

MEMORANDUM

Agenda Item No. 14(A)(1)

TO: Honorable Chairman Oliver G. Gilbert, III
and Members, Board of County Commissioners

DATE: June 4, 2024

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution directing the County Mayor to conduct a marketing and outreach campaign during this election cycle to remind registered voters to renew their vote-by-mail requests; directing the County Mayor to identify legally available funding to fund and conduct such marketing and outreach campaign; and requiring a report

Resolution No. R-518-24

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Chairman Oliver G. Gilbert, III.


Geri Bonzon-Keenan
County Attorney

GBK/jp



MEMORANDUM

(Revised)

TO: Honorable Chairman Oliver G. Gilbert, III
and Members, Board of County Commissioners

DATE: June 4, 2024

FROM: 
Gen Bonzon-Keenan
County Attorney

SUBJECT: Agenda Item No. 14(A)(1)

Please note any items checked.

- ☐ "3-Day Rule" for committees applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Statement of social equity required
- ☐ Ordinance creating a new board requires detailed County Mayor's report for public hearing
- ☒ No committee review
- ☐ Applicable legislation requires more than a majority vote (i.e., 2/3's present ____, 2/3 membership ____, 3/5's ____, unanimous ____, CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) ____, CDMP 2/3 vote requirement per 2-116.1(3)(h) or (4)(c) ____, or CDMP 9 vote requirement per 2-116.1(4)(c)(2) ____ to approve
- ☐ Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 14(A)(1)
6-4-24

RESOLUTION NO. _____ R-518-24

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO CONDUCT A MARKETING AND OUTREACH CAMPAIGN DURING THIS ELECTION CYCLE TO REMIND REGISTERED VOTERS TO RENEW THEIR VOTE-BY-MAIL REQUESTS; DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO IDENTIFY LEGALLY AVAILABLE FUNDING TO FUND AND CONDUCT SUCH MARKETING AND OUTREACH CAMPAIGN; AND REQUIRING A REPORT

WHEREAS, in accordance with recently enacted provisions of Florida law, all vote-by-mail ballot requests submitted by Florida voters prior to the 2022 general election expired at the end of 2022; and

WHEREAS, as a result, all voters wishing to receive a vote-by-mail ballot in future elections, such as the 2024 primary and general elections, must submit a new request to the Supervisor of Elections; and

WHEREAS, such requests will be valid for all elections through the end of the calendar year of the next regularly scheduled general election, unless the elector only requests a vote-by-mail ballot for a specific election or elections; and

WHEREAS, in the 2022 general election, over 240,000 people voted by mail and nearly 440,000 voters were registered to receive vote-by-mail ballots in Miami-Dade County; and

WHEREAS, the Miami-Dade Elections Department has proactively conducted outreach efforts to registered voters to remind them about the importance of renewing their vote-by-mail requests; and

WHEREAS, such efforts are ongoing, began as part of the 2023 municipal election cycle, and have included targeted mailers, letters, phone calls, text messages, and/or emails to all registered voters whose vote-by-mail request expired at the end of 2022; and

WHEREAS, as of May 28, 2024, only 194,000 voters in Miami-Dade County have registered to receive a vote-by-mail ballot for this upcoming election cycle; and

WHEREAS, these requests amount to 44 percent of all of the requests that were fulfilled by the Miami-Dade Elections Departments during the 2022 general election cycle; and

WHEREAS, significant variations in vote-by-mail requests may frustrate the elections planning process and affect voters' access to exercise their right to vote in a manner that is most accessible and convenient to them; and

WHEREAS, because vote-by-mail requests must be renewed after every general election, this Board believes that it is in the best interests of the public to fund and implement an outreach campaign during this general election cycle that reminds registered voters to renew their vote-by-mail requests,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. This Board directs the County Mayor or County Mayor's designee to conduct an outreach and marketing campaign for this election cycle aimed at reminding and encouraging registered voters to renew their vote-by-mail requests. Such outreach and marketing campaign shall include multi-lingual advertisements on television, radio, and social media with a targeted focus on registered voters who had vote-by-mail requests on file during the prior election cycle that have not yet renewed their request for the current election cycle.

Section 2. For the 2024 general election, the County Mayor or County Mayor’s designee is hereby directed to identify legally available funding to fund and conduct such outreach and marketing campaign between the effective date of this resolution and the 40th day before the general election.

Section 3. The County Mayor or County Mayor’s designee is further directed to report to the Board regarding the implementation of this policy as part of the post-election report required under section 12-1 of the Miami-Dade County Code. The report shall, at a minimum, include the following information: (1) the number of registered voters in Miami-Dade County that had vote-by-mail requests on file during the prior election cycle; (2) the number of registered voters that renewed their vote-by-mail requests for the current election cycle after the outreach and marketing campaign described in section 1; and (3) any recommendations for additional outreach efforts that should be included for subsequent election years.

The Prime Sponsor of the foregoing resolution is Chairman Oliver G. Gilbert, III. It was offered by Commissioner **Eileen Higgins** , who moved its adoption. The motion was seconded by Commissioner **Raquel A. Regalado** and upon being put to a vote, the vote was as follows:

Oliver G. Gilbert, III, Chairman		aye	
Anthony Rodríguez, Vice Chairman		aye	
Marleine Bastien	aye	Juan Carlos Bermudez	aye
Kevin Marino Cabrera	aye	Sen. René García	absent
Roberto J. Gonzalez	aye	Keon Hardemon	aye
Danielle Cohen Higgins	absent	Eileen Higgins	aye
Kionne L. McGhee	aye	Raquel A. Regalado	aye
Micky Steinberg	aye		

The Chairperson thereupon declared this resolution duly passed and adopted this 4th day of June, 2024. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this resolution and the filing of this approval with the Clerk of the Board.



MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

JUAN FERNANDEZ-BARQUIN, CLERK

By: Basia Pruna
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

MBV

Michael B. Valdes