

MTAC Focus Group Session Notes

Wednesday, May 20, 2015

PRODUCT DEVELOPMENT

Gary Reblin, USPS VP-New Products and Innovation

Steve Colella, MTAC Industry Leader, Mailpiece Design/Product Development

Session 1: ALL MAIL CLASSES WERE PRESENT

2015 / 2016 PROMOTIONS:

- Gary Reblin reviewed the now fully approved (by the Postal Regulatory Commission) 2015 promotion schedule. He urged all to see the excellent handout from his NPF session “Innovating Today for Tomorrow’s Customers” if they were not able to be there.
- Gary then covered the list of ideas for 2016 promotions as it now exists from over 20 proposals received. These ideas have been reviewed with MTAC User Group # 8 on USPS Promotions. Next steps will be completion of internal USPS reviews and analysis late July to early August, internal USPS approvals by late August – early September, Postal Regulatory Commission (PRC) filing in October with a decision expected by November and implementation in early 2016.
- The evaluation criterion was reviewed for these proposed promotions along with the strategic rationale for each of them. The best promotion will be one that has mutual benefit and which satisfies each of the criteria.
- John Medeiros asked if packages could be considered for promotions and Gary said this is the first time he has received this question and he agreed it would be something we could explore.

REAL MAIL PILOT

- Gary reviewed the “Real Mail” pilot currently being tested in Northern Virginia. He said it will be expanded to New York and he requested that an MTAC work group be formed for this initiative. The concept is to provide homeowners digital images of the actual mail they will receive in their mailboxes later that day.

ACTION ITEMS

- **Industry requested USPS to consider providing additional incentives to mail service providers (MSPs) who bring new clients into the promotion(s) and / or for incentive program participants who share their data with USPS for use to promote the incentive(s) in the future.**
 - Mailing Services is currently exploring promotions and mailing options to provide incentives and case studies for upcoming promotion programs. Incentives for MSP’s will be explored in the future.
- **Industry would like to get details of the incentive programs earlier so they can provide better feedback to USPS before final rules are published.**
 - User Group #8 is the MTAC Promotion Group that is utilized for collaboration of ideas for USPS promotions.

Updated: __5/29/15_____

- **John Medeiros requested USPS to consider promotions geared to parcel shippers and Gary Reblin agreed to consider this.**
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- **Gary Reblin recommended an MTAC workgroup be formed for the Real Mail program and that it would consider inclusion of Periodicals and other flat mailers in the program.**
 - A workgroup for MTAC is being created to start meeting by this fall.