

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 #5

April 5, 2013

Present:

Dale Kennedy, Bonita Brown, Cheryl Hardy, Daniel Anderson, Chris Armstrong, Joanne Taylor, Barbara Bolwell, Neil Burke, Paul Davis, Jeffrey Day, Valerie Styles, Jared Adkins, Paul Giampolo, R. Brown, F. Whaley, Kurt Ruppel, Michael Swigart, Maureen Marion, Rose Flanagan, David Gorham, Vernon Rhames, John Sexton, Wendy Smith, Michael Swigart, Lisa Wurman

Next meeting:

April 12, 2013, at 1:00 p.m., Webinar
(Initial meetings will be held weekly, on Friday afternoons. 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 clear expectations of stakeholder's expectations during the event.

I. Discussion

- MSU Webpage: Changing the layout so it will be easy to use and more comprehensive.
 - All in agreement with changing the webpage to "Mail Service Disruptions".
 - Question: Is there a Help or Search bar on the page?
 - Suggestion: Create a TAG or FAQ
 - To keep down confusion for the consumers.
 - Suggestion: Create language, a TAG. (Where can I mail today?)
 - If there is an incident / crisis; there would be TAGS there to address it.
 - All in agreement with format changes to webpage: Instead of horizontal; make three separate columns like on RIBBs with the headers:
 - Consumers (Picture of retail clerk)
 - Commercial Mail (Picture of Tractor Trailer)
 - International (Picture of Globe / World)

- Remember, the MSU page is a link off the RIBBs but is mainly on the USPS.com site. Based on the 508 Compliance requirements we may be limited to the changes that can be made.
- “Process – Crises – Event”: Goal is to have a set expectation so the customer can check the website at least (the determined amount of times 2-3).
 - Pre- Storm
 - During Storm
 - Post Storm changes, *frequency* twice a day. The first timeframe 10:00am –noon and the second will be no later the 5pm.
 - *Concerns:*
 - Trucks that are already enroute... how do we communicate this information to them?
 - In the beginning (during and right after the crisis) is two a day enough?
 - Towards the end (2-3 weeks later) frequency would be one time a day with the update to post at the end of the day.
 - Plants - getting information directly from them????
 - Delivery units – using a database, the office or sister office is updating from there then the District will be responsible. This is updated every morning then posted which will put it around 10am-noon. Later postings would be from plants and put in a narrative format.
 - Would like to include all the 5 digits impacted.
- Concerns/ Questions:
 - If the BSN had a contingency process in place is there anybody who felt they could not share information? *Example: You are unable to print checks in your Philadelphia location and had to move operations to Kansas. Nobody was opposed to sharing information.*
 - Who is the primary contact when getting ready for a storm (pre-planning)? The Manager, BSN that services you. Dale Kennedy is also part of the pre-planning and a resource. All BSNs will communicate to their customers if it's going to be a long term event so you can prepare.
 - What ideas/suggestions or additional items do you think need to be addressed before concluding this project within a few weeks? *Can a table top exercise be performed?*
 - Can you schedule someone to discuss the impact on Remittance mail? Yes will try and schedule a speaker for next weeks telecom.
 - Maureen suggested (and volunteered) that the PCC should create and conduct a seminar in the box on how to address/prepare for storms and emergency crises at a local level. Show the tools to consumers that were addressed today.
 - The processes that are being created will and should be applicable to any type of crisis. *Example: Wildfires on the West Coast, Tornadoes in the Southeast.*

II. Action Items for Next Meeting & Beyond

- Prepare written report for changes to the website for workgroups review by next meeting.
- Provide a draft of all information from previous meetings for comments and changes.
- Have Pratt Shah give presentation on the new Remittance Plan from the Remittance Committee.