

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

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POSTAL RATE COMMISSION
OFFICE OF THE SECRETARY
Docket No. R97-1

POSTAL RATE AND FEE CHANGES, 1997

**RESPONSE OF THE UNITED STATES POSTAL SERVICE
TO INTERROGATORY OF DIRECT MARKETING ASSOCIATION
REDIRECTED FROM WITNESS O'HARA
(DMA/USPS-T30-11)**

The United States Postal Service hereby files its responses to the following
interrogatory of Direct Marketing Association, filed September 16, 1997: DMA/USPS-
T30-11.

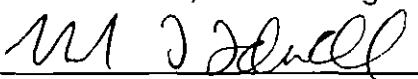
The interrogatory is stated verbatim and is followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.
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October 16, 1997

**RESPONSE OF UNITED STATES POSTAL SERVICE TO INTERROGATORIES
OF THE DIRECT MARKETING ASSOCIATION, INC.
(REDIRECTED FROM WITNESS O'HARA)**

DMA/USPS-T30-11. Please refer to your response to DMA/USPS-T30-4(e) concerning the EX3C data collection effort and to witness Moeller's response to VP-CW/USPS-T36-9 concerning the EX3C, ADVANCE/DAR, and TCMAS systems.

- (a) Please provide all data (including, but not limited to, the aggregated data from PQ 3, FY 94) relating to the EX3C data collection effort. Please provide copies of all EX3C reports as library references as requested in DMA/USPS-T30-4(e); if the Postal Service considers such reports to be confidential, please describe these reports in detail and summarize the information they contain.
- (b) Please explain which mailings and mailers were selected to participate in EX3C and why such mailings and mailers were selected.
- (c) Please explain why EX3C was discontinued on November 3, 1996. Are there any plans to initiate a similar data collection endeavor in the future? If "yes," please explain fully.
- (d) Please describe all other efforts by the Postal Service to develop a performance measurement system for Third Class or Standard (A) mail (including, but not limited to, the ADVANCE/DAR and TCMAS systems), including the date on which the system was initially established, the number and types of mailers and mail involved, and the scope and current status of the system. Please provide copies of all reports relating to these efforts or, if the Postal Service considers such reports to be confidential, please describe these reports in detail and summarize the information they contain.
- (e) Please explain whether any of the efforts described in subpart (d) resulted in a performance measurement system for Third Class or Standard (A) mail. If "yes," please describe fully the performance and results of such a system. If "no," please explain fully why no such measurement system was created.

RESPONSE:

- (a) Please see the first page of the attachment.
- (b) Mailers participated on a voluntary basis, subject only to their ability to meet the requirements of the system. These requirements included ability to relay time of deposit and location of deposit information accurately and reliably, ability to de-

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duplicate their mailing lists to avoid sending duplicate pieces in the measurement process, ability to seed reporter names into their own mailing lists, and ability to conform to EX3C addressing requirements. Each participating mailer selected which of its mailings were to be measured.

- (c) EX3C was discontinued because it did not provide a nationally representative measure of Third-Class or Standard Mail (A) service performance nor did it provide data that could be used effectively by Postal Service field and headquarters management to improve delivery performance. There are no current plans to initiate a similar data collection effort.
- (d) The ADVANCE program is described in LR-H-234. Pages 2 and 3 of the attachment provide a summary report for the modest fraction of Standard (A) ECR volume tracked by this program, which is limited to mailings with certain characteristics. TCMAS was the forerunner of EX3C.
- (e) There are no systems extant or planned that provide such information. The Postal Service has not found any logistically or economically practical way to develop an independent end-to-end system that would provide projectable service performance information for Standard Mail (A) mail.

EXTERNAL THIRD-CLASS MEASUREMENT SYSTEM

Aggregation of Mailings

TIME PERIOD: (FY94, PQ3)

SUCCESS RATE EXPLICIT + EXPECTED*				EXPLICIT **				EXPECTED*			
WITHIN IN-HOME	+/- RANGE	AVERAGE DAYS	+/- RANGE	WITHIN IN-HOME	+/- RANGE	AVERAGE DAYS	+/- RANGE	WITHIN IN-HOME	+/- RANGE	AVERAGE DAYS	+/- RANGE
48.28	1.58	6.59	0.38	67.69	1.46	5.37	0.24	39.08	1.76	7 17	0.51

*THIRD CLASS MAIL THAT DOES NOT HAVE IN-HOME DATES
 ON THE PIECE OR THE BUNDLE SLIP

** THIRD CLASS MAIL THAT HAS IN-HOME
 DATES ON THE PIECE OR BUNDLE SLIP

NO-AGGREGATION OF INFORMATION WAS GENERATED FOR THE PARTICIPANTS OF EX3C AFTER PQ 3, FY 94. THIS WAS DUE TO THE
 FACT THAT THE DATA WERE NOT REPRESENTATIVE OF THE ENTIRE THIRD-CLASS MAIL STREAM.

EX3C WAS DISMANTLED ON NOVEMBER 3, 1996. NO DATA WAS MAINTAINED OR ARCHIVED FOR EX3C.

**ADVANCE VOLUME TOTAL
TRACKED BY
USPS ACCOUNTING PERIOD
FY 96**

	AP1	AP2	AP3	AP4	AP5	AP6	AP7	AP8	AP9	AP10	AP11	AP12	AP13	TOTAL
	09/13/95- 10/10/95	10/11/95- 11/07/95	11/08/95- 12/05/95	12/06/95- 01/02/96	01/03/96- 01/30/96	01/31/96- 02/27/96	02/28/96- 03/26/96	03/27/96- 04/23/96	04/24/96- 05/21/96	05/22/96- 06/18/96	06/19/96- 07/16/96	07/17/96- 08/13/96	08/14/96- 09/12/96	ACCTNG. PERIOD
ON TIME	8,327,138 68.94%	20,726,982 78.20%	19,903,534 77.66%	11,864,133 76.17%	7,120,920 82.99%	17,980,507 78.17%	50,321,108 82.22%	33,153,214 80.39%	59,798,735 84.71%	58,319,619 84.74%	30,456,202 83.06%	41,570,228 78.05%	47,632,073 69.43%	407,174,393 79.56%
EARLY	838,412 6.94%	1,097,073 4.14%	2,243,473 8.75%	428,957 2.75%	492,261 5.74%	1,390,605 6.05%	2,749,427 4.49%	3,128,798 7.59%	3,123,328 4.42%	3,186,317 4.63%	1,829,576 4.99%	3,442,271 6.46%	2,390,075 3.48%	26,340,573 5.15%
LATE	331,814 2.75%	1,268,729 4.79%	1,013,786 3.96%	1,957,265 12.57%	535,365 6.24%	2,019,678 8.78%	2,727,392 4.46%	2,523,421 6.12%	2,328,392 3.30%	2,676,537 3.89%	949,009 2.59%	2,598,579 4.88%	5,435,106 7.92%	26,365,073 5.15%
EARLY/LATE	6,599 0.05%	10,384 0.04%	129,393 0.50%	7,715 0.05%	32,227 0.38%	121,761 0.53%	135,460 0.22%	169,325 0.41%	189,400 0.27%	135,648 0.20%	23,591 0.06%	156,091 0.29%	227,658 0.33%	1,345,252 0.26%
NOT IDENTIFIED	1,279,724 10.59%	1,743,690 6.58%	1,291,219 5.04%	873,085 5.61%	218,060 2.54%	631,211 2.74%	3,181,075 5.20%	1,142,678 2.77%	2,909,323 4.12%	2,758,492 4.01%	1,389,803 3.79%	2,832,330 5.32%	6,499,991 9.47%	26,750,681 5.23%
INCOMPLETE	1,043,261 8.64%	1,291,202 4.87%	934,554 3.65%	356,257 2.29%	159,674 1.86%	512,331 2.23%	1,226,205 2.00%	765,884 1.86%	1,526,032 2.16%	1,279,302 1.86%	551,722 1.50%	1,941,878 3.65%	3,190,425 4.65%	14,778,727 2.89%
NO RESPONSE	251,675 2.08%	366,686 1.38%	114,730 0.45%	88,473 0.57%	22,331 0.26%	345,154 1.50%	865,539 1.41%	355,281 0.86%	719,417 1.02%	463,017 0.67%	1,466,832 4.00%	719,228 1.35%	3,226,739 4.70%	9,005,102 1.76%
TOTAL	12,078,623	26,504,746	25,830,689	15,575,885	8,580,838	23,001,247	61,206,206	41,238,601	70,594,627	68,818,932	36,666,735	53,260,605	68,602,067	511,759,801

**ADVANCE VOLUME TOTAL
TRACKED BY
USPS ACCOUNTING PERIOD
FY 97**

	AP1	AP2	AP3	AP4	AP5	AP6	AP7	AP8	AP9	AP10	AP11	AP12	AP13	TOTAL
	09/13/96-	10/12/96-	11/09/96-	12/07/96-	01/04/97-	02/01/97-	03/01/97-	03/29/97-	04/26/97-	05/24/97-	06/21/97-	07/19/97-	08/16/97-	ACCTNG.
	10/11/96	11/08/96	12/06/96	01/03/97	01/31/97	02/28/97	03/28/97	04/25/97	05/23/97	06/20/97	07/18/97	08/15/97	09/12/97	PERIOD
ON TIME	45,132,873	34,864,634	46,460,301	67,638,900	26,670,329	66,807,389	54,747,218	51,333,836	48,323,418	42,979,056	24,864,343	44,846,558	51,501,495	606,170,350
	74.60%	73.46%	64.84%	75.24%	79.09%	78.17%	79.75%	69.61%	70.12%	67.86%	70.70%	67.98%	67.43%	72.09%
EARLY	2,287,575	1,159,146	1,715,088	2,049,880	1,043,272	2,714,073	1,677,370	1,743,434	1,794,435	1,605,521	1,336,091	1,410,043	1,436,311	21,972,239
	3.78%	2.44%	2.39%	2.28%	3.09%	3.18%	2.44%	2.36%	2.60%	2.53%	3.80%	2.14%	1.88%	2.61%
LATE	6,169,806	4,219,821	7,917,502	6,044,342	3,029,134	3,620,687	3,558,544	2,885,472	2,596,676	2,668,458	1,472,144	2,290,363	4,198,964	50,671,913
	10.20%	8.89%	11.05%	6.72%	8.98%	4.24%	5.18%	3.91%	3.77%	4.21%	4.19%	3.47%	5.50%	6.03%
EARLY/LATE	243,680	72,862	104,010	165,605	111,518	94,232	164,804	117,473	119,114	199,383	110,578	137,924	100,013	1,741,196
	0.40%	0.15%	0.15%	0.18%	0.33%	0.11%	0.24%	0.16%	0.17%	0.31%	0.31%	0.21%	0.13%	0.21%
NOT IDENTIFIED	3,877,592	3,786,095	7,783,013	8,303,522	1,712,795	6,958,249	4,851,257	10,121,921	10,232,608	9,333,032	4,592,830	10,426,613	11,917,330	93,896,857
	6.41%	7.98%	10.86%	9.24%	5.08%	8.14%	7.07%	13.73%	14.85%	14.74%	13.06%	15.81%	15.60%	11.17%
INCOMPLETE	1,927,803	2,398,664	4,132,469	3,373,146	586,072	3,318,967	1,974,673	4,296,827	3,769,594	4,051,411	1,766,454	3,625,863	4,566,544	39,788,487
	3.19%	5.05%	5.77%	3.75%	1.74%	3.88%	2.88%	5.83%	5.47%	6.40%	5.02%	5.50%	5.98%	4.73%
NO RESPONSE	859,238	958,355	3,536,005	2,320,731	567,744	1,954,830	1,673,857	3,247,565	2,082,204	2,500,859	1,027,689	3,229,933	2,656,261	26,615,271
	1.42%	2.02%	4.94%	2.58%	1.68%	2.29%	2.44%	4.40%	3.02%	3.95%	2.92%	4.90%	3.48%	3.17%
TOTAL	60,498,567	47,459,577	71,848,388	89,896,126	33,720,864	85,488,427	68,647,723	73,746,528	68,918,049	63,337,720	35,170,129	65,967,297	76,376,918	840,856,313

CERTIFICATE OF SERVICE

I hereby certify that I have this date 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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October 16, 1997