

Before the
POSTAL REGULATORY COMMISSION
WASHINGTON, DC 20268-0001

Market Test of Experimental Product—
Marketing Mail Made Easy

Docket No. MT2011-3

PUBLIC REPRESENTATIVE MOTION FOR
ISSUANCE OF INFORMATION REQUEST

(January 26, 2011)

The Public Representative hereby files this motion, pursuant to Rule 3001.21(a), requesting issuance of a Commission Information Request (CIR) to obtain information necessary to fully understand the factual bases relied upon by the Postal Service in support of its Notice of the United States Postal Service of Market Test of Experimental Product—Marketing Mail Made Easy, January 12, 2011 (Notice). The Commission has previously recognized that participants, including the Public Representative, may indentify issues for Commission consideration that should be raised in a formal request, such as a CIR.¹ Therefore, the Public Representative requests that the Commission issue a CIR directing the Postal Service to report to the Commission and the public their answers to the following questions:

1. Please refer to page 5 of the Notice where it states: “MMME is intended to serve small and medium-sized businesses that do not use current Postal Service products.”

¹ See Docket No. R2010-4, POIR No. 5, August 18, 2010.

- a. Has the Postal Service performed or collected any research by talking with representatives of small and medium-sized businesses, either informally or formally, through a vehicle such as a focus group or other methods, to determine whether or the extent to which they currently use mail service providers for mailing the equivalent of MMME type mail?
 - b. If so, please provide the relevant studies, focus group results, and/or memoranda that relate to this issue.
2. Has the Postal Service performed or collected research or data by talking with representatives of small and medium-sized businesses, either informally or formally, through a vehicle such as a focus group or other methods, to gather information on potentially eligible businesses that currently do not use mail service providers to determine the number of potential customers, the average number of potential weekly advertising mailings, and the additional volume of marketing mail that might be generated? If so, please provide the relevant studies, focus group results, and/or memoranda containing this information.
3. Please refer to page 6 of the Notice where it states: "The market-dominant category of products shall consist of each product in the sale of which the Postal Service exercises sufficient market power that it can effectively set the price of such product substantially above costs, raise prices significantly, decrease quality, or decrease output, without risk of losing a significant level of business to other firms offering similar products." What is the Postal Service's basis for its statement that it cannot exercise the market power referred to above?

4. Please explain why the Postal Service limited participation in MMME to Saturation mailings, the lowest priced ECR option, and did not include High Density mailings, which have higher rates and provide greater unit contributions than Saturation Mail?

5. Please refer to page 3 of the Notice where it states: "Each mail piece must include approved indicia." Please also refer to DMM 604.5.1.4, where it states a "mailer may obtain a permit to use a permit imprint indicia and pay postage in cash before or at the time of mailing by *submitting Form 3615 and the applicable fee* to the Post Office where mailings are made. There is no other fee for the use of a permit imprint indicia as long as the permit remains active, but *other fees* (e.g., an annual presort mailing fee) may be due depending on the class of mail to be prepared."
 - a. Will MMME mailers be required to submit Form 3615?

 - b. Will MMME mailers who submit Form 3615 be required to pay what is referred to as "the applicable" or "other" fees," such as the annual presort mailing fee?

 - c. If MMME mailers are limited to cash payment, please explain in what ways mail acceptance will be easier or less complicated than for non-MMME saturation mailings.

6. Please explain whether MMME mail must meet the DMM 343.6.1.2.b requirement to be “part of a single mailing of at least 200 pieces or 50 pounds of pieces of Enhanced Carrier Route Standard Mail.”

Respectfully submitted,

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