Hart Ballot Design Guide*

updated Summer 2010, V.1.1

*** For counties using pre-Summer 2010 Hart templates**

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Hart InterCivic

Washington State Hart Counties

Washington Secretary of State
Elections Division

HAVA

Washington
Secretary of State

Introduction

Welcome to the Hart ballot design guide for counties using pre-Summer 2010 templates!

Over the 2009 election cycle, Hart counties began experimenting with images for ballot instructions & other informational pieces on the ballot. While some counties had already been using images, the flexibility of designing outside of BOSS, the wealth of ballot design research & best practices, as well as a dedicated Design for Democracy fellow to assist in the creation of these images, inspired many counties to try using images.

In early 2010, Hart approached the OSOS about a partnership: creation of new templates by Hart, & creation of an image library by the OSOS. 12 Hart counties paid for the new Hart templates. These counties received a unique "Hart Ballot Design Guide," that addressed both use of the new templates & the image library.

Because the image library has been created by the OSOS, it may be distributed to all Hart Counties for use on pre-Summer 2010 templates. To assist you in selecting your images, a specific Hart Ballot Design Guide has been created to provide visual examples of instruction images with corresponding filenames, as well as basic ballot design best practices information.

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* **Washington Secretary of State** refers specifically to the Design for Democracy fellow working in the office of the Secretary of State & consulting with Policy, Certification & Training & Voter Education / Outreach teams. From this point forward, it will be abbreviated to "OSOS."

* **Existing ballot design & election design research** refers to multiple reports, books & usability studies concerning ballot design & plain language. No, this stuff is not made up.

Instruction images 1

The new image collection represents collaboration among vendor, design professional, OSOS, county & elections official.

These images have been carefully planned & executed. Each phrase & graphic is usability-tested in either other jurisdictions or here in Washington. These images were also carefully reviewed by Hart counties.

These images represent a streamlined, with options, approach. While your county will feature graphics & language similar to other Hart counties, you will be able to select for your ballot situation & for how you handle "write-ins."

How to use the instruction image library

The next several pages show visual examples of all instruction images.

1. ***Peruse the images:*** Scan the next several pages to locate the image you would like to use. They may all look the same; the differences are in the details.

   They are first categorized for use with 2 or 3 / 4 column ballots (3 & 4 column ballots have the same width of columns).

   Next, by how "write-in" is handled.

   Finally, there are images for when you have no races below the instructions & images for when you have races below the instructions.

2. ***Select your image:*** When you decide on an image you would like to use, note the filename that is in bold type.

➔ **Visit section 3** for design best practices concerning "write-ins" & placing races below the instructions.

Image list

2-column

Condensed

"or write-in"
"write-in"
blank "write-in"

Condensed, race below instructions

"or write-in"
"write-in"
blank "write-in"

Condensed, race below instructions, 1 image only

"or write-in"
"write-in"
blank "write-in"

Special elections

regular
regular, race below instructions
condensed
condensed, race below instructions

3-column (also used for 4-column ballots)

Condensed

"or write-in"
"write-in"
blank "write-in"

Condensed, race below instructions

"or write-in"
"write-in"
blank "write-in"

Condensed, race below instructions, 1 image only

"or write-in"
"write-in"
blank "write-in"

Special elections

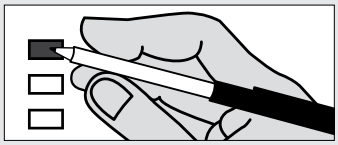
regular
regular, race below instructions
condensed
condensed, race below instructions

2 column
condensed
"or write-in"

2col_7.bmp

Instructions

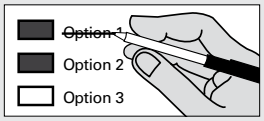
How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

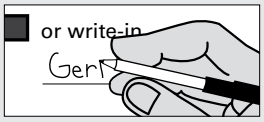
If you make a mistake



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in



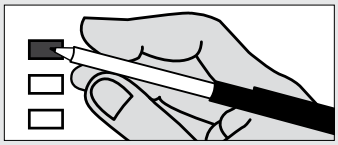
To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the line.

2 column
condensed
"write-in"

2col_8.bmp

Instructions

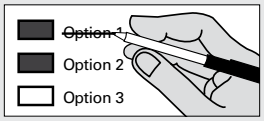
How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

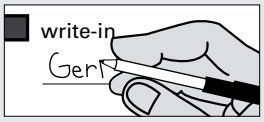
If you make a mistake



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in



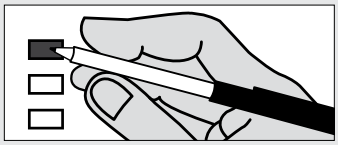
To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the line.

2 column
condensed
blank “write-in”

2col_9.bmp

Instructions

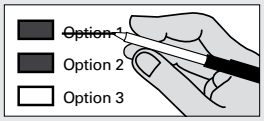
How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

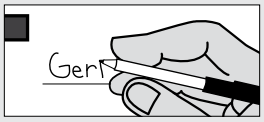
If you make a mistake



Draw a line through the entire measure response or candidate’s name.

Then you may make another choice.

Optional write-in



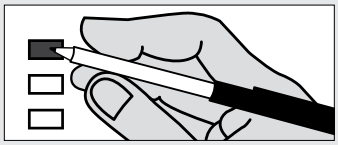
To vote for a candidate not listed for that race, fill in the box to the left of the line and print the name of the candidate.

2 column
condensed
"or write-in"
race below instructions

2col_10.bmp

Instructions

How to vote



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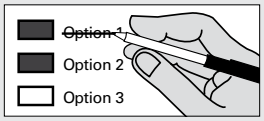
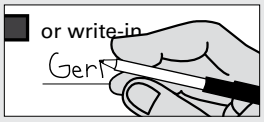
If you make a mistake



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the line.

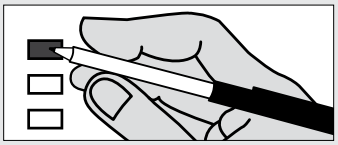
Start voting here

2 column
condensed
"write-in"
race below instructions

2col_11.bmp

Instructions

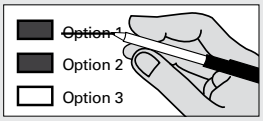
How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

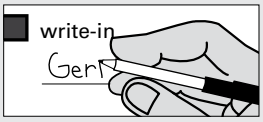
If you make a mistake



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the line.

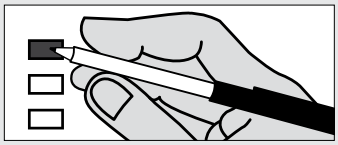
Start voting here

2 column
condensed
Blank “write-in”
race below instructions

2col_12.bmp

Instructions

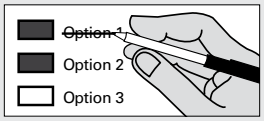
How to vote



Completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

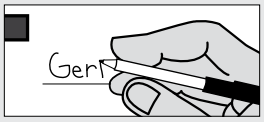
If you make a mistake



Draw a line through the entire measure response or candidate’s name.

Then you may make another choice.

Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of the line and print the name of the candidate.

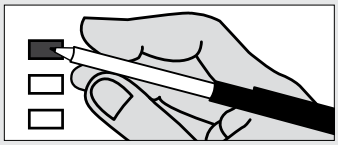
Start voting here

2 column
condensed
"or write-in"
race below instructions
1 image only

2col_13.bmp

Instructions

How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

If you make a mistake

Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in

To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the line.

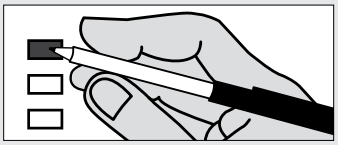
Start voting here

2 column
condensed
"write-in"
race below instructions
1 image only

2col_14.bmp

Instructions

How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

If you make a mistake

Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in

To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the line.

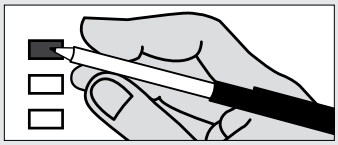
Start voting here

2 column
condensed
blank “write-in”
race below instructions
1 image only

2col_15.bmp

Instructions

How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

If you make a mistake

Draw a line through the entire measure response or candidate’s name.

Then you may make another choice.

Optional write-in

To vote for a candidate not listed for that race, fill in the box to the left of the dashed line and print the name of the candidate.

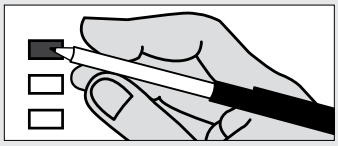
Start voting here

3 & 4 column
condensed
"or write-in"

3col_7.bmp

Instructions

How to vote



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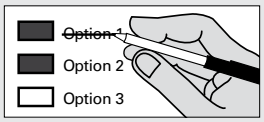
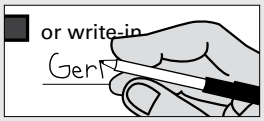
If you make a mistake



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in



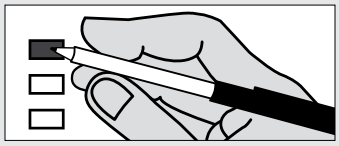
To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the line.

3 & 4 column
condensed
"write-in"

3col_8.bmp

Instructions

How to vote



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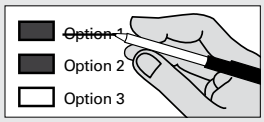
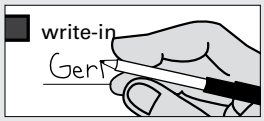


Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in



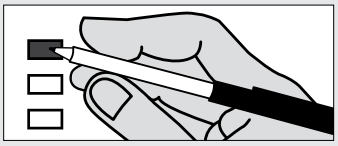
To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the line.

3 & 4 column
condensed
blank "write-in"

3col_9.bmp

Instructions

How to vote



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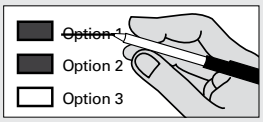
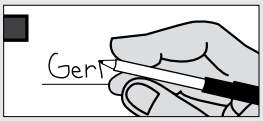


Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in



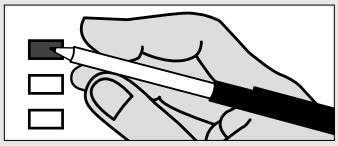
To vote for a candidate not listed for that race, fill in the box to the left of the line and print the name of the candidate.

3 & 4 column
condensed
"or write-in"
race below instructions

3col_10.bmp

Instructions

How to vote



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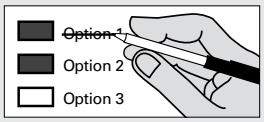
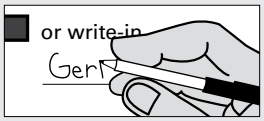


Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the line.

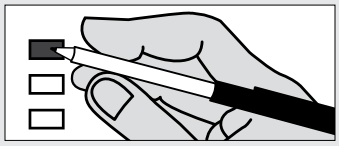
Start voting here

3 & 4 column
condensed
"write-in"
race below instructions

3col_11.bmp

Instructions

How to vote



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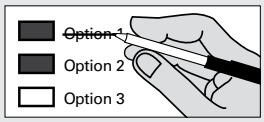

Draw a line through the entire measure response or candidate's name.

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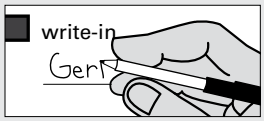
Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the line.

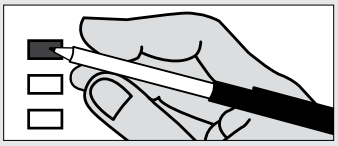
Start voting here

3 & 4 column
condensed
blank "write-in"
race below instructions

3col_12.bmp

Instructions

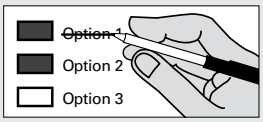
How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

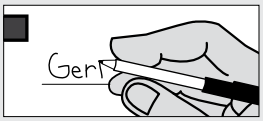
If you make a mistake



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of the line and print the name of the candidate.

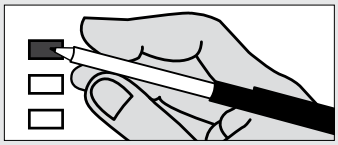
Start voting here

3 & 4 column
condensed
"or write-in"
race below instructions
1 image only

3col_13.bmp

Instructions

How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

If you make a mistake

Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in

To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the line.

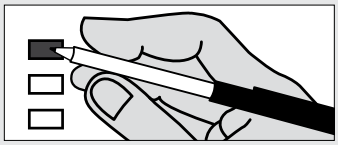
Start voting here

3 & 4 column
condensed
"write-in"
race below instructions
1 image only

3col_14.bmp

Instructions

How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

If you make a mistake

Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in

To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the line.

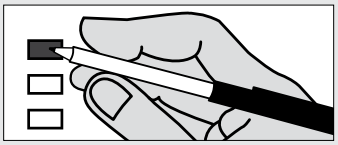
Start voting here

3 & 4 column
condensed
blank "write-in"
race below instructions
1 image only

3col_15.bmp

Instructions

How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

If you make a mistake

Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in

To vote for a candidate not listed for that race, fill in the box to the left of the line and print the name of the candidate.

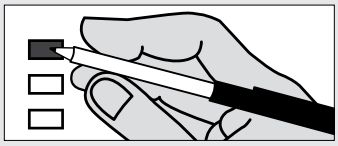
Start voting here

special elections
2 column
condensed

se_2col_3.bmp

Instructions

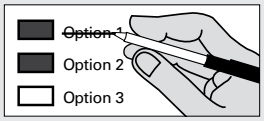
How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

If you make a mistake



Draw a line through the entire measure response or candidate's name.

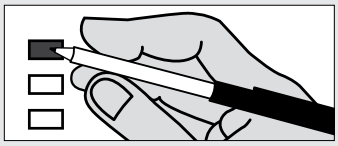
Then you may make another choice.

special elections
2 column
condensed
race below instructions

se_2col_4.bmp

Instructions

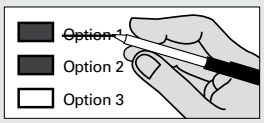
How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race.If you vote for more than one, no votes will be counted for that race.

If you make a mistake



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

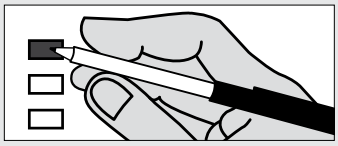
Start voting here

special elections
3 & 4 column
condensed

se_3col_3.bmp

Instructions

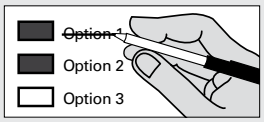
How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

If you make a mistake



Draw a line through the entire measure response or candidate's name.

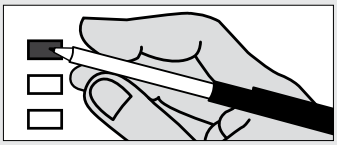
Then you may make another choice.

special elections
3 & 4 column
condensed
race below instructions

se_3col_4.bmp

Instructions

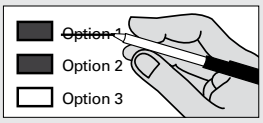
How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

If you make a mistake



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Start voting here

Miscellaneous images 2

Miscellaneous images refer to section dividers (Federal, Measures, State, Judicial, etc.), the "READ" statement, PCO statement & other optional wayfinding messages.

These miscellaneous images have been created to maintain design consistency.

Use of these pre-made images is optional; you may decide to use the tools Hart has built in to BOSS, or to create your own.

How to use the miscellaneous image library

The next several pages show visual examples of all miscellaneous images.

1. ***Peruse the section divider sets:*** Two section divider sets have been created for optional use.
2. ***Peruse the other images:*** Other images, such as the "READ" statement, have also been created for use on your ballot.
2. ***Select your image:*** When you decide on a set or image you would like to use, note the folder / filename that is in bold type.

Visit section 3 for design best practices concerning section dividers, "vote for one" & partisan / non-partisan.

2 column
section dividers
set 1

Folder: 2 Column Set 1

State Measure

State Measures

State Initiative

State Initiatives

State Referendum

State Referenda

Measure

Measures

Initiative

Initiatives

Referendum

Referenda

Proposed by Initiative Petition

Proposed to the People by the Legislature:
Amendment to the State Constitution

County Measure

County Measures

County Initiative

County Initiatives

County Referendum

County Referenda

Partisan Office

Partisan Offices

Non-Partisan Office

Non-Partisan Offices

2 column
section dividers
set 1 (continued)

Folder: 2 Column Set 1

Federal

Federal Office

Federal Offices

Federal Issues & Offices

Congressional

Congressional Office

Congressional Offices

State

State Office

State Offices

State Issues & Offices

County

County Issue

County Issues

County Issues & Offices

Local

Local Issue

Local Issues

Local Issues & Offices

County Office

County Offices

Local Office

Local Offices

2 column
section dividers
set 1 (continued)

Folder: 2 Column Set 1

Hospital District

Hospital Districts

Fire District

Fire Districts

Fire Protection District

Fire Protection Districts

Cemetary District

Cemetary Districts

School District

School Districts

Sewer District

Sewer Districts

Water District

Water Districts

Port

Parks & Recreation District

Parks & Recreation Districts

Judicial

Judicial Office

Judicial Offices

Election of
Political Party Precinct Committee Officer

Election of **Political Party Precinct Committee Officer**

2 column
section dividers
set 2

Folder: 2 Column Set 2

Federal: Partisan Offices

Federal: Partisan Office

Federal: Non-Partisan Offices

Federal: Non-Partisan Office

State: Partisan Offices

State: Partisan Office

State: Non-Partisan Offices

State: Non-Partisan Office

County: Partisan Offices

County: Partisan Office

County: Non-Partisan Offices

County: Non-Partisan Office

Judicial: Non-Partisan Offices

Judicial: Non-Partisan Office

2 column
other images

Folder: 2 Column Other

Start voting here

Continue voting next side

Continue voting next page

READ: Each candidate for partisan office may state a political party that he or she prefers. A candidate's preference does not imply that the candidate is nominated or endorsed by the party, or that the party approves of or associates with that candidate.

Precinct Committee Officer is a position in each major political party.

For this office only:

If you consider yourself a Democrat or Republican, you may vote for a candidate of that party.

Precinct Committee Officer is a position in each major political party.

For this office only: If you consider yourself a Democrat or Republican, you may vote for a candidate of that party.

3 & 4 column
section dividers
set 1

Folder: 3 Column Set 1

State Measure	**County Measure**	**Federal**
State Measures	**County Measures**	**Federal Office**
State Initiative	**County Initiative**	**Federal Offices**
State Initiatives	**County Initiatives**	**Federal Issues & Offices**
State Referendum	**County Referendum**	
State Referenda	**County Referenda**	**Congressional**
Measure		**Congressional Office**
Measures	Partisan Office	**Congressional Offices**
Initiative	Partisan Offices	
Initiatives	Non-Partisan Office	**State**
Referendum	Non-Partisan Offices	**State Office**
Referenda		**State Offices**
Proposed by Initiative Petition	Proposed to the People by the Legislature: **Amendment to the State Constitution**	**State Issues & Offices**

3 & 4 column
section dividers
set 1 (continued)

Folder: 3 Column Set 1

County

County Issue

County Issues

County Issues & Offices

Local

Local Issue

Local Issues

Local Issues & Offices

County Office

County Offices

Local Office

Local Offices

Hospital District

Hospital Districts

Fire District

Fire Districts

Fire Protection District

Fire Protection Districts

Cemetary District

Cemetary Districts

School District

School Districts

Sewer District

Sewer Districts

Water District

Water Districts

Port

Parks & Recreation District

Parks & Recreation Districts

Judicial

Judicial Office

Judicial Offices

Election of
Political Party Precinct Committee Officer

3 & 4 column
section dividers
set 2

Folder: 3 Column Set 2

Federal: Partisan Offices

Federal: Partisan Office

Federal: Non-Partisan Offices

Federal: Non-Partisan Office

County: Partisan Offices

County: Partisan Office

County: Non-Partisan Offices

County: Non-Partisan Office

State: Partisan Offices

State: Partisan Office

State: Non-Partisan Offices

State: Non-Partisan Office

Judicial: Non-Partisan Offices

Judicial: Non-Partisan Office

3 & 4 column
other images

Folder: 3 Column Other

Start voting here

Continue voting next side

Continue voting next page

READ: Each candidate for partisan office may state a political party that he or she prefers. A candidate's preference does not imply that the candidate is nominated or endorsed by the party, or that the party approves of or associates with that candidate.

Precinct Committee Officer is a position in each major political party.

For this office only:

If you consider yourself a Democrat or Republican, you may vote for a candidate of that party.

Precinct Committee Officer is a position in each major political party.

For this office only: If you consider yourself a Democrat or Republican, you may vote for a candidate of that party.

3 Ballot design best practices

Development of ballot design best practices started as far back as 2005, & were released as part of the 2007 EAC report.

The followig best practices feature information from the 2007 EAC report & numerous other entities, including: Design for Democracy, The Brennan Center & NIST.

Since the OSOS began to focus on ballot design, the existing ballot design research has been supplemented by county information & specific Washington state usability studies.

The amount of ballot design best practices available to us is actually quite large.
For this first Design Guide release, we have included basic information to be aware of.

About write-ins

The verbiage of the "write-in" area is at your discretion. Your instruction image must match how you program your "write-ins" on the ballot.

The "triple threat"

Existing research recommends the "triple threat" for handling "write-ins:"

- Use the word optional in the instructions (as featured in the new instruction images)
- In the race, use a dashed line (as featured in the new Hart templates)
- In the race, use the phrase "or write-in"

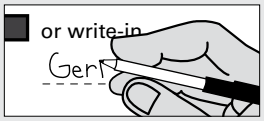
"Or write-in," "write-in" or blank?

The choice is yours. If you have a race on the ballot with no filed candidates, you will have to program "write-in" for all your races (because there is no "or," a "write-in" is the only option for that one race).

If your voters abuse the "write-in" area, you may believe that having no verbiage next to the target area will work to combat silly names like Mickey Mouse or Donald Duck. While there has been no formal usability on this, it is at your discretion.

About write-ins (continued)

Optional write-in

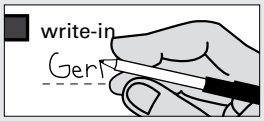


To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the dashed line.

"or write-in" (the "triple threat")

- Uses the word optional in the instructions
- Uses a dashed line
- "or write-in" next to target area

Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the dashed line.

"write-in"

- Uses the word optional in the instructions
- Uses a dashed line
- "write-in" next to target area

Optional write-in

To vote for a candidate not listed for that race, fill in the box to the left of the dashed line and print the name of the candidate.

Blank "write-in"

- Uses the word optional in the instructions
- Uses a dashed line
- No verbiage next to target area

Placing races below instructions

Research recommends: place instructions in the left column & begin races in the second column

Existing research advises to embed instructions in the ballot (as opposed to running them horizontally above vertically placed contests in columns) to support greater voting focus & autonomy for voters.

It also strongly advises against placing races below the instructions.
Test voters often overlooked races located immediately beneath vertical instructions.

When possible, designate the first column for instructions & begin races in the second column.

Design matters when a race is placed below instructions

While a solid conclusion cannot be drawn, it is speculated that design was the reason & specifically the placement of I-1033 below instructions, that caused a large undervote for that race on King County's 2009 General Election ballot.

How could design have caused an undervote for King County's ballot? There are a few design hypotheses, among them: the use of bold shading (100% black & 90% black) alternating throughout the instructions. Many voters do not refer to instructions before voting, rather, when they encounter a problem during voting, they return to the instructions for guidance.

Of the tools in our design arsenal, 100% black & dark tints of black, contrasted with white, is one of our strongest tools for attracting attention. King County used this tool to attract voters to the different areas of the overall instructions, but after the split-second spent by voters to identify that they were instructions, voters may have jumped into their ballot, neglecting the more subtle shading used to begin the ballot, above I-1033.

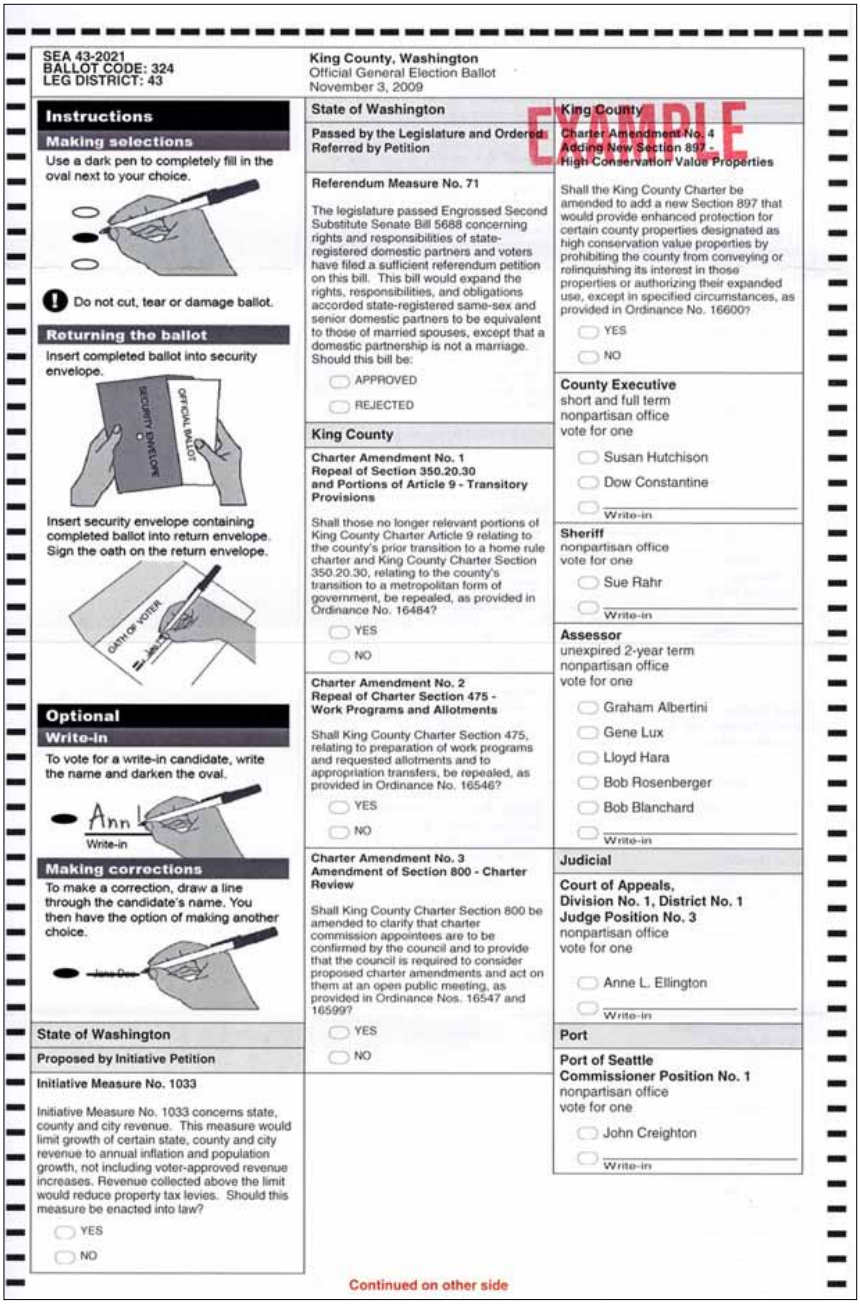
Placing races below instructions (continued)

2009 General Election ballot, King County

When you glance at this ballot, what do you see first?

Then what do you see?

Do you see the race below the instructions?



SEA 43-2021
BALLOT CODE: 324
LEG DISTRICT: 43

King County, Washington
Official General Election Ballot
November 3, 2009

EXAMPLE

Instructions

Making selections

Use a dark pen to completely fill in the oval next to your choice.

Do not cut, tear or damage ballot.

Returning the ballot

Insert completed ballot into security envelope.

SECURITY ENVELOPE
OFFICIAL BALLOT

Insert security envelope containing completed ballot into return envelope. Sign the oath on the return envelope.

OATH OF VOTER

Optional

Write-in

To vote for a write-in candidate, write the name and darken the oval.

Ann
Write-in

Making corrections

To make a correction, draw a line through the candidate's name. You then have the option of making another choice.

Jane Doe

State of Washington

Proposed by Initiative Petition

Initiative Measure No. 1033

Initiative Measure No. 1033 concerns state, county and city revenue. This measure would limit growth of certain state, county and city revenue to annual inflation and population growth, not including voter-approved revenue increases. Revenue collected above the limit would reduce property tax levies. Should this measure be enacted into law?

YES
NO

State of Washington

Passed by the Legislature and Ordered Referred by Petition

Referendum Measure No. 71

The legislature passed Engrossed Second Substitute Senate Bill 5688 concerning rights and responsibilities of state-registered domestic partners and voters have filed a sufficient referendum petition on this bill. This bill would expand the rights, responsibilities, and obligations accorded state-registered same-sex and senior domestic partners to be equivalent to those of married spouses, except that a domestic partnership is not a marriage. Should this bill be:

APPROVED
REJECTED

King County

Charter Amendment No. 1
Repeal of Section 350.20.30 and Portions of Article 9 - Transitory Provisions

Shall those no longer relevant portions of King County Charter Article 9 relating to the county's prior transition to a home rule charter and King County Charter Section 350.20.30, relating to the county's transition to a metropolitan form of government, be repealed, as provided in Ordinance No. 16484?

YES
NO

Charter Amendment No. 2
Repeal of Charter Section 475 - Work Programs and Allotments

Shall King County Charter Section 475, relating to preparation of work programs and requested allotments and to appropriation transfers, be repealed, as provided in Ordinance No. 16546?

YES
NO

Charter Amendment No. 3
Amendment of Section 800 - Charter Review

Shall King County Charter Section 800 be amended to clarify that charter commission appointees are to be confirmed by the council and to provide that the council is required to consider proposed charter amendments and act on them at an open public meeting, as provided in Ordinance Nos. 16547 and 16599?

YES
NO

King County

Charter Amendment No. 4
Adding New Section 897 - High Conservation Value Properties

Shall the King County Charter be amended to add a new Section 897 that would provide enhanced protection for certain county properties designated as high conservation value properties by prohibiting the county from conveying or relinquishing its interest in those properties or authorizing their expanded use, except in specified circumstances, as provided in Ordinance No. 16600?

YES
NO

County Executive
short and full term
nonpartisan office
vote for one

Susan Hutchison
Dow Constantine
Write-in

Sheriff
nonpartisan office
vote for one

Sue Rahr
Write-in

Assessor
unexpired 2-year term
nonpartisan office
vote for one

Graham Albertini
Gene Lux
Lloyd Hara
Bob Rosenberger
Bob Blanchard
Write-in

Judicial

Court of Appeals, Division No. 1, District No. 1
Judge Position No. 3
nonpartisan office
vote for one

Anne L. Ellington
Write-in

Port

Port of Seattle
Commissioner Position No. 1
nonpartisan office
vote for one

John Creighton
Write-in

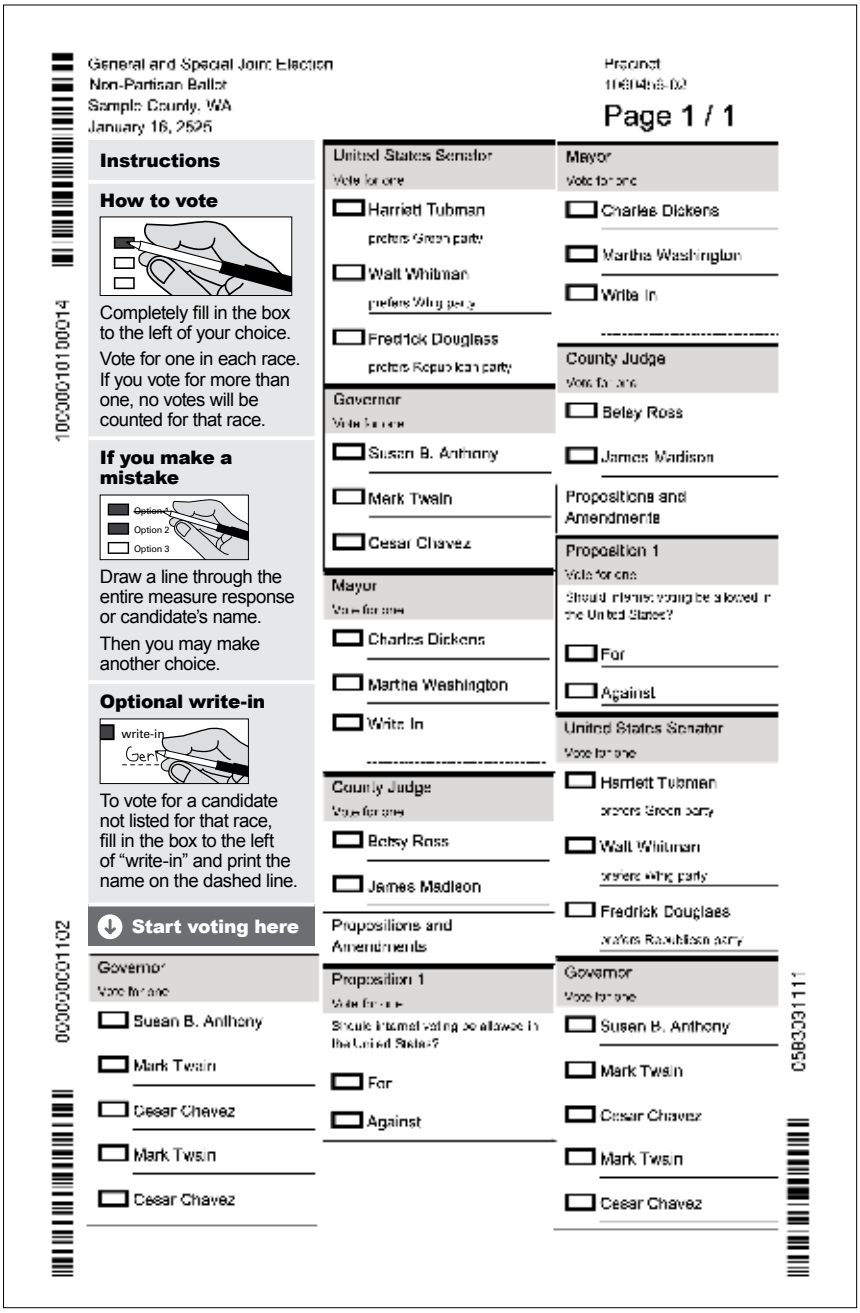
Continued on other side

Placing races below instructions (continued)

Here's an example of a new Hart instruction image, alerting voters to races below the instructions, being used on one of the new Hart templates.

A subtle tint of black (10%) is used in one solid block to differentiate the instructions from the rest of the ballot.

A bold tint of black (70%) is combined with white type & an informational icon to alert voter of where the ballot begins.



Placing races below instructions (continued)

Alerting voters to races below the instructions

Inspired by the Nebraska pilot test (part of the 2007 EAC report), OSOS & King County strategized on using more subtle shading for their instructions & bold shading with contrasted type for what really counted (identifying where to begin voting). The instructions were also shortened, removing information on returning the ballot, now that vote by mail is familiar to King County voters.

In the King County usability study conducted on 2 variations on the above outlined design, 100% of test voters voted the race below the instructions.

Lessons from the Nebraska pilot test & from the King County usability study have been incorporated into the Hart instructions images for use when placing races below instructions.

Consider ballot design in parts & holistically

It is simply not enough to plug in the instruction image for placing races below the instructions. Carefully consider other elements, such as placement of the READ statement & whether or not you will use section dividers.

A ballot is made of parts & the design of the ballot may be considered in parts: the instructions are one part; the section dividers are another part; the races one part, the front of the page can be one part & the back another part. The specific design challenges of each part should be considered & overcome.

After this, consider the design of the ballot as a whole. Consider how different parts are interacting & how they look in relation to each other.

Sample questions to ask include:

How should the instructions look in relation to the race below?
How are the section dividers relating to the instructions and races?
Should the same value of shading carry over from one part to another part?
When I glance at the ballot, what stands out? Do I want that to stand out?

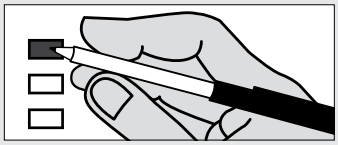
Extremely long ballots

As you work through the ballot design process & you make decisions on paper size, template style & what miscellaneous images you will use, you may still be challenged for saving space.

In extremely long ballot situations, consider using an instruction image that features only the graphic for making selections.

Instructions

How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

If you make a mistake

Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

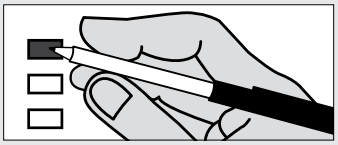
Optional write-in

To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the dashed line.

Start voting here

Instructions

How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

If you make a mistake

Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

Optional write-in

To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the dashed line.

Start voting here

About section dividers

Section dividers (Federal, Measures, State, County, Judicial, etc.), are optional. Some counties use section dividers to break up the ballot & / or to feature required information (if the offices are partisan or non-partisan).

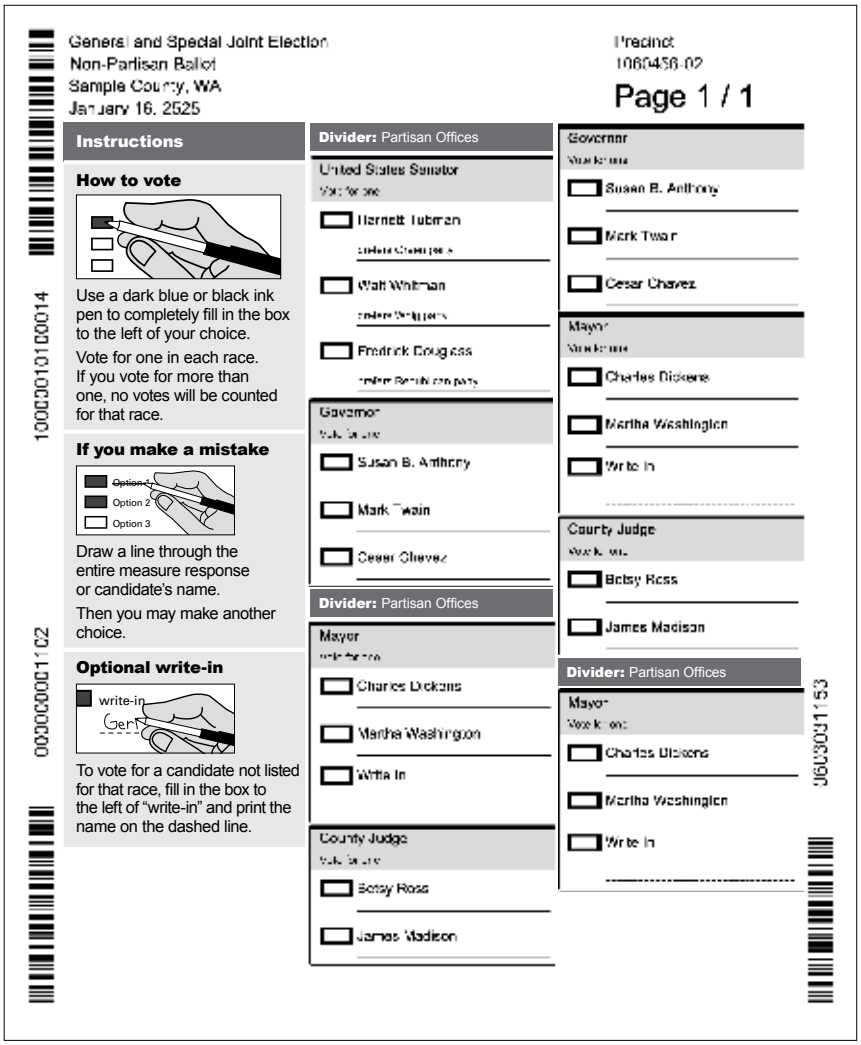
The new Hart templates feature built-in shading for overall race information, which visually breaks up the ballot into attackable chunks. Because of this, you may consider eliminating section dividers.

Two sets of section dividers have been created to accommodate what type of information you want to feature.

Set 2 section dividers

The section dividers have been designed to be slightly smaller in height from other wayfinding images, such as the "start voting here" prompt.

Shading is consistent with other wayfinding messages at 70% black.



"Vote for one" & partisan / non-partisan

Legal requirements dictate that you must state how many for which to vote (it's usually "vote for one") & whether a race is partisan or non-partisan, but it does not state a specific location for this information. Some counties, in an effort to save space, will place this information with section dividers.

Existing research recommends that you feature both pieces of information with each & every race.

This may seem repetitive, but it establishes consistency & places the information in context. They can be considered two pieces of specific race instruction, just like the term length.

What are your options?

Consider different ways of displaying legal requirements such as "vote for one," partisan / non-partisan & term length.

Research recommends placing this information in context, with each race.

Will you give each piece its own line? Will you group some of it together?

Legislative District 10
State Representative Pos. 2
partisan office, 1 year unexpired term; vote for 1

- ☐ **Laura Johnson** (prefers Democratic Party)
- ☐ **Terry Rhodes** (prefers Republican Party)
- ☐ **or write-in:** _____

Governor
partisan office
1 year unexpired term
vote for 1

- ☐ **Laura Johnson** (prefers Democratic Party)
- ☐ **Terry Rhodes** (prefers Republican Party)
- ☐ **or write-in:** _____

District Court Judge
non-partisan office, 4 year term
vote for 1

- ☐ **Laura Johnson**
- ☐ **Terry Rhodes**
- ☐ **or write-in:** _____