

# **50 IDEAS FOR MORE ACCESSIBLE ELECTIONS**

**October 2012**



## **Foreword**

**The Information Technology and Innovation Foundation (ITIF) received a grant from the U.S. Election Assistance Commission (EAC) to improve the accessibility of elections for voters with disabilities. As part of this effort we partnered with OpenIDEO to hold a public design challenge around the question, “How might we design an accessible election experience for everyone?” We also held two design workshops where we brought together a diverse group of stakeholders, including voting technology vendors, security experts, election officials, people with disabilities, accessibility advocates, designers, and researchers from various fields, to work together to generate concepts that could help make the voting process more accessible.**

**This report highlights fifty ideas, both big and small, that were generated during this process. Some of these ideas have already been implemented in a few elections and represent emerging best practices; others are still in the early design phase. Our hope is that these ideas will spur others to continue to innovate and pursue new ways of making elections more accessible for all Americans.**

**Daniel Castro  
Project Director  
ITIF Accessible Voting Technology Initiative**

## **50 Ideas for More Accessible Elections**

- 1. Virtual “I Voted!” stickers**
- 2. Preferences on voter registration forms**
- 3. A genius bar for voting**
- 4. Easy-to-adjust voting systems screens**
- 5. A “Yelp” for polling places**
- 6. Voter communication profiles**
- 7. Online poll place accessibility information**
- 8. An easier-to-grip smartcard**
- 9. Vote-pools**
- 10. Schedule a mobility tour**
- 11. Hire people with disabilities as poll workers**
- 12. Make online forms fully accessible**
- 13. Easy to read election information**
- 14. Drive-through voting**
- 15. Mobile-friendly election web sites**
- 16. Add captions to videos**
- 17. Election kiosks in care facilities**
- 18. Ready-to-vote toolkit**
- 19. See. Click. Fix.**
- 20. Self-assessment tools to check election accessibility**
- 21. Interactive voter’s guide**
- 22. Voter assistants**
- 23. Reminders for voters**
- 24. Use familiar technology for voting**
- 25. Learn a few signs**

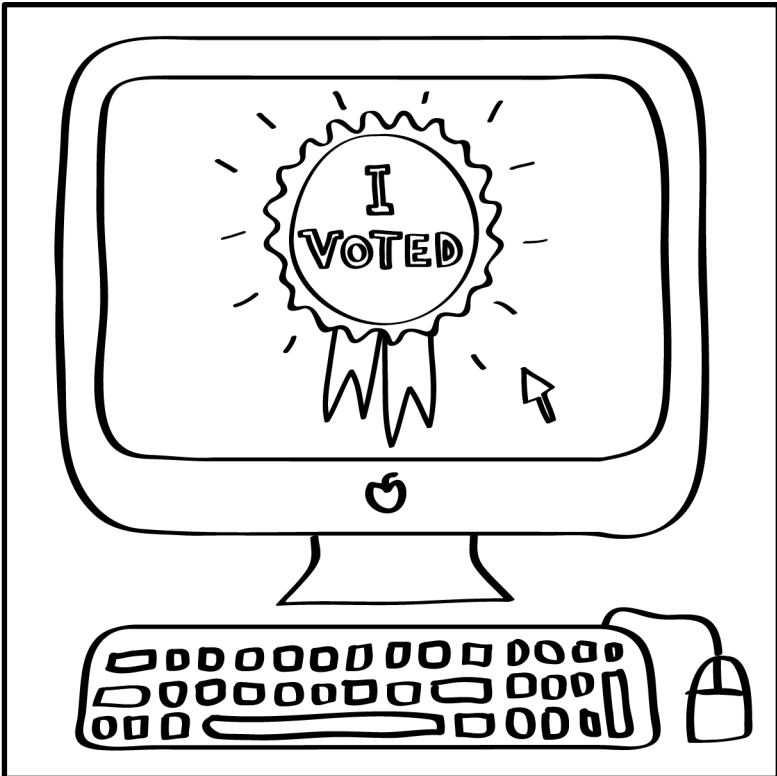
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27. Accessibility advice app
28. Use QR codes to enter long URLs
29. A voter help hub
30. Interactive guide to prepare to vote
31. Crowdsource subtitles for videos
32. Online wait times
33. Use students as poll workers
34. Create a virtual suggestion box
35. Voting vans
36. Polling place accessibility map
37. Better signage
38. An innovators network for poll workers
39. Open election information
40. Online poll worker training
41. Community voter advocates
42. Disperse the queue
43. Pop-up polling places
44. Mail an absentee voting device
45. Tell a story. Enact a scene.
46. Barcodes to transfer voting choices
47. Standards for assistive devices
48. Tap it to configure it
49. Simplify the interaction
50. Preferences on voter registration cards

## 1. Virtual “I Voted!” stickers

**Problem:** “I voted” stickers remind friends and neighbors to vote, but they are not accessible for everyone, especially voters with vision disabilities or those who vote absentee from home.

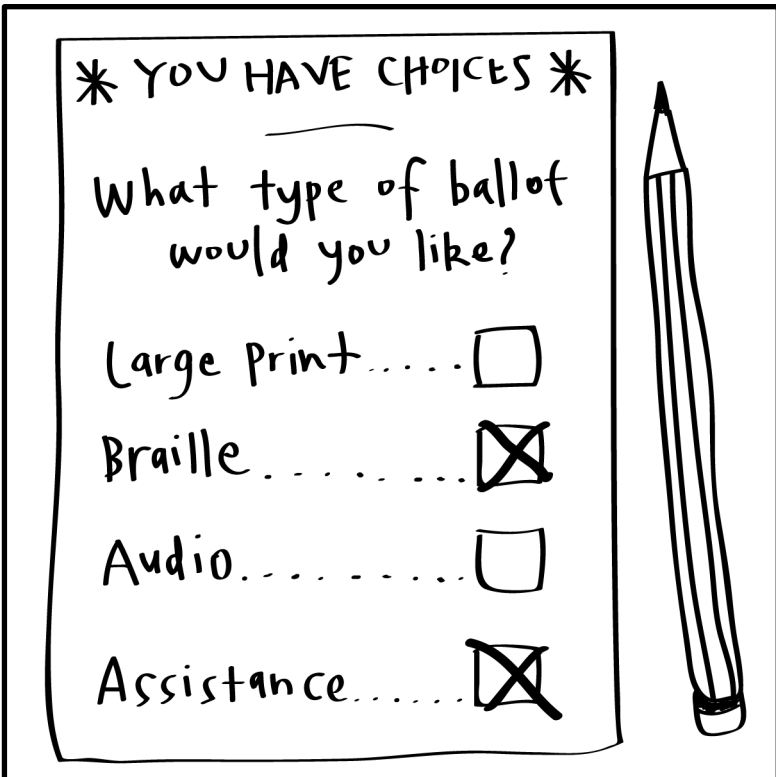
**Idea:** Remind voters that they can declare themselves to be voters online, using social networks and mobile apps like Facebook and Foursquare that allow voters to “check in” to polling places.



## 2. Preferences on voter registration forms

**Problem:** Since election officials do not always have good information about their voters' specific needs and preferences, they do not always send voters information in the most accessible format for them.

**Idea:** Election officials could allow voters to indicate on their voter registration forms their preferences, such as using a large print or non-English language ballot, so poll workers can be better prepared on Election Day.



\* YOU HAVE CHOICES \*

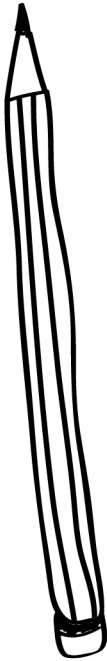
What type of ballot would you like?

Large Print.....

Braille.....

Audio.....

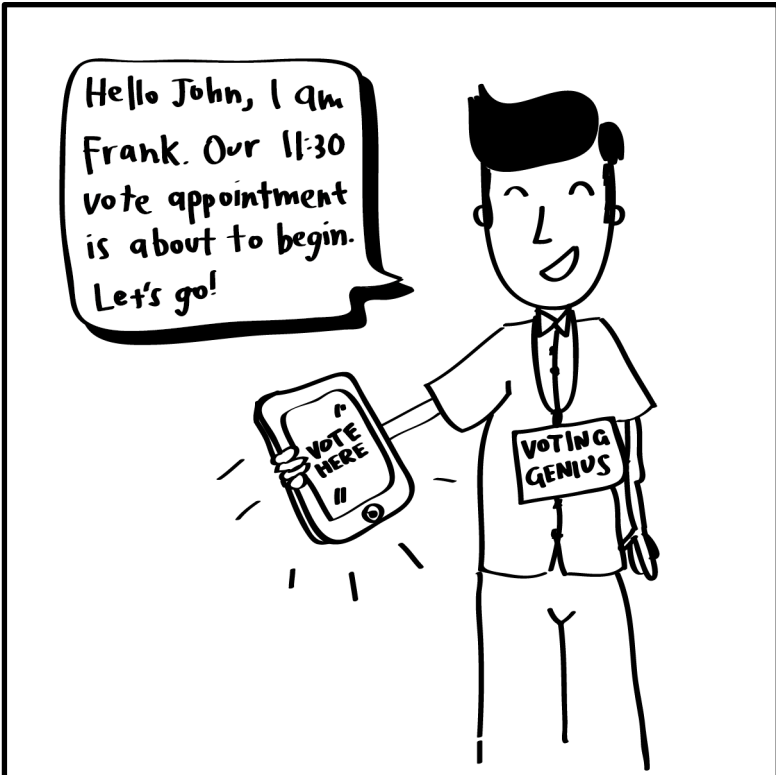
Assistance.....



### 3. A genius bar for voting

**Problem:** Some voters need a little extra assistance, attention, time or flexibility to meet their voting needs.

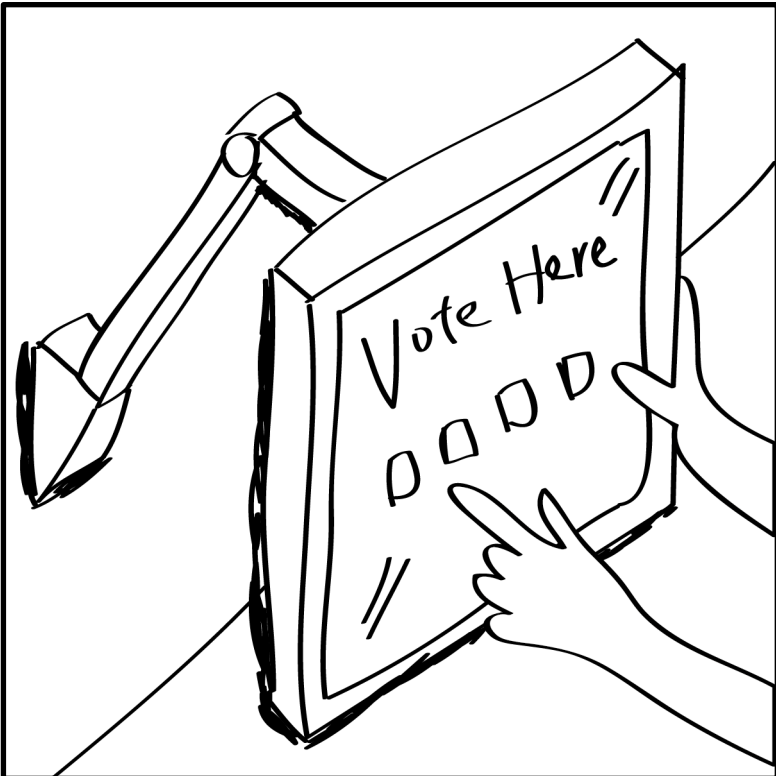
**Idea:** What if going to the polls could be like making an appointment at an Apple Genius Bar where poll workers could act as “voter service agents?” At the polling place, someone could be ready to help and focused on making sure the voter is able to vote successfully.



## 4. Easy-to-adjust voting systems screens

**Problem:** Since there are different kinds of wheelchairs, technologies, and physical abilities to consider, some voting systems may not put the ballot directly in front of the voter.

**Idea:** A simple, safe, easy-to-adjust mounting arm could make voting systems more accessible by placing the screen in the right place for each voter. These are commercially available at a low cost.

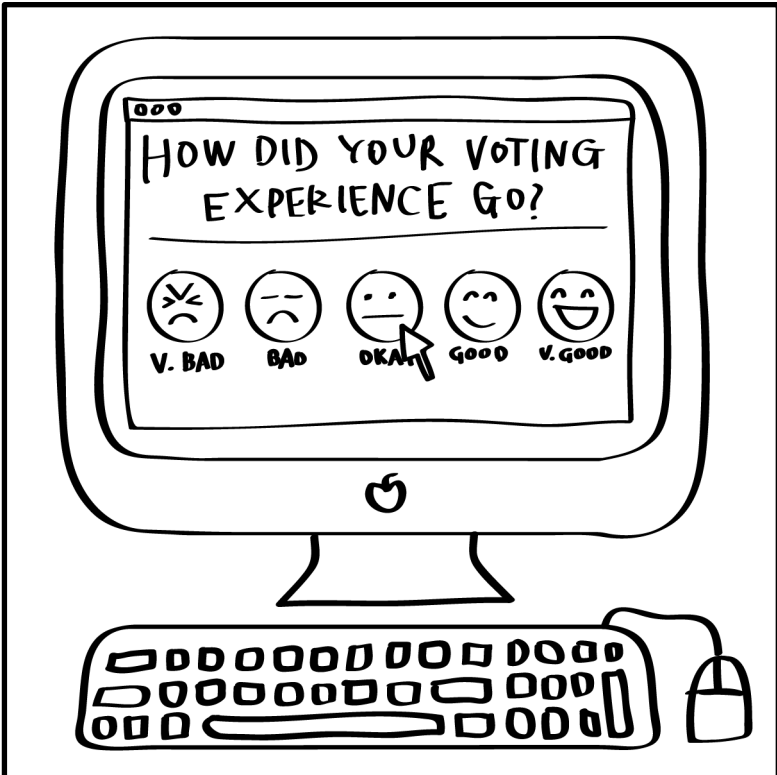




## 5. A “Yelp” for polling places

**Problem:** Election officials do not always receive a lot of feedback on how well a polling place is run, especially in big districts with many polling places.

**Idea:** An online rating system could allow voters to give feedback to election officials on what is, or is not, working and how to improve the voting experience. Ratings for polling places could help voters identify the most accessible early voting centers and well-run polling places. This would also let the community recognize the expertise of election officials who operate the best polling places, who can then help improve neighboring locations.



## 6. Voter communication profiles

**Problem:** Some voters receive election information in the mail that they cannot read, because they have a print disability or because the information is in a language they do not read well.

**Idea:** Election officials could let voters create a profile to list their preferences for receiving election-related information, such as how they want their sample ballots and election notices delivered. Voters could setup and update their profiles in a variety of ways—online, by phone, through the mail, or in person—for the widest accessibility.

A hand-drawn illustration of a voter profile card. On the left is a simple line drawing of a man's face and upper torso, wearing a suit and tie, enclosed in a rounded square frame. To the right of the drawing, the name "John Doe" is written in a large, bold, sans-serif font. Below the name, the address "Los Angeles, CA" is written in a smaller font, with "Los Angeles" underlined. Below the address are three icons: an envelope, a lightning bolt, and a Facebook 'f' logo. To the right of these icons, "D.O.B" is written, followed by a rectangular box containing the date "02 | 21 | 1967". Below the address and icons, the text "SAMPLE BALLOT DELIVERY" is written in all caps. Underneath this text is a large rectangular box containing the text "online & e-mail". At the bottom of the card, the text "more info..." is written in a cursive-like font.

**John Doe**  
• Los Angeles, CA  
• D.O.B 

02	21	1967
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SAMPLE BALLOT DELIVERY

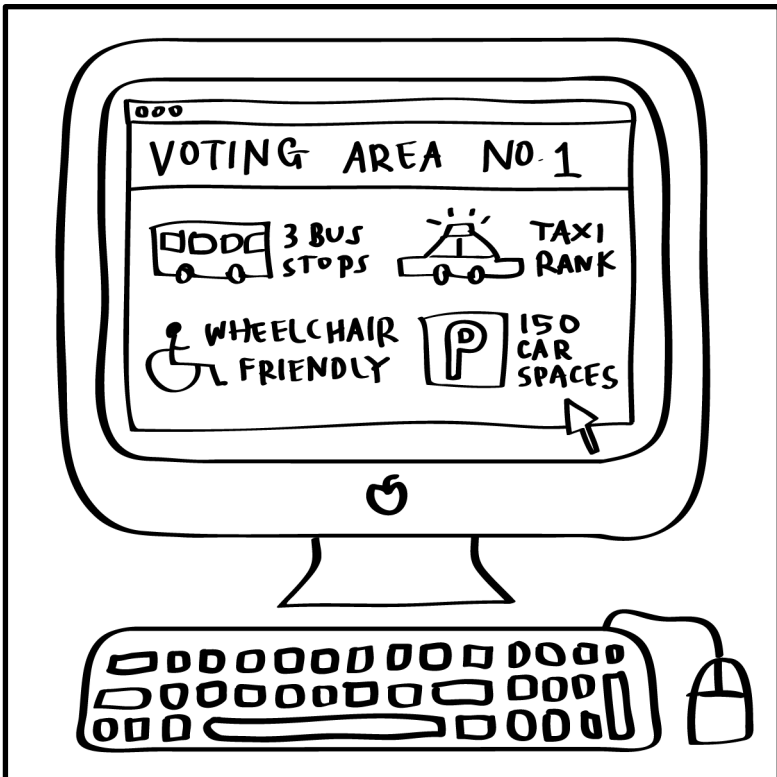
online & e-mail

more info....

## 7. Online poll place accessibility information

**Problem:** Voters with disabilities may not go to a polling place if they do not know what accessibility options are available to them before they get there.

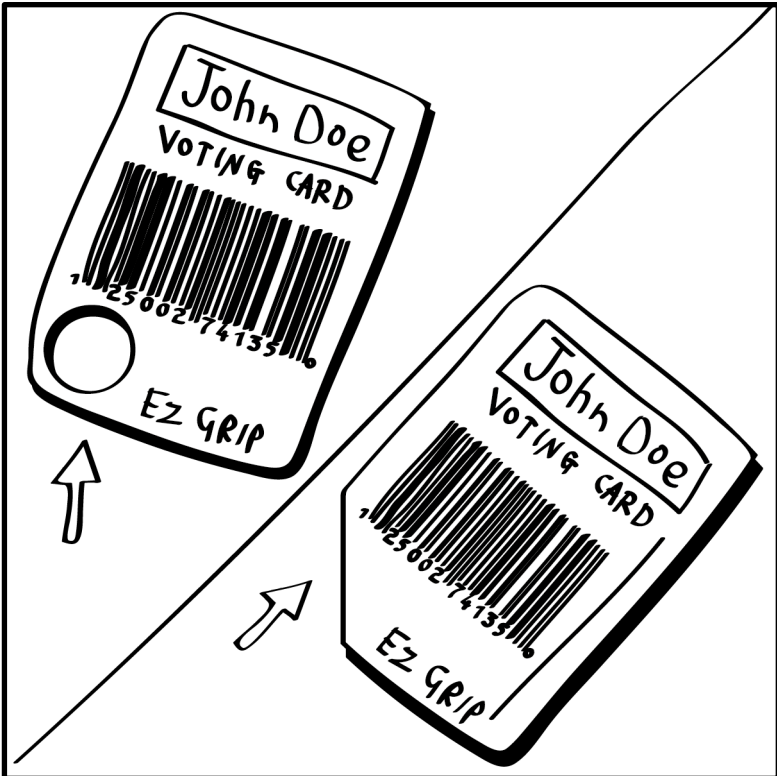
**Idea:** State and local election websites could include accessibility information, such as where to park, photos of poll places, and the nearest public transportation options, to help raise awareness about the options available to voters.



## 8. An easier-to-grip smartcard

**Problem:** Some voting systems are activated with smooth, flat, plastic smartcards, but they can be hard for voters with arthritis or low dexterity to hold, and inserting them in the right direction is a challenge for blind voters.

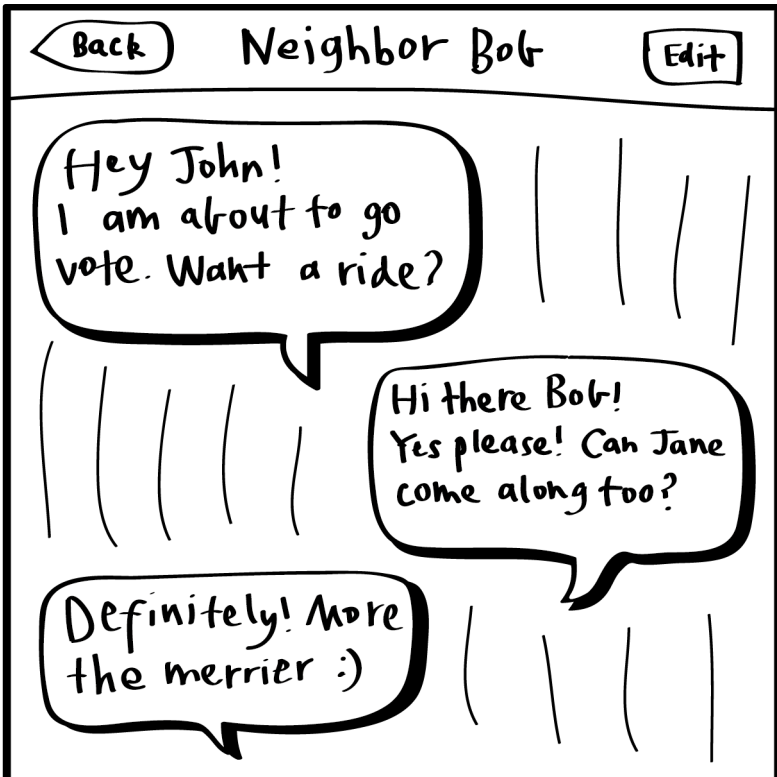
**Idea:** Election officials could add a hole for a finger grip and cut an angle off of one corner or add a notch in the bottom for orientation to make these plastic cards more accessible.



## 9. Vote-pools

**Problem:** For many people, just getting to their polling place is inconvenient, difficult, or time-consuming, especially if they have to rely on public transportation.

**Idea:** Car pools let drivers in the community help their neighbors get to the polling place. Voters could use new online tools such as Ridejoy and Rideshare, which use text messaging and microblogging services to help make car pools fast and easy.



## 10. Schedule a mobility tour

**Problem:** Voters who use wheelchairs, crutches or canes and voters with visual disabilities may have problems navigating an unfamiliar place or one with obstructions. Election officials may not be aware of all the things that can make a space inaccessible.

**Idea:** Election officials could set up a time for voters who use wheelchairs, scooters, or walkers, and other voters with disabilities to have a mobility tour through polling places and show poll workers how they experience the space. This could allow everyone to learn about the small things that can improve the accessibility of rooms and buildings.

A hand-drawn sketch of a web form titled "Los Angeles Voting Building" with a "000" status indicator in the top left corner. The form is titled "Mobility Tour Times" and lists three options: "MON 8:00am", "WED 12:00pm" (with a mouse cursor pointing to it), and "FRI 4:30pm". Below the options is an envelope icon and the text "E-mail Reminder" with a checked checkbox.

Day	Time
MON	8:00am
WED	12:00pm
FRI	4:30pm

E-mail Reminder

## 11. Hire people with disabilities as poll workers

**Problem:** Poll workers and election staff want to help, but they may not have much first-hand experience interacting with people with a variety of disabilities.

**Idea:** Election officials could make people with disabilities part of the solution by including more of them as poll workers. This would raise the “Accessibility IQ” at election departments, put experts in the polling places, and let staff and other poll workers learn by example.



## 12. Make online forms fully accessible

**Problem:** Paper forms are totally inaccessible for many voters, including those with vision and dexterity disabilities.

**Idea:** Election officials should make sure that all forms, including voter registration forms and absentee ballot request forms, are available online and follow accessibility best practices. In addition, voters should be able to complete and submit all forms online.

A hand-drawn sketch of a web browser window titled "ONLINE VOTING FORM". The window has standard window controls (close, minimize, maximize) in the top-left corner. Below the title bar, a dashed line separates the header from the main content area. The form contains the following elements:

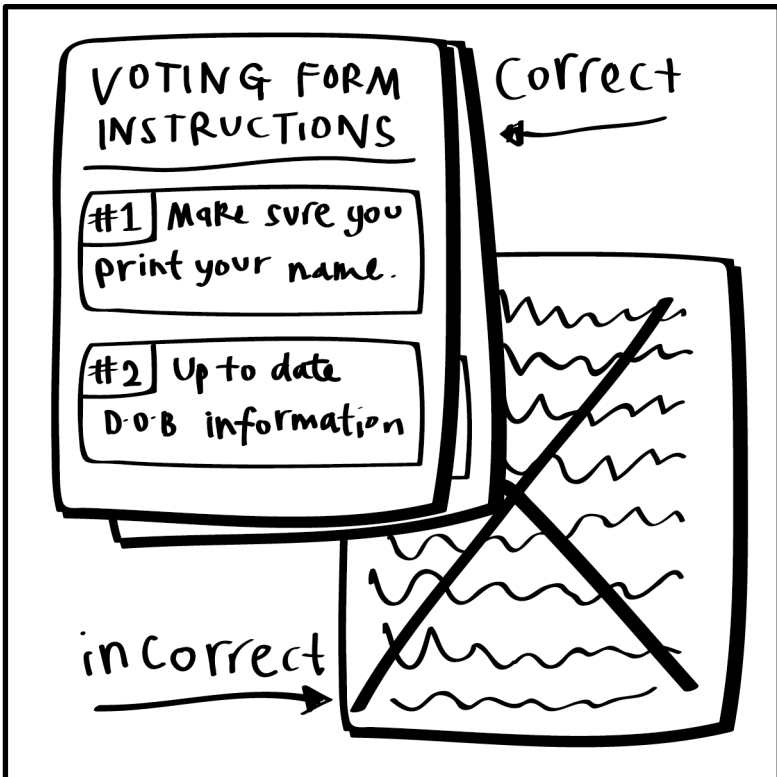
- The label "Name:" followed by a text input field containing the name "John Doe".
- The label "Date of birth:" followed by three input fields. The first two contain the numbers "02" and "21" respectively. The third field is empty and has a mouse cursor pointing at it.



### 13. Easy to read election information

**Problem:** For voters who do not read well, election information can seem like a jumble of words. As a result, these individuals may be embarrassed to vote.

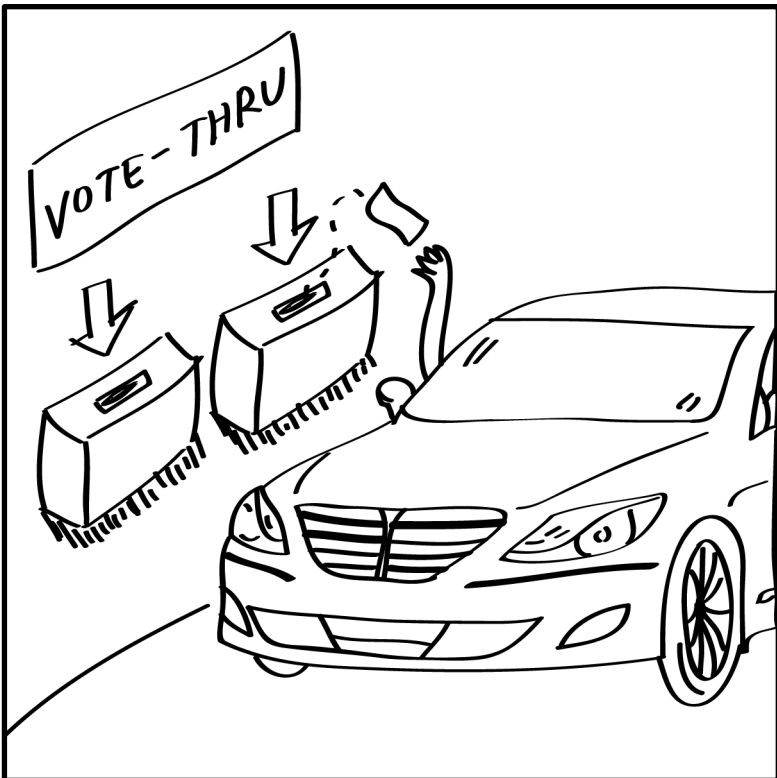
**Idea:** If election officials put information online, this could allow voters to read the information ahead of time or use tools on their computer to change the appearance of the text to make it easier to read. Election officials should ensure that information is provided in plain language, using everyday words for election concepts.



## 14. Drive-through voting

**Problem:** When drop boxes for postal voting and absentee ballots are not easy to get to, because they are across a sidewalk from the curb or inside a building, it makes it hard for voters with mobility disabilities to deposit their ballots.

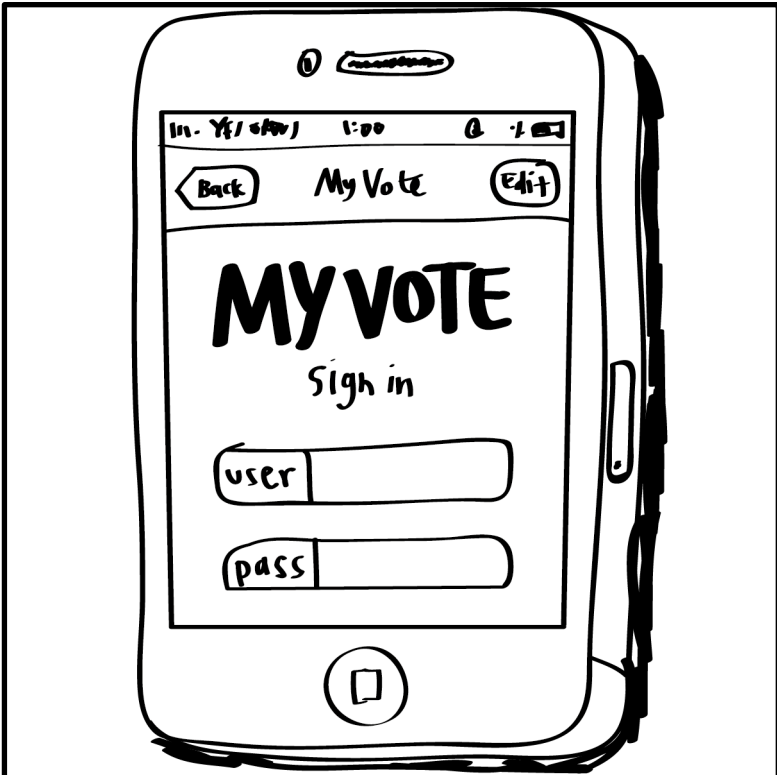
**Idea:** Election officials could use a drive-through drop-off location, much like we use for fast food, pharmacies, and banks, to make it easier to return ballots. This eliminates the need to search for a place to park or force voters to navigate a new—and potentially inaccessible—building.



## 15. Mobile-friendly election web sites

**Problem:** For people with disabilities, smartphones can be a lifeline, but election web sites do not always work well on a small mobile device screen. This can keep voters who rely on their phone as their main computer from finding election information.

**Idea:** Election officials should make sure that election web sites and applications, like online voter registration, work on mobile devices, either with a mobile app or a website designed so that it automatically adapts to the size of the screen. One way to help ensure that forms and web sites work on smartphones is to keep the layout simple.



## 16. Add captions to videos

**Problem:** Videos are a great way to provide voter education online, but without captions they are not accessible for people with a hearing disability, people learning English, or people in a noisy environment.

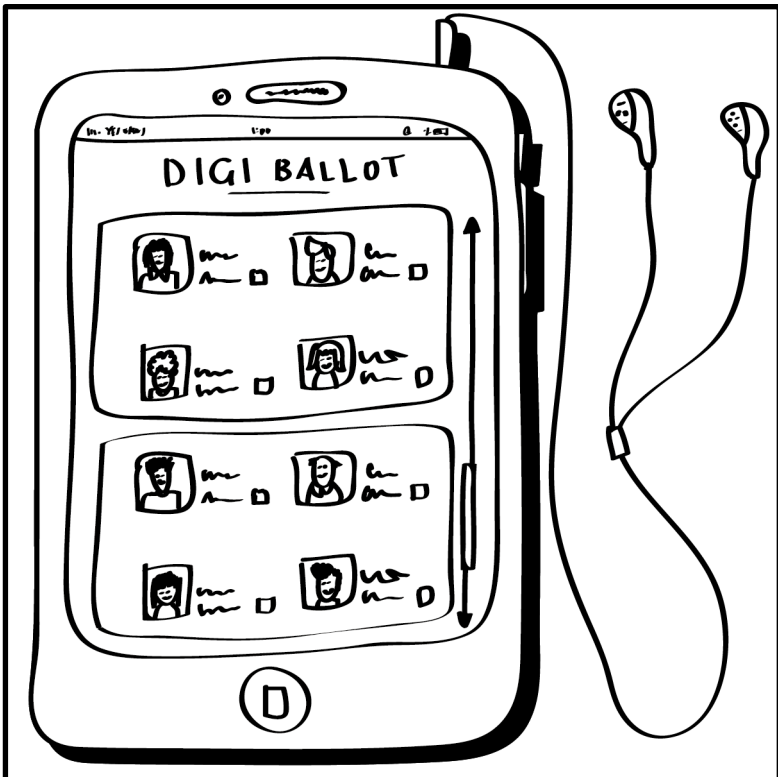
**Idea:** Captioning used to be difficult, but new tools on platforms like YouTube now make adding subtitles easier than ever. Election officials could choose video services that support captions for accessibility and add subtitles and captions to all videos to make them universally accessible.



## 17. Election kiosks in care facilities

**Problem:** For people in hospitals, nursing homes, and assisted living facilities, learning about elections and getting to a polling place or early voting center can be a challenge because they may be unable to easily leave the facility.

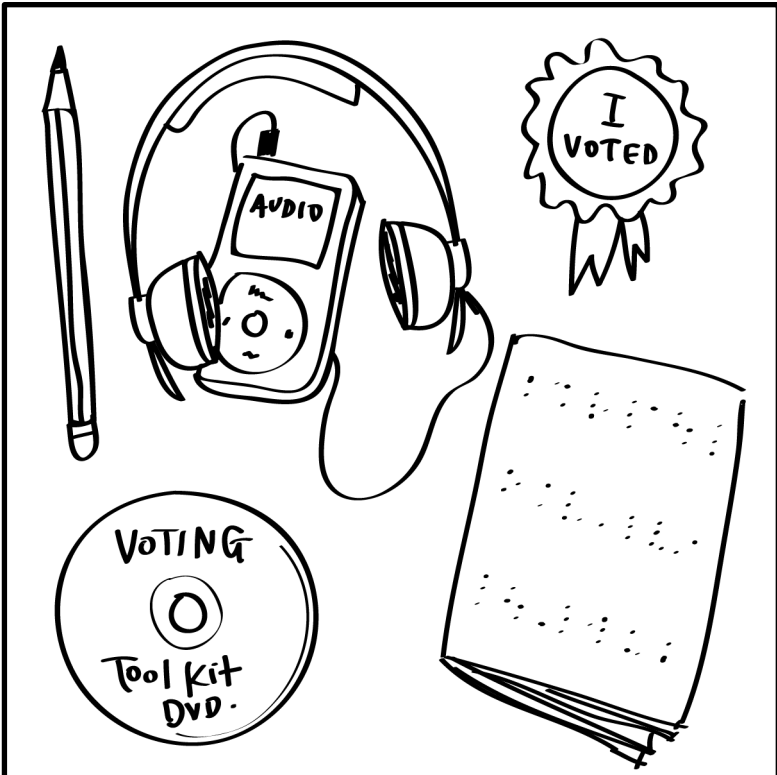
**Idea:** Using lightweight, portable devices like iPads to allow voters to view and mark their ballots could make it easier for election officials to provide supervised voting in care facilities. These devices could be used both as a kiosk and as a portable voting device.



## 18. Ready-to-vote toolkit

**Problem:** It can be difficult for voters to find all the information about how to vote, such as election dates, options for where to vote, how the voting systems works, and what is on the ballot. This problem can be especially acute for voters who have trouble using the Internet.

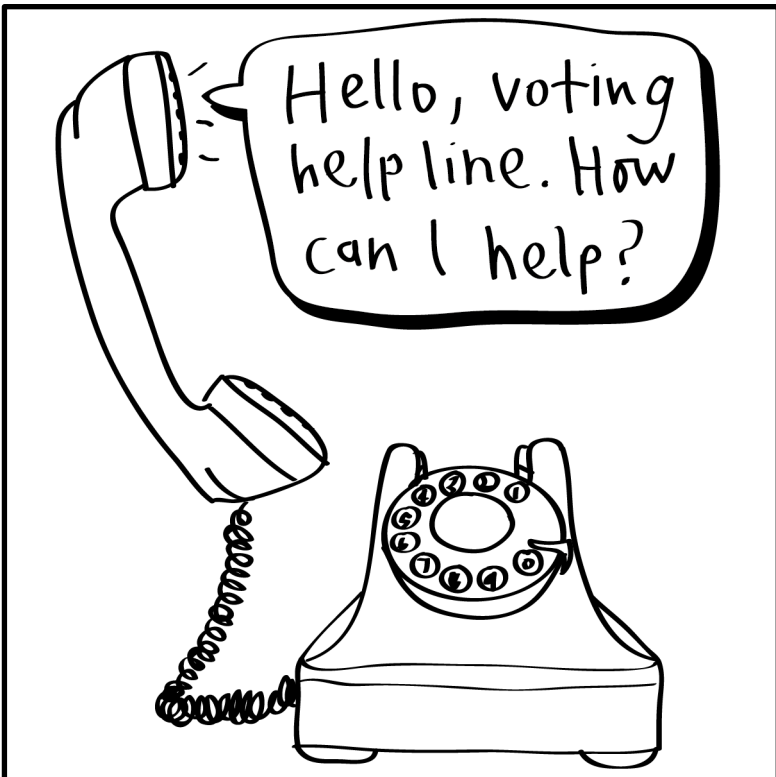
**Idea:** Election officials could create a “ready-to-vote” toolkit to bring together all the information a voter needs, with information in print, audio, video, Braille, and access to a hotline all in one package. These kits could be distributed directly to voters or made available to groups and facilities that support voters with disabilities.



## 19. See. Click. Fix.

**Problem:** If a voter sees a problem that cannot be resolved at a polling place, they may not know how to report it and get it fixed. Fixing these problems is particularly important if it is keeping voters from participating in an election.

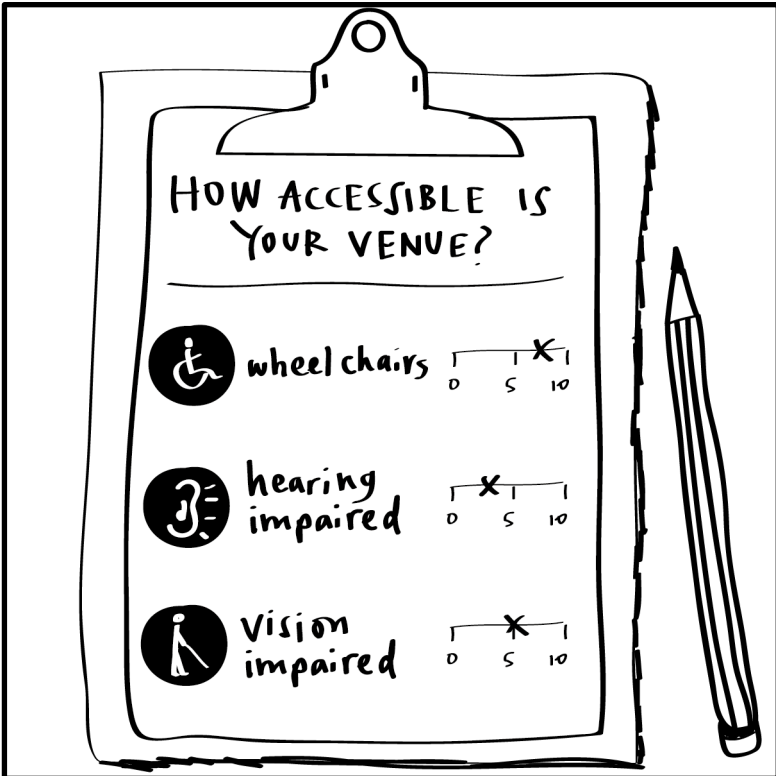
**Idea:** Hotlines like 311 and websites like “See. Click. Fix.” let people connect to their local government. These types of communication platforms could give voters the same opportunity to quickly report problems to election officials for immediate resolution.



## 20. Self-assessment tools to check election accessibility

**Problem:** Election officials and individuals at non-profits who provide election support services may not know how to make sure that all people with disabilities can participate equally in elections when they are first learning about accessibility.

**Idea:** Self-assessment tools like the Cambridge Exclusion Calculator provide useful guidelines that could help election officials walk through all the election processes and their materials to check them for accessibility. Using these tools could help ensure that the overall process is inclusive.

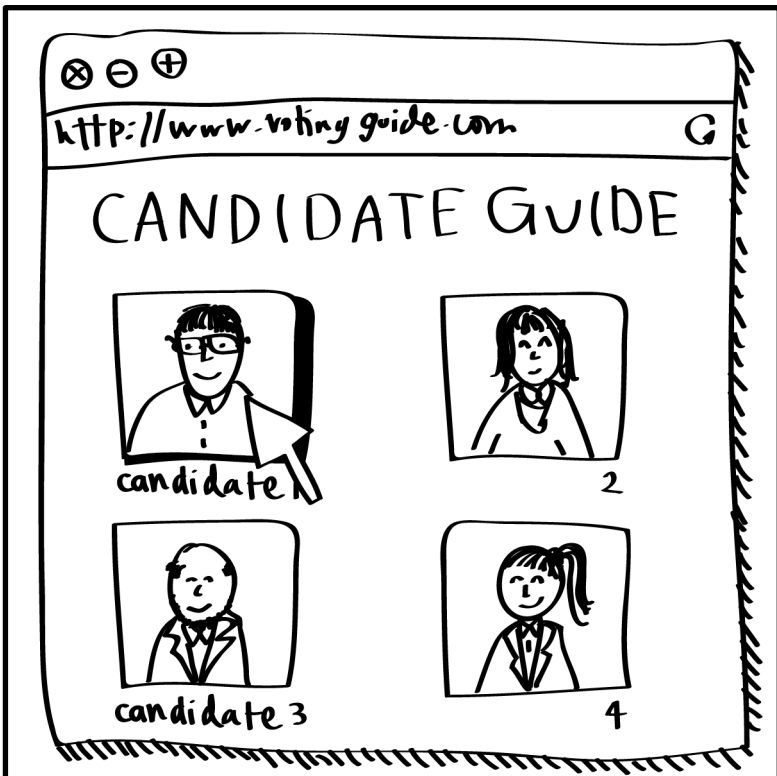




## 21. Interactive voter's guide

**Problem:** With so much information on some ballots, some voters may experience information overload, especially if the information about the different offices, candidates, and ballot propositions has to be collected from many different sources.

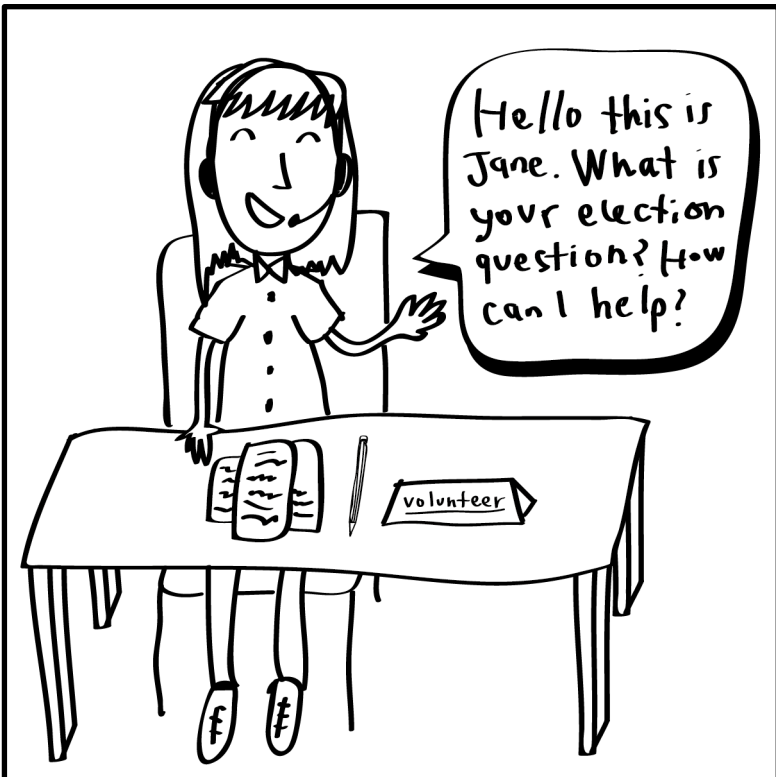
**Idea:** An online interactive voter's guide could bring together all of this information in one place. For example, the voter's guide could include a sample ballot, descriptions of each office, and explanations of ballot questions. Voters could then use their own devices and assistive technology to research their options and bring a completed sample ballot with them to the polling place.



## 22. Voter assistants

**Problem:** Voters using absentee ballots sometimes need assistance outside of normal business hours.

**Idea:** A network of volunteers could make information available even when the election office is closed. Election officials can consider how, with some training, volunteers on social networks may be able to be part of the official channel of information to the public. This network could also connect experts in assistive technology to the voters who need help.



## 23. Reminders for voters

**Problem:** Voters, especially those with cognitive disabilities, may need a reminder to go vote.

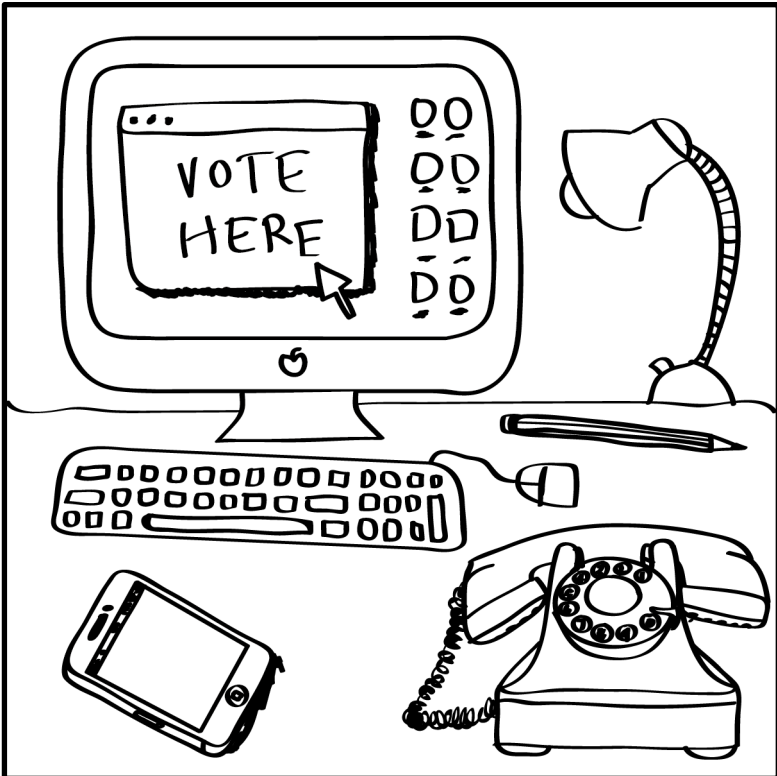
**Idea:** Automated reminders, via phone, text or email, can help remind voters when it is time to request an absentee ballot or go vote. TurboVote is an online program that helps make it easy to register to vote and then get reminders as Election Day approaches. This type of program may be especially useful for voters in long-term care facilities and veterans with traumatic brain injury (TBI) or post-traumatic stress disorder (PTSD).



## 24. Use familiar technology for voting

**Problem:** Dedicated voting systems can be confusing for voters who use assistive technology, like screen readers, or who do not learn new things quickly.

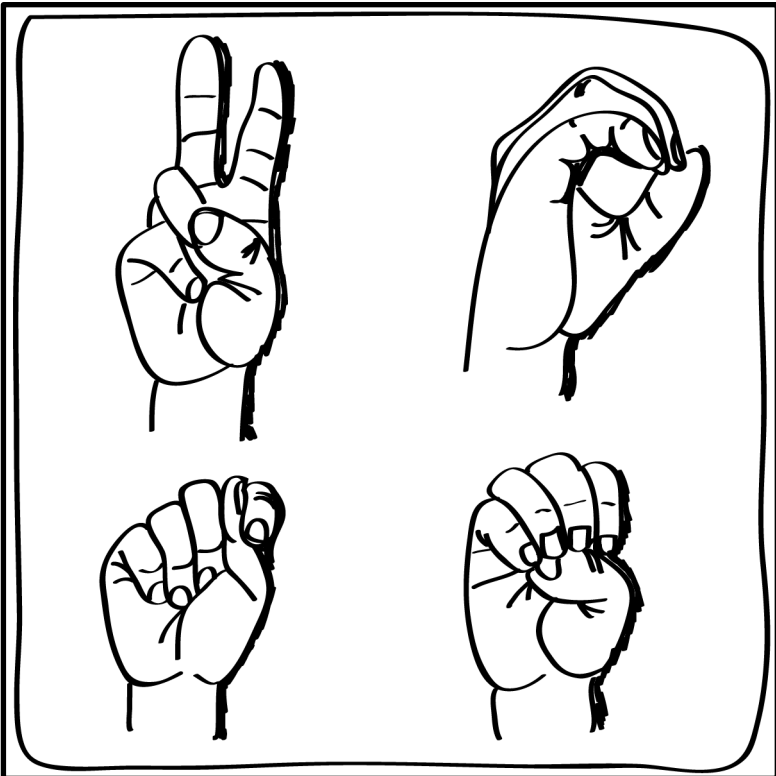
**Idea:** Election officials and voting system designers could continue to explore how to allow voters to use familiar technologies, such as phones, ATMs, and televisions, as part of elections.



## 25. Learn a few signs

**Problem:** Some deaf voters rely on American Sign Language (ASL) to communicate and do not read English easily.

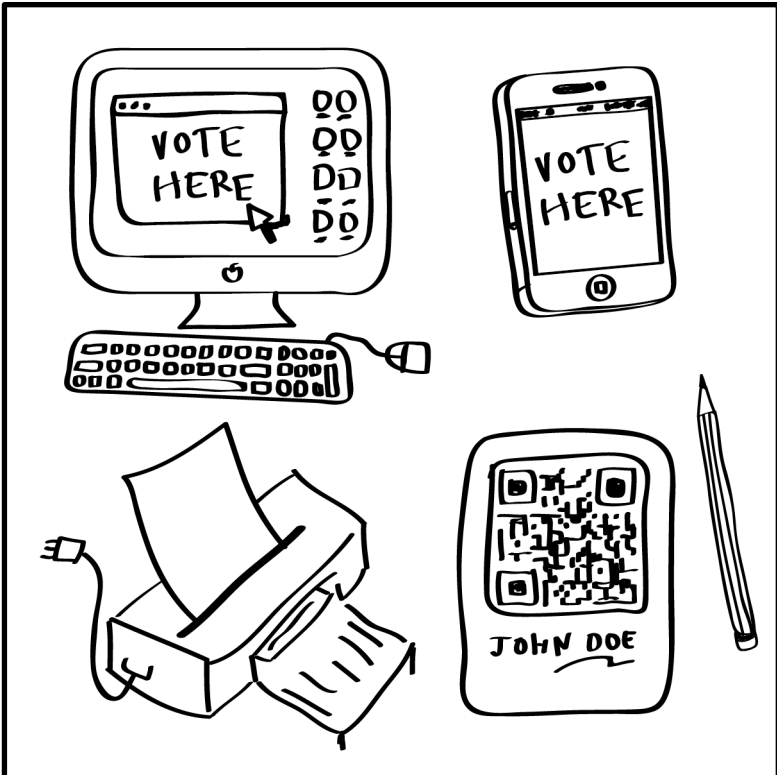
**Idea:** Election officials may not be able to become fluent in ASL, but adding sign interpretation to videos could make elections more accessible for some voters. Researchers are also creating software to automatically create ASL videos in which animated people sign phrases and sentences. Election officials could create a glossary of words and phrases to explain elections to ASL-speakers. This resource could be useful in the polling place to provide voter assistance using a mobile device.



## 26. Mark ballots anywhere

**Problem:** Polling places can be difficult environments for people with cognitive or attention-related disabilities because they are crowded, noisy and unfamiliar—all situations that people with these disabilities cannot cope with well or which can trigger panic.

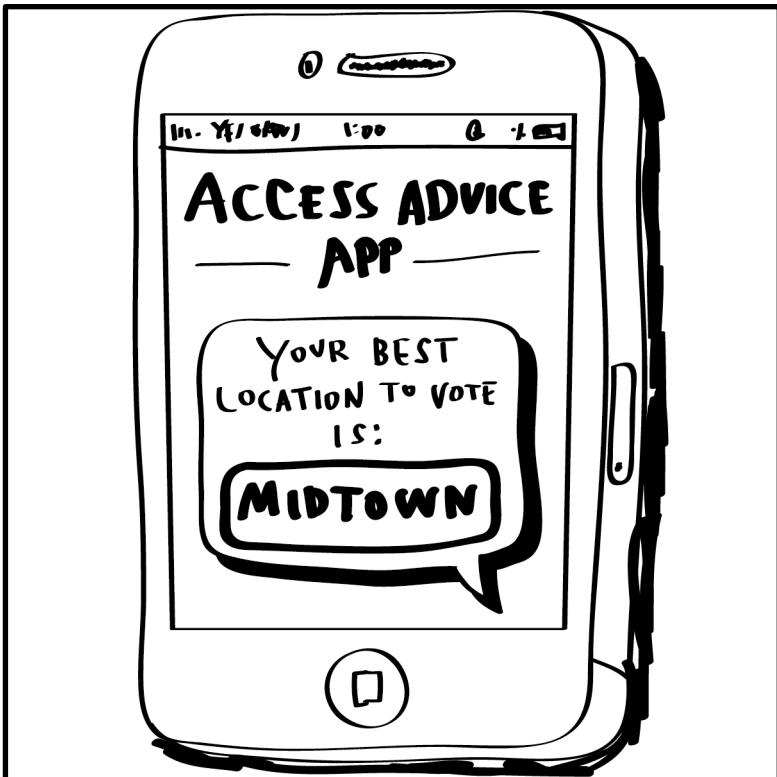
**Ideas:** Voting systems could be designed so that marking a ballot and casting a ballot are two distinct processes. Voters could mark their ballots before coming to the polling place in the comfort and privacy of their own environment with familiar assistive technology. Voters would then submit their votes at a polling place when they cast their ballot.



## 27. Accessibility advice app

**Problem:** Poll workers may not know what support to offer voters, especially if their disability is invisible, and voters may not know what assistance is available to request.

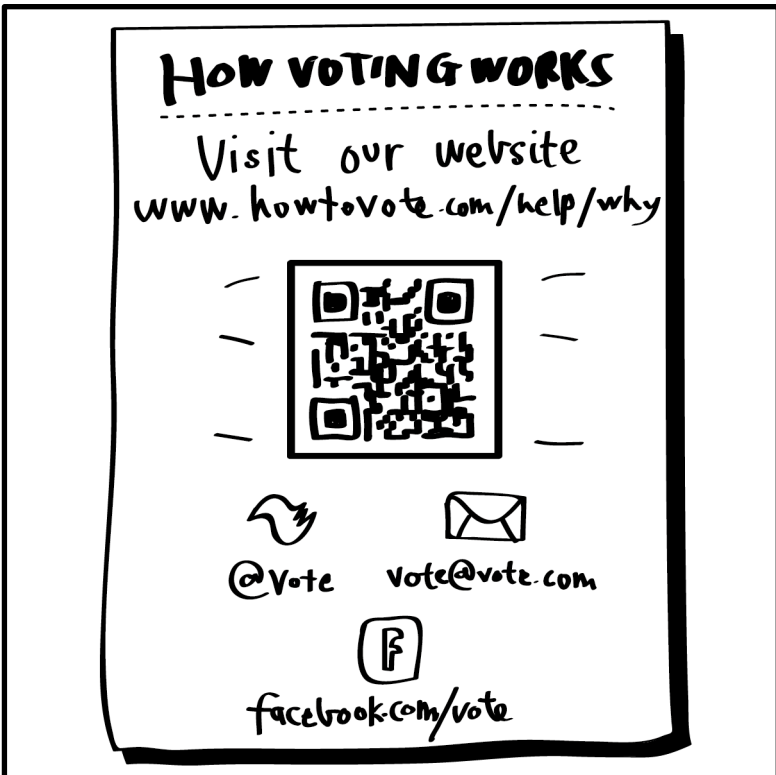
**Idea:** A simple form or mobile app could help quickly suggest the best option for each voter. The poll worker or voters could enter a few details about their needs, and then be shown the accessibility options available at their polling place. This would eliminate guessing or the need to engage in a public conversation to figure out what will help the person vote.



## 28. Use QR codes to enter long URLs

**Problem:** The website address for the local election office may be too long to remember or easily type, especially if it is displayed on a sign or other printed materials. For voters with visual or cognitive disabilities, transferring information from one form to another can be difficult.

**Idea:** Election offices could include a QR code on all of their signs and mailings so that individuals can scan the barcode with their mobile device and get to the official website quickly and easily, without having to type in a long URL. For example, a poster for voter registration can take users directly to the online registration form.

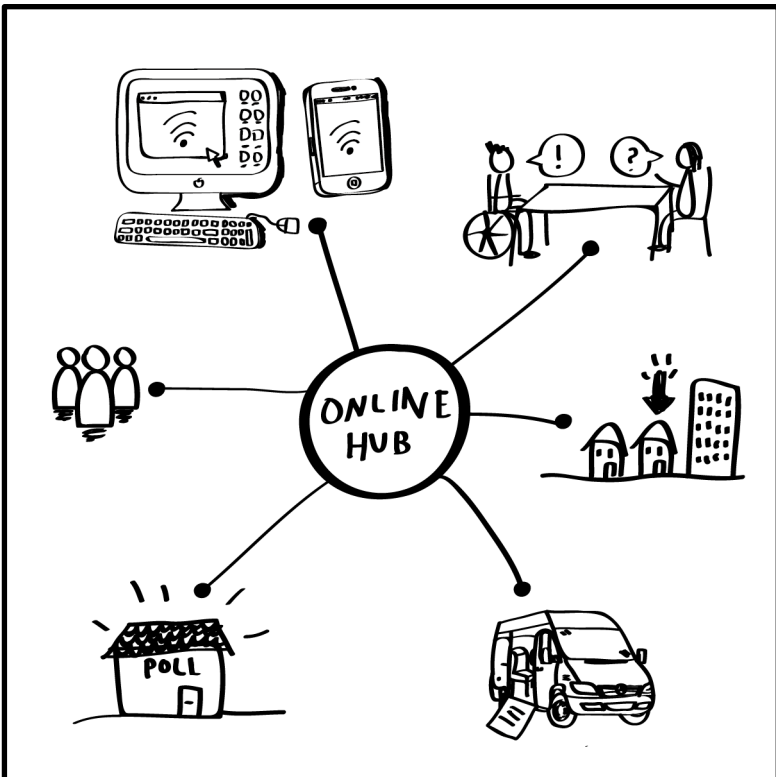




## 29. A voter help hub

**Problem:** Voters who need help cannot easily find people who are willing to provide help in their communities.

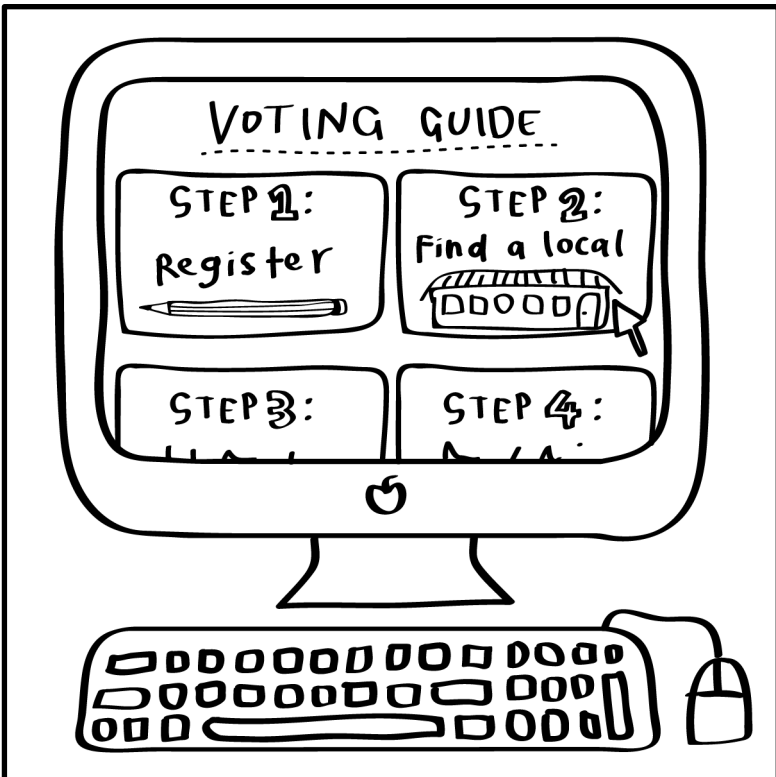
**Idea:** An online social network act could act as a hub to connect, alert, and coordinate volunteers in a community. For example, a voter who needs assistance might find that others in the community are willing to provide assistance voting, if they only knew of the need.



## 30. Interactive guide to prepare to vote

**Problem:** Getting ready to vote starts long before Election Day and requires voters to make sure they are registered to vote, learn when and where they can vote, and decide whether they will vote in-person or absentee. Some voters with cognitive disabilities may have difficulty remembering all of these steps and keeping track of their plans and progress.

**Idea:** An interactive online system or mobile app could help guide voters through this process. For example, this could include a checklist with deadlines that tells voters what steps they need to complete to be able to vote and allows voters to take notes and mark their progress.



## 31. Crowdsourced subtitles for videos

**Problem:** Election departments use video to provide information and voter education; however, these videos are not always provided in other languages.

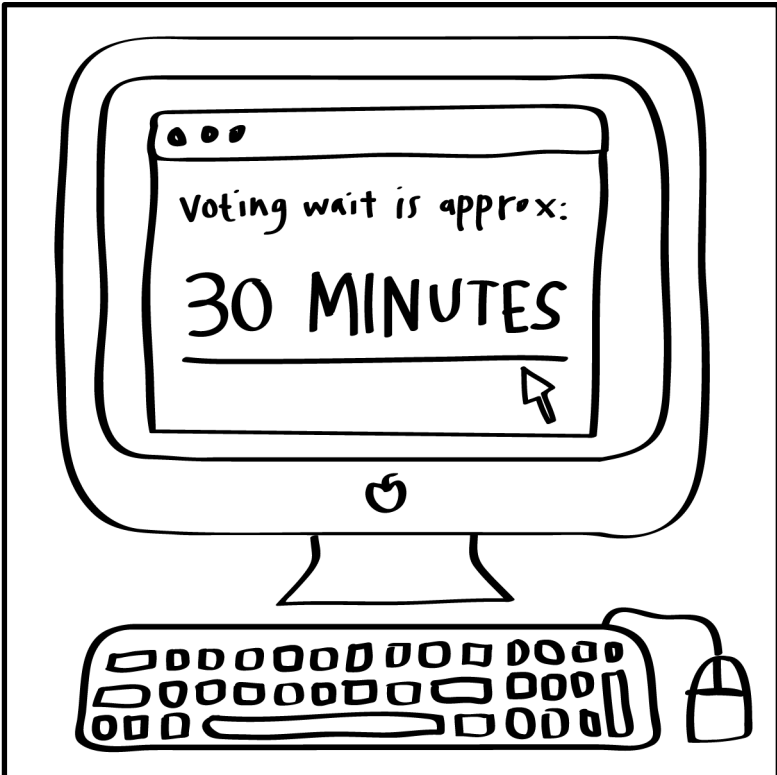
**Idea:** One way to get election videos translated and subtitled in different languages might be directly from the community. Election officials could work with community organizations or individual volunteers to crowdsource captions using open source tools like Amara. Providing transcripts of the videos is also helpful for many voters and makes it easier for search engines to find the videos.



## 32. Online wait times

**Problem:** The long wait at polling places may discourage people from voting.

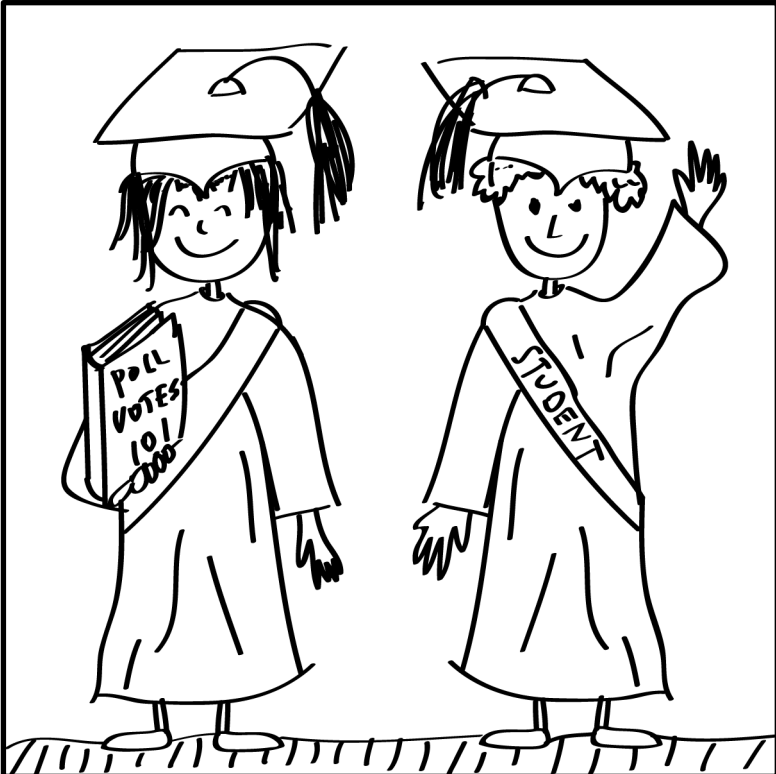
**Idea:** Sometimes voters can avoid these lines by voting earlier or later in the day. If election officials post wait times online, then voters could better decide when to vote or go to a less crowded polling place if that is allowed, such as during early voting periods.



### 33. Use students as poll workers

**Problem:** Many election departments struggle to find enough poll workers.

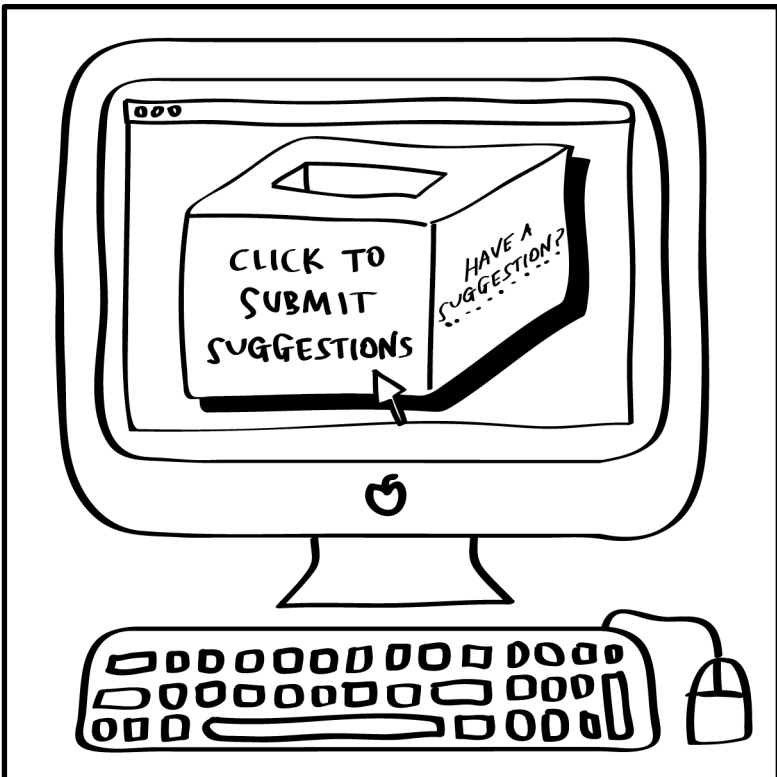
**Idea:** Election officials could recruit and train students in high school to work as poll workers in elections in their communities. Polling places are often in schools, making an easy connection. Younger poll workers may be more familiar with new technologies and can help other poll workers. By starting early, these students might make being a poll worker a lifelong habit.



## 34. Create a virtual suggestion box

**Problem:** Some election officials are unsure about how to make a polling place, or other election administration functions, more accessible.

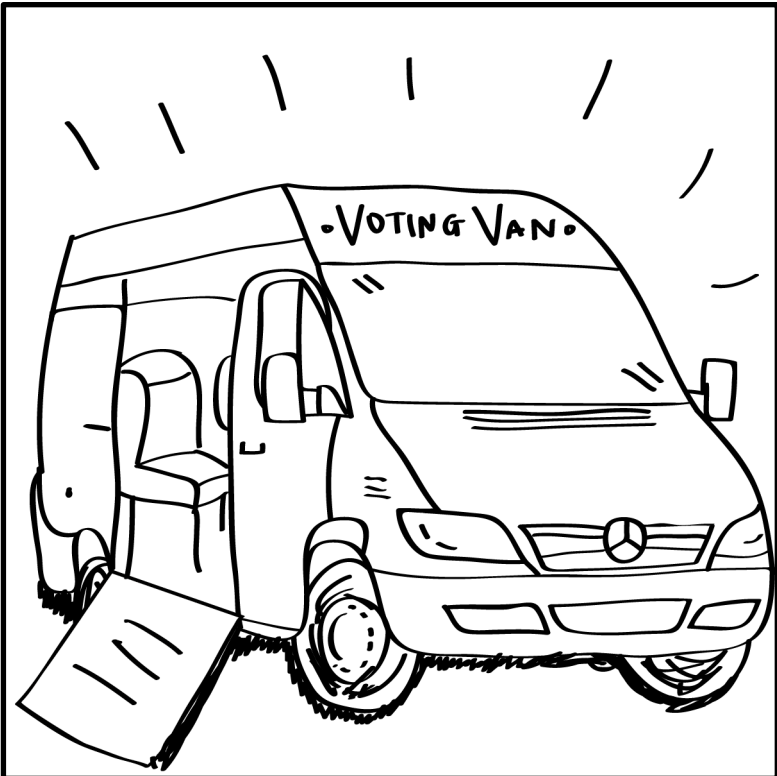
**Idea:** Voters with disabilities often have ideas about how to make their polling place more accessible. Election officials should allow voters to easily give feedback to election officials at the polling place or online. An open discussion of problems and solutions can also increase transparency and accountability.



## 35. Voting vans

**Problem:** Some voters have trouble getting to the polling place because they do not have good transportation options or are home-bound. This can be a particular problem for people in assisted living facilities, nursing homes, or rural communities without good public transportation options for people with disabilities.

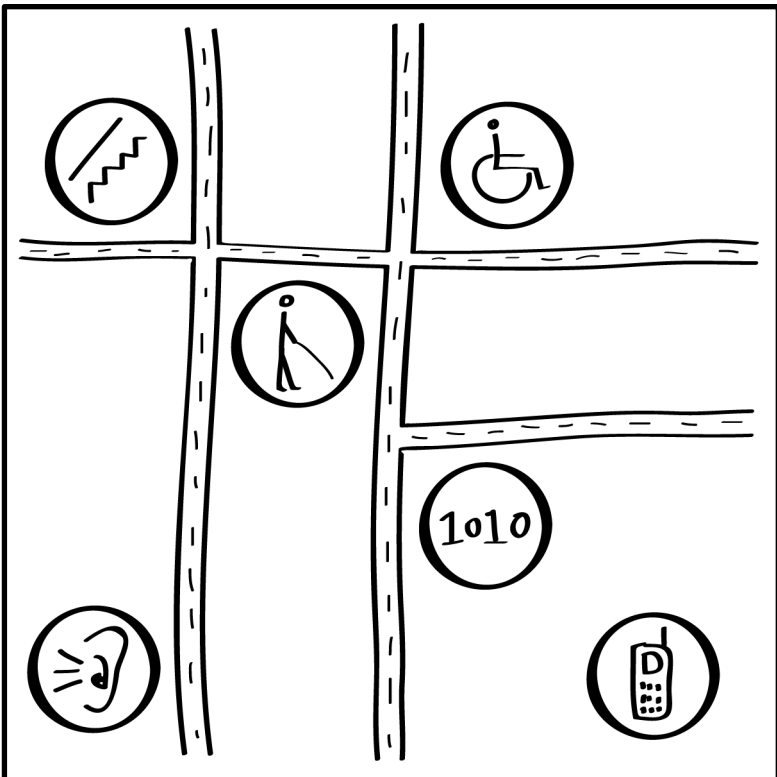
**Idea:** Election officials could take the polling place to these voters by using a voting van. A voting van could go into neighborhoods to register voters, run education sessions, and serve as a mobile polling place. Vans could make scheduled stops at hospitals and rehab centers to allow people there to participate in the voting process.



## 36. Polling place accessibility map

**Problem:** Voters may not know about the accessible voting options in their communities, especially for those who live in communities with in-person early voting or Election Day voting centers that can handle voters from different election districts.

**Idea:** Placing maps of accessible voting centers in the community, such as at bus and subway stations, could raise awareness about the options available to voters and help voters find the accessible voting center most convenient to them.





## 37. Better signage

**Problem:** If voters cannot see directional signs easily and from a distance, they can be frustrated trying to enter the polling place, especially if there is a separate accessible entrance. When mobility is difficult, extra steps to get to the right place are an added penalty.

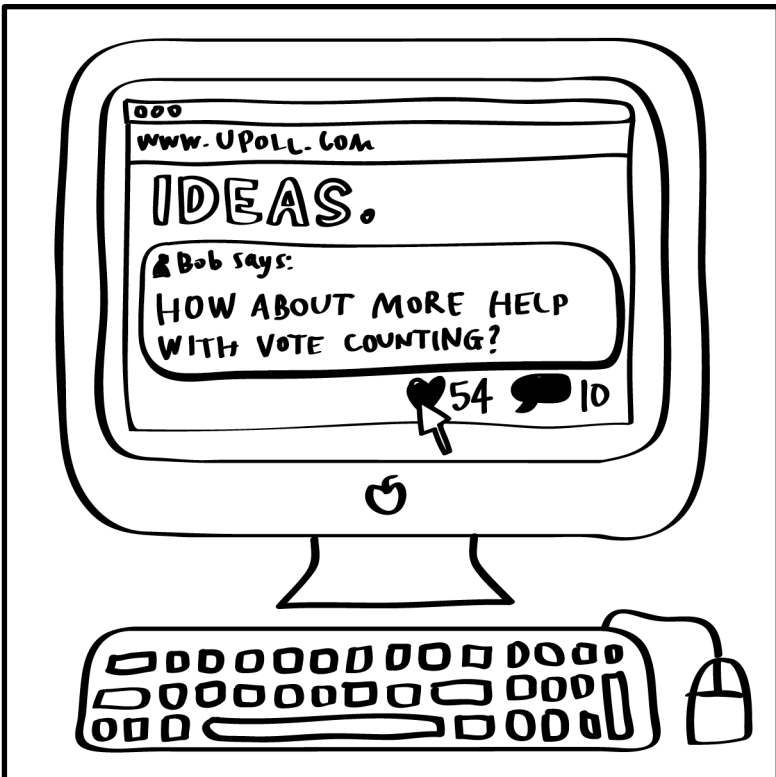
**Idea:** Election officials should ensure that signs are visible from a distance. Signs should show where accessible entrances are located, where to go once inside, and where to sit for those who need to rest. Better signs help everyone and improve the flow of traffic in the polling place.



## 38. An innovators network for poll workers

**Problem:** Poll workers discover many good ideas for making elections more accessible, but these ideas are not always adopted in other locations.

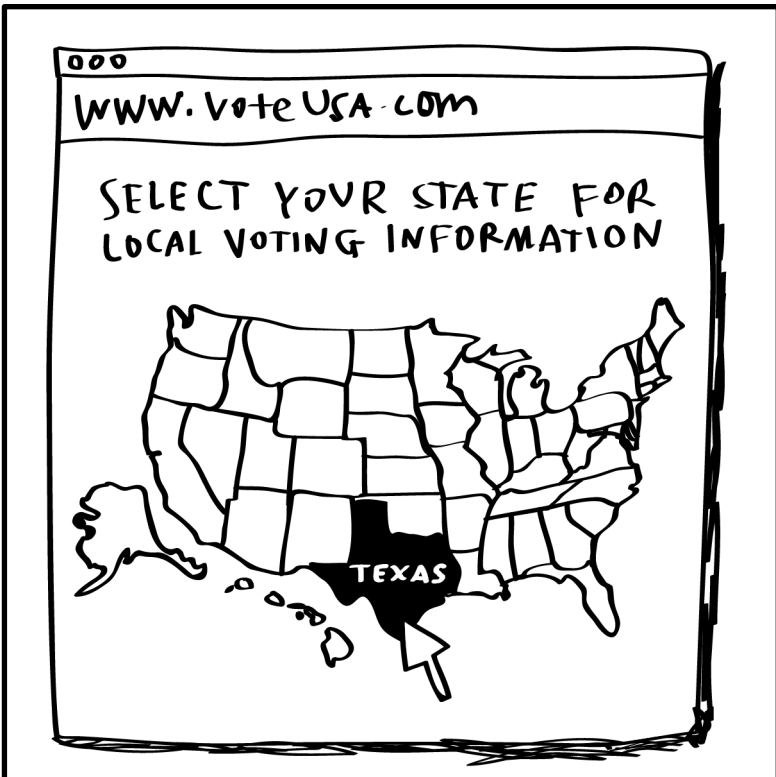
**Idea:** Creating a robust innovators network can encourage poll workers and other election officials to share new ideas, tips, advice, tools, and knowledge on how to better run elections and incorporate these ideas into training and election administration. By connecting colleagues from different communities, ideas can be tested in many different situations and refined over time.



## 39. Open election information

**Problem:** Election information can be difficult to find, especially for caregivers who help many individuals vote absentee from different counties or states.

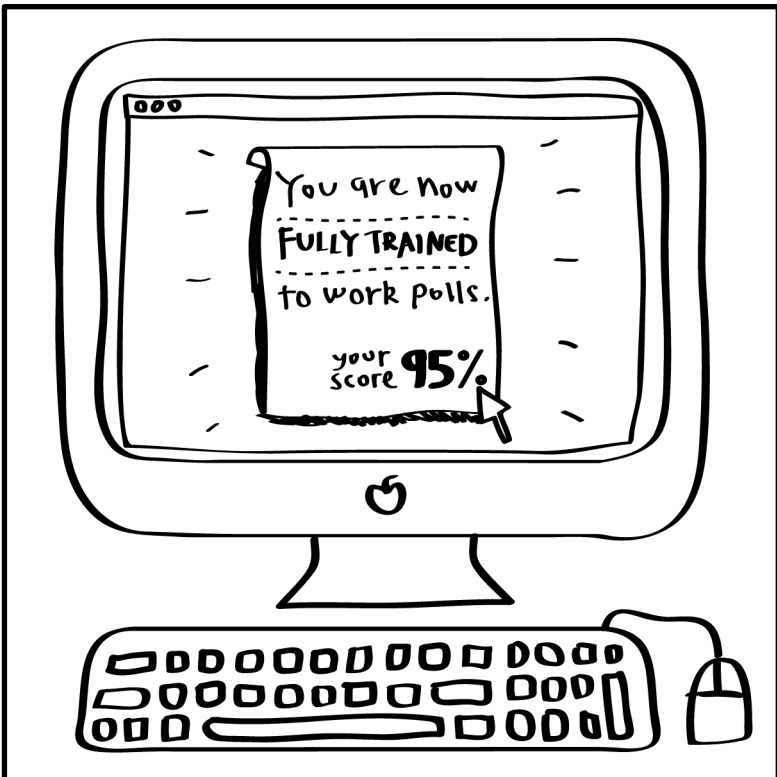
**Idea:** Finding information about voting would be much easier if voting portals were more consistent. State and local election officials can make sure they provide election information in an open, reusable, machine-readable format. And the federal government can create [vote.gov](http://vote.gov)—a centralized, citizen-focused website with voter information so that there is a one-stop-shop for everything related to voting.



## 40. Online poll worker training

**Problem:** The quality of poll worker training varies from state to state. Without good training, poll workers may be unable to effectively assist voters with disabilities.

**Idea:** Rather than have each state create its own training materials, state and local election offices could pool their resources to create a standardized online training platform for poll workers. This would help lower training costs and ensure that all poll workers receive basic training on how to work with people with different disabilities. Election officials could supplement this with training for specific issues in their state.



## 41. Community voter advocates

**Problem:** Election departments have limited resources for voter education and outreach, and most do not have the staff to make sure that every voter has access to correct, authoritative information.

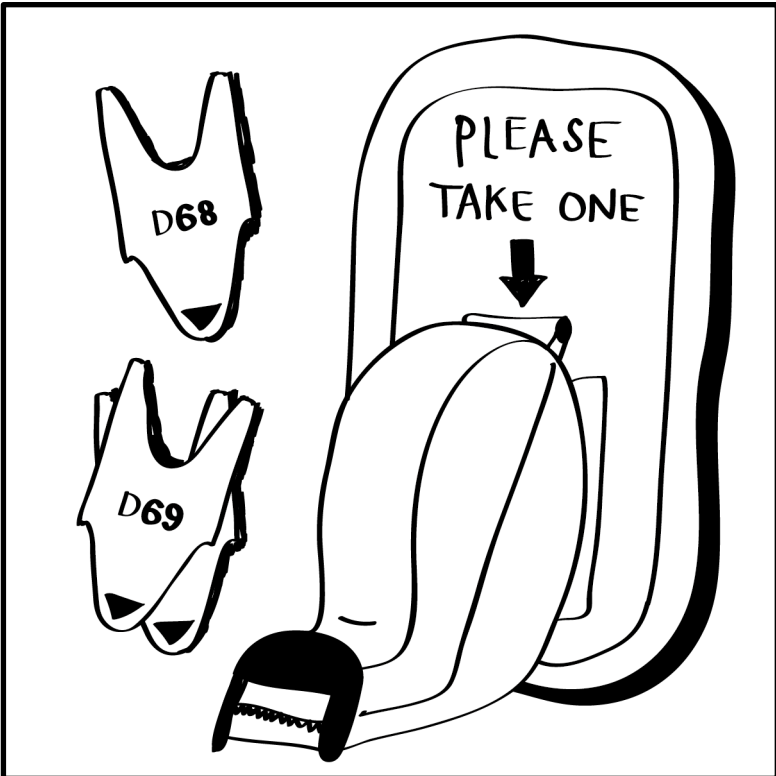
**Idea:** Election officials could tap people already serving specific communities, such as health workers, teachers, social workers, religious leaders, and shopkeepers, to be part of the voter support team. Election officials can train these individuals to act as community voter advocates. These advocates can answer questions, provide information related to access, and supply official forms.



## 42. Disperse the queue

**Problem:** Long lines at polling places can be a problem for people who have trouble standing for long periods of time, are carrying packages, or have children with them.

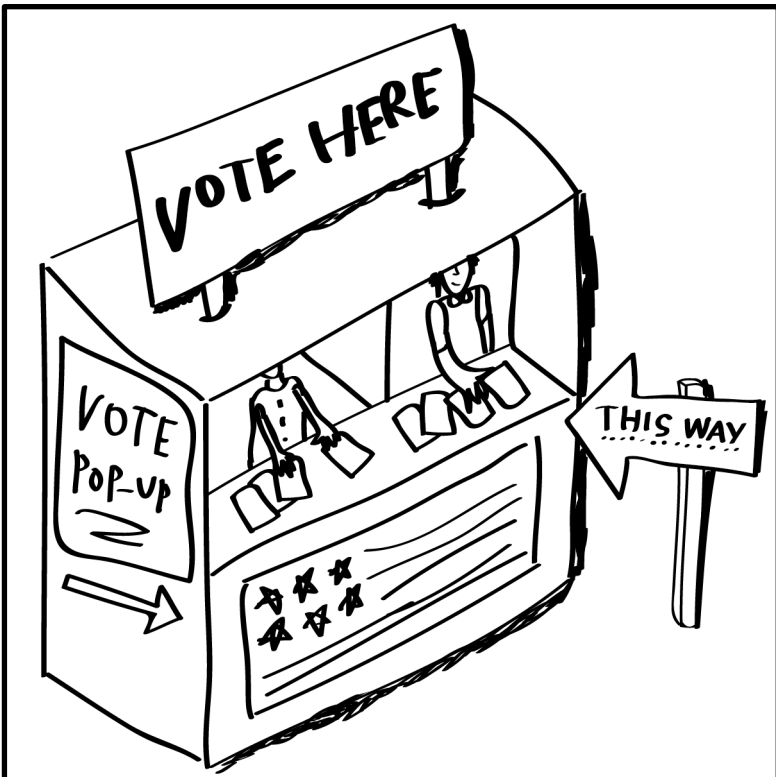
**Idea:** Busy poll places could use “take a number” machines and seating areas to make the polling place more comfortable and improve the flow of people through the voting process.



## 43. Pop-up polling places

**Problem:** Getting to new places can be hard for people with a variety of disabilities.

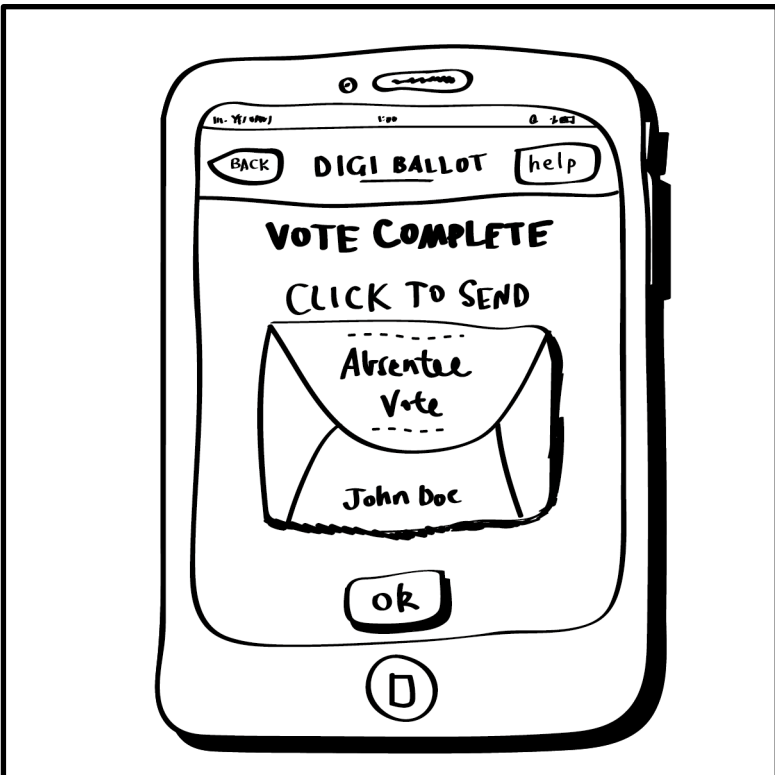
**Idea:** A pop-up polling place could be located anywhere, such as transit stations, parking lots, or the lobby of a building. With a small footprint, they can be located in places where voters already go. Pop-up polling places could also be moved to serve multiple locations during early voting periods.



## 44. Mail an absentee voting device

**Problem:** Some voters need to vote with an accessible absentee ballot from their home. However, even if the ballot is provided to them electronically, they may not be able to use it if they do not have a personal computer with the necessary accessibility features, such as a screen reader.

**Idea:** Instead of relying on voters having their own personal computers, election officials could provide a mobile absentee voting device directly to voters. Voters could receive this device in the mail, mark their ballots, and then return it to the election office.

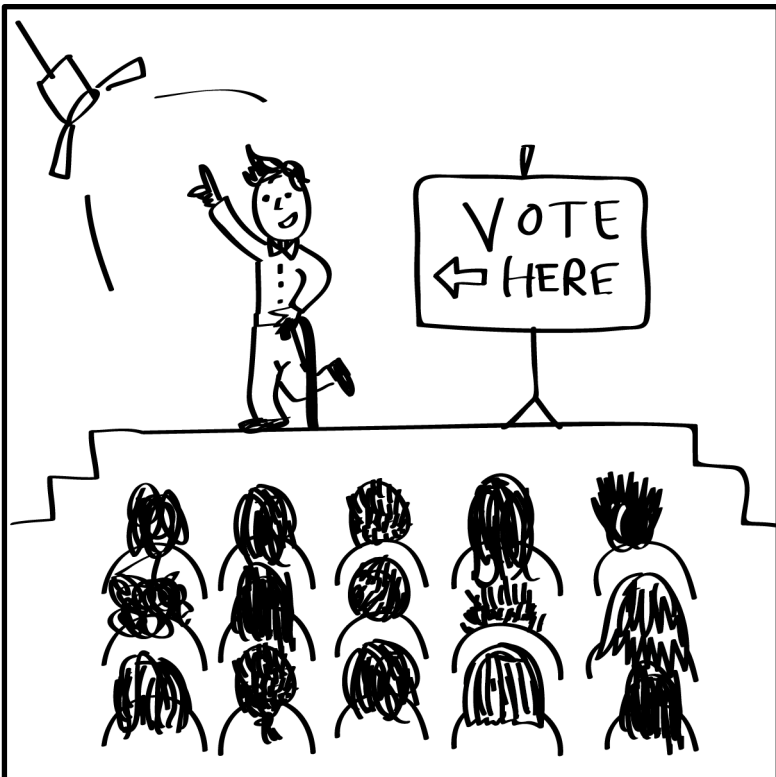




## 45. Tell a story. Enact a scene.

**Problem:** Since some poll workers do not have enough experience interacting with voters with disabilities, they may be uncomfortable or afraid that they will say the wrong thing. This may lead to a poor experience at the polling place for voters.

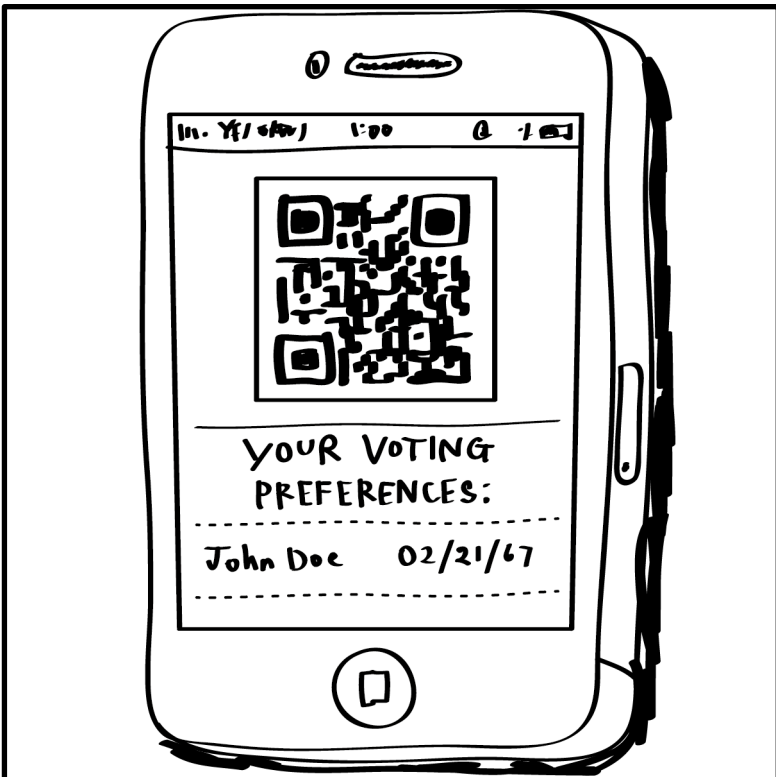
**Idea:** Election officials could use role-playing games to educate poll workers on how to interact with voters with disabilities. Videos with scenes that show good practices could support in-person training sessions. Enabling poll workers to practice typical scenarios in advance could make helping voters on Election Day go more smoothly.



## 46. Barcodes to transfer voting choices

**Problem:** Some accessible voting systems allow voters to mark their ballots and then bring the completed ballot to a scanner to cast their ballot. However, voters who do not have the use of their hands or who cannot see the ballot may need assistance which reduces their independence and privacy.

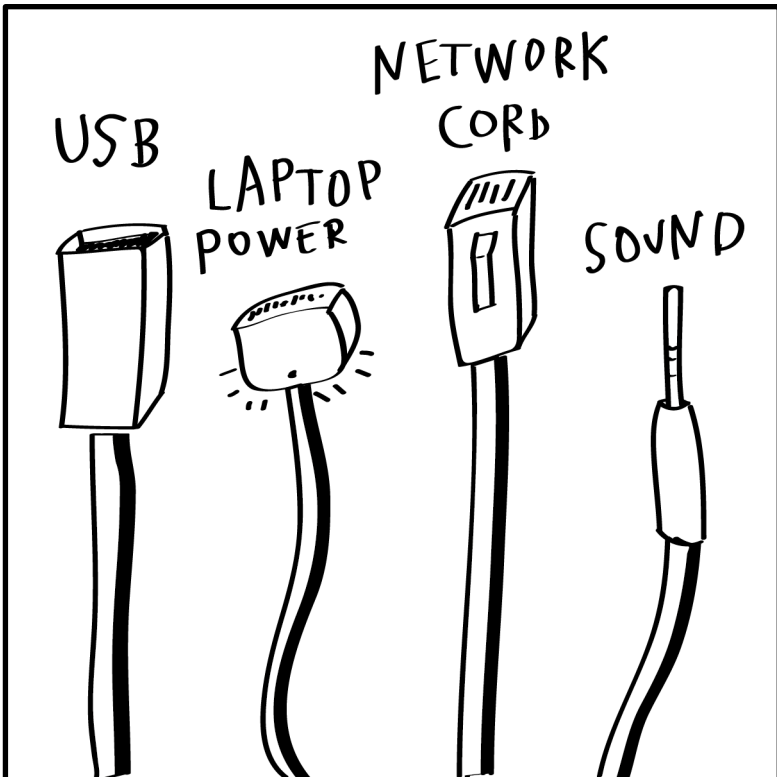
**Idea:** Ballot selections could be both portable and private for everyone if they were embedded in a two-dimensional barcode (e.g. a QR code). Voters could scan and verify their selections using their own mobile device or a scanner provided by the election office, much like an electronic airline boarding pass.



## 47. Standards for assistive devices

**Problem:** There are no universal standards for connecting specialized keyboards and communication devices to voting systems. This makes it hard for voters who rely on specialized devices to use the technology they are already familiar with to vote.

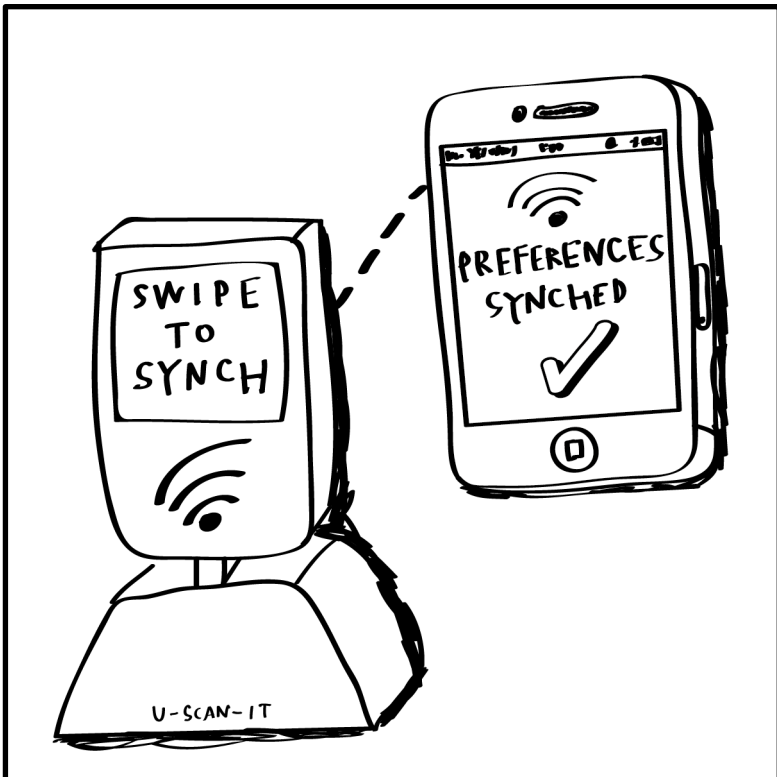
**Idea:** Universal communications standards, both for the hardware and the ballot, would make it possible to connect personal assistive technology to voting systems, and use it to vote.



## 48. Tap it to configure it

**Problem:** Some voting systems have many accessibility features, but it may be difficult to setup these personalized options for each voter or for the voter to remember which settings are useful.

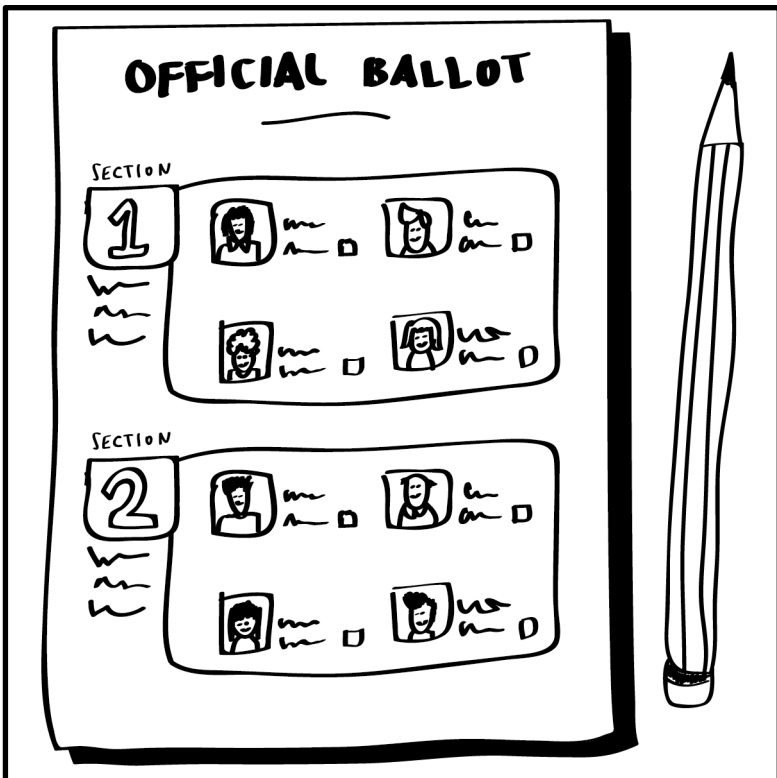
**Idea:** Using a mobile app on their own mobile devices, voters with disabilities could select the accessibility features they would like to use at the polling place. Then voting systems could be designed so that voters could use Near Field Communication (NFC) to quickly “tap” the voting system and automatically have it configured to their personal preferences.



## 49. Simplify the interaction

**Problem:** Ballots are often complex and designed for visual access. When they are converted into an audio ballot for non-visual access, they are can be difficult or slow to use.

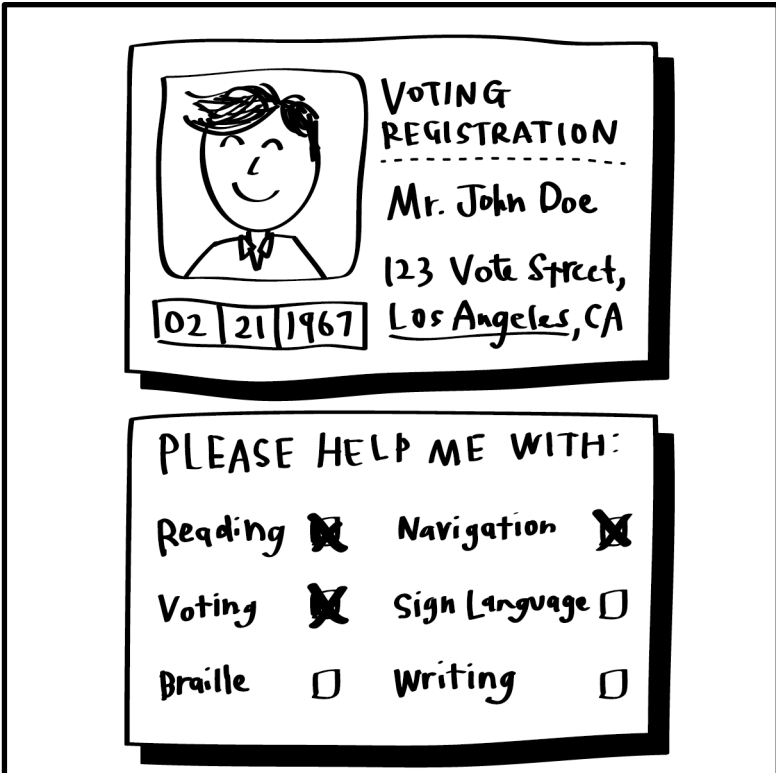
**Idea:** Voting system and ballot designers should aim for simplicity in how the ballot is presented and navigated, so the ballots are accessible for as wide a range of voters as possible. For example, ballots could be broken into intuitive, manageable chunks by clearly separating contests for different levels of government.



## 50. Preferences on voter registration cards

**Problem:** Voters with disabilities do not have an easy way to tell poll workers what ballot format or other assistance they need. This sometimes forces them to announce their disability publicly, even if they prefer it to be private.

**Idea:** Instead of making voters announce their disabilities, or forcing poll workers to guess, election officials could include voter preferences for elections information, ballot format, and language on the voter registration card.



## **Acknowledgements**

This project could not have been completed without the creative input and hard work from the participants of the innovation challenge run by OpenIDEO and the design workshops hosted by the Georgia Tech Center for Assistive Technology and Environmental Access (CATEA).

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## **About ITIF**

The Information Technology and Innovation Foundation (ITIF) is a Washington, D.C.-based think-tank at the cutting edge of designing innovation strategies and technology policies to create economic opportunities and improve quality of life in the United States and around the world. Founded in 2006, ITIF is a 501(c)3 nonprofit, non-partisan organization that provides pragmatic ideas for improving technology-driven productivity, boosting competitiveness, and meeting today's global challenges through innovation.

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