



News You Need to Know from the Mailers Technical Advisory Committee

April 8, 2020

Presented by: Cathy Rupard, Dina Kessler, Mark Fallon, Neal Fedderman, and Glen Swyers



- This webinar is being recorded.
- A copy of the presentation will be posted on Postal Pro with the recording within 24 hours.
- Please place phones on mute.
- Please do not place us on hold; the audience hears the hold music.
- We want to hear from you! Type your questions in the chat box.



MTAC Overview

- **Welcome**
- **Homeroom Session**
 - **Focus Groups:**
 - Operations & Enterprise Analytics
 - Mail Payment Entry
 - Product Innovations
 - **Session contributors**
 - Cathy Rupard, Mark Fallon, Glen Swyers & Dina Kessler



What is MTAC?

The Postmaster General's Mailers' Technical Advisory Committee (MTAC) is a venue for the United States Postal Service ("Postal Service") 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 the Postal Service.

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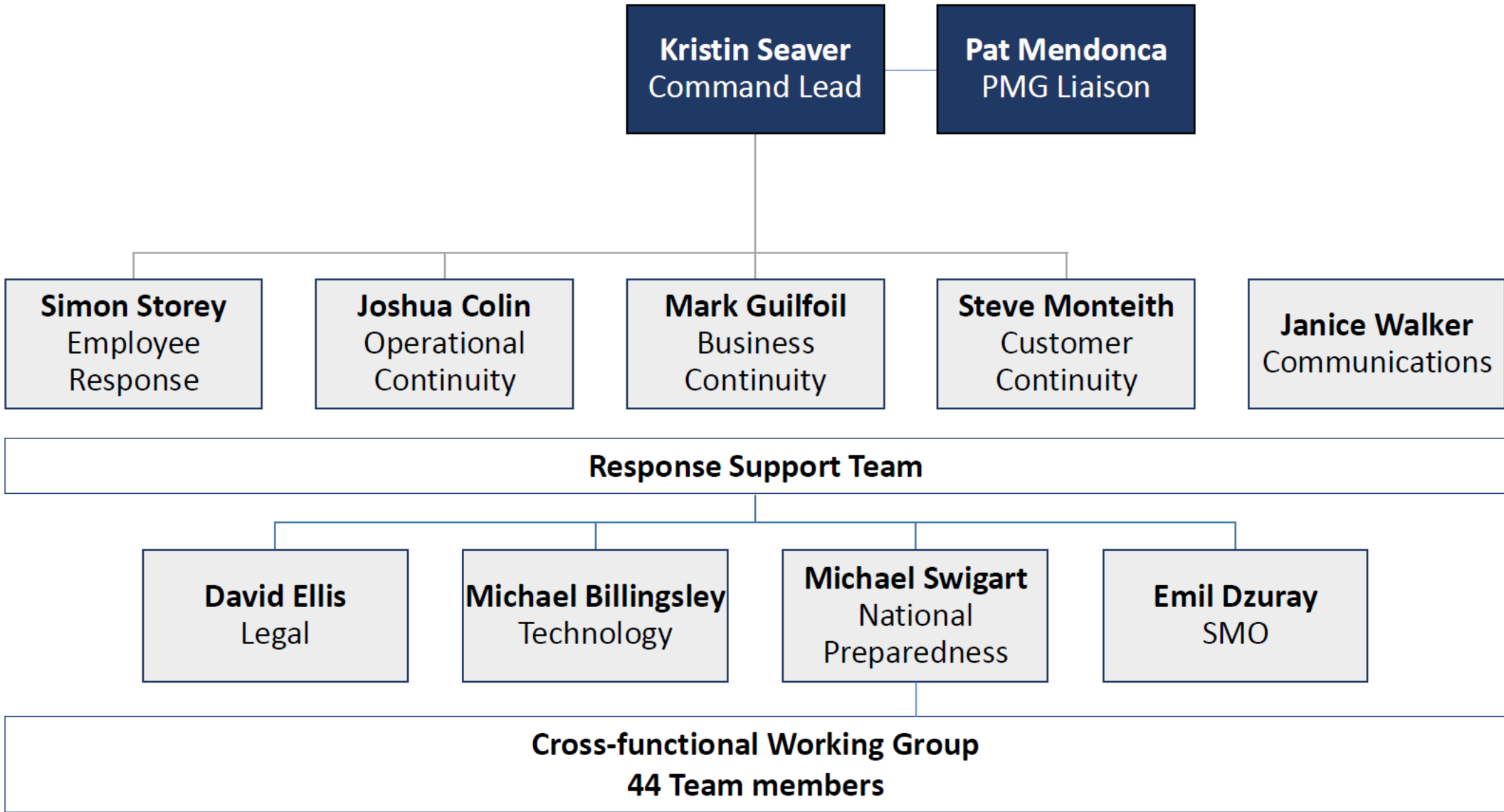


MTAC Homeroom Session



Senior Leadership Update

- Message from Megan Brennan, PMG
- COVID-19 Response Command



Employee Response

Simon Storey

- Employee Safety and Well Being
- Public Health Guidance and USPS Policy Alignment
- Employee Confirmed Case protocols
- Safety and Cleaning Protocols
- Enterprise Telework Policy

Operational Continuity

Joshua Colin

- Continuity of operations with high absenteeism
- Product visibility and hot spot remediation
- Census/Elections
- Field Telework

Business Continuity

Mark Guilfoil

- Continuity of Critical business processes
- Supply Management
- Paying Employees
- Customer Consumer Facing Support
- Customer Industry Facing
- Internal Support
- HQ Telework
- HQ Contractor coordination

Customer Continuity

Steve Monteith

- Continuity of critical outreach with our customers
- Consumer
- Industry
- Major Mailer/Shipper
- Mail Service Provider
- Business Needs

United States Postal Service®

INDUSTRY **ALERT**

March 20, 2020

COVID-19 CONTINUITY OF OPERATIONS UPDATE

Customer Signature Service COVID-19 Response and Prevention

A number of cases of the Coronavirus Disease 2019 (COVID-19) have recently been confirmed across the country.

The safety and well-being of our employees & customers is our highest priority. To help ensure the health of our employees & customers, we are continuing to follow recommended guidance and strategies from the Centers for Disease Control and Prevention (CDC) and local health departments, and are implementing additional measures to help maintain social distancing.

One significant measure being implemented is a temporary modification to mail handling procedures for mail that requires customer signatures. We recognize the close proximity and additional handling that occurs when employees must ask customers for a signature and government issued identification when required. To reduce health risks, we are temporarily modifying customer signature capture procedures. Effective immediately and until further notice, our employees will follow the temporary process below for signature service items. This process applies to all letter carriers:

- Avoid ringing the doorbell when possible. Knock on the customer's door. Avoid areas that may be frequently touched when knocking.
- While maintaining a safe, appropriate distance, employees will request the customer's first initial and last name.
- For increased safety, employees will ask the customer to step back a safe distance or close the screen door/door so that they may leave the item in the mail receptacle or appropriate location by the customer door.
- If there is no response, employees will follow the normal Notice Left process.
- If there are delivery points on the route where social distancing recommendations are difficult to follow, alternative delivery methods can be explored.

Industry and commercial customers can email questions or concerns about COVID-19 and the mail to industryfeedback@usps.gov with COVID-19 in the subject line. Mailers can also sign up for Industry Alerts at industryalert@usps.gov.

For more information, see the [USPS Coronavirus Statement at about.usps.com/newsroom](https://about.usps.com/newsroom).

United States Postal Service®

INDUSTRYALERT

March 23, 2020

COVID-19 CONTINUITY OF OPERATIONS UPDATE

Safety of the Mail

The United States Postal Service has a dedicated COVID-19 Command Response leadership team that is focusing on employee, operational, business, and customer continuity during this unprecedented epidemic. We continue to follow the strategies and measures recommended by the Centers for Disease Control and Prevention (CDC) and public health departments. The CDC has information available on its website at <https://www.coronavirus.gov> that provides the latest information about COVID-19.

To reduce health risks, we also are temporarily modifying customer signature capture procedures. While maintaining a safe, appropriate distance, employees will request the customer's first initial and last name so that the employee can enter the information on the electronic screen or hard copy items such as return receipts, PS Forms 3811 and 3829. For increased safety, employees will politely ask the customer to step back a safe distance or close the screen door/door so that they may leave the item in the mail receptacle or appropriate location by the customer door.

Importantly, the CDC (<https://www.cdc.gov/coronavirus/2019-ncov/faq.html>), the World Health Organization (<https://www.who.int/news-room/q-a-detail/q-a-coronaviruses>), as well as the Surgeon General have indicated that there is currently no evidence that COVID-19 is being spread through the mail.

Specifically, according to the World Health Organization, "the likelihood of an infected person contaminating commercial goods is low and the risk of catching the virus that causes COVID-19 from a package that has been moved, travelled, and been exposed to different conditions and temperature is also low." And according to the CDC, "in general, because of poor survivability of these coronaviruses on surfaces, there is likely very low risk of spread from products or packaging that are shipped over a period of days or weeks at ambient temperatures. Coronaviruses are generally thought to be spread most often by respiratory droplets. Currently there is no evidence to support transmission of COVID-19 associated with imported goods and there have not been any cases of COVID-19 in the United States associated with imported goods."

Industry and commercial customers can email questions or concerns about COVID-19 and the mail to industryfeedback@usps.gov with COVID-19 in the subject line. Mailers can also sign up for Industry Alerts at industryalert@usps.gov.

For more information, see the [USPS Coronavirus Statement at about.usps.com/newsroom](https://about.usps.com/newsroom).



Operations & Enterprise Analytics

Industry Alerts are Key to the latest updates on COVID-19 and the Postal Service

Email industryfeedback@usps.gov with COVID-19 on the subject line. Use this email with comments or concerns regarding COVID-19 and the mail.

Sign up for Industry Alerts. Industryalert@usps.gov

Surface Network / STC Redesign Changes

Robert Cintron
Vice President, Logistics

Current Operations

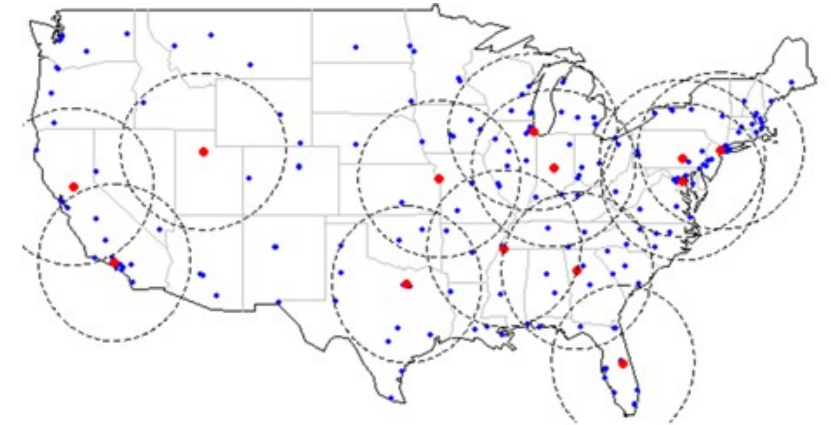
- Inconsistent network, geographic coverage, and service opportunities
- Non-standardized operating plans and route planning

Redesign Concept

- Optimize to reduce overall mileage (costs)
- Destinating STC concept with 8 hour drive coverage
- Simplified routing decisions for improved service and capability

Modeling and Analysis

- Priority and First Class surface network optimized
- Observed volume flows from WebODIN (March 2019)
- Final Modeling Arrived at 13 STCs
 - Servicing all sites within 8-hr radius
 - Kansas City and Chicago were added



STC Implementation Schedule

Phase I: completed September 2019

- Kansas City

Phase II: April 2020 – currently on Hold

- Indianapolis, Memphis, Atlanta, Dallas, Seminole, Chicago

Phase III: June 2020

- N. California, S. California, Salt Lake City, Cap Metro, New Jersey, Springfield



Cycle 0

- **SPECIAL UPDATE:** Due to COVID-19 pandemic, USPS announced on April 4, 2020, that the CASS Cycle 0 publishing schedule will be postponed.
- Review to occur after the country resumes normal work activities
- Task Team #29 reviewed 23 topics – no changes needed
- Education and documentation keys to successful transition
- Additional goal: Develop plans for new addressing initiatives exclusive of full CASS cycle

Mail Transport Equipment (MTE) Update

ONLY PROPERLY PREPARED MTE ON THIS TRUCK

- ✓ Remove all mail
- Remove every label
- Properly stack every tray/tub



- ✓ Maximum height with stacked trays is 45 inches from the floor
- ✓ Wrap stacked pallet with plastic shrink-wrap



Shrink-Wrap for Transport

- ✓ Trailer fully utilized
- Properly stacked trays/tubs
- MTEL Placard attached
- Rolling stock tagged for repair and tail gated



Mail Transport Equipment

How safe is the mail and mail transport equipment?

Current Centers for Disease Control and Prevention (CDC) and World Health Organization (WHO) guidance continues to indicate there is no evidence the virus is spreading through the mail.

According to WHO, the likelihood of an infected person contaminating commercial goods is low, and the risk of catching the virus from a package that has been moved, traveled, and exposed to different conditions and temperatures is also low. This guidance remains true for mail transport equipment.



MTAC Focus Area Groups

Mail Payment & Technology



Mail Acceptance COVID-19 Contingency Plan

COVID19 Contingency plan

- USPS Facility Closures and/or BME Unit Closure
- Mailer request to present at alternate location
- Mailers uses industry partner enter mail on their behalf

Continuity of Mail Acceptance

- Weekly Touchpoints with Area/Field BME Managers
- Shared Site to report closures
- Multiple Communication Channels (PostalPro, Industry Alerts)

Track Issues and FAQs

- Communicate closures/diversions to Internal & External Stakeholders
- Working with field to identify best diversion location(s)
- Mitigate scorecard impacts
- Work on solutions as needed





Seamless Acceptance Timeline

- Seamless Federal Register Notice (FRN) Filed
- Task Team 30 Commenced

January 2020

- Virtual Seamless Summit
- Commence DMM Monthly Mtg.
- Sunset Task Team 30

March 2020

- All DMU CRIDS Activated to Seamless

May 2021

February 2020

- AMM Seamless Roadmap Review
- Develop Area Strategies
- Update/Finalize Seamless Field Collateral

May 2020

- All Mailers Moved to Seamless Parallel

July 2021

- Full Service Mailings Verified Electronically



Notification Letters: Remaining CAPS permits used for mailing **Letters and Flats *only*** were notified by letter and e-mail on **2/1/2020** of the following closeout processes as applicable:

Permit Type 13% Overall Reduction CAPS Accounts		
Active Trust Permit (382) CAPS Account (241) 9%	Active Debit Permits (1008) CAPS Account (979) 15%	Inactive Permits for 1+ Years (372) CAPS Account (337) 10%
<ul style="list-style-type: none"> • May 1, 2020 deadline to migrate • After May 1, 2020, USPS will open EPS trust on customer behalf, transfer any remaining funds, and inform them of new account number(s) • Customers will need to begin funding this new EPS account to continue mailing 	<ul style="list-style-type: none"> • May 1, 2020 deadline to migrate • After May 1, 2020, customers will lose ability to mail until they setup either new EPS trust or debit and perform micro-debit validations 	<ul style="list-style-type: none"> • Permits will be closed after April 3, 2020 • Customers must request refunds of any remaining balance by responding to the letter/email • Customers may choose to migrate to EPS as an alternative



Purpose: increase **positive attitudes during customer interactions** and ensure that customer **issues were resolved correctly in a timely fashion**

Rate your experience based on good service indicators of:

- ✓ **Efficiency**
- ✓ **Courtesy**
- ✓ **Knowledge**
- ✓ **Attitude**

30,520 survey responses in FY19

About **2/3 of BMEU sites** scored **96% or higher**

Overall customer satisfaction
FY19 96.00%

FY19 Overall Scores for each Indicator:

Efficiency 93.63%

Courtesy 94.72%

Knowledge 94.03%

Attitude 93.99%

A group of people in a room

Description automatically generated



Phase 1 (Completed)



- New BCG User Interface & Style
- New BCG Homepage and Widgets
 - Enterprise Payment System
 - Mailer Scorecard
 - Recent Mailings
 - Permit Fees
- Account Management Enhancements
 - Revoke and Archive Functionality for Business Service Administrators (BSA) and Delegates



Phase 2 (Planned)

- BCG Homepage
 - NEW Widgets
 - Additional Functionalities
 - Customizable Homepage
- Address Verification Enhancements
- Account Security Improvements
- Master Service Administrator/Approver Updates
- Implementation of Task Team & Pilot Group Feedback

**Pilot
Launches
March 30,
2020**

- Link to new BCG pilot will be provided to members of Task Team 26
- Duration 1-3 months

- Sign up for new BCG Pilot Group. Provide your name and company name.
- Duration 1-3 months

Select Folders in MQR Retiring June 2020

User guides update











Guide to Mailer Scorecard currently under final review for posting with updates

March 2020

Identified user guide links that are dead and need re-routed to *PostalPro*

April 2020

Reports > Shared Reports

-  **eInduction Reporting**
Owner: Administrator
Modified: 1/24/15 9:17:41 PM
This folder contains eInduction reports.
-  **IMBAccounting**
Owner: Administrator
Modified: 5/16/15 10:26:04 PM
-  **Mail Quality**
Owner: Administrator
Modified: 1/5/18 3:32:22 PM
This folder contains Mail Quality reports.
-  **STC**
Owner: Administrator
Modified: 11/29/14 10:22:05 PM
This folder contains STC Reports.
-  **Mailer Scorecard**
Owner: Administrator
Modified: 6/26/16 10:28:28 AM
Shows the performance of a mailer across various key performance indicators related to mail entry.
-  **eMIR Reporting**
Owner: Administrator
Modified: 5/27/15 9:01:42 AM
This folder contains eMIR Reports.
-  **Mail Preparation Quality**
Owner: Administrator
Modified: 4/3/16 8:12:45 AM
Contains the Mail Preparation Quality Reports.
-  **Scorecard Redesign**
Owner: Administrator
Modified: 2/25/18 7:14:29 AM
-  **Launcher**
Owner: Administrator
Modified: 4/28/19 1:02:02 AM
Shows the performance of a mailer across various related to mail entry.
-  **User Guides**
Owner: Administrator
Modified: 7/15/13 3:58:22 PM
This report contains links to relevant report documents.
[Subscriptions](#) [Send Now](#) [Export](#)



SPM Business Rules for Mail Exclusion

Mail is excluded from service measurement for a variety of reasons:

Exclusion Reason	Exclusion Description
Invalid Entry Point for Entry Discount (FAST MDF)	Entry Point for Entry Discount claimed in eDoc is invalid for the entry point and destination of the mail
Non-Unique IMb	eDoc contains mail pieces with a non-unique IMb
Undeliverable-as-Addressed/PARS	Undeliverable-as-Addressed (UAA) mail as indicated by ACS and/or PARS operation when mail piece is processed
Inaccurate Scheduled Ship Date	eDoc scheduled ship date time is 48+ hours earlier than the postage statement finalization date time
FAST Appointment Irregularity	Irregularity with the mailing/trip captured by FAST (e.g. contents not matching 8125)
Non-Unique Physical IMcb	Physical containers with non-unique IMcb on the placard
Orphan Handling Unit	Mail piece associated to an Orphan Handling Unit (e.g. loose tray) that is not inducted at a Business Mail Entry Unit
Non-Compliant	Mailing/Mailer identified as non-compliant due to inaccuracies in mail preparation OR Mailed in 6-week monitoring period for new mailers
Invalid Container Level for Entry	The 3-Digit (FSS Facility) pallet was entered directly at a DFSS site
No Piece Scan	No automation scan observed for the mail piece
No Start-the-Clock	Lack of a container unload scan or inability to identify the FAST appointment associated to the container
Long Haul	The Start-the-Clock facility for a DMU verified/USPS transported container is in a different district than its verification facility (DMU)* *Except for valid cross districts pairs
Inconsistent SPM data	Mail piece received inconsistent scan events when calculating SPM (container/mail piece scans not in chronological order)
Excluded ZIPs	Excluded from SM due to 3-digit delivery ZIPs that are not measured

Product Innovations-Informed Delivery



Informed Delivery User Data

Informed Delivery has over 23 million users across 19 million households, with an email open rate of 62.0%.

23,670,309



Users

18,436,289



Email-enabled
Users

19,002,744



Households

Dashboard
Daily Traffic:





Informed Delivery Feature Road Map

There are various upcoming Informed Delivery enhancements.



March 2020 – Mail Delivery Notification pilot will target existing Informed Delivery users who can opt-in to receive an email to notify them when letter and/or flat-sized mail has been delivered to the mailbox at their home address or personal PO Box™.

May 2020 – Package Campaigns will allow mailers to run interactive campaigns associated with packages/parcels within Informed Delivery.

May 2020 – Multiple Physical Addresses / PO Boxes will give users the ability to have one Informed Delivery account that connects their home address and personal PO Box.

USPS is conducting an operations pilot of Informed Address to demonstrate successful processing and delivery of marketing mail using anonymized addresses.

Consumer Delivery Points

3,293

Location

23 ZIP Codes served by Merrifield P&DC in Northern Virginia

Timing

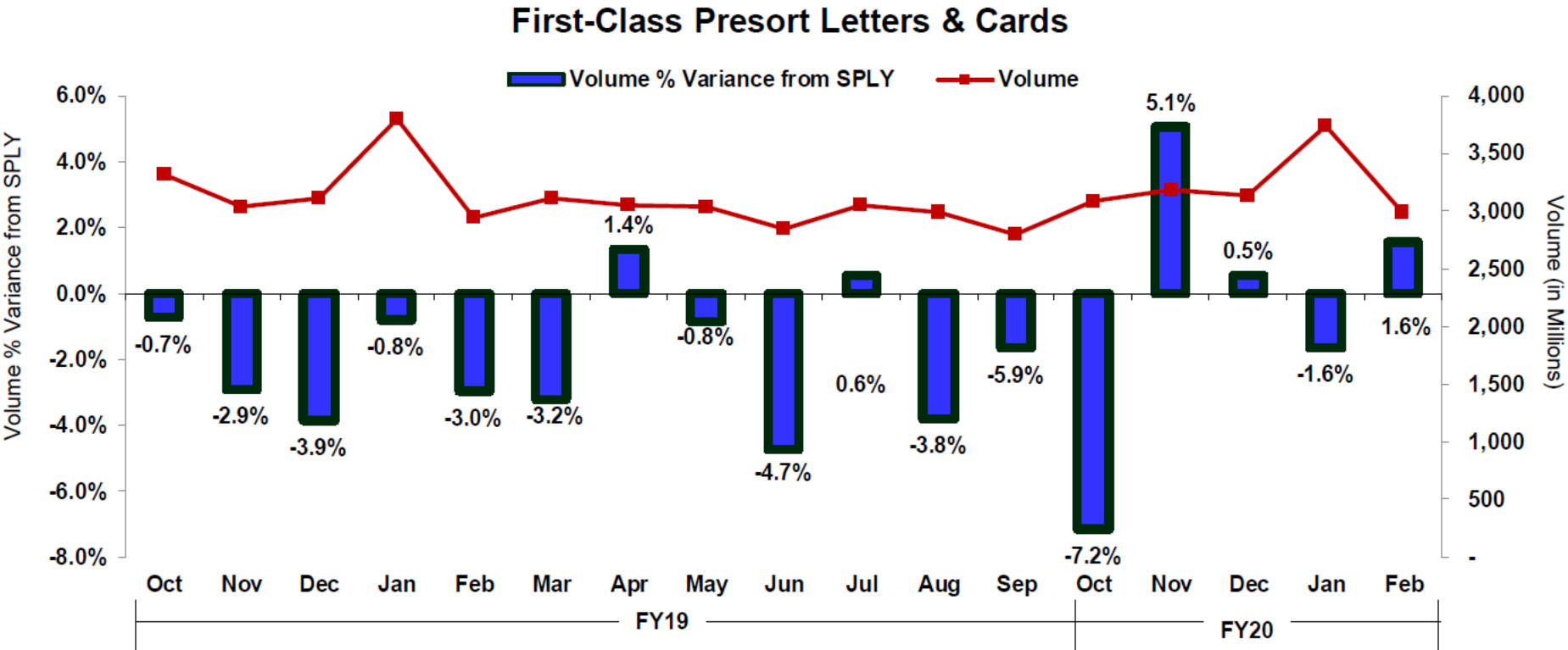
Mail drop expected late March for analysis in May 2020

Example Pilot Mailpiece



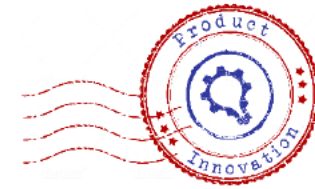
A small, pre-pilot test of mailpiece processing was successfully completed at Merrifield's P&DC in February 2020.

First-Class Mail Volume



Notes:
1/ Sources include RPW Monthly Reports

Volume Changes



Marketing Mail: Annual FY Volume

	FY10	FY15	FY16	FY17	FY18	FY19	FY20 YTD
Annual Volume (% Growth Over SPLY)	80,098,273	81,159,933	78,369,843	77,303,357	75,686,407	37,996,901	
		-0.3%	1.3%	-3.4%	-1.4%	-2.1%	

Marketing Mail: % Change SPLY

	FY17Q1	FY17Q2	FY17Q3	FY17Q4	FY18Q1	FY18Q2	FY18Q3	FY18Q4	FY19Q1	FY19Q2	FY19Q3	FY19Q4	FY20Q1	FY20Q2*
High Density and Saturation Letters	8.6	4.6	(0.7)	(6.5)	2.3	(0.6)	2.7	5.7	0.7	(0.1)	0.2	(0.6)	(6.2)	5.7
High Density and Saturation Flats and Parcels*	5.7	1.9	0.9	(2.8)	(4.4)	5.2	7.2	5.8	12.9	5.0	(5.8)	(3.2)	(9.4)	3.4
Carrier Route	2.3	8.0	12.9	8.5	4.5	(3.6)	(4.3)	(3.8)	7.4	(2.6)	(18.5)	(17.8)	(22.5)	7.3
Flats	(0.8)	(25.8)	(31.8)	(33.6)	(38.1)	(12.1)	(0.6)	(1.6)	2.4	(2.4)	(11.7)	(9.8)	(11.8)	0.7
Letters	(0.4)	(4.5)	(3.5)	(7.4)	(4.6)	(0.5)	(0.1)	2.0	3.9	0.0	(2.7)	(2.3)	(4.7)	2.5
Total Marketing Mail (Excludes Parcels & Intl)	1.5	(3.5)	(3.5)	(7.4)	(5.9)	(1.0)	0.5	1.8	4.8	(2.4)	(4.7)	(4.1)	(7.9)	3.2

Notes:

*Includes EDDM Retail

2/ FY20 Q2* SPLY percentage change is a partial Q2 figure (Jan '20 and Feb '20 volume vs. Jan '19 and Feb '19 volume)

Source:

*RPW Quarterly Files

2020 Promotions Updates



- All promotions are currently proceeding as scheduled
- Tactile Sensory & Emerging Tech Promotions
 - Continue to follow current program requirements, reviews continue
- Earned Value Promotion: Enrollment ends March 31st
 - Currently evaluating *possible* threshold change amid Covid-19 crisis
- Informed Delivery Promotion: Requirements posted on PostalPro

Covid-19 Exploratory – Remittance Mail



- We have completed small tests on a remittance mail solution in cases of remittance processor plant closures and move to alternate location
- Business PO Box to Business PO Box addresses only; Letters only
- Exploring options for use in case of closures/covid-19
- Manual processes for onboarding and management planned, but automated processes in review – means limited scale
- Willing to take risk together, as capable, in cases of emergency shut downs



DAL – DML Specifications

	Detached Address Label (DAL)	Detached Marketing Label (DML)
Price	\$0.045	\$0.05
Height	Between 3.5 and 5 inches	3.5 x 5
Length	Between 5 x 9 inches	5 x 9
	Aspect Ratio (length divided by height) from 1.3 to 2.5, inclusive; and rectangular	
Thickness	*0.007 - .016	*0.007 - .016
	*0.009 thick if more than 4.25 high or 6 long, or both.	
Advertising	No commercial advertising allowed. Messaging allowed for the Center for Exploited and Missing Children only	Commercial advertising allowed to add promotional value to the mailpiece
Message Placement / Address Block	All messaging must be to the left of the delivery address and placed to maintain required clear spaces around the address and postage payment indicia	
Required Info	Detached addressing statement required	

MTAC Action Items– Flats

Mail Entry and Payment Technology

COVID-19 Contingency

Identify what specifics we need to cover in regard to CASS, Move Update, By/For, Barcode Uniqueness, label list, eInduction exceptions.

Customer Experience, Product Innovation, Marketing

Better communication from Industry to Postal prior to July MTAC to focus more on flats and periodicals. (i.e. any discussion on Informed Delivery would be irrelevant since flat pieces do not participate in Informed Delivery.

Follow up to get more information on indicia design printing and graphics

Delivery and Network Ops/Enterprises Analytics

When Industry determines no shows and cancels a late reschedule, the system doesn't allow them to schedule again.

When a company closes what does the USPS do with their mail?

The Postal Services has extended the hold mail policy to April 30.

How does social distancing effect the carriers and will the Postal Service consider staggered schedules or later times?

Yes, the USPS is scheduling staggered times, breaks and recently cleaned up floor space in sites across the country that is allowing letter case consolidation and distancing.

Casing Pilot and when USPS has route adjustments it affects the ability to make AMS changes.

USPS will work to update AMS files to avoid gaps and will communicate to the field the route inspection schedules sooner.

Additional Discussion Items Flats:

Operations/Transportation Continuity Transportation Planning

Delivery Measurement – Are we asking for the wrong metric?

PostalOne Payment Future State, if any

MTAC Action Items– Letters

Mail Entry and Payment Technology

OVID-19 Contingency

Move Update and CASS timeframe issues in the event mail is held-how will USPS address these circumstances? We will work with Industry to make necessary concessions, this is covered in the external contingency plan on the Exception Request tab-mailers should request the exception through their Manager, BME.

How will DMU mailers be staffed or how will mail be verified at DMUs where BME staffing is impacted? Contingency plan addresses identifying how BME will use resources to collect information needed to allow entry of mail.

Mail Quality Reports: Develop list of reports that are housed inside the folders that will be removed.

Customer Experience, Product Innovation, Marketing

1. Working group to discuss ideas on how mailing can be made easier during COVID-19 crisis.
2. Census 2020 is using Informed Delivery. The ID Ride-A-Long includes a click through to electronic completion of the 2020 Census. This specifically not allowed when mailers use Informed Delivery. Can the postal service review removing the 'non-electronic' requirement for all ID Campaigns?
3. Follow up to get more information on indicia design printing and graphics
4. Written distributed time line for Informed Delivery

Delivery and Network Ops/Enterprises Analytics

- 1.MTE –Progressive received mail tubs that were marked bio hazard –he wanted to know USPS process for customers receiving them because they called USPS and were told to just remove the labels from the containers –Dave sent his issue to Josh and Jason McAllister said he'd investigate and provide an accurate response
- 2.The chance of COVID being transferred via mail is low, but what are USPS plans if it does happen, and USPS cannot legally tell industry who has been infected but should announce locations to ensure industry can avoid areas and stay safe –USPS doesn't have a decontamination process at the moment –USPS responded that we are following the guidelines of the CDC and have a team working on COVID issues and responses full time –any more specific information will come from the team and Dave said he'd sent his questions to the feedback email and is waiting on response
3. What are USPS plans to improve the 76.6% scan rate PMOD –Steve Dearing said that EA created visuals for Ops and asked Jason how they are using them –Jason responded that they are creating process maps and working up SOPs to ensure USPS understands the process and drives performance





Additional Information

- For additional information on topics please go to PostalPro
 - Find the Industry Forum (PCC/MTAC/AIM) menu
 - Look for MTAC - Meeting Presentations
- MTAC@usps.gov
- <https://postalpro.usps.com/>
- <https://postalpro.usps.com/mtac>
- PCC@USPS.gov



For Joining Us