

John Long

From: Thomas Carney <Thomas.Carney@pcfcorp.com>
Sent: Thursday, April 06, 2017 3:14 PM
To: John Long
Cc: Pelland, Paul (Paul.Pelland@Globe.Com)
Subject: Globe Direct Concerns
Attachments: Somerville Globe Direct - PCF.docx
RE # 203057

Good Afternoon John,

Please see attached in regards to the Globe Direct deliver concerns.

My company is the delivery service provider.

Thank you,
Tom Carney

Thomas Carney

Director, Distribution Services

☎ 978.671.1812 ▪ (C) 978.302.4485 ▪ (F) 443.470.7877

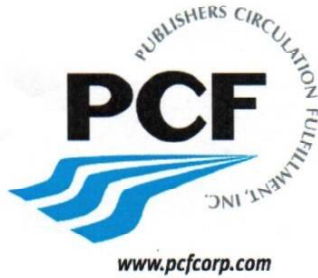
✉ thomas.carney@pcfcorp.com

Publishers Circulation Fulfillment, Inc.

85 Rangeway Road Bldg 1 ▪ North Billerica, Ma 01862

www.pcfcorp.com

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April 4, 2017

City of Somerville, Board of Alderman
John J. Long
93 Highland Ave
Somerville, Ma 02143

Weekly Circular Deliveries - *Globe Direct* — # 203057

Publishers Circulation Fulfillment Inc (PCF) provides distribution service for many newspaper publications, and has done so for more than 25 years. We are the largest independent distributor of home delivered newspapers in the United States, distributing more than 11 million copies each week. PCF serves over 60 clients from national newspaper publications to specialty products on of which is *Globe Direct*.

Globe Direct, as a product, is a practical resource offering residents of Somerville a steady flow of opportunities to save money at local grocery stores and other merchants throughout the area. We routinely hear from residents who value this product and who count on receiving it weekly.

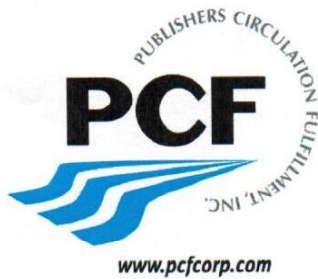
At PCF, we are committed to ensure deliveries are made in the most professional manner to the porches and front doors of Somerville residents. And, we are equally committed to cease delivery to those addresses where residents have expressly declined receipt of this product.

Typical Somerville delivery is every Wednesday through Friday, with the largest volume of distribution occurring on Thursdays. Deliveries are made by service providers contracted by PCF in a geographic territory, many of whom live in the communities they serve. Each week we provide the delivery force with a list of two types of addresses: those to receive delivery and those requesting no delivery of this product.

Our process for quality control includes electronic delivery tracking using GPS technology and ongoing visual inspections by PCF employees. These measures help to ensure proper delivery location, product placement, and compliance with the requests of those residents who have declined delivery.

Based upon feedback we have received to date, we have and are taking the following actions:

1. We have reduced plastic consumption by bagging the product only in inclement weather
2. We have clarified the responsibility of contracted service providers to remove multiple copies piled up at any address and inquire if delivery to that address should be stopped permanently
3. It is our practice to terminate the contracts of any service providers not delivering properly to residents and/or that have delivered to residents that have opted out of delivery
4. Over the coming weeks doing extra delivery verification to identify areas we need to make changes/corrections
5. We continue to printer how to contact *Globe Direct* customer service on the *Globe Direct* product.



Below is contact information for the *Globe Direct* customer care center. Please share this with any resident who would like to decline delivery or who is having issues with their current delivery.

circulationservices@globe.com
888-MYGLOBE (888-694-5623)

We welcome the opportunity to speak with you about any additional concerns or questions.

Tom Carney
Director - Distribution Services
thomas.carney@pfcorp.com
(P) 978.671.1812
(F) 443.470.7877