UNITED STATES POSTAL SERVICE®

Florida State Association of Supervisors of Elections Meeting

May 2014

Florida District Managers

Your Florida United States Postal Service is committed to a successful Election season!

Gulf Atlantic

Mary A. Sullivan

Zip Codes Served

298, 304, 308-310,
312-319, 398
320, 322-326, 344

Suncoast

Nancy L. Rettinhouse

Zip Codes Served

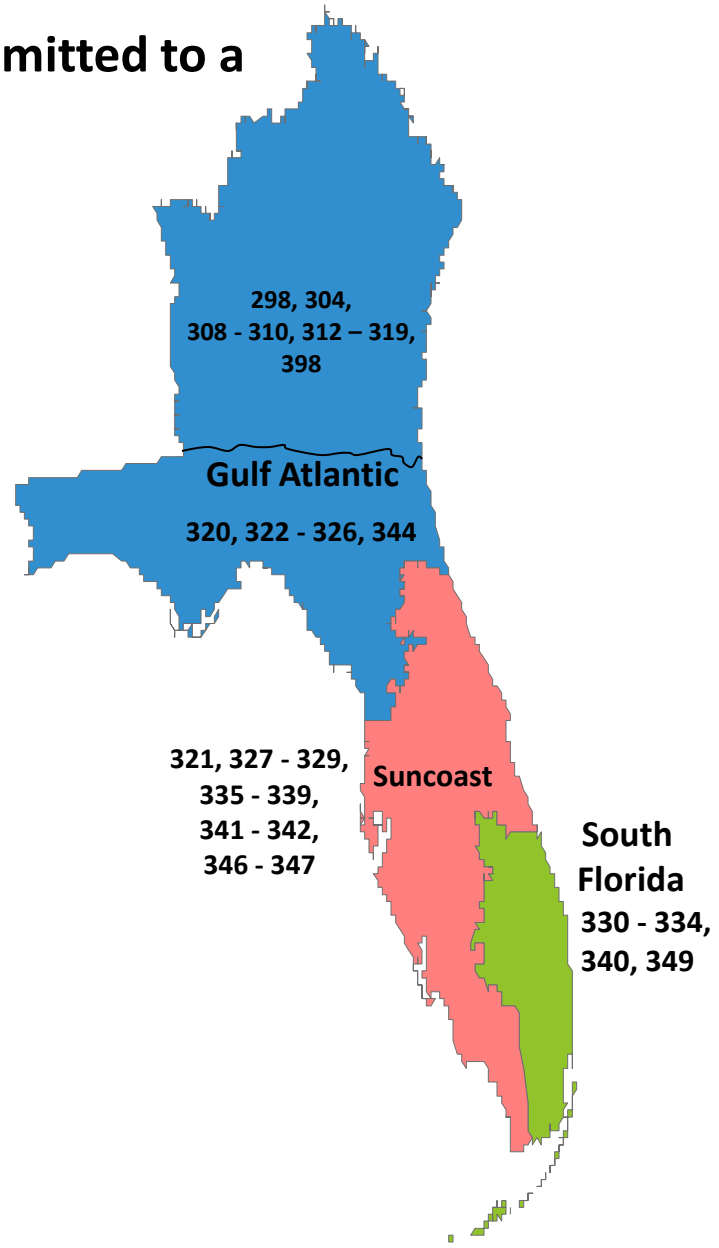
321, 327-329, 335-339,
341-342, 346-347

South Florida

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

Agenda

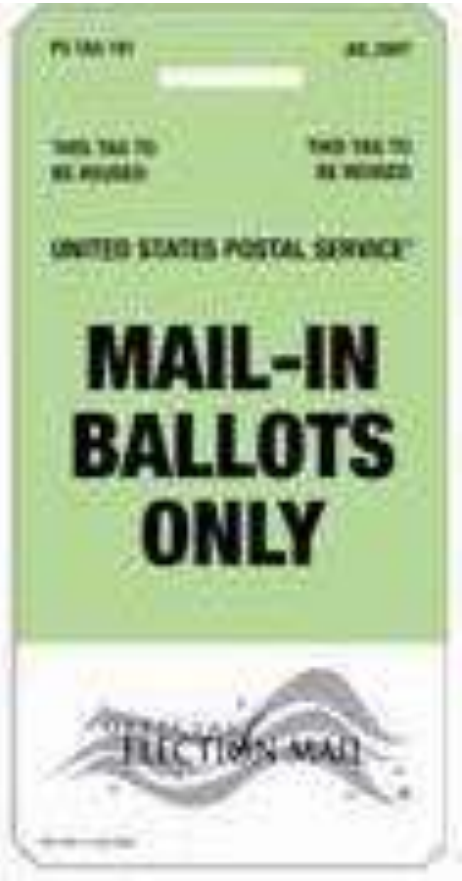
- **Official Election Mail**
  - **Definition and Eligibility**
  - **Use of Tag 191**
  - **Official Election Mail Logo**
  - **Military & Overseas Absentee Ballots**
  - **Free Matter for the Blind and Handicapped**
- Preparation procedures for Official Election Mail
- Steps for Successful Mailing
- Resources

Definition

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**



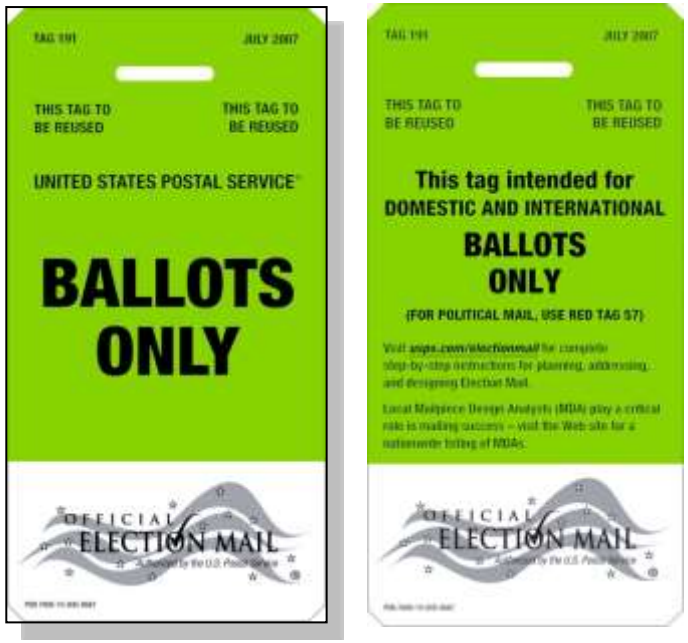
Official Election Mail Eligibility

- **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

Official Election Mail Use of Tag 191

- 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.

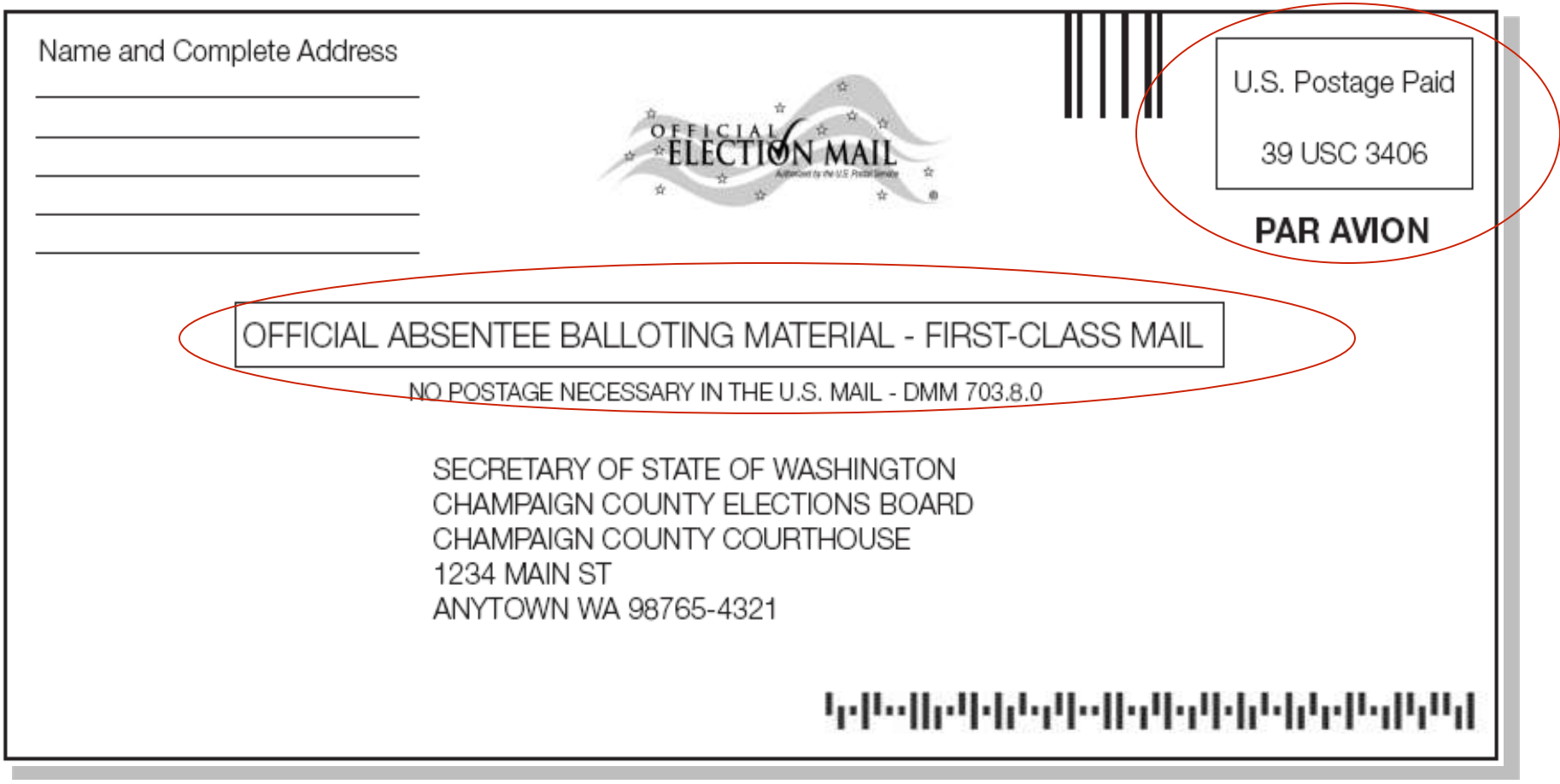
Official Election Mail Eligibility

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.

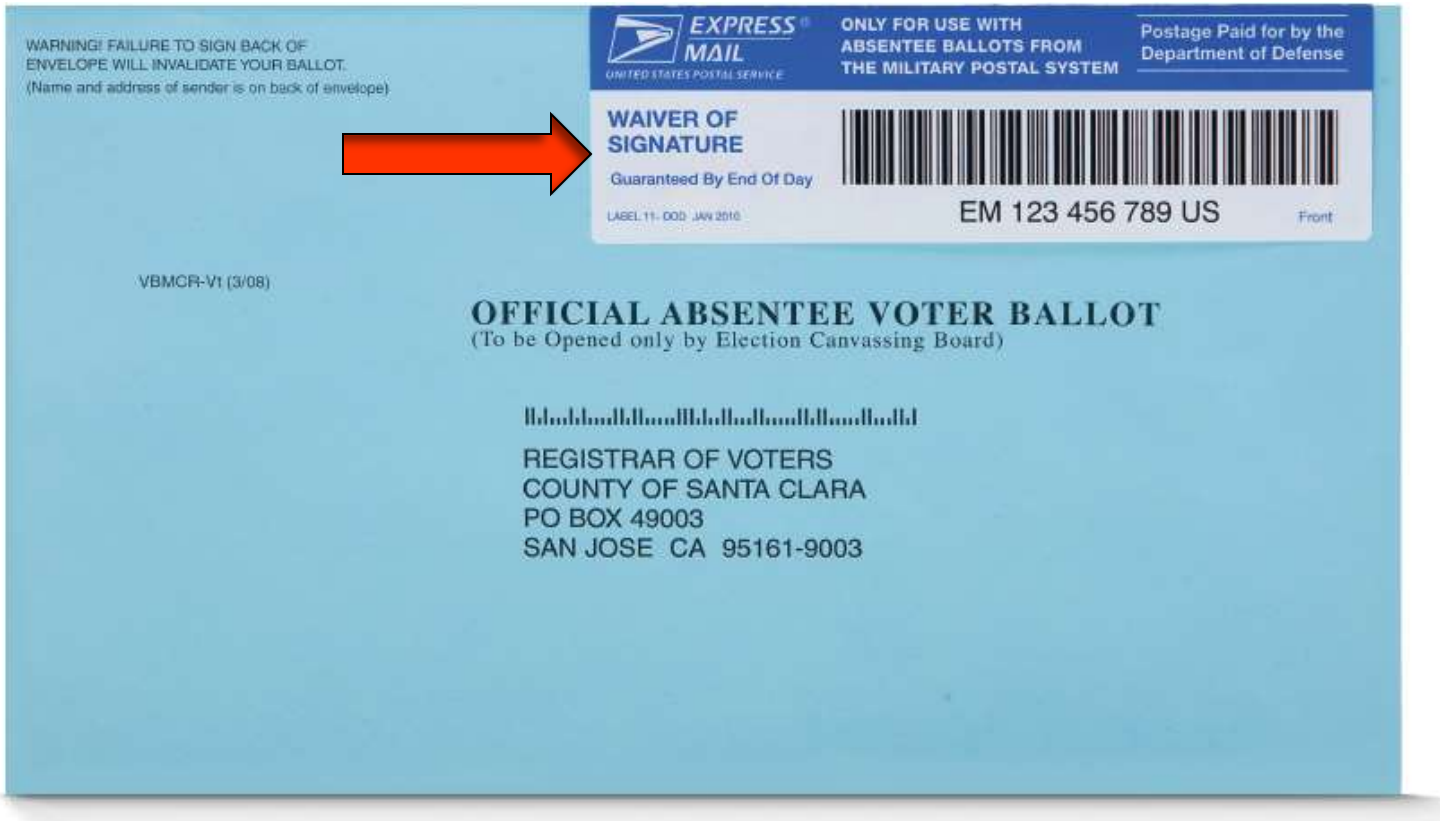
Military & Overseas Absentee Ballots

Must bear these markings:



APO/FPO "New" Ballot Procedures – Express Mail Label 11-DOD

- 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



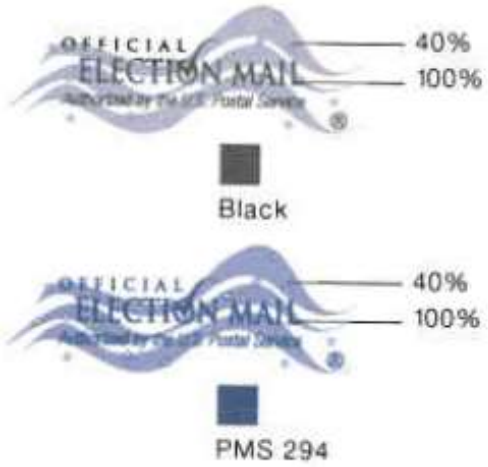
Official Election Mail Logo

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**

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

Official Election Mail Logo Conditions, Sizes & Print Specifications

LOGO COLORS (OEM Logos can only be printed in Black, PMS 485 or PMS 294)



Clearance area

- **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

Official Election Mail Logo Placement

- **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

Free Matter for the Blind or Handicapped

- Mailed by or for persons who cannot read or use printed materials
- May be opened for postal inspection
- Treated as First-Class Mail
- Domestic only
- No advertising
- DMM 703.5

Free Matter for the Blind or Handicapped

- 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

Agenda

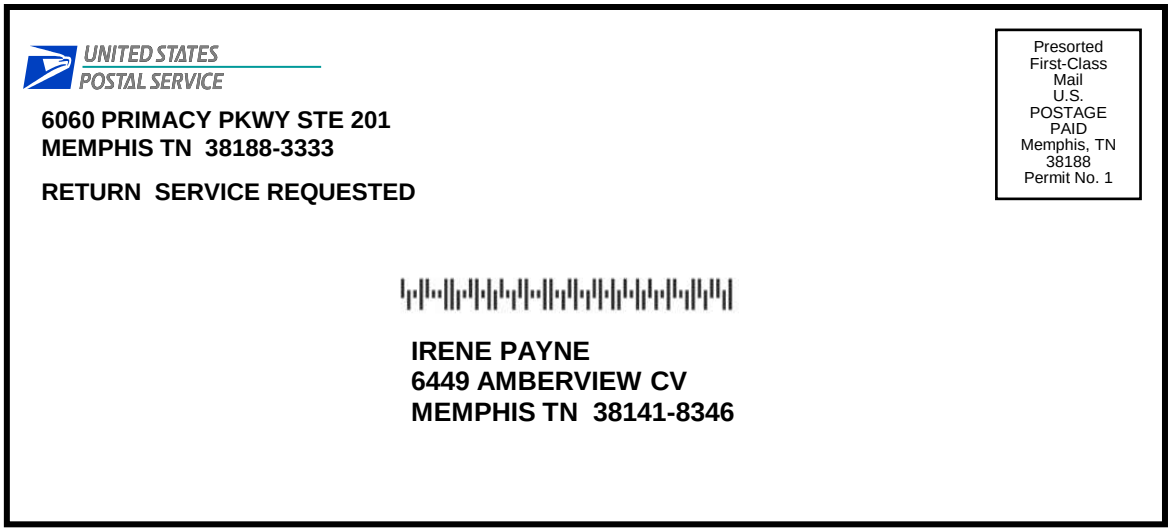
- Official Election Mail
- **Preparation procedures for Political Campaign Mail and Official Election Mail**
  - Mail preparation – Classes of Mail
  - Mailpiece Design, Forwarding & Return
  - Address Hygiene & Move Update Requirements
  - Use of Intelligent Mail barcode (IMb)
  - Use of IMb Tracing
  - Payment Method
- Steps for Successful Mailing
- Resources

Mail Preparation
Classes of Mail

- **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

Mail Preparation
Free Forwarding and Return

Options for Undeliverable Mail:

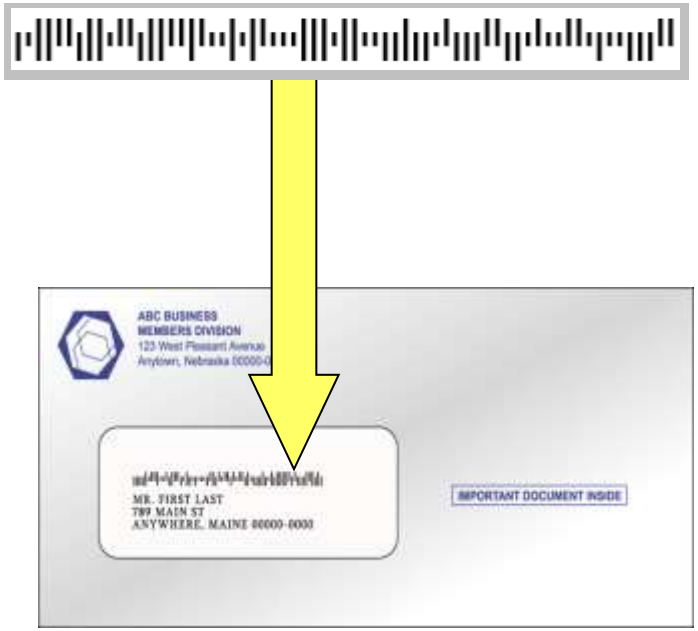
- Forwarded to the new address
- Returned to Sender
- Discarded

Mail Preparation
Move Update

- **Move Update Options**
  - **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**

Mail Preparation Using the IMb

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



Benefits of using IMb Tracing!

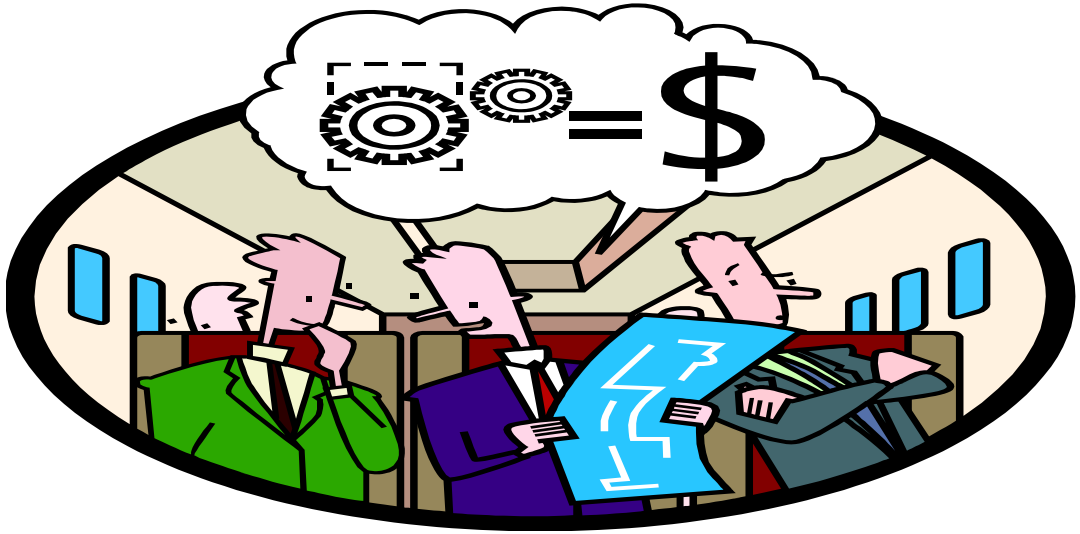
- IMb Tracing enables electronic mail tracking
- Outbound mail to voters
  - Know when the ballot is available for delivery
- Inbound mail from voters
  - Advance notice that a ballot is on the way
- Uses Intelligent Mail Barcode (IMb)

Agenda

- Official Election Mail
- Preparation Procedures for Political Campaign Mail and Official Election Mail
- **Steps for Successful Mailing**
  - Plan and Prepare
  - Determine Mail Class, Use of Reply Mail & Every Door Direct Mail
  - Apply for Permits
  - Work with MDA
  - Print, Select Payment Method, and Mail
  - Receive Ballots
- Resources

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
- Finalize your plans



Steps for Successful Mailing
Determine Mail Class

First-Class Mail

- Personal, handwritten, or typed information
- 1-3 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**

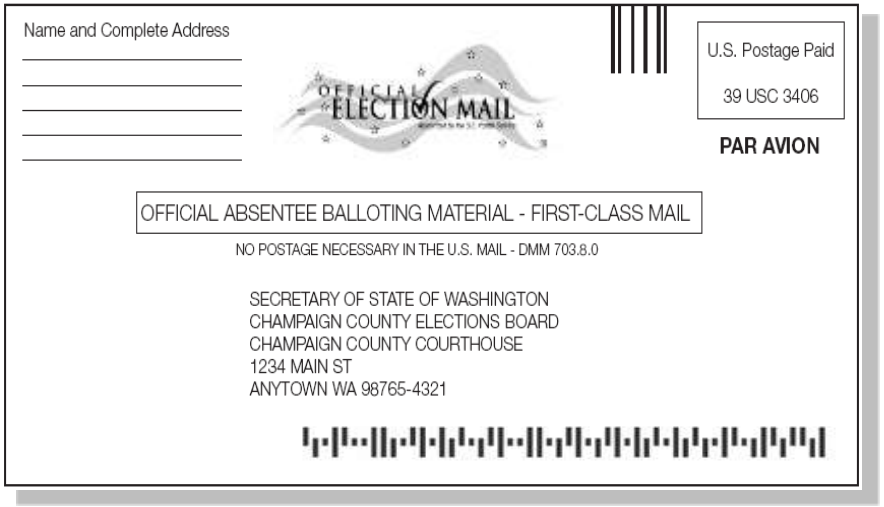
Steps for Successful Mailing
Apply for Permits

- **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

First-Class Mail Auto
US Postage Paid
Washington, DC
Permit 423

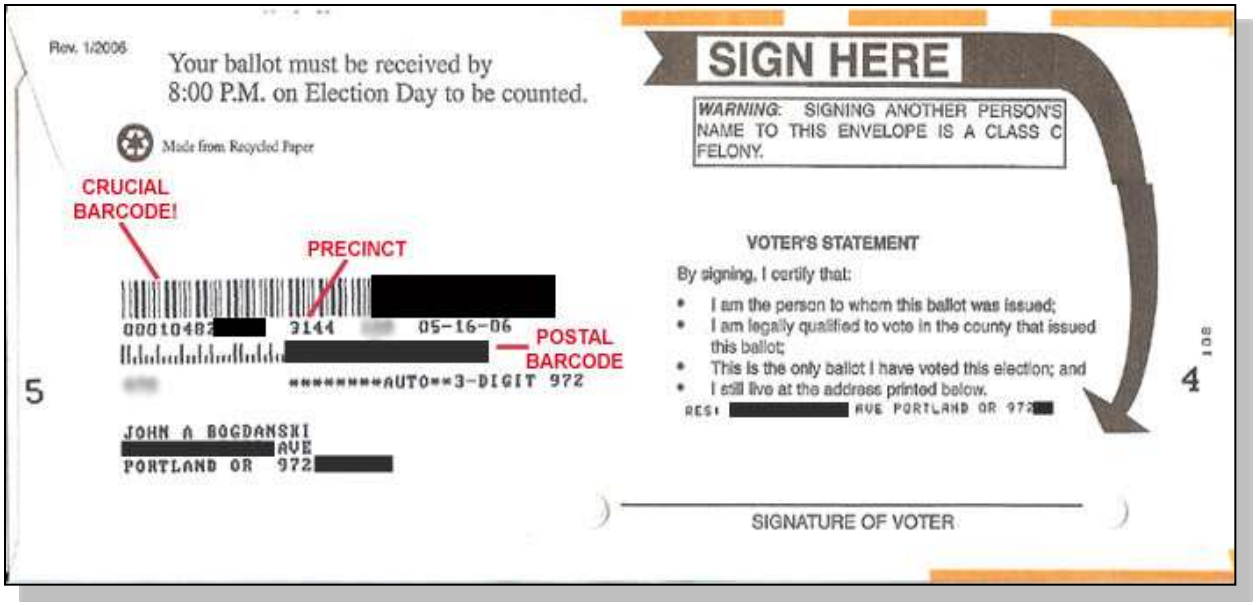
Work with Mailpiece Design Analyst (MDA)

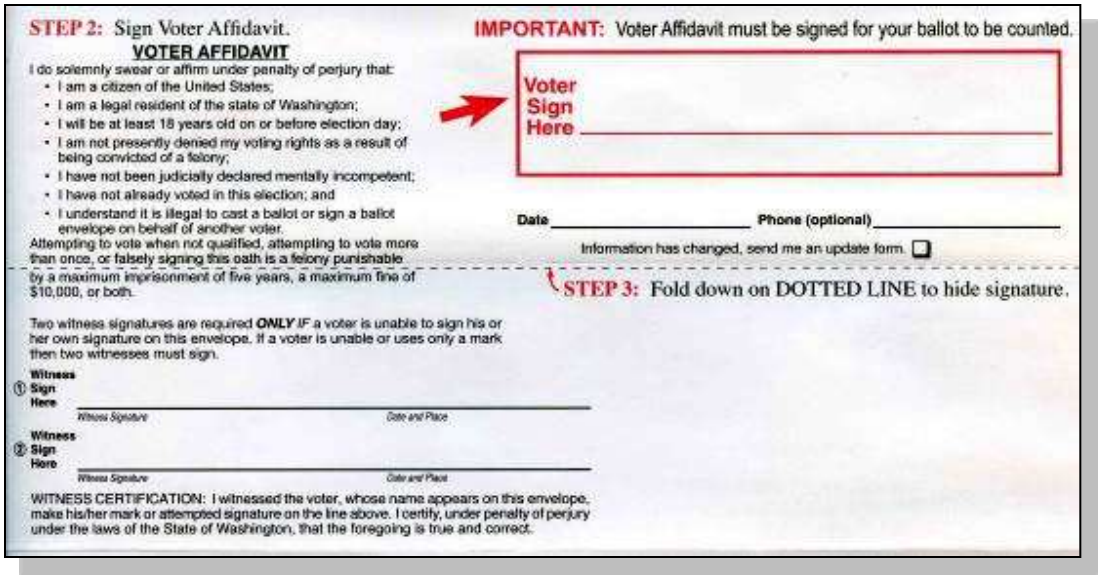
via email: MDA@usps.gov or (855) 593-6093



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

Steps for Successful Mailing
Work with MDA





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 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**

Delivery Time Schedules

Standard/ Nonprofit Mail *Drop Shipment Day*	Dropped At NDC Before 4PM *Delivery Day*	Dropped At SCF Before 4PM *Delivery Day*
• Saturday	• Thursday	• Tuesday
• Sunday	• Friday	• Wednesday
• Monday	• Saturday	• Thursday
• Tuesday	• Monday	• Friday
• Wednesday	• Monday	• Saturday
• Thursday	• Tuesday	• Monday
• Friday	• Wednesday	• Monday

*NDC 5 Days & SCF 3 Days

Agenda

- Political Campaign Mail
- Official Election Mail
- Preparation procedures for Political Campaign Mail and Official Election Mail
- Steps for Successful Mailing
- **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

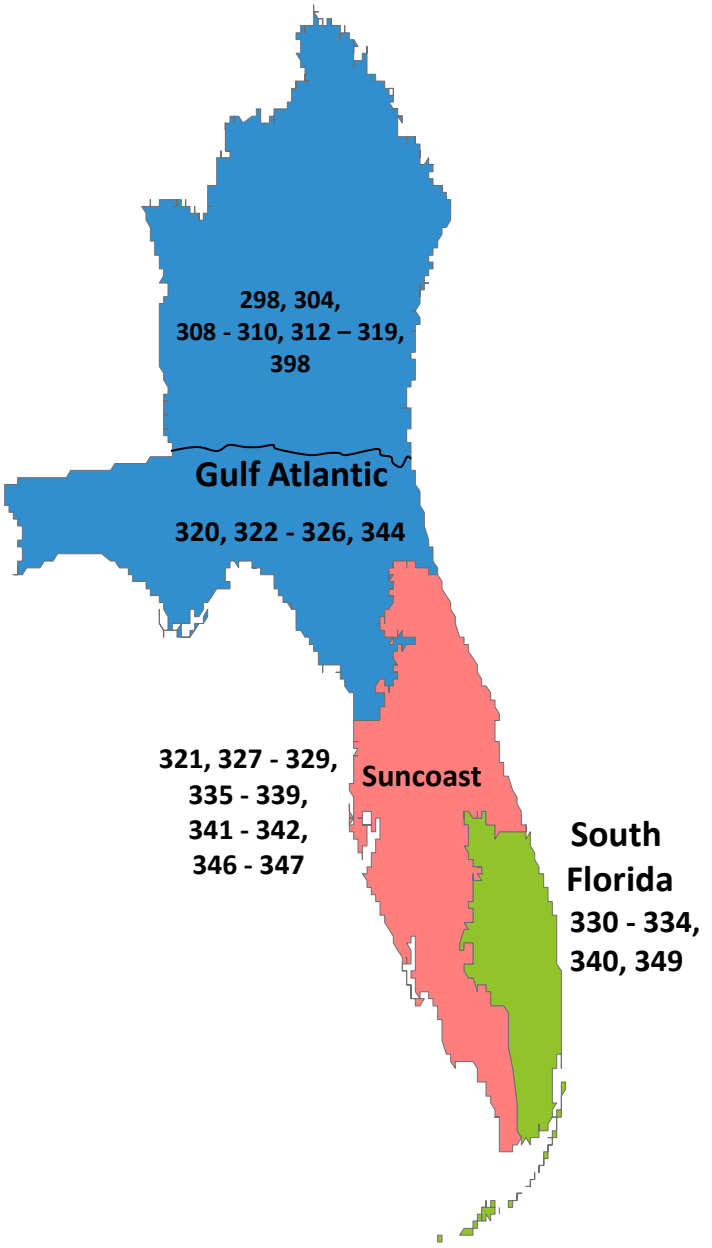
- Tony Joy, 904-359-2781
  Anthony.R.Joy@usps.gov
- Amy Hicks, 904-645-3220
  Amy.M.Hicks@usps.gov

Suncoast

- Don Dease, 813-354-6067
  Donald.E.Dease@usps.gov
- Dottie Derosa, 813-354-6020
  Dorothy.A.Derosa@usps.gov

South Florida

- Mary Ann Perez, 954-438-1131
  Maryann.Perez@usps.gov
- Mailin Donahue, 954-436-4421
  Mailin.F.Donahue@usps.gov



QUESTIONS?