

A large, dark blue, stylized version of the 'AIM' logo is centered on the slide. The background is a collage of postage stamps, including one with the Statue of Liberty, one with an American flag, one with a colorful star, and one with a colorful swirl. There are also various other stamps with 'FOREVER / USA' and '24 CENTS' visible.

**PACIFIC AREA  
VIRTUAL MEETING**



# OPENING REMARKS

## BRIDGETT CARROLL

Pacific Area Marketing Manager

**Is this your first AIM meeting?**

**If you would like information for future AIM meetings in your Area please send an email with your contact information to:**

**Florem Rodil-Separa**

[Florem.rodil-separa@usps.gov](mailto:Florem.rodil-separa@usps.gov)

**All Areas**

**If you would like information for all seven areas please send your contact information to [AIM@usps.gov](mailto:AIM@usps.gov)**

**OPENING REMARKS**

**SERVICE**

**KEYNOTE ADDRESS**

**AWARDS**

**CLOSING REMARKS**

**BRIDGETT CARROLL**  
AIM Postal Co-Chair  
Pacific Area Marketing Manager

**LARRY MUNOZ**  
VP Pacific Area Operations

**DON NICHOLS**  
Political Mail Lead  
USPS

**JAMES CANLEY**  
Area Director Sales

**LARRY MUNOZ**



# SERVICE

**Larry Munoz**

**Vice President Area Operations  
Pacific Area**



**John Millet**  
Industry Co-Chair



**Dave Rich**  
Industry Co-Chair



**Bridgett Carroll**  
Postal Co-Chair

Area Vice President



Larry Muñoz

Manager Operations Support



Larry Belair

Manager In-Plant Support



Mia Alfonso

Manager Delivery Program Support



Linda Crawford

Sales Director



James Canley

# Pacific Area Operations & Sales Executive Leadership





**San Francisco**

**Raj Sanghera**



**Sacramento**

**Jagdeep Grewal**



**Bay Valley**

**Darrell Stoke**



**Sierra Coastal**

**Alfred Santos**



**Los Angeles**

**Robert Reynosa**



**San Diego**

**Noemi Luna**



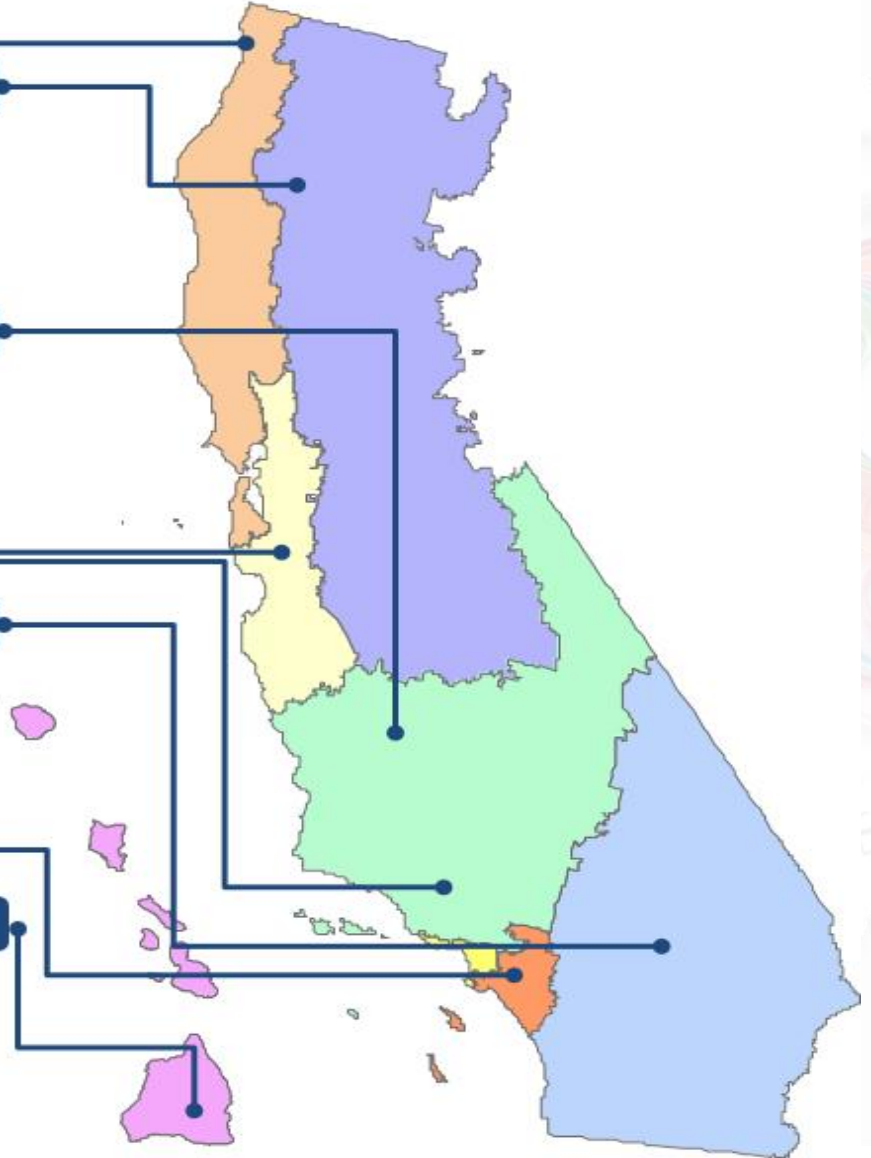
**Santa Ana**

**Eduardo Ruiz**



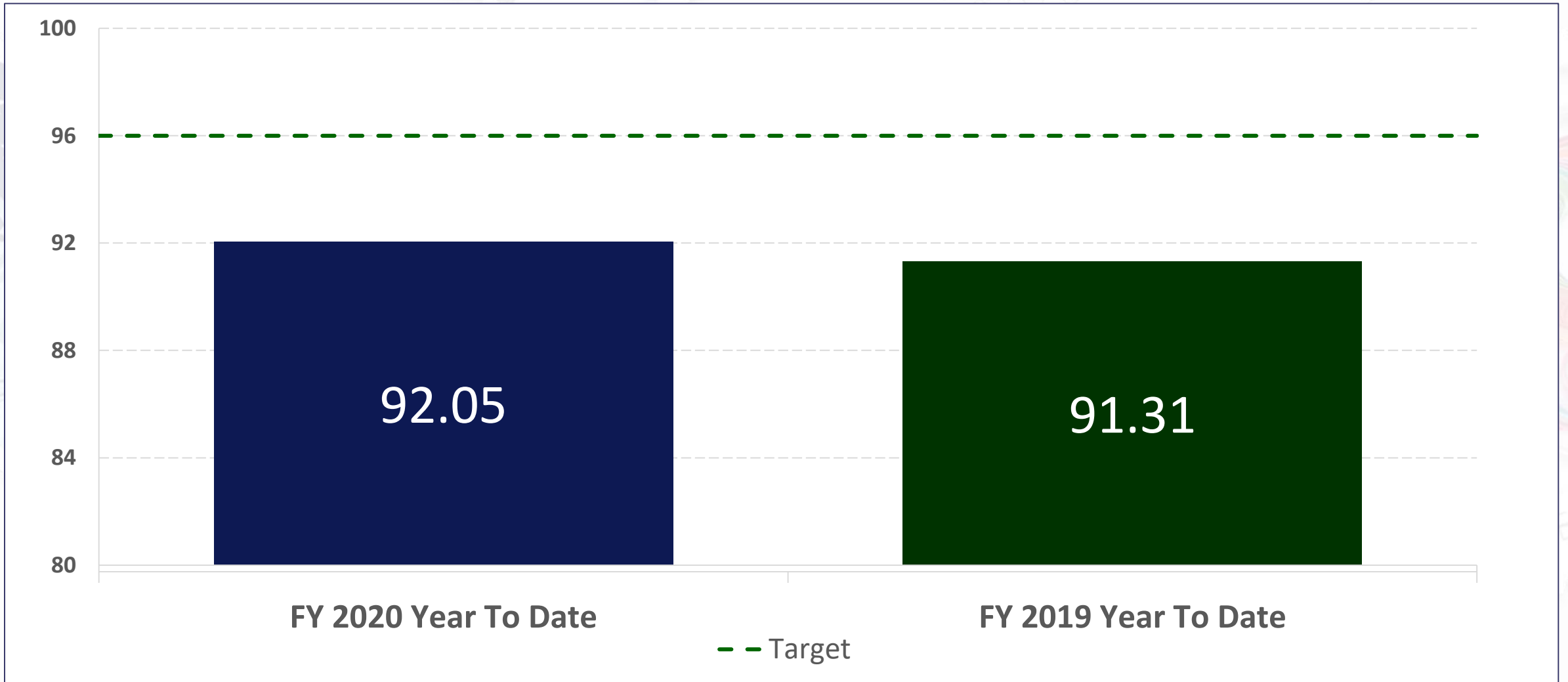
**Honolulu**

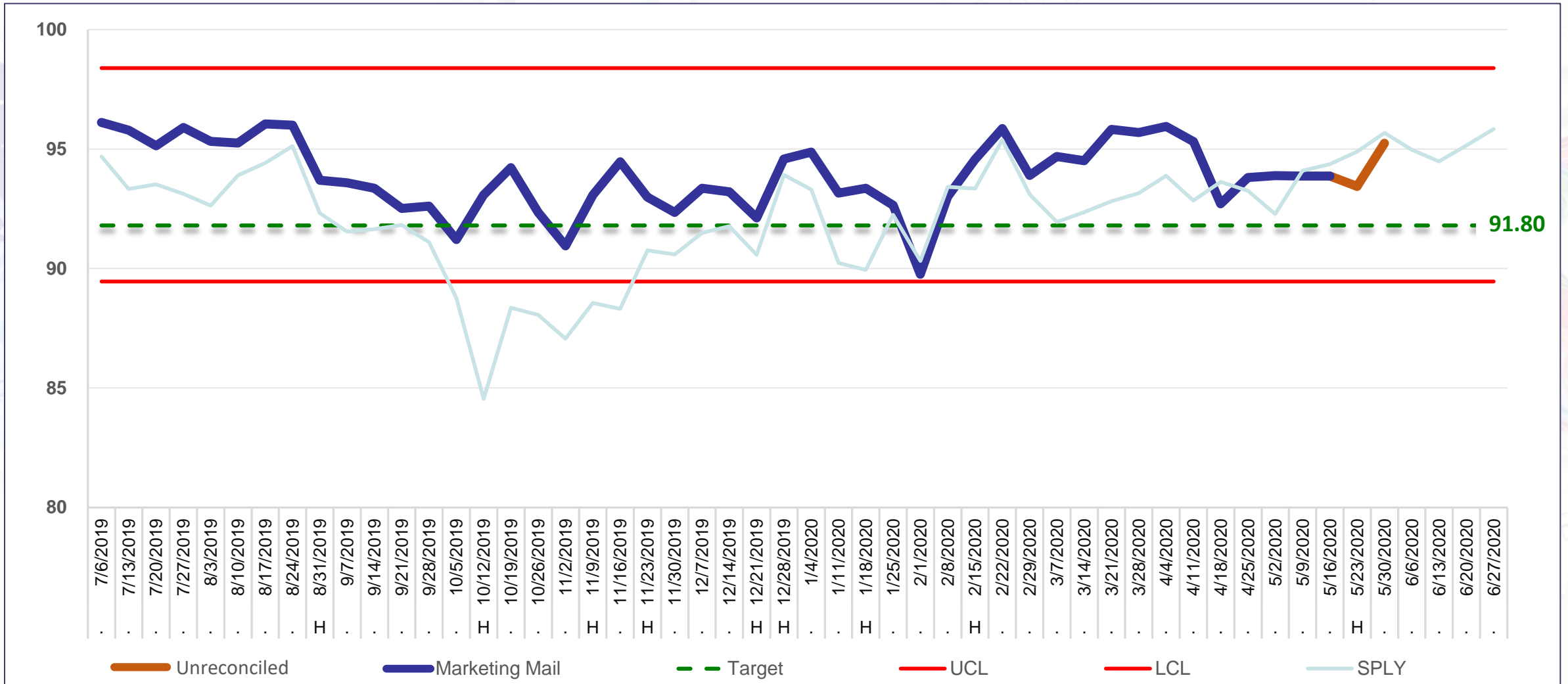
**Ken Snavelly**

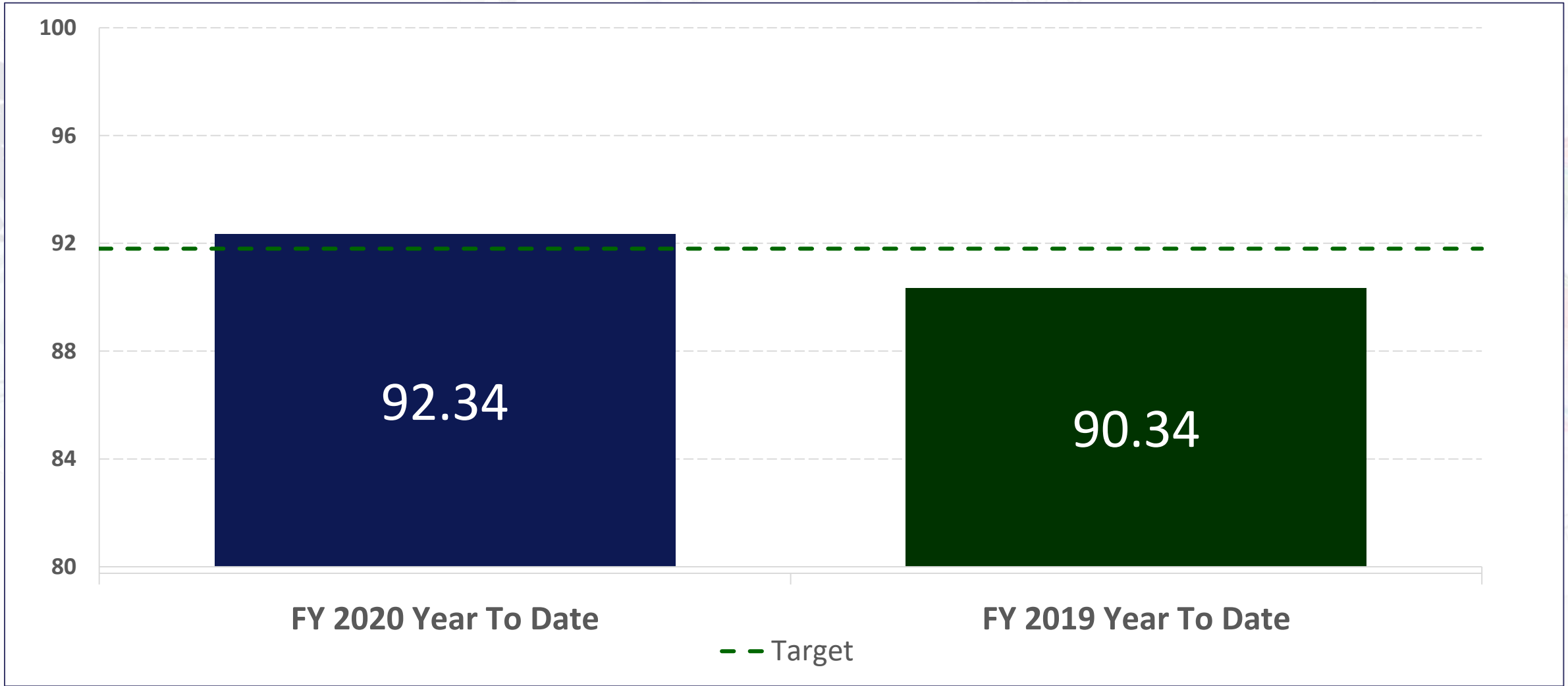


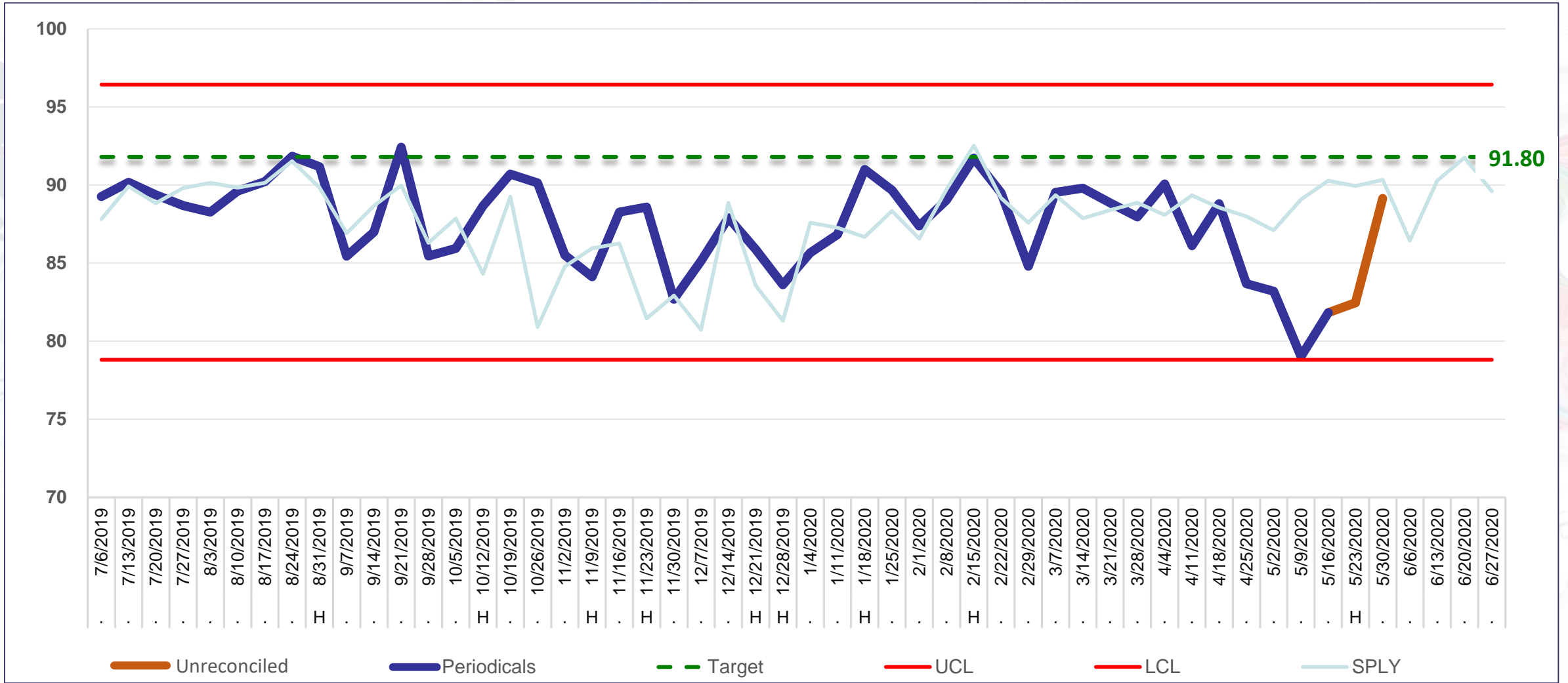


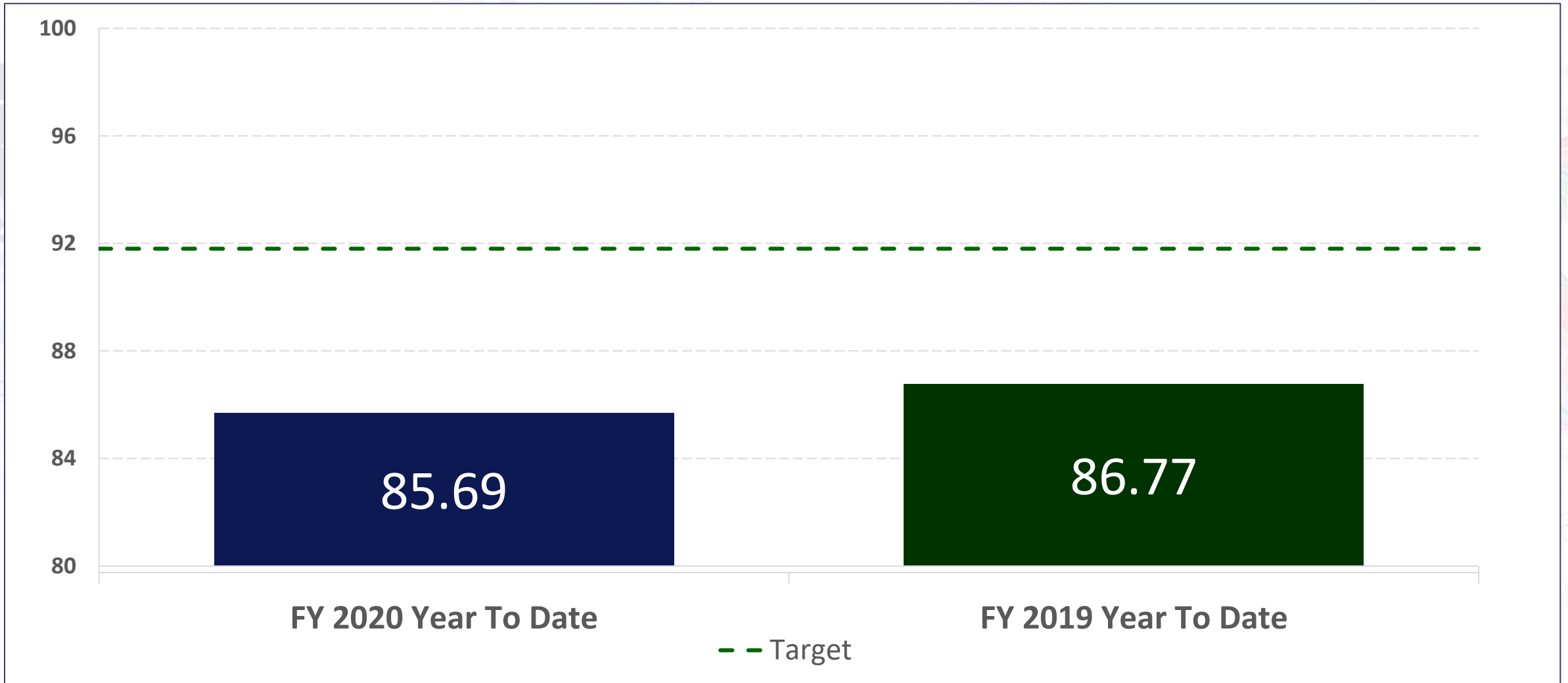


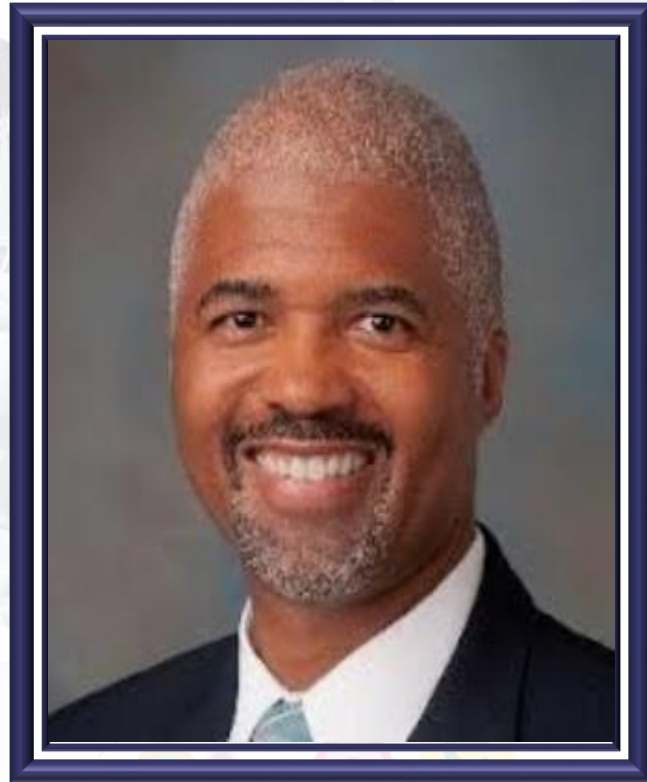












# KEYNOTE ADDRESS —

**Don Nichols**  
National Political Mail Lead  
USPS

# Pacific Area Political Mail Landscape

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June 4, 2020



# WHAT WE ARE HERE TO DISCUSS

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**1**

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The Landscape

**2**

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Insights and Actions

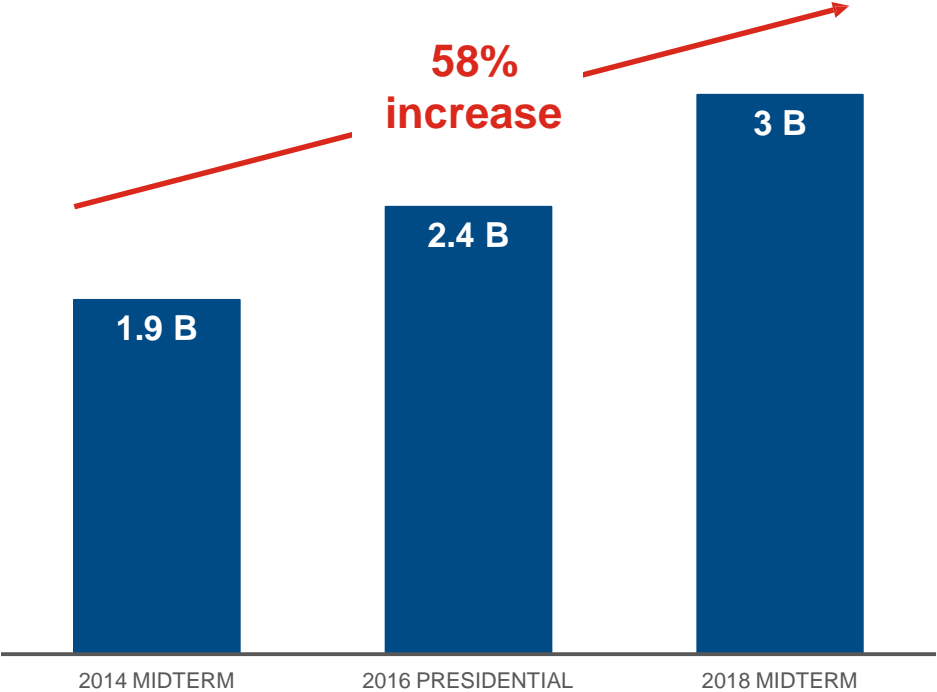


# THE LANDSCAPE

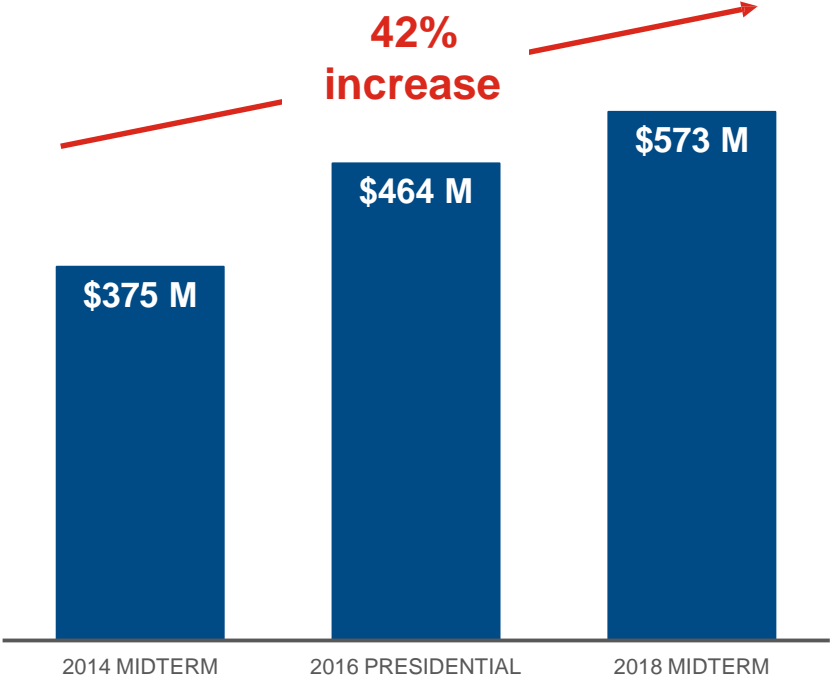


# GROWTH OF POLITICAL MAIL

Full Cycle Volume Political/Election Mail



Full Cycle Revenue Performance



# OVERALL VOTER TURNOUT

## Gender

Gender	2018	Percent Increase from 2014
Men	51.8	10.9+
Women	55	12+

## Broad Ethnic Groupings

Broad Ethnic Groupings	2018	Percent Increase from 2014
African American	51.4	10.8+
White	57.5	11.7+
Hispanic	40.4	13.4+
Asian	40.2	13.3+

## Age-Range Based on Birth Year

Age	2018	Percent Increase from 2014
18-29	35.6	15.7+
30-44	48.8	13.2+
45-64	59.5	9.9+
65+	66.1	6.7+



# OVERALL VOTER TURNOUT

## Education Level

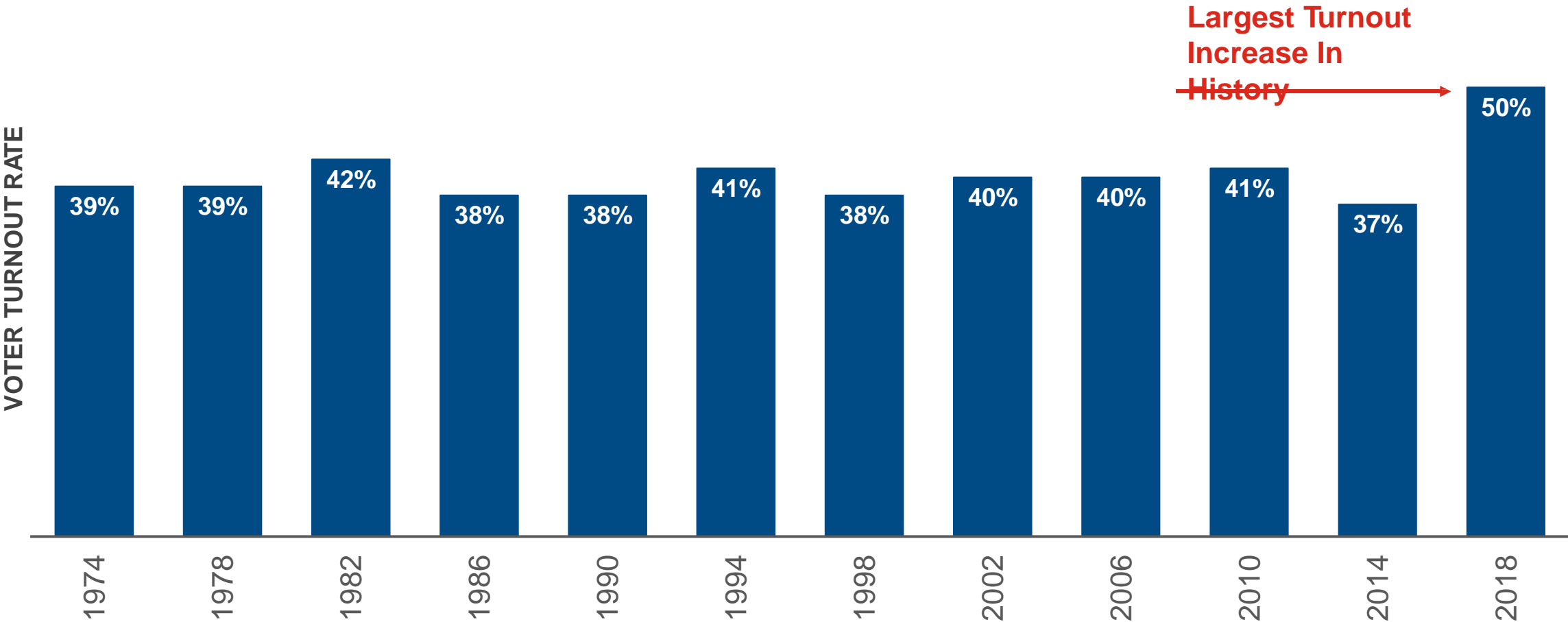
Education Level	2018	Percent Increase from 2014
College Degree	65.7	12.5+
Advanced Degree	74.0	12+
No High School	27.2	5+
High School or GED	42.1	8.2+
Some College	65.7	12.5+

## Other

Other	2018	Percent Increase from 2014
Alternative Voting	<b>39.8</b>	8.7+
Metropolitan	53.7	12.2+
Non-Metropolitan	52.1	7.7+



# MIDTERM ELECTION VOTER TURNOUT



# INSIGHTS & ACTIONS



# MEET THE POLITICAL STRATEGY TEAM



Brandon Oliver

## Western



Brenda Manos

## Pacific



Daniel Doyle



Vivian Ramsey



Cynthia Cordova

Nickie Bevington



Sylvia Allen-Hoover

## Great Lakes



Larissa Valdez



John Walsh

## Northeast



Paul DelSignore

## Eastern



Cindy Mullenix

## Capital Metro



Jose Rodriguez



Mark Stephens

## Southern



Donald Nichols



Tiffany Todd



# INDUSTRY LEADING THOUGHT LEADERSHIP

**UNITED STATES POSTAL SERVICE**

## POLITICAL MAIL'S SWEET SPOT

How Campaign Experts Make Decisions about Using Political Mail

**UNITED STATES POSTAL SERVICE**

## How to Spark Voter Action

The best-practices guide

## Drive Action to the Polls

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## An Introduction to TAG 57

The Postal Service recommends the use of the red tag 57, Political Campaign Mailing, to identify trays, totes, and pallets that contain political campaign mail. Although use of the tag is optional, when used it provides greater visibility and makes your mail easily identifiable as it moves through processing and distribution operations.

### Types of Political Mail

- Any material mailed at First-Class Mail® or USPS Marketing Mail® prices for political campaign purposes by:
  - Registered political candidates
  - Campaign committees (Federal, state, or local)
  - Committees of a political party (e.g., Democratic National Committee or Republican Congressional Campaign Committee)
- Any material mailed at First-Class Mail or USPS Marketing Mail prices by:
  - FACs
  - Super PACs
  - Any other organizations engaging in issue advocacy or voter mobilization.

First-Class Mail items are delivered within 2-5 days, consistent with our delivery standards. USPS Marketing Mail® items (commercial and nonprofit) are delivered within 3-10 days.

### How to use Tag 57

- Obtain Tag 57 by contacting your local Post Office™ facility or Business Mail Entry Unit.
- Affix a Tag 57 to the front end of each tray to the strip or back holder of each tote, or to the top face corners of each pallet under the pallet-wrap when packaging your mailing for delivery to your postal facility.
- Complete Postal Statement Form 3600 First-Class Mail® or 3602 USPS Marketing Mail® electronically through Postal Report™ software or by hand copy, and mark "Yes" when asked if your mail is Political Mail.
- Complete the webform located at <https://www.usps.com/political-mail>

**UNITED STATES POSTAL SERVICE**

## Political Mail Notices and Inquiries

During the 2018 midterm election cycle, the Postal Service organization delivered a record 3 billion pieces of Political Mail. To prepare for an optics in volume this cycle USPS developed a webform, located at <https://tools.usps.com/political-mail.htm>, for customers to initiate Political Mail Notices or begin Political Mail Inquiries. USPS requires that a separate notice or inquiry be sent for each mailing.

### Political Mail Notices

A Political Mail Notice alerts Post Office™ facilities and delivery units about a customer's incoming mailing. Customers are highly encouraged to submit their information through the webform at least two days in advance of the mail's arrival at a facility. A USPS® Political Strategist will also receive confirmation of the notice.

### Political Mail Inquiries

A Political Mail Inquiry notifies the appropriate Post Office facility or Business Mail Entry Unit, the receiving unit, and a Political Mail Strategist of issues related to a Political Mailing. Customers may use the Political Mail Inquiry webform to initiate an inquiry and report concerns such as delivery delays, damaged mail, misdelivered, or undelivered mail.

To ensure the best service, please complete Postal Statement Form 3600 or 3602 as applicable, fill the webform with as much detail as possible, and use the red "tag 57" to identify your mail as Political Mail.

For additional information please visit <https://tools.usps.com> or write to United States Postal Service • 475 L'Enfant Plaza, SW, RM 5616 • Washington, DC 20006

**UNITED STATES POSTAL SERVICE**

**UNITED STATES POSTAL SERVICE** and **AAPC**

## BUILDING TRUST WITH VOTERS

In a Time of Heightened Skepticism, New Research Reveals Voters Still Trust Political Mail

A United States Postal Service® and American Association of Political Consultants (AAPC) study

**UNITED STATES POSTAL SERVICE**

## Reaching Women Voters

CONNECTING WITH WOMEN VOTERS THROUGH THE MAIL

The majority of eligible voters are women, and this makes identifying specific ways to connect with them a clearly important task. Reaching women voters is clearly important to any campaign.

USPS and the American Association of Political Consultants (AAPC) conducted a survey in November 2018, titled "The 2018 Women Voter Study." The survey explored how women voters use the mail, their attitudes toward political mail, and their preferences for how to reach them. Here are some key findings from the survey about how women voters use political mail, including tips on the best ways to reach female voters.

### WOMEN TRUST MAIL MORE THAN OTHER ANY TV AD

The study also shows that women voters are more likely to trust mail than other media. In fact, 45% of women voters trust mail more than any other media, while only 33% trust TV ads.

### MAIL REACHES WOMEN MORE

USPS Marketing Mail reaches more women voters than any other mail class. 85% of women voters receive USPS Marketing Mail, compared to 79% of men voters.

**UNITED STATES POSTAL SERVICE**

**UNITED STATES POSTAL SERVICE** and **AAPC**

## THE MEDIA MIX

Integrating Mail to Influence Voters

A United States Postal Service® and American Association of Political Consultants (AAPC) study





# Political Mail

## Notices and Inquiries

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### Political Mail Inquiries

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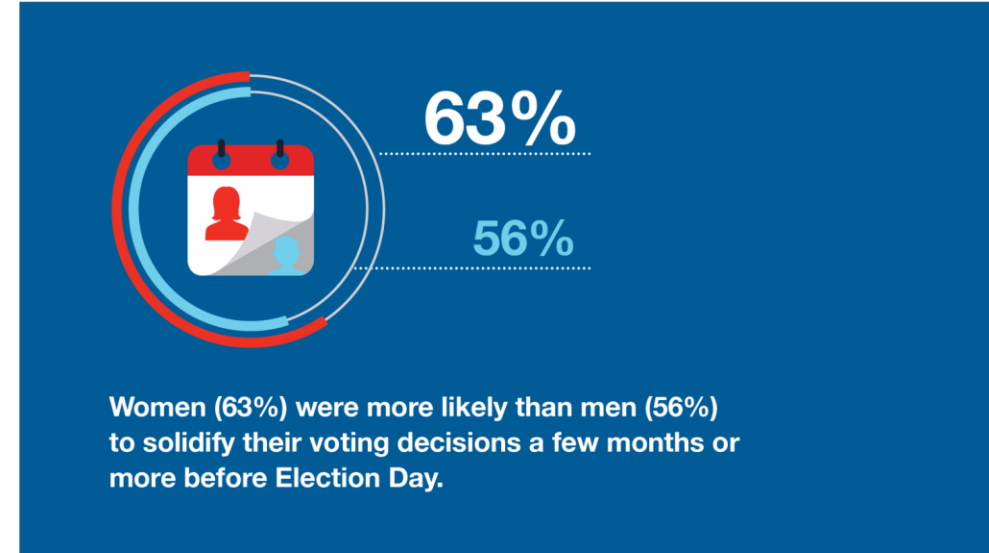
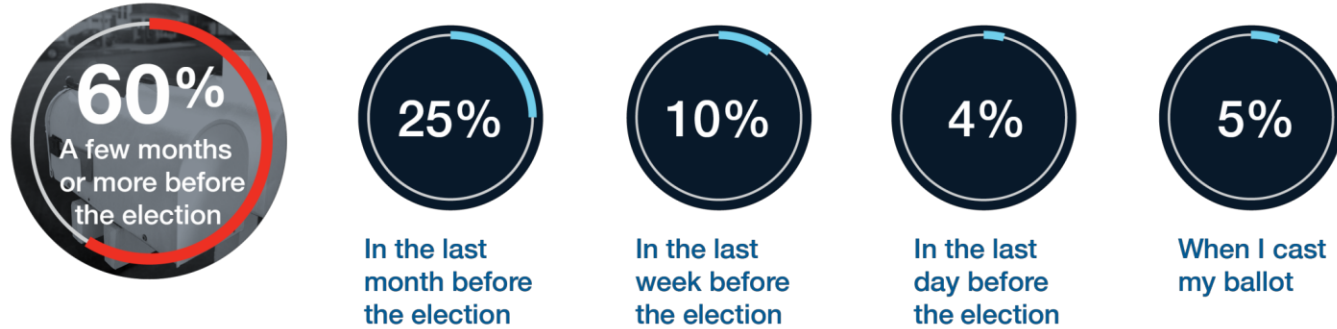


For additional information, visit [deliveredwell.com](https://deliveredwell.com) or write to: United States Postal Service • 476 L'Enfant Plaza, SW, RM 6516 • Washington, DC 20260



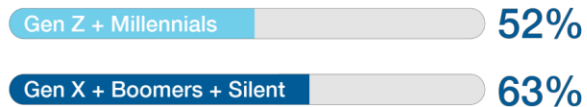
# MORE VOTERS ARE DECIDING EARLY

In thinking about this most recent election season, when did you make your decision about who to vote for?



## When Voters Decided Who to Support

### Few months or more



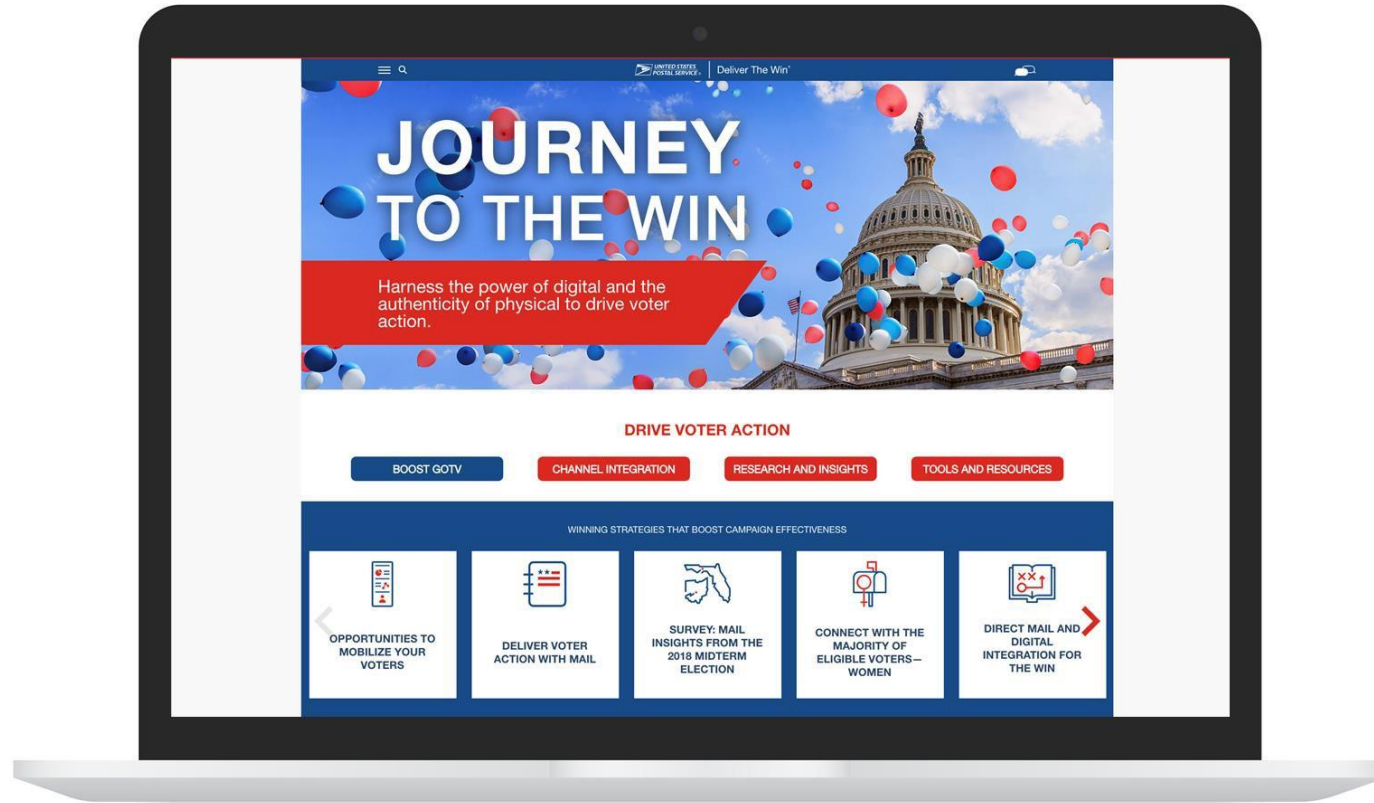
### Last month



### Last week or later



# DELIVER THE WIN®



deliverthewin.com



A large, bold, blue 'AIM' logo is centered on the slide. The background is a collage of various postage stamps, including one with the Statue of Liberty, one with an American flag, one with a colorful star, one with a colorful swirl, one with a 24-cent stamp, and one with fireworks.

**PACIFIC AREA  
VIRTUAL MEETING**

**District Manager of the Year**

Alfred Santos  
Sierra Coastal PCC

**Postal Member of the Year**

Vencent Quaglia  
Santa Ana PCC

**Education Program Excellence**

Hawaii PCC  
Bronze





# JAMES CANLEY

**Director of Sales  
Pacific Area  
USPS**



PACIFIC



# PACIFIC AREA INNOVATION AWARDS





2019

# Guess?, Inc. Los Angeles, CA



## Winner of the Pacific Area Mailing and Digital Innovation Award



PACIFIC



# PACIFIC AREA INNOVATION AWARDS



# BlendJet Concord, CA



## Winner of the Pacific Area Shipping and eCommerce Innovation Award



**NPF**  
NATIONAL POSTAL FORUM

## Save the Dates

National Postal Forum Announces:  
NPF Virtual Summer Series  
Thursdays 2 - 3 p.m. (EST)  
July 23 - Sept. 3, 2020

Featuring USPS and industry  
speakers on key postal news,  
strategies and updates

Learn more at [NPF.org](https://www.npf.org)



# CLOSING

**Larry Munoz**  
Vice President Area Operations  
Pacific Area



PACIFIC



**THANK YOU FOR ATTENDING**

FOREVER / USA

FOREVER