


Case Study


Runbeck Election Services Enhances Mail Integrity for Vote-By-Mail Ballots

Headquartered in Phoenix, AZ, USA, [Runbeck Election Services](#) provides election solutions that include ballot production, election printing, ballot sorting, postal voting solutions, as well as custom software, hardware and technical consulting. With more than 47 years of election services experience, Runbeck serves over 43 million voters in 18 states and in 2018 alone, produced nearly 31 million ballots in the run-up to the US mid-term elections!



The company prides itself on meeting customer needs by delivering a service that is efficient, accurate and transparent. Ballot and election-related printing and mailing services are some of the most complex projects in the industry, requiring the highest levels of mail integrity, process automation and postal tracking to ensure the right ballot gets to the right voter – at the right time.

VOTE BY MAIL



Americans have traditionally voted in neighborhood polling places, but since the 1980s many states offer voters “Vote-By-Mail” or “Absentee” ballot options. This allows voters to complete their ballots at home and returning them either via postal mail, through a secure dropbox, or at a voting center. In the 2016 US Presidential election, approximately 33 million ballots were cast via “Vote-By-Mail” ballots (about 25% of all ballots cast).

Vote-By-Mail (or VBM) provides an effective way for election administrators to cut costs, increase turnout, and respond to voter demands for greater convenience. Recently, however, there has been a perception that postal ballots are more amenable to both fraud and manipulation – following a number of controversies surrounding postal voting. Ballots were either lost, had incorrect information, sent to the wrong voter, or failed to return to election offices. Under such allegations, the printing, inserting and mailing of VBM ballots and election materials has come under extreme scrutiny with increased compliance requirements.

As a consequence, Runbeck Election Services has invested heavily in building a 90,000 sq. ft. state-of-the-art print and mail facility specifically to produce high-quality ballots and election documentation to satisfy their client’s stringent processing and accountability requirements.

“ We must ensure we prepare, print, track, insert and mail ballots with the highest levels of transparency and security, while achieving 100% mail accuracy and integrity at all times,” said Jeff Ellington, President and COO at Runbeck Election Services. “Even one incorrect ballot can have serious consequences for our business, and the resulting publicity can potentially destroy voter confidence in the entire election process.”

100% MAIL INTEGRITY

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
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