



Contra
Costa
County

To: Board of Supervisors
From: Deborah R. Cooper, Clerk-Recorder
Date: September 22, 2020

Subject: Contract with Comcast for voter education campaign for the November 2020 election

RECOMMENDATION(S):

APPROVE and AUTHORIZE the County Clerk-Recorder, or designee, to execute a contract with Comcast Corporation in an amount not to exceed \$100,000 for television and digital voter education services targeting under-served communities for the November 2020 election, for the period September 22, 2020 through December 31, 2020.

FISCAL IMPACT:

The cost of the education and outreach campaign will not exceed \$100,000 and is reimbursable by the State using federal CARE funds as part of Contra Costa's approved allocation.

BACKGROUND:

Due to COVID-19, the Governor issued an Executive Order directing counties to send all voters a ballot for the November election while maintaining in-person voting sites. The 25% of voters who will receive a ballot without having requested one is weighted heavily towards under-represented groups. This campaign is to inform and encourage these voters to cast their ballots by mail and to inform them of the various methods for returning and tracking their voted ballots. The scope and concentrated timeframe of these specialized

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY

☐ RECOMMENDATION OF BOARD

ADMINISTRATOR

COMMITTEE

Action of Board On: **09/22/2020** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: September 22, 2020

David Twa, County Administrator and Clerk of the Board of Supervisors

Contact: Scott O. Konopasek,
925-335-7808

By: Laura Cassell, Deputy

cc:

television and digital production services are beyond what can be managed with current County resources.

CONSEQUENCE OF NEGATIVE ACTION:

We will not be able to target this important demographic with voting information via television and digital ads.