

**BOULDER COUNTY
ELECTIONS**

CONNECT
ENGAGE
VOTE



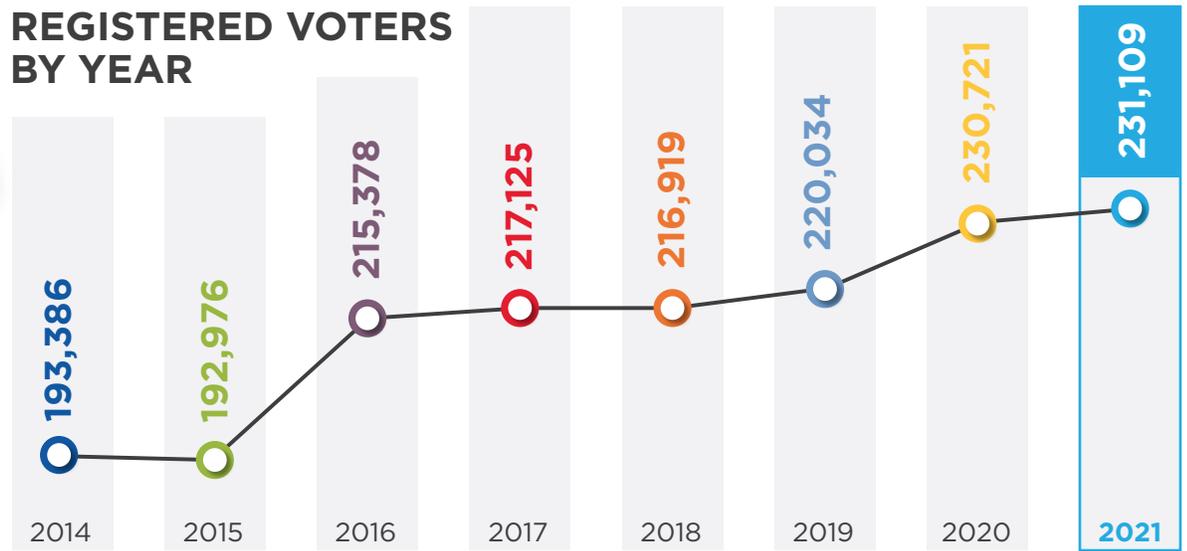
2021 POST-ELECTION DATA REPORT

VOTER + VOTING STATS | VOTER REGISTRATION

Based off Active Registration

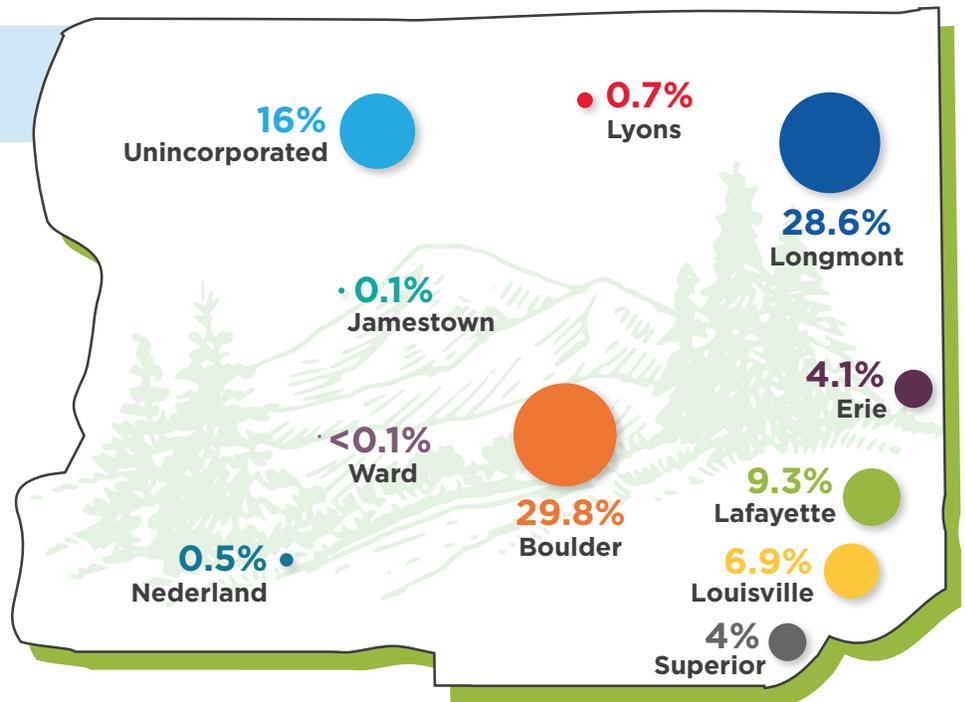


REGISTERED VOTERS BY YEAR



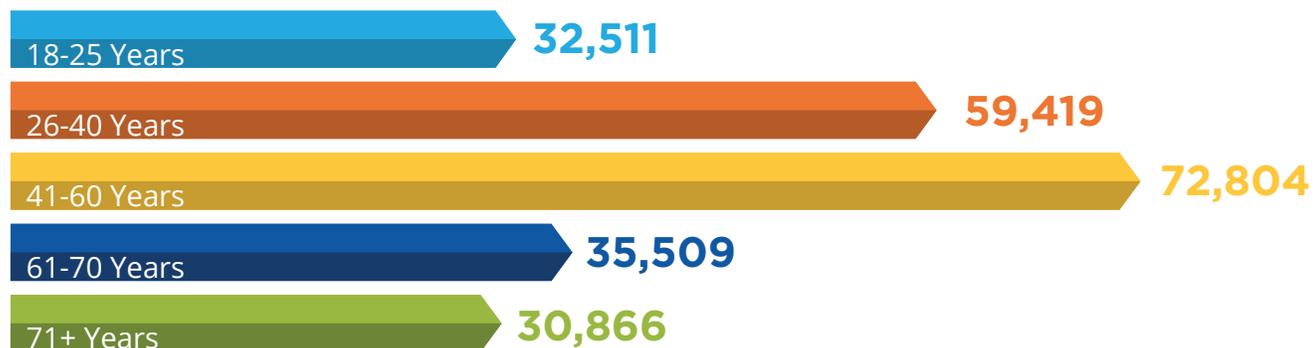
REGISTERED VOTERS BY LOCATION

CITY	VOTERS
Boulder	68,885
Erie	9,392
Jamestown	235
Lafayette	21,555
Longmont	66,089
Louisville	15,844
Lyons	1,716
Nederland	1,209
Superior	9,180
Unincorporated	36,889
Ward	115



REGISTERED VOTERS BY AGE

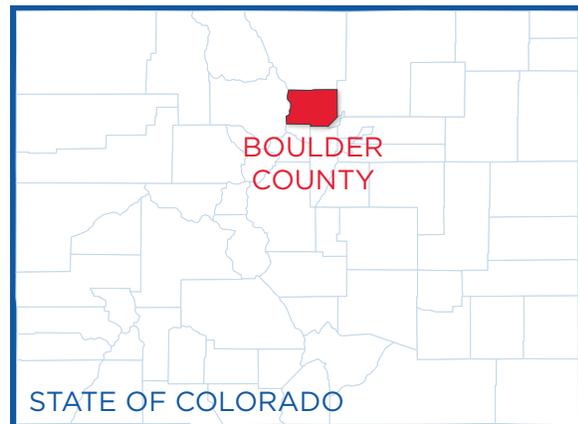
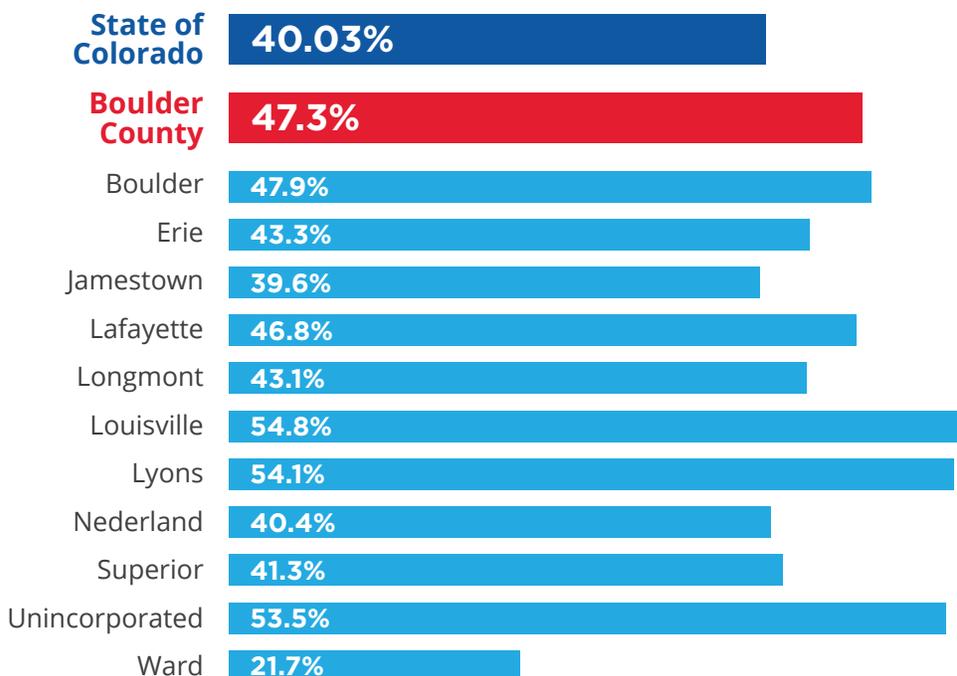
(Groupings Not Equal In Size)



VOTER + VOTING STATS | VOTER TURNOUT

Based off Active Registration

VOTER TURNOUT BY LOCATION



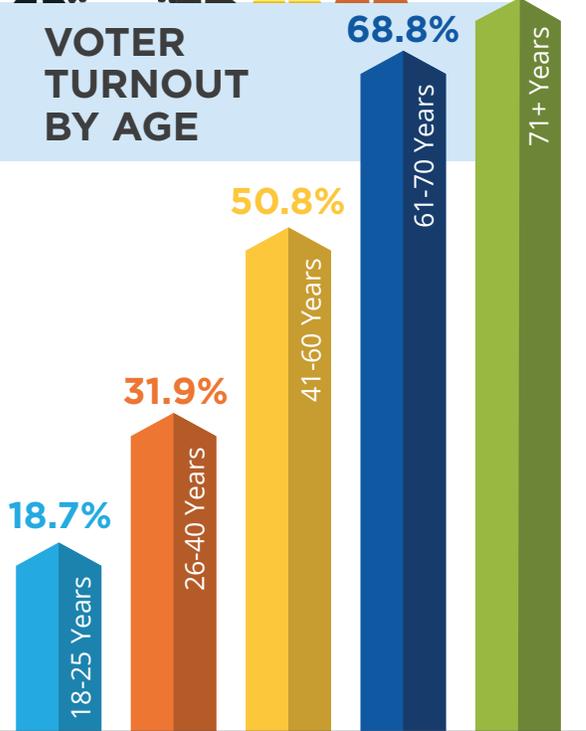
Remember...

A lot of what drives odd-year turnout is the number of local candidates and ballot measures!

VOTER TURNOUT BY YEAR



VOTER TURNOUT BY AGE



WHEN PEOPLE LIKE TO TURNOUT

HINT!

Late, especially during odd-year elections!

In 2020
23,000

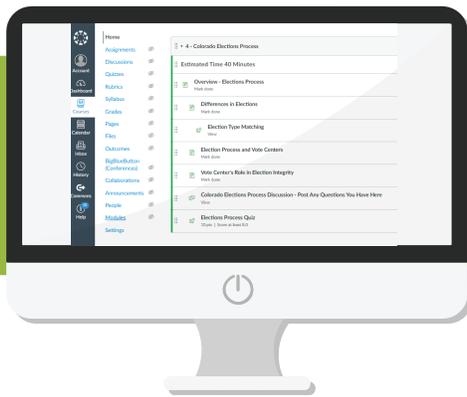
ballots were returned on election day

In 2021
49,000

ballots were returned on election day

5+ DAYS

spent on **High School Student Voter Registration Awareness Week**. We worked with our High School Voter Registration Liaisons throughout BVSD and SVVSD to promote voter registration and pre-registration for our students beginning at age 16.



49 JUDGES

trained using new modernized online training system, maximizing our in-person time for hands-on exercises.

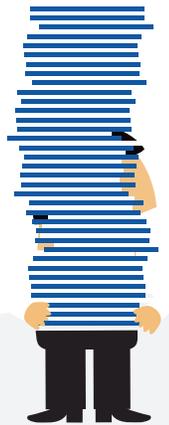
6 MONTHS

spent on search, review, purchase, installation, and testing of a new ballot sorting machine.



100s OF HOURS

spent on election resource planning and refreshing procedural documents. Not super exciting, but very necessary for our success!



6+ LEGISLATIVE BILLS

January to May our office is involved in the Colorado legislative process, providing testimony and background either directly or through the Colorado County Clerks Association on bills impacting the electoral process.



Clerk Fitzpatrick at Legislative Bill Signing of the Colorado Votes Act

Over the last decade plus, a significant portion of our time is focused on election security. Here are

ELECTION SECURITY HIGHLIGHTS FROM 2021



Leadership team virtual tabletop exercise reviewing possible cyber and physical security threat scenarios.



Cybersecurity and Infrastructure Security Agency (CISA) – Department of Homeland Security (DHS) visit reviewing ways to harden our physical defenses.



Vote Center election judge in-person tabletop exercise reviewing possible emergency scenarios.

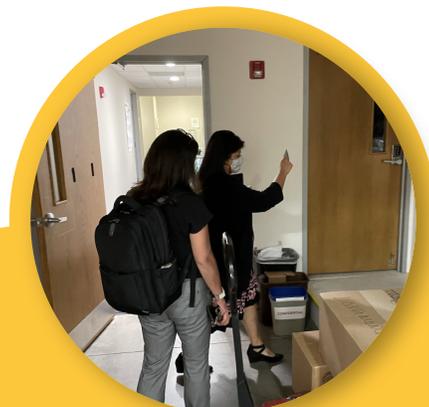


Continued promotion of our Election Alert Misinformation and Disinformation / Security hotline, adding a Spanish language option for reporting concerns.

Why Is Mis/Dis-Information a Security Concern?

False rumors on our voting system and mail ballot process undermine public confidence and faith in our democracy. Election officials nationwide are focused on combating this trend and making sure voters know the truth.

CISA-DHS VISIT IN SEPTEMBER 2021



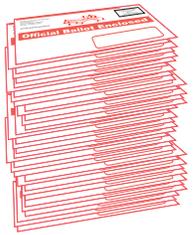
ELECTION PROCESS | IMPLEMENTATION

ON ELECTION DAY, THE COURIERS:

- ✓ Made **80 STOPS** to pick up mail ballots
- ✓ Made **11 ROUTE TRIPS**
- ✓ Drove **344 MILES** to collect mail ballots

ACROSS THE ENTIRE ELECTION, THE COURIERS:

- ✓ Made **258 STOPS** to pick up mail ballots
- ✓ Made **54 ROUTE TRIPS**
- ✓ Drove about **1,853 MILES** to collect mail ballots



85,000+

Voter registration records processed or updated this year!

PEOPLE MAKE THE ELECTION HAPPEN!

525

People contacted to work the election

240+

Temporary election judges and workers hired for the full election

202

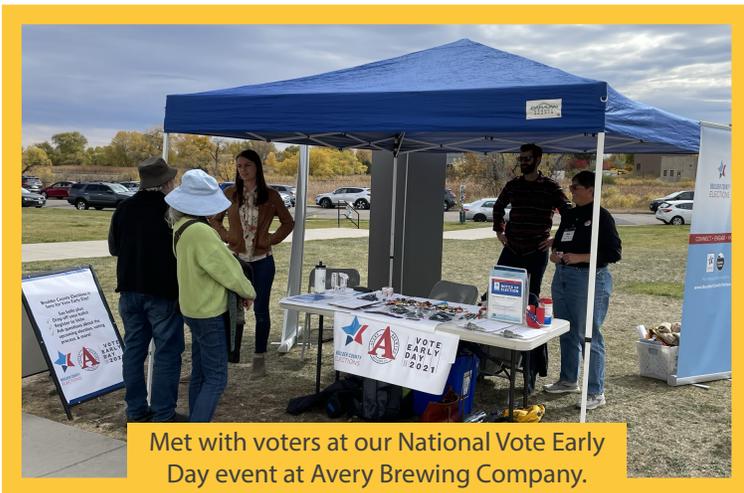
Judges and workers who worked on Election Day

20+

Full time staff who worked on Election Day

71

Election watchers that checked-in at the Ballot Processing Center



Met with voters at our National Vote Early Day event at Avery Brewing Company.

Did You Know?

Besides the election being conducted by bipartisan election workers and judges from your community, candidates and political parties also send election watchers to observe our processes!



VOTER EMAIL PROGRAM

Emails to Voters with Helpful Election Info & Deadlines



4
Emails Sent to
Active Voters*



35%
Average
Open Rate



355,161
Total Individual
Emails Sent



86,775
Total Unique
Opens



6,781
Unique Clicks
on Links

Types of Links:

- Check Voter Registration
- Find a 24-hour Box
- Election Information
- Attend an Election Information & Security Webinar

* These statistics represent emails sent to active, eligible voters. Additional emails were sent to inactive voters and military and overseas voters.

BALLOT TRACK STATS



BALLOT TRACK

134,000+

Registered Ballot Track Users in 2021

Beginning in 2019, our office began auto-enrolling any voter who updated their voter registration into Ballot Track so they could get emails about the status of their mail ballot. We now have over half of voters getting Ballot Track messages!

Did You Know?

Emails addresses are confidential and not shared with political campaigns. If you don't get our emails, update your voter registration today with an email address. Visit www.GoVoteColorado.gov!

ELECTION WEBSITE STATS



Election Website

www.BoulderCountyVotes.org

Total Website Views

Sept. 1 - Nov. 2

59,063

Election Day Website Views

Nov. 2

20,547

Election Results Page

<https://election.boco.solutions/ElectionResults2021C>

Total Webpage Views

Nov. 2 - 22

75,633

Unique Webpage Views

Nov. 2 - 22

44,041

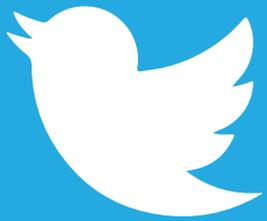


FACEBOOK

Total Posts: 27*

Top Performing Post:

- 5,743 People Reached
- 7 Shares
- 13 Likes, Loves & Wows!



TWITTER

Total Tweets: 46*

Top Performing Tweet:

- 76 Profile Clicks
- 17 Retweets
- 49 Likes
- 17 URL Clicks
- 11,469 Impressions



INSTAGRAM

Totals: 13 Stories + 7 Posts

Top Performing Post:

- 229 Impressions
- 38 Likes
- 11 Profile Visits
- 2 New Followers

POSTED ON ELECTION DAY!



MOST WATCHED STORY WITH 60 VIEWS