

SUBJECT

Board of Elections

EXPECTED ATTENDEES

Members of the Board of Elections
 Margaret Jurgensen, Election Director, Board of Elections
 Taman Morris, Fiscal and Policy Analyst, Office of Management and Budget

Board members are:
 James Shalleck, President
 Nahid Khozeimeh, Vice President
 David A. Naimon, Secretary
 Diane Nash Dillon, Board Member
 Elisse W. Barnes, Board Member
 Jacqueline Phillips, Substitute Board Member
 Alan Banov, Substitute Board Member

EXECUTIVE RECOMMENDATION

FY21 Executive Recommendation	\$8,375,091	56.35 FTE
Increase (Decrease) from FY20	\$140,825 1.71%	56.35 FTE 0%

COUNCIL STAFF RECOMMENDATION – CONTINUITY OF SERVICES BUDGET

FY21 Council Staff Recommendation	\$8,291,173	56.35 FTE
Increase (Decrease) from FY20	\$56,907 (0.7%)	0.0 FTE 0%
Increase (Decrease) from CE FY21 Rec	(\$83,918) (1.0%)	0.0 FTE 0%

EXECUTIVE RECOMMENDED ITEMS NOT INCLUDED IN CONTINUITY OF SERVICES

- Not included in the continuity of services budget is costs related to FY21 compensation increases.

CONTINUITY OF SERVICES FROM FY20

- Included in the budget is \$230,892 for election year fluctuations. As Councilmembers know, the workload of the Board of Elections fluctuates according to a four-year election cycle. In FY21, the Board is scheduled to conduct the Presidential General Election.
- Also included in the budget are many shifts and technical adjustments as the Board of Elections readjusts staffing.

POTENTIAL REDUCTIONS

- None

POTENTIAL ITEMS RELATED TO COVID-19

- \$6,645 for polling place leases. According to Board staff, polling places are requesting reimbursement for the cost of sanitization.

OTHER INFORMATION

- 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 ©9 is a document that summarizes the Board's outreach efforts. As Councilmembers might imagine, the health emergency created by COVID-19 has impacted these efforts.
- According to the 3rd quarter analysis submitted on April 21, the Board is running a deficit for FY20 of approximately \$766,000, which is 9.3% above the FY20 approved budget. This deficit is attributed to additional postage, additional ballots, payments to the State Board of Elections for the 2020 Presidential Primary, and emergency pay expenditures related to the COVID-19 pandemic.
- The Board has indicated that additional funding may be required in FY21 for election judge stipends, postage, and costs billed from the State Board of Elections. A supplemental may be required in FY21 to address these costs.

This report contains:

Executive recommendation

©1

Board of Elections outreach plan

©9

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Board of Elections

RECOMMENDED FY21 BUDGET

\$8,375,091

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 FY21 Operating Budget for the Montgomery County Board of Elections is \$8,375,091, an increase of \$140,825 or 1.71 percent from the FY20 Approved Budget of \$8,234,266. Personnel Costs comprise 53.54 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 46.46 percent of the FY21 budget.

COUNTY PRIORITY OUTCOMES



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

-  **Thriving Youth and Families**
-  **Effective, Sustainable Government**

INITIATIVES

-  Voter satisfaction with the polling place experience during Early Voting and Election Day.
-  Monitor and mitigate voter wait time on Election Day.
-  Expand the use of social media to enhance voter education and community outreach.

INNOVATIONS AND PRODUCTIVITY IMPROVEMENTS

-  Board of Election - MoCo Votes Smartphone and SMS Apps provide direct links to commonly requested information in a user-friendly application, reducing telephone call volume to office staff.
-  Creation of a database to track logic and accuracy testing of election equipment and automatically update paperwork when there is a change in data.

- ☀ Increase part-time seasonal temporary employees to reduce overtime hours.
- ☀ Create a Voter-Cancellation form to allow former residents of Montgomery County to cancel their voter registration which will improve the accuracy of the registered voters list.

PROGRAM CONTACTS

Contact Margaret A. Jurgensen of the Montgomery County Board of Elections at 240.777.8523 or Taman Morris of the Office of Management and Budget at 240.777.2771 for more information regarding this department's operating budget.

PROGRAM 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 FY20 estimates reflect funding based on the FY20 Approved Budget. The FY21 and FY22 figures are performance targets based on the FY21 Recommended Budget and funding for comparable service levels in FY22.

PROGRAM DESCRIPTIONS

☀ Administration

The Administration program of the Board of Elections is responsible for delivering a fundamental and legally mandated public good by ensuring that all eligible citizens have the right to vote, and that elections are accurate, fair, and equitable. This requires effective management of resources from the State Board of Elections and County Government, as well as adherence to all Federal, State, and local laws and regulations. This is accomplished through the following activities: public records management including the certification of election results with the Board of Canvassers; support to the County Board of Elections and its attorney; compliance with Montgomery County Government policies and regulations related to human resources, procurement, budget, etc.; liaising with the Maryland State Board of Elections; compliance with Federal and State statutory and regulatory requirements; and the effective coordination of public information. These combined activities are essential to ensure the accuracy and integrity of the election process, and to instill public confidence in election results.

Program Performance Measures	Actual FY18	Actual FY19	Estimated FY20	Target FY21	Target FY22
Number of public comments recorded at official board meetings	N/A	4	12	13	14
Percent of precincts reporting election results by 11:00 p.m.	N/A	98.9%	100.00%	100.00%	100.00%
Average voter wait time on election day (minutes)	N/A	7	30	30	30

FY21 Recommended Changes	Expenditures	FTEs
FY20 Approved	3,496,421	18.45
Realignment of Programs	(424,933)	(12.20)
Shift: Administration and Contracts from Election Operations	164,066	0.00
Increase Cost: Board Attorney and Stipends	35,500	0.00
Shift: Transfer of Seasonal FTE to Election Operations	0	(1.00)
Decrease Cost: Salary Adjustment for Seasonal Temps, Multilingual and Overtime Pay	(29,098)	0.00
Decrease Cost: Maryland State Board of Election Fees	(71,649)	0.00
Shift: Transfer Position to Voter Services	(79,784)	(1.00)

FY21 Recommended Changes	Expenditures	FTEs
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	(211,552)	(0.25)
FY21 Recommended	2,878,971	4.00

Election Operations

The Election Operations program contains three independent sections that ensure Early and Election Day voting is successful. These sections are Polling Place and Early Voting Management, Election Judge Recruitment and Training, and Outreach.

According to the Maryland Law Code, the Polling Place and Early Voting Management (PPM) section is responsible for leasing polling sites, assigning all Montgomery County voters to sites that are in the same or an adjacent precinct to the voter's home address, ensuring each polling place complies with the Americans with Disabilities Act, ensuring all polling places have adequate ballots and supplies, and providing the Board of Elections with information about the cost of facilities, the accessibility of voting sites, and other criteria.

The program's duties also include coordinating with the Information Technology program and the Montgomery County Department of General Services to transport voting equipment, assisting candidates and groups requesting to add questions to the ballot, assisting candidate filings, proofing ballot styles, and redistricting and updating voter precincts.

The timeline of Montgomery County's election process is dictated by the Maryland State Election Calendar, and begins with the creation of Early Voting Centers and Election Day polling places. As Polling Place Management is preparing the supplies and equipment necessary to facilitate an election, other sections within Election Operations are preparing Election Judges, and providing voter outreach to the public.

Election Judge Recruitment and Training is responsible for the recruitment of registered Maryland voters to serve as Election Judges during Early Voting and Election Day. The section also provides training, assigns Election Judges to sites, and provides payment to each volunteer. Recruitment of volunteers is done year-round utilizing a variety of methods, with increased effort and focus in the six months preceding an election. A database of interested volunteers is maintained by the section to maintain the efficiency of the selection process.

Training for all election workers is required by State law and is necessary for successful operations on Election Day. The training program includes both on-line and in-person class instruction throughout the County, over a period of 9 to 12 weeks. Each precinct team includes volunteers that are registered in different political parties, have various levels of experience, and that may have bilingual language capabilities. Following each election, the Election Judge Recruitment and Training staff complete payroll processing and a thorough precinct performance review and audit.

The Voting Rights Act mandates that information provided in English also be provided in Spanish, and the Outreach section is responsible for accommodating the cultural and linguistic needs of Montgomery County. This section is responsible for contacting voting eligible citizens that are unregistered, for whom English is a second language, who have special needs or disabilities, who are homeless, or who live in areas with low participation rates. With over 170 recognized languages, Montgomery County is a

nationally recognized leader in providing effective voter outreach through voter-focused planning and community engagement. A key asset for the Outreach section is its national award-winning Future Vote Initiative that has recruited 43,619 students and parents to participate in elections, since 2004. The Initiative has also recruited over 10,000 students, that are at least 16 years-old, to serve as election judges.

Program Performance Measures	Actual FY18	Actual FY19	Estimated FY20	Target FY21	Target FY22
Percent of voters rating Election Day polling place as "well run"	N/A	91%	95%	95%	95%
Percent of no-show Election Judges on Election Day	N/A	4%	4%	4%	4%
Number of election judges recruited, trained, and placed per election	2,979	3,393	3,000	3,300	3,200
Percent of polling places opening on time	100%	100%	100%	100%	100%
Tax dollars saved by leveraging Future Vote students earning Student Learning (SSL) hours	\$223,986	\$299,049	\$187,829	\$230,804	\$187,829

FY21 Recommended Changes	Expenditures	FTEs
FY20 Approved	3,169,602	20.53
Realignment of Programs	(275,772)	(0.25)
Increase Cost: Election Judge Stipends	130,420	0.00
Increase Cost: Polling Place Leases	6,645	0.00
Shift: Transfer of Seasonal FTE from Administration	0	1.00
Technical Adj: Salary transfer to Voter Services	(5,105)	0.00
Shift: Overtime Pay to Seasonal Temps and Multilingual Pay	(39,018)	0.00
Technical Adj: Maryland State Board of Elections Fees Consolidation	(50,000)	0.00
Shift: Supplies to Information Technology and Administration	(55,058)	0.00
Shift: Administration and Contracts	(158,070)	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.	315,170	0.25
FY21 Recommended	3,038,814	21.53

Information Technology

The Information and Technology (IT) program supports the year-round security of all data and the efficient performance of voting equipment for thousands of voters during an election cycle. The IT program is responsible for network infrastructure, the production of data reports, the maintenance of systems related to election operations, the maintenance, storage and security of equipment, and the maintenance of website and database applications mandated for use by the State Board of Elections. The program coordinates with the Maryland State Board of Elections to organize and integrate voter registration information, to modify polling place precincts and district boundaries, and to transport voting equipment.

The IT program collaborates with Montgomery County's Department of Technology Services (DTS) to implement enhancements to the Election Management System. The Election Management System is used to manage election workers, Future Vote students and polling places. The program also coordinates with DTS to implement technology that provides valuable information and resources to voters such as the display of wait times on the department website, and allowing voters to request and receive voting information by text message.

Program Performance Measures	Actual FY18	Actual FY19	Estimated FY20	Target FY21	Target FY22
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Program Performance Measures	Actual FY18	Actual FY19	Estimated FY20	Target FY21	Target FY22
Annual hours worked by temporary employees to perform Maryland State Board of Elections mandated tasks exceeding merit workforce availability	N/A	10,892	13,052	14,000	11,000
Number of electronic poll books prepared and used on election days	1,059	1,059	1,162	1,162	1,048
Percent of required voting units per precinct that were operable on election day	100%	100%	100%	100%	100%
Average response time to resolve equipment and/or maintenance concerns during voting hours (hours)	2.5	2.5	1.5	1.5	1.5
Incidents of emergency bin use during voting hours	N/A	8	6	6	8
FY21 Recommended Changes			Expenditures	FTEs	
FY20 Approved			0	0.00	
Realignment of Programs			807,575	12.45	
Increase Cost: IT Administration and Supplies			45,989	0.00	
Technical Adj: Department of Technology Services Contract			37,000	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.			(125,910)	0.00	
FY21 Recommended			764,654	12.45	

Voter Services

Accurate voter registration records are the foundation for fair and equitable elections, and accurate voter registration records are the basis of effective election planning. The Voter Services Program administers voter registration and absentee voting under procedures established by the State Administrator of Elections. Voter Services is responsible for answering voters' questions, and ensures compliance with Federal and State confidentiality requirements. In addition, the Voter Services Program coordinates the counting of absentee and provisional ballots, and ensures that each ballot for an election corresponds to a single eligible voter who has not cast more than one ballot.

Voter Services is a deadline-driven program that diligently processes a constant stream of incoming data. The program processes all changes to name, address, and party affiliation, and maintains a database of citizens that will not vote for reasons of death, felony conviction, ineligibility for jury duty, residency outside of the jurisdiction, or other valid legal reason.

The program provides legally-required training for volunteer registrars; responds to various voter and candidate requests for voter registration applications, listings, and data regarding registered voters; verifies nominating and referenda petitions; and issues and canvasses absentee and provisional ballots. The program also tracks returned mail and sends multiple mailings to voters for whom new eligibility information is obtained in order to comply with State and Federal requirements.

The program also provides voter registration data to municipalities within Montgomery County, and is responsible for researching provisional ballots, verifying same-day registration, performing monthly peer audits of other jurisdictions within the state, assisting military and overseas voters, administering voting for residents of nursing homes and assisted living facilities, receiving and staging ballots, conducting the post-election canvassing, counting and auditing of ballots cast, and reconciling and auditing absentee and provisional voter credit.

Program Performance Measures	Actual FY18	Actual FY19	Estimated FY20	Target FY21	Target FY22
Number of registered voters served per program FTE	N/A	35,989	39,306	40,462	41,619
Number of absentee ballots requested (000s)	15	48	42	70	25

Board of Elections

General Government 25-5
(5)

Program Performance Measures	Actual FY18	Actual FY19	Estimated FY20	Target FY21	Target FY22
Number of active registered voters (000s)	644	665	680	700	720
Average time before application is processed (hours)	N/A	48	52	72	56
Cost per absentee ballot canvassed	N/A	\$1.18	\$1.28	\$1.02	\$1.31

FY21 Recommended Changes	Expenditures	FTEs
FY20 Approved	1,568,243	17.37
Realignment of Programs	(106,870)	0.00
Technical Adj: Position and salary funding transferred from Election Operations and Administration	84,889	1.00
Increase Cost: Salary Adjustment for Seasonal Temps, Multilingual and Overtime Pay	57,438	0.00
Reduce: Administration and Contracts	(74,343)	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.	163,295	0.00
FY21 Recommended	1,692,652	18.37

BUDGET SUMMARY

	Actual FY19	Budget FY20	Estimate FY20	Recommended FY21	%Chg Bud/Rec
COUNTY GENERAL FUND					
EXPENDITURES					
Salaries and Wages	3,947,596	3,460,569	4,030,246	3,609,064	4.3 %
Employee Benefits	885,827	876,467	924,008	874,694	-0.2 %
County General Fund Personnel Costs	4,833,423	4,337,036	4,954,254	4,483,758	3.4 %
Operating Expenses	3,755,854	3,897,230	4,562,583	3,891,333	-0.2 %
County General Fund Expenditures	8,589,277	8,234,266	9,516,837	8,375,091	1.7 %
PERSONNEL					
Full-Time	28	29	29	29	—
Part-Time	3	2	2	2	—
FTEs	56.18	56.35	56.35	56.35	—
REVENUES					
Miscellaneous Revenues	23,466	0	0	0	—
Other Charges/Fees	2,177	10,000	10,000	10,000	—
County General Fund Revenues	25,643	10,000	10,000	10,000	—

FY21 RECOMMENDED CHANGES

	Expenditures	FTEs
COUNTY GENERAL FUND		
FY20 ORIGINAL APPROPRIATION	8,234,266	56.35
<u>Changes (with service impacts)</u>		
Reduce: Administration and Contracts [Voter Services]	(74,343)	0.00
<u>Other Adjustments (with no service impacts)</u>		

FY21 RECOMMENDED CHANGES

	Expenditures	FTEs
Shift: Administration and Contracts from Election Operations [Administration]	164,066	0.00
Increase Cost: Election Judge Stipends [Election Operations]	130,420	0.00
Technical Adj: Position and salary funding transferred from Election Operations and Administration [Voter Services]	84,889	1.00
Increase Cost: FY21 Compensation Adjustment	83,918	0.00
Increase Cost: Salary Adjustment for Seasonal Temps, Multilingual and Overtime Pay [Voter Services]	57,438	0.00
Increase Cost: Annualization of FY20 Compensation Increases	55,020	0.00
Increase Cost: IT Administration and Supplies [Information Technology]	45,989	0.00
Technical Adj: Department of Technology Services Contract [Information Technology]	37,000	0.00
Increase Cost: Board Attorney and Stipends [Administration]	35,500	0.00
Increase Cost: Polling Place Leases [Election Operations]	6,645	0.00
Increase Cost: MLS Pay for Performance (Increase to Base Pay)	4,081	0.00
Increase Cost: Retirement Adjustment	3,703	0.00
Increase Cost: Print and Mail Adjustment	889	0.00
Increase Cost: Annualization of FY20 Personnel Costs	178	0.00
Shift: Transfer of Seasonal FTE from Administration [Election Operations]	0	1.00
Shift: Transfer of Seasonal FTE to Election Operations [Administration]	0	(1.00)
Technical Adj: Salary transfer to Voter Services [Election Operations]	(5,105)	0.00
Decrease Cost: Motor Pool Adjustment	(6,786)	0.00
Decrease Cost: Salary Adjustment for Seasonal Temps, Multilingual and Overtime Pay [Administration]	(29,098)	0.00
Shift: Overtime Pay to Seasonal Temps and Multilingual Pay [Election Operations]	(39,018)	0.00
Technical Adj: Maryland State Board of Elections Fees Consolidation [Election Operations]	(50,000)	0.00
Shift: Supplies to Information Technology and Administration [Election Operations]	(55,058)	0.00
Decrease Cost: Maryland State Board of Election Fees [Administration]	(71,649)	0.00
Shift: Transfer Position to Voter Services [Administration]	(79,784)	(1.00)
Shift: Administration and Contracts [Election Operations]	(158,070)	0.00
FY21 RECOMMENDED	8,375,091	56.35

PROGRAM SUMMARY

Program Name	FY20 APPR Expenditures	FY20 APPR FTEs	FY21 REC Expenditures	FY21 REC FTEs
Administration	3,496,421	18.45	2,878,971	4.00
Election Operations	3,169,602	20.53	3,038,814	21.53
Information Technology	0	0.00	764,654	12.45
Voter Services	1,568,243	17.37	1,692,652	18.37
Total	8,234,266	56.35	8,375,091	56.35

FUNDING PARAMETER ITEMS

CE RECOMMENDED (\$000S)

Title	FY21	FY22	FY23	FY24	FY25	FY26
COUNTY GENERAL FUND						
EXPENDITURES						
FY21 Recommended	8,375	8,375	8,375	8,375	8,375	8,375
No inflation or compensation change is included in outyear projections.						
Labor Contracts	0	32	32	32	32	32
These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.						
Subtotal Expenditures	8,375	8,407	8,407	8,407	8,407	8,407

The Montgomery County Board of Elections appreciates the support it receives from the County Council, individual Councilmembers and County Executive Marc Elrich.

As per the County Council request, the Montgomery County Board of Elections (BOE) coordinates and implements a nationally recognized multicultural and multifaceted outreach campaign aimed at empowering Montgomery County's diverse electorate. Its mission and guiding principal are to promote and help shape the future of their communities by voting.

In the midst of COVID-19, we reaffirm our commitment to collaborate with individuals, grassroots neighborhood groups, community-based organizations and local governmental agencies to get the message out to people who may not be familiar with the voting process and voting by mail. We are keenly aware of opportunities to contact potential voters who have never registered, never voted by mail, where English is a second language, have special needs or disabilities, or live in areas with low participation rates.

The formal cancellation of traditional outreach events brought by the COVID-19 pandemic, BOE participated in over 432 community events, empowerment workshops or civic leadership development trainings.

OUTREACH ZIP CODE DISTRIBUTION (pre COVID-19)

ZIP	CITY	# EVENTS
20812	Glen Echo	3
20814	N. Bethesda	21
20815	Chevy Chase	1
20817	Potomac	9
20818	Cabin John	1
20832	Olney	4
20837	Poolesville	7
20850	Rockville	45
20851	Aspen Hill	6
20852	Rockville	9
20853	Norbeck	3
20854	Rockville	10
20855	Derwood	8
20860	Sandy Spring/Olney	6
20866	Burtonsville	11
20871	Clarksburg	12
20872	Damascus	10

ZIP	CITY	# EVENTS
20874	Germantown	22
20876	Germantown	11
20877	Gaithersburg	25
20878	G'burg/N. Potomac	9
20879	Gaithersburg	14
20882	Laytonsville	1
20886	Mont Village	2
20895	Wheaton	6
20901	Kemp Mill/White Oak	33
20902	Wheaton/Glenmont	35
20903	White Oak	2
20904	White Oak	24
20905	Ashton/Fairland	18
20906	Wheaton/Glenmont	19
20910	Silver Spring	37
20912	Takoma Park	7
21037	*Edgewater	1

*Office of Human Rights
Diversity Youth Camp

Furthermore, as concern about COVID-19 grows, BOE partners are working together to prepare, educate and protect the community as we near the June 2 Presidential Primary election. Below is a series of confirmed virtual workshops and community forums to educate and prepare voters for the June 2 vote by mail election. Additional events are in the pipeline:

March 30: Montgomery Community Media (MCM)
Thursday, April 16: Casa de Maryland Live (*Spanish*)
Tuesday, April 21: Montgomery County Council, El Consejo al Día via FB Live (*Spanish*)
Tuesday, April 21: El Tiempo Latino via FB Live (*Spanish*)
Wednesday, April 22: Que Pasa via Zoom (*Spanish*)
Wednesday, April 22: Hola Montgomery, Montgomery Community Media (MCM) (*Spanish*)
Friday, April 24, 2020: Radio America AM1540, En Sintonia (*Spanish*)
Tuesday, April 28: Lincoln Park Historical Foundation, What is new for June 2
Monday, May 4: Library Matters Pod Cast w/ Montgomery County Public Libraries
Tuesday, May 5: Community Candidates Forum via FB Live, Mt. Calvary Baptist Church
Monday, May 18: Library Matters Pod Cast w/ Montgomery County Public Libraries
Saturday, May 9: Sligo Creek Chapter of the National Federation of the Blind

Outreach & Empowerment Campaign Samples

Simplified Chinese

蒙哥馬利縣選舉委員會

2020年總統初選即將來臨！
您註冊了嗎？

請註冊投票！

最後期限日：
2020年4月7日，星期二

更多詳情，請發送短信：
VOTE 到號碼“77788”

初選中，不論隸屬於民主黨或共和黨，
只有註冊選民，可以在該黨的初選
中投票。

**如您選擇通過
郵件投票**

請發短信：**VBM** 到號碼“77788”
以獲得郵件投票申請書

更多信息，請拜訪網頁“777vote.org”或致電240-777-8500

下個月將有更多提前投票和選舉日投票信息！

Traditional Chinese

蒙哥馬利縣選舉委員會

2020年總統初選即將來臨！
您註冊了嗎？

請註冊投票！

最後期限日：
2020年4月7日，星期二

更多詳情，請發送短信：
VOTE 到號碼“77788”

初選中，不論隸屬於民主黨或共和黨，
只有註冊選民，可以在該黨的初選
中投票。

**如您選擇通過
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請發短信：**VBM** 到號碼“77788”
以獲得郵件投票申請書

更多信息，請拜訪網頁“777vote.org”或致電240-777-8500

下個月將有更多提前投票和選舉日投票信息！

African Mirror & Senior Beacon

MONTGOMERY COUNTY BOARD OF ELECTIONS

The 2020 Presidential Primary Election is almost here!
Are you registered?

REGISTER TO VOTE!
Deadline:
Tuesday, April 7, 2020
Text **VOTE** To 77788

For the primary election, only registered voters affiliated with the Democratic or Republican parties may vote in that party's primary election.

VOTE BY MAIL
To Request a Vote By Mail Ballot Application
Text **VBM** to 77788

For more information, visit 777vote.org
or call 240-777-8550

Early Voting & Election Day Voting information coming next month!

Korean

몽고메리 카운티 선거관리위원회

2020년 대통령 선거
예비선거일이 다가왔습니다!
유권자 등록을 하셨나요?

유권자 등록을 하세요!
등록 마감일:
2020년 4월 7일 화요일
77788번으로 **VOTE** 라고
문자메시지를 보내세요.

예비선거에는 민주당 혹은 공화당으로 등록된 유권자만이
해당 정당의 예비선거에 투표할 수 있습니다.

우편으로 투표하세요
우편투표용지를
신청하려면
77788번으로 **VBM** 이라고
문자메시지를 보내세요.

더 많은 정보를 원하시면 웹사이트(777vote.org)를 방문하거나
전화(240-777-8550)로 문의해 주세요.

조기 투표 및 선거일 투표 정보는 다음 달에 알려 드립니다!

Online banner, Frequently Asked Questions (FAQ's) & Vote by Mail Pictograph

Currently bring translated into Amharic, Korean, Chinese (Simplified & Traditional), French and Spanish

SAVE LIVES. STAY HOME. VOTE FROM HOME.

MARYLAND'S PRESIDENTIAL
PRIMARY ELECTION IS JUNE 2
WHAT YOU NEED TO KNOW

The Election will be conducted by mail

Make sure your voter record is updated with your current name, party affiliation and mailing address

DEADLINE: MAY 27

Voter Registration deadline is May 27

Vote your ballot and sign the Voter Oath

NO POSTAGE NECESSARY

Mail your ballot as soon as possible or use designated drop boxes



MONTGOMERY COUNTY BOARD OF ELECTIONS
PO BOX 4333
ROCKVILLE, MD 20849-4333

How To Vote

2020 Presidential Primary Election:

Tuesday, June 2, 2020



Voter Registration deadline: Wednesday, May 27, 2020

► Step 1



Register to Vote or Confirm Your Voter Record

- **Online:** 777vote.org
Must have a Maryland driver's permit, driver's license, or Maryland ID card.
- **Mail:** If you do not have a valid Maryland driver's license or other MVA issued card, print and mail registration form to:

Montgomery County Board of Elections
PO Box 4333, Rockville MD 20849-4333

Voters can text **"CHECK"** to 77788 to review/update voter record ("REVISE" in Spanish).

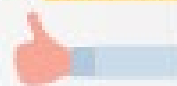
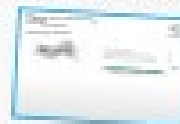


Voter must update party affiliation by May 27.

- Ballots are expected to be mailed the first week of May, 2020.
- Maryland has closed Primaries - only registered voters affiliated with the Democratic or Republican parties receive a political ballot. Unaffiliated/Independent voters get to select candidates for the Board of Education.

Get Your Ballot

Step 2 ◀



► Step 3

Vote Your Ballot

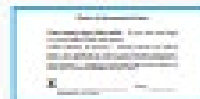


- Use a **blue/black ball point pen** to mark your vote.

Sign The Voter Oath

Step 4 ◀

- Voters must sign the "Oath of Absentee Voter."
If not, ballot will be rejected and will not be counted.



► Step 5

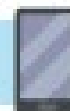
Mail Your Ballot



- Voters can mail ballot via Post Office.
- Postage paid. **Stamps NOT required.**
- Must be postmarked by **Tuesday, June 2** (But prefer voters mail sooner than later to allow BOE staff to sort and process).

Montgomery County Board of Elections will also have six **"Ballot Drop Boxes"** available across the County May 21 - June 2 (8 p.m.)

Voters can text **"BOX"** to 77788 for Ballot-Drop-Box locations and Post Office locator ("URNA" for Spanish)



Questions? 777vote.org | 240-777-8500 | elections@montgomerycountymd.gov

SMS Texting

As more and more citizens use smart phones to access information, the Board of Elections wanted to find more innovative ways to leverage technology to keep their voters in the loop. The incorporation of SMS short codes broaden the reach to County residents to get voter information out more easily. It was paramount that education, empowerment and outreach opportunities must not only be accessible but also relevant. The seamless introduction of the following bilingual SMS short codes provides the following services leveraging 77788:

2020 Primary Vote by Mail Election

- Allow citizens to register to vote
 - VOTE (English) & VOTA (Spanish)
- Allow voters to review or update voter record
 - CHECK (English) & REVISE (Spanish)
- *Allow voters to identify closest Post Office or Ballot Drop*
 - *BOX (English) & URNA (Spanish) in development*

Maryland Voter Registration Application

In collaboration with the Maryland State Board of Election, BOE served as the catalyst to translate the state voter registration application into Chinese (Traditional & Simplified) and Korean.

Media Outreach (Print, online, Google Ads & Print)

Montgomery County is a hub for cultural diversity. One of Maryland's most populous county, is also one of the most diverse: the county's foreign-born population has increased since 2000, and residents speak over 150 different languages. Given these demographics, it is critical for BOE to look at ways to make sure the press is serving these communities and to provide support for local ethnic media outlets.

As of 2017, 32% of Montgomery County, MD residents (339k people) were born outside of the United States, which is higher than the national average of 13.7%. While general market media has the capacity to reach broad audiences within a community, many Montgomery County residents prefer ethnic television, radio or newspapers to their mainstream counterparts.

Media partners (*cost covered with Media Budget approved by County Council)

Print:

- African Mirror Newspaper*
- The Senior Beacon*

- Washington Chinese Daily News [Traditional & Simplified]*
- The Korean Times [Korean]*
- El Tiempo Latino [Spanish]
- El Pregonero [Spanish]
- Washington Hispanic [Spanish]*

Radio

- Radio El Zol (107.9FM-Entercom) [Spanish]*
- Radio America (1540AM) [Spanish]
- Sun Radio [Korean]
- WMAL (105.9FM-Cumulus Media)*
- WPGC (95.5FM-CBS)*
- WASH (97.1FM-iHeartMedia)*
- WIHT (HOT 99.5FM--iHeartMedia)*
- WMZQ-FM (98.7FM--iHeartMedia)*
- WWDC-FM (DC 101--iHeartMedia)*

Online/Web

- Twitter*
- Google Ads*
- Instagram

Television

- Telemundo [Spanish]*
- Univision [Spanish]
- Montgomery Community Media [English & Spanish]
- Montgomery County Government [English & Spanish]
- Montgomery County Public School [English & Spanish]
- Montgomery College [English & Spanish]