its right is the word "VOTE" in large pink letters, with the letter "O" containing an American flag and a checkmark. Below "VOTE" is "Johnson County" in pink. To the right of this is the text "Election Information for".

A dark grey navigation bar contains five items: "Home", "General Elections", "Consolidated Elections", "Election Night Returns", and "Contact". The three middle items are circled in red.

Below the navigation bar is a "Welcome" section. It features a profile picture of a group of people, the name "Johnson County Clerk/Recorder", and the text "1 week ago". Below this is a paragraph: "Election Judges, Workers and Polling Places your check will be mailed out Wednesday (tomorrow) unless you call that you are picking up. Student Election Judges I have money for you!!! Please Share this post!! call 658-3611."

On the right side, there is a "County" section with the text: "Robin Ha", "Johnson", "Election A", "Illinois Co", and "2009".

Answer voters' top questions

The image shows a screenshot of the Minneapolis website 'YourCity. YourVote.' with a navigation menu and a 'Voters' page header. A blue arrow points from the 'Voters' dropdown menu to the 'Voters' page header, which features a large question mark.

MINNEAPOLIS
YourCity. YourVote. Next City-

Voters Candidates Election Judges Outreach & Education Results Data & Resources Ranke

Voter Registration
Register on Election Day
Tenant Notification of Voter Registration
Where to Vote
Vote Early (Absentee)
Vote by Mail

Voter Assistance and Resources
Pledge to Vote
What's on the Ballot?
Voting Equipment

[Home](#) > Voters

Voters

FROM QUICK, SIMPLE ANSWERS TO DETAILED INFORMATION

The next city-wide election in Minneapolis is scheduled for Tuesday, Nov. 7, 2017. This will be for city offices, and will use [ranked-choice voting](#).

Boost trust

 **https**

.gov

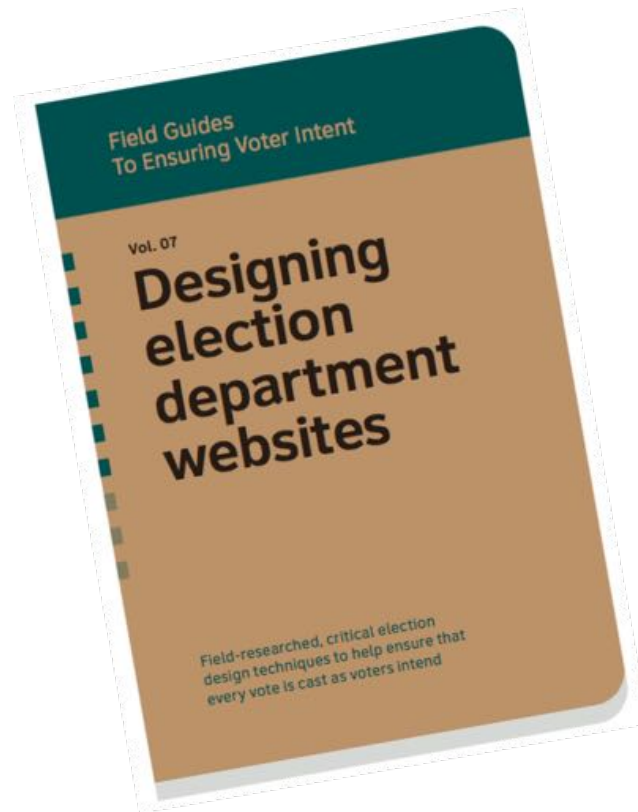


Additional support to improve your election website

ELECTION WEBSITE RESOURCES



Center for Civic Design field guide



 <https://civicdesign.org/fieldguides/>

Build your own site using our template



 <https://electiontools.org/tool/election-website-template>

Usability testing kit



Usability testing kit

A collection of guidelines and templates to help you check the usability of election materials



 <https://electiontools.org/tool/usability-testing-kit>

DISCUSSION



CENTER FOR
TECH AND
CIVIC LIFE

Discussion questions

- What resonated with you from today's course? Any "ah-ha" moments?
- What are your next steps?

Discussion questions

- What questions do you have about what we covered today?
- What questions do you have about what we didn't cover today?

We've covered a lot of ground

WRAPPING UP

Today's objectives

- Identify the top civic information people are looking for online
- Apply principles of plain language and design to your website
- Prioritize methods for building trust with your voters online

Communicating Trusted Election Information

Accessible Communications for Election Offices

Tuesday, May 12th | 2pm EST

Social Media for Voter Engagement

Thursday, May 14th | 2pm EST

Later this summer...

Combating Election Misinformation

Thursday, July 30th | 2pm EST

techandciviclifef.org/course/trusted-info/

Free COVID-19 Webinars for Election Officials

- May 19 – June 30
- 2 webinars per week (except June 2)
- 60 minutes each, with plenty of time for Q&A
- Sessions are stand-alone: register for what's useful to you
- We'll post the captioned recordings and slides after each webinar

techandciviclelife.org/covid-19-webinars/

What was your experience with today's course?

- A brief survey is linked in the chat box.
- Please complete the survey now to provide feedback and improve the course for future participants.

Thank you!

Email: hello@techandcivicle.org

Twitter: [@HelloCTCL](https://twitter.com/HelloCTCL)

Website: www.techandcivicle.org

[#TrustedInfo2020](https://twitter.com/HelloCTCL)