WESTPAC AREA VIRTUAL MEETING

WELCOME AND INTRODUCTIONS

Deborah Brady
AIM Postal Co-Chair
Director, Customer Relations

John Millet
AIM Industry Co-Chair

Dave Rich
AIM Industry Co-Chair

John Mergener
AIM Industry Co-Chair

WESTPAC

AGENDA 12:00 -2:30 PM

Welcome and Introductions	Deborah Brady, Postal Co-Chair; Director, Customer Relations, USPS
Opening Remarks	Al Santos, District Manager, California 3, USPS
Keynote Speaker – Mail Innovations	Dr. Joshua D. Colin, Chief Delivery and Retail Officer, Executive Vice President (A), USPS
Political & Election Mail – Next Steps	Donald Nichols, National Lead, Political & Mailing Services, USPS
ZIP Talk – Mailing Industry	Carol Kliewer, Vice President, Logistics & Distribution, Valassis
ZIP Talk – Seamless Conversion For Mail Service Providers	Ellen Koch, Vice President, Moonlight BPO
Loyalty Program	Jeff Poli, Sr. Sales Performance Analyst, Small Business Marketing, USPS
Postal Customer Council (PCC) & National Postal Forum (NPF)	Jonathan Castillo, PCC Postal Vice-Chair, Sierra Coastal PCC, USPS
Closing Remarks	Deborah Brady, Postal Co-Chair, USPS

OPENING REMARKS

AL SANTOS
District Manager, California 3

SPIN THE WHEEL

Prizes

Spin 1
Starbucks®
Gift Card

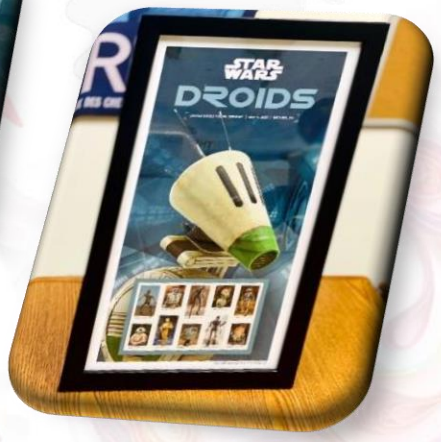
Spin 2
Best Buy®
Gift Card

Spin 3
Target®
Gift Card

GRAND PRIZE - FRAMED ARTWORK

Star Wars™ Droids D-O Framed Stamps

- ✓ Features the D-O character from Star Wars™ Droids stamps
- ✓ Includes a block of 10 mounted Forever® stamps
- ✓ First Day of Issue details
- ✓ Set in classic black frame
- ✓ Features
  - ✓ Clear dust cover
  - ✓ Protective felt bumpers
  - ✓ Sawtooth hanger



KEYNOTE SPEAKER - MAIL INNOVATIONS

DR. JOSHUA D. COLIN
Chief Retail and Delivery Officer
Executive Vice President (A)

United States Postal Service Retail & Delivery

Joshua Colin PhD.
Chief Retail and Delivery Officer
and Executive Vice President (A)

The Eagle Always Faces Forward

Enhance Delivery, Retail & Employees

Delivery Reach

Establish the Postal Service as the preferred delivery service for the American public – committing to world class service to every American home and business 6 and 7 days a week - today, tomorrow and for generations to come.

Retail

Transform Post Offices into destinations that connect and enrich our communities through easy and affordable access.

Employee Engagement

Establishing a diverse winning culture to foster employee collaboration and engagement.

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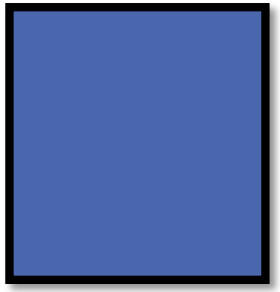
CRDO Leadership Team

Joshua Colin

Chief Retail and Delivery Officer
Executive Vice President (A)



Vacant

Vice President
Delivery

Angela Curtis

Vice President
Retail - Post Office Operations

Sal Vacca

Vice President
Operations - Atlantic

Elvin Mercado

Vice President
Operations – Central

Tim Costello

Vice President
Operations - Southern

Eduardo Ruiz

Vice President
Operations - WestPac

Enabling Transformation

Raj Sanghera

Executive Director
Level-1 Post Office Support

Tony Impronto

Manager Transformation (A)

Adyani Torres

Executive Director Insights
and Operational Excellence

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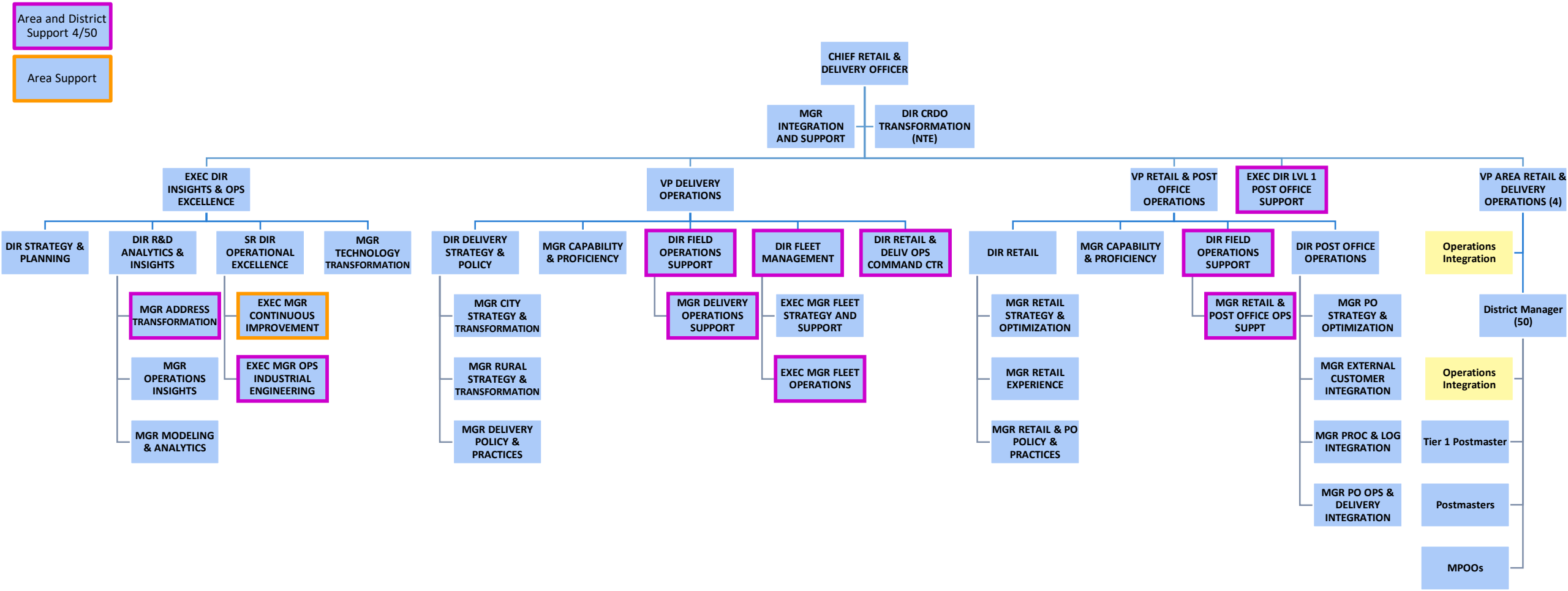
UNITED STATES POSTAL SERVICE®

Retail and Delivery Transformation



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Retail and Delivery Operations Strategic Objectives

1. Enable our people	Instilling a culture of ownership, accountability and performance that enables people to value their contribution to the organization
2. Simplify the Way we Work	Delivering integrated structures, processes and tools that are fully aligned to the needs of our customers and the employees who serve them
3. Standardize operations	Establishing the optimal way of working nationwide by establishing Standard Work
4. Optimize the business	Driving our sustainability and profitability by maximizing the use of our resources appropriately and eliminating waste

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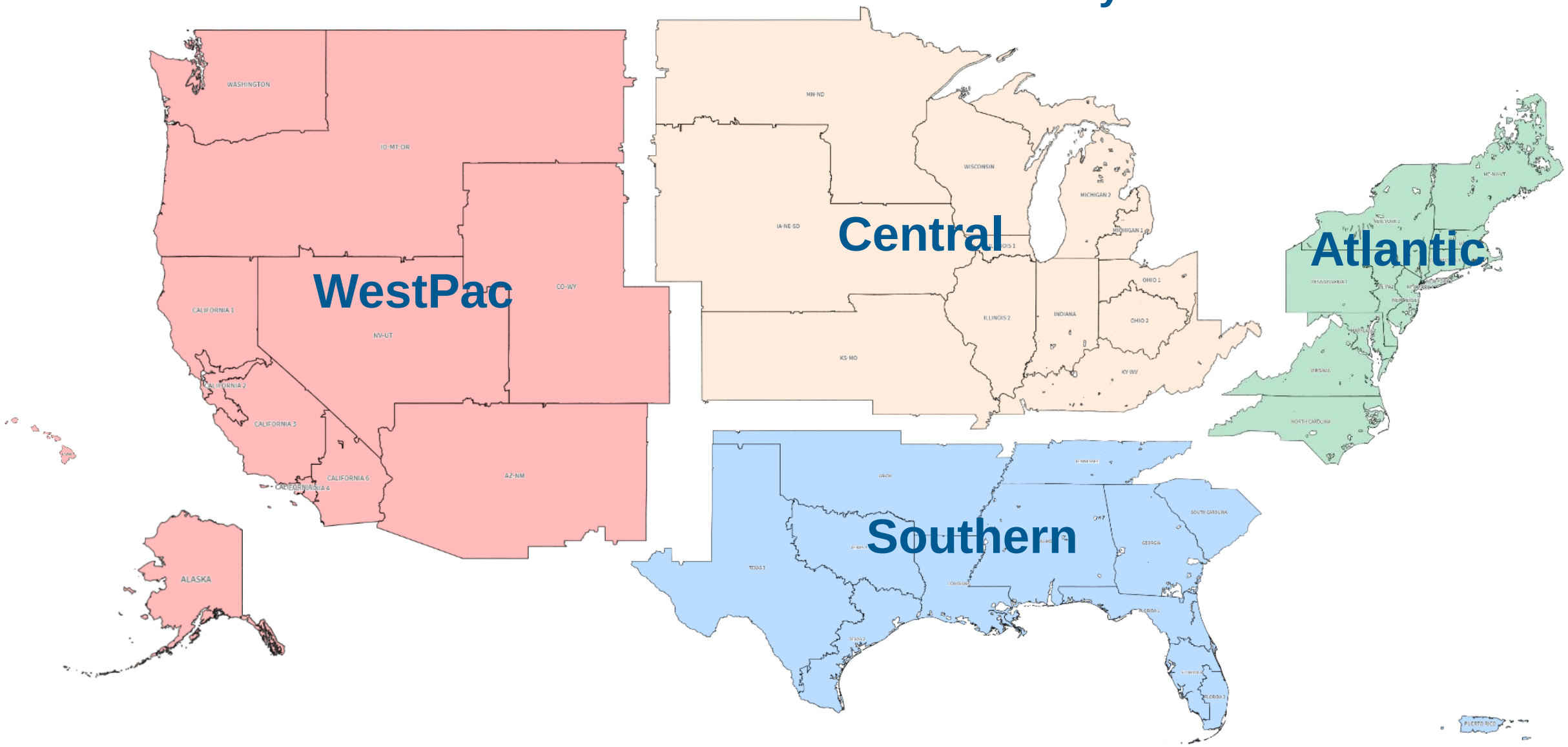
New District Structure - 50 Districts of Retail & Delivery



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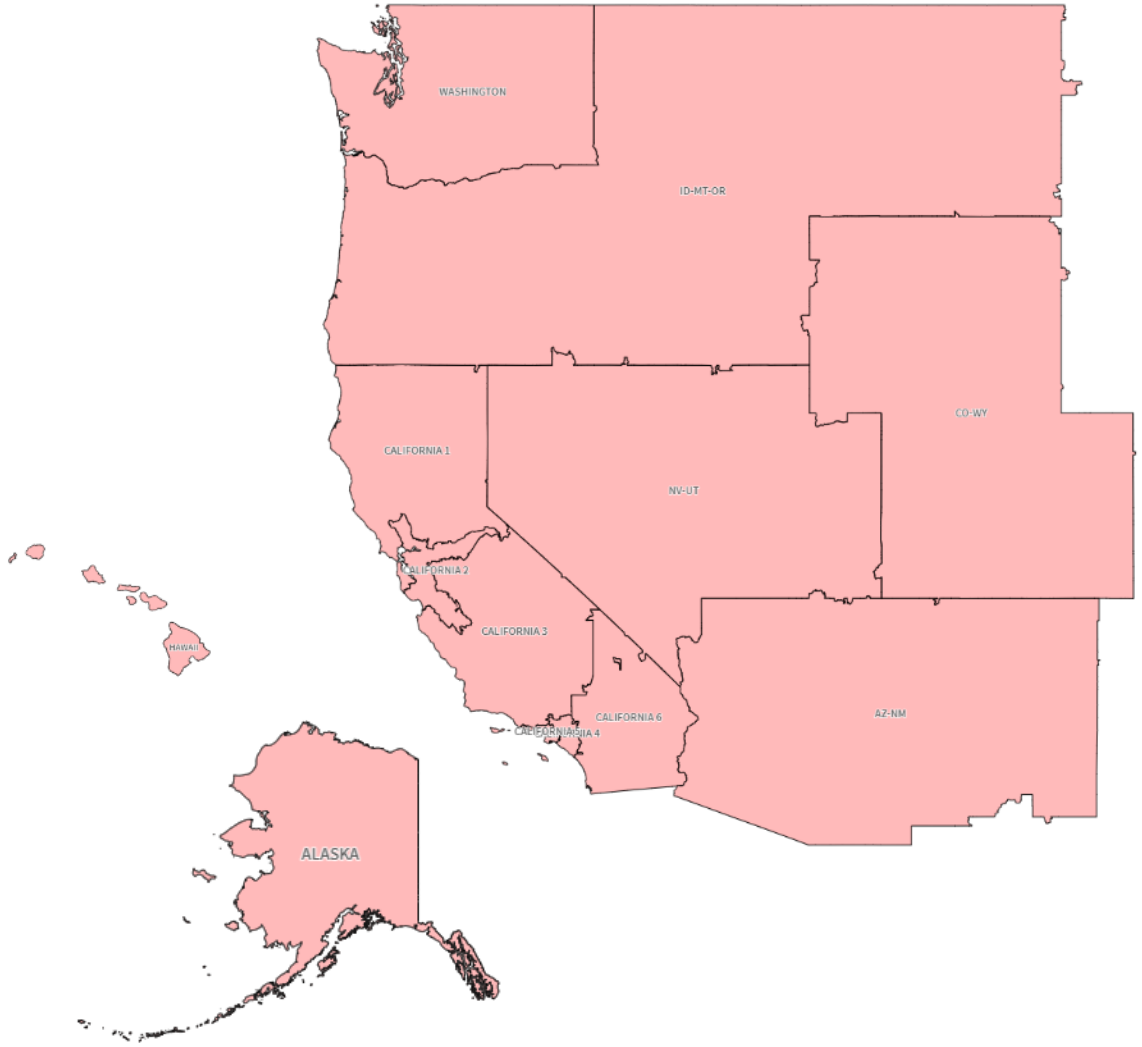
UNITED STATES POSTAL SERVICE ®

New District Structure - WestPac Delivery & Retail Area - Districts ZIP Codes

Alaska: 995-999	**AZ - NM:** 850-853, 855-857, 859, 860, 863-865, 870, 871, 873-875, 877-884
California 1: 940-944, 949, 954-961	**California 2:** 945-948, 950-952
California 3: 913-916, 930-937, 939, 953	**California 4:** 910-912, 917, 918, 926-928
California 5: 900-908	**California 6:** 919-925
CO - WY: 800-816, 820-831	**Hawaii:** 967-969
ID - MT - OR: 590-599, 832-838, 970-979	**NV - UT:** 840, 841, 843-847, 890, 891, 893-895, 897, 898
Washington: 980-986, 988-994	



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Leadership Team - Westpac Retail and Delivery Area

Eduardo H. Ruiz Jr.

Area Vice President, Retail & Delivery

WestPac

"It is all about Customer Service Excellence"

Ronald Haberman

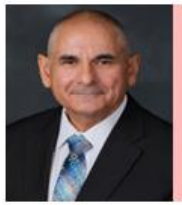
District Manager
Alaska

John Morgan

District Manager
AZ - NM

Jagdeep Grewal

(A) District Manager
California 1



Michael Mirides

District Manager
California 2

Alfred Santos

District Manager
California 3

Linda Crawford

District Manager
California 4

Abraham Cooper

District Manager
California 5

Lisa Baldwin

(A) District Manager
California 6

Jason McMahill

District Manager
CO - WY

Eileen Veach

District Manager
Hawaii

Kevin Romero

District Manager
NV - UT

Pamela Cook

District Manager
Washington

William Schwartz

District Manager
ID - MT - OR

Retail & Delivery: Daily Operational Areas of Focus

Customer
- Service
- Experience

Employee
- Safety
- Engagement

Operating Plan
- Precision

Complement
- Staffing and Scheduling

Business Plan
- Financial Outcomes

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Retail and Post Office Operations

Revitalization of USPS/APWU Retail Taskforce

Financial Services at Retail

Postal Support Employee (PSE) Retention

Local Connect

Small Business Associate

Retail Refresh/Lobby Redesign

Retail and Post Operations

F4 work method reviews

Sales and Service Associates (SSA) Uniform Refresh

Accessorial Activities- package wrapping, special postmarking

Government Services identity verification services – FBI/GSA combined $3,522,640

Technology upgrades/ Language Translator

Training Redesign

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Delivery Operations

City Carrier Assistant (CCA)
Rural Carrier Associate (RCA) Retention

Next Generation Delivery Vehicle

Operational Precision

Renewed USPS/NALC
Joint Taskforce

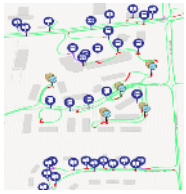
Expanded 7 Day Package Delivery

Automated Package Sorting Equipment

Optimize Route Structure

Mobile Technology for Carriers

Delivery Information Systems
and Analytics



Rural Route Evaluation
Compensation System

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UNITED STATES POSTAL SERVICE®

Retail and Delivery Transformation

- Renewed Organization
- Equipped, Able and Ready To Serve
- Trusted Presence In Every Community
- Dominance In Last Mile Delivery
- Precision In Operations
- Agility To Respond To The Marketplace
- A Platform For Growth

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UNITED STATES POSTAL SERVICE ®

WE SHOW UP AND DELIVER

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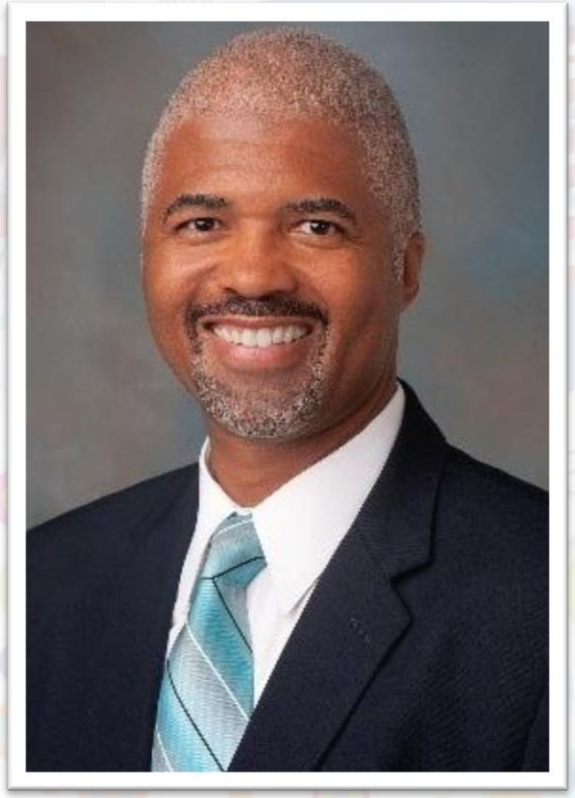
UNITED STATES POSTAL SERVICE®

POLITICAL & ELECTION MAIL - NEXT STEPS



DONALD R. NICHOLS
National Lead
Political & Mailing Services

2020 Political/Election Mail Review & 2022 Forecast

Donald R. Nichols

June 25, 2021

UNITED STATES POSTAL SERVICE®

Agenda

1. 2020 Election Mail Review
2. 2020 Political Mail Review
3. 2022 Outlook

Election and Political Mail

Election Cycle	Political Revenue	Political Volume	Election Revenue	Election Volume	PEM Total Revenue	PEM Total Volume
2016 General	$433M	2.2B	$46.8M	275M	$480M	2.5M
2018 Midterm	$531M	2.7B	$44.8M	284M	$575M	2.9M
2020 General	$814M	4.3B	$103.4M	546M	$917M	5.4M

- Continued increases due to perceived effectiveness, postal outreach, USPS thought leadership and USPS cross functional approach
- Performance outpaced increased campaign spending and represents gains in market share

Election Mail

- 135 Million Ballots Processed and Delivered.

- 99.89 Percent of Ballots Delivered to Election Officials Within a Week.

- 1.6 Days Average Delivery Time for Ballots from Voters to Election Officials.

- Total mail volume surpassed 4.6 billion mail pieces for both Political Mail and Election Mail tracked, representing a 114 percent increase above the 2016 election cycle.

Election Cycle	Political Revenue	Political Volume	Election Revenue	Election Volume	PEM Total Revenue	PEM Total Volume
2016 General	$433M	2.2B	$46.8M	275M	$480M	2.5M
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Political Mail

Voters want campaign advertising to be accurate and honest. The research confirms mail's strength and perception to voters as factual, believable and transparent.

Voters want information about where candidates stand on issues important to them. Mail plays an important role to help voters feel informed on what they say matters most.

With early decision-making and increased early and absentee voting, campaigns should start mail programs earlier.

Using targeted mail as part of a broader media strategy will reinforce critical campaign messages in conjunction with TV, online and other advertising platforms.

Election Cycle	Political Revenue	Political Volume	Election Revenue	Election Volume	PEM Total Revenue	PEM Total Volume
2016 General	$433M	2.2B	$46.8M	275M	$480M	2.5M
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Election and Political Mail Outlook

- Election Mail

It is the task of policymakers to decide the role that the U.S. Mail should play in our electoral system. Our task, as the Postal Service, is to ensure that we provide secure and timely delivery of the ballots that are entrusted to us for mailing, as well as to ensure that both elections officials and individual voters who choose to utilize the mail understand how to do so effectively.

- Political Mail
  - Impact of redistricting
  - Differences between 2020 and 2022
  - Continued marketing and outreach

Election Cycle	Political Revenue	Political Volume	Election Revenue	Election Volume	PEM Total Revenue	PEM Total Volume
2016 General	$433M	2.2B	$46.8M	275M	$480M	2.5M
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SPIN THE WHEEL

Prizes

Spin 1
Starbucks®
Gift Card

Spin 2
Best Buy®
Gift Card

Spin 3
Target®
Gift Card

CAROL KLIEWER
Vice President, Logistics & Distribution
Valassis

Our Partnership with USPS Valassis. A Vericast Business

WestPac AIM Meeting

June 25, 2021

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VERICAST

Vericast is a premier marketing solutions company that delivers actionable insights and operational expertise to help businesses engage with consumers. Every day, we influence purchasing and transaction behavior of more than 120 million households – impacting where they eat, shop, buy, save, and borrow.

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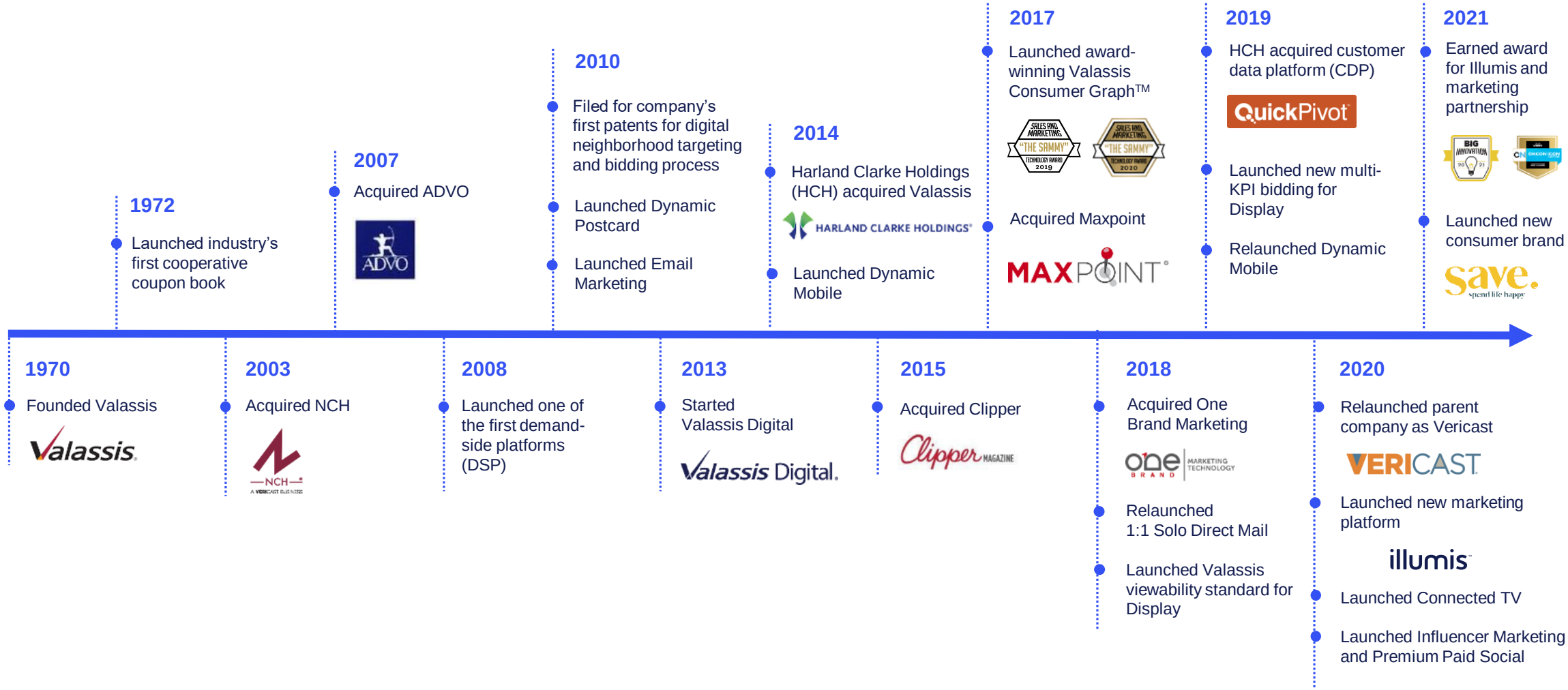
Valassis Has Adapted to Industry Changes with Best-In-Class Technology and Consumer Outreach



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Successful Partners: USPS & Valassis

- Trust each other
- Communicate regularly
- Exhibit genuine mutual respect
- Define expectations to meet our goals
- Provide fact-based information
- Honest and transparent
- Admit when one of us is wrong

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Other Characteristics We Consider in Our Partnership

- Supportive of each other's goals
- Reliability
- Innovation
- Collaborative

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ELLEN KOCH
Vice President
Moonlight BPO

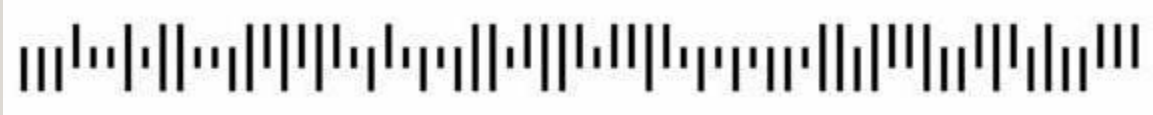
SEAMLESS ACCEPTANCE

WHAT HAPPENS NEXT?

WHAT IS SEAMLESS ACCEPTANCE?

- A USPS program designed to streamline the acceptance and verification of the mail while eliminating manual procedures.
  - Advantages of Seamless Acceptance:
    - Later BMEU entry with same day guarantee
    - Streamlined entry
    - Faster processing = faster delivery
    - Internal benefits may vary but some include longer processing benefits, more in the mail stream and many others.

GAME CHANGER - NEW - .001 DISCOUNT PER PIECE FOR SEAMLESS ENTRY!



BEWARE OF UNDOCUMENTED ERRORS!

- Undocumented errors: what does that mean?
  - What is an undocumented error?
  - How does if affect your scorecard?
  - MLOCR versus Satori, BCC software's, etc
  - Interpreting the reports
  - Outgoing mail versus incoming mail – what you need to know

WHAT OUR OPTIONS IF WE GET UNDOCUMENTED ERRORS?

- Resubmit a updated Mail.dat
  - How does this work?
  - Uploading an updated Mail.dat file
  - Having USPS back out the old file and finalize the new one
  - Reassociation occurs up to 3-7 days from the time It was scanned

BEWARE OF BY/FOR ERRORS!

- By/For errors already affect most scorecards.
- How does it impact Seamless Acceptance?
- Ensuring you use the correct CRID & STID combination whether using an OCR or sorting from data.
- Take advantage of the Jackpot CRID/MID

SCORECARD

- Monitor your scorecard daily
- Know your Mail.dat files
- Understand how to read your Mail.dat and scorecard
- Ensure the Mail.dat data matches your mail piece barcode

QUESTIONS?

RESOURCES

- USPS Guide to Seamless Acceptance available on Postal Pro
- Local USPS Resource
  - Our local USPS contact is Silvia Selden
- Other related resources
  - USPS Mail.dat Technical Guide (Postal Pro)

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Prizes

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Gift Card

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Best Buy®
Gift Card

Spin 3
Target®
Gift Card

JEFF POLI
Senior Sales Performance Analyst
Small Business Marketing

JONATHAN CASTILLO
PCC Postal Vice-Chair
Sierra Coastal PCC

SIERRA COASTAL PCC

NATIONAL PCC & NPF

★Update★

POSTAL CUSTOMER COUNCIL

NPF NATIONAL POSTAL FORUM

Sierra Coastal PCC

POSTAL CUSTOMER COUNCIL

GET CONNECTED AND GROW

Upcoming Events

- **July 29th - 11:00 AM**
  - Harnessing the Power of LinkedIn
- **September 22nd - 11:00 AM**
  - *National PCC Day Watch-Party Spectacular*

SCAN ME

✓ *All times in Pacific Standard (PT)*

NATIONAL PCC

POSTAL CUSTOMER COUNCIL

GET CONNECTED AND GROW

Upcoming Meetings

- **July 14th - 12:00 PM**
  - MTAC News You Need to Know
- **July 15th - 11:00 AM**
  - Unleashing the Power of LinkedIn and PCC Voice

SCAN ME

✓ *All times in Pacific Standard (PT)*

WEBINAR SERIES

Back-to-Basics

SCAN ME

- **June 25th - 11:00 AM**
  - Speaking Postal
- **July 2nd - 11:00 AM**
  - Difference Between FCM and Marketing Mail
- **July 9th - 11:00 AM**
  - Cards and Folded Self-Mailers
- **July 16th - 11:00 AM**
  - Flats
- **July 23rd - 11:00 AM**
  - Shipping and eCommerce
- **July 30th - 11:00 AM**
  - How to Set Up your Business Customer Gateway Account

✓ *All times in Pacific Standard (PT)*

WEBINAR SERIES

Small Business

SCAN ME

- **July 13th - 11:00 AM**
  - Direct Mail
- **August 10th 11:00 AM**
  - *Women's Business Enterprise National Council*

✓ *All times in Pacific Standard (PT)*

POSTAL CUSTOMER COUNCIL

NATIONAL PCC DAY ★ 2021

SEPTEMBER 22

- ✓ Date: September 22, 2021
- ✓ Venue: Virtual Format
- ✓ Time: 11:00 AM
- ✓ All PCCs are encouraged to dial in to the afternoon session
- ✓ PCCs are encouraged to host their own events

POSTAL CUSTOMER COUNCIL ™ GET CONNECTED AND GROW

Fall '21 NPF

NPF® NATIONAL POSTAL FORUM

- ✓ Dates: 9/20/21 - 9/22/21
- ✓ Venue: Virtual Format
- ✓ Theme: Shared with Spring NPF '22
- ✓ Expected Elements
  - Customer Meetings
  - Areas Inspiring Mail (AIM)
  - Small Business
  - Workshops
  - Networking

SCAN ME

Spring '22 NPF

NPF® NATIONAL POSTAL FORUM

- ✓ Dates: 5/15/22 - 5/18/22
- ✓ Venue: TBD (Phoenix, AZ)
- ✓ Theme: Shared theme with Fall NPF '21
- ✓ Format: In-Person
- ✓ 1st in-person NPF since 2019
- ✓ More detail to come soon …

SCAN ME

UNITED STATES POSTAL SERVICE

POSTAL CUSTOMER COUNCIL

2021 PCC LEADERSHIP AWARD WINNERS

Congratulations WESTPAC AREA

Up-and-Comer	San Diego PCC
Membership Excellence – Gold	Inland Empire PCC
Communication Program Excellence – Gold	Sacramento PCC
Communication Program Excellence – Silver	Santa Ana District PCC
Education Excellence – Silver	Greater Portland PCC
PCC Industry Member of the Year – Bronze	Wes Friesen, Greater Portland PCC
Postal Service Member of the Year – Gold	Jonathan Castillo, Sierra Coastal PCC
PCC Innovation of the Year – Gold	Sierra Coastal PCC

2021 PCC PREMIER CERTIFICATE AWARDS

UNITED STATES POSTAL SERVICE

POSTAL CUSTOMER COUNCIL

2021 PCC PREMIER CERTIFICATE AWARDS

WESTPAC AREA BRONZE AND SILVER Winners

BRONZE

Hawaii PCC

SILVER

Pikes Peak PCC

2021 PCC PREMIER CERTIFICATE AWARDS

WESTPAC AREA GOLD WINNERS

Albuquerque PCC
Arizona Desert Skies PCC
Greater Portland PCC
Inland Empire PCC
Los Angeles PCC
Nevada-Sierra PCC
Puget Sound PCC
Rocky Mountain PCC
Sacramento PCC
San Diego PCC
Santa Ana District PCC
Sierra Coastal PCC
Utah PCC

2021 PCC PREMIER CERTIFICATE AWARDS

WESTPAC AREA PLATINUM *WINNERS*

Arizona Desert Skies PCC
Greater Portland PCC
Inland Empire PCC
Los Angeles PCC
Nevada-Sierra PCC
Puget Sound PCC
Rocky Mountain PCC
Sacramento PCC
San Diego PCC
Santa Ana District PCC
Sierra Coastal PCC
Utah PCC

2021 PCC LEADERSHIP AWARDS

Congratulations to All Our Winners!

https://about.usps.com/video/2021PCCLeadershipAwards.mp4

UNITED STATES POSTAL SERVICE

POSTAL CUSTOMER COUNCIL

Thank You!

POSTAL CUSTOMER COUNCIL

SCAN ME

NPF NATIONAL POSTAL FORUM

SPIN THE WHEEL

GRAND PRIZE - FRAMED ARTWORK

Star Wars™ Droids D-O Framed Stamps

- ✓ Features the D-O character from Star Wars™ Droids stamps
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- ✓ First Day of Issue details
- ✓ Set in classic black frame
- ✓ Features
  - ✓ Clear dust cover
  - ✓ Protective felt bumpers
  - ✓ Sawtooth hanger

Congratulations

CLOSING REMARKS

Thank you for attending!

For questions about the WestPac Areas Inspiring Mail Meetings, please contact:
Florem Rodil-Separa at Florem.Rodil-Separa@usps.gov or Amir Fells at Amir.Fells@usps.gov

AIM on PostalPro website: https://postalpro.usps.com/industry-focus-groups

Special Thanks!

Industry Co-Chairs

John Millet Dave Rich John Mergener

Speakers

Al Santos
Dr. Joshua Colin
Don Nichols
Jeff Poli
Jonathan Castillo
Carol Kliewer
Ellen Koch

WestPac Area

Eduardo R. Ruiz
Ross Pfaff
Keith Pittman
Jan Dorsey
Debra Stoops
Claudia Munoz
Florem Rodil-Separa
Danny Rogers
Amir Fells