



VSAP

ISSUE 9

JUNE 2017

VOTING SYSTEMS ASSESSMENT PROJECT

Quarterly Newsletter

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MESSAGE from Dean

I am happy to share that we continue to make progress towards identifying a manufacturer for the new voting system components. We released a Request for Information (RFI) in April to gather information from vendors who may be interested in partnering with the County on the VSAP. To support the RFI, we hosted a Vendor Day in May. The event gave potential RFI respondents an opportunity to see the ballot marking device prototype and tally proof of concept, and learn more about the future voting experience. The information gathered will shape the Request for Proposal (RFP) that will seek to identify partner(s) to assist with the manufacturing of the new voting system, obtaining certification from the California Secretary of State, and implementing the new voting experience throughout Los Angeles county.

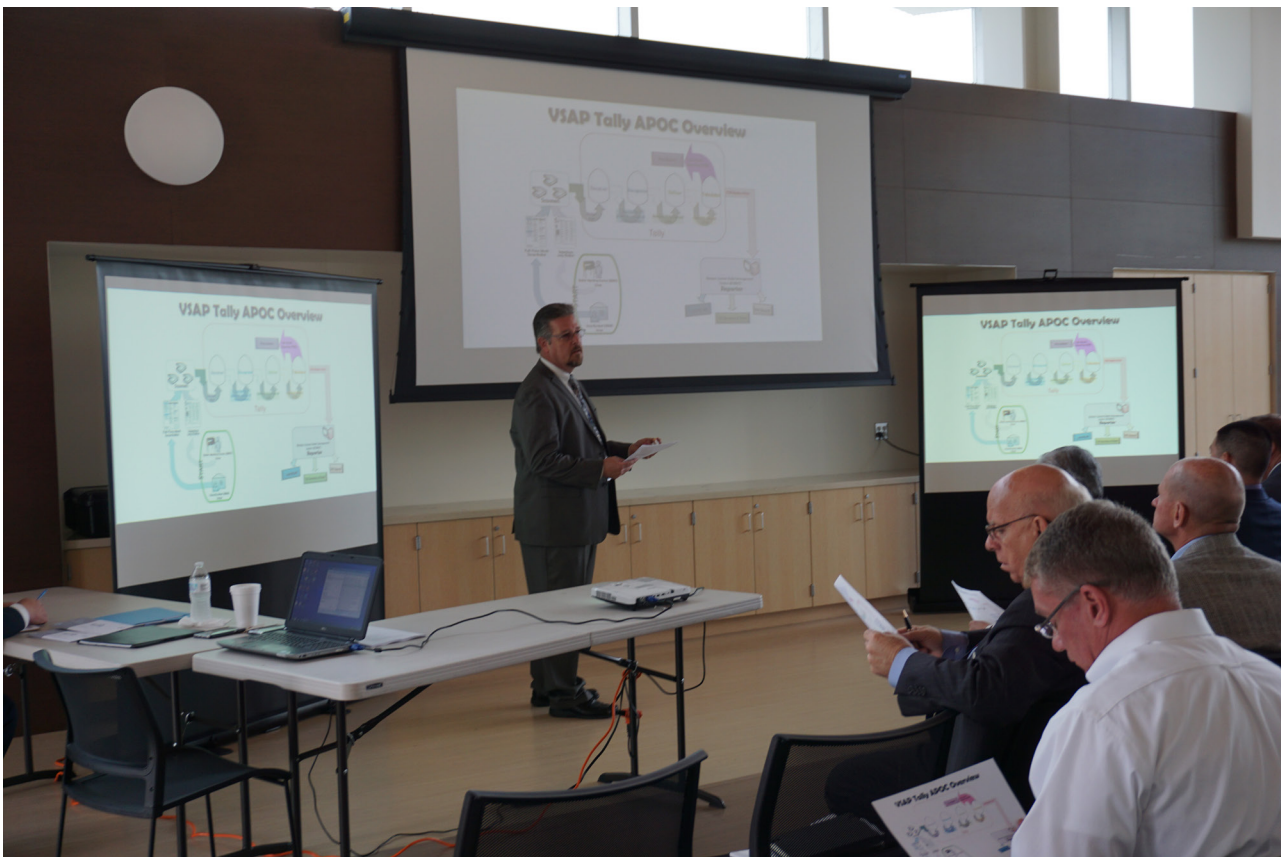
I look forward to continue working with you during this critical stage of the project.

Dean C. Logan

DEAN C. LOGAN
 Registrar-Recorder/County Clerk
 Los Angeles County

VSAP RFI

On April 24, 2017 we issued a Request for Information (RFI) to identify vendors that may be interested in supporting the County in bringing the VSAP vision to fruition. In addition, this RFI encouraged vendors to provide input on partnership models that would allow for a successful development and implementation of the VSAP. The RFI closed on May 26, 2017. In total, 13 responses were received. These responses will be reviewed in preparation for the Request for Proposals expected this fall.



RFI VENDOR DAY



To support the RFI, we hosted a Vendor Day on May 10, 2017 at Liberty Community Plaza in Whittier, CA.

Close to 40 vendors were in attendance, representing more than 20 organizations. Vendors were provided a glimpse into the future of LA County voting as they learned about the vision and scope of the VSAP. Potential RFI respondents were given an opportunity to interact with the ballot marking device and tally system prototypes. The event also allowed vendors the chance to participate in a Q&A session about some of the plans and expectations of the future voting system.



PUBLIC ENGAGEMENT

During this quarter, we connected with various community organizations and other key stakeholders to share the new voting experience vision and demonstrate the various new system components including the ballot marking device prototype and tally system proof of concept.

COMMITTEE MEETINGS

We met with the VSAP Technical Advisory Committee on March 31, 2017 and the Advisory Committee on April 12, 2017. The meetings were organized to discuss our goals and the next steps to help push the project forward.

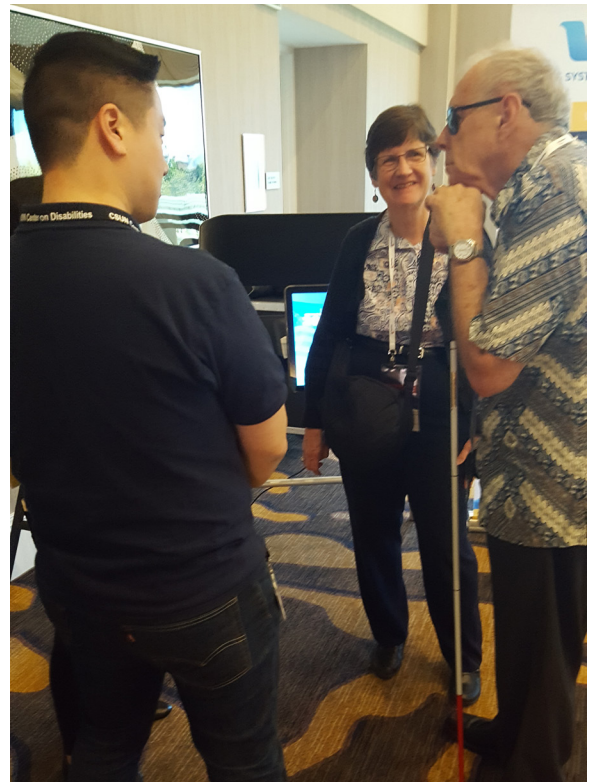


PROTOTYPE DEMOS

MARCH 3, 2017

CSUN Assistive Technology Conference

The Center on Disabilities (COD) at California State University, Northridge sponsored its 32nd Assistive Technology Conference in San Diego, CA. The event showcased cutting-edge assistive technology. During this event, we provided demonstrations of the VSAP Ballot Marking Device (BMD) prototype, and provided an overview of the project. VSAP Advisory Committee member, Gabe Taylor and VSAP Technical Advisory Committee member, Noel Runyan, presented the story of the VSAP alongside Dean Logan.



VSAP Advisory Committee member, Gabe Taylor, VSAP Technical Advisory Committee member, Noel Runyan, and Registrar-Recorder/County Clerk, Dean Logan, presenting in front of an audience at CSUN's 32nd Assistive Technology Conference in San Diego, CA.

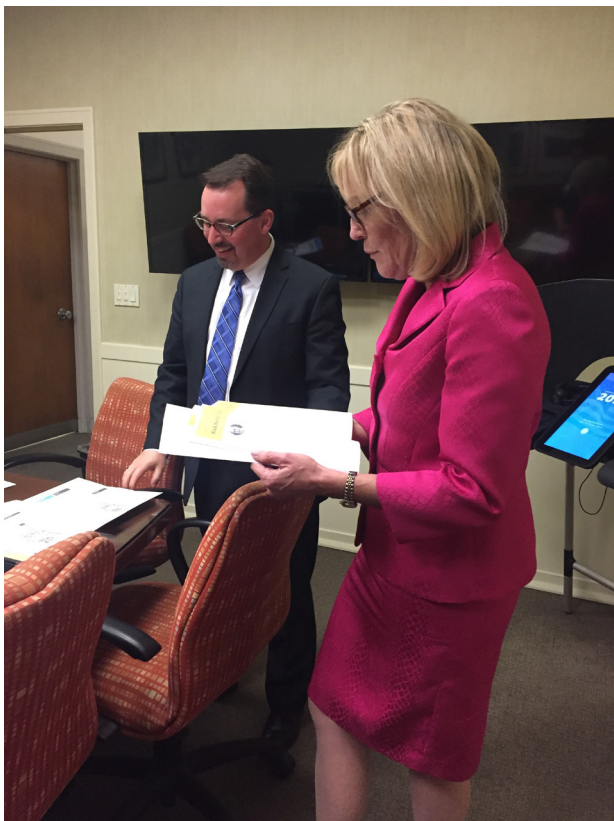
PUBLIC ENGAGEMENT

PROTOTYPE DEMOS

MARCH 29, 2017

Board of Supervisors

We met with members of the Board of Supervisors at the Kenneth Hahn Hall of Administration to present the prototype and help answer their questions about the future voting system. During this quarter, we met with Supervisor Mark Ridley-Thomas and Supervisor Kathryn Barger who were both very pleased with the prototype and expressed their support. We will continue to meet with County leadership to keep them informed of our progress.



Registrar-Recorder/County Clerk, Dean Logan and 2nd District Supervisor, Mark Ridley-Thomas interacting with the prototype.



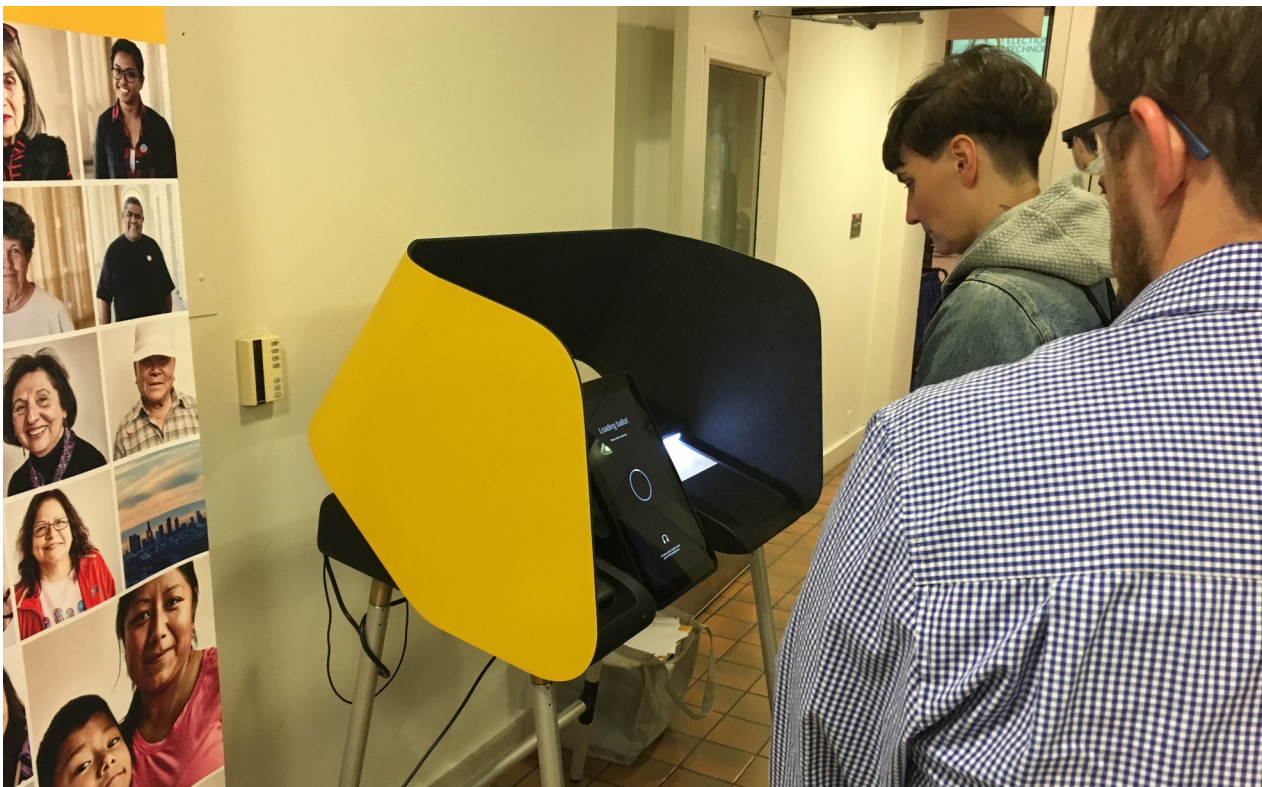
5th District Supervisor, Kathryn Barger and Registrar-Recorder/County Clerk, Dean Logan discussing the new voting system.

PROTOTYPE DEMOS

MAY 18, 2017

The GET Summit

Some members of the VSAP team attended the Global Election Technology (GET) Summit, a multi-day election technology conference in San Francisco, CA. During the visit, VSAP staff conducted demonstrations of the prototype, and Registrar-Recorder/County Clerk, Dean Logan, spoke at the event to an audience of government officials and representatives of various organizations.



RECOGNITION

May 17, 2017 The Innovations in American Government Awards

On May 17, 2017, Registrar-Recorder/County Clerk Dean Logan and VSAP Administrative Project Manager Monica Flores traveled to Massachusetts to present to the Innovations in American Government Awards National Selection Committee at Harvard's Kennedy School of Government. Dean and Monica delivered a short presentation on the project and responded to questions from the selections committee. This was the final step in the comprehensive evaluation process, which included an extensive application and a site visit. The award winner will be announced in the next few weeks.

Presentation transcript

Good afternoon, I am Dean Logan, Registrar-Recorder/County Clerk for Los Angeles County and I am joined today by Monica Flores, Administrative Project Manager for our Voting Systems Assessment Project.

First, we want to thank the Ash Center and the Kennedy School for the recognition and the opportunity to present our work – and, to congratulate all the other projects promoting innovation and engagement. It is truly an honor to be part of this program.

In Los Angeles County, and in local jurisdictions throughout the country, we are conducting elections using aging voting equipment and an outdated service delivery model.

Our 5.2 million voters deserve a system built with a new perspective that looks beyond technology to engage citizens in the process of voting. More than any time in our history, the integrity of elections and the public's confidence in voting are paramount to ensuring the continuity of our representative form of government.

After more than a decade of regulatory gridlock and shrinkage in the voting systems market, we knew modernizing voting in America's largest county would be challenging. It was clear to us that, given the size and



diversity of Los Angeles County, there was a need for innovation and leadership.

To meet this challenge head-on, we launched the Voting Systems Assessment Project to reimagine and create a voting experience that is convenient, accessible and responsive to all voters.

In an unprecedented commitment to user engagement, creative design and collaboration, we cut through the layers of complexity and false starts that previously paralyzed modernization and made the voting experience our focal point.

Our vision is to ensure the new voting experience meets the needs of the County's diverse electorate, which includes serving voters who originated from more than 180 countries, providing language support in more than 12

languages and deploying services in an area that spans more than 4,000 square miles.

We set out to engage the County's voters through surveys, focus groups, interviews and community discussions. We then brought voters together for hands-on user testing and prototyping where we presented various concepts and designs and incorporated feedback to modify and refine the systems and legal framework needed to support a new voter experience.

In total, we engaged more than 3,500 voters.

Voters like retired postmaster Ernie who after losing his vision had stopped voting, but regained his confidence in helping us identify the design features that would allow voters like him to vote privately and independently;

And, U.S. Army Veteran Mike who felt pride in giving his input for a revolutionary system that would help fellow disabled veterans participate in the democratic process while overcoming the anxiety of being in a crowded public space;

And, first generation American Sue who votes in every election, but worries about accessibility for an aging population and the complexity involved in casting a ballot.

We heard countless stories that inspired us and in the process learned the importance of focusing on the fine details that have the most impact on how voters feel about their experience.

Through this human-centered, transparent process we brought the needs and expectations of current and future Los Angeles County voters to the forefront.

With the help of a dynamic and diverse advisory committee comprised of community experts and leaders -- and a technical team of nationally recognized experts in information security, voting technology and usability, the project has been able to stay true to a set of guiding principles that has governed us from the start.

The results of our project include systems that leverage modern technology and an open source platform that provides a publicly owned voting system. We created a design that is agile and adaptable – and, that meets

the demands and values of usability and accessibility without compromising on the importance of security and accountability.

This work has been transformational.

What we learned and created exceeded our expectations. We learned that usability is more than compliance and achieving access for those with disabilities and language needs results in a better experience for all.

We learned that in serving a population of millions, we can still focus on the needs of individuals like Ernie, Mike and Sue.

As a result, we adopted a philosophy of meeting voters where they are; introducing a voting experience that is familiar, visible and available – and that conveys the significance and impact of voter participation.

We are now in the manufacturing and implementation stage with plans to introduce, during the 2018 and 2020 election cycles:

- A new Ballot Marking Device with features to serve all voters;
- Vote Centers located throughout the county available over a 10-day period;
- An interactive Sample Ballot that offers an ability to personalize and expedite participation;
- An enhanced vote by mail program; and
- A modern, auditable vote tally system –

All components of a publicly owned, non-proprietary system infrastructure.

We are on the threshold of offering a new voting experience that can easily be adapted to future changes in election laws, voter behavior or advances in technology; one that can be shared and adapted to other jurisdictions across the country.

We are excited to move forward and to apply what we have learned to other public sector challenges and systems.

Thank you!

IN THE NEWS

The link below provide access to the news article that features the VSAP:

May 4, 2017 - The VSAP has progressed and is now one of four finalists for Harvard's 2017 Roy and Lila Ash Award for Public Engagement in Government. The winner will be awarded a \$100,000 grand prize this summer.

<http://scvnews.com/2017/05/02/county-registrar-named-finalist-in-public-engagement-award/>

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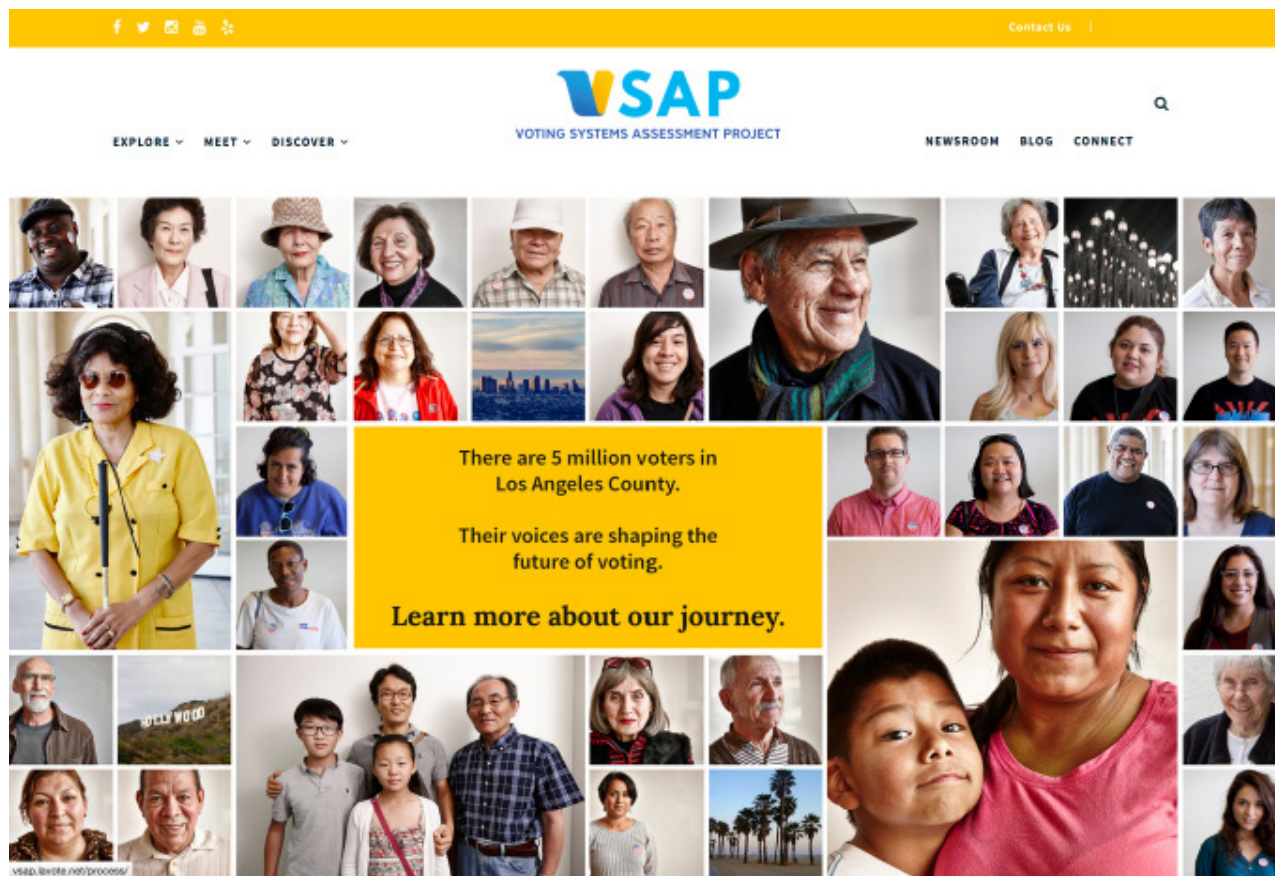
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STAY CONNECTED

HAVE YOU VISITED OUR NEW WEBSITE?

Get the latest updates and project developments at [VSAP.lavote.net](https://vsap.lavote.net)

You can view an animated video of LA County's future voting experience. Learn more about the project, access full research reports, media coverage and read the blogs from our team and committee members.



INTERESTED IN SHARING YOUR THOUGHTS ON THE PROJECT?

Submit at vsap@rrcc.lacounty.gov to be featured on our blog.



VOTING SYSTEMS ASSESSMENT PROJECT

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