

## CALIFORNIA 2020 STATEWIDE VOTER EDUCATION CAMPAIGN

### FACT SHEET

**The final, awarded contract and related materials can be viewed here:**

<https://admin.cdn.sos.ca.gov/press-releases/2020/ap20-SKDK-contract.pdf>

The COVID-19 pandemic has required the State of California to take emergency actions to safeguard the integrity of our elections, to ensure that every eligible voter is able to cast a ballot while protecting their health, and to ensure the safety of election workers.

The sudden and rapid spread of COVID-19 in March 2020 prompted the Governor and the Legislature to change voting procedures and to require the Secretary of State's office to conduct a public education campaign to inform voters about changes to voting procedures and relevant safety protocols.

Given the urgency and devastating impacts of the COVID-19 pandemic, large-scale preparation was immediately needed to educate every active registered voter in California about the changes to the November General Election.

The purpose of the **Vote Safe California** outreach and public education campaign is to ensure that voters are aware of their multiple options for voting safely — including “the when, where, and how” to vote — as well as to reassure the public of the accessibility, security and integrity of the election.

The California Secretary of State received funding in July as part of the 2020-2021 emergency State Budget with the purpose of educating voters on how to cast their ballots safely and ensure the safety of election workers.

In order to select a vendor to execute this critical work in time for the November General Election, the California Secretary of State's office used the established emergency contract process—available under state law—while ensuring a competitive process that is both transparent and consistent with state regulations. The California Department of General Services (DGS) reviewed and approved the contract on October 1<sup>st</sup> and, as is customary, it has been made public.

**The California Secretary of State is mandated to conduct a statewide voter education campaign and has the authority to use state and federal funds.**

**SB 423 mandates** “The Secretary State shall conduct a statewide voter education and outreach campaign regarding new procedures in place for the November 3, 2020, statewide general election, including, but not limited to, procedures relating to voting by mail, newly consolidated polling places and services provided therein, available language assistance, voter registration, conditional voter registration and voting, and accessible vote by mail voting.”

**Executive Order N-67-20 requires** the Legislature and the California Secretary of State to ensure that the November 3, 2020 General Election is safe, secure, and accessible for all, including by ensuring (and by working with county elections officials to ensure) that there is sufficient voter education and outreach to prepare voters to participate in that election.

**The 2020-2021 State Budget authorizes** the California Secretary of State to spend local assistance funds on behalf of the counties. Local assistance funds do not require approval by the Department of Finance or the Joint Legislative Budget Committee.

***State Process for Awarding Contracts:***

The Secretary of State's office followed every step in the approval process, as mandated by law.

In accordance with state law, the Department of General Services has approved the final contract and delivered it to the California Secretary of State. The Secretary of State has awarded the contract and submitted it to the State Controller.

***While we quickly approach the General Election under a barrage of misinformation and attacks on the integrity of our elections, the California Secretary of State's Office has moved with the appropriate urgency to educate voters about their options for voting during the COVID-19 pandemic. And it has taken the required actions to ensure that taxpayer funds are awarded in a fair and transparent fashion, and in accordance with California law.***