

*“Our partnership with MTAC is incredibly valuable. It has endured for more than 50 years because it enables the Postal Service and the mailing industry to work better together, & enables us to grow stronger together.”*

**– PMG MEGAN BRENNAN**



# Postmaster General's Mailers Technical Advisory Committee MTAC

MTAC is a venue for USPS to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services, in order to enhance customer value and expand the use of these products and services for the mutual benefit of mailing industry stakeholders and USPS.

## **MTAC members:**

- Network with mailing industry professionals
- Work collectively with postal leadership
- Grow professionally & expand your knowledge



- Quarterly Meetings held at USPS Headquarters, Washington DC
- Tuesday Afternoon MTAC Open Session –
  - MTAC members and Industry stakeholders are invited
- Wednesday All Day Focus Group Meetings – Closed Meeting –
  - MTAC members and approved participants only
- Thursday Morning Meetings
  - MTAC Leadership and Executive Committee meetings
- MTAC work occurs within 3 structures:
  - **Work Group** – established to allow for in-depth discussion over an indefinite period
  - **User Group** – established to address specific technical issue with a defined period
  - **Task Team** – established to quickly resolve very specific issue with a small, focused team
- Online meetings occur as topic necessitates (weekly, bi-weekly, or monthly)



**Bob Schimek**  
**MTAC Chair (2020-2021)**  
Quad

**Steve Monteith**  
**Postal Chair**  
Vice President, Marketing



**Bob Rosser**  
**Industry Vice Chair & Treasurer (2020-2021)**  
IWCO Direct

**Judy de Torok**  
**Postal Co-Vice Chair**  
Manager, Industry Engagement & Outreach  
Marketing



**Thomas Hughes**  
**Postal Co-Vice Chair**  
Manager, Industry Engagement & Outreach  
Marketing



**Wanda Senne**  
**Immediate Past Chair (2018-2019)**  
DHL eCommerce

**Patricia Harris**  
**Program Manager/Secretary**  
Manager, Industry Engagement Strategy  
Marketing

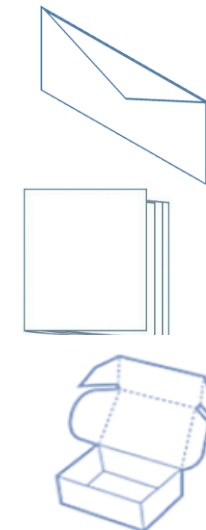


## Former 2019 Format

<u>Classes of Mail</u>	Focus Areas
First-Class Mail	Payment & Acceptance, & Education <i>PostalOne!, EPS</i>
Periodicals	Enterprise Analytics & Data Usage <i>Informed Visibility</i>
Marketing Mail	Mail Preparation, Entry & Operations <i>eInduction, Seamless, FAST</i>
Package Services	Emerging Technology & Product Innovation <i>Informed Delivery</i>

## New 2020 Format

<u>Mail Shapes</u>	Focus Areas
<b>Letters</b> <i>Includes First-Class &amp; USPS Marketing Mail</i>	Customer Experience, Product Innovation Marketing
<b>Flats</b> <i>Includes Periodicals, USPS Marketing Mail &amp; BPM</i>	Delivery & Network Operations/Enterprise Analytics
<b>Packages</b>	Mail Entry Payment Technology

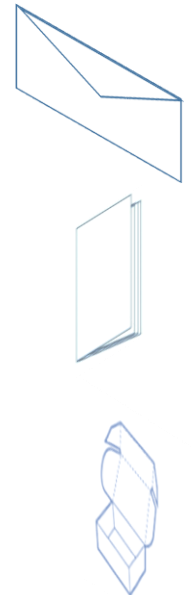


■ New Shape Based Focus Areas:

Customer Experience, Product Innovation, Marketing	Delivery & Network Operations; Enterprise Analytics	Mail Entry & Payment Technology
Rose Flanagan - Industry Lead	Adam Collinson - Industry Lead	Lisa Wurman – Industry Lead
Gary Reblin, Steve Monteith - USPS Leads	Kevin McAdams, Joshua Colin, Jeff Johnson - USPS Leads	Marc McCrery - USPS Lead

■ Shape Based Leadership (formerly Class) Five Industry Representatives:

Letters	Flats	Parcels
<i>(Industry Co-Leaders)</i>	<i>(Industry Co-Leaders)</i>	
• First Class – <b>New Leader</b> - David Marinelli	• Periodicals – <b>New Leader</b> – Steve Smith	Parcels (Package Services includes BPM) Leader John Medeiros
• USPS Marketing Mail – <b>New Leader</b> – Kurt Ruppel	• USPS Marketing Mail & BPM – <b>New Leader</b> - Carol Kliewer	





1:00 PM - 1:05 PM	<i>Welcome and Introductions Chairman Remarks</i>	<b>Steve Monteith – MTAC USPS Chair Bob Schimek – MTAC Industry Chair</b>
1:05 PM - 1:20 PM	<i>Opening Remarks (Pierce Myers &amp; Anita Pursley Special Recognition)</i>	<b>Megan Brennan* Postmaster General &amp; Chief Executive Officer</b>
1:20 PM – 2:15 PM	<i>Operations Update</i>	<b>Dave Williams Chief Operating Officer</b>
2:15 PM – 3:00 PM	<i>Sales Update Political Mail Overview</i>	<b>Tim Costello A/Vice President Sales Don Nichols National Lead, Political Mail &amp; Mailing Services</b>
3:00 PM – 3:15 PM	<i>Break</i>	
3:15 PM – 3:45 PM	<i>EMA Job Study</i>	<b>Cheryl Chapman, Chairman, EMA Foundation</b>
3:45 PM – 4:15 PM	<i>California Consumer Privacy Act</i>	<b>Chris Oswald SVP, Government Relations Association of National Advertisers</b>
4:15 PM – 4:30 PM	<i>National Postal Forum Update</i>	<b>Maureen Goodson</b>
4:30 PM – 5:00 PM	<i>WG, UG, TT Closeout &amp; Progress Reports</i>	<b>UG 13, TT 31</b>
5:00 PM	<i>Closing Remarks</i>	<b>Bob Schimek MTAC Industry Chair</b>

## Informed Delivery

- Began as a small pilot in NOVA and NY
- Launched nationwide in 2017
- Early Jan 2020 – more than **22 million users** and more than **43,830 completed campaigns**

## Informed Visibility

- In 2017 moved from IMb Tracing to data rich Informed Visibility® Mail Tracking & Reporting (IV®-MTR)
- Provides unprecedented visibility as pieces, containers, handling units, and bundles travel through the mailstream
- Extraordinary user growth – 750% year-over-year compared to the legacy system, and 156% growth
- USPS receives **2.8 billion** piece scans and **368 million** Logical Delivery events on an average day.

## Payment Modernization Work Group

- Helped to launch our new Enterprise Payment System (EPS)
- Had 156 participants on the roster comprised of 136 Industry Reps and 20 USPS Reps
- Huge undertaking of time and resources

## UG 13 – Operational Optimization

- Three groups in one – Letters, Flats, & Packages
- Cross-functional approach to win-win solutions for mail preparation, pricing and reporting priorities
- Resulted in new Electronic Mail Improvement Report and implementation of new PMOD process



## #2 - eVS/Product Tracking System

(Monthly)

*Focuses on improvements in functionality across eVS and PTR*

## #3 - FAST & eInduction

(Monthly)

*eDoc, SV scanners – Pursuant to Houston event, USPS looking at using GPS Technology to track mailer shipments*

## #4 - Informed Visibility (previously IMb Tracing)

(Monthly)

*Focuses on container visibility, flats visibility, bundle irregularities, IV updates on PostalPro, etc.*

*Currently focused on several pilots for enhanced visibility of remittance mail*

## #5 - Addressing (Technology & Business Strategy)

(Bi-weekly)

*Addressing related issues and opportunities impacting both mail and business practices - addressing requirements, address related delivery issues, unique address types and characteristics, mail handling (Secure Destruction, UAA mail)*

## #8 - USPS Promotions

(Monthly)

*Promotions implementation – software requirements, documentation, communication, etc.*

## #9 - Presort Reference Data

(Monthly)

*Provide updates and changes to labeling lists. Looks at accuracy of presort reference data*

## #11 - Mail Systems and Acceptance

(Bi-weekly)

*Looks at PostalOne!, eInduction, Seamless Acceptance, and Payment Modernization issues*

## #12 - Informed Delivery

(Bi-weekly)

*Focuses on enhancements to our Informed Delivery program, e.g. acquisition channels, system stabilization efforts*

## #13 - Operational Optimization (Closed December, 2019)

(Weekly)

*Focuses on technical or operational efficiencies that can reduce mail prep costs related to changes in the package industry, e.g. polybags, DIM pricing*

## ■ In Progress

- TT 26 - Business Customer Gateway Pilot
  - Purpose: Gather feedback from newly designed Business Customer Gateway
    - Industry Leader: Trista Niswander
    - Postal Leaders: Leider Chang
    - Sponsors: Marc McCrery (P), Lisa Wurman (I)

## ■ Newly Proposed

- TT 28 – Business Mailer Security & Privacy Priorities
  - Will focus on identifying priorities of security and data privacy threats
- TT 29 – Cass Cycle O
  - Will focus on MEPT, operations, and industry impacts with the implementation of changes to CASS and NCOA<sup>Link</sup> with impacts on Presorting, ACS, and Best Practices.
- TT 30 – Seamless Flats Process
  - Will focus on developing new process for flats to address weight related challenges for Periodicals and Catalogs in commercial workflows.
- TT 31 – SOP – Incident Communications Hot Wash
  - Will focus on Improvements to USPS incident communications

## ■ Work Groups In-Progress

- WG 182 - Package Platform Vision for Mail Acceptance and Payment
  - payment issues surrounding our new package platform
  - acceptance, verification, payment processes and reports for commercial package mailings
- WG 191 – Informed Address
  - Currently piloting a platform concept focused on targeted offers powered by IA.

## ■ New Work Groups

- WG 192 – Extra Service - Leverage Technology
  - will explore possibility of automating various Extra Service forms such as 3606-D –Certificate of Bulk Mailing, 3665 –Certificate of Mailing – Firm (Domestic), 3800 – Certified Mail, 3817 – Certificate of Mailing
- WG 193 – Undeclared Hazardous Materials
  - Focus on the reduction of undeclared and prohibited mailable hazardous materials (hazmat) tendered to air carriers and reporting process
- Reactivate WG 189 – (Formerly) Enhanced Visibility of Industry Supplied Transportation
  - Will focus on greater visibility of end-to-end transportation of mail from origin to destination (USPS induction point).

## 2020 MTAC Meeting Dates

- March 24-26, 2020
  - July 28-30, 2020
  - October 27-29, 2020
- Postal Pro:  
<https://postalpro.usps.com>



Contact an MTAC Association Executive if you would like to attend as a guest or send an email to [IndustryFeedback@usps.gov](mailto:IndustryFeedback@usps.gov)