

NPPC Meeting

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Agenda

- **Global view of strategy**
- **Seems like a package first focus...What is going to happen to mail?**
- **What are you doing to keep mail and encourage volume?**
- **What can you do to mitigate price increase**

A Challenging Present

A decade of widening financial losses, declining service performance, loss of customer confidence, stalled innovation, and unacceptably high rates of employee turnover, gave us the conviction to build a plan that takes a comprehensive approach to the future.



Hastened shift in demand away from mail to packages



Unattainable First-Class Mail service standards



High turnover rate within our non-career employee workforce



Misaligned mail and package processing operations



Prolonged underinvestment in retail and delivery network



Long-overdue pricing regulation changes from the PRC



Underperforming air and surface transportation network



Misaligned and redundant organizational design



Onerous legislative and administrative mandates

Key Strategic Goals

The following set of transformational goals and key initiatives provide a roadmap to a more efficient, valuable and relevant organization that will meet the evolving needs of the Nation and our customers for years to come.



A strengthened public service mission including 6 and 7 days of mail and package delivery



With congressional support, electric delivery fleet by no later than 2035



A modern, transformed network of Post Offices designed as go-to destinations



An organization structured to support effectiveness



Service standards that foster service excellence - 95 percent on time reliability



Best-in-class mail and package processing network



A fully optimized surface and air transportation network



A supportive legislative and administrative framework



A bold approach to growth, innovation and continued relevance - \$24 billion of new revenue



Best-in-class mail and package delivery network



A stable and empowered workforce including reducing non-career workforce turnover by 50%



A more rational pricing approach including the judicious implementation of new and existing pricing authority

USPS Mail Activities

- **Maintain six-day/week delivery**
- **Improve Reliability Performance**
- **Informed Delivery**
- **Promotions**
- **Discount programs**
- **Market Tests / NSAs (?)**
- **Direct Effect**
- **Election mail training & education**
- **Sales Teams and Campaigns**
- **Industry Engagement –PCCs / AIM / MTAC/ NPF**
- **Education / Market Research/ Collateral**
- **Product Simplification / Optimization**

Going Forward



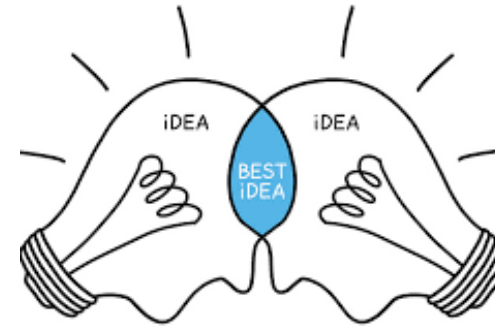
Partnership



Communication



Collaboration



Innovation

Keeping Mail Relevant and Effective



Mail Matters To America
Mail Matters To Our Customers
Mail Matters To The USPS



THANK YOU

