

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: VSAP MOBILE VOTE CENTER PROGRAM

DATE OF IMPLEMENTATION/ADOPTION: **FEBRUARY 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 In 2020, the Los Angeles County Registrar-Recorder/County Clerk (RR/CC) adopted
- 2 the California Voter’s Choice Act and implemented the County’s new publicly owned
- 3 voting system, Voting Solutions for All People (VSAP). The new in-person voting
- 4 experience provides voters with greater accessibility, flexibility, and time while using
- 5 secure and modern technology to read, mark, and cast their ballot.
- 6
- 7 The advancements that accompany the new voting model allowed the RR/CC to
- 8 develop a program that would strategically bring voting to voters through a new initiative
- 9 known as the Mobile Vote Center Program. The program is comprised of three mobile
- 10 models with unique objectives: target highly populated regions or events to give voters
- 11 an opportunity to vote early and to raise awareness of an upcoming election; reach
- 12 voters with distinct needs whose access to voting may be limited; and serve as a
- 13 contingency plan in the event a Vote Center experienced an unforeseen event that
- 14 could cause unfavorable in-person voting experience at a Vote Center.
- 15

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 Aaron Nevarez	TELEPHONE NUMBER (562) 462-2800
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE <small>(PLEASE CALL (213) 893-0322 YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER’S NAME)</small> Alexander Ogunji	TELEPHONE NUMBER (562) 462-2755
DEPARTMENT HEAD’S NAME AND SIGNATURE Dean Logan	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.

A common challenge that has historically prevented voters from participating in an election is the simple lack of access. While many voters have the means and ability to easily vote in an election – some do not. At the origin of the VSAP project the RR/CC invested tens of thousands of hours surveying voters to determine their ideal needs and desires to be included in a voting experience. And just as important, the obstacles that may prevent voter participation. The theme of access, accessibility, and options were identified as elements of the voting experience that should be addressed in the new voting model. To address the concerns of access and to enhance participation, the RR/CC devised a program that leverages the new voting components and meets voters where they are – creating the Mobile Vote Center Program.

The Mobile Vote Center Program is comprised of three models that serve unique communities or purposes, those models include: Mobile Vote Centers, Flex Vote Centers, and Pop-up Vote Centers.

At its inception, the Mobile Vote Center was designed to provide voting opportunities to dispersed geographic locations with a high volume of traffic, like farmers markets, community centers, concerts, sporting venues, and public events that draw large crowds. In the March 2020 Primary Election, the RR/CC deployed 17 Mobile Vote Centers across the County throughout the newly adopted 11-day voting period and more than 2,500 voters were able to make their voices heard at an event which they were already attending. In the leadup to the November 2020 General Election, the RR/CC shifted the Mobile Vote Center priorities to best fit community needs during a global pandemic. Outreach efforts pivoted toward serving essential workers throughout Los Angeles County that utilize public transportation. LA Metro and the RR/CC forged a partnership that would lead to 15 Mobile Vote Center locations at LA Metro stations providing riders with access to voting while coming to and from their essential duties. In the November 2020 General Election, the RR/CC deployed a total of 42 Mobile Vote Centers throughout the County which served nearly 2,400 voters.

The Flex Vote Center is designed to serve individuals with distinct needs including seniors, people experiencing homelessness, voters with disabilities and geographically isolated voters. To best serve these communities it was imperative that the RR/CC deployed the voting experience to their trusted environments that met their needs.

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The success of the program was reliant on the RR/CC’s partnerships with cities, community-based organizations, and County stakeholders such as Pasadena Highlands, Veterans Home of California West Los Angeles, Willowbrook Senior Center, Norwalk Senior Center, Russian Jewish Community Cultural Center, St. Joseph Center, Homeless Outreach Program Integrated Care System, Disabled Resource Center, Service Center for Independent Life, Special Needs Network, and Strength Based Community Change. Each of these partners serve voters with distinct needs and it was their partnerships that contributed to thousands of voters casting their ballot in their trusted environment or while receiving other critical services. In total across the March and November 2020 elections, the RR/CC partnered with 131 locations and more than 4,700 voters securely casted their ballot at the Flex Vote Center.

The Pop-up Vote Center is designed to deploy at a moment’s notice to assist Vote Centers (standard, Mobile, and Flex) if an unforeseen event takes place, such as a high volume of voters, long wait times, emergency response, etc. In the November 2020 General Election, Pop-up Vote Centers were deployed to assist with processing an influx of voters at the Ladera Linda Community Center in Rancho Palos Verdes, which was one of the only available Vote Centers in the City. Another team was deployed to support a “Ride for Black Lives!” event where participants from across Los Angeles rode their bicycles to the STAPLES Center to drop off their Vote by Mail ballot at a ballot box staffed by the Pop-up team. A third team was deployed to facilitate an additional in-person voting location on Election Day to ensure adequate and sufficient coverage was provided in a community that had a small geographic gap in the Vote Center service area.

The Mobile Vote Center Program ensures voting opportunities are available throughout Los Angeles County’s vast and diverse communities – whether at a large public event or assisting voters with distinct needs in their homes. The 2020 election cycle was the first time this program was implemented, and it served 10,412 voters – voters who may not have had the opportunity to cast their ballot. As our community continues to grow so will the shape and scale of the Mobile Vote Center Program. Valuable lessons were learned throughout the experience ranging from timelines to staffing models – and these lessons have been implemented to better serve our community while saving time, money, and resources while serving our 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 program intends to reach and provide essential election services to underserved communities, aligning with the County’s Strategic Plan Goal II: Foster Vibrant and Resilient Communities. Increasing access to the democratic process and ensuring LA County residents have a voice in how they are governed and the services available to them, is critical for strong communities.

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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: _____