



The Future of Voting by Mail: Tracking and Reporting

July 2021

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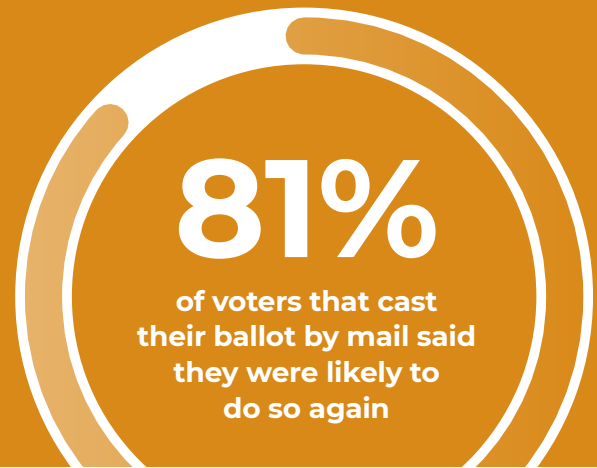
BECAUSE EVERY BALLOT COUNTS™



Americans expect voting by mail to continue

Roughly half of all voting Americans cast their ballots by mail in 2020. Of those that voted by mail, 81% said they would be likely to do so again*. With more Americans anticipating voting by mail to continue, many states have begun to enact election-related legislation. As of May 2021, there are at least 115 bills with expansive voting provisions that are moving across 25 states, in addition to the bills that have already become law. More than half of the expansive bills that are moving forward will

make it easier for voters to cast their vote by mail**. The remaining bills will work to ensure more accessibility and increased availability for casting votes in general.



So whether we agree or disagree, voting by mail is here to stay.

The question *becomes* how can states ensure voting by mail is transparent, secure and accurate? One way to alleviate skepticism about voting by mail practices is to ensure that all mail-in ballots are easily tracked and accounted for by officials and voters alike through the entire absentee and vote by mail process.

Of all the election-related legislation moving through states, tracking and reporting of mail-in ballots has become a major focus.

The National Vote at Home Institute is actively recommending the adoption of tracking and reporting tools to states that are transitioning to absentee voting by mail. Additionally, several states have pending legislation requiring that tracking tools are in place for the next election. California Governor Newsom signed an executive order in June 2021 requiring county election officials to use tracking barcodes on all ballot envelopes statewide.



*December 2020 survey by MIT Election Data and Science Lab

** May 2021 Brennan Center for Justice

HOW DOES BALLOT TRACKING WORK?

The barcodes Governor Newsom is referencing are what enable tracking through the mail stream. Here's how it works: Each ballot mailed to a voter must have a USPS Intelligent Mail barcode (IMb). The intelligent tracking barcode is 65 long and short bars that code for information such as the mailer who sends it, the zip code of its destination and its specific identification as an election ballot, which gives it more urgency. The tracking and reporting system analyzes the USPS data and sorts it into information that provides voters and election officials the ballot's status at each stage of the process. The most sophisticated tracking

and reporting technology offers a transparent reporting platform that can be utilized by election officials, as well as a public-facing application for voters.

Voters can track their ballot from the point it leaves the mailing facility, arrives at their home and is returned to its final destination. A simple, secure online portal makes it easy for voters to sign in to find answers to their questions. Using a secure web portal, voters can also opt to receive timely notifications and alerts from the election office, tailored to their communication and language preferences.

WHAT ARE THE BENEFITS OF TRACKING BALLOTS?

Ballot tracking has some obvious benefits for voters (e.g., resting easy knowing their vote was counted). But there is also significant value offered to election officials who are trying to adapt quickly to the increasing demands of voting by mail.

Tracking and reporting benefits:



Accountability – Access to real-time status updates during the entire ballot production process as well as at each stage of the outbound and inbound mail stream keeps everyone informed and ensures all parties are held accountable for their specific responsibilities.



Assurance – The closed-loop system audits and verifies every step in the process and offers a secure paper trail that can be followed for each and every ballot produced and mailed. This ensures that only one ballot is sent to each registered voter requesting a ballot and only one ballot is returned and counted.



Insight – Tracking and reporting provides high level information on ballot trends for all jurisdiction levels (e.g., state, county, city). Using a reporting system allows election offices to compile and review data and information much more quickly and thoroughly.

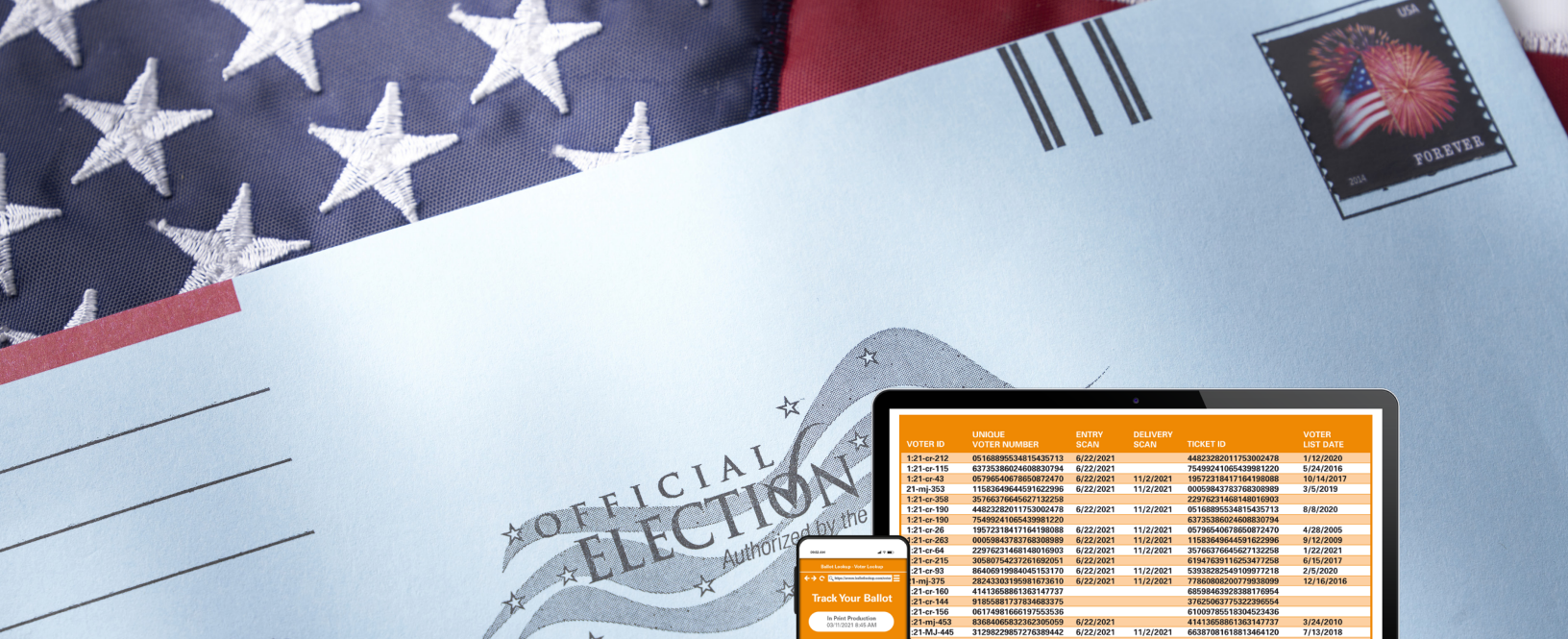


Efficiency – Intelligent tracking saves time (and money) by eliminating the need to manually trackdown information or field calls/emails from voters. The technology does the work for you and can also be set up to communicate information based on voters' (and election officials') preferences.



Effectiveness – Tracking technology not only makes the job of election officials more successful and effective, it also builds voter confidence, encourages voter engagement and has been shown to increase voter turnout.

Intelligent tracking tools can simplify and expedite the entire voting by mail process while maximizing accountability and reducing operational costs.



VOTER ID	UNIQUE VOTER NUMBER	ENTRY SCAN	DELIVERY SCAN	TICKET ID	VOTER LIST DATE
1-21-cr-212	0516889534815435713	6/22/2021		44823282011753002478	1/12/2020
1-21-cr-115	63735386024608830794	6/22/2021		75499241065439981220	5/24/2016
1-21-cr-43	0079804087860872470	6/22/2021	11/2/2021	19572318417164198088	10/14/2017
21-mj-353	1158304864591622956	6/22/2021	11/2/2021	000998473719830899	3/5/2019
1-21-cr-358	35766376645627132258			22976231468148016903	
1-21-cr-190	44823282011753002478	6/22/2021	11/2/2021	0516889534815435713	8/8/2020
1-21-cr-190	75499241065439981220			63735386024608830794	
1-21-cr-26	19572318417164198088	6/22/2021	11/2/2021	0579554067860872470	4/28/2005
1-21-cr-268	000998473719830899	6/22/2021	11/2/2021	1158304864591622996	9/12/2009
1-21-cr-64	22376231468148016903	6/22/2021	11/2/2021	35766376645627132258	1/22/2021
1-21-cr-215	30580754237261692051	6/22/2021		6194763911626347258	6/15/2017
1-21-cr-63	8640091994045151170	6/22/2021	11/2/2021	53938282649109977216	2/5/2020
1-mj-375	2954303199981673810	6/22/2021	11/2/2021	7780808200779938099	12/16/2016
1-21-cr-160	41413668861363147737			6859846328388176954	
1-21-cr-144	91895881727634883375			3762096377322399054	
1-21-cr-196	00174981661197552536			61007851830452438	
21-mj-453	8368406583262305059	6/22/2021		41413668861363147737	3/24/2010
1-21-MJ-445	31298229857276389442	6/22/2021	11/2/2021	66387081813813464120	7/13/2018
1-21-cr-273	29519914180991852486	6/22/2021		947970107731318955	5/23/2008
21-mj-132	6100978551830452438			7045752162596608819	
1-21-cr-228	3762096377322399054	6/22/2021		605868397263544691	4/9/2018
1-21-cr-271	6859846328388176954	6/22/2021	11/2/2021	484948621511941785	11/15/2011
1-21-cr-192	7780808200779938099	6/22/2021	11/2/2021	0889537306265789010	6/9/2016
1-21-cr-38	53938282649109977216	6/22/2021	11/2/2021	02392350858681730904	10/21/2020
1-21-cr-49	6194763911626347258			951208848850602782	

OPTIONS FOR TRACKING MAIL-IN BALLOTS

Election officials considering tracking and reporting for the next election cycle have options:

- 1 Don't include tracking** – While states may have been able to get away without tracking technology in the past, this will no longer be permitted, as rapidly changing legislation will require it.
- 2 Hire a 'software as service' company** – There are third party firms that offer tracking services as an add-on to what is being produced by the print and mail vendor. This will require a relationship with a separate vendor who will need to upload and transfer files throughout the process, but without assurance that information is up-to-date and accurate in real-time.
- 3 Develop your own tracking system** – This is a heavy lift for already overworked election administration offices, as you will need to develop, test, manage and support a new system on top of existing election systems.

4 Use a ballot printing and mailing partner – See if your current ballot printing and mailing partner offers tracking and reporting technology. More election printing and mailing companies are becoming a one-stop shop for election officials, offering a full range of services for all election needs – including transparent, secure and accurate tracking and reporting technologies. If your current partner does not offer this technology, finding one that does sooner rather than later will save you time, resources and frustration, guiding you to successful elections.

Election printing and mailing partners offer the reporting and tracking service as part of their comprehensive absentee vote by mail program. The benefit of having your current printing and mailing partner offer the reporting and tracking service is that as an election official, you will be able to not only offer ballot tracking to voters, you will also be able to track and report on all aspects of ballot production from a custom dashboard. Reports are in real-time, providing all the necessary information to keep you informed and assured through every step of the process.



Since 1905, Fort Orange Press has been a trusted election partner and is the Northeast's foremost ballot printing and mailing expert. In anticipation of increased vote-by-mail initiatives, Fort Orange Press escalated investments in technology and personnel to provide the most efficient, accurate and secure election program available, *anywhere*.

Fort Orange Press continues to expand its service footprint as more states are looking for an end-to-end solution that includes data management, processing, intelligent printing and mailing, as well as transparent tracking and reporting tools.

Election officials today need a partner with depth and breadth of experience and the expertise to deliver.

That partner is Fort Orange Press.

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