

PRC Docket No. N2006-1

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**USPS Area Mail Processing Communications Plan
(September 2005)**



Area Mail Processing (AMP) *Communications Plan*

September 2005

Restricted Information

AMP Communications Check List

	HQ	Area	District	Local
NOTICE OF INTENT NOTIFICATIONS				
<input type="checkbox"/> Local Employee Unions (District Labor Relations)			■	
<input type="checkbox"/> Employees (Local Management)				■
<input type="checkbox"/> Notification of Area Management Associations and Unions (Area Operations & Labor Relations)		■		
<input type="checkbox"/> Interested Members of Congress (HQ Government Relations)	■			
<input type="checkbox"/> News Media (Area Public Affairs & Communications)		■		
<input type="checkbox"/> Community Organizations and Groups (Local Management)				■
<input type="checkbox"/> Major Mailers (BSN, Marketing)		■	■	
<input type="checkbox"/> National Unions and Mgt Associations	■			
ANNOUNCEMENT DAY NOTIFICATIONS				
<input type="checkbox"/> Local Unions and Employees (District Labor Relations)			■	
<input type="checkbox"/> Official Management Associations (HQ Labor Relations)	■			
<input type="checkbox"/> Official National Employee Unions (HQ Labor Relations)	■			
<input type="checkbox"/> Members of Congress (HQ Government Relations)	■			
<input type="checkbox"/> Local Political Leaders (District)			■	
<input type="checkbox"/> News Media (Area Public Affairs & Communications)		■		
<input type="checkbox"/> Affected EAS Employees (Area Operations and HR)		■		
<input type="checkbox"/> Major Mailers (BSN, Marketing)		■	■	

= Check ✓ when completed

■ = Required action

AMP Communications Plan

OBJECTIVE

Effectively communicate to the public and our employees the fact that consolidation of postal operations to make best use of plant capacity is part of the Postal Service's overall goal to increase efficiency and manage costs.

Key Objectives

- Communicate need for change and foster understanding among employees.
- Provide employees with information to share with customers.
- Communicate need for change and foster understanding among members of Congress, local community officials, household consumers and business mailers.

STRATEGY

Local and national outreach targeting key messages to internal and external audiences:

- Local internal and external messaging on how the Postal Service is working toward its goal of increasing efficiency and managing costs, consolidating operations to make best use of plant capacity.
- Internal messaging to advise that some career employees may be reassigned to other jobs for which they are qualified.
- External messaging emphasizing customers will continue to experience same high level of service.

MESSAGING

Core message themes emphasizing the Postal Service's objective is to operate as efficiently as possible to ensure it remains a viable organization well into the future and to continue to provide universal service at reasonable rates.

Local District and plant management in each affected location, with support from their local area Public Affairs and Communications Center, will have lead responsibility for communicating to employees and customers. Local BSN will be responsible for communicating with major mailers. Government Relations will direct all messaging for members of Congress.

Theme

The U.S. Postal Service is shifting operations in a continuing effort to improve efficiency and manage costs.

Key Messages

In recent years, the pace of change affecting the Postal Service has accelerated due to the ubiquity of computer-based communications, both for business and personal use.

This has resulted in declining single-piece First-Class Mail volumes. Another factor, automation in the mailing industry has given large-scale commercial mailers both the ability, and with worksharing discounts, the incentive to enter bulk mailings closer to the delivery destination within our network. Both of these factors, among others, have created various ranges of excess capacity in our mail processing plants and transportation network.

To ensure that the Postal Service continues to deliver on the universal service commitment the American public has come to expect, our processing network has to be efficient, affordable, and flexible. To accomplish this, we have to successfully adjust our network to achieve efficiencies and cost reductions wherever possible.

- Mail processing plant consolidation (facility closing or facility downsize) will keep mail processing costs down by using available capacity at gaining facility and will contribute toward Postal Service's goal of increasing efficiency and managing costs.
- The move will be seamless to most postal customers.
- Customers will continue to experience same high level of service in most cases. (Service messaging will be handled on a case by case, site-specific basis.)
- All career employees will be reassigned to other jobs for which they are qualified.
- Communicate customer-specific changes.
 - Relocation of BMEU, if applicable.
 - Relocation of Retail, if applicable.
 - Revisions to Domestic Mail Manual labeling lists, if applicable.
 - Destination entry location for drop shipments.

AUDIENCE

- Employees
- Members of Congress
- Local community officials
- Business mailers
- Household consumers
- Unions, management associations

TACTICS

Internal

Support kit to field with fill-in-the-blank documents targeted specifically for local distribution

- Talking points
- *Newsbreaks*
- Stand-up talks
- Letters to union officials

External

Support kit to field with fill-in-the-blank documents targeted specifically for local distribution

- Congressional letters
- Community leaders/organizations letters
- Local news release
- News media letter
- Major mailer letters
- Holding statement (for use between notice of intent and possible announcement)

TIMELINE

Immediately upon decision to undertake feasibility study:

- District Manager prepares letter for District Manager's signature advising local union officials of intent to conduct feasibility study.
- HQ Labor Relations provides notice to National Unions and Management Associations.
- Local management, with support from Area Public Affairs & Communications, issues *Newsbreak* to advise employees of intent to conduct feasibility study.
- Area Operations and Labor Relations advises Area employee organizations via letter of intent to conduct feasibility study.
- District manager sends letter of intent to conduct feasibility study to local state office of interested members of Congress (fax copy of letter sent prior to mailing to HQ Government Relations, who notifies Washington, DC office)
- Postmaster, with assistance from local Area Public Affairs & Communications, issues letter to local news media advising of intent to conduct feasibility study.
- Postmaster sends community leaders and organizations letter advising of intent to conduct feasibility study.
- BSN/District Marketing send major mailers letter of intent to conduct feasibility study.

Upon completion of feasibility study and approval decision to consolidate mail processing operations:

- HQ Labor Relations briefs official management associations.
- HQ Labor Relations briefs official employee unions.
- Area Operations and Labor Relations send letter advising area employee organizations of Postal Service's decision.
- HQ Government Relations sends letter advising members of Congress of Postal Service's decision.
- Postmaster sends letter to community leaders and organizations with details of Postal Service's decision.
- District Labor Relations sends letter advising local union officials of Postal Service's decision.
- Area Public Affairs & Communications issues news release to local news media.
- Area Operations and Human Resources brief affected EAS employees.
- District Human Resources and local management issue *Newsbreaks* and provide stand-up talks to communicate with craft employees in affected (losing and gaining) facilities initially and at various stages of the transfer process.
- BSN /District Marketing contact major mailers to advise of Postal Service decision.
- District Human Resources, with support from Area Public Affairs & Communications, issue *Newsbreaks* and provide stand-up talks to communicate with craft employees in surrounding P&DC(s) impacted by employee, mail volume, and/or equipment relocations.

Upon completed transfer of mail processing operations (facility closing or downsizing):

- Letter to Congressional representatives advising of completion.
- News release announcing completion of mail processing consolidation.
- Newsbreak and stand-up talk to communicate completion of transfer to employees.

MEASUREMENT

Review all news media coverage

- Perform content analysis of print and broadcast coverage.
 - Positive
 - Negative
 - Neutral
- Adjust messaging as needed.