

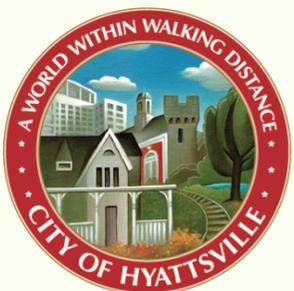
July 20, 2020



Election 2021

Charter Amendment & Code Revisions

CITY OF HYATTSVILLE, MARYLAND



Agenda



Elections Overview

Election 2021 Proposal

Draft Legislation

Timeline & Costs

Next Steps

Council Discussion

Hyattsville Elections

Overview

- Held Bi-annually
- Non-partisan
- Officials serve 4 year staggered terms



**NEXT SCHEDULED ELECTION
MAY 2021**

Election Administration

Board of Supervisors of Elections

- 5 Members
- Appointed to 4 year terms
- Administration & Regulation of Elections

Ethics Commission

- 5 Members
- Appointed to 3 year terms
- Campaign Finance Certification

City Clerk's Office

- Facilitate Election Administration
- Support to Board & Commission
- Liaison to State, County, Vendor
- Maintain City-only Voter Registry

Voting Should Be...



EASY & CONVENIENT



SAFE, SECURE, &
ACCESSIBLE



FUN!

Hyattsville Voting Initiatives

**16 & 17 YEAR OLD
VOTING**

2015

**EARLY
VOTING**

2015

**EXPANDED VOTER
OUTREACH**

2015

**CANDIDATE
OUTREACH &
TRAINING**

2016

**NON-US CITIZEN
VOTING**

2017

**CAMPAIGN FINANCE
REFORMS**

2017 & 2019

**SAME DAY
VOTER
REGISTRATION**

2019

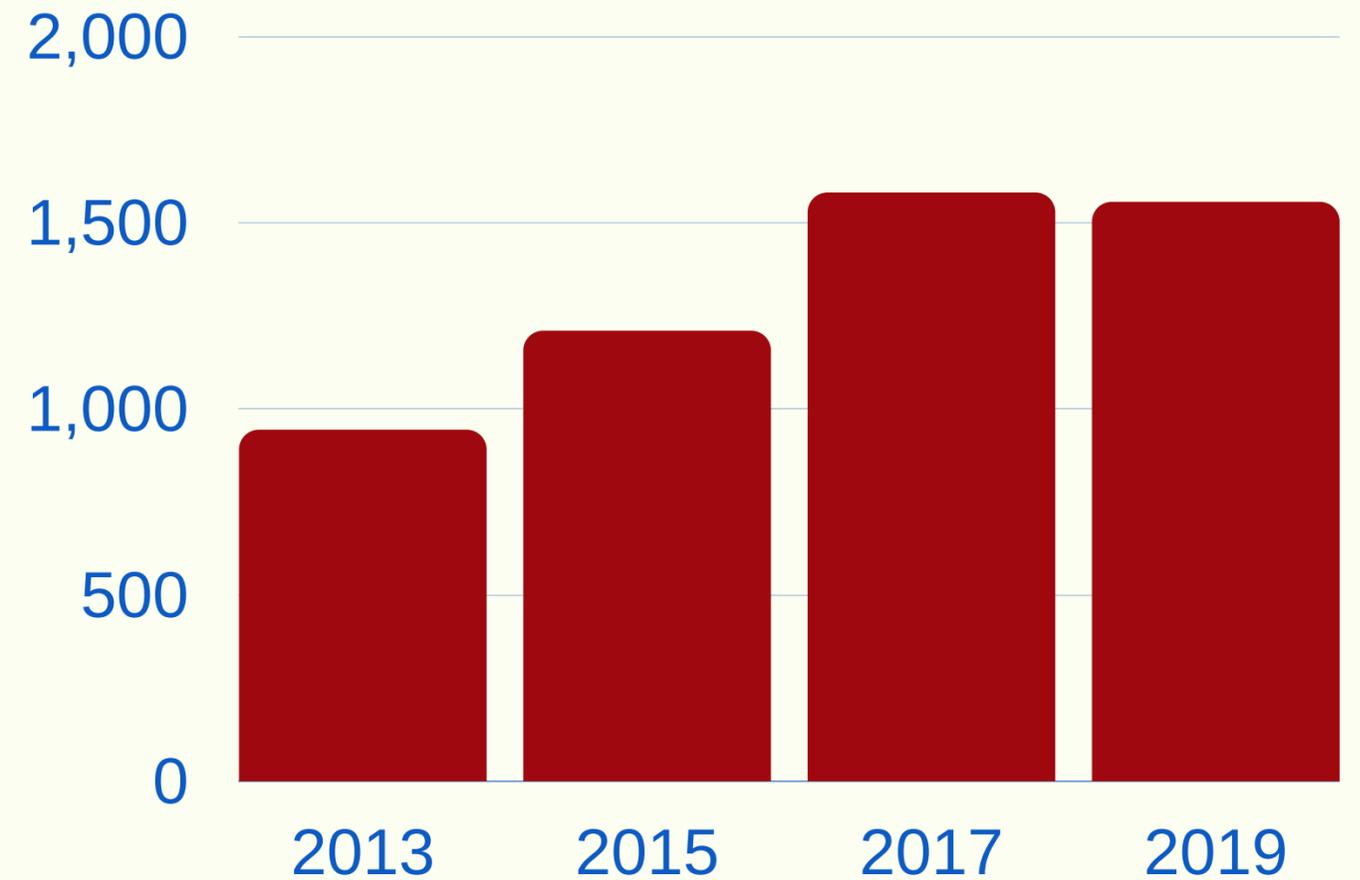
**POP UP
POLLING**

2019

Voter Turnout

2013 - 2019

**AVERAGE NUMBER OF REGISTERED VOTERS:
10,300**



While turnout has increased, it hovers around 15% - well below the National Average, but typical for similarly sized municipalities.

Election 2021 Proposal



- All Vote-by-Mail Election
- Council Organization Adjustments
- Changes to Election Timeline
- Communications & Outreach
- Safe, Secure, & Accessible Elections

All Vote-by-Mail Election

How does it work?

- Ballots Mailed to All Registered Voters (No Application Necessary)
- Postage Paid Return Envelope
- At Least One Drop Box Location
- Election Day Polling Location
- Partnership with Post Office & County
- Infrastructure Investments (Ballot Boxes & Security Measures)

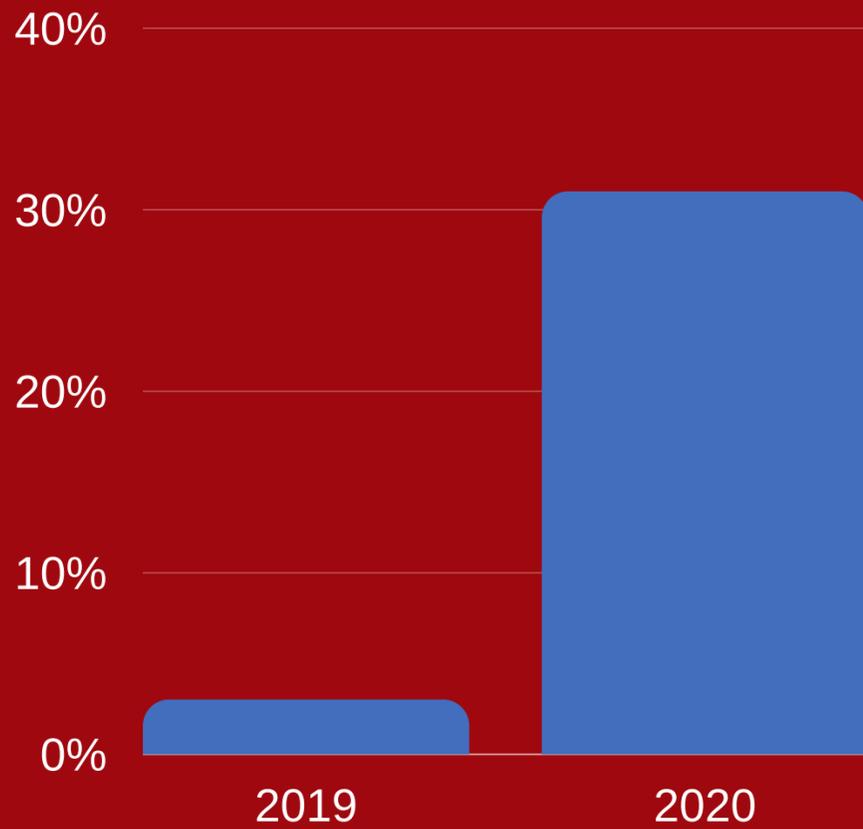
Advantages

- Voter Convenience & Satisfaction
- Increased Voter Turnout
- More Accurate Voter Rolls
- Decreased Costs for Pollworkers

Disadvantages

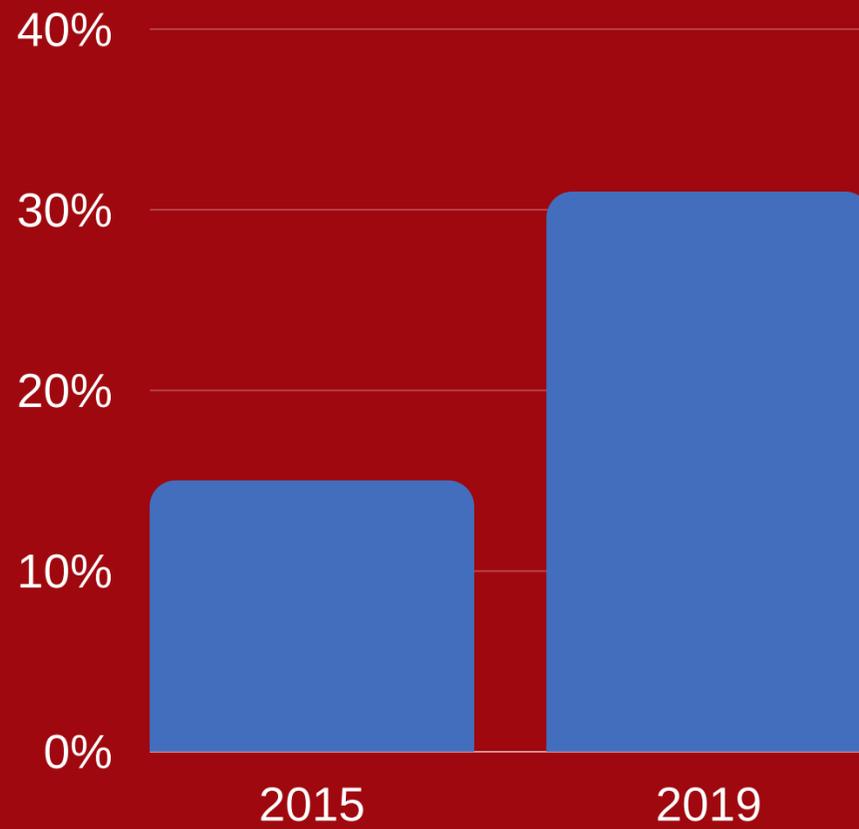
- Increased Costs for Infrastructure & Communications
- Loss of "Traditional" Election
- Possible Increase in Campaign Expenditures for Candidates

Vote-by-Mail Results



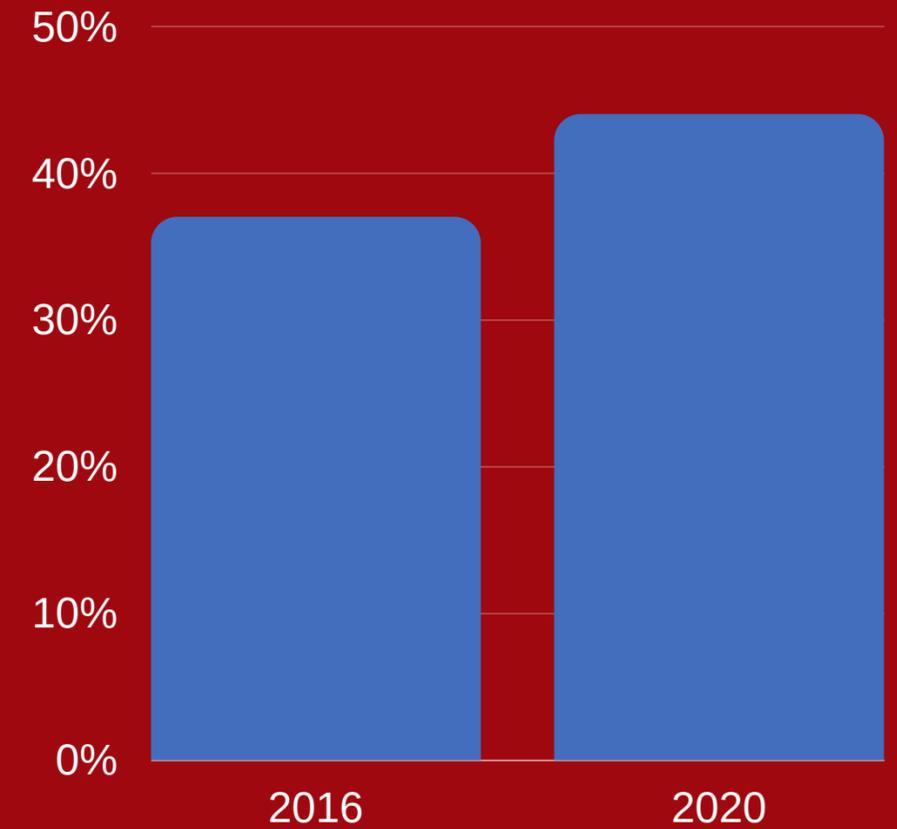
NEW CARROLLTON

2020 - 33% Voter Turnout



ROCKVILLE

2019 - 31% Voter Turnout



STATE OF MARYLAND

Presidential Primary
2020 - 44% Voter Turnout

Vote-by-Mail ...The HVL Way



Enabling Legislation

- Method of Voting Determined by Council via Resolution (Fall Prior to Election)
- Board of Supervisors of Elections Makes Recommendation on Method
- Allows Future Council's Flexibility

Extended Election "Season"

- Proposed Election Day Change
- Opens Two Weeks Early & Closes One Week Later - Allows Additional Time for Outreach, Communications & Mailings

Early Voting

- Drive Through Drop Offs, At Least One Ballot Box

Vote-by-Mail...The HVL Way

Ballots Mailed between 45-30 Days Prior to Election

- Allows Adequate Time for Ballots to be Sent/Received

Replacement ballots Issued if Original was Lost or Damaged

- Affidavit Required

Centralized Election Day Polling Location

- Offers an In-Person "Traditional" Voting Experience to Drop off Ballot
- Provides ADA Compliance for Voters Requiring Assistance
- Same Day Registration for New Voters on Election Day

Required Minimum of Four Communications to Residents

- Postcard Mailings, Creative Advertisement & Outreach, Election Guide

Ballots Required to be Returned by 8 PM Election Day - No Postmarks

Council Organization Adjustments

Charter Amendment Required

- Seeks to Address Concerns with Existing Council Organization Procedures for the Election of Council President & Vice President
- Allows Time for Council to Review & Discuss Roles

Council Meeting - 3rd Monday in May

- Certification of Election Results
- Adjourn Sine Die of Current Council - Eliminates Last Meeting of Current Council and Oath of Office on the Same Night

June Council Meeting

Oath of Office, 1st Meeting of New Council

July Council Meeting

Council Elects President & Vice President

Summary of Timeline Changes 2021

November: Council Adopts Resolution for Method of Voting

February: Candidate Registration Opens for 6.5 Weeks

March:

- Candidate Registration Closes
- Voter Registration Deadline to Receive Ballot Automatically by Mail

April: Ballots Mailed to all Registered Voters

Tuesday, May 11: Election Day

- Ballots due by 8 PM, Polling Center Open with Same Day Registration
- Certification of Results due within 5 days

Monday, May 17: Acceptance of Certified Election Results, Adjourn Sine Die

Monday, June 7: Oath of Office, 1st Meeting of New Council

Monday, July 19: Election of Council President & Vice President

Cost Considerations

New Costs:

Postage

- Prepaid bulk mail

Infrastructure & Security Costs

- Ballot Box: Approximately \$8K
(includes box and installation)

Increased Communications

Purchase of PPE for Election Workers

Reduced Costs:

Pollworkers

Current FY21 Budget: \$55,000

VBM Budget Comparables

- Rockville - Approximately \$350K over 2 years
- New Carrollton - Approximately \$40K

Request for Quotes:

Due September 1

- Recommendation to Council in October

Safe & Secure Elections

Infrastructure Investments

- Secure, Semi Permanent Install in ADA Accessible Locations with CCTV Camera Surveillance
- Secure Ballot Storage and Processing Location – Security Cage

Policies & Procedures

- Secure Ballot Design – Ensuring Voter Privacy
- Chain of Custody for Ballot Transfers
- Ballot Canvas Procedures
- Ballot Return Transparency (voter lookup)
- Mechanism for Reissuing Ballots

Outreach

Voters

- At least four informational mailings
- Voter Registration Drives
- BOSE Presence at City Events
- Election Guide
- Candidate Forum
- Pop Up Ballot Drop Offs
- Community Outreach
 - HOA's
 - Multifamily Developments
 - Schools

Candidates

- Candidate Information Sessions
- Candidate Fact Sheet
- Campaign Finance Training

Outreach Mediums

- Postcard Mailings
- Hyattsville Reporter & Life & Times
- Virtual/In-Person Community Forums
- Subscriber Emails/Texts
- Social Media Presence
- Electronic Messaging Boards
- Advertisement in Big Belly, Bus Shelters, Metro, Vehicle Wraps

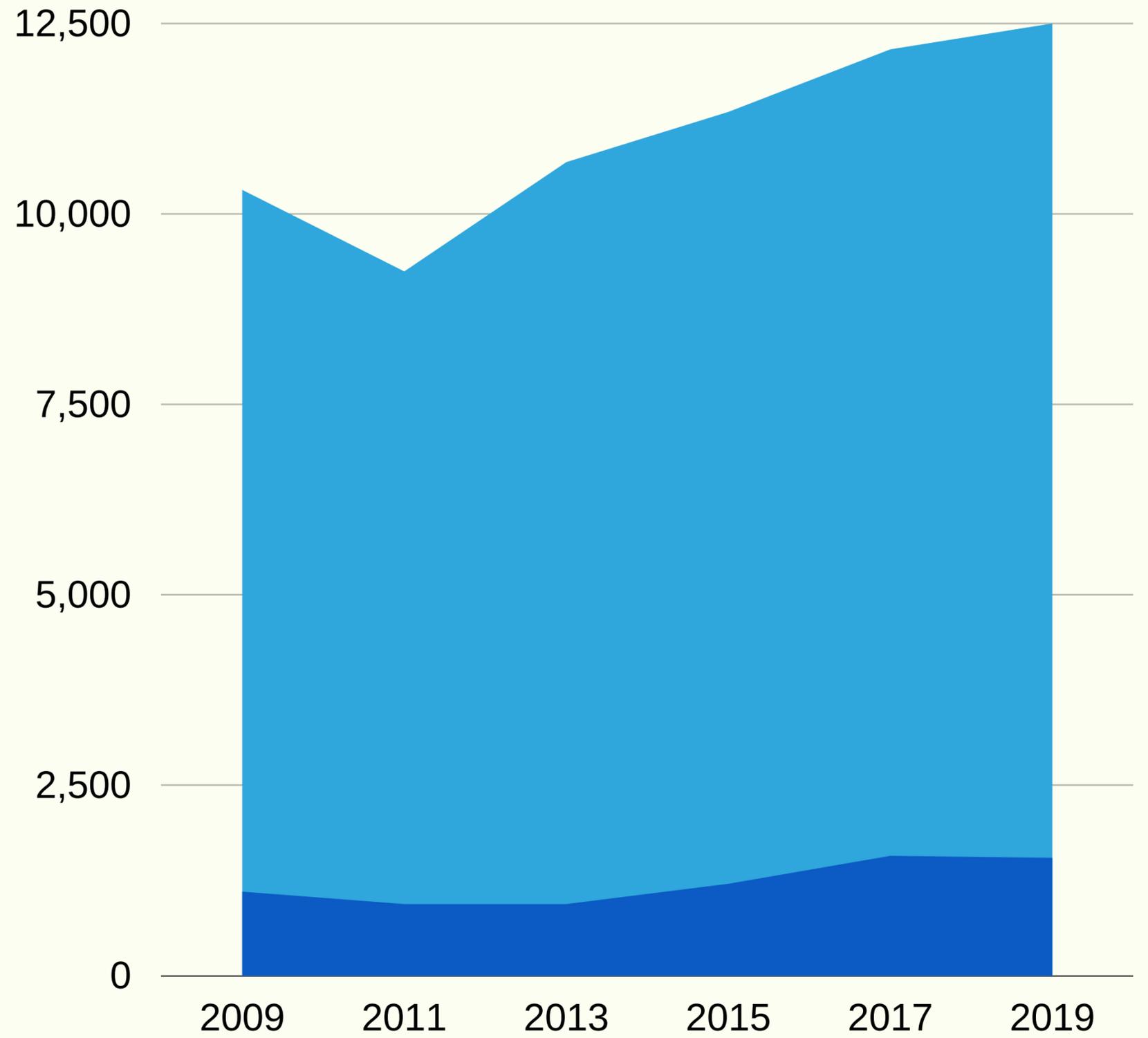
Voter Engagement



Voter Turnout

2009 - 2019

**AVERAGE NUMBER OF REGISTERED VOTERS:
10,300**



Next Steps



Council Discussion – July 20

RFP Issued – July 20

RFP Due – Sept 1

Council Discussion – Sept 21

1st Reading – Oct 5

Adoption – Oct 19

Resolution for VBM Election –
Nov 2