

**Quality and Productivity Commission**  
**28<sup>th</sup> Annual Productivity and Quality Awards Program**  
**"Los Angeles County: Ahead of the Curve"**

**2014 APPLICATION**

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

**NAME OF PROJECT:** Engaging voters in LA County via Mobile Outreach

**DATE OF IMPLEMENTATION/ADOPTION:** OCTOBER 2012  
 (Must have been implemented at least one year - on or before June 30, 2013)

**PROJECT STATUS:**        Ongoing   x   One-time only

**HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT?**        Yes   x   No

**EXECUTIVE SUMMARY:** Describe the project in 15 lines or less using Arial 12 point font. Summarize the problem, solution, and benefits of the project in a clear and direct manner.

The increased use of the internet to gather information concerning elections and voting has been well documented, and now an essential practice for most, if not all, election officials. The increase of cell phone use and mobile access to the internet presents new opportunities to engage and inform potential and registered voters. Reaching the voting population through online and mobile outreach efforts can be cost effective and most importantly a more engaging way to attract a new generation of voters.

During the month proceeding the November, 2012 Presidential Election, the Los Angeles County Registrar-Recorder/County Clerk (RR/CC) partnered with two prominent multicultural radio stations (Super Estrella and Power 106) to launch an online mobile campaign to promote voter registration and the use of the RR/CC's website (www.lavote.net) to access information about the election. This program was a first of its kind campaign for the Department.

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(1) ESTIMATED/ACTUAL ANNUAL COST AVOIDANCE	(2) ESTIMATED/ACTUAL ANNUAL COST SAVINGS	(3) ESTIMATED/ACTUAL ANNUAL REVENUE	(1) + (2) + (3) TOTAL ESTIMATED/ACTUAL BENEFIT	SERVICE ENHANCEMENT PROJECT
\$ 0	\$ 0	\$ 0	\$ 0	<input checked="" type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

<b>SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS</b> Registrar-Recorder/County Clerk 12400 Imperial Hwy Norwalk, CA 90650		<b>TELEPHONE NUMBER</b> (562) 462-2716
<b>PROGRAM MANAGER'S NAME</b> Efrain Escobedo		<b>TELEPHONE NUMBER</b> 562-462-2721  <b>EMAIL</b> eescobedo@rrcc.lacounty.gov
<b>PRODUCTIVITY MANAGER'S NAME AND SIGNATURE</b> <small>(PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)</small> Ann Smith 	<b>DATE</b> 7/21/14	<b>TELEPHONE NUMBER</b> (562) 462-2665  <b>EMAIL</b> ASmith@rrcc.lacounty.gov
<b>DEPARTMENT HEAD'S NAME AND SIGNATURE</b> Dean C. Logan 	<b>DATE</b> 7/21/14	<b>TELEPHONE NUMBER</b> (562) 462-2716

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**1<sup>st</sup> FACT SHEET – LIMITED TO 3 PAGES ONLY:** Describe the **Challenge, Solution, and Benefits** of the project.

**CHALLENGE**

The County of Los Angeles Registrar-Recorder/County Clerk (RR/CC) serves the Country's largest electoral jurisdiction with over 4.8 million registered voters and a total population of over 10 million. Consequently, these impressive numbers present the RR/CC with unquestionable challenges in broad-based voter information and engagement efforts. Included in this challenge; reaching an emerging generation of eligible voters who have embraced technology for information gathering, as well as community interaction. The shift to internet use for collecting information has also included a surge in accessing the web via mobile phones.

According to the Pew Internet & American Life Project, mobile phones are a widely used device to access the internet amongst American adults. In 2012, 88% of registered voters own a mobile phone. More importantly, in 2013, 55% of adults reported accessing the internet using their cell phone. The growing use of mobile phones to access the internet presented a significant opportunity to engage and inform voters through a relevant and accessible platform. The RR/CC recognized that failure to adapt to the changing environment and technologically driven dynamics of these interactions would contribute to the precipitous decline in voter participation and engagement.

**SOLUTION**

Reaching vast communities of voters takes strategy, knowledge and sometimes exploring uncharted waters. More importantly, effective campaigns need to be relevant and reach voters using multiple outlets to obtain information. In an effort to communicate effectively with this growing population, the RR/CC revamped voter outreach efforts to increase our online presence. In addition, the RR/CC collaborated with several local media companies including two local radio stations, Super Estrella and Power 106 to expand the availability of voter information for the November 6, 2012 General Presidential Election. The partnership with these media outlets focused on an unprecedented campaign using mobile phones, as well as the internet to provide access election information, and voter registration.

The Mobile Outreach program was a first of its kind campaign utilizing modern communication approaches and outreach practices to leverage mobile technology.

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To accomplish campaign goals, the RR/CC strategically used traditional mobile banner ads within the two radio station websites on mobile phones. Using hyperlinks to the RR/CC website ([www.lavote.net](http://www.lavote.net)), the mobile banner “text back artwork” encouraged viewers to register to vote, locate their polling place, and/or look up their sample ballot. Once selected, each hyperlink transferred viewers to the corresponding RR/CC web page. In addition, the RR/CC incorporated similar strategies on social media sites for both radio stations.

**BENEFITS**

The implementation of the Mobile Outreach program increased response rates more than 30 times higher than the national average for such ads with Power 106. The national average click through rate for similar advertisements is roughly 0.08%, while the Mobile Outreach program with Power 106 generated a 3.8% click through rate. Likewise, the RR/CC website analytics reflected increasing activity as well; visits to the RR/CC’s website [www.lavote.net](http://www.lavote.net) spiked approximately 600% during the execution period of the Mobile Outreach program. In total, the three-week Mobile Outreach campaign generated nearly 200,000 impressions through advertisements and “text back” communications. The large number of impressions provided the RR/CC a record level of traffic, with nearly 300,000 visitors to [www.lavote.net](http://www.lavote.net) in the week leading up to Election Day (October 30 – November 6). These results had a significant impact on voter registration. In particular, the approximately 200,000 online voter registration transactions received leading up to the close of registration, included 59 % of all new registrants between the ages of 18 and 29. As this demographic now makes up a plurality of the electorate in Los Angeles County, the sizeable number of registrants is a large success for the RR/CC.

Due to the success of the RR/CC’s 2012 Presidential General Election Mobile Outreach efforts, the Department is currently developing a permanent, full mobile communications strategy that includes mobile application development.

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LINKAGE TO THE COUNTY STRATEGIC PLAN (DETAIL IS REQUIRED FOR COUNTY DEPARTMENTS): **GOAL 1:**  
**OPERATIONAL EFFECTIVENESS**

The RR/CC's Mobile Outreach program leveraged the RR/CC's ability to reach millions of unregistered voters in Los Angeles County effectively. The strategies developed maximized operational effectiveness, and supported timely delivery of customer oriented and efficient public service by providing access to online voter registration and information tools 24/7.

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**COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFIT):** If you are claiming cost benefits, include a calculation on this page. 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.

**Cost Avoidance:** Costs that are eliminated or not incurred as a result of program outcomes.

**Cost Savings:** A reduction or lessening of expenditures as a result of program outcomes.

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

(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
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**FOR COLLABORATING DEPARTMENTS ONLY**

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

<b>DEPARTMENT NO. 2 NAME AND COMPLETE ADDRESS</b>	
<b>PRODUCTIVITY MANAGER’S NAME AND SIGNATURE</b>	<b>DEPARTMENT HEAD’S NAME AND SIGNATURE</b>
<b>DEPARTMENT NO. 3 NAME AND COMPLETE ADDRESS</b>	
<b>PRODUCTIVITY MANAGER’S NAME AND SIGNATURE</b>	<b>DEPARTMENT HEAD’S NAME AND SIGNATURE</b>
<b>DEPARTMENT NO. 4 NAME AND COMPLETE ADDRESS</b>	
<b>PRODUCTIVITY MANAGER’S NAME AND SIGNATURE</b>	<b>DEPARTMENT HEAD’S NAME AND SIGNATURE</b>
<b>DEPARTMENT NO. 5 NAME AND COMPLETE ADDRESS</b>	
<b>PRODUCTIVITY MANAGER’S NAME AND SIGNATURE</b>	<b>DEPARTMENT HEAD’S NAME AND SIGNATURE</b>
<b>DEPARTMENT NO. 6 NAME AND COMPLETE ADDRESS</b>	
<b>PRODUCTIVITY MANAGER’S NAME AND SIGNATURE</b>	<b>DEPARTMENT HEAD’S NAME AND SIGNATURE</b>