



## **DEAN C. LOGAN**

Los Angeles County  
Registrar-Recorder/County Clerk  
12400 Imperial Highway  
Norwalk, CA 90650

# Open Innovation Challenge

## Voting Systems Assessment Project



# Overview

- **VSAP Status Update**
- **Open Design Search**
- **What's Next?**



# VSAP Status

## VSAP Phase I (2009-2010)

- ✓ Symposium
- ✓ Public Opinion Baseline Research

## VSAP Phase II (2011-2012)

- ✓ VSAP Advisory Committee
- ✓ General Voting System Principles
- ✓ Process Assessment
- **Envisioning- Open Innovation Challenge**
- Prototype
- Acquisition and Development



# Open Design Search

## Components:

1. Open Innovation Challenge
2. Local Design Workshop



# Open Innovation Challenge

Timeline: January 24–March 22

An online design challenge that will give participants the opportunity to share concepts, ideas, and designs of what the ideal voting experience would look like.



# Partners



Accessible Voting Technology Initiative,  
Information Technology and Innovation  
Foundation



OpenIDEO

# Funding



U.S. Elections Assistance  
Commission (EAC)

Competitive 3-year grant from the  
EAC focused on increasing the  
accessibility of election technology



# Purpose

- To seek innovative new concepts and designs of the “voter experience”
- To engage a broad range of designers, experts, and the general public
- To maintain the VSAP principles of collaboration, participation, and transparency



# Expected Outcomes

Themes, concepts, ideas that can be refined and further developed that will then allow us to move on to prototyping and the selection of a design.





# Voter Experience Definition

The steps and interactions a voter must go through in order to cast a ballot in an election.

This includes the experience of:

- Voting in Person
- Voting By Mail

And highlights the unique experiences of:

- Voters with disabilities
- Limited English voters



# Open Innovation Site





# Local Design Workshop

Date: April/May 2012

One day workshop that will provide participants the opportunity to further refine the ideas that result from the Open Innovation Challenge and adapt them to the specific needs of Los Angeles County.



# Local Design Workshop

Format:

- Speaker presentations
- Brainstorming sessions
- Innovations Expo




# Additional Information

Los Angeles County  
**REGISTRAR-RECORDER/COUNTY CLERK** "Providing essential services in a fair, accessible, and transparent manner"

GENERAL INFORMATION | COUNTY HOME | ABOUT US | CONTACT US | PUBLICATIONS | NEWS ROOM | SEARCH | FONT SIZE:

[VOTING AND ELECTIONS](#) | [VITAL RECORDS](#) | [REAL ESTATE RECORDS](#) | [COUNTY CLERK](#)


  
[Biography](#)

**MESSAGE FROM DEAN**

**"How might we design an accessible election experience for everyone?"**  
*LA County seeks your ideas to inspire the design of the County's new voting system.*

I am excited to announce our participation in an unprecedented open innovation challenge. The challenge seeks new ideas for improving the voting process and making elections more accessible to all voters. This initiative is part of our broader effort to modernize our voting system through an open and transparent process that engages you in the voting system design process. I invite you to provide us your ideas and be a part of the innovation process.

Please click the button below to participate in the challenge.



*Dean C. Logan*



# What's Next?

## February

- AVTI Accessible Elections Design Workshop
  - Atlanta, GA

## March

- SXSW “Voting’s Viral: Voters, Election Officials and Social Media”
  - Austin, TX
- Election Verification Network Conference: “A Tally System to Ensure Voter Trust: Collaborating to Develop Guiding Principles”
  - Santa Fe, NM



# Key Considerations

- Open, Transparent, Participatory Process
- Aligns with General Voting System Principles
- Accesses the genius and talent of voters, designers, and experts from around the world



# Questions?