



LOS ANGELES COUNTY REGISTRAR-RECORDER/COUNTY CLERK

DEAN C. LOGAN

Registrar-Recorder/County Clerk

July 1, 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 *Dean C. Logan*
Registrar-Recorder/County Clerk

NOTICE OF INTENT TO ISSUE 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 Work Order (WO) #26-014 under VESSMA Category 9 - Voter Education and Outreach Communication Campaign Services with Fenton Communications (Fenton), for the amount of \$2,000,000 to support the November 3, 2026 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, Board notice is required for work orders exceeding \$300,000.

SCOPE OF WORK

The objective of the Voter Education and Outreach Campaign (Campaign) is to engage and inform Los Angeles County's electorate in advance of the November 3, 2026 General Election by delivering 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 voters understand their registration status, voting options, and key election timelines. The Campaign is intended to raise awareness of the

election, promote timely and accurate voter registration, reinforce voter rights, and provide clear, multilingual resources that support a seamless voting experience.

JUSTIFICATION

Services provided by Fenton under #26-014 Category 9 will support the development and execution of a comprehensive, multilingual voter education and outreach campaign for the November 3, 2026 General 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. These services are necessary and critical to effectively reach Los Angeles County's diverse electorate, support informed participation, and maximize the impact of public funds through data-driven, accountable outreach. The Campaign will deploy modern, effective tactics designed to meet voters where they are while maximizing the impact of every dollar spent. The Campaign must be strategically developed, efficiently executed, and measurable in its reach and effectiveness, supporting informed participation and public confidence in the electoral process.

FISCAL IMPACT

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, we are informing your Board of our intention to execute the above-mentioned WO #26-014. If no response or objection is received from your Board within ten (10) 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