

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

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POSTAL RATE COMMISSION  
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POSTAL RATE AND FEE CHANGES, 2001

Docket No. R2001-1

RESPONSE OF UNITED STATES POSTAL SERVICE TO INTERROGATORY  
OF MAGAZINE PUBLISHERS OF AMERICA, INC.  
(MPA/USPS--T34-35, REDIRECTED FROM WITNESS TAUFIQUE)

The United States Postal Service hereby provides its response to the following interrogatory of the Magazine Publishers of America, Inc.: MPA/USPS-T34-35, filed on November 26, 2001, and redirected from witness Taufique.

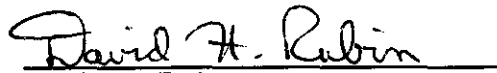
The interrogatory is stated verbatim and is followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.  
Chief Counsel, Ratemaking

  
David H. Rubin

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December 14, 2001

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REDIRECTED FROM WITNESS TAUFIQUE

**MPA/USPS-T34-35.** Please describe all Postal Service plans to ensure that it will capture the savings from increased dropshipping that are estimated to result from your proposed rate design.

**RESPONSE:**

The Postal Service is planning to train both its own personnel and mailers regarding the implementation of this classification change. Normal rate and classification procedures include dissemination of communications material and various methods of training provided to mail acceptance and operations personnel. These methods include national training sessions for all managers of Business Mail Acceptance and satellite broadcasts of live and pre-taped training programs. The communications material includes facility posters, scripted service talks, multimedia presentations and updated postal publications and manuals.

New discounts provide formidable challenges in assuring that worksharing savings are immediately realized. The dropship proposal is illustrative of this. The Postal Service's proposal provides incentives for more Periodicals mailers to dropship. However, it is particularly difficult to measure precisely the extent of additional dropshipping as customers, including their printers and consolidators, are still working through how they can best use these discounts.

As such, the Postal Service's plans are to work with the Periodicals associations and printers to get their assessments of the amount of additional dropshipping

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they believe will occur, and the timing of the increased activity. Those assessments can be factored into operational productivity goals. However, the accuracy of the mailer assessments is important. The more accurate the estimates are, the better we can adjust operations to minimize costs.

## 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.

  
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David H. Rubin

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