BEFORE THE POSTAL RATE COMMISSION WASHINGTON, D.C. 20268–0001

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POSTAL RATE AND FEE CHANGES, 2000

Docket No. R2000-1

RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS KIEFER TO INTERROGATORIES OF THE ASSOCIATION OF AMERICAN PUBLISHERS (AAP/USPS-T37-1-14)

The United States Postal Service hereby provides the responses of witness Kiefer to the following interrogatories of the Association of American Publishers: AAP/USPS-T37-1-14, filed on February 29, 2000.

Each interrogatory is stated verbatim and is followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr. Chief Counsel, Ratemaking

Scott L. Reiter

475 L'Enfant Plaza West, S.W. Washington, D.C. 20260–1137 (202) 268–2999; Fax –5402 March 14, 2000

AAP/USPS-T37-1 Please provide all underlying data used to prepare Figure 5 that appears at on page 29 of your testimony.

RESPONSE

Please see Attachment to the response to AAP/USPS-T37-1.

Mid Year		Rate for			Rate for	
	1-Pound			3.5-Pound		
		Parcel			Parcel	
	Local	Zones 1&2	Zone 6	Local	Zones 1&2	Zone 6
1971	0.28	0.34	0.38	0.32	0.4	0.55
1972	0.28	0.34	0.38	0.32	0.4	0.55
1973	0.28	0.34	0.38	0.32	0.4	0.55
1974	0.34	0.41	0.46	0.39	0.49	0.65
1975	0.34	0.41	0.46	0.39	0.49	0.65
1976	0.52	0.62	0.7	0.59	0.74	0.99
1977	0.52	0.62	0.7	0.59	0.74	0.99
1978	0.69	0.92	1.02	0.69	0.94	1.31
1979	0.69	0.92	1.02	0.69	0.94	1.31
1980	0.69	0.92	1.02	0.69	0.94	1.31
1981	0.69	0.92	1.02	0.69	0.94	1.31
1982	0.69	0.92	1.02	0.69	0.94	
1983	0.69	0.92	1.02	0.69	0.94	1.31
1984	0.69	0.92	1.02	0.69	0.94	1.31
1985	0.55	0.77	1	0.65	0.93	1.73
1986	0.55	0.77	1	0.65	0.93	1.73
1987	0.55	0.77	1	0.65	0.93	1.73
1988	0.67	0.92	1.16	0.75	1.07	1.91
1989	0.67	0.92	1.16	0.75	1.07	1.91
1990	0.67	0.92	1.16	0.75	1.07	1.91
1991	0.93	1.27	1.45	0.99	1.38	2.02
1992	0.93	1.27	1.45	0.99	1.38	2.02
1993	0.93	1.27	1.45	0.99	1.38	2.02
1994	0.93	1.27	1.45	0.99	1.38	2.02
1995	1.11	1.49	1.74	1.17	1.6	2.18
1996	1.11	1.49	1.74	1.17	1.6	2.18
1997	1.11	1.49	1.74	1.17	1.6	2.18
1998	1.11	1.49	1.74	1.17	1.6	2.18
1999	1.14	1.54	1.81	1.22	1.66	2.3

AAP/USPS-T37-2 Please provide all underlying data used to prepare Figure 6 that appears at page 30 of your testimony.

RESPONSE

Please see Attachment to the response to AAP/USPS-T37-2.

RASIC	PRESORT	SAMPLE	RATES

Mid Year	Rate for			Rate for 3.5-Pound			
	1-Pound						
		Parcel		Parcel			
	Local	Zones 1&2	Zone 6	Local	Zones 1&2 Z	Zone 6	
1985	0.276	0.383	0.611	0.366	0.541	1.339	
1986	0.276	0.383	0.611	0.366	0.541	1.339	
1987	0.276	0.383	0.611	0.366	0.541	1.339	
1988	0.348	0.488	0.730	0.418	0.633	1.480	
1989	0.348	0.488	0.730	0.418	0.633	1.480	
1990	0.348	0.488	0.730	0.418	0.633	1.480	
1991	0.460	0.632	0.813	0.510	0.737	1.371	
1992	0.460	0.632	0.813	0.510	0.737	1.371	
1993	0.460	0.632	0.813	0.510	0.737	1.371	
1994	0.460	0.632	0.813	0.510	0.737	1.371	
1995	0.553	0.743	0.909	0.611	0.851	1.432	
1996	0.553	0.743	0.909	0.611	0.851	1.432	
1997	0.553	0.743	0.909	0.611	0.851	1.432	
1998	0.553	0.743	0.909	0.611	0.851	1.432	
1999	0.568	0.771	0.953	0.638	0.899	1.536	

AAP/USPS-T37-3 On page 30 (lines 9-12) of your testimony, you describe the migration of books from the Special Standard subclass as continuing "well into the 1990s, after this migration was believed to be complete." Please identify and provide all studies, reports, data or other evidence that you relied upon to conclude that this migration was "believed to be complete" by sometime in the 1990s.

RESPONSE

The question inaccurately characterizes the testimony. The testimony refers to the volume of Bound Printed Matter and states that "growth continued well into the 1990s..." (emphasis added). The testimony identifies migration of books from Special Standard Mail as one factor that initially contributed to the growth of Bound Printed Matter volumes during the 1980s and 1990s.

The statement that this migration was believed to be complete by some time in the 1990s rests on the testimony of USPS witness Nai-Chi Wang (USPS-T-21) in Docket No. R90-1. Section II.F. of witness Wang's testimony, beginning on page 32 and running through page 35 discusses the book migration issue (Please see Attachment AAP/USPS-T37-3). In drawing his conclusions, witness Wang relies in part on the testimony of AAP witness Baer in Docket No. R87-1. Witness Wang then sums up, "[i]t also confirms witness Baer's testimony that the migration has essentially been completed." This conclusion was the basis of my testimony that rapid growth continued into the 1990s after the book migration from Special Standard Mail was believed to be over.

E. Test-Year Costs and Revenues

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Test-year costs and revenues (including domestic mail fees) for bound printed matter, before and after rates, are displayed below:

5		Bound Print Cost	ed Matter Revenue	Revenue as Percent of Cost
6 .		(000,00		
7 .	Before Rates	\$238.3	\$320.3	134.4%
8	After Rates	\$216.1	\$327.2	151.4%

9 Cost per piece, revenue per piece, contribution to institu-

10 tional costs, and the percent rate increase are as follows:

11	Bound Printed Matter	Proposed Rates
12	Cost per piece .	\$0.535
	Revenue per piece	. \$0.810
13	Contribution to	•
	Institutional Costs	\$0.275
14	Percent Rate Increase	14.4%

Postal Service witness Lyons proposes a 152

percent cost coverage which results in a rate increase of approximately 14.4 percent.

F. Proposed Classification Change

The Postal Service proposes a change to the

Domestic Mail Classification Schedule for bound printed

matter to include the mailing of books. The proposed change

in the classification schedule is consistent with 39 U.S.C.

section 3623(c). The purpose of the change is to offer

mailers a choice between fourth-class special-rate and bound

printed matter without the mailer's having to resort to the

- nominal use of advertising for the book to be eligible.
- 2 1. History
- Books, according to DMCS (Domestic Mail
- 4 Classification Schedule) 400.023(e), are not generally
- 5 eligible for mailing as bound printed matter because they
- 6 are eligible for special-rate fourth-class. However, under
- 7 DMCS 400.023(f) book mailers have qualified for bound
- 8 printed matter by including non-incidental advertising.
- 9 Thus, when it became advantageous, publishers began
- 10 including such advertising in their books and the migration
- 11 from special rate to bound printed matter began.
- I have examined the information available on
- 13 volume. I agree with industry witnesses in Docket No.
- 14 R87-1 who testified that it is clear that books once
- 15 tendered as special-rate fourth-class mail have migrated
- 16 from special rate to bound printed matter in substantial
- 17 numbers.
- In Docket No. R87-1, Association of American
- 19 Publishers witness Baer testified as follows (PRC Op.,
- 20 Docket No. R87-1, Vol. I, at 729):
- 21 (a) Reader's Digest had already converted
- 22 over 80 percent of its book volume to bound printed matter.
- 23 The conversion was essentially completed at that time.
- 24 (b) Most publishers had already made similar
- 25 conversions.

- 1 (c) Mailers should be permitted the least
- 2 costly way of mailing books without having to include
- 3 advertising.
- 4 2. Quantitative Evidence
- 5 An inspection of the aggregated volume data
- 6 for special rate and bound printed matter since 1971 shows
- 7 distinctly different special-rate volume patterns before and
- 8 after 1979, the year that phased rates for special-rate
- 9 fourth-class were ended (Exhibit USPS-21H).
- During the period of 1971-1978, fourth-class
- 11 special-rate volume had no clear growth trend. It simply
- 12 fluctuated from year to year within a narrow range. There
- 13 were 288 million pieces in 1971, and 283 million pieces in
- 14 1978 with an average annual volume of about 290 million
- 15 pieces per year for the eight-year period. Thus, the level
- 16 of volume remained virtually unchanged. In percentage
- 17 terms, the average change from 1971 to 1978 was negligible.
- 18 Meanwhile, bound printed matter volume, on average, declined
- 19 by 3.1 percent a year. These data suggest that the
- 20 migration of books from special rate to bound printed matter
- 21 did not occur during the 1971-1978 period.
- 22 After preferred rates for special-rate were
- 23 phased out in July 1979, a downward trend in special-rate
- 24 volume is evident. On average, special-rate volume declined
- 25 13.1 million pieces or 5.6 percent a year in the period of

1979-1987. The volume was only 165 million pieces in 1987, 1 a total decrease of 118 million pieces or about 42 percent 2 from the 283 million in 1978. 3 During the 1979-1987 period, while special-5 rate volumes declined, bound printed matter, reversing its downward trend, experienced volume increases. The increases 6 cannot be attributed to the normal growth of the catalogs 7 component. According to the testimony of Mail Order 8 Association of America (MOAA) witness Stadelman in Docket 9 No. R87-1, MOAA's volume of mailed catalogs declined from 79 10 million pieces in 1980 to 63 million pieces in 1986. These 11 facts strongly suggest that a migration of books from 12 special rate to bound printed matter was, in fact, taking 13 place. It also confirms witness Baer's testimony that the 14 15 migration has essentially been completed. Therefore, the 16 proposed change is expected to have little impact on further migration. 17 18 19 20 21 22

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AAP/USPS-T37-4 On page 33 (lines 3-4) of your testimony, you state that "the Postal Service proposes that the Commission recommend elimination of a separate Local zone rate for Bound Printed Matter." With respect to this statement, please identify and provide all studies or reports that pertain to the recommended elimination of the Local zone rate for BPM.

RESPONSE

No studies were conducted. However discussions took place involving Postal Service personnel in the finance, marketing and operations areas that led to the identification of the problems with the Local rate mail described in my testimony. These discussions also led to the proposal to develop a full range of drop ship discounts and the elimination of the Local rate as a solution to these problems. This solution was presented to and accepted by Postal Service management and is the basis of the classification changes proposed in my testimony.

See also, the response of USPS witness Linda Kingsley to AAP interrogatory AAP/USPS-T10-1 and the documents cited in that response.

AAP/USPS-T37-5 With respect to the portion of your testimony pertaining to the elimination of Local zone BPM rates as described on page 33 of your testimony, please describe any alternatives to the elimination of the Local zone rates that were considered prior to the filling of this case. Please identify and provide all studies, reports, data or other evidence that describe any of these alternatives.

RESPONSE

Please see the response to the previous question. In the course of the discussions referred to in that response, the possibility of offering both a Local rate that was considerably higher than the current Local rate, as well as a lower DDU rate was briefly considered. This alternative was rejected early on as overly complicated and likely to result in confusion among both mailers and USPS personnel if implemented. No formal studies, reports, data or other evidence describing this or other alternatives exist.

AAP/USPS-T37-6 On page 33 (lines 9-10) of your testimony, you describe the costs for processing and transportation of BPM entered as Local mail that "were not incorporated into the Local rate." With respect to this statement, please identify and provide all studies, reports, data or other evidence relied upon to conclude that any of these processing and transportation costs for BPM entered as Local mail have not already been captured in the current Local zone rate for BPM.

RESPONSE

No studies were performed. However Postal Service finance personnel did review the cost assumptions that underlay the Local rates and found them to be inconsistent with the operational realities of the way this mail was handled. This review consisted of information gathering, and produced no report.

See also, the response of USPS witness Linda Kingsley to AAP interrogatory AAP/USPS-T10-1 and the documents cited in that response.

AAP/USPS-T37-7 At footnote 13 of page 33 of your testimony, you state that "[w]ith elimination of the Local zone, all mail formerly paying the Local rate would fall into the Zones 1&2 rate category, unless prepared and entered as DDU mail." With respect to this statement:

- (a) Has the Postal Service estimated the number of pieces of BPM in the test year that formerly paid the Local rate but will now pay the Zone 1&2 rate because they cannot achieve the preparation requirements necessary for any Destination Delivery Unit ("DDU") discounts?
- (b) If the answer is yes to subpart (a) of this interrogatory is yes, please provide this estimate, explain how the piece volume estimate was derived and identify all studies, reports, data or other evidence upon which such estimate was based.

RESPONSE

- (a) No. However, the Postal Service has a study that indicates where BPM mail paying the Local rate is currently deposited. See Attachment to response to AAP/USPS-T37-7. Approximately 49% is currently entered at DDU, 44% at DSCF and 2% at DBMC. Only 5.2% is entered at locations where the Zones 1&2 rate would apply. The question has also called to my attention an inaccuracy in Footnote 13; in addition to the DDU rate, mail currently paying the Local rate can also potentially be prepared and entered as DSCF or DBMC mail. An erratum correcting Footnote 13 is being filed to include these other rate options for Local rate mail.
- (b) Please see Attachment H, Table 1 to the testimony of USPS witness Charles

 Crum (USPS-T-27) which presents the study finding cited in subpart (a).

Attachment to response to AAP/USPS-T-37-7

Entry Location for Current Local Rate Mail (Source: USPS-T-27, Attachment H, Table 1)

DDU	49.1%
Other DU	5.2%
DSCF	43.7%
DBMC	2.0%

AAP/USPS-T37-8 On page 33 (lines 12-15) of your testimony, you state that "[b]y restricting the availability of these discounts to DDU-entered mail, the Postal Service will ensure that the rates paid by mail claiming the discounts will more closely reflect the costs to process and deliver it." Please describe fully how the discounts can be restricted to DDU-entered mail.

RESPONSE

Please see the Postal Service's proposed changes to the Domestic Mail

Classification Schedule (Attachment A to Request of the United States Postal Service
for a Recommended Decision on Changes in Rate of Postage and Fees for Postal

Service, at page 46). Proposed DMCS Section 522.9 establishes eligibility for BPM to
receive the DDU rate. Section 522.9 restricts DDU rate treatment to mail that, in
addition to meeting other qualifications, is "entered at a designated destination delivery
unit, or other equivalent facility, as specified by the Postal Service."

Section 533.9, if recommended by the Postal Rate Commission and approved by the Governors will restrict DDU discounts to DDU-entered (or DDU-equivalent-entered) mail.

AAP/USPS-T37-9 At footnote 14 on page 34 of your testimony, you state that "[t]o make drop-shipped BPM consistent with drop-shipped Parcel Post, the Postal Service also proposes that mailers using these rates pay an annual \$100 destination entry permit fee." With respect to this statement:

- (a) Please explain why drop-shipped BPM must be "consistent" with drop-shipped Parcel Post.
- (b) Please explain the purpose and basis for assessing the \$100 destination entry permit fee.

RESPONSE

- (a) In the absence of a compelling reason to treat Parcel Post and BPM differently, maintaining simplicity in the rate schedule and in the relationships between the fees charged the various classes of mail argues for charging the same fee for similar permits.
- (b) This part of the question has been redirected to USPS witness Mayo for response. The \$100 amount cited for the permit fee in my testimony is in error. The fee proposed by witness Mayo is \$125. An erratum to my testimony is being filed to make the amount of the fee consistent with the testimony of witness Mayo where the fee is proposed.

AAP/USPS-T37-10 On page 38 of your testimony is a chart (Table 15) which compares preliminary and current BPM rate elements. With respect to Table 15:

- (a) Do the "current rates" for BPM shown on Table 15 on page 38 of your testimony correspond to the current per piece and per pound rates shown on WP-BPM-13? If your answer is no, please identify and explain the discrepancies between the two documents.
- (b) WP-BPM-13 shows per-piece and per-pound rates for BPM pieces in the local zone that do not appear on Table 15. For example, WP-BPM-13 shows a per piece rate of \$0.54 and a per pound rate of \$0.028 for presort BPM in the Local zone. Did you calculate any estimate of the percent change that would have been produced if you had included in Table 15 a comparison of preliminary rates to the current rates for BPM in the Local zone? If your answer is yes, please provide the estimate of the rate change and identify and provide all studies, reports, data or other evidence upon which such estimate was based. If your answer is no, please explain why no such estimate was calculated or considered in preparing your testimony.

RESPONSE

- (a) The current rates for the zones listed in Table 15 correspond to the per-piece and per-pound rates shown on WP-BPM-13 for the corresponding zones.
- (b) No. As was stated in my testimony, I have proposed a destination entry unit (DDU) discounted rate to replace the Local rate. The preliminary rates shown for comparison in Table 15 are rates for origin-entered, rather than destinationentered mail, so the appropriate comparisons would be between these rates and existing origin-entry rates for the same zones. I present comparisons between the current Local rate and proposed Basic Presort and Carrier Route Presort

DDU rates in my workpapers WP-BPM-24 and WP-BPM-26. The proposed DDU rates, rather than the preliminary zoned rates, are the appropriate reference points for comparison with the current Local rates. However, since some current Local rate mail may be entered at DSCFs, DBMCs or at other facilities than at the DDU, Attachment to response to AAP/USPS-T37-10 presents some percentage rate increases for sample Basic Presort parcels weighing two and four pounds each.

Attachment to response to AAP/USPS-T-37-10

Rate Increases for a 2- and 4-Pound Local Rate Parcel Under Proposed Rates, Assuming Different Entry Locations

	Current Local Rate	Proposed DDU Rate	Proposed DSCF Rate	Proposed DBMC Rate	Proposed Zone 1&2 Rate
2-Pound Parcel Postage Percent Increase	0.596	0.674 13.1%			
4-Pound Parcel Postage Percent increase	0.652	0.74 13.5%		*****	

AAP/USPS-T37-11 On page 37 (lines 24-26) of your testimony, you explain that certain of the rate increases shown on Table 15 "would produce a severe rate shock if the preliminary charges were implemented without adjustment." On page 38 of your testimony you also state that mitigating rate shock is but one of several "policy reasons" for adjustment of the preliminary rate elements set forth in Table 15. With respect to this statement:

- (a) Are severe rate shocks such as those shown in Table 15 avoided as a matter of postal rate-making policy? If yes, please explain why.
- (b) Please explain why the rates as proposed for BPM as shown in Table 16 do not result in or constitute rate shock.

RESPONSE

- (a) Avoiding severe rate shocks is a policy consideration in developing rates proposed to the Commission. It is not the sole determining factor in developing rates.
- (b) Any rate shock that might result from the proposed rates shown in Table 16 would certainly be smaller than it would have been without the Postal Service's mitigation efforts.

AAP/USPS-T37-12On page 39 (lines 3-5) of your testimony, in developing drop-ship discounts for BPM, you explain "[p]rudence argues for a conservative implementation of these discounts, passing through only a portion of the estimated cost savings in this rate proceeding, in case the proxy cost savings turn out to be overly optimistic." With respect to this statement, please provide for each rate element of BPM listed on Table 16 or your testimony: (a) the per piece and per pound cost savings estimated by the USPS and (b) the percentage of those cost savings that have been passed through in the proposed BPM rates in this case. Please identify and provide all studies, reports, data or other evidence upon which your answer is based.

RESPONSE

Please see Attachment AAP/USPS-T37-12. The Attachment was developed from data in my workpapers, WP-BPM-1, WP-BPM-15 and WP-BPM-16.

Pass-Through of Cost Savings

Discount	Savings	Per-Piece Discount	Pass-Through	Savings	Per-Piece Discount	Pass-Through
DBMC	-		_	-		_
Zones 1&2	0.38	0.062	16%	0.047	0.004	9%
Zone 3	0.38	0.062	16%	0.018	0.006	33%
Zone 4	0.38	0.062	16%	0.003	0.006	200%
Zone 5	0.38	0.062	16%	-0.100	0.008	-8%
DSCF	0.529	0.246	47%	0.083	0.029	35%
DDU	0.656	0.297	45%	0.107	0.031	29%
Carrier Route	0.077	0.077	100%	0	0	
Barcode	0.029	0.030	103%	0	0	

AAP/USPS-T37-13 On page 39 (lines 7-9) of your testimony, you state that "the perpiece cost savings estimated by Witness Crum for DBMC Bound Printed Matter are based on the assumption that BMC mail processing costs are nearly 100% volume variable." On page 39 of your testimony (lines 9-11), you also state that "[w]hile the Postal Service is using this assumption for calculating attributable costs in this docket, it is uncertain that mail drop-shipped to BMCs will avoid all of these costs...." In view of the latter statement, please explain the assumption that BMC mail processing costs for BPM are nearly 100% variable.

RESPONSE

Please see the testimony of USPS witness Bozzo (USPS-T-15), pages 132 to 139 for an explanation.

AAP/USPS-T37-14 The workpapers which support your testimony, particularly at WP-BPM-22 to WP-BPM-26, estimate in percentage terms the proposed changes for BPM that the USPS is recommending in this case. These workpapers omit any reference to proposed changes for the BPM mail that currently is charged at the Local zone rate. Please provide any workpapers or any other studies, reports, data or other evidence that describe or show percentage increases for mail currently charged at the Local zone rate.

RESPONSE

The question incorrectly asserts that no reference is made to proposed rate changes for BPM mail that currently pays the Local rate. Workpapers WP-BPM-24 and WP-BPM-26 show the percentage rate increases for DDU rate mail compared to mail paying the Docket No. R97-1 Local rates. This is stated explicitly in Note [3] to each workpaper and is further stated in my testimony on page 41, lines 2 and 3.

There are no other documents or workpapers showing percent increases for BPM currently paying the Local rate.

DECLARATION

I, James M. Kiefer, declare under penalty of perjury that the foregoing answers are true and correct, to the best of my knowledge, information, and belief.

James M Jaga

Dated: 3-14-00

CERTIFICATE OF SERVICE

I hereby certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the Rules of Practice.

Scott L. Reiter

475 L'Enfant Plaza West, S.W. Washington, D.C. 20260–1137 March 14, 2000