

GO COMMITTEE #1  
May 2, 2019

**Worksession 2**

**MEMORANDUM**

April 30, 2019

TO: Government Operations and Fiscal Policy Committee  
FROM: Amanda Mihill, Legislative Attorney *Amihill*  
SUBJECT: FY20 Operating Budget: Board of Elections  
PURPOSE: Worksession 2: 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

**Prior Committee worksession**

At its first worksession on April 11, the Committee recommended that the Council approve the Executive's recommended budget of \$8,130,984 for the Board of Elections with the addition of \$125,000 as proposed by Councilmember Hucker for voting equipment and personnel cost to reduce wait times at significantly utilized polling places.

## Additional FY20 Expenditure Issue: Voter Outreach and Advertising

During its April 11 worksession, the Committee requested that the Board of Elections provide additional information on funding for voter outreach and advertising. In response, the Board provided the attached expenditure plan which shows potential expenditures, up to \$262,220. The document notes that expenditures can be scaled according to funding that is ultimately provided. A summary of the potential expenditures is provided below:

Item	Amount
<b>Temporary Personnel (©1)</b>	
Expand outreach event staffing	\$13,737
Part-time communications aide	\$22,895
Translate outreach materials	\$17,612
<b>Total Personnel</b>	<b>\$54,244</b>
<b>Operating Expenses</b>	
Advertising - expand advertising (©2, media outlet plan on ©5)	\$39,625
Event fees - Expand event registration (©2)	\$2,400
<b>Printing and Postage (\$115,125 total) (©2-3)</b>	
Mailing to voters with polling place changes	\$24,000
Mailing to voters who case provisional ballot	\$4,000
Primary election mailing to unaffiliated and minor party voters	\$60,000
Future Vote orientation guide and handouts	\$1,115
High school outreach and recruitment brochures	\$700
Montgomery Votes brochures in multiple languages	\$20,040
Other outreach materials	\$5,270
<b>Supplies (\$9,716 total) (©3, specific breakdown on ©6-7)</b>	
Outreach table equipment	\$2,070
Stickers/giveaway materials	\$6,480
Future Vote volunteer t-shirts	\$1,166
<b>Technology Services (\$41,110 total) (©4)</b>	
Text messaging services	\$20,000
Computer tables with data packages	\$19,700
Tabletop table holders	\$660
Portable printers	\$750
<b>Total Operating Expense</b>	<b>\$207,976</b>
<b>Total Personnel and Operating</b>	<b>\$262,220</b>

## Expenditure Plan for Enhanced Outreach and Advertising Funding

### Overview

This document details potential expenditures to expand voter outreach by the Montgomery County Board of Elections. All included expenditures can be scaled according to available funding.

Item	Amount
Temporary Personnel Costs	<b>\$54,244</b>
Operating Expenses	<b>\$207,976</b>
- Advertising	\$39,625
- Event Fees	\$2,400
- Printing and Postage	\$115,125
- Supplies	\$9,716
- Technology Services	\$41,110
<b>Total</b>	<b>\$262,220</b>

### Personnel

The Board of Elections has one full-time Program Specialist II who serves as the department's public information officer and coordinates voter engagement and outreach. The department's personnel budget includes an allocation of \$34,500 for outreach events, which supports a total of approximately 1,570 hours of staff time by part-time, temporary intermittent employees.

The department has several employees who are qualified to translate voting materials into Spanish as required of Montgomery County under Section 203 of the Voting Rights Act. The department does not have funding to hire or to pay employees of other departments to translate materials into other languages.

Additional funds would pay for staff time for seasonal temporary, intermittent employees to expand outreach and empowerment into African American, Chinese, Continental African, Ethiopian/Eritrean, Hispanic, Korean and South Asian communities; provide temporary communications support during the peak election season; develop bilingual language-specific materials and translate existing documents into Chinese, Korean, French, Amharic and Vietnamese.

Item	Amount
Expand outreach event staffing	\$13,737
Hire part-time communications aide	\$22,895
Translate outreach materials	\$17,612
<b>Subtotal</b>	<b>\$54,244</b>

### Advertising

The Board of Elections currently has a budget of \$70,375 for paid media that is used to place radio, television and newspaper PSAs. An additional \$39,625 would allow an expansion of paid outreach into additional minority language newspapers, would restore funding to traditional print newspapers that the Board had reallocated to prioritize minority language newspapers, and would expand advertising on social media platforms.

A list of potential paid media expenditures is attached to this plan. Actual expenditures would be based on messaging needs and available advertising opportunities at the discretion of the Board.

Item	Amount
Expand advertising	\$39,625
<b>Subtotal</b>	<b>\$39,625</b>

### Event Fees

The Board has no operating budget for outreach and currently declines almost all events that require a registration fee. Registration fees for community events are paid rarely based on specific local Election Judge recruitment needs from a line item dedicated to polling place site rental.

Funds would allow the department to attend large community events that charge a site rental fee.

Item	Amount
Expand event registration	\$2,400
<b>Subtotal</b>	<b>\$2,400</b>

### Printing and Postage

The Board has no operating budget for outreach and does not have sufficient funding for existing printing and postage needs for other purposes such as voter notification cards. Expenditures are consistently at a deficit level in this line item, requiring offsetting savings in other programs.

Funds would create a dedicated funding source for existing voter education and outreach materials in English and Spanish required by Section 203 of the Voting Rights Act. In addition, funds would expand the number of languages used by the Board of Elections to include additional languages spoken by many newly naturalized voters in Montgomery County (Chinese, Korean, Amharic, French, and Vietnamese in addition to English and Spanish). These materials would be designed consistent with best practices for multilingual voter outreach, drawing on lessons from other jurisdictions that already produce voter outreach materials in multiple languages (i.e., Los Angeles County, New York City).

Item	Amount
Special mailing to voters whose polling place changed	\$24,000
Special mailing to voters who cast a provisional ballot	\$4,000

Special primary election mailing to all unaffiliated and minor party voters	\$60,000
Future Vote Orientation Guide and information handouts	\$1,115
High School Outreach and Recruitment brochures and forms	\$700
Montgomery Votes Brochure (English/Spanish)	\$8,350
Montgomery Votes Brochure in English/Chinese, English/Korean, English/Amharic, English/French, and English/Vietnamese	\$11,690
Other outreach materials (brochures, early voting fliers, application forms)	\$5,270
<b>Subtotal</b>	<b>\$115,125</b>

### Supplies

The Board has no operating budget for outreach. The Board currently uses funds for Election Judge training and/or polling place supplies to purchase necessary materials for voter education and outreach, requiring offsetting savings in supplies sent to polling places or for training classes.

Funds would create a dedicated funding source for outreach supplies and would expand the number of languages used for outreach to include languages spoken by many newly naturalized voters in Montgomery County (Chinese, Korean, Amharic, French, and Vietnamese in addition to English and Spanish). These materials would be designed consistent with best practices for multilingual voter outreach, drawing on lessons from other jurisdictions that already produce voter outreach materials in multiple languages (i.e., Los Angeles County, New York City).

Item	Amount
Outreach table equipment, signs, table skirts, etc.	\$2,070
Stickers and giveaway materials	\$6,480
Future Vote student volunteer identification tee shirts	\$1,166
<b>Subtotal</b>	<b>\$9,716</b>

## Technology Services

Funds would support text messaging services in addition to the current web-based polling place finder and recruitment tools provided by the Department of Technology Services. For example, a voter could text a short code (such as the word SERVE) to a dedicated telephone number to receive a text message with information about serving as an Election Judge or in the Future Vote program. In addition, the Board would use funds to roll out polling place locator text messaging tools that have been implemented in other jurisdictions across the country.

Funds would also support the use of computer tablets by greeters at polling places that have historically had long lines or where a high volume of voters cast provisional ballots out of precinct, to assist in answering voter questions and locating their correct polling place. These tablets would also be used at outreach events for voters to request an absentee ballot, register to vote or change their registration online. Tablets would allow for paperless registration and recruitment efforts, minimizing errors and illegible paper submissions. When not used for outreach, tablets would be available for other functions in the department such as front counter customer service and warehouse inventory management.

Item	Amount
Text messaging services	\$20,000
Computer tablets with year-round data packages (24)	\$19,700
Tabletop tablet holders (12)	\$660
Portable printers (3)	\$750
<b>Subtotal</b>	<b>\$41,110</b>

<b>MEDIA OUTLET</b>	<b>FY 19 SPENT</b>	<b>FY 20 PROPOSED</b>
Comcast	\$8,800.00	\$10,000.00
Radio El Zol	\$5,000.00	\$5,000.00
Washington Chinese News	\$3,000.00	\$4,000.00
The Korea Times	\$2,300.00	\$3,000.00
Telemundo	\$4,500.00	\$5,000.00
Washington Hispanic Newspaper	\$3,000.00	\$4,000.00
Web (Google AdWords, Facebook, etc.)	\$3,674.00	\$6,000.00
WMAL/Cumulus Digital	\$6,400.00	\$6,500.00
WPGC	\$5,000.00	\$5,000.00
WMMJ	\$3,000.00	\$5,000.00
African Mirror Newspaper	\$4,875.00	\$5,000.00
WTOP	\$6,500.00	\$6,500.00
WASH (iHeart Media)	\$4,500.00	\$5,000.00
Senior Beacon Newspaper	\$1,823.00	\$2,500.00
Total Traffic Weather & News	\$8,003.00	\$8,000.00
Washington Post Local Living/Express *	\$0.00	\$5,000.00
Washington Examiner *	\$0.00	\$1,000.00
Ethiopian Newspaper *	\$0.00	\$5,000.00
Vietnamese Newspaper *	\$0.00	\$2,500.00
Radio America Radio *	\$0.00	\$3,000.00
La Nueva Radio *	\$0.00	\$3,000.00
Sun Radio (Korean) *	\$0.00	\$2,500.00
Ethiopian Radio *	\$0.00	\$2,500.00
Chinese Radio *	\$0.00	\$2,500.00
Bolly 102.9FM (South Asian Radio) *	\$0.00	\$2,500.00
	<b>\$70,375.00</b>	<b>\$110,000.00</b>

\*new outlets for 2020

# Breakdown for "Supplies"

FY 19 BUDGETED	FY 19 SPENT	FY 20 BUDGETED	FY 20 PROPOSED	ADDL FY 20 REQUEST
\$0.00	\$4,961.98	\$0.00	\$9,716.48	\$4,754.50
				\$0.00

The funds below would support two purposes:

- 1) Create a dedicated funding source for voter outreach materials. The Board currently uses funding for polling place supplies to procure necessary materials for voter education and outreach. This requires offsetting savings in supplies that we send to polling places.
- 2) Expand the number of languages used by the Board of Elections to include additional languages spoken by many newly naturalized voters in Montgomery County. The Board currently only prints these materials in English and Spanish as required by Section 203 of the Voting Rights Act. These materials will be designed consistent with best practices for multilingual voter outreach, drawing on lessons from other jurisdictions that already produce voter outreach materials in multiple language (i.e., Los Angeles County, New York City).

Outreach table	Qty	Cost/per	FY19 BUDGETED	FY19 SPENT	FY 20 BUDGETED	FY20 PROPOSED	
Double sided table header	3	\$200.00	\$0.00	\$0.00	\$0.00	\$600.00	\$600.00
6' Table skirt (English/Spanish)	1	\$195.00	\$0.00	\$0.00	\$0.00	\$195.00	\$195.00
6' Table skirt (English/Chinese)	1	\$195.00	\$0.00	\$0.00	\$0.00	\$195.00	\$195.00
6' Table skirt (English/Korean)	1	\$195.00	\$0.00	\$0.00	\$0.00	\$195.00	\$195.00
6' Table skirt (English/Amharic)	1	\$195.00	\$0.00	\$0.00	\$0.00	\$195.00	\$195.00
6' Table skirt (English/French)	1	\$195.00	\$0.00	\$0.00	\$0.00	\$195.00	\$195.00
6' Table skirt (English/Vietnamese)	1	\$195.00	\$0.00	\$0.00	\$0.00	\$195.00	\$195.00
3-tiered flyer tabletop holder	12	\$9.00	\$0.00	\$0.00	\$0.00	\$108.00	\$108.00
8x11 table sign (landscape)	24	\$4.00	\$0.00	\$0.00	\$0.00	\$96.00	\$96.00
8x11 table sign (profile)	24	\$4.00	\$0.00	\$0.00	\$0.00	\$96.00	\$96.00
Existing supplies purchased in FY 19				\$400.00		\$0.00	
			<b>\$0.00</b>	<b>\$400.00</b>	<b>\$0.00</b>	<b>\$2,070.00</b>	<b>\$1,670.00</b>
<b>Stickers</b>	<b>Qty.</b>	<b>Cost/per</b>	<b>FY19 BUDGETED</b>	<b>FY19 SPENT</b>	<b>FY 20 BUDGETED</b>	<b>FY20 PROPOSED</b>	
I Voted Early Multilingual sticker (1000/roll)	300	\$9.95	\$0.00	\$0.00	\$0.00	\$2,985.00	\$2,985.00
I Registered to Vote (1000/roll)	2	\$9.95	\$0.00	\$0.00	\$0.00	\$19.90	\$19.90
Me He Registrado para Votar (1000/roll)	2	\$9.95	\$0.00	\$0.00	\$0.00	\$19.90	\$19.90
I Registered to Vote (Chinese-1000/roll)	1	\$9.95	\$0.00	\$0.00	\$0.00	\$9.95	\$9.95
I Registered to Vote (Korean-1000/roll)	1	\$9.95	\$0.00	\$0.00	\$0.00	\$9.95	\$9.95
I Registered to Vote (French-1000/roll)	1	\$9.95	\$0.00	\$0.00	\$0.00	\$9.95	\$9.95
I Registered to Vote (Amharic-1000/roll)	1	\$9.95	\$0.00	\$0.00	\$0.00	\$9.95	\$9.95
I Registered to Vote (Vietnamese-1000/roll)	1	\$9.95	\$0.00	\$0.00	\$0.00	\$9.95	\$9.95
Future Voter (1000/roll)	1	\$9.95	\$0.00	\$0.00	\$0.00	\$9.95	\$9.95
<b>Total</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3,084.50</b>	<b>\$3,084.50</b>

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<b>Lanyard</b>		<b>Qty.</b>	<b>Cost/per</b>	<b>FY19 BUDGETED</b>	<b>FY19 SPENT</b>	<b>FY 20 BUDGETED</b>	<b>FY20 PROPOSED</b>	
Outreach/Future Vote give-away		3500	\$0.97	\$0.00	\$3,395.00	\$0.00	\$3,395.00	\$0.00
<b>Total</b>				<b>\$0.00</b>	<b>\$3,395.00</b>	<b>\$0.00</b>	<b>\$3,395.00</b>	<b>\$0.00</b>
<b>Tee Shirts</b>		<b>Qty.</b>	<b>Cost/per</b>	<b>FY19 BUDGETED</b>	<b>FY19 SPENT</b>	<b>FY 20 BUDGETED</b>	<b>FY20 PROPOSED</b>	
Future Vote Volunteer Tee Shirt (short sleeve)		50	\$13.33	\$0.00	\$666.50	\$0.00	\$666.50	\$0.00
Outreach Staff Tee Shirts (short sleeve)		16	\$13.33	\$0.00	\$213.28	\$0.00	\$213.28	\$0.00
Outreach Staff Tee Shirts (long sleeve)		16	\$17.95	\$0.00	\$287.20	\$0.00	\$287.20	\$0.00
<b>Total</b>					<b>\$1,166.98</b>		<b>\$1,166.98</b>	<b>\$0.00</b>