



# *Growth Driven*

Fueling Your Mailing and Shipping Success

INDIANAPOLIS | 2019

## *Delivering Democracy: 2020 Vision*

*Tammy Patrick / May 6<sup>th</sup>, 2019*

***Tens of millions of  
American Voters have  
their ballots handed to  
them by their USPS  
Postal Carrier, not a  
pollworker.***

***Together election  
officials, industry, and  
USPS serve the  
American Electorate and  
“Deliver Democracy”***



democracy  
fund



# Electionmail.org

**ELECTIONMAIL.ORG** [REPORT A PROBLEM](#) [ELECTION MAIL RESOURCES](#) [ABOUT THIS SITE](#)

REPORT A PROBLEM WITH ELECTION MAIL

Local and state election officials may use this form to report past or current issues with official Election Mail processed by the United States Postal Service. This form is intended as a supplement to official reporting, and should not replace communication with your local post office. If you are a voter experiencing a problem, please contact your local election official.

**\* Required**

**Name \***  
Your contact information allows us to follow up if necessary, but will not be posted publicly.

**Email Address \***

**Phone Number \***

**Election Jurisdiction \***  
Please include county/parish/city/town/municipality and state.

**Does this issue impact? \***

## What type of problem are you reporting? \*

- ☐ Delivery delay
- ☐ Damaged mail
- ☐ Lost mail
- ☐ Undeliverable/returned mail
- ☐ Addressing/CASS/NCOA
- ☐ Rate/class qualification
- ☐ Postmark/cancellation
- ☐ Misdirected mail
- ☐ Intelligent Mail tracking
- ☐ Communication/responsiveness
- ☐ Other

- Captures basic information regarding the postal issue that you are experiencing and reports it *directly* into the USPS reporting system!

**ELECTIONMAIL.ORG** REPORT A PROBLEM ELECTION MAIL RESOURCES ABOUT THIS SITE

REPORT A PROBLEM WITH ELECTION MAIL

Local and state election officials may use this form to report past or current issues with official Election Mail processed by the United States Postal Service. This form is intended as a supplement to official reporting, and should not replace communication with your local post office. If you are a voter experiencing a problem, please contact your local election official.

**\*Required**

**Name \***  
Your contact information allows us to follow up if necessary, but will not be posted publicly.

**Email Address \***

**Phone Number \***

**Election Jurisdiction \***  
Please include county/parish/city/town/municipality and state.

Don't know? Ask your helper \*



**ELECTIONMAIL.ORG Election Mail Issue Reporting**

**Notification Email**

Web 9/14/2016 12:25 PM  
Political / Election Mail <blueshare\_sharepoint@usps.gov>  
Electionmail.org Issue Reported  
To: Campbell, Jake - Tampa, FL

A new Election Mail issue has been reported for your respective area of responsibility through Electionmail.org.  
Please click [HERE](#) to review and resolve the issue.

[See more about Official / Election Mail.](#)

**Issue Data and Resolution Entry**

Name	Marcela Arbelaez
Email	ArbelaezNow@gmail.com
Phone	(561) 529-1333
Address	6262 Riverwalk Lane 2, Jupiter, Florida 33458
Election Jurisdiction	Palm Beach County
Sent or Returned Mail	Both sent and returned mail
Domestic or UOCAVA Mail	Domestic mail
Problem Type	Initial Request
Election Cycle(s)	November 2016
Date Problem Occurred	2016-09-02
Problem Still Occurring	Yes
Mail Type	Ballots and Voter Information Mailings
Mail Class	First Class
Mail Vendor	USPS
Issue Description	I am requesting an absentee ballot.
Number of Affected Voters	Less than 10
Patterns/Similarities with Issue	No
USPS Contacted	No
Additional Comments	None
Resolution Notes	<input type="text"/>
Issue Resolved	<input type="button" value="No"/>

Created at 9/14/2016 12:25 PM by Campbell, Jake - Tampa, FL  
Last modified at 9/14/2016 12:25 PM by Campbell, Jake - Tampa, FL

**UNITED STATES POSTAL SERVICE®**

3

*Same election,  
different envelopes.*



# ***Real World Implications & Examples of WHY IT MATTERS***

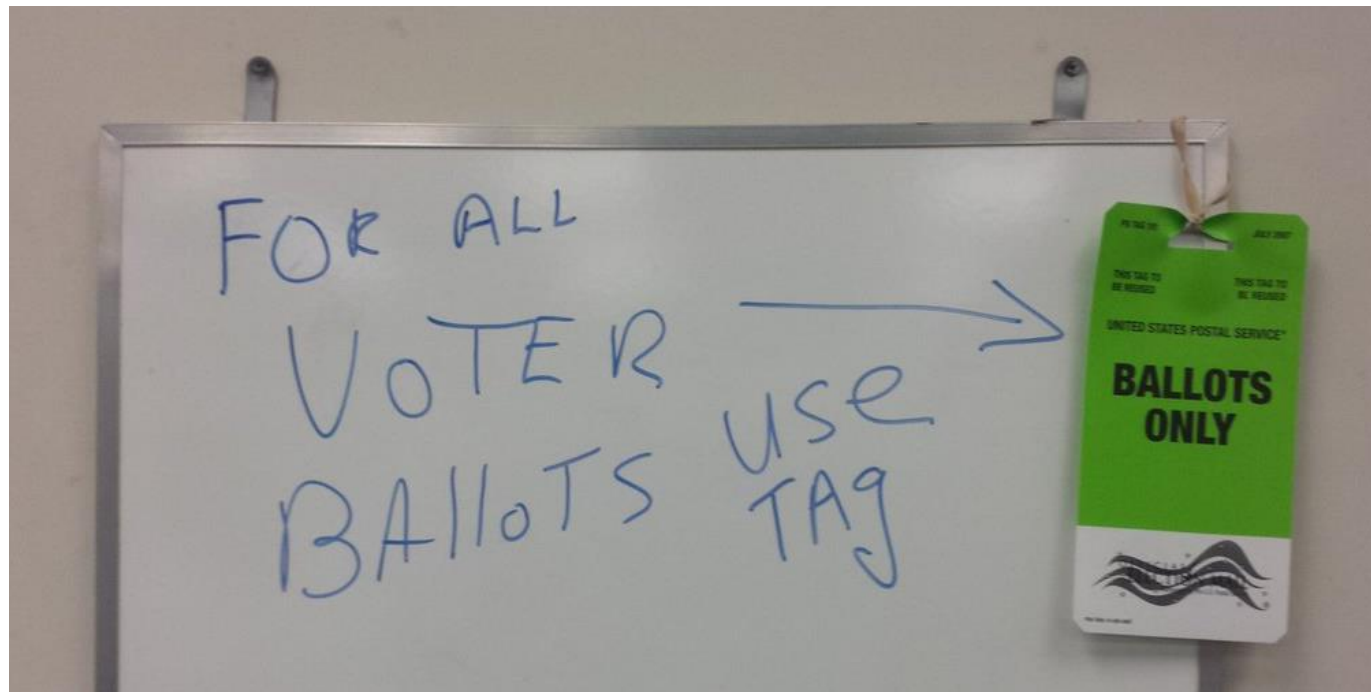
---

- Ballot delivery: VISIBILITY
- Ballot return: ACCEPTANCE





# First Step: Visibility



# Visibility: Tag 191s



# Visibility: Tag 191s



Transforming Our Business

Current Initiatives

Securing The Mail

Sustainability

Corporate Social Responsibility

Government Services >

Postal Customer Council

Service Performance Results

## Election Mail

States and localities are increasingly using mail in the election process. Election Mail is any item mailed to or from authorized elections officials that enables citizens to vote, such as:

- Ballot materials
- Voter registration cards
- Absentee applications
- Polling place notifications

[Get the Election Mail Kit >](#)

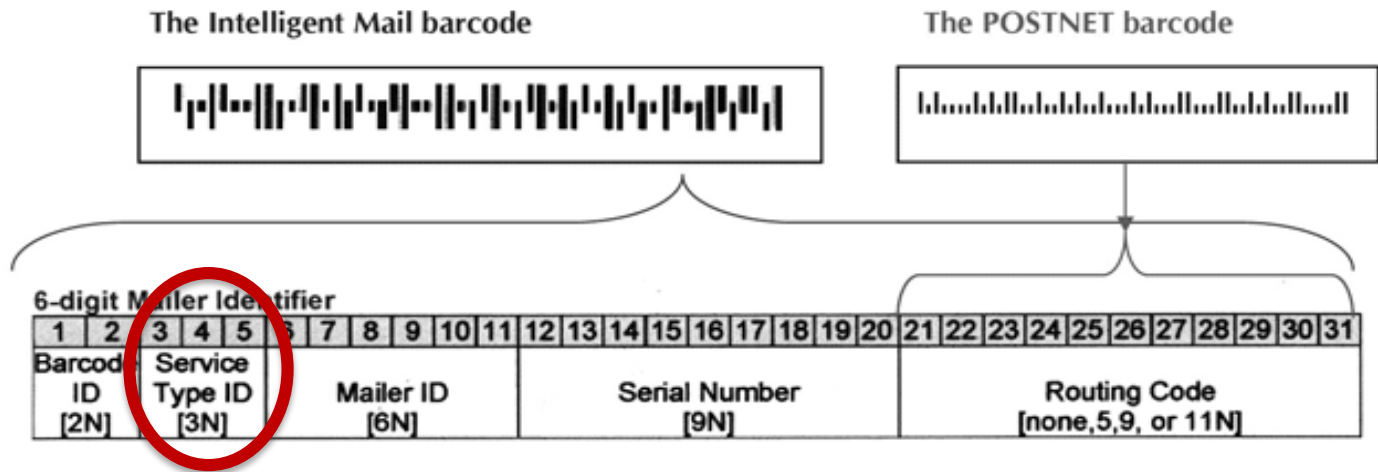
[Submit an order for Tag 191 online >](#)



[Official Election Mail — Graphic Guidelines and Logos | PDF](#)  
[State and Local Election Mail — User's Guide | PDF](#)

# Visibility: Ballot STIDs!

- With the new STID we will increase election mail visibility in the mail stream and be able to communicate where ballots are en route.





## ***Visibility: Official Logo***

The Ballot STID is the data equivalent of the Official Mail Logo, but that visual indicator is still a critical element of election mail design.

Sadly, not everyone is using it.



# Visibility: Individual Tracking



Dave Bjerke

October 20 at 3:23pm · 🌐

Ballot Tracking is so money!

Voter calls to say she hasn't received her ballot she requested a few weeks ago. I go to our ballot tracking app and ask for her name. I find her and tell her that our tracking system says it was delivered October 3rd.

Voter: Oh really?

Me: Yes, ma'am.

Voter: I wonder if it was delivered to another unit and they just haven't brought it to me.

Me: Would you like me to send you another ballot?

Voter: Well, it's been 2 weeks. It should be here. Just a minute, let me look through the mail on my desk. Here's something from the City. Ah yes, there it is. Well thank you for helping me find my ballot right here on my desk.

Me: Happy to help.

Recommended last day to apply for a ballot by mail is this weekend! Go make sure you're registered\* correctly and apply online right now!

<https://vote.elections.virginia.gov/VoterInformation>

\* Registration deadline was the 16th. It's now too late to register or update for the election on 11/7

## Virginia Voter Information – Citizen Portal

Access your Virginia Voter Record to update registration, apply to vote absentee, and view your voter-related information.

[VOTE.ELECTIONS.VIRGINIA.GOV](https://VOTE.ELECTIONS.VIRGINIA.GOV)



Love



Comment



Share

# Visibility: Individual Tracking



Dave Bjerke

October 20 at 3:23pm · 11

Ballot Tracking is so money!

Voter calls to say she hasn't received her ballot she requested a few weeks ago. I go to our ballot tracking app and ask for her name. I find her and tell her that our tracking system says it was delivered October 3rd.

Voter: Oh really?

Me: Yes, ma'am.

Voter: I wonder if it was delivered to another unit and they just haven't

Me: Would you like me to send you another ballot?

Voter: Well, it's been 2 weeks. It should be here. Just a minute, let me look through the mail on my desk. Here's something from the City. Ah yes, there it is. Well thank you for helping me find my ballot right here on my desk.

Me: Happy to help.

## Virginia Voter Information - Citizen Portal

Access your Virginia Voter Record to update registration, apply to vote absentee, and view your voter-related information.

[VOTE.ELECTIONS.VIRGINIA.GOV](https://VOTE.ELECTIONS.VIRGINIA.GOV)



Love



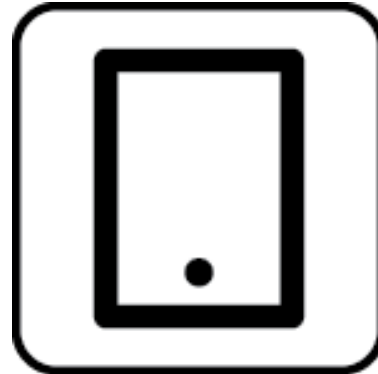
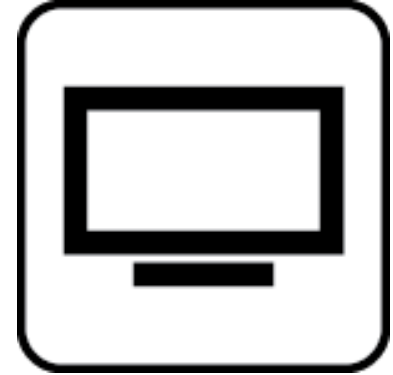
Comment



Share

## *Visibility: Push vs. Pull of information*

- Information can be retrievable when voters call/look-up online, or sent as texts or emails notifications.





# *Visibility: Security*

---

Informed Delivery is another security layer for voters.

By signing up they will know when to anticipate the ballot in their mailbox!



# *Return*



# Judge orders election official to collect ballot data in Iowa House race separated by 9 votes

Barbara Rodriguez, Des Moines Register

Published 11:08 a.m. CT Dec. 3, 2018 | Updated 3:23 p.m. CT Dec. 3, 2018



- Close races.
- ***REALLY*** close races were the story in 2018.
- & that's when the scrutiny starts...

# *Return: Help voters be successful by conveying recommended mailing times.*



Texas Law requires that your ballot be received by the County Clerk before or on Election Day.

To ensure that your ballot will arrive before Election Day, please mail your voted ballot as soon as possible, before or by November 1<sup>st</sup>.



La Ley de Texas requiere que su boleta sea recibida por el Secretario del Condado antes o en el día de la elección.

Para asegurar que su boleta llegue antes del día de la elección, por favor envíe su boleta votada lo más pronto posible, antes de o el 1º de noviembre.

# ***Return: Postmark***

Are you a state that allows postmark?

Let voters know that they can ask for a hand-cancel/round stamp at any USPS office to be certain their ballot envelope gets stamped if its close to Election Day!



# Return: Postmark

- Postmarks used to be the only way to know if a mail-piece entered the mail-stream in time—but that is no longer the case and states are reinterpreting what that means statutorily.
- *Now we have data too...*
- *Does your statute allow for its use?*





## 2017 Kansas Statutes

**25-1132. Advance voting; delivery of ballots; where; deadline for receiving ballots.** (a) All advance voting ballots which are received in the office of the county election officer or any polling place within the county not later than the hour for closing of the polls on the date of any election specified in K.S.A. 25-1122(f), and amendments thereto, shall be delivered by the county election officer to the appropriate special election board provided for in K.S.A. 25-1133, and amendments thereto.

(b) Subject to the deadline for receipt by the office of the county election officer as set forth in this subsection, all advance voting ballots received by mail by the office of the county election officer after the closing of the polls on the date of any election specified in K.S.A. 25-1122(f), and amendments thereto, and which are postmarked or are otherwise indicated by the United States postal service to have been mailed on or before the close of the polls on the date of the election, shall be delivered by the county election officer to a special election board or the county board or canvassers, as determined by the secretary of state, for canvassing in a manner consistent, as nearly as may be, with other advance voting ballots. The deadline for the receipt by mail of the advance voting ballots by the office of the county election officer shall be the last delivery of mail by the United States postal service on the third day following the date of the election, unless additional time is permitted by the secretary. The secretary of state shall adopt rules and regulations to implement this subsection.

**History:** L. 1973, ch. 155, § 2; L. 1992, ch. 45, § 2; L. 1995, ch. 192, § 35; L. 2017, ch. 49, § 2; July 1.

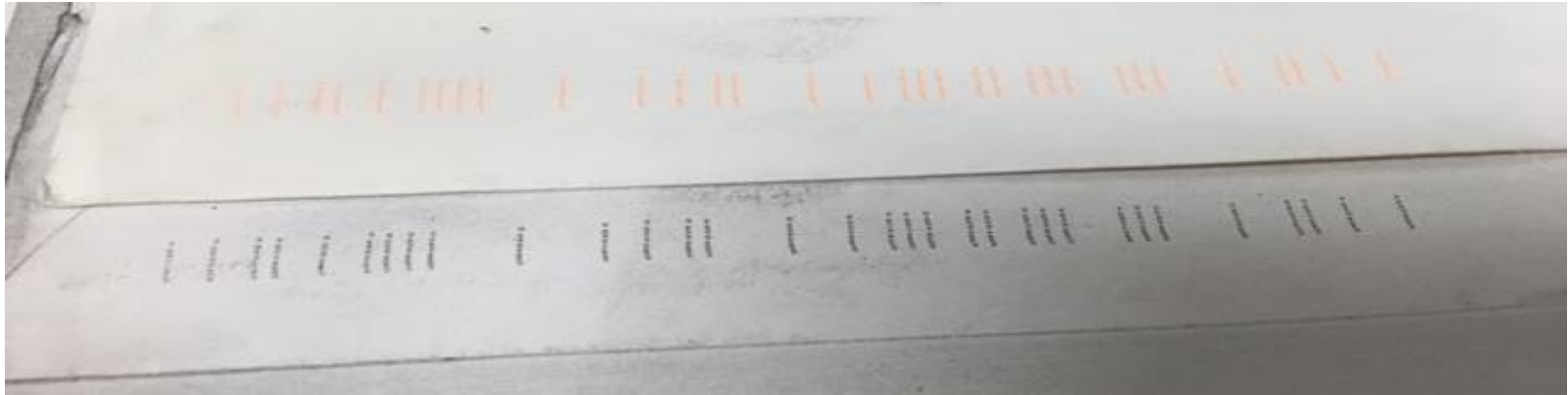
***Don't use  
prescriptive  
language since  
things can change!***





# ***Return: Processing Mark Data***

- In 2016 Ohio Secretary of State Husted passed a directive allowing for the use of processing marks to demonstrate a ballot was mailed in time.
- In 2018 Washington Secretary of State Kim Wyman got scanners for all the counties in Washington.





***Alaska also used the processing marks to validate that a candidate had submitted their nomination paperwork on time—consider all of your due-date implications.***



***Back to those close elections in 2018:***

UPDATED NOV. 16, 2018

# **See How Close the Results Are in Georgia, Florida and Arizona**

We're tracking the votes as they are tallied in two races for governor and two for Senate that have slim margins.



A few days?...  
but I want it now!

# *Yes, the public wants results.*

Election officials want those results to be accurate and to not have expediency cause error or omission.

Accuracy takes time.





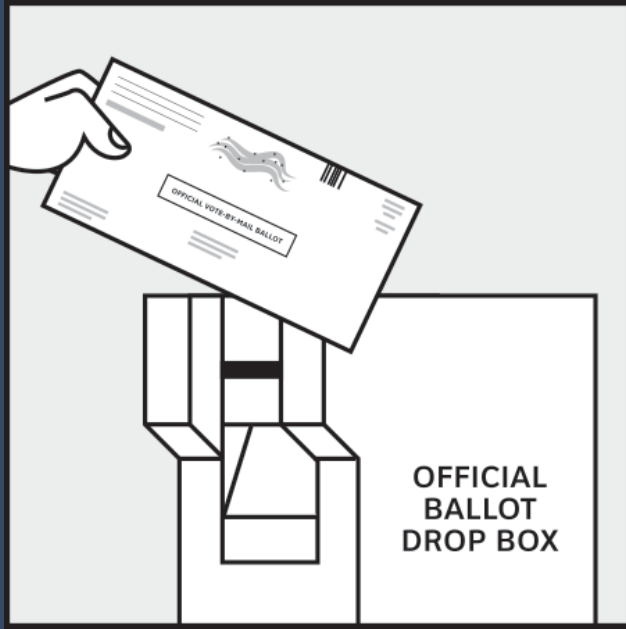
***Yet, we know voters like options & unofficial result are JUST THAT—allowing for use of postmarks/IMb/processing marks/drop-offs can mean final results take longer (& eligible votes get COUNTED rather than rejected).***

 **tucson.com**

# Arizona bill would block early ballot drop-offs at polls on Election Day



By Howard Fischer Capitol Media Services Feb 6, 2019 Updated Feb 22, 2019



***We need to empower voters & provide options for secure return.  
If options aren't an option,  
then be certain your instructions are VERY clear!***



# Return: Data & Review

- Does your system have mechanisms in place to identify if there are problems, either by voters or outside influence?
- Procedures written down?
- Uniform?
- How's training?

POLITICS & GOVERNMENT

## NC state board votes for new election in 9th district after Harris calls for new race

BY BRIAN MURPHY, JIM MORRILL, AND ELY PORTILLO

FEBRUARY 21, 2019 02:31 PM, UPDATED FEBRUARY 21, 2019 07:04 PM



# ***Return: Signature Verification / Authentication***

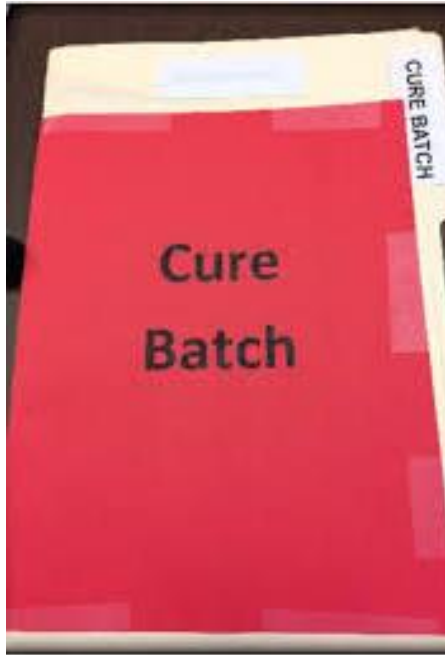
- **System should help you track issues with “Late” ballots**
- What was the mailing date? (IE Why is it late?)
- Did they lack a postmark and that is why you couldn't count?
- Was postmark illegible?
- Was there other data you could use if law allowed?
- Or was it truly “late”, IE voter mailed it past Election Day?

# ***Return: Signature Verification / Authentication***

- **System should help you track staff performance**
- Do you have “Acceptors” & “Rejecters”?
- Are there trends in their actions/determinations?
- Does performance vary by time of day/**hours worked?**
- If tiered system, the second review should be helpful in spotting issues.

# ***Return: Signature Verification / Authentication***

- **System should help you track patterns**
- What was application for “Bad Sigs”—same channel/group?
- Is there a regional issue—all on one street/neighborhood?
- Timing—received on the same day/with same sign date?
- Categories of rejection—lots of failures to sign, ***is a sign (of possible bad design)!***



## ***Return: Signature Verification / Authentication***

---

- Notifying voters when there are issues in the acceptance of the their ballot is a security measure as well as good customer service.
- If it is a bad signature, ***and truly not theirs***, how else would you know?

***Leveraging technology  
and partnerships will  
result in successful  
elections & voters being  
well served.***



# *Growth Driven*

Fueling Your Mailing and Shipping Success

INDIANAPOLIS | 2019

***Tammy Patrick***  
***Senior Advisor, Democracy Fund***

[tpatrick@democracyfund.org](mailto:tpatrick@democracyfund.org)

@aztammyp