

Mailers' Technical Advisory Committee (MTAC)

Focus Sessions

November 3, 2021

Agenda

1. Letters

- Mailpiece Images
- WG #195 Update

2. Packages

- eCigarette Ban update
- Container Nesting
- DIM Measurement Update
- Proposed Fees on packages

3. Flats

- Periodicals 3526 issue update
- Pending Periodicals FRN information
- Promotions Update
- DOA Mail Policy Update
- eDoc correction opportunities

LETTERS

Letters

- Mailpiece Images- Update
- WG #195- Update

PACKAGES

Treatment of E-Cigarettes in the Mail



Final Rule published October 21, 2021

Electronic Nicotine Delivery Systems (ENDS): devices that deliver a substance, not limited to nicotine, via an aerosolized solution to users inhaling from the device (electronic cigarettes, e-hookahs, vape pens).

Rule restricts mailability of ENDS devices including:

- liquid
- parts
- components
- accessories

These prohibitions and restrictions are similar to previous restrictions on mailability of cigarettes and smokeless tobacco, which have been revised with this new rule.

Final Rule, forms, and work sheets also available on Postal Explorer pe.usps.com

Treatment of E-Cigarettes in the Mail

Domestic Statutory Exceptions

Mailability of items is restricted to limited Statutory exceptions for Domestic mail only:

- Intra-Alaska and Intra-Hawaii Shipments
- Business/Regulatory Purposes—shipments between authorized businesses or between such businesses and federal or state regulators
- Certain Individuals—infrequent, lightweight, noncommercial shipments by individual adults
- Consumer Testing/Public Health (combustible cigarettes only)—infrequent, lightweight shipments to individual test subjects by authorized businesses or federal agencies

Application Process for Exceptions

Business/Regulatory Purposes & Consumer Testing/Public Health exception requests must submit applications and all supporting documentation to MDA@usps.gov

Business/Regulatory Purposes:

- Combustible cigarettes or smokeless tobacco: PS Form 4615, PACT Act Application for Business/Regulatory Purposes Exception—Cigarettes/Smokeless Tobacco
- ENDS: PS Form 4615-E, PACT Act Application for Business/Regulatory Purposes Exception—ENDS, with PS Form 4615-ER – Recipient Information Worksheet and PS Form 4615-EM – Mailer Information Worksheet (if needed)

Consumer Testing/Public Health (combustible cigarettes only):

- PS Form 4616, PACT Act Application for Consumer Testing/Public Health Exception

All forms and applications available for download here:

PostalPro: <https://postalpro.usps.com/product-classification/tobacco>

Packages

- Container Nesting- Update





CURRENT

Dimensional Data Requirements

- Dimensional data is required when packages are greater than 1 cubic foot or when dimensional pricing applies as follows:
 - Priority Mail Express, Priority Mail, and Parcel Select dimensional pricing (rectangular/non-rectangular).
 - Excludes USPS supplied Flat-Rate or Regional-Rate packaging.

NEW

- **Non-standard fees** and requirement for dimensional data disclosure will apply to Priority Mail Express, Priority Mail, Parcel Select, and Parcel Select Lightweight packages under the following conditions:
 - Length is greater than 22 inches (length is the longest package dimension), or
 - Length is greater than 30 inches, or
 - Cubic volume is greater than 2 ft³
- **Dimensional Noncompliance fees** for dimensional data when data is missing or incorrect when “sampled” and package meets criteria for Non-standard fees:
 - Length is greater than 22 inches
 - Cubic volume is greater than 1 cubic foot (also applies to First Class Package Service)

Length	Girth	Dimensions	Dim Weight	Actual Weight	Cubic Volume
			(Rectangular) $\frac{L'' \times W'' \times H''}{166}$ (Non-Rectangular) $\frac{L'' \times W'' \times H'' \times 0.785}{166}$		$\frac{L'' \times W'' \times H''}{1,728}$

Nonstandard Fee

Verification Method	Applicable Fee, codes in Shipping Services File (SSF) and ICR file for PC Postage Length= L., Volume = V			Online Reports	Data Feeds
	L > 22" up to 30"	L > 30"	V > 2 cu ft ³		
APV	881	882	883	N/A	Postage Assessment File (PAF) ICR – captured when paid
eVS	881	882	883	SSF - Postage Statement Sampled - eVS Sampled Incorrect Packaging Report	SSF- Postage Statement Sampled - Extract Reconciliation Extract
Package Platform	881	882	883	SSF – None Census Verification	Census Attributes
<i>PostalOne!</i>	L1	L2	L4	Postage Statement	N/A

Noncompliance Fee for Dimensional Data

Verification Method	Verification Trigger for Evaluation		Comparison	Online Reports	Data Feeds
	L > 22"	V > 1 cu ft ³	Exact Match - Manifest to Verified		
APV	Sampled Length	Sampled Volume	Exact Match – Manifest within 2" tolerance*	N/A	Postage Assessment File (PAF)
eVS	Sampled Length	Sampled Volume	Sampled to Manifest, rounded off Length, Width, Height	eVS Sampled Incorrect Packaging Report	Reconciliation Extract
Package Platform	Sampled Length	Sampled Volume	Exact Match – Manifest within 2" tolerance*	Census Verification	Census Attributes
<i>PostalOne!</i>	Sampled Length	Sampled Volume	Exact Match – identified during verification	N/A	N/A

Soft Packaging CRs

Description	Item #	Implementation Date
eVS manifest support for S and T indicators	CR 14413	4/25/2021
eVS sampling support for soft packaging	CR 14598	TBD
PPC manifest support for S and T indicators	B-526993	10/7/2021
PPC attribute support for soft packaging	B-526994	9/19/2021
PPV support for soft packaging	TBD	TBD
IMD support for soft packaging	TBD	TBD
RSS support for soft packaging	TBD	TBD
Web based support for soft packaging	TBD	TBD
STATS support for soft packaging	TBD	TBD

FLATS

- Periodicals 3526 issue- Update

Pending Periodicals

Elke Reuning-Elliott

Current Process is Complex and Not Customer-Friendly

Problem:

- ❑ Mailers awaiting authorization to mail at Periodicals prices (“Pending Periodicals Mailer”) must pay **the applicable non-Periodicals price (e.g. Marketing Mail or First-Class Mail prices)** depending on how their mailing is prepared
- ❑ Mapping between Periodicals prices and possible non-Periodicals prices is difficult to maintain and not always strictly accurate; equivalent prices do not always exist
- ❑ Hundreds of possible combinations may exist depending on how the Pending Periodicals mailing is prepared

Periodicals Line	Standard Mail Flats Line	3.5 oz. or less	4 oz. or less	Over 4 and less than 16 oz.
In-County	Description	Automation	Non-Automation	Non-Automation
A13 Carrier Route Basic	DSCF Basic	C12	C27	C42
A14 Carrier Route High Density	DSCF High Density	C11	C26	C41
A15 Carrier Route Saturation	DSCF Saturation	C9	C24	C39
Outside-County	Description	Automation	Non-Automation	Non-Automation
C29 Basic	DSCF Basic	C12	C27	C42
C30 High Density	DSCF High Density	C11	C26	C41
C31 Saturation	DSCF Saturation	C9	C24	C39
C34 Firm Bundle (Destination Entry DDU)	DSCF 5- Digit	A7	B14	B25

Image: Excerpt from 12-page list of mapping rules

Simplified Process to Calculate Pending Periodicals Postage

Proposal:

Use existing Periodicals prices and apply a factor derived from the average Periodicals price and the average Marketing Mail or First-Class Mail price

Example (with hypothetical prices, for illustration only):

Periodical Type	Associated Rate	Explanation	Average Associated Rate (E)	Average Periodical Price (F)	Pending Periodicals Factor (E/F)
Periodicals Flats	Marketing Mail Flats	Meets Flat Dimension Requirement up to 15.99 ozs.	\$ 0.250	\$ 0.200	25%
Periodicals Letters	Marketing Mail Letters	Meets Letter Dimension Requirement up to 15.99 ozs.	\$ 0.220	\$ 0.150	47%
Periodicals NP Flats	Marketing Mail NP Flats	Eligible for both Periodicals Nonprofit & Marketing Nonprofit & Meets Flat	\$ 0.200	\$ 0.160	25%

Proposed Simplification

Customer:

- ☐ Prepares Periodicals Mailing based on current requirements
- ☐ Completes Form 3541, computes Periodicals postage, and applies Pending Periodicals factor (from DMM) to calculate total postage

Add Total In-County Postage and Total Outside-County Postage	Total Postage <small>(AIC 224 + AIC 135)</small>	
Part P -- Total Pending Postage (page 9)	Total Postage While Pending <small>(AICs to be Added)</small>	New Line
The signature of the owner of the publication certifies acceptance of liability for and agreement to pay any revenue deficiencies assessed on this mailing, subject to appeal.		

No change to existing accounting process: Pending Postage will be held in reserve account and refunded once a Periodical has been approved

Postage Statement Example

Part P — Periodicals Pending Authorization

Part P — Periodicals Pending Authorization Postage Calculation

Pending Class of Mail (Select One)

- ☐ First-Class Mail - Letters
- ☐ USPS Marketing Mail - Letters
- ☐ Bound Printer Matter - Flats
- ☐ First-Class Mail - Flats
- ☐ USPS Marketing Mail - Flats
- ☐ Bound Printer Matter - Parcels
- ☐ First-Class Package Service - Retail
- ☐ Non-Profit USPS Marketing Mail - Letters
- ☐ Parcel Select - Parcels
- ☐ Priority Mail
- ☐ Non-Profit USPS Marketing Mail - Flats

P1	Pending Postage: Total Periodicals Postage (Page 1) \$_____ x _____% (DMM 207.5.2.X) =\$_____	
P	Part P Total (Add lines PXX)	

Proposed Implementation - Timeline

- Published Federal Register Notice on 9/30/21
- Public Comment Period ends 11/1/21
- DMM changes effective 1/9/22

Corrections to eDoc

eDoc correction opportunities/discussion

Reasons for reversal requests

- eDoc submitter error

Timeline for reversals-

- Timeframe for reversals(how long after submission/finalization)

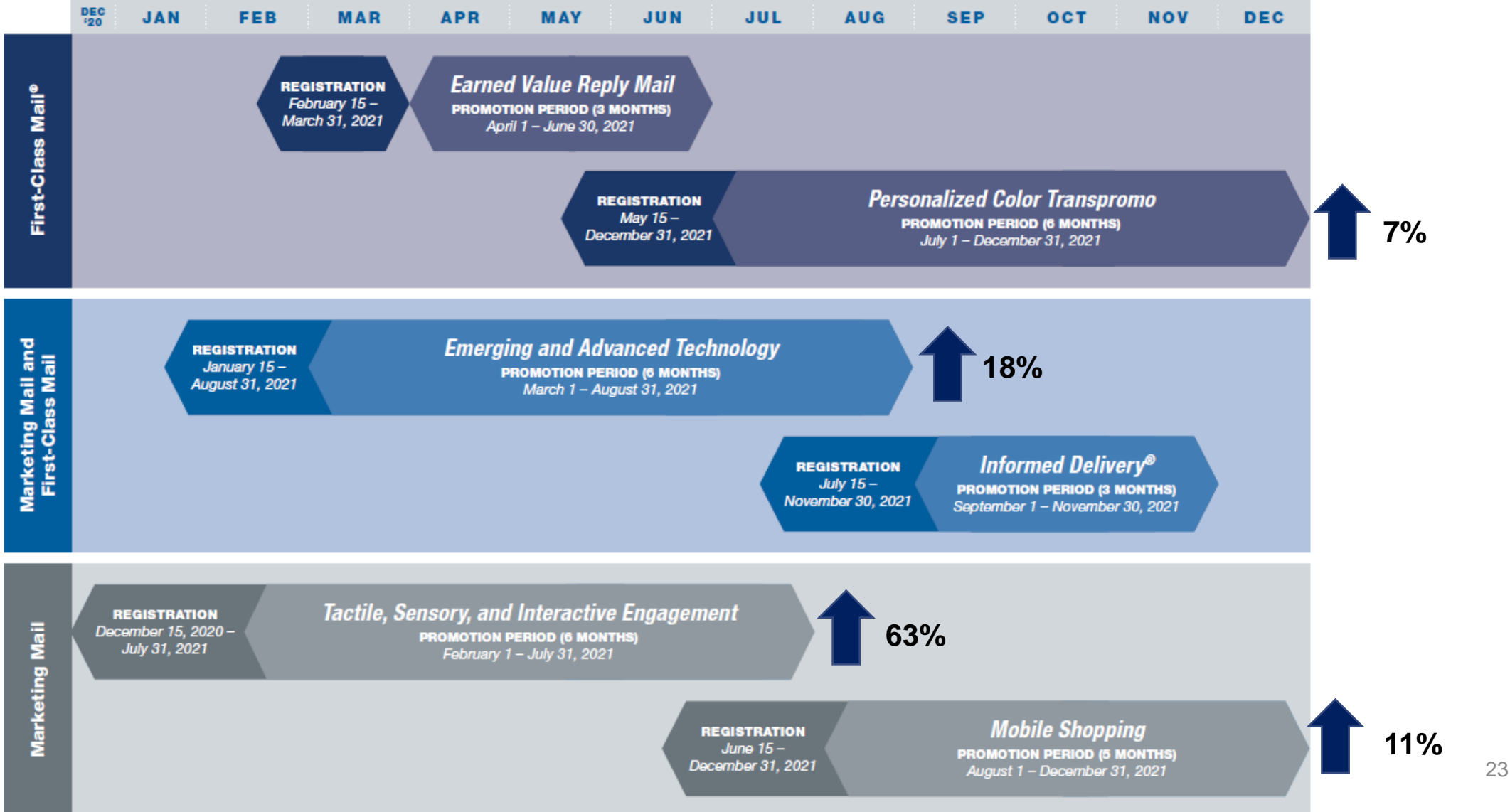
Downstream impacts

- measurement of mail
- promotions
- mailer scorecard
- eInduction

Promotions Update

Krista Becker

2021 Mailing Promotions Calendar – Volume Growth



2021 Informed Delivery Promotion Updates

- Updates to 2021 Requirements

<https://postalpro.usps.com/promotions/2021-informed-delivery/requirements>

- ✓ Added of “Mailing Submission Technical Requirements” (from 2020)
- ✓ Samples at BMEU no longer required

- PostalOne!/Campaign Portal Issue (use of double quotes)

- Do not use double quotes in:
 - **Campaign Title**
 - **Campaign Code**
 - **Brand Display Name.**
- Fix will be released in November

Informed Delivery Promotion – Validation Issues

Most Common Errors (20% of statements have validation errors)

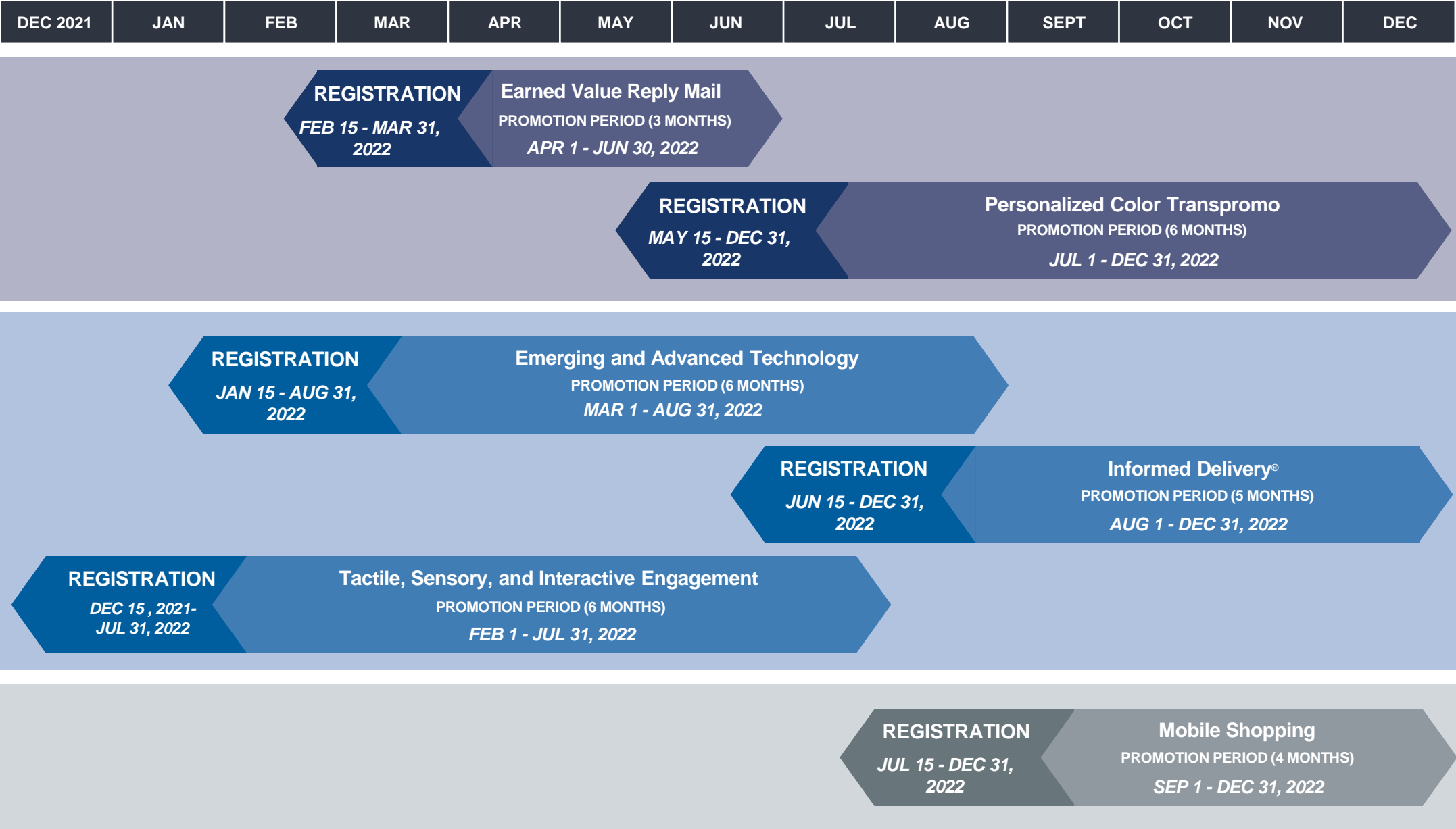
- Campaign is not in Submitted or Active status when job is submitted to PostalOne!
 - Campaign needs to be submitted prior to 2PM the day before mailing date
- Postage Statement Mailing Date is not within the Start and End Dates of the Campaign

**90% of all
validation
errors**

Efforts to Reduce Job Failure Rate

- Checklist created and posted on Postal Pro
- Bring awareness at UG8, UG11 and Informed Delivery monthly meetings
- Working on slides/educational content to further support mailers
- Seeking industry suggestions to further improve validation success rates

2022 MAILING PROMOTIONS CALENDAR



2022 Promotions Rules – Tips for Planning Ahead

What's New and What's Changing

- Final Draft of Emerging Tech Posted Soon on Postal Pro
 - Completely new formatting, new overview, visuals and clickable links
 - Provides guidance on 2 vs. 3% techniques
- Working on including previously excluded techniques for Tactile Sensory Promotion
- All requirement documents will be reformatted with new visuals, overviews and quick start guides

What's Not Changing

Tactile Sensory Promotion:

- All treatments that qualified in 2021 will also qualify in 2022

Earned Value Promotion

- No changes to the promotion rules

Color Transpromo Promotion

- No major changes

Mobile Shopping Promotion

- All mailings that qualified in 2021 will also qualify in 2022

Informed Delivery Promotion

- No changes to the promotion rules

Severely Delayed Mail

Dead on Arrival Delayed Mail

What is DOA Mail?

Mail/Package that is past its useful date: past sale date, election date, event date, use date, expiration date, or anything delayed 30 days or more.

Business Rules to Address:

- DOA mail process can only be applied to a container of mail (tray, bundle, or pallet)
- Medicine/Pharmaceutical packages can be handled on an individual/piece basis
- All recycling should be done via Secure Destruction process
- Mail quantities recalled/recycled below the pallet container level cannot be withdrawn from service performance measurement
- Refund requests must be submitted via normal refund processes and will be evaluated on a case by case basis
- BSN contact with the mail service provider should be attempted prior to contact the mail owner when appropriate
- Information to be supplied by the plant: MSP and/or Mail Owner, shape of mail, quantity of mail, container level, location, provide an image of the mail, and any root cause if available

29

Dead on Arrival Delayed Mail

DOA Mail Process

