

**Mailer Technology Advisory Council (MTAC)
Meeting Report
02/24/2016 12:30 PM - 1:30 PM**

USER GROUP 4 (UG4) SESSION

AGENDA

- 1) Political Mail Dashboard (Chris Karpenko)
- 2) Long Haul (Lance Bell/ Kerry Hecker)
- 3) Publishing “Logical” Events – communications approach
- 4) STID update
- 5) AOB

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.

Political Mail Dashboard

- USPS is leveraging its ability to support strong fundraising by presidential candidates through direct mail.
- As a result, the dashboard has been created to help the mailing industry as well as campaign managers increase business during the election year.
- The focus is on “how we win the race”, and how we have mail shown as one of the media channels for a political campaign.
- Political Mail is a big driver for revenue; the goal for FY 2015 is \$1 B.
- The Political Mail Dashboard (2016) provides real-time processing and delivery visibility, with tools for analyzing and sharing data.
- Campaign managers can gain insight into the status and timing of campaigns, access and customize data to incorporate into voter files, share with their campaign team, and produce reports that drive better business decisions.
- *Deliverthewin.com* website is an online platform promoting direct mail through support materials including white papers, case studies, etc.
- Judy Kalus – Where are instructions for a file or a level of engagement? How does a mailer go about getting this?
- Chris – The data will be made available to show in March. During the initial phases, it will be offered to a smaller number of mailers (e.g. 100 vs. 3,000).
- The goal is to create a simple ‘one sheet’ that will show how the process is turnkey for an end user so they aren’t bogged down in mailing requirements.
- More information on the Political Mail Dashboard will be forthcoming.

Long Haul

- There is work being conducted in UG3 to better capture mailer transport drop shipments at USPS facilities.
- Providing more visibility and capturing the true arrival time for a truck driver has been the main focus.
- USPS is developing ways to use the SV scanner to record yard arrival time. A simple SOP has been developed to provide visibility of dock arrival times as follows:

Shipment Arrival

- Drop Shipment Driver checks in at Drop Shipment/Expediter desk (NDCs check in at gate)
- Driver must provide USPS with proper Appointment Number

Appointment is recorded on SV Scanner

- The USPS Expediter records information on the SV/Scanner Drop Shipment Appointment Log
- USPS advised driver of status of position in queue or provides a door assignment

Once into the dock

- Confirmation of appointment number

- Containers are unloaded and scanned.

- Facilities received the SOP and they are aware of the new process. There will be more activity once drivers are educated on what they are supposed to do.
- USPS is taking precautions in the SOP to avoid any potential service failures that may result in mis-color coding of containers. Scanner technology that is being assessed may be able to inform the person performing the scanning of exactly what color code or service commitment is on each of the containers they offload.
- Additional visibility points, the implications to service measurement, exclusion rules, or lack of visibility in scanning, are all under review.
- The scans being discussed, as mentioned in the last MTAC UG4 meeting, are yard arrive, dock arrive, container unload, and trailer depart.
- Angelo – If the shipment contains DMU verified postal transported mail, according to service performance measurement, start the clock happens when the postal truck leaves the dock at the Mail Service Provider. Would it be possible to capture this event and make it “start the clock?”
- Lance – USPS stopped doing departure scans on containers by our DMU clerks two years ago, because the direction that we’re going towards - Mail Acceptance - is a seamless environment, where eventually personnel at the actual DMU won’t be necessary.
- Angelo – The idea would be to enable mailers to scan containers as being departed and then reconcile when the shipment arrives at its destination, whether it be an air facility, a transfer hub, or other.
- Lance – will bring the above mailer scanning suggestion to Garrett or Pritha.
- Angelo – would like a more comprehensive look into additional events to monitor dock operations, including when the truck arrives, starts unload, ends unload and departs.
- Lance – is working to set up a meeting with Tom Glassman to discuss the above mentioned issues.
- The shipment data needs to get into FAST somehow, so that close-out information reflects accurate events.
- Lance – We are trying to work through all the data we have from the different systems, and if the appointment information is in the scanner, we should be able to determine by container what the commitment would be.
- Himesh – Mail & Package Visibility is working on a mobile app that has the ability to scan any IMb, retrieve all the data, validate the time and apply it to the service standard. The app would be able to scan any mailpiece, tray or container, and support more accurate reporting and service performance measurement. The mobile app is also being considered for Industry to allow mailers to perform scanning.
- Whether the programming of the scanners would be readily portable to the mobile app still needs to be assessed. There are technical issues due to different codes and operating systems on some scanners.

Publishing Logical Events

- There will be additional attributes to IMb tracing, specifically Logical Delivery Events (LDEs) that will be available in the near future.
- New collateral will be developed as we work with Amy in IV and the Mail and Package Visibility Group. We will plan to get the message out through industry alerts in collaboration with Anthony Frost in Operations Integration, and then publish the content to the IMb tracing site.
- Angelo suggested the collateral be more comprehensive, that is, to combine associated and logical events into one document.

STID Update – the new STIDs have been published on RIBBS with the date of 5/22/16.

There were no other topics discussed. The meeting was adjourned.

Action Item: Lance – to send a copy of his presentation and the Driver SOP to Himesh.

Action Item: Rose – to review Lance’s presentation and make sure steps are being captured electronically so we can leverage them for visibility, and discuss next steps with Robin Morrill.

Action Item: Amy – to work on the comprehensive document combining associated and logical events into one.

Agenda Item: Amy – to present the IV Communications Plan, and to discuss what to expect in terms of collateral, the IV User Guide, Training materials and webinars next week.