UNITED STATES POSTAL SERVICE®

MTAC
Marketing Mail

Steve Dearing
Director, Corporate Reporting

October 2019

UNITED STATES POSTAL SERVICE®

Mail in Measurement

FY 2019 Through August Commercial Mail Volume Mail In Measurement

In FY2019 through August, ~78% of Full-Service mail was in Measurement

Mail Class	Mail Shape	Commercial	Full-Service Eligible	Full-Service	In Measurement	% of Full-Service In Measurement
First Class Presort	Letter/Card	34,419,798,443	33,174,853,455	32,007,028,037	23,700,420,823	74.05%
First Class Presort	Flat	547,585,014	496,525,369	427,488,186	305,601,080	71.49%
USPS Marketing	Letter	48,647,913,664	47,765,841,740	44,475,208,500	36,644,681,223	82.39%
USPS Marketing	Flat	17,371,011,250	13,808,508,150	10,232,173,582	7,582,087,145	74.10%
Periodicals	Flat	3,944,193,672	3,806,566,776	3,507,856,281	2,339,880,688	66.70%
Total		**104,930,502,043**	**99,052,295,490**	**90,649,754,586**	**70,572,670,959**	**77.85%**

Metrics are for Mailing Dates 10/01/2018 – 8/31/2019
Commercial and Full-Service Eligible Volumes sourced from PostalOne!

FSS Service Performance

FY20 Q1 TD National level – Marketing Mail Flats Performance FSS Zones vs Non-FSS Zones

Score	Overall	Processing	LMI
FSS Zone On Time Rate	87.02%	91.72%	-4.70%
Non-FSS Zone On Time Rate	89.47%	93.48%	-4.01%

Note: Metrics based on Full-Service Volume with Anticipated Delivery Dates from 10/1/2019 – 10/18/2019

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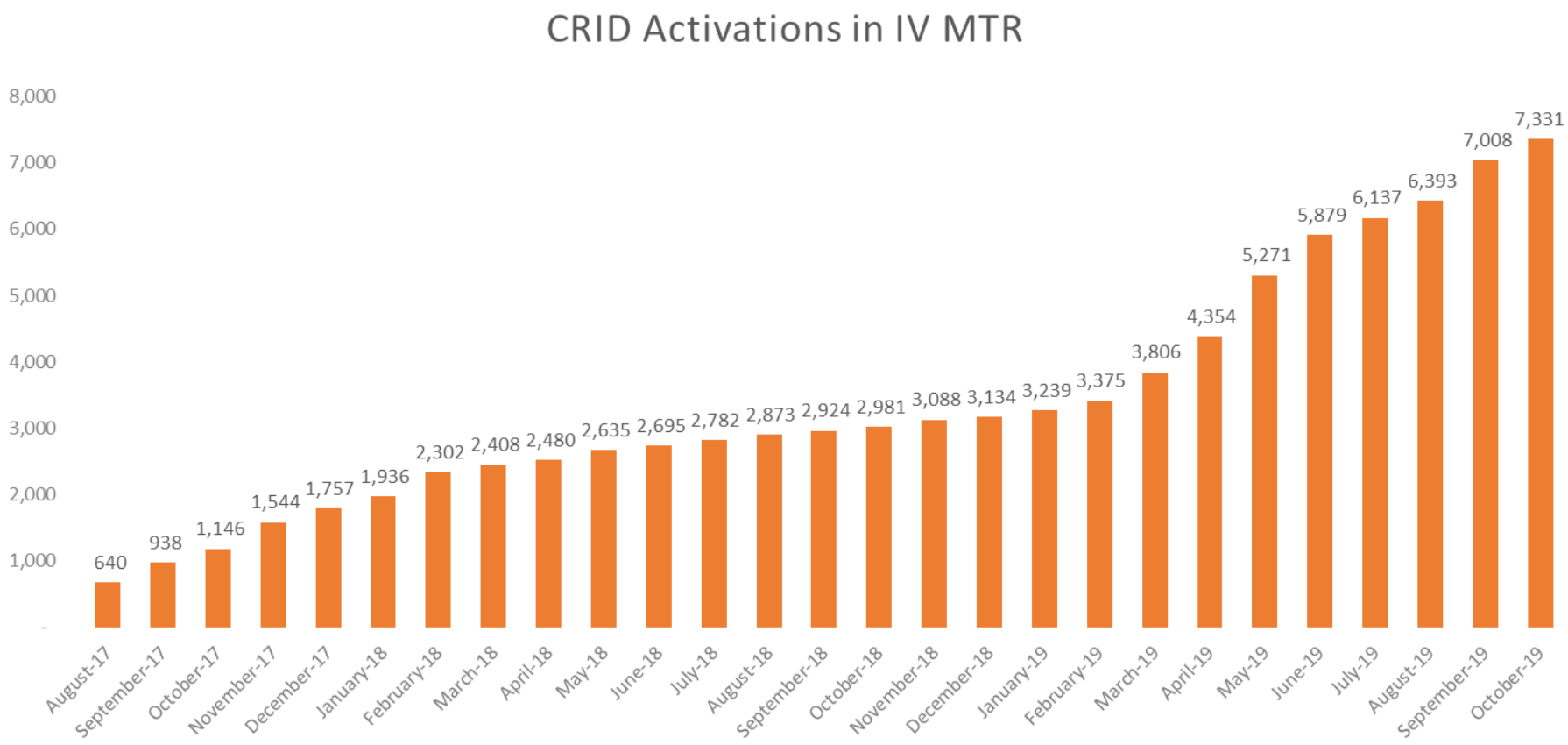
Enterprise Analytics

Informed Visibility Updates

Customer Usage Update



User Growth 146 %
(Year over Year)
Total users 7,331 as of October 16, 2019

IV Average Daily Statistics

Container Scans	**2.4 Million**
Trays Scans	**15 Million**
Piece Scans	**2.6 Billion**
Logical Delivery Events	**339 Million**

Informed Visibility FY 20 Roadmap*

* As of 10/22/19

Informed Visibility	FY20 Q1	FY20 Q2	FY20 Q3-Q4	Future Scope
Increase Visibility with additional Field Operations	• **Manual Bullpen Visibility – Enable in Scan Feeds** • Remittance Visibility – Pilot new scanning operations in the field	• Remittance Visibility – Implement new scanning operations nationwide	• **Newspaper/Periodicals Visibility** • **Remittance Visibility – Enable in Scan Feeds**	
New Capabilities	• Package Visibility – system integration and development Pilot and feature exploration • Advanced Information • Transportation Improvement • Mailer Transportation Visibility	• **Package Visibility – enable as new data feed type** • **Informed Delivery Campaigns** Cont. Pilot and feature exploration • Advanced Information • Transportation Improvement • Mailer Transportation Visibility	Incremental roll out of features • Advanced Information • Transportation Improvement • Mailer Transportation Visibility	• Letters/Flats with Special Services tracking (Special Services Barcodes)
Data Enrichment	• Include Operation 870 as Logical Delivery Event (LDE) eligible operation	• Predicted Delivery Date – Pilot	• **Predicted Delivery Date – Go Live** • **Mail Impacted by Disruptive Events (e.g. severe weather, natural disaster) – Internal Operations & Pilot**	• Mail impacted by Disruptive Events – provisioning indicators in data feeds • Service measurement exclusion reasons • Mail with Delivery Holds • Start-the-Clock on Business Reply and Certified Mail • Mail with Address Change Service • Bundle Irregularity
Enhance Usability	• API Performance enhancements			

Q1 FY20

- Begin development for Release 1

Q2 FY20: Release 1 (Internal Visibility)

- Identification and validation of mail processing facility unexpected events based on Operations communications and mail processing anomalies
- Identify impacted letters and flats for unexpected events, for mail that is at an impacted mail processing facility
- Identify when impacted facility has restored service

Oct	Nov	Dec	Jan	Feb	Mar
Q1 2020			Q2 2020		

**In progress – finalization of end-to-end roadmap

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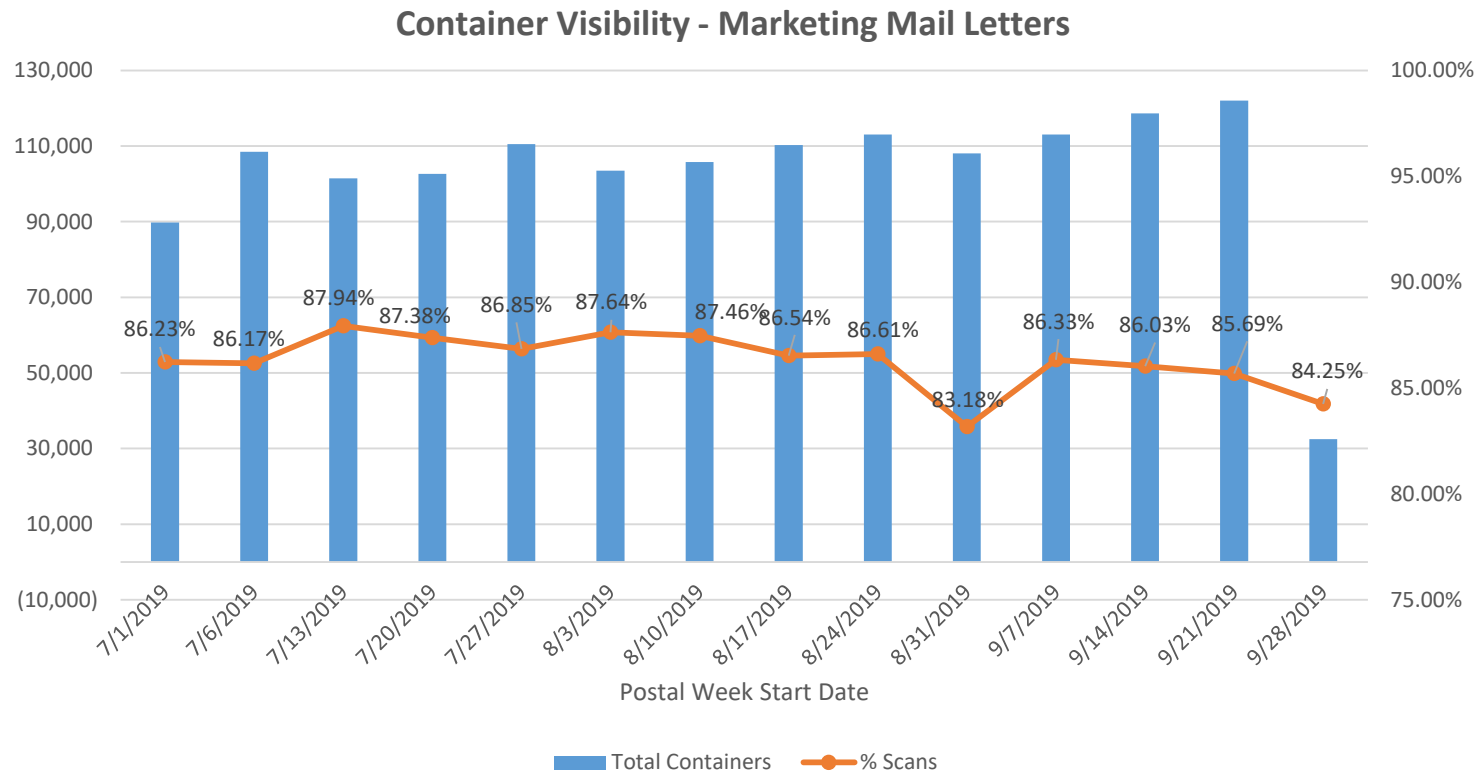
Container Visibility

FY19 Q4 Marketing Letters Container Visibility

Entry Type	Total Containers	% Containers with Scan
DSCF	1,016,396	90.72%
ORIGIN	224,175	60.50%
DNDC	183,396	93.13%
ASF	15,661	94.61%
DDU	133	55.64%
Grand Total	**1,439,761**	**86.36%**



Note: Metrics based on Full-Service Volume with Mailing Dates from 07/1/2019 – 09/30/2019

FY19 Q4 Marketing Letters Visibility Flows Metrics by Entry Discount Type

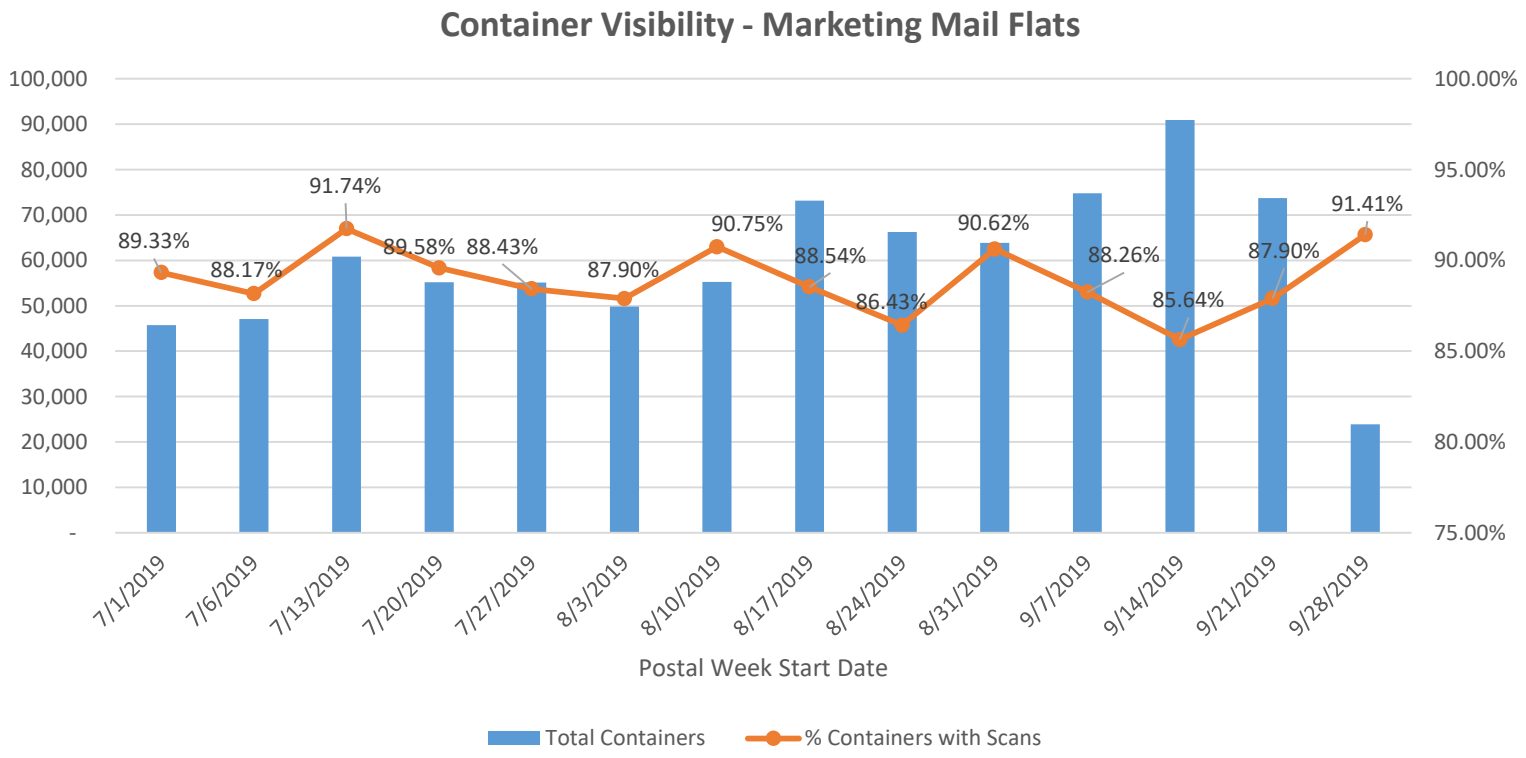
- In FY19 Q4, ~96% of Marketing Letters had visibility
- Breakdown by Entry Type:

Entry Discount Type	% with Visibility	% with DPS Visibility	% with Other Visibility
DSCF	96.66%	90.94%	5.72%
ORIGIN	90.16%	82.54%	7.63%
DNDC	96.13%	86.56%	9.57%
ASF	97.48%	88.77%	8.71%
DDU	83.80%	76.40%	7.40%
Grand Total	**95.80%**	**89.40%**	**6.40%**

Note: Metrics based on Full-Service Volume with Start-the-Clock for Start-the-Clock Dates 7/1/2019 – 9/30/2019

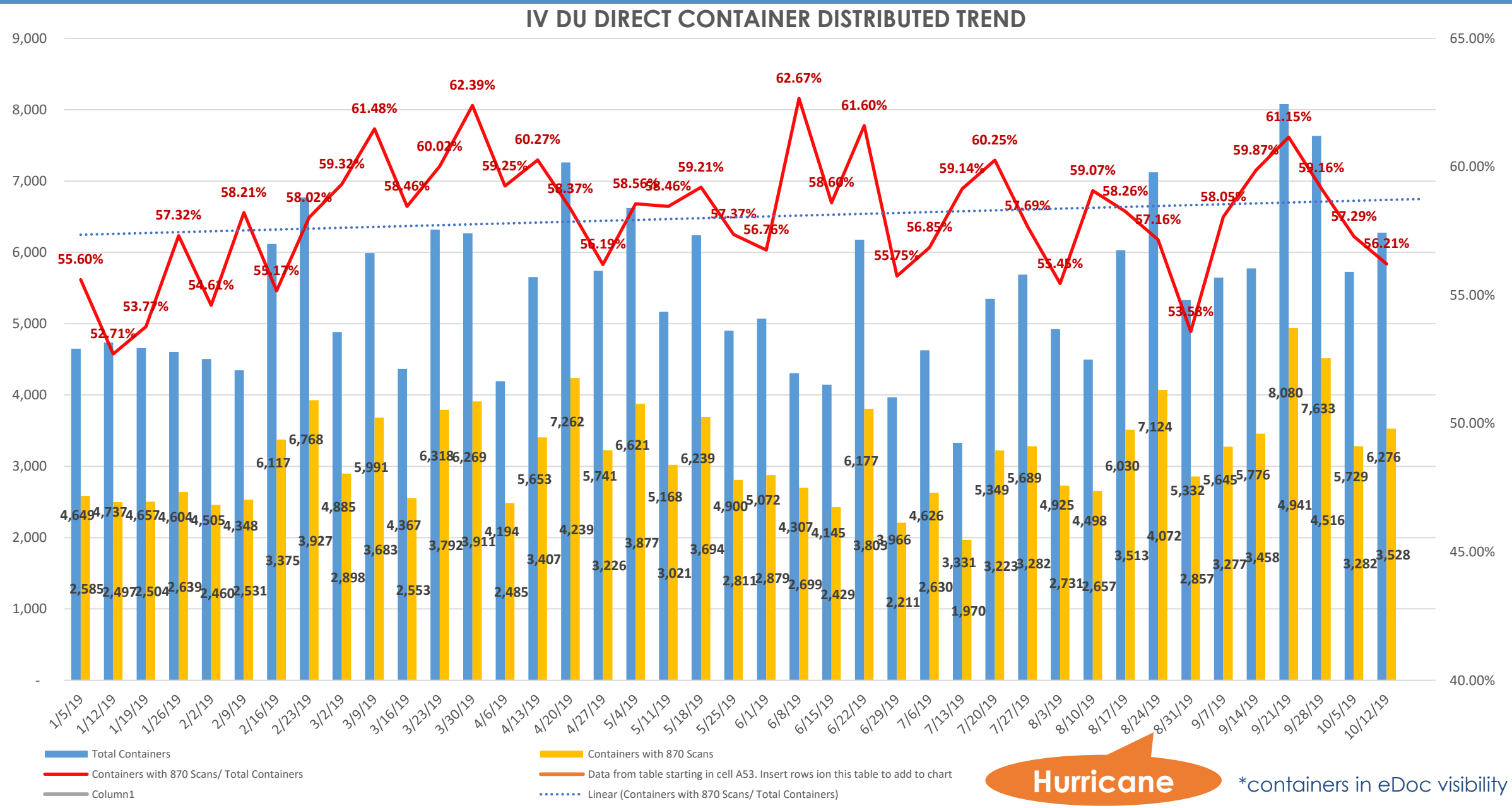
FY19 Q4 Marketing Flats Container Visibility

Entry Type	Total Containers	% Containers with Scan
DSCF	480,926	92.42%
ORIGIN	143,629	79.15%
DNDC	114,255	95.88%
DDU	45,625	54.90%
DFSS	33,905	94.69%
ASF	16,856	93.49%
ADC	8	100.00%
Grand Total	**835,204**	**88.68%**



Note: Metrics based on Full-Service Volume with Mailing Dates from 07/1/2019 – 09/30/2019

Direct Container Visibility Trend



Hurricane

*containers in eDoc visibility

Cross-Dock 99M Container Scan Performance App (Development ver.0.14)

App Overview

1. Provides performance metrics through container life cycle
2. Analytical views across Region, Product, Shipper, and Network
3. Measures 99P-99M assignment for container visibility as it moves through our mail stream
4. Displays container level PTR tracking for granular analysis

Leverages Qlik for visual platform

Status

- App developer testing is in progress

FY19 Q4 Marketing Flats Visibility Flows Metrics by Entry Discount Type

- In FY19 Q4 TD, ~86% of Marketing Flats had visibility
- Breakdown by Entry Type:

Entry Discount Type	% with Visibility	% with Bundle Visibility	% with FSS Visibility	% with AFSM Visibility	% with Other Visibility
DSCF	87.06%	52.23%	18.91%	15.62%	0.29%
DNDC	84.02%	30.79%	14.41%	37.83%	0.99%
ORIGIN	78.49%	17.40%	11.58%	48.00%	1.51%
ASF	85.01%	47.57%	12.44%	24.44%	0.56%
DDU	58.14%	57.50%	0.31%	0.21%	0.12%
ADC	92.38%	32.65%	0.62%	58.95%	0.16%
Grand Total	**85.69%**	**46.18%**	**17.45%**	**21.55%**	**0.50%**

Note: Metrics based on Full-Service Volume with Start-the-Clock for Start-the-Clock Dates 7/1/2019 – 9/30/2019

Bundle Visibility

Recently Completed

IV-MTR Scans provided to Mailers – 09/25/2019

Phase 1 Implementation for Manual Bullpen

- Sites that have NO automation equipment – 08/26/2019
- Scan at the Handling Unit and Container level to provide bundle/piece nesting

- Sites currently provisioning scan data:
  - Augusta, GA
  - Duluth, MN
  - Gary, IA
  - Rocky Mount
  - Waterloo, IA
  - White River Junction

Ongoing/Upcoming Enhancements

Internal Reporting – 11/29/2019

- Merge Manual Nested Bundles into Full Service Bundle Visibility (FSBV) Reporting
- Add 'Manual' Mail to Service Performance Measurement

Phase 2 Implementation for Manual Bullpen

- All sites that process bundles – Rollout Week of 10/21/2019

FAC NAME	SITE ID	LOC NAME	AVG. # OF CONTAINERS ASSIGNED/DAY	AVG HOURS OPEN
AUGUSTA	308	MANUALBUNDLES	26.84	13.7
DULUTH	556	MANUALBUNDLES	67.89	9.9
GARY	463	MANUALBUNDLES	30.6	5.1
ROCKY MOUNT	278	MANUALBUNDLES	19.82	1.2
WATERLOO	506	MANUALBUNDLES	7.96	11.3
WHITE RIVER JUNCTION	050	MANUALBUNDLES	35.76	10.3

Flats Visibility

Flat Visibility Flows
Logical Delivery Event Metrics

- 80.46% of all Flats that received ANY visibility observed a Logical Delivery Event

- Distribution of those Logical Delivery Events provided below:

Mail Shape	% with FSS LDE Triggers	% with AFSM LDE Triggers	% with Bundle LDE Triggers	% with Other LDE Triggers
Flat	27.78%	42.34%	29.83%	0.05%

Note: Metrics based on scan events that have triggered a Logical Delivery Event from 9/20/2019-9/30/2019
Note: Class and Entry Discount are not available for IV-MTR LDEs

Work with Informed Delivery to use flat data more efficiently to determine delivery

ID gets piece data (scan and images) from Engineering Systems

- ID Team to coordinate meeting with Engineering regarding the Piece Triggers
  - Update oper codes triggers
  - Put Update PROCESS in place

ID gets Bundle data from IV

- Trigger Events Recently Reviewed/Updated
  - Added Manual Bundle Events as necessary
  - Put Update PROCESS in place

ID Development Team investigating trigger data transfer from IV

- Identify scope of challenge for successfully receiving / ingesting trigger data
- Identify solution as necessary with IV team

Mailer Transportation Visibility

Current process

- Manually Enter FAST Appointment Arrival for:
  - Actual Entry Time
  - Start the Clock

New process

Flexible, Low Cost, Easy

- Automated FAST Entry via:
  - Mailer IV®-MTR JSON API
  - MVA MTV Mobile app
- Mailer Transmits Content in Advance.
- GPS Will Determine Dock Arrival Time
- Enhanced Start-the-Clock

GPS coordinates from the truck enter the Postal facility polygon

- Arrival information updated
- Trailer assigned to a dock door via the Dock Door Management System

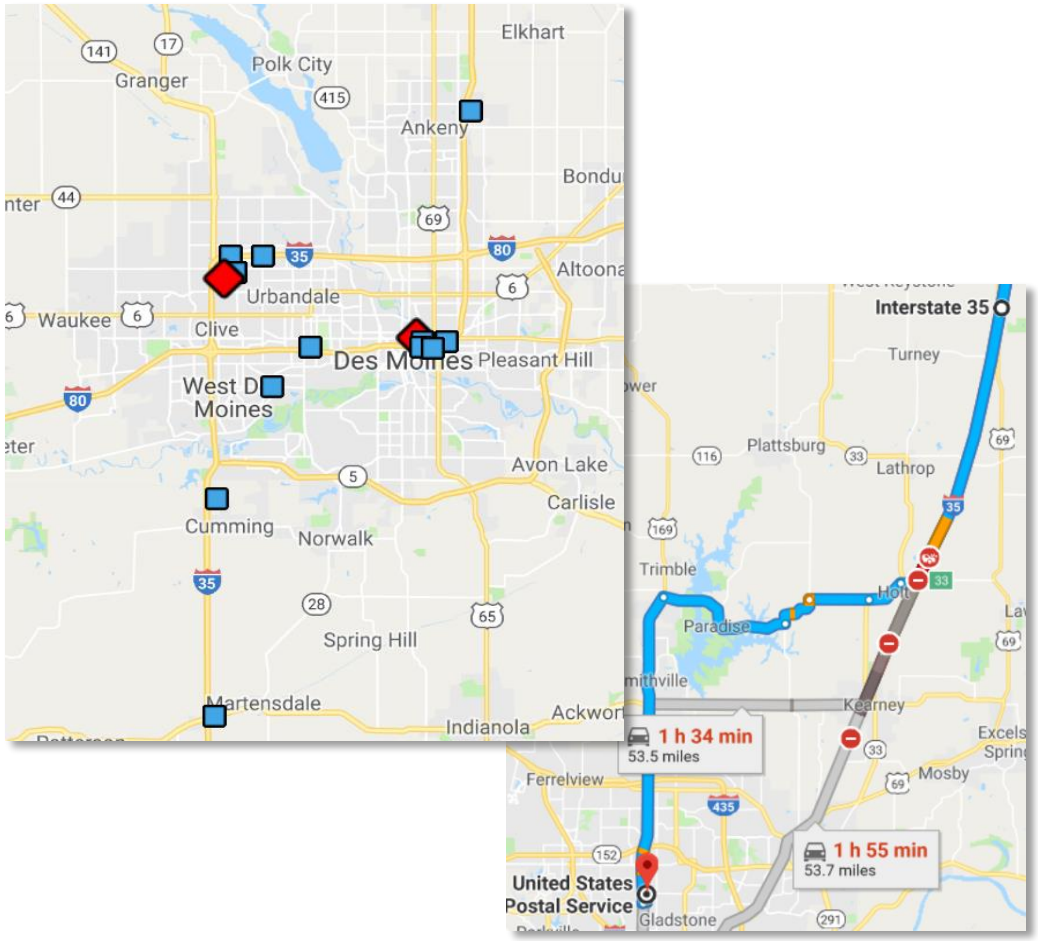
Completed 3 pilots successfully testing GPS transmission and arrivals based on GPS coordinates.
4th pilot underway to test time zones and Geo location accuracy.

Summary

- Completed pilots to test out GPS transmission and Geo based arrival at drop shipment facilities across the country
- Further pilots will test two-way communication and interaction with the USPS dock personnel to confirm appointments and schedule dock doors

Findings

- GPS Float: Precision on the trackers needs to be set at a level to identify when in the facility polygon to leverage the time for arrival
- GPS Frequency: To leverage the GPS data for geofence breaks the frequency needs to 1 min pings to ensure time at the facility is properly recorded



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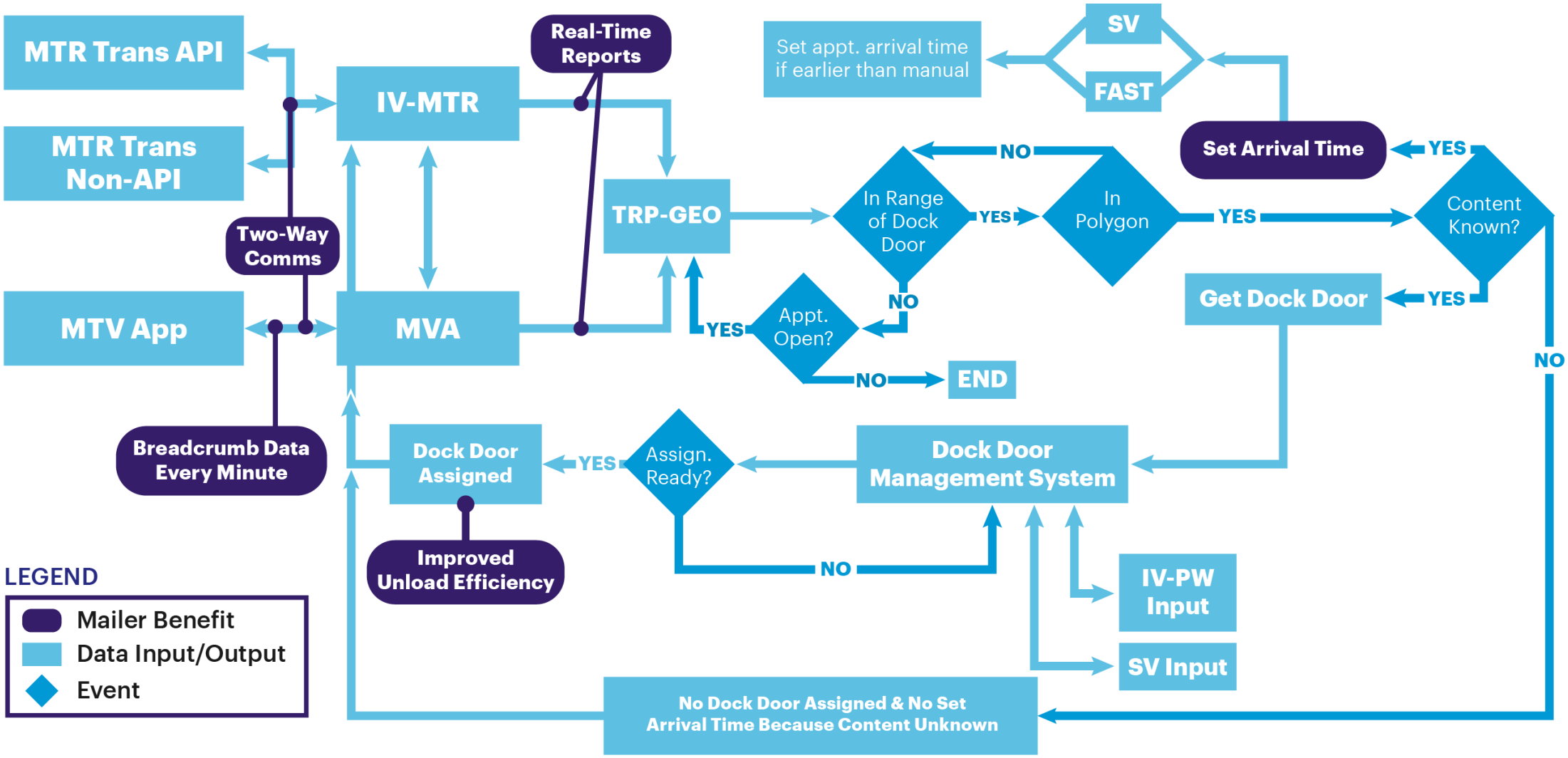
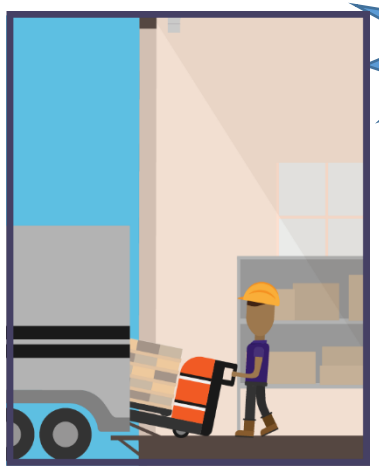
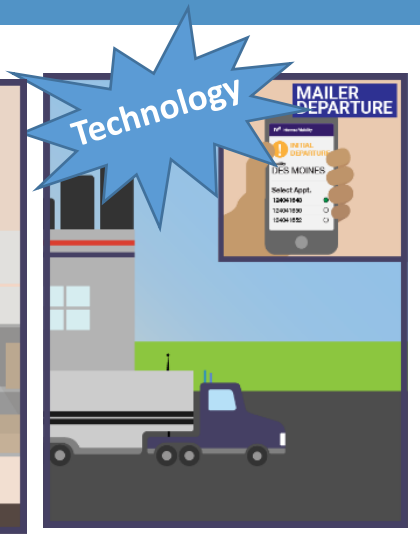
Mailer Transportation Visibility (MTV) Flow



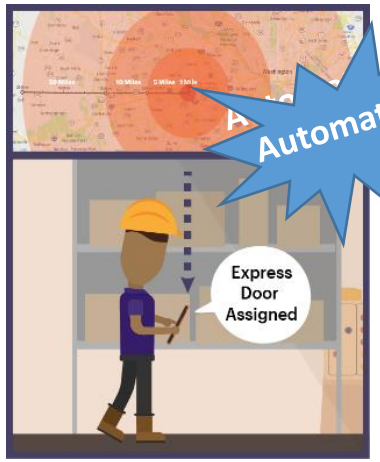
Transportation Dock Door Assignment End State



Load Mailer Transportation



Notify USPS



Assign Express Dock Door

Receive Dock Assignment

Arrive Appointment

Unload Appointment

Depart Appointment

Close Appointment

Mailer Benefits

- More accurate unload times
- More accurate Start the Clock
- Reduced driver wait times
- Increased mail visibility prior to acceptance

USPS Benefits

- Workload visibility before arrival
- More efficient dock management
- More accurate appointments
- More accurate Start the Clock

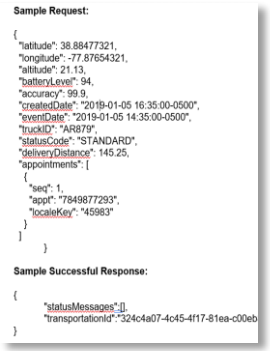
Mailer Transportation Visibility Two-Way Communication

To gain the advantages of the MTV application two-way communication is needed to communicate appointment status, dock door, and expected unload time.

Two-Way Communication Options

API Communication

- The transportation API will be updated to add additional data in the return payload to include the following fields
  - Appointment status, dock door, and expected unload time
- A new API will be added to allow for appointment status queries and requests



Sample Request:

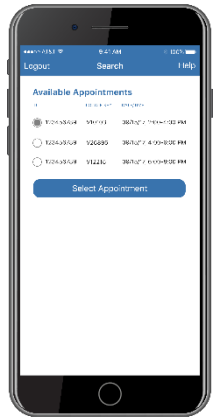
```
{
  "latitude": 38.88477321,
  "longitude": -77.87654321,
  "altitude": 21.13,
  "batteryLevel": 94,
  "accuracy": 99.9,
  "createdDate": "2019-01-05 16:35:00-0500",
  "eventDate": "2019-01-05 14:35:00-0500",
  "truckID": "AR879",
  "statusCode": "STANDARD",
  "deliveryDistance": 145.25,
  "appointments": [
    {
      "seq": 1,
      "appt": "7849877293",
      "locaieKey": "45983"
    }
  ]
}
```

Sample Successful Response:

```
{
    "statusMessages":[],
    "transportationId":"324c4a07-4c45-4f17-81ea-c00eb
}
```

Mobile App Communication

- Mailer Transportation Visibility (MTV) application will be available allowing drivers to transmit breadcrumbs and request/receive appointment status through the app
- The MTV application will be available on the Apple's App Store and Google Play



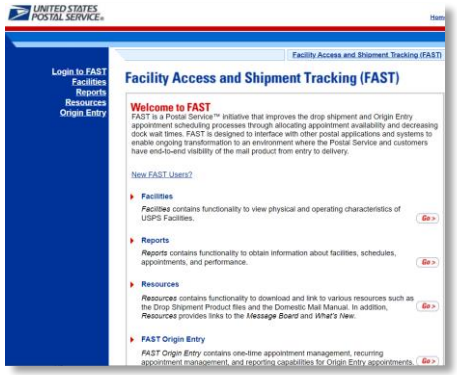
Mailer Transportation Visibility Content Association

To use MTV all inbound appointments need to have content associated allowing USPS to know the workload and for IV MTR to provision the container status to mailers.

Content Association Options

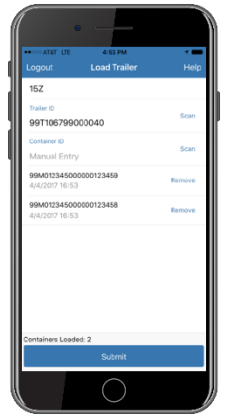
API Content Association

- eDoc – Allows assigning content to appointment with initial submission or with a transportation update
- FAST XML – Allows for creation and update of appointments including content via Mail.XML
- Online FAST Application – Allows for search and update of appointments including content via the FAST website



Mobile Content Association

- Mailer Visibility will allow scanning of content associating to a trailer by scanning the container's placard at a mailer facility
- The MVA Mailer Visibility application will be available on the Apple's App Store and Google Play



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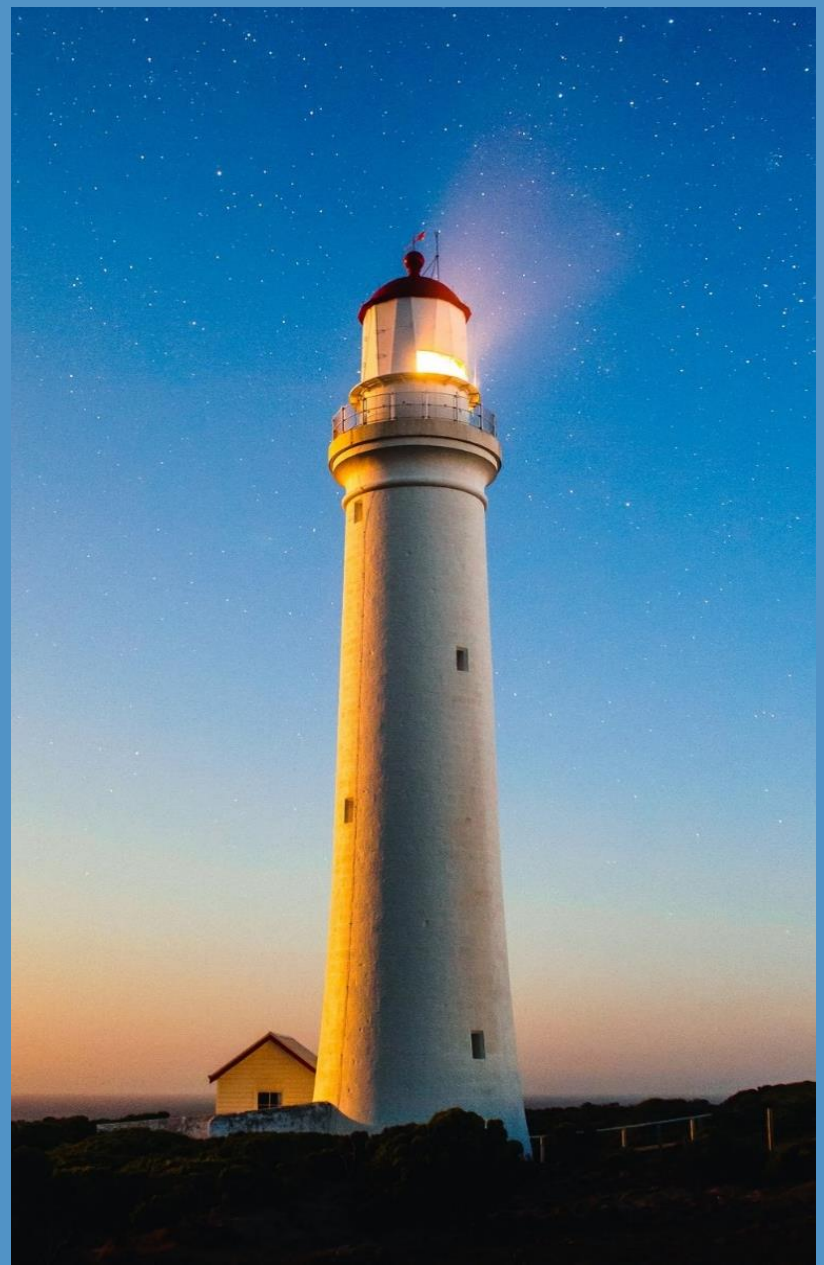
MTAC

Enterprise Analytics Addressing & Geospatial Technology

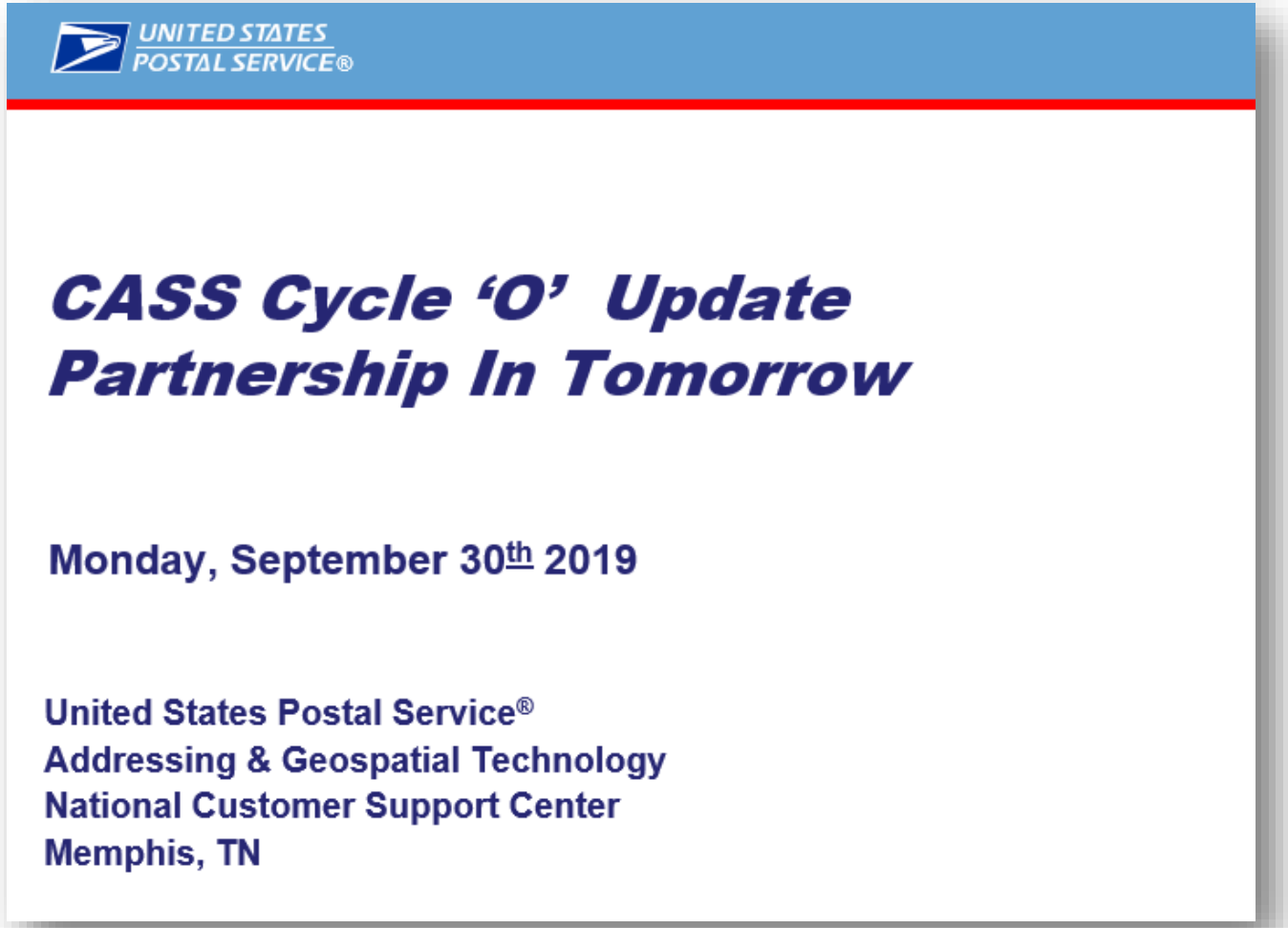
October 2019

Jim Wilson,
Director Addressing & Geospatial Technology, USPS®



CASS / MASS Cycle ‘O’ Highlights

- Second Partnership In Tomorrow meeting held September 30,2019
- 73 participants attended
- Primary focus was to discuss new USPS® initiatives:
  - TotalDPS
  - Cross State
  - Informed Address



Significant Milestones

	2021 Timeline	
Original CASS Cycle "O" Rules Release	July 31 2018	✓
Partnership In Tomorrow (PIT) Meeting	September 30 2019	✓
Review & Comments Deadline	October 31 2019	
Proposed Final Rules Release (Issue Industry Alert)	November 29 2019	
NEW Industry Comment Period Deadline	Jan 31 2020	
Final Rules Released	Feb 28 2020	
TotalDPS Stage 1 File Release	April 15 2020	
Send Static Data	April 15 2020	
Stage I Release	April 15 2020	
Stage II Release	May 29 2020	
MASS Test Decks Available	August 28 2020	
CASS Developers Certification Completed	December 23 2020	
MASS Manufacturers Certification Completed	January 29 2021	
Recommended Software Released to End-users NLT	March 31 2021	
Expiration of CASS™ Cycle N	July 31 2021	
Implementation of CASS Cycle O	August 1 2021	

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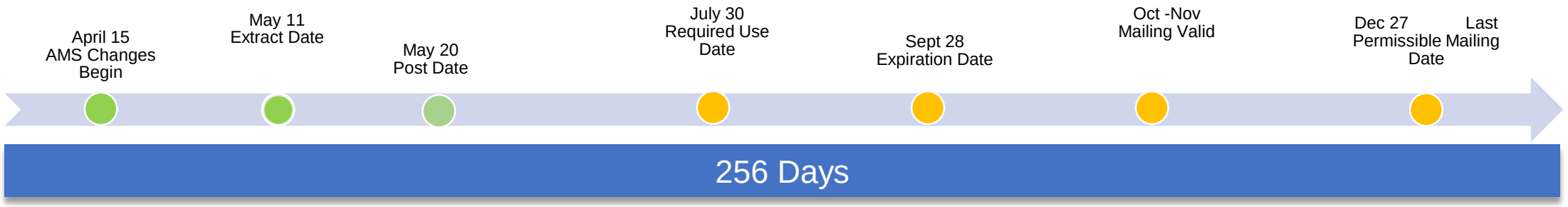
AIS Product Cycle Review

AIS Product Update Cycles

Carrier Route Timeline - June 15 Product



ZIP+4 Product Timeline - June 15 Product

Address Changes/Updates Potentially Delayed Due To Current Update Requirements

Why is it important we change current update requirements?

- Can cause delays in mail delivery
- Can have impacts to mail forwarding
- Can cause mail to be re-sorted up to ***11 ½ months*** for ZIP+4 updates
- Can cause mail to be re-sorted up to ***8 ½ months*** for carrier route updates

AIS Product Change Analysis

Change Type	Average Monthly Change Volume
ZIP+4s Added	40,387
Delivery Points Added	100,067
Delivery Point Changes	
Carrier Route	419,339
Preferred Last Line	6,654
ZIP+4	72,426
Delivery Sequence	17,996,752

We Need Your Input

- Survey published to MTAC UG5, CASS Developers, and via Industry Alert
- Survey questions give USPS® important information that assists in determining new update requirements
- Survey closes November 15, 2019
- Access the survey: https://www.surveymonkey.com/r/3Z8F37C

DMM Update Standards

The USPS® maintains the address data used by mailers to validate addresses used in a mailing. Over 100,000 changes occur every month that can impact carrier route and ZIP + 4® assignments of an address. The changes are reflected in the next scheduled release of the data.

Adjustments to 5 Digit ZIP Code™ data are made annually and released once per year. Current ZIP Code Accuracy Standards allow for a ZIP Code to be used on a mail piece within 12 months after the use of an approved method. Once used on a mailpiece, the same address is considered to meet the standards for an additional 1 year. Worse-case-scenario allows for the use of 2 year old ZIP Code information to meet the standard.

Address Matching and Coding Update Standards require coding to be performed within 90 days before the mailing date for carrier route mailings and 180 days for all non-carrier route mailings using the most current USPS database. The USPS data expires 105 days after the product release date, which is the 15th of each month. Once an address is coded, it may be mailed in a Carrier Route mailing an additional 90 days and in a non-Carrier route mailing an additional 180 days. This means that an address added or modified in the database may not be updated on a mailing list for nearly 1 year (8 ½ months for CR, 11 ½ months for non-CR).

The USPS proposes revising the Update Standards so that automation and carrier route mailings will be mailed to addresses that reflect the most current state of addresses following a change. This proposal would change the Mailing Standards of the United States Postal Service, DMM® 602 6.0 ZIP Code Accuracy Standards, 7.0 Carrier Route Accuracy Standards, and the 9.0 Coding Accuracy Support System (CASS) Date of Address Matching and Coding Update Standards (9.3.1).

We need your feedback to help determine the new standards and how they would impact you and your mail. Please respond to the following survey questions:

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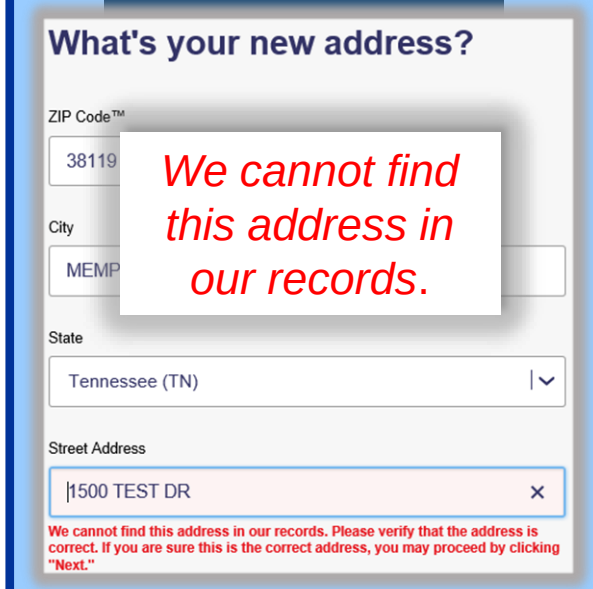
Change-of-Address Updates

Change-of-Address (COA) Quality Improvement

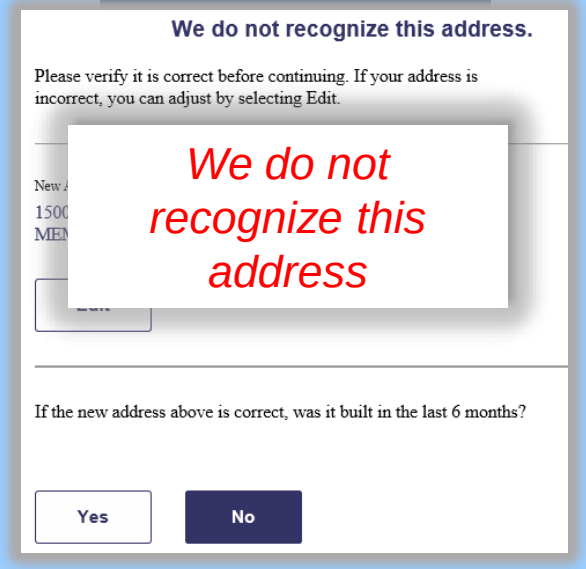
Enhanced Communication When Customer Files Internet COA With Non-Confirmed New Address

Mover's Guide®

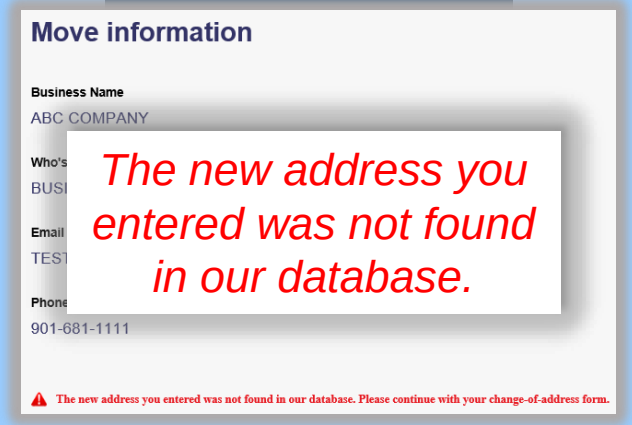
1st Notice – Initial Entry



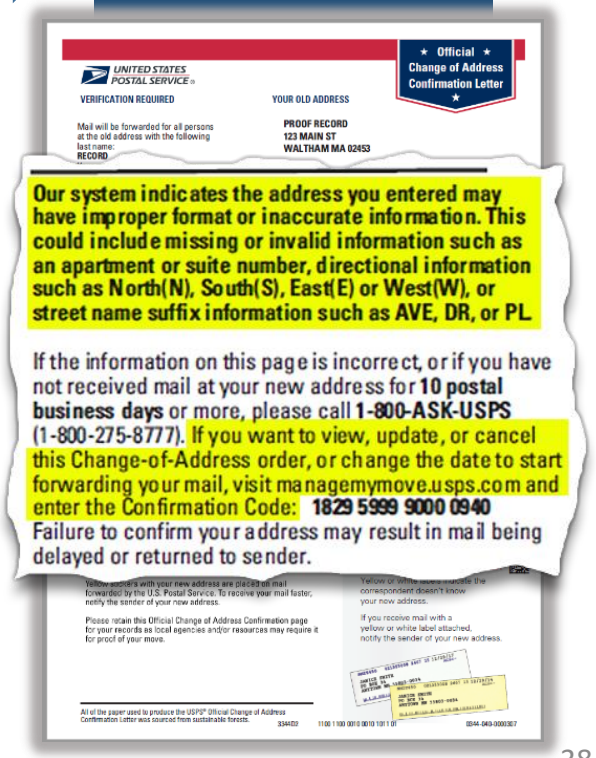
2nd Notice – Built in last 6 months?



3rd Notice – Online Confirmation



4th Notice – Confirmation Letter



Business Internet Change-of-Address

Proposal To Allow Entry of Multiple Business Names with One Internet Change-of-Address

11.4% *of business COAs received in one day had 2-5 requests with the same old/new address with different business names*

Proposal under review

- Modify MoversGuide application to allow up to 5 business names per request
- Modify confirmation letters/emails to include up to 5 business names and confirmation numbers

Business COAs Same Old/New Address	
Total COAs Received Same Day	**% Total COAs**
1	87.9%
2	8.6%
3	1.8%
4	0.7%
5	0.3%
>5	0.7%

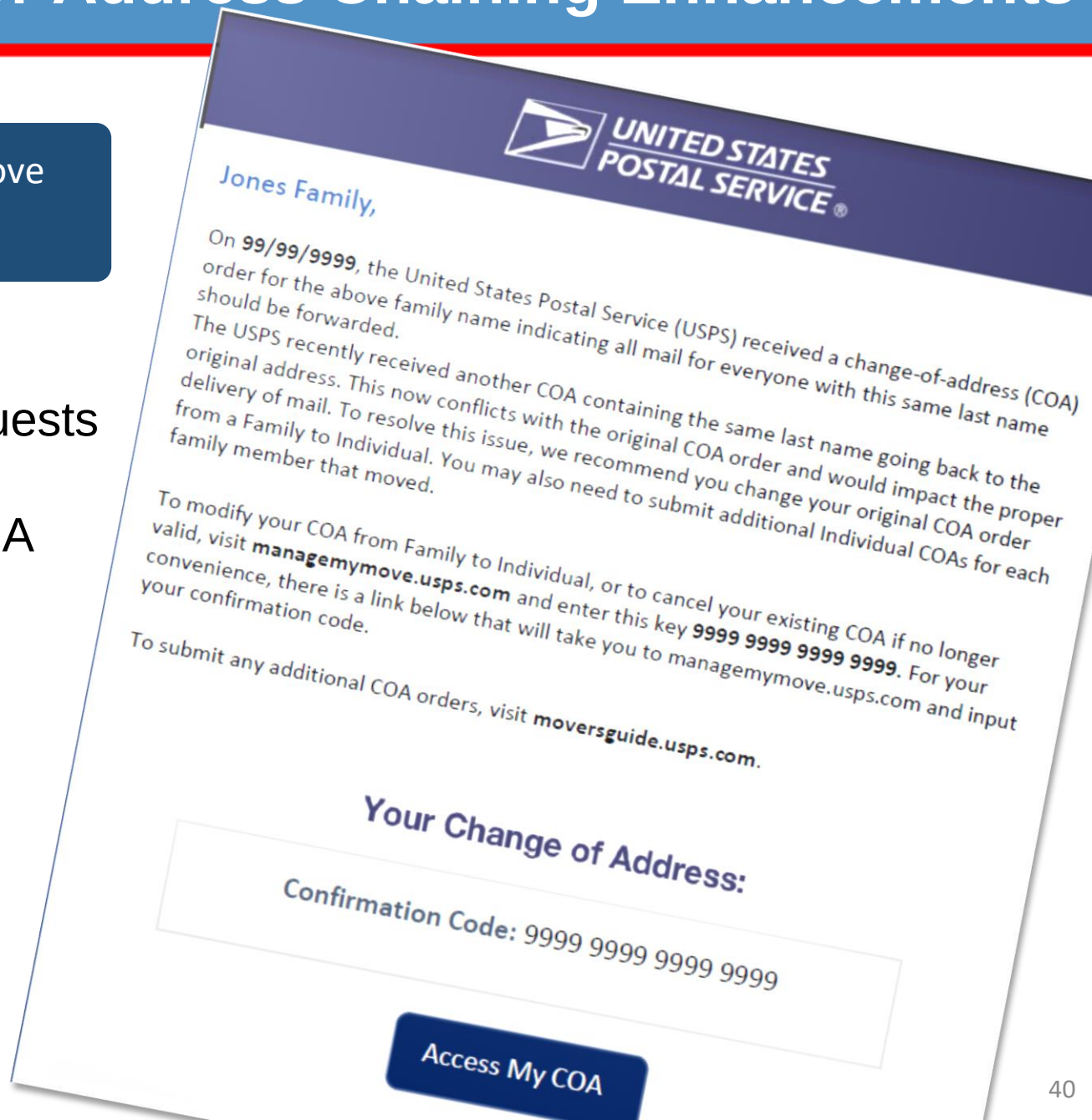
Change-of-Address Chaining Enhancements

Family Move
A → B

Followed by

Individual Move
B → A

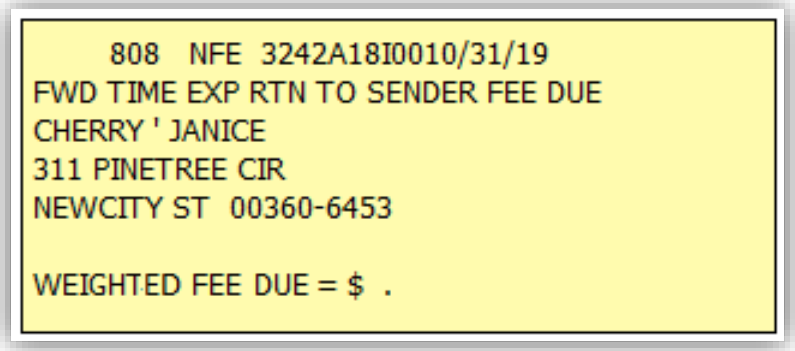
- Identify conflicting Change-of-Address Requests
- Disable automated redirection for family COA ***(Suppresses from commercial products)***
- Send email/letter to conflicting family move providing instructions for filing individual moves or cancelling active family COA
- Approximately 600 notices per week
- Planned release November 2019

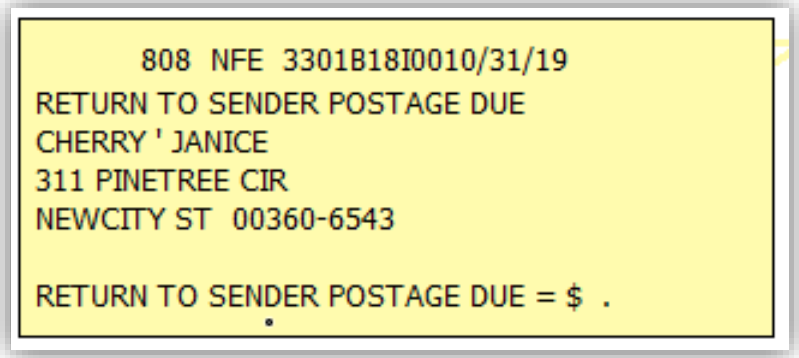


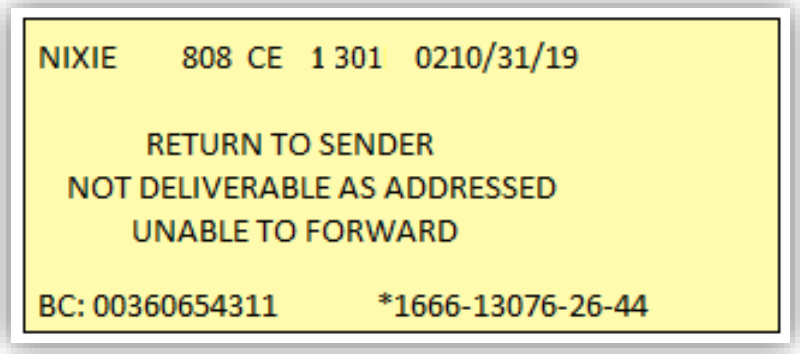
Return to Sender
USPS Marketing Mail®

USPS Marketing Mail® Disposition

UAA Analysis USPS Marketing Mail® Service Type ID Processed as First-Class Mail® September 2019			
DISPOSITION	**CHANGE-OF-ADDRESS NOTIFICATIONS**	**NIXIE NOTIFICATIONS**	**TOTAL NOTIFICATIONS**
FORWARDS	1,723	0	1,723
RETURN TO SENDER	385	4,311	4,696
WASTED	12	10	22
TOTALS	2,120	4,321	6,441







ACS™

ACS Invoicing Policy

- Effective October 25, 2019 ACS customers billed through the NCSC will no longer receive invoices if the total amount due is less than $25.00.
- Industry Alert published October 18, 2019 announced release of updated ACS Technical Guides on PostalPro™

United States Postal Service®

INDUSTRY ALERT

October 18, 2019

Updated ACS™ Technical Guides posted on PostalPro™

USPS has updated the following technical guides to reflect changes made with the NCSC billing process:

ACS™ File Format Technical Guide
OneCode ACS® Technical Guide
Traditional ACS™ Technical Guide
Intelligent Mail® Package Barcode (IMpb) ACS™ Technical Guide
Traditional ACS™ with Shipper Paid Services Technical Guide
SingleSource ACS™ Technical Guide

The updated documents can be located on PostalPro™. For additional information or assistance please contact the ACS Support department at 877-640-0724 (Option 1) or email acs@usps.gov.

Handling of UAA Mail by Mail Class

UAA Processing by Class

	BASIC CHRG		BASIC FREE		FULL SERVICE		TRADITIONAL		HARDCOPY		No Address Correction	
Class	% by Type	% Basic Chrg	% by Type	% Basic Free	% by Type	% FS	% by Type	% Trad	% by Type	% Hcpy	% by Type	% No Address Correction
First-Class Mail®	0.02%	34.27%	0.75%	89.28%	26.21%	57.44%	0.49%	29.91%	2.27%	67.11%	70.25%	56.66%
Periodical	0.42%	42.47%	0.00%	0.00%	49.23%	7.01%	12.35%	48.85%	7.94%	15.26%	30.06%	1.58%
USPS Marketing Mail®	0.01%	12.79%	0.13%	10.72%	23.64%	35.54%	0.32%	13.45%	0.73%	14.86%	75.16%	41.58%
Package Services	1.49%	10.47%	0.00%	0.00%	1.15%	0.01%	28.28%	7.79%	20.73%	2.78%	48.35%	0.18%
Total	0.04%	100.00%	0.48%	100.00%	26.00%	100.00%	0.94%	100.00%	1.93%	100.00%	70.63%	100.00%

Indicates by mail class where the highest volume of UAA mail is processed

Indicates the class of mail that produces the highest volume by processing type

ACS™ Notifications USPS Marketing Mail®

75% of Marketing Mail doesn't request any type of Address Correction Service

	USPS Marketing Mail® Class COA Notices - FY19 Qtr3														
	BASIC CHRG			BASIC FREE			FULL SERVICE			TRADITIONAL			HARDCOPY			NO ADDRESS CORRECTION	
# OCCURS	TRANS	%		TRANS	%		TRANS	%		TRANS	%		TRANS	%		TRANS	%
1	7,460	88.9%		86,727	85.2%		8,629,973	70.9%		142,887	90.1%		688,437	92.1%		67,669,211	78.0%
2	1,072	6.3%		22,518	11.4%		4,466,596	19.4%		25,258	8.0%		143,870	6.7%		26,323,018	15.1%
3	624	4.6%		9,369	3.2%		1,967,637	5.7%		7,053	1.5%		43,434	0.8%		10,617,615	4.1%
4	80	0.2%		688	0.2%		1,000,516	2.2%		2,016	0.3%		15,348	0.2%		5,080,120	1.5%
5+	50	0.1%		410	0.1%		1,108,285	1.9%		1,025	0.1%		13,470	0.2%		5,933,370	1.3%
	9,286			119,712			17,173,007			178,239			904,559			115,623,334	

	USPS Marketing Mail® Class NIXIE Notices - FY19 Qtr3														
	BASIC CHRG			BASIC FREE			FULL SERVICE			TRADITIONAL			HARDCOPY			NO ADDRESS CORRECTION	
# OCCURS	TRANS	%		TRANS	%		TRANS	%		TRANS	%		TRANS	%		TRANS	%
1	10,511	88.9%		98,720	85.2%		16,581,525	70.9%		327,638	90.1%		292,502	92.1%		12,035,453	78.0%
2	638	6.3%		5,470	11.4%		4,365,593	19.4%		35,787	8.0%		38,120	6.7%		1,266,722	15.1%
3	131	4.6%		1,107	3.2%		1,498,962	5.7%		8,654	1.5%		12,725	0.8%		267,530	4.1%
4	32	0.2%		343	0.2%		537,295	2.2%		2,150	0.3%		5,641	0.2%		99,742	1.5%
5+	37	0.1%		353	0.1%		556,867	1.9%		2,037	0.1%		7,353	0.2%		123,969	1.3%
	11,349			105,993			23,540,242			376,266			356,341			13,793,416	

UNITED STATES POSTAL SERVICE®

Thank You!