

MTAC Focus Group Session Notes
Wednesday, February 28, 2018

ENTERPRISE ANALYTICS/DATA USAGE

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Enterprise Analytics and Data Usage

Session 1: Packages
(Medeiros, MTAC Industry Leader)

DISCUSSION TOPIC

PTR Agenda & Action Items for Focus Groups

USPS to provide Facility IDs for DDU Return packages

- Industry asked if USPS could include facility identifiers in the shipping services file for PRS packages since there are multiple facilities in the same ZIP Code.
- Juliaann explained changes are in the hopper to provide unique identifiers. Industry asked when will that happen and are we focusing only on returns.
- Juliaann explained the information would display with all scan events. PRS is a quick hit because of its small numbers.

IMpb Federal Register notice for IMpb compliance was published on February 27, 2018

If USPS determines destination entry ZIP Code provided by shippers is incorrect, USPS will provide the correct ZIP Code as part of a concession to include this element as a component of IMpb Quality Compliance

USPS is updating event descriptions in Customer Scan Event Extract Files to simplified language used on USPS.com, Informed Delivery, and in email and text messages to better communicate package status to customers.

- These changes will be implemented March 11, 2018.
- Pub 199 updated several months ago

Event	Current	New
71	DELIVERY DELAY	RESCHEDULED TO NEXT DELIVERY DAY
05	UNDELIVERABLE AS ADDRESSED	UNABLE TO DELIVER PROBLEM WITH ADDRESS
03	ACCEPT OR PICKUP	USPS IN POSSESSION OF ITEM
27	UNCLAIMED/MAX HOLD TIME EXPIRED	UNCLAIMED/BEING RETURNED TO SENDER
TM	SHIPMENT ACCEPTANCE	SHIPMENT RECEIVED ACCEPTANCE PENDING

Juliaann Hess stated IMpb compliance trends showed well above target.

- Compliance thresholds holding in place until July
- John Medeiros stated the trends are based on volume and not customers. Less than 50% of small mailers were able to meet the targets. Is USPS getting feedback from small customers? Industry asked is it fair and where do we bring the voice of these smaller customers? Juliann stated the survey asked, how many packages do you ship a month, separated by category. Industry suggested Work Group 185 should look at determining a reasonable, achievable threshold for address quality metric and suggested that the work group continue rather than start over.
- Industry asked where instructions for address line 2 can be found. USPS stated Pub 28 gives instructions for address line 2. USPS preference is to put everything in address line 1. Address line 1 and 2 is for house information, not recipient info.
- Industry stated it is important for USPS to outreach to Industry. Concatenation is expensive. Industry would like two fields.
- MTAC Work Group #185 recommends that the threshold for Address Quality (AQ) remain 89%, to allow Industry awareness and adoption of the validation rules before raising the threshold level. The workgroup would like to continue working to set the overall AQ threshold for January 2019.
- The group received an IMpb dashboard demo

ACTION ITEMS

- Provide the Facility ID's for 5 digit Zips served by multiple DDUs
- Extend the date for Workgroup 185
- Add delivery scan event information to IMpb Compliance Dashboard
- Provide full report on UAA parcels to Industry (Could be discussed in UG 13?)

**Session 2: First Class
(Tate, MTAC Industry Leader)**

DISCUSSION TOPIC

Bundle Breakage

Information is available to Industry now regarding bundle breakage

Industry asked how does USPS collect the data for First Class? First Class uses tubs and the bundles are handled on a package sorter. Handling on the sorter sometimes results in the bundle breaking. Industry stated this should be a moot point for First Class unless they are preparing differently. The issue needs to be reported back to the Workgroup working on this issue. The way the rule is currently written, First Class would not be able to use rubber bands. This is an issue.

Two sets of data for Disasters

- Industry recommended to exclude service measurement data for disaster areas expressing the need for flexibility in this process. USPS is waiting on internal approval for SPM. Industry asks can USPS file a supplemental rule with PRC. Steve Dearing stated internal SPM is on the PRC website today and what Industry is asking would create two sets of data. The data would not match. This would be a problem. Also this would create an expense for USPS since they use third-party reporting.
- Industry asks if USPS could create a report that shows volume of First Class automation flats in manual operations.

Informed Visibility

The future is bright

- Over 1,138 new mailers joined IV since July 1, 2017
- 1.1 Billion scan records processed daily by IV
- Scope Review will be provided 4 weeks prior and will include:
 - Web changes – review wireframes
 - Data changes – review new fields that will be available
 - Demo and Documentation Preview will provided 1 - 2 weeks prior
- More than 250 Million daily logical delivery events provided daily through IV-MTR data feeds

Political and Election Mail

- USPS is exploring the idea of creating a separate STID for absentee voting. Industry is concerned with the perception a different STID for election and political mail would portray since election and political mailers and First Class mailers are paying the same price. How can USPS build greater intelligence around political and election mail? Is this an education issue? Another idea is to use a MID. This would create complexity. Need to look closer at USPS current Vote-By-Mail initiative. Industry stated political and election mail are two different things. One is voter registration (ballots, etc.) while the other is voter response, (e.g., vote for...). There are over 20,000 independent election committees USPS has to be responsive too. We need a better solution.

Manual Bullpen Scanning – Mail and Package Visibility

- Two new operation codes: 110 - Initial Breakdown and 126 – Dispatch
- Proof-Of-Concept testing underway in two plants. Richmond and Atlanta(Two scanner solutions)
 - Scanning Container Placards or Tray/Sack Labels > Nesting

- Dependencies:
- Full Service Mailings
- eDoc Accuracy and Barcode Readability

MVA

- Two internal mobile apps launched 9/2017
 - Mail History App
 - Enhanced Barcode Diagnostics App
- USPS looking at how to address long hauls

Addressing & Geospatial Technology

- CASS / MASS Cycle O – enhanced identification of PO box only delivery ZIP Codes, R777 phantom route & “No-Stat” address and Door Not Accessible, No Secure Location, & Non-Delivery Days
- Standardization & DPV® confirmation of PBSA – PO Box street address, CMRA – PMB identifier & DPV confirmation, Single trailing alpha on a primary number, and New military addresses “OMC” & “UMR”
- USPS® added a new table to the DPV/DSF2Hash Product called No-Stat Reason Code Table that will provide details as to why the records are flagged as No-Stats
- Table available beginning in May, which will be posted to the Electronic Product Fulfillment (EPF) website on Monday, April 23.
- During CASS™ Cycle O certification if a ‘Y’ is received on the DPV No-Stat table, the N-Stat Reason code must be correctly returned. No-Stat Reason Code definitions below:

Reason Code	Code Description
0 – Regular No-Stat	Indicates addresses not receiving delivery and the addresses are not counted as possible deliveries.
1 – IDA (Internal Drop Address)	These are addresses that do not receive mail delivery directly from the USPS, but are delivered to a drop address that services them.
2 – CDS No-Stat	These are addresses that have not yet become deliverable. For example, a new subdivision where lots and primary numbers have been determined, but no structure exists yet for occupancy.
3 – Collision	These addresses do not actually DPV confirm. In this case, the ‘Y’ should be set to an ‘N’ on the DPV ‘A’ table and all other table values should be blank.
4 – CMZ (College, Military and other types)	These are ZIP + 4® records USPS has incorporated into the data as logical delivery points but not serviced directly by USPS.

Green and Secure and Informed Delivery

- IMb required to use Green and Secure
- Looking at Federal Register comments.
- Still an open issue with Inspection Service

Informed Delivery

- 5 million customers cannot use Informed Delivery for various reasons - (represents 3.5 % of our delivery points)

- USPS looking at possible solutions that could reduce that number to under 875,000
- 11-Digit De-conflicts - Address records that are currently coded in the AMS database that share the same 11-digit delivery point
 - Crosswalk
 - Convert to High-Rise
 - Create a linkage table that will allow software to search for an equivalent but unique 11-digit to be applied to the mail-piece

ACTION ITEMS

- Offer input to mailing requirements on bundle preparation rules as related to First Class flats
- User Group 5 - develop a proposal from industry perspective on how to design the necessary security procedures that would allow a change to the current requirement of a minimum of 100 names/addresses for NCOALink processing. The proposal would then be submitted to Privacy for review and approval.

Session 3: Periodicals (Stumbo, MTAC Industry Leader)

DISCUSSION TOPIC

Bundle Breakage

- Mail owners would like notification of bundle breakage at the same time USPS provides notice to Mail Service Providers. (MSPs)
- How does Industry want to see it, as data or as a report? Industry would like the data.
- USPS stated reports are currently being pushed to the MSPs by their CRID. They can go into eDocs and see the individual mailer.

Two sets of data for Disasters

- Industry recommended to exclude service measurement data for disaster areas expressing the need for flexibility in this process. USPS is waiting on internal approval for SPM. Industry asks can USPS file a supplemental rule with PRC. Steve Dearing stated internal SPM is on the PRC website today and what Industry is asking would create two sets of data. The data would not match. This would be a problem. Also this would create an expense for USPS since they use third-party reporting.

Report that shows volume of automation flats in manual

- Industry would like a report that shows volume of automation flats being processed in manual operations.

Future of IV

- Future of IV is bright. We now have a platform to grow upon. People are looking at and making sense of the data.

Mail in Measurement Scorecard

- **USPS displayed Full service Mail Trends**

ACTION ITEMS

- Create a task team to work on bundle breakage visualization for industry (Randy Stumbo will draft proposal)
- Identify “no piece scan” gaps by certain geographies and entry level discount. Show in a visual heat map. (Will be shown at next MTAC)
- Provide a timeline for expected delivery date to be added to extracts in Informed Visibility

Session 4: Marketing Mail (Flanagan, MTAC Industry Leader)

DISCUSSION TOPIC

Bundle Breakage Data

- Industry would like more data on bundle breakage
- Opportunity to create a visualization of top opportunities for industry
- Discussed forming a Task Team in previous session
- Need to help Industry better understand pain points.

Two sets of service data for disasters

- Industry stated data can be skewed sometimes.
- Would like two sets of data – one with disaster data and one without.
- This would be very costly to USPS
- Industry asked could there be a code that would indicate the mail was impacted by some disaster or bundle breakage
- Industry asked when bundle breakage happens is “Expected Delivery” date changed.
- Industry would like a report that shows volume of automation flats in manual operations

Future of IV

- Many possible opportunities
- Waiting on input from Industry. How can we partner with Industry for future use?

Mail in Measurement Scorecard

- USPS showed Marketing Mail performance by quarter, service trends, last mile impact trend, and service variance.
- Industry stated not all Marketing Mail is shown in the Service Management Scorecard.

ACTION ITEMS

- Research adding an indicator for pieces impacted by a disaster or bundle breakage
- Create a report (mock up) that shows volume of automation flats in manual processing
- Research creation of a visualization for mail not included in service measurement (and reason code). Will be provided at next MTAC.