

Communications Processes for Updating Customers During Crisis Events MTAC Workgroup #155

Originators: Maura Robinson – VP, Consumer & Industry Affairs and David Williams – VP, Network Operations

Industry Lead: Lisa Wurman, Quadgraphics

USPS Lead: Dale Kennedy, Business Customer Service & Support

Meeting Notes #1

March 1, 2013

Present:

Dale Kennedy, Krista Finazzo, Katedra Nixon, Christine Simone, Christian Rivera, Daniel Anderson, David West, Jared Adkins, Jeffery Day, Joe Hartmann, Kristin Seaver, Kurt Ruppel, Neil Burke Prathmesh Shah, Rich Domagala, Richard Giolito, Sharon Harrison, Verno Rhanes, Wendy Smith, Erv Drewek, Chris Armstrong Frank Miles, Bonita Brown, Kim Waltz, Lisa Wurman, Jody Berenblatt, Paul Giampolo. Bruno Tristan, Juan Gonzales, Paul Davis, Cheryl Lee, Terri Knupp

Next meeting:

March 8, 2013 at 1:00 p.m., Webinar
(Initial meetings will be held weekly, on Friday afternoons. The will be adjusted as needed.)

Charter: Review the current processes and procedures for communication during emergency or crisis events. Provide recommendations for changes to be made by anticipated completion date of May 1, 2013

- Focus:
 - Recommend process enhancements to update existing communications during emergency events.
 - Streamline the flow and timelines of information to stakeholders during these events.
 - Recommend guidelines for the consistent, predictable collection and dissemination of operational impacts.
 - Gain cleared expectations of stakeholder's expectations during the event.

I. Discussion

- **Timeline:** Target Completion Date is April 1, 2013 – The timeline of completion dates was presented to the group. With no objections, the workgroup will move forward with the proposed dates as stated.
- **Lessons Learned:** A review of lessons learned from previous emergency events detailed, take-away's from the Hurricane Sandy recovery measures, sources of opportunities that customers and the USPS were faced with, and the evaluation of meeting the customer's needs through the information sharing process; along with steps taken to implement fixes to identified opportunities.
- **Current State:** The workgroup was presented with a list of website and process changes that have been implemented since the recovery of Hurricane Sandy.
- **Going Forward:**

- Additional “lessons learned” or additional project ideas are to be sent to Lisa & Dale. These additions will be added to the next meeting
- A review of the updated “Mail Service Updates” (MSU) webpage is to be reviewed by all prior to the next meeting.
- As the workgroup progresses, the need to sub-divided into smaller groups will be determined, and said will be established according.
- Stakeholders to be added to the group from FAST, and Treasury. Representation from Technology will be added in a later phase of the project.

II. Roundtable

- Look at emergency notifications more broadly. *How do companies (more broadly) benefit from information sharing, from USPS and other companies? (i.e. telephone company, electric company)*
- Develop a national contingency network in the Area’s, with business rules. Create a model and run a pilot with companies that are willing to partner with the USPS.
- Develop a major mailer, notification process of contingency plans for HUBs that addresses issues that may arise with changes of where remittance mail should go, or will be HUBed. (*re-directions, remittance, etc.*)
- Communication on DDU changes that clearly notifies a mailer where the mail goes, and if the mail can be delivered.
- Review internal decision making process on holding drop shipments for a facility that has suspended operations - *Mailers would rather hold mail for a facility that has suspended service, and not currently accepting mail, rather than the USPS holding/warehousing the mail until it can be delivered. The intent of the mailer is to prevent a back-up of mail.*
- Establish stages of communication for crises events that began at the local level, and funnel upward. (pre-plan, during, follow-up/clean-up of changes made during the crises event)

III. Action Items for Next Meeting

- Post Kristin’s presentation on RIBBS.
- Review any added *gaps* or *lessons learned*, submitted following this meeting.
- Visit the MSU webpage to review changes made.
- Discuss the MSU webpage for information that may be missing, areas that requires clarification, the ease of use, and any additional details that are relevant to the effectiveness of the information posted on the webpage.
- Discuss informational requirements for the different types of customers (consumer/commercial).