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ELECTIONS DIVISION

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April 24, 2020

County Clerk/Registrar of Voters (CC/ROV) Memorandum #20080

TO: All County Clerks/Registrars of Voters

FROM: /s/ Ryan Reece
Elections Analyst

RE: Vote-by-Mail: Updated Universal Vote-by-Mail Envelope Packages

As we prepare for the November 3, 2020, General Election and the increased usage of vote-by-mail ballots in California, the Center for Civic Design has consulted with the United States Postal Service (USPS) to complete a review of the universal vote-by-mail envelope package that was first launched in 2018. During that consultation, the Center for Civic Design identified several changes to better meet service guidelines and ensure vote-by-mail ballots are successfully delivered. Utilizing these uniform guidelines can assist in statewide voter education efforts, ensure voters receive their materials timely, and aid voters in understanding the materials that are sent to them. As many voters will experience voting by mail for the first time, the Secretary of State's office encourages counties to utilize the resources provided by the Center for Civic Design to assist in a successful rollout of increased vote-by-mail voting.

The Center for Civic Design has provided updated USPS templates, InDesign templates of the outgoing and return envelopes, and an updated informational USPS flyer for counties to use in implementing this updated universal design. They have also provided sample voter information inserts to use in county vote-by-mail packages and an updated color palette. You can find these updates by visiting the Center for Civic Design's website at <https://civicdesign.org/fieldguides/104-designing-vote-at-home-envelopes/> or the Secretary of State's website at <http://www.sos.ca.gov/elections/voter-registration/vote-mail/#design>.

If you have any questions, please contact me at rreece@sos.ca.gov or (916) 695-1560.