



September 29, 2020

Broward County, Florida  
County Administrator  
115 South Andrews Avenue, Suite 409  
Fort Lauderdale, FL 33301

Dear Bertha Henry,

I am pleased to inform you that based on and in reliance upon the information and materials provided by Broward County, and the special circumstances Broward County faces administering elections in 2020, the Center for Tech and Civic Life ("CTCL"), a nonprofit organization tax-exempt under Internal Revenue Code ("IRC") section 501(c)(3), has decided to award a grant to support the work of Broward County ("Grantee").

The following is a description of the grant:

**AMOUNT OF GRANT:** \$ 1,424,971.00 USD

**PURPOSE:** The grant funds must be used exclusively for the public purpose of planning and operationalizing safe and secure election administration in Broward County in 2020 ("Purpose").

Before CTCL transmits these funds to Grantee, CTCL requires that Grantee review and sign this agreement ("Grant Agreement") and agree to use the grant funds in compliance with the Grant Agreement and with United States tax laws and the laws and regulations of your state and jurisdiction ("Applicable Laws"). Specifically, by signing this letter Grantee certifies and agrees to the following:

1. Grantee is a local government unit or political subdivision within the meaning of IRC section 170(c)(1).

2. This grant shall be used only for the Purpose described above, and for no other purposes.
3. Due to special circumstances Grantee faces administering elections in 2020, Grantee has produced a plan for safe and secure election administration in 2020, including an assessment of election administration needs and budget estimates for such assessment (“Safe Voting Plan”). The Safe Voting Plan is attached to this agreement. Grantee shall expend the total amount of grant funds listed in the Safe Voting Plan as detailed in the Safe Voting Plan, but may reallocate funds between budget items listed in the Safe Voting Plan or to any other permissible public purpose listed in the online grant application with notice by electronic mail to CTCL. Such reallocation does not require the permission of CTCL.
4. Grantee shall not use any part of this grant to make a grant to another organization, except in the case where the organization is a local government unit or political subdivision within the meaning of IRC section 170(c)(1) or a nonprofit organization tax-exempt under IRC section 501(c)(3), and the subgrant is intended to accomplish the Purpose of this grant. Grantee shall take reasonable steps to ensure that any such subgrant is used in a manner consistent with the terms and conditions of this Grant Agreement, including requiring that subgrantee agrees in writing to comply with the terms and conditions of this Grant Agreement.
5. The grant project period of June 15, 2020 through December 31, 2020 represents the dates between which covered costs may be applied to the grant. The Grantee shall expend the amount of this grant for the Purpose by December 31, 2020.
6. Grantee is authorized to receive this grant from CTCL and certifies that (a) the receipt of these grant funds does not violate any Applicable Laws, and (b) Grantee has taken all required, reasonable and necessary steps to receive, accept and expend the grant in accordance with the Purpose and Applicable Law.
7. The Grantee shall produce a brief report explaining and documenting how grant funds have been expended in support of the activities described in paragraph 3. This report shall be sent to CTCL no later than January 31, 2021 in a format approved by CTCL and shall include with the report a signed certification by Grantee that it has complied with all terms and conditions of this Grant Agreement.
8. This grant may not supplant previously appropriated funds. The Grantee shall not reduce the budget of the Supervisor of Elections (“the Election Department”) or fail to appropriate or provide previously budgeted funds to the Election Department for the term of this grant. Any amount supplanted, reduced or not provided in contravention of this paragraph shall be repaid to CTCL up to the total amount of this grant.
9. CTCL may discontinue, modify, withhold part of, or ask for the return all or part of the grant funds if it determines, in its sole judgment, that (a) any of the above terms and conditions of this grant have not been met, or (b) CTCL is required to do so to comply with applicable laws or regulations.

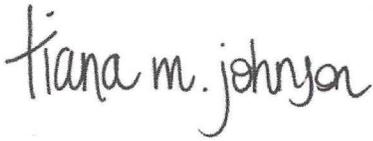


10. The grant project period of June 15, 2020 through December 31, 2020 represents the dates between which covered costs for the Purpose may be applied to the grant.

Your acceptance of and agreement to these terms and conditions and this Grant Agreement is indicated by your signature below on behalf of Grantee. Please have an authorized representative of Grantee sign below, and return a scanned copy of this letter to us by email at [grants@techandcivillife.org](mailto:grants@techandcivillife.org).

On behalf of CTCL, I extend my best wishes in your work.

Sincerely,

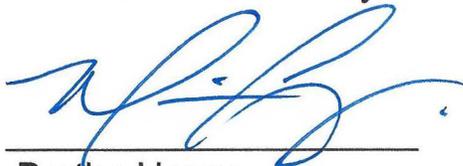


Tiana Epps Johnson

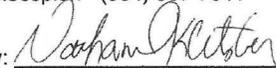
Executive Director

Center for Tech and Civic Life

GRANTEE - Broward County

By:   
for **Bertha Henry**  
**Monica Cepero**  
**Deputy County Administrator**  
Title: Broward County Administrator

Approved as to form by  
Andrew J. Meyers  
Broward County Attorney  
Governmental Center, Suite 423  
115 South Andrews Avenue  
Fort Lauderdale, Florida 33301  
Telephone: (954) 357-7600  
Telecopier: (954) 357-7641

By:  09/30/2020  
Nathaniel A. Klitsberg (Date)  
Senior Assistant County Attorney

Date: 9-30-20



CENTER FOR TECH & CIVIC LIFE  
233 N. MICHIGAN AVE., SUITE 1800  
CHICAGO, IL 60601

[HELLO@TECHANDCIVILLIFE.ORG](mailto:HELLO@TECHANDCIVILLIFE.ORG)

To: Center for Tech and Civic Life

From: Peter Antonacci

Date: 9/25/20

# Broward County Safe Voting Plan

## Overview

Broward County, FL faces significant challenges in executing the November 3, 2020 general election. The Supervisor of Elections has taken proactive steps to ensure a fair and inclusive election.

Specifically, Broward faced the loss of polling places due to the pandemic. Some precincts were condensed to ensure access, higher volumes of vote by mail ballots, and ballots not counted due to voter errors (no signature, etc.). Late deliveries were received by the USPS.

For the general election, the number of **total registered voters is expected to be approximately 925,000**, casting ballots split between the two modes of voting. This document offers an assessment of resources needed for Broward County to safely and thoroughly prepare for the general election.

**A preliminary budget overview estimate on top of what is already available to the County is as follows:**

Outreach and Education Campaign	\$1,124,971
Early Voting Sites and Ballot Drop-off Options	\$25,000
In-person Voting at Polling Places on Election Day	\$225,000
Secure Drop boxes and related needs	\$50,000
<b>Total</b>	<b>\$1,424,971</b>

## Needs Assessment & Costs

The following sections outline initial details of the operation and costs associated with each of the aforementioned categories.

### Voter Outreach

For the November elections, we anticipate absentee-by-mail turnout to be somewhere around 500,000 to 600,000. Automation will be critical to efficiently and accurately manage ballot envelopes and ballots in weeks leading up to Election Day and in the canvassing process afterwards. To that end, the following is needed:

- **Personnel:** Broward currently has enough staff (250) hired to tabulate absentee-by-mail ballots. Due to the number of ballots the County anticipates receiving for the November general election, we have hired 4,500 total staff for the election. All these permanent and temporary positions have already been funded.
- **Outreach:** Broward County has designed a coordinated outreach and education campaign. A coordinated campaign between the Broward County Supervisor of Elections Office (SOE) and the Broward County Office of Public Communications (OPC). Each will focus on their strengths and abilities to reach the public and underserved communities. Although the timing is tight, below is the detail of a realistic scope of work for the program.

### **Component 1: Digital/Social Media Outreach Campaign**

The SOE will create 3 separate videos (for each we will create a :30 second and a :15 second version) with the Broward Votes campaign logo. Each will be produced in both English, Spanish, and Haitian Creole.

1. The first will encourage voters to request and return a VBM ballot. It will repeat the messages of properly, signing and returning the completed VBM ballots.
2. The second will serve as a reminder to return ballots soon with the added focus on the 22+2 drop box locations (including 2 new drive-up locations.)
3. The third will focus on in-person voting safety and COVID compliance.

Distribution. The videos will be distributed exclusively via digital and social media. We will download the voter file and develop cross-platform profiles to ensure we reach these voters on their multiple digital platforms in the general and minority population. These will include Google Search, YouTube, Hulu, Roku, forced digital pre-roll and mid-roll, as well as through their paid pushes through their social media feeds. The videos will target underserved populations, infrequent voters, and will reach them through digital demographic targeting.

**Total Broward SOE: \$ 449,971**

### **The Broward County Office of Public Communications: Targeted Media**

Broward OPC will provide a coordinated media campaign including newspaper, radio, TV, digital outdoor/transit advertising, and print collaterals including flyers and signage.

Targeted audiences will include general population (32%); African American (24%); Spanish (18%) and Creole (10%). An additional 12% of the spend has been allocated to digital outdoor/transit advertising, which also targets minority communities; and an additional 4% left available for miscellaneous printing including flyers, signage, etc.

Seniors will be reached through targeted methods utilizing all media, e.g. the television buy, e.g. flyers distributed through County agencies and partner agencies working with seniors, veterans, and other minority groups

The media buys are expected to result in value added media, including op-ed opportunities and guest spots.

**Targeted Media: \$500,000**

A direct mail campaign will be distributed to registered voter households in Broward, with a focus on how to safely vote. A draft of the direct mailer is provided.

**Targeted Mailing: 500,000 voters: \$175,000**

**Total Broward OPC: \$675,000**

**Total Outreach: \$1,124,971**

- **Processing Equipment:** It is too close to the election to order, receive, and calibrate any new processing equipment. In the primaries the County was able to process all eligible ballots in a timely manner.

**NOTE:** While the Postal Service has been extraordinarily cooperative, a number of their practices have endangered some Broward ballots mailed close to election day. Our local postmaster's (David Guiney) has committed to coordinate with the SOE office, including interception of Broward ballots on the Monday before and Election Day preventing shipment of these ballots to the Opa Locka postal processing center. Approximately 96 staff will be assigned to retrieve ballots from the post office. This is a significant, very welcome development that has been in the works for some time. It will make a real difference in the final days leading up to Election Day.

	<u>Total cost</u>	<u>Units</u>	<u>Unit costs</u>
<b>Personnel</b>	\$0	0	\$0
<b>Outreach and Education</b>	\$1,124,971	N/A	N/A
<b>Equipment</b>	\$0	0	\$0
<b>Total</b>	<b>\$1,124,971</b>		N/A

Early Voting Sites and Ballot Drop-off Options

Broward County plans to have 22 full-time early voting locations. Each of these sites will have a secure drop box for voters to turn in their mail ballots. 44 staff (2 per site) are being added to pick up deposited ballots and monitor the drop-off boxes. These sites must be sufficiently staffed with 250 staff for 14 days. In addition to their pay of \$14.00 to \$18.00 per hour, we propose offering a one-time \$100 Hazard Pay Bonus to limit worker turnover, handle a surge in voters before polls open, and manage sites in a pandemic environment. **It will cost \$25,000** to cover the hazard pay for early voting staff.

### Secure Dropboxes

The law authorizes 2 drop boxes that are located at the staffed and secure Downtown County Governmental Building and the Voting Equipment Center at the Lauderhill Mall. In the primary, the County had two secure drop boxes installed. Both locations will be redesigned for 24-hour drive through drop off. The redesign and adaptation will help ensure that voters have some opportunity to return their ballots if it may be too late to send via USPS. In addition to equipment costs and cameras, 3 personnel will be needed to pick up deposited ballots and monitor drop-off boxes. **Estimated Cost: \$50,000**

### In-person Voting at Polling Places on Election Day

Broward County is committed to working to secure many fully staffed polling places on election day. For the primary, we lost 8 Election Day polling locations of 385 planned. In the General, we are committed to securing between 377 in person polling locations on election day.

To staff these locations, the county will hire 4,500 permanent and temporary staff to handle a smooth, in-person operation. Election Day Workers earn a daily rate of between \$180 and \$350. These personnel costs have been fully funded. We propose offering a one-time \$50 Hazard Pay Bonus for each of the election day workers.

The county purchased a large amount of PPE for polling locations in advance of the August primaries, with funds from the Department of Treasury. No additional PPE is needed.

	<u>Total cost</u>	<u>Units</u>	<u>Unit costs</u>
<b>Early Voting Hazard Pay</b>	\$25,000	250	\$100.00
<b>Election Day Hazard Pay</b>	\$225,000	4,500	\$50.00
<b>Poll Worker PPE</b>	\$0	0	\$0
<b>Conversion of Drop boxes to Drive thru, 24/7</b>	\$50,000	2	\$25,000

<b>Total</b>	<b>\$300,000</b>		
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## Conclusion

The investments outlined above will allow Broward County to reduce the risk of exposure to coronavirus for voters, election staff and poll workers; identify best practices; innovate to efficiently and effectively educate our residents about how to exercise their right to vote; be intentional and strategic in reaching our historically disenfranchised residents and communities; and, above all, ensure the right to vote in a diversity of communities throughout the county. Thank you for the opportunity to submit this request.

Three (3) Attachments