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Voting Systems Assessment Project

Modernizing Los Angeles County Elections

July 25, 2012 Productivity and Investment Fund, Los Angeles CA

Elections in Los Angeles

4.5 Million registered voters

Support **12** languages

More than **1,000,000** mail ballots

Recruit and train **25,000** pollworkers

Manage **5,000** polling places

"More registered voters than 32 states"

www.lavote.net

Voting system challenges

Aging technology
System core is outdated and becoming less reliable and obsolete. Available technical support is limited.

Limited ballot capacity
More than 500 political subdivisions and only 312 voting positions. Ballot capacity also affects ability to create accessible/usable ballot formats.
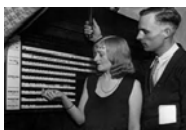
Limited voting options
Unable to support in person early voting and other reforms like election day registration. Limited options for persons with disabilities. Limited language assistance.

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Challenges to modernization

Dysfunctional and Limited Market
Existing commercial voting systems do not meet our needs. No new systems have been approved in California.
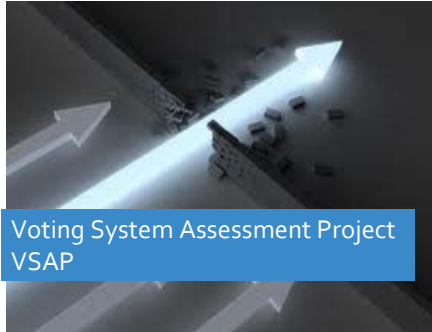
Voter trust
Since the 2000 and 2004 Presidential Elections, voting systems have become over politicized. High level of voter distrust of commercial voting systems.

Clock is ticking
Department seeks to implement a new voting system in time for the 2016 presidential elections.
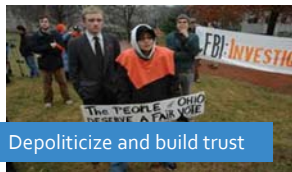
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About

The VSAP is an unprecedented approach at modernizing the County's voting system. The innovative project envisions implementing a voting system through an open, transparent, and participatory process. This project breaks the mold of the traditional voting system acquisition model.

Voting System Assessment Project VSAP
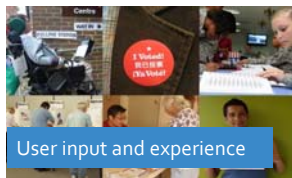

County driven development

Present a new market model where the county has greater control. Modernize the regulatory environment to accommodate more creative development models.

Revolutionize the market

Transparent processes

Restore voter trust in voting systems through a proactive process that takes citizen input and is open.

Depoliticize and build trust

Meet current and future voter needs

Engage stakeholders and design a system that is based on real user needs and expectations. This includes citizen input and field research.

User input and experience

The VSAP process

Field Research

Voter Surveys
Voter Focus Groups
Pollworker Surveys
Election Officials Focus Groups
RR/CC Staff Focus Groups
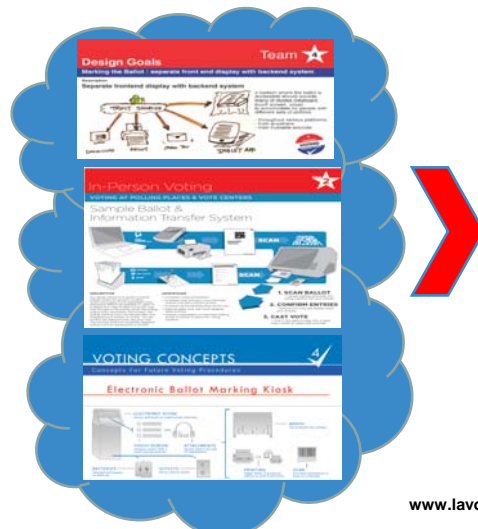
Citizen Engagement

Caltech Symposium
Community Discussions
VSAP Advisory Committee
Technical Advisory Committee

Design and Engineering

General Voting System Principles
Ideation process
Design concept
Prototyping
Development
Testing

Ideas to concepts: Our proposal

Synthesize project data, principles, and ideas into an actionable model and design.

Engage an agency to lead an iterative design process that engages staff and stakeholders.

Use final design concepts to develop specifications for prototyping.

Producing the design concept

Design Brief
- Produced by RR/CC staff
- Details the goals, objectives for the desired design
- Guiding document for the design agency

Iterative Design Process
- Led by design agency
- Analyzes and synthesizes data collected through VSAP
- Engages public through focus groups

System Design Proposal
- Produced by the design agency

Capstone User Engagement Forum
- Presents the proposed design to the public and allows for feedback

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Project Deliverables

System Design Proposal
- Developed by the design agency
- Provides technical specifications for the proposed voting system
- Includes information about the product architecture
- Describes how each component will contribute to meeting the requirements
- Reflects the design and provides directions to the product manufacturers and software developers
- Includes study assessing feasibility of technology solutions and costs

Capstone User Engagement Forum
- Forum where stakeholders and end users provide feedback on the proposed design

Timeline

February 1, 2013
Launch RFP in search of design agency

April 15, 2013
Kickoff meeting between RR/CC and design agency staff

April 15, 2013- June 30, 2013
Iterative Design Process

June 30, 2013
Final Design Proposal

July 30, 2013
Capstone User Engagement Forum

Benefits of success

Increased voter satisfaction
In line with county goal of customer service, this process will yield greater options for current and future voters, enhancing the voter experience.

Greater flexibility and efficiency
The integration of newer technologies (preferably COTS technologies) will allow for greater operational efficiencies.

Voter confidence
By preserving the County's ability to operate and manage its voting and thus avoiding reliance on commercial proprietary technology will enable the County to maintain and enhance voter confidence in the system.   A county owned and operated system that will be implemented and managed through an open and public process.