

## **Minutes for Workgroup #174 – Informed Delivery APP**

Session 25: 12:00 noon – 1:00 p.m. EST WebEx

Carrie opened up the meeting by going through the normal review process. She reviewed the topics discussed the prior week. Carrie gave a program update on the plans to expand into DC/MD and more of NoVA, about testing Retail take-ones, and that Legal/Privacy has agreed to share additional data with mailers – at the Customer Key level, as proposed by the subgroup. Additional data sharing models will continue to be explored. (Note: Jody was unavailable to attend this week. Carrie will be out on April 8.)

There were no additional comments or questions about the prior week or program updates, so we continued the review of the new survey questions (starting at line 11). Specific details related to each question have been documented in the Excel file. In general, we had conversations about whether or not a question was relevant to the survey and whether or not the question was posed in an impartial manner and concisely stated. In several instances, we updated the question during the call.

In relation to the privacy questions, Carrie stated that in the feedback process that someone submitted these to be added. As long as we are conducting a survey, we could/should consider including some of the items that other WG members have concerns about other than the risk to the industry, which was posed by Steve B. It was noted that some of these items have been addressed in our WG issue log and will be included in our Resolution Statement. There was a question as to whether or not USPS actually considered the privacy aspect of the program and Randy Randall stated that he hasn't heard of the solutions. It was noted that, in some cases, there are not solutions in place yet. In other places, the solutions may have been addressed when a member was absent. Lastly, there are solutions in place or being worked that haven't been revisited since the issue was originally addressed. The survey is not about solutions; it's about gauging the feelings and thoughts of the WG in a more objective manner.

Several survey questions appeared to bundle more than one topic, some were considered leading and/or not neutrally worded. Carrie suggested that we either need to decide as a group which question to pose, or we pose them all – even if the same basic question is asked in different ways.

We will continue to review the survey questions next week as well as define the appropriate type of answer category for each one (Yes/No, rate on a scale of 1-5, strongly disagree-strongly agree, etc.)

Carrie closed out by stating that we have 7 weeks remaining in our charter. Between now and then, we will review the results from the consumer survey (shared at a presentation at NPF), review the mail.dat file and PostalOne! topic, and then work on our Resolution Document.