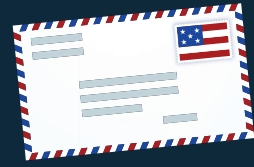


# TRACKING THE VOTE:

Insights and Analysis from the 2020 Election



ballottrax<sup>\*\*\*</sup>

GLOBAL  
MOBILE

# TRACKING THE VOTE:

## Insights and Analysis from the 2020 Election

### AN EXTRAORDINARY ELECTION

The 2020 presidential election found the country wading into uncharted territory. The rise of COVID-19 had a significant impact on election administrators, voters and candidates alike. As expected, demand for mail-in voting surged amidst legitimate safety concerns about in-person voting during the ongoing pandemic. And renewed calls for election integrity and greater transparency put the country's chief democratic process into sharp focus.

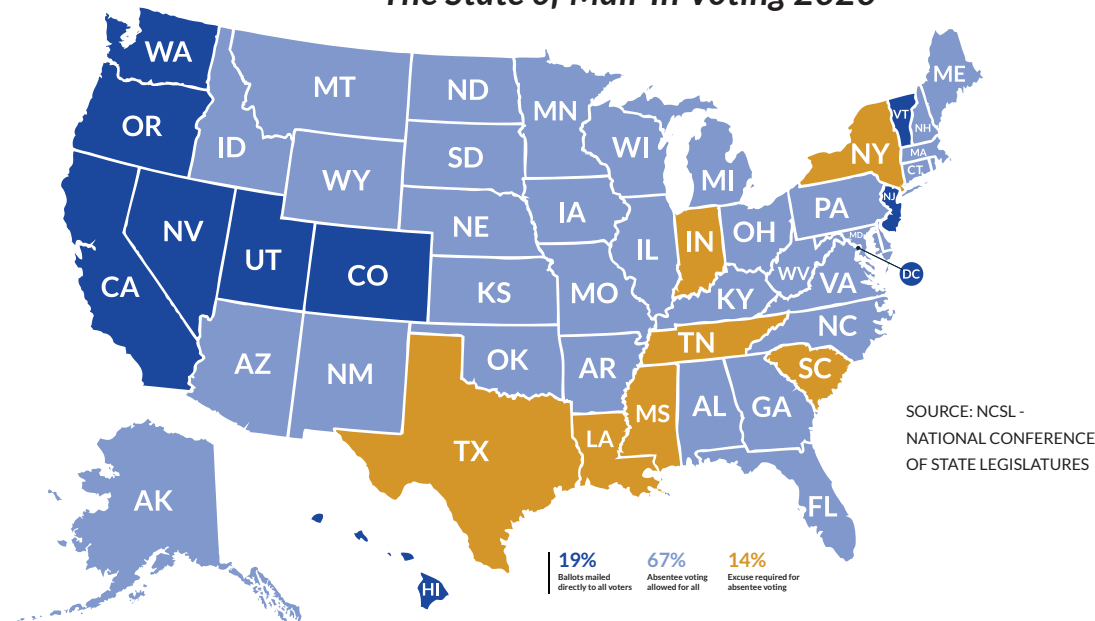
The right to vote is one of our most sacred civic duties and for many, the experience of casting a ballot at a local polling place is an essential and deeply personal part of the election process. Americans will continue to exercise the option to vote in person, however, as mail-in voting continues to grow in popularity, elections officials would be well-advised to begin more fully addressing the ongoing shift in consumer attitudes and behaviors.

**75 percent of Americans** were eligible to vote by mail in 2020.

SOURCE: NEW YORK TIMES

Turn out the vote — and track it, too.

The State of Mail-In Voting 2020



A record **65 million votes** were cast by mail ballot in the 2020 general election. That's nearly **double the amount** of mail-in votes cast in 2019.

SOURCE: PEW RESEARCH

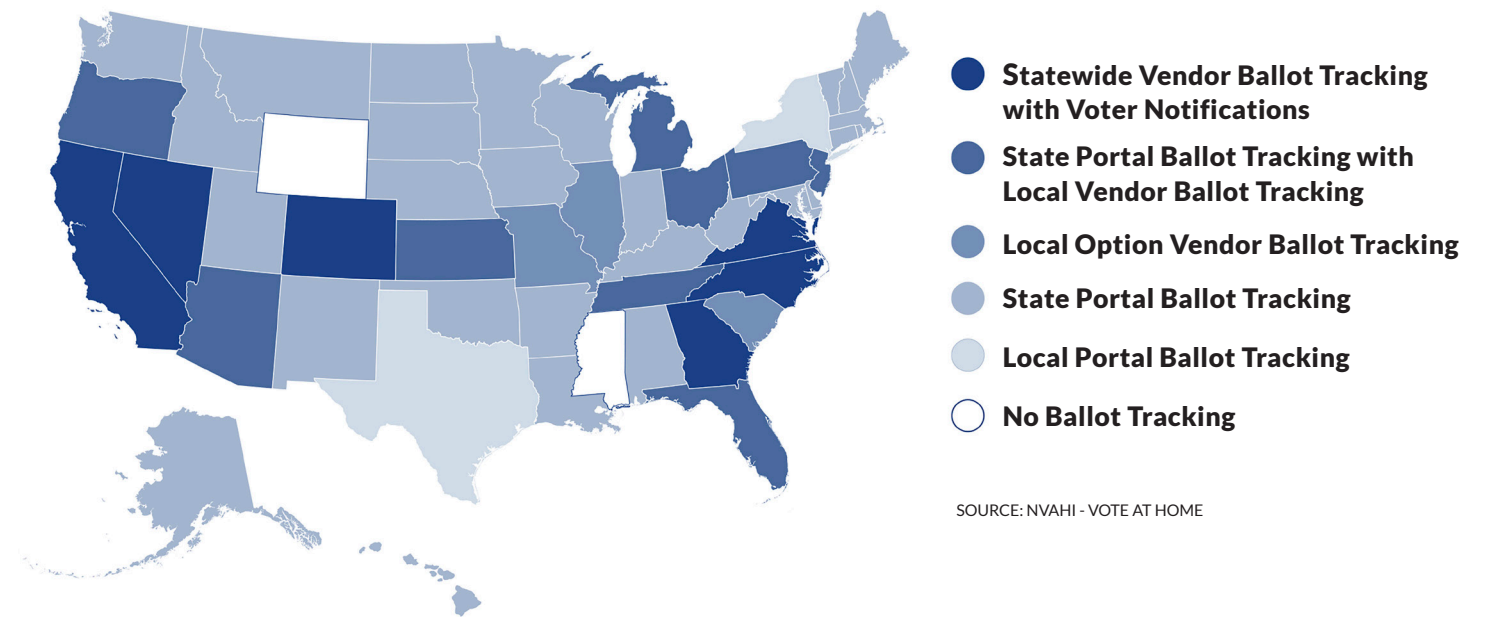
Every state permitted mail-in voting in some form during the 2020 presidential election. Nine states and Washington, D.C. actually mailed a ballot to every registered voter in advance of the election. As more Americans begin to explore the convenience of mail-in voting, it is critical that elections officials grapple with the need for confidence in the process.

**Ballot tracking is a crucial mechanism to improve the vote by mail process and the voting experience.** Ballot tracking systems increase accountability within the mail ballot process, enhance election security, lower administrative costs, and improve customer service.”

— Amber McReynolds, CEO, National Vote at Home Institute and Coalition & former Election Official

For elections administrators, integrity, security and transparency are the watchwords of the day. And for administrators in states that have adopted ballot tracking, the opportunity to operationalize those watchwords proved immensely valuable during an unprecedented presidential election.

### BALLOT TRACKING ACCESS BY STATE, NOVEMBER 2020



Ballot tracking technology enables officials to ensure greater election security by giving voters access to a process that is similar to any electronic package tracking. Initiated by a secure online sign-up, this technology guarantees the privacy of the ballot box because it only tracks the ballot envelope — not the vote. Each ballot's envelope is printed with a unique intelligent mail barcode that delivers complete visibility with respect to the ballot's location and status, while the vote inside remains confidential.

Essentially, ballot tracking meets voters at each critical touchpoint of the voting process with timely notifications alerting them to the status of their ballot from the time it's printed and sent to when it's delivered and, most importantly, tabulated. Whether they return their ballot by mail or place it in a secure dropbox or voting center, voters receive text, email and/or voice notifications every step of the way.

In addition to improved election transparency and security, states that have implemented ballot tracking also tend to see greater voter engagement. In fact, states and counties using technology developed have seen a 70 percent voter turnout rate – a significant increase over the national voter turnout average of 50 percent.

**BALLOT TRACKING PROVIDES A MEASURE OF REASSURANCE TO VOTERS** that their ballots have arrived back to our offices safely and securely and are now ready to be counted.

—Boulder County Clerk and Recorder Molly Fitzpatrick

## BRING GREATER ELECTION CONFIDENCE TO YOUR COUNTY WITH BALLOT TRACKING

The very nature of American elections is changing. Although a portion of the electorate will always opt for in-person voting, election administrators can no longer ignore the significant proportion of voters who appreciate the ease of mailing in their ballots. Meeting the needs of this growing constituency calls administrators to build greater confidence and security into the mail-in process – and ballot tracking supports these endeavors.

**THE BIG 2020 WINNER IS BALLOT TRACKING**, with

**78% OF  
REPUBLICANS**

**94% OF  
INDEPENDENTS**

**97% OF  
DEMOCRATS**

saying that the ability to sign up for notifications when your ballot is received would give them more confidence.”

SOURCE: Capitol Weekly, 9/22/20

## BALLOT TRACKING BEST PRACTICES

Whether your district is new to the process or has used the technology before, these tips and tricks can help you get the most out of ballot tracking.



**Prepare, prepare, prepare:** When it comes to deploying ballot tracking technology, the earlier you can begin the process the better. Six months or more in advance is ideal to start the process. That timeline includes allowances for practical concerns such as winning over internal stakeholders, establishing relationships with ballot tracking data companies and print companies, and more.



**Pass the primary test:** Primary elections are a great time to initiate a ballot tracking test run. If your county has never utilized the technology before, consider using the next primary season as the starting point for your ballot tracking efforts.



**Focus on features:** Even officials who understand the benefits of a ballot tracking dashboard can miss some of the features. Be sure to explore the myriad ways in which you can optimize the election process, from zeroing in on zip codes to nudging voters with notifications (a useful engagement tool that is not available from all ballot tracking companies).



**Designate a point-person:** Ballot tracking provides administrators with a significant amount of data about the electorate. Putting that data into action requires internal processes and dedicated personnel. Appoint at least one person on your team to act as liaison with your ballot tracking company.



**Engage voters year-round:** An overlooked benefit of ballot tracking technology is that it provides administrators with an opportunity to engage with voters year-round. Take the opportunity to encourage your constituents to be part of the process beyond the current election season.

## THE TOP TAKEAWAY FROM THE 2020 PRESIDENTIAL ELECTION:

Mail-in voting is here to stay. Election administrators should embrace ballot tracking for its many opportunities to ensure that voters can feel confident when they drop their ballots in mailboxes, secure drop boxes and polling places.

BallotTrax is a partner in helping states and counties across the country preserve security, integrity and transparency in elections. Find out how we can bring the power of ballot tracking to your constituents at: [www.ballottrax.com/county-benefits](http://www.ballottrax.com/county-benefits).