

A CLERK'S GUIDE FOR ELECTION MAIL

PRESENTED BY



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WHO IS KCI?

- Almost 50 years as mail service provider
- Authorized USPS presort facility
- High volume mailer with USPS
- Mailer of secure, time sensitive documents for over 300 municipalities in MI
- SOCII Type 2 certified for data security
- Secure facility with cameras and badge card access



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CHALLENGES TODAY

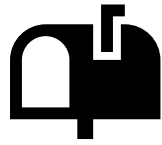
- What are your biggest challenges with election mail?
- What questions do you have about mail that we can answer today?



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TOPICS COVERED:



- How mail is processed
- Mail classes/rules
- Move Update Requirement
- How to pay for postage
- Mailing ballots
- BRM – purple envelopes
- AV applications, Voter ID cards, EV postcards
- Future of Mail
- Informed Delivery Mail Tracking & Reporting
- Mail Security
- Q & A

DID YOU KNOW?

- Almost every aspect of the mail is automated
- Mail is sorted on a Multiple Line Optical Character Reader (MLOCR)
- The camera scans 11 pieces of mail per second / 40,000+ pieces per hour
- MLOCR checks for barcodes
- If a piece does not contain a barcode, it will inkjet one on it containing zip+4
- MLOCR checks if there is a move on file for the person
- MLOCR sorts each piece into trays by zip code



CLASS OF MAIL



First Class



Marketing Mail / Presort Standard



Nonprofit



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MOVE UPDATE REQUIREMENT

- Mail sent at discount rates must have addresses updated within 95 days before mailing.
- NCOA (National Change of Address) – Address list electronically matched to mailing address. Can be used for some election mail – not ballots.
- Ancillary Service Endorsements (more later in presentation)



FIRST CLASS RATES AND RULES

First Class Stamp

- Physical stamp
- First ounce, 68 cents
- Additional ounces, 24 cents
- Lumpy/bumpy or over 1/4", additional 24 cents
- Most pieces delivered in 3-7 days (Saturdays count)
- If return address is provided, undeliverable mail is returned to sender for free

First Class Meter

- Postage must be applied by postage meter
- First ounce, 64 cents
- Additional ounces, 24 cents
- Lumpy/bumpy or over 1/4", additional 24 cents
- Most pieces delivered in 3-7 days (Saturdays count)
- If return address is provided, undeliverable mail is returned to sender for free

First Class Presort

- Meter, permit, or special pre-cancelled stamp
- Minimum of 500 pieces
- Rate starts at 58.6 cents and can go lower
- 1 oz - 3.5 oz, same rate
- Pieces should be barcoded
- Must be sorted, bundled and trayed in a very specific manner
- Must meet eligibility criteria for address readability and placement



MARKETING AND NONPROFIT

Marketing Mail

(aka bulk/presort standard)

- Minimum of 200 pieces, all same shape, weight and size
- Letters, flats and parcels all qualify
- Most pieces deliver in 3-9 days (Saturdays count), may take up to 21 days
- Must be sorted, bundled and trayed in a very specific manner
- Should have an Intelligent Mail Barcode
- Undeliverable mail is destroyed unless instructed to return; returns will cost first class postage + fee
- Very specific rules about content:
 - No handwritten personalization
 - Digital “handwriting” font is fine

Nonprofit

- Minimum of 200 pieces, all same shape, weight and size
- Must be pre-registered with the USPS (IRS tax exempt form does not count)
- Very specific rules about content:
 - No advertising for sale, goods, or commercial services
 - No handwritten personalization (digital is fine)
 - Less than 25% advertising space allotted to for-profit organizations
- Must still be sorted and trayed to USPS specifications
- Should have an Intelligent Mail Barcode
- Organization name and return address must be prominently displayed in either the return address area or within the content
- Organization name and address must match exactly what was registered with the USPS



CONTENT (WHAT DOES IT SAY?)



First Class Mail

Can contain just about anything, including (but not limited to):

- Personal correspondence
- Paid advertising
- Solicitation for goods or services
- Financial data/transactions (invoices, receipts, contracts)



Marketing Mail

Specific rules about what is in the mail piece:

- No personal correspondence
- No contracts, invoices, or financial statements (anything that, if not received, would have financial or legal ramifications)
- Paid advertising is okay
- Solicitation for goods or services is okay



Nonprofit

Like marketing mail, but more rules:

- No personal correspondence
- No contracts, invoices, or statements (including year-end giving statements)
- No paid advertising
- Solicitation for donations and invites are okay
- You must be a nonprofit organization or certain form of government

HOW TO PAY FOR POSTAGE

Stamp

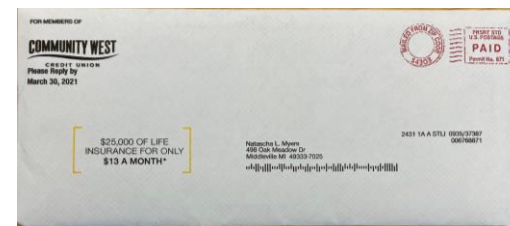
- Physical Stamp
- Pay by cash, credit card, or pull from an account with the USPS
- Available for all rate categories
- Forever stamps do not expire

Meter

- Meters are rented from meter manufacturer
- Postage is paid online in lump sum and applied to a specific meter
- Postage is applied with meter and amount deducted as used
- Refill as needed

Permit

- Yearly fee is paid to the USPS in addition to postage
- Use your vendor's permit
- Postage is paid in a lump sum or taken from bank account via ACH
- Postage deducted from account when mail entered into USPS



ELECTION MAIL NONPROFIT/MARKETING RATE VS. FIRST CLASS?

Nonprofit/Marketing

- Ballots > 10 days before election
- AV applications
- Early Voting notices
- Precinct change notices
- Voter ID cards

First Class

- Voter ID cards with mailing address different from voting address
- Ballots < 10 days prior to election
- Overseas ballots



ITEMS THAT ARE IDEAL FOR NONPROFIT MAIL

- Absentee ballot applications
- Ballots
- Voter ID cards
- Early Voting site notices



2024 EARLY VOTING CENTER

DATES & TIMES

Oct 19-23 8am - 4:30pm	Oct 24 7am - 7pm	Oct 25 1pm - 6pm	Oct 26-30 7am - 7pm
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LOCATIONS

XYZ Center 2345 Center Drive City, MI Zip	ABC Church 6789 Faith Lane City, MI Zip	Community College 991 Smart Blvd. City, MI Zip Zip	Town Hall 10112 Main Street City, MI Zip
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Municipality Address
123 Main Street
Your Name, MI Zip

Bring your photo ID
(if you have one)
when you come to vote.

PUBLIC NOTICE ESTABLISHMENT

DO I HAVE TO PREPARE MY MAIL DIFFERENTLY?

- Yes. To take advantage of the drastically reduced postage rate, there are several steps that you must take to ensure that your pieces are processed accurately. If you are doing this manually, it can be time consuming.
- Benefits of using a mail service provider, like KCI:
 - We take care of all the complicated processes and paperwork.
 - We apply the Intelligent Mail Barcode (IMB) that helps the mail get to its destination quickly.
 - We deliver it to the post office.



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BALLOT MAIL BEST PRACTICES - POSTAGE

Weight	FC Stamp	FC Meter	FC Presort (highest)	Marketing (highest)	Nonprofit (highest)
<1oz.	\$0.68	\$0.64	\$0.586	\$0.391	\$0.234
1-2oz.	\$0.92	\$0.88	\$0.586	\$0.391	\$0.234
2-3oz.	\$1.16	\$1.12	\$0.586	\$0.391	\$0.234

- Spread from 3oz. First Class stamp to Nonprofit = **\$0.926 SAVINGS PER BALLOT!**
- Important to apply postage for additional oz. or voter may receive ballot postage due!



BALLOT MAIL BEST PRACTICES - ENDORSEMENT

Return Service Requested

First Class - Undeliverable As Addressed (UAA)

Returned with yellow sticker

No cost to Clerk

Marketing/Nonprofit - Undeliverable As Addressed (UAA)

Returned with yellow sticker

Weighted fee charged by postal carrier or at PO if PO Box Address

- <1 oz. \$0.64
- 1-2oz. \$0.88
- 2-3oz. \$1.12



PURPLE RETURN ENVELOPE BEST PRACTICES

- State of MI has created an account for each Clerk – Business Reply Envelopes must be prepared to specific ZIP+4 and have a specialized USPS barcode.
- Local postal facilities manually account for the mail delivered to your ZIP+4. This can cause a delay in receiving mail.
- Find the facility where your mail is accounted for. **Go meet the people handling your mail!!** Make sure the local USPS clerks and their supervisors understand the importance of fast, **daily** processing. Many postal facilities only have one staff member who processes Business Reply Envelopes.



AV APPLICATION BEST PRACTICES - POSTAGE

Weight	FC Stamp	FC Meter	FC Presort (highest)	Marketing (highest)	Nonprofit (highest)
1 oz.	\$0.68	\$0.64	\$0.586	\$0.391	\$0.234

- Spread from 1 oz. First Class stamp to Nonprofit = \$0.446



VOTER ID CARDS / EARLYVOTING POSTCARDS BEST PRACTICES - POSTAGE

	FC Retail	FC Presort (highest)	Marketing (highest)	Nonprofit (highest)
Postcard	\$0.53	\$0.406	\$0.391	\$0.234

- Spread from 1 oz. First Class stamp to Nonprofit = \$0.296



VOTER ID CARDS, APPLICATIONS, EV CARDS BEST PRACTICES - ENDORSEMENT

Return Service Requested

- First Class mail - Undeliverable As Addressed (UAA)
 - Returned with yellow sticker
 - No cost to Clerk
- Marketing or Nonprofit - Undeliverable As Addressed (UAA)
 - Returned with yellow sticker
 - Weighted fee charged by postal carrier or at PO if PO Box Address (<1 oz. = \$0.64)

Address Service Requested

- First Class Mail - Undeliverable As Addressed (UAA)
 - Mail Forwarded for moves 1-12 months – Notice of new address generated. Fee charged \$1.63
 - Move >12 months - unable to forward – piece returned with notice no charge
- Marketing or Nonprofit - Undeliverable As Addressed (UAA)
 - Mail Forwarded for moves 1-12 months – Notice of new address generated. Fee charged \$1.63
 - Move >12 months - unable to forward – piece returned with notice \$1.63



NONPROFIT/MARKETING IS A HASSLE!

- The number one concern/complaint involves pieces that are undeliverable.
 - While this is frustrating and feels like the hassle is not worth the postage savings, do the math before you make that decision. If you mail 1,000 ballots, and they weigh over one ounce (many do), you will pay .88 ea = \$880 in postage. Nonprofit postage would run \$234.
 - You just saved your taxpayers \$646!
 - If you get back 10% of the mail, 100 pieces in this example, it will cost you \$88. You are still way ahead financially.
- Another complaint: slow delivery.
 - Most often local delivery is only a couple of days slower than the First Class mail.



FUTURE OF MAIL

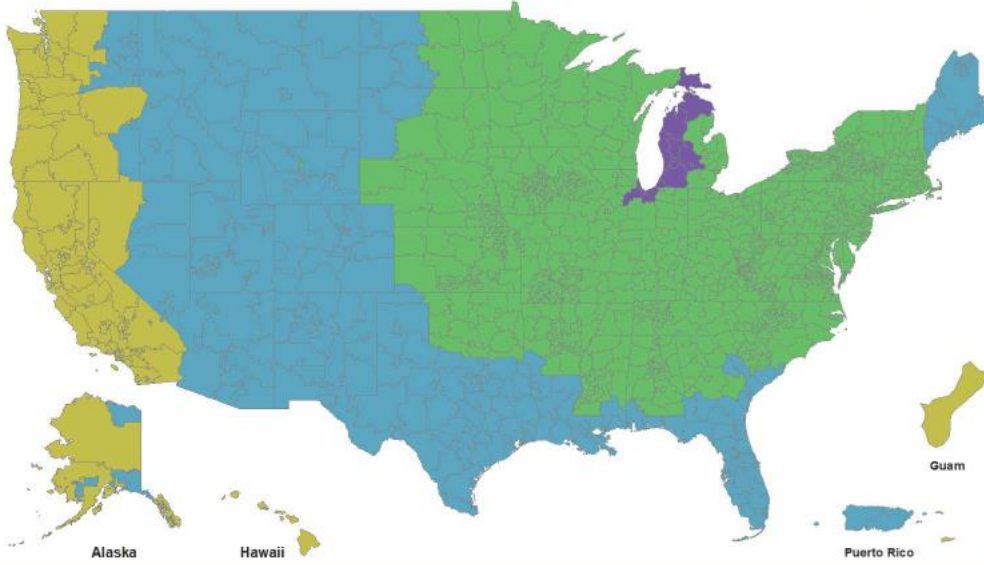
- USPS is in early stages of their “Deliver for America” reorganization plan.
 - More mail now moves via ground transport – mail delivery standards are slower.
 - Building new facilities and reorganizing current facilities – when new facilities come online, we have seen dramatic temporary slowdowns in service.
 - Postage increases twice per year, and we expect a 7-8% increase in July.
- The next slide shows the delivery standards for mail when dropped in Grand Rapids, MI



Delivery Standards for First Class Mail

This map shows estimated delivery times for first class mail that is mailed from Grand Rapids.

Number of days for delivery

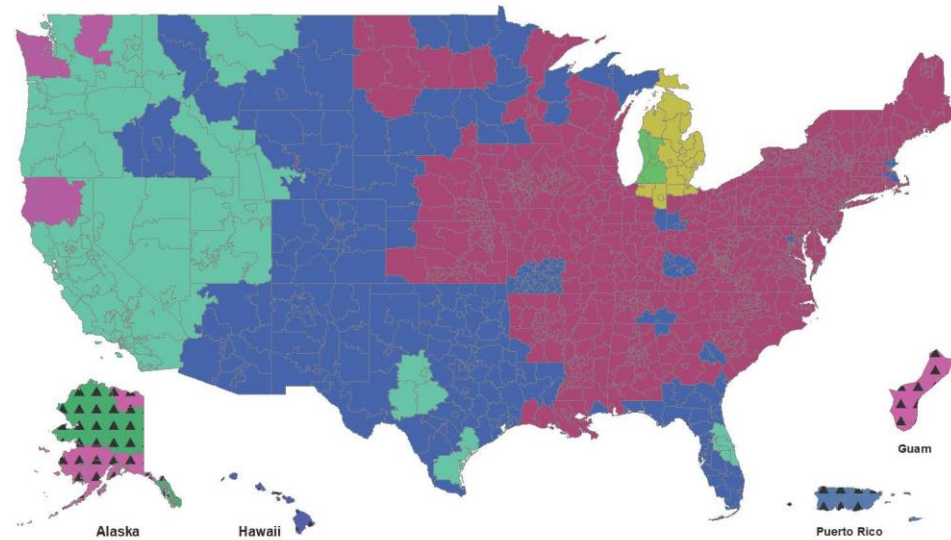


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Delivery Standards for Presorted Standard Mail

This map shows estimated delivery times for presorted standard mail that is mailed from Grand Rapids.

Number of days for delivery

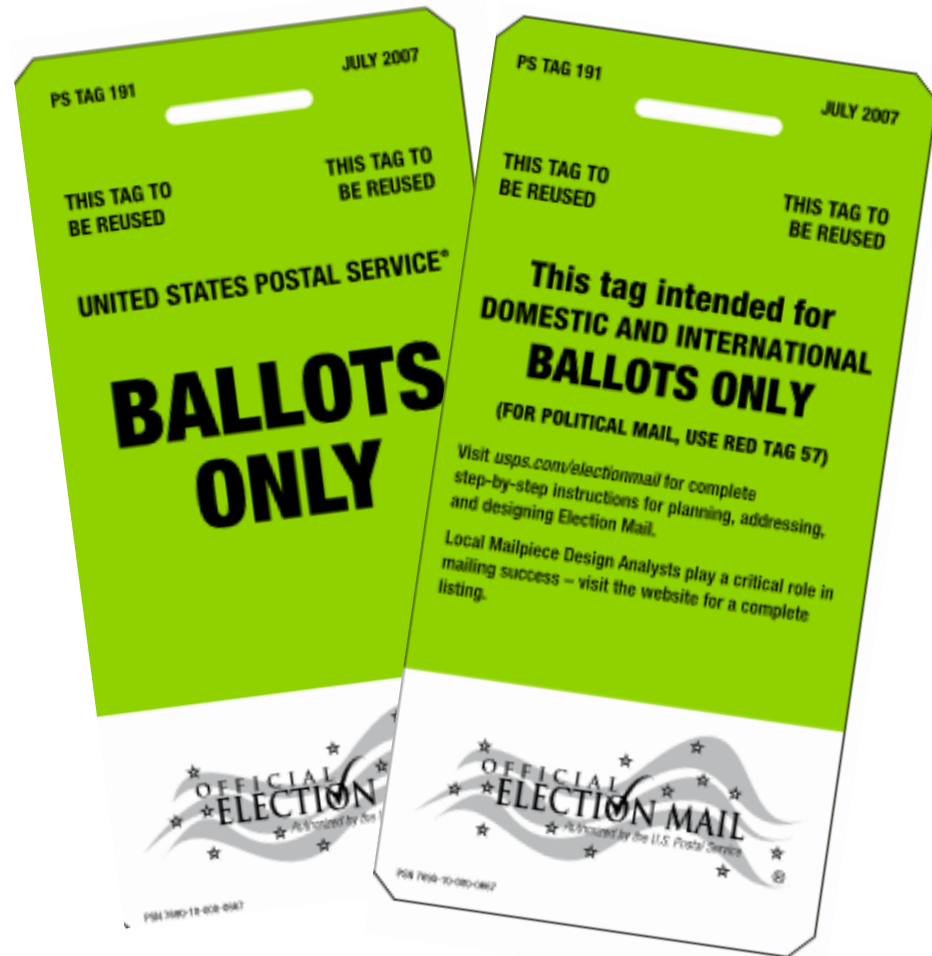


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USPS BALLOT MAIL TAG

- When sending ballots, use these on your mail trays. They give the USPS a quick visual of what is in the tray.
- These are for ballots **ONLY**.
- Other types of election mail do not have specific tags.
 - If using a mail service provider, they will put a special code called a STID in the barcode to tell the post office this is election mail.



INFORMED VISIBILITY: MAIL TRACKING AND REPORTING

- Mailer prints tracking barcode in address block or on envelope.
- USPS provides data back to mail service provider when pieces are scanned in USPS system.
- Final scan is generated when pieces are sequenced for delivery. From final scan we assume piece is delivered based on geocode generated when carrier is on the delivery street.
- Mail service provider gives Clerk access to tracking webpage similar to what FedEx uses.
- Delivery scan rate is usually over 99% for ballots.
- Tracking kits for Clerks mailing on their own are available from KCI.



TRACKMIBALLOT PORTAL



[Mail Tracking](#) | [Campaigns](#) | [Company](#) | [Reports](#) | [Admin](#) | [Analytics](#) | [Support](#)

Mail Tracking - Job Summary Report Type: -- USPS Scans

Company:	Kent Communications / [REDACTED]	Estimated Qty:	17,368	Date Created:	3/25/2024 eDocs
Job Id/Name:	[REDACTED]	Tracked Qty:	17,368	Target Start Date:	3/27/2024
Description:	Purple Ballot Return Envelope	Mail Class:	Multiple	Target End Date:	4/6/2024
Split Id/Name:	All Splits	Piece Type:	Letter	Total Scans:	16,898
Split Description:	Multiple	First Drop Date:	3/25/2024	Total Scan Pct:	97.29% - *Delivery Date

Scan Details For Mailpiece:

Bar Code	Service Type Id	MID	Serial Number	*Delivery Date	Jurisdiction	Kit Tracking Number	UserDefined3	Ballot #	Voter ID
00	746	202248	200014305	04/02/2024	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Addressee
 [REDACTED]
 [REDACTED]
 [REDACTED]
 02663-090808
 CampaignTrack™

All Fields

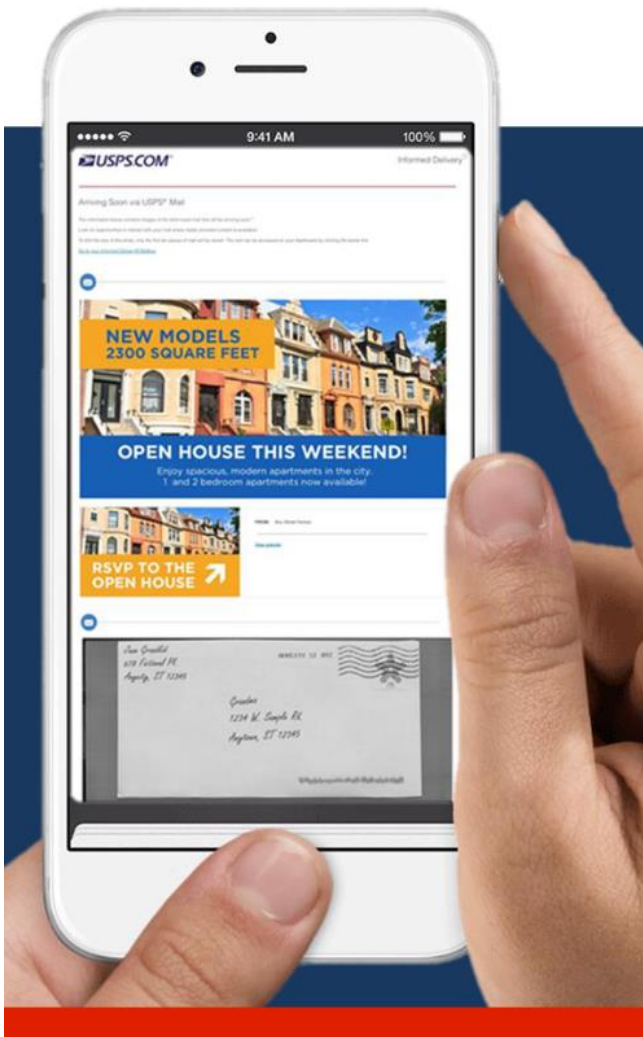
Informed Visibility Scan Details											
Scan Date	FCLT ID	Facility	Event Code	Description	Stop The Clock	Routing Code	Handling Event Type	eDoc	Container ID	Tray ID	
3/29/2024 1:40:35 PM	49512	EAST PARIS	874	Container Accepted	N	02663090808	Assumed	KCI17101	165267	254488	
3/30/2024 3:13:39 PM	48340	PONTIAC	483	Sortation/Distribution	N	02663090808	Actual	KCI17101	165267	254488	
3/30/2024 7:58:04 PM	48340	PONTIAC	891	Sortation/Distribution	N	02663090808	Actual	KCI17101	165267	254488	
4/1/2024 11:47:35 AM	02904	CORLISS PARK STATION	483	Sortation/Distribution	N	02663090808	Actual	KCI17101	165267	254488	
4/1/2024 2:51:16 PM	02904	CORLISS PARK STATION	918	Sequenced for Delivery - 1st Pass	Y	02663090808	Actual	KCI17101	165267	254488	
4/1/2024 4:17:51 PM	02904	CORLISS PARK STATION	919	Final Sequencing for Delivery	Y	02663090808	Actual	KCI17101	165267	254488	

Informed Visibility - Container Scans

Informed Visibility - Tray Scans

* Projected Delivery Date

WHAT IS INFORMED VISIBILITY?



- Recipients sign up with the USPS to see what is supposed to be in their mail that day.
- They receive an email from the USPS alerting them to what is in the mail;
- Over 30% of households in the US are registered for this program.
- It costs you nothing
- The voter signs up for this; Clerks do not have to do anything

ADDRESSING ON PURPLE ENVELOPE

- Clerk assigns ballot numbers
- Clerk downloads the voter list and sends to mail service provider
- Mail service provider addresses the envelopes in precinct and ballot number order
- Purple envelopes are returned to the Clerk for insertion
- In this process, KCI can create tracking mail barcodes



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ADDRESSING ON PURPLE ENVELOPE

Official Ballot Return Envelope



To be opened only by the Precinct or Absent Voter Ballot Counting Board


Don't forget to sign on the back.

Drop off or mail your ballot so that it is returned by 8 p.m. on Election Day.

Track your ballot at mi.gov/vote

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Rev. 4/2023

SIGN BACK OF ENVELOPE




BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. XXX YOUR CITY, MI

POSTAGE WILL BE PAID BY ADDRESSEE

CLERK
SAMPLE MUNICIPALITY
1234 STREET AVE SE
YOUR CITY, MI 12345-6789

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES



IMPORTANT! DID YOU...

- Sign in the box below in your own handwriting?
- Put your ballot in the envelope?
- Return to the local clerk by 8 p.m. on Election Day?

FOR CLERK'S USE ONLY

Returned: _____ Precinct No. _____
Date and Time _____ Ballot No. _____

Voter signature verified (Initials) _____
 Rejected? (Reason) _____

KEEP YOUR BALLOT SECURE. It is a felony for anyone to be in possession of an absent voter ballot except authorized election officials, employees of postal services or other common carriers during the normal course of their job handling mail or a member of the voter's immediate family or household who the absent voter has asked to return the ballot.

I assert that:

- I am a United States citizen.
- I am qualified and registered to vote at the address listed.
- I am voting in conformity with state election law.
- I marked my ballot and placed it in this envelope without showing it to anyone.
- I am returning my ballot to the clerk's office by delivering it myself or a member of my immediate family or household, or sending it by public postal, express mail, or parcel post service, or other common carrier.

Understand that knowingly making a false statement is a misdemeanor.

VOTER SIGN HERE in ink. Power of attorney is not acceptable.

VOTER SIGNATURE REQUIRED

Signature of Absent Voter _____ Date _____

This box must be signed or your vote will not be counted.

If someone assists you or helps you mark your ballot, they must sign and identify themselves.

Assisted the voter who is disabled or unable to mark their ballot according to their directions and without showing it to another person.


Signature of Person Assisting Voter _____

Print Name of Person Assisting Voter _____

Address of Person Assisting Voter _____ City _____ State _____ Zip _____

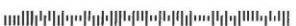
A person who assists an absent voter and who knowingly makes a false statement is guilty of a felony.

CLERK
SAMPLE MUNICIPALITY
1234 STREET AVE SE
YOUR CITY, MI 12345-6789



11/3/2020 08:45 2001 G0452001

Registered Voter
1234 Voter Street
Voter City, MI 11111-9999



ELECTION PRESCRIPTION
G045 2001



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FAQS

Q. Will this put voter security and confidentiality at risk?

A. No. KCI is SOCII certified for security. We also have scan-in building entry and security cameras in all sensitive areas.

Q. Isn't this expensive to outsource?

A. No. Small municipalities benefit from the ease of using an outside vendor, and postage savings can often cover most of the costs. For example, if a municipality has more than 5,000 voters on their AV file, KCI can cover the cost of postage, printing, paper, envelopes and mailing and have money left over, compared to paying \$0.64 postage.



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OTHER NOTES ON MAIL SAFETY AND SECURITY

- The USPS has a law enforcement arm that protects not only the mail, but the mail carriers too.
- Chemical sensors, scanners, and dogs are used to screen the mail for harmful and illicit substances
- Hardened blue mail-boxes, anti theft and electronic locking mechanisms on some mail receptacles
- Cameras placed throughout the processing plants
- Use of scanners for tracking mail through the mailstream
- It is a federal crime to tamper, interfere or steal mail.



QUESTIONS?



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