



# COUNTY OF SAN DIEGO

## AGENDA ITEM

### BOARD OF SUPERVISORS

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First District

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Second District

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Third District

MONICA MONTGOMERY STEPPE  
Fourth District

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Fifth District

**DATE:** August 26, 2025

**15**

**TO:** Board of Supervisors

### **SUBJECT**

**AUTHORIZE COMPETITIVE SOLICITATION FOR VOTER INFORMATION PAMPHLET PRINTING AND MAILING SERVICES (DISTRICTS: ALL)**

### **OVERVIEW**

The Registrar of Voters (ROV) is entrusted with providing the means for all eligible citizens of San Diego County to exercise their right to actively participate in the democratic process. With a current active registered voter population of over 2.0 million, the department works to ensure equitable, widespread, and ongoing opportunities to register and vote in fair, transparent, and accurate elections for all federal, state and local offices and measures. The ROV is also responsible for providing access to the information needed for citizens to engage in the initiative, referendum, and recall petition processes. For each election, the ROV provides each voter a voter information pamphlet to educate them of the specific election content that is pertinent to their ballot.

If approved, today's action would authorize a competitive solicitation for voter information pamphlet printing and mailing services.

### **RECOMMENDATION(S)**

#### **CHIEF ADMINISTRATIVE OFFICER**

In accordance with Section 401, Article XXIII of the County Administrative Code, authorize the Director, Department of Purchasing and Contracting to issue a competitive solicitation for voter information pamphlet printing and mailing services, and upon successful negotiations and determination of a fair and reasonable price, award one or more contract(s) for an Initial Term of up to one-year, with five 1-year Options, and up to an additional six months if needed, and to amend the contract(s) to reflect changes to requirements, services and/or funding, subject to the availability of funds and approval of the Registrar of Voters.

### **EQUITY IMPACT STATEMENT**

A person's vote can influence policy and who represents them in government, which in turn impacts their environment, health, and quality of life. The Registrar of Voters' conduct of a fair, accurate, and transparent election allows all eligible citizens to have a part in matters that affect them.

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### **SUSTAINABILITY IMPACT STATEMENT**

A person's vote has a direct influence on the sustainability of their neighborhood, community, and local region. By voting, San Diego residents have a direct impact on their health, equity, the economy, and environment. With the County's implementation of the vote center model, all active registered voters receive a ballot in the mail as required by current law. This increases accessibility by providing voters with the opportunity to consider the method that is most convenient for them to return their ballot and has the possibility of reducing vehicles miles traveled to cast their vote. In addition, voters have the option of receiving voter information pamphlets electronically to reduce paper waste. The recommended action today aligns with the Governance lens of sustainability and the County of San Diego Sustainability Goal of providing just and equitable access to County services.

### **FISCAL IMPACT**

Funds for this request are included in the Fiscal Year 2025-26 Operational Plan for the Registrar of Voters. If approved, this request will result in costs of approximately \$3,000,000 to \$4,500,000 in Fiscal Year 2025-26, depending on the number of elections conducted. The funding source is General Purpose Revenue and program revenue. Subsequent years' costs are anticipated to vary between \$3,000,000 to \$5,000,000 each fiscal year, depending on the complexity and number of elections conducted. Those costs will be included in future year Operational Plans. There will be no change in net General Fund costs and no additional staff years.

### **BUSINESS IMPACT STATEMENT**

N/A

### **ADVISORY BOARD STATEMENT**

N/A

### **BACKGROUND**

The Registrar of Voters (ROV) requires voter information pamphlet printing and mailing services for the County's 2.0 million active registered voters.

The scope of services includes, but are not limited to the following:

- Assemble, print and send voter information pamphlets to all active registered voters in their election specific ballot type and language.
- Prepare voter information pamphlets, supplemental pamphlets and postcards for mailing, which include addressing, presorting to minimize postage costs, and delivering the materials to the United States Post Office.
- Prepare voter information pamphlets in optimized electronic versions of all ballot types and languages to be accessible on the internet.
- Ensure that all voter information pamphlets contain a front and back cover with a perforated multipurpose postcard, election instructions and informational pages, sample ballot pages, candidate statements and local measure text.
- Provide an online portal to allow for easy upload of electronic candidate statements and measures.

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Today's action requests the County of San Diego Board of Supervisors authorize the Director, Department of Purchasing and Contracting to issue a competitive solicitation for voter information pamphlet printing and mailing services. If approved, one or more service providers will be selected for an initial period of up to one-year, with five 1-year Options, and up to an additional six months if needed.

**LINKAGE TO THE COUNTY OF SAN DIEGO STRATEGIC PLAN**

Today's proposed action supports the values represented in the County of San Diego's 2025-2030 Community Strategic Initiative by inspiring civic engagement and providing voter information that increases access for individuals and/or communities to use their voice, their vote, and their experience to impact change.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Ebony N. Shelton'.

EBONY N. SHELTON  
Chief Administrative Officer

**ATTACHMENT(S)**  
N/A