



**28th Annual
National Conference
Boston, MA**

2012 Professional Practices Program

Electronic Sample Ballot

Los Angeles County, CA

Submitted by:

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ABSTRACT OF THE PROGRAM

In 2010, the California State Legislature approved legislation which modified the election code allowing voters the option to receive their Official Sample Ballot booklet electronically instead of having it mailed to their residence. The Los Angeles County Registrar-Recorder/County Clerk (RR/CC) developed an online subscription system enabling voters to easily and securely choose this new electronic delivery option. The complete solution maintains the voter's preference for Official Sample Ballot (OSB) delivery, notifies voters when their OSB is available, provides a personalized link to the voter's specific OSB booklet, and sends reminders to voters who have not reviewed their OSB. This program is part of Los Angeles County's effort to make election information more conveniently available to more voters.

THE PROBLEM/NEED FOR THE PROGRAM

The internet is increasingly becoming a widely used resource for accessing information about elections. According to a report by the Pew Internet and American Life Project as many as 54 percent of U.S. adults accessed election information online during the 2010 elections. The way voters communicate and gather information is rapidly changing. The Electronic Sample Ballot subscription has the potential to engage new generations and new demographics of voters that are now online, as well as make election information more portable for the growing population of smart phone users.

The service also has the potential to generate significant savings for Los Angeles County. RR/CC estimates indicate that the County currently spends \$2 million in printing and mailing Sample Ballots to more than four million voters every election. These costs will decrease incrementally as more voters opt into having their election materials delivered electronically.

DESCRIPTION OF THE PROGRAM

The program was promoted by sending an outreach email to voters who had voluntarily provided their email address to the RR/CC as part of their voter registration information. With a simple click on a graphical link in this email (see Attachment A) voters are taken to a page on the RR/CC website where they initiate the subscription process.

On the subscription sign-up page (see Attachment B) the voter enters information so the system can confirm that they are a registered voter - including:

- Last Name
- Birthdate
- House Number
- Zip Code

They also provide their email address and, as required by the legislation, a unique identifier (CA Driver's License Number, State ID Number or partial Social Security Number). Finally, to further verify that this is indeed the correct voter a confirmation email is sent to the provided email address. Once the voter clicks on the link in the confirmation email their subscription is finalized.

Once enrolled, subscribers will automatically receive their election information via email, every election and will no longer have to be mailed a hard copy of their Official Sample Ballot to their home address. Voters can unsubscribe from the service at any time.

When Official Sample Ballot booklets are published, PDF copies for each ballot style (and in 10 mandated languages) are posted to the RR/CC website. Each voter participating in this program then receives an email (see Attachment C) containing a link to the page where they can access the OSB containing the contests and measures specific to the districts they reside in. This page also provides information about their polling place and other available online election services (see Attachment D).

The RR/CC monitors the viewing of the online OSB. Seven days prior to the election subscribers to the service that have not viewed their sample ballot are sent a reminder email with a link to their election information page.

THE RESULTS/SUCCESS OF THE PROGRAM

A limited pilot of this program was implemented for Los Angeles County's November, 8 2011 Consolidated Elections; nearly 2,500 voters successfully participated. Currently, over 14,000 voters have subscribed, and are electronically accessing their Official Sample Ballot for the upcoming June 5, 2012 Presidential Primary Election. These voters were provided access to their sample ballot booklet days earlier than if they had received a paper copy in the mail.

The RR/CC electronic sample ballot subscription and delivery service is providing Los Angeles County voters with timely, efficient and cost effective access to their election materials. Our next challenge is to develop strategies to promote this service to the over 3.9 million voters who have not yet provided us with their email address.

ATTACHMENT A
Outreach Email



Los Angeles County Registrar-Recorder/County Clerk



www.LAVOTE.net

E-SAMPLE BALLOT





SUBSCRIBE NOW

to receive your Official Sample Ballot via E-mail



“Check your INBOX not your mailbox”



***Fast and Convenient *Environmentally Responsible**
***No More Waiting for the Mail *Easy Access Anywhere and Anytime**

中文 日本語 한국어 Español Tagalog viet हिन्दी ไทย ភាសាខ្មែរ

LOS ANGELES COUNTY | Providing essential services in a fair, accessible and transparent manner | WWW.LAVOTE.NET
This is an official message from the Los Angeles County Registrar Recorder County Clerk. Your e-mail address was provided on your voter registration form.



ATTACHMENT B

Sign Up Page



Voting and Elections

"Providing essential services in a fair, accessible, and transparent manner"

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E-Sample Ballot Subscription

Voter Information

Please fill out the form below. Be sure to provide the same information provided on your voter registration form. If your information has changed (e.g. change of address or name change), you may need to [update your voter registration](#).

* All fields are required.

Last Name Birthdate (mm/dd/yyyy)

House Number (House number of residence address) **Do not include fraction**

Zip Code (Zip Code of residence address)

Email Address (Email provided will be used for your subscription)

Re-Enter Email Address

Note: If you are a Military/Overseas voter, please enter the United States Address you provided on your voter registration form to sign up for the E-Sample Ballot subscription. The system will not recognize any address outside of the United States.

Having trouble signing up? Please contact us at (562) 466-1323.

If you are already subscribed and wish to unsubscribe [CLICK HERE](#).

ATTACHMENT C
Sample Ballot Availability Notification



**Los Angeles County
Registrar-Recorder/County Clerk**

E-SAMPLE BALLOT **www.LAVOTE.net**

E-Sample Ballot Subscription

Thank you for subscribing to E-Sample Ballot. Your election information is now available online. Click the link(s) below to access your sample ballot and other online services.



Online Services 

	Request Vote By Mail Ballot
	Vote By Mail Ballot Status
	Look up your District
	Find your polling place
	Apply to be a Pollworker
	Registration Status

ATTACHMENT D

Election Information Page



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Polling Place & Sample Ballot Lookup

Election(s) matching this address: **100 S MAIN ST, LOS ANGELES 90012**

PRESIDENTIAL PRIMARY ELECTION to be held on Tue - 6/5/2012

SAMPLE BALLOT



NON-PARTISAN

English
中文
हिन्दी
한국어
日本語
ភាសាខ្មែរ
Español
Tagalog/Filipino
ไทย
Tiếng Việt

[Click here for different political party](#)

POLLING PLACE



Yes

WOO
SHOWROOM
209 S GAREY ST
LOS ANGELES, CA 90012
POLLS OPEN AT 7 A.M. AND CLOSE AT 8 P.M.



[Map to Polling Place](#)

Election Precinct Number: **9007016A**
[Click here to see districts](#)
Election Precinct Map: [Click here for the map of Election Precinct and Adjacent area](#) 

ONLINE SERVICES



[Vote By Mail Application](#)



[Vote By Mail Status](#)



[Apply to be a Pollworker](#)



[Look Up Your District](#)



[Find Your Polling Place](#)