

**MTAC FOCUS GROUP SESSIONS**  
**VISIBILITY & SERVICE PERFORMANCE MEASUREMENT TRACK**  
**November 28, 2012**

**STANDARD MAIL GROUP**

**9:00 AM – 10:30 AM**

**Leaders:**       **Jim Cochrane – VP Product Information, USPS**  
                  **Lisa Bowes -- MTAC Industry Leader for Service Performance**  
                  **Wanda Senne – MTAC Industry Leader for Standard Mail**

**Facilitator:**    *Tonya Dodson – USPS Industry Engagement & Outreach*

**Scribe:**         *Paula McCollum – USPS Industry Engagement & Outreach*

**Agenda / Discussion:**

1. Demo on new IMb Planning Tool

- Standard Mail continues to have challenges with the tool but remains stable
- There is no longer a two week delay in visibility
- Flats are outperforming letter in performance
- We are in good shape going forward
- IMb Planning Tool is now on RIBBS

2. Update on Hurricane Sandy

- Lose visibility when dealing with impacted disastrous areas.  
    Unfortunately you result in the old fashion technology by picking up the phone to track the location of the mail.

3. Disclaimer

- The Industry has expressed concerns with the disclaimer restricting usage of data
- The data should be a part of the strategic planning process for the Industry

**ACTION: The disclaimer will be revisited with the law department.**

4. Top 10 Early & Late

- The Industry has express the value in having the top 10 Early & Late rankings

**ACTION: Steve will follow up with producing to the Industry**

5. Mail Visibility

- Mail visibility is utilized to get barcodes on the mail
- USPS continue to have challenges to storing the data
- USPS is looking to nesting the mail
- USPS is moving towards 'Real Time' processing (we need it sooner & faster)
- Mail Visibility adds value to keeping mail relevant and having roadmaps will help keep us there.
- Currently testing in four locations with 'Real Time' performance.

6. Visibility Roadmaps

USPS is working to grow visibility roadmaps.

- Collect data and scan events to show into a repository

**MTAC FOCUS GROUP SESSIONS**  
**VISIBILITY & SERVICE PERFORMANCE MEASUREMENT TRACK**  
**November 28, 2012**

7. Informed Visibility Systems

- Redundancy to ensure consistent data
- USPS will try to make system customer friendly with analytical engines to customize data
- System will optimize cost efficiency
- Systems functionality will drive performance by:
  - Tracking end to end
  - Predictive workloads
  - Customer reporting
  - Measuring ALL mail

8. Value of IV

- End to End Measurement
- End to End Tracking
- Scan metrics
- Business Intelligence
- Keep Mail – Relevant, Attractive & Available

9. Address Management

- Address management will help mailers identify when recipient is temporarily away from address because of a COA and reroute the mail to the new address without exploiting privacy act.
- Currently testing with catalogs
  - Results are positive
  - NCOA link ability to access forwarding information
  - Use Return Code 19 which knows the new address without disclosure
  - Information will be filed for up to 30 days to the end of the temporary COA
- Improves ROI for Industry
- Limited to FS to centralize and control load information
- Not in CDS because CDS is a different activity

10. Single Source ACS

- Allowed to us IMb to make mail available to you in Memphis
  - All programming remains the same
- If you do not qualify for FSS you will be charged
- January 2013 – records will be available immediately
- Benefit: All records in one file

11. Zones delivery PO Box mail ONLY

- PO Box delivery Zone Chart (coming soon)
- Currently BETA testing
- When you shift over to FS, ACS will go away

**MTAC FOCUS GROUP SESSIONS**  
**VISIBILITY & SERVICE PERFORMANCE MEASUREMENT TRACK**  
**November 28, 2012**

**PACKAGE SERVICES GROUP**

**10:30 AM – 12:00 PM**

**Leaders:**     **Jim Cochrane – VP Product Information, USPS**  
                  **Lisa Bowes -- MTAC Industry Leader for Service Performance**  
                  **John Medeiros – MTAC Industry Leader for Packages**  
**Facilitator:**    *Neena Dhuria – USPS Industry Engagement & Outreach*  
**Scribe:**         *Paula McCollum – USPS Industry Engagement & Outreach*

**Agenda / Discussion:**

**1. PTS Update**

- Good scores in the 90s
- Big focus on last mile

**2. PASS (Passive Adaptive Scanning System) Deployment**

- Currently testing Delivery Sortation System (Nov-Jan 2013)
- PASS (beginning Feb 2013)
- PASS Lite & DSS (beginning Feb-Oct 2013 / ring scanners + ear buds)
- 90% coverage; total scanning units – 22,120
- Will eliminate scheme clerks in post offices – big cost savings

**3. Real Time Scanning Deployment**

- Provides real-time communications and GPS
- Wireless tether for existing IMD to minimize cost
- 216,000 units deployed by end of 2013

**4. Automated Parcel Pick-Up**

- Go Post

**5. Parcel Locker Expansion**

Neighborhood solution:

- Low cost
- Physical key access
- Limited site prep
- Typically no lease cost
- Self service package delivery

**MTAC FOCUS GROUP SESSIONS**  
**VISIBILITY & SERVICE PERFORMANCE MEASUREMENT TRACK**  
**November 28, 2012**

**6. Dynamic Routing and Metro Post**

- In progress / to be tested

**7. IMpb (Intelligent Mail Package Barcode) in January 2013**

- IMpb Final Rule published September 27, 2011
- Next milestone date – January 28, 2013 – IMpb compliance
- High level compliance metrics – barcode quality (% scanned vs % keyed), manifest quality (data accuracy and completeness), manifest timeliness (electronic data receipt prior to physical), shared individually with respective customers
- IMpb compliance thresholds
- Industry concerns about IMpb requirements and discount eligibility

**Tolerance for pieces that don't meet requirements**

- Tolerance of address or zip +4 in IMpb file
- Suggested starting at a threshold to ramp-up to 100%

**Task team underway to discuss**

- IMpb
- Shipping services file version 1.6 or higher
- Zip +4 or address
- Timeliness of data

**Options**

- Full rate, adjusted rate or surcharge

**8. Achieving 100% Visibility**

- Continued growth in package tracking events
- Package scan performance – leveled out at 94.22%
- Package barcoding has increased significantly over the last year, reaching 88% in October 2012
- Getting to 100% scan rates
  - Barcodes on all packages
  - 100% scan performance
  - Will propose requiring barcoding and manifesting for these remaining categories – potentially use IMb option
  - Support for mailer conversion

**ACTION ITEMS**

- **Develop package section on RIBBS – RIBBS redesign to find documents more easily accessible**
- **Industry not in agreement with the proposed USPS compliance thresholds of 90% in July and 95% in January. Task team #19, assembled to determine IMpb compliance thresholds, will provide their recommendations by mid-December.**

**MTAC FOCUS GROUP SESSIONS**  
**VISIBILITY & SERVICE PERFORMANCE MEASUREMENT TRACK**  
**November 28, 2012**

**FIRST-CLASS MAIL GROUP**  
**1:30 PM – 3:00 PM**

**Leaders:** Jim Cochrane – VP Product Information, USPS  
Lisa Bowes -- MTAC Industry Leader for Service Performance  
Sharon Harrison – MTAC Industry Leader for First-Class  
**Facilitator:** Lewis Johnson – USPS Industry Engagement & Outreach  
**Scribe:** Paula McCollum – USPS Industry Engagement & Outreach

**Agenda / Discussion:**

**1. UAA Secured Destruction Trial Status / Next Steps (Tom Day, Presenter)**

- A draft list of Frequently Asked Questions (FAQs) is being finalized.
- Pilot program is expected to start on July 1, 2013 and run for 60 days.
- All seven Postal Service geographical areas will be included in the pilot.
- 16 Service Type IDs (STIDs) will be created for the program. STIDs can not be used until the Postal Automated Redirection System (PARS) software has been updated. Completion is expected during the spring of 2013.
- The initial use of the STIDs will be limited to mailers participating in the pilot program.
- Future use of the STIDs will be based on the results of the pilot study.
- Must decide what physical marking should be used on envelope to assist postal employees with verifying that mail is indeed cleared for shredding. Location of the marking also needs to be determined.
- FISMA rules and policies will not apply to USPS Secure Destruction service.

**Action Item**

- Explore the use of an official registration process for program participants. (Jim Wilson / Tom Day).

**2. Discuss Outstanding Questions (Jim Wilson, Presenter)**

**Temporary Away**

- Postal Service is in the process of beta testing where to add Temporary Change of Address to the NCOA Link database.
- Very important for Political Mail mailings in so far as advance notice of temporary away.

**Vacancy**

- There is no incentive for carriers to report vacancies. Carriers want to wait 90 days before reporting a vacancy because it will affect their route.
- Since vacancies must be reported much earlier, Postal Service is in discussion with the Union.

**3. PBSA / TT#16 TINPA Status**

- Task Team recommendations will be finalized by Friday, November 30, 2013.

**MTAC FOCUS GROUP SESSIONS**  
**VISIBILITY & SERVICE PERFORMANCE MEASUREMENT TRACK**  
**November 28, 2012**

**4. CASS Cycle Next Steps**

- This is needed for PBSA and implementation will not take place until 2014 at the earliest.

**5. New FCM Move-Update Option**

- Will be offered as a “pay-as-you” service.
- Effective date is scheduled for July 2013.

**6. Single-Source ACS**

- Is scheduled to start January 2013 and will keep ACS intact.

**7. Open Discussion (Steve Dearing, presenter)**

- Planet Code will be retired effective January 31, 2013.
- Will explore how the IMb Planning Tool can be used effectively by FCMers, such as how does FCM perform from the origin.
- Piece Image Visibility Options – Continue to be explored.
- USPS Architecture Update for Systems on Visibility Reporting – The goal remains 100% visibility.
- Hurricane Sandy Disaster Service Visibility – Gives USPS an opportunity to be involved in the community.

**MTAC FOCUS GROUP SESSIONS**  
**VISIBILITY & SERVICE PERFORMANCE MEASUREMENT TRACK**  
**November 28, 2012**

**PERIODICALS GROUP**  
**3:15 PM – 4:45 PM**

**Leaders:** Jim Cochrane – VP Product Information, USPS  
Lisa Bowes -- MTAC Industry Leader for Service Performance  
John Stark – MTAC Industry Leader for Periodicals  
**Facilitator:** Ernie Harris – USPS Industry Engagement & Outreach  
**Scribe:** Paula McCollum – USPS Industry Engagement & Outreach

**Agenda / Discussion:**

Jim Cochrane welcomed all and reviewed FY 2013 goals. Periodicals: target of 91%, but striving for 100%.

**Major Discussion Points:**

**1. Review recent service score declines:**

Steve Dearing said the diagnostic service performance measurement tool continues to be an invaluable resource for all levels of our field operations. The latest available data for Periodicals shows a decline most recently from 84.61% to 81.41 (by week through Nov 2, 2012). We are concerned about this. However, this tool did not exist a year ago and Jack Widener said considering we were at 59% at the end of last year this is still relatively good performance.

**2. Update on PBC usage and percentage of Periodicals qualifying for measurement:**

- Steve Dearing showed that PDR and PBC for flats Periodicals is at 76% and IMR is at 24% and this should be considered as very positive.

**3. Update on bundle visibility scanning data and estimated timeframe of carrier bundle scanning and geocode scanning:**

- Steve Dearing stated piece level data is important. Jim Cochrane said this will be important for newspapers and those not in automation. Bundle provisioning data was released last Oct. We will run analyses and get to Periodicals.

**4. Update on the IMB Planning Tool web site:**

- Steve Dearing showed rolling 5 day service variance data 11/17 – 11/23 2012 as the latest data available. Jim Cochrane said the data shows the tail of the mail and the message to the field is this needs to disappear. Various sites were then shown at the request for attendees such as Roanoke, Harrisburg and Chicago. All commented that this is a great tool and offers significant promise going forward.

**5. Update on last mile impact levels:**

- Although the example used showed only a 5.7% level (considered bad) Steve Dearing stated the good news is the field is using this as an incentive to inquire and to identify opportunities to improve on Periodicals performance (Jim Cochrane said score should be under 2% to be acceptable).

**MTAC FOCUS GROUP SESSIONS**  
**VISIBILITY & SERVICE PERFORMANCE MEASUREMENT TRACK**  
**November 28, 2012**

**6. Mail Visibility (MS)**

- Steve Dearing showed the Mail Visibility Roadmap
- Builds business and operational intelligence
  - To provide right data at right time to right people for right decisions
  - Adds value for both USPS and Mailers
  - Many specific projects were depicted – target date for 100% visibility is mid 2014
  - Importance of timeliness for data receipt was stressed

**7. Surface Visibility (SV) Redesign was discussed.**

New ring scanner was shown – have 4,500 deployed now, soon will have 20,000.

**8. Informed Visibility (IV) was discussed:**

- Benefits vs. today's systems
- Components
- Functionality (each of following in detail):
- Enhanced service performance diagnostics
- Customer reporting and analytics
  - Predictive workloads
  - Measure all mail
  - End to end tracking
  - Scan metrics

**9. Value of above discussed along with Mail Inventory management and Business intelligence and analytics.**

**Re: whether USPS will charge for these new capabilities:**

- Purpose is to enhance value of mail
  - Recognize supply chain is complex
  - Can provide more knowledge
- 
- Industry should stay involved and use the data. How to price is a big challenge. This is about creating knowledge. Knowledge is the only commodity that grows when shared.
  - ACS updates on ID Statement change impact and FS scan threshold levels:
  - Industry asked for feedback on this: some seeing more hard copy; some saw no changes. May be too early to see changes.
  - Encouraged with the consolidation of the CFS sites down to 22 from over 200 in the past. Threshold has been kept at 75%.

**Action items and Issues**

- 1. Begin exploring Periodicals nesting information and piece level information. How can we start doing bungle scans? The Periodicals industry will have a chance to speak on how we capture and share this information.**
  
- 2. There are currently 22 CFS sites, we should probably keep it at this number of sites for efficiency**

**MTAC FOCUS GROUP SESSIONS**  
**VISIBILITY & SERVICE PERFORMANCE MEASUREMENT TRACK**  
**November 28, 2012**

- 3. Have these mailers started using ACS updates on ID Statements? If so, what impact has this change had on their mailings?**
  - The companies that have converted are starting to see hard copy go up again. Others have not seen any results yet.
  
- 4. Full Service scan threshold levels**
  - We are encouraged by what we are seeing in the CFS units. The numbers have been pretty consistent but we are probably only seeing bench mark sites, it's hard to tell if we are seeing any improvements.
  - Some CFS units will send in covers to determine why some titles are not scanning. It may take another effort to determine root causes other than looking at specific titles.
  
- 5. 75 tubs of hard copy CFS labels have been returned to a mailer. It's interesting to see that it is now starting to pick up.**

We might have some overload issues in CFS that should be looked into.
  
- 6. Single Source ACS receives applause. This is coming in January and a DMM Advisory will make the formal announcement.**

**Closing remarks:**

The mail was backed up and delayed during Hurricane Sandy. This is not a complaint, but an observation. An update on how the cleanup is going was requested. Jim Cochrane addressed the mail condition reports and the logistical challenges with losing the three plants during that timeframe. Most of the significant backlogs have been cleared up.

Industry leaders offered that MTAC never ends and if anyone needs anything, they should not hesitate to utilize the group to address their needs. That's what MTAC is for.