

**Quality and Productivity Commission**  
**30<sup>th</sup> Annual Productivity and Quality Awards Program**  
**"Heritage of Excellence"**

**2016 APPLICATION**

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

**NAME OF PROJECT:** Voting Rights Act (VRA) Commemoration Project

**DATE OF IMPLEMENTATION/ADOPTION:** APRIL 2015  
 (Must have been implemented at least one year - on or before July 1, 2015)

**PROJECT STATUS:** X Ongoing        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. State clearly and concisely what difference the project has made.

1 The Los Angeles County Registrar-Recorder/County Clerk (RR/CC) prides itself on  
 2 being able to serve approximately 4.9 million registered voters. However, a vast  
 3 majority of Los Angeles County's population remains unregistered to vote. In April of  
 4 2015, the RR/CC developed an extensive voter outreach and communication program  
 5 to commemorate the 50<sup>th</sup> anniversary of the Voting Rights Act of 1965. This program  
 6 allowed the department to inform the public about the importance of voting, and the  
 7 sacrifices made by numerous historical key figures to improve voting access for  
 8 minorities in the United States. The goal of the Voting Rights Act (VRA)  
 9 Commemoration Project was to highlight the 1965 milestone that prohibits  
 10 discriminatory voting practices from disenfranchising African Americans and other  
 11 minorities. Through the VRA Project, residents of Los Angeles County were able to  
 12 learn about the historical importance of the voting legislation. Moreover, Los Angeles  
 13 County residents were encouraged to register and vote via an ongoing RR/CC outreach  
 14 effort in the process.  
 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
\$ 0	\$ 0	\$ 0	\$ 0	<input checked="" type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

<b>SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS</b> DEPARTMENT OF REGISTRAR-RECORDER/COUNTY CLERK 12400 IMPERIAL HIGHWAY NORWALK, CA 90650		<b>TELEPHONE NUMBER</b> (562) 462-2948
<b>PROGRAM MANAGER'S NAME</b> Francisco Perez		<b>TELEPHONE NUMBER</b> 562-462-2737
<b>PRODUCTIVITY MANAGER'S NAME AND SIGNATURE</b> (PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME) Ann Smith		<b>TELEPHONE NUMBER</b> (562) 462-2665
<b>DEPARTMENT HEAD'S NAME AND SIGNATURE</b> Dean C. Logan		<b>TELEPHONE NUMBER</b> (562) 462-2883

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**1<sup>st</sup> FACT SHEET – LIMITED TO 3 PAGES ONLY:** Describe the **Challenge, Solution, and Benefits** of the project. State clearly and concisely what difference the project has made. Use Arial 12 point font

**CHALLENGE**

Low voter turnout continues to remain a critical issue in Los Angeles County. As such, the need to educate the public on the importance of registering to vote remains a top priority for the RR/CC. By educating and highlighting important events such as the Voting Rights Act, our Department was able to bring the current voting issues we face to the forefront. The ability to reach the vast number of Los Angeles County residents has continually been a daunting task for the RR/CC outreach staff. An innovative program was needed to help assist in reaching the large volume of citizens either unregistered to vote or those simply not casting a ballot.

**SOLUTION**

The RR/CC created a comprehensive education and outreach program that focused on highlighting the 50<sup>th</sup> anniversary of the Voting Rights Act of 1965 titled the Voting Rights Act (VRA) Commemoration Project.

Using the history of the Voting Rights Act of 1965, and an additional interactive exhibit created as an education tool, allowed the RR/CC to keep the importance of voting as a relevant topic throughout the year. The VRA Commemoration Project also permitted the public to engage with the RR/CC via social media, as well as through traditional outreach efforts by staff.

The VRA Commemoration Project included building an interactive exhibit that was on display at RR/CC headquarters, as well as the Los Angeles County Hall of Administration. The display featured the signed national legislation, a copy of the literacy test given to African Americans and minorities, as well as images from that era in our voting history. In addition to the exhibit and educational opportunities, the RR/CC also developed a dedicated VRA toolkit page on the Department’s website. The VRA toolkit page offered other counties downloadable material to assist them in promoting the anniversary of the Act. The RR/CC included a sample press release and resolution for cities to use during their own outreach campaigns. A number of County leaders were also able to participate in the RR/CC video series that was available online allowing them to speak about the importance of the Voting Rights Act in our present time. These videos were viewed by hundreds of people on the RR/CC website, as well as shared on social media.

Internal County PC’s, Microsoft and Adobe tools were used to develop all of the materials used for the project. This included the VRA toolkit, online resources, as well as the physical exhibit. Along with RR/CC outreach staff, the Department also used social media tools such as Twitter, Facebook and Instagram to promote the VRA Project.

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**BENEFITS**

The VRA Commemorative Project was an immense success with positive feedback from the public at large, as well as RR/CC staff. In addition, the RR/CC gaged part of the success from feedback received by surrounding counties that used the Department's VRA toolkit to promote the anniversary of the Voting Rights Act at their offices. The RR/CC social media campaign, which began a public dialogue about the importance of voting, was also a great success met with an encouraging response from the public.

Furthermore, the RR/CC received a request from the Los Angeles County Chief Executive Office to recreate the physical exhibit at the Hall of Administration in order to reach a larger audience of Los Angeles County citizens. The purpose of the request was to provide individuals located in other parts of the County an opportunity to learn about the VRA through the Commemoration Project. The result was immense in the number of Los Angeles County residents able to see the interactive exhibit first hand and learn about the importance of casting a ballot on Election Day. Moreover, the VRA Project played an important part for RR/CC outreach staff in expanding educational efforts and increasing voter registration.

In addition, a press conference was held with the Board of Supervisors to highlight the importance of the act and participation as voters. The message was well received by the media and relayed to millions of Los Angeles County residents via media outlets.

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**LINKAGE TO THE COUNTY STRATEGIC PLAN (DETAIL IS REQUIRED FOR COUNTY DEPARTMENTS):** Use Arial 12 point font

Goal 1: Operational Effectiveness

The Voting Rights Act Commemorative Project effectively reached a wide audience of Los Angeles County residents and highlighted the importance of registering to vote, as well as voting itself. While the VRA Project was informational in nature, the impact of the exhibit and outreach efforts associated led to many newly registered voters.

Additionally, using the implementation of the VRA Commemorative Project as an outreach tool, staff was afforded a noteworthy tool to reach a vast number of citizens in Los Angeles County that are registered to vote, but choose not to cast a ballot on Election Day. Furthermore, the VRA Project played a vital part for RR/CC outreach staff in expanding educational efforts to increase voter registration throughout the county. For RR/CC staff, use of VRA Project tools resulted in a reduction of time needed to develop other election educational materials, thus saving staff time to focus on other tasks and duties associated with outreach efforts.

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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. 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.

**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.

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\$0	\$0	\$ 0	\$ 0	<input checked="" type="checkbox"/>

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