



LOS ANGELES COUNTY REGISTRAR-RECORDER/COUNTY CLERK

DEAN C. LOGAN

Registrar-Recorder/County Clerk

October 20, 2023

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

Fesia Davenport, Chief Executive Officer

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

NOTICE OF INTENT TO ISSUE WORK ORDER #23-015 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 #23-015 under VESSMA Category 9 - Voter Education and Outreach Communication Campaign Services with Fenton Communications for the amount of \$1,500,000 to support the March 5, 2024 Presidential Primary.

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 the Voter Education and Outreach Campaign is to educate and engage over 5.6 million registered voters in Los Angeles County and educate our richly diverse voting electorate about the March 5, 2024 Presidential Primary Election. The campaign will include a comprehensive and strategic media and outreach plan using impactful and modern communication tactics and techniques in up to 19 languages. The campaign extends to developing strategic plans aimed at actively engaging local and ethnic news

media outlets to secure earned media coverage, in language, and facilitate press briefings and events. Additionally, it encompasses the task of crafting voter awareness messaging in 19 distinct languages, along with the identification of effective techniques to engage voters with limited English proficiency so they are well-informed of their voting rights and options.

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 March 5, 2024 Presidential Primary Election.

FISCAL IMPACT

Funding for VESSMA is part of the RR/CC Fiscal Year 2023-2024 approved 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 #23-015. If no objection is received from your Board in ten (10) business days, we will proceed with execution of Work Order #23-015 Category 9.

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

DCL:JG:JJ
JS:VW:ca

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