

United States Postal Service®
Quarterly Performance for USPS Marketing Mail®

Quarter 1
FY2018

Overview

As of FY 2017 Quarter 2, Standard Mail® was renamed to USPS Marketing Mail®.

For USPS Marketing Mail® Letters and non-Saturation flats, the service performance measurement system of U.S. Postal Service® uses documented arrival time at a designated postal facility to start the measurement clock, and an Intelligent Mail® barcode (IMB®) scan by an external, third-party reporter to stop-the-clock. Mail piece tracking from IMB® in-process scans is used in conjunction with the external data to extrapolate results for the population of USPS Marketing Mail® using Full-Service Intelligent Mail®. Data collected by U.S. Postal Service® are provided to an independent, external contractor to calculate service measurement and compile the necessary reports. The system used for this reporting is called the Intelligent Mail® Accuracy and Performance System (iMAPS).

The external contractor determines service performance based on the elapsed time between the start-the-clock event recorded by U.S. Postal Service® and the stop-the-clock event recorded by anonymous households and small businesses that report delivery information directly to the contractor. The service measure consists of two parts: (1) how long mail pieces take to get through processing, and (2) how long mail takes from the last processing scan to delivery. The second portion is used as a delivery factor differential to determine the percent of all USPS Marketing Mail® delivered on the last processing date versus the percent delivered after the last processing date. Service performance is measured by comparing the transit time to USPS® service standards to determine the percent of mail delivered on time.

The Service Performance Measurement (SPM) application of the Full-Service Seamless Acceptance and Service Performance system (SASP) serves as the data source for iMAPS. SPM captures data from all Full-Service Intelligent Mail® and applies business rules for service measurement before sending data to iMAPS.

The service performance measure for Destination Delivery Unit (DDU) Entry Saturation flats involves the identification of major weekly Saturation mailings within delivery units. Delivery of these mailings is captured with a scan made by carriers at the completion of delivery of all pieces on the route. Service performance is measured by comparing the delivery date to the end date of the mailer requested in-home window to determine the percent delivered on time. Data from anonymous households reporting the receipt of these Saturation mailings are used to validate the accuracy of the carrier scans.

The service performance measurement system for Every Door Direct Mail – Retail® (EDDM Retail®) uses the documented arrival time of a mailing at a retail unit to start the clock, using the point-of-sale scan when mail is handed to U.S. Postal Service®, and an Intelligent Mail® parcel barcode (IMpb®) scan by a USPS® carrier to stop the clock. The delivery of bundles of EDDM Retail® pieces is captured with a scan made by carriers at the delivery unit upon distribution for delivery. Service performance is measured by comparing the total transit time of mail piece bundles to the service standard to determine the percent delivered on time.

Results for DDU Entry Saturation flats and EDDM Retail® are combined with other Destination Entry Standard Mail in the Destination Entry scores in this report.

The service performance measure for USPS Marketing Mail® Parcels with USPS Tracking® serves as a proxy for measuring service performance for USPS Marketing Mail® Parcels.

Service performance measurement was suspended for mail originating from or destined to the Caribbean District in FY 2018 Quarter 1 due to the devastating impacts of Hurricanes Irma and Maria.

Limitations

Due to limited automated processing for USPS Marketing Mail® Flats, the service performance results may not be representative of all USPS Marketing Mail® Flats performance. While Destination Delivery Unit (DDU) entered Saturation Flats and EDDM Retail® Flats have been included this quarter, significant gaps in the coverage of non-Saturation/non-EDDM Retail® DDU Entry mail still remain and are excluded from measurement.

Results for USPS Marketing Mail® Parcels, which represent less than 0.1 percent of all USPS Marketing Mail®, are not included in the overall USPS Marketing Mail® results.

The delivery factor for USPS Marketing Mail® Letters was created using USPS Marketing Mail® Letters with IMB® received by external reporters. Data for the delivery factor of USPS Marketing Mail® Flats were based on a combination of USPS Marketing Mail® Flats and Bound Printed Matter Flats with IMB® as well as External First-Class Mail® (EXFC) Measurement System test flats received by external reporters. The EXFC and Bound Printed Matter Flats data were used to supplement the limited USPS Marketing Mail® Flats data available during this period.

Performance Highlights

National Destination Entry mail achieved 88.1 percent on time in FY 2018 Quarter 1, which is 3.8 points lower than the same period last year, and 99.1 percent delivered within service standard plus three days. The Honolulu Performance Cluster led the nation in Destination Entry performance with 97.2 percent on time. Twenty-nine out of 66 districts achieved an on time performance at or above the higher performance target of 91.8 this year for Destination Entry mail.

End-To-End Entry National performance was 61.8 percent on time, which is 6.6 points lower than the same period last year. In FY 2018 Quarter 1, 91.0 percent of End-To-End Entry USPS Marketing Mail® was delivered within the service standard plus three days. The Alaska District had the highest End-To-End Entry score with 89.4 percent on time.

Quarterly Performance for USPS Marketing Mail®

Mailpieces Delivered Between 10/01/2017 and 12/31/2017

District	Destination Entry	End-To-End
	Percent On Time	Percent On Time
Capital Metro Area	87.9	57.1
Atlanta	83.4	50.2
Baltimore	87.2	51.1
Capital	84.1	51.4
Greater South Carolina	91.7	61.6
Greensboro	88.9	67.6
Mid-Carolinas	93.5	65.7
Northern Virginia	90.1	53.3
Richmond	85.2	56.1
Eastern Area	93.4	64.8
Appalachian	96.6	62.2
Central Pennsylvania	94.0	57.6
Kentuckiana	93.0	62.7
Northern Ohio	85.1	63.5
Ohio Valley	93.3	65.1
Philadelphia Metro	92.4	56.4
South Jersey	96.3	62.6
Tennessee	93.8	70.6
Western New York	96.3	70.8
Western Pennsylvania	96.1	75.6
Great Lakes Area	85.1	61.8
Central Illinois	84.8	60.9
Chicago	68.1	54.8
Detroit	78.3	61.4
Gateway	89.4	68.4
Greater Indiana	90.7	59.5
Greater Michigan	94.0	61.8
Lakeland	85.3	59.8
Northeast Area	81.3	48.1
Albany	90.6	47.8
Caribbean	N/A	N/A
Connecticut Valley	72.1	47.5
Greater Boston	79.5	43.5
Long Island	88.4	52.7
New York	85.8	54.6
Northern New England	90.5	43.9
Northern New Jersey	87.0	50.3
Triboro	70.3	46.2
Westchester	75.9	47.2
Pacific Area	91.4	67.0
Bay-Valley	85.1	67.0
Honolulu	97.2	74.3
Los Angeles	88.2	62.1
Sacramento	92.6	66.6
San Diego	93.9	68.5
San Francisco	89.9	67.6
Santa Ana	94.0	64.4
Sierra Coastal	95.6	71.7

Service Measurement performed and calculated by IBM Corporation



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Mailpieces Delivered Between 10/01/2017 and 12/31/2017

District	Destination Entry	End-To-End
	Percent On Time	Percent On Time
Southern Area	87.3	64.2
Alabama	94.2	59.4
Arkansas	94.0	70.1
Dallas	86.6	55.1
Fort Worth	88.2	67.4
Gulf Atlantic	88.4	59.2
Houston	81.0	73.4
Louisiana	78.2	70.2
Mississippi	92.4	73.6
Oklahoma	93.2	67.0
Rio Grande	94.8	68.2
South Florida	73.4	57.0
Suncoast	91.5	60.2
Western Area	89.0	63.9
Alaska	96.1	89.4
Arizona	86.7	48.4
Central Plains	93.4	65.9
Colorado/Wyoming	78.1	52.9
Dakotas	93.9	65.0
Hawkeye	91.8	67.5
Mid-America	83.7	59.4
Nevada-Sierra	89.6	65.6
Northland	90.2	68.8
Portland	95.5	66.3
Salt Lake City	92.1	56.7
Seattle	93.4	74.7
Nation FY2018 Q1	88.1	61.8
Nation FY2017 Q1 (SPLY)	91.9	68.4
Nation FY2009 Annual	86.4	70.7
Nation FY2010 Annual	83.4	59.0
Nation FY2011 Annual	70.3	38.4
Nation FY2012 Annual	82.0	56.5
Nation FY2013 Annual	88.8	63.3
Nation FY2014 Annual	89.9	63.5
Nation FY2015 Annual	89.1	59.6
Nation FY2016 Annual	92.3	65.9
Nation FY2017 Annual	93.7	69.8
FY2018 Annual Target	91.8	91.8

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