Session 1: FIRST-CLASS MAIL  
(Mike Tate, MTAC Industry Leader)

Gary Reblin welcomed all.

**Pulse of the Industry:**

First-Class Mail Volume: continued weakening. Presort is down 4% in December after 4% gain in November due to election mail. January is down and it appears the decline will continue in February. Gary Reblin asked if anyone could provide input regarding if downturn will be a continual trend or if just a blip. Sharon Harrison indicated that it is uncertainly about next rate case and other factors (10 year review of PAEA, possible new legislation) and other unknowns that could impact rates that cause companies to pause and review options to mail and consider alternatives. The USPS is concerned because while there have been negative trends in past this development is not typical for these months. In 2016 February was up 4.1% and March was up 3.5% so lower numbers now are disturbing.

Action Item discussed: USPS for next meeting to provide deeper dive of the data by industry segment and remove election mail from the statistics.

The USPS may see a delayed impact due to drop in 5 digit rates

**Promotions** - Gary Reblin provided overview:
14.9 billion Mail pieces
$3.6 billion in revenue
1,626 participating customers (increase of about 150 new). If you participate in more than one promotion you are double counted.
Promotions still available for First-Class Mailers - Emerging and Advanced Technology and Personalized Color Transpromo

**2017 Promotions:**

Earned Value Credit - 759 participants – Vicki Stephen reported this represents about 40% increase from previous year.
Current Volume-152M pieces
Two credit periods: January to March and April to June

8th of January software update which had issue with getting correct counts-the USPS feels they have all the data but it is just not getting pushed into the correct reports. Software push on February 27 fixed 85% of issues. Another software push is being done Sunday March 5 which will hopefully fix remaining issue. First payout will be after March 31. If anyone sees issues they should contact Vicki Stephen.

Emerging and Advanced Technology promotion
Current registration: 137
Promotion started: March 1, 2017

Direct Mail Starter Promotion
Registration Starts: March 15, 2017

The question was asked if there is any chance to open up the registration period for Earned Value Credit and the response is no. The USPS is looking at software changes that may allow this in the future.

The question was asked if the USPS sales force is trained on the promotions? There was an incident where promotion approved by the USPS HQ Program Office but USPS sales person told client the mail piece did not qualify for the promotion. Sales person was wrong. HQ Program Office makes all final decisions.

Promotion Issues:
- Not completing registration
- Not claiming discount at the time of mailing
- Mailing before promotion start dates and requesting the discount
- No promotion code

Final Mailpiece Submission Requirements
- Required at Program Office for Tactile/Sensory/Interactive
- Mailpieces submitted for review should indicate if it is a final mailpiece

2018 Promotion Suggestions December 2016-January 20, 2017
- 8 submissions received prior to deadline
- 2 submissions received last week
- Additional research being conducted
- Legal is reviewing on how to proceed with Board
MTAC Task Team # 24 Mail Service Provider (MSP) Incentive Update

Promotion suggestions under initial review.

Gary Reblin provided the USPS HQ Program Office Contacts for each promotion:

Mobile Shopping and Direct Mail Starter
mailingpromotions@usps.com
Personalized Color Transpomo
FCMColor Promotion@usps.com

Irresistible Mail:  www.Irresistiblemail.com

- Contest continues in 2017
- Quarter 3 winner announced: The Standard Group
- Quarter 4 entry deadline: March 27, 017
- Quarterly winners compete to become Grand Champion
- Winning Client, Agency, and Printer will be announced at NPF 2017
- # for Irresistible Mail award under review

Informed Delivery

Gary Reblin showed an example (below) where additional content could be added to the image. He introduced Bob Dixon who as Executive Director for Informed Delivery is spending his full-time on this important initiative. The slide showed the following:

What is Informed Delivery? Informed Delivery™ is a consumer-facing feature that enhances hardcopy mail delivery by providing consumers daily mail images via email and online dashboard
Informed Delivery Snapshot:

- Active Zip Codes: 5,201; plan to have all ZIP Codes on line April 7, 2017
- Enrolled Households: 111,780
- Total Users 117,436 (have multiple people within households)
- Emails sent 66,974 (about 70% of individuals get Email-some choose to use dashboard to get notification)
- Mailpiece images 493,806
- Total Mailer Campaigns tested: 187

Prior to NPF the USPS will be reaching out to active MyUSPS.com users (about 5 million people) and another 9 million PO Box users which have already gone through required identification process.

Post NPF, the USPS has plans for heavy advertising in June/July to get others to sign up. The USPS is planning to make the identification process easier.

Working with mailers on testing and they are seeing over 6% click through.

- Last deployment of equipment is April 7 so all ZIP Codes will be on line around April 10. Are communicating to employees now.
- MyUSPS.com is being converted to Informed Delivery platform. People in this group will be included in late April and they will be able to turn service on.
• USPS has had ‘conflicting spouses’ issues and they end up turning accounts off until it can be figured out.

• NCOA is now fully integrated in Informed Delivery. When COA is filed the USPS sends two letters—one to old address and one to the new address. The letter to new address has specific information on how to activate Informed Delivery at new address (assuming receipt had Informed Delivery at old address).

• USPS says 57% of people go to mailbox as result of getting Informed Delivery. Presently individual gets email at 7:30 AM. Eventually Informed Visibility will be added to Informed Delivery which will allow USPS to send another email telling individual when the mail has been put in the mailbox so for those with centralized pick up areas they can go and get it.

• Informed Visibility and Informed Delivery uses same data.

• Target user number at end of 3 years is 40MM users. Goal for end of 2017 is 15MM.

• After April mailers participating in testing the program can go nationwide. If mailer supplies file with IMb in mailing the USPS can provide data as to which IMb has signed up for the program.

• Any household that is DPV compatible will be eligible for the program—after April approximately 100 million households will be eligible. (90% of all households—other 10% have conflicts that need to be resolved.)

• USPS is collecting data regarding who opens email, when they opened and when they clicked on mail piece—USPS is hoping to provide this information back to the mail owner—presently working out the legal details.

• For Flats no image is available now but do know when piece will be delivered so USPS will take upload of image to use in the email.

• Trigger for informed delivery will be mail.dat and mail.xml

In response to a number of questions from MTAC members Bob Dixon reported the USPS is preparing a Pre-MTAC webinar for the Industry which could be given prior to the next quarterly MTAC meeting scheduled for April 24 – 25.

**Survey Data**

Males: 56%
Female: 44%

Even distribution across age groups

Consumer satisfaction improved 10% from 81% to 91%.

Gary discussed that picture taken by the camera shows only what the individual can see from the outside of the envelop in good light. So if sensitive information cannot be seen looking at the outside of the mailpiece by the eye then it cannot be seen by the camera. On tri-fold pieces camera only takes a picture of the address panel. Gary indicated that any company with
concerns can work with the USPS and the USPS will share the images for the company showing one the consumer will see.

Action Item discussed: Consider expanding capability of informed delivery so that if consumer reports to the USPS that the physical mail shown in email was not received the USPS will notify the mail owner so that the mail owner can resend mail piece.

Steve Monteith discussed the ideas reviewed at the Pre-MTAC Webinar for First-Class Mail Product Simplification held last week:

- Simply Single Piece Residual
- Evaluate postcard size
- Evaluate weight breaks for letters
- Evaluate single piece “2nd ounce free”
- Restructure pricing for Picture Permit
- Evaluate First-Class Drop Ship
- Evaluate the Need for Indicia on Products for Service Type Codes

Postal thoughts to promote Machinability of heavier letters (concerns from USPS engineering):

- Maximum mail piece thickness should not exceed 0.255 inches. Mail piece thickness should not vary more than 15% over the surface of the mail piece
- Size A8 envelops (8.12 x 5.5) should be prohibited
- The use of envelope windows, particularly open windows, should be prohibited
- Envelope material should be no less than 28 lb basis weight bond paper (70lb book test)
- Envelopes should be trayed using USPS white/red plastic corrugated EMM trays
- Insert shift in the lengthwise direction should not exceed a maximum of .562 inches

ACTION ITEMS

- USPS for next meeting to provide deeper dive of the data by industry segment and remove election mail from the statistics.
- Consider expanding capability of Informed Delivery so that if consumer reports to the USPS that the physical mail piece shown in email was not received the USPS will notify the mail owner so that the mail owner can resend mail piece.
- Include tray minimum piece requirement options, etc. for mailings in product simplification ideas being explored.
Session 2: USPS MARKETING MAIL (Rose Flanagan, MTAC Industry Leader)

Gary Reblin welcomed all.

Pulse of the Industry: None

Mail Volume: Positive trend with steady increases in FY16-Qtr 1 up 2%, Qtr 2 up 2%, Qtr 3 up 5% and Qtr 4 up 1.5%. January and February will be lower.

Large increase in High Density and Saturation letters
Flats experiencing biggest decreases (.4% in Qtr 1 FY17)

Promotions
5 promotions 6 month long
Current Promotions that are open for enrollment-Personalized Color Transpomo and Emerging & Advanced Technology
14.9 billion Mail pieces
$3.6 billion in revenue
1,626 participating customers (increase of about 150 new)

Action item discussed. It was agreed to take as an action Item to provide links in these notes of the OIG’s Integrated Media Research Center (IMRC) website and other links to enable people to obtain case studies on various promotions.

These sites are as follows:

OIG’s Integrated Media Research Center (includes case studies and other research):
http://www.imresearchcenter.com/research

Augmented Reality (AR) provider websites for AR case studies:
-Blippar Case Studies on Pinterest: https://www.pinterest.com/thevillage/blippar-case-studies/
-Aurasma case studies and inspiration: https://www.aurasma.com/
-Zappar Showcase:
https://www.zappar.com/showcase/
https://zap.works/showcase/
-Layar Case Studies: https://www.layar.com/features/inspiration/case-studies/

For rest of Promotion updates – See First-Class Mail notes

Irresistible Mail - See First-Class Mail notes

Informed Delivery
Question on informed delivery: What is USPS doing to get information as to what individual does with physical mailpiece after viewing email image? Gary Reblin indicated USPS is working with 53 mail owners studying this issue.

Action Item discussed: Look at informed delivery website and clean up registration process-it is not clear to consumer that if their zip is not presently eligible they can still register and the USPS will automatically start emails once zip is eligible.

For rest of Informed Delivery - See First-Class Mail notes

Renaming Standard Mail to Marketing Mail

Steve Monteith covered the name change from Standard Mail to Marketing Mail for which we feel confident there will be advantages and we have received regulatory approval. Changing the product name will better communicate to customers its intended use, improve its standing in the market place and ultimately generate a better perception. Steve said the soft launch was this past January 22, 2017.

Steve said we will continue working with the Industry to ensure all is ok to implement in 18 months. There will be an MTAC work group working on this. It is Work Group # 181 and Industry Work Group Leader Rose Flanagan covered the scope of the issue and what results we are looking for. She invited participants. The kickoff will be next Monday at 1 pm Eastern Time.

Action item discussed: need to clean up DMM and Quick Reference Guide-references to Marketing Mail in indicia. DMM images still show as Standard Mail, QRG shows Marketing Mail. Next steps:

- Work with industry on evaluation indicia needs and open and response rate impacts
  - Market Research
  - MTAC Workgroup
Mid 2017 changes to tray labels and pallet markings (more details will be available soon)  
January to July 2018 changes to indicia and postage markings based on industry feedback  
Final implementation targeted for July 2018  
The phased transition provides mailers and vendors sufficient time to make any hardware and software changes.

**USPS Marketing Mail Product Simplification Initiatives**

Steve Monteith reviewed initiatives under consideration for USPS Marketing Mail for Product Simplification which were covered last week in the Pre-MTAC webinar and notes for this are posted on PostalPro.

- Evaluate ways to get more Carrier Route containers in non FSS Zones  
- Evaluate marketing mail postcards  
- Restructure pricing for Picture Permit  
- Evaluate mailpiece requirements for USPS Marketing Mail and BPM flats  
- Evaluate the need for indicia on products with Service Type Codes

**Postal thoughts to promote Machinability of heavier letters (concerns from USPS engineering)**

- Maximum mail piece thickness should not exceed 0.255 inches. Mail piece thickness should not vary more than 15% over the surface of the mail piece  
- Size A8 envelopes (8.12 x 5.5) should be prohibited  
- The use of envelope windows, particularly open windows, should be prohibited  
- Envelope material should be no less than 28 lb basis weight bond paper (70lb book test)  
- Envelopes should be trayed using USPS white/red plastic corrugated EMM trays  
- Insert shift in the lengthwise direction should not exceed a maximum of .562 inches

**ACTION ITEMS**

- Provide in notes link to IMRC (Integrated Media Research Center) website and to other sites (augmented reality) to enable people to get case studies on various mailing promotions. IMRC link is [http://www.imresearchcenter.com/research](http://www.imresearchcenter.com/research).  
- Need to clean up DMM and Quick Reference Guide -references to USPS Marketing Mail in indicia. DMM images still show as Standard Mail, QRG shows Marketing Mail.
• Look at Informed Delivery website and clean up registration process - it is not clear to consumer that if their ZIP Code is not presently eligible they can still register and the USPS will automatically start emails once the ZIP Code is eligible.

Session 3: PACKAGE SERVICES (John Medeiros, MTAC Industry Leader)

Gary Reblin welcomed all.

USPS is seeing a growing interest in parcel return service.

**Group E PO Boxes:** Karen Key provided an update. These are people who get free PO Box because USPS doesn’t deliver to street address. If the street address is put on package USPS returns as UAA.

Implementation Date: May 2017

Request by industry they would like to have PO Box E data to update their system.

USPS Response - met with privacy and System of Record (SOR) may be needed before final decision is made.

**Elimination of Permit Fees and Simplification of Shipping Products Permits** - Karen Key provided handout of January 2017 letter to “Valued Postal Customer” signed by Gary Reblin and Pritha Mehra outlining changes effective January 22, 2017 designed to help simplify the shipping experience for parcel customers. Highlights:

Business Reply Mail Parcel Fee eliminated

BRM (parcels only) annual permit fees are eliminated

Combined Permits for Outbound and Returns Products

A ‘shipping products’ permit authorizes mailer to use one permit for outbound and one inbound.

Outbound Permit Imprint label Sample – sample included as part of handout.

**Parcel Return Service Pickup Times** – Karen Key reviewed.

DMM will be updated May 2017 to reflect minimum pickup frequencies by PRS facility type.

Effective April 30, 2017 the minimum pick-up frequency for PRS items are:
Facility    | Pickup Every
----------|-------------
RADC       | 24 hours    
RDU        | 48 hours    
RSCF       | 24 hours    

- The pickup times exclude Saturdays, Sundays and USPS holidays
- Unless otherwise authorized and according to the authorization letter the pickup frequency should be adhered to
- Encourage each returns logistics provider to schedule FAST appointments

**Coming Initiatives:**

**Shipping**

Priority Mail Precious Cargo flat rate boxes available for shippers

**Retail Cost of Boxes:**

- $15.99 large box
- $12.99 medium box
- $6.99 small box

Features expanded polyethylene foam dots that safely transport high value items.

**Returns:**

**Scan Weigh and Pay**

**Benefits:**

- Automated assessment of parcels - reduce/eliminate manual processing
- Accurately assess postage including contract pricing
- No postage due for the program
- Provide a competitive time response return product
- Will expand to include returns, redirects, etc.

**Network systems includes:**

- APPS, APBS, SPSS, SWYB(DSD) for:
- Weight, dimensions, packaging barcodes
- Automatically price packages with new Unified Pricing Engine
- New scales being installed in plants accuracy to 1 oz. (99.7%)
  - Scale upgrades
    - APBS, APPS, SPSS and Scan Where You Band-DSD (Dimension Scanning Device)

**Extra Services:**

**Online Refunds:**
• Online Refund Implementation Date: Sept 2017
  o Extra Services
  o Priority Mail Express
• eSignature on File (eSOF) Implementation Date: Sept 2017
• Eliminate four Extra Services from RSS Sites
  o Insured over and under $500
  o Return Receipt for Merchandise
  o Signature Confirmation
• Bulk Proof of Delivery Letter
  o Simplify letters
  o Add Address to letter
  o Publish System of Record (SOR)
• Redesign Registered Mail

**Value Added Services:**
• Electronic Receipt
  o Email
• Retail System Software (RSS) lookup
  o Tracking of packages
  o Claims
• Redesign of PS form 3849
• Project objectives - to improve the current PS form 3849 including:
  • QR Code for faster redirect scheduling
  • Self adhesive backing
  • Portrait layout of legibility
  • Increased ease of use for customer and carriers

**Pickup Services:**

Mobile Pickup
• Accountable Mail Pickup
• Caller Service
• Extra Service /forms
• Hold Mail
• Keys
• Packaging Supplies
• Stamps

Delivery on Demand
Business and consumers can tell USPS what days they do not want delivery. No price at this time

**Package Services-Simplification Ideas**

Initiatives under consideration:

- Evaluate the need for indicia on products with Service Type Codes
- Evaluate if there is value in adding carrier route (on address label) as an incentive
- Evaluate ways to avoid over labeling by including the Original Pic and the manifest (over label/replacement) Pic electronically.

**ACTION ITEMS**

- **Question:** Should Package Services hold off on changing indicia to Marketing Mail until final decision on Standard Mail letters and flats is resolved? Steve Monteith will provide update.
- Update DMM with current language for shipping products permit indicia.
- Change Service Request address gap at plant level - package industry doesn’t want to pay for returned pieces that they do not want.
- When Tom Foti completes his task force study on international opportunities invite to give presentation at next MTAC and include information on international terminal dues.

**Session 4: PERIODICALS**

Gary Reblin welcomed all.

Volumes down 5% overall in Qtr. 1 vs. SPLY. Steve Phelps said in response to request at last MTAC meeting he wanted to show publications by frequency (outside county & inside county) showing quarterlies, monthlies, semimonthlies, weeklies and dailies.

Quarterlies, weeklies and monthlies all driving decline in volumes. Dailies are down 8% but monthlies are down 17%.

Containers at 103% of attributable cost. Bundles

**Update on Action Items from Previous MTAC Meeting:**
• Review of statement of ownership/mailing statements to look at new Periodicals applications to obtain characteristics such as frequency, page counts, regional publications and other characteristics to understand developing trends in Periodicals Mail. Status: Still in process.

• Language for Direct Mail Starter promotion indicates previous participation in any promotion in prior years will disqualify participation in Direct Mail Starter. Vicki Stephen to explore whether participation in Earned Value Credit (EVC) will disqualify since EVC does not use technology involved with Direct Mail Starter. Status: It was reported to User Group 8 that the Direct Mail Starter promotion is open only to customers that have never participated in any previous promotions including the Earned Value Credit promotion.

• Steve Monteith will have discussions with USPS legal to determine if Periodicals participation in promotions can be granted if result is increased volumes. Status: Still in process.

  • Steve Monteith to set up telecon with Periodicals group to review remaining product simplification opportunities. Status: Covered in Pre-MTAC Webinar on February 28, 2017.

  • Steve Monteith to review impact on cost coverage that occurred from price increases on containers and bundle changes made in 2015. Status: Reported out.

**Promotion Calendar and Update:** Gary Reblin provided - See First-Class Mail notes

**Action Item discussed:** Provide update on how many of the 759 participants in Earned Value Credit are Periodicals mailers.

**Review of Informed Delivery - see First Class Mail notes**

Possible new features to Informed Delivery were suggested (send email to subscribers with weather alerts or other reasons why mail piece delay took place, etc.). Gary Reblin said USPS is looking for ways for Periodicals to participate in a possible Informed Delivery promotion (if you have additional content which is clickable and if it leads to growth (new subscriptions for instance) then Periodicals might be able to participate.

CRMA will not get Informed Delivery data

**Initiatives under Consideration:**
• Virtual FSS bundles for Periodicals
• Incent use of Periodical trays
• Simplify pending Periodicals payments
• Combine Nonmachinable flats and parcels
• Eliminate foreign publication qualification and new agent registry
• Eliminate multiple origin entry facility types
• Encourage DDU entry
  o Drawback can be that FAST appointments cannot be made at DDU. May lead to
    overloading DDU docks if multiple Periodicals shipments show up at same time.
    (DDU entry would be for non FSS mail only)
• Reviewing the mail piece requirements for flats
• Evaluate the need for indicia on products with Service Type Codes

**ACTION ITEMS**

• Provide update on how many of the 759 participates in Earned Value Credit are
  Periodicals mailers.