



# Voting in L.A. County's November General Election: Preparing the Public

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# L.A. COUNTY'S NEW VOTING EXPERIENCE



## VOTER'S CHOICE CALIFORNIA

You choose **when, where, and how** to vote



10 days of voting  
before Election Day



Vote Center model



Electronic Pollbooks &  
Ballot Marking Devices



LAVote.net

# POST- ELECTION KEY POINTS



Nearly **1 million** voters went to a vote center

First 10 days

**27%**

\*\*\* Election Day \*\*\*

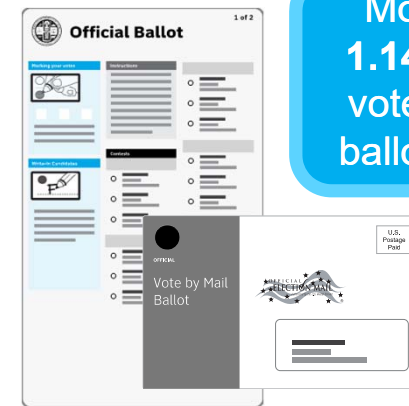
**73%**

 **70%**

Post-election  
surveys &  
voter exit polls

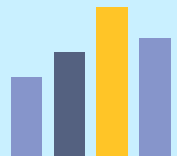
 **20%**

 **2hrs+** **15%**



More than  
**1.14 million**  
vote by mail  
ballots tallied

RR/CC teamed up with  
independent consultants  
and researchers to analyze  
March Primary Election



LAVote.net

# POST-ELECTION KEY FINDINGS

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# Excessive Wait Times



## ISSUES

- a) Technical issues with Electronic Pollbooks (PollPads) during check-in
- b) Smaller Vote Centers had fewer PollPads
- c) Voter look-up in PollPads was difficult
- d) Conditional Voter Registration (CVR) processing and changes in registration was time consuming

## SOLUTIONS

- a) Improve PollPad software to speed up the synchronizing of voter data
- b) Minimum of 5 PollPads to be deployed and connected daily
- c) New search filters to locate voter quickly will be added to the PollPads
- d) Additional training for Election Workers on CVR and making changes in registration will be emphasized and the process streamlined



# Staffing at Vote Centers



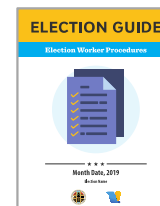
## ISSUES

- a) Lack of an effective data management system affected recruitment and tracking
- b) Delay in finalizing Vote Centers and size allocation resulted in under/overstaffing
- c) Delay in mailing assignments to Election Workers resulted in no-shows
- d) Vote Center Leads working 11 consecutive days led to attendance issues

## SOLUTIONS

- a) Implement new data management system PollChief to adequately track Election Workers and generate assignment letters
- b) Begin Vote Center and Election Worker recruitment early
- c) Reassess & streamline the Vote Center Lead time commitment and overall program





# Election Worker Training

## ISSUES

- a) Training content changed during training period
- b) Election Workers were unaware of training materials on PollPad
- c) Rules related to CVR and changing voter information were not understood well.

## SOLUTIONS

- a) Procedures to be finalized prior to training
- b) Include an orientation to training materials on PollPad
- c) Reassess the length and duration of training required for November election



# Vote Center Set-up & Deployment



## ISSUES

- a) Some Vote Centers were not opened as scheduled
- b) Inadequate staffing, experience and resources for deployment at this scale
- c) Many public facilities initially declined to serve; some then minimized room size or duration
- d) Only 42% of private sites contacted agreed to be a Vote Center

## SOLUTIONS

- a) Outsource Vote Center deployment
- b) Enlist support from Board of Supervisors for public site compliance and private site recruiting
- c) Operationalize Account Manager team of full-time staff dedicated to Vote Center recruitment





# Help Desk Call Center for Election Workers & Voters



## ISSUES

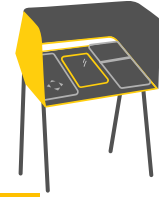
- a) Excessive wait times caused by high volume of calls
- b) Inadequate staffing and technical issues
- c) Use of several call centers and help desk systems: IT Help Desk, Election Worker Services, and Voter Help Desk

## SOLUTIONS

- a) Engage a third-party vendor to assess IT Help Desk call center and logistical planning
- b) Engage a third-party vendor to staff and manage IT Help Desk call center
- c) Migrate all Call Centers into one incident management system
- d) Conduct call volume analysis to determine staffing needs



# Ballot Marking Device (BMD)



## ISSUES

- a) Reported issues primarily caused by faulty printer gear
- b) Some BMD issues were left unresolved by Election Workers because other BMDs were available for use
- c) In larger Vote Centers, some BMDs were never turned on

## SOLUTIONS

- a) Complete BMD printer assembly replacements – currently underway
- b) Train Election Workers to turn on all BMDs on Election Day



# Ballot Boxes



## ISSUES

- a) Some confusion with casting ballot at the BMD
- b) Voters accustomed to a centralized ballot box
- c) Clarity on on-screen language and prompts could be improved

## SOLUTIONS

- a) Refine messaging as part of Voter Outreach and in Vote Centers
- b) Add clarifying text and imagery to the on-screen BMD instructions
- c) Create a script for check-in clerks to inform voters of the “MORE” button and to cast their ballot at the BMD.



# ALL VOTE BY MAIL FOR NOVEMBER 3 GENERAL ELECTION

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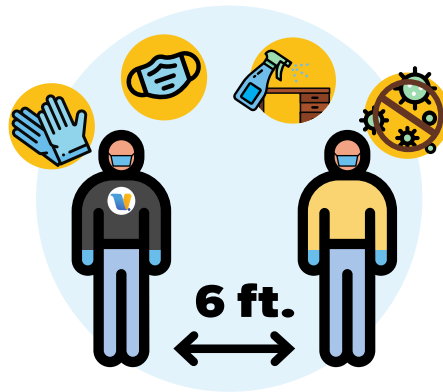
Because of COVID-19, L.A. County Board of Supervisors passed a motion calling for our office to mail a Vote by Mail ballot to all registered voters in L.A. County.



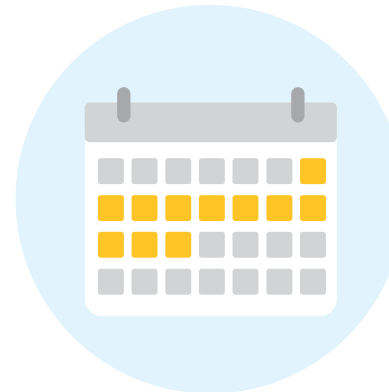
# SNAPSHOT OF NOVEMBER GENERAL ELECTION



L.A. County has more than **5.5 million** registered voters. Mailing all voters a Vote by Mail ballot means an additional **2.5 million** ballots over the March Primary.



There will be safe in-person **Vote Centers** that will strictly follow State and County guidelines from public health and safety officials. *March Primary had more than 970 Vote Centers.*



We are planning to have **10 days** of voting available prior to Election Day.



*In March there were 206 Vote by Mail Drop Boxes, we plan to add more Drop Boxes throughout the County.*



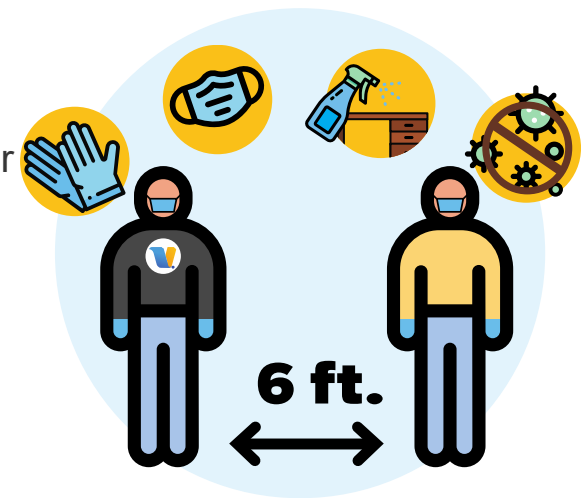
# VOTER INFORMATION AND GUIDANCE RELATING TO COVID-19

All registered voters will be mailed a Vote by Mail ballot.

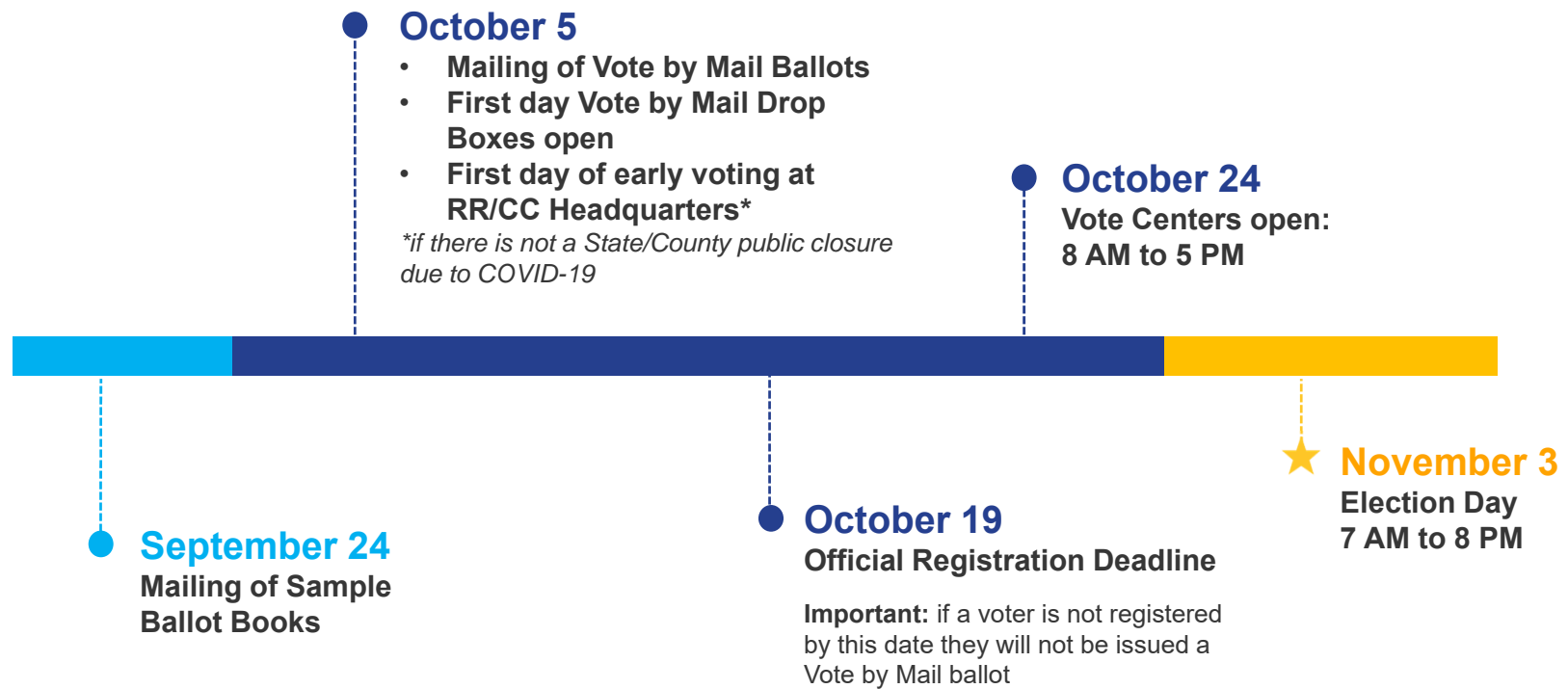
L.A. County will encourage voters to stay at home and vote using their mail-in ballot. Although we will offer in-person voting, we will strictly follow the State and County's public health and safety guidelines to ensure we provide a safe voting environment.

## COVID-19 Information for Voting In-Person:

1. Voters should wear a clean face-covering when visiting the Vote Center
2. Election Workers will be wearing protective gloves and masks
3. Social distancing will be enforced at the check-in and voting process
4. The Ballot Marking Devices will be sanitized after every voter
5. Gloves will be provided to voters upon request



# TIMELINE



# MEDIA/OUTREACH EDUCATION CAMPAIGN

- **Educating the public on these changes will be critical. A large-scale media and outreach campaign is being developed and will include:**
  1. Direct mailings and emails
  2. Multilingual TV commercials
  3. Multilingual radio commercials
  4. Multilingual digital advertisements
  5. Multilingual social media
  6. Multilingual out-of-home advertisements
  7. Multilingual print advertisements
- **We will rely on your partnerships to help communicate these changes to the public**
- **All communication materials/resources will be shared with your organization**





# QUESTIONS?

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Website: [LAVote.net](http://LAVote.net)

Social Media: [@lacountyrrcc](https://twitter.com/lacountyrrcc)

Email: [outreach@rrcc.lacounty.gov](mailto:outreach@rrcc.lacounty.gov)

