NEWS YOU NEED TO KNOW FROM THE MAILERS TECHNICAL ADVISORY COMMITTEE

Presented by:

- ❖ Kathy Hall, Rob Hanks, Suzi Oswald, and Neal Fedderman

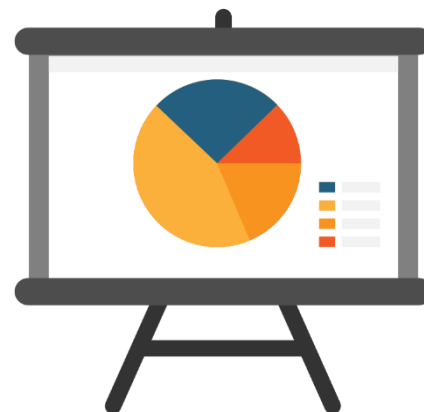*Guest MTAC Speaker:*

- ❖ Alvin Serrano

Judy Caldwell, USPS

Donald Lim, USPS

April 30, 2024

You may unmute yourself and ask questions at any time, or you may use the Chat box for your questions.

PPT presentation along with the recording will be posted on PostalPro.

Please ensure you are muted when you are not asking questions or participating with the presentation.

MTAC - Mailers' Technical Advisory Committee

MTAC is a venue for the United States 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.

PCCAC - Postal Customer Council Advisory Committee

Their role is to function as an oversight body, providing guidance on PCC best practices and bringing PCCs together for mutual gain in accomplishing the Mission.

- Mailing Address:
  - MTAC Program Manager
  - Marketing
  - US Postal Service 475 L'Enfant Plz SW
  - Washington DC 20260-4411
- Email Address: MTAC@USPS.GOV
- Web Site: postalpro.usps.com/mtac
- PCC Email: PCC@usps.gov

Open Session (Tuesday) April 9:

- PMG Remarks
- Special Recognition
- Package Updates
- Outlook 2024
- NPF Update
- July 2024 Rate Update

Focus Groups (Wednesday) April 10:

- Customer Experience/Operations collaboration
- Entry, Payment, Product Solutions
- Service Precision
- Data, Technology, Addressing
- Package Discussion

Session Contributors

Neal Fedderman, Kathy Hall, Rob Hanks, Suzi Oswald, Alvin Serrano

More Highlights from the Opening Session

- **PMG Address – Postmaster Louis DeJoy**
  - Statistics tied to the DFA Plan
  - Adjustment to the air cargo process

- **Ryan Miller – IPG Media Lab**
  - **Outlook 2024 –** Downstream Effects

- **NPF Update – June 2-5, 2024 - Indianapolis**
  - 33 days left – "15-minute city"
  - Conference Overview

Customer Experience/Operations Collaboration

Operations Overview – Tony Impronto

- 31,000 Offices
- Triangulation Overview
- Business Reply Mail Tracking

Customer Experience/Operations Collaboration

Customer Experience Overview – Marc McCrery

- Delivery/Point of Sale
- Customer Overview
- Service Tickets
- C360 Service Requests

Entry/Payment/Product
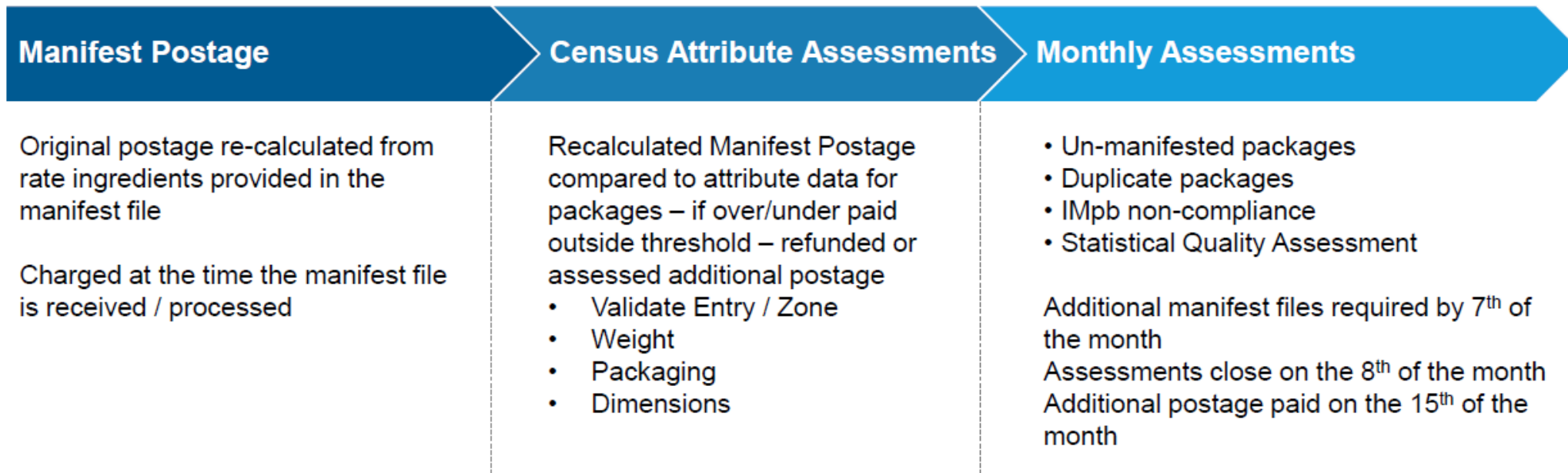
Pulse Responses – USPS Ship

- Sampling/Adjustment Changes
- How Can Shipper Run Parallel
- Domestic/International Impacts
- Fraud/Counterfeit Postage

Entry/Payment/Product

USPS Ship

USPS Tech Sheets are located on Postal Pro at [USPS Ship Tech Sheet | PostalPro](#)

Manifest Postage	Census Attribute Assessments	Monthly Assessments
Original postage re-calculated from rate ingredients provided in the manifest file Charged at the time the manifest file is received / processed	Recalculated Manifest Postage compared to attribute data for packages – if over/under paid outside threshold – refunded or assessed additional postage • Validate Entry / Zone • Weight • Packaging • Dimensions	• Un-manifested packages • Duplicate packages • IMpb non-compliance • Statistical Quality Assessment Additional manifest files required by 7th of the month Assessments close on the 8th of the month Additional postage paid on the 15th of the month

Images courtesy of MTAC sessions 4/9-10/2024

Entry/Payment/Product

Running Parallel

USPS Ship – eVS Shipper Migration Process

Shipper Process

- Contact MSSC at least 30 days prior to the first of the month in which you want to migrate.
- Enroll in USPS Ship Reports, USPS Ship Disputes and Refund Requests, USPS Ship Account Management, and IV-MTR via the Business Customer Gateway (BCG).

USPS Process

- Enroll Shipper in USPS Ship Pilot.
- eVS status remains Live while Shipper is in USPS Ship Pilot.
- Migrate Shipper to USPS Ship Live on the 1st of the month.

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Images courtesy of MTAC sessions 4/9-10/2024

Entry/Payment/Product

Domestic/International Impacts

USPS Ship Domestic and International Products

Domestic Packages

- **Outbound Packages**
  - Priority Mail
  - Priority Mail Express
  - Ground Advantage
  - Parcel Select
  - USPS Marketing Mail
  - Bound Printed Matter
  - Library Mail
  - Media Mail
- **Returns Packages**
  - Parcel Return Service (PRS)
  - USPS Returns
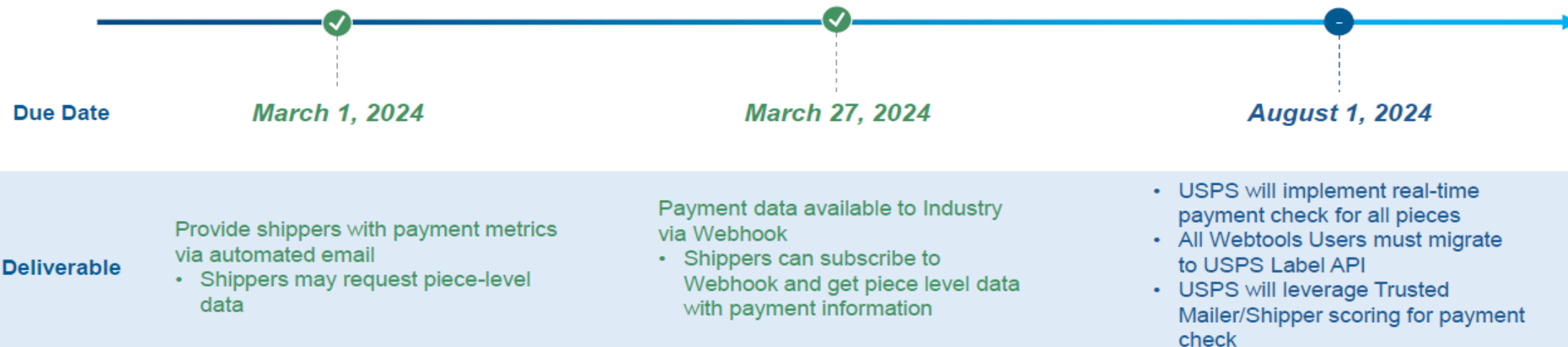 - Express Mail Returns
  - Priority Mail Returns

International Packages

- Priority Mail Express International (PMEI)
- Priority Mail International (PMI)
- First-Class Package International Service (FCPIS)
- Global Express Guaranteed (GXG)

All products available to be paid and validated through USPS Ship

Images courtesy of MTAC sessions 4/9-10/2024

Payment Documentation Validation

Key Dates for Shippers

Due Date	March 1, 2024	March 27, 2024	August 1, 2024
Deliverable	Provide shippers with payment metrics via automated email • Shippers may request piece-level data	Payment data available to Industry via Webhook • Shippers can subscribe to Webhook and get piece level data with payment information	• USPS will implement real-time payment check for all pieces • All Webtools Users must migrate to USPS Label API • USPS will leverage Trusted Mailer/Shipper scoring for payment check

Images courtesy of MTAC sessions 4/9-10/2024

Entry/Payment/Product

Domestic/International Impacts

Payment at Entry Metrics

After July 2024 (Aug. 1), the USPS will enforce the requirement of proof of payment prior to entry

- Over the next 4 months, the USPS will provide shippers with high level data on their payment at entry compliance

Late Package Volume

Packages per day with late or null payment/documentation that may be subject to interception[1, 2]: (over a one-month period)
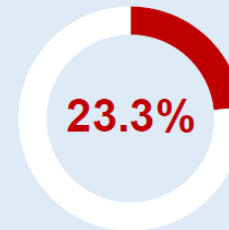
1.2 M
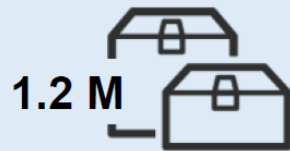
Timely Payment Documentation

Percent of timely payment documentation: (over a one-month period)

93.8%
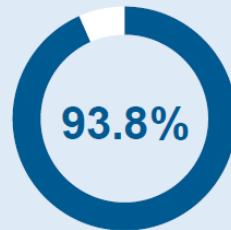
Shipper 100% Compliant

Percent of Commercial Shippers with 100% on-time documentation[1]: (over a one-month period)

23.3%

Note(s):
1) Data based on mailer/shipper package volume between March 5 – April 5, 2024.
2) Volume estimates based on total unpaid, and late manifested & documented at time of mailstream acceptance in domestic package products.

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Sensitive Commercial Information – Do Not Disclose/Attorney-Client Privileged/Attorney Work Product

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Images courtesy of MTAC sessions 4/9-10/2024

Entry/Payment/Product

Service Outages

Submission Outages

USPS System Outages:
If the USPS cannot process manifests due to an outage or USPS system failure:

- Live payment validation will revert to current blacklist MID and IMpb intercept
- USPS will still collect payment data for trust score
- Logic will be turned back on when the USPS confirms they can properly upload manifests

Customer System Outages:
If a mailer/shipper cannot upload a manifest, there are two options to avoid their packages being intercepted:

- Provide a list of barcodes via API call
- Provide MID(s) that the USPS will whitelist[1] until the outage is over

IMPORTANT: *If a mailer/shipper does not provide the USPS with a notification of the outage, they will be responsible for all pieces intercepted during the outage*

Note(s):
1) "Whitelist" or Allowlists refer to the process for unilaterally allowing packages to traverse the postal network without validation of credentials or proof of payment

Images courtesy of MTAC sessions 4/9-10/2024

Entry/Payment/Product

Package Documentation on Webhook

Package Documentation Webhook

The **Package Documentation Webhook** will provide real-time information regarding the first USPS scan on a package, and whether the package was blacklisted, whitelisted, or had payment documentation (via a Shipping Services File, Shipping Partner Event File, or ICR File) at the time of the scan.

Subscriptions are at the CRID level, and require only a few steps:

1. Enroll in USPS APIs following the steps at https://developer.usps.com/getting-started

2. Contact APISupport@usps.gov and ask to be enrolled in the this non-publicly facing product

3. Develop your subscription process and listener URL using the specs provided by API Support.

4. Create subscriptions for all of your CRIDs – the request is quite simple!
   i. {
   ```
      "listenerURL": "https://myserver.com/listener",
      "secret": "MYsecretKeyPhrase",
      "adminNotification": [  {    "email": "user@example.com"   } ],
       "filterProperties": {   "CRID": "123456" }
   }
   ```

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Entry/Payment/Product

Fraud Prevention

- Counterfeit Intercept
- Start Date
- Enroll In API's
- www. APISupport@usps.gov

Price Change and Promotions

- **Structural Changes**
  - Marketing Mail Flats Price Structure
  - First-Class Flats Price Structure
  - Business Reply Mail IMbA Rates
  - Catalog Incentive
  - Elimination of Simple Samples

Additional Oz Rates	
Additional Oz	
2 - Ounce	$0.27
3 - Ounce	$0.27
4 - Ounce	$0.27
5 - Ounce	$0.28
6 - Ounce	$0.28
7 - Ounce	$0.28
8 - Ounce	$0.28
9 - Ounce	$0.28
10 - Ounce	$0.30
11 - Ounce	$0.30
12 - Ounce	$0.30
13 - Ounce	$0.30

Price Change and Promotions

- Increasing the Full Service and Seamless Incentives

Full Service IMb	Current	Proposed
First-Class Mail	$0.003	$0.005
Marketing Mail	$0.003	$0.005
Seamless	Current	Proposed
First-Class Mail	$0.001	$0.002
Marketing Mail	$0.001	$0.002

Price Change and Promotions

First-Class Mail

Product	Current Price	Proposed Price	Percent Change
Rate Authority			
Stamp Price	68¢	73¢	7.4%
Meter Price	64¢	69¢	7.8%
Single-Piece Cards	53¢	56¢	5.7%
Single-Piece Flats - 1 ounce	$1.39	$1.50	7.9%
Additional ounce rate Letters	24¢	28¢	16.7%
Nonmachinable surcharge – letters	44¢	46¢	4.5%
Presorted Letters (Auto & Nonauto)	51¢*	55¢*	7.6%
Presorted Cards (Auto & Nonauto)	36¢*	39¢*	7.4%
Presorted Flats (Auto & Nonauto)	$1.53*	$1.68*	9.2%
First-Class Mail International Outbound	$1.55**	$1.65**	6.5%

*Average revenue per piece

** First Class Mail International Letters and Cards 1 ounce price. Inbound prices set by UPU, expected increase 0.6%.

Price Change and Promotions

Marketing Mail Commercial—7.9% Increase

Product	Current Price	Proposed Price	Percent Change
Rate Authority			
Letters	$0.297*	$0.319*	7.5%
High Density Letters	$0.285*	$0.309*	8.6%
High Density Plus Letters	$0.228*	$0.236*	3.2%
Saturation Letters	$0.187*	$0.201*	7.7%
Flats	$0.680*	$0.749*	10.2%
Carrier Route	$0.386*	$0.422*	9.3%
High Density Flats	$0.328*	$0.355*	8.2%
High Density Plus Flats	$0.241*	$0.266*	10.3%
Saturation & EDDM Flats	$0.198*	$0.211*	6.5%
EDDM-Retail	$0.203	$0.223	9.9%
DAL	$0.075	$0.080	6.7%
DML	$0.100	$0.110	10.0%
Parcels	$2.955*	$3.207*	8.5%

* Average revenue per piece – percent change is calculated on actual numbers rather than rounded shown

2025 PROMOTIONS CALENDAR

USPS PRODUCT MANAGEMENT

Registration Period   Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC

INTEGRATED TECHNOLOGY
3% Discount
Marketing Mail | First Class Mail

PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS ☑ ☑ ☑ ☑ ☑ ☑

TACTILE, SENSORY & INTERACTIVE
4% Discount
Marketing Mail | First Class Mail

DEC 15 — JUL 31
FEB 1 — JUL 31

CONTINUOUS CONTACT
3% Discount
Marketing Mail

PROMOTION PERIOD TO BE DETERMINED

REPLY MAIL IMbA™
3% OR 6% Discount
First Class Mail (QBRM only)

MAY 15 — DEC 31
JUL 1 — DEC 31

FIRST-CLASS MAIL ADVERTISING
3% Discount
First Class Mail

JUL 15 — DEC 31
SEPT 1 — DEC 31

Add-Ons | Additional discount to a promotion. Available all year long.

INFORMED DELIVERY		SUSTAINABILITY	
+	1% to mailer	+	1%
+	0.5% credit to eDoc submitter		

Data, Technology, Addressing

- Review NCOALink PAF and 100 Record Minimum Requirements

- Increase in Undeliverable Mail

- Seeing Delays in UAA handling / processing returns, especially during Peak and in areas with staffing issues

Data, Technology, Addressing

SPM Exclusions by CRID – new Piece Drill enhancement

- Allows the user to generate piece level exclusion data by making the following selections, then utilizing the new 'Piece Drill Export' button:
  - Mailing date is in the most recent two weeks available in the app
  - A single eDoc Submitter CRID
  - A single postal Entry Facility
  - A single Exclusion Reason
  - A single Job ID or Mailing Group ID
  - Maximum of 120,000 pieces per instance
- Instructions to utilize this new feature are in the updated Application Notes (pages 7-11), which are available by selecting the 'Application Info →' button on the main page of the SPM Exclusion by CRID application.

Resolution Guide →

SPM Detail Page →

Piece Drill Export

Need Resolution Assistance?

Application Info →

Need Technical Help?
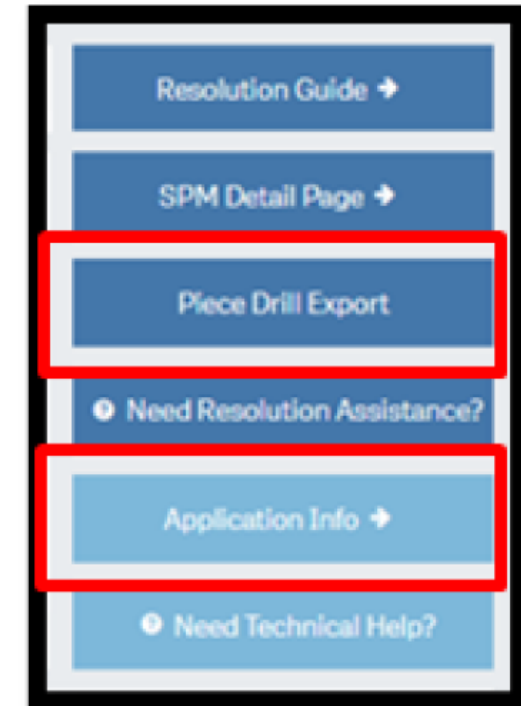
Service Precision

Delivery Operations
- City Delivery Strategy and Policy
- Rural Delivery Strategy and Policy

Field Operations Support

Retail & Delivery Operations Command Center

Delivery Capability and Proficiency

Service Precision

Scanning Engagment

RIMS (Regional Intelligent Mail Servers)

Field Operations Support Performance Reports

Hazmat Procedures

Operations Integration & Support   **Mail Transport Equipment**

Action Items

Images courtesy of MTAC sessions 4/9-10/2024

Package Discussion

The Next Generation Package Platform: USPS SHIP

Streamlined Enrollment
Simple onboarding to enroll for USPS Ship through the Customer Onboarding Portal (COP)

Advanced Pricing Logic
Maximizes number of packages priced and results in fewer rejected packages and corrections files

Individual Package Postage
Packages priced timely and accurately using weight, dimensions, entry, packaging captured from Mail Processing Equipment

Postage Adjustments
Automated postage adjustments compares manifested attributes to validate postage, minimal sampling to packages with Delivery Unit entry discounts and refunds for overpaid packages

End to End Visibility
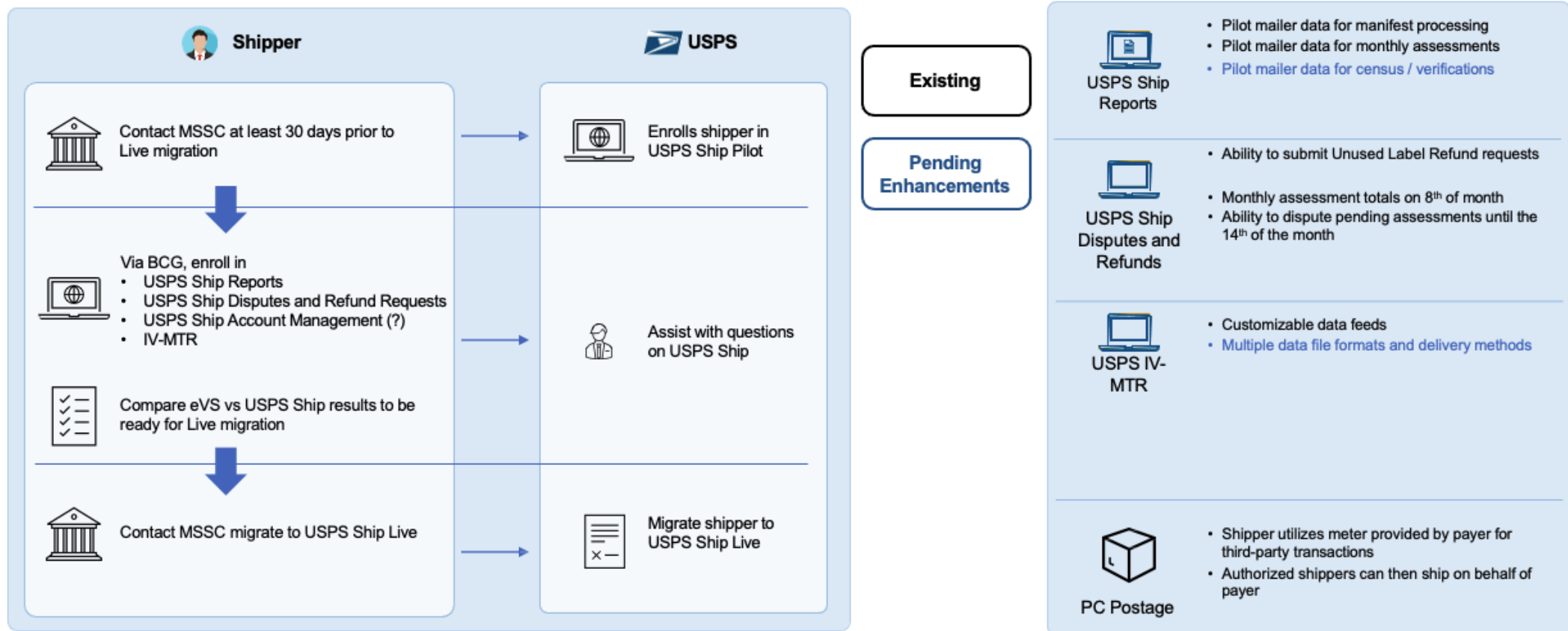Access your daily transactions and assessment details through online reports

Customizable Data Feeds
Subscribe to and tailor data feeds for package level details, transaction details, and more

Images courtesy of MTAC sessions 4/9-10/2024

Package Discussion

eVS Customer migration to USPS Ship journey

Images courtesy of MTAC sessions 4/9-10/2024

Our Guest

Package Intercept and New Packaging Rules

Alvin Serrano is the Director of North American Logistics for Sendle. Prior to working at Sendle, he was the Postal Affairs Manager at UPS and was also a Supply Corps Office for the U.S. Navy. With Alvin's almost 20 years of postal experience, he was recently voted as the Package Leader for MTAC.

Images courtesy of MTAC sessions 4/9-10/2024

Upcoming National Educational Events

5/1/2024	2:00 PM ET	Leaders Connect
5/16/2024	2:00 PM ET	Communication Strategies
6/12/2024	2:00 PM ET	Pricing
6/27/2024	2:00 PM ET	Education Cafe Q3

Boot Camp Schedule

- If you are planning on attending any of the PCC Boot Camps, please send an email to the Point-of-Contact to RSVP
- Boot camps are opened to all PCC Board Members
- Start time – 7:30 AM
- End time – 3:00 PM

2024 PCC Boot Camp Schedule			
City and State	Area	Point-of-Contact	Boot Camp
Orlando, FL	Southern	Eric	2-May
Indianapolis, IN (At NPF)	Central	James	3-Jun
Kansas City, MO	Central	James	3-Jul

2024 National Postal Forum

- **When** – June 2 through June 5, 2024
- **Where** – Indianapolis, Indiana
- **Location** – Indiana Convention Center

For more information about the National Postal Forum

go to NPF.org

National PCC Week 2024

- Form a committee now to start planning
- Canvass possible venues for in-person or hybrid events
- Ideally a location that does **not** require a deposit or **guarantees** your PCC a full refund
- Prepare your budget
- Recruit Sponsors
- Communication collateral posted on PCC *BlueShare* site:
  https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx

POSTAL CUSTOMER COUNCIL

CONNECTING AT THE CROSSROADS
INNOVATION. EDUCATION. PARTNERSHIP. GROWTH.

NATIONAL PCC WEEK

September 23 – 27 2024

Partnership

USPS – Industry Collaboration Opportunities

❑ MTAC – Meet Quarterly
        August 13 - 15, 2024
    ❑ https://postalpro.usps.com/mtac

❑ Areas Inspiring Mail – Central Area
        May 9, 2024
    ❑ https://postalpro.usps.com/aim

❑ Postal Customer Council Events (Monthly Lists)
    https://postalpro.usps.com/pcc#anchor-8

GROWING TOGETHER

For Joining Us