

MAIL *SPOKEN HERE*

November 2018

The electronic newsletter from the Industry Engagement & Outreach team summarizing recent USPS news and developments

Breaking News – Peak Readiness Webinars

As announced at the November MTAC meeting, Operations is beginning a webinar series on peak readiness. These webinars will be offered to the industry on a daily basis beginning next week. Stay tuned for an Industry Alert with dial-in information.

Letters from Santa

Yes, there is a Santa Claus. And the Postal Service™ (USPS) can help you prove it when Santa replies to your child's letter to Santa — complete with the North Pole Postmark! The Letters from Santa program adds to the excitement of Christmas and is ideal for interesting youngsters in letter writing, stamps and penmanship.



Here's how:

1. Have the child write a letter to Santa and place it in an envelope addressed to: Santa Claus, North Pole.
2. Write a personalized response to the child's letter and sign it "From Santa."
3. Insert both letters into an envelope, and address it to the child.
4. Add the return address: SANTA, NORTH POLE, to the envelope.
5. Ensure a First-Class Mail stamp is affixed to the envelope.
6. Place the complete envelope into a larger envelope, with appropriate postage, and address it to:

NORTH POLE POSTMARK
POSTMASTER
4141 POSTMARK DR
ANCHORAGE AK 99530-9998

We recommend sending Letters from Santa by December 8 so that they can be received by the Anchorage, AK, Postmaster no later than December 15. Santa's helpers in Anchorage, AK, will take care of the rest!

Be sure to share the experience on social media using **#LettersFromSanta**.

Tips:

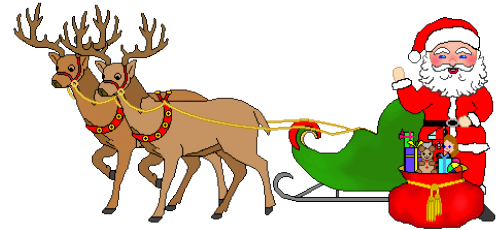
- To save paper, write on the back of your child's letter. If you keep them together, your child will also be able to recall what he or she wrote.
- When responding as Santa, make the response as personal as possible by highlighting your child's accomplishments over the past year. For example, helping around the house, receiving good grades in a particular subject at school or participating in community service activities.

- This is a great activity for the holidays that the whole family can enjoy, including parents, grandparents, aunts, uncles and other caregivers.

Operation Santa

Currently, there are two versions of USPS Operation Santa™ being offered to customers in select locations —Legacy Operation Santa and Digital Operation Santa. This is an overview and FAQs for both versions.

Each year, hundreds of thousands of letters addressed to Santa arrive from children and families. Some letters ask for toys and games. Some ask for winter clothes. Some ask for help for themselves and their loved ones. With Operation Santa, individuals and organizations can send responses and thoughtful gifts in Santa's place.



Digital Operation Santa – was launched in 2017

Visit the online Operation Santa program (beginning on December 3) at: www.DeliverCheer.com

What is the origin of Operation Santa?

As close as we can tell, the Postal Service began receiving letters to Santa Claus more than 100 years ago; however, it was in 1912 when Postmaster General Frank Hitchcock authorized local postmasters to allow postal employees and citizens to respond to the letters — this became known as Operation Santa.

In the 1940s, mail volume for Santa increased so much that the Postal Service invited charitable organizations and corporations to participate — providing written responses and small gifts.

Through the years, the program has taken on a life of its own and today cities around the country have enormously successful programs with recognized charitable organizations, major corporations, local businesses, private citizens and postal employees making major differences in the lives of children from coast to coast.

What is the program's mission?

The Postal Service and its employees play vital roles in communities around the nation—in terms of the post office building itself being the city center in many smaller communities and the employees who work inside them. We live in the communities we work in. Our children go to school there. We shop in the local stores. We eat in the restaurants. We participate in the community business. The mission is simply to help wherever we can and do the right thing by helping children.

What We Do

The Postal Service has Operation Santa sites in action around the country. In the vast number of locations postal employees respond to the letters by providing a written response signed by Santa, while other Post Offices may work with local schools, municipalities and community groups who volunteer for the joyous task.

Each year, however, in select Post Offices the general public is invited to “adopt” Santa letters. In all locations where the public may adopt letters written to Santa, strict privacy guidelines are in place. Any member of the public choosing to adopt a letter may simply respond in writing or if they choose grant the

wish, a decision that is left to the individual.

New York City's Operation Santa serves as the largest public adoption Post Office in the country. A "Big Apple" tradition that has changed very little since the 1940s and one which continues to thrive in the heart of the Manhattan, much to the delight of those who visit the iconic James A. Farley building.

This year, the Postal Service is expanding the program to six additional cities in a volume test. Customers in the following cities can adopt letters to Santa online at www.delivercheer.com and mail gifts ONLY at the post offices listed here:

Austin General Mail Facility, Indianapolis Main Office, James SA. Farley Post Office, Phoenix Main Post Office, Pittsburgh Main Post Office, Carmel Mountain Postal Store in San Diego, and the Dorothy Height Post Office in Washington, DC.

Where Did the Time Go? The Holidays are Here!

USPS has important shipping deadlines you need

2018 Holiday Shipping Deadlines

The Postal Service recommends the following mailing and shipping deadlines for expected delivery by Dec. 25 to Air/Army Post Office/Fleet Post Office/Diplomatic Post Office and domestic addresses*:

- Dec. 4 – APO/FPO/DPO (**ZIP Code 093 only**) Priority Mail® and First-Class Mail®
- Dec. 11 – APO/FPO/DPO (all other ZIP Codes) Priority Mail and First-Class Mail
- Dec. 14 – USPS Retail Ground
- Dec. 18 – APO/FPO/DPO (**except ZIP Code 093**) USPS Priority Mail Express®
- Dec. 20 – First-Class Mail (including greeting cards)
- Dec. 20 – First-class packages (up to 15.99 ounces)
- Dec. 20 – Hawaii to mainland Priority Mail and First-Class Mail
- Dec. 20 – Priority Mail
- Dec. 20 – Alaska to mainland Priority Mail and First-Class Mail
- Dec. 22 – Alaska to mainland Priority Mail Express
- Dec. 22 – Hawaii to mainland Priority Mail Express
- Dec. 22 – Priority Mail Express

*Not a guarantee, unless otherwise noted. Dates are for estimated delivery before December 25. Actual delivery date may vary depending on origin, destination, Post Office acceptance date and time and other conditions. Some restrictions apply. For Priority Mail Express® shipments mailed December 22 through December 25, the money-back guarantee applies only if the shipment was not delivered, or delivery was not attempted, within two (2) business days.

Busiest Mailing and Delivery Days

Thanks to more people shopping earlier and shopping online, the Postal Service's "busiest day" notion is now a thing of the past. Instead, the Postal Service now has a busiest time, and it starts two weeks before Christmas. Beginning the week of Dec. 10, customer traffic is expected to increase and the Postal Service expects to deliver nearly 200 million packages **per week** during these two weeks. The week of Dec. 17-23 is predicted to be the busiest mailing, shipping and delivery week. During this week alone, the Postal Service expects to process and deliver nearly 3 billion pieces of First-Class Mail, including greeting cards.

Skip the Trip and Ship Online

Consumers don't even have to leave home to ship their packages, simply visit usps.com. The Postal Service anticipates Dec. 17 will be the Postal Service's busiest day **online** with more than 8 million consumers predicted to visit usps.com for help shipping that special holiday gift. It's predicted that nearly 105 million consumers will visit the USPS website between Thanksgiving and New Year's Day. And usps.com is always open.

It's estimated nearly 400,000 consumers will use the [Click-N-Ship](#)® feature and other online services on Dec. 17 to order free Priority Mail boxes, print shipping labels, purchase postage and even request free next-day Package Pickup.

On the list - USPS among most admired employers

The Postal Service has tied for fifth place in a ranking of the 15 most admired employers that was compiled by Morning Consult, a market research company based in Washington, DC.

USPS shared the fifth-place slot with chocolate-maker Hershey and video-streaming service Netflix, with 57 percent of those surveyed saying they would be proud to work at the Postal Service and the two companies.

Tech giants Google and Amazon shared the first-place slot, scoring 60 percent. Another tech giant, Microsoft, landed third on the list, with a score of 59 percent. Entertainment and media company Walt Disney was fourth, with a score of 58 percent.

The other companies in the top 15 rankings, which Morning Consult released last week, are Samsung Electronics (56 percent), FedEx (55 percent), Sony (55 percent), UPS (55 percent), YouTube (55 percent), Coca-Cola (54 percent), Universal Studios (54 percent) and National Geographic (53 percent).

This is the latest survey or study that measures esteem for USPS.

In a Gallup poll this year, consumers ranked the Postal Service first in job performance among government agencies. Other surveys in recent years have named USPS a national leader in employing veterans and providing opportunities for multicultural businesses.

USPS® Builds upon Success of Informed Delivery® with Informed Address Pilot

The U.S. Postal Service® (USPS) is operating in an increasingly digital world where communication and marketing efforts often rely on digital channels. USPS launched [Informed Delivery](#) in 2017 to help bridge the gap between the physical and digital, and now more than 13 million people are using this feature to digitally preview their mail and manage packages. Building upon the success of Informed Delivery, USPS continues to innovate to provide an engaging and relevant experience for consumers.

Next year, USPS will begin testing a new technology: **Informed Address**. This innovation replaces a delivery point with a unique code that only USPS can decode, allowing business mailers to send mail without knowing a consumer's physical address—providing consumers with enhanced privacy and identity protection.

Stay tuned for more updates!

January 2019 Proposed Price Change Open Line Calls

USPS Representatives will be hosting Open Line calls to discuss the technical specifications in support of the proposed January 2019 Price Changes. The calls are scheduled for Monday's and Wednesday's at 1:00pm Eastern and will occur weekly **through Wednesday, December 19, 2018.**

Please note, you do NOT need a WebEx account to join the meeting.

To join this meeting (From mobile devices!)

1. Go to

<https://uspsmeetings.webex.com/uspsmeetings/j.php?MTID=mcba8186f26b9bb404c81486b06a8d6ef>

2. If requested, enter your name and email address.

3. If a password is required, enter the meeting password: This meeting does not require a password.

4. Click "Join".

5. Follow the instructions that appear on your screen.

Meeting Number: 819 346 092

Teleconference information

Provide your phone number when you join the meeting to receive a call back. Alternatively, you can call:

Toll-free number: 1-855-8607461 (US)

Or Call-in number: 1-678-3172063 (US)

Show global numbers: <https://www.tconline.com/offSite/OffSiteController.jsp?cc=2219376908>

You'll be prompted to enter you Conference Code: 221 937 6908

Mail Entry and Business Mailer Support is hosting a series of informational sessions on EPS and the migration process

Every Tuesday 1:00 PM - 2:00 PM (EST)

- When: Occurs every Tuesday 1:00 PM to 2:00 PM EST
- <https://uspsmeetings.webex.com/uspsmeetings/j.php?MTID=ma98288517b9dc638f51de90cf07992d2>
- Call-in toll-free number (US): 1-855-860-7461
- Conference Code: 819 297 8257

PostalOne! Customer Care:

- Assistance with the EPS set-up process
- Assistance with password reset, system logon, and site administrator roles

Call: 1-800-522-9085 or email: Postalone@usps.gov

You can also refer to the helpful 21 page FAQ document by copying the following into your browser:

Federal Register Notices:

Published in the *Federal Register* November 23, 2018

Transfer of Inbound Letter Post Small Packets and Bulky Letters, and Inbound Registered Service Associated with such items, to Competitive Product List (Doc # 2018-25429)

AGENCY: Postal Service.

Action: Notice

Summary: The Postal Service hereby provides notice that it has filed a request with the Postal Regulatory Commission to transfer Inbound Letter Post small packets and bulky letters, and inbound registered service associated with such items, from the market-dominant product list to the competitive product list.

DATES: *Date of notice:* November 23, 2018.

FOR FURTHER INFORMATION CONTACT: Anthony F. Alverno, 202-268-2997.

Published in the *Federal Register* November 13, 2018

Temporary Emergency Committee of the Board of Governors; Sunshine Act Meeting (Doc # 2018-24835)

AGENCY: Postal Service.

Status: Tuesday, November 13, 2018, at 10:30 a.m.; Wednesday, November 14, 2018, at 8:30 a.m.—Open.

Revised Matters to be considered:

Tuesday, November 13, 2018, at 10:30 a.m. (Closed)

1. Strategic Issues.
2. Financial Matters.
3. Compensation and Personnel Matters.
4. Executive Session—Discussion of prior agenda items and Board governance.

Wednesday, November 14, 2018, at 8:30 a.m. (Open)

1. Remarks of the Chairman of the Temporary Emergency Committee of the Board.
2. Remarks of the Postmaster General and CEO.
3. Approval of Minutes of Previous Meetings.
4. Committee Reports.
5. FY2018 10K and Financial Statements and Approval of Annual Report and Comprehensive Statement.

6. FY2019 IFP and Financing Resolution.
7. FY2020 Appropriations Request.
8. Quarterly Service Performance Report.
9. Approval of Annual Report and Comprehensive Statement.
10. Draft Agenda for February meetings.

PREVIOUSLY ANNOUNCED TIME AND DATE OF THE MEETING: Tuesday, November 13, 2018, at 10:30 a.m.; and Wednesday, November 14, 2018, at 8:30 a.m.

FOR FURTHER INFORMATION CONTACT: Acting Secretary of the Board, U.S. Postal Service, 475 L'Enfant Plaza SW, Washington, DC 20260-1000. Telephone: (202) 268-4800.

Published in the *Federal Register* November 7, 2018

Meetings; Sunshine Act Meeting (Doc # 2018-24487)

AGENCY: Postal Service.

Status: Tuesday, November 13, 2018, at 10:30 a.m.; Wednesday, November 14, 2018, at 8:30 a.m.—Open.

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11. Public Comment Period.

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FOR FURTHER INFORMATION CONTACT: Acting Secretary of the Board, U.S. Postal Service, 475 L'Enfant Plaza SW, Washington, DC 20260-1000. Telephone: (202) 268-4800.

Negotiated Service Agreements:

Product Changes-**Priority Mail Express, Priority Mail and First-Class Package Service** *Negotiated Service Agreements:* 11/23/18 (Doc# 2018-25450), 11/27/18 (Doc# 2018-25722)

Product Changes-**Priority Mail Express and Priority Mail** *Negotiated Service Agreements:* 11/16/18 (Doc# 2018-25018)

Product Changes-**Priority Mail Express** *Negotiated Service Agreements:* 11/27/18 (Doc# 2018-25716), 11/27/18 (Doc# 2018-25721)

Product Changes-**Priority Mail** *Negotiated Service Agreements:* Posted 11/15/18 (Doc# 2018-24911), 11/16/18 (Doc# 2018-25014), 11/16/18 (Doc# 2018-25016), 11/23/18 (Doc# 2018-25447), 11/23/18 (Doc# 2018-25448), 11/23/18 (Doc# 2018-25449), 11/27/18 (Doc# 2018-25714), 11/27/18 (Doc# 2018-25715), 11/27/18 (Doc# 2018-25718), 11/27/18 (Doc# 2018-25719), 11/27/18 (Doc# 2018-25723), 11/27/18 (Doc# 2018-25724)

Product Changes-**Priority Mail and First-Class Package Service** *Negotiated Service Agreement:* 11/16/18 (Doc# 2018-25017)

Product Changes-**First-Class Package Service** *Negotiated Service Agreements:* 11/16/18 (Doc# 2018-25015)

Product Changes-**Parcel Select** *Negotiated Service Agreement:*

Postal Bulletins:

Postal Bulletin 22507 dated 11/22/18

<https://about.usps.com/postal-bulletin/2018/pb22507/pb22507.pdf>

DMM Revision: Priority Mail Express and Priority Mail, Open and Distribute Labeling Clarification
IMM Revision: Individual Country Listing for Estonia, Individual Country Listing for Great Britain and Northern Ireland. Individual Country Listing for the Philippines
Publications: Revised Publication 133 is Now Online

Publication 431 Revision: Changes to Post Office Box Service and Caller Service Fee Groups

Postal Bulletin 22506 dated 11/8/18

<https://about.usps.com/postal-bulletin/2018/pb22506/pb22506.pdf>

Management Instructions: EL-110-2018-1: Changes to Official Time and EEO Counseling
Address Management: Mover's Guides and Internet Change of Address Message Cards
Domestic Mail: Labeling List Changes
Finance: Form W-2, Wage and Tax Statement, IRS Reporting Requirements, Local Tax Code Information, Priority of Deductions, Tax Obligations of USPS Employees, Wage Overpayment Indebtedness

Additional Resources:

FRN: [Federal Register Notices](#)

PB: [Postal Bulletin](#)

PE: [Postal Explorer](#) is a mailer's resource for all information contained in the [Domestic Mail Manual](#) (DMM), [International Mail Manual](#) (IMM), [Publication 52](#), *Hazardous, Restricted, and Perishable Mail*.

PostalPro: [PostalPro](#) is a mailer's resource for other information (i.e., Mailing and Shipping, Operations, Industry Forum, Certifications, Resources).

Please visit us on the USPS [Industry Outreach](#) website.

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