



Los Angeles County Registrar-Recorder/County Clerk

NEWS RELEASE

FOR IMMEDIATE RELEASE
April 16, 2013

Twitter: @LACountyRRCC
www.lavote.net

Registrar-Recorder/County Clerk Makes Groundbreaking Efforts to Change the Way We Vote in Los Angeles County

Today, the Los Angeles County Registrar-Recorder/County Clerk (RR/CC) is kicking off the design phase of the Voting Systems Assessment Project ([VSAP](#)) — an unprecedented endeavor to modernize and streamline the voting system for the largest electoral jurisdiction in the United States.

In collaboration with IDEO, a global design and innovation firm, the RR/CC is entering the design phase of the project on April 16. The process consists of feasible voting system design concepts focused on how voters interact with the voting process.

The models are expected to be completed this summer. After a period of review and refinement, the next step will be to select a preferred model and move into creation of prototypes that can then be field tested.

RR/CC, which launched VSAP in 2009 to modernize the County's 30-year-old voting system, revolutionizes the way voting systems are developed and implemented for the nearly five million registered voters in Los Angeles County. The new system aims to bring an innovative and user-friendly approach to casting a ballot.

“Our approach to voting system modernization is an example of out-of-the box thinking and participatory government,” RR/CC Dean Logan said. “Since the voting system issues of 2000 and 2004, this is one of the first attempts to focus on system development and implementation with voters in mind and the public's trust as a core value.”

The RR/CC is taking an approach that ensures greater citizen input from the academic community, public interest organizations and policy makers — an effort to increase voter confidence that is two years in the making.

IDEO is an award-winning global design firm that takes a human-centered, design-based approach to helping organizations in the public and private sectors innovate and grow. IDEO has worked with government agencies, such as the

U.S. Department of Health and Human Services, the Centers for Disease Control and the General Services Administration.

The mission of the Registrar-Recorder/County Clerk is to serve Los Angeles County by providing essential records management and election services in a fair, accessible and transparent manner. For more information, visit www.lavote.net.

###