Florida State Association of Supervisors of Elections Meeting
December 2015
Your Florida United States Postal Service is committed to a successful Election season!

David F. Martin  
**Zip Codes Served**  
298, 304, 308-310, 312-319, 398  
320, 322-326, 344

Eric D. Chavez  
**Zip Codes Served**  
321, 327-329, 335-339, 341-342, 346-347

Jeffery A. Taylor  
**Zip Codes Served**  
330-334, 340, 349
Agenda

- Official Election Mail
- Preparation procedures for Official Election Mail
- Steps for Successful Mailing
- Delivery Time Frames & Mail Processing
- Resources
Official Election Mail

- Any mailing created by an authorized voting registration official mailed to a US citizen for the purpose of voting. These include:
  - Mail-In Ballots*
  - Balloting Materials
  - Voter Registration Cards
  - Absentee Ballots
  - Absentee Applications
  - Polling place notifications

*Eligible for Tag 191
Use of Tag 191 on Election Mailings:
- Only Election Ballots are eligible to use Tag 191

NOT Eligible for Tag 191:
- Voter Registration Cards
- Absentee Applications
- Balloting Materials
- Polling place notifications
Tag 191: *Domestic and International Ballots*

- Helps identify mailings with Ballots from a Municipal, County or State Election Authority
- Greater visibility during USPS handling and distribution
- Available at local Post Office or Business Mail Entry Unit (BMEU)

*Note:* All Election Mailings that contain Ballot materials exiting a BMEU/DMU must have the TAG 191 attached to each container.
Per Domestic Mail Manual 703.8 only the following materials may be mailed without pre-payment of Postage:

- 8.1.1 Balloting materials, consisting of postcard applications, ballots, voting instructions, and envelopes, may be sent through the mail without prepayment of postage to enable persons in the following categories to apply for registration and vote by absentee ballot when absent from the place of voting residence and otherwise eligible to vote as an absentee:
  - a. Members of the Armed Forces in active service and their spouses and dependents.
  - b. Members of the U.S. Merchant Marine and their spouses and dependents.
  - c. U.S. citizens residing outside the territorial limits of the United States and the District of Columbia and their spouses and dependents residing with or accompanying them.

- 8.1.2 Eligibility
  To be mailable without prepayment of postage, the balloting materials must be deposited at a U.S. Post Office, an overseas U.S. military Post Office, or an American Embassy or American Consulate.

- 8.1.3 Between Officials
  Balloting materials may be mailed between state and local election officials, individually or in bulk, without prepayment of postage. Packages of materials mailed in bulk must bear an address label as described in 8.2.

- 8.1.4 Elections Affected
  Materials may be for any general election of electors for President and Vice President, or of senators and representatives in Congress, and other general, primary, and special elections.
Must bear these markings:
• Joint effort by USPS and Military Postal Service Agency in response to Military Overseas Empowerment Act (MOVE)
• Military personnel in APO/FPO locations can now return absentee ballots via EM Label 11-DOD
Display the logo on your mailpiece to indicate your mail is from an official state or local election organization. You can download it at: [www.usps.com/electionmail](http://www.usps.com/electionmail)

When the logo appears on a mailpiece, voters recognize the mail as important and postal workers can distinguish it from the thousands of other mailpieces processed daily.
Color and Print Specifications
The following apply:
Print the Official Election Mail logo using one of these color options:
Black.
PMS 294 Blue.
PMS 485 Red.

Print the logo only on a light colored background.
Print the stripes/waves at 40 percent of the selected color.

• Conditions for Use:
  • Limited license granted to federal, state and election officials
  • Must be used only on Election Mail under authority of Election Official
  • USPS reserves the right to obtain info regarding the scope of use
  • Use of logo must conform to guidelines
Previous Placement

• Place between the return address and indicia

• Place vertically from the top edge

• Maintain the clearance area around the logo

• Do not place anything above the logo
On envelopes, postcards, and labels:

- Place the Official Election Mail logo on the address side of the mailpiece while avoiding the address area and the area for the indicia or postage stamp. Also avoid having the logo encroach upon the EXCLUSION ZONE (shown in gray in the graphics to the right). The EXCLUSION ZONE, which establishes a clear area for a USPS cancellation mark, is 44mm in length, with its right edge placed 72mm from the mailpiece’s right edge and its bottom edge placed 23mm from the top of the mailpiece. Except for the indicia and the USPS FIM mark, avoid placing graphics or print in the EXCLUSION ZONE, because they might obscure the legibility of the USPS-applied cancellation mark if used.
Placement

On envelopes, postcards, and labels:

- Place the logo vertically from the top edge of the envelope to the top edge of the address area.
- Maintain the clearance area around the logo to keep an identification of the mailpiece as it goes through the system.
- Do not place anything above the logo.
- Mailed by or for persons who cannot read or use printed materials
- Mailings not containing official Ballots May be opened for postal inspection
- Treated as First-Class Mail
- Domestic only
- No advertising
- DMM 703.5
Except for blind or handicapped persons who cannot read printed materials, active military & U.S. citizens overseas, all other ballot material must have the correct postage affixed.
- **First-Class Mail**
  - Personal Correspondence
  - Other Required Types of Correspondence
  - Voter ID Cards
- **Standard Mail**
  - Lower than First-Class Mail prices
  - Non-personal Correspondence
- **Nonprofit Standard Mail**
  - Lower than regular Standard Mail prices
  - Restricted
Mailpiece Design Goals:
• Machinable mailpieces
• Readable addresses and barcodes

Machinable mail is designed to be the right size and shape and made of the correct paper stock for transporting at high speeds through USPS automated equipment
Readable mail means that the address or barcode on the address side of the piece can be read by automated equipment
Options for Undeliverable Mail:
• Forwarded to the new address
• Returned to Sender (fees associated with Ancillary Service Endorsements)
• Discarded
Move Update Options

- National Change of Address
  - NCOALink™ Systems
- Address Change Service (ACS)
- Ancillary Service Endorsements (ASE)

- Applies to First-Class Mail and Standard Mail
- Discount mailers must use addresses that were updated within the previous 95 days
Benefits of Intelligent Mail Barcode (IMb)

- Best automation prices
- Full-Service
- Sortation, address correction and tracking for letters/flats
- Piece-level visibility
- Electronic address change notices (ACS)
- Required on all automation-compatible letter/flat mail for postage discounts
Benefits of using IMb Tracing

- IMb Tracing enables electronic mail tracking
- Outbound mail to voters
- Know when the ballot is available for delivery
- Inbound mail from voters
- Advance notice that a ballot is on the way
- Uses IMb
Steps for Successful Mailing
Plan & Prepare

- Contact your Election Mail Coordinator
- Obtain mailing permit and/or ensure fees are current
- Provide sample mailpieces in advance for design and review
- Discuss drop off times and procedures with local Delivery and Origin Business Mail Entry Units
- Finalize your plans
Step 2: Class of Mail

First-Class Mail

- Personal, handwritten, or typed information
- **2-3 day delivery** (local and domestic time lines
  - APO/FPO mailings will take much longer)
- Free forwarding and return
- Sealed against inspection

Standard Mail:

- No personal, handwritten, or typed information
- 2 -9 day delivery
- Forwarding/return require endorsement and a fee
- May be opened for postal inspection
Steps for Successful Mailing
Determine Use of Reply Mail

- Business Reply Mail
  - Permit required
  - Only pay for returned pieces
- Qualified Business Reply Mail
-Courtesy Reply Mail
  - No permit required
  - Voter pays postage
  - New: Must indicate specific postage amount required for return of mailpiece
- Absentee Balloting Materials
- Meter Reply Mail
- Permit Reply Mail
Steps for Successful Mailing
Apply for Permits

- Mailing Permit
  - Use PS Form 3615
- Business Reply Mail
  - Use PS Form 3615
- Qualified Business Reply Mail (QBRM)
  - Use PS Form 3615
  - Use PS Form 6805
- Nonprofit
  - Use PS Form 3624
Work with Mailpiece Design Analyst (MDA) via email: MDA@usps.gov or (855) 593-6093

- Verify ZIP+4 &
- Validate Barcode
- Logo placement
- Endorsements
- Size, shape, weight
- Barcode clearances
- Review samples before printing
Caution:

Addresses, numbers and barcodes printed on the back of the Ballot Return Envelope may cause the ballot to be misdirected or delayed!
Steps for Successful Mailing

- Contact your local Election Mail Coordinator
- Discuss mail entry times and procedures
- Obtain equipment
  - Use of Tag 191 Letter trays, flat tubs, sleeves
- Mailing must be prepared in accordance with DMM standards for the prices claimed
- Request and complete necessary mailing forms
- Present mailing at Business Mail Entry Unit
As of January 2015

- New 2 Day Delivery Standards for First-Class Origin Mail
- All other Delivery Standards will remain the same
- A Complete List of Service Standards can be found at: https://ribbs.usps.gov under the Service Standards link

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Delivery Time Schedules For Standard Mailings

**Standard/Nonprofit Mail**

*Drop Shipment Day*
- Saturday
- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

**Dropped At NDC Before 4PM**

*Delivery Day*
- Thursday
- Friday
- Saturday
- Monday
- Monday
- Tuesday
- Wednesday

**Dropped At SCF Before 4PM**

*Delivery Day*
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Monday
- Monday

*NDC 5 Days & SCF 3 Days*
Resources

- Local BMEU Personnel, Postmasters/Station Managers, Account Representative, Business Service Network Representative

- Local Mailing Requirements Office

- Mailpiece Design Analysts (MDA)
  MDA@usps.gov or (855) 593-6093

- Guides, FAQs, Publications 631 & 632 & Additional information can be found at
  https://www.usps.com/gov-services/election-mail.htm
USPS Contacts

Gulf Atlantic

- Tony Joy, 904-359-2781 Anthony.R.Joy@usps.gov
- Robin Lang, 904-645-3220 robin.m.lang@usps.gov

Suncoast

- Don Dease, 813-354-6223 Donald.E.Dease@usps.gov
- Georg Anne Gargaliatsis, 813-354-6067 GeorgAnne.Gargaliatsis@usps.gov

South Florida

- Mary Ann Perez, 954-527-3271 Maryann.Perez@usps.gov
- Mailin Donahue, 954-527-3262 Mailin.F.Donahue@usps.gov
QUESTIONs?