

MEMO

TO: Gregory Joseph, City of New Orleans, Director of Communications

FROM: Mercury

DATE: January 3, 2023

SUBJECT: Updated Mail Plan

Thank you for meeting with us last week to discuss the constituent services direct mail plan. Per our conversation, you will find the updated target universe definitions and mail plan below.

We have revised the universe to expand it, including all voters, citywide, who have voted in at least 1 non-presidential election since/including 2017. This yields 154,709 voters in 106,897 households. Here are the demo breakdowns within this universe:

18 to 29 (Age Range Based on Birth Year)	16,575	11%
30 to 39 (Age Range Based on Birth Year)	27,490	18%
40 to 49 (Age Range Based on Birth Year)	24,663	16%
50 to 64 (Age Range Based on Birth Year)	39,718	26%
65 and over (Age Range Based on Birth Year)	46,263	30%
Total	154,709	100%
East and South Asian (Broad Ethnic Groupings)	2,648	2%
Caucasian (Broad Ethnic Groupings)	49,418	32%
Hispanic and Portuguese (Broad Ethnic Groupings)	5,036	3%
Likely African-American (Broad Ethnic Groupings)	87,073	56%
Other (Broad Ethnic Groupings)	1,589	1%
Unknown (Broad Ethnic Groupings)	8,945	6%
Total	154,709	100%
F (Gender)	89,808	58%
M (Gender)	64,899	42%
Total	154,709	100%

We have also updated the mail plan to reflect the new timeline and included recommended topics to highlight in each piece. It should be noted that the universe for specific topics can be assigned to sub-universes at your and your team's direction. Generally, unless there is a topic that particularly lends itself to a sub-universe, we recommend sending it to as wide an audience as possible.

Drop Date		Topic	Size	Format	Universe
Monday	1/9/2023	Intro	8.5x22 Trifold	Trifold	Master Universe
Thursday	1/12/2023	Public Safety Win #1	6x9 Card	Card	Master Universe
Monday	1/16/2023	Economic Development Win #1	6x9 Card	Card	Master Universe
Thursday	1/19/2023	Crisis Mayor. Problem Solver.	TBD	Bifold	Master Universe
Monday	1/23/2023	Fiscal Responsibility/Tax Reduction #1	TBD	Card	Master Universe
Thursday	1/26/2023	Amnesty Program	6x9 Card	Card	Master Universe
Monday	1/30/2023	Economic Development Win #2	TBD	Card	Master Universe
Thursday	2/2/2023	Utility Assistance Program	6x9 Card	Card	Master Universe
Monday	2/6/2023	Public Safety Win #2	TBD	Card	Master Universe
Thursday	2/9/2023	Fiscal Responsibility/Tax Reduction #2	TBD	Card	Master Universe
Monday	2/13/2023	Historical Nature of Election	TBD	Card	Master Universe
Thursday	2/16/2023	Accomplishment Summary	8.5x22 Trifold	Trifold	Master Universe

Please provide any feedback to the Master Universe and Mail Plan as soon as possible. We look forward to discussing these updates at your earliest convenience.