August 13, 2020

PACIFIC AREA VIRTUAL MEETING

FOREVER / USA



OPENING REMARKS



John Millet Industry Co-Chair



Dave Rich Industry Co-Chair



Bridgett Carroll Postal Co-Chair



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 <u>AIM@usps.gov</u>





Welcome and Opening Remarks

Key Note Address

Remarks

ZIP Talk: Getting Back To Basics Taking It To The Streets

Mailer's Technical Advisors Committee (MTAC) Update

Political Mail Update

Featured Industry: Where's My Ballot? California Ballot Tracking Project

Sacramento Postal Customer Council (PCC)

PCC and National Postal Forum

Q & As and Closing

Virtual Tour Anaheim Processing & Distribution Center Bridgett Carroll, Postal Co-Chair, Pacific Area Marketing Manager, USPS John Millet, Industry Co-Chair, Vice President Sales & Client Relations, Mailing Systems, Inc. Dave Rich, Industry Co-Chair, Vice President, Mail Services, Norco Delivery Services

Joseph Corbett, Chief Financial Officer and Executive Vice President, USPS

Larry Munoz, Vice President, Regional Processing Operations, Western Region, USPS

Wing Lam, Co-Founder and Partner, Wahoo's Fish Tacos Eric Morley, Co-Founder and Chief Operations Officer, Blue C Advertising

Bob Schimek, Quad Director of Postal Affairs

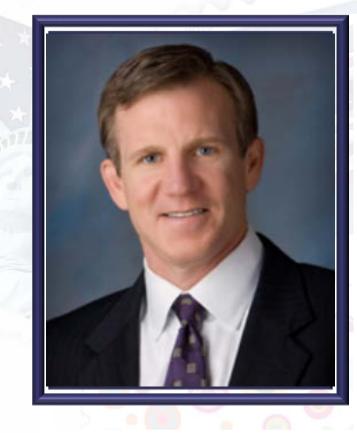
Donald Nichols, Lead, Political and Mailing Services, USPS

Cameron Bradley, Product Manager & Steve Wolffis, Vice President, BallotTrax

Robert Garza, Sacramento PCC Postal Co-Chair, Sacramento Plant Manager, USPS John Millet, AIM Industry Co-Chair, Sacramento PCC Industry Co-Chair

Lindsey Taylor, Manager, Customer Outreach, USPS

Bridgett Carroll, Postal Co-Chair, Pacific Area Marketing Manager, USPS



KEYNOTE ADDRESS -

Joseph Corbett Chief Financial Officer and Executive Vice President USPS



Quarterly and June 30, 2020, Year-to-Date Financial Information



Quarter 3 (3 Months)		FY		FY
(Billions)	2	2020	2019	
Total Revenue ¹	\$	17.6	\$	17.1
Controllable Expenses ^{1, 2}		19.2		18.2
Controllable Income (Loss) ^{1, 2}		(1.6)		(1.1)
RHB Normal Cost Actuarial Revaluation ³		0.1		0.2
RHB Unfunded Liability Amortization ³		(0.1)		-
Workers' Comp. Fair Value Adj. and Other Non-Cash Adj.		0.1		(0.7)
FERS Unfunded Liability Amortization ³		(0.3)		(0.2)
CSRS Unfunded Liability Amortization ³		(0.4)		(0.4)
Net Income (Loss) ¹	\$	(2.2)	\$	(2.2)

^{1 -} Quarter 3, FY2020, has the same number of delivery and retail days as compared to Quarter 3, FY2019.

^{2 -} Before Retiree Health Benefits (RHB), Federal Employee Retirement System (FERS), and Civil Service Retirement System (CSRS) unfunded liability amortizations, and non-cash adjustments to workers' compensation liabilities.

^{3 -} This represents the OPM amortization expense related to the FERS, CSRS, and Postal Service RHB Fund liabilities. These were based on OPM's latest updates.



Quarter 3 (3 Months)		FY		FY
(Billions)	2	2020		019
Total Revenue ¹	\$	17.6	\$	17.1
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June YTD (9 Months)		FY		Y
(Billions)	2	2020		019
Total Revenue ¹	\$	54.9	\$	54.4
Controllable Expenses ^{1, 2}		57.6		56.4
Controllable Income (Loss) ^{1,2}		(2.7)		(2.0)
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- First-Class Mail
- Market Mail
- Package Business
 - Volumes surging
 - Likely new "norms" of volume to be established
- Critical Part of the Economy
- \$10B Treasury Loan
- Political Considerations

15





Larry Munoz Vice President, Regional Processing Operations Western Region USPS

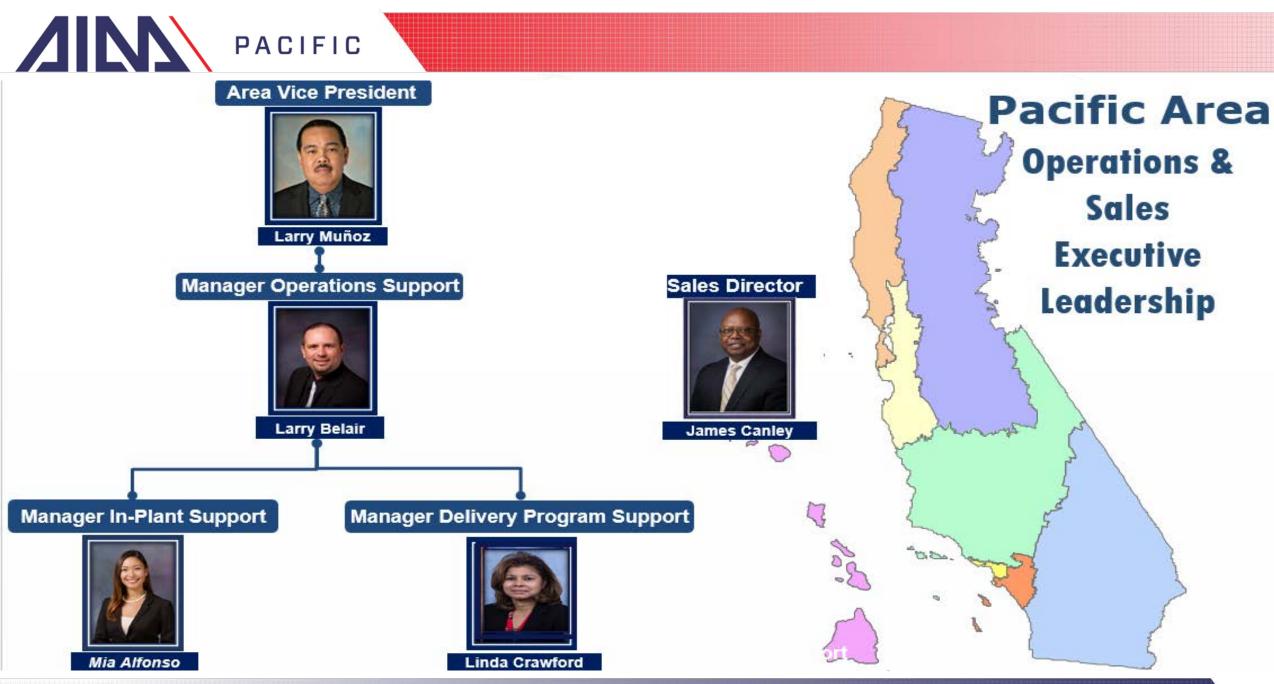


Leadership Transition

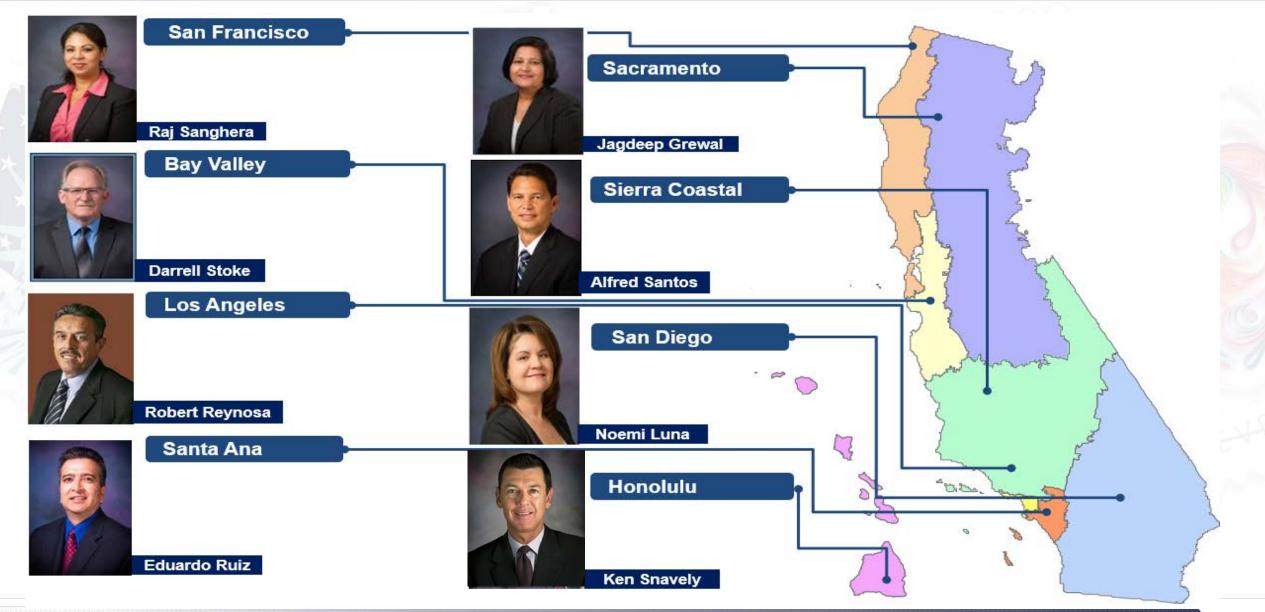
August 13, 2020



Greg Graves Vice President, Western-Pacific Area Retail and Delivery Operations



District Managers



AREAS INSPIRING MAIL

PACIFIC



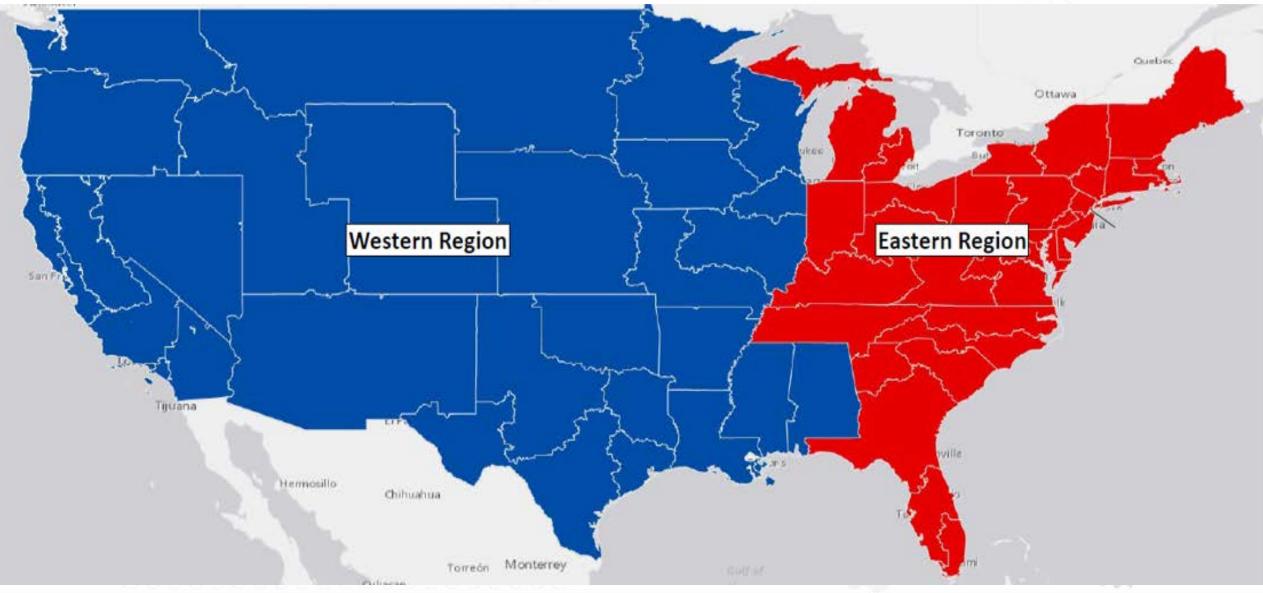
- "The United States Postal Service is developing a business plan to ensure that we will be financially stable and able to continue to provide dependable, affordable, safe and secure delivery of mail and packages to all Americans as a vital part of the nation's critical infrastructure.
- The plan, includes new and creative ways to help us fulfill our mission, and will focus on the Postal Service's strengths to maximize our prospects for long-term success.
- In addition to developing a broader business plan, the Postal Service is taking immediate steps to increase operational efficiency by reemphasizing existing plans that have been designed to provide prompt and reliable service within current service standards.
- By running operations on time and on schedule, we will enhance our ability to be sustainable so that we can continue to provide high-quality, reasonably-priced service to all people and businesses in the country."

Planning For the Future



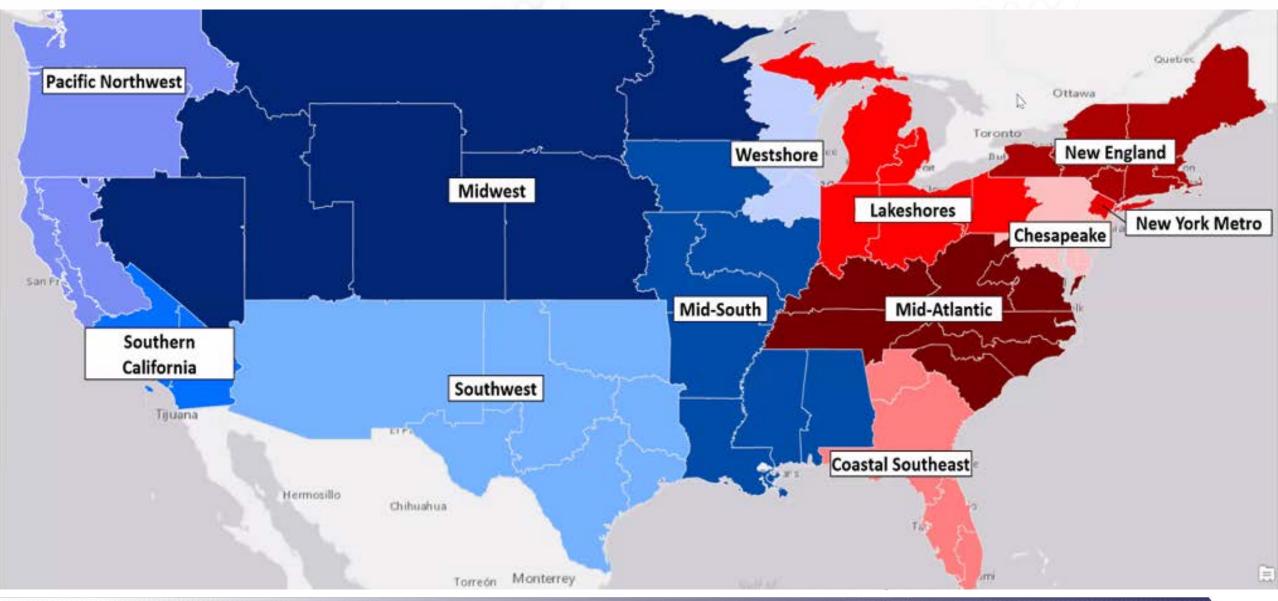


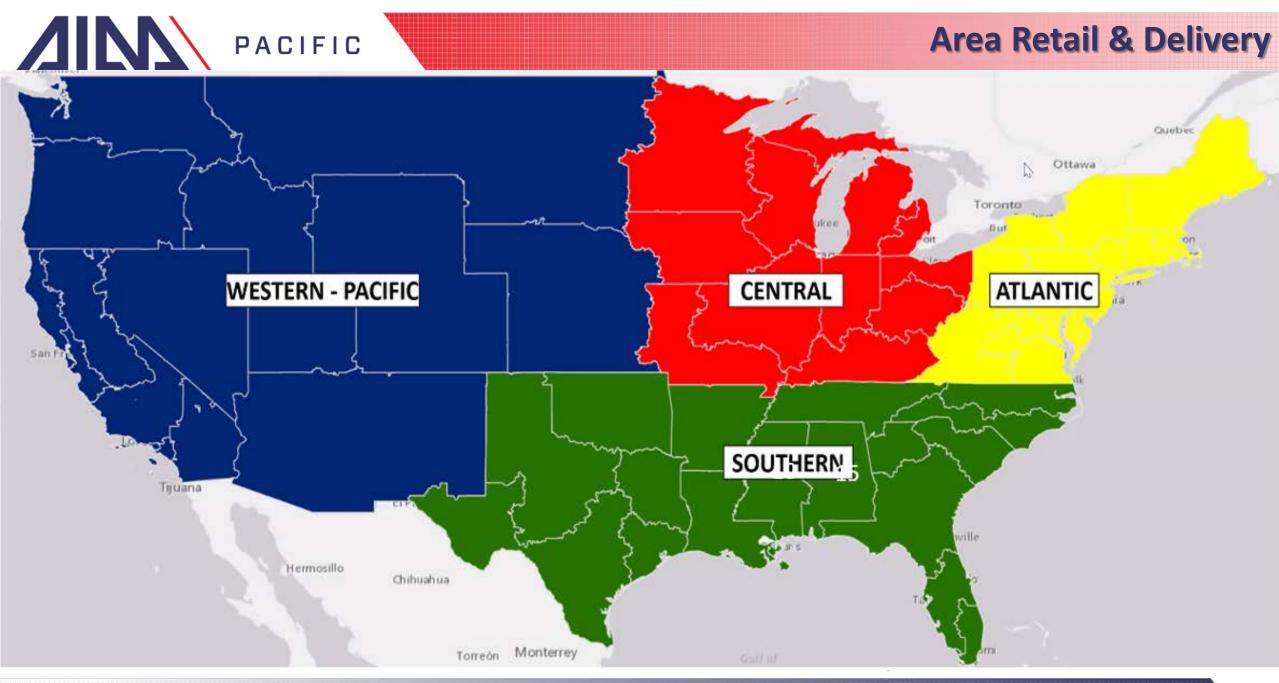
Logistics & Processing Operations





Logistics & Processing Operations Divisions





Service Review



ANN PACIFIC

First-Class Letters / Flats Composite

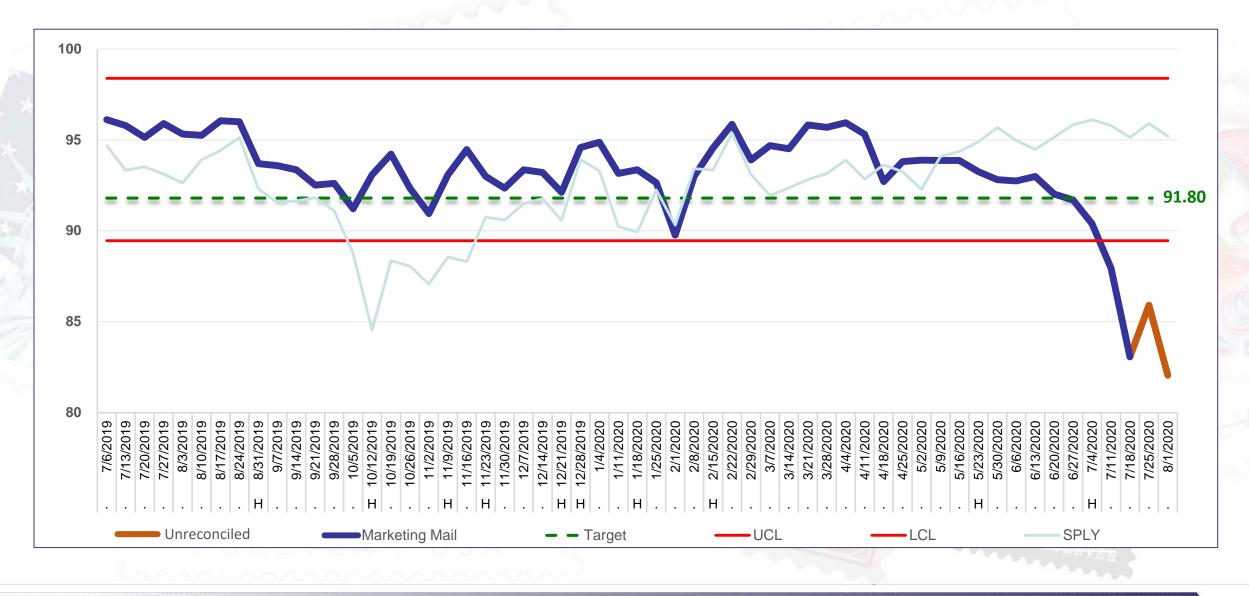




First-Class Letters / Flats Composite

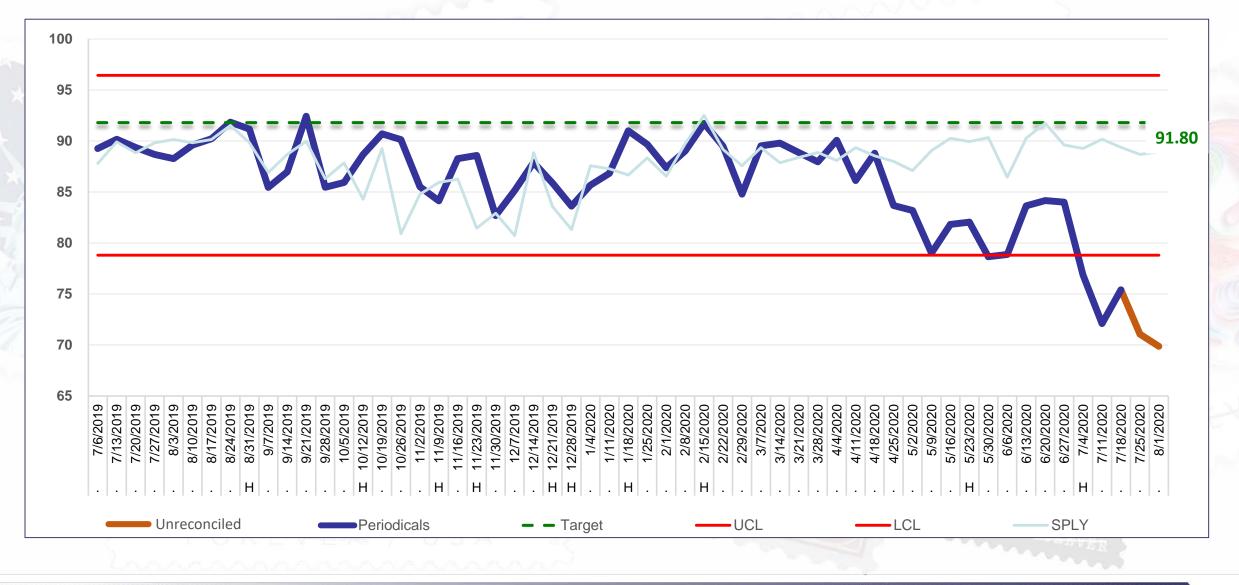


Marketing Mail



Periodicals

PACIFIC







&

Wing Lam Co-Founder and Partner Wahoo's Fish Tacos

Eric Morley Co-Founder and Chief Operations Officer Blue C Advertising

August 13, 2020





MAILER'S TECHNICAL ADVISORS COMMITTEE

Bob Schimek

Quad Director of Postal Affairs

Welcome

Pacific AIM MTAC Update



Thursday August 13, 2020



UNITED STATES POSTAL SERVICE ®



Customers Value Connection Now More Than Ever

37%

Shoppers are **more excited** to receive their mail each day than before the pandemic.¹

46%

Shoppers are now **more interested** in deals, coupons or promotions.¹



Spending more time reading marketing or promotions that arrive in their home mailbox.¹

in Consumer Behaviors

Consumer Behaviors in a COVID-19 World

1. Retail Touchpoints: Based on Valassis survey of 1,000 consumers during week of April 27, 2020.



A Complete and Accurate Count of the Population and Housing





How is the USPS preparing stakeholders?

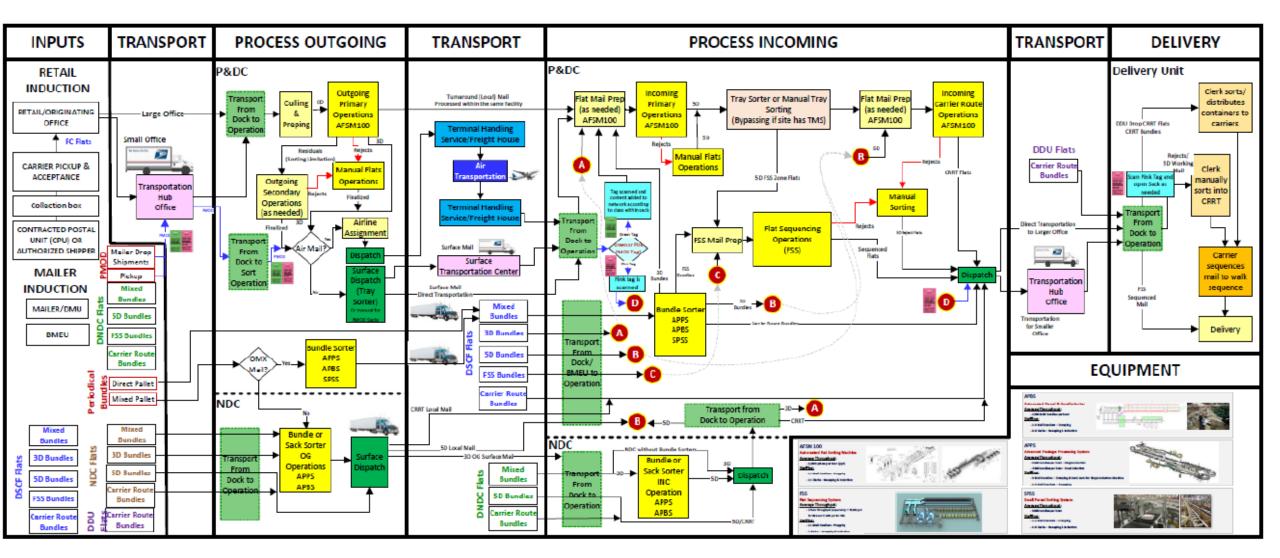
Outreach

- Outreach meetings with Secretaries of State, Election Officials
- Mass mailings Kit 600, Guidance Letter, MSPs/printers
- Meetings with printers, mail service providers
- Outreach with political parties
- Engagement with media partners
- Planned redesign of Election Mail website on usps.com



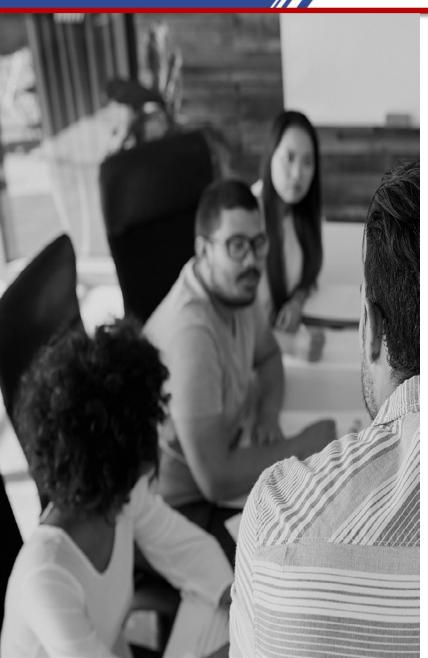
Operations Update

Flats Process Map





MTAC Ops and Enterprise Analytics Focus Group Session Highlights



- 1. Delivery: Prep for Peak
- 2. CASS Cycle O
- 3. Tobacco and Vaping

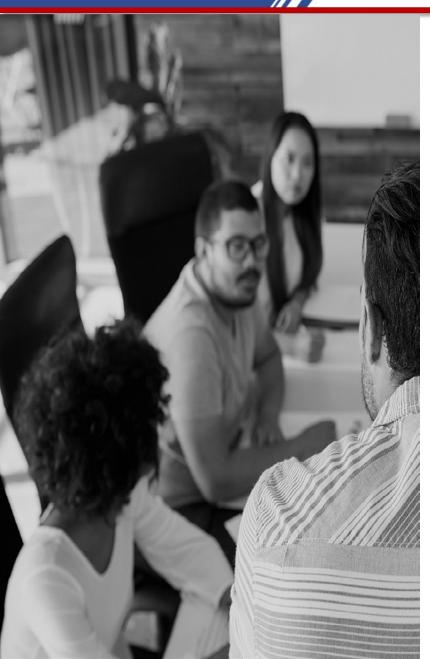




- 1. Enterprise Payment System
- 2. Seamless
- 3. Business Customer Gateway
- 4. Hold Mail Policy



MTAC Customer Experience, Product Innovation & Marketing Focus Group Session Highlights



- 1. Mailpiece Indicia Design Updates
- 2. Postcard Dimensions 6 x 9
- 3. Promotions







Conclutions

Mission Accomplished!

Task Team #28: Business Mailer Security & Privacy Priorities

• Heather Dyer, Bill Jones and Paula Stoskopf

Task Team #29: CASS Cycle O

• Starlene Blackwood, Adam Collinson, Liz Flake and Sharon Harrison

Task Team #30: Seamless Flats Process

Mark Kolb and Randy Workman

Task Team #31: Incident Communications Hot Wash

• Tom Glassman and Dale Kennedy



Growing Membership



Get Involved!

MTAC is growing

- mtac@usps.gov
- https://postalpro.usps.com/mtac

PCC's need you

- pcc@usps.gov
- https://postalpro.usps.gov/pcc

NPF 2021 is May 2 – May 5



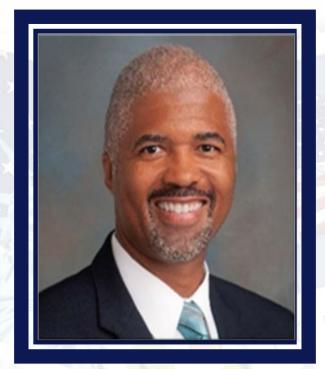


USPS[®] **POSTALPRO**[™]

https://postalpro.usps.com/mtac

August 13, 2020



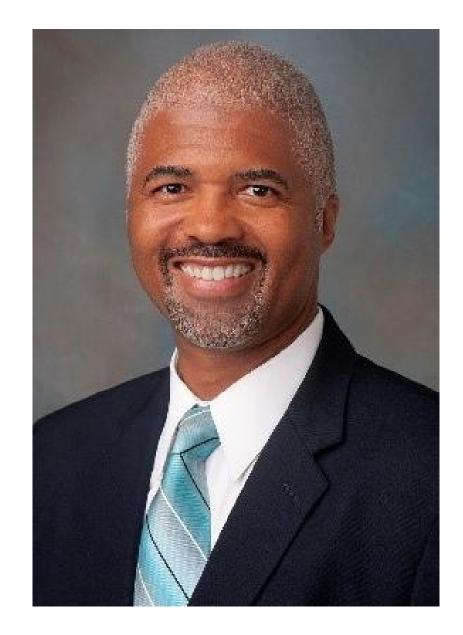


POLITICAL MAIL

Donald Nichols

USPS Headquarters National Lead Political and Mailing Services

AREAS INSPIRING MAIL



DONALD R. NICHOLS

National Lead, Political & Mailing Services

 Donald Nichols is the National Lead for U.S. Postal Service Political and Mailing Services. Donald mobilizes a national team of specialists who consult and support political campaigns, campaign strategists and political alliance mailing partners. He manages USPS strategic sponsorships with political associations, including the development of leading edge thought leadership. He also coordinates marketing and sales efforts to support the use of all mailing products.



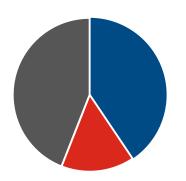
THE LANDSCAPE



HAWAII VOTERS

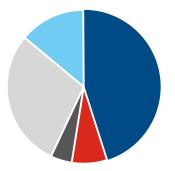
Party Affiliation

Party	Number of People
Democrat	275,692
Republican	104,434
Independent	299,011



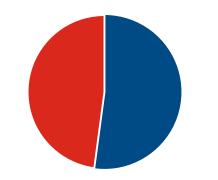
Age Range Based on Birth Year

	Age Range	Number of People	Percentage
	50 - 69	213,898	31.50%
	30 - 39	35,226	5.19%
	18 - 29	21,320	3.14%
	70 and over	137,843	20.30%
	40 - 49	65,745	9.68%
	Unknown	205,105	30.20%



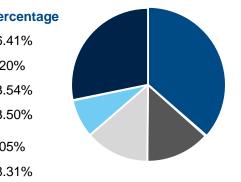
Gender





Broad Ethnic Groupings

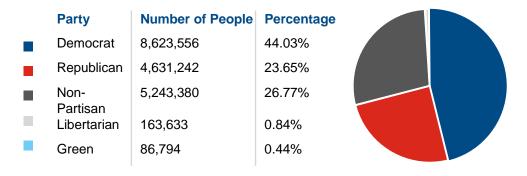
Ethnic Grouping	Number of People	Percenta
European	247,271	36.41%
Likely African-American	1,329	0.20%
Unknown	91,953	13.54%
Hispanic and Portuguese	91,658	13.50%
Other	54,659	8.05%
East and South Asian	192,277	28.31%



Data Source:

CALIFORNIA VOTERS

Party Affiliation

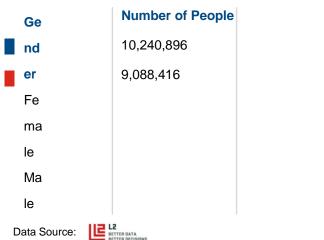


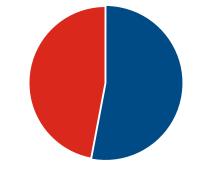
Age Range Based on Birth Year

Age Range	Number of People	Percentage
50 - 69	6,373,550	32.54%
30 - 39	3,337,062	17.04%
18 - 29	3,873,167	19.78%
70 and over	3,037,184	15.51%
40 - 49	2,949,090	15.06%
Unknown	14,412	0.07%



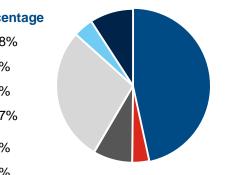
Gender





Broad Ethnic Groupings

	Ethnic Grouping	Number of People	Percenta
	European	9,102,114	46.48%
	Likely African-American	724,249	3.70%
	Unknown	1,610,796	8.22%
1	Hispanic and Portuguese	5,536,901	28.27%
	Other	819,896	4.19%
	East and South Asian	1,790,509	9.14%



OVERALL VOTER TURNOUT

Gender

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

Broad Ethnic Groupings

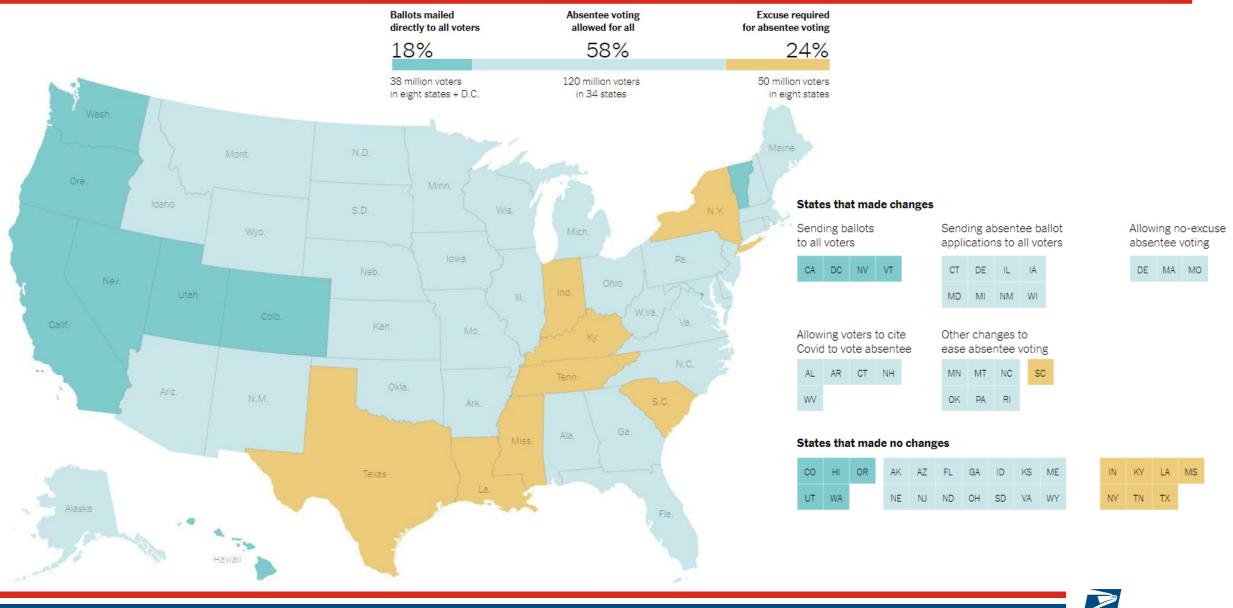
Broad Ethnic Groupings	2018	Percent Increase from 2014
African American	51.4	10.8+
White	57.5	11.7+
Hispanic	40.4	13.4+
Asian	40.2	13.3+

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+



VOTE-BY-MAIL POLICY BY STATE



Data Source: The New York Times





First-Class Mail for all Outgoing Election Mail Ballots
 USPS Marketing Mail is subject to existing delivery standards outlined below
 Election Mail sent as Marketing Mail is not upgraded to First Class service

✓ Provide advance notification of Election Mailings over 25,000 pieces

Class of Mail	Speed of Service*	Free Forwarding and Return	Secure Destruction	Extra Services	Presort Discounts	Single Piece	IMb
First-Class Mail	2–5 days	Yes	Yes	Yes	Yes	Yes	Yes
USPS Marketing Mail	3-10 days	No	No	Only for Parcels	Yes	No	Yes
Nonprofit USPS Marketing Mail	3–10 days	No	No	Only for Parcels	Yes	No	Yes





USPS Recommendations for Election Mail Ballots

- ✓ **Utilize** Intelligent Mail Barcode (IMb)
- ✓ Submit Outgoing and Return Election Mail Ballot Envelope Samples to Mailpiece Design Analysts for Review
- ✓ Identify Election Mail in Electronic Documentation (eDOC)
- ✓ Apply Tag 191 On Official Election Mail

Mailing & Shipping Solutions Center (MSSC)

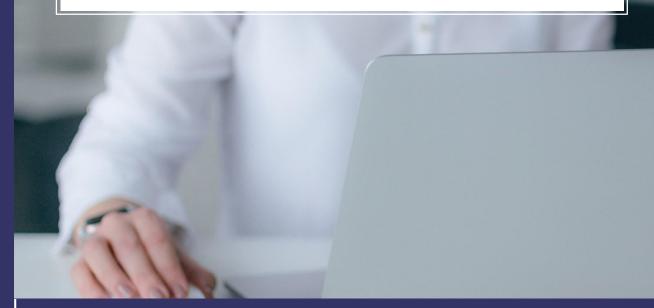


Our Mailing & Shipping Solutions Center is available.

We leverage modern technology to and create a comprehensive knowledge base on PostalPro. We want to make your life easier and save you time. We're looking at ways to help you

Phonero1+807746701000-7284/7ail:

We want to hear from you, be sure to leave your feedback when you call us!



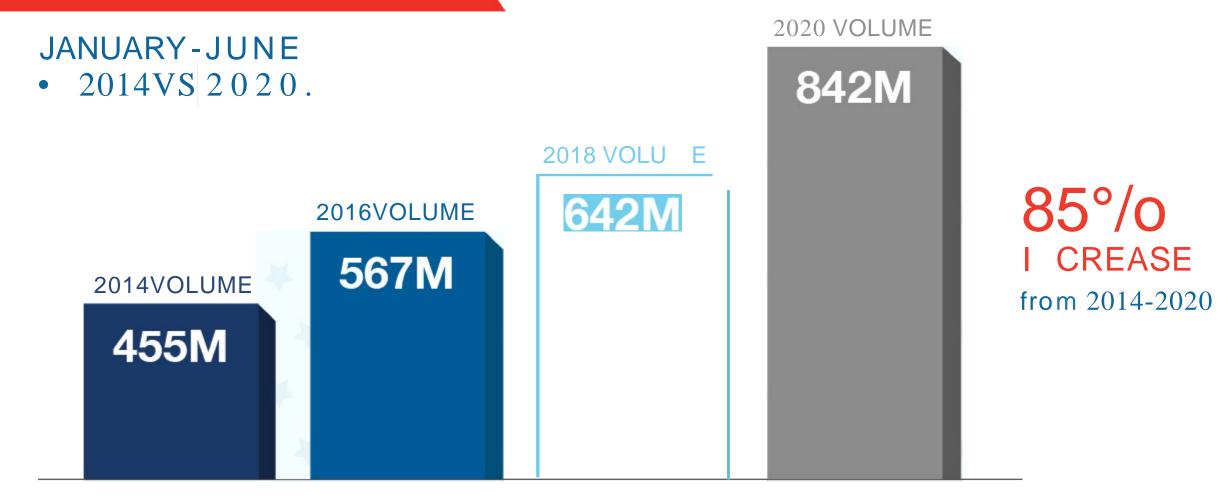
Our Hours: 7:00AM – 7:00PM Central Time





- ✓ **Consult** with the Mailing & Shipping Solutions Center
 - Mailing Requirements Account Creation
 - Mailpiece Design Analyst Design/Artwork Review
 - Leverage Electronic Documentation (eDOC) and Intelligent Mail Barcodes (IMb)on Outgoing & Return Election Ballots
- Collaborate with USPS Local Operations on all Election Mail
 Advance Notification of large Election Mailings
- ✓ Voter Awareness & Education on recommended timelines to request and return mail-in ballots
- Board of Election Awareness & Education of USPS recommended timelines based on USPS Delivery Standards

POLITICAL & ELECTION MAIL GROWTH





| VOTER | INSIGHTS



THOUGHT LEADERSHIP







2019 VOTER SURVEY

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



2020 ELECTION GUIDE

Connecting to Voters

How to Deliver a Personal Touch During Times of Uncertainty

UNITED STATES POSTAL SERVICE.

An AAPC Guide to Winning in 2020-Joint Study Sponsored by the United States Postal Service

AAPC AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS

YOUNGER VOTER SURVEY









CAMPAIGN ORCHESTRATION

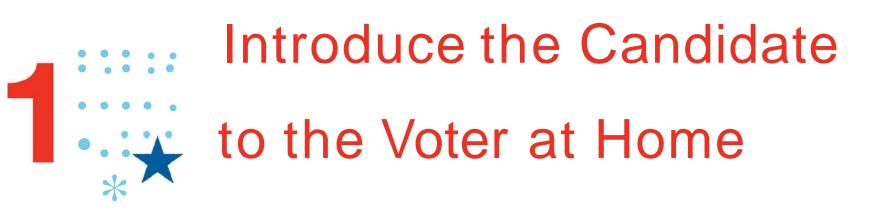


Success in 2020



Introduce the Candidate to the Voter at Home

Establish Trust with Voters Throughout the Campaign Leverage the Media Mix to Inform & Influence Voter Decisions Spark Voters to Cast Their Ballots







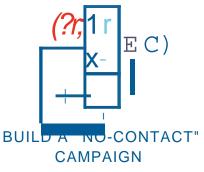


AAPC Tips



USE MAIL EARLY

Direct mail can grab a voter's attention and offer deep and memorable information, which makes it an effective way to introduce a candidate early in the campaign.



Direct mail, television, radio, digital, and phone banking will replace campaign tactics that don't comply with public health or new social norms this campaign cycle.

VOTERS AT HOME



2-in-3

Americans don't feel comfortable going to a polling place²

Establish Trust with Voters Throughout the Campaign

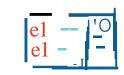


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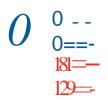
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AAPC Tips



DEVELOP VOTER TRUST WITH MAIL

Direct mail is one of the most trusted channels by voters. Mail enables campaigns to back up what they say by citing facts and being transparent with sources.



USE MAIL TO EFFECTIVELY CRITIQUE OPPONENTS

Direct mail is a highly effective way to illustrate the differences between candidates. It's highly targeted and powerfully visual, so you can offer a unique contrast between messages depending on the voter universe.



TARGET VOTERS WITH DIRECT MAIL

Voter targeting has really evolved, having become increasingly data and model driven, and direct mail can now be used with precisely tailored messaging to specific voter demographics.



Leverage the Media Mix to Inform & Influence Voter Decisions





AAPC Tips



VOTERS MAKE UP THEIR MINDS EARLY

Campaigns should consider reaching out to voters earlier because they are increasingly determining who to support months before Election Day. Direct mail can be effectively used to introduce a candidate or issue in a thoughtful, in-depth way.



TRACK YOUR MAIL PIECES IN REAL-TIME

The Postal Service's Informed Visibility®Service brings near real-time tracking data to deliveries of direct mail pieces.³⁵ Campaigns can use the service to execute phased communications -knowing that the mail piece has arrived enables you to then contact voters through other channels to reinforce the messaging.



DIGITALLY INTEGRATE YOUR MAIL PROGRAM

The Postal Service's Informed Delivery® Service is the email notification service that allows residents to digitally preview incoming direct mail and packages scheduled to arrive soon.³⁶ It offers campaigns the opportunity to engage voters through synchronized direct mail and digital marketing-voters can see the mail piece that has arrived at their house, and then click on the link to a campaign or donation web page.

4 Spark Voters to Cast * Their Ballots





AAPC Tips



START EARLY

If absentee ballots play an expanded role in the election, campaigns should start contacting voters in the months before the election to ensure they understand the options to cast their ballot. This may mean state and local campaigns should not wait for national campaigns to start educating voters on their voting options.



GET THE DETAILS RIGHT

Explain the mechanics of absentee voting, such as how to return absentee ballot requests. It varies by state, but some campaigns plan to send supporters pre-paid envelopes for absentee ballot request forms and voter registration forms.



START WRITING GOTV CONTENT NOW

Volunteers who are engaged months before an election may be looking for ways to contribute early. Utilize them now to prepare handwritten GOTV postcards that can be mailed in the final weeks before Election Day to voters who may need an extra push to get to the polls.

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USE SHARE MAIL® SERVICE

For voter registration and vote by-mail, Share Mail®service is a customized direct mail product that works like a word of-mouth marketing tactic. It enables campaigns to pre-pay for postage and then track usage - th e invoice comes at the end of the month and the campaign only pays return postage for mail pieces that are sent.⁴²

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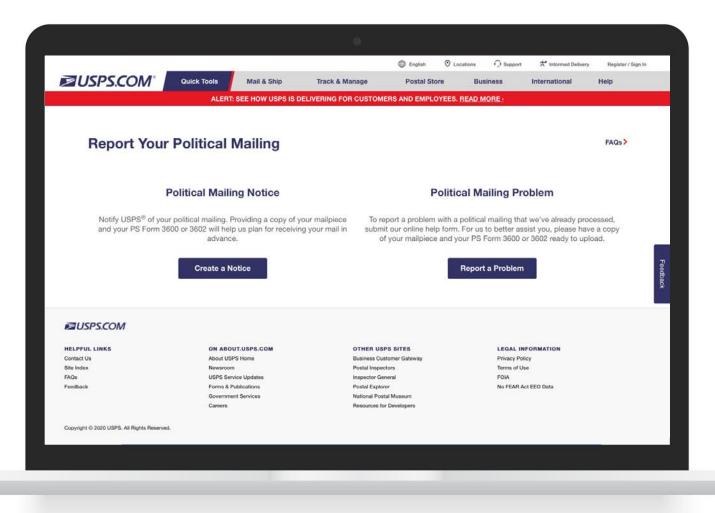
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MAIL NOTICES AND INQUIRIES



https://tools.usps.com/political-mail.htm



DELIVER THE WIN® WEBSITE



QUESTIONS?





Donald Nichols – National Lead, Political & Mailing Services

Donald R. Nichols @usps.gov

nm.LinkedIn.com/in/Donald-Nichols

@DonNicholsUSPS

LINKS:

- https://tools.usps.com/political-mail.htm
- https://informeddelivery.usps.com/box/pages/intro/start.action
- https://www.uspsdelivers.com/track-your-direct-mail-with-informed-visibility/
- https://faq.usps.com/s/article/USPS-Share-Mail-The-Basics
- https://www.deliverthewin.com/





Cameron Bradley Product Manager & Steve Wolffis Vice President







Track Your Ballot at wheresmyballot.sos.ca.gov



BallotTrax tracks mail ballots and absentee ballots through the postal stream and proactively pushes status notifications and reminders to voters, thus increasing election visibility, turn-out and vendor accountability. Bring voter confidence back to the democratic process with this proprietary, patent-pending solution, proven effective for over 10 years of extensive election testing.

Voter Alert Features

- ★ Mail Ballot Status
- ★ Election Reminders
- ★ Cure Notices
- * Drop Box Locations
- * Customizable Email / Text / Voice
- ★ Multiple Languages
- ★ Year-Round Citizen Communications

For more information visit wheresmyballot.sos.ca.gov or ballottrax.com

GET STARTED

Note: This system does not change or update your voter registration. https://california.ballottrax.net/voter/fag

FIRST NAME

e.g. 'John'

First name required exactly as it appears on your voter registration.

LAST NAME

e.g. 'Adams'

DATE OF BIRTH

e.g. '12-09-1986'

ZIP CODE

e.g, '80238'

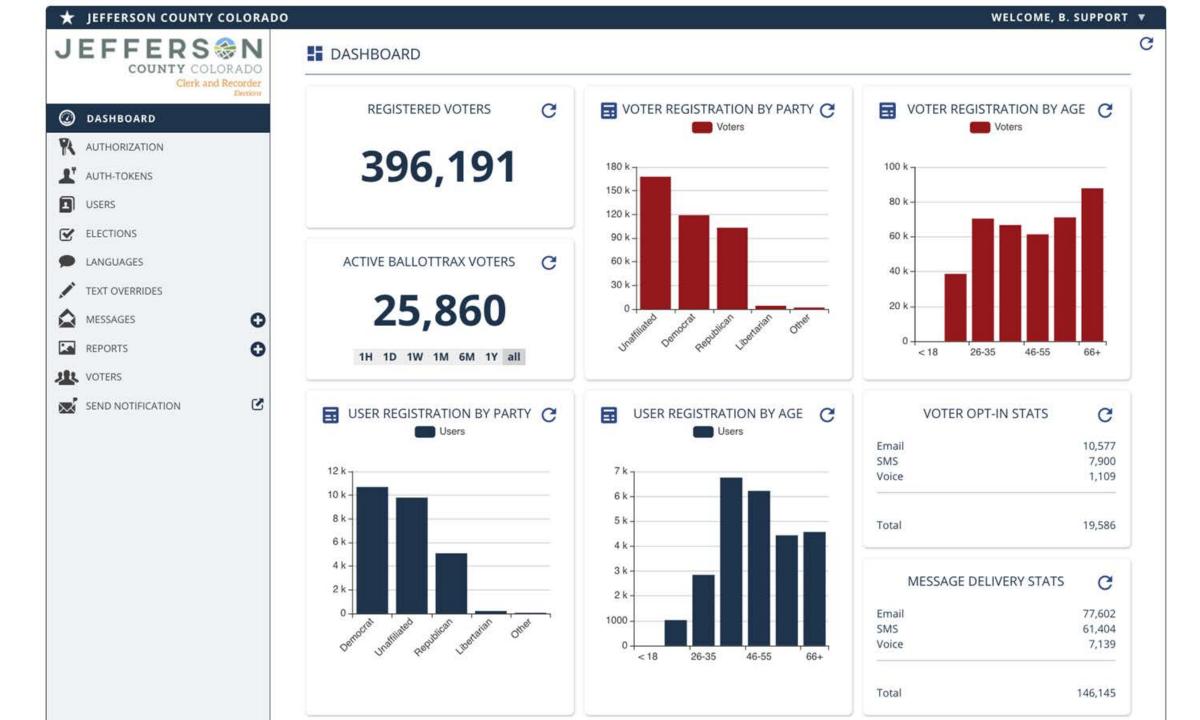
REGISTER / LOG IN

 If you have any problems using BallotTrax, or with the information provided, please contact California by phone at (800) 345-8683 or by email at elections@sos.ca.gov

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Tracking your ballot - when it is mailed, received, and counted - has never been easier.





SACRAMENTO PCC UPDATES Robert Garza, Postal Co-Chair John Millet, Industry Co-Chair



AREAS INSPIRING MAIL

PACIFIC

POSTAL CUSTOMER COUNC

Webina

SPIRING MAIL

(R)

POSTAL SERVICE

Sacramento PCC Upcoming Events

Event 1:Thursday, August 27th 9:30 AM PT"Town Hall" with Steven Mills and Victoria Stephen.EDDM Promotion and Loyalty Program, Small Business GrowthRegister now at www.SacPCC.com

Event 2: Tuesday, September 22nd HQ "National PCC Week" Event

Possible Event: MDP Course in October... Are you interested? Contact <u>Gina.M.Segura@usps.gov</u>









UPDATES

Lindsey Taylor

Manager, Customer Outreach, USPS







Lindsey Taylor

Manager, Customer Outreach Industry Engagement and Outreach USPS Marketing

August 13, 2020

PACIFIC



Thursdays, 11 a.m. – 12 p.m. PT

- August 13: Innovation, led by Gary Reblin, Vice President, Product Innovation
- August 20: Informed Analytics, led by Jeff Johnson, Vice President, Enterprise Analytics
- August 27: Leadership, led by Chief Postal Inspector, Gary Barksdale

https://2020summerseries.npf.org/s/npf-virtual-2020-summer-seri/home



National Postal Forum 2021



Nashville, TN Gaylord Opryland Hotel & Convention Center May 2 – 5



11 a.m. – 12 p.m. PT

- PMG Address (invited to speak)
- State of the Business/Marketing Update
- National PCC Program Office and PCC Advisory Committee Updates
- Recognition of 2020 PCC Leadership Award Winners
- Breakout Sessions:

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- Election and Political Mail
- Innovation (Informed Delivery)
- Informed Visibility/Data Metrics
- Shipping Strategy: Products and Services
- Small Business Initiatives
- Mail Repositioning
- Five Benefits to Belonging to the PCC

NPF Summer Series



PACIFIC

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

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THANK YOU FOR ATTENDING





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