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PCC NEWSLETTER

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POSTAL SERVICE PROCESSES BILLIONTH INTELLIGENT MAIL PIECE ONE HUNDRED AND NINE MAILERS SENT 11,000 MAILINGS WITH INTELLIGENT MAIL BARCODE

One hundred and nine commercial mailers can't be wrong.

That's the number of mostly high-volume mailers who helped the U.S. Postal Service deliver one billion pieces of mail using Full Service Intelligent Mail. The milestone mailing entered the distribution network on Dec. 4, and was confirmed that same week.

Since the May implementation of Intelligent Mail Full Service, 109 commercial mailers have submitted more than 11,000 electronic postage statements.

Intelligent Mail Full Service provides commercial mailers with visibility into the status of their mail so that they can provide better service to their customers.

When their customers call, they will have the information to respond more quickly and accurately. Intelligent Mail tracking also will help finance departments monitor and predict payments more easily. And, in this economy, this is more crucial than ever.

Commercial customers also are experiencing the speed with which their postage statements are now being processed in the *PostalOne!* business mail management system. According to Day, the *PostalOne!* system is processing more than 90 percent of Full Service mailings in less than 10 minutes.

The Postal Service highly recommends that mailers take advantage of electronic processing of postage statements, even if they have not yet signed up for Full Service Intelligent Mail. It's fast, and mailers can more easily monitor their accounts and keep track of their mailings more efficiently than with paper postage statements.

Customers also are seeing the benefit of free Address Correction Service (ACS). More than 12 million Full Service ACS notices were provided to mailers since July.

We credit the success of the Intelligent Mail program to the relationships the Postal Service has with its customers. This relationship has resulted in decisions to simplify a number of business mail acceptance processes.

For example, the Postal Service recently implemented the use of hand-held scanning for initial verifications of Full-Service mailings. The process is simple. When mailers bring in their Full Service mailings into a processing plant, postal personnel use the scanners to collect data about the quality and content of the barcodes on the mailpieces as well as on the trays, sacks, and containers. If the data collected by the scanners shows problems with the mailings, the mailer has the option of taking the mail back to rework it.

The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations.

Al Santos



Al Santos. Postmaster, Sacramento



Industry Co-Chair Notes

Dorothy Cottrill

I enjoy the excitement of a new year—an opportunity to see things differently, to do things differently and make the new year a little better than the one that just ended. After the mad rush of the holiday season—I look forward to a few weekends of not so much activity. The first quarter of the 2009/10 PCC year was very successful, a good start. We held two educational meetings and adopted three families for Christmas in our Dear Santa project. We look forward to providing many more educational and networking opportunities.

The Sacramento PCC wants to provide you with quality opportunities to network and to grow your business. We are starting 2010 with three fresh opportunities. First is a seminar on Mail Center Safety and Security by the USPS Inspection Services, on January 14. Next, please plan to attend our ninth annual Networking Breakfast on Tuesday February 9. Last year's event was so successful we are again holding it at HomeTown Buffett in Country Club Plaza. The event is free, but you must register. On March 11, our meeting will include a seminar on International Mail.

April 11 to 14 is the National Postal Forum in Nashville. I hope to see many of you at the event. I was selected to be a presenter at the Forum. I'll be speaking about mentoring in the PCC Leadership Track. It's an exciting opportunity—and good for Sacramento PCC to get the national recognition we deserve. There are good discounts for both early-bird registration and be sure to take your discount for being a PCC member!

Included in this newsletter is an article by one of our long-time active members, Darlene Boriack of the Legislative Data Center. She wrote an article about the steps her organization took to be in compliance with the new Move Update laws. I would like to invite PCC members to submit articles about challenges, changes, or services for the Board to consider including in our newsletter. It shouldn't be a sales-piece, but could be describing your business and the type of work you do. I'm sure many other members would be interested in how you are implementing Intelligent Mail Barcode or growing your business through technology and the postal service.

So, now is the time to make a commitment to 2010—bring a customer or co-worker to a Sacramento PCC meeting. Get involved; make a suggestion for a meeting topic or tour! Look for opportunities to grow with the Sacramento PCC.

Business Mail Entry Potpourri

MOVE UPDATE COMPLIANCE REMINDER

Just a reminder.... The Move Update assessment charge of \$0.07 per piece became effective January 4, 2010, and applies to a percentage of pieces in First-Class Mail and Standard Mail mailings failing Move Update Verification at time of acceptance. This process is only applicable at sites with MERLIN. A mailing that has more than 5 pieces not updated and scores during verification below 70% will be subject to additional postage. *PostalOne!* will calculate the additional postage and mailers will have the option to pay the additional postage or withdraw the mailing and make corrections. Additional postage is calculated based on the percentage of pieces for the difference between the score and the tolerance. For example, if a mailing has more than 5 pieces not updated and a score of 60%, *PostalOne!* will apply the \$.07 charge to 10% (70% threshold - 60% score) of the pieces in the mailing.

An additional feature being added to *PostalOne!* in January applies to authorized combined mailing mailers; i.e., presort bureaus, etc. This process allows the postage to be assessed based on clients, though limited to three. Move Update errors can be reviewed and clients identified. If three or less clients have pieces that fail and the number of pieces in error documented, additional postage can be limited to just those clients. The same formula for calculating additional postage used for single client mailing will be used. If more than three clients have errors, then the additional postage assessment reverts back to single-client mailings.

TWO NEW RIBBS FEATURES

Two tools have recently been added to enhance the RIBBS Website. Check them out on RIBBS.

- Email Subscription will provide you with automatic email notifications when pages posted on RIBBS are updated. This will allow you to have the most current information with an update reminder sent to you. Subscribe to one or more page notifications and stay up-to-date.
- Search allows you to locate words or phrases within the RIBBS website.



9th annual

USPS

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networking

BREAKFAST

Don't miss the February PCC Meeting!!

Tuesday, February 9th, 2010

(this is a date change from our normal 2nd Thursday)

Hometown Buffet

Country Club Plaza
2344 Watt Avenue, Sacramento

Sign-In at 8:00 am

Breakfast starts at 8:30 am, Meeting to follow

Cost: \$0.00

But Reservations are Required and Space is Limited!

Register at www.SacPCC.com

Or call (916) 263-7153

Or email Ralph Petty at ralph.l.petty@usps.gov

Registration deadline is 2/2/10, or until capacity



sacramento

Mingle with the Sacramento District Executive Leadership Team

Where do we Start?

With projects, big or small, the first thought is “Where do we start?” Well, here at the California State Legislative Data Center all projects start with a meeting to discuss the project idea, procuring funds and what departments and individuals need to be involved. So on September of 2008 we discussed the NCOA Project, eight months before the due date of May 2009 for the new “Move Update” requirement from the United States Postal Service (USPS). We initiated the project, identified team roles and responsibilities, and had a kickoff project meeting so that everyone involved would know who they would be working with and understand the significance of this project to our customers and the USPS. Unfortunately, the amount of time estimated to fully complete the project was 6 months short of the projected target date because of the procurement and licensing request, of which we did not identify until the project got started and the realization set in that we needed a bit more time. Yes, this was a problem but others within the mailing industry were also having problems meeting the deadline. The USPS graciously pushed back the required date which made us sigh in relief. It was just what we needed.

October 2008 through May of 2009 brought evaluation of NCOA vendors, the securing of the USPS approval for the Legislative Data Center (LDC) to become a NCOA End User, the securing of project funding, procuring the NCOA Software from the new vendor and procuring hardware to house the new software. Yes, 7 months to achieve all of this.

We had vendor training on the NCOA software in April and we were also going through the Stage 1 and 2 (certification) for the USPS testing through May. We secured the new hardware to install the software and created a disaster recovery process, backup and maintenance procedures and tested these areas. All of this was completed by the end of July.

Requirements were written for the software to take the NCOA address changes directly to the mailing list database. The design and development to implement the update process was created in 3 months. This work needed the input of our customers and developers together to identify the correct address update logic. This brings us to August.

August through October was filled with setting up a test environment, drafting the test plan and objectives, conducting testing and benchmarking the update performance.

Deployment time brought many end-of-the project details. We had to define the NCOA Update roles and responsibilities, define the Update schedule, document the Update procedures, conduct training of the Update procedures, and conduct various meetings with customers, discussing the deployment. All of this happened in 4 months, August through November 2009.

The third weekend in November 2009 was the deployment into production. We are proud to say all went well with no adverse impacts. The NCOA update process is only one component to the many requests and jobs that are performed throughout the year.

The Legislative Data Center contributes to the success of the Legislature and our other customers to the benefit of the people of California by providing information technology leadership, exemplary customer service, and legislative business expertise.

Our organization’s mission and vision shapes how we serve our customers and we focus on values of integrity, commitment, respect, teamwork, accountability and quality. We work very consistently throughout all projects so deployment is correct and accurate.

The Legislative Data Center would like to thank the USPS for their very helpful hand in achieving this goal. Thanks for listening to our year with NCOA and we have started work on the Intelligent Mail Barcode project already in June of 2009.



by Darlene Boriack
California State Legislative Data Center

USPS MOBILE



Now Available on iPhone and iPod

Apple Computer's online App Store now offers a free version of the USPS Mobile application for iPhone and iPod touch mobile digital devices.

The new USPS Mobile application takes advantage of Global Positioning Satellite (GPS) capabilities, using the Locator function to show users the closest Post Offices, Automated Postal Centers and collection boxes. Maps and directions—driving, walking or mass transit—to the closest location also are available.

The Postal Service app also has a ZIP Code lookup, providing the ZIP Code of the user's current location, using the phone's GPS capability.

The Track and Confirm feature offers a visual monitor of the progress of mailpieces and requires inputting tracking code numbers only once. This means follow-ups are only one click away.

"We want to continue our 234-year tradition of serving every American community, whether it's in a Post Office, online or even over the phone," said Bob Bernstock, president, Mailing and Shipping Services.

USPS applications for other Internet-enabled mobile devices are in development.

Streamlining Hard Copy Postage Statements: Effective March 2010

WHAT WILL CHANGE AND WHEN? Starting March 15, 2010, when a customer brings in a hard copy postage statement with a mailing to an acceptance site that is equipped with *PostalOne!*, the Postal Service™ will no longer fill out the USPS® section of the form nor round-stamp the document. To obtain a receipt, mailers are encouraged to visit the **Business Customer Gateway** to access *PostalOne!*®, the system of record.

Upon request, a customer may obtain a hard copy receipt of the postage statement or PS Form 3607, *Weighing and Dispatch Certificate* (currently used as a mailing transaction receipt), after acceptance and verification are completed.

WHAT WILL NOT CHANGE? The verification and resolution process will not change; mailers will be notified of any issues, as they are today. Postal acceptance sites that are not on *PostalOne!* will continue to process hard copy postage statements as they do today, completing the USPS section of the form and round-stamping the statement.

IMPROVE YOUR BUSINESS MAIL ACCEPTANCE EXPERIENCE AND SAVE TIME TODAY! Regardless of how you submit your postage statements today or in the future—whether via hard copy or electronically—we want to bring to your attention the wealth of customer benefits available through the **Business Customer Gateway**.

These features are available today!

- Submit postage statements online
- Submit postage statements and electronic presort documentation server-to-server
- View and retrieve copies of postage statements
- Download and email postage statements to your mail owner customers
- Manage permits
- Track transactions and account balance
- Receive notifications of fees paid/due
- Manage mailing activities

For more information about the **Business Customer Gateway** and how to access it, visit ribbs.usps.gov. You'll find "**Business Customer Gateway**" documents on the left navigation bar under Intelligent Mail® Services. The **User Access to Electronic Mailing Information and Reports Guide**, Volume 1, Appendix B, Access to Online Postage Statements, provides information on how to access the **Business Customer Gateway** and retrieve postage statements.

For questions regarding the Business Customer Gateway or accessing postage statements, contact the Help Desk at 800-522-9085 or at postalone@email.usps.gov.

Sacramento PCC Meeting Schedule 2009/10

General Membership Meetings

All meetings 8:30 am at Royal Oaks Post Office unless noted.
2000 Royal Oaks Drive, Room 117.

January 14

8:30am Educational Meeting
Mail Room Safety and Security

Tuesday, February 9

8:00am (Note Date Change)
Networking Breakfast at HomeTown Buffet, County Club Plaza

Thursday, March 11

8:30am Educational Meeting
International Shipping

Do you have a suggestion for a meeting topic, a tour or a good speaker for a meeting? If so, please share your suggestion with any board member, or email webmaster@sacpcc.com.

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OCTOBER

Sponsor: Pitney Bowes Presort Services, Inc.

NOVEMBER

Della Gilleran, Marketing by Design

Carino's Italian Restaurant Gift Card

Sponsor: Hasler Postage Meters

JANUARY

Sponsor: Admail West

MARCH

Sponsor: Quicksort

MAY

Sponsor: Mailrite Print & Mail

JUNE

Sponsor: Mailing Systems, Inc.

AUGUST

Sponsor: Onsite Management Group

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Express Level Members

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Admail West, Inc.

Bowe Bell & Howell

CA State Legislative Data Center

Dome Printing

DST OutPut and Mail Services

Metro Print & Mail Solutions

Metroform

Mailing Systems, Inc.

Mailrite Print & Mail, Inc

Onsite Management Group, LLC

Pitney Bowes

PG&E

Quicksort Sacramento, Inc.



Sacramento Postal Customer Council
P.O. Box 980093
West Sacramento, CA 95798-0093

RETURN SERVICE REQUESTED

First-Class Mail
Postage & Fees PAID
USPS
Permit No. G-10