

**Mailer Technology Advisory Council (MTAC)
Meeting Report
06/10/2015 12:30 PM - 1:30 PM**

USER GROUP 4 (UG4) SESSION

AGENDA

1. Real Mail Notification Pilot Overview
2. Feedback on MTR website reference materials
3. IV Data Provisioning
4. Any Other Business

DISCUSSION POINTS

The purpose of this meeting is to provide an ongoing forum to facilitate communications between the Postal Service and users, define and review improvements in process/production functionality and address and resolve issues.

Real Mail Notification Pilot Overview

- Ray Van Iterson, of the USPS New Products & Innovation group, provided an overview on the Real Mail Notification Pilot.
- Sharon Harrison – Are all the images black-and-white? Would a color mail piece show up on the website?
- Ray – Today the site leverages black-and-white images captured from the Wide-Field- Of-View (WFOV) camera. There are no current plans to upgrade the cameras.
- Angelo – Is this service only available for letters?
- Ray – Today the site leverages from the Wide-Field- Of-View (WFOV) and we have images of letters and flats.
- Angelo – Is there an “opt out” for mailers?
- Ray – Not yet, but we can build something if that is the feedback from the industry.
- Angelo – What percentage of the mailbox are you able to capture?
- Ray – Today we capture almost all letters and fair portion of flats.
- Dave Lewis – Do you envision selling ads on the website/portal?
- Ray – Not yet. Our USPS focus is on “increasing the value of the mail” rather than selling ads.
- Kurt Ruppel – How do I get more information?
- Ray – You can contact me at Raymond.C.VanIterson@USPS.gov .
- Sharon Harrison – How does USPS know which piece USPS image to put an overlay on the website?
- Ray – We mainly rely on the IMb barcode; however, we could potentially match the image and swap out the physical mailpiece image for an interactive graphic.
- Ellie Alexander - Can I have multiple marketing campaigns (i.e. different links for different pieces)?
- Ray – Yes. If it is uniquely identified – there’s technically no limit.
- Angelo – How long do you store the images?
- Ray – Today we only retain the images long enough to post them online.
- Will USPS eventually have color mailpiece images?

- Ray - Today the site leverages black-and-white images captured from the existing Wide-Field- Of-View (WFOV) camera. There are no current plans to upgrade the cameras.

Review of items posted on MTR Website

- Himesh asked the group if there was any additional feedback on the previously-discussed MTR revisions. No additional comments were received. Himesh will move forward with updating documents and the MTR website. The following table summarizes the decisions made.

Document	Recommendation
IMb Tracing User Guide	Keep & Update. Explore linking to the IMb Tracing website.
Notification for Continuous Mailers / Presort Bureau	Remove.
IMb Flat Scan Rate Issues	Remove.
IMb Tracing Facility Table	Keep & Update.
Automated Zone Indicator Table	Remove, but fold the AZI column into IMb Tracing Facility Table.
Non-Automated SCF Table	Keep & Update. Investigate UG9 table maintained by Kristina Obeldobel
Non-Automated 5-Digit Table	Keep & Update. Investigate UG9 table maintained by Kristina Obeldobel
Operations Code List	Keep & Update
Flats Automation Equipment Inventory	Remove

Other Business

- Angelo / David Gorham – The notification messages associated with USPS outages needs to be updated to provide more meaningful information. This is especially true if it may be impacting scan rates or is intended to be a “bug fix”, and less important if it is simply an upgrade is USPS software.
- Himesh – Will provide the feedback to the messaging team.
- Tracy Sikes – Inquired about the status of Bound Printed Matter (BPM) Service Type Identifiers (STIDs).
- Himesh – Working to get updated STID list published on RIBBS.usps.gov. Also coordinating activation of these STIDs with Engineering and IMb Tracing team. The current plan is for all Full-Service BPM STIDs to include IMb Tracing.
- Will discuss BPM STID concerns more at next meeting.

Outstanding Action Items

- **ACTION ITEM:** Himesh to check with Memphis Address Management team to assess whether rIMb implementation will impact ACS services and/or the message structure.
- **ACTION ITEM:** Himesh to share Steve Dearing’s Informed Visibility slides from NPF. Angelo would like sprint-specific timelines.
- **ACTION ITEM:** Himesh to share Ray Van Iterson’s presentation on Real Mail Notification.
- **ACTION ITEM:** Himesh to see that an updated Roster is created.