Mailers Technical Advisory Committee Update

May 2016

▶ Association of Associations

- Representatives of the industry – not companies
- Currently Over 50 Associations have an MTAC membership
  - Associations include: DMA, PostCom, MPA, IDEAlliance, Alliance of Nonprofit Mailers, PIA, NNA, PSA, etc.
  - One Association Executive and up to Three Association Representatives per Association
  - Approximately175 Association Executives and Representatives

▶ Focus

- A venue for the USPS to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services
- Enhance customer value and expand the use of these products and services for the mutual benefit of Mailing Industry stakeholders and the USPS.

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MTAC Executive Committee Members (2016-2017)

Industry	U. S. Postal Service
Erv Drewek **Industry Chair (2016-2017)** Graphic Communications, a Veritiv company	**Jim Nemec** **Postal Chair** Vice President, Consumer & Industry Affairs
Wanda Senne **Industry Vice Chair (2016-2017)** Access Worldwide	**Judy de Torok** **Postal Co-Vice Chair** Manager, Industry Engagement & Outreach Consumer & Industry Affairs
Christopher G. Lien **Immediate Past Industry Chair (2014-2015)** BCC Software	**Tom Hughes** **Postal Co-Vice Chair** Manager, Business Customer Support & Service Consumer & Industry Affairs
MAILERS TECHNICAL ADVISORY COMMITTEE UNITED STATES POSTAL SERVICE®	**Dale Kennedy** **Program Manager/Secretary** Manager, Industry Engagement Strategy Industry Engagement & Outreach

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MTAC Leadership (2016 to 2017)

Industry Leaders		Postal Service
Classes of Mail	**Focus Areas**	
First-Class Mail	**Payment & Acceptance, & Education**	
Mike Tate *American Bankers Association* Bank of America	**Bob Schimek** *Idealliance* Satori Software	**Pritha Mehra** VP, Mail Entry & Payment Technology
Periodicals	**Enterprise Analytics & Data Usage**	
Randy Stumbo *Gravure Association of the Americas* Meredith Corp.	**Angelo Anagnostopoulos** *Edison Electric Institute* GrayHair Software Inc.	**Robert Cintron** VP, Enterprise Analytics
Standard Mail	**Mail Preparation, Entry, & Operations**	
Rose Flanagan *National Alliance of Standard Mailers & Logistics* Data-Mail Inc.	**Bob Rosser** *Association for Postal Commerce (PostCom)* IWCO Direct	**Linda Malone** VP, Network Operations
Package Services	**Emerging Technology & Product Innovation**	
John Medeiros *Parcel Shippers Association* DHL Global Mail	**Steve Colella** *Epicomm* The Calmark Group	**Gary Reblin** VP, New Products and Innovation

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Association Recruitment

▶ **Association Recruitment**

- Added one new association: American Association of Political Consultants; but have lost two: Agricultural Circulation Association (closed) and Epicomm (merged with Idealliance)
- Seek additional association membership with industries not fully represented on MTAC
  - i.e. Health Care, Insurance, Legal, others
- MTAC Industry Vice-Chair to manage recruitment and membership

▶ **Member Involvement**

- Encourage increased member engagement
  - Workgroups, User Groups, Task Teams
- Several associations have open slots
- Internal recruitment for new Leadership positions

MTAC Structure / Types of Committees

Group Type	Intended Function	Primary Sponsor / Oversight	Group Participants	Approval of Participants	Timeframe
User Group	Ongoing forum for USPS & users of a particular postal product or process.	MTAC Focus Area Leader (postal and/or industry)	Subject Matter Experts (both USPS and industry)	User Group Leaders	Open - No specific end date. Annual review of issue statement in August by the MTAC EC.
Work Group	Address defined issues, and provide recommendations	MTAC Focus Area Leader (postal and/or industry)	Primarily MTAC Members and industry experts	MTAC Focus Area Leader	Concludes when recommendations are submitted for consideration (per the issue statement)
Task Team	Quickly address very specific issue to achieve results in a strict, often urgent period of time.	MTAC Executive Committee (may also be delegated to Focus Area Leader if subject is specific to an Area)	Specifically selected by MTAC Leadership and Executive Committee	MTAC Executive Committee	Concludes when task or problem resolution is completed (per the issue statement)

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Current User Groups

- **#1 - PostalOne!, SASP, Intelligent Mail** *(Biweekly)*

- **#2 - eVS/Product Tracking System** *(Monthly)*

- **#3 – FAST** *(Biweekly)*

- **#4 – Informed Visibility** **(previously CONFIRM)** *(Biweekly)*

- **#5 – Addressing** **(Technology & Business Strategy)** *(Biweekly)*

- **#7 – MTEOR** *(Quarterly)*

- **#8 – USPS Promotions** *(Monthly)*

- **#9 – Presort Reference Data** *(Biweekly)*

- **#10 – Mail Acceptance and Payment** *(Monthly)*

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Status of Workgroups and Task Teams

▶ **In-Progress**

- WG 168 - FSS Multi-scheme Pallets **(Target Completion Date: 6/15/16)**

- WG 169 - Refining Package Machinability Standards
(Target Completion Date: 1/31/16)
  - Moving to address polybag mailers as part of the original charter.

- WG 172 - PAVE Enhancement **(Target Completion Date: 5/31/16)**
  - Working on final conclusions for recommendations and close out.

- WG 173 - Payment Modernization **(Target Completion Date: 6/30/17)**
  - Release 1 (ePOBOL) is now not scheduled to go into pilot testing until August-September. Development discussions for Release 2 will begin in the fall with expected pilot testing early in 2017. Based on these revised schedules and the critical nature of migration of CAPS we are extending the target completion date to June 30, 2017.

- WG 174 - An Informed Delivery APP **(Target Completion Date: 6/30/16)**
  - Working to close out and prepare final work product/recommendation

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Status of Workgroups and Task Teams

▶ In-Progress

- ■ WG 175 – Streamlining CSA Mail Preparation **(Target Completion Date: 5/31/16)**
  - • Working on analysis of small mailers. Hoping to complete their work by end of May.

- ■ WG 176 – Streamlining RIBBS Information **(Target Completion Date: 9/23/16)**
  - • Beta version has been created and running parallel to existing RIBBs site. WG is taking comments from customers directly and showed demo at NPF.

- ■ WG 177 – Improvement in Address Quality Methodologies **(Target Completion Date: 5/6/16)**
  - • Current focus is reviewing and updating the Address Quality Methodologies document. Seeking input from IDEAlliance MSDG group to review and make recommendations on the software specific sections of the document.

- ■ WG 178 – Impb Compliance Quality Metrics & Thresholds **(Target Completion Date: 5/31/16)**

- ■ TT 23 - Readiness for Trend Based Verification **(Target Completion Date: 4/1/16)**
- ■ TT 24 – MSP Incentive Implementation for Growth

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Workgroup #178 Status

▶ **WG # 178 – IMpb Compliance Quality Metrics & Thresholds**

- Purpose is to collaboratively clarify the IMpb Compliance Quality requirements to be included in assessments.

- Determine reasonable, achievable threshold targets for each quality metric in 2017 and 2018

- Held first two meetings in April and continues to meet weekly

- The 1st objective of WG is to agree on simplified list of Impb Quality Compliance validations

  - Example 1: Reviewing original 14 proposed Barcode Quality requirements. They have dropped 5 completely, 4 validations will be evaluated only, and 5 will be assessed.

  - Example 2: Reviewing original 40 Manifest Quality requirements. At this point, 26 are being dropped and only 14 will be assessed.

  - Example 3: Reviewing original 15 Address Quality requirements. 10 requirements are being dropped and 5 remaining will be addressed.

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Task Team #24 Status

▶ **TT # 24 – MSP Incentive Implementation for Growth**

- In 2015, MTAC User Group 8 proposed the formation of a specific incentive to assist Mailing Service Providers (MSP) to encourage more mail volume and participation in future USPS promotion programs. These suggested MSP incentives would allow the USPS to leverage knowledgeable MSP Sales forces and their Operations teams to retain and grow the value of mail.

- Desired outcomes:
  - USPS will have a solid implementation plan to ensure prompt PRC approval.
  - Establishment of a clear development direction so that software vendors and MSPs could get prepared to leverage this opportunity immediately.
  - A project plan that will enable rules and program details to be in place with adequate lead time to educate and train their respective sales forces.
  - Assurance of a clear and successful process foundation, which the USPS and Industry can leverage in future years to help incent mail volume growth and improve overall mail value.

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MTAC at NPF Recap

- **Opening Reception had 168 attendees including MTAC Members, USPS Executive, Area, and District Leadership.**
- **One Functional Focus Group met with all classes each day.**
  - Sunday: Gary Reblin Product Innovation and Emerging Technology
  - Monday: Pritha Mehra Payment, Acceptance, and Education
  - Tuesday: Robert Cintron Enterprise Analytics and Data Usage
  - Wednesday: Linda Malone Mail Preparation, Entry, and Operations
- **Special session with PMG on Wednesday**
- **Business meeting closed out Wednesday**
  - Key discussion about future MTAC at NPF meetings. Follow-up survey done.
- **Hot Issues Coming Out of MTAC at NPF**
  - Potential for moving more zones to FSS Nationwide
  - Informed Delivery soon to start National rollout
  - Political and Election Mail Dashboard being ready for rollout

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Key Highlights of Focus Areas

▶ **Emerging Technology & Product Innovation**

- Earned Value & Personalized Color Transpromo promotions have begun

- Informed Delivery Update: Rollout Schedule-Live November 18

- Refund request on usps.com for Priority Mail Express and Extra Services

- Claims - Bulk file upload on BCG for Damaged, missing or lost articles

- Product/Pricing Simplification: Will include Subtle changes that eliminate redundancy, structural changes and Mailing Standard changes and clarifications

▶ **Enterprise Analytics & Data Usage**

- FCM – Changed the data that operations received. Scores have improved

- PER – Looking specifically at SCF Flats, "Last Mile" bundles, single piece and transportation to determine where issues are

- STD – "Last mile" diagnostics reveal operational issues and not mail prep

- PKG –SCF still challenged

- PARS Flats – system is being tested at North TX facility, software is installed on 17 sites.

- Action Item – Clarify use of IMpb on Certificate of Mailing form

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Key Highlights of Focus Areas

▶ **Mail Preparation, Entry, & Operations**

- Flats Sequencing Sorter (FSS) enhancement opportunities: High Speed Flats feeder, High Density staging, Multi-scheme Stand-alone Mail prep stations
- FSS webinar will be presented
- FAST Facility expansion initiative; constraints were relaxed in 16 sites
- Pre-peak planning strategy- USPS will provide an update on Air Operations including additional capacity and for Surface operations expanding surface transportation
- Action Items: List by Districts of political mail contacts; Sample of aggregate political reports; Status update of political mail dashboard

▶ **Payment & Acceptance, Education**

- MEPT will host a webinar to explain the Mailer Scorecard
- Mailer Scorecard testing has been completed by MEPT and Task Team 23
- Scorecard testing will be opened up to the MTAC membership first
- Updated Streamlined Mail Entry for Letters and Flats pub will be circulated with a 30-day comment period
- MEPT will explain how thresholds are changed. Once approved, the changes will not be implemented until 90 days after approval

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2016 Meeting Schedule

- **MTAC Meeting Dates**

  - July 12 - 14, 2016

  - November 1 - 3, 2016

- Contact an MTAC Association Executive if you would like to attend as a guest!

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Questions?

MTAC@usps.gov

MAILERS TECHNICAL ADVISORY COMMITTEE

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