Montgomery County Board of Election

Outreach Presentation

Prepared by
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Community Engagement/Public Relations Officer

2022 TRADITIONAL OUTREACH SUMMARY

- 182 Events
- 107 Organizations

SAMPLE PARTNERS

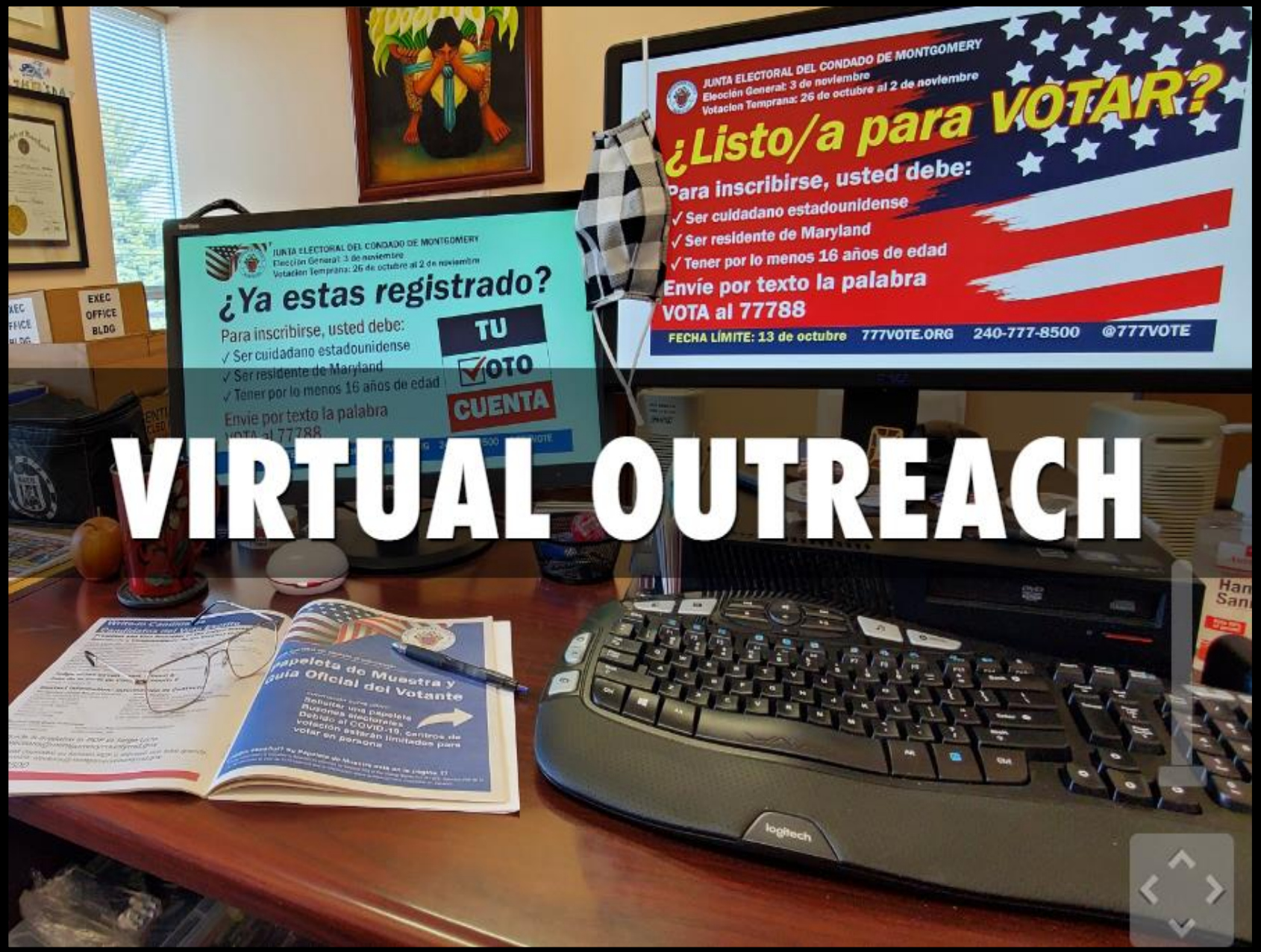
- BlackRock Ctr for the Arts
- Casa de Maryland
- Chinese Culture & Community Service Center
- Congregation Beth El
- Gap Busters
- MD State Board of Elections
- MCPS
- Montgomery College
- Montgomery County Gov't (MCPL, REC, OCP, etc.)
- Mt. Jezreel Baptist Church
- National Federation of the Blind
- Westfield Corp.
- Sandy Spring Museum
- Strathmore
- Vietnamese American Services
- Etc, etc, etc…

2022 VIRTUAL OUTREACH SUMMARY

- 72 Sessions
- 49 Organizations

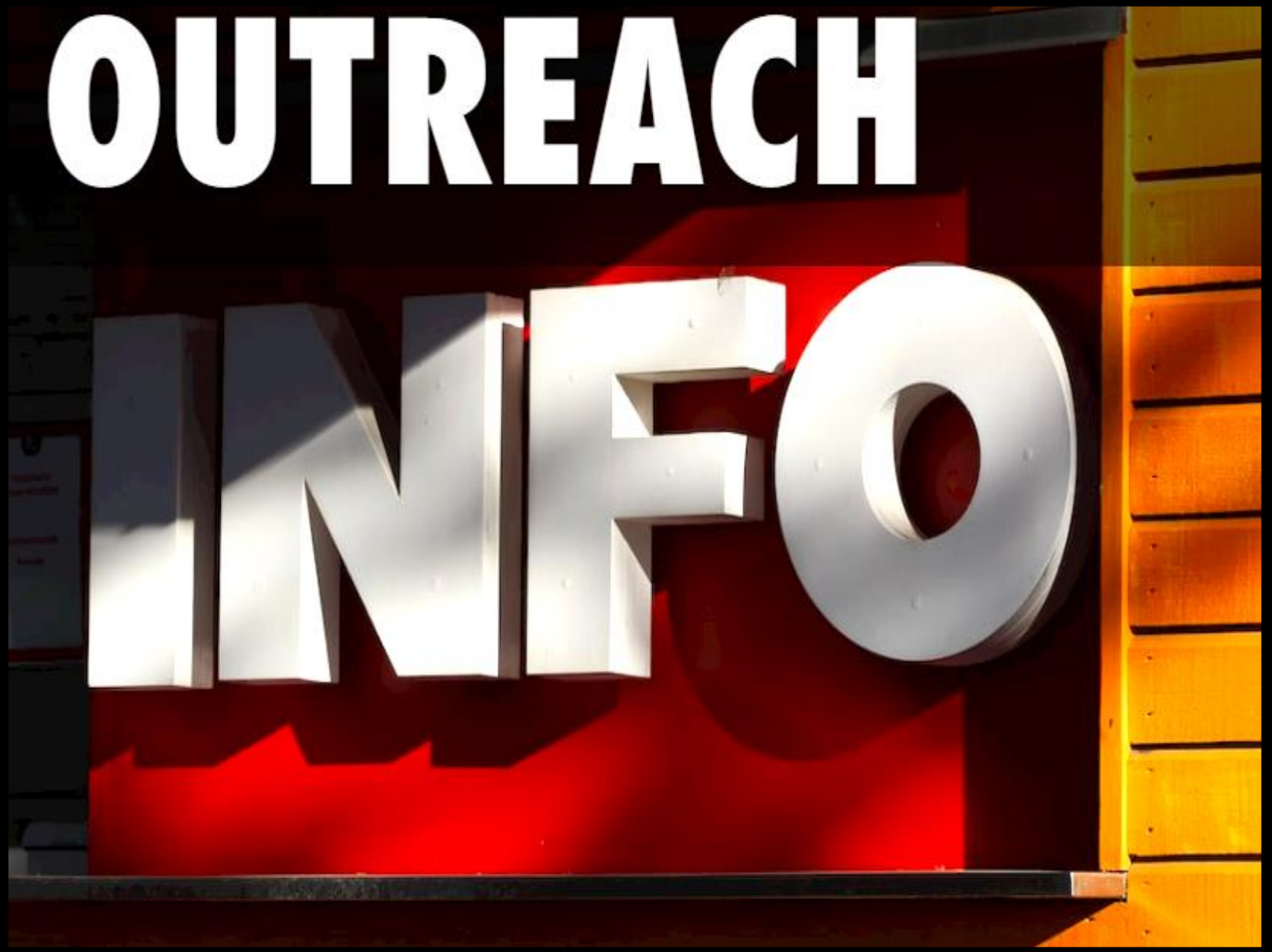
SAMPLE PARTNERS

- Black Ministers Conference of Montgomery County
- Ewe Association of WDC
- Girl Scouts of America
- Interfaith Works
- Jewish Council for the Aging of Greater Washington
- Montgomery County Renters Alliance
- My MCMedia
- Potomac Valley Alumnae Chapter (PVAC) of Delta Sigma Theta Sorority, Inc.
- Sandy Spring Civic Association
- Shepherd's House International Christian Church
- Telemundo 44
- Etc, etc, etc…



OUTREACH TOPICS

- How to register to vote
- Update voter registration
- Same day voter registration
- Three ways to vote
- MD closed party primaries
- Election worker service
- Election worker recruitment: bilingual, high school, Republican & Unaffiliated voters
- Importance to return election mail addressed to someone else
- Future Vote
- Special needs voting
- Difference b/ web delivery vs. Mail-in packet
- How to use sample ballot
- MoCo Votes app & SMS texting
- Canvass
- Provisional voting safeguards
- Etc, etc, etc…



National Association of Counties
2005 Achievement Award Winner

This Award is presented to

Montgomery County, MD

for
its program

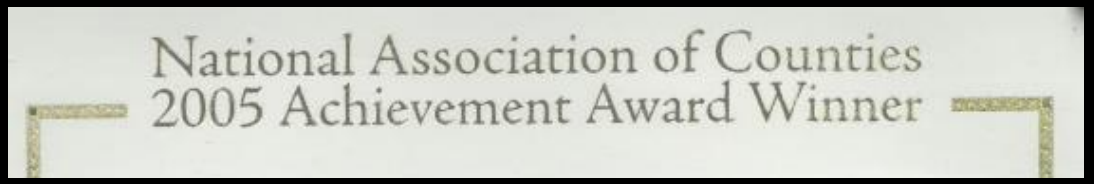
Multi-Cultural Election Preparation in the 21st Century

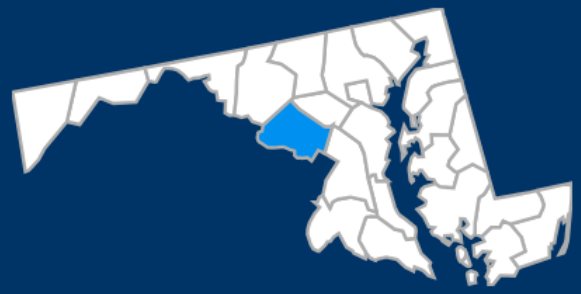
in recognition of an innovative program
which contributes to and enhances county government in
the United States.

Angelo Kyle
President

Larry Naake
Executive Director

NACO National Association of Counties
Counties Care for America





2020 NACo ACHIEVEMENT AWARD WINNER

Multigenerational Voter Empowerment for an Ethnically Diverse Commuinty

MONTGOMERY COUNTY, MD.

ABOUT THE PROGRAM

CATEGORY: Civic Education and Public Information

YEAR: 2020

The Montgomery County Board of Elections has leveraged community partnerships and available resources to provide an array of services for all generations of voters. The Board's robust voter empowerment program reaches nursing home residents, middle school students and the generations in between.

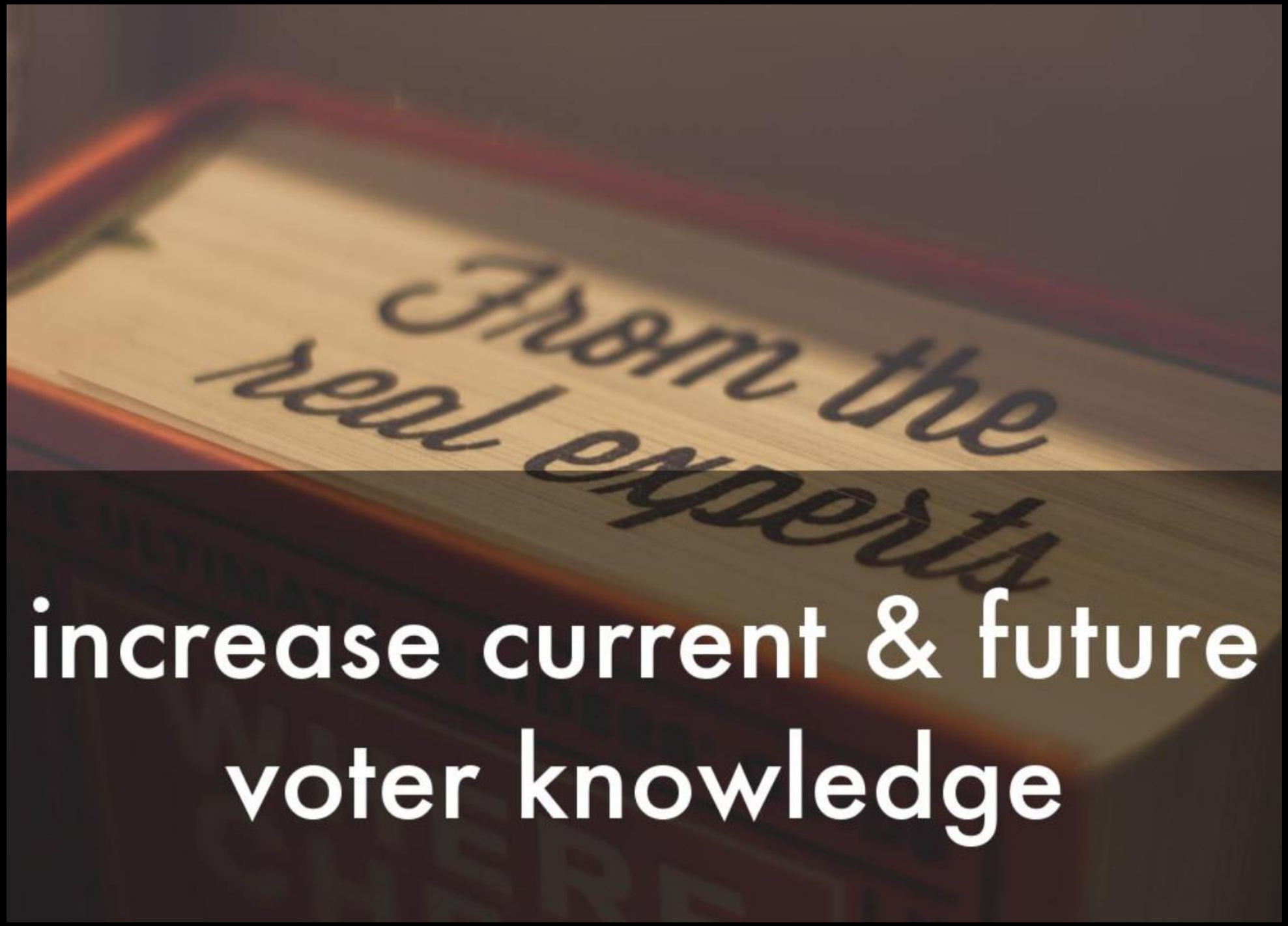
EXPLORE WINNING PROGRAMS

Full Awards Database

More Programs in Civic Education and Public Information

06-06
06-05
06-04
06-03
06-02
06-01
09-07
09-08
09-09
09-10
OLD NAVY
FUTURE VOTE

OUR MISSION



increase current & future voter knowledge

strengthen ties related
to civic participation

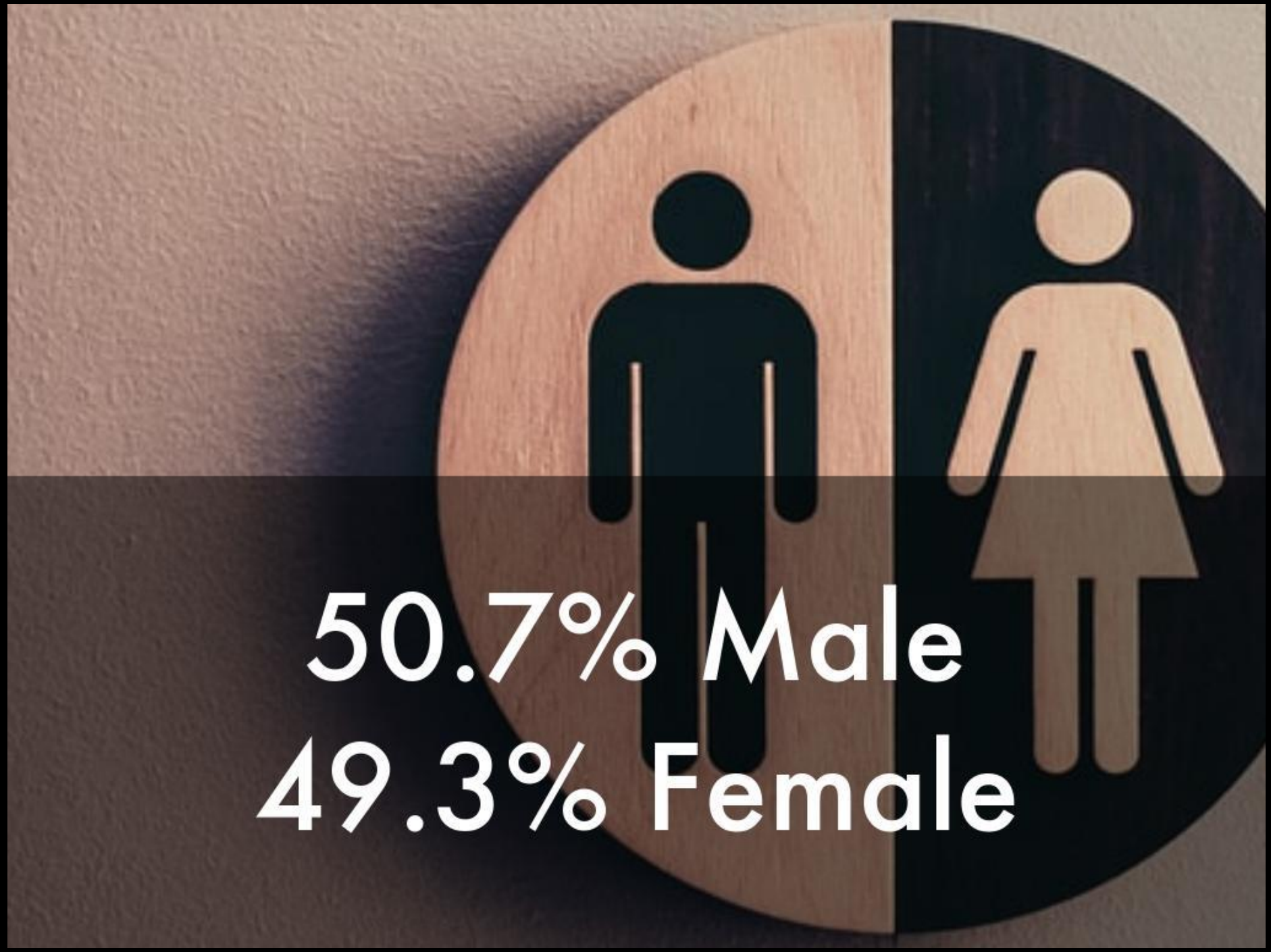
preserving participatory democracy

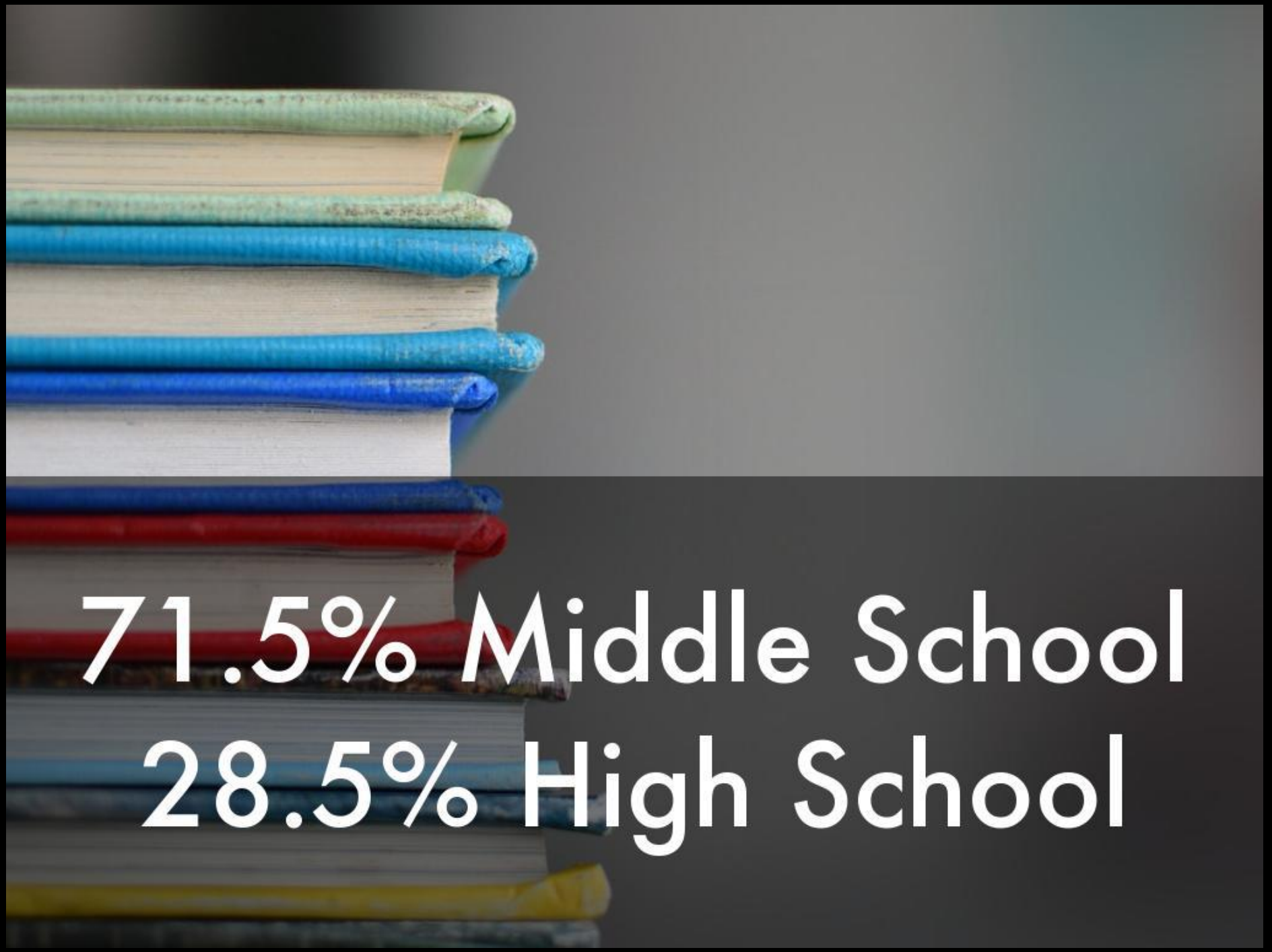
FV BREAKDOWN

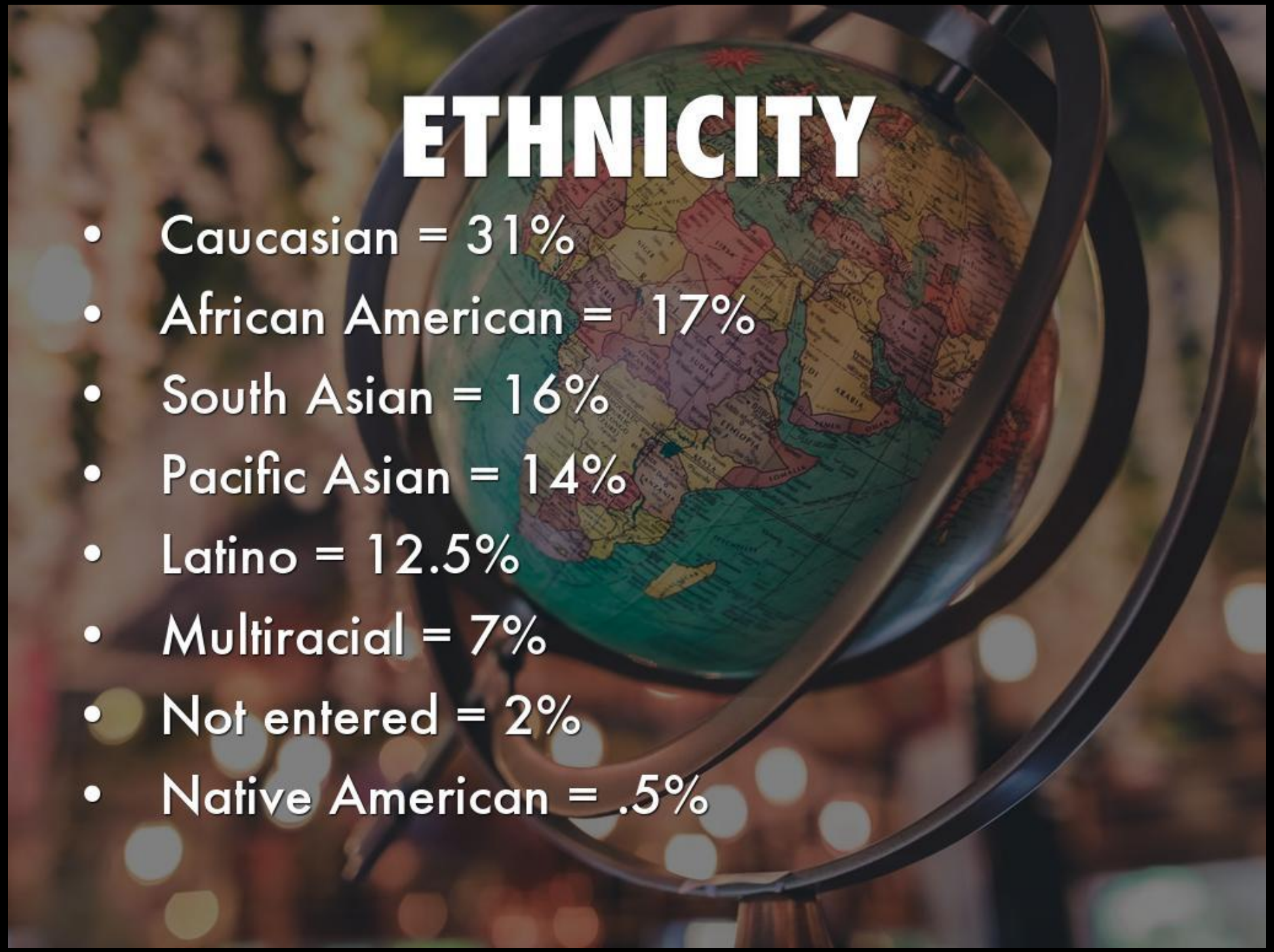
vote here!
¡vote aquí!
Preserve Voter Choice!
The Post, Dems, Teachers agree:
B is BAD!
Vote NO On
tion B
47,500+ STUDENTS

35,000+ FAMILIES

100K+ SERVICE HOURS
2004 - 2022


50.7% Male
49.3% Female


71.5% Middle School
28.5% High School



ETHNICITY

- Caucasian = 31%
- African American = 17%
- South Asian = 16%
- Pacific Asian = 14%
- Latino = 12.5%
- Multiracial = 7%
- Not entered = 2%
- Native American = .5%

FV TASKS

MONDAY PRECINCT SETUP

- Sign "FV Roster" for SSL hrs.
- Discuss allergies, health issues, etc…
- Assist Chief Judge as directed
- Familiarize yourself with polling room (exits, bathrooms, layout)
- Note precinct phone number

ELECTION DAY SERVICE (greeter)

- Be polite and smile
- Acknowledge voters
- Offer assistance & voter information
- Assist voters having difficulties standing
- Inform voters of prohibited activities (smoking, vaping, recording,taking pictures, no pets unless service animals, etc.)

ELECTION DAY SERVICE (exit)

- Issue "I Voted" sticker
- Encourage Election Judge/Future Vote sign-up
- Create a clean working area free of clutter
- No Partisan literature allowed on table! ONLY MoCo & MD Board of Elections

ELECTION DAY SERVICE (MISC.)

- Collect & recycle pens and privacy sleeves
- Keep entrance/exit clear
- Indicate restrooms

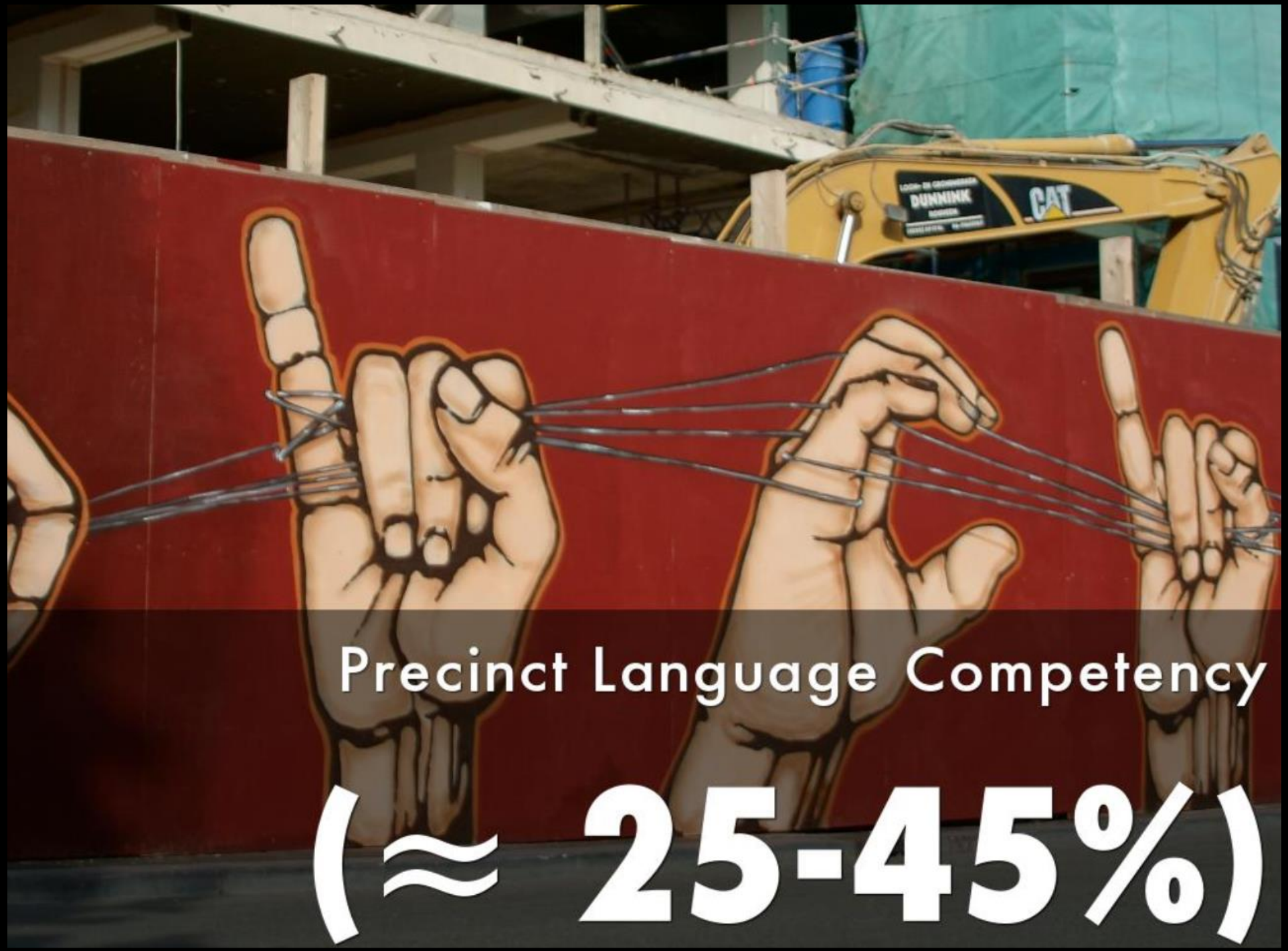
FV TRAINING TOPICS

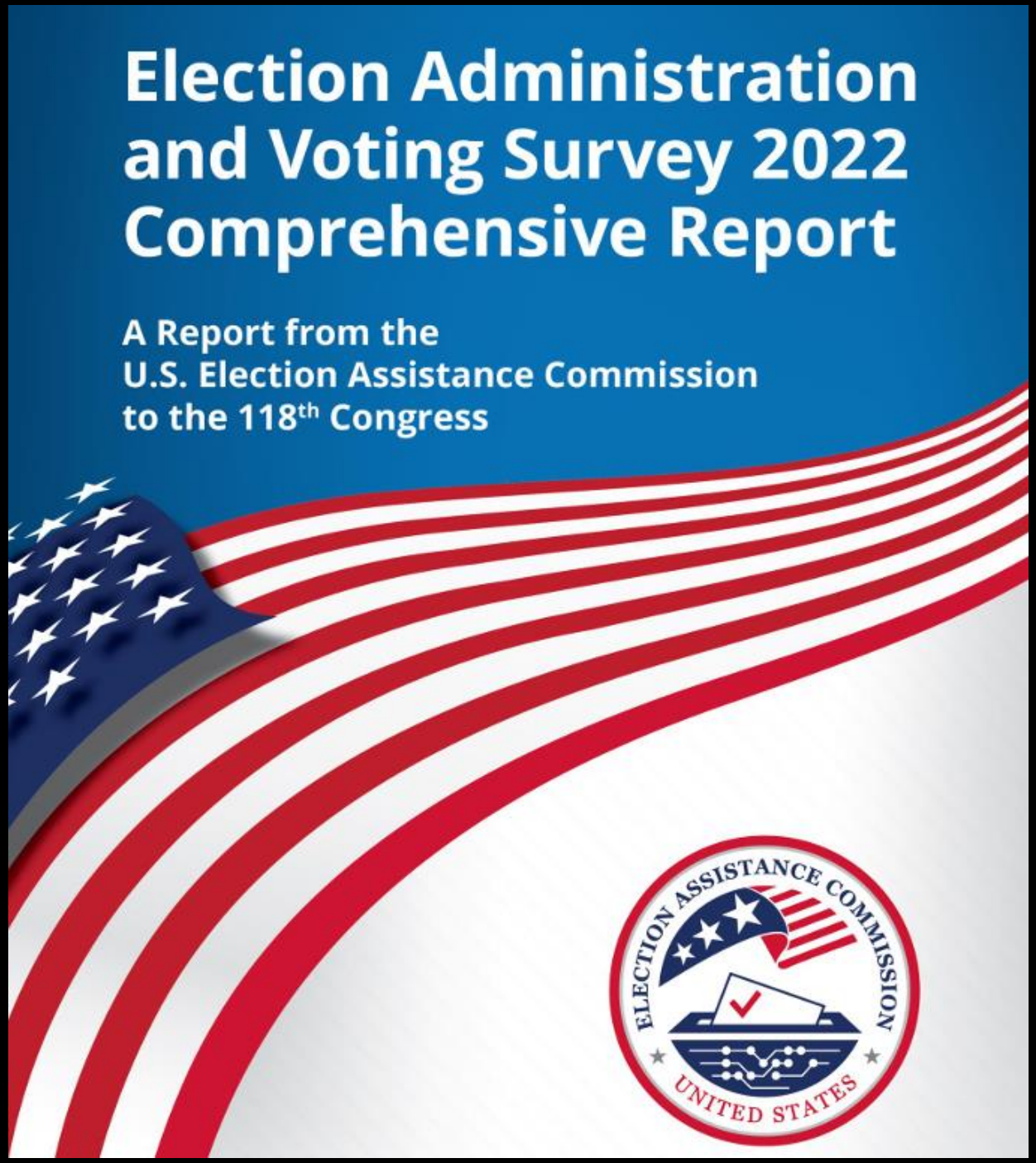
- Early Voting vs. Election Day (responsibilities)
- Provisional Ballot Prevention
- Vote by mail
- Voter maintenance
- Leveraging Sample Ballot
- Closed Party Primaries
- Section 203 & Naturalization rqmts

SECURITY
SECURITY
Le Tour France
HIGH SCHOOL POLL WORKER
RECRUITMENT

HOMAS S. WOOTTON
HIGH SCHOOL
ATHLETIC HALL OF FAME
Montgomery County Board of Elections
Future Vote Initiative
VOLUNTEER ON
ELECTION DA
Earn Up To
$21
OR 25 SSL
Individuals must be
registered to vote, live
and be at least 16
by Election
www.777vo
Follow us!
@777vote
REGISTER
TO VOTE
TODAY
#S210or25SSL
#777Vote
#MCRSGA
WOOTTON
SENIORS
WARNING BELL
PERIOD 1 - 4
LUNCH
PERIOD 6
PERIOD 7
PERIOD 8
What are your
Sources of Strength?
10,000+

BILINGUAL,
TECH SAVVY w/
BOUNDLESS ENERGY


DUNNINK
CAT
Precinct Language Competency
(≈ 25-45%)



EAC Election Administration & Voting Survey 2022 Report			
% Age (Election Worker)	U.S.	MD	MoCo
16-17	1.7%	2.6%	9.9%
18-25	4.2%	2.8%	4.8%
26-40	10.2%	10.7%	8.5%
41-60	26.2%	27.9%	28.2%
61-70	31.7%	35.1%	30.4%
71+	26.1%	20.9%	18.2%

EAC Election Administration & Voting Survey 2022 Report			
% Age (Election Worker)	U.S.	MD	MoCo
16-25	5.9%	5.4%	14.7%

EAC Election Administration & Voting Survey 2022 Report		
Election Worker Average Age	U.S.	MoCo
	61	54

National Association of Counties

2007 Achievement Award Winner

This Award is Presented to

Montgomery, MD

for
its program

"Future Vote Initiative": Catalyst for Tomorrow's Future Voters Today

in recognition of an effective and innovative program
which contributes to and enhances county government
in the United States.

Colleen Landkamer, President

Larry E. Naake, Executive Director

NACO National Association of Counties
The Voice of America's Counties

Montgomery County MD 2018 Clearinghouse Award Winner

Friday, March 11, 2022

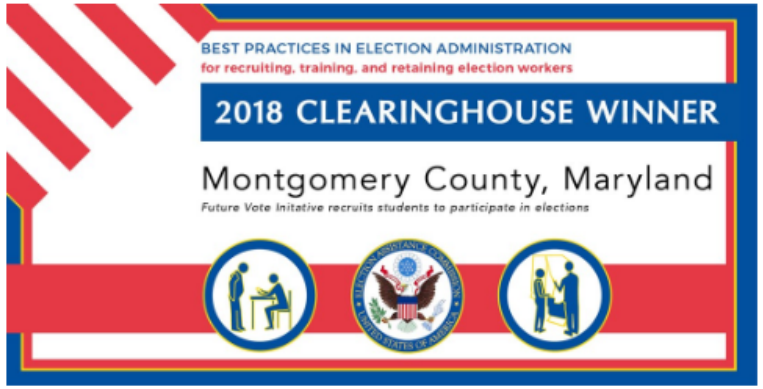
Share ›

Recruiting, Training and Retaining Election Workers

The Future Vote Initiative, which has recruited students from grades 6 to 12 to participate in elections, including over some who have served as election judges after their sixteenth birthday.

Since 2004, the Montgomery County Board of Elections (BOE) has conducted the Future Vote Initiative to encourage students from grades 6 to 12 to participate in elections. To date, 43,619 students have participated in the Future Vote Initiative, including over 10,000 who have served as election judges after their sixteenth birthday. The program recruits energetic, tech savvy students, many of who are also bilingual, into the election workforce and saves the county money. The program also provides an experience for young people that will shape their values and character and give them an understanding of what it means to exercise their vote and empower others to do the same.

Competition Submission



Montgomery County MD 2018 Clearinghouse Award Winner

INTERNATIONAL ASSOCIATION OF GOVERNMENT OFFICIALS

Representing the finest clerks, recorders, election officials & treasurers

iGO Innovator Award: Election Official's Division

2021: Gilberto Zelaya, Montgomery County, MD

MODERNIZATION
SUCCESS

2022 Outcomes

SMS TEXTING

40,648 messages

77788 Commands

VOTE (*VOTA*) = Register to vote
CHECK (*REVISE*) = Review/Update reg
VBM (*VPC*) = Mail-in ballot application
SERVE (*SERVIR*) = Election worker sign-up
BOX (*BUZON*) + Zip = Nearest drop box, address & directions
EV (*VA*) **+ Zip** = Nearest EV ctr, address, directions & wait times

Montgomery County Board of Elections (MD) 2020 Clearinghouse Award Winner

Friday, March 11, 2022

Share >

Category: Outstanding Innovation in Election Cybersecurity and Technology (Large Jurisdictions)

SMS Short Codes to Inform Voters

SMS texting provided Montgomery County voters with reassuringly simple, straightforward, and time-sensitive information. The use of short codes allowed the office to provide information quickly by sending service-generated hyperlinks when voters needed it most. The program efficiently filled gaps in the availability of services and improved the administration of an existing county program. In addition, use of separate Spanish language short codes helped ease language barriers and build trust with Spanish-speaking voters across the County.

Competition Submission

The U.S. Election Assistance Commission (EAC) annual Clearinghouse Awards, also known as the "Clearie" Awards, promote best practices in elections and celebrate the accomplishments of election officials across the United States.

2022 Outcomes

SMS TEXTING

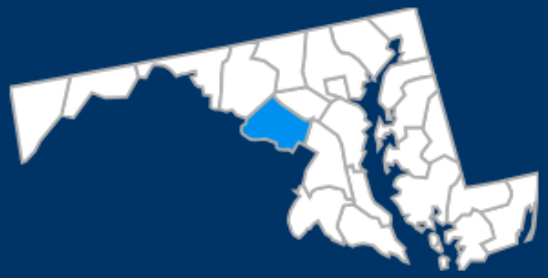
40,648 messages

MoCo Votes App

67,610 downloads

CAPABILITIES

- Drop box locator, address & directions
- Early voting FAQ's
- Early voting center locator, address, directions & wait times
- Election day precinct locator, address & directions
- Election worker FAQ's
- Future Vote FAQ's
- MD State Board of Elections
  - OLVR
  - Mail-in Ballot request
  - Voter lookup
  - Rumor control
- MoCo Voters Guide & Sample Ballot
- Public transportation planner
  - Ride-On
  - Ride-On Flex
  - WMATA



2020 NACo ACHIEVEMENT AWARD WINNER

Board of Elections Mobile App

MONTGOMERY COUNTY, MD.

ABOUT THE PROGRAM

CATEGORY: Information Technology

YEAR: 2020

The Montgomery County Government Department of Technology Services (DTS), in partnership with the County's local Board of Elections (BOE), has successfully developed and published a mobile app – "MoCo Votes" – which enables County voters to obtain vital election related information. During calendar year 2020, Montgomery County, Maryland, will have both a Primary and General election, and voter turnout is anticipated to be exceptionally high for both. The MoCo Votes mobile app has been successfully published to the Apple and Google app stores and is available for download by County constituents. The realized goals of this program include the following: • Making information easily available to County voters on mobile devices • Potentially reducing the need for voters to file Provisional Ballots • Improved voter outreach • Ease of use and interactivity • Compliance with the Americans with Disabilities Act • Multilingual capability • Integration with existing Enterprise systems • Low Cost of implementation

EXPLORE WINNING PROGRAMS

Full Awards Database

More Programs in Information Technology

All Awards for Montgomery County, Md.

Questions?

Email Awards@NACo.org

2022 Outcomes

SMS TEXTING

40,648 messages

MoCo Votes

67,610 downloads

Facebook

97,207 impressions

2022 Outcomes

SMS TEXTING

40,648 messages

MoCo Votes

67,610 downloads

Facebook

97,207 impressions

Google Ads

905K impressions

2022 Digital Impressions

(Top 4: SMS + MoCo Votes App + FB + Google Ads)

1,110,465

(outcomes buttressed by branding)

BRANDING

MONTGOMERY COUNTY BOARD OF ELECTIONS

Official Sample and Voting Info

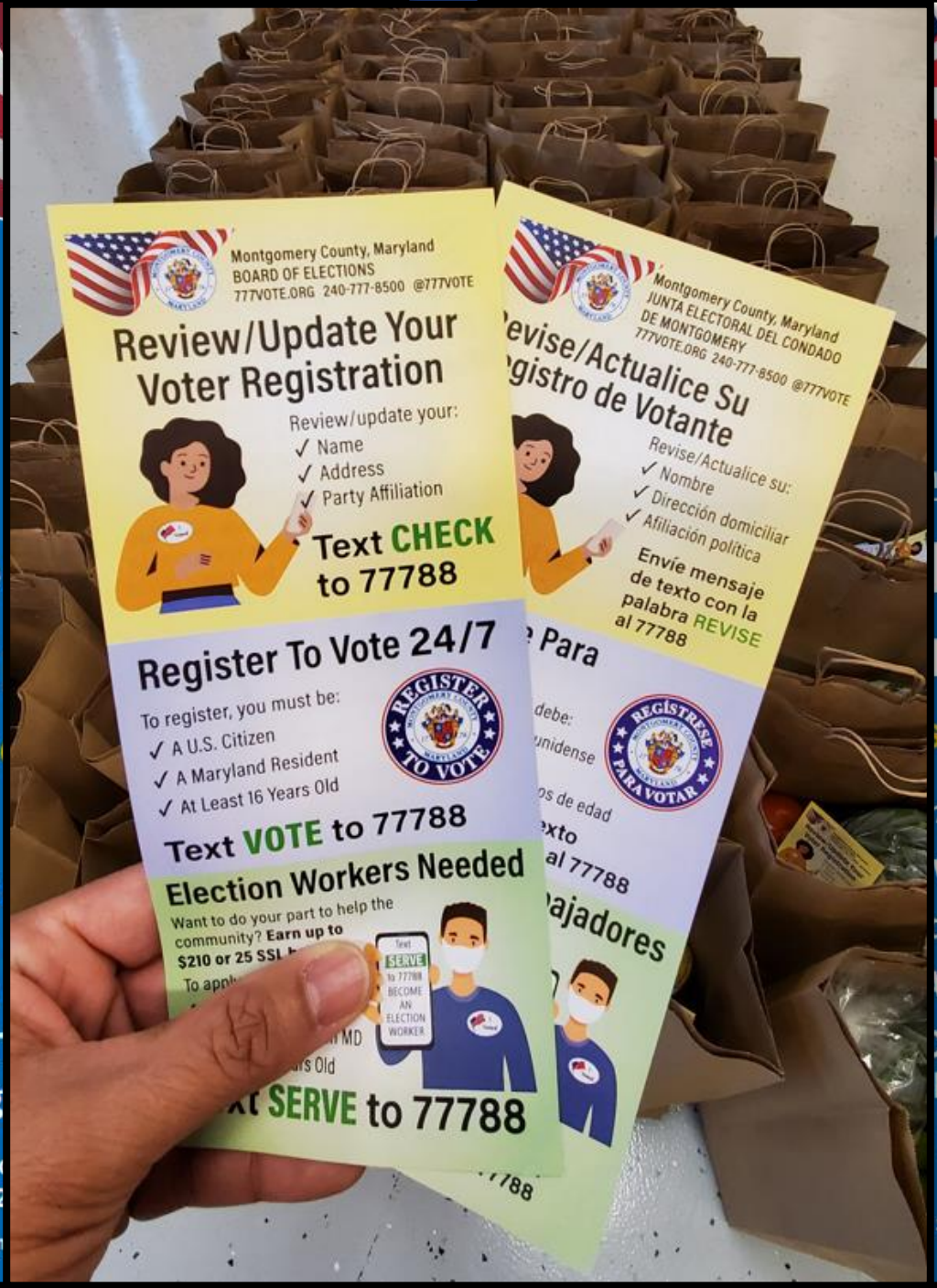
2022 Gubernatorial Gen

Look inside for information on:

- ✓ Three Ways To Vote (pages
- ✓ Ballot Drop Boxes (page 4)
- ✓ Early Voting Centers (page
- ✓ MoCo Votes App & Phone
- ✓ Official Sample Ballot (pag

¿Habla español? Su Papeleta de Muestra Ofi
e Información de Votación está en la página 2

Voting information is provided in Spanish as required by Section



MONTGOMERY COUNTY MARYLAND

ONTGOMERY

Muestra Oficial
n de Votación

s Gubernamental de 2022

nformación sobre:

- votar (páginas 26 - 1)
- le papeletas (página 28)
- nticipada (páginas 30 - 31)
- o Votes y
- lefónicos (página 32)
- Oficial (páginas 11 - 16)

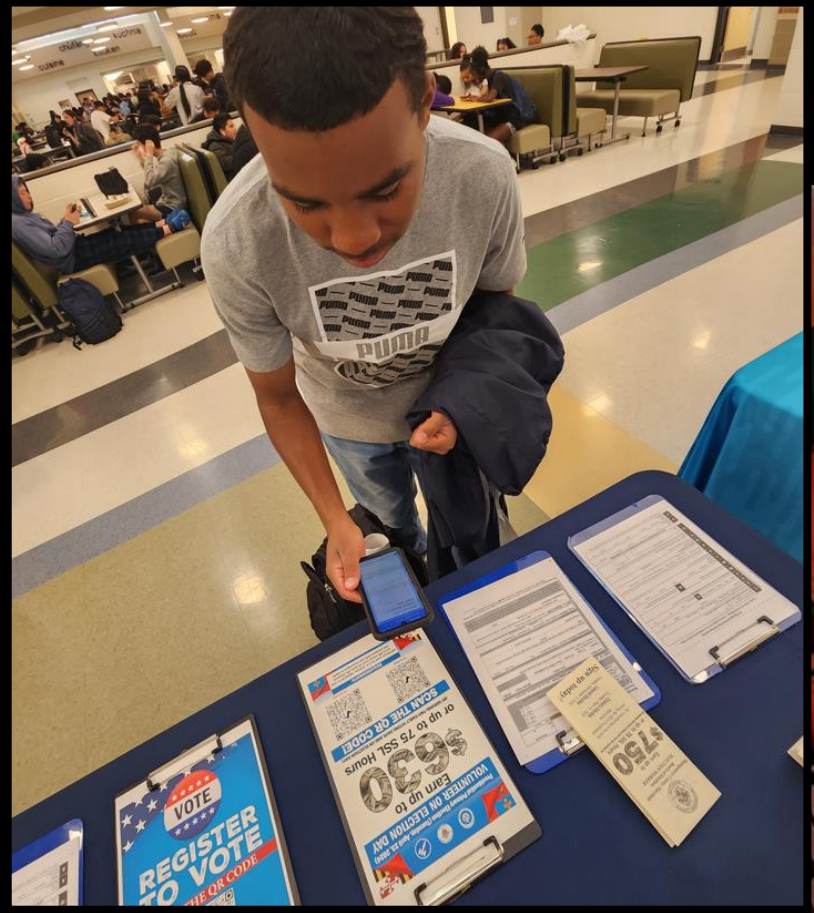
1975 requiere que la información sobre la votación

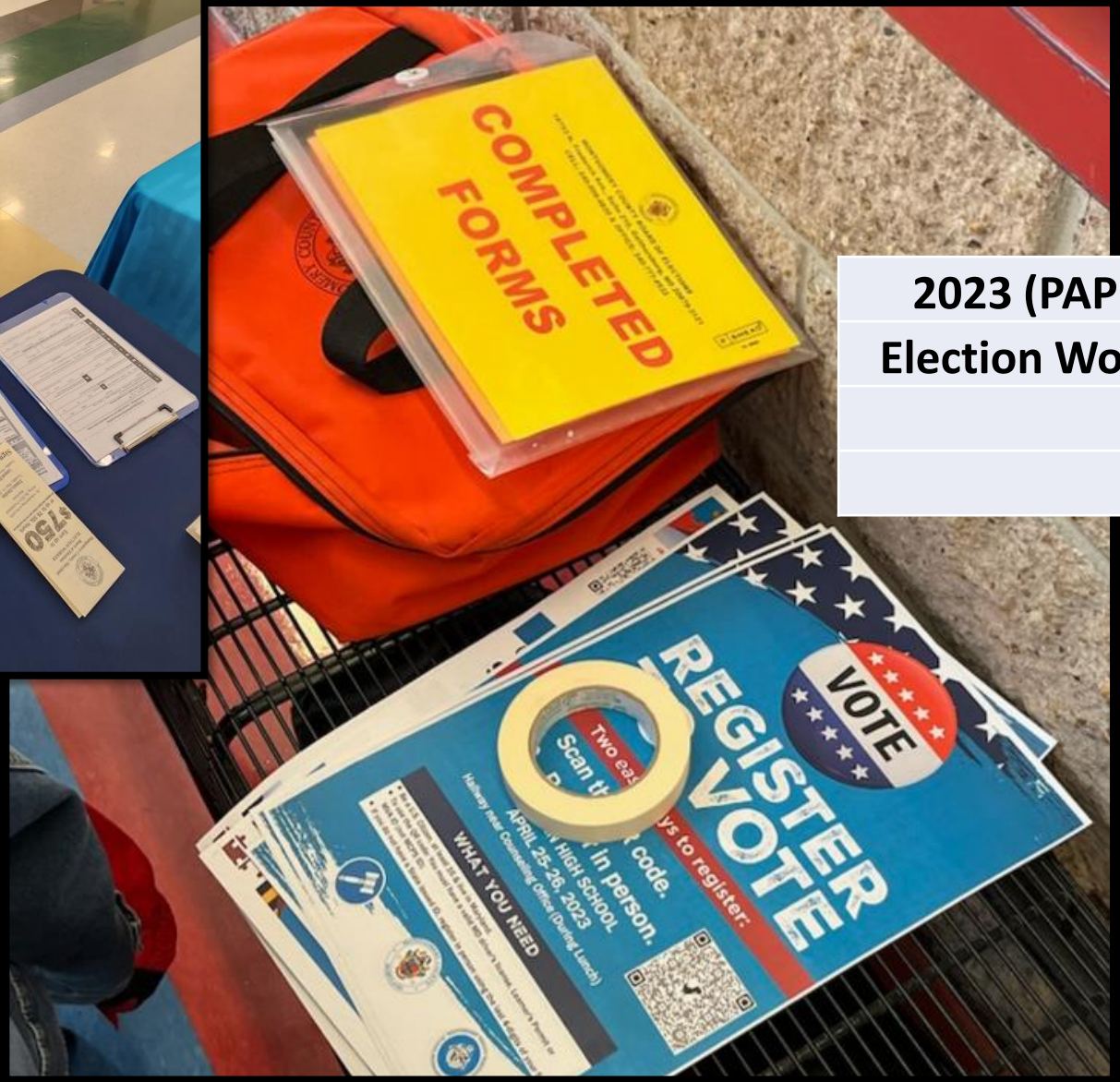
Paperless Outreach

NEW FOR 2024!

Benefits:

- People can easily scan a **QR code** with their smart phone to act.
- Typing a URL is time-consuming and inconvenient on a mobile screen.
- Unlike online marketing, print-based marketing has limitations. With QR Codes, you can give consumers a way to access unlimited information.
- Mitigate abysmal handwriting.





NEW FOR 2024!

2023 (PAPERLESS PILOT) OUTREACH
Election Worker Application Submitted
Paper (220)
QR (1,019)

THANK YOU!

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(E) gilberto.zelaya@montgomerycountymd.gov