



Tampa Bay Suncoast Postal Customer Council

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OCT NEWSLETTER 2023



3 Florida PCCs Level Up at PCC Day 2023

It was a beautiful day at Mahaffey Theater in St. Petersburg as three PCCs teamed up to present an informative PCC Day. The Tampa Bay Suncoast, Southwest Florida, and Central Florida PCCs each spoke about what events they have planned for the remainder of this year. There were also great presentations by a variety of professionals.

Regina Stanton, Customer Service Manager of Orlando USPS, talked about Management Styles and How They Relate to Different Generations. Tom Hazel, Vice President Carrier Solutions at Pitney Bowes, spoke on Simplifying the Rate Change. Betsy Rogers, Event Specialist at St. David's Center for Kids, gave insightful examples of Networking Do's and Don'ts.

The Keynote Speaker was Steve Monteith, Chief Customer and Marketing Office and Executive Vice President of USPS, who gave a thorough rundown of the latest updates in our mailing industry. Richard Fermo, FL2 District Manager, also addressed the audience.

Several attendees won fabulous prizes that were raffled off by the PCCs and by Pitney Bowes. The breakfast and lunch buffets were delicious and everyone had a great time chatting and networking all throughout the event. Thanks to the members who spent time putting together an enjoyable PCC Day and thanks to all of the sponsors, speakers, and vendors for your contributions.

UPCOMING EVENTS

10/13: Sunset Cruise at the Florida Aquarium! \$35 Tickets. Board 5:15pm, Sail 5:45-7:30pm.

10/18-10/20: PRINTING United Expo in Atlanta! Visit PrintingUnited.com for info.

11/1: Volunteer at Metropolitan Ministries in Tampa! 11am-2pm.

12/15: PCC Holiday Event 2023!



TAMPA BAY SUNCOAST POSTAL CUSTOMER COUNCIL, PO BOX 23262, TAMPA, FL 33623-3262

Marketing Mail and First-Class Mail Growth Incentives



The Postal Service has filed with the Postal Regulatory Commission two year-long growth incentives which will encourage mail owners to increase qualifying First-Class Mail and Marketing Mail volumes in Calendar Year 2024 (CY 2024).

30% Postage Credits

Each Mail Growth Incentive will offer postage credits equivalent to 30% of the amount by which qualifying CY 2024 volumes exceed the greater of (a) corresponding FY 2023 volumes, and (b) one million pieces in CY 2024. Mail owners with fewer than one million pieces in FY 2023 but exceeding one million pieces in CY 2024 will have their incremental volume start at one million pieces, not their FY 2023 volume.

The First-Class Mail and Marketing Mail Growth Incentives will run throughout CY 2024 and will provide mail owners with the opportunity to receive credits for growth in qualifying mail volumes beyond baseline volumes. The Marketing Mail Growth Incentive will be offered for Marketing Mail letters, flats, and parcels. The First-Class Mail Growth Incentive will be offered for commercial First-Class Mail letters and flats (i.e., excluding First-Class Mail Parcels and single-piece First-Class Mail).

Mail More in 2024

Among the requirements to be eligible to claim the postage credits in each of these incentives, a mail owner must (A) register for the incentive via steps to be announced, (B) mail at least one million qualifying pieces in CY 2024, and (C) mail more qualifying pieces in CY 2024 than they mailed in FY 2023. Mail owners can participate in either or both Mail Growth Incentives, but the incentives cannot be combined for the purposes of reaching the million-piece minimums or for any other purpose.

USPS intends to begin registration in November 2023 if approved. Registration for each Mail Growth Incentive is expected to occur through a registration portal, which will be made available through the Business Customer Gateway (BCG). As part of registration, USPS will establish a mail owner baseline volume from FY 2023. The mailer must record their agreement with this baseline volume and other conditions for participating in the incentive plan in order to receive postage credits. Postage credits will be issued to qualified mail owners after six months, nine months, and twelve months from the start of CY 2024 and will be able to be used on future mailings until December 31, 2025.

Information on the requirements to participate in the First-Class Mail and Marketing Mail Growth Incentives will be posted on PostalPro.





Thanks to Our PCC Day Sponsors & Vendors!



Marriage Mail 2oz Price Incentive



Marriage Mail is a form of marketing mail in which marketing service companies combine advertisements from multiple businesses into a single mailpiece to reduce the cost of the mailing for individual customers.

As part of the July 9, 2023, price change implementation, the US Postal Service will provide marriage mailers an incentive price on Saturation USPS Marketing Mail letters and flats including EDDM (not EDDM Retail) that weigh 2 ounces or less, if they meet certain requirements.

Among the requirements to be eligible to claim the incentive price are that qualifying Marriage Mail pieces must include at least 4 advertisers and must be mailed at minimum 10 times every 12 months (starting with the month of first claiming the incentive price).

Also, the Marriage Mail Incentive must be identified as the mail type on postage statements and eDoc submission is required. This Incentive is to be claimed by Mail Owners, and compliance with this Incentive's requirements will be tracked by Mail Owner CRID.

Information on the requirements to claim the Marriage Mail Incentive price including a Fact Sheet and FAQs have been posted on PostalPro.

No Holiday Surcharges This Year



The Postal Service is ready to deliver another successful holiday season.

"We are ready to deliver for the holidays in a superior and routine manner. We have been planning early and leveraging investments in our people, infrastructure, transportation and technology - made possible by the Delivering for America plan. And with no holiday surcharges, we are strongly positioned to be America's most affordable delivery provider this holiday season," said Postmaster General Louis DeJoy.

Thanks to the ongoing implementation of the Delivering for America plan, 98% of the nation's population currently receives their mail and packages in fewer than three days, and 40% of First-Class mail and packages are being delivered a day in advance.

The Postal Service is also working to correct service-related issues in limited areas across the nation through hiring initiatives and improving operational efficiency.



Welcome Amy Alley, New Customer Relations Coordinator

We're excited to announce that we have a new Customer Relations Coordinator for the Tampa Suncoast PCC! Amy Alley has been with the USPS for almost 27 years, working in mostly retail and training positions.

She's lived in Pasco County most of her life and enjoys all things the Tampa Bay area has to offer. Amy is excited to be a part of our PCC and hopes to bring education, enthusiasm, knowledge, collaboration, and fresh ideas to the group!

