



VOTING SOLUTIONS FOR ALL PEOPLE

MEDIA KIT



TABLE OF CONTENTS

Introduction	1
Key Messaging	2
Website and Social Media Accounts	3
Website	3
Facebook	3
Twitter	3
Instagram	3
YouTube	3
Timeline	4-6
Mock Election	4
Demo Centers	5
Full Implementation	6
Resources	7-8
Sample Social Media Posts	7
Sample Emails	8



INTRODUCTION

This media kit provides community organizations, cities and interested stakeholders with the tools needed to raise awareness and promote the future voting experience in Los Angeles County. We encourage you to utilize the tools within the media kit throughout the remainder of this year and leading up to the March 2020 election. Voting in Los Angeles County will change, and we will rely heavily on our partners to assist our Department in spreading awareness.





KEY MESSAGING

Voting Solutions for All People (VSAP)

The Voting Solutions for All People (VSAP) was developed by the Registrar-Recorder/County Clerk (RR/CC) in 2009 to address an aging voting system and an increasingly large and complex electorate. Since the inception of VSAP, Los Angeles County voters have been the focal point of our design direction. Over 5,000 voters in the County, from all walks of life, participated in focus groups and research activities that helped create the optimal voting experience. VSAP will introduce many new features and components that provides greater accessibility, convenience and time to voting.

How will the voting experience be different in the future?

The Voting Solutions for All People will introduce a lot of new changes, such as:

- **Vote Centers** – voters can visit any vote center within the County during an 11-day voting period.
- **Ballot Marking Device** – instead of Ink-A-Vote, voters will use a Ballot Marking Device (BMD) that is still dependent on a physical paper ballot. The new BMD offers new accessibility features like the use of multilingual languages, audio ballot reading, screen settings and much more.
- **Interactive Sample Ballot** – voters will have the option to expedite their vote by accessing their sample ballot online and digitally make their selections.

What's new?

• Vote by Mail

The new Vote by Mail (VBM) materials were introduced to Los Angeles County voters in the November 2018 General Election. The new VBM materials are easy to read, easy to understand, easy to complete and, in addition, voters are no longer required to attach postage to their return envelope. Voters who prefer to drop off their ballot in-person can do so at any vote center or drop-off location in the County.

• Voting Period

Voting will be available 10 days prior to Election Day. Voters will no longer be restricted to vote in-person on one single Tuesday.

• Vote Centers

Voters will be able to cast their ballot at one of any 1,000 vote centers throughout the County within the 11-day voting period. A geospatial analysis in combination with surveys and grassroots input from communities across Los Angeles County will guide the site selection process for the new vote centers.

• Ballot Marking Device (BMD)

The Ballot Marking Device provides voters with benefits of technology for an easy and accessible voting experience, along with a paper ballot for the security and integrity for the election. The new BMDs also offer new accessibility features like the use of multilingual languages, audio ballot reading, screen settings and much more.

• Interactive Sample Ballot (ISB)

The Interactive Sample Ballot is a convenient way to speed up the voting experience by allowing voters to mark their sample ballot selections on a computer or mobile device. Voters can view their sample ballot and mark their choices electronically and generate a QR code called the Poll Pass. Voters then take their Poll Pass to any vote center within the County and scan it at the BMD. The BMD will then generate all the selections from the Poll Pass and provide the voter another chance to make any changes.

• Electronic Pollbooks (ePollbooks)

Electronic Pollbooks verify the registration eligibility of any County voter, allowing the public to vote at any vote center. Additionally, voters will be able to register to vote and update their registration in-person at any vote center.

Thank you for being part of this journey. Your participation in this effort is important.



WEBSITE AND SOCIAL MEDIA ACCOUNTS

We encourage all our partners to follow us on every social media platform [@LACountyRRCC](#). When posting on behalf of VSAP, elections or our Department please use the hashtags #LAVotes and #VotingRevolutionized – we will like, heart, share and retweet.

Website

[VSAP.lavote.net](#)

The Voting Solutions for All People has a dedicated website where you can view information on the project's origins, design concepts, principles, and quarterly reports. In addition, you can access videos from our human-centered research and keep up with the latest blog posts and news related articles.

[LAvote.net](#)

The Registrar-Recorder/County Clerk's official website is a one stop shop for all eligible and registered voters. On our site you can register to vote, check voter registration status, request to vote by mail, review critical election information and much more.

Facebook

Facebook is a powerful tool that allows our Department to post: important election information, photos, videos, services and jobs. We utilize Facebook to host co-events with partners – we highly encourage you to co-host any related events on Facebook with us to expand the reach. Facebook is an additional platform that allows our Department to correspond with the public directly and address questions, comments or concerns. Like our page at: [@LACountyRRCC](#)

Twitter

Twitter is our primary social resource to disseminate information quickly and to respond to the public on issues, questions or concerns. Twitter is one of our most active accounts and we encourage you to please mention us in all related tweets regarding VSAP or our Department.

Follow us at [@LACountyRRCC](#)

Instagram

Instagram is used as our behind-the-scenes account that keeps our followers informed with photos and videos. We will continue to use Instagram to connect to our audience and post creative and informative content. Follow us at [@LACountyRRCC](#)

YouTube

YouTube hosts videos that we have produced and shared. On our channel you can find videos on every new component related to VSAP, documentaries on how VSAP started, election information videos and training videos. We highly encourage you to take our videos and share them on your social media platforms or embed them onto your websites. Access our YouTube channel at: youtube.com/LACountyRRCC/



Mock Election

On September 28-29, 2019 our Department will conduct a mock election event that will allow the public the opportunity to interact with all the new components to the VSAP experience. We will have up to 50 mock vote centers spread evenly throughout the five Supervisorial Districts. Our objective is to raise awareness of this event and get a large turnout of residents. We will need the help of community organizations and stakeholders to promote this event and get people to show up.

July-August 2019

- **Schedule a meeting to learn more about the mock election.**
Email vsap@rrcc.lacounty.gov or connect with us on our social media platforms to schedule a meeting or call to learn more.
- **Conduct outreach meetings.**
Email outreach@rrcc.lacounty.gov with details on an upcoming community meeting and our Community Voter and Outreach team will do its best to attend and provide VSAP resources.
- **Post on social media.** Utilize the sample post (page 7) with the details about the mock election to encourage voters to participate! Use hashtags #LAVotes and #VotingRevolutionized.

September 2019

- **Attend our mock election.** Encourage your community to attend an event at one of our mock vote centers.
- **Post on social media.** Post on social media encouraging your community to participate in the mock election.
- **Share VSAP Videos.** Start sharing the **Vote Center and Interactive Sample Ballot videos with your community.**
- **Encourage community leaders to participate.** Reach out to popular individuals within your community to see if they are willing to promote and participate in attending or raising awareness of the mock election.
- **Send an eblast to your community.** Utilize the sample email provided (page 7) to notify your community members about the mock election and urge them to attend.



Demo Centers

Our Department will host demo centers following the mock election event for LA County residents to use the new Ballot Marking Device. Demo centers will serve as a demo of the new voting experience and will be open during the week and weekends. These will be available from October 2019-January 2020 in various strategic locations throughout LA County.

October 2019-January 2020

- **Visit a demo center.** Schedule a day for those in your community interested in attending a demo center to go together.
- **Share photos.** Go to a demo center and take photos of the materials to share with your members and urge them to attend one. Tag us [@LACountyRRCC](#)
- **Ask local leaders to attend.** Encourage local leaders to attend a demo center and ask them to share their experience with their communities.
- **Send an email blast community.** Utilize the sample emails (page 7) to send to your community on what a demo center is and where they can go to experience it themselves.
- **Post on social media.** Encourage your community to attend and experience the new voting experience. Tag us [@LACountyRRCC](#)



Full Implementation

Full VSAP implementation will be effective for the March 3, 2020 Presidential Primary Election. This election will be the first time that the public will utilize the vote centers, ePollbooks, Interactive Sample Ballot and Ballot Marking Device. We urge community organizations to become familiar with all of the components of the new experience to help voters with any questions they may have. Partnerships with community organizations will be critical in the success of this project.

January 2020

- **Host a Town Hall meeting.** Present the components of VSAP to your community to familiarize them with the new changes. Contact our Voter and Community Outreach team (outreach@rrcc.lacounty.gov) for more information.
- **Print VSAP fact sheets.** Print the fact sheets from the provided USB card and make them available for community members to pick up.
- **Post on social media.** Utilize one of our sample posts to increase education about the changes to voting happening in 2020. Utilize the fact sheets and informational videos included in the USB card.
- **Send an eblast to your community.** Raise awareness of all the changes occurring in 2020 and include the VSAP fact sheets. Quarterly newsletters will also be available with updated info and stats to help voters.
- **Encourage local leaders to participate.** Ask prominent community leaders to post on social media and interact with voters to raise awareness on the upcoming changes coming in 2020.

February 2020

- **Host a voter registration event.** Work with our Community and Voter Outreach team (outreach@rrcc.lacounty.gov) to host an event where eligible voters can register to vote and receive information about VSAP.

- **Post on social media.** Increase social media presence about VSAP and the March 2020 election. Post various fact sheets and informational videos to inform the community.
- **Create excitement about the new voting experience!** Get your community excited about the changes that are coming to LA County.

February 22-March 2, 2020

- **Encourage local leaders to vote early.** Reach out to local leaders and encourage them to vote during the voting period – prior to Election Day. Share with the community that they do not need to wait for Election Day to vote.
- **Eblast to Community.** Voters will be able to go to any vote center and cast their ballot beginning Saturday, February 22.
- **Post on social media.** Create a post that encourages voters to vote during the voting period at any vote center. They can cast their ballot beginning Saturday, February 22. Tag us [@LACountyRRCC](https://twitter.com/LACountyRRCC).

March 3, 2020 (Election Day)

- **Push on social media.** Encourage voters to turn out to the vote centers if they haven't voted already.
- **Share your experience with the new system.** Have your community post about their experiences and tag us [@LACountyRRCC](https://twitter.com/LACountyRRCC).



Sample Social Media Posts

Mock Election (July-September 2019)

- Try out LA County's new voting experience September 28-29 by participating in a mock election event! For more information visit: LAVote.net #LAVotes
- Want to be one of the first people to try out LA County's new voting equipment? We invite everyone to come out September 28-29 to our mock election event! Test the new devices and provide feedback. For more info visit: LAVote.net #LAVotes
- On September 28-29, LA County will host a mock election event for residents to try out the new voting equipment! Find out more info about how to participate, visit: LAVote.net #LAVotes
- LA County will be holding an important mock election this September! If you'd like to try out and provide feedback on the new voting experience, make sure to participate! Find out more information at LAVote.net #LAVotes

Demo Centers (January-February 2020)

- Want a sneak peek of LA County's new voting experience? Visit a voting demo center to get a first-hand look! For more information visit: LAVote.net #LAVotes
- Check out LA County's revolutionary new voting experience by visiting a demo center near you! For more information, visit: LAVote.net #LAVotes
- LA County's voting demo centers will give you the opportunity to interact with the new voting experience! To find a demo center near you, visit: VSAP.lavote.net #LAVotes

Full Implementation (January-March 2020)

- LA County is improving your voting experience! Learn more about the changes at LAVote.net #LAVotes
- An election is coming... and with it comes a new voting experience for Los Angeles County! Familiarize yourself with the changes coming to a vote center near you this March. Visit: LAVote.net to learn more. #LAVotes
- Want to vote using LA County's revolutionary new voting experience this March? Then make sure you register to vote! You can do so by visiting LAVote.net #LAVotes
- This upcoming election, you can cast your ballot at any vote center beginning Saturday, February 22nd! You can now vote as early as 10 days before Election Day. To find your nearest vote center visit: LAVote.net #LAVotes
- Did you know that you can now register to vote and cast your ballot on the same day? Just show up at any vote center, fill out an application, and cast your vote! For more information, visit: LAVote.net #LAVotes
- In a rush, but still need to vote? Use the new Interactive Sample Ballot! Go to the web application, pre-select your choices, go to a voting center, scan your code, and cast your vote! It's simple, easy, and quick. For more information, visit: LAVote.net #LAVotes



Sample Emails

Mock Elections

Dear Community Members,

LA County will be holding a mock election on September 28-29 to allow LA County voters the opportunity to try out their new and improved voting experience. Visit any of the vote center during the mock election event and participate in this exciting opportunity! You will be able to learn about the new experience and be prepared to utilize the new voting system in March 2020.

It is crucial for our community to participate in this mock election to ensure there is public education on the new voting experience coming in 2020.

For more information, head over to [VSAP.lavote.net](https://vsap.lavote.net) or view the attached fact sheets.

Demo Centers

Dear Community Members,

Interested in getting a sneak-peek into LA County's new and improved voting experience? There will be multiple demo centers throughout the County to allow voters the opportunity to experience voting model in 2020. LA County votes. You can attend any of the demo centers between October 2019-January 2020 during regular business hours and weekends and have a volunteer guide you through the new voting process.

For more information, and to find a demo center near you, visit: [VSAP.lavote.net](https://vsap.lavote.net)

Full Implementation

Dear Community Members,

This March Primary Election will feature LA County's new revolutionary and modern voting experience! These changes seek to give voters flexible options that make voting easy, user friendly and accessible. Here are some of those changes:

Vote Centers: voters will be able to mark and cast their ballot at any vote center throughout the County. The voter will no longer be limited to voting at an assigned polling place.

Voting Period: voting will be available for an extended election period of 11 days. Voters will no longer be limited to voting on one day.

Electronic Pollbooks (ePollbooks): Vote center staff will verify the registration eligibility of any County voter and allow for same day registration, giving voters the ability to vote at any vote center.

Ballot Marking Device (BMD): the BMD provides voters the benefits of technology for an easy and accessible voting experience, along with a paper ballot for the security and integrity of the election.

Interactive Sample Ballot (ISB): The ISB is a convenient way to expedite the voting experience by allowing voters to mark their sample ballots on a computer or mobile device using their preferred accessibility tools or software. Voters can then generate a Poll Pass. Voters can scan their Poll Pass and transfer their selections onto the BMD to cast their vote.

For more on the changes coming to LA County's new voting experience, visit: [VSAP.lavote.net](https://vsap.lavote.net)