

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

EXPERIMENTAL PRIORITY MAIL FLAT-RATE
BOX, 2004

Docket No. MC2004-2

COMPELLED RESPONSES OF UNITED STATES POSTAL SERVICE
WITNESS BARRETT TO INTERROGATORIES OF DAVID B. POPKIN,
DBP/USPS-T2-13, 19
(August 19, 2004)

On July 26, 2004, Presiding Officer's Ruling MC2004-2/2 directed the Postal Service to respond to two interrogatories for which Mr. Popkin had sought compelled responses.

The first of these responses, to interrogatory DBP/USPS-T2-13, involves prototypes of the boxes that might be used should the experimental Priority Mail Flat-Rate box proposal be recommended by the Commission, accepted by the Governors, and ordered implemented by the Board of Governors. In lieu of actual boxes, and in consideration of the electronic means by which Commission dockets proceed, the prototypes take the form of color PDFs.¹ Please note that these boxes are not in final form. In particular, no language fulfilling the Postal Service obligation under Paragraph 9 of the Stipulation and Agreement² (filed August 10, 2004) is yet included because it is still a matter of active discussion, complicated by summer vacations. The language will be frozen not later than when orders for the production of boxes are finalized.

The second response provides the content of a draft "Communication Plan". In light of the Presiding Officer's apparent interest, the Postal Service has undertaken the early development of a responsive draft that had previously

¹ The page sizes for these images are sufficiently large that text can be read on-screen, although if a printout shrinks the size to fit on a single 8.5 by 11 inch sheet of paper, the text is too small to read.

² That paragraph provides: "The Postal Service agrees to print on Priority Mail flat-rate boxes a notice to users indicating that Priority Mail flat rate boxes may not be the lowest-cost Priority Mail option."

existed only in the minds of the postal officials normally responsible for administering such plans. This plan contains elements typical of such plans, but it can also be expected to mature substantially when and if implementation of the proposed experiment appears likely. In general, communications plans are not directly relevant in Commission proceedings, since they are driven by DMCS language rather than informing judgment as what DMCS language to employ. In this instance, the importance attached to language fulfilling the Paragraph 9 obligation in the Stipulation and Agreement has led to express inclusion of its necessity in the Plan.

Each interrogatory is stated verbatim and followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.
Chief Counsel, Ratemaking

Kenneth N. Hollies

475 L'Enfant Plaza West, S.W.
Washington, D.C. 20260-1137
(202) 268-3083; Fax -3083

RESPONSE OF UNITED STATES POSTAL SERVICE BARRETT
TO INTERROGATORY OF DAVID B. POPKIN

DBP/USPS-T2-13. In your response to Interrogatory DBP/USPS-T2-4, you indicate that exact graphics and text for the proposed boxes have not been determined. [a] Please provide any draft copies of the printing. [b] If draft copies are not yet available, please advise when you expect to have them and provide draft and final copies when they become available.

RESPONSE:

In accordance with POR MC2004-2/2, draft copies are attached.

PLEASE PRESS FIRMLY

PLEASE PRESS FIRMLY

PLEASE PRESS FIRMLY



PRIORITY MAIL
UNITED STATES POSTAL SERVICE®



FLAT RATE
No weight limit...to anywhere in the U.S.
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FROM:

TO:

PLACE LABEL (OPTIONAL) HERE

Print Postage Online — Go to usps.com/clicknship

HOW TO USE:
Complete Address Label Area
 Complete address information or place label here.
Payment Method
 Affix postage or meter strip to area indicated in upper right hand corner.
Attach Label (if provided)
 Remove label backing and adhere over customer address area.
Domestic use only.

Pull Tab To Open



FLAT RATE
No weight limit...to anywhere in the U.S.
Working For You!
Quick, Easy, Convenient



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PLEASE PRESS FIRMLY

PLEASE PRESS FIRMLY

Pull Tab To Open

Close This Flap First



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Quick, Easy, Convenient

Close This Flap First

Close This Flap First

Any amount of mailable material may be enclosed, as long as the box is not modified, and the contents are properly packed and secured in accordance with the primary means of closure.

How to seal your box:

- Fold in side flaps first, then fold up this bottom flap.
- Remove strip covering adhesive on top flap.
- Press firmly to ensure a secure seal.

This packaging is the property of the U.S. Postal Service® and is provided solely for use in sending Priority Mail®. Misuse may be a violation of federal law.



FLAT RATE
No weight limit...to anywhere in the U.S.
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FROM:



HOW TO USE:

Complete Address Label Area: Complete address label area. No handwritten information or place label here.
Payment Method: Add postage or meter strips to area indicated in upper right hand corner.
Return Label (if provided): Attach label if provided to return to sender over customer address area.
Domestic use only.

Print Postage Online — Go to usps.com/clicknship

PLACE LABEL (OPTIONAL) HERE

TO:



Any amount of mailable material may be enclosed, as long as the box is not modified, and the contents are entirely confined within.
This packaging is the property of the U.S. Postal Service and is provided solely for use in sending Priority Mail. Please use as a violation of Federal law.

www.usps.com



0000 JUNE 2004

RESPONSE OF UNITED STATES POSTAL SERVICE BARRETT
TO INTERROGATORY OF DAVID B. POPKIN

DBP/USPS-T2-19. In your response to Interrogatory DBP/USPS-T2-12, you indicate that a communications plan is currently in the process of being developed. [a] Please provide any draft copies of the plan. [b] If draft copies are not yet available, please advise when they are expected and provide draft and final copies when they become available.

RESPONSE:

In accordance with POR MC2004-2/2, A draft copy is attached.

DRAFT

Proposed Priority Mail Flat-Rate Box Communications Plan

Background

On June 3, 2004 the Postal Service filed at the Postal Rate Commission (PRC) a proposal for a two-year test of two new Priority Mail Flat-Rate Box options. The filing specifically proposes a mailing rate of \$7.70 for each option and the choice of two different box shapes—the dimensions of which are 14 x 12" x 3.5" and 11.25" x 8.75 x 6".

If recommended by the PRC and approved by the Postal Service Board of Governors, the Flat-Rate Box will reinforce the Postal Service's commitment to enhancing simplicity and convenience when sending packages.

Much like the Priority Mail Flat-Rate Envelope – provided by the Postal Service since 1991 – the proposed Flat-Rate Box would afford customers a single, predetermined rate regardless of the actual weight or destination zone of the parcel.

Purpose

This plan is designed to ensure consistent messaging about the Flat-Rate Priority Mail Box to employees and customers. By necessity, the plan is fluid and responsive to any changes that take place during the review process.

Audiences

Internal

- Managers/Postmasters/Supervisors
- Marketing Employees
- Retail Associates
- Delivery Employees
- All Postal Employees
- Unions/Management Associations

External

- Small- and home-based business mailers
- Media (General and Industry)
- Mailing associations
- Consumers

Messages

- The Postal Service is delivering “shipping convenience” for customers — two new Priority Mail Flat Rate Box options at a flat rate of \$7.70 each. No weighing and no determination of the appropriate zone is required — just the value of Flat-Rate Priority Mail Boxes in two convenient sizes at one consistent price.
- The two Flat Rate Box options will be offered in familiar sizes — a box suitable for shipping garments (14 inches x 12 inches x 3.5 inches) and a shoe-style box (11.25 inches x 8.75 inches x 6 inches). The packaging will be produced by the Postal Service and provided free of charge at Post Offices and via USPS.com.
- Flat-rate pricing simplifies transactions for household customers, and small- and home-based businesses that would be able to communicate exact shipping costs to customers in advance.
- The Priority Mail Flat-Rate Box, along with other convenient postal shipping services such as Click-N-Ship, makes shipping via the Postal Service as simple and easy as possible.

Vehicles

Internal

- Postal Bulletin
- Internal print and electronic communications vehicles
- Department-specific internal communications
- USPS Intranet
- Customer contact personnel

External

- USPS.com
- Customer Publications
- Retail Lobby Communications
- Customer and Mailing Industry events
- General Media
- Mailing Industry Media
- Small Business-focused Media
- Priority Mail Flat-Rate Box Packaging

Initiatives and Timetable (*timetable be determined as the proposal moves through the approval and implementation process*)

Internal Communications

- Place articles with key message points in internal print and electronic communications vehicles
- Brief Unions and Management Associations on the Flat-Rate Box
- Prepare and publish field information/implementation kits in the *Postal Bulletin*

External Communications

- Place articles with key message points in customer-focused print and electronic communications vehicles
- Highlight availability of new boxes on USPS.com
- Update Priority Mail signage and messaging in postal lobbies
- Develop and distribute to general and subject-specific media press releases containing with key message points that announce the availability of the Flat-Rate Boxes.

Special Messaging on Flat-Rate Box Packaging

The Flat-Rate Box packaging will include language advising customers that using the Flat Rate Box may not result in the lowest cost Priority Mail option.

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.

Kenneth N. Hollies

475 L'Enfant Plaza West, S.W.
Washington, D.C. 20260-1137
(202) 268-3083; Fax -3084
August 19, 2004