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April 21, 2017

Honorable Members of the Budget and Finance Committee  
c/o Richard Williams, Office of the City Clerk  
Room 395, City Hall  
Los Angeles, CA 90012

**SUBJECT: OFFICE OF THE CITY CLERK – COMMENTS RELATIVE TO THE PROPOSED  
2017-18 BUDGET**

Honorable Members:

In accordance with the Budget and Finance Committee Chair's request dated February 23, 2017, the Office of the City Clerk is providing the following comments which outline the service level impacts associated with the Proposed 2017-18 Budget.

I wish to sincerely thank the Mayor, the City Administrative Officer, and their staffs for the diligent and thoughtful preparation that accompanied this budget process. The Office of the City Clerk looks forward to furthering its commitment to innovation and streamlining its administrative, personnel and legislative services.

The Mayor's Proposed 2017-18 Budget addresses funding for the majority of our core services, including administering the Neighborhood Council Funding Program, supporting the Health Commission, and our new role in providing support to the Office of Public Accountability and the Office of Cannabis Regulation. However, the City Clerk respectfully requests that the Budget and Finance Committee consider the following changes to the Proposed 2017-18 Budget:

**A. REQUEST FOR NEIGHBORHOOD COUNCIL ONLINE EARLY VOTING/POP-UP  
POLL SITES (BLUE BOOK ITEM NO. 14) NEIGHBORHOOD COUNCIL ELECTIONS**

**REQUEST:** Increase the General Fund appropriation by \$95,788 to provide Pop-up Poll Sites to accompany the Online Voting option for Neighborhood Council elections. (This request is contingent upon the approval of the Online Voting option for Neighborhood Councils in Empower LA/DONE's budget request.)

**IMPACT:** Pop-up Poll sites are staffed to assist Neighborhood Council voters with navigating the new online voting system. Empower LA/DONE is requesting additional funds to continue the online voting program and expand the system to support all 96 Neighborhood Councils. These sites provide on-site assistance to stakeholders who

experience difficulty registering and voting online. These sites also assist voters who lack access to the technology and/or internet connectivity necessary to register and/or vote through the system. Voters and Neighborhood Council members are now familiar with Pop-up Poll sites and have come to expect them as part of the online voting system.

If the City Clerk is unable to staff Pop-up Poll sites for the neighborhoods engaged in online voting, we risk disenfranchising voters by rendering them unable to participate in the Neighborhood Council election process.

**B. VOTER OUTREACH AND EDUCATION PURSUANT TO COUNCIL INSTRUCTIONS (CF 13-1364) – ELECTIONS EXPENSE**

**REQUEST:** Increase the General Fund appropriation by \$252,965 to provide outreach efforts that will improve voter awareness of municipal elections and promote a culture of voting in the City.

**IMPACT:** At the request of the City Council, the Department has implemented a variety of outreach programs that: target voter registration in neighborhoods with low voter registration rates; partner with civic and service organizations to register and educate voters in public locations; work with Neighborhood Councils to raise awareness and voter participation at the neighborhood level; promote civic engagement in elementary, middle and high schools; and incorporate the use of videos in public service announcements to promote voting (Council File 13-1364).

Outreach efforts (See Exhibits 1-4) we have developed and continue to enhance include:

- Implementing a New Americans program
- Expanding outreach in homeless communities
- Implementing LAUSD Mock Elections (elementary/middle/high schools)
- National Voter Registration Day coordination
- Continuing community events and presentations in monolingual communities
- Increasing an outreach presence in low voter propensity areas
- Conducting a voter survey to identify key challenges to voting and key areas for concentrated voter outreach
- Securing partnership with 19 media organizations (print, radio, television and online) to assist in promoting Election Day in almost all 13 languages serviced
- Expanding outreach to the Los Angeles Community College District campuses

These efforts cannot be sustained without the necessary funding requested. Our role in ongoing civic engagement is paramount, specifically now as we begin the process of educating voters on the transition from odd-numbered year elections to even-numbered year elections and what this means for municipal races on larger/longer ballots due to election consolidation with the County of Los Angeles. This Office will work to enhance the adaptation of new voting equipment, particularly for the elderly and non-English speaking monolingual communities and continue reaching out to future voters (especially those that are not yet 18 or new citizens), to promote a culture of voting to all parts of the City, to safeguard equitable representation among the diverse demographics and to demystify the process of how voters vote at-polls or by-mail throughout Los Angeles.



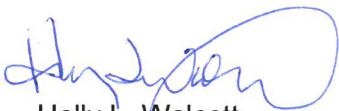
Without the additional appropriation, staff outreach efforts will be reduced to translation review of all election materials (a document-heavy task throughout the cycle, reviewing hundreds of pages in 12 languages), minimal civic engagement presentations through our student poll worker recruitment program, on-demand only participation at the request of community based organizations, National Voter Registration Day coordination (annual week-long youth outreach), and minimal field activity at traditional community events throughout the year.

**C. CANNABIS REGULATION (BLUE BOOK ITEM NO. 18)**

The exact tasks associated with supporting the Office of Cannabis Regulation have not been delineated. The Office of the City Clerk will work closely with the City Administrative Officer liaison to determine its role and future fiscal and staffing requirements.

My staff and I look forward to developing mutually agreeable solutions to minimize any negative impacts with the Office of the Mayor, the Budget and Finance Committee Chair and Members, the City Administrative Officer, and the Chief Legislative Analyst and their respective staff.

Sincerely,



Holly L. Wolcott  
City Clerk

Attachments

HLW:SH:PS:gp  
EXE-017-17

## Elections Exhibits

Exhibit 1. Mock Elections Success

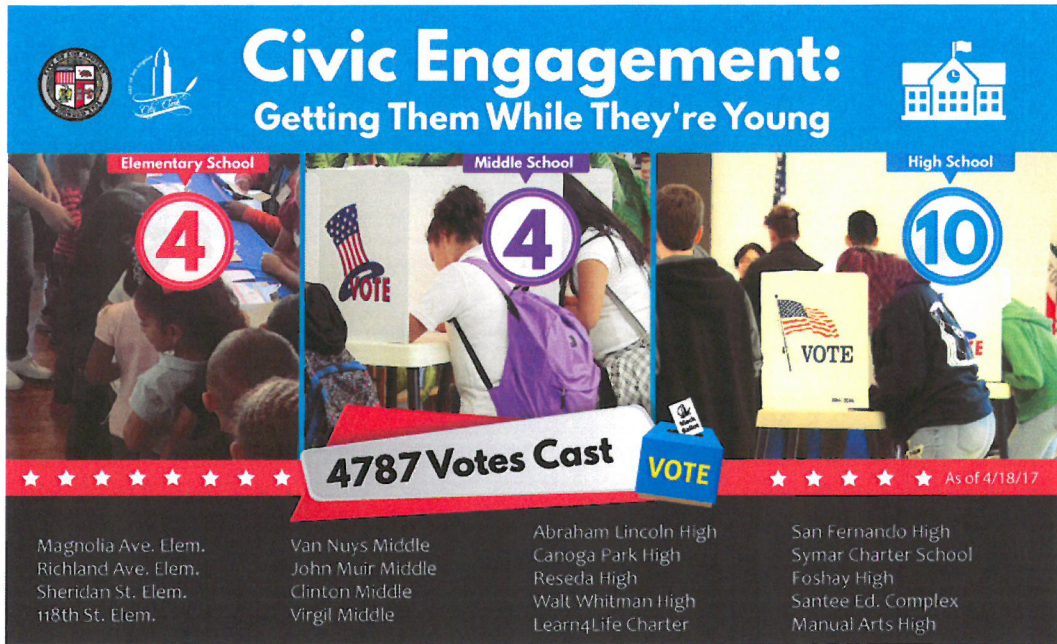


Exhibit 2. Comparison of Activities with Additional Funding

**ENHANCED OUTREACH IMPACT**

- TARGETING** Better understand the challenges to voting by surveying nearly 2,000 voters in low voter propensity areas, and improving methods to conduct effective outreach
- HOMELESS** Conduct targeted homeless outreach throughout Los Angeles
- YOUTH VOTE** Increase student civic engagement coordinating student voter registration drives in both high schools and community colleges in Los Angeles
- LONG TERM CIVIC ENGAGEMENT** Promote a culture of voting by incorporating mock elections at schools that familiarize students with the process of voting.

OUTREACH PERFORMANCE Event Type	With Outreach Staff Without Enhanced 2014-2015	Without Outreach Staff Without Enhanced 2015-2016	With Outreach Staff with enhanced (to date) 2016-2017	With Enhanced (Projected) 2017-2018
Community Education - Registered	974	1,142	3,003	5,000
Homeless Outreach - Reach	0	275	1,582	2,000
Homeless Outreach - Registered	0	80	160	400
LAUSD Students - Reached	1,550	377	5,574	6,500
LAUSD Students - Registered	393	50	1,332	2,000
LACCD Students - Reached	525	5,049	7,290	10,000
LACCD Students - Registered	248	1,182	1,253	2,000
Student Mock Elections	0	0	10	20



Exhibit 3. Community Outreach Through March 7 Primary

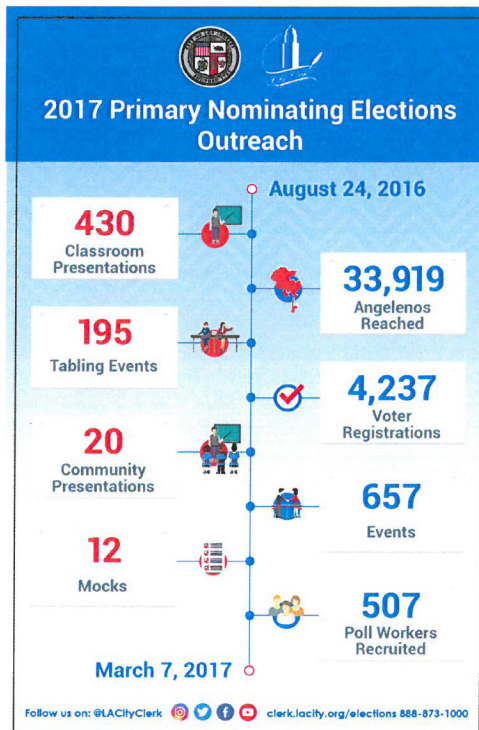


Exhibit 4. Media Activity through March 7 Primary

