

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: EVERY VOTE IN MEDIA CAMPAIGN

DATE OF IMPLEMENTATION/ADOPTION: SEPTEMBER 2020

(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 Recognizing the November 2020 General Election would be unlike any other in our
 2 lifetime, the Registrar-Recorder/County Clerk (RR/CC) took a collaborative approach in
 3 partnering with industry experts to develop and implement a Countywide voter
 4 education and awareness campaign known as Every Vote In.
 5 We engaged voters across Los Angeles County to help them better understand how
 6 they could vote without risking their health, and the health of those around them. To do
 7 this we had to meet them where they were – in their homes, in their neighborhoods, and
 8 in their native languages.
 9 As we engaged in the Every Vote In voter education campaign, we acknowledged the
 10 presence of four complicating factors, the ongoing COVID-19 health crisis, longstanding
 11 voting habits, unfamiliarity with the County’s new Voting Solutions for All People (VSAP)
 12 voting system, and the politicizing of Vote by Mail.
 13 The Every Vote In campaign was a comprehensive communications program that
 14 effectively informed and educated voters of their safe options during the COVID-19
 15 pandemic.

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 RR/CC, 12400 Imperial Hwy, Norwalk, CA 90650		TELEPHONE NUMBER (800) 815-2666
PROGRAM MANAGER’S NAME Monica Flores		TELEPHONE NUMBER (562) 462-2697
PROGRAM MANAGER’S EMAIL EMAIL mflores@rrcc.lacounty.gov		
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE <small>(PLEASE CALL (213) 893-0322 YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER’S NAME)</small> Alexander Ogunji	DATE 06/25/21	TELEPHONE NUMBER (562) 462-2755
PRODUCTIVITY MANAGER’S EMAIL aogunji@rrcc.lacounty.gov		
DEPARTMENT HEAD’S NAME AND SIGNATURE Dean Logan	DATE 6/25/2021	TELEPHONE NUMBER (562) 462-2716

****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.

Recognizing the November 2020 General Election would be unlike any other in our lifetime, the Registrar-Recorder/County Clerk (RR/CC) took a collaborative approach in partnering with industry experts to develop and implement a Countywide voter education and awareness campaign known as Every Vote In.

Together, we engaged voters across Los Angeles County to help them better understand how they could vote without risking their health, and the health of those around them. To do this we had to meet them where they were – in their homes, in their neighborhoods, and in their native languages.

The goals of the campaign were to encourage voters to make a plan for voting safely and ensuring they had the information needed to make that plan. That included providing voters information on how to vote safely, how new voting methods would simplify their experience, and how to register to vote easily.

Los Angeles County is home to more than 6 million eligible and registered voters which makes it the largest and most diverse voting jurisdiction in the United States.

As we engaged in the Every Vote In voter education campaign, we acknowledged the presence of four complicating factors, the ongoing COVID-19 health crisis, longstanding voting habits, unfamiliarity with the County’s new Voting Solutions for All People (VSAP) voting system, and the politicizing of Vote by Mail. Coupled with these realities was the fact this election was a high-interest election. The election included a presidential race, we were experiencing a rise in activism at a national level, and political interest among Millennials and Gen Z was extremely high. These factors led us to believe there would be unparalleled enthusiasm and record-breaking turnout.

As the County Department responsible for administering a safe and accessible voting experience, it was imperative the RR/CC conduct a comprehensive communications program that could effectively inform and educate voters of their safe options during the COVID-19 pandemic.

The RR/CC took a unique and collaborative approach bringing a team of independent agencies including Fenton Communications, iHeart Media, and Tzunu Strategies together to partner and work in unison to achieve a common objective.

Fenton Communications is a nationally recognized social change agency that specializes in a variety of media services, but most notably in campaign planning and implementation. Fenton served as the campaign’s overall strategic lead and was responsible for audience research, message and creative development, ad placement, website and toolkit development, digital advertising, out-of-home advertising, print advertising, and guerilla marketing.

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iHeart Media was responsible for reserving, deploying, and managing all broadcast commercials in both television and radio, and recruiting and implementing celebrity influencer endorsement.

Tzunu Strategies was responsible for a hyper-local ethnic media outreach that included local ethnic media print advertising buys and news coverage by ethnic media outlets.

Together, the three agencies worked directly with the RR/CC to strategize, develop, create, and implement an agile, large-scale multilingual communications program and advertising campaign to inform voters on options to safely make their voices heard amid the COVID-19 pandemic.

The campaign was intentionally designed to be multicultural to effectively reach a diverse, multilingual, voting-age population. The goal was to run a campaign which reached target audience demographics in all of Los Angeles County’s diverse communities. The advertising program provided an approach that reached residents where they were, and engaged and communicated with eligible voters in multiple ways: digital platforms – creating a surround sound approach in 13 different languages, television – leveraging increased viewership to position television as one of the top drivers on 28 broadcast and cable stations in 8 different languages, radio – utilizing 45 broadcast radio stations in 8 languages to reach specific ethnic demographics within the County, out-of-home – placing in locations that are deep within the community making this placement more effective and impactful, print – targeting senior voters and partnering with ethnic media in 38 print outlets across 8 languages.

Hundreds of millions of advertisements and direct messages in more than a dozen languages were seen, heard or read throughout the County leading up to and on Election Day.

The unprecedented November 2020 General Election would go on to make history as more than 4.3 million ballots were cast – the most returned ballots in a single jurisdiction in the United States.

The Every Vote In campaign directly contributed to a safe and healthy voting experience by educating voters of their available options to cast their ballot during the COVID-19 pandemic. The increased level of participation is directly correlated to the development of a collaborative program structure bringing in multiple agencies to work with the RR/CC in the development and execution of a strategic communications program that reached and mobilized millions of voters across Los Angeles County.

The campaign’s consistent and amplified messaging to “make a plan to vote,” safely led to more than 90% of voters casting their ballot before Election Day, and 79% being cast using the Vote by Mail ballot. This exceeded the campaign’s initial goal of 70% Vote by Mail turnout. Additionally, in a post-election survey, 95% said they knew a Vote by Mail ballot was being mailed to them to give them a safe voting experience.

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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 campaign is aligned with the County Strategic Plan Goals II and III. The campaign’s intent was to reach all communities in the County to inform and educate them about safe ways to cast their ballot during the COVID-19 pandemic. The campaign leveraged popular technologies and platforms to reach the community in ways it never has before.

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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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FOR COLLABORATING DEPARTMENTS ONLY

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

DEPARTMENT NO. 2 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE	DEPARTMENT HEAD’S NAME AND SIGNATURE
EMAIL: _____	EMAIL: _____
DEPARTMENT NO. 3 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE	DEPARTMENT HEAD’S NAME AND SIGNATURE
EMAIL: _____	EMAIL: _____
DEPARTMENT NO. 4 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE	DEPARTMENT HEAD’S NAME AND SIGNATURE
EMAIL: _____	EMAIL: _____
DEPARTMENT NO. 5 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE	DEPARTMENT HEAD’S NAME AND SIGNATURE
EMAIL: _____	EMAIL: _____
DEPARTMENT NO. 6 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE	DEPARTMENT HEAD’S NAME AND SIGNATURE
EMAIL: _____	EMAIL: _____
DEPARTMENT NO. 7 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE	DEPARTMENT HEAD’S NAME AND SIGNATURE
EMAIL: _____	EMAIL: _____