



News You Need to Know from the Mailers Technical Advisory Committee

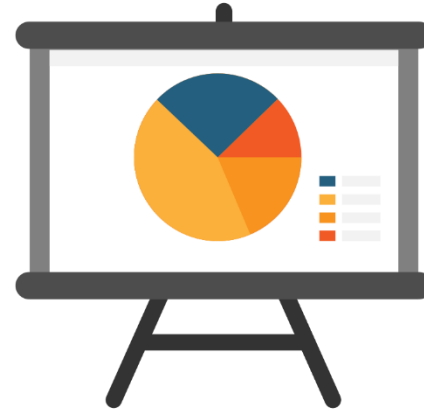
February 12, 2021

Presented by: Dina Kessler, Neal Fedderman
Mark Fallon, Rob Hanks, and Glen Swyers

Katrina Raysor, USPS



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 Postal Pro.



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



MTAC and PCCAC

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



USPS HQ Marketing



New Vice President Marketing



Sheila (Barr) Holman

Reports to:

Chief Customer and Marketing Officer and Executive Vice President, Steve Monteith

- ❖ One Key Responsibility
 - Oversees the PCC Network
- ❖ Bio:
 - ❖ Travel Channel, The Coca-Cola Company, and Marriott International
 - ❖ Holds a Bachelor's Degree from the University of Michigan and a Master's Degree from the University of North Carolina, Chapel Hill.



MTAC – Overview

Open Session (Tuesday):

- PMG Remarks
- CTO Update
- Customer Experience, Product Solutions, Business Technology
- Business Mail Entry & Payment Technology
- Processing & Delivery Operations, Enterprise Analytics
- Retail and Delivery Update
- Operations Overview
- Task Team Closeout

Focus Groups (Wednesday):

- Processing & Delivery Operations, Enterprise Analytics
- Business Mail Entry & Payment Technology
- Customer Experience, Product Innovation, Business Technology

Session Contributors

Dina Kessler, Neal Fedderman, Mark Fallon, Rob Hanks & Glen Swyers



MTAC Open Session



Tuesday

Postmaster General Louis DeJoy Opening Remarks

- Acknowledgements
 - Pandemic and Peak season impacts to Industry and USPS
 - Normalization expected within 2 weeks (Jan 26)
- Key emphasis
 - Understands the importance of communication between Industry and USPS
 - Communication expansion dictates the future of our successes
- USPS position regarding future price increases
 - Current business model generates \$10b loss
 - Sensitive to country's current state
 - Rate change is "imminent"



Tuesday

Other Speakers and Topics

- CTO Update - G. Reblin
- Customer Experience, Product Solutions, Business Technology – K. Sigmon, G. Reblin, T. Foti
- Business Mail Entry & Payment Technology – M. McCrery, T. Foti
- Processing & Delivery Operations, Enterprise Analytics – J. Colin, M. Barber, J. Johnson
- Retail and Delivery Update – K. Seaver
- Operations Overview – I. Cronkite
- Task Team Closeout – D. Kennedy



Tuesday

MTAC Task Team #32 – Larger Sized Postcard

The team has been working to define the characteristic of the potential enhancement and to assist with the development of a business case.

Proposal:

- Presort and automation FCM postcards: Increase the maximum size to more than 4 ¼” x 6” but no larger than 6” x 9.”
- No other DMM changes proposed.

Current Status

- The team has been reviewing a drafted survey of the industry.
- The goal is to distribute to PCC, MTAC and other mailing associations. The goal will be to get the insights of both mail owners and mailing service providers in the next 30 days. This will be an open survey with an Industry Alert – so please respond.



Tuesday

Close-Out: UG #193 – Undeclared Hazardous Materials

- Postal Leaders
 - Dale Kennedy, Manager Product Classification
 - Mary Taylor, Director Logistics, Network Operations
- Industry Leaders
 - L'Gena Shaffer, Council on Safe Transportation of Hazardous Articles
 - Ben Pritchett, Alaska Airlines, COSTHA
- Recommendations
 - Establish MTAC User Group on Hazmat (ongoing)
 - Work jointly to minimize costs
 - Review and establish documented procedures for compliance
 - Develop hazmat shipping tools for retail mailers
 - Develop hazmat training for retail locations
 - Develop electronic hazmat reporting tool



MTAC Focus Area Groups

MTAC Focus Groups

- Processing & Delivery Operations, Enterprise Analytics
- Business Mail Entry & Payment Technology
- Customer Experience, Product Innovation, Business Technology



Focus Groups

Letters

- Re-assess late mail policy where mail is “wasted” (Foti)
 - Delivery of mail after content’s promo/ coupon dates
 - Industry would like a process implemented that controls deliverability in such situations
- Industry/ USPS Business Contingency Plan (TBD)
 - Constructed from actual mailer case studies involving this year’s “peak” season
 - Simultaneous with the USPS after-action review
 - With USPS findings shared with Industry
- Customer Care Center- Future communication plan (Sigmon)
 - More individualized communication/messaging for customers with issues regarding periodicals, flats, etc. (Kelly Sigmon)



Focus Groups

Flats

- Peak delivery performance
 - Flats/Periodicals not exempt from delivery delays
 - Industry requesting more individualized communication regarding periodicals, flats.
 - No mention of FSS performance
 - Refunding postage for mail not delivered in a timely manner (wasted mail)
- MSP Balance Check
 - Fact sheet(s) on process for mail owner to access EPS and Local Trust account balance and for MSP to obtain balance. BCG customer validation tool
 - Walk through on how it works scheduled for next UG11 meeting on February 4, 2021.



Focus Groups

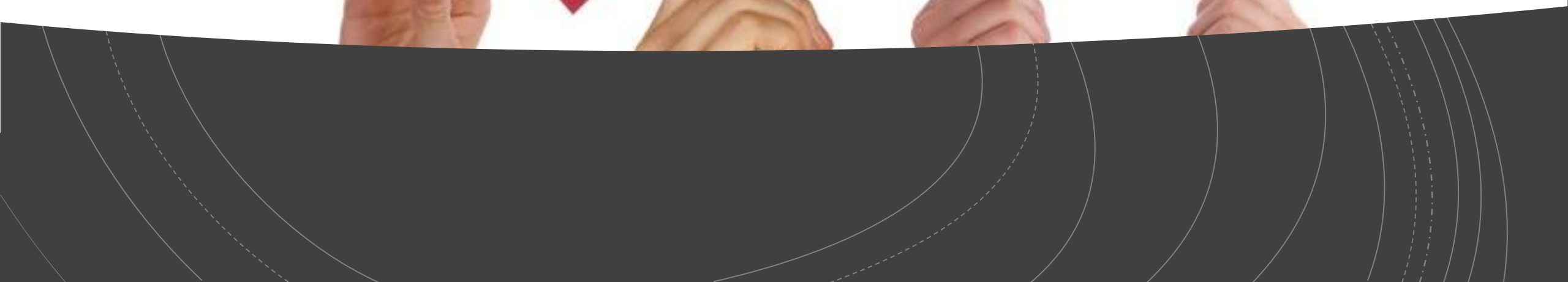
Parcels

- Additional training need for HQ eVS analysts on EPS conversion. John Medeiros to provide examples of gap. (Smith)
- DIM Measurements – non-rectangular pieces are measured as rectangular. USPS requested examples, Steve Smith and John Medeiros to provide examples. Will require further discussion after USPS receives examples. (Bosch)
- [from MEPT FG] Provide processing/delivery procedures for handling e-cigarettes found in the mail (DeChambeau, McAlister)
- 2021 Hazmat Business Plan (Kennedy)
- Review/discussion on hazmat indicators with industry (Kennedy)



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



2021 Meetings

February 18, 2021	Atlantic Area AIM Thursday Series (Virtual)	Laura Ambrogio (860) 285-7113
March 2, 2021	Southern Area AIM Meeting	Cathleen Lujan (214) 819-8733
March 18, 2021	Atlantic Area AIM Thursday Series (Virtual)	Laura Ambrogio (860) 285-7113
March 2021	Central Area AIM Meeting	Patti Tyc (630) 539-4786
April 8, 2021	Atlantic Area AIM Thursday Series (Virtual)	Laura Ambrogio (860) 285-7113
May 6, 2021	Atlantic Area AIM Thursday Series (Virtual)	Laura Ambrogio (860) 285-7113
June 3, 2021	Atlantic Area AIM Thursday Series (Virtual)	Laura Ambrogio (860) 285-7113
August 10, 2021	Southern Area AIM Meeting	Cathleen Lujan (214) 819-8733

Partnership

USPS – INDUSTRY COLLABORATION

OPPORTUNITIES:

CONNECTING THROUGH



COMMUNICATION

GROWING TOGETHER

- NPF 2021 – Nashville, TN – May 2-5, 2021
<http://www.npf.org>
- MTAC – Meet Quarterly
<https://postalpro.usps.gov/>
- Postal Customer Council Events
(Monthly Lists)
<https://postalpro.usps.com/pcc#anchor-9>



For Joining Us