



**LOS ANGELES COUNTY
REGISTRAR-RECORDER/COUNTY CLERK**

DEAN C. LOGAN

Registrar-Recorder/County Clerk

September 24, 2024

TO: Supervisor Lindsey P. Horvath, Chair
Supervisor Hilda L. Solis
Supervisor Holly J. Mitchell
Supervisor Janice Hahn
Supervisor Kathryn Barger

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

NOTICE OF INTENT TO ISSUE WORK ORDER #24-013 EXCEEDING \$300,000 UNDER THE AS-NEEDED VOTING SOLUTIONS FOR ALL PEOPLE (VSAP) ENHANCEMENTS AND SUPPORT SERVICES MASTER AGREEMENT (VESSMA)

This is to advise your Board of the intent of the Registrar-Recorder/County Clerk (RR/CC) to execute Amendment Number One to Work Order #24-013 under VESSMA Category 9 - Voter Education and Outreach Communication Campaign Services with Fenton Communications to increase the current sum \$2,000,000 to \$2,275,000 to support the November 5, 2024, General Election Voter Education and Outreach Campaign.

BACKGROUND

On March 1, 2022, your Board approved VESSMA, which utilizes a competitive bid process to engage approved vendors to provide critical election support services in the areas of operations management, network support, load testing, cybersecurity, tally enhancements, education and outreach, and other election support services. In accordance with VESSMA Section 6.0, a Board notice is required for work orders exceeding \$300,000.

SCOPE OF WORK

The objective of this Voter Education and Outreach Campaign (Campaign) is to engage over 5.6 million registered voters in Los Angeles County and educate our richly diverse electorate about the November 5, 2024, General Election. The Campaign will focus on reaching historically underserved and medium-low turnout communities and populations within the County. The objective is to raise awareness of the upcoming election, educate voters and eligible individuals about voter registration, inform them of their voting rights, and provide accessible information and resources to facilitate a seamless voting

experience. The Campaign will direct voters to the RR/CC's official website and resources to view available voting options and encourage voter participation by casting their ballots. Utilizing a comprehensive and strategic media and outreach plan, the Campaign will employ impactful and modern tactics and techniques in up to 19 languages to ensure all voters are aware and informed of their voting rights and opportunities. The Campaign must be methodically developed to maximize the impact of every dollar spent while effectively engaging and meeting voters where they are, and in their preferred language.

Amendment Number One aims to increase the RR/CC's reach and capability to engage low-propensity Spanish-speaking voters with limited and no English Proficiency about the upcoming General Election, their voting rights, and available voting options. The additional funding will directly focus on Spanish speakers and leverage strategic in-language branches of outreach, local news programming, and paid advertising on social and digital media.

JUSTIFICATION

The RR/CC requires comprehensive and strategic Voter Education and Outreach Campaign services to ensure voters are educated and aware of their voting rights and opportunities for the November 5, 2024, General Election Voter Education and Outreach Campaign.

FISCAL IMPACT

Funding for VESSMA is part of the RR/CC Fiscal Year 2024-2025 approved budget. No additional Net County Cost is required.

NOTIFICATION TIMELINE

Consistent with VESSMA policies and procedures, we inform your Board of our intention to execute Amendment One will increase the sum of the above-mentioned Work Order #24-013. If no objection is received from your Board in ten (10) business days, we will proceed with the execution of Work Order#24-013 Category 9.

If you have any questions or need additional information, please contact me at (562) 462-2716 or email dlogan@rrcc.lacounty.gov. Your staff may also contact Jerome Jordan, Assistant Registrar-Recorder/County Clerk, at (562) 462-2652 or jjordan2@rrcc.lacounty.gov.

DCL:JG:JJ
JS:DL:ca

c: Chief Executive Office
Executive Officer, Board of Supervisors
County Counsel