

Quality and Productivity Commission
34th Annual Productivity and Quality Awards Program
“Leading with Excellence”

2021 APPLICATION

Title of Project (Limited to 50 characters, including spaces, using Arial 12-point font):

NAME OF PROJECT: WOMEN'S RIGHT TO VOTE ART COMPETITION

DATE OF IMPLEMENTATION/ADOPTION: **AUGUST 6, 2019**

(Must have been fully implemented for a minimum of at least one year - on or before July 1, 2020)

CHECK HERE IF THIS PROJECT IS BEING SUBMITTED FOR THE **COVID-19 IMPACT AWARD ONLY**. (Projects must be implemented on or before December 31, 2020. **Note:** Projects implemented less than one year ago will not be eligible for any other PQA awards. In addition, once a project is submitted, you cannot submit the same project for awards consideration in subsequent years).

PROJECT STATUS: _____ Ongoing One-time only

HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT? _____ Yes No

EXECUTIVE SUMMARY: Describe the project in 15 lines or less using Arial 12 point font. State clearly and concisely what difference the project has made.

1 To honor the centennial anniversary of the ratification of the 19th Amendment of the United
 2 States, granting women the right to vote, and to recognize the ongoing work toward
 3 achieving racial equity given that many women of color were barred from voting for
 4 decades through racial discrimination and intimidation, the LA County Department of Arts
 5 and Culture collaborated with the LA County Women and Girls Initiative, LA County
 6 Library and Registrar-Recorder/County Clerk to commission six LA-based artists to create
 7 original commemorative artworks. The project invited LA's creative community to explore
 8 and celebrate the achievements of the Suffragists and place the movement in a larger
 9 historical context. The resulting artworks reflect a diversity of women and perspectives
 10 and highlight themes of empowerment, civic engagement, resiliency and the right to vote.
 11 The original artworks were added to the County's Civic Art Collection. To further reach
 12 and accessibility of the arts, the artworks were made into sharable digital graphics and
 13 printable posters to encourage voting, and three of the artworks were turned into special
 14 edition library cards for constituents Countywide and distributed at library locations
 15 offering Sidewalk Service during the Safer at Home orders.

BENEFITS TO THE COUNTY

(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$	\$	\$	\$	<input checked="" type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS
 Arts and Culture 1055 Wilshire Blvd. Suite 800, Los Angeles CA
 90017

TELEPHONE NUMBER
 213-202-5858

PROGRAM MANAGER'S NAME
 Marah Morris EMAIL mmorris@arts.lacounty.gov

TELEPHONE NUMBER
 213-202-5858

PRODUCTIVITY MANAGER'S NAME AND SIGNATURE
(PLEASE CALL (213) 893-0322 YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)

DATE
 6/3/21

Heather Rigby *Heather Rigby*

TELEPHONE NUMBER
 213-202-5858
EMAIL
 hrigby@arts.lacounty.gov

DEPARTMENT HEAD'S NAME AND SIGNATURE
 Kristin Sakoda *Kristin Sakoda*

DATE
 6/3/21

TELEPHONE NUMBER
 213-202-5858

****ELECTRONIC, WET, OR SCANNED SIGNATURES ARE ACCEPTABLE****

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1st FACT SHEET – LIMITED UP TO 3 PAGES ONLY: Describe the **challenge(s), solution(s), and benefit(s)** of the project **to the County**. What quality and/or productivity-related outcome(s) has the project achieved? Provide measures of success **and specify assessment time frame**. Use Arial 12 point font.

In commemorating the 19th Amendment centennial, it was critical to find ways to both celebrate this historic milestone in the women’s rights movement while also reflecting on the persistent inequities experienced by women and most specifically women of color. Though the 19th Amendment was ratified in 1920, many women of color faced discriminatory laws that prevented them from voting until the Voting Rights Act of 1965 was passed. Today, women and women of color still face barriers to equity. Out of the 5.2 million women and girls that live in LA County, 75% are women of color, yet they are underrepresented in many fields, experience a wider gender wage gap, have less access to adequate health care, and face significant barriers to civic participation. Additionally, encouraging civic participation in voting and the democratic process was also a challenge to address – during 2020, arguably one of the most important voting cycles of a generation and challenged by health protocols due to the COVID-19 pandemic. LA County’s eligible voter turnout is just 38%, lower than the statewide average, with many areas labeled in one Loyola Marymount University study as “civic deserts” with entrenched voter absenteeism. The study also found that Latinos are over-represented in civic deserts, over 70% in those areas, relative to 48% for LA County overall.

To concurrently commemorate the 19th Amendment centennial and turn attention towards these issues, the Board of Supervisors instructed all County Department Heads to identify opportunities to mark the celebration and educate County employees, residents, clients and partners. The Department of Arts and Culture, recognizing a unique opportunity to increase diversity, equity and inclusion in its public art commissions, put out a call for small-scale artworks from multiple artists at various stages in their careers. By commissioning multiple artists of diverse backgrounds, and collaborating across County departments, the centennial celebration became a beautiful and accessible way to reflect on the hard-earned triumphs of the suffrage movement, while simultaneously looking to the future and affirming the work still left to accomplish, and leveraged the power of art for civic engagement, historical awareness, and celebration, even absent the ability for in person events.

On August 6, 2019 the Board of Supervisors directed the Department of Arts and Culture in collaboration with the Women and Girls Initiative to provide options for the Board to commemorate the centennial of the 19th Amendment with a permanent artwork(s). Over the next six months, Arts and Culture developed options for Board approval and an art competition was selected to move forward.

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Use Arial 12-point font.

A call for artists was released in January of 2020 and Civic Art convened a Project Coordination Committee, comprised of representatives from stakeholder Departments including the First and Third Supervisorial Districts, LA County Library, Registrar-Recorder/County Clerk, Women and Girls Initiative, Commission for

Women, and the Executive Office, as well as local arts professionals. The committee reviewed artist submissions in February of 2020 and selected six finalists to create original artworks commemorating the centennial. Each artist approached the project with a unique perspective, highlighting a different aspect of the suffrage movement and how history has shaped voting rights today. The artworks were originally intended to be reproduced as posters for display in County buildings, but Safer at Home orders required a change of plans. Instead, they were designed into commemorative digital posters and social media slides, which were adapted into a digital Get Out the Vote campaign with Registrar-Recorder/County Clerk. The artworks were used to amplify voting and voter registration campaigns carried out by the Registrar-Recorder/County Clerk, and across County departments leading up to the November election.

LA County Library saw this project and partnership as an opportunity to promote the intersection of art, literacy and civic engagement, and create a new and exciting way for customers to engage with the Library. Three of the final artworks were made into physical library cards, and Library worked with Civic Art to design a bookmark which incorporated all six artworks with information about the project as a whole. After months of issuing only digital cards during Safer at Home orders, a new no-contact sign-up process was devised and instituted at all available Sidewalk Service libraries, allowing customers to apply for a new physical library card or replace a current one, for free. Over 12,200 19th Amendment cards were issued in this manner. With plans to share the artworks inside public LA County buildings preempted by closures, this collaboration provided another way to share the artworks widely and provide a collectible card that aligned with the County's values of equity and inclusion.

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In September 2020, a social media campaign unveiled the artworks via digital posters and social graphics encouraging Angelenos to vote in the upcoming election. The collaborative campaign push between Arts and Culture and the Library included a joint press release and companion webpages on each department’s website, featuring the artworks and information about the artists. Social media posts were cross-promoted across Library, Arts and Culture, and other Countywide channels, and the story was featured by NBC, CBS, and KFI AM 640. Spectrum News 1 also did a feature on one of the artists, Moses X Ball, showcasing his piece *Resistance and Restitution*, which pays homage to Black suffragists and was used on one of the special edition library cards. The Library also produced a video, in collaboration with Arts and Culture, featuring interviews with 5 of the commissioned artists, who discussed the inspiration for their pieces and the importance of civic engagement in their lives. The video served as a way for customers to connect more deeply with the artists and artworks, while promoting the cards and the centennial campaign as a whole.

Additionally, the campaign highlighted a timeline of women’s history in Los Angeles County, created by the Women and Girls Initiative to commemorate one hundred women leaders who helped shape LA, and an interactive map created in collaboration with Registrar-Recorder/County Clerk, illustrating the number of women eligible to vote but who were not yet registered to do so in LA County. This map was paired with a toolkit to help register new voters.

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Linkage to the County Strategic Plan – 1 page only. Which County Strategic Plan goal(s) does this project address? Explain how. Use Arial 12-point font.

This project addresses **Goal II, Foster Vibrant and Resilient Communities**, as the work of Civic Art supports the wellbeing of our communities; advances constituents' access to arts, culture and creativity; and provides economic and workforce opportunities.

This project also addresses **Goal I, Make Investments that Transform Lives**, as the collaborative campaign with Women and Girls Initiative addresses gender-driven disparities of access to and delivery of County services.

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COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFITS TO THE COUNTY): If you are claiming cost benefits, include a calculation on this page. Please indicate whether these benefits apply in total or on a per unit basis, e.g., per capita, per transaction, per case, etc. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation. Use Arial 12-point font

Cost Avoidance: Costs that are eliminated or not incurred as a result of program outcomes. Please indicate whether these are costs to the County or to other entities.

Cost Savings: A reduction or lessening of expenditures as a result of program outcomes. Please indicate whether these were expenditures by the County or by other entities.

Revenue: Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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NAME OF PROJECT: Women's Right to Vote Art Competition

FOR COLLABORATING DEPARTMENTS ONLY

(For single department submissions, do not include this page)

DEPARTMENT NO. 2 NAME AND COMPLETE ADDRESS

CHIEF EXECUTIVE OFFICE – WOMEN AND GIRLS INITIATIVE
222 SOUTH HILL ST., 5TH FLOOR LOS ANGELES, CA 90012

PRODUCTIVITY MANAGER'S NAME AND SIGNATURE

JOSE ANTONIO CHEW
EMAIL: JCHEW@CEO.LACOUNTY.GOV

DEPARTMENT HEAD'S NAME AND SIGNATURE

FESIA A. DAVENPORT
EMAIL: FDAVENPORT@CEO.LACOUNTY.GOV

DEPARTMENT NO. 3 NAME AND COMPLETE ADDRESS

LA CoUnty Library, 7400 E Imperial Hwy, Downey, CA 90242

PRODUCTIVITY MANAGER'S NAME AND SIGNATURE

Samangi Skinner - "SIGNATURE ON FILE"

EMAIL: _____

DEPARTMENT HEAD'S NAME AND SIGNATURE

SKYE PatriCk- "SIGNATURE ON FILE"

EMAIL: _____

DEPARTMENT NO. 4 NAME AND COMPLETE ADDRESS

PRODUCTIVITY MANAGER'S NAME AND SIGNATURE

EMAIL: _____

DEPARTMENT HEAD'S NAME AND SIGNATURE

EMAIL: _____

DEPARTMENT NO. 5 NAME AND COMPLETE ADDRESS

PRODUCTIVITY MANAGER'S NAME AND SIGNATURE

EMAIL: _____

DEPARTMENT HEAD'S NAME AND SIGNATURE

EMAIL: _____

DEPARTMENT NO. 6 NAME AND COMPLETE ADDRESS

PRODUCTIVITY MANAGER'S NAME AND SIGNATURE

EMAIL: _____

DEPARTMENT HEAD'S NAME AND SIGNATURE

EMAIL: _____

DEPARTMENT NO. 7 NAME AND COMPLETE ADDRESS

PRODUCTIVITY MANAGER'S NAME AND SIGNATURE

EMAIL: _____

DEPARTMENT HEAD'S NAME AND SIGNATURE

EMAIL: _____