

Case Study

Florida County Uses Sentio for On Demand Ballot Printing

Brevard County, Florida is home to the Kennedy Space Center and over 300,000 registered voters. With a growing population the county was looking for a way to eliminate the need to stock large quantities of ballots at each of its polling sites along with the need for staff to manually search through the stacks to locate the correct ballot for each voter.

The county turned to the innovative Sentio on-demand ballot printing system from Arizona-based Runbeck Election Services. During the January 2008 Presidential Preference Primary, the county used Sentios to print all its pre-election day ballots, including:

- All absentee ballots
- Walk-in/ counter ballots
- Early voting ballots

“They worked very well,” said Brevard County Assistant Supervisor of Elections Duwayne Lundgren. “We were pleased with the way they performed and the quality of the ballots they produced. It provided the ability to meet all of our demands in house.”

Sentio Gets High Marks in First Use

This positive experience also extended to the operators of the system, who we’re faced with using a new product for the first time for a countywide election.

“We had been doing it manually up until that point so we weren’t really sure how the new technology would work,” said Karen Graham, Brevard’s Division Chief for Absentee Ballot Department. “My concerns were put on the wayside, and it was a good productive experience. I would say we were thoroughly satisfied.”

A key benefit of the Sentio System is that it is totally integrated, which helps ensure accuracy and eliminates possible errors associated with manual processing.

Sentio Helped Brevard County Eliminate Errors

Brevard’s Maureen Conklin used the system to produce counter and early voting ballots. The Sentio eliminated the chance of staff going back and pulling the wrong ballot.

“Previously, there was a lot more paperwork because you had to find a particular ballot for each individual person,” she said. “With the Sentio, you simply pull up a voter on the VR system and print a ballot according to their record. It cuts down on time so there aren’t as many people waiting in line. I was expecting big lines but we were able to keep people in and out because of the system.”

Sentio Support Team There When Needed

Reliability and support is another key factor for any solution dealing with elections and ballot production. Runbeck Election Services provided Brevard County with on-site support throughout the election process.

“They were here when we needed them,” said Fred Galey, Supervisor of Elections for Brevard County. “I just can’t give them any better marks for the way they supported us and their response to any question we had.”

“It gives you a big feeling of relief knowing the Runbeck guys were right there, even though we didn’t have any problems,” added Lundgren “The Sentios worked very well, they kept ticking like a Timex watch. They proved to be extremely efficient, and saved us money, time, effort and trees!”

For more information on how Runbeck Elections Services can help you with your ballot printing needs, contact them at (602) 230-0510 or click www.runbeck.net.