MEMORANDUM

April 9, 2019

TO: Government Operations and Fiscal Policy Committee

FROM: Amanda Mihill, Legislative Attorney *Amahill*

SUBJECT: FY20 Operating Budget: Board of Elections

PURPOSE: Initial approval of Committee recommendation on the FY20 Operating Budget

Those expected to attend this worksession include:
Members of the Board of Elections
Margaret Jurgensen, Election Director, Board of Elections
Alysoun McLaughlin, Deputy Election Director, Board of Elections
Crystal Sallee, Fiscal and Policy Analyst, Office of Management and Budget

Board members are:
James Shalleck, President
Nahid Khozeimeh, Vice President
Mary Ann Keeffe, Secretary
Alexander Vincent, Board Member
David Naimon, Board Member
Jacqueline Phillips, Substitute Board Member
Alan Banov, Substitute Board Member

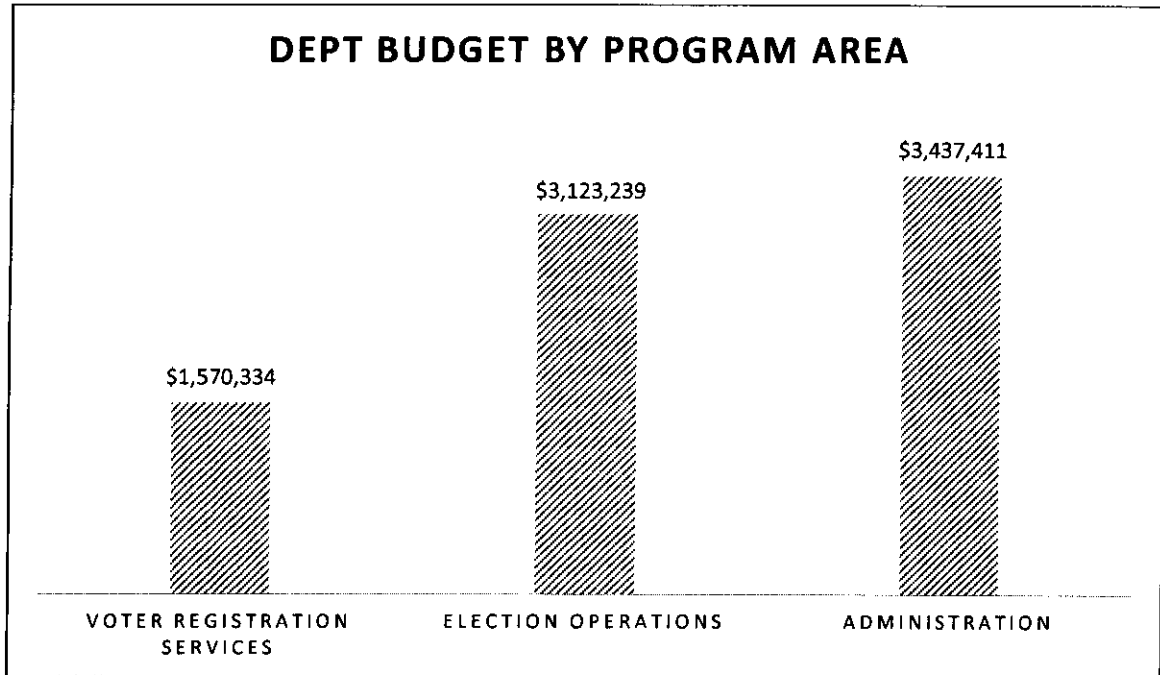Relevant pages from the FY20 Recommended Operating Budget are attached on ©1-5.

Budget Summary:
- Total recommended budget for the Board of Elections is $8,130,984, which is a 0.71% increase from the FY19 Approved Budget.
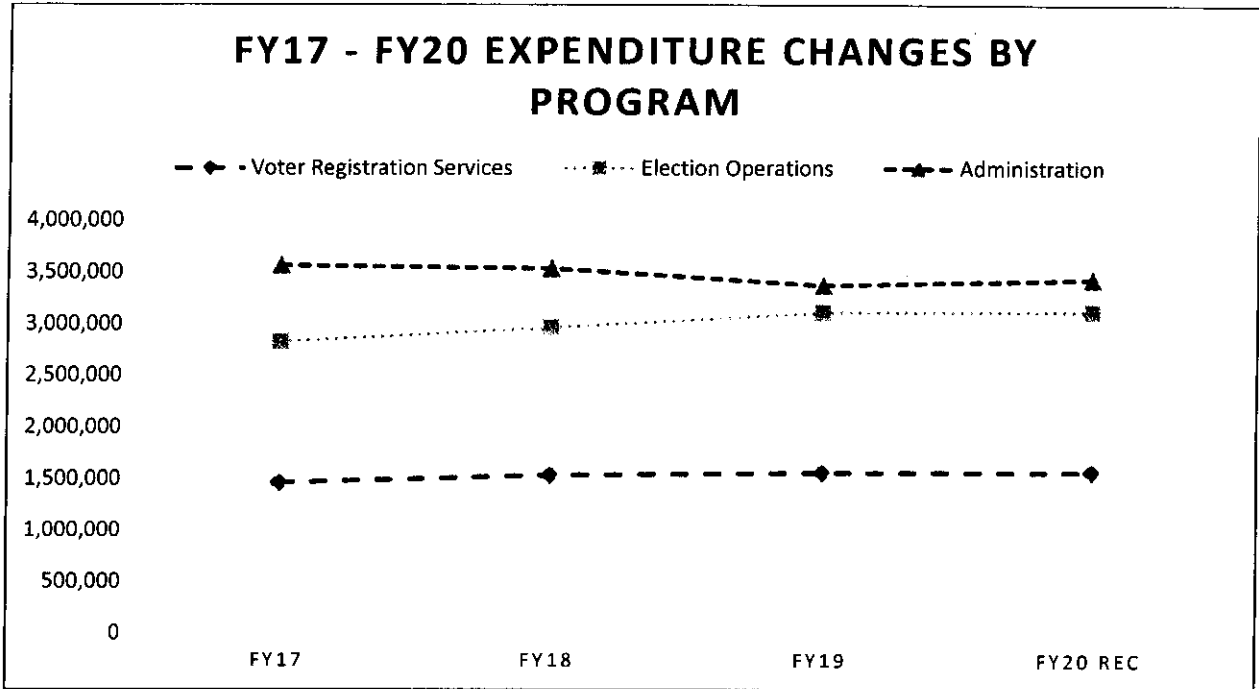
Council Staff Recommendation:
- Approve the Executive's recommended operating budget submission with the addition of $400,000 on the Reconciliation List to implement same day voter registration.

Overview

DEPT BUDGET BY PROGRAM AREA

	$1,570,334	$3,123,239	$3,437,411
	VOTER REGISTRATION SERVICES	ELECTION OPERATIONS	ADMINISTRATION

For FY20, the County Executive recommends total expenditures of $8,130,984 for the Board of Elections, which is a 0.71% increase from the FY19 Approved Budget of $8,073,422. The Executive is not recommending an overall increase in the number of positions, but is recommending a decrease of 1 part-time position and an increase of 1 full-time position.

	FY18 Actual	*FY19 Approved*	*FY20 Recommended*	*% Change FY18 – FY20*
Expenditures by fund				
General Fund	$8,099,237	$8,073,422	$8,130,984	0.7%
Expenditures by type				
Personnel Cost	$4,063,696	$4,119,196	$4,318,754	4.8%
Operating Expenses	$4,035,541	$3,954,226	$3,812,230	-3.6%
Total Expenditures	$8,099,237	$8,073,422	$8,130,984	0.7%
Positions				
Full-Time	28	28	29	3.6%
Part-Time	3	3	2	-33.3%
FTEs	**56.18**	**56.18**	**56.35**	0.3%

FY17 - FY20 EXPENDITURE CHANGES BY PROGRAM

Legend: — ◆ — Voter Registration Services   ··· ✱ ··· Election Operations   — ▲ — Administration

Y-axis: 0, 500,000, 1,000,000, 1,500,000, 2,000,000, 2,500,000, 3,000,000, 3,500,000, 4,000,000

X-axis: FY17, FY18, FY19, FY20 REC

Public Hearing Testimony

The Board of Elections testified at the April 8 Council public hearing on the Operating Budget. Their testimony is at ©6.

FY20 Expenditure Issues

Many of the Board's services are mandated by federal and state election law. Section 2-203 of the Election Law Article of the Maryland Code requires the County to appropriate funds to the local Board of Elections to cover the necessary and reasonable expenses incurred in the performance of its duties as prescribed by law.

1. Election Year Fluctuations / Mandated Costs: -$141,996

The workload of the Board of Elections fluctuates according to the following four-year election cycle:

FY20-FY23 Election Cycle

Year	Election	Fiscal Year
One	Federal Primary	FY20
Two	Federal General	FY21
Three	Federal, State, and County Primary	FY22
Four	Federal, State, and County General	FY23

3

The recommended FY20 Operating Budget reflects this cycle and contains several cost changes associated with election cycle changes. Additionally, the County Board is subject to State Election Law, which has imposed several unfunded mandates and the Board of Elections must continue to follow ever-changing directives from the State Board of Elections. The table on the following page summarizes these election year fluctuations and state mandated expenses.

Item	Amount
Increase Cost: Electronic Poll Book Maintenance	$176,974
Decrease Cost: Motor Pool Adjustment	-$1,442
Decrease Cost: Site Rental for Early Voting	-$4,950
Reduce: Operating Expense (Keys & Locks)	-$8,000
Decrease Cost: Sample Ballot/Shredding Fees	-$11,000
Reduce: Operating Expenses [Election Operations]	-$41,500
Decrease Cost: Test [Operating Expenses - Administration]	-$252,078
Net Fluctuations/Mandates	**-$141,996**

Council staff recommendation: support the Executive's recommended budget for these items.

2. Same services adjustments: $199,528

The FY20 Recommended Operating Budget includes the following same services adjustments:

Item	Amount
Increase Cost: FY20 Compensation Adjustment	$130,157
Increase Cost: Annualization of FY19 Personnel Costs	$69,669
Increase Cost: Board Members - Stipend	$5,250
Increase Cost: Retirement Adjustment	$3,958
Increase Cost: Technical Adjustment	$3,652
Technical Adjustment: FY19 Mid-Year Staffing Changes	-$13,158
Net Same Services Adjustments	**$199,528**

Council staff recommendation: support the Executive's recommended budget for these items.

3. Same Day Voter Registration: $400,000

During the 2019 General Assembly session, the General Assembly passed 2 bills (House Bill 286 and Senate Bill 449) that would provide for same day voter registration. These bills implement the constitutional question on the ballot in 2018 that approximately 67% of voters approved. The Governor has not yet signed either bill. Funds are not included in the recommended FY20 Operating Budget.

Local Board staff estimates that the first year cost of implementing same day voter registration would be $400,000. This includes $75,000 for additional election judges, $162,500 for additional electronic pollbooks, and $95,200 for pollbook printers.

Council staff recommendation: add $400,000 to the Reconciliation List to fund same day voter registration. Although the bills have not yet been signed as of the printing of this staff report, it seems likely they will become law. Under the state process, bills must be presented to the Governor within 20 days after adjournment and the Governor has 30 days to sign. It is likely the Council will know before the budget is finalized if the Governor will sign the bills.

4. Automatic Voter Registration Implementation

In 2018, the State enacted legislation that required automatic voter registration when residents interact with certain State agencies, including the Motor Vehicle Administration, Maryland Health Benefit Exchange, local departments of social services, and the Mobility Certification Office in the Maryland Transit Administration. This registration system is mandated to be in place by the 2020 elections.

The recommended FY20 Operating Budget does not include funding for this mandate. Local Board staff have indicated that while they expect an additional workload, it is difficult to qualify. Local Board staff anticipate managing the implementation of automatic voter registration with existing personnel and will advise the Executive and Council if additional funds are required during FY20.

5. Advertising/Outreach

Reaching County voters has long been a concern of Councilmembers. Councilmembers have been significantly interested in the Board's outreach and advertising plans. For informational purposes, attached on ©7 is the Community Outreach & Empowerment Executive Summary report which describes the Board's outreach efforts for the 2018 Gubernatorial Election.

FY20 Revenue Issues

Revenues for the Board are calculated based on publication sales. State law mandates the fees charged for election publications, and sales are expected to produce $10,000 in FY20.

Council Staff Recommendation

Council staff recommends approving the Executive's recommended operating budget submission with the addition of $400,000 to the Reconciliation List to implement same day voter registration.

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Board of Elections

RECOMMENDED FY20 BUDGET
$8,130,984

FULL TIME EQUIVALENTS
56.35

✳ **MARGARET JURGENSEN,** ELECTIONS DIRECTOR

MISSION STATEMENT

The mission of the Board of Elections is to register voters, conduct elections, assist persons seeking elective office with candidate filings and campaign fund reports, assist citizens seeking to place questions on the ballot, and preserve election data.

BUDGET OVERVIEW

The total recommended FY20 Operating Budget for the Montgomery County Board of Elections is $8,130,984, an increase of $57,562 or 0.71 percent from the FY19 Approved Budget of $8,073,422. Personnel Costs comprise 53.11 percent of the budget for 29 full-time position(s) and two part-time position(s), and a total of 56.35 FTEs. Total FTEs may include seasonal or temporary positions and may also reflect workforce charged to or from other departments or funds. Operating Expenses account for the remaining 46.89 percent of the FY20 budget.

COUNTY PRIORITY OUTCOMES

While this program area supports all seven of the County Executive's Priority Outcomes, the following are emphasized:

❖ **Effective, Sustainable Government**

❖ **Thriving Youth and Families**

DEPARTMENT PERFORMANCE MEASURES

Performance measures for this department are included below (where applicable), with multi-program measures displayed at the front of this section and program-specific measures shown with the relevant program. The FY19 estimates reflect funding based on the FY19 Approved Budget. The FY20 and FY21 figures are performance targets based on the FY20 Recommended Budget and funding for comparable service levels in FY21.

ACCOMPLISHMENTS

☑ RECORD TURNOUT GUBERNATORIAL ELECTION - In FY19, more than 400,000 voters cast ballots in the Gubernatorial General Election - shattering the previous record of 308,429 voters who turned out for a gubernatorial general election in 2006.

☑ HAND RECOUNT OF PAPER BALLOTS - In FY19, the Board and staff conducted two hand recounts in the Democratic primary for County Executive and in the Democratic primary for the House of Delegates in Legislative District 16. During the recount, staff created new procedures and set precedents for how recounts will likely be conducted using paper ballots in the future.

☑ EXPANDED OUTREACH TO ENLIST 16 YEAR OLD ELECTION JUDGES - The Board expanded its award-winning Future Vote Program and leveraged a new state law allowing 16 year old students the choice of either Student Service Learning Hours or a paid stipend as an Election Judge. The Board's staff visited every high school to recruit and engage a record number of students in the program.

INNOVATIONS AND PRODUCTIVITY IMPROVEMENTS

✳ FASTER INTAKE OF ABSENTEE BALLOTS - Coordination of incoming absentee ballots was streamlined and an increased number of staff were assigned to perform data entry, improving the customer experience for voters seeking information on the status of their ballot.

✳ FASTER PAYMENT TO ELECTION JUDGES - Streamlining procedures and shifting staff resources, the turnaround time for processing payroll decreased from six to five weeks in the 2018 Gubernatorial Election. Election Judges received their stipend payments a week earlier.

COLLABORATION AND PARTNERSHIPS

✳ **Use of Emergency Management Communications Platform on Election Day**
The Board has dramatically improved its field support, responsiveness, and ability to communicate swiftly and effectively with up to 250 polling places on Election Day, at no additional cost to County taxpayers. The Office of Emergency Management and Homeland Security offered the use of its public alert notification system, which can also be used for targeted communication and text response. During the 2016 Presidential Election, the Board experimented with a pilot project, expanded its use in the 2018 Gubernatorial Election, and intends to expand this partnership to communicate with employees and with early voting sites for the 2020 Presidential Election.
Partners
Office of Emergency Management and Homeland Security

PROGRAM CONTACTS

Contact Margaret A. Jurgensen of the Montgomery County Board of Elections at 240.777.8523 or Crystal B. Sallee of the Office of Management and Budget at 240.777.2778 for more information regarding this department's operating budget.

PROGRAM DESCRIPTIONS

✳ Voter Registration Services

The Voter Registration Services program provides clerical and administrative support to register new voters, maintains the currency of information in the official registry, and provides clerical and administrative support to process requests for absentee ballots. The Federal Help America Vote Act mandated the establishment of a statewide voter registration database (MDVOTERS) that occurred in 2006, moving the County voter registration database to a statewide platform under the aegis of the State Board of Elections. In addition, this program processes all changes of name, address, and party affiliation, and maintains a delete file, removing voters for reasons of death, felony conviction, ineligibility for jury duty, moving out of the jurisdiction, and other valid legal reasons. The program provides legally-required training for volunteer registrars; responds to various voter and candidate requests for voter registration applications, listings, and CDs of registered voters; verifies nominating or referenda petitions submitted; and issues and canvasses absentee and provisional ballots. Implementation of the National Voter Registration Act of 1993 requires all motor vehicle and State social service agencies to solicit voter registration applications and information changes from every client or customer resulting in an increase in the number of applications and changes received for processing, many of which require research to clarify inaccurate or incomplete information. The program also tracks returned mail and sends a second mailing in order to accurately maintain the database.

Program Performance Measures	Actual FY17	Actual FY18	Estimated FY19	Target FY20	Target FY21
Number of active registered voters (000s)	657	644	655	680	700
Number of voter registration transactions (000s)	685	690	695	700	705
Number of provisional ballots issued on election day(s)	12,757	3,634	10,496	9,000	12,000
Number of absentee ballots requested (000s)	63	14.9	47.0	55	70
Number of absentee ballots voted/returned (000s)	50.5	10.6	37.4	25.0	60.(

FY20 Recommended Changes	Expenditures	FTEs

	Expenditures	FTEs
FY19 Approved	1,563,921	18.20
Increase Cost: Technical Adjustment	3,652	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	2,761	(0.83)
FY20 Recommended	1,570,334	17.37

✳ Election Operations

The Election Operations program provides administrative, clerical, and technical support for the conduct of local, state, and federal elections. The Election Operations program assists individuals seeking elective office with candidate filings; delineates and maintains accurate precinct boundaries; prepares and produces various district and precinct maps; administers the results of redistricting; acquires and maintains required polling places; surveys and monitors compliance of handicapped accessibility at all polling places; obtains and provides all polling place supplies and logistics to properly equip the polling places for voting; develops training materials; and recruits and trains election judges to staff early voting sites and polling places.

The Election Operations program conducts an election each fiscal year, according to a four-year election cycle. Year One: Gubernatorial Primary Election (FY18) / Year Two: Gubernatorial General Election (FY19) / Year Three: Presidential Primary Election (FY20) / Year Four: Presidential General Election (FY21).

Program Performance Measures	Actual FY17	Actual FY18	Estimated FY19	Target FY20	Target FY21
Number of designated polling place equivalents per election	312	324	324	327	327
Percent of polling places opening on time	100%	100%	100%	100%	100%
Percent of provisional ballots that were issued because of a clerical error	0%	0%	0%	0%	0%
Percent of election judge compliance with chain of custody procedure	100	100	100	100	100
Number of election judges recruited, trained, and placed per election	3,556	2,979	3,432	3,800	4,000

FY20 Recommended Changes	Expenditures	FTEs
FY19 Approved	3,114,564	20.53
Decrease Cost: Site Rental for Early Voting	(4,950)	0.00
Reduce: Operating Expenses	(41,500)	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	55,125	0.00
FY20 Recommended	3,123,239	20.53

✳ Administration

The Administration program of the Board of Elections includes budget development; fiscal control; administration of personnel and contractual issues; procurement; program planning and evaluation; and coordination and cooperation with Federal, State, and local government agencies, elected officials, and political organizations. This includes ensuring that the requirements of Section 203 of the Voting Rights Act are met by providing all election related materials in both English and Spanish languages. The program is also responsible for providing accessible voting for all registered voters and coordinating all technology needs and activities with the State and County technology systems. Finally, the program is responsible for programming and coordinating resources for a voting system comprised of voting machines, express poll books, and printers and required peripheral equipment for deployment to polling places and early voting centers within Montgomery County.

Program Performance Measures	Actual FY17	Actual FY18	Estimated FY19	Target FY20	Target FY21
Percent of required voting units per precinct that were operable on election day	100%	100%	100%	100%	100%
Number of electronic poll books prepared and used on election days	1,064	1,059	1,059	1,174	1,174
Number of voting booths prepared and used on election days	4,515	3,283	3,283	3,687	3,687
Total ballots cast (000s)	482	158	414	310	500

FY20 Recommended Changes	Expenditures	FTEs

Board of Elections

FY20 Recommended Changes	Expenditures	FTEs
FY19 Approved	3,394,937	17.45
Increase Cost: Electronic Poll Book Maintenance	176,974	0.00
Increase Cost: Board Members - Stipend	5,250	0.00
Decrease Cost: Sample Ballot/Shredding Fees	(11,000)	0.00
Technical Adj: FY19 Mid-Year Staffing Changes	(13,158)	0.17
Decrease Cost: Test	(252,078)	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	136,486	0.83
FY20 Recommended	3,437,411	18.45

BUDGET SUMMARY

	Actual FY18	Budget FY19	Estimate FY19	Recommended FY20	%Chg Bud/Rec
COUNTY GENERAL FUND					
EXPENDITURES					
Salaries and Wages	3,292,254	3,301,886	3,799,993	3,443,874	4.3 %
Employee Benefits	771,442	817,310	1,046,536	874,880	7.0 %
County General Fund Personnel Costs	4,063,696	4,119,196	4,846,529	4,318,754	4.8 %
Operating Expenses	4,035,541	3,954,226	3,588,259	3,812,230	-3.6 %
County General Fund Expenditures	8,099,237	8,073,422	8,434,788	8,130,984	0.7 %
PERSONNEL					
Full-Time	28	28	28	29	3.6 %
Part-Time	3	3	3	2	-33.3 %
FTEs	56.18	56.18	56.18	56.35	0.3 %
REVENUES					
Other Charges/Fees	8,048	10,000	10,000	10,000	—
County General Fund Revenues	8,048	10,000	10,000	10,000	—

FY20 RECOMMENDED CHANGES

	Expenditures	FTEs
COUNTY GENERAL FUND		
FY19 ORIGINAL APPROPRIATION	8,073,422	56.18
Changes (with service impacts)		
Reduce: Operating Expenses (Keys & Locks)	(8,000)	0.00
Reduce: Operating Expenses [Election Operations]	(41,500)	0.00
Other Adjustments (with no service impacts)		
Increase Cost: Electronic Poll Book Maintenance [Administration]	176,974	0.00
Increase Cost: FY20 Compensation Adjustment	130,157	0.00
Increase Cost: Annualization of FY19 Personnel Costs	69,699	0.00
Increase Cost: Board Members - Stipend [Administration]	5,250	0.00
Increase Cost: Retirement Adjustment	3,958	0.00
Increase Cost: Technical Adjustment [Voter Registration Services]	3,652	0.00
Decrease Cost: Motor Pool Adjustment	(1,442)	0.00
Decrease Cost: Site Rental for Early Voting [Election Operations]	(4,950)	0.00
Decrease Cost: Sample Ballot/Shredding Fees [Administration]	(11,000)	0.00
Technical Adj: FY19 Mid-Year Staffing Changes [Administration]	(13,158)	0.17
Decrease Cost: Test [Administration]	(252,078)	0.00
FY20 RECOMMENDED	8,130,984	56.35

PROGRAM SUMMARY

Program Name	FY19 APPR Expenditures	FY19 APPR FTEs	FY20 REC Expenditures	FY20 REC FTEs
Voter Registration Services	1,563,921	18.20	1,570,334	17.37

PROGRAM SUMMARY

Program Name	FY19 APPR Expenditures	FY19 APPR FTEs	FY20 REC Expenditures	FY20 REC FTEs
Election Operations	3,114,564	20.53	3,123,239	20.53
Administration	3,394,937	17.45	3,437,411	18.45
Total	**8,073,422**	**56.18**	**8,130,984**	**56.35**

FUTURE FISCAL IMPACTS

CE RECOMMENDED ($000S)

Title	FY20	FY21	FY22	FY23	FY24	FY25
COUNTY GENERAL FUND						
EXPENDITURES						
FY20 Recommended	8,131	8,131	8,131	8,131	8,131	8,131
No inflation or compensation change is included in outyear projections.						
Labor Contracts	0	53	53	53	53	53
These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.						
Subtotal Expenditures	8,131	8,184	8,184	8,184	8,184	8,184

LWV LEAGUE OF WOMEN VOTERS®
OF MONTGOMERY COUNTY

TESTIMONY -- Montgomery County FY20 Recommend Operating Budget
April 8, 2019
League of Women Voters of Montgomery County

The League of Women Voters of Montgomery County (LWV-MC) recognizes the many hours of consideration in the development of Montgomery County's FY20 Operating Budget so that the County can more readily meet growing challenges in our diverse community.

Please initially note the following considerations:

- It is important to take a historical look at the difference in how various financial units may have been used in past budgets and extra requests when considering across the board reductions.

- Moreover, it is unfair to make cuts in the following types of situations: (1) when people have been initially more frugal than the funding provided and (2) some funding to maintain is needed or else Montgomery County loses its initial policy and property investment.

Our specific comments (below) on behalf of our members focus on key issues under (1) Voting, (2) Education, (3) Housing, and (4) Environment.

Voting
The League supports the extra expenditures requested by the Board of Elections to meet the Council and Board of Election's goal of one hour or less wait for voting lines. Much of this expenditure is for voter education: e.g., early voting sites are NOT open on election day. Especially busy precincts require extra staffing and check-in machines (Note: Maryland is not replacing the current model in 2020).

Education
Since we recognize that the period from birth to five is a crucial one in a child's development, **we strongly support funding in the MCPS budget to expand the number of full-day slots in the Pre-K and HeadStart programs** by 600 children in high need areas. We also support the **increased funding for special education services at the pre-K level and to better meet the needs of autistic students.**

We continue to support the funding needed to continue to provide the high-quality education for which the county is known to our growing student body and **are glad to see plans for expansion of career programs in new fields** where there are jobs **and to multiple locations,** making them more accessible to students who live in the UpCounty area.

MONTGOMERY COUNTY BOARD OF ELECTIONS
2018 Gubernatorial Election/Early Voting
Community Outreach, Public Information & Future Vote Executive Summary
Prepared by Gilberto Zelaya, Outreach/Public Information Officer

It is the mission of Montgomery County Board of Elections Division of Outreach & Empowerment to promote and encourage citizens to register to vote and to help shape the future of their communities by voting. Our focus if to engage the public so our citizenry knows the requirements and opportunities for registering to vote and to cast a ballot by mail, during Early Voting or on Election Day.

We continue to collaborate with the relevant community groups to focus on more intensive voter education efforts. We have identified community-based organizations that we seek to collaborate with to expand their ability to provide voter registration services to citizens of Montgomery County. This includes organizations from non-profits, faith-communities, labor, government agencies and non-profits.

In recognition to our outreach efforts, the U.S. Election Assistance Commission (EAC) awarded Montgomery County Board of Elections a 2018 "Clearie" Award for our Future Vote Initiative, which encourages students from grades 6 to 12 to participate in elections. The "Clearie" awards recognize best practices in election administration and highlight exemplary models, which can serve as examples to other officials and jurisdictions.

Empowerment focus:
- Voters with disabilities
- Expanding Senior electorate
- Newly Naturalized Citizens
- East/Down County Empowerment
- Linguistically-concentrated communities
- Student engagement via Future Vote Initiative
- Election judge/worker recruitment: bilingual, young adults & students

Empowerment Topics:
- The following information and topics were covered at all outreach events:
  o Absentee/Provisional Voting information
  o Sample ballot usage
  o Voter registration & Voter record maintenance
  o Early Voting vs. Election Day voting
  o Voter assistance form & special needs voting
    ▪ *Voter registration/Vote by Mail ballot applications in Braille (English & Spanish), website ADA compliant*
  o Voting system demonstrations
  o Bilingual poll worker/election judge recruitment and expectations
  o Section 203 and local board requirements
  o Election Judge/Future Vote recruitment

Partners/Ambassadors:

- **Private:** Asbury Methodist Village, Discovery Communications, Evergreen Adult Day Care, GEICO, Habitat America, Image Makers Barber Shop, Leisure World, Montgomery County Chamber of Commerce, Oasis Senior, Potomac Chamber of Commerce, Riderwood Village, Ring House, Universities at Shady Grove, etc.

- **HOA:** Clarksburg Village Commnuity Association, Flower Valley Citizens' Association, Flower Hill Association, Georgian Court Home Assocation, Montgomery Village Foundation, Old Georgetown Village Homeowners Association, Village of Friendship Heights, etc.

- **Academia:** Maryland Home Education Association, Maryland Parent Teacher Association, Montgomery College (Germantwon, Rockville & Takoma Park Campuses), Montgomery County Public Schools, Archdiocese of Washington, etc.

- **Non Profit/Faith:** Allen Chapel African Methodist Episcopal Church, Alpha Kappa Alpha Sorority, Boy & Girl Scouts of America, Casa de Maryland, Cedar Lane Unitarian Universalist Church, Center for Civic Design, Chinese Culture and Community Service Center, Clinton AME Church, Delta Sigma Theta Sorority, Guru Nanak Foundation of America, Har Tzeon Synagogue, Idara-e-Jaferia Islamic Center, IMPACT Silver Spring, Jack & Jill, Korean American Senior Citizens Associations, Linkages to Learning, League of Korean Americans, Manna Food Bank, Montgomery County League of Women Voters, Montgomery County NAACP, Mount Jezreel Baptist Church, National Federation for the Blind, National Active & Retired Federal Employees, Ohr Kodesh Congregation, The People's Community Baptist Church, Young Israel Shomrai Emunah, and Xi Sigma Omega Chapter, etc.

- **Montgomery County Government:** Department of Recreation, Human Rights Commission, Public Libraries, Human Resources, Commission on People with Disabilities, Community Use of Public Facilities, Housing and Community Affairs, Office of Public Information, Regional Service Centers, Commission for Women, Housing Opportunities Commission, Montgomery County Council, Office of Community Partnerships, Office of the County Executive, etc.

- **Press/Media:** El Zol (FM 99.1), La Nueva Mega (FM 92.7/94.3), Radio América (AM 1540), Univisión, Telemundo, Montgomery Community Media, Gandhi Brigade Youth Media, Senior Beacon, Comcast, Washington Chinese News, Korea Times, Washington Hispanic Newspaper, Washington Post, Google AdWords, WMAL (FM 105.9), WPGC (FM 99.5), Magic WMMJ (FM 92.7), African Mirror Newspaper, WTOP (FM 103.5), iHeart Media WASH (FM 97.1), Senior Beacon Newspaper, NBC4, ABC-DC, FOX-DC, etc.

- **Partisan:** Democratic Club of Leisure World, District 18 Breakfast Club, Montomery County Democratic Central Committee, MontgomeryCounty Woman's Democratic Club, Montgomery County Federation of Republican Women, Montomery County Republican Central Committee, Montomery County Republican Party, etc.

- **Federal:** National Institues of Health & U.S. Department of Homeland Security

- **Union:** AFL-CIO, LiUNA, MCGEO-UFCW Local 1994, UFCW Local 400 & SEIU Local 500

Outreach Breakdown by Zip code: The Outreach Division made a concerted effort to meet County residents in their communities. Below is a breakdown by zip code:

ZIP	CITY	TOTAL EVENTS
20812	Glen Echo	6
20814	Bethesda, Westboro, Alta Vista (NIH)	32
20815	Chevy Chase, Friendship Village, Somerset	9
20816	Bethesda, Brookmont	1
20817	Bethesda	16
20818	Cabin John	6
20832	Olney	10
20833	Brookville, Olney	12
20837	Poolesville	13
20850	Rockville	51
20851	Rockville	11
20852	North Bethesda, Rollins Park	17
20853	Aspen Hill, Rockville	10
20854	Potomac, Travilah	16
20855	Derwood, Redland	20
20860	Ashton-Sandy Spring, Ashley Manor, Olney	11
20861	Ashton-Sandy Spring	1
20866	Burtonsville	21
20868	Spencerville	1
20871	Clarksburg, Hyattstown	18
20872	Damascus	15
20874	Germantown	25
20876	Germantown	12
20877	Gaithersburg	29
20878	Darnestown, North Potomac, Gaithersburg	16
20879	Gaithersburg, Stewart Town	21
20886	Montgomery Village, Stewart Town	11
20895	South/North Kensington, Chevy Chase View	13

ZIP	CITY	TOTAL EVENTS
20901	Kemp Mill, White Oak	34
20902	Wheaton-Glenmont	46
20903	Hillandale-Silver Spring	19
20904	Colesville-Fairland	29
20905	Cloverly, Colesville Park, Spencerville	16
20906	Aspen Hill	23
20910	Silver Spring	50
20912	Takoma Park	20
21037	Edgewater	1
	Total	662

Future Vote Initiative: U.S. Election Assistance Commission (EAC) awarded Montgomery County Board of Elections a 2018 "Clearie" Award for our Future Vote Initiative.

FV Breakdown
- **Primary Election/Early voting**
  - 840 volunteers
    - Middle school: 637 (75.84%)
    - High school: 203 (24.16%)
  - 45% (378) identified having bilingual capabilities
  - 4644 community service hours

- **General Election/Early Voting**
  - 1412 volunteers
    - 992 Middle school: (70.25%)
    - 420 High school: (29.75%)
  - 39.31% (555) identified having bilingual capabilities
  - 6152 community service hours

High School Election Judges (16-18 years of age)
- Primary = 733
- General = 761
  - Total served = 1,494
    - 2016 (1,080 served yielding a 138.33% increase
      - 16-year-olds added to recruitment efforts

Public Information: The Board of Elections successfully implemented an effective and robust multicultural media outreach campaign across various platforms (print, radio, television, social/web) covering numerous languages beyond English (e.g. Amharic, Chinese, French,

Korean & Spanish). The ability to strengthen our community ties, build a large follower base while engaging voters enabled us to amplify our message throughout Montgomery County, MD.

MEDIA OUTLET GENERAL ELECTION	IMPRESSIONS/REACH
*African Mirror Newspaper	10,000 print run, 200,000 online impressions
*Comcast	1,035 TV PSA's & 30,000 Digital PSA's (515,000 reach)
*El Zol (FM 99.1)	30,000 (FB), 100000 (mobile display)
*Google AdWords	11,229 mobile Ad clicks
*iHeart Media WASH (FM 97.1)	142,917 impressions, 21,438 web/mobile banner
*Korea Times	35,000 print run, 122,000 readerships
*Magic WMMJ (FM 92.7)	244,238 impressions
*Senior Beacon Newspaper	175,000 print run, 400,000 readerships
*Telemundo	3,000 (MoCo zip code impressions)
*Total Traffic Weather & News	305,894 impressions per PSA
*Washington Chinese News	12,000 (3x impressions)
*Washington Hispanic Newspaper	45,000 print run, 157,500 readerships
*WMAL (FM 105.9) Cumulus	350,000 (mobile display), 65,000 (native display)
*WPGC (FM 99.5)	30,000 (FB), 100,000 (mobile display)
*WTOP (FM 103.5)	565,000 (cross platform impressions)
Spotlight (MCPS)	6 student PSA's (Middle School impressions 32,348 & High School 48,239)
Montgomery Community Media	4 invitations on Week in Review (EJ/FV recruitment, Vote by Mail/Voter Registration deadline, Early Voting, Election Day/30 min taping) & 2 on InfoZone (EJ/FV recruitment & Early Voting & Election Day preparations/60 min taping in Chinese)
County Cable Montgomery (MoCo PIO)	12 impressions & PSA's
Radio América (AM 1540)	6 invitations to Montgomery Al Día (30 min On Air) & 2 invitations to En Sintonia (60 min On Air)
Sun Sun Korean Radio	2 invitations (EJ recruitment & Early Voting/60 min live)
Noticias Univisión Washington (local)	4 impressions (EJ/FV recruitment, Vote by Mail, Early Voting & VR deadline)
Noticias Telemundo 44 (local)	4 impressions (EJ/FV recruitment, Vote by Mail, Early Voting & VR deadline)
Washington Post	Style Section (11/7/2018)
La Nueva (FM 87.7)	2 invitations (15 min On Air/EJ-FV recruitment)
WJLA-ABC Washington (local)	2 impressions (EJ recruitment & Vote by Mail deadline)
NBC Universal Washington (local)	2 impressions (EJ/FV recruitment, & VR deadline)
FOX 5 DC (local)	3 impressions (EJ recruitment, FV & VR deadline)
African Poets Online Radio	2 invitations (30 min On Air)
Social Media (FV, Insta & Twitter)	Increased traffic, presence & followers/likes

Election Day Credentials via PIO: (22 credential requests fulfilled)
- Media = 14
  - NBC4 Universal, NBC/Telemundo, Tokyo Broadcasting System's DC Bureau, CQ Roll Call, BRINK.com, La Sexta TV (Spain), Chung T'ien Television (CTI/TV, China), WJLA/NewsChannel 8, The Baltimore Sun, Asahi Shimbun/NO SHOW (Japan), VICE, PBS To the Contrary & Global New (Brazil)
- Exit Polls = 2
  - Asian American Legal Defense & Education Fund (AALDEF) & Potomac School (McLean, Virginia)
- Delegation visit = 3
  - Center on American Studies (Argentinian Delegation), Meridian International Center (German Delegation) & National Election Commission of South Korea (S. Korean Delegation/NO SHOW)
- Research & Tabulation = 1
  - Associated Press (AP)
- Election Night Results = 2
  - Montgomery Sentinel Newspaper & Associated Press (AP)

Election Day Visits (w/o notifying BOE):
- **317 individuals representing 72 organizations visited precincts**
  - **244 individuals/50 organizations did not contact BOE**
    - **e.g.** Organization for Security & Co-operation in Europe (OSCE) had a delegation of 31 individuals, sorted in groups of 3-5 visiting 22 precincts (04-28, 07-03, 07-26, 10-10, 13-03, 13-21, 13-22, 13-23, 13-24, 13-25, 13-27, 13-28, 13-29, 13-30, 13-34, 13-35, 13-36, 13-38, 13-40, 13-44, 13-45 & 13-46)
    - **United States International Center for Electoral Support (USICES) had** a delegation of 20 individuals visiting 2 precincts (06-03 & 04-35)

Recommendations for 2020:
- **Advertising:** Within multicultural segments, there are varieties and changes that will affect our outreach and media campaign efforts for 2020. Knowing these can strengthen community ties and confidence. After reviewing population shifts and language needs, it recommended adding Amharic, French and Vietnamese into our outreach/media efforts.

- **Credentials:** Early Voting/Election Day coordination amongst media/delegation/organizations must take place to assist Chief election judges/Board members. Precinct Visitor Logs provide a wealth of information not leveraged in the past. Media and delegation credentials will take place in advance to distribute community needs to minimize unannounced precinct visits allowing Chief Judges to perform. PIO and IT are developing an online credential request system to manage precinct visits by delegation, media and organizations.