



# Vote By Mail 2020

What Worked, What Didn't, and What's Next For Election Administrators

March 30, 2021



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**Please remain on mute during the presentation**

**Questions can be entered into the chat box and will be addressed during the Q&A section of the webinar**

- 1 | Vote by Mail 2020 Overview
- 2 | Poll: What challenges with Vote by Mail do you anticipate in 2021 and beyond?
- 3 | Case Study: State of Delaware Vote by Mail Technology
- 4 | Q&A





## – Outbound

- How do we meet the increase in demand for mail-in ballots/ballot applications?
- How do we meet state mandated deadlines?
- How do we ensure the right ballot goes to the right person?
- How do we protect against parts of the process that are prone to human error?

## – Inbound

- How do we ensure every ballot is received and properly tabulated?
- How are we going to ensure we have every mail-in vote accurately counted by our state mandated deadlines?
- How do we protect against parts of the process that are prone to human error?
- How can we have visibility to the process?





Elections administrators leveraged technology to automate many of the outbound and inbound mail processes

- **Outbound**

- Simple: Mailing Systems, Folding Machines, Printers
- Complex: Hardware and software to automate the ballot printing, assembling, and mailing process, which provides an audit trail and leverages USPS work-sharing initiatives to lower costs, increase visibility, and ensure accurate voter addresses

- **Inbound**

- Simple: Letter Openers with Automatic Date/Time Stamping
- Complex: Envelope sorters to scan ballots, verify signatures, compile list for your Voter Registration System, and sort ballots envelopes down to the precinct level



# Vote by Mail in 2021 and Beyond



- Vote by Mail is largely here to stay, but increased attention will lead to changes.
  - As of February 2021, 33 states have introduced bills to make changes to their voting laws in response to the 2020 Election
- Increased scrutiny/lack of trust of Voting by Mail among some voters is putting a strain on elections administrators around the country.
  - More than 400 election-related cases were filed in the U.S. in 2020 by political parties, campaign committees, activists and individual voters.
  - A record-breaking amount of litigation in 2020 has outpaced the lawsuits associated with the Bush v. Gore election in 2000

	<b>Typically voted by mail before?</b>	<b>Will vote by mail again</b>
All mail voters	51% yes	60% very likely 21% somewhat likely
Democrats	49% yes	65% very likely 23% somewhat likely
Republicans	57% yes	49% very likely 19% somewhat likely

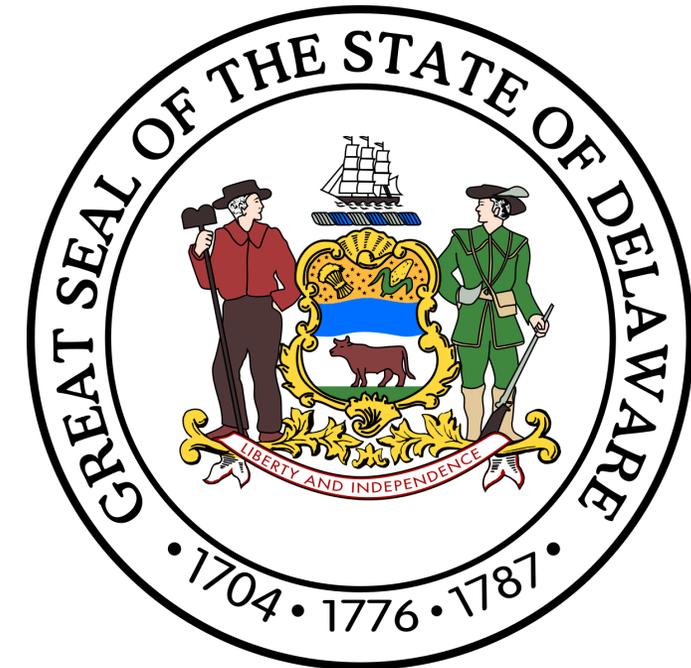


**What is your biggest Vote by Mail challenge for 2021 and beyond?**



**Anthony Albence**, Delaware State Election Commissioner

**Christoper Ramos**, Director of Information Technology for the  
State of Delaware Department of Elections



# State of Delaware: Vote by Mail

## Challenge

### *Preparing the Ballot Packs for Mailing*

- Manual printing and storing ballots by over 150 precincts
- Exporting & printing voter lists by individual precinct (over 150+ print runs per day)
- The process itself, created a manual matching process when building the ballot packet
- Matching – by hand (over 8 mins per Ballot) to match the address envelope, ballot & return envelope
- Required heavy management oversight and a labor intense QC process



### *Inbound Ballots*

- Everything was done by hand
- Opening, sorting, confirming receipt



## Goals – COVID *only* accelerated the already growing VBM trend, how do we solve our COVID Challenge and prepare for the future?

- Control of the process – internal controls were key
- Finding a temporary fix, with best long-term preparedness
- Solutions that integrated into our already existing technology
- Scalability, up and down. Long term we might be all VBM, but we also still conduct a lot of small elections

### Areas of Focus

- Find solutions that improved our efficiency, reducing touchpoints and the overall labor needed to process
- USPS automation: Reduce postage expense & tracking in the mail
- Ensure the timely delivery of all ballots
- Ensure safety of ballot processing during COVID-19
- Automate inbound ballot processing
  - Sorting
  - Identifying rejects
  - Prepared for canvassing



# State of Delaware: Vote by Mail

## Solutions

### *Print on Demand - VBM Ballots*

- Ability to process ALL ballot styles at the same time

### *Automated Ballot Packet Inserting*

- Load the inserter and have finished ballots
- Minimal preprocessing
- 1 operator



### *USPS*

- Ability to reduce hard postage expenses by 50%+
- Ability to track through the USPS Intelligent Mail Barcode, the ballots on the way to the constituent

### *Automated Inbound – Tritex, a Quadient Partner*

- Full visibility
- Sorting
- Image scanning
- Registration system integration (ES&S)
- Reject recognition, thickness detection, no signature
- Inline opening
- Tray tag printing



## Summary

State of Delaware was first to certify the General Election

- Survived COVID and 2020!
- Long term prepared to handle a 100% VBM election
- Flexibility to handle legislative changes
- Significant labor savings by automating
- Ability to meet all the SLAs staying compliant
- The ability to scale up with ballot demands
- The ability to keep team members at a safe distance



Thank You!

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Let one of our vote-by-mail experts help you get ahead of the next election!

[www.quadientdirect.com/vote-by-mail](http://www.quadientdirect.com/vote-by-mail)

