

# Before the First Raindrops Fall...

*Join us as we follow a massive storm from first alert  
and show you how GIS turns data into action.*

**USPS Geospatial Analytics Team**

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National Postal Forum 2026 | Phoenix, AZ

NATIONAL POSTAL FORUM | PHOENIX, AZ





NPF 2026

# FORGING BOLD HORIZONS

## Mapping Resilience: Using GIS to Outsmart Disruption

*USPS Geospatial Analytics Team*



# January 2026. Winter Storm FERN Impact

## IMPACT



**9,508**

USPS  
facilities



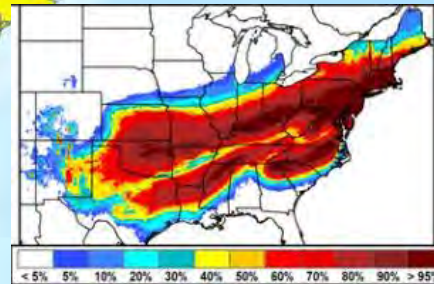
**23,586**

ZIP  
Codes



**116M**

Delivery  
Points



# Postal Network



**257,000+**  
Vehicles



**34,000+**  
Facilities



**167M+**  
Addresses

# Before Geospatial Tech:

## The Old Way



Manual weather monitoring  
Phone trees to field offices  
Email chains, hours-long lag  
No unified view, reactive



No spatial correlation  
Couldn't quantify in real time  
Customers found out after  
Starting from scratch each time

We needed a system to  
see the storm,

know what it hits,

tell the right people,

before the first  
snowflakes drop.

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# OpAWARE

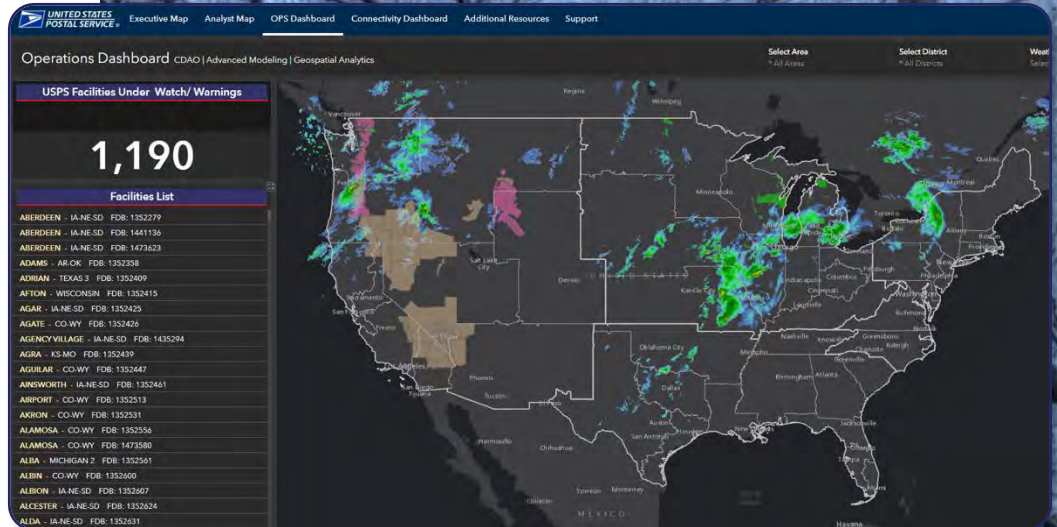
## Operations Automated Weather Alerts & Real-Time Events

ESRI ArcGIS platform

175+ GIS layers

Near-real-time awareness

Carrier to C-suite access



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# The People Behind the Maps

"Our technology works because it empowers our people to act faster and smarter."

Analysts  
monitor 24/7

Field  
managers get  
early alerts

Ops teams  
reroute  
before impact

Leadership  
sees national  
picture

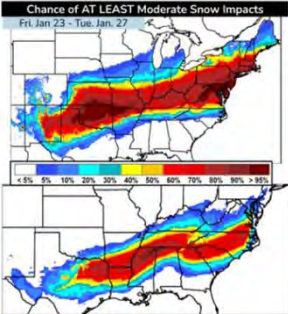
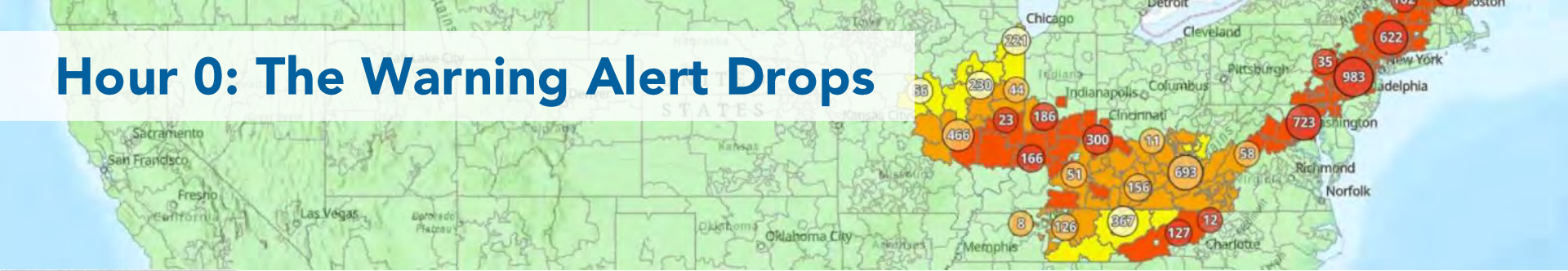
Carriers get  
safe route  
guidance

This team had  
eyes on Winter  
Storm Fern hours  
before landfall.

 **USPS** GIS  
GEOGRAPHICAL INFORMATION SYSTEMS

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# Hour 0: The Warning Alert Drops



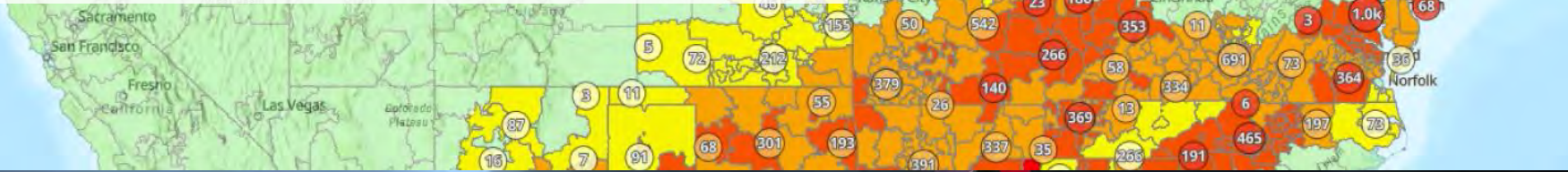
January 21st 2026, NWS issues first Watch/Warning for Southern Plains into the East Coast

Within minutes, the Geospatial team correlates with Postal facilities and delivery ZIP Codes.



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# Hour 24: Tracking the Impact



Warnings escalate.  
Watch zones become  
Warning zones.



Pre-position resources. Reroute  
transportation. Stage supplies.

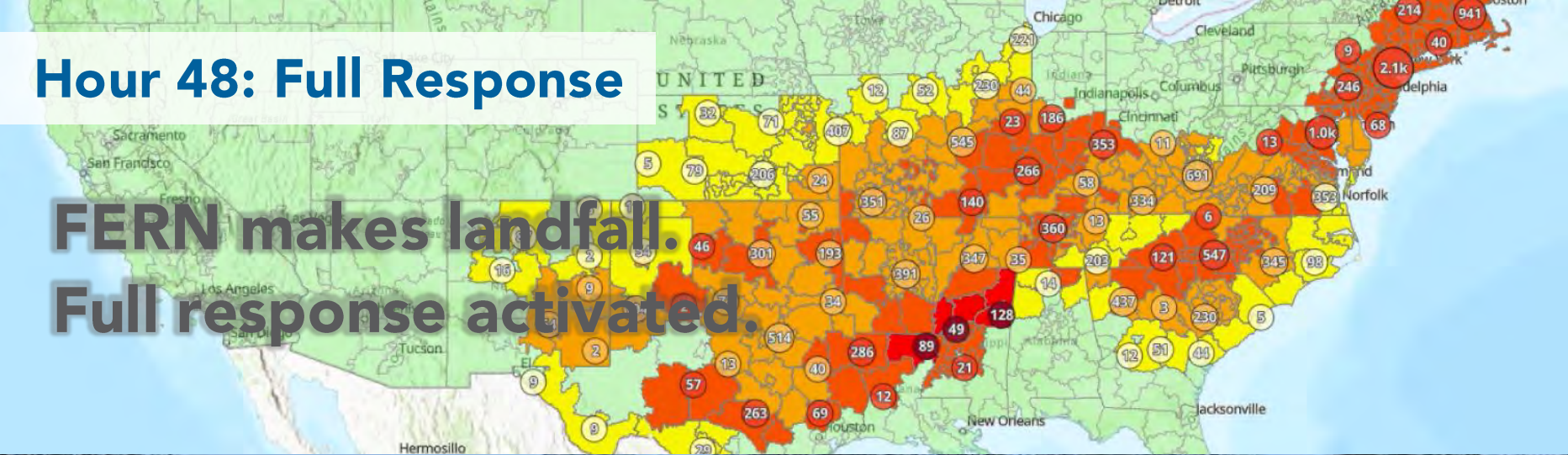
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# Hour 48: Full Response

**FERN makes landfall.  
Full response activated.**

**9,508 facilities and  
23,586 ZIP Codes impacted.**

**Leadership has real-time picture.**



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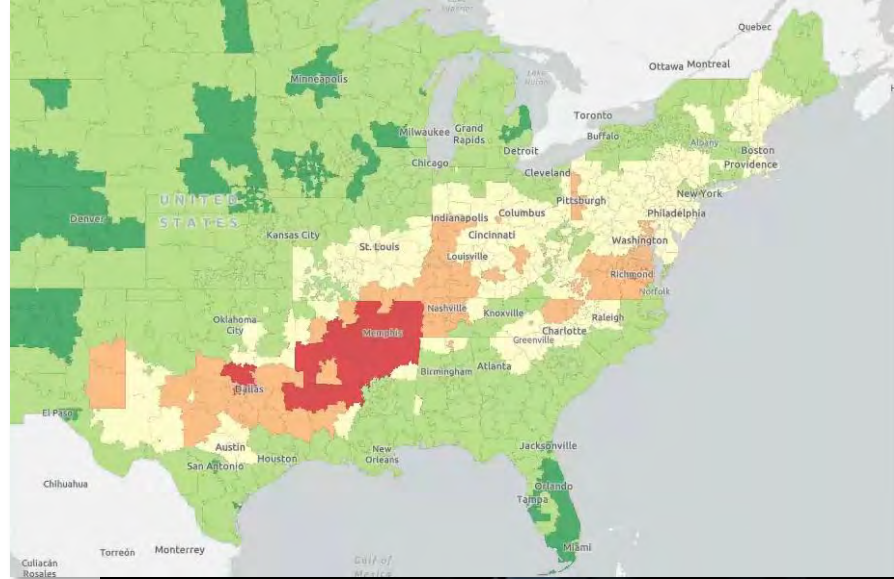
# Recovery & Learning

The storm passes.  
Data tells the full story.

Predicted vs. actual documented.

GIS Repository updated.

Every event makes us smarter.



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# The Payoff

*"The best crisis response is the one your customers never experience."*

## Before Event

Pre-position resources

Reroute proactively

Alert hours/days early

Activate continuity plans

## During Event

Real-time facility tracking

Dynamic route adjustments

Customer notifications

Leadership awareness

## After Event

Data-driven reopening

Full documentation

Model training

GIS Repository grows

# What I Hope You Remember

If you forget everything else, remember five things:

1

We **predict** the impact, not just the storm.

2

**Standardized data** is our foundation.

3

**Integrated partners** are force multipliers.

4

We **learn** from every event.

5

You hear it from us **first**.

*"We can't stop the storm. But we can see it coming, know who it hits, and tell you before you have to ask."*



## Questions & Discussion