

# State Board of Elections

## MISSION

The mission of the State Board of Elections (SBE) is to empower all eligible Marylanders with the ability to exercise their right to vote in a free, secure, and transparent manner, inspiring confidence and trust in the electoral process.

## VISION

The Maryland State Board of Elections strives to be a national leader in Election Administration by ensuring we are able to Verify procedures and results, promote Open processes, be the Trusted source of election information, and Empower Marylanders with integrity and fairness.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

NOTE: Most SBE data are based on election year cycles, which run from December of the previous year through November of each general election - Gubernatorial (G) and Presidential (P). When comparing election-related statistics, it is important to compare gubernatorial elections to gubernatorial elections and presidential elections to presidential elections. SBE's performance measures reflect increased voter participation in presidential elections. Other data is fiscal year data.

### Goal 1. To ensure Marylanders have secure and convenient options for casting their ballots.

**Obj. 1.1** Facilitate different methods of voting (Early Voting, Election Day and Mail).

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Number of voters during early voting	-	553,140	1,136,052	700,000	1,400,000
Number of voters on Election Day	-	1,523,510	1,579,188	1,800,000	2,200,000
Number of voters by mail	-	888,103	1,161,906	1,300,000	1,500,000

**Obj. 1.2** Increase incarcerated voters' ballot access and voter participation.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Number of ballots sent to incarcerated voters	N/A	243	200	200	200
Number of ballots returned from incarcerated voters	N/A	118	77	75	75
Number of eligible incarcerated voters who registered to vote	N/A	628	597	500	500
Number of eligible incarcerated voters who attempted to vote	N/A	110	75	75	75

**Obj. 1.3** Ensure voters with disabilities have accessible voting places.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Percentage of voting locations that are accessible	99%	99%	99%	9900%	9900%

**Obj. 1.4** Enhance voting access by providing and reviewing provisional ballots for individuals who are unable to cast a regular ballot.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Number of provisional ballots cast	-	100,785	185,566	100,000	150,000

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**Obj. 1.5** Increase mail-in voting in the State of Maryland.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Total number of ballots issued by mail	5,269,272	967,714	1,249,982	987,068	1,274,982
Total number of ballots issued by web delivery	239,999	96,783	81,510	98,719	83,140
Total number of mail/web ballots returned	1,527,460	541,201	765,055	722,331	765,055

**Obj. 1.6** Recruit and retain a sufficient number of election judges to adequately run the State's elections.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Total number of returning election judges for early voting and on Election Day	N/A	N/A	47,817	50,000	50,000

**Obj. 1.7** Ensure the accuracy, transparency, and integrity of the election process through comprehensive auditing of ballots and polling places.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Number of ballots manually audited	62,084	44,139	72,767	60,000	60,000
Number of ballots automatically audited	4,564,685	3,050,056	4,278,701	4,400,000	5,900,000
Number of polling places audited	N/A	653	807	-	-

**Goal 2. To ensure that all eligible Marylanders have convenient and equitable opportunities to register and maintain their voter registration.**

**Obj. 2.1** Increase the number and percentage of Maryland residents of voting age who are registered to vote, and improve registration access and efficiency through enhanced outreach, same-day registration, and agency-based registration services.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Voting Age Population based on Census data and estimates	4,707,277	4,801,825	4,818,334	5,000,000	5,200,000
Registered voters at the close of registration	4,084,100	4,124,156	4,204,572	4,500,000	4,700,000
Percentage of registered voters that voted in the Primary Election	42%	27%	28%	30%	30%
Percentage of registered voters that voted in the General	75%	49%	72%	55%	75%
Number of submitted new voter registrations	797,797	121,750	170,202	150,000	200,000
Number of transactions for mail-in ballots	490,463	238,951	284,813	250,000	300,000
Number of updates to voter records	N/A	N/A	35,076	40,000	45,000
Number of Same Day Registration postcards sent	551,104	715,329	718,696	800,000	800,000
Number of Same Day Registration during Early Voting and on Election Day	35,269	19,159	69,692	20,000	75,000
Number of voter registration transactions submitted from state agencies required to offer voter registration	1,067,341	1,278,047	1,356,446	1,500,000	1,700,000

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**Goal 3. To promote transparency and ensure that all funds raised and disbursed comply with Maryland's Campaign Finance laws.**

**Obj. 3.1** Enhance oversight and enforcement of campaign finance laws by auditing reporting compliance, responding to complaints, and taking appropriate enforcement actions through citations, settlements, and investigative referrals.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Percentage of campaign finance entities that have reporting deficiencies	10%	8%	20%	30%	0%
Number of complaints	116	165	77	205	-
Number of citations and settlements issued	34	76	85	106	-
Number of referrals for investigation	-	-	15	30	-

**Obj. 3.2** Increase awareness and compliance with campaign finance requirements by supporting candidates and committees through outreach, education, and training

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Total number of candidates per election cycle	1,450	3,334	989	4,000	-
Total number of campaign finance committees	1,972	2,916	1,936	3,000	-
Total number of new entities established	346	989	272	1,000	-
Total number of campaign finance online training video views	2,117	4,073	1,608	4,200	-
Total number of people participating in-person at training	-	-	-	2,000	-

**Obj. 3.3** Promote timely and accurate campaign finance reporting by monitoring compliance with filing deadlines and disclosure requirements.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Percentage of campaign finance entities filing on-time reports	81%	81%	88%	82%	0%
Total number of campaign finance reports received	7,580	15,454	10,175	16,000	-
Total number of contribution disclosure forms received	3,374	3,813	5,657	7,000	-
Percentage of campaign finance entities filing required amendments on time	68%	80%	75%	80%	0%

**Obj. 3.4** Facilitate public financing programs.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Number of certified public financing committees	-	37	8	65	-
Total number of counties participating in public financing	-	2	1	5	-
Total public funds dispensed	-	4,600,000	980,209	14,920,000	-
Total number of public financing reports received	-	384	60	800	-

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**Goal 4. To encourage voter engagement by fostering understanding and trust in the electoral process.**

**Obj. 4.1** Prevent election misinformation and disinformation.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Number of mis-information and dis-information complaints through portal	-	-	121	300	-

**Obj. 4.2** Increase personalized messaging to voters.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Number of text messages	-	1,023,033	1,540,012	1,200,000	-
Number of emails	-	2,615,120	2,702,736	2,700,000	-

**Obj. 4.3** Implement the text-to-cure program.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Number of cured ballots by text	N/A	117	305	311	317
Number of texting opportunities	-	-	286	-	-
Number of texting opportunities utilized	-	-	178	-	-

**Obj. 4.4** Implement the Official Election Voter Outreach Campaign.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Number of press releases	24	24	43	30	45
Number of engagements on social media	N/A	N/A	3,845,131	3,000,000	4,000,000
Number of commercial and advertisements provided by the outreach campaign	N/A	714	579	-	-

**Goal 5. To deploy adequate voting resources needed to administer the election.**

**Obj. 5.1** Administer the in-person voting system.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Number of electronic pollbooks deployed	230	6,151	5,989	6,250	6,500
Number of ballot styles	298	2,087	4,701	2,000	4,705
Number of ballots ordered for in-person voting	5,078,550	16,744,800	5,772,250	16,800,000	5,810,000
Number of precinct ballot scanners deployed	128	2,818	2,925	2,900	2,930
Number of accessible marking devices deployed	210	3,638	4,010	4,010	4,010

**Obj. 5.2** Expand voter access and convenience by strategically deploying secure ballot drop boxes throughout the state.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Number of drop boxes deployed	65	280	279	281	281

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**Obj. 5.3** Ensure timely and effective voter support during peak election periods by enhancing call center capacity, responding to public inquiries, and supplementing staffing.

Performance Measures	2020 (P)	2022 (G)	2024 (P)	2026 (G)	2028 (P)
Number of phone calls received from the public 60 days prior to the election	100,699	89,198	110,242	120,000	120,000
Number of hours of support for calls at call center during the critical period	8,055	8,562	9,436	9,600	9,600
Number of emails received from the public during the critical period	N/A	7,300	6,145	7,500	7,500
Number of supplemental staff recruited through surge staff contract	122	655	637	-	-

**Goal 6. To deploy adequate voting resources needed to administer the election.**

**Obj. 6.1** Support the efficiency and reliability of election systems by managing development tasks, maintaining critical infrastructure, and processing voter applications through local boards of elections.

Performance Measures (Calendar Year)	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026	2027
Number of development tickets	583	409	336	349	233	-	-
Total maintenance hours	979	4,270	2,059	2,703	1,155	-	-
Number of voter applications batched by local boards of elections	1,310,682	1,366,242	950,319	1,772,979	614,838	-	-