

***DeKalb County  
Voter Registration  
& Elections***



**AGENDA**

**BOARD OF REGISTRATION AND ELECTIONS**

**March 10, 2022**

**4:30 PM**

***DCTV's UStream channel:*** <https://video.ibm.com/channel/dctv-channel-23>  
***To make a public comment:*** <https://dekalbcountyga.zoom.us/j/97184078303>  
***Or comment by telephone:*** 888 270 9936, Conference code 171493

1. Approval of Agenda
2. Approval of Minutes from the February 10 Meeting Attachment 1
3. Public Comments
4. Items for Discussion  
A) Director's Report Attachment 2  
B) Commissioner's Comments  
C) Legislative Update  
D) Communications Update Attachment 3
5. Items for Decision  
A) Contracts for Approval  
i. Profile PR Attachment 4  
ii. Fort Orange Attachment 5
6. Executive Session
7. Board Comments
8. Adjournment

# DeKalb County Board of Registration and Elections

## Meeting Minutes

February 10, 2022  
\*via zoom platform  
Start Time: 4:30 p.m.  
End Time: 5:14 p.m.

Board Attendees: Chair Dele Lowman Smith  
Vice-Chair Nancy Jester  
Anthony Lewis  
Susan Motter

Other Attendees: Twyla Hart, Interim Director  
Terry Phillips, Deputy County Attorney  
Shelley Momo, Senior Assistant County Attorney  
Irene Vander Els, Senior Assistant County Attorney  
Tristen Waite, Assistant County Attorney

### **APPROVAL OF AGENDA**

Ms. Smith called the meeting to order at 4:30 p.m. Motion by Ms. Motter and seconded by Ms. Jester to approve the agenda. Motion carries by unanimous vote.

### **APPROVAL OF MINUTES**

A) January 13, 2022 Meeting

Motion by Ms. Jester and seconded by Mr. Lewis to approve the minutes. Motion carries by unanimous vote.

### **PUBLIC COMMENTS**

A staff member read the rules for public comment.

Public comments of two minutes or less may be made live via the teleconference. For those joining the meeting by telephone, please be aware that your phone number may be displayed to the public viewing or participating in the online meeting. Citizens who attend the meeting via the Zoom link above may join the public comment queue by raising their hand in the Zoom application, while citizens who attend the meeting via telephone may join the comment queue by pressing # followed by 2. There will be no comment cards, so when you are called upon, please state your name and address for the record. Also, please be conscious of speaking time so that everyone has an opportunity to provide input in the allotted time. Abusive, profane, or derogatory language will not be permitted.

The following citizens provided public comment:

- Lori Edwards
- Elizabeth Davis
- Marci McCarthy

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- Collette Frix
- Haqiqa Bolling
- Jane Mezzoff
- Steven Binney
- Victoria Webb
- Sheryl Sterling

### **COMMUNICATIONS UPDATE**

Mr. Burton discussed options for virtual and in-person listening sessions to meet the new executive director, upcoming social media communications, requests for absentee ballots and a refined strategy for redistricting to include an integrated marketing approach based on impact.

Mr. Burton followed-up on Ms. Smith’s request for a link at the top of the website allowing users to opt-in to the mailing list.

Ms. Jester commented on the potential movement of the primary date due to a federal case and will follow-up with Mr. Burton for action if needed.

### **DIRECTOR’S REPORT**

Ms. Hart briefly discussed redistricting and announced the due date to complete redistricting is February 18. DeKalb County maps have not been approved but if the proposed maps are approved with no changes staff is prepared for the next step in the process, which is data entry.

Ms. Hart announced that the number of precincts and proposed locations for early voting are being finalized for Board approval. Also, the State is implementing a new registration system and staff will complete training on the new system in the weeks to follow.

Ms. Motter asked about the amount of time needed to complete the data entry portion of the redistricting process. Ms. Hart explained that the timeline from now until the deadline will depend on when the maps are approved. Four additional temporary employees will come in to assist with this task and staff is prepared to work expeditiously to meet the deadline.

Ms. Smith asked if there has been any discussion about extending the deadline. Ms. Hart reported there has not been any communication with the counties about extending the deadline.

Ms. Smith acknowledged Ms. Hart as this is her last meeting as Interim Director and opened the floor for recognition of Ms. Hart’s commitment and support of the Board during this time period. Each board member thanked Ms. Hart for her dedication and her willingness to step up and help during a difficult time. Ms. Hart handled many challenges during her time as Interim Director and the Board appreciates all the work she has done.

### **BOARD COMMENTS**

Ms. Motter responded to a public comment about poll worker training and has ideas on how to improve and update training.

Mr. Lewis thanked and acknowledged senior staff member, LaTasha Howard, who will be leaving the department. Mr. Lewis wishes her the best moving forward.

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Ms. Jester responded to a public comment about advocating for a budget increase on the Board's behalf and suggested how residents can support efforts to right-size the budget.

Ms. Smith discussed conversations with staff as the department welcomes a new director and what's to come for this year's election cycle.

### **ADJOURNMENT**

Motion by Ms. Jester and seconded by Mr. Lewis to adjourn. This meeting is adjourned.

**REGISTRAR (02900)**  
**General Fund (100)**  
 FY22 Budget Request / Recommendation Sheet

**Departmental Description**

Serving under the supervision of the DeKalb County Board of Registration & Elections, the department is charged with the maintenance of the electors list for all registered voters in DeKalb County and the conduct of elections for the county and municipalities located within the county. Departmental administrative functions include making election calls, garnering approval for polling places and precinct boundaries, budget administration, response to open records requests, and overall functions that cross division lines.

The Department is divided into two divisions - Registration And Elections.  
 The Registration Division is primarily responsible for ongoing maintenance of the list of electors and digitizing of voter registration applications.

The Elections Division is primarily responsible for the conduct of elections, management of the main advance voting site and satellite advance sites, service, maintenance and testing of voting equipment, ballot preparation and election tabulation.

Common Object Expenditures	FY19 Actual	FY20 Actual	FY21 Budget	FY22 Requested	Requested Change	FY22 Recommended	Recommended Change
51-PERSONAL SERVICES AND EMPLOYEE BENEFITS	1,706,970	7,318,497	1,657,260	1,194,951	-27.9%	<b>1,286,891</b>	-22.3%
52-PURCHASED / CONTRACTED SERVICES	311,286	1,145,563	1,674,464	5,014,209	199.5%	<b>5,014,209</b>	199.5%
53-SUPPLIES	89,772	549,947	205,395	400,000	94.7%	<b>400,000</b>	94.7%
54-CAPITAL OUTLAYS	66,351	49,704	95,000	95,000	-	<b>95,000</b>	-
55-INTERFUND / INTERDEPARTMENTAL CHARGES	8,057	16,256	8,060	8,060	-	<b>9,607</b>	19.2%
70-RETIREMENT SERVICES	-	-	-	-	-	<b>208,488</b>	-
<b>Total (\$)</b>	<b>2,182,436</b>	<b>9,079,967</b>	<b>3,640,179</b>	<b>6,712,220</b>	<b>84.4%</b>	<b>7,014,195</b>	<b>92.7%</b>

Cost Center Level Expenditures	FY19 Actual	FY20 Actual	FY21 Budget	FY22 Requested	Requested Change	FY22 Recommended	Recommended Change
Registrar - 02910	1,168,666	2,333,909	2,043,040	5,665,081	177.3%	<b>5,960,301</b>	191.7%
Registrar - Election Workers - 02922	437,944	4,511,594	904,369	354,369	-60.8%	<b>360,237</b>	-60.2%
Registrar - Elections - 02920	575,826	2,234,463	692,770	692,770	-	<b>693,657</b>	0.1%
<b>Total (\$)</b>	<b>2,182,436</b>	<b>9,079,967</b>	<b>3,640,179</b>	<b>6,712,220</b>	<b>84.4%</b>	<b>7,014,195</b>	<b>92.7%</b>

Positions	FY19 Actual	FY20 Actual	FY21 Actual	FY22 Requested	Requested Change	FY22 Recommended	Recommended Change
Filled Positions	17	16	18	17	-1	<b>20</b>	2
Funded Positions	17	16	18	17	-1	<b>20</b>	2

Notes:

**Departmental Notes**

The Elections department budget reflects state, county and local elections for 2022.

**REGISTRAR (02900)**  
**General Fund (100)**  
FY22 Budget Request / Recommendation Sheet

Base Budget by Object Class/Selected Object Code	FY21 Budget	FY22 Requested	FY22 Recommended	FY22 Approved	Requested Change	Recommended Change	Approved Change
51-PERSONAL SERVICES AND EMPLOYEE BENEFITS	1,657,260	1,359,767	1,365,620	-	-297,493	-291,640	-1,657,260
Salaries	858,226	965,691	965,691	-	107,465	107,465	-858,226
Salaries - Temporary	455,000	-	-	-	-455,000	-455,000	-455,000
Salaries - Overtime	80,000	80,000	80,000	-	-	-	-80,000
County Match - Grp Ins - Reversed	4,492	4,492	4,492	-	-	-	-4,492
County Match - Grp Ins - Allocated	180,800	216,000	216,000	-	35,200	35,200	-180,800
County Match - FICA	62,982	73,875	73,875	-	10,893	10,893	-62,982
401(A) Employer Contribution	9,698	13,647	13,647	-	3,949	3,949	-9,698
Workers Compensation	6,062	6,062	11,915	-	-	5,853	-6,062
Notes: Base budget funds 18 positions.							
52-PURCHASED / CONTRACTED SERVICES	1,674,464	2,184,648	2,184,648	-	510,184	510,184	-1,674,464
53-SUPPLIES	205,395	205,395	205,395	-	-	-	-205,395
54-CAPITAL OUTLAYS	95,000	95,000	95,000	-	-	-	-95,000
55-INTERFUND / INTERDEPARTMENTAL CHARGES	8,060	8,060	9,607	-	-	1,547	-8,060
70-RETIREMENT SERVICES	-	-	208,488	-	-	208,488	-
Notes: Pension allocation was budgeted at the fund level in FY21; the FY22 pension allocation is budgeted by department (shown above).							
<b>Base Budget (Total)</b>	<b>3,640,179</b>	<b>3,852,870</b>	<b>4,068,759</b>	<b>-</b>	<b>212,691</b>	<b>428,579</b>	<b>-3,640,179</b>

Base Adjustments	FY21 Budget	FY22 Requested	FY22 Recommended	FY22 Approved	Requested Change	Recommended Change	Approved Change
B1. Temporary Personnel Services (Registrar - Administration). Temporary Personnel and Overtime - funding for long term office and warehouse worker, ranging from 25 to 300 hours per election cycle/season. Pay is \$15 hourly/40 hours weekly (40 weeks max).	-	1,659,000	1,659,000	-	1,659,000	1,659,000	-
B2. Equipment (Registrar - Administration). Maintenance and Repair - funding increase for voting equipment and associated maintenance costs.	-	297,927	297,927	-	297,927	297,927	-
B3. Postage (Registrar - Administration). Postage - funding increase to cover postal costs for 2022 elections and/or runoffs.	-	353,000	353,000	-	353,000	353,000	-
B4. Phone (Registrar - Administration). Telephone and Internet - funding increase to cover wireless phone service, internet usage and long distance phone calls made during the election season.	-	209,494	209,494	-	209,494	209,494	-
B5. Printing (Registrar - Administration). Advertising and Printing - funding increase for advertising and printing services for public service mailings and announcements.	-	5,500	5,500	-	5,500	5,500	-
B6. Training (Registrar - Administration). Training and Conference Fees - funding increase for state and county mandated training for department staff and board members.	-	15,065	15,065	-	15,065	15,065	-
B7. Custodial Services for Schools (Registrar - Administration). Election Expenses - funding to cover fees paid to schools for custodial services during elections.	-	4,000	4,000	-	4,000	4,000	-
B8. Operating Funds (Registrar - Administration). Operating Supplies - funding increase for operating, warehouse, polling, and registration/election supply purchases.	-	194,605	194,605	-	194,605	194,605	-
B9. Mileage (Registrar - Administration). Mileage Personal Vehicle - funding for mileage reimbursement requests for personal vehicle use.	-	575	575	-	575	575	-
B10. In-grade Adjustment (Registrar - Administration). Salaries Adjustments - funding for position reclassification and in-grade adjustments for two registration supervisors positions (reclassify to one registration manager and one elections manager).	-	20,000	-	-	20,000	-	-

**REGISTRAR (02900)**  
**General Fund (100)**  
 FY22 Budget Request / Recommendation Sheet

B11.	In-grade Adjustment (Registrar - Administration). Salaries Adjustments - funding for department wide in-grade adjustments, ranging from 1,500 to 5,000, due to pay disparity, job performance, longevity and employee retention efforts.	-	42,500	-	-	42,500	-	-
<b>Base Adjustments Total</b>		-	<b>2,801,666</b>	<b>2,739,166</b>	-	<b>2,801,666</b>	<b>2,739,166</b>	-
<b>Operating Enhancements</b>		<b>FY21 Budget</b>	<b>FY22 Requested</b>	<b>FY22 Recommended</b>	<b>FY22 Approved</b>	<b>Requested Change</b>	<b>Recommended Change</b>	<b>Approved Change</b>
O1.	Cost of Living Adjustment Funding for a 4% cost of living adjustment (including associated benefits).	-	-	48,587	-	-	48,587	-
<b>Operating Enhancements Total</b>		-	-	<b>48,587</b>	-	-	<b>48,587</b>	-

**REGISTRAR (02900)**  
**General Fund (100)**  
 FY22 Budget Request / Recommendation Sheet

Workforce Enhancements		FY21 Budget	FY22 Requested	FY22 Recommended	FY22 Approved	Requested Change	Recommended Change	Approved Change
W1.	Existing Vacancies	-	57,683	157,683	-	57,683	157,683	-
Notes: W1 - 1 registration and elections supervisor (CC 02910 - Administration, Pos #17153, start date 1/1/22).								
<b>Workforce Enhancements Total</b>		-	<b>57,683</b>	<b>157,683</b>	-	<b>57,683</b>	<b>157,683</b>	-

<b>Total Budget</b>	<b>3,640,179</b>	<b>6,712,220</b>	<b>7,014,195</b>	-	<b>3,072,041</b>	<b>3,374,016</b>	-
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PRECINCT ID	NOT CONFIRMED	MUNICIPALITY	PRECINCT NAME	PRECINCT ADDRESS
AA			ALLGOOD ELEM	Allgood Elementary School 659 Allgood Road
AG		(BHAVN)	ASHFORD DUNWOODY ROAD	St. Martin in the Fields Episcopal Church 3110 Ashford Dunwoody Road
AB		(BHAVN)	ASHFORD PARK ELEM	Ashford Park Elementary School 2968 Cravenridge Dr NE
AH		(BHAVN)	ASHFORD PARKSIDE	Ashford Parkside Senior Residence 3522 Blair Circle NE
AD		(DUN)	AUSTIN	North Atlanta Church of Christ 5676 Roberts Drive
AF			AUSTIN DRIVE	Peace Baptist Church 4000 Covington Highway
AE		(AVO)	AVONDALE	Avondale City Hall 21 North Avondale Plaza
AI			AVONDALE HIGH	DeKalb School of the Arts 1192 Clarendon Avenue
BM			BETHUNE MIDDLE	Mary MacLead Bethune Middle School 5200 Covington Highway
BL			BOULDERCREST ROAD	Obama Elementary School 3132 Clifton Church Road, SE
BB		(ATL)	BOULEVARD	Israel Baptist Church 2071 Hosea L. Williams Drive, SE
BC		(ATL/DEKALB)	BRIAR VISTA ELEM	Briar Vista Elementary School 1131 Briar Vista Terrace NE
BG			BRIARCLIFF	Briarcliff Baptist Church 3039 Briarcliff Road, NE
BD			BRIARLAKE ELEM	Briarlake Elementary School 3590 LaVista Road
BE		(BHAVN)	BRIARWOOD	Briarwood Recreation Center 2235 Briarwood Way NE
BH		(TUC)	BROCKETT	Mount Moriah Baptist Church 1983 Brockett Road
BF		(TUC)	BROCKETT ELEM	Brockett Elementary School 1855 Brockett Road
BI		(BHAVN)	BROOKHAVEN	University Baptist Church 1375 Fernwood Circle, NE
BJ		(STCRST/DEKALB)	BROWN'S MILL ELEM	Brown's Mill Elementary School 4863 Brown's Mill Road
BR		(ATL)	BURGESS ELEM	Hugh Otis Burgess Elementary School 480 Clifton Street, SE
CB			CANBY LANE ELEM	Canby Lane Elementary School 4150 Green Hawk Trail
CQ			CANDLER	St. Philip AME Church 240 Candler Road, SE, Gymnasium A
CF		(STCRST)	CANDLER - MURPHEY	Murphey Candler Elementary School 6775 South Goddard Road
LE		(ATL)	CANDER PARK/ LIN - MARY LIN	Neighborhood Church 1561 McLendon Avenue, NE
CD			CEDAR GROVE ELEM	Cedar Grove Elementary School 2330 River Road
CR			CEDAR GROVE MIDDLE	Cedar Grove Middle School 2300 Wildcat Road
CS			CEDAR GROVE SOUTH	Cedar Grove United Methodist Church 3430 Bouldercrest Road
CE	Renovations - New Site Needed	(CHA) (NOT MAY)	CHAMBLEE	Chamblee Public Safety/ Municipal Court
CE	Renovations - New Site Needed	(CHA) (NOT MAY)	CHAMBLEE 2	Chamblee Public Safety/ Municipal Court
CG		(CHA)	CHAPEL HILL ELEM	Chapel Hill Elementary School 3536 Radcliff Blvd.
CH		(DUN)	CHESNUT ELEM	Chesnut Elementary School 4576 North Peachtree Road
CV		(DEC)	CLAIREMONT EAST	Decatur Recreation Department 231 Sycamore Street
CI		(DEC)	CLAIREMONT WEST	The Church at Decatur Heights 735 Sycamore Drive
CJ			CLAIRMONT ROAD	Clairmont Presbyterian Church 1994 Clairmont Road
CK		(CLA)	CLARKSTON	Clarkston First Baptist Church Family Life Center
CY		(CLA)	CLARKSTON COMMUNITY CEN	Clarkston Community Center 3701 College Avenue
			CLIFTON ELEM	Beulah Missionary Baptist Church 2340 Clifton Springs Road
CN		(ATL)	COAN RECREATION	Coan Park Recreation Center 1530 Woodbine Avenue
CA			COLUMBIA DRIVE	Hillside Presbyterian Church 1879 Columbia Drive
CC			COLUMBIA ELEM	Columbia Elementary School 3230 Columbia Woods Drive
CM			COLUMBIA MIDDLE	Columbia Middle School 3001 Columbia Drive
CW			CORALWOOD	Briarlake Elementary School 3590 LaVista Road

PRECINCT ID	NOT CONFIRMED	MUNICIPALITY	PRECINCT NAME	PRECINCT ADDRESS
CU			COVINGTON	Atlanta Belvedere SDA Church 3567 Covington Hwy
CU			COVINGTON	Atlanta Belvedere SDA Church 3567 Covington Hwy
CO		(BHAVN)	CROSS KEYS HIGH	Cross Keys High School 1626 North Druid Hills Road, NE
CP			CROSSROADS	Crossroads Presbyterian Church 5587 Redan Road
DD		(DEC)	DECATUR	Evergreen Baptist Church 303 4th Avenue
DA		(DOR)	DORAVILLE NORTH	Doraville Civic Center 3770 Central Avenue
DA		(DOR)	DORAVILLE SOUTH	Doraville Civic Center 3770 Central Avenue
DC		(CHA)	DRESDEN ELEM	Dresden Elementary School 2449 Dresden Drive
DH			DRUID HILLS	Druid Hills High School 1798 Haygood Drive, NE
DE			DUNAIRE ELEM	Dunaire Elementary School 651 S. Indian Creek Drive
DF	Possible Site - Dunwoody Library	(DUN) (NOT MAY)	DUNWOODY	The Church at Chapel Hill – Dunwoody Campus 5067 Chamblee Dunwoody Road
DG		(DUN)	DUNWOODY 2	Kingswood United Methodist Church 4896 N. Peachtree Road
DI		(DUN)	DUNWOODY LIBRARY	Dunwoody Library 5339 Chamblee-Dunwoody Road
EA		(ATL)	EAST LAKE	St. Philip AME Church 240 Candler Road, SE, Gymnasium B
EC			EMBRY HILLS	Evansdale Elementary School 2914 Evans Woods Drive
ER			EMORY ROAD	Emory University 1599 Clifton Road
EG		ATL/DEKALB	EMORY SOUTH	Atlanta Metropolitan Church 999 Briarcliff Road
EF			EVANSDALE ELEM	Evansdale Elementary School 2914 Evans Woods Drive
FA		(STCRST)	FAIRINGTON ELEM	Fairington Elementary School 5505 Phillip Bradley Drive
FB			FERNBANK ELEM	Fernbank Elementary School 157 Heaton Park Drive
FK			FLAKES MILL FIRE STATION	County Line – Ellenwood Library 4331 River Road
FG		(STCRST)	FLAT ROCK ELEM	Flat Rock Elementary School 4603 Evans Mill Road
FJ			FLAT SHOALS	New Life Community Center 3592 Flat Shoals Road
FC			FLAT SHOALS ELEM	Flat Shoals Elementary School 3226 Flat Shoals Road
FL			FLAT SHOALS LIBRARY	Flat Shoals Library 4022 Flat Shoals Parkway
FE			FLAT SHOALS PARKWAY	The Greater Travelers Rest Baptist Church H.F. Shepherd Multiplex
FM			FREEDOM MIDDLE	Freedom Middle School 505 South Hairston Road
GD		(DUN)	GEORGETOWN Sq	Peachtree Middle School 4664 North Peachtree Road
GB	Possible Site - Woodridge Elem		GLENHAVEN	Straight Life Church of God 4228 Glenhaven Drive
GA		(DEC)	GLENNWOOD	Holy Trinity Parish 515 E. Ponce De Leon Ave.
GF			GLENWOOD ROAD	First Rephidim Missionary Baptist Church 4649 Glenwood Road
GC			GRESHAM ROAD	First Baptist Church of Gresham Inc. 2394 Gresham Road
HA			HAMBRICK ELEM	Hambrick Elementary School 1101 Hambrick Road
HI			HARRIS - MARGARET	Margaret Harris Educational Center 1634 Knob Hill Drive NE
HH			HARRIS - NARVIE J. HARRIS ELEM	Narvie J. Harris Elementary School 3981 McGill Drive
HB			HAWTHORNE ELEM	Hawthorne Elementary School 2535 Caladium Drive, NE
HC			HENDERSON MILL	Henderson Mill Elementary School 2408 Henderson Mill Road, NE
HG		(TUC)	HUGH HOWELL	Smoke Rise Baptist Church 5901 Hugh Howell Road
HF		(CHA)	HUNTLEY HILLS ELEM	Huntley Hills Elementary School 2112 Seaman Circle
IA		(TUC)	IDLEWOOD ELEM	Idlewood Elementary School 1484 Idlewood Road
IB			INDIAN CREEK	Indian Creek Baptist Church 3901 Rockbridge Road
JA		(ATL)	JOHNSON ESTATES	Briar Vista Elementary School 1131 Briar Vista Terrace, NE

PRECINCT ID	NOT CONFIRMED	MUNICIPALITY	PRECINCT NAME	PRECINCT ADDRESS
JB			JOLLY ELEM	Jolly Elementary School 1070 Otello Avenue
KC			KELLEY CHAPEL ROAD	Kelley Chapel United Methodist Church
KA			KELLEY LAKE ELEM	Kelley Lake Elementary School 2590 Kelly Lake Road
KB		(DUN)	KINGSLEY ELEM	Kingsley Elementary School 2051 Brendon Drive
KG		(BHAVN)	KITTREDGE ELEM	Kittredge Magnet School 1663 East Nancy Creek Drive, NE
KE			KNOLLWOOD	Wadsworth Elementary School 3039 Santa Monica Drive
LA			LAKESIDE HIGH	Lakeside High School 3801 Briarcliff Road, NE
LC			LAVISTA	St. Bartholomew's Episcopal Church 1790 LaVista Road, NE
LB			LAVISTA ROAD	Intown Community Church 2059 LaVista Road, NE
LE		(ATL)	LIN - MARY LIN ELEM	Neighborhood Church 1561 McLendon Avenue, NE
LD		(LIT)	LITHONIA	Lithonia City Hall 6920 Main Street
LH		(STCRST/DEKAL B)	LITHONIA HIGH	Lithonia High School 2440 Phillips Road
LV			LIVSEY ELEM	Livsey Elementary School 4137 Livsey Road
MC			MARBUT ELEM	Marbut Elementary School 5776 Marbut Road
MR			MATHIS - BOB MATHIS ELEM	Bob Mathis Elementary School 3505 Boring Road
ME			MCLENDON	New Beginning Full Gospel Baptist Church
MP			MCNAIR ACADEMY	Ronald McNair Discovery Learning Academy
MB			MCNAIR HIGH	Ronald McNair, Sr. High School 1804 Bouldercrest Road, SE
MD			MCNAIR	Ronald McNair Discovery Learning Center
MF		(STCRST)	MCWILLIAMS	Ousley United Methodist Church 3261 Panola Road
ML			MEADOWVIEW	Beulah Missionary Baptist Church 2340 Clifton Springs Road
MG			MEDLOCK	International Community School 2418 Wood Trail Lane
MN			MEMORIAL SOUTH	
MT		(ATL)	METROPOLITAN	First Iconium Baptist Church 542 Moreland Avenue SE Atlanta 30316
MH		(TUC)	MIDVALE ELEM	Midvale Elementary School 3836 Midvale Road, NE
MW			MIDVALE ROAD	Henderson Mill Elementary School 2408 Henderson Mill Road, NE
MO			MIDWAY	Peachcrest Elementary School 1530 Joy Lane
The	Possible Site - South Hairston		MILLER - ELDRIDGE L.	Eldridge L. Miller Elementary School 919 Martin Road
MZ		(STCRST)	MILLER GROVE HIGH	Miller Grove High School 2645 DeKalb Medical Parkway
MI		(STCRST/DEKAL B)	MILLER GROVE	Ousley United Methodist Church 3261 Panola Road
MV		(STCRST)	MILLER GROVE ROAD	Big Miller Grove Baptist Church 3800 Miles E. Fowler Way
MJ		(BHAVN)	MONTCLAIR ELEM	Montclair Elementary School 1680 Clairmont Place, NE
MU		(BHAVN)	MONTGOMERY ELEM	Montgomery Elementary School 3995 Ashford Dunwoody Road
MK		(TUC)	MONTREAL	Lawrenceville Road United Methodist Church
MQ		(DUN)	MT. VERNON EAST	All Saints Catholic Church 2443 Mt. Vernon Road
MS		(DUN)	MT. VERNON WEST	Dunwoody High School 5035 Vermack Road
NB			NORTH DECATUR	North Decatur Presbyterian Church 611 Medlock Road
NC			NORTH HAIRSTON	Stone Mill Elementary School 4900 Sheila Lane
NF		(DUN)	NORTH PEACHTREE	Crossroads Church of Dunwoody 4805 Tilly Mill Road
ND			NORTHLAKE	Briarlake Baptist Church 3715 LaVista Road
OA			OAK GROVE ELEM	Oak Grove Elementary School 1857 Oak Grove Road, NE

PRECINCT ID	NOT CONFIRMED	MUNICIPALITY	PRECINCT NAME	PRECINCT ADDRESS
OV			OAK VIEW ELEM	Oak View Elementary School 3574 Oakvale Road
OB			OAKCLIFF ELEM	Oakcliff Elementary School 3150 Willow Oak Way
OK		(DEC)	OAKHURST	Oakhurst Baptist Church 222 East Lake Drive
PH	Possible Site - Redan Elem		PANOLA	St. Paul A.M.E. Church 1704 S. Stone Mountain-Lithonia Road
PR		(STCRST)	PANOLA ROAD	Miller Grove High School 2645 DeKalb Medical Parkway
PI			PANOLA WAY ELEM	Panola Way Elementary School 2170 Panola Way Court
P			PEACHCREST	Peachcrest Elementary School 1530 Joy Lane
PB		(DUN)	PEACHTREE MIDDLE	Peachtree Middle School 4664 North Peachtree Road
PE			PINE LAKE (PIN)	The Club House 300 Club House Drive
PN			PINEY GROVE	Greater Piney Grove Baptist Church 1879 Glenwood Avenue
PF	Possible Site - Tucker Library		PLEASANTDALE ROAD	Grace Church International 3434 Pleasantdale Road
PG		(DEC)	PONCE DE LEON	First Christian Church of Decatur 601 W Ponce de Leon Ave
PC		(STCRST/DEKAL B)	PRINCETON ELEM	Princeton Elementary School 1321 South Deshon Road
RA			RAINBOW ELEM	Rainbow Elementary School 2801 Kelley Chapel Road
RC			REDAN ELEM	Redan Elementary School 1914 S Stone Mountain-Lithonia Road
RM			REDAN MIDDLE	Redan Middle School 1775 Young Road
RK			REDAN ROAD	Fairfield Baptist Church 6133 Redan Road
RH		(STCRST/DEKAL B)	REDAN-TROTTI LIBRARY	Redan-Trotti Library 1569 Wellborn Road
RD			REHOBOTH	Lawrenceville Road United Methodist Church 3142 Lawrenceville Highway
RF			ROCK CHAPEL ELEM	Rock Chapel Elementary School 1130 Rock Chapel Road
RL			ROCK CHAPEL ROAD	Princeton Elementary School 1321 S Deshon Road
RE			ROCKBRIDGE ELEM	Rockbridge Elementary School 445 Halwick Way
RI			ROCKBRIDGE ROAD	New Bethel A.M.E. Church 8350 Rockbridge Road
RG			ROWLAND ELEM	Rowland Elementary School 1317 South Indian Creek Drive
RJ	Possible Site - Rowland Elem		ROWLAND ROAD	First St. Peter AME Church 1074 South Indian Creek Dr
SA			SAGAMORE HILLS ELEM	Sagamore Hills Elementary School 1865 Alderbrook Road
SM		(STCRST)	SALEM MIDDLE	Salem Middle School 5333 Salem Road
SB			SCOTT	North Decatur Presbyterian Church 611 Medlock Road
SK			SHADOW ROCK ELEM	Shadow Rock Elementary School 1040 Kingway Drive
SN			SHAMROCK	Valley Brook Baptist Church 1198 N. Valley Brook Road
SC			SHAW ELEM – ROBERT SHAW	Robert Shaw Elementary School 385 Glendale Road
SE		(BHAVN) (ATL)	SILVER LAKE	Ashford Park Elementary School 2968 Cravenridge Drive, NE
SF		(BHAVN)	SKYLAND	Skyland United Methodist Church 1850 Skyland Terrace NE
SH		(TUC)	SMOKE RISE	Carmel Mar Thoma Center, Atlanta 6015 Old Stone Mountain Road
SG			SNAPPFINGER ELEM	Snapfinger Elementary School 1365 Snapfinger Road
SY			SNAPPFINGER ROAD	Solid Rock AME Zion Church 4065 Snapfinger Rd
SR	Possible Site - Canby Lane Elem		SNAPPFINGER ROAD NORTH	Bethesda Cathedral 1989 Austin Drive
SS		(STCRST/DEKAL B)	SNAPPFINGER ROAD SOUTH	Ray of Hope Christian Education Center
SO	Possible Site - Rock Chapel Elem		SOUTH DESHON	Stronghold Christian Church 724 Rock Chapel Road
SU			SOUTH HAIRSTON	Antioch A.M.E. Church 765 South Hairston Road
SV			STEPHENSON HIGH	Stephenson High School 701 Stephenson Road
ST			STEPHENSON MIDDLE	Stephenson Middle School 922 Stephenson Road

PRECINCT ID	NOT CONFIRMED	MUNICIPALITY	PRECINCT NAME	PRECINCT ADDRESS
SJ			STONE MILL ELEM	Stone Mill Elementary School 4900 Sheila Lane
SP		(STO)	STONE MOUNTAIN CHAMPION	Champion Theme Middle School 5265 Mimosa Drive
SD			STONE MOUNTAIN ELEM	Stone Mountain Elementary School 6720 James B. Rivers Drive
SQ		(STO)	STONE MOUNTAIN	Champion Theme Middle School 5265 Mimosa Drive
SI		(TUC)	STONE MOUNTAIN MIDDLE	Stone Mountain Middle School 4301 Sarr Parkway
SW		(STCRST)	STONECREST LIBRARY	Stonecrest Library 3123 Klondike Rd
SL		(STCRST/DEKAL B)	STONEVIEW ELEM	Stoneview Elementary School 2629 Huber Street
TA			TERRY MILL	Greater Piney Grove Baptist Church 1879 Glenwood Avenue, RM 2
TG		(DUN)	TILLY MILL ROAD	Kingswood United Methodist Church 4896 N. Peachtree Road
TC			TONEY ELEM	Toney Elementary School 2701 Oakland Terrace
TH		(TUC)	TUCKER	Tucker First United Methodist Church Wesley Center
TF		(TUC)	TUCKER LIBRARY	Reid H. Cofer Library 5234 LaVista Road
VB			VALLEY BROOK	Valley Brook Baptist Church 1198 N. Valley Brook Road
WA			WADSWORTH	Columbia Drive United Methodist Church
WI			WARREN TECH	Warren Technical School 3075 Alton Road
WB			WESLEY CHAPEL LIBRARY	William C. Brown Library 2861 Wesley Chapel Road
WK	Possible Site - Redan High		WHITE OAK	White Oak Hills Baptist Church 5171 Redan Road
WF		(DEC)	WINNONA PARK	Decatur Legacy Park Cochran Building
WL		(DUN)	WINTERS CHAPEL	Congregation Beth Shalom 5303 Winters Chapel Road
WG			WOODRIDGE ELEM	Woodridge Elementary School 4120 Cedar Ridge Trail
WD		(STCRST)	WOODROW ROAD	New Birth Missionary Baptist Church 6400 Woodrow Road
WJ		(BHAVN)	WOODWARD	Cross Keys High School 1626 North Druid Hills Road, NE
WN			WYNBROOKE ELEM	Wynbrooke Elementary School 440 Wicksbury Way
YA			YOUNG ROAD	Berean Christian Church 2201 Young Road

# Advance Voting Location Accessibility

2020 Census data was used to analyze the distance of DeKalb County residents from their nearest advance voting location under the proposed map.

## Average Distance

Residents are, on average, 1.64 miles from their nearest location. This is the breakdown by race/ethnicity:

Race/Ethnicity	Distance* (Miles)
Asian	1.57
Black (Non-Hispanic)	1.76
Hispanic	1.57
Native American	1.57
Pacific Islander	1.67
White (Non-Hispanic)	1.49
Other	1.64
Multiracial	1.64

\*Distances may be underestimated slightly because of the method used in this first attempt.

Below is a more detailed breakdown showing the percentages of each group traveling a given number of miles:

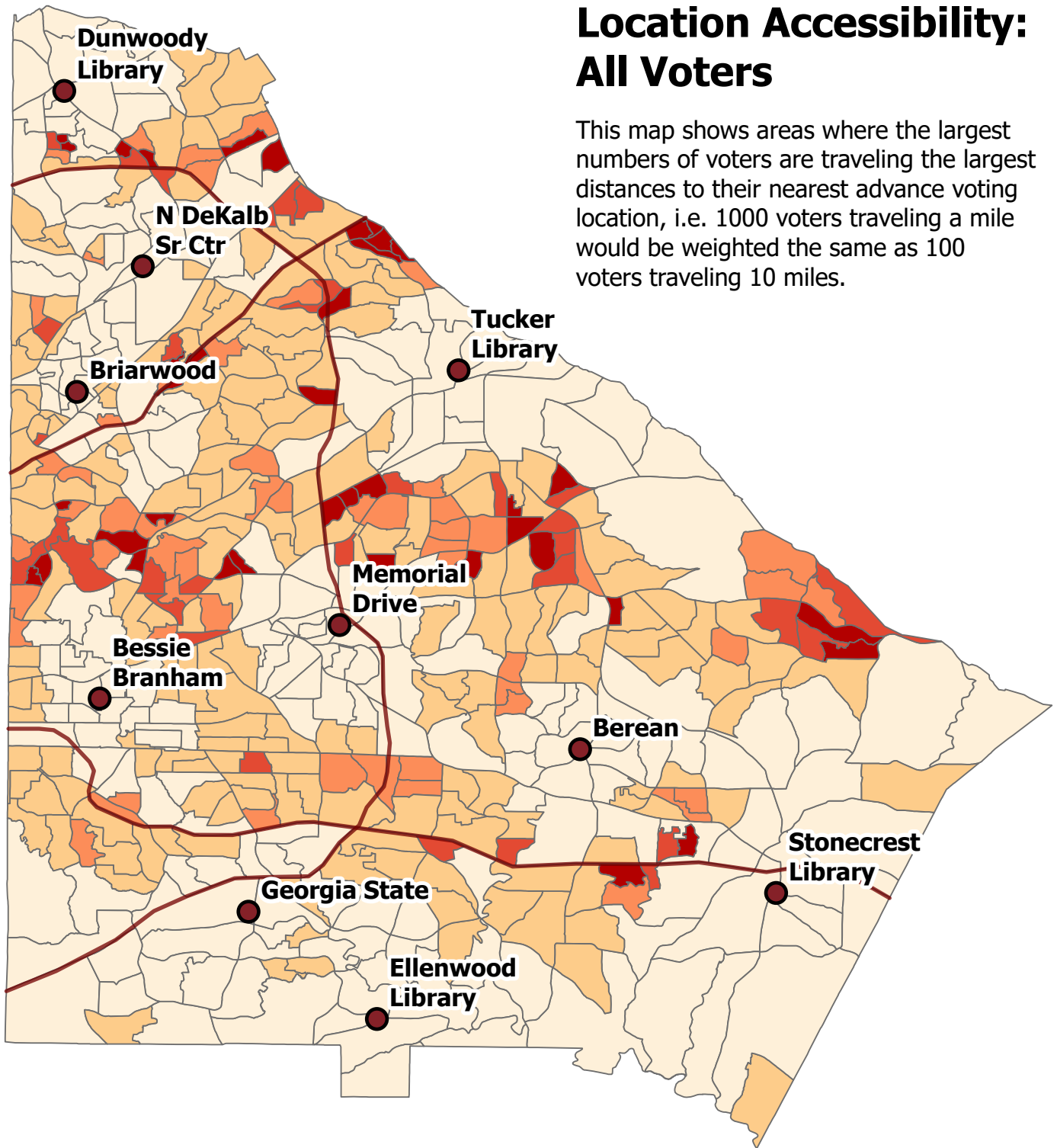
MILES	ALL	ASIAN	BLACK	HISP	NATIVE	PACIFIC	WHITE	OTHER	MULTI
1	28.72%	28.54%	25.08%	32.21%	29.05%	25.61%	33.85%	28.52%	27.44%
2	35.11%	37.22%	35.28%	32.66%	38.69%	38.41%	34.91%	35.44%	37.07%
3	29.50%	31.29%	30.19%	28.18%	24.80%	28.05%	28.43%	29.34%	29.34%
4	4.89%	2.69%	6.28%	6.35%	6.89%	7.93%	2.63%	5.04%	4.52%
5	1.12%	0.21%	2.00%	0.39%	0.46%	0.00%	0.11%	1.24%	0.88%
6	0.66%	0.06%	1.17%	0.21%	0.11%	0.00%	0.07%	0.42%	0.75%

## Map

On the next page is a map showing where the largest numbers of residents would have to travel the largest distances: i.e., 1000 people traveling a mile are displayed the same as 100 people traveling 10 miles.

# Advance Voting Location Accessibility: All Voters

This map shows areas where the largest numbers of voters are traveling the largest distances to their nearest advance voting location, i.e. 1000 voters traveling a mile would be weighted the same as 100 voters traveling 10 miles.



## DeKalb County, GA

### Advance Voting Location Accessibility



15

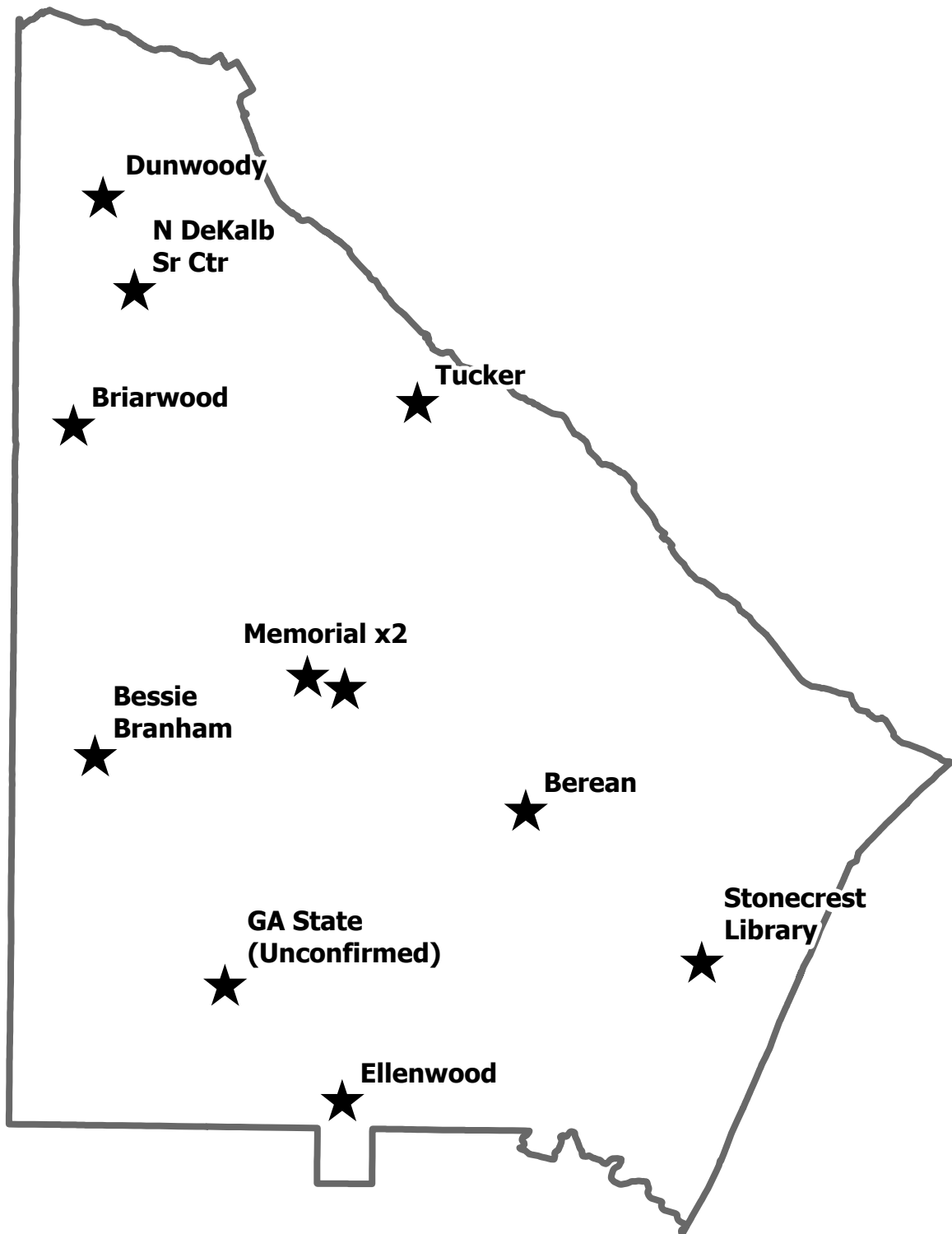


#### DeKalb County GIS Disclaimer

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# Proposed Advance Locations

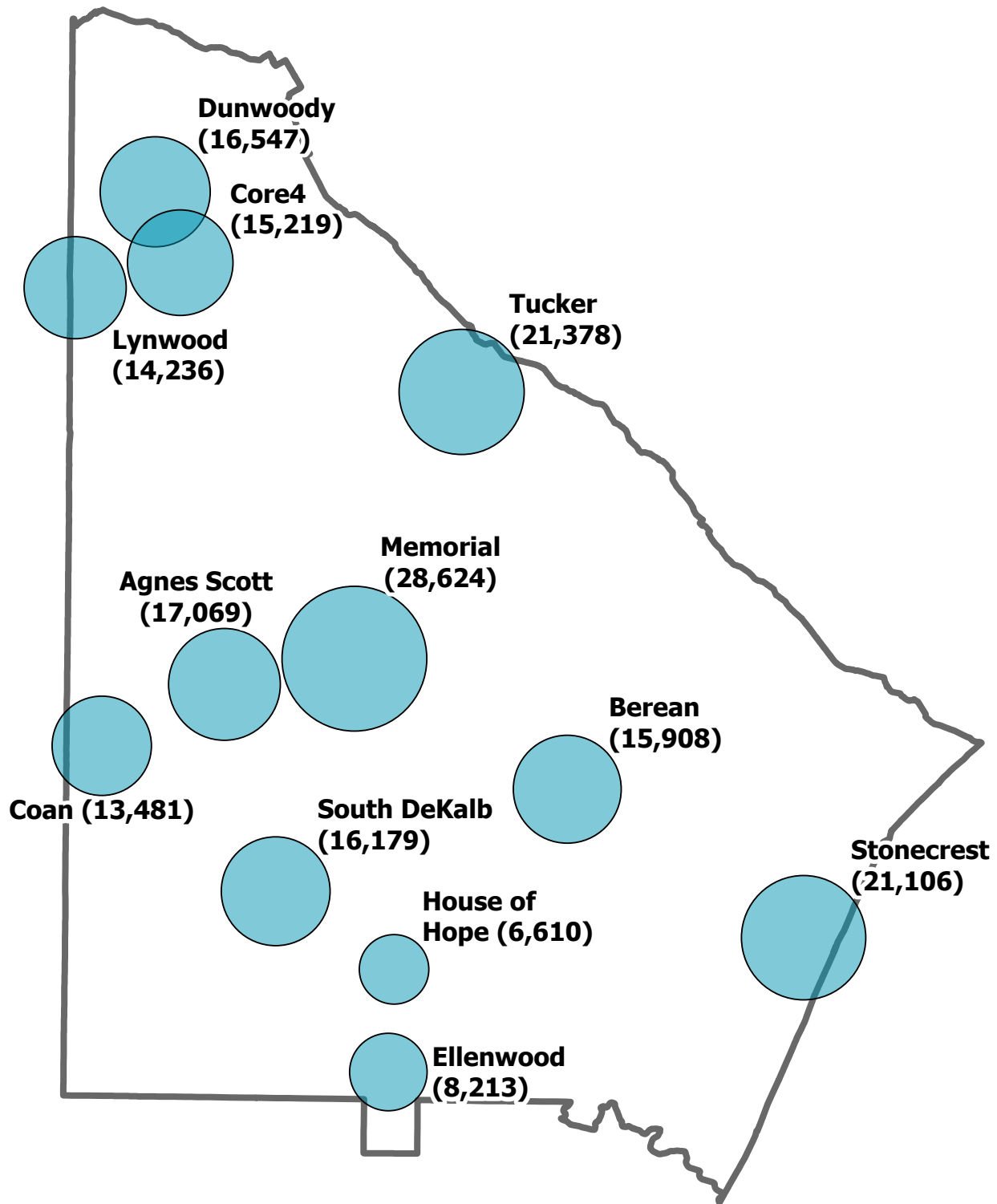
## May 24, 2022 General Primary





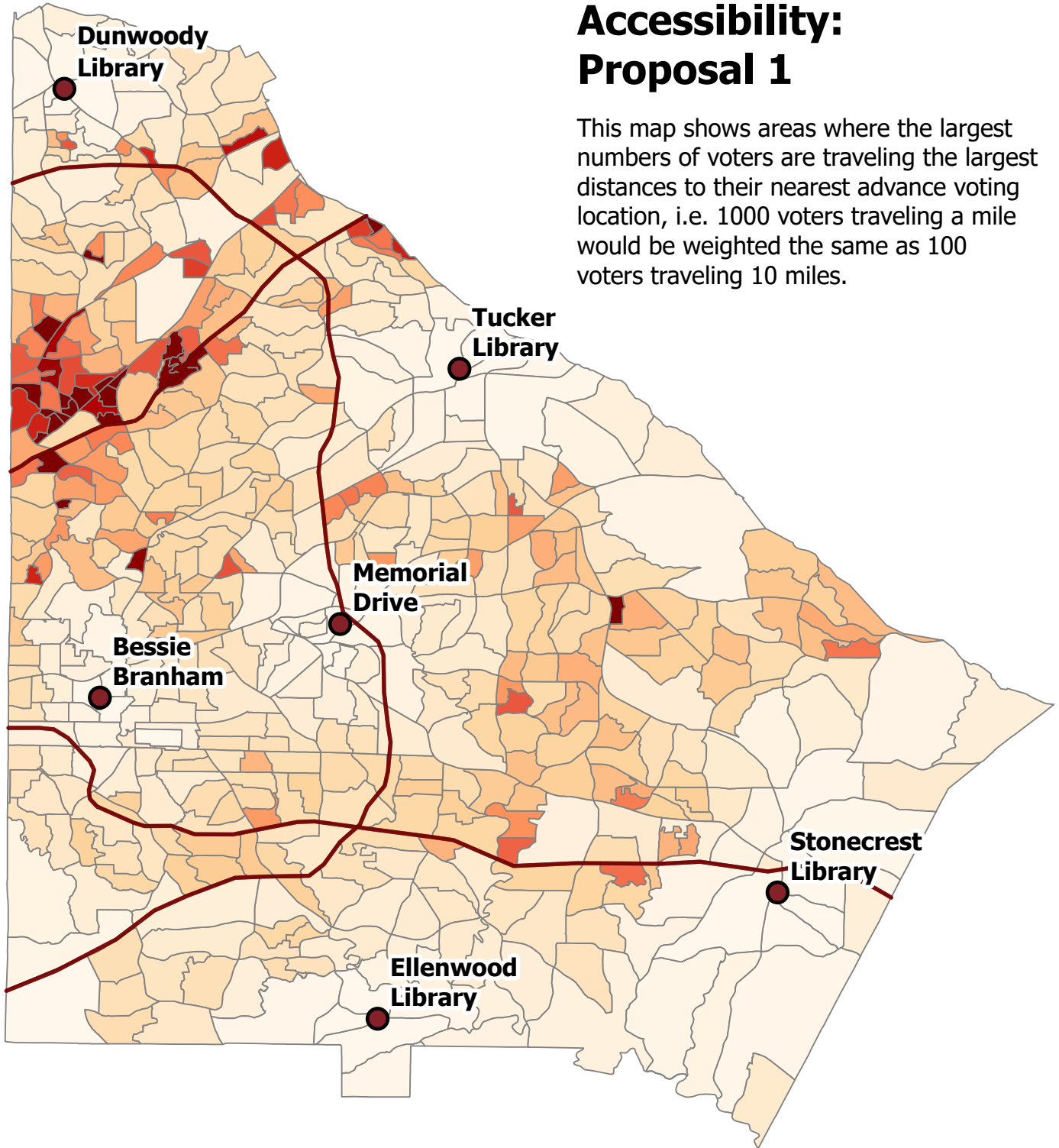
# Advance Voting Turnout

## November 2020 General Election



# Drop Box Accessibility: Proposal 1

This map shows areas where the largest numbers of voters are traveling the largest distances to their nearest advance voting location, i.e. 1000 voters traveling a mile would be weighted the same as 100 voters traveling 10 miles.

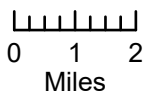


## DeKalb County, GA

### Drop Box Accessibility



18



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## DeKalb Voter Registration and Elections Board Report 3.10.22

**Recent Key Messages:** Profile continues to field a number of media inquiries regarding various topics. Many of these inquiries are prompted by issued press releases, major news reports and key election-related dates. Major topics include the selection of Keisha Smith as the new executive director for VRE, qualifying, redistricting efforts, and absentee ballot application dates.

**Recent Press Releases:** Profile continues to advance public facing messaging and alert voters of key dates and public board meetings. In the last month, Profile has issued (insert number) release.

2.25.22 Press Release: [Board Notice](#)

2.25.22 Press Release: [Absentee Ballot Request](#)

3.9.22 Press Release: Public Listening Sessions (link not generated by County Comms just yet)

3.9.22 Open Letter: We must get it right (link not generated by County Comms just yet)

**Social Media:** Profile is currently revving up the social media content and is developing new creative content to support upcoming efforts around redistricting and the primary elections.

### Twitter over the last 30 days:

8 tweets | 4,831 impressions | 357 profile visits

### Facebook over the last 30 days:

6 posts | 1,525 impressions

**Website Update:** Thanks to quick support from John Matelski and the IT team, we have added a “Join Our Mailing List” tab to the dekalbvotes.com website. Erin is working with IT to ensure she can extract the email addresses. We have also created a graphic that removes the dates on the Election Results tile, so it is more evergreen.

**New Collateral:** Four major pieces of collateral have been created that are **informational guides geared towards students and voters with disabilities**. Profile submitted these pieces to the VRE and those documents are under review and should be finalized within a week.

Additionally, the **listening session presentation** has been generated and shared with Ms. Smith for review. This PowerPoint presentation will essentially guide the public-facing listening sessions and can easily be repurposed for stakeholder meetings and general presentations.

A **FAQ document** is being created to address redistricting concerns. A draft has been provided to VRE staff for review. Once approved, it will go into design, be added to the website, and printed for voter distribution purposes.

**On the Horizon:** Currently, there are three major items that are on the horizon for VRE.



**Redistricting:** Once budget is approved, Profile will work to implement an integrated amplification campaign that includes an awareness effort targeting voters across DeKalb. In addition to a press release, VRE will work to update the website to have the approved maps and general FAQs and information pertaining to the redistricting. Additionally, Profile will engage paid and organic social media as well as our more extensive community-paper efforts. Collateral will be printed to support VRE's community-facing events as well.

**Listening Sessions:** In coordination with DCTV and DeKalb IT, three virtual listening sessions have been scheduled for Saturday, March 26 at 11 a.m., Monday, March 28 at 6:30 p.m. and Tuesday, March 29 at noon. All virtual community listening sessions are open to the public.

A promotional flyer is also being generated and will be shared with stakeholders. A paid and organic social media campaign will support the earned media and stakeholder engagement effort. If an additional advertising budget is approved, then placement in various community papers will be launched. The event flyer will be finalized on or before March 14<sup>th</sup>.

Due to the County's current Covid-19 protocols, Profile explored virtual options. If the County modifies its in-person meeting protocols, then in-person options for additional listening sessions can be explored.

**Key Stakeholder Meeting:** In addition to our recently announced public meetings, Profile will work with Executive Director Smith to host a series of key stakeholder meetings that will include cultural organizations, faith leaders, community organizations, policy makers, service groups, business organizations, community partners, etc. These targeted meetings will offer opportunities to strengthen key relationships, mitigate misinformation, reinforce communication channels and provide insights on ways to improve the voter experience in DeKalb. These stakeholder meetings will begin in March and continue throughout April. Many board members have provided Ms. Smith with key stakeholders. Those individuals will be engaged for this engagement.

#### **Other Items:**

**Board Photoshoot:** Profile would like to schedule a photoshoot with the ED and Board for inclusion on the website.

**Election Day/ Polling Site Inventory:** Profile will work with VRE to take an inventory of any needed reprints or reorders regarding polling locations flags, informational/directional signage, etc.

#### **Profile Contact:**

Erik Burton | [erik@profilegroupllc.com](mailto:erik@profilegroupllc.com) | 770.294.8475

3.7.22 Draft

**AMENDMENT NO. 2  
to Contract No. 1228295**

**THIS AMENDMENT**, effective as of this \_\_\_ day of \_\_\_\_\_, 20\_\_\_, is made by and between DeKalb County Board of Registration and Elections, organized under the laws of the State of Georgia, located at 4380 Memorial Drive, Decatur, Georgia 30032 (hereinafter referred to as the “County BRE”), and Profile Marketing & Public Relations, LLC, a corporation organized and existing under the laws of the State of Georgia, with offices in Lilburn, Georgia (hereinafter referred to as “Consultant”).

**WITNESSETH:**

**WHEREAS**, the County BRE and Consultant have previously entered into a certain Contract dated October 16, 2020 (Contract No. 1228295), as amended by Amendment No. 1 executed December 1, 2020, for services provided by Consultant to the County BRE from October 16, 2020 through December 31, 2020 (the “Contract”); and,

**WHEREAS**, the County BRE and Consultant continued operating under the Contract on a month to month basis from January 1, 2021 through December 31, 2021 with all appropriate and agreed-upon compensation having been paid; and,

**WHEREAS**, the County BRE and Consultant desire to amend the Contract to extend the term, make additions to the Scope of Work, to memorialize the funds added to the Contract and paid to Consultant in 2021 in an amount not to exceed Three Hundred and Fifty Thousand dollars and No/100ths (\$350,000.00), and to add funding for 2022 in an amount not to exceed Two Hundred and Fifty-Five Thousand dollars and No/100ths (\$255,000.00).

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged and in consideration of the mutual promises and undertakings contained herein, the parties hereto do hereby agree and consent to the following:

- I. The Contract is hereby amended as follows:
  - A. **ARTICLE I. CONTRACT TIME AND TERM.** Delete Article I in its entirety and replace it as follows:



**ARTICLE I. CONTRACT TIME AND TERM**

The Consultant shall commence the Work under this Contract within one (1) business day from the execution date. As required by O.C.G.A. §36-60-13, this Contract shall (i) terminate without further obligation on the part of the County each and every December 31<sup>st</sup>, unless terminated earlier in accordance with the termination provisions of this Agreement; (ii) automatically renew on each January 1<sup>st</sup>, unless terminated in accordance with the termination provisions of the Agreement; and (iii) terminate, absolutely, with no further renewals, on June 30, 2022, unless extended by Change Order approved and executed in accordance with the terms of this Contract.

- B. **ARTICLE II. PAYMENT.** Delete Article II. Payment in its entirety and replace it as follows:

**ARTICLE II. PAYMENT**

As payment for the faithful performance of this Agreement, the County BRE shall pay the Consultant an aggregate amount not to exceed Seven Hundred and Ninety-Five Thousand dollars and No/100ths (\$795,000.00) (the "Contract Price"), unless changed by written Change Order (as defined below) in accordance with the terms of this Contract. The County BRE's maximum obligation from the commencement date through December 31, 2020 shall be One Hundred and Ninety Thousand dollars and No/100ths (\$190,000.00). The County BRE's maximum obligation from January 1, 2021 through December 31, 2021 shall be Three Hundred and Fifty Thousand dollars and No/100ths (\$350,000.00). The County BRE's maximum obligation from January 1, 2022 through June 30, 2022 shall be Two Hundred and Fifty-Five Thousand and No/100ths (\$255,000.00).

The term "Change Order" includes the term "amendment" and shall mean a written order authorizing a change in the Work, and an adjustment in Contract Price to Consultant or the Contract Term, as adopted and approved by Consultant and the County BRE in accordance with the express terms of this Contract.

Consultant shall bill for consulting fees and additional expenses monthly and payment is to be made no later than thirty (30) days after submittal of each undisputed invoice. As of the date of execution of Amendment No. 2, Consultant has been paid in full for all work performed from October 16, 2020 through and including December 31, 2021.



No additional compensation shall be made for any work performed prior to January 1, 2022. For work performed from January 1, 2022 through and until June 30, 2022, Consultant shall bill the County BRE for consulting fees at a rate of Thirty-Two Thousand and Five Hundred dollars and No/100ths (\$32,500.00) per month.

The term “consulting fees” includes all of Consultant’s billable expenses related to media relations, communications, collateral creation, graphic design, crisis communications, strategic planning and plan development, and staffing and redistricting campaign development. The total consulting fees from January 1, 2022 through June 30, 2022 shall be in an amount not to exceed One Hundred and Ninety-Five Thousand dollars and No/100ths (\$195,000.00). The total amount of additional expenses from January 1, 2022 through June 30, 2022 shall be in an amount to not exceed Sixty Thousand dollars and No/100ths (\$60,000.00). In no event shall the County BRE pay Consultant in excess of the total not to exceed an amount of Seven Hundred and Ninety-Five Thousand dollars and No/100ths (\$795,000.00), unless changed by written Change Order in accordance with the terms of this Contract.

Original invoices must be submitted to:

DeKalb County, Georgia  
Department of Finance – Accounts Payable  
1300 Commerce Drive, 3<sup>rd</sup> Floor  
Decatur, Georgia 30030

Keisha Smith, Director  
DeKalb County Voter Registration and Elections  
4380 Memorial Drive, Suite 300  
Decatur, Georgia 30032

C. **ARTICLE III. SCOPE OF WORK.** Delete Article III. Scope of Work in its entirety and replace it as follows:

**ARTICLE III. SCOPE OF WORK**

The term “Work” means all services including, but not limited to communication services for developing and implementing an integrated communications plan to educate, engage and inform DeKalb County voters about information related to elections, runoff

elections, recounts and audits. The full description of services is more specifically identified in the Scope of Work, and for October 16, 2020 through December 31, 2020 is attached hereto as Exhibit A.1 and incorporated herein by reference; for January 1, 2021 through December 31, 2021 is attached hereto as Exhibit A.2 and incorporated herein by reference; and for January 1, 2022 through June 30, 2022 is attached hereto as Exhibit A.3 and incorporated herein by reference.



**D. EXHIBIT A. SCOPE OF WORK.** Delete Exhibit A. Scope of Work in its entirety and replace it as follows:

**EXHIBIT A.1**

**SCOPE OF WORK**



Communication Services will focus on developing an integrated communications plan to educate, engage and inform DeKalb County voters about information related to the November 2020, the January 2021 runoff election, recounts and audits with the following key objectives:

**Professional Communications Services to Support DeKalb Voter Registration and Elections Beginning October 16, 2020 through November 3, 2020**

1. Working with the Director of the DeKalb County Voter Registration and Elections Department and National Vote at Home Institute to establish goals and performance targets, including, but not limited to, interviewing both parties, analyzing their proposals, identifying similarities and differences between the two and offering independent proposals for reconciling them and adding to them.
2. Providing public statements/narratives/information through various methods of communication (See Deliverables in Attachment B) to educate voters in the following areas on how to participate in the November General Election:
  - a. Voter registration
  - b. Absentee voting
  - c. Early/Advance voting
  - d. Election Day
3. Providing statements/narratives/information to the public to encourage voters to vote early or absentee.
4. Increasing transparency and ease of access to information about the voting process by:
  - a. Providing content for use on website.
  - b. Engaging the public through the use of social media.
  - c. Contacting and engaging key community organizations and advocates to serve as proxy communicators and thereby share statements/narratives/information.
5. Proactively communicating with the media about elections-related issues.



3.7.22 Draft

6. Provide guidance, proposals and responses to inquiries to the Director of the DeKalb County Voter Registration and Elections Department on establishing a permanent Communications & Outreach function in the department.
  - a. Organizational structure and position descriptions
  - b. Reviewing and recommending candidates

**Professional Communications Services to Support DeKalb Voter Registration and Elections Beginning Nov. 4, 2020 through Dec. 31, 2020**

- Provide DeKalb VRE with an updated tactical plan to improve ongoing communications and onsite communications support that advances the mission and vision the organization
- Develop ongoing communications with DeKalb County stakeholders through email communications and by sharing public-facing content
- Update and revise DeKalbVotes.com website to reflect relevant content for upcoming election cycles
- Support all media relations efforts and coordinate with DeKalb County Department of Communications for all media-related matters
- Coordinate media opportunities to advance key messages pertaining to upcoming election activities
- Provide up to 2 DeKalb Board of Elections updates to outline progress, activities, and status of key deliverables
- Maintain social media presence across all “DeKalbVotes” pages and handles.
- Develop general tactical communications plan to approach key activities to Dec. 31, 2020.
- Update all outdated materials to reflect current information that aligns with DeKalb County’s brand standards
- Provide stakeholder engagement communications as needed and work to expand the stakeholder database
- Leverage County’s owned media channels and resources to share DeKalb VRE messages and information with a broader audience
- Provide ongoing executive-level media training and preparation for all media-related activities
- Communicate major dates to remember, COVID guidelines and other key messages as directed by DeKalb VRE’s executive team
- Support on-site activities for planned media relations activities and interview opportunities
- Coordinate with DeKalb County COO, COS, and other senior leadership to develop messaging, strategy and approach to activities related election activities
- Provide leadership for any crisis communications issues related to DeKalb VRE

**EXHIBIT A.2**

**SCOPE OF WORK**

Communication Services will focus on developing an integrated communications plan to educate, engage and inform DeKalb County voters during 2021 with the following key objectives:

- **Communications**
  - Provide support and guidance on all communications efforts that include the creation of collateral materials, drafting stakeholder communications, managing public-facing messaging and sharing critical voter information through FAQs and informational documents.
  - Assist with the creation, review and editing of formal communications, letters and mass voter correspondences.
- **Media Relations**
  - Serve as the primary point of contact for all media relations inquiries and work collaboratively with DeKalb Communications to inform DeKalb residents and voters of key information through earned media channels inclusive of radio, print, broadcast and online news outlets.
  - Lead all press conferences and media availabilities on behalf of DeKalb VRE.
  - Assist with interview preparation and facilitation for DeKalb VRE leaders and board members.
- **Social Media Management**
  - Drive DeKalb VRE's social media strategy by providing ongoing social media content that aligns with approved messaging and key objectives of DeKalb VRE.
  - Develop content, visuals and information through a consistent cadence of ongoing social media posts. Profile will also provide social media monitoring and reporting professional services.
- **Stakeholder Engagement & Public Education**
  - Provide guidance to DeKalb VRE's public education team by assisting with stakeholder communication, collateral creation and general event planning.
  - Lead the strategic planning for key initiatives and the overall approach.
  - Guide the public education strategy through various paid tactics (which may include but are not limited to digital ads, website updates, video creation, canvassing, signage, literature drops, etc.).
- **Website Updates & Revisions**
  - Work collaboratively with DeKalb IT and DeKalb VRE designated webmaster to create a more user-friendly website.

3.7.22 Draft

- Graphic Design
  - Provide ongoing graphic communications services to support the creation of printed and digital collateral.
- Additional deliverables
  - Updated communications and public education plan
  - DeKalb VRE board presentations
  - DeKalb VRE board communications updates
  - Social media calendar (provided monthly to the client)
  - Press releases and media advisories (as needed)
  - Media briefing sheets (as needed)
  - SB 202 educational collateral and public-facing materials

**EXHIBIT A.3**  
**SCOPE OF WORK**

Communication Services will focus on developing an integrated communications plan to educate, engage and inform DeKalb County voters during the 2022 election cycle with the following key objectives and tactics:

- Assemble all design files of signage, recent collateral materials and creative content for transition to in-house communications team
- Lead ongoing activities to build, maintain and improve relationships with local, national and international news outlets while advancing key messaging related to voter education and voter awareness topics
- Monitor and share evergreen voter information to actively combat incorrect information that may emerge from various sources
- Coordinate with DeKalb VRE to identify communications efforts to build out general voter information guides and explore digital asset creation (depending on available budget and timelines)
- Collaborate with DeKalb VRE to archive recent election materials and replace with more evergreen content and any known 2022 key dates/info
- Create a transition document inclusive of vendor contact information, internal coordination efforts, stakeholder lists, etc.
- Develop and launch county-wide vision/listening sessions with the new VRE Executive Director in coordination with municipal partners, County commissioners, and BRE members
- Provide ongoing public relations support and media training and preparation for VRE's Executive Director and other members of the executive leadership team at VRE

3.7.22 Draft

- Advertisement & Marketing: Key Q1/Q2 advertisement efforts will consist of an integrated campaign targeting DeKalb voters that will be inclusive of previously leveraged CoxNext and local community and multicultural publications (digital paid campaign)
- Provide strategic guidance and support for stakeholder initiatives to engage partnerships
- Develop and implement a high-visibility redistricting campaign that leverages the PESO model to provide an impactful integrated communications awareness and education effort

II. **NO ADDITIONAL MODIFICATION.** All other terms and conditions of the Contract remain unchanged and in full force and effect. The terms and conditions contain in this Amendment No. 2 shall govern over any inconsistent terms and conditions contained in the Agreement.

**[SIGNATURES ON FOLLOWING PAGE]**

3.7.22 Draft

IN WITNESS WHEREOF, the parties hereto have caused this Amendment No. 2 to be executed in three (3) counterparts, each to be considered as an original by their authorized representative.

**Profile Marketing & Public Relations, LLC**

**DEKALB COUNTY, GEORGIA  
BOARD OF REGISTRATION  
AND ELECTIONS**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature (SEAL)

\_\_\_\_\_  
Name (Typed or Printed)

\_\_\_\_\_  
Name (Typed or Printed)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Federal Tax I.D.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Notary:

Notary:

Subscribed and Sworn before me on this the  
\_\_\_\_ day of \_\_\_\_\_, 2022.

Subscribed and Sworn before me on this the  
\_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
NOTARY PUBLIC

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NOTARY PUBLIC

My Commission Expires:

My Commission Expires:

\_\_\_\_\_

\_\_\_\_\_



11 Sand Creek Road  
Albany, New York 12205  
518.489.3233 · 800.777.3233

fortorangepress.com

March 1, 2022

Director Keisha L. Smith  
DeKalb County Board of Voter Registration and Elections  
4380 Memorial Drive, Ste. 300  
Decatur, GA 30032

Dear Director Smith:

Fort Orange Press is pleased to provide the DeKalb County Board of Voter Registration and Elections with the following proposal for your 2022 **Absentee Vote by Mail Packets**.

Election	Description	Ballot Size	Single or Double Sided	Loose or Stitched	Quantity	Unit Price	Extended Price
May Primary	Price for Absentee Vote by Mail Packet: Includes 3 Envelope Set, 1 Ballot and 1 Insert (Postage Not Included)	18"	Double	N/A	20,907	\$2.25	\$47,040.75
June Runoff	Price for Absentee Vote by Mail Packet: Includes 3 Envelope Set, 1 Ballot and 1 Insert (Postage Not Included)	11"	Single	N/A	3,818	\$2.25	\$8,590.50
<b>Total:</b>							<b>\$55,631.25</b>

**Grand Total for Absentee Vote by Mail Packets (not including per election set up fee):  
\$55,631.25**

- Mail list data file set up fee per election: \$2,750.00
- All Ballots will be produced on Sub 80lb Dominion ImageCast VoteSecure IR security ballot paper.
- Pricing is effective through December 31, 2022 and based on the current paper market price index which is subject to change based on market conditions.

Please do not hesitate to contact me should you have any questions.

Thank you for considering Fort Orange Press!

Sincerely,

Fort Orange Press, Inc.

Kristi Royston, CERA  
Client Service Representative

Accepted By: \_\_\_\_\_

Name/Title: \_\_\_\_\_

Date: \_\_\_\_\_



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Dear Director Smith:

Fort Orange Press is pleased to provide the DeKalb County Board of Voter Registration and Elections with the following proposal for your 2022 **Absentee Vote by Mail Packets**.

Election	Description	Ballot Size	Single or Double Sided	Loose or Stitched	Quantity	Unit Price	Extended Price
November General	Price for Absentee Vote by Mail Packet: Includes 3 Envelope Set, 1 Ballot and 1 Insert (Postage Not Included)	18"	Double	N/A	52,051	\$2.25	\$117,114.75
December Runoff	Price for Absentee Vote by Mail Packet: Includes 3 Envelope Set, 1 Ballot and 1 Insert (Postage Not Included)	11"	Single	N/A	21,231	\$2.25	\$47,769.75
							<b>Total: \$164,884.50</b>

**Grand Total for Absentee Vote by Mail Packets (not including per election set up fee):**  
**\$164,884.50**

- Mail list data file set up fee per election: \$2,750.00
- All Ballots will be produced on Sub 80lb Dominion ImageCast VoteSecure IR security ballot paper.
- Pricing is effective through December 31, 2022 and based on the current paper market price index which is subject to change based on market conditions.

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Thank you for considering Fort Orange Press!

Sincerely,

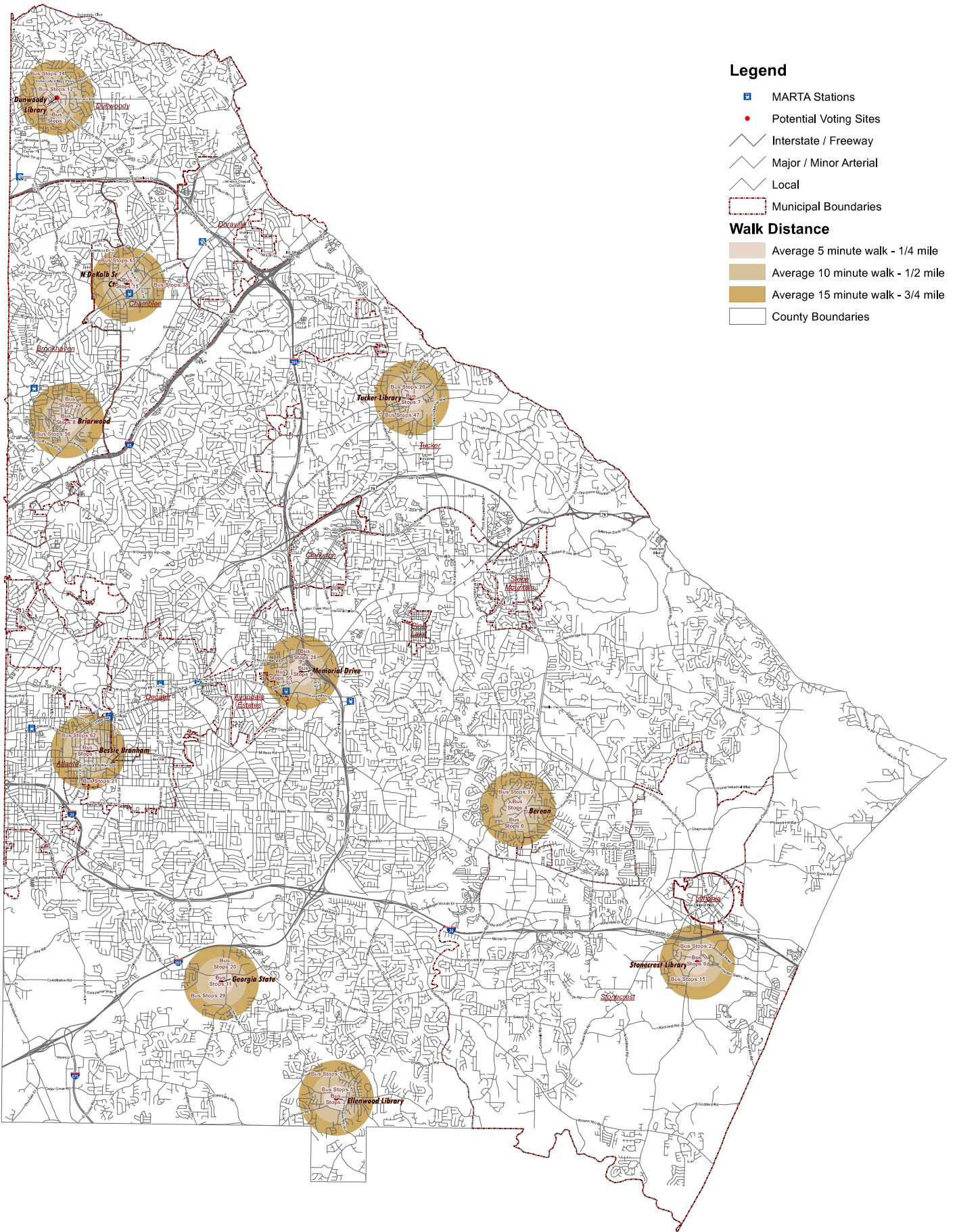
Fort Orange Press, Inc.

Kristi Royston, CERA  
Client Service Representative

Accepted By: \_\_\_\_\_

Name/Title: \_\_\_\_\_

Date: \_\_\_\_\_

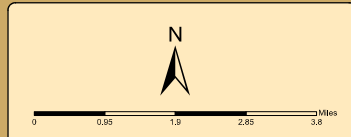


**Legend**

- MARTA Stations
- Potential Voting Sites
- Interstate / Freeway
- Major / Minor Arterial
- Local
- Municipal Boundaries

**Walk Distance**

- Average 5 minute walk - 1/4 mile
- Average 10 minute walk - 1/2 mile
- Average 15 minute walk - 3/4 mile
- County Boundaries



# Potential Voting Locations

DeKalb County, GA

Geographic Information Systems Department



Map produced by the GIS Department

**DeKalb County GIS Disclaimer:**  
 The maps and data contained on DeKalb County's Geographic Information System (GIS) are subject to constant change. While DeKalb County strives to provide accurate and up-to-date information, the information provided is "as is" without warranty, representation or guarantee of any kind by the original, preparer, accuracy, timeliness or completeness of any of the database information provided herein. DeKalb County does not warrant, in any manner, the accuracy, reliability, or completeness of any information or data provided, and is not responsible for any errors or omissions in the data. DeKalb County is not liable for any damages, or other actions, and is not liable for any use of the maps and/or data herein provided. The maps and data are for illustrative purposes only and should not be relied upon for any reason. The maps and data are not suitable for electronic dissemination, nor should they be considered or used as a legal document. The areas depicted by maps and data are approximate, and are not necessarily accurate to surveying or engineering standards.

0446 P11448 3/10/2022