

NEWS

CITY OF LOS ANGELES CITY CLERK – ELECTION DIVISION

FOR IMMEDIATE RELEASE

AUGUST 31, 2006

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LOS ANGELES CITY CLERK LAUNCHES NEW ADVISORY COMMITTEE TO MEET THE NEEDS OF L.A.'S DIVERSE ELECTORATE

Los Angeles - On Thursday, August 31, 2006 the Los Angeles City Clerk, Frank T. Martinez, will officially launch a voter outreach advocacy group aptly titled, Los Angeles Votes committee or *L.A. Votes*. *L.A. Votes* seeks to incorporate community organizations and other voter engagement advocates in the electoral process by providing them with a space to convene and share information regarding City administered elections.

The primary objectives of the committee are to preview and review election materials and supplies that will be used to conduct voter outreach, pollworker recruitment, and pollworker training for upcoming elections; participate in pollworker and polling place recruitment efforts; form cross-organizational partnerships that will foster increased election awareness; develop strategies to increase bilingual pollworker participation rates; and discuss the language assistance programs and services offered by the Election Division to the general public.

L.A. Votes is part of the Election Division's broader voter outreach strategy that started in November 2005 with the inception of the Multilingual Voter Outreach Unit. The new strategy seeks to maximize the visibility of the Division and maintain crucial relationships with community organizations by conducting voter outreach and disseminating election information throughout the year. Aside from creating a new Unit, the Election Division is also geared to premier a whole new voter engagement marketing and messaging campaign that promotes overall electoral participation.

The launch of *L.A. Votes* is a reflection of the City's commitment to conduct transparent elections and incorporate community voices in all aspects of the electoral process. With the support of the Election Division and the City Clerk, the *L.A. Votes* committee is poised to be the premier voter outreach advocacy group administered by any municipality in Southern California.

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