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 AIM@usps.gov
Welcome and Opening Remarks
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

Key Note Address
Joseph Corbett, Chief Financial Officer and Executive Vice President, USPS

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

ZIP Talk: Getting Back To Basics
Wing Lam, Co-Founder and Partner, Wahoo’s Fish Tacos
Eric Morley, Co-Founder and Chief Operations Officer, Blue C Advertising

Taking It To The Streets

Mailer’s Technical Advisors Committee (MTAC)
Update
Bob Schimek, Quad Director of Postal Affairs

Political Mail Update
Donald Nichols, Lead, Political and Mailing Services, USPS

Featured Industry: Where’s My Ballot?
California Ballot Tracking Project
Cameron Bradley, Product Manager & Steve Wolffis, Vice President, BallotTrax

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

PCC and National Postal Forum
Lindsey Taylor, Manager, Customer Outreach, USPS

Q &As and Closing
Bridgett Carroll, Postal Co-Chair, Pacific Area Marketing Manager, USPS

Virtual Tour
Anaheim Processing & Distribution Center
KEYNOTE ADDRESS

Joseph Corbett
Chief Financial Officer and Executive Vice President
USPS
Quarterly and June 30, 2020, Year-to-Date Financial Information
## Financial Results

<table>
<thead>
<tr>
<th>Quarter 3 (3 Months)</th>
<th>FY 2020 (Billions)</th>
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Importance of USPS to the Economy

- 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
Larry Munoz
Vice President, Regional Processing Operations
Western Region
USPS
Leadership Transition
Greg Graves
Vice President, Western-Pacific Area Retail and Delivery Operations
“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 re-emphasizing 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.”
Service Review
First-Class Letters / Flats Composite

FY 2020 Year To Date: 91.59
FY 2019 Year To Date: 92.02

Target: 96
Wing Lam & Eric Morley
Co-Founder and Partner Wahoo’s Fish Tacos
Co-Founder and Chief Operations Officer Blue C Advertising
MAILER’S TECHNICAL ADVISORS COMMITTEE

Bob Schimek
Quad Director of Postal Affairs
Welcome
Pacific AIM
MTAC Update

Thursday
August 13, 2020
Customers Value Connection Now More Than Ever

37% of shoppers are more excited to receive their mail each day than before the pandemic.¹

46% of shoppers are now more interested in deals, coupons or promotions.¹

30% of shoppers are spending more time reading marketing or promotions that arrive in their home mailbox.¹

Consumer Behaviors in a COVID-19 World

¹ Retail Touchpoints: Based on Valassis survey of 1,000 consumers during week of April 27, 2020.
Count everyone once, only once, and in the right place.
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
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
MTAC Task Team Closeouts

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
POLITICAL MAIL

Donald Nichols
USPS Headquarters National Lead
Political and 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

<table>
<thead>
<tr>
<th>Party</th>
<th>Number of People</th>
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<tbody>
<tr>
<td>Democrat</td>
<td>275,692</td>
</tr>
<tr>
<td>Republican</td>
<td>104,434</td>
</tr>
<tr>
<td>Independent</td>
<td>299,011</td>
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</table>

Age Range Based on Birth Year

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

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<td>350,355</td>
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<tr>
<td>Male</td>
<td>321,875</td>
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<td>Unknown</td>
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Broad Ethnic Groupings

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<tbody>
<tr>
<td>European</td>
<td>247,271</td>
<td>36.41%</td>
</tr>
<tr>
<td>Likely African-American</td>
<td>1,329</td>
<td>0.20%</td>
</tr>
<tr>
<td>Unknown</td>
<td>91,953</td>
<td>13.54%</td>
</tr>
<tr>
<td>Hispanic and Portuguese</td>
<td>91,658</td>
<td>13.50%</td>
</tr>
<tr>
<td>Other</td>
<td>54,659</td>
<td>8.05%</td>
</tr>
<tr>
<td>East and South Asian</td>
<td>192,277</td>
<td>28.31%</td>
</tr>
</tbody>
</table>

Data Source:
CALIFORNIA VOTERS

### Party Affiliation

- **Democrat**
  - Number of People: 8,623,556
  - Percentage: 44.03%
- **Republican**
  - Number of People: 4,631,242
  - Percentage: 23.65%
- **Non-Partisan**
  - Number of People: 5,243,380
  - Percentage: 26.77%
- **Libertarian**
  - Number of People: 163,633
  - Percentage: 0.84%
- **Green**
  - Number of People: 86,794
  - Percentage: 0.44%

### Gender

- **Female**
  - Number of People: 10,240,986
  - Percentage: 50.38%
- **Male**
  - Number of People: 9,088,416
  - Percentage: 49.62%

### Age Range Based on Birth Year

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

### Broad Ethnic Groupings

- **European**
  - Number of People: 9,102,114
  - Percentage: 46.48%
- **Likely African-American**
  - Number of People: 724,249
  - Percentage: 3.70%
- **Unknown**
  - Number of People: 1,610,796
  - Percentage: 8.22%
- **Hispanic and Portuguese**
  - Number of People: 5,536,901
  - Percentage: 28.27%
- **Other**
  - Number of People: 819,896
  - Percentage: 4.19%
- **East and South Asian**
  - Number of People: 1,790,509
  - Percentage: 9.14%
# Overall Voter Turnout

## Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>2018</th>
<th>Percent Increase from 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>51.8</td>
<td>10.9+</td>
</tr>
<tr>
<td>Women</td>
<td>55</td>
<td>12+</td>
</tr>
</tbody>
</table>

## Broad Ethnic Groupings

<table>
<thead>
<tr>
<th>Broad Ethnic Groupings</th>
<th>2018</th>
<th>Percent Increase from 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>51.4</td>
<td>10.8+</td>
</tr>
<tr>
<td>White</td>
<td>57.5</td>
<td>11.7+</td>
</tr>
<tr>
<td>Hispanic</td>
<td>40.4</td>
<td>13.4+</td>
</tr>
<tr>
<td>Asian</td>
<td>40.2</td>
<td>13.3+</td>
</tr>
</tbody>
</table>

## Age-Range Based on Birth Year

<table>
<thead>
<tr>
<th>Age</th>
<th>2018</th>
<th>Percent Increase from 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>35.6</td>
<td>15.7+</td>
</tr>
<tr>
<td>30-44</td>
<td>48.8</td>
<td>13.2+</td>
</tr>
<tr>
<td>45-64</td>
<td>59.5</td>
<td>9.9+</td>
</tr>
<tr>
<td>65+</td>
<td>66.1</td>
<td>6.7+</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Class of Mail</th>
<th>Speed of Service*</th>
<th>Free Forwarding and Return</th>
<th>Secure Destruction</th>
<th>Extra Services</th>
<th>Presort Discounts</th>
<th>Single Piece</th>
<th>IMb</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-Class Mail</td>
<td>2–5 days</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>USPS Marketing Mail</td>
<td>3–10 days</td>
<td>No</td>
<td>No</td>
<td>Only for Parcels</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Nonprofit USPS Marketing Mail</td>
<td>3–10 days</td>
<td>No</td>
<td>No</td>
<td>Only for Parcels</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>
**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 automate permit creation, redesign the Business Customer Gateway (BCG), 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 around the clock – 24/7.

Our Contact Information
Phone: 1-877-672-0007 Email: MSSC@usps.gov

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

Our Hours:
7:00AM – 7:00PM Central Time
Keys To Success

- **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

JANUARY-JUNE
• 2014 VS 2020.

2014 VOLUME: 455M
2016 VOLUME: 567M
2018 VOLUME: 642M
2020 VOLUME: 842M

85% INCREASE from 2014-2020

USPS Interna Data
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
Connecting to Voters
How to Deliver a Personal Touch During Times of Uncertainty

An AAPC Guide to Winning in 2020—Joint Study Sponsored by the United States Postal Service
The Shifting Voter Mindset

Why direct mail is the new way to reach new voters
What's New In 2020
CAMPAIGN ORCHESTRATION
Success in 2020

1. Introduce the Candidate to the Voter at Home
2. Establish Trust with Voters Throughout the Campaign
3. Leverage the Media Mix to Inform & Influence Voter Decisions
4. Spark Voters to Cast Their Ballots
Introduce the Candidate to the Voter at Home

**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.

**BUILD A "NO-CONTACT" 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.

**2-in-3**
Americans don’t feel comfortable going to a polling place.

**VOTERS AT HOME**
Establish Trust with Voters Throughout the Campaign

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.
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. 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. 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.

Leverage the Media Mix to Inform & Influence Voter Decisions
**Spark Voters to Cast Their Ballots**

**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.

**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 - the invoice comes at the end of the month and the campaign only pays return postage for mail pieces that are sent.
MAIL NOTICES AND INQUIRIES

https://tools.usps.com/political-mail.htm
DELIVER THE WIN® WEBSITE

deliverthewin.com
QUESTIONS?
CONTACT ME

Donald Nichols – National Lead, Political & Mailing Services

Donald.R.Nichols@usps.gov
www.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://www.deliverthewin.com/
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
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
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 Growth

Register now at [www.SacPCC.com](http://www.SacPCC.com)

**Event 2:** Tuesday, September 22nd HQ “National PCC Week” Event

**Possible Event:** MDP Course in October... Are you interested?

Contact [Gina.M.Segura@usps.gov](mailto:Gina.M.Segura@usps.gov)
AREAS INSPIRING MAIL

UPDATES

Lindsey Taylor
Manager, Customer Outreach, USPS

Future Meetings
Lindsey Taylor
Manager, Customer Outreach
Industry Engagement and Outreach
USPS Marketing

August 13, 2020
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:
  - 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
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
THANK YOU FOR ATTENDING
Anaheim Plant Virtual Tour