VOTING SYSTEMS
ASSESSMENT PROJECT
LOS ANGELES COUNTY REGISTRAR-RECORDER/COUNTY CLERK
COUNTY OF LOS ANGELES

- **88** cities
- Almost **5 million** voters
- **12** supported languages
- Approximately **4,800** precincts
- Over **4,000** square miles
BACKGROUND

Need to replace existing system
  • InkaVote Plus extended past its lifespan
  • Antiquated technology

No system available in the market
  • County is the largest and most complex election jurisdiction
  • Regulatory environment has inhibited innovation
GOAL

Design a new voting experience that is voter-centered and sensitive to human factors


### 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.

Expenditures:
- $150,000
- Partners/Funding: VTP and Irvine Foundation

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### 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.

Expenditures:
- No project specific expenditures

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### Phase III: System Design and Engineering
(Jan 2011 – May 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.

Expenditures:
- $15,423,829
- Partners/Funding: ITIF, VMB, PIF and NCC

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### Phase IV: Manufacturing and Certification
(Jun 2016 – Feb 2019)

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

Expenditures:
- Available Funding
  - VMB Funds: $37,458,364
  - HAVA Funds: $22,000,000 (est)
ADVISORY COMMITTEE

Nancy Mahr (Chair)
President
League of Women Voters LA County

Eric Bauman
Chair
Los Angeles County Democratic Party

Theresa Devoy
City Clerk
City of Norwalk

Efrain Escobedo
Vice President of Civic and Public Engagement
California Community Foundation

Kathay Feng
Executive Director
California Common Cause

Carolyn Fowler
Election Protection Board Co-Chair
Los Angeles County Democratic Party

Ron Hasson
President
Beverly Hills/Hollywood NAACP

Jaclyn Tilly Hill
Chair Emeritus
Quality and Productivity Commission
Los Angeles County

Mimi Kennedy
Board Chair
Progressive Democrats of California

Deanna Kitamura
Senior Staff Attorney
Asian Americans Advancing Justice LA

Terri Lantz
Advocacy Coordinator
United Cerebral Palsy

Justin Levitt
Associate Professor
Loyola Law School

Ofelia M. Medina
Director of the State of Civic Engagement Policy
National Association of Latino Elected and Appointed Officials

Mark Vafiades
Chair
Republican Party of Los Angeles County

Holly L. Wolcott
City Clerk
City of Los Angeles

Bryce Yokomizo
Adjunct Faculty School of Public Administration
California State University, Northridge
VOTING SYSTEMS PRINCIPLES

Through a collaborative process between the department and the VSAP Advisory Committee, the project adopted 14 distinct principles to guide the design and implementation of new voting systems.
### PROJECT TIMELINE

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USER EXPERIENCE DESIGN

Considers experience of:
• Voters
• Pollworkers
• Election operations staff
• Election administrators
AGILE PROCESS

Key aspects:

• user tested
• iterative
• evolutionary
DESIGN AND ENGINEERING

COST

TECH

PEOPLE
voters, advocates, poll workers & EOC

POLICY
USER TESTING

• Hundreds of voters with a diverse range of needs have been engaged

• Targeted component testing as well as overall experience testing

• Focused sessions with pollworkers and election operations staff
“I could understand the audio as if I can see!” — Voter with visual impairment

“I haven’t voted since I lost my vision...but with this, I know I could do it again.” — Voter with visual impairment
“I think if the voting machine could talk, it would be much easier for me. Right now it’s down to comprehending ballots. When I try to read ballots, it’s not simple enough for my level...” – Voter with low literacy

“It’s not about perfect. But I want to see signs of caring. That I even matter. Good translation means that access isn’t just a talking point.” – Voter who speaks Spanish as primary language
“You have 5 minutes to set up each machine, then everything else. By the time I get done, I am sweating. Sometimes I think I’m getting too old for this.” – a pollworker

“These old machines see a lot. They live here. They get deployed. They sit in trucks for days. We get them out to 5,000 locations. And they weren’t built for any of that.” – an election operations staff person
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NEXT STEPS

- Document design and engineering specifications
- Develop implementation strategy
- Release competitive bid for manufacturing
- Certify system
- System pilot
- Full-scale implementation