

**Montgomery County Board of Elections**  
**Community Engagement Overview**  
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## **Overview**

It is the mission of Montgomery County Board of Elections (BOE) Division of Outreach & Empowerment to promote and encourage citizens to register to vote and to help shape the future of their communities by voting. COVID-19 may have cancelled or postponed several major events, but the General Election on November 3 is not one of them. Public health guidance encouraging social distancing, as well as the closure of high schools, universities, businesses, and blanket cancellation of community events across the United States for much of 2020 limited traditional community engagement, a cornerstone of BOE's mantra. Safe, socially distant in-person voting was available, but all voters are encouraged to vote-by-mail to help ensure physical distancing at voting locations. More than ever, it was paramount for BOE's multifaceted empowerment campaign leverage newly acquired non-traditional tools (example: SMS texting and MoCo Voter App) was timely to engage Montgomery County's diverse electorate and recognized as best practice awardee by the U.S. Election Assistance Commission, the National Association of Counties and Center for Civic Design and Technology.

## **Section 203 Compliance**

- BOE exceeded Early Voting Spanish speaking poll worker placement by 590%.
  - Min. requirement: 1 worker per center x 11 centers x 8 days = 88
  - Actual early Voting placement = 520
- BOE exceeded Election Day Spanish speaking poll worker placement by 737.5%.
  - Min. requirement: 1 worker per center x 40 vote centers = 40
  - Actual vote center placement = 295

## **Bilingual MoCo Voter App**

- Capabilities: Register to vote, update voter record, ballot drop box locations/directions, Early Voting/Vote Center locations/driving directions/wait-times, election worker recruitment, EJ Connection sign-in, vote by mail ballot application and ballot status
  - 13,780 impressions, 5,888 App downloads and 5.37 sessions per device (31,888 interactions)

## **Bilingual SMS Short-code Texting**

- Capabilities: Register to vote, update voter record, ballot drop box locations/directions, Early Voting/Vote Center locations/driving directions/wait-times, election worker recruitment, vote by mail ballot application and ballot status
  - SMS texting: 107,000+ text requests

## **Multilingual Virtual Engagement**

- 182 sessions via Zoom, Teams, Google, Facebook, etc.
  - 117 organizations, 175+ hours, 9 languages & 15,000 participants

## **Multilingual Media Campaign**

- Google Ads: 2,301,096 impressions & 20,135 hyperlink clicks
- Newspaper: 870,000 print distribution
- Radio: 1 million+ impressions
- 14 languages