Memorandum

Date: December 19, 2014

To: Honorable Chairwoman Rebeca Sosa and Members
Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: November 4, 2014 General Election Post-Election Report

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Attached is a memorandum summarizing the topics specified in Section 12-1 of the Code for the November 4, 2014 Miami-Dade County General Election.

If you have any questions, please contact Supervisor of Elections Penelope Townsley at 305-499-8509, or me directly.

Attachment

c: R. A. Cuevas, Jr., County Attorney
Alina T. Hudak, Deputy Mayor and Interim Director of Public Works and Waste Management
Penelope Townsley, Supervisor of Elections

Memorandum

MIAMI-DADE COUNTY

Date: November 26, 2014

To: Honorable Carlos A. Gimenez
Mayor

From: Penelope Townsley
Supervisor of Elections

Subject: November 4, 2014 General Election Post-Election Report

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In accordance with Section 12-1 of the Code of Miami-Dade County, this serves as the Post-Election Report for the November 4, 2014 General Election.

Voter Turnout

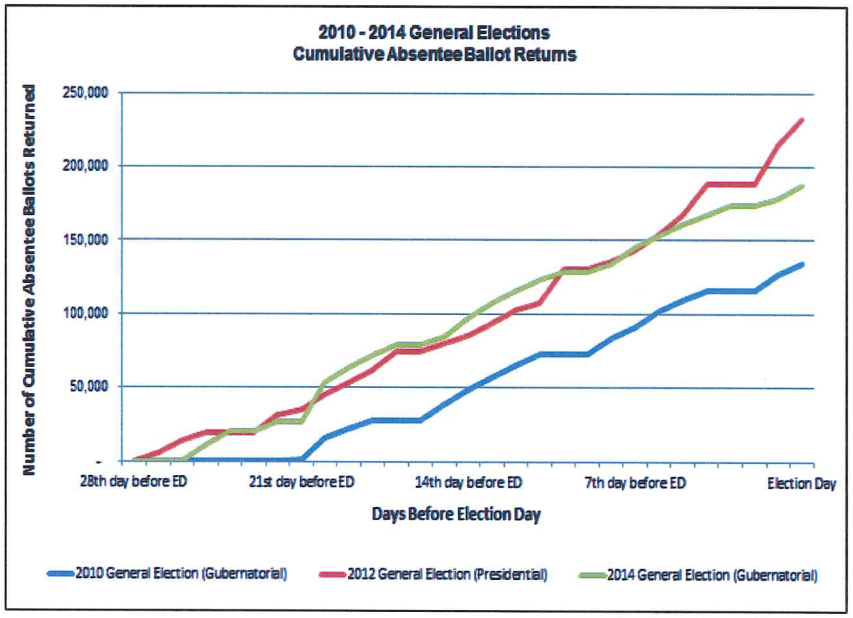
As shared in the Pre-Election Report, 37-41% of Miami-Dade voters typically turnout in gubernatorial general elections. A total of 40.78% Miami-Dade voters participated in this election, on par with previous trends. Of those voters that participated, 57% opted to cast their ballot prior to the election via Absentee Ballot or Early Voting, while the remaining 43% opted to vote at their assigned Election Day precinct. The trend shows that with each election cycle, more voters cast their ballot prior to Election Day.

Election Date	Election Type	Registered Voters	Ballots Cast	Voter Turnout %		Absentee	%	Election Day	%	Early Voting	%	Total Votes	%
11/02/2010	General Election (Gubernatorial)	1,208,073	499,853	41.38%	⇨	133,758	27%	269,021	54%	97,074	19%	499,853	100%
11/06/2012	General Election (Presidential)	1,313,850	888,033	67.59%	⇨	243,953	27%	408,353	46%	235,727	27%	888,033	100%
11/04/2014	General Election (Gubernatorial)	1,299,342	529,927	40.78%	⇨	185,664	35%	227,358	43%	116,905	22%	529,927	100%

Absentee Voting

Absentee Ballots continue to be a popular and convenient way to vote. For this election, 35% of our voters cast an Absentee Ballot. The Department processed 40% more Absentee Ballot requests and 35% more Absentee Ballot returns than the last gubernatorial general election, in a timely manner. Technology upgrades, which included the upgrade of an existing Absentee Ballot sorter and the introduction of an additional sorter in early 2014, enhanced productivity levels to meet increased demands.

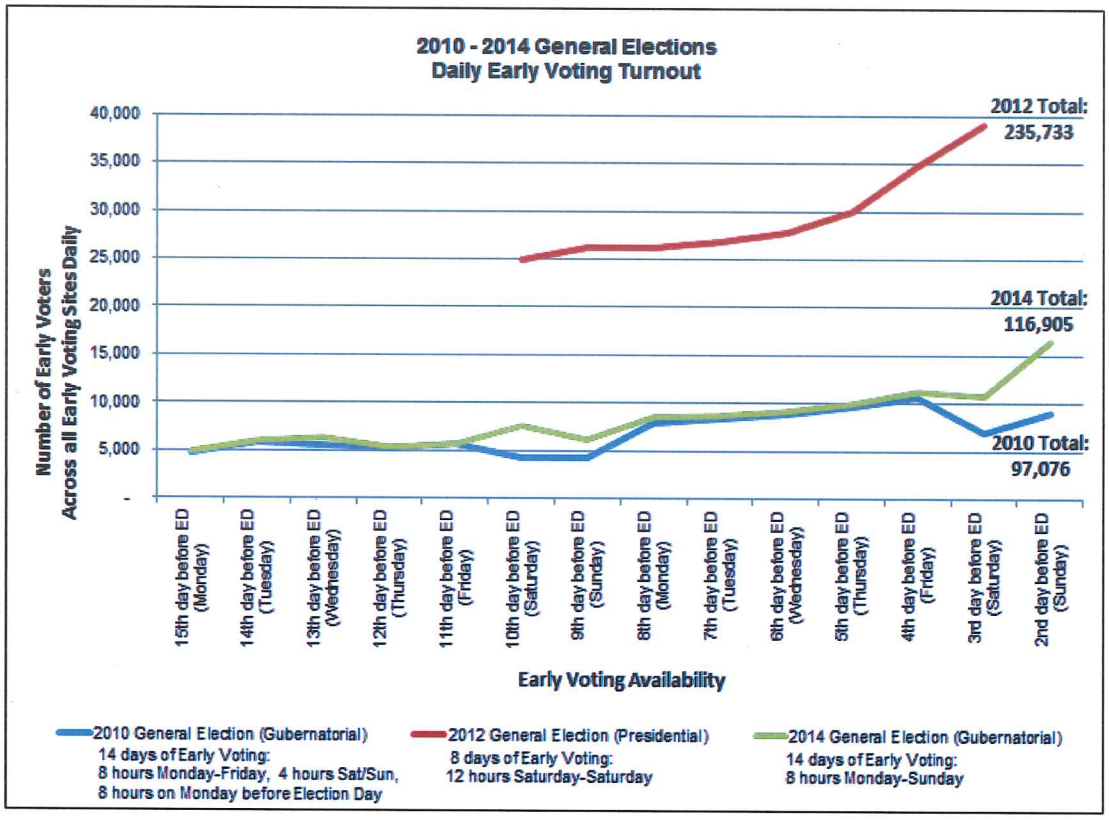
Election Date	Election Type	Absentee Ballots Requested	Absentee Ballots Returned	Return Rate
11/02/2010	General Election (Gubernatorial)	205,307	134,036	65%
11/06/2012	General Election (Presidential)	310,311	232,585	75%
11/04/2014	General Election (Gubernatorial)	291,734	187,202	64%



Early Voting

Miami-Dade County took full advantage of greater flexibility afforded to Florida Counties during the 2013 State Legislative session in terms of availability and types of sites that qualify for Early Voting. The Department offered more Early Voting hours and locations than ever before, with the maximum allowed 14 days of Early Voting at 25 sites; this is an increase of 5 sites from previous countywide elections in Miami-Dade County.

To better serve all voters, different weekday schedules were offered during the first and second weeks of Early Voting to accommodate voter schedules, and standard weekend hours were offered for two full weekends (including the Sunday before the election). Close to 117,000 Miami-Dade County voters took advantage of Early Voting, a 20% increase from the last gubernatorial general election.



Through established communications with various entities, the Department received advance notice that voter rallies were scheduled at specific Early Voting sites on the Sunday before Election Day. Accordingly, additional staff and voting equipment were deployed to strategic sites during the last weekend of Early Voting. With more resources deployed than ever before, the wait times for this election were generally minimal as discussed in the Average Voter Wait Times section.

Election Day Voting

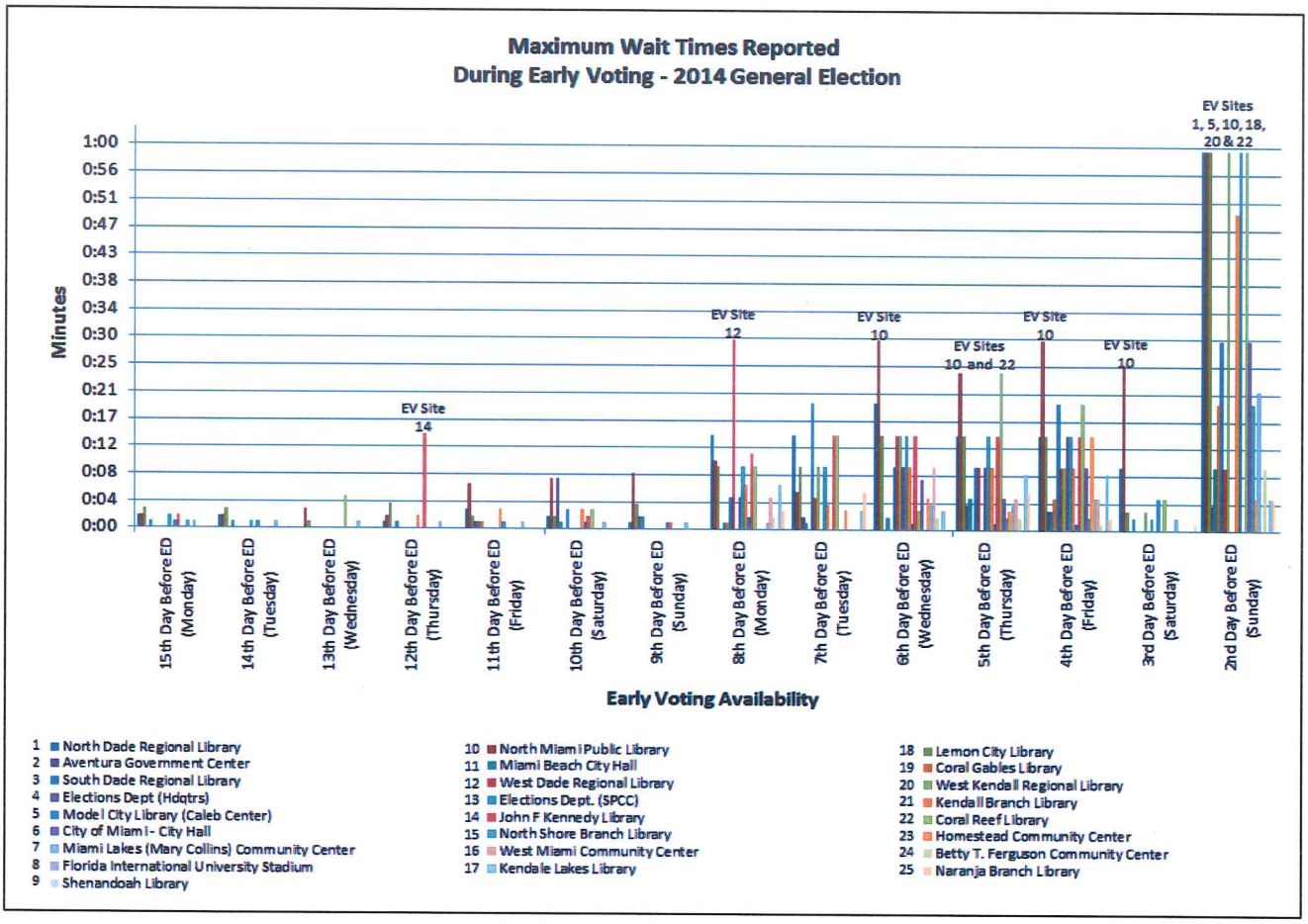
This is the second countywide election in which Electronic Voting Identification System (EVIDs) were used, more commonly referred to as electronic poll books. This technology provides a quicker, systematic check-in process. Data indicates that Election Day voters were processed in a timely manner, as discussed in the Average Voter Wait Times section below.

Average Voter Wait Times

As recommended by the Mayor's Elections Advisory Group, the Department created an aspirational goal of one hour as the maximum time that a voter should wait to vote. An informal mock observed in-house projected that the average voter would take between 8 and 15 minutes to complete the voting process (from check-in through casting their own ballot on the optical scanner), depending on the familiarity with their own ballot content.

In addition, a recent survey conducted on Election Day by the County's Office of Management and Budget, in conjunction with the Florida State University and Dartmouth College, observed that the average time Miami-Dade voters spent at a privacy booth completing their ballot was about 9 minutes. While data was compiled on a limited-basis, it was evident that a short time at the privacy booth contributed to minimal wait times in Miami-Dade County for this election.

During the 14-day Early Voting period, the Department posted wait times online throughout the day to assist voters in selecting a location most convenient to them. As discussed in the Early Voting section of page 2, additional resources were deployed the second weekend of Early Voting to alleviate voter wait times in anticipation of an increased voter turnout. The maximum wait times are presented below for the duration of Early Voting at the 25 sites in Miami-Dade County.



Data shows that the wait times were generally under 8 minutes during the first week of Early Voting, and under 30 minutes during the second week. In the last hour of Early Voting (on the Sunday before Election Day), 6 Early Voting sites reported a one-hour wait time, in part due to previously scheduled rallies. However, during the same time period, 13 Early Voting sites throughout the County had less than a 5-minute wait time and were available as relief sites.

As for Election Day, Miami-Dade County experienced a lower Election Day turnout than during recent general elections as depicted in the Voter Turnout section of page 1. In accordance with state law, voters in line at 7:00 pm are allowed to exercise their right to vote. While wait times are not tracked throughout the day for the 566 Election Day precincts as they are during Early Voting, data shows that 100% of precincts had their last voter vote by 7:45 pm.

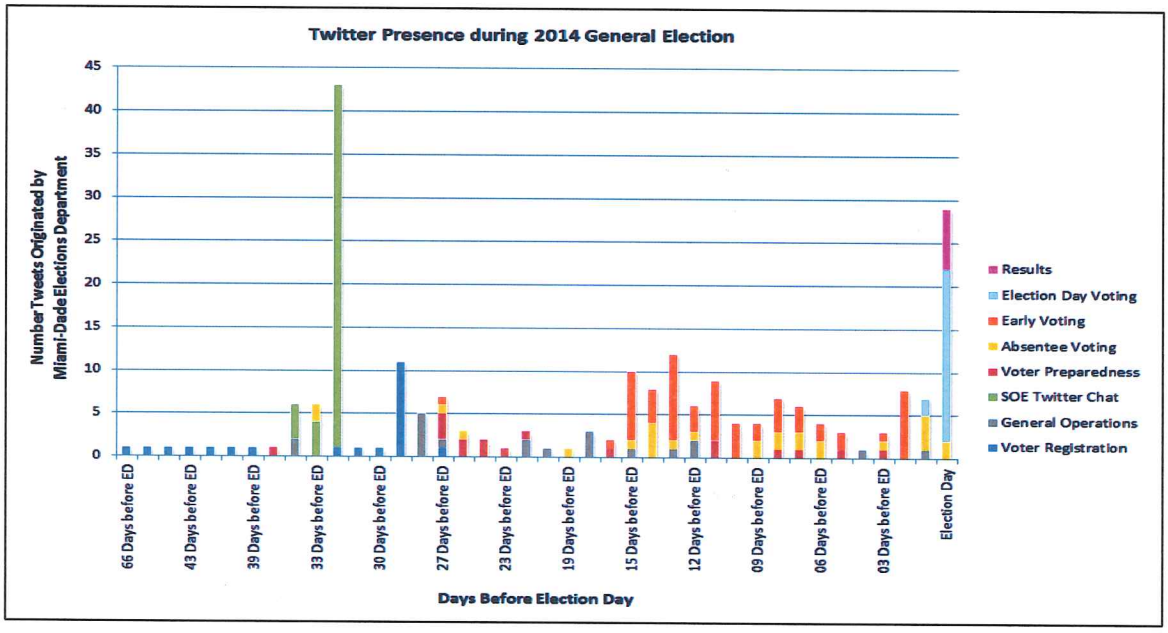
Time Last Voter Voted		
Time Last Voter Voted	**# of Precincts**	**% of Precincts Completed**
By 7:00 PM	568	69.95%
By 7:15 PM	231	98.40%
By 7:30 PM	11	99.75%
By 7:45 PM	2	100.00%
Total	**812**	**100.00%**

Minimal wait times contributed to prompt availability of election results on Election Night. Historically, the Department has completed posting Election Day results for public view within 5 hours (by midnight), and this deliverable held true for this election. During this election, 98% of Election Day precinct results were reported by 10:00 pm, with the remaining precincts results reported by 11:33 pm. Once the precincts reported closed, the Department communicated results as quickly as the data was received and verified. Below is a breakdown of when results were available on the Department's online election results tools.

Time Data Extracted	ABs Received Prior to Election Day	EV Ballots Cast	ED Precincts	# of ED Precincts Reporting	% of ED Precincts Reporting
11/04/14 09:30 PM	Included	Included	Included	764 of 812	94.09%
11/04/14 09:50 PM	Included	Included	Included	794 of 812	97.78%
11/04/14 10:58 PM	Included	Included	Included	810 of 812	99.75%
11/04/14 11:33 PM	Included	Included	Included	812 of 812	100.00%

In summary, a relatively short ballot comprised of two ballot pages (front/back), increased Early Voting availability, targeted reprecincting, the use of electronic poll books, and operational enhancements, resulted in the efficient processing of Miami-Dade County voters with minimal wait times.

Moreover, the Department engaged in a multi-faceted media campaign to encourage voters to "Be Election Ready" by downloading their customized sample ballot ahead of time and interacting with the County's 3-1-1 Answer Center and the Department's website for common inquiries. This was also the first election where Twitter was used during the entire election cycle, from registration through election results. The Department proactively pushed relevant content to educate voters on key deadlines, the three ways to vote, and important reminders. On Election Day, the use of social media was instrumental in communicating real-time with voter and media inquiries that required further attention. Below is a summary of the voter education campaign on social media, which followed a parallel path with the Department's media plan that engaged traditional radio, television, and print media.



The Department can proudly report that operations at all voting locations ran smoothly. Throughout Election Day, the Department remained in close contact with staff at voting locations as well as the support personnel in the field.

Budgetary/Legislative Recommendations

With the 2016 Presidential Election on the horizon, historically representing an average 70% voter turnout in Miami-Dade County, the Department is once again taking a critical look at all of its operations to ensure that the most efficient procedures and technological processes are in place for Miami-Dade voters by early 2016. Budgetary and/or legislative requests are in development and will be addressed during the FY 15-16 budgetary process.

Looking Ahead

By all accounts, the November 4, 2014 General Election was a success for Miami-Dade County. The Department processed 40% more Absentee Ballot requests, 35% more Absentee Ballot returns, 20% more Early Voters at 25% more sites countywide, and checked-in voters much quicker on Election Day than in the last gubernatorial general election.

The recommendations of the Mayor's Elections Advisory Group and the support of the Board of County Commissioners provided the necessary means to secure much-needed technological and administrative enhancements. This resulted in a well-organized and effective election where voter convenience, accessibility, and reliability were top priorities.

The Elections Department is committed to providing a pleasant voting experience to all Miami-Dade County voters. As such, we are currently debriefing with staff; reviewing Election Day processes; and evaluating technological advances that will continue to enhance the Department's productivity. The Department is steadfast in its commitment to conduct all elections in the most efficient and professional manner.

C: Alina T. Hudak, Deputy Mayor and Interim Director of Public Works and Waste Management
Mayor's Elections Advisory Group