



Industry Communications

Hurricane Imelda and North Houston

October 29, 2019

Hurricane Imelda Communications:

Existing Process:

- Information is pushed from Area Operations/Marketing to HQs Corporate Emergency Management Team and Industry Engagement.
- This information is used for Industry Alerts and USPS Service Alerts three times/day if information is available. Standard information templates were created during MTAC WG 187 and 155.
- Industry Alert information is used to update Customer Care Centers, Geospatial Maps, Service Alerts website, and other internal stakeholders

What took place:

- First Industry Alerts and USPS Service Alerts went out on Sept 19, the day Imelda struck Houston (2 Alerts)
- Additional updates followed:
 - Sept 20, 2019 (2 Alerts)
 - Sept 22, 2019
 - Sept 23, 2019 (2 Alerts including the one announcing the redirect to the Dallas STC)
 - Sept 30, 2019

Reviewing Communications Process:

Industry Concerns

- Conference call with regional customers, should have used national address list
- Perceived delays in communications around offload plan and perception information was flowing outside normal channels
- No dropship redirection for industry trucks inbound into the impact area following the storm until Sept 23 Industry Alert
- No clear process for requesting information from Informed Visibility for mail inside the impacted facility
- Informed Delivery images didn't flow initially after offload plan was implemented
- No confirmation of status of impacted mail in North Houston until Oct 7 webinar

Investigating Communications Concerns:

USPS Leadership (HQs and Area) met multiple times to review concerns:

- USPS Industry Alert process worked as the process was designed with eight Industry Alerts and postings to USPS Service Alerts website between Sept 18 and 23.
- Gaps were identified in specific areas of response:
 - National webinar was held on October 7, 2019.
 - Industry Alert on Sept 23 addressed embargo on USPS Marketing Letters and redirect to Dallas STC. Detailed explanation of offload plan was shared at a later date.
 - Breakdown in internal flow of communications with USPS Enterprise Analytics and Informed Delivery teams.
 - Mailers didn't receive instructions for dropping mail on trucks already in the area for four days after storm closed site.

Updating Communications Process:

Actions taken based on gaps identified:

Communications process will be updated to address gaps identified. Specifically:

- **NEW:** MTAC Task Team to be initiated to look at specific actions to address identified gaps. (Duration of team: 90 days)
- **NEW:** Informed Delivery will use the Industry Alert information to determine if they need to modify information flow to ensure ID messaging is not impacted.
- **NEW:** Enterprise Analytics will be notified to prepare for calls from customers wanting information on the status of their mailings in major facilities. Afterhours calls will be directed to FAST Helpdesk. Process for adding storm impact “attributes” to IMB extract files is already underway.
- **NEW:** If mail is embargoed or dropships are not available, make sure instructions are provided for mail already in the impacted market area and enroute.

Updating Communications Process:

Actions taken based on gaps identified: (continued)

Additional actions to be undertaken:

- **NEW:** If long term impacts are identified, a national industry webinar will be scheduled to inform customers of off-load plans, rerouting for mail, and long term plans. This webinar to be coordinated with impacted Area Leadership and Area Marketing.
- **NEW:** Internal communications stakeholders team has expanded to include Enterprise Analytics, Informed Delivery, FAST, and Customer Experience teams.

Thank you!!