



**31<sup>st</sup> Annual  
National Conference  
Houston, TX**

## **2015 Professional Practices Program**

### **My Elections Gateway**

**San Bernardino County, CA**

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## **Overview**

The San Bernardino County Elections Office of the Registrar of Voters maintains a comprehensive and well-designed website that provides information to voters, poll workers, candidates, and the media. The website is a critical communications tool because the office conducts elections for offices in 24 cities, 52 school districts, 69 special districts, 34 state offices, 7 federal offices, 15 county offices, and 69 judicial offices. The website has served the citizens of San Bernardino County well, but it had only provided generic information to voters, and that information is sometimes difficult to find due the large amount of information on the site. While the Elections Office has released a few applications that have delivered limited customized information to voters, a more comprehensive solution was desired in order to deliver more user friendly, customized information to voters. So, in 2014 the Elections Office developed and published “My Elections Gateway”.

## **Solution Options**

In early 2014, the Elections Office challenged itself to find a better way to deliver customized election information to individual voters, and began exploring several options that would help achieve this goal. Three potential solutions were identified. One option was to continue to develop and improve the design and content of the existing website by gathering customer feedback and monitoring the effectiveness of the improvements. Although this was a reasonable option, the Elections Office had already spent significant resources designing the website and organizing the content. Any additional effort on this front would not likely help to close the information gap for voters searching for personalized information.

A second option was to create or purchase an application that voters could download to their mobile device in order to get their voter information. Even though other counties had already created mobile applications that had some features that were interesting, the Elections Office determined that a mobile application had some drawbacks. The Elections Office found that many voters were likely to be hesitant to download a mobile application for an event such as an election that takes place so infrequently. In addition, the mobile application solution would require us to maintain simultaneously both the mobile application and our existing website. Simultaneous maintenance of this nature is labor intensive and carries the risk of varying information from the application to the website.

A third option was to develop a mobile responsive application accessible from the existing Elections Office website. This option would allow for access to the application from both mobile devices and desktop computers. While all three options were reasonable, the Elections Office believed that pursuing the option to develop a mobile responsive application within our existing website was the most effective and economical method to deliver personalized information to voters.

## **Application Requirements**

The first step in the development of the application was to document the application’s business requirements. The requirements included the need for the application to deliver personalized information to voters including: 1) voter registration information [address, mailing address, D.O.B., contact information, party preference, voting method, language preference], 2) registration locations, 3) voting districts, 4) sample ballot, 5) polling place/mail ballot drop-off maps and driving directions, 6) mail ballot status, 7) election results, 8) provisional ballot status, 9) voting history, 10) eligible elections, 11) elected officials, and 12) campaign finance records.

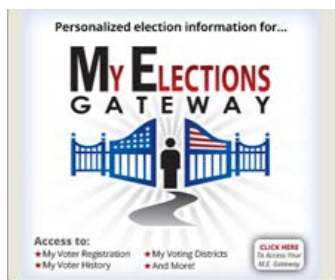
The application also needed to provide personalized information for poll workers including: 1) completed employment application, 2) communications from the Elections Office, 3) scheduled

training classes, 4) online training class access, 5) work assignments, 6) map and driving directions to assigned workplace, 7) performance evaluations, and 8) paycheck tracking.

Finally, the application needed to provide personalized information for candidates including: 1) calendars of important deadlines and events, 2) completed candidate filing forms, 3) campaign finance forms and manuals, 4) educational materials, 5) data reports used in campaigns.

## Application Design

After documenting the business requirements, the design phase of the project began. In order to design the technical infrastructure of the application, the Elections Office IT staff first analyzed the data that would be needed from the voter registration system to meet the application's business requirements. Then, the staff made the decision to use web application programming interfaces (Web APIs) to access the Elections Office's data. The use of this type of architecture leverages the APIs for a variety of services for not only this application but for future internal and external applications.



In designing the front-end screens for the application, the design team put a lot of emphasis on both the marketability as well as the usability of the application. In order to make the application marketable, a meaningful and memorable name was desired. The team wanted a name that provided voters with a clear understanding of the intended use of the application. Several ideas were considered and tested but ultimately “My Elections Gateway” (a.k.a. **M.E.** Gateway) was chosen. Next, a logo was developed and published on the front page of the office's website that conveyed the message that voters could access personalized election information for **ME** with the **M** and **E** also serving in the words **My Elections Gateway**. A voter is also shown walking down a path and through a gate symbolizing that this gateway will lead voters to their personalized information. The logo was used in several ways when the user-friendly pages of the application were being developed.

## Application Programming/Promotion/Release

When designs were completed, programming of the application was performed by the Elections Office IT staff as well as the County's Information Services Department. Application testing was performed internally by staff members. After testing, the first phase of the application was released in time for use in the 2014 Gubernatorial General Election. This release included personalized voter information. To promote M.E. Gateway, the Elections Office sent out press releases, incorporated M.E. Gateway on office pamphlets and flyers, and prominently linked M.E. Gateway on the front page of the office's website. When appropriate, office staff educated callers about the application and suggested they use it to find the answers to their questions in the future.

## Results

Since launching M.E. Gateway, feedback from the public has been overwhelmingly positive and users report that it is easy to use and very helpful in finding personalized information. As of late, analysis of incoming Elections Office phone calls shows a reduced number of calls for frequently asked questions on personalized information available in M.E. Gateway.

## Future Enhancements

Currently, the Elections Office is monitoring its website analytics and user feedback to analyze use of the application. This information will influence future design modifications of the phase one release. In 2016, phase two (personalized poll worker information) and phase three (personalized candidate information) will be developed and published on the Elections Office website.

# Screenshots

## Elections Office Home Page



# Elections Office of the Registrar of Voters

Home About Us Voter Registration Voting Elections Elected Officials & Candidates Election Workers News Resources Contact Us

**Welcome to the Elections Office Website.**  
On this site, you will find:

- Information about the election process that will help you exercise your right to vote.
- Information about our continuing efforts to improve County government operations by improving the efficiency and effectiveness of our organization. Recent efforts include:
  - New mobile phone friendly website design
  - New "My Elections Gateway" website application
  - New Polling Place Look-up tool
  - New District Look-up tool
  - Other improvements in the elections process

Your feedback is important. Please [click here to let us know how we are doing](#) and what we can do to better serve you.

**Quick Links**

- Register To Vote
- Mail Ballot Status
- Mail Ballot Application
- Mail Ballot Drop-off
- Find My Polling Place
- News & Press Releases
- District Look-up Tool
- Voter Information

**NEW**

## Military & Overseas Voters

Can now get their ballot online

[Learn More >>](#)

Personalized election information for...

## MY ELECTIONS GATEWAY

Access to:

- ★ My Voter Registration
- ★ My Voting Districts
- ★ My Voter History
- ★ And More!

[CLICK HERE To Access Your M.E. Gateway](#)

**What's New**

- 11/03/2015 - Consolidated Election Notice of Offices Up for Election
- 08/25/2015 - Consolidated Mail Ballot Election Public Notice - Extension of Candidate Filing Period
- 06/02/2015 - Town of Yucca Valley Special Election Final Unofficial Election Night Results
- Public Notice - Observation Schedule

[View More News...](#)

Voter Registration	Voting	Elections	Elected Officials & Candidates	Election Workers
<p>Register Online Now</p> <p>Register to Vote</p> <ul style="list-style-type: none"><li>• Who May Register</li><li>• Where to Register</li><li>• How to Register</li><li>• When to Register</li></ul> <p>Public Access to Voter Registration Records</p> <ul style="list-style-type: none"><li>• Weekly Report of Registration</li><li>• Certified Copy of Voter Registration Record</li><li>• Purchasing Voter Files &amp; Custom Reports</li></ul>	<p>Voter Information Guide</p> <p>Voting Options</p> <ul style="list-style-type: none"><li>• Vote Early</li><li>• Vote by Mail</li><li>• Vote on Election Day</li></ul> <p>Ballot Counting Process</p>	<p>08/25/2015 - Consolidated Mail Ballot</p> <p>06/23/2015 - Hi-Desert Memorial Healthcare District Special Mail Ballot</p> <p>06/02/2015 - Town of Yucca Valley Special</p> <p>03/24/2015 - City of Chino Special</p> <p>03/17/2015 - State Senate District 21 Special Primary</p> <p><a href="#">View More Elections...</a></p>	<p>Elected Officials &amp; Candidates</p> <p>Elected Officials</p> <p>Candidate Information</p> <p>Campaign Finance Information</p>	<p>Election Poll Worker Program</p> <p>County Employee Information</p> <p>Student Information</p> <p>Poll Worker Training</p> <p>Poll Worker Application [pdf]</p> <p>County Employee Poll Worker Application [pdf]</p>

## Introduction Screen

### MY ELECTIONS GATEWAY

**My Elections Gateway** is a new application developed by the San Bernardino County Elections Office that provides registered voters in San Bernardino County access to personalized election information.

So, now you have two ways to access election information in San Bernardino County.

1. Search the Elections Office website for the information you need, or
2. Sign-in to My Elections Gateway and your information will be retrieved and presented to you.

#### Sign In!

Click the "Sign In" button located on the bottom left corner of the screen. After you sign in, you will be able to access personalized election information, including:

#### VOTER REGISTRATION

- ★ My Registration Status
- ★ My Registration Locations
- ★ My Districts

#### VOTING

- ★ My Voter Information Guide and Sample Ballot
- ★ My Polling Place
- ★ My Mail Ballot Drop-Off Map
- ★ My Mail Ballot Status
- ★ My Election Results
- ★ My Provisional Ballot Status
- ★ My Voting History

#### ELECTIONS

- ★ My Elections

#### ELECTED OFFICIALS AND CANDIDATES

- ★ My Elected Officials
- ★ My Elected Officials' Campaign Finance Records



#### OTHER

- ★ My Feedback



## Sign in Screen

### SIGN IN TO ENTER MY ELECTIONS GATEWAY

- To navigate, only use the buttons that contain the gateway logo  **OR** 
- Please note that this application may not work with older browsers

**Step 1:** Enter your last name

Last Name:

**Step 2:** Enter the numeric portion of your residence address

Example: Enter 1234 for 1234 Main st, Any Town, CA

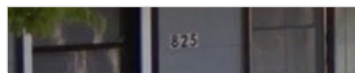
House Number:

**Step 3:** Enter your birth date in numeric format

Example: 01/20/2001

Birth Date:

**Step 4:** Enter the reCaptcha word(s) pictured below



**Step 5:** Click on the "SIGN IN" icon




## Options Screen

### SELECT FROM THE OPTIONS BELOW

#### VOTER REGISTRATION

 [My Registration Status](#)

 [My Registration Locations](#)

 [My Districts](#)

#### VOTING

 [My Voter Information Guide & Sample Ballot](#)

 [My Polling Place](#)

 [My Mail Ballot Drop-Off Map](#)


 [My Mail Ballot Status](#)

 [My Election Results](#)

 [My Provisional Ballot Status](#)

 [My Voting History](#)

#### ELECTIONS


 [My Elections](#)

#### ELECTED OFFICIALS AND CANDIDATES

 [My Elected Officials](#)

 [My Search for Campaign Finance Records](#)

#### OTHER

 [My Feedback](#)



Screen displayed when



is clicked.

**DAVID SMITH'S REGISTRATION INFORMATION**

Legal Name:	MR DAVID E SMITH
Home Address:	1234 SOME RD SOME CITY, CA 12345
Mailing Address:	
Date of Birth:	11/05/1954
Email:	
Phone Number:	(123)123-1234
Political Party Preference:	REPUBLICAN
Default Voting Method:	MAIL
Language Preference:	ENGLISH
Registration Last Updated On:	11/16/2010



Screen displayed when



is clicked.

**DAVID SMITH'S DISTRICTS AND ELECTED OFFICIALS**

DISTRICT NAME	STATISTICS	ELECTED OFFICIALS
COUNTY OF SAN BERNARDINO	<a href="#">Statistics</a>	<a href="#">Elected Officials</a>
SUPERVISORIAL 5	<a href="#">Statistics</a>	<a href="#">Elected Officials</a>
CONGRESSIONAL 31	<a href="#">Statistics</a>	<a href="#">Elected Officials</a>
SENATE 23	<a href="#">Statistics</a>	<a href="#">Elected Officials</a>
ASSEMBLY 40	<a href="#">Statistics</a>	<a href="#">Elected Officials</a>
BOARD OF EQUALIZATION 4	<a href="#">Statistics</a>	<a href="#">Elected Officials</a>
CITY OF SAN BERNARDINO	<a href="#">Statistics</a>	<a href="#">Elected Officials</a>
CITY OF SAN BERNARDINO-WARD 6	<a href="#">Statistics</a>	<a href="#">Elected Officials</a>
BD OF ED - AREA D	<a href="#">Statistics</a>	<a href="#">Elected Officials</a>
SAN BERNARDINO CITY UNIFIED	<a href="#">Statistics</a>	<a href="#">Elected Officials</a>



Screen displayed when Statistics link is clicked.

**DAVID SMITH'S DISTRICTS AND ELECTED OFFICIALS**

STATISTICS FOR CITY OF SAN BERNARDINO

Political Party	Total Registered Voters		Registered Polling Place Voters			Registered Mail Ballot Voters		
	Count	%	Count	% of Total Poll Voters	% of Registered Voters	Count	% of Total Mail Voters	% of Registered Voters
DEMOCRATIC	33555	42.5%	17883	42.9%	22.6	15672	42.0%	19.8%
REPUBLICAN	25128	31.8%	12584	30.2%	15.9	12544	33.6%	15.9%
AMERICAN INDEPENDENT	2285	2.9%	1174	2.8%	1.5	1111	3.0%	1.4%
GREEN	238	0.3%	144	0.3%	0.2	94	0.3%	0.1%
LIBERTARIAN	413	0.5%	204	0.5%	0.3	209	0.6%	0.3%
PEACE AND FREEDOM	483	0.6%	283	0.7%	0.4	200	0.5%	0.3%
OTHER	193	0.2%	106	0.3%	0.1	87	0.2%	0.1%
NO PARTY PREFERENCE	16670	21.1%	9284	22.3%	11.8	7386	19.8%	9.4%
<b>District Total</b>	<b>78965</b>	<b>100%</b>	<b>41662</b>	<b>100%</b>	<b>52.8%</b>	<b>37303</b>	<b>100%</b>	<b>47.2%</b>



Screen displayed when Elected Officials link is clicked.

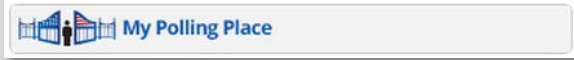
**DAVID SMITH'S DISTRICTS AND ELECTED OFFICIALS**

ELECTED OFFICIALS FOR CITY OF SAN BERNARDINO

City of San Bernardino Mayor			
Elected Official	Phone	Website	Email
DAVIS, R CAREY	(909)886-5825	<a href="http://www.ci-san-bernardino.ca.us/cityhall/mayor/">http://www.ci-san-bernardino.ca.us/cityhall/mayor/</a>	<a href="mailto:davis@gmail.com">davis@gmail.com</a>
City of San Bernardino City Clerk			
Elected Official	Phone	Website	Email
HANNA, GEORGEANN 'GIGI'	(909)452-5183	<a href="http://www.ci-san-bernardino.ca.us/cityhall/city_clerk/">http://www.ci-san-bernardino.ca.us/cityhall/city_clerk/</a>	<a href="mailto:gigi@goddy.com">gigi@goddy.com</a>
City of San Bernardino City Attorney			
Elected Official	Phone	Website	Email
SAENZ, GARY D	(909)882-1054	<a href="http://www.ci-san-bernardino.ca.us/cityhall/attorney/">http://www.ci-san-bernardino.ca.us/cityhall/attorney/</a>	<a href="mailto:gary1@gmail.com">gary1@gmail.com</a>
City of San Bernardino City Treasurer			
Elected Official	Phone	Website	Email
KENNEDY, DAVID C	(909)384-5002	<a href="http://www.ci-san-bernardino.ca.us/cityhall/treasurer/">http://www.ci-san-bernardino.ca.us/cityhall/treasurer/</a>	<a href="mailto:davidk@aim.com">davidk@aim.com</a>



Screen displayed when



is clicked.

Polling Place Look-up - 2015 City of Chino Special Election

To locate your Polling Place, follow the three steps below:

Step 1 - Select The Area Where You Live

Step 2 - Select the Street Where You Live

Step 3 - Enter Your House Number

**Search Results**

Your Address:  
6661 GRANT ST, CHINO, CA

---

Your Polling Place:  
CHINO MASONIC LODGE  
6050 RIVERSIDE DR, CHINO CA 91710

**VIEW:**  
Map & Directions

**VIEW:**  
Voter Information Guide & Sample Ballot

Screen displayed when



is clicked.

**SAN BERNARDINO COUNTY** | Elections Office of the Registrar of Voters

**Voter Information Guide and Sample Ballot**

County of San Bernardino Election Day

**NEW IN 2015**  
IMPORTANT INFORMATION YOU NEED TO KNOW

- Polling Place Assignments
- Go Green
- Vote By Mail

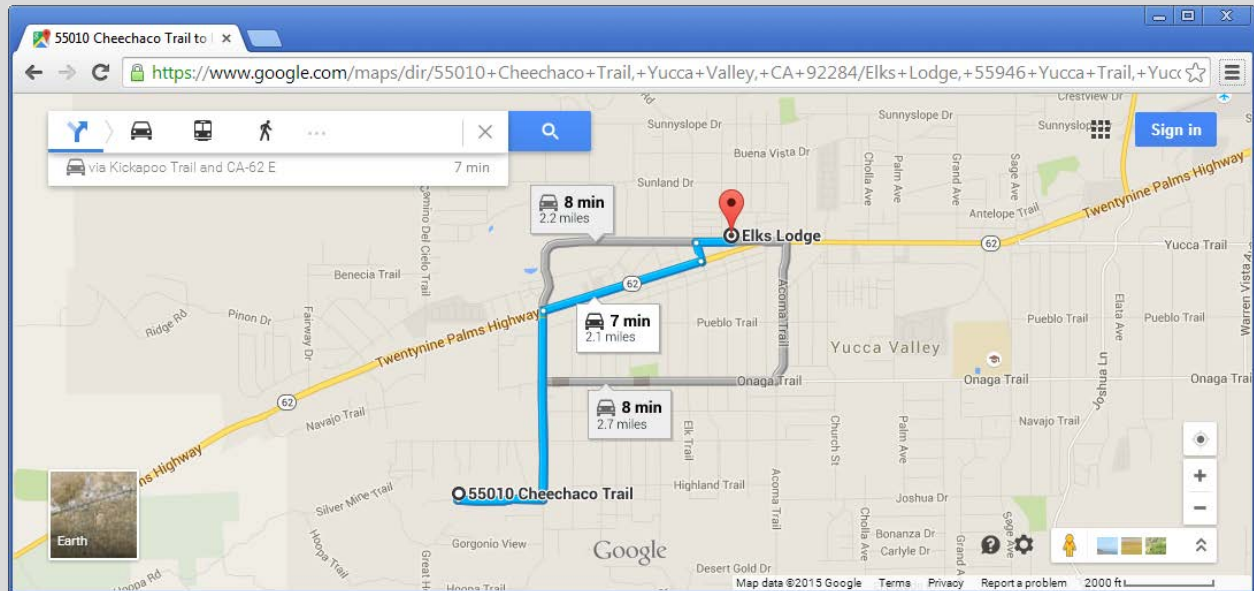
San Bernardino County Elections Office  
777 E. Rialto Avenue, San Bernardino, CA 92415  
[www.sbcountyelections.com](http://www.sbcountyelections.com)

Guía de información para el votante en español en el interior

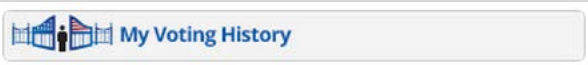
Screen displayed when



is clicked.



Screen displayed when



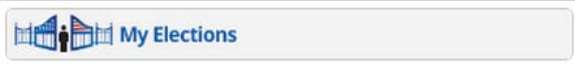
is clicked.

DAVID SMITH'S VOTER HISTORY

Date	Election	Voted?
11/04/2014	2014 STATEWIDE GENERAL ELECTION	NO
06/03/2014	2014 STATEWIDE PRIMARY ELECTION	NO
08/27/2013	CONSOLIDATED MAIL BALLOT ELECTION	NO
11/06/2012	PRESIDENTIAL GENERAL ELECTION	YES
06/05/2012	PRESIDENTIAL PRIMARY ELECTION	YES
04/17/2012	TWENTYNINE PALMS WD SPECIAL MAIL BALLOT ELECTION	YES
11/02/2010	GENERAL ELECTION	YES
06/08/2010	STATEWIDE DIRECT PRIMARY ELECTION	YES
08/25/2009	GENERAL DISTRICT MAIL BALLOT ELECTION	NO
05/19/2009	STATEWIDE SPECIAL ELECTION	NO



Screen displayed when



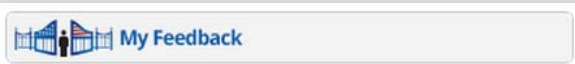
is clicked.

DAVID SMITH'S ELECTIONS

Date	Election
08/25/2015	<a href="#">CONSOLIDATED MAIL BALLOT ELECTION</a>
06/23/2015	<a href="#">HI-DESERT MEMORIAL HEALTHCARE DIST SPECIAL ELECTION</a>



Screen displayed when



is clicked.



MY FEEDBACK

Name:

Phone Number:

E-Mail Address:

Comments:\*

\* required

Submit Cancel