

# State Board of Elections

## MISSION

The State Board of Elections' (SBE) mission is to administer the process of holding democratic elections in a manner that inspires public confidence and trust.

## VISION

The State Board of Elections envisions an election management system in which: all persons served by the election system are treated fairly and equitably; all qualified persons may register and vote and those who are not qualified do not vote; those who administer elections are well-trained, they serve both those who vote and those who seek votes, and they put the public interest ahead of partisan interests; full information on elections is provided to the public, including disclosure of campaign finance information; citizen convenience is emphasized in all aspects of the election process; and security and integrity are maintained in the voter registration process, casting of ballots, canvass of votes, and reporting of election results.

## 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 all eligible Maryland citizens have the opportunity to register to vote.

**Obj. 1.1** By the 2020 Presidential election, increase the response rate from a mailing to individuals identified through Electronic Registration Information System (ERIC) who are eligible but not registered to vote.

Performance Measures	2012 (P)	2014 (G)	2016 (P)	2018 (G)	2020 (P)	2022 (G)	2024 (P)
Percentage of individuals who initiated a new voter registration application as a result of the ERIC mailing	N/A	1.00%	1.00%	0.02%	1.00%	1.30%	1.30%

### Goal 2. To provide a voting process that is convenient and accessible.

**Obj. 2.1** Retain and increase SBE's social media presence.

Performance Measures	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Annual Twitter.com percent change	N/A	87%	34%	42%	37%	40%	43%
Annual Facebook.com percent change	N/A	N/A	N/A	25%	15%	25%	28%

**Obj. 2.2** By 2018, 100 percent of Maryland's voting locations will be accessible to voters with disabilities.

Performance Measures	2012 (P)	2014 (G)	2016 (P)	2018 (G)	2020 (P)	2022 (G)	2024 (P)
Percentage of voting locations that are accessible	100%	99%	99%	99%	99%	99%	99%

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## OTHER PERFORMANCE MEASURES

Performance Measures	2012 (P)	2014 (G)	2016 (P)	2018 (G)	2020 (P)	2022 (G)	2024 (P)
Voting Age Population based on U.S. Census data and estimates	4,423,805	4,508,140	4,625,863	4,764,639	4,892,889	TBD	TBD
Registered Voters (close of registration for election)	3,728,788	3,958,498	3,900,090	4,006,118	TBD	TBD	TBD
Percent registered that voted in Primary Election	18.8%	21.8%	41.7%	24.3%	TBD	TBD	TBD
Percent registered that voted in General Election	74.0%	47.1%	72.0%	59.1%	TBD	TBD	TBD