

Welcome

**Eastern AIM
MTAC Update**



**Tuesday
August 4, 2020**



Life and Work Beyond the Curve

- Integrated Transition Plan
- Employee Safety & Health
- The Future of Work
- After Action Review & Strengthening USPS moving forward
- Relevancy In People's Lives, Work and Communities



37%

Shoppers are **more excited** to receive their mail each day than before the pandemic.¹

46%

Shoppers are now **more interested** in deals, coupons or promotions.¹

30%

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.

MAIL HELPS PEOPLE FEEL MORE CONNECTED TO ONE OTHER AND TO YOUR BUSINESS

65%

**CONSUMERS AGREE
MAIL LIFTS
THEIR SPIRITS¹**

54%

**FEEL MORE
CONNECTED TO
PEOPLE THROUGH THE
MAIL¹**

#1

**USPS IS MOST TRUSTED BRAND
IN THE COUNTRY²**

#1

**USPS BUSINESS RESPONSE
TO THE PANDEMIC³**

1. COVID Mail Attitudes April 2020 2. Morning Consult Most Trusted Brands Survey 2020 3. Harris Poll Essential 100, May 28, 2020.

A Complete and Accurate Count of the Population and Housing

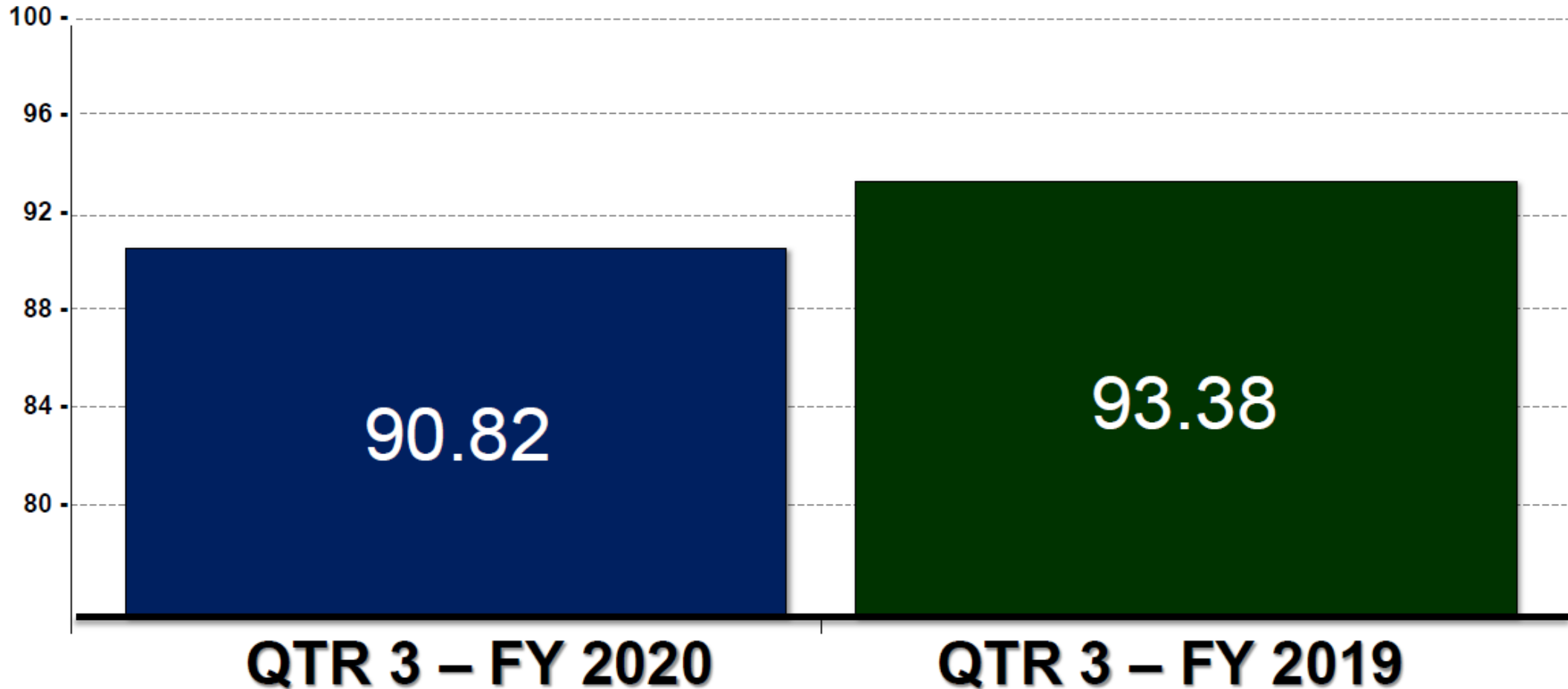


How is the USPS preparing stakeholders?

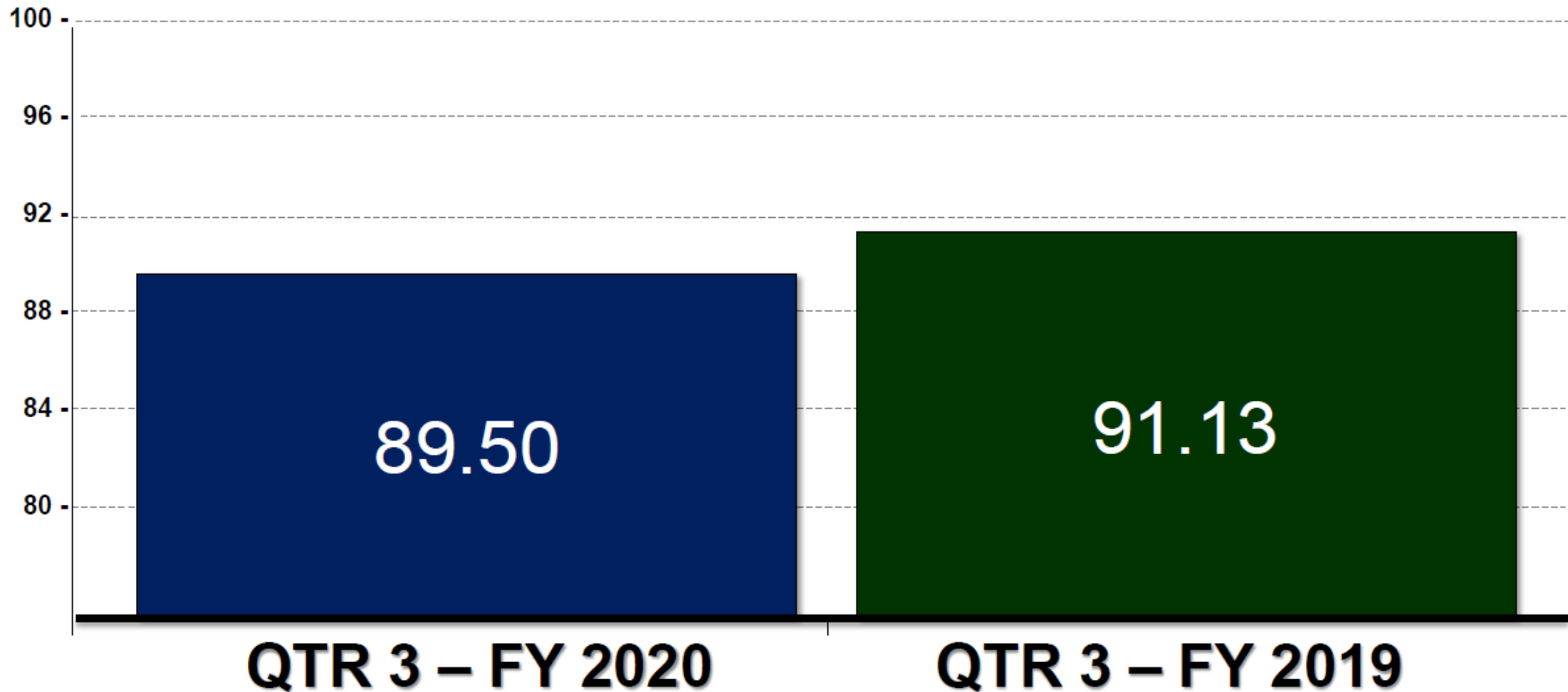
Outreach

- 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

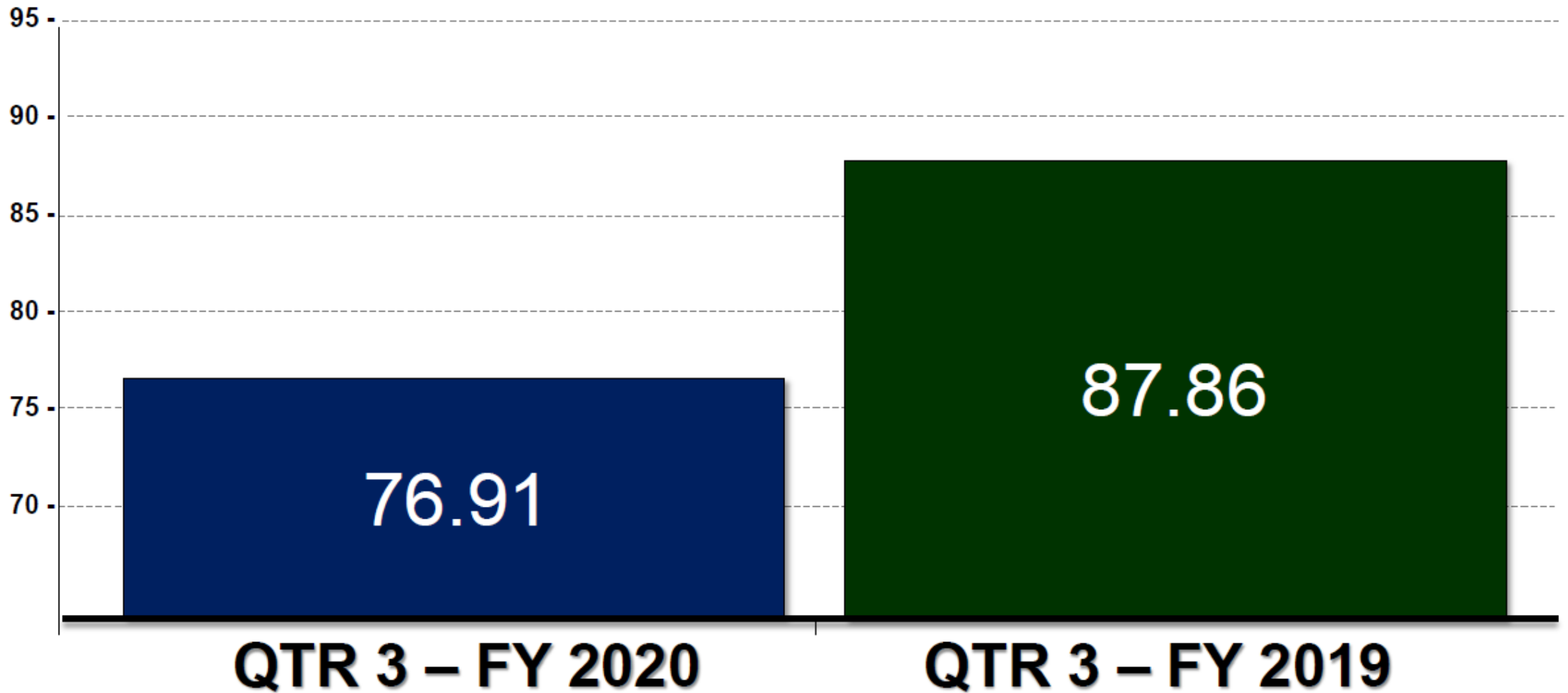
First-Class Composite (Letters/Flats)



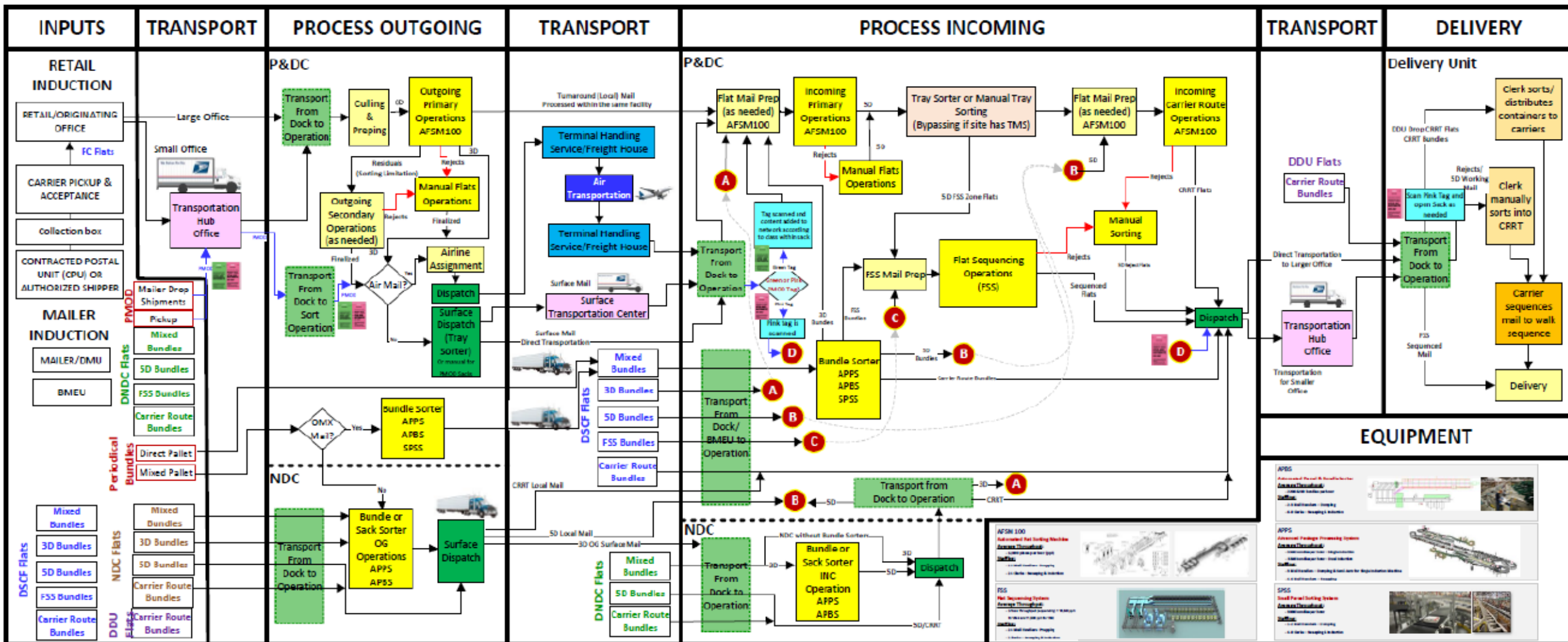
Marketing Mail Composite



Periodicals Composite



Flats Process Map





1. Delivery
2. Mail Transport Equipment
 - jason.r.dechambeau@usps.gov
3. Enterprise Analytics
4. CASS Cycle 0
5. Tobacco and Vaping



1. Enterprise Payment System
2. Seamless
3. Business Customer Gateway
4. Hold Mail Policy



1. Mailpiece Indicia Design Updates
2. Postcard Dimensions 6 x 9
3. Promotions
4. Informed Delivery

Informed Delivery has over 28 million users across the United States



28,434,106
Users



22,629,184
Households



23,085,200
Email-Enabled
Users



71%
Email Open Rate

Our key areas of focus are driven on the four E's:
Ease, Effectiveness, Emotion and Employees



EFFECTIVENESS



EMOTION



EASE



EMPLOYEES



Congratulations!

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

Save the Dates

National Postal Forum announces:

- The NPF Virtual Summer Series
 - Thursdays 2 – 3 p.m. (EST)
 - July 23 – August 27, 2020
- Featuring USPS and industry speakers on key postal news, strategies and updates
- Learn more at [NPF.org](https://www.npf.org)





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

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