



## Los Angeles County Registrar-Recorder/County Clerk

DEAN C. LOGAN  
Registrar-Recorder/County Clerk

October 5, 2020

Honorable Alex Padilla  
Secretary of State  
1500 11<sup>th</sup> Street  
Sacramento, CA 95814

RE: Supplemental to Election Administration Plan (EAP)

Dear Secretary Padilla:

This letter serves as a supplemental section to accompany Los Angeles County's Election Administration Plan (EAP). This letter reflects changes made to meet regulatory requirements and to respond to the COVID-19 pandemic in relation to administering the November 3, 2020 Presidential General Election.

Los Angeles County has implemented changes to the administration of the Presidential General Election since the development of its EAP approved by the Secretary of State on January 17, 2020. The changes include:

- Increasing the number of Vote by Mail (VBM) drop boxes from 206 (deployed during the March 3, 2020 Presidential Primary Election) to 402. The increase in VBM drop boxes reflects increase in services related to issuing VBM ballots to all active voters. A list of locations is attached.
- Establishing 131 11-day vote centers and 653 5-day vote centers. The total number of vote centers established is 784. There are 758 distinct facilities with some housing multiple vote centers. A list of all vote centers is attached.
- Implementation the "Safe Presidential Election Plan" at all vote centers, which aligns with California's "Election Administration Guidance under COVID-19." This plan has been developed to align with state and county public health officials. A copy of this plan has been attached.
- Providing multilingual services for newly added languages identified under Elections Code Section 14201; including Bengali, Burmese, Gujarati, Indonesian, Mongolian and Telugu. For these new languages, services are as follow:
  - Facsimile ballots available for VBM voters who request translated materials.

- Bilingual staff available to assist voters via video conference application offered at all vote centers. This service provides three-way communication where voters receive assistance from both bilingual staff and election workers.
  - Recruitment of in-person bilingual election workers at targeted vote centers.
  - Translated instructions issued to all vote centers with guidance on how to cast a ballot and an explanation of ballot contents.
- Expanded media campaign that leverages print, radio, television, social media and out of home advertising to reach all communities in the County. The campaign ensures hyperlocal ethnic media is engaged to use trusted voices in our communities to deliver our messages. Media strategy is attached.

If you have any questions or need additional information, please contact me or your staff may contact Monica Flores, Division Manager of Governmental & Legislative Affairs, at 562-462-2697.

Respectfully,

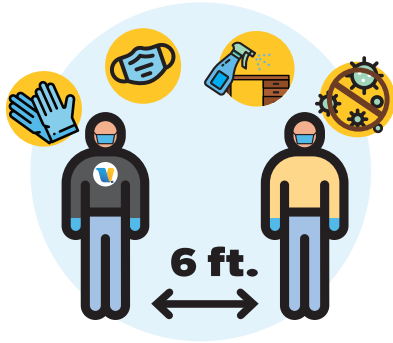
DEAN C. LOGAN  
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c: Members, Board of Supervisors  
Fesia Davenport, Acting Chief Executive Officer



## SAFE PRESIDENTIAL ELECTION PLAN

The Los Angeles County “Safe Presidential Election Plan” aligns with California’s “Election Administration Guidance under COVID-19.” Each was developed in consultation with relevant health authorities using the best public health information available, including guidance provided by the U.S. Centers for Disease Control and Prevention (CDC) and California public health officials.



### The Los Angeles Registrar-Recorder/County Clerk (RR/CC) will:

- Develop a voting location-specific protection plan.
- Train workers on measures to limit the spread of COVID-19, including screening themselves for symptoms and staying home when necessary.
- Establish prevention and self-screenings measures for workers.
- Establish and communicate physical distancing guidelines.
- Implement hand-washing, face covering and disinfection protocols.

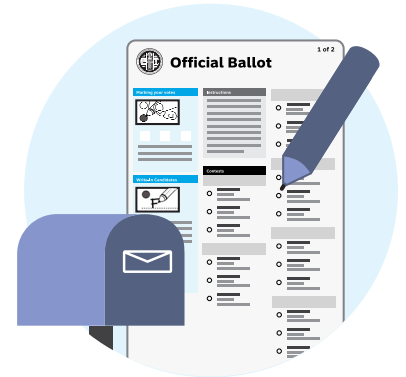
### FOR VOTERS

#### All registered voters will be mailed a Vote by Mail ballot.

L.A. County will encourage voters to stay home and vote using their mail-in ballot. However, for some individuals it will still be preferable to vote in person. Wherever in-person voting is offered, we will follow the State and County’s public health and safety guidance to provide a safe voting environment.

#### COVID-19 Information for Voting In-Person:

- Voters should wear a face covering while at the vote center or waiting in line.
- Face coverings and gloves will be available for voters if requested.
- Hand sanitizer will be provided upon entry and exit of the Vote Center. Hand sanitizer will also be available at key stations during the voting process.
- Social distancing will be enforced while waiting in line and throughout the check-in and voting process.
- ePollbooks and Ballot Marking devices will be sanitized after every voter.
- Voters will be encouraged to take measures to speed up their election process to limit their time in the Vote Center. This includes verifying voter registration in advance, using the Interactive Sample Ballot (ISB) to pre-mark selections, and bringing their Sample Ballot to speed up the voter check-in.
- Voters will be encouraged to take advantage of early voting and vote at off-peak times if possible.
- Curbside voting will continue to be available for voters who are unable to enter the Vote Center.



***Vote Safely  
at Home,  
Make Your  
Voice Heard!***



## FOR ELECTION WORKERS

**Election Workers will be trained to implement the following guidelines:**

- Follow prevention measures while at home to help limit the spread of COVID-19.
- Do not come to the Vote Center if diagnosed with COVID-19, symptomatic, or in contact with a positive patient in prior 14 days.
- Confirmation of self-screening as part of daily worker sign-in.
- Wash hands frequently or use hand sanitizer where soap and water are unavailable.
- Wear protective equipment including face coverings, face shields, and gloves.
- Establish non-contact norms so workers avoid greeting co-workers and voters with physical contact: "Distancing starts at hello."
- Frequently sanitize work items and commonly used surfaces.
- Sanitize ePollbooks and Ballot Marking Devices before start of day, after each voter, on an hourly schedule, and at closing time.
- Minimize the handling of shared objects.
- Limit nonessential visitors to the Vote Center.
- Take special care to disinfect equipment before use by voters with disabilities because they may interact with the equipment in different ways, and some may have unique health vulnerabilities. Accessibility controls for voting equipment will be cleaned before and after each use.
- Single-use disposable ear covers for device headphones will be provided and replaced after each use.

## VOTE CENTER LAYOUT

- A custom Vote Center layout will be created for each location that ensures 6ft physical distance throughout the Vote Center to the extent possible.
- One-directional foot traffic.
- Separate routes for entry and exit where possible.
- Doors propped open.
- Windows will be opened to increase air circulation where possible.
- Check-in stations and Ballot Marking Devices will be placed to create physical distance.
- Each vote center will have a stop station at the entrance where voters will be provided with hand sanitizer. Masks and gloves will be available for voters if needed. An election worker will be stationed here to remind voters of special precautions.
- If weather permits, the number of voters in the facility will be limited by moving lines outdoors.

## SIGNAGE

- Signage to remind voters, observers and workers of physical distancing, face coverings, and updated foot traffic patterns.
- Clear signage to indicate appropriate distances.
- Posted at entrances and highly visible locations.
- Visual cues (e.g., floor markings, colored tape, or signs) will be deployed to remind workers and voters of appropriate distancing.

## MEDIA, SOCIAL MEDIA AND DIRECT COMMUNICATION

**The County's media campaign will include the following components:**

- Voting by mail is a safe choice to avoid exposure to COVID-19 while voting.
- There are alternatives to provide a ballot replacement or to help you cast a ballot without entering a voting site including procedures for requesting a replacement, drop boxes and curbside voting.
- If you must enter a voting location, please:
  - Wear a face covering.
  - Maintain physical distance of at least 6ft from people not from your household.
  - Use hand sanitizer before approaching the check-in station and after voting.
  - Follow any additional guidance provided at the voting location.

This plan serves as a baseline. The RR/CC Safe Presidential Election Plan will continue to grow and expand as new guidance and recommendations continue to come out.



# November 2020 Paid Media Campaign

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Registrar-Recorder/County Clerk

July 21, 2020

# March 2020 Media Campaign Overview

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- Direct Mailings
- TV Ads
- Radio Ads
- Billboards
- Print Ads
- Transit Ads
- Digital Media Ads
- Social Media Ads
- Email Notifications

**430+ MILLION  
IMPRESSIONS**



# Improvements for the November Media Campaign

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- Hyper focus on local and multilingual communities
- Expand our digital footprint in digital advertising landscapes and social media platforms
- Utilize partnership(s) in message research and creative development for English and multilingual audiences
- Leverage single agency, or agencies, to lead research, creative development, strategy, and reporting



# Key Messages in November

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- In the COVID-19 environment, the County will be mailing every registered voter a Vote by Mail ballot to ensure they have a safe and accessible voting option
- We will encourage voter participation through returning a Vote by Mail ballot
- In-person voting options will be available in safe and accessible Vote Centers
- Vote EARLY – whether it's by mail or in-person





# Direct Mailings Kickstart Awareness

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## **DIRECT MAILINGS TO ALL REGISTERED VOTERS**

### Mailing #1

- Vote by Mail awareness notice and residency confirmation
- Mailing will include a postage-paid card allowing voters who have moved to update their residence and mailing address
- In mailbox delivery begins: Monday, July 27

### Mailing #2

- Vote by Mail awareness notice and language preference application
- Mailing will include a postage-paid card giving voters the option to receive their election materials in one of 18 languages
- In mailbox delivery begins: Monday, August 10



# Vote Center Book

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- Our office will mail every postal patron a book containing all Vote Center locations available for November
- The book will include information on how we will keep voting safe for voters and Election Workers during COVID-19
- Messaging will include how eligible voters can register to vote
- Estimated mailing date for this book is October 12



# Paid Media Campaign

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- Our office has initiated conversations with three agencies who specialize in social movement, large-scale media markets, and local ethnic media. Those three agencies include:
  - Fenton
  - iHeart Media
  - LA Ethnic Round Table



# Fenton

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To lead the paid media campaign in messaging, testing, strategy, creative development and media placement.

## **Create | Test | Produce**

- Messages
- Message testing
- Artwork
- Creative assets
- Collaborator landing page

## **Schedule | Reserve | Deploy**

- Local leaders and influencers
- Digital ads
- Social media ads
- Print and Out of Home ads
- Email and SMS communications

## **Track | Analyze | Produce**

- Provide regular (daily/weekly) reports on paid media assets
- Provide recommendations if/when media needs adjustment
- Create, provide and present a detailed paid media report



# iHeart Media

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iHeart Media to take approved messaging and creative assets and strategically place them across the channels below, and lead celebrity and athlete influencer initiative.

## **Schedule | Reserve | Deploy**

- TV ads – broadcast and cable
- Radio ads – in and out of network
- Digital radio ads – in and out of network

## **Connect | Reserve | Implement**

- Celebrity and athlete endorsement
- Station and celebrity social media
- Virtual event integration



# LA Ethnic Media Roundtable

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Lead hyper-local and ethnic media and outreach efforts.

## **Schedule | Reserve | Deploy**

- Local ethnic news media
- Local ethnic print
- Local ethnic radio
- Local ethnic outreach



# Key Timelines

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## Election Timelines

- September 24
  - Mailing of Sample Ballots
- October 5
  - Mailing of Vote by Mail ballots begin
- October 19
  - Close of registration
- October 24
  - In-person voting begins
- October 31:
  - All Vote Centers open

## Paid Media Phase Timeline

- Phase I – July 27 to September 1
  - Research and Development
- Phase II – September 1 to September 20
  - Voter Education
- Phase III – September 21 to October 18
  - Voter Registration and Vote by Mail
- Phase IV – October 19 to November 3
  - Get Out/Stay In and Vote
- Phase V – November 4 to November 30
  - Analysis and Report



# Thank You!

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## Questions?

Dean Logan – Registrar-Recorder/County Clerk

Epifanio “Epi” Peinado – Interim Operations Chief

Monica Flores – Manager of Governmental and Legislative Affairs

Mike Sanchez – Manager of Media and Communications

