

Informed Delivery APP MTAC Workgroup #174

Session 13

Friday, January 8, 2016

12:00 noon – 1:00 p.m. EST

- ❑ Wrap Up discussion for:
 - Issue 12.0: Suppression of Images
 - ◆ Group survey
- ❑ User Acquisition Email and Direct Mail
- ❑ Review of Session 12 (Issue 2.0: Do Not Mail)
 - Open issues, questions, etc.
 - ◆ Weekly presentation and notes all posted on RIBBS
- ❑ Start new new Discussion
 - Issue 1.0: Postal Inspection Service - Surveillance Program/Mail Covers
- ❑ Wrap up
- ❑ Next steps



Image Suppression Survey

- Created anonymous survey to capture WG feedback
- Allows for ranking of options - all or some
Examples:
 - I select only Option 2 and I rank it as #1.
 - I select all 3 Options, and I rank them using 1, 2, 3.
- Includes indicator for WG role so we can differentiate responses from Mail Owners and other supporting roles

MTAC WG 174 - Image Suppression Survey

1. Currently, Informed Delivery is set up to include images of the front/address side of all letter-sized mail pieces that are destined to the address of an enrolled consumer. Please indicate your preference for a long term solution below by ranking the items listed. Note: you are not required to rank all 3. Use 1, 2, 3 for your first, second, or third choice as applicable..

I think that all mail piece images should be shown to consumers - as programmed today

I think that Mailers should be given the choice to Opt Out of having their images included

I think that all images should ONLY be shown if Mailers Opt In to having them displayed

* 2. Please indicate your participation role in WG 174

Consultant
Letter Shop/Printer/Presort
Logistics Support
Mail Owner/Publisher
Software Support

Done



Direct Mail Piece

Front

A

HEY NEW YORK, IT'S TIME TO BE INFORMED.

Sign up for **Informed Delivery**[™] service and receive images of letters that are on their way to your mailbox or already there*.

* See Reverse for Details



Back

NEW FROM USPS[®] Free **Informed Delivery**[™] Service

Whether you're waiting for an important document, a big coupon, a check, or even a wedding invitation, you could know in advance that it's coming.*

Now, you can get a message from USPS with a scanned image of the front of each letter. You'll know what's in your mailbox or P.O. Box and what's on the way[†], taking the worry out of waiting.

Current Customers Agree, Informed Delivery Makes Life Easier:

"This is a nice service. With different people in the house bringing in the mail, this way I can be sure that I didn't miss anything."

"This is awesome! I travel a lot, and this helps me stay on top of things."

"Love this service because our mailbox is not near the house and it's great to know what's up there!"

SIGN UP TODAY**

Go to usps.com/ny



PO Box 17497
SALT LAKE CITY, UT 84117-0497

Presorted
Standard Mail
Postage & Fees Paid
USPS
Permit No. G-10



Please Recycle.



POSTAL CUSTOMER
ADDRESS LINE 1
CITY, STATE, ZIP CODE



*Only the front exterior of scanned letter-sized mailpieces will be visible to you in your daily email and not all scanned mail will be delivered on the day the email with the scanned image of the mailpiece is received from the U.S. Postal Service. While mail which is scanned at sorting facilities will be imaged, you may have more mail in your mailbox than is scanned and imaged, as some mail comes from facilities which do not have scanning technology. Not all mailpieces are scanned (including Priority Mail Express[®], Priority Mail[®], and packages) and, therefore, are not available for this service.

**You have been chosen to receive this invitation to participate in the Informed Delivery[™] Service Pilot Program. Refer to the Informed Delivery[™] Terms of Use Agreement on usps.com/newyork and FAQs on informeddelivery.com/learnmore. Restrictions apply. Not all addresses are eligible for service.

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Front

B

Get Images of Your Mail, So You Know What's Coming[™]

INTRODUCING INFORMED DELIVERY[™] SERVICE FROM USPS[®]

"This is awesome! I travel a lot, and this helps me stay on top of things."

SEE WHAT CURRENT CUSTOMERS HAVE TO SAY:

"Love this service because our mailbox is not near the house and it's great to know what's up there!"

"This is a nice service. With different people in the house bringing in the mail, this way I can be sure that I didn't miss anything!"

* See Reverse for Details



Back

NEW FROM USPS[®] FREE **Informed Delivery**[™] Service

Whether you're waiting for an important document, a big coupon, a check, or even a wedding invitation, you could know in advance that it's coming.*

Now, you can get a message from the USPS with a scanned image of the front of each letter. You'll know what's in your mailbox and what's on the way[†], taking the worry out of waiting. And if you have a P.O. Box, it may save you a trip.

Informed Delivery service is designed to make life easier and you're among the first we're inviting to try it out!

SIGN UP TODAY**

Go to usps.com/newyork



PO Box 17497
SALT LAKE CITY, UT 84117-0497

Presorted
Standard Mail
Postage & Fees Paid
USPS
Permit No. G-10



Please Recycle.

*Only the front exterior of scanned letter-sized mailpieces will be visible to you in your daily email and not all scanned mail will be delivered on the day the email with the scanned image of the mailpiece is received from the U.S. Postal Service. While mail which is scanned at sorting facilities will be imaged, you may have more mail in your mailbox than is scanned and imaged, as some mail comes from facilities which do not have scanning technology. Not all mailpieces are scanned (including Priority Mail Express[®], Priority Mail[®], and packages) and, therefore, are not available for this service.

**You have been chosen to receive this invitation to participate in the Informed Delivery[™] Service Pilot Program. Refer to the Informed Delivery[™] Terms of Use Agreement on usps.com/newyork and FAQs on informeddelivery.com/learnmore. Restrictions apply. Not all addresses are eligible for service.

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Subject: Informed Delivery image notifications are here! Sign up today.



View your mail online before it arrives!

Sign up for our new Informed Delivery™ notification test service. You'll receive a daily email with images of the outside of letter-sized mail that's coming to your home address. It's a great way to keep an eye out for your important mail.

Informed Delivery gives you:

- A snapshot of the outside of your incoming letter-sized mail pieces
- Access anytime and from anywhere
- Interactive content and offers (coming soon!)



You can sign up right now at usps.com/informeddelivery. If you'd like to learn more, visit our [Informed Delivery page](#).

Sincerely,
Your United States Postal Service



❑ Issue 2.0: Do Not Mail

- There are two key categories to consider
 - ◆ Legislative & Policy
 - ◆ Consumer Request/Demand
- For Legislative, need to look at where calls may originate
 - ◆ Understand the context and people that are likely to go to USPS and to their State Legislatures to seek relief
 - From 2008 to 2011 we saw 18 legislators and 4 individual cities take up ‘Do-Not-Mail’ legislation.
 - ❖ The way they were defeated was a broad coalition, well organized, with facts at their fingertips
 - ❖ Labor & Industry went in immediately to the relevant legislative representatives to have quick strike capability with ready-made talking points
 - ◆ We need a network to activate as well to respond as quickly as possible when/if it comes up

❑ Issue 2.0: Do Not Mail

- From the consumer side, we need to look at the same
 - ◆ When the customer requests not to receive mail from mailer in the future, we need a carefully crafted message to the individual
 - ◆ This would likely fall along the lines of the existing Do Not Mail options in place.
 - ◆ Action items:
 - Decide the nature of the message from a policy perspective
 - Craft the message so that it is clear and avoids unintended interpretations and consequences
 - Look for existing language from DMA
 - ❖ Alfie took an action item to look for it and share it.

❑ Issue 2.0: Do Not Mail

- Carrie will collaborate with USPS government affairs and sustainability groups to explore how we can proactively prepare talking points and build a coalition
- Dylan offered to support the approach and connect with the relevant DMA representatives as needed
- There is still a request on the table that USPS would communicate to Mail Owner if/when the customer complains.
 - ◆ There is no such process in place today for hardcopy mail.
 - It was suggested that USPS could develop a communication process for this digital channel that could help companies and their customers

- ❑ Issue 1.0 - Postal Inspection Service - Surveillance Program/Mail Covers
 - Questions/comments posed
 - ◆ Experts said the un-redacted audit was the first acknowledgment of how the Postal Service's surveillance program for national security investigations is used
 - NYTimes Article, Aug 13, 2015
 - ❖ http://www.nytimes.com/2015/08/14/us/copy-of-postal-service-audit-shows-extent-of-mail-surveillance.html?emc=eta1&_r=0
 - ◆ USPS could automate the mail covers program ensuring appropriate support for national security.

- ❑ Issue 1.0 - Postal Inspection Service - Surveillance Program/Mail Covers
 - USPIS recognizes that Informed Delivery™ could complement this program
 - ◆ They have no immediate plans for integration with this program or other existing programs, such as package tracking capabilities
 - WG suggestions, thoughts, recommendations?



Wrap Up & Next Steps



All Friday meetings held via WebEx from 12:00 noon – 1:00 p.m. EST

- Weekly subgroup meetings held each Tuesday via WebEx from 12:00 noon – 1:00 p.m. EST
 - Extended through 1/12/2016 - WITH EXCEPTIONS FOR MTAC WEEK

Su	Mo	Tu	We	Th	Fr	Sa
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27	28	29	30	31		

- Telecom Meeting Dates (21 sessions)
- F2F Meeting Dates (3 sessions)
- MTAC, USPS HQ/Washington DC
- NPF/MTAC, Nashville TN
- Subgroup Meeting Dates (# sessions TBD)



Proposed Schedule

#	Issue	Proposed Meeting Date	
7.0	Consumer Pilot Selection Process	09/25/15	✓
8.0	Mailer Pilot Selection Process	09/25/15	✓
3.0	USPS and Industry Critical Success Factors	10/02/15	Subgroup
3.1	Impact on Response Rates	10/02/15	Subgroup
4.0	Timing / Content Discrepancies	10/09/15	✓
4.1	Data Reliability	10/09/15	✓
6.0	Data Security	10/16/15	✓
11.0	Feedback Loop	10/23/15	Subgroup
14.0	Integration with Postal One	10/30/15	Revisit 01/22
5.0	Identity Validation Process	11/06/15	✓
13.0	Mail Moment Impact	11/17/15	✓
12.0	Suppression of Images	12/04/15	✓
12.1	Suppression of Images	12/04/15	✓
12.2	Suppression functionality for mail pieces	12/04/15	✓
9.0	Flats Participation	12/11/15	✓
2.0	Do NOT Mail	12/18/15	✓
1.0	Postal Inspection Service - Surveillance Program/Mail Covers	01/08/16	✓
15.0	Non-Automation Mail	01/12/16	At MTAC
10.0	Change of Address Process	01/22/16	



Subgroup Work Product Review and Wrap Up

Topic	Proposed Meeting Date	
Feedback Loop – Short Term	01/29/16	
Feedback Loop – Short Term / Long Term	02/05/16	
Feedback Loop – Long Term	02/12/16	
Response Rates	02/19/16	
Critical Success Factors	02/26/16	
Resolution Document	03/04/16	
Resolution Document	03/11/16	
Resolution Document	03/22-23/16	At NPF

- ❑ Workgroup WebEx – Session 14
 - Tuesday, January 12, 10:00 a.m. EST, Room 1P629
 - May need to send new WebEx – updated one appears to be corrupted
 - ◆ Sub Group WebEx – Session 10
 - Tuesday, January 12, 11:00 a.m. EST, Room 1P629
- ❑ Planned content
 - New Discussion - 15.0 Non-Automation Mail

Reminder – F2F meeting at HQ on 01/12/16.

Headquarters Security Note: MTAC members and approved MTAC participants will be on the security list as in the past. For all other meeting attendees, you must submit names to security and have someone escort them through the building. MTAC members with current badges can accompany guests through the building.



Historical Issue Log

- ❑ Issue 3.0: USPS and Industry Critical Success Factors
 - CSF's were reviewed by the group on 10/2 and 10/9
 - Additional factors will be added as necessary
 - A sub-group is being established to provide more input on what would be necessary to deem the test result CSF's statistically valid
 - ◆ Concerns with MID level being insufficient for testing (as compared to a sequence level within a MID)

- ❑ Issue 3.1: Impact on Response Rates
 - This pilot program will provide input on response rates based on more registered users and more mailer interactivity tests
 - Consider having saturation mailers monitor their response rates in the same ZIP Code locations to see if there is any impact

- ❑ Issue 4.0: Timing / Content Discrepancies
 - USPS will be capturing and measuring customer issues/concerns to help determine the scope of this issue, understand the root cause of these discrepancies, and help determine what can be done to minimize

- ❑ Issue 4.1: Data Reliability
 - In addition to the item mentioned above, WG members can provide more examples of instances where 919 scans were received but the mail piece was reported as undelivered

❑ Issue 6.0: Data Security

- Information was provided on the security enhancements that the USPS has taken since September 2015, including links to updated handbooks that provide detailed information
- WG members are welcome to submit any additional key items after reviewing the material provided/referenced

❑ Issue 11.0: Feedback Loop

- The original question posed was whether or not consumers would be able to “refuse” their images in their email and, ultimately, stop the mail piece from being delivered
- The discussion progressed further, largely broken into two categories and two sub-categories
 - ◆ Consumer facing – customer service and preferences
 - ◆ Mailer facing – operational and marketing

□ Issue 11.0: Feedback Loop

● Consumer Facing:

- ◆ Blocking images is not in the pilot program. Based on feedback during the meeting, this practice is not generally recommended by the industry.
- ◆ WG members did suggest that there could be action buttons and/or indicators of a “trusted provider” within the email.
 - It was suggested that this could be a way that consumers could report issues to the USPIS.

● Mailer Facing:

- ◆ WG members did feel that data provided back to mailers should include the type of enrollment and the time of delivery, to allow additional digital marketing efforts. This could be done through APIs.
- ◆ The WG had additional discussion on the “Ideal Feedback Loop” on 10/30/15. Discussed the concept of the connected mailbox and the potential benefits to consumers, potential revenue for the USPS, and concerns for mailers in relation to “refusing” mail.
- ◆ Team still needs to think about the Ideal Feedback Loop; initially described as a data transaction, perhaps similar to the IMb tracing capability, indicating the delivery point barcode, date and time of the email delivery.
 - **Additional detailed discussion was held on 11/6. The sub-group will be tasked with capturing the list of feedback loop items desired.**

❑ Issue 14.0: Integration with Postal One

- While not precisely speaking to the “when” such an effort might take place, Angelo noted that it would be likely be included in one of the two major releases scheduled each year.
- Mail.dat & Mail.xml are a given, however, it is not clear how the mail supply chain could benefit from a separate file submission. Workgroup participants were asked to think about that and share any suggestions.
- The question was asked about how the USPS will tie the images or URLs to the mailpiece. Tactically speaking, PostalOne is driven by the job id, so how is the person who didn’t submit the Mail.dat to PostalOne going to know how to tie it to that mailing?
- **The team will want to revisit this discussion when USPS is able to talk about how they imagine creating this connection (which should be in January 2016).** During the pilot, information will largely be managed by email and the MID will be used to connect the dots. Longer term the USPS imagined being able to apply images based on the IMb sequence number range.

❑ Issue 5.0: Identity Validation Process

- Reviewed existing process where USPS will use an Equifax Q&A process for consumers to prove their identity
- A validation letter may be sent as well
 - ◆ Carrie is working on the SOP to address what would happen if an account was set up fraudulently
 - ◆ USPS should use best practices based on expertise in this area and understand that these practices will change going forward
- One additional concern is how to manage minors
 - ◆ Minors can currently go to the mailbox and get mail, however, will they be able to see the emails?
 - There is a rule on this. USPS has policies in place that are stated in online User Agreements that prohibit minors (under 18) from registering. They would also have to pass the Equifax questions.

❑ Issue 13.0: Mail Moment

- Original questions posed:
 - ◆ Will this type of digital imagery have a positive or negative impact on the Mail Moment?
 - ◆ Will there be a loss of value to hardcopy mail?
- Guest speaker – Vicki Stephen, Director Mailing Services
 - ◆ Provided a presentation with data that supports an increased value vs. a loss of value
 - Including studies on neuroscience, etc.
 - ◆ The pilot program will help validate or negate this assumption

❑ Issue 12.0: Suppression of Images

- Questions/comments posed
 - ◆ Some mailers have expressed an interest to have images suppressed.
 - Need to discuss the implications of this and how it would be implemented.
 - ◆ As a follow-up to this, concern on images of envelopes which contain credit cards - these envelopes are commonly plain white -- what is the security to make sure these images cannot be stolen to maintain the mailbox security.
- Asking team to document pros/cons/use cases
 - ◆ From both a customer and mailer perspective
 - Will conduct a WG vote to present with final resolution document

Example	Pros	Cons	Use Cases
Collection Notices	Mailer has confirmation that the consumer opened an email with the image of a mailpiece.	Potential PII breach. During roll out, information is inconsistent across the country.	Item is misaddressed image would go to wrong person, breaching PII. The physical mailpiece would also be given to the wrong person in this case.
Advertising Mail	Multiple touch points, physical and digital	Lose impulsivity and textual impact of mail	Consumer sees B&W image, so doesn't have any urgency to get to actual mailpiece
Embossed credit card number on outside of envelope.		Potential PII breach. If mailpiece image goes to wrong consumer, privacy issues are a concern.	Embossed credit card in an envelope could be pressed against the roller during mail processing such that the numbers are imprinted on the envelope.



Examples

Example	Pros	Cons	Use Cases
Payroll Checks			
Tax refunds			
Subpoena's			
Red Light Tickets			
Certified Mail	Consumers can see image in advance.		Consumer sees an image of their Certified Mailpiece and they know that they have a signature item to pick up at the post office. Saving them time and adding convenience to their daily tasks.
Certified Mail	Mailer has confirmation that the consumer opened an email with the image of a mailpiece.		Mailer sends a Certified item to a consumer. Consumer doesn't pick up item, however, mailer has documentation that the email was opened.



Examples

Example	Pros	Cons	Use Cases
High Dollar Amount Coupons			
CC Convenience Checks	Consumers could see information in advance and take action Consumer could take immediate action to get them out of their mailbox	Consumer could ignore it	Not necessarily just related to this topic.
Mailings from CC companies with their return address		Fraud, theft	I know that AmExp cards come from XX address and I can hack into people's email and see who has a credit card in their mail today. Can we quantify the risk? Can we mitigate the risk without the showing the return address?

❑ Issue 12.0: Suppression of Images

- Some members felt strongly that the Digital delivery of Mailpiece Images to consumers ought to fundamentally be an Opt-In program for business mailers. Business Mailers who pay postage to the USPS for delivery of that physical piece are paying for that service alone.
- Identified several instances of how image suppression might be used to eliminate risks associated with fraud, particularly PII; concerns related to collection notices or Certified Mail; implications to payroll checks, tax refunds, subpoena's, red light tickets or convenience checks (negotiable blank checks sent by credit card companies)
- Could this be a legal issue since mailers are paying for a physical piece to be delivered and nothing else, a digital image is not what they paid for?

❑ Issue 12.0: Suppression of Images

- Technical solution to suppress would be based on Opt-In vs. Opt-Out (for mailers) so compiling a solution may not be feasible for the group
 - ◆ Example would be that STID could be used like it is for other extra services
- Do we need to worry about a future version where Mailer could not send the MP, but just an image with a hardcopy as just backup in some instances?
 - ◆ This would have to be based on USPS policy where images are not derived by a hardcopy mailpiece
- In an opt-in world, question was raised about what it would be like for the consumer, it was suggested that they would adapt to the # of images in the daily email not matching what is in their physical mailbox

❑ Issue 9.0: Flats Participation

- Carrie provided overview of test model and time period
 - ◆ Flats testing can commence in early February 2016
- Want visibility for all flats, including bundles that aren't broken down and processed on equipment
 - ◆ Discussed using a subtractive scanning process; suggested there would be benefits to coordinate with that program, which is being managed by Himesh Patel.
- USPS is still looking for additional flat mail test candidates