



# Election Mail

**Day, Month Date, 2012**

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## Background

- U.S. Postal Service is currently facing the most critical period in its 237-year history
- Mail volumes have declined drastically due to:
  - Economic downturn
  - Increased diversion to the Internet
- The U.S. Postal Services' massive infrastructure is no longer financially sustainable
- Ongoing Study Considerations:
  - First Class Mail Service Standards may change from 1-3 days to 2-3 days
  - Mail processing network may be aligned to match actual mail volume over the next 2 years
  - Review of 3700 post offices

## **U.S. Postal Service**

- Committed to working with Election Officials to ensure smooth processing
  - Continue partnership with state and local Election Officials
- Ensure the needs of military and overseas voters are met
- Promote and encourage voting in America

## **State and local Election Officials**

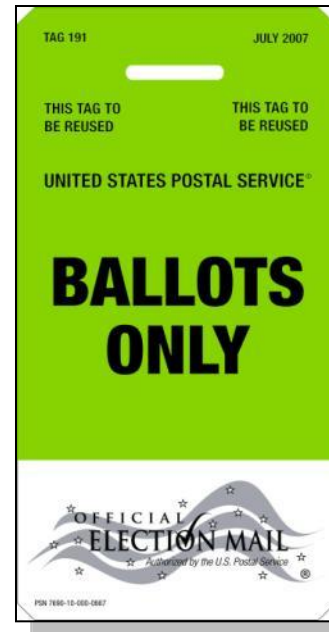
- Support and expand Vote-by-Mail

<b>Feature</b>	<b>First-Class Mail</b>	<b>Standard Mail</b>
Security - Open to Inspection	No	Yes
Service Standard	1-3	2-9
Pricing	35 - 45¢	6.8 – 16.6¢
Price	by the ounce*	up to 3.3 oz
Content Restrictions	No	Yes
Sortation	Yes/No	Yes

\*For presorted First-Class Mail letters, the 2nd ounce is free (as of Jan. 22nd)

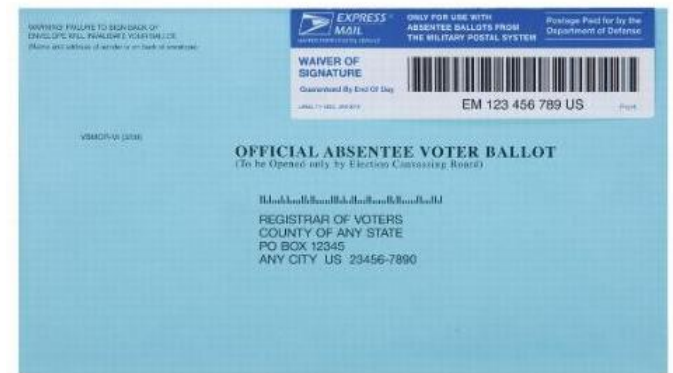
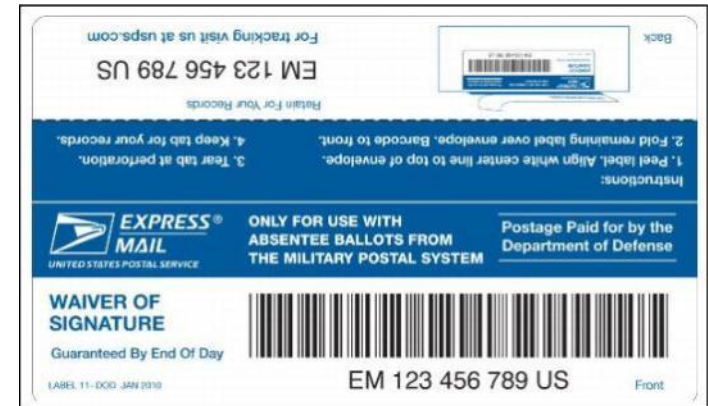
## Visibility and Tracking

- Official Election Mail logo
- Tag 191 for Domestic and Overseas Ballots
- Intelligent Mail barcode options
  - Service Type ID
  - Reporting



## Military and Overseas

- Military and Overseas Voter Empowerment (MOVE) Act Service Standards
- Work with the Dept of Defense and Federal Voting Assistance Program
- Express Mail label for Military and Overseas ballots



## **USPS and Election Board Collaboration**

- Campaign Development
  - Plan Mailpiece Design
  - Induction Points
  - Specific zones being targeted - EDDM
- Service standards
- Caller service

## Website

- Updated with latest information. Learn how to prepare and create election mail step by step. You'll also find information on...
  - Eligible postage discounts
  - How to contact a local USPS® election mail expert
  - How to ensure mailpiece quality
  - Service Standards
  - Pub 632 - State and Local Election Mail-User's Guide
  - Pub 631 - Official Election Mail Graphic Guidelines and Logos, DMM 703 - Absentee Balloting Materials

<https://www.usps.com/gov-services/gov-services.htm>



- Consistency of delivery
  - Network Optimization
  - Post Office Review
- Quality of cancellation
- Consistent application of USPS requirements, rules, and procedures across the country

- Postal Service is analyzing the consolidation of mail processing facilities to cut excess capacity and save costs
- If approved it would eliminate overnight delivery for First-Class Mail. Service standards would change from 1-3 days to 2-3 days
- We are exploring earlier critical entry time (8:00 AM) for mail that needs to be processed the same day
- We are evaluating acceptance and processing options to mitigate impact on mailers
- List of facilities under study for potential closing available at <http://about.usps.com/news/electronic-press-kits/our-future-network/welcome.htm>
- Consolidations would begin no earlier than June 2012

For post offices that are being studied there were 4 possible outcomes:

- The Postal Service may decide not to close
- The facility may close, and a Village Post Office would take its place
- Start rural free delivery service in affected areas
- **Keep the post office open, but limit its hours of operation**

## What does this mean?

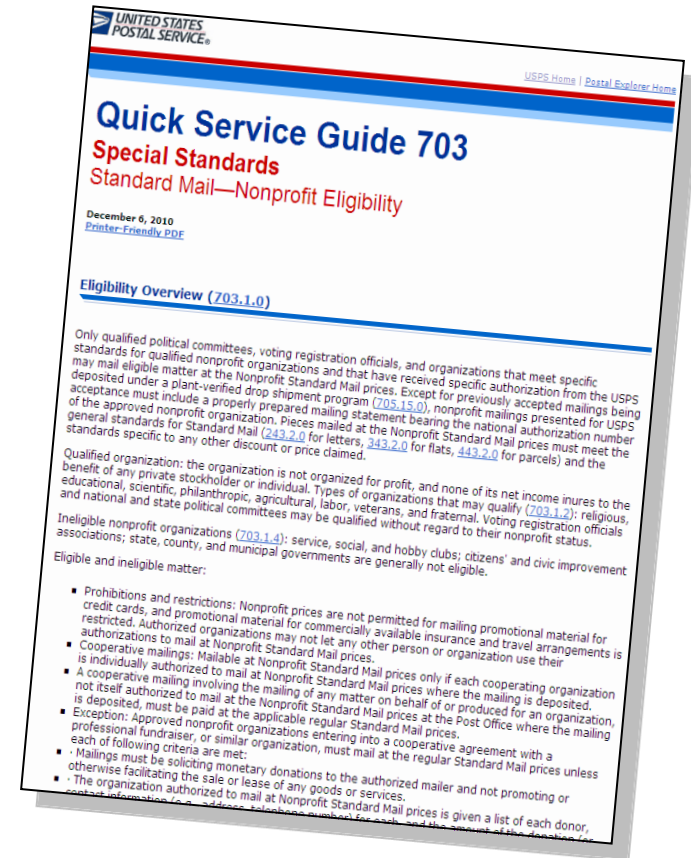
- Processing Plants were studied
- Rural Post Offices were studied
- Transitioning to 2-3 day service standard for First-Class Mail being studied

## Recommended Approach

- Allow one extra day for outbound and inbound mail
- Some mail acceptance facility locations may change
- Rural Post Offices

- Election officials have indicated illegible or missing postmarks are an issue
  - Working with Election Officials to identify scope of problem
  - Officials have provided a handful of samples
  - Samples to be reviewed and analyzed by Postal Operations to determine root cause
  - Remedial processes will be developed

- Consistent application of USPS requirements, rules, and procedures across the country
  - Clarification of Domestic Mail Manual standards in employee newsletter
  - Centralized Mailpiece Design Analyst support
    - 1-855-593-6093
  - Centralized National Customer Ruling program
    - PCSC@usps.gov



## U.S. Postal Service

- Committed to working with Election Officials to ensure smooth processing
  - Continue partnership with state and local Election Officials
- Let's grow Election Mail together

**Questions and additional  
comments, please contact:  
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@usps.gov**