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April 6, 2020

Mayor Bridget Donnell Newton
Councilmember Monique Ashton
Councilmember Beryl L. Feinberg
Councilmember David Myles
Councilmember Mark Pierzchala

Re: Rockville Board of Supervisors of Elections 2019 Election Report

Dear Members of the Mayor and Council:

Attached please find the Board of Supervisors of Elections' 2019 Election Report detailing the accomplishments of the Board of Supervisors of Elections ("BSE") from 2015 through 2019. As you know, this period was capped by a highly successful Vote by Mail election in November of 2019, and the attached report sets forth in detail the steps taken by the BSE in conducting this election as well as the tangible results of the BSE's hard work.

In particular, the BSE notes that voter participation in 2019 nearly doubled over participation in City elections in 2011, 2013, and 2015.

Please note that the attached report focuses on what took place up to and during the 2019 election. The BSE is still working on assessing feedback it has received on how the 2019 election was conducted and will be providing the Mayor and Council a report on recommendations for how the vote by mail process may be improved moving forward.

The BSE looks forward to presenting the attached 2019 Election Report to the Mayor and Council at a future meeting. In the meantime, the BSE would like to make this report available to the Mayor and Council and the public.

Sincerely,

Dr. Lois Neuman, Chair
City of Rockville Board of Supervisors of Elections

Attachment

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Bridget Donnell Newton

COUNCIL
Monique Ashton
Beryl L. Feinberg
David Myles
Mark Pierzchala

CITY MANAGER
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CITY CLERK/DIRECTOR OF
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Sara Taylor-Ferrell

CITY ATTORNEY
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Rockville

Board of Supervisors of Elections

November 5, 2019

Election Report

City of Rockville Board of Supervisors of Elections

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Abstract

The City of Rockville's successful Vote by Mail (VBM) election in 2019 capped an intense 4-year period of activity by the City's Board of Supervisors of Elections (BSE). The City's primary goal in implementing VBM was to increase voter turnout, and it worked; voter turnout in the 2019 election nearly doubled the turnout in 2015. Implementing VBM also allowed the City to update its voter database, which is now more accurate than ever. Among the most significant of the BSE's other accomplishments over the past 4 years was simplifying the Campaign Finance Reports (CFRs), converting the reporting process so that the reports could be submitted electronically rather than manually, and hosting the Second Interjurisdictional Symposium on Election Administration.

None of these accomplishments, especially the VBM election, would have been possible without the support of dedicated and talented City of Rockville staff, Montgomery County elections professionals, election personnel from jurisdictions that have held VBM elections, outside organizations (e.g., U.S. Postal Service and vendors), and of course, the Mayor and Council.

Introduction

This report summarizes the accomplishments of the City of Rockville Board of Supervisors of Elections (BSE) from 2015 through 2019. The primary purpose of this report is to provide information on the Vote by Mail (VBM) election held by the City in November 2019. To that end, this report:

- Provides some basic information about the City.
- Identifies decreasing voter turnout as a problem the BSE wanted to address.
- Summarizes the potential solutions the BSE considered to address the problem of decreasing turnout.
- Explains why the BSE selected VBM as the solution.
- Details the implementation of VBM.
- Reports on the results of VBM.

BSE Accomplishments 2015–2019

Although the successful VBM election was the highlight of the BSE's accomplishments since the City election in 2015, it was not the BSE's only accomplishment.

The BSE:

- Conducted two post-election forums early in the year following the November 2015 election.
- Hosted the Second Election Administrator Forum, now called an Interjurisdictional Symposium on Election Administration, on March 28, 2017.
- Simplified the Campaign Finance Reports (CFRs).
- Allowed CFRs to be submitted electronically.
- Created a new CFR instruction manual and offered a CFR training course, conducted three times, on how to use the new software.
- Proposed that the Mayor and Council approve a VBM election and recommended changes to the City Code to allow VBM.
- Revised and implemented its Standard Operating Procedures (SOPs).
- Expanded voter outreach and education activities.
- Implemented a very successful VBM election in 2019.

Problems Identified Prior to Vote by Mail (VBM)

Table 1 shows that voter turnout was low in the 2011 City Election, decreased in 2013, and decreased again in 2015. Turnout did not appear to be related to the number of candidates or whether questions were on the ballot.

Year	Population	Registered Voters	Number of Candidates	Ballot Questions	Voted Number	%
2011	62,102	36,840	11	0	6,240	16.94
2013	63,736	40,494	8	3	6,685	16.51
2015	66,673	40,749	11	0	6,468	15.87

Table 1. Voter Participation in City of Rockville Elections 2011–2015

Another significant problem for both election officials and candidates was an inaccurate voter database. The accuracy of the database depends heavily on voters providing current addresses, making it a continuous challenge to obtain updated information. Despite the challenge, maintaining an accurate database is a high priority for election staff.

Potential Solutions

The BSE determined that to do nothing was not a solution. Unless something was done, voter turnout would continue to decline. The BSE identified the following viable options.

Enhance voter turnout activities and voter education activities. The BSE considered enhancing efforts to educate the City community on the importance of voting. We considered combining these voter education activities with increased efforts to register voters and to encourage all registered voters to participate in elections. The BSE decided that such efforts would not be cost-effective and probably would not increase voter turnout.

Increase number of early voting days. In 2015, the BSE recommended—and the Mayor and Council approved—adding early voting days. Although many people voted early, the total turnout decreased slightly. Basically, people who would have voted anyway were the ones who voted early. Increasing the number of early voting days did not appear to be the solution we sought.

Move elections to even years/put on County ballot: The City holds elections in odd-numbered years. The idea of holding City elections in even-numbered years surfaces almost every election cycle and has been rejected every time. Some feel that the City would lose its identity/uniqueness if its contests were listed at the bottom of a ballot after the national, state, and county contests. Data show that votes decrease the further down a ballot a contest is listed. Therefore, although the national, state, and county contests draw a larger number of voters, there is no guarantee that City residents will vote in City elections in larger numbers. Another concern was that City candidates would compete with all ballot candidates for voter attention. Perhaps an even more significant reason for the reluctance to move to the larger ballot is that City elections are required to be non-partisan. Placing City contests on a predominantly party-oriented ballot did not seem to the BSE to be appropriate.

Note that none of the options listed above address the issue of an inaccurate voter database. Rejecting these options left only one other viable option.

Vote by Mail: Data from jurisdictions that have moved to a VBM process show that voter turnout increases significantly the first time VBM is offered. Although turnout tends to go down after that, it remains higher than in pre-VBM elections. Because the legitimacy and effectiveness of VBM depends on an accurate voter database, one component of the process is repetitive mailings to registered voters; responses, especially mail returned as undeliverable, help update the database. Mailings also ask recipients to inform anyone they know who should have received a mailing but did not to contact the local election board. This also helps update the voter database. Although some costs, notably postage, increase when a jurisdiction moves to VBM, other costs go down. In the case of the City, for example, only one consolidated Vote Center, rather than 11 polling places (one in each of 10 districts and one at City Hall) would have to be open. (See map in Appendix A). Therefore, less equipment and many fewer people would be required to work on election day.

The Solution to the Problem of Low Voter Turnout

On November 7, 2017, after a nearly year-long study (January–October 2017), the BSE proposed that the Mayor and Council amend the City Code to require a VBM election in 2019. The proposal included a detailed rationale for the change. Specifically, the presentation to the Mayor and Council identified the problem of low voter turnout and showed that VBM elections significantly increased voter participation. A study of jurisdictions similar in population and number of registered voters to the City demonstrated that VBM was a viable alternative for the City.

The Mayor and Council requested additional information—a major area of concern being cost—which was provided at the Mayor and Council meeting on February 26, 2018. The slides presented to the Mayor and Council are in the addendum and at www.rockvillemd.gov/election.

The Mayor and Council approved VBM on February 26, 2018 and approved necessary City Code changes on April 9, 2018.

Details of the Implementation of VBM

Election Plan for the 2019 VBM Election

The BSE's first order of business was to determine the components of the VBM election and to organize those as tasks in an Election Plan, create a calendar that showed the relationships among activities and personnel assigned to each task, and develop a logo to identify the City election (see photographs, pp.8 –10). The Election Plan helped election officials track events, activities, and deadlines.

The BSE identified four major activities that needed to be included in the Election Plan:

- conduct community outreach
- update the voter database
- design, print, and deliver ballot packages
- conduct the election.

Conduct Community Outreach

For VBM to be successful, the community needed to be effectively informed that the 2019 election was going to be held using VBM. A secondary purpose of the outreach effort was to educate citizens on what VBM entailed. The BSE and City Clerk's Office worked closely with the City's Office of Communications and Public Relations and with the Office of Information Technology to conduct community outreach using the strategies discussed below.

Mailings

The first community outreach activity the BSE initiated was a series of mailings to all households within the City's corporate limits. The BSE's first mailing was an oversized (14" x 7") postcard mailed on March 1, 2019. The postcard informed recipients that the 2019 election would be conducted using VBM and encouraged recipients to visit www.rockvillemd.gov/election to check and update their voter information and to register to vote if necessary.

The City sent subsequent mailings on May 31, July 12, and September 16 to all registered voters. The subsequent mailings repeated the information on the March 1 postcard and added additional information such as how to mark a ballot, how to return ballots, and where in-person voting would be held on Election Day.

All information on all mailings was provided in English and Spanish as required by Montgomery County law.

Website

The BSE, Office of Communications and Public Relations, and Office of Information Technology designed an Elections website. Continually updated, the website provided information on the VBM process, how to register to vote, how to update voter information, how to complete a ballot, how to submit a ballot, where to vote in person on Election Day, and much more. The website included FAQs and links to related information and videos.

Community Outreach

The Office of the City Clerk notified homeowner associations (HOAs) that members of the BSE were available to speak to the HOAs and community residents about VBM. Of the 15 HOAs that were contacted, 13 responded. BSE members visited all 10 of the HOAs to which they were invited.

The City hosts many scheduled community events each year. The BSE attended Hometown Holidays (May 25 and 26, 2019), Rockville Pride (June 15, 2019), and Rocktoberfest (October 5, 2019). At each event, BSE members and City Clerk's office staff worked at a table where they registered voters, answered questions about VBM, and gave out fans, refrigerator magnets, pens, handbills, and a "stress reliever" shaped like a mailbox (the VBM logo) to keep as reminders of the election.



The Office of the City Clerk's staff also contacted the eight nursing homes (including the nursing home associated with continuing care communities) in the City and encouraged residents to participate in the nursing home program in which BSE members and City Clerk's office staff would visit, distribute ballots to residents, and, if necessary, help residents complete the ballots. Of the eight nursing homes, seven requested to participate in the program. Ballot packages for residents were prepared in the same manner as all other ballot packages, but were delivered to the City and distributed by the City on scheduled nursing home visits. Ballot packages for voters at the nursing homes, election staff did not visit, were mailed at the same time and in the same manner as all other VBM ballots.

Other Methods

Other methods were used to promote VBM, including social media blasts, text alerts, a video that ran on the City's television channel, notices distributed at 15 schools for students to take home to their families, press releases, a dedicated phone line to respond to voter inquiries, moveable electronic message boards at strategic road intersections, a banner spread across an intersection leading to Town Center,



an exhibit at the Rockville branch library, and



a City van decorated to advertise the election.



Update the Voter Database

A voter list, as complete and accurate as possible, is necessary to conduct a fair election. Such a list is also important for candidates. The City depends on MDVoters, the voter database maintained by the State. The City does not have direct access to MDVoters, it provides updated voter information to the State through the Montgomery County Board of Elections (MCBOE). Mailings, discussed above as a community outreach activity, were also a method to obtain information with which to update MDVoters. After the first mailing, postcards returned as undeliverable were sent to the MCBOE. The MCBOE researched the voter to whom each returned postcard was sent. On the basis of that research, MDVoters was updated to reflect changes such as a voter moving to another jurisdiction or the unreported death of a voter. The BSE used the updated database to create the mailing list for its next mailing. This process was repeated for each subsequent mailing. After each of the four mailings, the number of postcards returned decreased. MDVoters, updated after four mailings, was used to create a final mailing list of residents to whom ballots were sent. An interim updated voter list was used by candidates for their mailings and other campaign activities.

Design, Print, and Deliver Ballot Packages

Although the Mayor and all four Councilmembers are elected at large, the City Code establishes 10 election districts. Therefore, 10 ballot “styles,” one for each district, were printed, in both English and Spanish, to allow for post-election data analysis. All ballot styles included space for write-ins for both the Mayoral and Council contests.

Conduct the Election

The City designed VBM outbound and inbound envelopes with input from a U.S. Postal Service (USPS) Mailpiece Design Analyst. The outbound envelope contained a unique intelligent mail barcode to enable outbound tracking. Inbound envelopes also included an intelligent mail barcode so that voters were able to track the status of their ballots by checking the City of Rockville election website. The ballot and inbound envelope/ballot combination worked well in that returned envelopes could be fed through an envelope opening machine, which significantly reduced canvassing time.

The vendor prepared and sent ballots to all voters except:

- Confidential voters, i.e., judges and others who may legally withhold their home addresses for security reasons; these voters picked up their ballots in person at City Hall.
- Military and overseas voters; these ballot packages were mailed by the City Clerk’s Office.
- Voters registered after the deadline for requesting a ballot by mail; these voters voted at the Vote Center on Election Day.
- Residents of participating nursing homes.

Any resident of the City was eligible to receive a ballot by mail provided they had registered by September 20 (a deadline established to ensure that MDVoters could be updated in time to create the final mailing list), were a citizen, and would be 18 years old on or before Election Day.

Ballots were mailed 28 days before Election Day to all voters registered by September 20, 2019, 45 days before the election. Voters who registered between September 21, 2019 and October 15, 2019, 21 and 46 days before Election Day, were able to request that a ballot be mailed to them. Those voters who registered after October 15, 2019 could not request a ballot be mailed to them, but could come into City Hall before Election Day or come to the Vote Center on Election Day to obtain and cast a ballot.

Voters who received ballots were instructed to mark their ballots and return them in time to be received at City Hall no later than 8:00 p.m. on Election Day. Voters were informed and

repeatedly reminded that postmarks did not count. A voter could return a ballot by 1 of 3 methods:

- Mailing via USPS using the provided prepaid envelopes.
- Placing it in a secure, locked drop box outside City Hall which was accessible 24 hours a day.
- Placing it in a secure, locked drop box inside City Hall during normal business hours or until 8:00 p.m. on Election Day.



Pre-Election Day Ballot Process

All ballots from the USPS delivered to City Hall before election day were counted, batched into groups of 50, logged in, and locked in a secure ballot transfer bin. All ballots from drop boxes at City Hall were removed according to schedule, counted, logged in on the internal or external drop box forms, locked in a secure ballot transfer bin, and placed in the secure storage cart until delivery to the secure Processing Center. From the time ballots were received in the Office of the City Clerk, every change of ballot location or custody was documented on a Chain of Custody form.

A delivery team made up of City staff, a BSE member, and a police officer delivered the ballot transfer bins to the secure Processing Center located at the MCBOE facility. MCBOE officials received the secure ballot transfer bins and executed the carbon Chain of Custody form. The MCBOE retained the original Chain of Custody form and the City kept the copy that allowed each batch to be tracked through the processing procedure.

Vote Center

Jurisdictions that conduct VBM elections open one or more Vote Centers on Election Day. Based on the number of registered voters and polling places in the City, the BSE determined that one consolidated Vote Center would be sufficient. That Vote Center was located in City Hall and provided services to voters, including but not limited to, ballot replacement, assistance with the ballot, Same Day Registration, provisional voting, assistance with casting the ballot in the ballot box, language translation, and answers to questions.

Three of these services are discussed below:

Replacing Ballots

Voters who lost, damaged, or changed their minds after marking - but before mailing - the ballot or otherwise needed to have a ballot replaced were able to request replacement ballots beginning 7 days after ballots were mailed.

Replacement ballots were available at City Hall or, if requested in sufficient time, could be mailed to the voter. Voters who did not receive a ballot in the mail because of an address change or because they were not on the voter database were required to update or complete a Maryland Voter Registration Application in order to have a ballot mailed to them.

Same Day Registration

Same Day Registration was offered at City Hall on Election Day. Same Day registrants voted provisionally on paper ballots or using the BMD. These provisional ballots were processed as described in the next section.

Provisional Voting

Voters who were not eligible to cast a regular ballot could cast a provisional ballot at the Vote Center on Election Day. Reasons for voting provisionally include:

- The database indicated voter had previously voted in this election.
- The database requested proof of ID.
- The database indicated that voter was not a resident of Rockville.
- The voter registered on Election Day.

Provisional voters cast their ballots by placing them in a ballot envelope and placing the envelope into a Provisional Ballot Bag.

The City contracted with the MCBOE to provide assistance at the Vote Center on Election Day, especially on-site support for equipment and assistance with voter check-in.

The MCBOE provided the following equipment at the Vote Center:

- 10 ADA-compliant Ballot Marking Devices (BMD)
- 1 portable ballot box
- 10 secure, ballot transfer bins
- 6 voting booths
- 1 portable, secure storage cart to hold unvoted ballots, ballot envelopes, and other supplies.

A limited number of Election Officials were trained by MCBOE staff contracted by the City to give basic information. Training included standard election procedures such as line management, assisting voters to and at the voting booth, and directing voters to the appropriate place such as the drop box and exit. One Election Official was trained on Provisional Voting procedures and staffed the Provisional Voting area.

Election Day Voted Ballot Process

The same procedure for processing ballots before Election Day was used on Election Day. A team of Election Officials emptied the drop box in the Vote Center and the drop box at City Hall. Under police protection, voted ballot envelopes were counted from each depository and delivered to the secure storage cart until ready for delivery to the secure Processing Center.

USPS conducted a "sweep" of all mail boxes late on Election Day to ensure any ballots mailed late in the day were recovered and delivered to the Vote Center by 8:00 pm, when the last transfer of voted ballots took place.

With police protection, the ballots locked in secure bins were transferred, in a police vehicle, from the Vote Center to the secure Processing Center.

At the secure Processing Center, the bins were unlocked, ballot envelopes were counted to ensure the number delivered matched the number removed from the depositories at the Vote Center, and the ballot envelopes were logged.

Canvass

The canvass is a process to determine which ballots can be counted. Reasons for not counting include no signature on envelope, more than one ballot in an envelope, or identifying marks on the ballot. The canvass also identifies ballots that may need to be duplicated so they can be machine read, e.g., those with ragged edges or stray markings. The number of ballots accepted and questioned must match the number of ballots given to a canvass team. On a predetermined schedule, beginning no sooner than 21 days prior to Election Day, returned ballot envelopes were canvassed by sworn in Election Workers following established Standard Operating Procedures. The BSE oversaw the canvass.

At the canvass, Election Officials researched each provisional ballot and made a recommendation on whether the BSE should accept it. All provisional ballots, including those identified by Election Officials as potentially ineligible, were presented to the BSE for review and adjudication. All accepted ballots were scanned at the end of each canvass but not tabulated and the counts added to the tabulation conducted after the Vote Center closed on Election Day. Election results could not be certified until the provisional ballot process was completed.

Tabulation

Trained MCBOE Officials tabulated all ballots, except provisional ballots and a small number of questioned ballots, as soon as the final canvass was completed after the polls closed on Election Day to produce the unofficial results. Tabulation must be—and was—overseen by a quorum of BSE members.

As noted above, election results could not be verified until after the final canvass, which could not be conducted until at least 2 days after Election Day, when the BSE voted on accepting provisional and questioned ballots.

Goals Achieved

As identified in the section “Problems Identified Prior to Vote by Mail,” the problems of reduced voter turnout and an inaccurate database were successfully solved in 2019.

Addressing Voter Turnout – The City experienced an increase in voter turnout that almost doubled the turnout in the three preceding elections as appears in Appendix B.

Improving the Voter Database – The Voter Database was updated as described in the two sections: Conduct Community Outreach and Update Voter Database. The returned undeliverable ballot rate appears in Appendices C and D. The Voter Database is continually being updated by the MCBOE.

Table 2 shows the significant increase in voter turnout compared to the turnout in the three previous City Elections.

Table 2. Voter Participation in City of Rockville Election 2011-2019

Election Year	Estimated Population	Registered Voters	Voter Percent
2011	62,102	36,840	6,240 / 16.94
2013	63,736	40,494	6,685 / 16.51
2015	66,673	40,749	6,468 / 15.87
2019	68,268	39,499	12,287 / 31.10

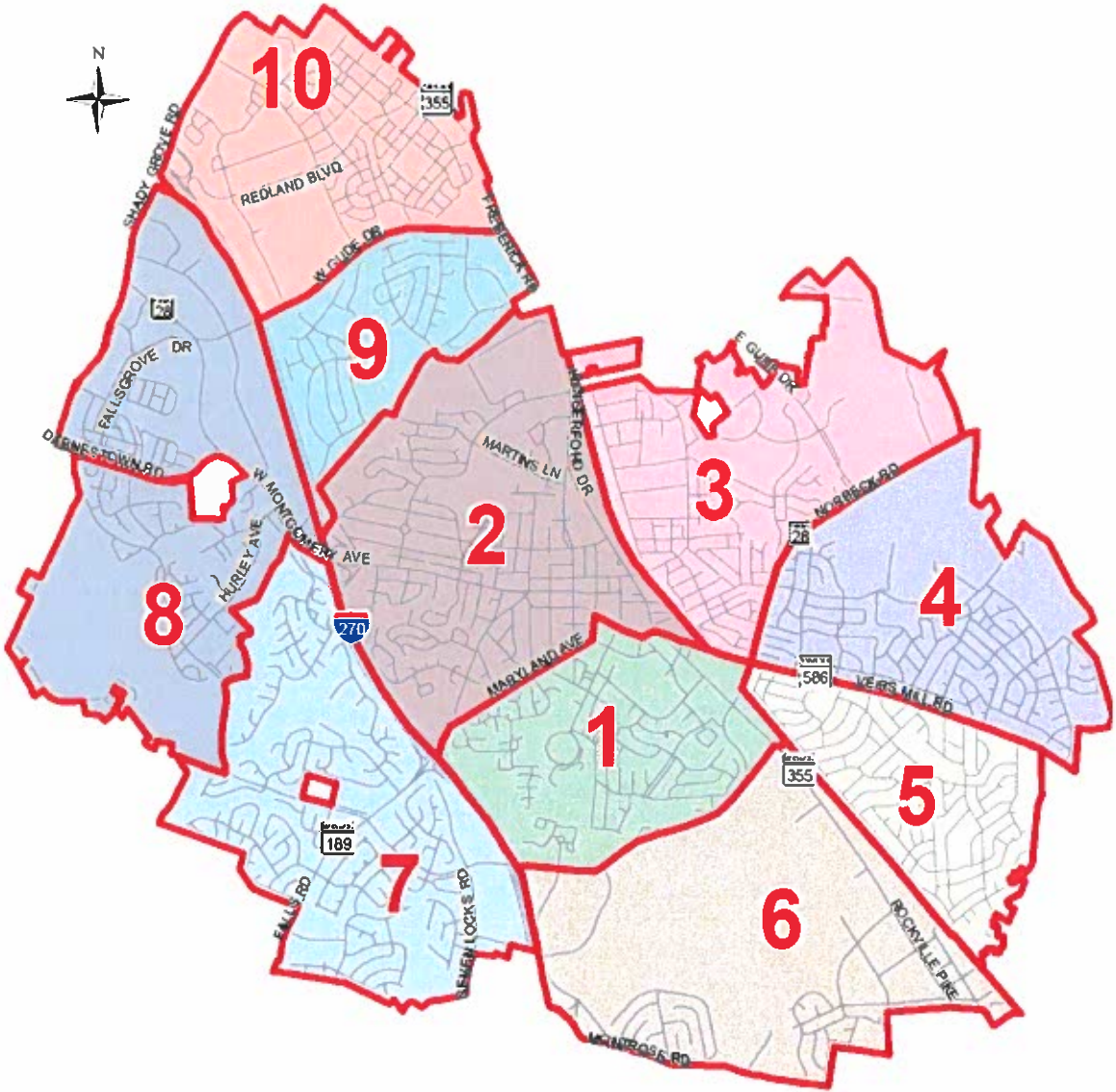
Appendices

The following appendices contain charts, summaries, and historical information that augment the text presented in the report.

Note: Appendix E provides cost information for the elections in 2011, 2013, 2015, and 2019. This is to facilitate cost comparison. The same template is used for 2011-2015 election years to reflect differences not only in costs but also in processes. The lack of an entry for a cost line item indicates that the item was not used in that election year.

Appendix A: 2019 District Map

DISTRICT	TOTAL BALLOT CAST	TOTAL REG. VOTERS
1	1,193	3,541
2	2,327	6,343
3	793	2,633
4	1,090	3,491
5	1,077	3,723
6	711	3,405
7	1,554	4,374
8	1,118	4,030
9	968	2,285
10	1,456	5,570



Appendix B: All District Turnout 2011 – 2019

Rockville Election Turnout by District 2011, 2013, 2015, 2019										
	All				D-1 Elwood Smith Rec. Center			D-2 Rockville Swin Center		
	Pop	Register	No.	%	Register	No.	%	Register	No.	%
2011	62,102	36,840	6,240	16.94	3,262	606	18.58	5,583	1,144	20.49
2013	63,736	40,494	6,685	16.51	3,691	641	17.37	6,356	1,277	20.09
2015	66,673	40,749	6,468	15.87	3,772	602	15.96	6,414	958	14.94
2019	68,268	39,395	12,287	31.18	3,589	1,193	33.24	6,405	2,327	36.33

Rockville Election Turnout by District 2011, 2013, 2015, 2019 (cont'd.)												
	D-3 Lincoln Park Cmty Center			D-4 F. Scott Fitzgerald Social Hall			D-5 Twinbrook Cmty Center			D-6 Montrose Cmty Center		
	Register	No.	%	Register	No.	%	Register	No.	%	Register	No.	%
2011	2,468	382	15.48	3,448	473	13.72	3,164	518	16.37	3,178	254	8
2013	2,770	428	15.45	3,695	511	13.83	3,640	521	14.31	3,417	264	7.7
2015	2,801	385	13.75	3,746	463	12.36	3,770	473	12.55	3,288	221	6.7
2019	2,651	793	29.91	3,531	1,090	30.86	3,775	1,077	28.52	3,473	711	20

Rockville Election Turnout by District 2011, 2013, 2015, 2019												
	D-7 *Ritchie Park /#Latvian Ch			D-8 Thomas Farm Cmty Center			D-9 Rockville Senior Center			D-10 King Farm Cmty Center		
	Register	No.	%	Register	No.	%	Register	No.	%	Register	No.	%
2011	*4,453	756	16.98	4,265	457	10.72	2,410	562	23.32	4,608	658	14
2013	*4,574	819	17.91	4,369	417	9.54	2,530	640	25.30	5,452	702	13
2015	#4,550	717	15.76	4,372	397	9.08	2,502	552	22.06	5,534	746	13
2019	4,394	1,554	35.36	4,062	1,118	27.52	2,307	968	41.95	5,660	1,456	26

Appendix C: Outcome 2019 Ballot Return Summary

SUMMARY OF BALLOTS SCANNED – 12,287		
	Number	% of Vote Cast
Election Day Voters	2,711	22.06
Provisional	74	.60
By-Mail or Dropbox - October 7- November 4	9,502	77.33
Total	12,287	*100.00

*Rounded

ENVELOPES MAILED – 39,499 ACTIVE REGISTERED VOTERS		
	Number	% of Envelopes Mailed
Envelopes Mailed	39,499	
Ballots Scanned	12,287	31.10
Envelopes Returned Undeliverable	2,319	5.86
Envelopes Received Past Deadline	144	0.36
Envelopes Accounted For	14,750	37.00
Envelopes Unaccounted For	24,749	63.00
Total		100.00

Appendix D: Election Comparison

Rockville Election Comparison 2011, 2013, 2015, and 2019					
	2011	2013	2015	2017	2019
VOTE					
Total Cost of election	\$39,101	\$47,648	\$61,895		\$193,540
Number of ballots cast	6,240	6,685	6,468		12,287
Cost per ballot (voter)	\$6.27	\$7.13	\$9.57		\$15.75
BALLOT					
Number of Candidates	11	8	11		15
Turnout - number of ballots cast	6,240	6,685	6,468		12,287
Number of candidates per contest:					
Mayor	2	2	2		2
Council	9	6	9		13
UNIQUENESS					
Polling places on Election Day	✓ 10	✓ 10	✓ 10		
Polling Place for Early Voting – 2days)			✓ 1		
Vote Center					✓ 1
Method Touch Screen Voting Unit	✓	✓			
Pilot for County & State equipment (no cost)			✓		
BMD and scanner (no cost)			✓		
Early Voting and BMD			✓		
(VBM)					✓
Ballot Referenda		✓ 3			
(VBM), with two open seats					✓
Election Cycle change from 2 to 4 years			✓		✓
No election				✓	
OUTREACH/MAILING					
Posters		✓			✓
Number of mailings:					
Sample ballots / postcards	1	1	1		4
DATABASE					
Returned mail - sample ballots/ballots	*3,000	*2,100	*1,900		2,319

*Estimates

Appendix E: Costs For 2011 - 2019 Elections

Rockville Election Cost Comparison 2011, 2013		
	2011	2013
Postcards (only District 7)		
Postcard printing #1 and #2		
Postcard mail #3 and #4		
Postcard printing #3 and #4		
Postage fees: maintenance on return		
Postage fees: return ballots mailed back		
Vendor postage and return ballots		
Equipment and transportation	2,176	\$3,678
Equipment dropboxes purchase		
Equipment dropbox install		
BMD audio and software (vendor)		
Ballot storage		
Pollbooks	0	1,250
Personnel (training, food & manual)	22,098	19,311
Postage sample ballot	11,246	14,549
Sample ballot, label and mail	1,458	4,657
Ballot envelopes	710	85
Ballot preprint setup (vendor)		
Material(ballot bag, supplies, & giveaways)	695	0
Translation	543	195
Inauguration	2,135	2,960
Lease agreement		
Candidate information printing	35	40
Total (also archived total)	\$39,101	\$47,648

Appendix E: (cont'd)

Rockville Election Cost 2015	
Advertising newspaper notices	
Postcards (District 7)	1,558
Postcard print #1 and #2	
Postcard mail #3 and #4	
Postcard printing #3 and #4	
Postal fees: maintenance on return	
Postal fees: return ballots mailed back	
Vendor postage and return ballots	
Equipment (Pilot, Transportation)	
Equipment dropboxes Purchase	
Equipment dropbox install	
BMD audio and software (vendor)	
Ballot storage	
Pollbooks	1,250
Personnel(training, food, manual)	28,255
Postage sample ballot	16,020
Sample ballot, label and mail	5,807
Ballot envelopes	
Ballot preprint setup (vendor)	
Material(ballot bag, supplies, giveaway)	326
Translation	
Inauguration	2731
Lease agreement for polling places	500
Candidate information printing	2,217
Total here	\$58,664
Unaccounted for costs	3,231
Archived total	<u>\$61,895</u>

Appendix E: (cont'd)

Election Expenses (FY19)	
OBJECT NAME	ACTUAL EXPENSES
Consultants	14,304
Postage	7,395
Contract Services-Other	3,700
Printing Contracts	6,194
Program Supplies	3,503
Food and Beverage	143
Board & Commission Support	154
Special Projects	3,000
Total: FY19	<u>\$38,393</u>

Election Expenses (FY20)	
Postage	23,753
Advertising-Non Recruitment	5,578
Dues Fees & Publications	88
Contract Services -Other	17,937
Printing Contracts	103,795
Program Supplies	2,392
Board And Commission Support	26
Total: FY20	<u>\$153,569</u>

M&C Inauguration Expenses	
Consultants (StarSigns)	490
Food & Beverage-Internal	838
Program Supplies (RMHS)	250
Grand Total Expenses:	<u>\$193,540</u>

Communications (FY20)	Details	Actual
Additional pages for RR \$1,300		1,160
Advertising costs \$8,000	Television Ads	2,578
	Social media ads	300
	Bike Share signs	1,407
	Window Clings for facilities	506
	Magnets for City vehicles	0
Additional costs	Neighborhood signs	1,469
	Pens	1,517
	Banner bug for apperances	200
	Vehicle wrap	2,475
Voter Guide		
Printing	40,000 copies	5,988
Postage		7,366
Total FY20		<u>\$24,966</u>