



## LOS ANGELES COUNTY REGISTRAR-RECORDER/COUNTY CLERK

DEAN C. LOGAN

Registrar-Recorder/County Clerk

March 16, 2026

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

FROM: Dean C. Logan *Jerome Jordan* for  
Registrar-Recorder/County Clerk

### **NOTICE OF INTENT TO ISSUE WORK ORDER #26-001 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 Work Order (WO) #26-001 under VESSMA Category 9 - Voter Education and Outreach Communication Campaign Services with Fenton Communications, for the amount of \$2,000,000 to support the June 2, 2026 Statewide Direct Primary 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 purpose of this WO is to obtain the development and execution of a comprehensive, multilingual voter education and outreach campaign for the June 2, 2026 Statewide Direct Primary Election. Services include campaign strategy development, message and creative production, paid media placement, community and local media engagement, and performance tracking and reporting to ensure voters receive accurate, accessible election information.

## **JUSTIFICATION**

The RR/CC requires comprehensive and strategic voter education and outreach campaign services to deliver accurate, accessible, and timely voter education to more than 5.8 million registered voters countywide. The Campaign will prioritize outreach to historically underserved communities and populations with low-to-medium voter participation, focusing on ensuring that voters understand their registration status, voting options, and key election timelines. The Campaign is intended to raise awareness for the Election, promote timely and accurate voter registration, reinforce voter rights, and provide clear, multilingual resources to support a seamless voting experience.

## **FISCAL IMPACT**

Funding for VESSMA is part of the RR/CC Fiscal Year 2025-2026 adopted budget. No additional Net County Cost is required.

## **NOTIFICATION TIMELINE**

Consistent with VESSMA policies and procedures, we are informing your Board of our intention to execute the above-mentioned Work Order #26-001. If no objection is received from your Board in ten (10) business days, we will proceed with execution of Work Order #26-001 Category 9.

If you have any questions or need additional information, please contact me at (562) 462-2716 or email [dlogan@rrcc.lacounty.gov](mailto:dlogan@rrcc.lacounty.gov). Your staff may also contact Ivan Masayon, Assistant Registrar-Recorder/County Clerk, at (562) 462-2652 or [imasayon@rrcc.lacounty.gov](mailto:imasayon@rrcc.lacounty.gov).

DCL:JJ:IM  
JS:DL:ca

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