MTAC Leadership Meeting
January 30, 2020

Focus Area Action Items
(revised)

CUSTOMER EXPERIENCE, PRODUCT INNOVATION, MARKETING

USPS Leaders: Reblin, Monteith
MTAC Leader: Rose Flanagan

Session 1: Packages   (Medeiros, MTAC Industry Leader)

ACTION ITEMS:
1. Provide go-live date for package pickup enhancements next MTAC (Jesse)
2. Conduct research on alternate delivery choice to happened automatically after failed first attempt (FFA), last mile delivery (Jesse)
3. Informed delivery MID naming conventions—causing confusion—conduct discussion with shippers before new enhancements/changes (Dixon)
4. MID utilization on parent/child relationships causing confusion with the recipient and increasing calls to the call center. Can a determination be made on the return address.

Session 2: Letters   (Marinelli/Ruppel, MTAC Industry Leaders)

ACTION ITEMS:
1. 2021 Promotions-develop use case for what "drive transaction" means—not just drive to a purchase but drive to a business action (i.e. donation site, etc.) (Becker)
2. Rethink business rules for promotions to align with the end result (drive ROI for mail , create business results) (Becker)
3. 2020 emerging promotion outer envelope-paperless messaging (Becker)
4. Personalized Color Transpromo—how is the mailpiece personalized (discussion) how much information is shared? Clarify level of use in writing. (Becker)
5. St Jude to participate in Informed Address pilot (Dixon)
6. Provide Informed Address ZIP Codes for northern VA pilot (Dixon)
7. Provide IA pilot details (webinar, WG191, UG8) (Dixon)
8. USPS delivers—how to sell mail—work with MSPs to identify gaps and provide content (research, studies, webinars). USPS will pull together collateral to share with Industry. (Monteith)
9. Educational aspect on privacy— is USPS doing anything with state legislature? Steve M. to talk to legal.
10. Set up call for interested parties for secure destruction promotion (promotions team and marketing to work together) (Becker/Reuning-Elliott)
    a. Contact Dave Marinelli
11. Provide Ted-C Template--get regulations around envelopes formalized/finalized. (Monteith/Tricamo)
12. Request for "Opting Out" of informed Delivery. (Consider a WG)

Session 3: Flats   (Smith/Kliewer, MTAC Industry Leaders)

ACTION ITEMS:

1. Brainstorm how flats can be incorporated into Informed Delivery (Dixon)
2. Define difference between election and political mail (article) make accessible and communicate to industry where to find content (Bentley/Nichols)
3. USPS delivers—how to sell mail—work with MSPs to provide content (research, studies, webinars to identify gaps) (Monteith)
4. Flats price change items (Monteith/Owens)
5. Work with interested parties to discuss secure destruction promotion (Becker/Reuning Elliott)

DELIVERY & NETWORK OPERATIONS/ ENTERPRISE ANALYTICS

USPS Leaders: Colin, McAdams, Johnson
MTAC Leader: Collinson

Session 1: Flats   (Smith/Kliewer, MTAC Industry Leaders)

ACTION ITEMS:
1. Industry to provide examples of DDU missed scans
2. Industry to work with MEPT to discuss mail.dat &mail.xml to add to PMOD
3. OIS (Leonetta Jackson) to provide top 10 best performing locations

Session 2: Packages   (Medeiros, MTAC Industry Leader)

ACTION ITEMS:
1. Industry to share event language with EA (J. Hess) to streamline PTR language
2. Delivery (McAdams) to work with Kelly Sigmon on analytics- customer product tracking on event language
3. Delivery (McAdams) to work with Roger Franco on PRS overview (performance/ process)
4. EA (J. Hess) work with John Medeiros (DHL), Alvin Serrano (UPS), Shoshana Grove (International Bridge), John Gullo (International Bridge), and Roger Franco (Pitney Bowes) to establish a sub group under UG2 on GX tracking label overlay. New barcode on overlaid label causes loss of package visibility. Need STC change to link International to domestic.
5. Delivery to provide update on tobacco/vaping products in the mail. Prevention of underage mailing and receipt. Legal age being raised to 21. (McAdams/S. Jones)

Session 3: Letters   (Marinelli/Ruppel, MTAC Industry Leaders)

ACTION ITEMS:
1. Industry (Kathy Siviter) to provide breakdown of class of mail under letters/ flats for additional analysis of volume shifts from 2016 price change
2. Mail processing regional/ local trends on letters/ marketing mail entered at SCFS on Thursdays.
3. Letters and Flats returned with yellow label. The label reads "Amount Due X". USPS clerks/RAs misunderstanding and telling customers they have to pay. USPS needs to make instructions clear. Industry would like to see instruction documentation.
4. Marketing Mail being returned. STIDs and endorsements contradict each other, mail automatically being treated as First-Class. S. Krejcik/K. Fisher will evaluate.
5. Request to add measurement exclusions back to scorecard
6. Mail measurement for nesting containers. (Dave Marinelli)

MAIL ENTRY PAYMENT TECHNOLOGY

USPS Leader: McCrery
MTAC Leader: Wurman

Session 1: Letters	(Marinelli/Ruppel, MTAC Industry Leader)

ACTION ITEMS

1. Consider an interim process for analysts to review mailpiece images for mailers as needed for investigations of undocumented pieces. (Bernicchi)

2. Consider ability for Mail Service Provider or Mail Owner to select images instead of receiving all - add to Action Item #1, February 2019. (Bernicchi)

3. Investigate the possibility of allowing for the selection of multiple CRIDs on the BCG homepage. (Chang)

4. Follow up with Steve Krejcik about separating weight warnings as separate line items that don't affect postage and revenue on the mailer scorecard. (Duffy)

5. Investigate logic check for clerk entry errors for postage PAF that used to be in place but may not after price change. (Duffy)

6. Consider sending out Industry Alert and FAST bulletin board for EPS migrations for inactive and active accounts. (Chopra)

7. Consider permits that are used in MLOCR mailings that may show up as inactive and not funded but still need to remain open during EPS migrations (Workman)

8. Update mailer scorecard guide. (Scheidler)

9. Seamless Acceptance – piece weight structure for piece weight warnings – consider changing. (Workman)

Session 2: Flats (Periodicals/BPM)	(Smith/Kliewer, MTAC Industry Leader)

ACTION ITEMS

1. Investigate ways to auto-populate data on the Statement of Ownership to accommodate companies with multiple publications. (Filipski)

2. Prepare a demo for the different views under Mailer Scorecard on the BCG homepage. (Chang)

3. Include large and multi-plant periodical mailers in the BCG March pilot testing. (Chang)

4. Investigate missing permit-level BRM data from EPS IV reports by reaching out to Stevie Ray Jones. (D. Smith)

5. For container-based refunds, consider reversals on individual containers as opposed to refunds or adjustments (to communicate volume and postage data). (Workman/Brown)

6. Investigate the root cause of einduction errors on scorecard. (Workman/Brown)

7. Investigate ability to add PMOD container (sacks/trays) information to mail.dat. (Brown)

8. Provide an update on industry ability to delink permits in EPS. (March 2020 MTAC)

Session 3: Packages	(Medeiros, MTAC Industry Leader)

ACTION ITEMS

1. Review the PPC ERRATA file process to potentially include the eVS quarterly destination entry exception list. Sync up table. (WG 182). (Bosch/Painter)

2. Discuss option for using a rate indicator in lieu of an extra service code for soft packs. John will provide feedback within the next few weeks after consulting with industry members. (J. Hess/ Medeiros)

3. Confirm with Accounting group the necessity and frequency for an updated W-9s. Would an email confirmation that none of the information changed be sufficient? (Painter)

4. Provide mailer documentation supporting refund decision. (Painter)

5. The industry wants a justification code added to the EPS detail report to identify refund, adjustments, and reversals. (Arcari)

6. Package Platform test environment – CAT? Pilot? (Bosch)