Voting Solutions for All People: Creating the Voting Experience of the Future

County of Los Angeles
Registrar-Recorder/County Clerk
December 7, 2017
County of Los Angeles

Square Miles

4,105

Total Population

10.1 million
Estimated from Dept. of Finance

Eligible Population of Voters

6.2 million
Estimated by SOS as of Feb. 2015

Registered Voters

5.2 million
As of May 2016
Diverse Electorate

- Hispanic or Latino: 5,060,772
- Two or more races, not Hispanic or Latino: 207,141
- Native Hawaiian and other Pacific Islander, not Hispanic or Latino: 23,861
- American Indian: 19,639
- White, not Hispanic or Latino: 2,659,218
- Black, not Hispanic or Latino: 835,538
- Asian, not Hispanic or Latino: 1,403,728

Languages:
- Chinese
- Hindi
- Japanese
- Khmer/Cambodian
- Korean
- Spanish
- Tagalog/Filipino
- Thai
- Vietnamese
Project Background

Need to replace existing system

- InkaVote Plus extended past its lifespan
- Antiquated technology
- Lacks flexibility and adaptability

No system available in the market

- County is the largest and most complex election jurisdiction
- Regulatory environment has inhibited innovation
Goals

• Design a new voter experience that is voter-centered and sensitive to the human experience
• Implement publicly-owned voting systems
• Spur innovation in the voting system market
• Encourage a regulatory environment that allows for development, certification and implementation of publicly owned, voter-centered systems
• Establish LA County as the new model for voting system development and implementation
• Make research findings available for other jurisdictions to utilize and replicate process where desired
VSAP Timeline

Phase I: Public Opinion Baseline Research (Sep 2009 – Jul 2010)

Phase II: Establishment of Principles (Jan 2011 – Dec 2011)

Phase III: System Design and Engineering (Jan 2012 – July 2016)


Phase V: Phased Implementation (Jun 2018 – Jun 2024)

2010

2011

2016

2018

2020

2024

Full Implementation
Human-Centered Process

To date, we have engaged over 3,800 voters, poll workers, and election administrators through surveys, focus groups, interviews, workshops, community discussions, and user testing.
Voice of our Voters

Mike

“I am a veteran of two wars. No one in the government has ever asked me my opinion on anything. This matters to me. And I feel so good, being a part of it.”

Ernie

Retired Postmaster who lost his vision

“When I lost my vision, I thought my life was over. I lost my job. Early retirement, as they called it. But then I found out about a whole new way to be a part of the world.”

Sue

1st generation American, votes in every election

“My parents moved here from a repressive regime. My dad became a citizen the year that I was born. With me in the world, he knew he had to make the world into a better place... I’ve never missed an election. But now I never know when it will be too hard to make it to the polls.”
New Voter Experience

The vision for the new voting experience includes:

- Modern Tally System
- Interactive Sample Ballot
- Ballot Marking Device
- Early Voting
- Vote Centers
- Electronic Pollbooks
- New Vote by Mail Experience
System Development and Implementation

RFP for System Manufacturing
Tally System Development
Vote Center Placement Assessment
Stay Engaged

Website:
http://vsap.lavote.net

Email:
vsap@rrcc.lacounty.gov