

## 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 #3

*March 14, 2013*

*Present:* Dale Kennedy, Katedra Nixon, Daniel Anderson, Chris Armstrong, Jody Berenblatt, Barbara Bolwell, Neil Burke, Paul Davis, Jeffrey Day, Alan Deleon, Rich Domagala, Paul Giampolo, Agnes Goggins-Dyson, Todd Haycock, Sharon Harrison, Joe Hartmann, Terry Knupp, Cheryl Lee, Roger Mancilla, Vernon Rhames, Christian Rivera, John Sexton, Prathmesh Shah, Wendy Smith, Michael Swigart, Kim Waltz, David West, Lisa Wurman

*Next meeting:* March 28, 2013 at 1:00 p.m., Webinar  
(Initial meetings will be held weekly, on Friday afternoons. (Exception: week of 3/18/13, during the forum) The schedule 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. Agenda

- Opening
- Discuss updates/changes made to the Mail Service Update (MSU) webpage from feedback
- Discuss Mail Disruption report format w/ feedback
- Next Steps

### II. Discussion

- MSU Webpage: Using suggestions from the 3/8/13 meeting, immediate changes were made to the MSU webpage.
  - Lithium Battery moved back under the International section
  - Mailer information now opens to a new screen that has quick links for Post Plan, DUOs, Main Heading, etc. Language changed to opening message, to correctly identify what the section gives reference to. (Residential, Commercial, Retail, etc.)

- The webpage displays a posting for Hurricane Isaac, but does not have postings for any other crisis situations. Due to ongoing impacts to Louisiana and New Orleans, the posting for Hurricane Isaac remains relevant. To align with information reported on the Mail Disruption report, language will be added for Sandy. (See bullet one under Action Items)
- From the USPS homepage, the MSU webpage can be accessed one of two ways; depending on the current situation.
  - During normal and crisis situation, the page can be accessed by scrolling to the bottom of the USPS.com homepage, and selecting the link for "Mail Service Update".
  - During a crises event, there will be a shortcut at the top of the page. The shortcut will be presented as a red banner scrolling across the top of the page.
- Green Border: This quick link will be used to post other new information. Currently it's a link to 6 Day Package Delivery information.
- No Drop Shipment Report: A review of the report resulted in a follow-up action for FAST. (See bullet two under Action Items.)
- Mail Disruption Report: The information posted in this report is driven by data base entries from each site/district/Area. The current report identifies updates/changes by color code, has reduced columns that makes the report more relative, and includes a timestamp to reflect the most recent update. *(There were no additional changes requested for this report at this time.)*
- Next Steps:
  - Communication: Make sure there's something in place that allows customers to retrieve accurate information as quick as possible.
  - Closing the gaps/what went well: Hold webinars and provide information sources, allowing for all companies to attend.

### III. Parking Lot

- National Contingency Plans – Improvements are needed for communicating during power outage: The current communication plan is inclusive of rapid deployment of generators, each District Manager having a satellite phone used for communication with Area office, established phone trees, and site visits. Additional networking tools such as Facebook are being investigated for use.
  - Northeast Area: Follow-up on the communication plan established post Sandy. (See bullet four under Action Items)
- Redirections or plant impacts need to be clear and concise on Mail Disruption report.
- Key Output: The USPS needs to review communication issues, and come up with solutions that can help counter the impacts of crises such as Hurricane Sandy.

### IV. Action Items for Next Meeting & Beyond

- Add Language for Hurricane Sandy to the MSU webpage, with language directing customers to the Mail Disruption report, and/or a list of offices still un-operational.
- Follow up on FAST information for the No Drop Shipment report. (Is it needed?)
- Pratt Shah will walk through the new Remittance Plan from the Remittance Committee.
- Len Rooke and Vernon Rhames to follow up with Krista and the group on what the crises communication plan updates for the Northeast Area.