

# Voting Solutions for All People

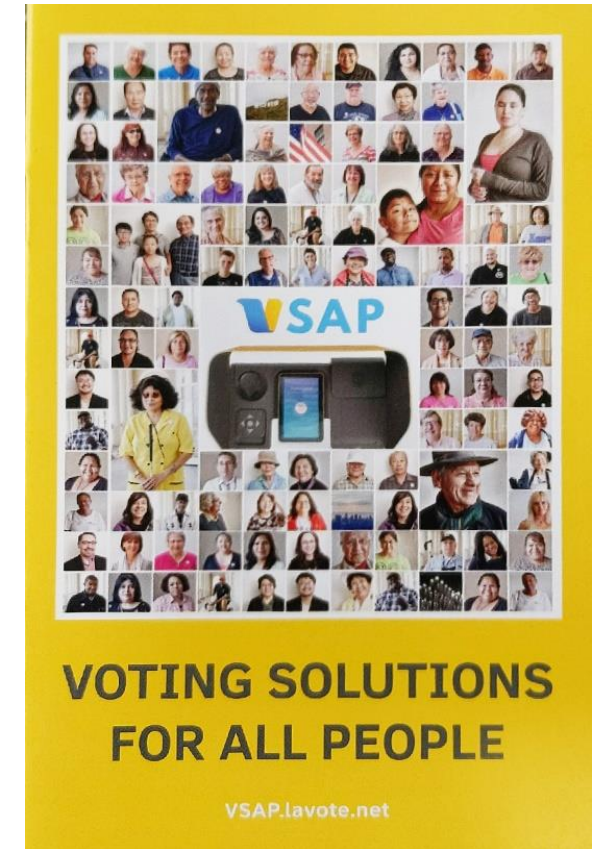


County of Los Angeles

Registrar-Recorder/County Clerk

# Objective

Provide organizations/community members with the knowledge and materials needed to become educated on VSAP and disseminate key information to the public via peer to peer and digital outreach.



# New Voter Experience

The **vision** for the new voting experience includes:



**Modern Tally System**



**Interactive Sample Ballot**



**Ballot Marking Device**



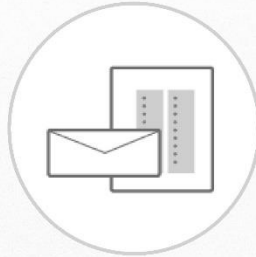
**Voting Period**



**Vote Centers**

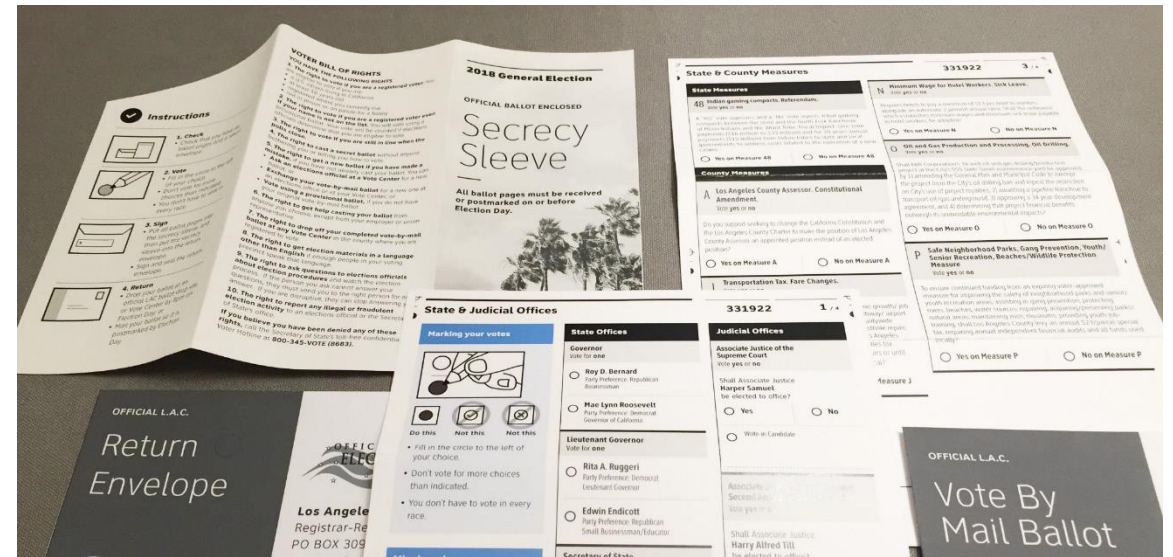


**Electronic Pollbooks**




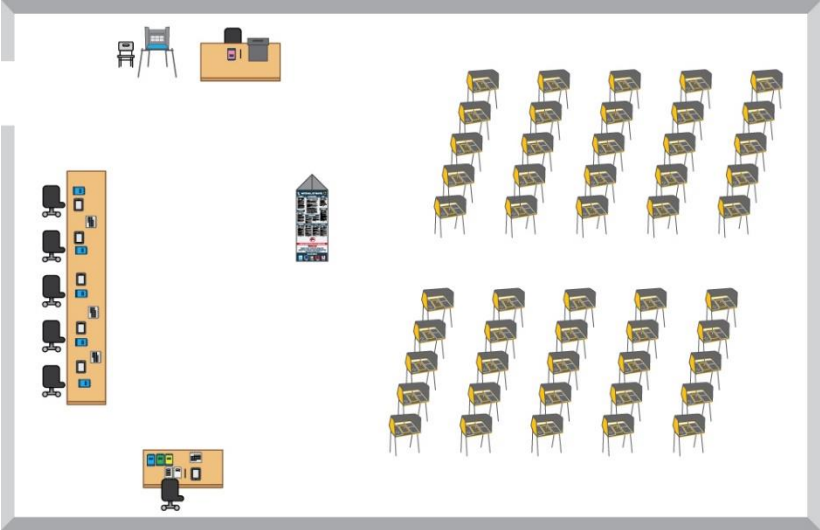
**New Vote by Mail Experience**






# Vote by Mail





Voters can vote at **any** vote center throughout the County with full language services and expanded accessibility



\*Electronic rosters access data in **real time** and allow for same day registration

A light blue rectangular box containing a map of Los Angeles County with yellow location pins, a text block, and an icon of a tablet and smartphone.

Fully accessible voting equipment available at **every** vote center

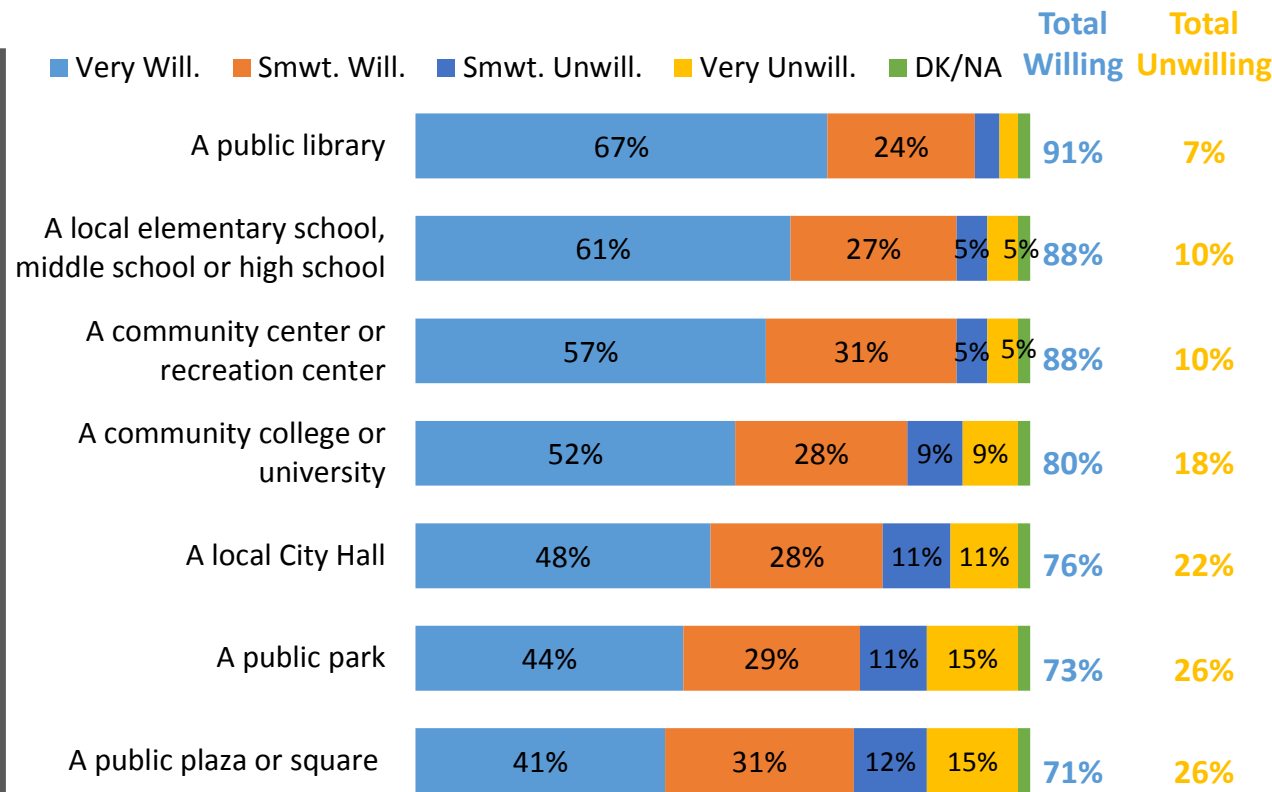
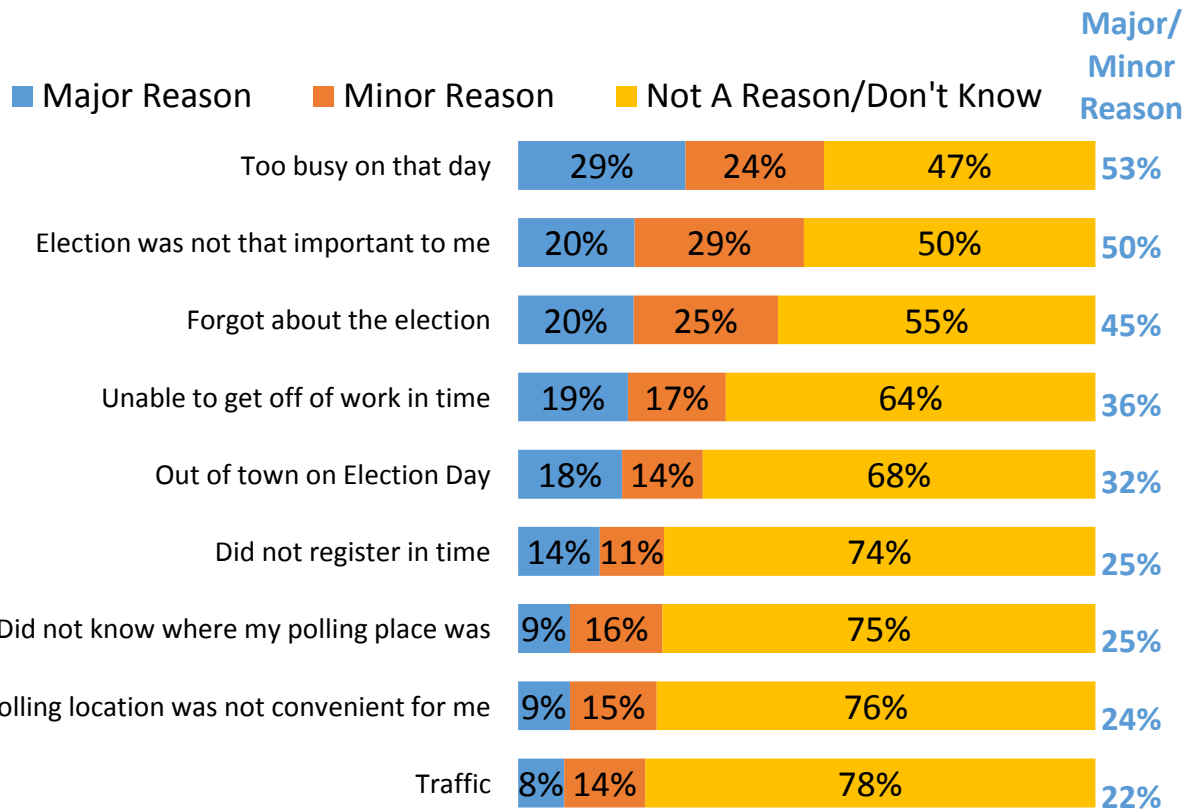


Voting available for **11 days** at vote centers throughout the County

Two separate icons and text blocks. The first shows a hand touching a screen. The second shows a hand pointing to a screen with the text '11 DAYS' and a circular arrow icon.

# Vote Centers

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# Why voters missed a past election

# Where voters would vote or drop-off a ballot



# Interactive Sample Ballot

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# Ballot Marking Device

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**1.** Arrive at vote center



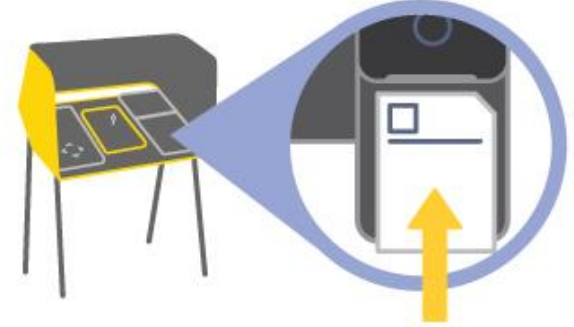
**2.** Check-in on electronic pollbook



**3.** Receive ballot



**4.** Go to BMD and insert ballot to begin voting



**5.** Follow the instructions on the BMD and begin making your selections OR scan your Poll Pass at the BMD to expedite your voting experience.



**6.** Cast ballot on BMD



**7.** Receive "I Voted" sticker



# Upcoming Activities & Milestones

- Mock Elections
- Demo Centers
- Full Implementation March 2020



# Adopt a Vote Center Initiative

- Secured 2,000 potential sites through community partnerships and the Vote Center Placement Project (VCCP) Grassroots Meetings – over 70 meetings
- Become a civic engagement centerpiece in your community
- RR/CC using traditional and digital media to promote vote centers throughout the County
- Three opportunities for this initiative:
  1. Offer a location for 11 or 4 days
  2. Provide staff as Election Workers
  3. Both location and staff
- Email: [AdoptAVoteCenter@rrcc.lacounty.gov](mailto:AdoptAVoteCenter@rrcc.lacounty.gov)
- Phone: 562-462-3330





# Mock Election

September 28 and 29, 2019

## Plan:

- Follows National Voter Registration Day (NVRD)
- Visit the Mock Election webpage at [www.lavote.net/mock-election](http://www.lavote.net/mock-election)
- 50 locations – 100,000 people participating
- Outreach team can help promote and organize

## Share:

- Help get voters to Mock Election sites
- Share VSAP videos and info on social media
- Notify and seek support from community leaders
- E-mail blasts to reach your stakeholders

## RR/CC Outreach Promotion:

- Radio and media partnerships – English, Spanish and Asian language
- Digital media campaign
- Media interviews
- Traditional: E-mails to voters, Countywide mailing inserts, flyers, etc





# Demo Centers

October 2019 – January 2020

- 10 rotating Demo Centers throughout the County
- Partner with the RR/CC to promote within your community
- Alert local leaders and representatives
- Utilize traditional and digital media to notify your stakeholders and community
- Tag @LACountyRRCC and #LAVotes to build earned and shared media



# Full Implementation

January 2020 – March 2020

## January

- Host a “Town Hall” meeting
- Print and distribute flyers/information
- Post on social media

## February

- Host a voter registration drive
- Encourage local leaders and community members to vote early

## February – Election Day: March 3, 2020

- Promote Early Voting
- GOTV and share your voting experience on social media
- Tag posts @LACountyRRCC and #LAVotes



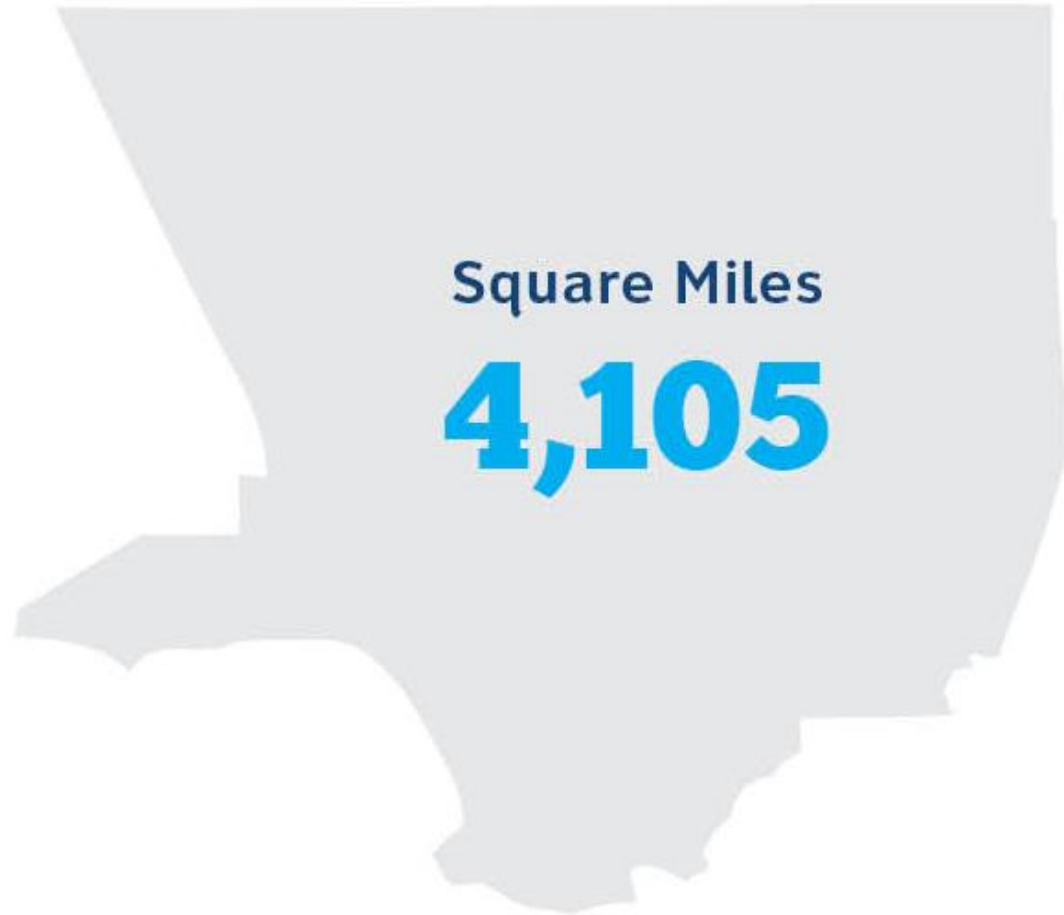
# Reaching Out

- LA County Snapshot
- Peer to Peer Outreach
- Digital Outreach





# County of Los Angeles



## Total Population

**10.2 million**

US Census Bureau

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## Eligible Population of Voters

**6.1 million**

SOS 60-Day Report of Registration

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## Registered Voters

**5.3 million**

Stats as of 1/2019



# Peer to Peer Outreach

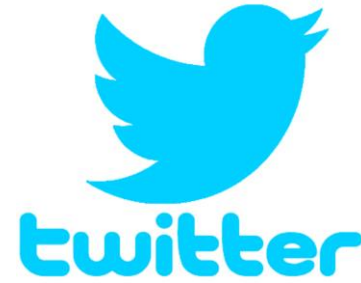
- Materials
- Tabling
- Community Meetings
  - Plan, promote, host





# Digital Outreach

- Social Media
  - Follow, like, and share
  - Canned Messages
- Websites
  - Videos
  - Digital One-Pagers
- Email



# Stay Engaged

Website:

<http://vsap.lavote.net>

Email:

[vsap@rrcc.lacounty.gov](mailto:vsap@rrcc.lacounty.gov)

Social Media:

[@lacountyrrcc](#)



