



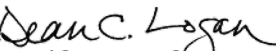
LOS ANGELES COUNTY REGISTRAR-RECORDER/COUNTY CLERK

DEAN C. LOGAN

Registrar-Recorder/County Clerk

September 25, 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 
Registrar-Recorder/County Clerk

NOTICE OF INTENT TO ISSUE AMENDMENT NUMBER ONE TO WORK ORDER #26-014 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 #26-014 (Work Order) under VESSMA Category 9 - Voter Education and Outreach Communication Campaign Services with Fenton Communications (Fenton) to increase the maximum Work Order Sum from \$2,000,000 to \$3,178,000 to support the November 3, 2026 General Election (General Election), specifically, to add the High-Voter Turnout Outreach Campaign (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, Board notice is required for work orders exceeding \$300,000.

Additionally, on September 1, 2026, your Board approved a motion (Motion) relating to Senate Bill 111 (SB 111). This bill was approved on June 29, 2026 and amends the Budget Act of 2026. Pursuant to SB 111, the California Department of Finance appropriated \$34 million statewide to counties for the purpose of expediting the vote counting process and to provide voter outreach and education for the General Election.

on August 4, 2026, the Department of Finance directed the State Controller's Office to remit these funds directly to county elections officials, allocating a total of \$8,000,000 to Los Angeles County, of which approximately \$1,176,000 was allocated toward voter outreach and education for the General Election.

SCOPE OF WORK

This Amendment Number One to the Work Order will add a High-Voter Turnout Outreach Campaign to the RR/CC's voter outreach and education campaign for the General Election. The Campaign is aimed at engaging registered voters in Los Angeles County with a demonstrated history of regular election participation, to encourage them to cast or return their ballot earlier in the voting period for the General Election. The Campaign will deliver timely, targeted, and actionable information to increase awareness of early voting opportunities and encourage regular voters to plan and act earlier.

The Campaign will emphasize the convenience and flexibility of voting early, including returning a Vote by Mail ballot by mail or at an Official Ballot Drop Box and voting or returning a ballot at an available Vote Center. Messaging and outreach shall be strategically timed throughout the election period to encourage voters to complete and return their ballot soon after receiving it and avoid waiting until Election Day.

Using a data-informed media and outreach strategy, the Campaign will identify and effectively reach higher-propensity voters through appropriate media channels, platforms, and messaging. Campaign strategies shall be measurable and optimized throughout the election period to maximize reach, engagement, and effectiveness while supporting the RR/CC's broader objective of enhancing voter participation and ballot returns across the available voting period.

JUSTIFICATION

Services provided by Fenton under this Amendment Number One to Work Order #26-014 will be supported by State funding appropriated pursuant to SB 111, for the purpose of expediting the vote counting process and providing voter outreach and education for the General Election. To that end, focusing on voters who regularly participate in elections and encouraging them to act earlier—whether returning their Vote by Mail ballot or voting in person—will allow the RR/CC to begin processing more ballots sooner, reduce concentrations of voting activity on Election Day, and ease post-Election Day processing demands. These services will support a more efficient election process while maintaining accessible and convenient voting options for Los Angeles County voters.

FISCAL IMPACT

Funding is provided under SB 111 and supported by the September 1, 2026, Board Motion.

Funding is included in RR/CC's existing budget, with additional funding requested through the FY 2026-27 Final Changes Budget process, pending approval by the CEO. Funding for future years will be requested through the annual budget process, as needed.

NOTIFICATION TIMELINE

Consistent with VESSMA policies and procedures and with Board Motion relating to SB 111, we are informing your Board of our intention to execute Amendment Number One to the above-mentioned WO #26-014. If no response or objection is received from your Board within five (5) business days, we will proceed with execution of the WO.

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 Ivan Masayon, Assistant Registrar-Recorder/County Clerk, at (562) 462-2652 or email IMasayon@rrcc.lacounty.gov.

DCL:JJ:IM
JS:DL:ca

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