



DEAN C. LOGAN  
Registrar-Recorder/County Clerk

November 8, 2019

TO: Supervisor Janice Hahn, Chair  
Supervisor Mark Ridley-Thomas  
Supervisor Hilda L. Solis  
Supervisor Sheila Kuehl  
Supervisor Kathryn Barger

Sachi A. Hamai, Chief Executive Officer

FROM: Dean C. Logan, Registrar-Recorder/County Clerk *Dean C. Logan*

**VSAP Quarterly Report – 3<sup>rd</sup> Quarter, 2019**

The following is the third quarterly update of 2019, detailing project activities and accomplishments during the period of July 1 to October 15, 2019. This report is provided to inform your Board and the public on the progress of the Voting Solutions for All People (VSAP) initiative. This report is prepared in response to a motion adopted by your Board on September 7, 2019.

During this period, the Department has accomplished several significant milestones towards the full implementation of VSAP, including conducting a Countywide Mock Election, opening VSAP Demonstration (Demo) Centers, and posting the County’s Election Administration Plan (EAP) for public comment in compliance with the California Elections Code. The EAP reports to the Secretary of State (SOS) the Department’s plan to conduct the upcoming Primary Election in March of 2020 under the California Voter’s Choice Act (VCA) and through its VSAP initiative.

**MOCK ELECTION**

The Department completed a significant milestone by hosting a Mock Election event throughout the County on September 28-29, 2019. This was the first large-scale Countywide event that promoted and educated the public on the new voting experience. The Mock Election was open to the public at 50 vote centers evenly distributed throughout the five Supervisorial Districts, and over 6,000 members of the public cast ballots during the event. To better simulate the March 3, 2020 Presidential Primary Election, vote centers of varying size were established and a total of 1,000 Ballot Marking Devices (BMDs) were deployed to the vote centers. The purpose of this event was to raise public awareness and increase familiarity with VSAP. It also provided the public a glimpse of what to expect with the new vote centers, BMDs, Electronic Pollbooks (ePollbooks) and the Interactive Sample Ballot (ISB).

To promote the Mock Election, the Department collaborated with the County’s 88 cities and network of over 200 community-based organizations (CBOs). An extensive paid and earned media campaign was

also deployed. The campaign received over 70.5 million social media impressions. As part of the promotion, the media plan included celebrity appearances, local radio stations on-site, along with food and prize giveaways during both days of the Mock Election.

Although the primary purpose of the Mock Election was VSAP outreach and promotion, another important benefit was gathering operational feedback from the event. The Mock Election provided critical insight and learning while observing how members of the public interacted with the new equipment, processes and procedures. Public input has been a vital part of VSAP since its inception, and the feedback received through the Mock Election was no different. For example, the Department has addressed and incorporated changes related to BMD navigation and vote center setup in direct response to public feedback from the Mock Election. The Department also held several internal working group sessions to obtain feedback from vote center staff.

The Mock Election utilized a fun “LA County” ballot and was open to all members of the public. Anyone who attended could cast a ballot and receive a full simulation of the new voting experience. Of those who participated, 87% said they were satisfied with the ePollbook and 89% said they were satisfied with the BMD. In terms of customer service, 91% felt election workers were knowledgeable and helpful. Although individuals of all ages, including under 18, participated in the Mock Election, the two largest age demographics were 26 – 40 and 41 – 60 years. While Los Angeles City residents had the highest participation, the next five cities were Long Beach, Burbank, Pasadena, Glendale and Carson.

The Department also supported the County’s Census outreach efforts by including a Census question on the Mock Election ballot to raise awareness of the upcoming Census. Additionally, all vote centers had information on the Census available for the public, and staff from the U.S. Census Bureau were on site at select vote centers to provide further information and answer questions.

To view the full results from the contests and to watch a short video recapping the Mock Election, please visit <https://lavote.net/home/voting-elections/current-elections/mock-election>.

## **VSAP DEMONSTRATION (DEMO) CENTERS**

Beginning October 3, 2019, the Department began a four-month long initiative of providing ten Demo Centers throughout the County. Demo Centers are open across the County and allow members of the public to learn about and use the new BMD, preview the new ePollbooks and learn more about the new voting experience. Unlike the Mock Election, all equipment is set to demonstration mode and voters experience a demonstration ballot with contests ordered similarly to what will be experienced in the March 2020 Presidential Primary Election.

The ten Demo Centers are spread throughout the County with two per Supervisorial District. To ensure maximum exposure and to reach as many communities as possible, the Demo Centers rotate to different locations to increase opportunities for members of the public to visit a site. To create awareness and promotion, the Department is actively working with cities, Community Based Organizations (CBOs) and other partners to promote and increase turnout at the Demo Centers.

For more information on the VSAP Demo Centers, please visit <https://lavote.net/home/voting-elections/community-voter-outreach/demo-center>.

## **ELECTION ADMINISTRATION PLAN**

On October 9, 2019, the Department posted the initial draft of the County’s Election Administration Plan (EAP). The EAP is a statutorily-required document that provides an overview of the County’s efforts to

implement the VCA and VSAP. It contains summaries of the voter education and outreach plans, vote center and VBM drop-off strategy, security and contingency plans, and information on vote center layout, equipment and staffing.

The public comment period on the plan is open until November 19, 2019. An amended draft EAP will be posted in late-November with an accompanying 14-day public review period. Following publication and review of both the draft and amended draft EAP, the Department will submit the final EAP for approval to the California Secretary of State (SOS). The target date for submission is early December. Upon submission, the SOS will have 14 days to review. The EAP is available in 13 languages and is also posted online in a manner compliant for voters who use accessibility screen readers to review materials.

Public comments on the EAP can be made several ways:

- Phone: (562) 229-6361
- Email: [vsap@rrcc.lacounty.gov](mailto:vsap@rrcc.lacounty.gov)
- Online Portal: <https://vsap.lavote.net/election-administration-plan/>
- In-person: EAP Hearings

In addition to the published plan with the accompanying public comment period, the Department has established five public hearings. Although the statute only requires one public hearing, the Department determined that one per Supervisorial District would allow for greater public participation in the process. The five EAP public hearings are as follows:

- October 23: Long Beach City Hall
- October 29: Zev Yaroslavsky Family Support Center in Van Nuys
- November 7: Lancaster Library
- November 13: FAME Renaissance Center in Los Angeles
- November 19: West Covina Library

All public hearings provide language interpretation services, as well as American Sign Language translators. Additionally, all VSAP resources are available and BMDs are onsite for hands-on experience.

To review the full EAP or to see the Department's EAP webpage, please visit: <https://vsap.lavote.net/election-administration-plan/>.

## **STAFFING MODEL**

On September 3, 2019, the Board of Supervisors considered and approved the Department's request to execute a Temporary Staffing Services Master Agreement, including additional provisions added by Supervisor Solis regarding monitoring and reporting on the use of these services. The following report back requirements were set in motion:

- Report back, in collaboration with labor partners, on the use of contracted temporary staffing in the March and November 2020 elections, and include this information in the quarterly reports RR/CC provides the Board of Supervisors on the Voting Solutions for All People (VSAP) project;
- Report back by December 31, 2019 on recommendations for adjusting election staffing moving forward, including RR/CC's efforts to hire County staff to meet the needs under the newly established VSAP model and report back again on December 31, 2020 following the Presidential elections; and

- Work in collaboration with the Departments of Workforce Development, Aging, and Community Services (WDACS) and Public Social Services (DPSS) to outreach, train, and hire Board-identified priority populations and County clients.

The Department is currently utilizing data and data analytics to address temporary and contract staffing needs for the implementation of VSAP in March 2020 and in doing so, the Department is establishing data-based benchmarks for staffing levels by conducting Time and Motion studies and assessment of resources for temporary and permanent positions within the Department. This process assists the Department in maximizing its existing resources through a critical review of permanent, temporary and contracted staff by utilizing Lean Six Sigma (LSS) principles.

The Time and Motion studies for March 2020 will be completed by October 31, 2019 and the outcomes will be outlined in the next quarterly report.

### **ADDITIONAL VSAP HIGHLIGHTS/MILESTONES**

- The Department conducted demonstrations of the BMD and the new voting experience to Los Angeles County Board of Supervisors and staff:
  - July 11, 2019: Supervisor Solis and staff at the Kenneth Hahn Hall of Administration
  - July 12, 2019 and July 26: Supervisor Barger and staff at the Kenneth Hahn Hall of Administration
  - July 19, 2019: Supervisor Ridley-Thomas and staff at the District 2 Field Office in Exposition Park
  - August 2, 2019: Supervisor Hahn's staff at the VSAP Lab in Norwalk, CA
  - August 5, 2019: Supervisor Kuehl and staff at the Kenneth Hahn Hall of Administration
  - September 3, 2019: Supervisor Hahn at the Hall of Administration
- The Department conducted Vote Center Test Lab 2.5 for VSAP Advisory Committees on August 12, 2019:
  - The VSAP Technical Advisory Committee and VSAP Advisory Committee joined the Department for a vote center testing simulation at the C. Robert Lee Activity Center in Hawaiian Gardens
  - Committee Members were encouraged to test the vote center operations and give feedback about their experience
- The Department's first Mobile Voting Unit arrived on September 16, 2019 in time to deploy for the Mock Election
- Registrar-Recorder/County Clerk Dean Logan gave a presentation about VSAP at the Los Angeles Chamber of Commerce Board of Directors Meeting on September 13, 2019 in Los Angeles
- The Department participated in the County Day Parade at the Los Angeles County Fair on September 1, 2019 and highlighted the new voting experience and Mock Election. The Department continued its VSAP engagement efforts every day through the Fair's end.

- The Department conducted six Town Hall meetings for Supervisorial District 3 between August 26<sup>th</sup> through September 26<sup>th</sup>. The Town Hall meetings consisted of the following:
  - VSAP presentation and Q & A session
  - Public hands on experience with the BMD
  - Information on election job opportunities

**PUBLIC ENGAGEMENT**

During this reporting period, VSAP staff met with various Community Based Organizations, government agencies and city officials to present on the new voting experience.

<b>VSAP PRESENTATIONS</b>			
<b>Date</b>	<b>Organization</b>	<b>City</b>	<b>District</b>
7/3/2019	Dominguez / Lincoln Village Homeowners Association	Carson	2
7/10/2019	The Resistance Northridge Indivisible	Northridge	3
7/11/2019	Supervisor District 1 Office	HOA	1
7/11/2019	League @ Nite	Monrovia	5
7/11/2019	Cerritos City Council	Cerritos	4
7/12/2019	SD 5 Staff Meeting	HOA	5
7/13/2019	Martin Luther King Jr. Democratic Club	Carson	2
7/15/2019	Inglewood Senior Center	Inglewood	2
7/15/2019	Southeast Youth Workforce Development and Civic Engagement Program	RR/CC	n/a
7/15/2019	California for Progress	Studio City	3
7/16/2019	Whittier Rotary Club	Whittier	1 & 4
7/16/2019	Avalon Gardens Community Association	Willowbrook	2
7/16/2019	New Mt. Calvary Church	Willowbrook	2
7/16/2019	Avalon City Council (Catalina Island)	Avalon	4
7/19/2019	SD 2 Staff Meeting	Exposition Park	1 & 2
7/22/2019	Town Hall with Assemblymember Adrin Nazarian	Van Nuys	3
7/24/2019	Westchester-Playa Democratic Club	Westchester	2
7/25/2019	Democratic Alliance for Action	Santa Clarita	5
7/26/2019	El Centrito de Apoyo	Huntington Park	1
7/26/2019	Field Deputy Staff for SD 5	HOA	5
7/27/2019	International Association of Machinists and Aerospace Workers Local 725	Palmdale	5
7/29/2019	Stand Strong Community Meeting at SD 3 Office in SFV	Van Nuys	3
7/29/2019	San Pedro Democratic Club	San Pedro	4
7/31/2019	BOS Communications Staff	HOA	n/a
8/2/2019	SD 4 at VSAP Lab	RR/CC	4
8/5/2019	SD 3 Staff Meeting	HOA	3
8/7/2019	Bernardi Senior Center	Van Nuys	3
8/8/2019	Gateway Cities City Manager Meeting	La Mirada	4
8/9/2019	Congresswoman Barragan's 2019 Senior Briefing & Health Fair	Carson	2

8/9/2019	SD 4 at VSAP Lab	RR/CC	n/a
8/13/2019	Downey City Council	Downey	4
8/13/2019	Signal Hill City Council	Signal Hill	4
8/14/2019	ILW Labor Union	San Pedro	4
8/17/2019	Valley Grassroots for Democracy	Van Nuys	3
8/20/2019	Los Angeles College Faculty Guide	Westwood	3
8/20/2019	Assembly Member Calderon Staff	RR/CC	n/a
8/20/2019	LAX Area Democratic Club	El Segundo	4
8/21/2019	Alliance for Justice	Downtown LA	1 & 2
8/21/2019	SD 5 Town Council	Arcadia	5
8/21/2019	Whittier Voters Coalition	Whittier	4
8/22/2019	East Valley Indivisible	Van Nuys	3
8/26/2019	LA County Civil Grand Jury	RR/CC	n/a
8/26/2019	Culver City City Council	Culver City	2
8/26/2019	SD 3 Town Hall	Malibu	3
8/27/2019	SD 3 Town Hall	West LA	3
8/28/2019	SPA 8 Collaborate with SBCC Thrive	Wilmington	4
8/28/2019	Democratic Club of the High Desert	Palmdale	5
8/29/2019	Regional BMD Demonstration Hosted by City of Monrovia	Monrovia	4
8/30/2019	Los Angeles Mayor Public Engagement Team	Downtown LA	1 & 2
9/3/2019	Paramount City Council	Paramount	4
9/4/2019	League of Women Voters Palos Verdes	Rolling Hills Estates	4
9/5/2019	Huddle La Canada	La Canada-Flintridge	5
9/8/2019	American Association of University Women	Whittier	4
9/8/2019	Progressive Democrats of Carson	Carson	2
9/9/2019	SD 3 Town Hall	Canoga Park	3 & 5
9/9/2019	Bellflower City Council	Bellflower	4
9/10/2019	National Association of Active and Retired Federal Employees	Lakewood	4
9/10/2019	Santa Clarita City Council	Santa Clarita	5
9/10/2019	Claremont City Council	Claremont	1
9/10/2019	Ladera Heights Shanadoah Block Club	Ladera Heights	2
9/11/2019	Mayor of Gardena	Gardena	2
9/11/2019	Calabasas City Council	Calabasas	3
9/11/2019	Independent Democratic Club of High Desert	Lancaster	5
9/12/2019	North Redondo Beach Business Association with SD 4	Redondo Beach	4
9/12/2019	Apperson Street Elementary School Parent Group	Sunland-Tujunga	5
9/12/2019	Power California	RR/CC	n/a
9/12/2019	LA Chamber of Commerce Board of Directors	Downtown LA	n/a
9/12/2019	Bruggermeyer Library with Monterey Park City Clerk's Office	Monterey Park	1
9/14/2019	League of Women Voters, Long Beach	Long Beach	4
9/16/2019	SEIU Local 99 & Voter Registration Training	Los Angeles	

9/16/2019	Second Time Around Senior Club	Gardena	2
9/16/2019	San Fernando City Council	San Fernando	3
9/17/2019	Whittier First Day	Whittier	4
9/17/2019	Huntington Park City Council	Huntington Park	1
9/17/2019	IATSE Local 839, Animators Guild & Voter Registration Training	Burbank	5
9/18/2019	Isabel Frischman / Debbi Colton Group	RR/CC	n/a
9/18/2019	CSUN - Day of Civic Engagement	Northridge	3
9/19/2019	SD 3 Town Hall	Hollywood	2 & 3
9/19/2019	Ladera Heights Civic Association	Inglewood	2
9/21/2019	Neighbors Building Altadena	Altadena	5
9/21/2019	NAC Event	Montebello	1
9/21/2019	League of Women Voters, Mt. Baldy Chapter	Claremont	1
9/21/2019	Sherman Oaks Democratic Club	Sherman Oaks	3
9/22/2019	Center of Hope	Inglewood	2
9/23/2019	National Women's Political Caucus, San Gabriel Valley	Pasadena	5
9/24/2019	National Voter Registration Day – USC, CSULA, SMC, Cal Poly Pomona, Mendez High School with the Secretary of State and USCIS Naturalization Ceremony	Countywide	All
9/25/2019	Association of Rural Town Councils	Quartz Hill	5
9/26/2019	Senior Luncheon with Assembly Speaker Anthony Rendon	Paramount	4
9/26/2019	Pasadena Branch of the NAACP	Pasadena	5
9/26/2019	SD 3 Town Hall	Mission Hills	3 & 5
9/26/2019	The Wing	West Hollywood	3
9/27/2019	Town Hall with Assemblymember Kamlager-Dove	Mar Vista	2
9/28/2019	Mock Election	Countywide	All
9/29/2019	Mock Election	Countywide	All

**MEDIA COVERAGE**

**July**

- [New Way To Vote Coming To LA County](#) – Spectrum News

**August**

- [Sweeping change is coming for L.A. County voters. If things go wrong, he'll get the blame](#) – LA Times
- [Ready for the voting overhaul in L.A. County? Here's what you need to know](#) – LA Times
- [New Los Angeles County voting system highlights trade-offs between security and accessibility](#) – The Washington Post
- [The Cybersecurity 202: L.A. County voting system pits cybersecurity vs. disability advocates](#) – The Washington Post
- [County to host mock election for new voting system at COC](#) – Signal SCV

- [New voting system introduced at Democratic Club community meeting](#) – Talon Marks

## September

- [L.A. County Offering New Ballot Casting Process For Voters in 2020](#) – 104.3 MYFM
- [L.A. County Offering New Ballot Casting Process For Voters in 2020](#) – KFI AM 640
- [Radio: L.A. County to debut new voting system next year](#) - KFI
- [Los Angeles County has Revamped Voting Systems for Upcoming 2020 Elections](#) – Culver City News
- [LA County getting ready to unveil mock election showcasing new voting system](#) – Long Beach Post
- [LA County to Hold Mock Election to Test Out New Voting System](#) – CBS/KCAL
- [LA County Unveils New Easier, Faster Voting System](#) – Spectrum News 1
- [Los Angeles County initiative to digitize voting process](#) – USC Annenberg
- [LA County to launch new voting system for March primary](#) – ABC 7
- [L.A. County is ready to unveil the new voting machines](#) – KBAK (CBS)
- [Radio: Voting process to change in L.A. County](#) – KPCC
- [Radio: Voters in L.A. County to get sneak peek at voting tablets](#) - KCRW
- [City Council takes closer look at new voting system](#) – The Signal
- [Learn How Voting Will Change in 2020 With L.A. County's Mock Elections](#) – KFI
- [L.A. Has a New Voting Device, Conway Talks with the County Clerk About It](#) – 104.3 MYFM
- [LOS ANGELES COUNTY UNVEILS NEW STATE-OF-THE-ART VOTING MACHINES](#) – Balitang America
- [New System Might Win Your Vote](#) – Gardena Valley News
- [TV: L.A. County voters are going to see some changes when they go to the voting booth next year](#) – KABC
- [Radio: Mock elections coming this weekend, so you can introduce yourself to the new system](#) - KFI
- [L.A. County is moving to a new voting system](#) - KNX

## October

- [New election systems undergo trial runs in Malibu and across LA County](#) – Malibu Surfside News
- [Here's what you need to know about the new voting systems debuting in the March 2020 primary](#) – The Beach Reporter
- [Over 5K turn out for mock election](#) – Antelope Valley Press
- [Los Angeles County residents get preview of a new way of voting](#) – California Forward Reporting



- [New county voting system gets a test run – The Acorn](#)
- [County releases results of mock election – The Signal SCV](#)
- [Countywide voting changes coming in 2020 – Glendale News-Press](#)
- [Preview of big changes for Los Angeles County in ‘mock election’ – Easy Reader News](#)
- [New voting changes coming in 2020 for Los Angeles residents – El Camino College](#)
- [County Clerk explains new election procedures during LB City Council meeting – Signal Tribune](#)
- [Public Hearing On County’s Election Plan Scheduled Today – Long Beach Business Journal](#)
- [Los Angeles County’s Got a New Voting System. Will it Work? – Fox & Hounds](#)
- [Special New Voting System Alert from Congresswoman Maxine Waters – my.lwv.org](#)

## **NEWSLETTER**

Attached to this report is the latest issue of the quarterly newsletter, which is produced to keep the VSAP Advisory Committee, VSAP Technical Advisory Committee and the public informed on activities and developments in the project.

## **ABOUT THE VSAP**

Launched in September 2009, the Voting Systems Assessment Project was developed by the Department in response to the growing voting system needs. The project has transitioned from a research and design project to a system implementation program and as such, is now known as the Voting Solutions for All People (VSAP).

While the County’s current voting system has served the voters of Los Angeles County with accuracy and integrity, the design of these systems and the age of their technology do not offer the technical and functional elasticity necessary to continue to accommodate our growing and increasingly diverse electorate.

The size and diversity of Los Angeles County and the limited voting systems market, however, make it almost impossible to reasonably consider a commercial off-the-shelf voting system solution. Any voting system solution will entail a significant development or customization process in order to satisfy the County’s needs, General Voting System Principles and technical requirements.

In response to these needs and challenges, VSAP takes an unprecedented and comprehensive approach at modernizing the County’s voting system. The vision of the project is to implement a voting system through a transparent process that takes into account the needs and expectations of current and future Los Angeles County voters. The VSAP aims at achieving three goals in this process: 1) give current and future Los Angeles County voters an unprecedented opportunity to participate in the assessment and development process; 2) increase voter confidence in the electoral process through the participatory structure of the project and; 3) synthesize public input and research to acquire or develop a new voting system for the County.

## **STAY CONNECTED**

More information regarding the Voting Solutions for All People (VSAP) Project is available to the public online at <https://vsap.lavote.net/>. The pages on our website are frequently updated with news and information and are a great way to stay connected with the progress of the project between quarterly

reports. We strongly encourage public input throughout the process and look forward to continuing to work with your Board on this critical project.

If you have any questions, please contact me directly or your staff may contact Aaron Nevarez at [anevarez@rrcc.lacounty.gov](mailto:anevarez@rrcc.lacounty.gov) or (562) 462-2800.

Attachment