



## LOS ANGELES COUNTY REGISTRAR-RECORDER/COUNTY CLERK

DEAN C. LOGAN

Registrar-Recorder/County Clerk

March 25, 2022

TO: Supervisor Holly J. Mitchell, Chair  
Supervisor Hilda L. Solis  
Supervisor Sheila Kuehl  
Supervisor Janice Hahn  
Supervisor Kathryn Barger

Fesia Davenport, Chief Executive Officer

FROM: Dean C. Logan, Registrar-Recorder/County Clerk

### **NOTICE OF INTENT TO ISSUE WORK ORDER #22-006 EXCEEDING \$300,000 UNDER THE AS-NEEDED VOTING SOLUTIONS FOR ALL PEOPLE (VSAP) ENHANCEMENTS AND SUPPORT SERVICES MASTER AGREEMENT (VESSMA)**

This is to advise your Board of the intent of the Registrar-Recorder/County Clerk (RR/CC) to execute Work Order #22-006 under VESSMA Category 9 - Voter Education and Outreach Communication Campaign Services with Fenton Communications for the amount of \$1,400,000 to support the June 7, 2022 Gubernatorial Primary Election.

### **BACKGROUND**

On March 1, 2022, your Board approved VESSMA, which utilizes a competitive bid structure to engage approved vendors to provide critical election support services in the areas of operations management, network support, load testing, cybersecurity, tally enhancements, education and outreach, and other election support services. In accordance with VESSMA Section 6.0, Board notice is required for work orders exceeding \$300,000.

### **SCOPE OF WORK**

The objective of the June 2022 Voter Education and Outreach Campaign is to educate and engage nearly 6 million voters in Los Angeles County on their voting rights, voter registration, voting options, and where to find trusted resources for the June 7, 2022 Primary Election. The campaign will include a comprehensive and strategic media and outreach plan using impactful tactics in up to 18 languages.

### **JUSTIFICATION**

The RR/CC requires various Voter Education and Outreach Campaign services to ensure voters are educated and aware of their voting rights and opportunities for the June 7, 2022 Primary

Election. The election will have a minimum of 640 Voter Centers – subject to change and based on service needs.

**FISCAL IMPACT**

Funding for election deployment is part of the RR/CC Fiscal Year 2021-2022 approved budget. No additional Net County Cost is required.

VESSMA work order terms do not cross Fiscal Years to align with approved funding. Board notifications for work orders to support the November 8, 2022 Gubernatorial General Election during FY 2022-23 will be sent in the months ahead.

**NOTIFICATION TIMELINE**

Consistent with VESSMA policies and procedures, we are informing your Board of our intention to execute the above-mentioned Work Order #22-005. If no objection is received from your Board in ten (10) business days, we will proceed with execution of Work Order #22-005.

If you have any questions or need additional information, please contact me at (562) 462-2716 or your staff may contact Albert Navas, Assistant Registrar-Recorder/County Clerk at [anavas@rrcc.lacounty.gov](mailto:anavas@rrcc.lacounty.gov).

DCL:JG:AN  
NH:VW:ca

c: Chief Executive Office  
Executive Officer, Board of Supervisors  
County Counsel