

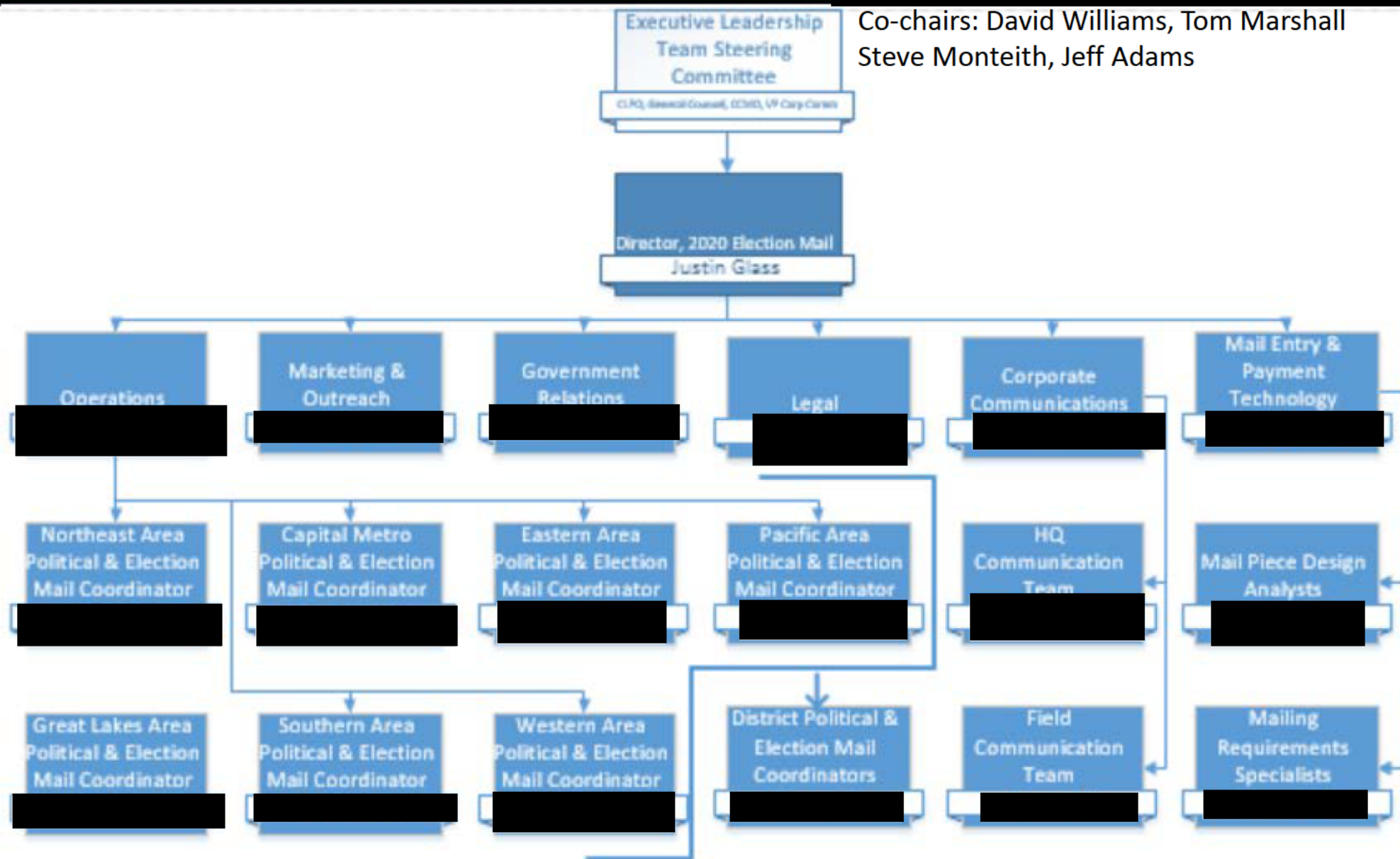
ELECTION MAIL PLAYBOOK

2020 Election Mail Season

- Election Mail Structure, Taskforce, and Committees
- Outreach to Elections Officials, Mail Service Providers, Other Stakeholders
- General Counsel Letters to States
- Operational Plan for Election Mail
- Corporate Communication Strategy
- Marketing and Brand Strategy
- Security and Fraud Prevention
- Uniformed & Overseas Citizens (UOCAVA)
- Continuing Actions Moving Towards General Election

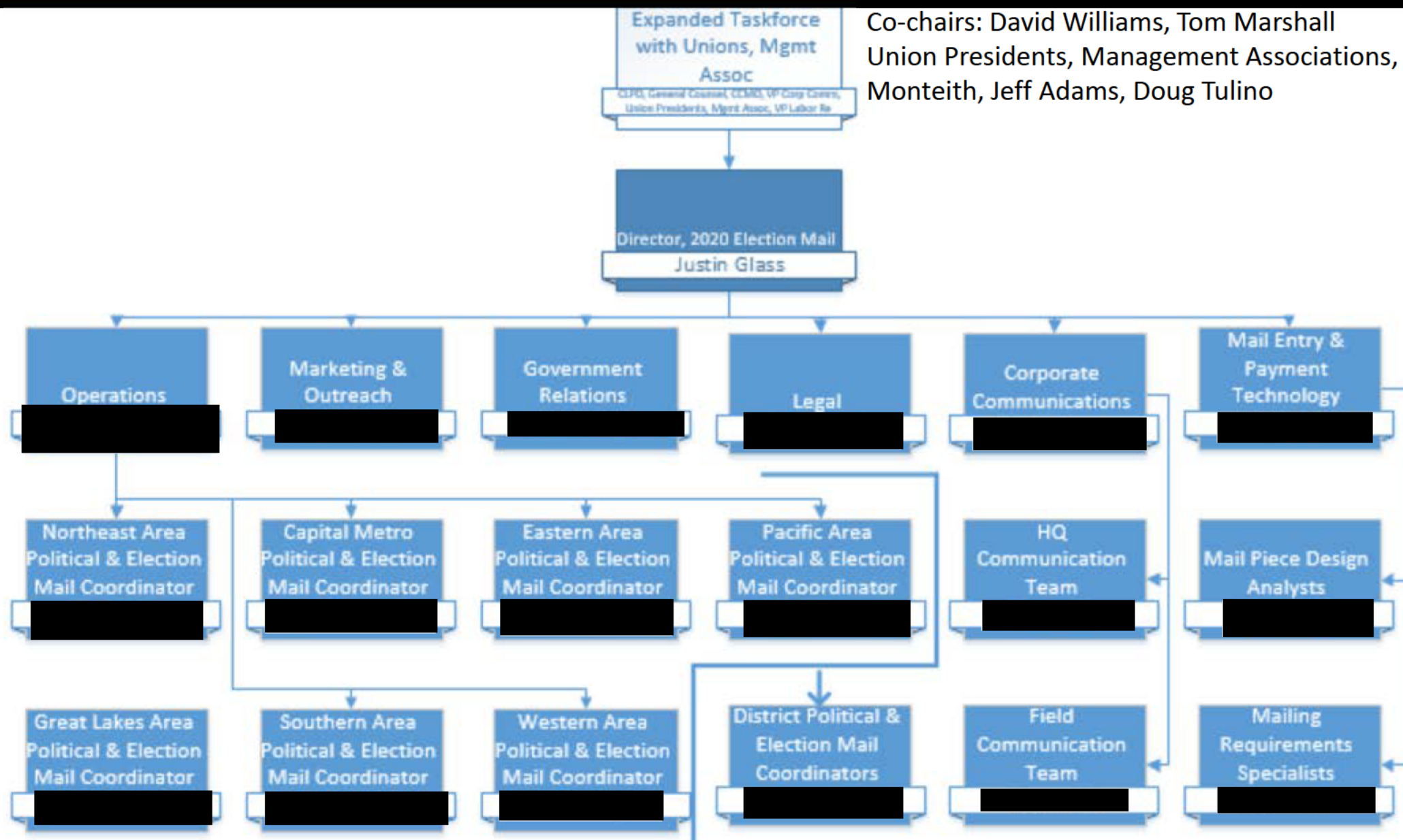
ELECTION MAIL STRUCTURE, TASKFORCE & COMMITTEE

- Established Executive Leadership Team Election Mail Steering Committee
- National Election Mail Team with dedicated resources
 - Operations, Mail Entry & Payment Technology, Marketing, Government Relations, Corporate Communications, Legal
 - Area/District Political and Election Mail Coordinators
- Assigned Mailpiece Design Analysts to each state
- Provide daily oversight and monitoring



- Postmaster General established expanded taskforce
 - Union Presidents, Management Associations, Doug Tulino
- Board of Governors established Election Mail Committee
 - Governor Moak, Governor Bloom, Governor Barger

Co-chairs: David Williams, Tom Marshall
 Union Presidents, Management Associations, Steve
 Monteith, Jeff Adams, Doug Tulino



- [REDACTED]
- 1. Strategic communications and risk mitigation
- 2. Proactive and reactive media and messaging counsel
- 3. Rapid response war-room approach/capability
- 4. Developing and driving agenda to retake and own future narrative
- 5. Planning and preparation in at advance new postal initiatives
- 6. Hearing preparation and media training

OUTREACH TO ELECTIONS OFFICIALS, MAIL SERVICE PROVIDERS, OTHER STAKEHOLDERS

- Initial outreach meetings with elections officials – started February 2020
- 2020 Election Mail Guide (Kit 600) distributed to 11,500 state & local election officials – March 4
- General Counsel Outreach/Guidance letter distributed to 11,629 state and local election officials and state party officials – May 29
- Dedicated outreach team conducting general election meetings – started June 11 and continuing through General Election

- 4 Outreach Program Managers assigned regionally
- 441 Political & Election Mail Coordinators (76 Full Time, 365 Part Time)
- Coordinators at Area and District levels
- Full Time Coordinators on detail during election season
- Point of Contact with state and local elections directors
- Gather information, educate & inform, determine logistics

- Total contacts by Postal team aggregated by state through August

State	Outreach Team Total Contacts	Election Mail Users' Guides Mailout	General Counsel Letter and Election Mail Guide Mailout	Mailpiece Design or MSSC Tickets/Calls	General Counsel Letter to States	Political Party Outreach	Total
Total	10,664	11,418	11,573	5,572	51	213	39,491

National level contacts that cannot be attributed to each state:

Contact	Marketing Outreach	Requirements Contact	Total
Total	1,530	1,084	2,614

- Distributing Mail Service Provider & Printer Letter – week of 8/23
- Conducting Mail Service Provider & Printer outreach webinars – started July 1 and ongoing
- Engaged with industry during Mailers Technical Advisory Committee session – July 28
- Starting Certified Election Mail Service Provider certification process – September 4

- Coordinating with associations, non-profits, other organizations
- Ensure common messages being delivered to voters, officials
- Receive and act upon customer feedback
- Close gaps for military and civilian overseas voters

Secretaries of State

National Association of Secretaries of State

National Association of State Election Directors

Department of State

Department of Homeland Security

DHS – Cybersecurity & Infrastructure Security Agency

Election Assistance Commission

Counsel of State Governments

Federal Voting Assistance Program

Military Postal Service Agency

Office of the Secretary of Defense

Election Center; Joint Election Officials Liaison Committee

International Association Government Officials

Center for Civic Design

Democracy Fund

Democracy Works

MailersHub

PostCom

Mailers Technical Advisory Committee (MTAC)

Association for PRINT Technologies (APTECH)

- Conduct Outreach calls with Political Party officials in all 50 states
- Includes 3rd parties recognized by state
- Additional outreach to Biden, Trump campaigns
- Led by USPS Government Relations

GENERAL COUNSEL LETTERS

- Follow-up to May 29 General Counsel Letter
- Letters distributed to each state (and D.C.) – July 29-31
- Discussion of each state's election related laws as USPS understood them
- Identified where state's law was incongruous with Postal delivery standards
- Asked states to keep USPS delivery standards and recommendations in mind when making decisions about mailing ballots and educating voters

- Letter sent to Congressional leaders, White House Chief of Staff
- Described previous outreach, including letters to states
- Enclosed a chart showing USPS' high level understanding of each states general deadlines
- Distributed to: Speaker of the House, Senate Majority & Minority Leaders, House Minority Leader, Committee Chair & Ranking Member - House Oversight and Reform, House Administration, Senate Homeland Security and Governmental Affairs, Senate Rules and Administration