

**COUNTY OF SAN DIEGO
BOARD OF SUPERVISORS
TUESDAY, AUGUST 26, 2025**

MINUTE ORDER NO. 15

**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.

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

ACTION:

ON MOTION of Supervisor Anderson, seconded by Supervisor Aguirre, the Board of Supervisors took action as recommended, on Consent.

AYES: Aguirre, Anderson, Lawson-Remer, Montgomery Steppe, Desmond

State of California)
County of San Diego) §

I hereby certify that the foregoing is a full, true and correct copy of the Original entered in the Minutes of the Board of Supervisors.

ANDREW POTTER
Clerk of the Board of Supervisors



Signed
by Andrew Potter

