The Future of Voting in CA
Election Reforms

Now.

- Online Voter Registration
- Online Voter Look-up Tools
- Pre-registration of 16- and 17-year-olds

2017.

- Automatic Voter Registration
- Same Day Voter Registration
- Accessible Vote by Mail

2018.

- Vote Centers
- In-person Early Voting

sos.ca.gov | LAvote.net
Election Day Troubleshooter Tracking
Los Angeles County

For a county wide election the County must provide services to the citizens of the county taking into account the following:

- 4,105 Square Miles
- 4,500 Vote at Poll Precincts
- 33,500 Miles

Given a limited number of resources and staff, there is a need to maximize efficiency in covering these areas and distances.
RR/CC dispatches Troubleshooters on Election Day to solve problems arising at polling places.

Each Troubleshooter is assigned to a route of approximately 90 polling places.

Average area covered by a Troubleshooter is 50 square miles.

Critical problems require prompt attention.

Closest Troubleshooter to a polling place may not be the one assigned to that route.
Dispatching

- Needed a solution for tracking Troubleshooters so that they could be more quickly and efficiently dispatched by showing their location on a real time map.

- Map also needed to show the location of all polling places in the county as well as other County data relevant to the election.

- Wanted Dispatchers and Troubleshooters to be able to see the same map. Dispatchers on their computers and Troubleshooters on their smartphones.
ESRI Workforce

- Consists of two applications
  - A **web application** for monitoring the location of staff deployed in the field and dispatching them to work assignments
  - A **mobile app** for staff in the field to receive assignments on a personal To Do list, locate and route to destinations, and communicate with dispatch
- Real-time awareness provides insight from the office into the status of work assignments.
- Integrates with existing GIS applications and data. Maximizes efficiency by displaying only the data required for your operation.
Dispatcher’s web application showing location of Troubleshooters and polling places with critical
Dispatcher’s web application showing location of polling places, check in centers, and Troubleshooters
Workforce application on the mobile phone

Real-time Awareness

Maximizes Efficiency
A New Communication Platform to Address Voter Inquiries
Why Do We Need Chat?

Telephone inquiries during peak election periods were testing operational capacity.
Benefits of Chat

- Operators can attend to multiple sessions at a time
- Customers can receive visual navigation through the website to locate specific information or forms
- Supervisors can easily track operator performance
- Engagement activity tracking and post-chat surveys provide instant customer feedback
June 2016 Presidential Primary:

- Piloted the LiveEngage application with five (5) operators on E-1 to Election Day
- Logged a positive customer satisfaction rating for 70 percent of the engagements

November 2016 General Election:

- Expanded the operation to ten (10) operators
- Continuous operation: E-22 through Election Day
Chat Implementation

- Operators attended three (3) separate trainings (informational & hands-on) prior to implementation.
- Canned responses were prepared and integrated into the system to quickly attend to basic inquiries.
- Operator stations equipped with dual monitors to enable multiple chat sessions and DIMS screens.
Customer Experience
Operator Interface

1. James
   - 28 Jun. 2017
   - 10:50am
   - 10:51am
   - 10:51am
   - 10:51am
   - 10:51am

   Thank you for choosing to chat with us. An agent will be with you shortly.
   You are now chatting with Danien.

   Visit info
   - Campaign info
     - Goal: interact with visitors
     - Campaign: Campaign Test
     - Chat skill: Poll Workers
     - Target audience: All visitors
     - Behavior: Any behavior
     - Source: Website
   - Visitor info
     - Visitor name: James
     - Wait time: 9m
     - Country: California, United States
     - City: Whittier
     - Device: Desktop
     - ISP: County of Los Angeles

2. Humberto
   - 06 Jun. 2017
   - 10:53am
   - 10:53am
   - 10:53am
   - 10:53am
   - 10:53am

   Thank you for choosing to chat with us. An agent will be with you shortly.
   You are now chatting with Elaine.

   Elaine
   - 10:53am
   - 10:53am
   - 10:53am
   - 10:53am

   Hello, how may I assist you?

   Humberto
   - 10:55am
   - 10:55am
   - 10:55am
   - 10:55am

   Yes, I need to see if I can find my polling place.

   Elaine
   - 10:55am
   - 10:55am
   - 10:55am

   May I have your full name, date of birth and home address?

   Humberto
   - 10:55am
   - 10:55am
   - 10:55am
   - 10:55am
   - 10:55am

   LA FAYETTE SR. CITIZEN CTR.
   COMM. AUDITORIUM / ORNGE TA-
   BLES 625 S. LA FAYETTE PARK PLACE

   Have all your questions been answered?

   Humberto
   - 11:00am
November 2016 Chat Stats

8,135 chat requests over 22 days
Customer response

Customer satisfaction results indicated a positive experience 80% of the time:

- Excellent: 61%
- Good: 35%
- Neutral: 3%
- Fair: 11%
- Poor: 11%
Future of Chat

- Los Angeles County will use the chat platform to support all elections
- Telephone inquiries continue to decrease from traditional levels
- Operators are gaining experience and are able to attend to a larger volume of requests per day
- Solutions are being explored for how to isolate election-related chat inquiries from other areas
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 a new model for voting system development and implementation
- Make research findings available for other jurisdictions to utilize and replicate process where desired
Human-Centered Process

We have engaged approximately 3,500 voters, poll workers, and election administrators through surveys, focus groups, interviews, workshops, community discussions, and user testing.
Voice of our Voters

U. S. Veteran

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.”

Retired Postmaster who lost his vision

Ernie

“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.”

1st generation American, votes in every election

Sue

“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.”
Ballot Marking Device
Interactive Sample Ballot
Vote by Mail
Meeting Voters Where They Are…

**Current**

- **ONE VOTER, ONE DAY, ONE LOCATION, ONE DEVICE**
  - Voters can only vote at one location on one day between 7:00am and 8:00pm.
  - Voting equipment is outdated and inaccessible to many voters, limited to one device per location.
  - Limited early voting only available at one location in the County.
  - Paper rosters are printed in advance and often require supplemental printing.
  - VBM is difficult to use for many with no drop-off locations available.

**Future**

- **ALL VOTERS, 10 DAYS, ALL LOCATIONS, ALL DEVICES**
  - Voters can vote at any vote center throughout the County.
    - 692 E-3 to Election Day
    - 173 E-10 to E-4
  - Fully accessible voting equipment available at every vote center; all devices.
  - Full early voting available for 10 days at any vote center in the County.
  - Electronic rosters accessing data in real time and allow for same day registration.
  - VBM is accessible and easier to use with over 150 drop-offs available across the County.
Project Timeline

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

Objective: Phase I of the project sought to compile an array of baseline data from multiple stakeholders that included voters, pollworkers, advocates, key community organizations representing traditionally underserved voter constituencies, and elections staff.

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

Objective: Phase II of the project sought to define fundamental guiding principles of the project, establish a formalized stakeholder input body for the duration of the project, and to evaluate and assess the landscape for acquiring a new voting system.

Phase III:
System Design and Engineering
(Jan 2011 – July 2016)

Objective: Phase III of the project will identify the development strategy for a new voting system, establish a formal advisory committee with technical expertise, design a new voting system and develop the engineering specifications for manufacturing and certification.

Phase IV:
Manufacturing and Certification
(Aug 2016 – Dec 2019)

Objective: Phase IV of the project will result in the manufacturing and certification of the new voting system and its components.
Next Steps

**Manufacturing:**
- Launch RFP for voting system manufacturing
- System testing and certification

**Implementation:**
- Develop implementation strategy
- Identify method for sharing final voting system with other jurisdictions
Thank You!

Q&A