

Quarterly Performance for USPS Marketing Mail®**Overview**

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 Caribbean District in FY 2018 Quarter 1 and FY 2018 Quarter 2 due to the devastating impacts of Hurricanes Irma and Maria. Measurement resumed in FY 2018 Quarter 3.

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 94.4 percent on time in FY 2018 Quarter 4, which is 0.5 points higher than the same period last year. For Destination Entry mail, 99.5 percent was delivered within service standard plus three days. The Honolulu Performance Cluster led the nation in Destination Entry performance with 98.3 percent on time. Fifty-nine out of 67 districts achieved an on-time performance at or above the performance target of 91.8 for Destination Entry mail.

End-To-End Entry national performance was 73.3 percent on time, which is 2.5 points higher than the same period last year. In FY 2018 Quarter 4, 95.1 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 92.9 percent on time.

For FY 2018 annual national scores decreased compared to FY 2017, with Destination Entry performance decreasing by 2.1 points and End-to-End decreasing by 3.4 points, scoring at 91.6 and 66.4, respectively. The FY 2018 annual score for Destination entry was 0.2 points lower than the annual target of 91.8.

Quarterly Performance for USPS Marketing Mail®

Mailpieces Delivered Between 07/01/2018 and 09/30/2018

District	Destination Entry	End-To-End
	Percent On Time	Percent On Time
Capital Metro Area	92.6	64.8
Atlanta	91.7	57.0
Baltimore	91.9	61.8
Capital	91.7	62.2
Greater South Carolina	90.8	66.2
Greensboro	91.9	74.6
Mid-Carolinas	95.2	74.3
Northern Virginia	95.8	60.9
Richmond	91.7	60.8
Eastern Area	96.4	77.0
Appalachian	97.2	72.0
Central Pennsylvania	96.0	73.6
Kentuckiana	97.0	77.9
Northern Ohio	95.3	74.8
Ohio Valley	95.2	80.3
Philadelphia Metro	97.3	72.3
South Jersey	97.1	72.6
Tennessee	95.6	77.1
Western New York	97.0	76.0
Western Pennsylvania	97.7	83.6
Great Lakes Area	93.8	71.9
Central Illinois	92.2	73.4
Chicago	92.3	68.0
Detroit	93.8	73.0
Gateway	92.9	77.4
Greater Indiana	94.2	69.9
Greater Michigan	97.0	72.7
Lakeland	93.7	67.1
Northeast Area	93.0	66.3
Albany	95.4	65.2
Caribbean	94.1	75.1
Connecticut Valley	92.2	67.7
Greater Boston	92.7	61.4
Long Island	95.9	72.2
New York	93.7	69.0
Northern New England	94.8	59.8
Northern New Jersey	93.2	67.3
Triboro	92.4	72.8
Westchester	90.0	63.9
Pacific Area	94.3	75.2
Bay-Valley	93.1	81.2
Honolulu	98.3	84.8
Los Angeles	91.5	65.8
Sacramento	94.2	72.1
San Diego	94.3	76.7
San Francisco	95.0	82.4
Santa Ana	95.8	73.6
Sierra Coastal	96.5	78.8

Service Measurement performed and calculated by IBM Corporation



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District	Destination Entry	End-To-End
	Percent On Time	Percent On Time
Southern Area	94.0	73.3
Alabama	96.8	70.9
Arkansas	96.8	74.0
Dallas	91.5	66.6
Fort Worth	94.9	77.8
Gulf Atlantic	94.9	72.3
Houston	93.5	81.2
Louisiana	94.8	79.5
Mississippi	93.8	73.9
Oklahoma	95.9	74.6
Rio Grande	95.0	69.6
South Florida	90.6	73.6
Suncoast	95.2	70.0
Western Area	96.0	77.3
Alaska	97.8	92.9
Arizona	96.2	70.6
Central Plains	96.6	78.0
Colorado/Wyoming	93.7	76.1
Dakotas	97.0	74.5
Hawkeye	95.7	77.1
Mid-America	95.2	74.5
Nevada-Sierra	97.4	79.0
Northland	95.9	78.3
Portland	96.8	76.1
Salt Lake City	96.9	76.2
Seattle	96.0	82.8
Nation FY2018 Q4	94.4	73.3
Nation FY2017 Q4 (SPLY)	93.9	70.8
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
Nation FY2018 Annual	91.6	66.4
Nation FY2018 Q1	88.1	61.8
Nation FY2018 Q2	90.1	59.8
Nation FY2018 Q3	94.6	71.2
FY2018 Annual Target	91.8	91.8

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