



Memo

To: Mayor and Council
From: Laura Reams, Director of Communications & Legislative Services
CC: Tracey Douglas, City Administrator
Ron Brooks, City Treasurer
Sean Corcoran, Deputy City Clerk
Board of Supervisors of Elections
Date: January 11, 2021
Re: Budget Amendment – Election 2021

Background:

The City of Hyattsville will conduct the 2021 Mayoral and Council election by mail-in ballot. The shift in the primary method of voting from traditional in-person voting to mail-in balloting due to the COVID-19 pandemic has necessitated several legislative changes. These changes have also required the City to procure additional vendors for ballot boxes, election equipment and software, print/mail services and incur additional costs related to outreach communications and postage. A budget amendment is required to execute the Vote-by-Mail election. A budget breakdown is listed below by line item followed by a summary budget. The total requested budget amendment is \$45,000 which has been rounded up to cover unplanned or unprojected miscellaneous costs.

Ads & Notices – Requested Budget Amendment: \$4,000

Additional funds will support outreach communications, specifically the purchase of bus shelter ads, a directory ad at the Mall at Prince George's and additional communications outreach items.

Equipment Rental – Requested Budget Amendment: \$25,500

The budget amendment will support increased costs due to new vendors required for the Vote-by-Mail election. These vendors include the contract for print/mail services, a resident-facing ballot tracking

interface through Ballot Scout, rental of a post office box, and the purchase and installation of two ballot drop boxes which will be utilized for future elections.

Postage – Requested Budget Amendment: \$9,750

Funds will be utilized to pre-pay return postage for ballots via business reply mail and support the mailing of three (3) postcards to all registered voters and an election guide. The City will fund the Business Reply Mail account to account for the mailing of all return ballots. Ballots not returned via mail will not incur postage fees and the City may receive a refund of unused funds after the election.

Contracted Services – Requested Budget Amendment: \$3,000

Funds will support the staffing of ballot intake days and a voter services hotline with election workers, necessary supplies for ballot intake and the purchase of personal protective equipment (PPE) for poll workers.

Summary Budget:

Line Item	FY21 Budget	Revised Budget	Budget Amendment
Ads & Notices	\$ 1,500.00	\$ 5,500.00	\$ 4,000.00
Equipment Rental	\$30,500.00	\$ 56,000.00	\$ 25,500.00
Postage	\$ 250.00	\$ 10,000.00	\$ 9,750.00
Printing	\$12,000.00	\$ 12,000.00	\$ -
Other Contracted	\$ 8,000.00	\$ 11,000.00	\$ 3,000.00
Office Supplies	\$ 400.00	\$ 400.00	\$ -
Misc. Supplies	\$ 2,500.00	\$ 2,500.00	\$ -
Total	\$55,150.00	\$ 97,400.00	\$ 42,250.00

RECOMMENDATION:

Staff recommends the Mayor and Council authorize an FY21 budget amendment in an amount not to exceed \$45,000 from the general fund into the Election budget to be appropriated as follows: \$4,000 Ads & Notices, \$25,500 Equipment Rental, \$9,750 Postage, and \$3,000 Contracted Services. An additional \$2,750 has been added to cover unexpected miscellaneous costs.