

# Healthy Elections: Voter Outreach & Education

Updated September 26, 2020

With changes in voting procedures due to the COVID-19 pandemic, communication between election officials and voters is especially crucial this year. This memo provides illustrative examples of voter education and recommendations for outreach.

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## I. Summary

Dramatic changes in the electoral system to deal with the COVID-19 pandemic pose challenges for election officials and voters alike. Changing the way tens of millions of Americans vote in a four-month period risks confusing voters accustomed to casting their ballot in person in a familiar manner. Effective communication between election officials and voters, which is important for every election, will be even more critical this year as voters vote in unfamiliar ways either through the mail or in retrofitted polling places.

Fortunately, throughout the spring and summer primaries, states, localities, and civic organizations have learned valuable lessons about best practices for voter education during the pandemic. In particular, the Center for Technology and Civic Life (CTCL), the Center for Civic Design (CCD), and the National Vote at Home Institute (NVAHI) provide helpful recommendations for both general communication and outreach specific to the COVID environment. Their descriptions of best practices—both for mail balloting and polling place voting—are distilled here, as are those gleaned from particularly innovative jurisdictions and other civically-minded associations. We offer illustrative examples of voter education on various topics, which of course represent just a small fraction of the types of voter communication in which jurisdictions across the country engage.

## II. Communications Related to Mail Balloting

### A. General Communications Around Mail Balloting

States engage with voters through online videos, infographics, printed guides and mailers, and a number of other formats. Such outreach informs voters about the general process of absentee or mail balloting, as well as specific aspects, like signature verification, that are integral to the mail balloting process.

#### Websites:

- The “[Washington State Vote-By-Mail \(VBM\) Fact Sheet](#)” from Washington Secretary of State Kim Wyman reminds voters that mail-in voting has been conducted in Washington since before 1983, as well as that the signatures on every ballot are checked against voter registration records and that voters are contacted if their signature is missing or does not match the one on file.

#### Social Media:

- Life-cycle style graphics like “[The Life of an Absentee Ballot](#)” from the Ottawa County, Michigan Elections Twitter page

The infographic is titled "Washington State Vote-By-Mail (VBM) Fact Sheet" and is divided into several sections:

- Timeline:**
  - Pre-1983:** Washington Legislature authorized "permanent absentee" ballots for voters with disabilities and those age 65+, other voters to request absentee ballot for each election in writing.
  - 1983:** Special elections allowed to be conducted by mail ballot.
  - 1991:** Permanent absentee law expanded to allow any voter to join the list by request, once on the list they receive ballots for every election.
  - 1993:** Small precinct VBM law expanded to precincts with under 200 voters, some counties began splitting precincts and moving to all VBM elections.
  - 2006:** Washington Legislature establishes VBM as a permanent part of the election process for all elections, allowing counties to choose.
  - 2011:** With 38 of 39 counties switched to VBM, Washington Legislature requires VBM statewide.
- Pros:**
  - No pollworkers/sites to coordinate
  - Auditable paper trail
  - Voters like VBM
  - Ample time to research and vote
  - Higher turnout
- Cons:**
  - Material prep time for printing and mailing
  - Requires high levels of staff expertise
  - Vendor and equipment coordination, e.g. mailing houses, sorters, scanners, etc.
  - Length of results reporting timeline
- How does VBM work?:**
  - All eligible voters are sent a ballot at least 18 days before election, UOCAWA up to 90 days. Mailing address can be anywhere in the world.
  - Marked ballot is put in a security envelope or sleeve.
  - The security envelope/sleeve is put in a return envelope and signed.
  - Ballots have pre-paid postage and are returned through the mail or at ballot drop boxes. If mailed, must be postmarked by Election Day. Drop boxes open until 8 p.m. on Election Day.
  - Voters can check ballot status online.
  - New ballots can be requested or printed, but will cancel any previously issued ballot and still need to be signature verified.
- How do VBM ballots get processed?:**
  - Envelopes are scanned and marked as "traced" in the VoteMA system, then sorted by precinct and district.
  - Signatures are checked against voter registration records. Voters are contacted before processing if signature is missing or doesn't match voter registration record.
  - Envelopes are opened and security envelope/sleeve removed.
  - Second staffer removes ballot from security envelope/sleeve for processing.
  - Ballots are reviewed for potential scanning issues like torn corners, then scanned and securely stored.
  - Scanners are not connected to any form of network or internet.
  - Ballots continue to be processed, cured, and tabulated until certification.
- Contact Washington Office of the Secretary of State Elections Division:**
  - elections@sos.wa.gov
  - 1-800-448-4881
  - sos.wa.gov/elections

Figure 1: Washington State Vote-By-Mail Fact Sheet

and “[How voting by mail works for the Presidential Primary in Rhode Island](#)” from Secretary of State Nellie M. Gorbea lay out all the steps of the vote-by-mail process for voters. Using plain language and design consistent with [CTCL recommendations](#), these graphics help demystify mail-in voting and provide voters with a digestible checklist of steps.

- A video from the [State of Hawaii Office of Elections](#) explains the process of mail-in voting—from receiving the ballot packet 18 days before the election to ballots being verified and votes tabulated.
- A video from [Arlington County VA](#) explains how to request a mail ballot, when to expect it, what materials constitute the ballot packet, and how to vote and return the ballot.
- A video from the [Maryland State Board of Elections](#) gives an overview of the mail-in voting process in Maryland, including instructions on how to vote, seal, and return a mail ballot. The video also recommends that voters seal their envelopes with a wet sponge or tape to prevent the spread of germs. Figure 2: Life-cycle style graphic from the Ottawa County, MI Elections Twitter page.
- A video from the [Utah Association of Counties](#) explains what happens to mail ballots after they are returned—from being processed and counted at the elections office, to being checked for a unique barcode and signature, to being put through scanners that total up the votes.
- A video from the [California Secretary of State YouTube channel](#) explains the process by which signed ballot envelopes are compared to the signatures on file, as well as the most common reasons ballot envelopes are challenged.

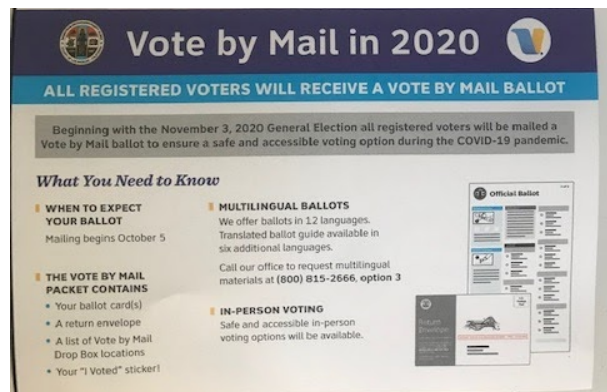
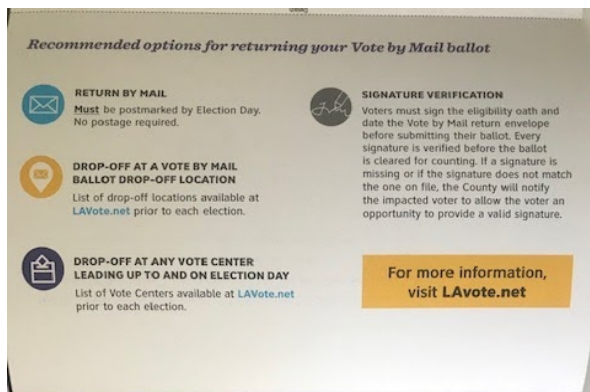


Figure 2: Life-cycle style graphic from the Ottawa County, MI Elections Twitter page.

- A post from the [Miami-Dade Elections Twitter account](#) helpfully reminds voters to verify that their signatures in the county’s registration records are up to date. The post links to the [Miami-Dade County official website](#), which contains a form voters can fill out to provide their updated signatures. At the bottom of the page, there is a large blue icon users can click to request a mail ballot, which helps to remind voters that their work does not end after they update their signatures.

**Paper Materials:**

- The Los Angeles County Registrar notifies voters by mail that a ballot will be sent to their address and provides information on how to update their address if necessary. Additionally, the mailer offers information on what the vote-by-mail packet will contain and how to get a multilingual ballot. Voters also received an email reminding them to check their mailbox for the mailer.



Figures 3 - 5: Flyer sent to voters in L.A. County, CA

**B. Mail Ballot Applications**

The procedures required for applying for an absentee or mail ballot vary from state to state. Some states mail ballots to all registered voters. In most others, voters can apply for an absentee ballot without needing to provide an excuse. In just a few states, an excuse is still required. Some states that

require voters to apply for an absentee ballot send applications to all voters, while most others require the voter to take the initiative by applying for an absentee ballot online, through the mail, or in person at an election office. The diversity of practices can be confusing to voters and require that election officials make clear which set of practices applies in their jurisdictions.

### **Websites:**

- The [Rhode Island Secretary of State Nellie M. Gorbea's official website](#) has detailed instructions on how to apply for a mail ballot, as well as how to fill out, seal, and return it. The website also provides the Elections Division phone number to call in case a voter does not receive their mail ballot. Consistent with [CTCL recommendations](#), the website includes white space to make content manageable, aligns content to the left of the page, and uses headings effectively.
- The [VotesPA website](#) informs voters about options for applying for a mail ballot online, by mail, or in person at a county elections office. The website also provides deadlines for applications and ballots for the November election.
- The [Indianapolis and Marion County City Hall website](#) provides detailed instructions for applying for a mail ballot online and by mail, as well as helpful tips for doing so.
- The [Oklahoma State Election Board website](#) provides information about applying for mail ballots by mail, online, or by writing a letter to one's county election board.

### **Social Media:**

- A tweet from [New Mexico Secretary of State Maggie Toulouse Oliver](#) informs voters that all eligible major party voters who had not requested mail ballot applications would receive them in the mail. Consistent with the [NVAHI Election Official Communications Toolkit](#), the post creates a sense of urgency by making deadlines salient and using words that encourage immediate action (e.g. "Complete the application...ASAP, but no later than 5/28").
- A tweet from [Colorado Secretary of State Jena Griswold](#) informs voters that applications are not necessary to receive a mail ballot; ballots had been mailed to all registered voters. The post directs voters to the [Secretary of State's official website](#), where they can find out how to contact their county clerk to request a ballot in case they did not receive one.

### **Paper Materials:**

- In Ohio, Secretary of State Frank LaRose partnered with the [Ohio Grocer Association](#) to offer mail ballot applications at local grocery stores. The Secretary of State also partnered with the [Akron Canton Regional Food Bank](#) to pass out vote-by-mail applications at their food drive



and with the [Dayton Daily News](#) to include mail ballot applications in the Sunday newspaper. This sort of broad engagement with community groups is consistent with [CTCL recommendations](#), and these initiatives to recruit community assistance are not only creative ways to expand outreach, but useful tools for those who do not have Internet access or resources for printing, as well. Additionally, [research from the Sol Price School of Public Policy](#) shows that voter outreach with messages about community empowerment has had a positive effect on voters' likelihood to vote.

- In Hillsborough County, Florida, flyers with the message, "[Are you ready to vote? Request vote-by-mail and we'll deliver the election to you](#)" were distributed in takeout and delivery orders. Supervisor of Elections Craig Latimer also posted a [tweet](#) to thank their restaurant partners.
- 92,000 mail ballot applications and promotional fliers were distributed in food boxes in [Philadelphia](#).
- Several jurisdictions mailed eligible voters absentee ballot applications without the need to first request an application. In [West Virginia](#) and [New Mexico](#), all registered voters were sent absentee ballot applications. In Florida, the [Miami-Dade County Elections Department](#) sent out about 520,000 absentee ballot applications—one application per household with a voter without an existing request.

#### Emails:

- The Chicago Board of Election Commissioners sent an email to all registered voters in Chicago containing information on where a voter can apply for a mail ballot, the follow-up response process of the Election Board, and changes to the voting process in 2020. Additionally, the email shares contact information and resources for voters who have questions and social media hashtags and accounts for voters who wish to share the information.

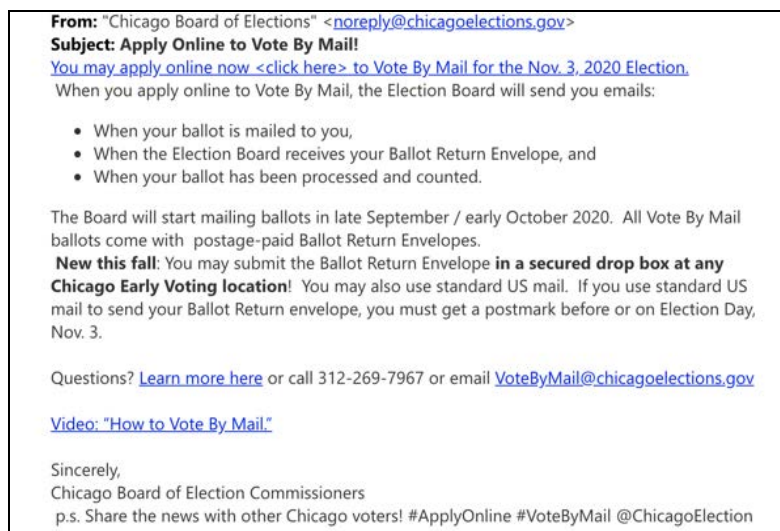


Figure 6: Email sent to registered voters in Chicago, IL

- The Washington, D.C. Board of Elections sent an email to all registered voters providing information on the multiple ways a voter can apply for a mail ballot: paper form, mobile app, and web portal (breaking down the process for each in a step-by-step guide). Subject line: “Absentee (Mail-in) Ballot Requests”
- TurboVote sent an email to those who signed up on their platform in Oregon including helpful links to check voter registration status and connect with local election officials, key dates for the election, and answers to frequently asked questions. Subject line: “Are you ready to vote?”
- The Los Angeles County Registrar sent an email to all registered voters reminding them to check their mailbox for a Vote-by-Mail Address Confirmation Notice (see above) to ensure voters receive their ballot at the correct address.

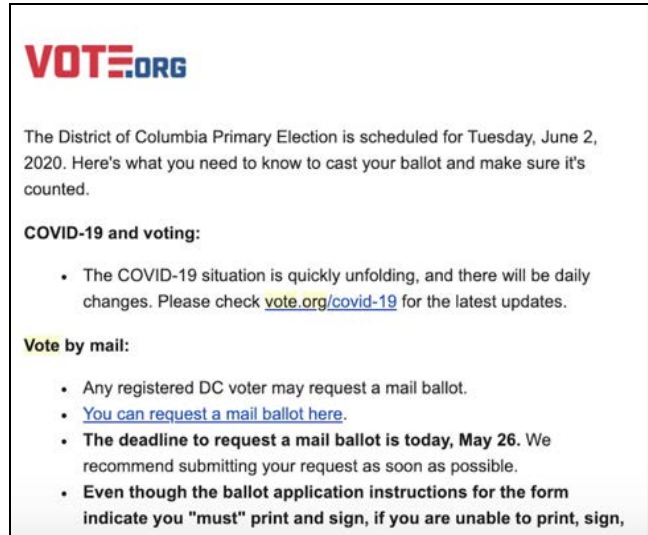


Figure 7: Email sent to registered voters in Washington, D.C.

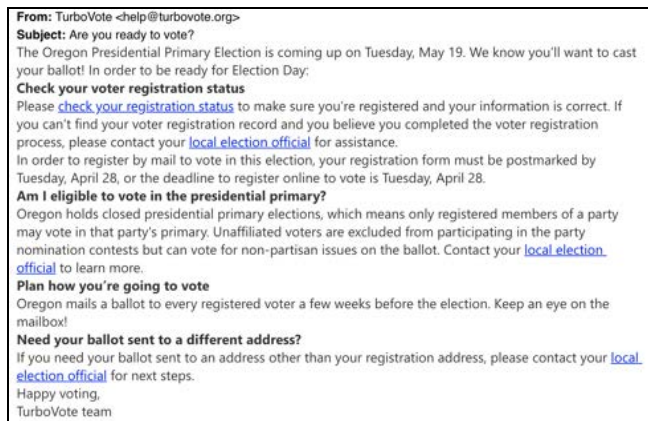
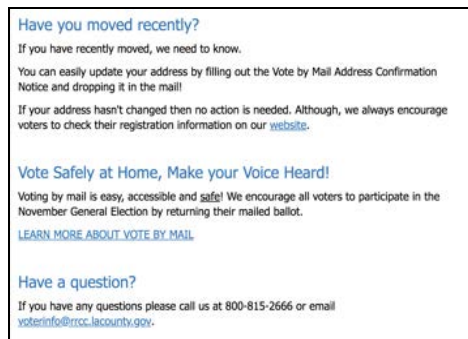
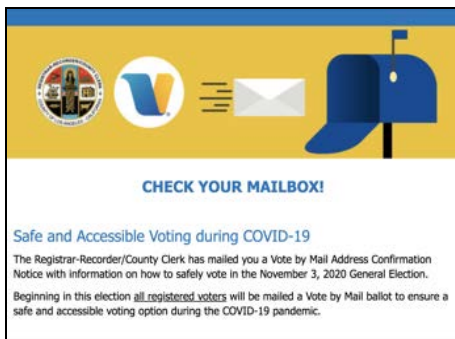


Figure 8: Email sent to voters who signed up for TurboVote



Figures 9 - 11: Email sent to registered voters in L.A. County, CA

## C. How to Vote Using a Mail Ballot

For voters accustomed to casting ballots at the polling place, voting at home can be unfamiliar. Filling out the ballot without the potential assistance of a poll worker may pose problems for some voters, but most errors in the mail balloting process occur due to difficulties in navigating the return envelope. Some states provide a secrecy sleeve into which the voter places the mail ballot, which is then placed into the return envelope. The voter (usually) must sign the exterior envelope, and in some states, they must provide witness signatures as well. And, of course, the ballot must be returned on time, in some states with postage that the voter is required to provide. To ensure voters cast their ballots correctly and on time, effective communication both on the ballot materials themselves as well as to the public surrounding the mail balloting process is critical.

### Websites:

- The [Santa Clara County, California Registrar of Voters website](#) has a comprehensive list of instructions for how to vote a mail ballot and how to complete the return envelope.
- The [Kentucky State Board of Elections website](#) has a list of instructions for completing a mail ballot, signing and sealing the inner and outer envelopes, and returning the envelopes to the County Clerk.
- The [official website of Minnesota Secretary of State Steve Simon](#) compiles a list of mail ballot instructions for registered voters, as well as for non-registered voters, military personnel voting overseas, and signature witnesses.
- The [Solano County, California website](#) has instructions for filling out a mail ballot divided into “Things to do” and “Things NOT to do.” These instructions combine text with helpful infographics to clearly show voters what to do in case they make a mistake, and how to comply with technical requirements like how to fold and sign the ballot.
- Under the [FAQ page for Elections & Voting](#) on the official website for Michigan Secretary of State Jocelyn Benson, [voters are reminded](#) that they are

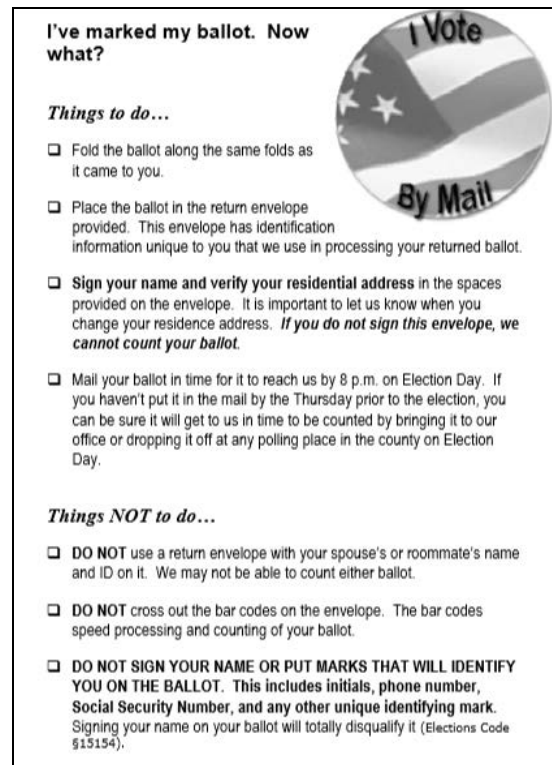


Figure 12: Instructions for how to fill out a mail ballot in Solano County, CA



not required to vote the entire ballot; they can pick and choose races for which they want to vote. This information helps voters feel that the election process is tailored to them, rather than it being a chore or a test.

## **Social Media:**

- A tweet from [Michigan Secretary of State Jocelyn Benson](#) includes a video showing voters how to fill out their mail ballots, how to sign them, and how to mail them back to their clerk's office or deposit them in ballot drop boxes. Consistent with the [NVAHI Election Official Communications Toolkit](#), the video makes requesting a ballot the norm by reminding voters that more than 1.8 million Michigan citizens requested a mail ballot for the August 4 primary.
- A video from [New Jersey Secretary of State Tahesha Way](#) includes both text and graphics to show what materials the complete ballot consists of, how to complete each one, how to seal the ballot, and options for returning or mailing in the completed ballot. Consistent with the [NVAHI Election Official Communications Toolkit](#), the video makes reference to the simple and recognizable New Jersey State Elections slogan "Make Your Mark."
- The [Los Angeles County Registrar-Recorder and County Clerk](#) instructs voters on how to fill out their mail ballot, and reminds them that they are not required to vote in every race. [Another video](#) from the same series demonstrates how to fill out an accessible mail ballot online.
- A video from the [Riverside County, California Registrar of Voters](#) walks voters through filling out their mail ballot, as well as providing guidance for voters who make a mistake on the ballot.
- A video from the [Chicago Board of Election Commissioners](#) explains how to apply for and fill out a mail ballot. The video also includes an FAQ portion, where the issues of whether voters have to fill out the entire ballot and what to do if they make a mistake are addressed.
- A video from the [Miami-Dade County YouTube channel](#) provides detailed instructions for how to vote by mail in Miami-Dade County, embedded with helpful infographics for visual aid.
- A video from the [Oklahoma State Election Board](#) explains how to vote and return a mail ballot and advises voters to use a damp paper towel to seal the envelope (to prevent the spread of germs). [Another video](#) from the same series advises those who are physically incapacitated on how to vote and return a mail ballot.
- A video from [Middlesex County NJ](#) explains how to vote and return a mail ballot in Middlesex County.
- A thread from the [Contra Costa, California Elections Twitter page](#) reassures voters that making a mistake does not necessarily mean they will need to request a new ballot. Using accompanying images and captions consistent with [CTCL recommendations](#), the thread shows voters how to clearly correct their mistakes.

## D. How to Return a Mail Ballot

“Mail balloting” includes many different modes of voting and options for returning ballots. Although most voters use the postal service, others deposit their ballots in a drop box, deliver them to a county office, or even deliver them to a polling place or early voting center. Effective communication surrounding returning mail ballots is essential, especially given ongoing delays with the postal service.

### Websites:

- The [Oklahoma State Election Board website](#) provides voters with the parameters for returning their mail ballots, both by mail and in-person to the county election board. The website also advises those with special conditions or who are physically incapacitated, for whom it may be more difficult to return their ballots in-person.
- The [website for California Secretary of State Alex Padilla](#) gives voters four options for returning their mail ballot: mailing it to their county elections official, returning it to the polling place or office of their county elections official, depositing it in their county’s ballot drop boxes, or authorizing someone to return it on their behalf.

### Social Media:

- A video from the [California Secretary of State Elections Twitter page](#) instructs voters about signing their ballots and mailing them with pre-paid postage or dropping them off at drop boxes, polling places, and vote centers. The video also describes designating a proxy to return a completed ballot, as well as the parameters for doing so.
- A tweet from the [City of Madison, Wisconsin Clerk](#) informs voters that they can drop off their ballots at select Madison Public Library Locations. The post links to a [full press release](#) in which voters can find more information, including which locations are available for drop-off and on which dates. The tweet includes relatable content (e.g. gifs), location-specific hashtags, and tags of other accounts for maximum engagement per [CTCL recommendations](#).
- A tweet from the [Harford County, Maryland Elections](#) Office reminds voters that they can drop off their ballots in specially marked boxes until 8:00 pm on Election Day. Consistent with the [NVAHI Election Official Communications Toolkit](#), the post creates a sense of urgency by using words that encourage immediate action (e.g. “Tomorrow is the LAST DAY to return your ballot”).
- A tweet from the [Queen Anne’s County, Maryland, Elections Office](#) addresses voter concerns about returning mail ballots through the mail and reassures voters about the security of ballot drop boxes.

- A tweet from [Pima County, Arizona](#) informs voters that if they missed the deadline to send in their mail ballot, they can still vote by bringing their ballot to any polling place on Election Day.

## E. Post-Voting Communication

For states that allow voters to track their mail ballots, voter education must continue beyond the point at which voters cast their ballots. [In at least 19 states](#), laws or regulations mandate ballot tracking, and 13 more, along with Washington, D.C., maintain websites for ballot tracking. More recently, companies like [Ballot Scout](#) and [BallotTrax](#) have allowed states to send voters texts, emails, and voice alerts concerning the location and status of their ballots. [According to the CTCL](#), communicating with voters about these tools can answer voters’ important questions like:

- *When will I get my ballot?*
- *Has my ballot arrived back to the election office?*
- *I didn’t get my ballot, where is it?*

### Websites:

- California Secretary of State Alex Padilla includes on his [official website](#) a list of phone numbers to call to check voters’ mail ballot status, organized by county. The Secretary of State’s website also has a page devoted to information about “[Where’s My Ballot?](#)”, an initiative launched in California to provide voters with automatic updates on the status of their mail ballots, available in a number of different languages.
- Philadelphia has an online portal where voters can check on their “[Election Ballot Status](#).”

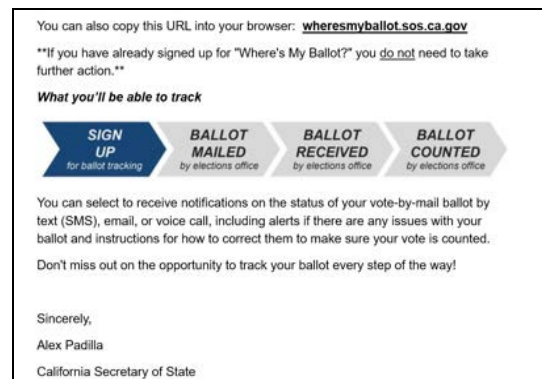
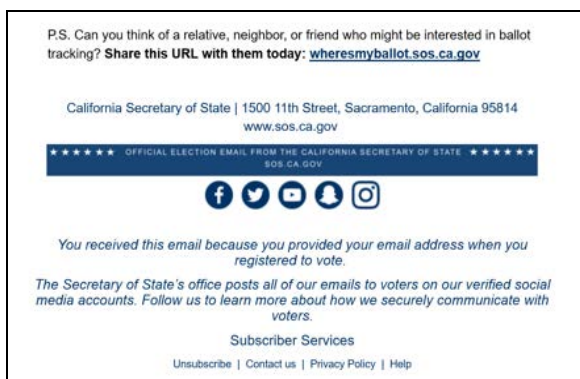
### Social Media:

- A post from the [Boulder County, Colorado Clerk’s](#) Facebook page encourages voters to sign up for a system notifying them about where their ballot is at all times and about possible delivery or signature mismatching issues. The post includes relevant graphics, clear captions and a shortened link to the website per [CTCL recommendations](#).
- A video from the [California Secretary of State Elections Twitter page](#) provides users with more information about the “Where’s My Ballot?” tool, including how to register and customize notification settings. The post includes engaging video content and a link to the website with more details per [CTCL recommendations](#).

- A tweet from [Oregon Elections](#) links to [Secretary of State Bev Clarno’s official website](#), where voters can check on the status of their ballots.
- A video from [MontgomeryMDVotes](#) responds to a question about what happens to a mail ballot after voters turn them in. The video explains the processes of stamping, processing, sorting, batching, canvassing, and counting completed ballots, and is a good example of interaction with voters on social media per [CTCL recommendations](#).

**Emails:**

- Voters in Los Angeles County received emails promoting the “Where’s My Ballot?” tool.



Figures 13 - 15: Email sent to registered voters in LA County, CA

### III. Polling Places

#### A. Information About the Voting Experience to Prepare Voters

Because a sizable share of the population will still vote in person in November, officials still must set voter expectations regarding the logistics and safety of this more familiar process. For the first time, [the CDC has issued guidelines](#) about how to make polling places safer. These include requiring masks, social distancing, and using hand sanitizer at each step in the voting process. Through their websites, social media accounts, and offline communication tools, election officials are informing voters about what to expect in the polling place.

#### Websites:

- Minneapolis’s [COVID-19 and Voting Website](#) clearly answers voters’ questions. It recommends vote-by-mail as a safer alternative to voting in person and then acknowledges that voters still have options to vote in person. Consistent with [CTCL’s recommendations for election websites](#), the website answers specific questions voters may have. They provide succinct answers to the following **3 important questions about in-person voting**:
  - 1) *Can I still vote early in-person if I want?*
  - 2) *Will polling places still be open on Election Day? Will any be relocated?*
  - 3) *What are you doing to prevent virus transmission in polling places?*

Note: For this last question, they created a [COVID-19 polling place safety procedures](#) site which clearly outlines both how voters should prepare to vote in person and what election officials are doing to vote in person.

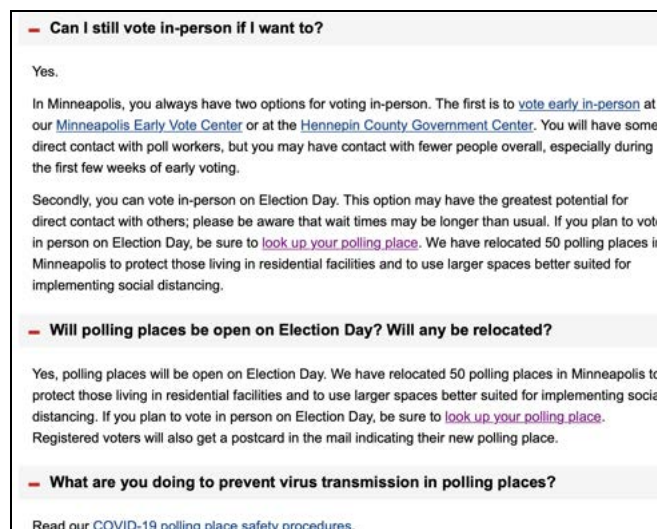


Figure 16: Q&A section of Minneapolis’ COVID-19 and Voting Website



- A [video from the Wisconsin Elections Commission](#) explains the procedures for in place voting. The video provides in depth procedures for safe and sanitized voting, and lets voters know what to expect at the polls.
- A video from [Webb County, Texas Elections](#) reminds voters to wear a mask and practice social distancing. The video also includes important dates (e.g. last day to register to vote, first day of early voting, last day to apply for ballot by mail, etc.) and informs voters about what to expect at the polls.

**Social Media:**

- An infographic from the [Governor of Virginia](#) provides clear instructions on how to vote safely in person. Engaging visuals, shortened links, and a clear message are in line with [CTCL recommendations](#).



Figure 17: Infographic with safe in-person voting practices from VA Governor

- A tweet from the [California Secretary of State](#) provides a comprehensive guide for in-person voting. Mentions of other election accounts to increase engagement are in line with [CTCL recommendations](#).
- An infographic from the [Los Angeles County Registrar’s Facebook page](#) covers the measures they are taking to ensure voting in person remains safe. The post uses simple and universally accessible graphics in line with [CTCL recommendations](#).
- [Kentucky Secretary of State](#) Michael Adams addressed reducing the number of polling place locations due to some being unfit for social distancing, as well as reducing the quantity of poll workers, consolidating voting locations, and limiting contact between poll workers and voters.
- A post from the [Miami-Dade County County Elections Facebook page](#) reminds voters that polls are open and that poll workers will be providing hand sanitizer. The post includes a

relevant picture as well as a shortened link directing voters to find their assigned voter location in line with [CTCL recommendations](#).

- A tweet from the [Fairfax County, Virginia elections account](#) lets voters know how they are cleaning and disinfecting to keep voters safe. This engaging content provides a behind-the-scenes look at the precautions being taken at the polling places.
- A [video from the CDC](#) on Twitter for poll place workers informs poll workers on measures to prevent the spread of COVID at polling places. The post includes relevant hashtags and shortened links encouraging voters to learn more in line with [CTCL recommendations](#).
- A short video from [Iowa Secretary of State Paul Pate](#) explains in-person voting options, combining voiceover with captions in the video to retain the attention of the audience.
- The [Washington, D.C. Board of Elections](#) has an active Twitter account that posts regular updates including reminders for residents to vote, in keeping with [CTCL recommendations](#) about a constant flow of information to voters.

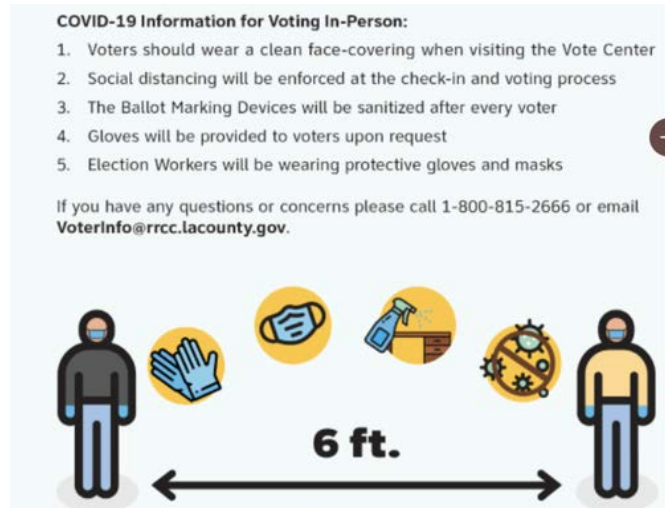


Figure 18: Comprehensive guide to in-person voting from a tweet by CA Secretary of State



Figure 19: Reminder to vote from a tweet by the Washington, D.C. Board of Elections

## B. Communication About Polling Place Location Changes

Even in normal elections, educating voters about changes to polling place locations represents a persistent challenge for state and local officials. However, the pandemic threatens to close a record number of existing polling places for November, either because of insufficient poll workers or unsuitable facilities that cannot ensure social distancing. As polling places consolidate, it becomes ever more important to communicate to voters about the changes. Many voters who arrive at their familiar polling place, only to find it taken out of operation, will be less likely to search on Election Day for their new polling place and then travel a second time to vote.

### Websites:

- [Minneapolis, Minnesota's election website](#) has a large banner at the top noting that a voters' polling place may have changed. It links to a polling place location finder. Note also that this site follows [CCD's guidelines on fighting misinformation](#) by having a .gov address, looking official, and providing contact information. This ensures that voters know this is a trusted source.



Figure 20: Prominently displayed polling place change notification on top of Minneapolis election website

- [Webb County, Texas elections website](#) prominently displays a recent polling location change at the top of their website. This website could be improved by following [CTCL's Accessible Communication guide](#) which suggests to use plain website design to make it easier to use.

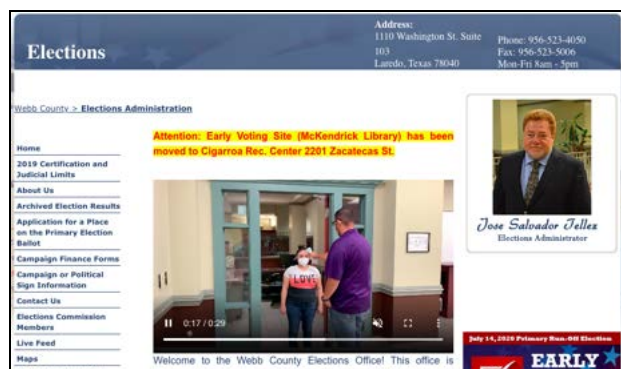


Figure 21: Voting change notice on center of Webb County election website

## Social Media:

- A Facebook post from [Pennsylvania State Senator Maria Collett](#) updates her constituents about the polling place location changes using graphics and links to the county websites for more information consistent with [CTCL recommendations](#).
- [The Mayor of Scranton, Pennsylvania updates](#) followers about the polling places location changes using graphics to convey the message, mentioning the precautions taken for in-person voting.



The infographic is a blue rectangular graphic with white and red text. At the top left, it reads "ELECTION DAY" and "POLLING RELOCATIONS" in white. In the top right corner, there is a white ballot box icon with a red checkmark and the word "VOTE" in red. The main body of the infographic is divided into two columns of text, each listing relocated precincts. The precinct names are in red, and the relocation details are in white. At the bottom right, there is a white box with blue text stating "ALL POLLING LOCATIONS WILL BE OPEN ON JUNE 2 FROM 7:00AM-8:00PM."

**ELECTION DAY**  
**POLLING RELOCATIONS**

**PRECINCT 2-1**  
RELOCATED FROM FIRE HOUSE,  
209 WEST MARKET STREET,  
TO HOLY ROSARY HALL,  
WEST MARKET STREET & WAYNE  
AVENUE

**PRECINCT 5-1**  
RELOCATED FROM JACKSON  
HEIGHTS REC ROOM, 1001  
JACKSON STREET, TO WEST  
SIDE SENIOR CENTER, 1004  
JACKSON STREET

**PRECINCT 7-1**  
RELOCATED FROM BOYS & GIRLS  
CLUB OF NEPA, 609 ASH STREET,  
TO LACKAWANNA COUNTY  
GOVERNMENT CENTER, 123  
WYOMING AVE.

**PRECINCT 12-3**  
RELOCATED FROM FIRE HOUSE, 1900  
EAST MOUNTAIN ROAD, TO  
NORTHEASTERN DETACHMENT MARINE  
CORPS LEAGUE, 1340 ALDER STREET.

**PRECINCT 16-1**  
RELOCATED FROM WASHINGTON WEST  
APARTMENTS,  
537 NORTH WASHINGTON AVENUE,  
TO LACKAWANNA COUNTY GOVERNMENT  
CENTER, 123 WYOMING AVENUE.

**PRECINCT 17-2**  
RELOCATED FROM HEBREW DAY  
SCHOOL, 530 MONROE AVENUE, TO  
LACKAWANNA COUNTY GOVERNMENT  
CENTER, 123 WYOMING AVENUE

**PRECINCT 23-2**  
RELOCATED FROM AMERICAN LEGION  
POST #908, 625 DEACON STREET, TO  
GREEN RIDGE ASSEMBLY OF  
GOD CHURCH, 825 GREEN RIDGE ST.

**ALL POLLING  
LOCATIONS WILL BE  
OPEN ON JUNE 2 FROM  
7:00AM-8:00PM.**

Figure 22: Social media infographic containing election day polling information from Scranton, PA

- A post from the [Mat-Su Valley, Alaska Municipal Election Information Facebook page](#) informs voters about changes in polling locations, mentioning the original and the updated locations and linking to other resources to ensure that the voters are up to date and know who to contact for guidance.
- A post from the [Los Angeles County Registrar's Facebook page](#) provides information on finding vote centers and drop boxes, using logistical details and links to websites with more information.



## Paper Materials:

- [Signage outside an old polling location](#) in Franklin County, OH announces a polling place relocation, as well as providing links to their voting website, a QR code for directions to the new location, and a reminder about expanded absentee voting.

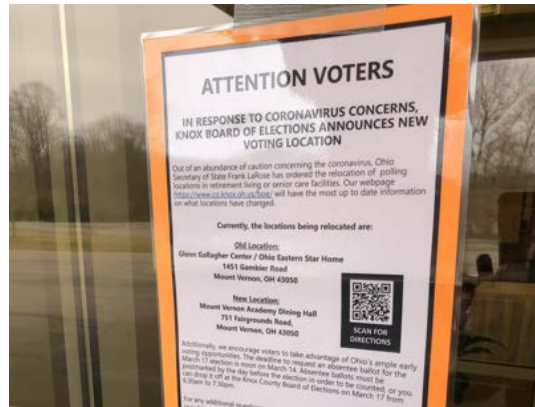
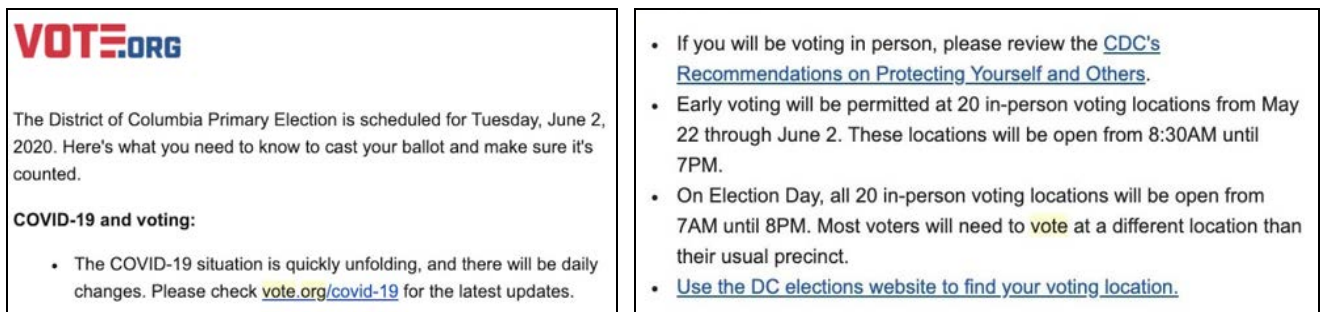


Figure 23: Polling place location change notice on door of old polling location in Franklin County, OH

## Emails:

- A Washington, D.C. Vote.org email about in-person voting demonstrates important attributes of an effective email. The subject line clearly indicates that the message is about in-person voting while the body contains information about the number and locations of polling sites. It also includes COVID-19 related updates, key dates, changes to the voting process, contact information and resources for voters who have questions, and social media hashtags and accounts for voters who wish to share the information.



Figures 24 - 25: Email sent to Washington, D.C. voters about in-person voting

## Other:

- West Virginia set up [Alexa voice commands](#) to answer questions about voting updates.



### C. Communication in the Polling Place (e.g., social distancing, how to vote safely, etc.)

Because polling places will look different this year, election officials must provide instructions before and during Election Day itself in order to educate voters on how to vote. The below communications describe the measures applied to ensure social distancing, along with clear instructions on the layout of the polling location, placement of sanitation stations, and, in some cases, opportunities for curbside voting.

#### What voters will do:

- Polling place in Denver, CO [includes](#) signs encouraging social distancing with poll workers behind the plexiglass dividers. Note that the sign is also in spanish to [improve language accessibility](#).



Figure 26: Sign encouraging social distancing at a polling place in Denver

- [Signage on the floor](#) promoting social distancing at a polling place in Washington County, Maryland.



Figure 27: Floor sign in Washington County, MD

- Poster [promoting](#) social distancing in Milwaukee, Wisconsin.



Figure 28: Poster promoting social distancing in Milwaukee, WI

- Signs to [promote](#) social distancing at a polling location in Texas.



Figure 29: Signs to promote social distancing at a polling location in Texas

- Signs to [promote](#) social distancing and point in the direction of the polling place in three languages in New York primaries.



Figure 30: Signs to promote social distancing at a polling place in New York

- A poster [asking](#) people to maintain a distance of at least six feet at a polling place during the Wisconsin Primary.



Figure 31: Poster promoting social distancing in Wisconsin

- [Sign](#) in Kansas City to promote social distancing.



Figure 32: Sign in Kansas City to promote social distancing

- [Sign](#) to encourage social distancing on the plexiglass barrier as well as clear signage for the start of the voter line in Sun Prairie, Wisconsin.



Figure 33: Sign encouraging social distancing in Sun Prairie, WI

- [Sign](#) to encourage good health practices at a Los Angeles polling location.



Figure 34: Sign to encourage good health practices at a polling location in LA

- [Sign](#) encouraging the voters to use the spaces to cast ballots while adhering to social distancing regulations.



Figure 35: Sign encouraging social distancing while casting ballots in Bedford, MA

### What poll workers are doing:

- [Seneca County Board of Elections in Ohio](#) uses the livestream feature on Facebook to make their recounts and polling operations publicly available online. This increases transparency in the voting process.
- Information about the outside layout of a polling place provided in a Twitter post from [Special Advisor and Director of Innovation for Harris County, Texas, Benjamin Chou](#).



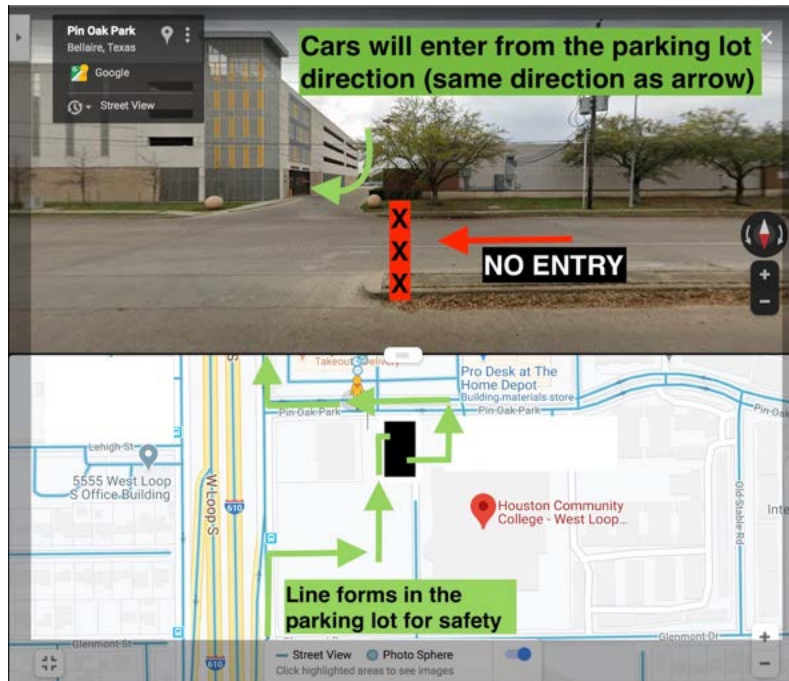


Figure 36: Outside layout of a polling place from a Twitter post by the Special Advisor and Director of Innovation for Harris County, TX

- Clear [signage](#) of the sanitation station in Dallas County, Texas.



Figure 37: Sanitation station in Dallas County, TX



- Clear [signage](#) of the sanitation station at Houston's Metropolitan Multi-Service Center.



Figure 38: Sanitation station at Houston's Metropolitan Multi-Service Center

- [Signs](#) with buzzers and instructions for curbside voting in Houston, Texas.



Figure 39: Signs with buzzers and instructions for curbside voting in Houston, TX

- [Staff members](#) at Emergency Voting Sites in Pima County, Arizona assist voters who are voting in person early or using the curbside ballot drop-off.



Figure 40: Staff members at Emergency Voting Sites in Pima County, AZ