

# Bites, snacks, meals

## Designing information for invitation and discovery

### California Fair Political Practices Commission

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Civic Design

# Democracy is a design problem

A few things we know about how voters get information



# Inviting participation

**Pennsylvania Voter Registration Application** Use Blank or Machine Readable Form

Print your name  Last name  First name  Middle name or initial

**Eligibility** 1 Are you a citizen of the U.S.?  Yes  No  
 Are you 18 years of age or older?  Yes  No  
 Do you have a felony conviction?  Yes  No  
 If yes, has the conviction been expunged?

**Reason** 2  New registration  Change of name  Change of address  
 Change of party  Moved or State employee registering in county of last residence

**About you** 3 Birth date  /  /  Sex  M  F Race

**Address** 4 Address (if not listed) Street Apt. Number  
 City/Town State FL Zip Code  
 County County  
 Do not have a street address or permanent residence (see instructions)

**Your address** 5 If you are a student, use your school address. If you are a member of the armed forces, use your military address.

**The address where you receive mail** 6  Same as above  Address on P.O. Box  
 City/Town State Zip Code

**Identification** 7 PennDOT driver's license or ID card number  
 I do not have a PennDOT driver's license or ID card number  
 I do not have a Pennsylvania driver's license or a Social Security number

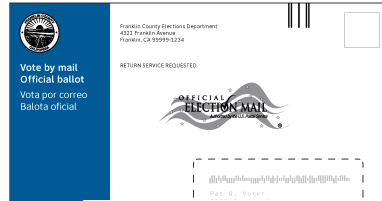
**Political party** 8  Democratic  Republican  Other  None  
 (Do not register with the Democratic or Republican party.)

**Voting assistance** 9  I request help to vote. I need this kind of assistance: \_\_\_\_\_  
 (If you need assistance, please provide the type of assistance you need in the language you prefer.)

**If your name or address has changed** 10 Name on previous registration  
 Full previous address and county State ZIP + 4  
 Signature or mark \_\_\_\_\_ Date \_\_\_\_\_

**Declaration** 11 I declare that the information I have provided is true and correct to the best of my knowledge and belief. I understand that providing false information is a crime under the law.  
 Print your name \_\_\_\_\_  
 Signer's name \_\_\_\_\_  
 Date \_\_\_\_\_

**Help with this form** 12 Name of assistant  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_ Signature of assistant \_\_\_\_\_



**Voter's Choice Act**  
 You choose when, where, and how to vote

**La Ley de Opción del Votante**  
 Usted elige cuándo, dónde y cómo votar

**Contact information**  
 Información del contacto  
**Franklin County Elections**  
 422 Franklin Avenue  
 Franklin, CA 95502  
 Open Monday to Friday, 8:00 a.m. to 5:00 p.m.  
 www.franklincounty.gov/elections  
 elections@franklincounty.gov  
 Information in English: 311-222-3333  
 Información en español: 311-222-4444  
 311-222-6666  
 311-222-9999

**How to return your ballot / Cómo devolver su voto**

**Drop Box**  
 Drop off your ballot at a secure drop box — no postage required.  
 Entrega su boleta electoral en un buzón seguro — no se requiere franqueo.

**Vote by Mail**  
 Put your ballot in its postmarked by Election Day.  
 Vote por Correo  
 El día de las elecciones, ponga su boleta electoral para que sea enviada por correo.

**Vote Center**  
 Vote at any vote center in the county.  
 Vota en cualquier centro de votación en el condado.

**To find the Vote Center or Drop Box nearest you**  
 www.povoting.gov/ElectionHistory  
 Para encontrar el Centro de Votación o Buzón más cercano a usted  
 www.povoting.gov/centerloc

**City Of Detroit, Wayne County**

**Yes, you are registered!**

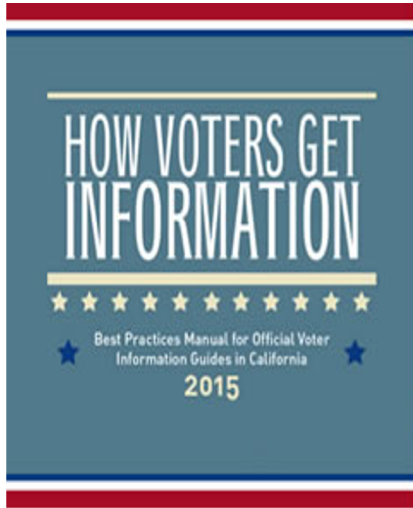
**Elections calendar**  
 There are no elections scheduled at this time.

**Your polling location**

**Your clerk**  
 Janice Winfrey, City Clerk  
 2978 W. Grand Blvd.  
 Detroit, Michigan 48235  
 Mailing address:  
 2978 W. Grand Boulevard  
 Detroit, Michigan 48202  
 Phone: (313) 224-3260  
 Fax: (313) 224-1466  
 Email: winfrey@detroitmi.gov  
 Business hours:  
 Mon. 9am-4:30pm



# Bridging civic literacy gaps



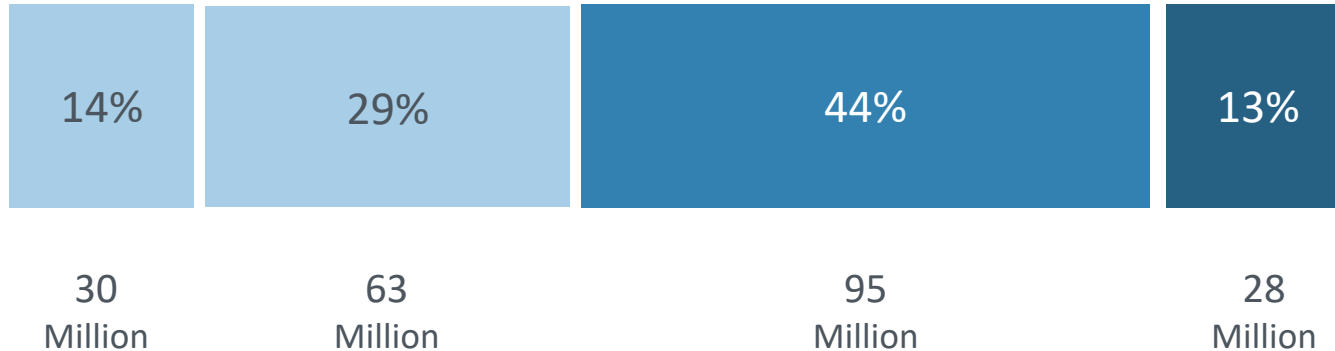
“These are things I need to know, but some of them are confusing.”

“Let us know our rights. People are ashamed to ask.”

- Participants in our project to design California voter guides.



**43%** of adults in the US read at basic or below basic levels



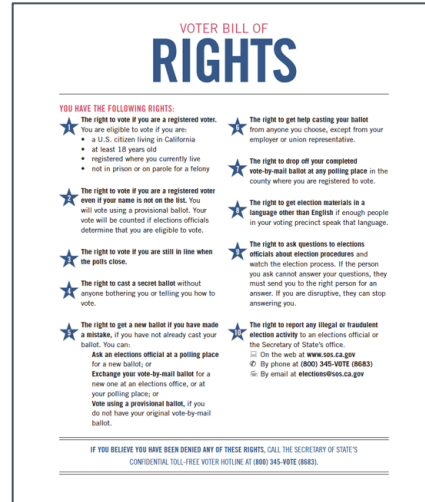
# Writing in plain language

Can people who need information...

Find it?

Understand it?

Use it?



“Let us know our rights. People are ashamed to ask.”

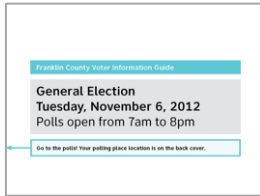
- Participants in our project to design California voter guides.



Definition of plain language from <https://www.plainlanguage.gov/about/definitions/>

California Voter Bill of Rights, revised 2016: <https://civicdesign.org/showcase/a-voter-bill-of-rights-in-plain-language/>

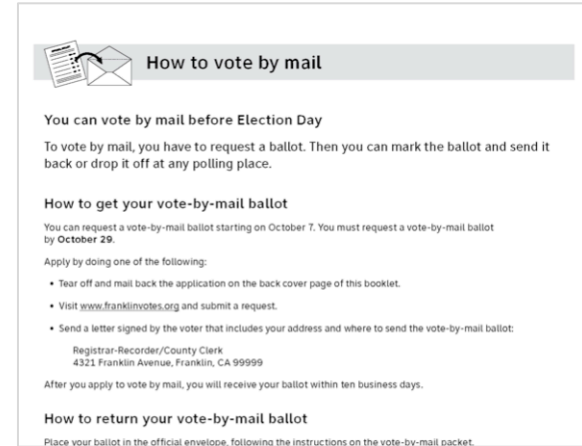
# Just enough information at a time



**Bite:**  
Shortest possible information



**Snack:**  
Summary, with enough information for an experienced voters



**Meal:**  
Full details or instructions for voters learning or refreshing their knowledge

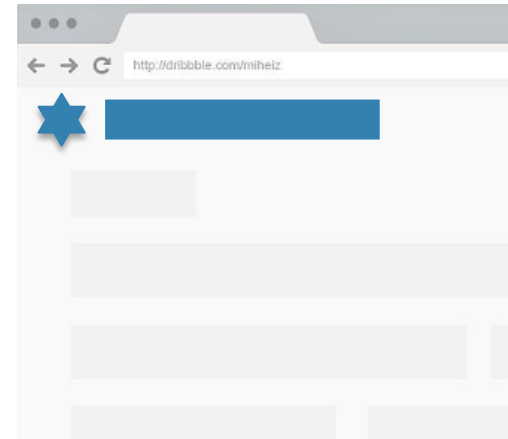
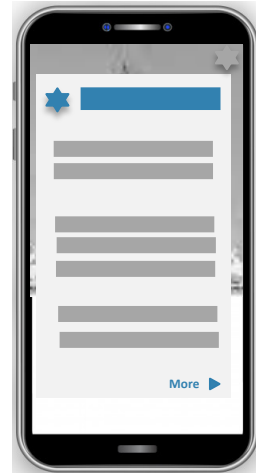


# Progressive disclosure of ad information

What people most want to know

Minimal and unintrusive

Inviting exploration and discovery





# Getting it right takes listening

Community review is a way to bring in voices from a wide diversity of people in the community, including those who are less engaged





## Center for Civic Design

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**Year in review: Center for Civic Design in 2020**

<https://civicdesign.org/ccd-in-2020/>