

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

RETAIL ACCESS OPTIMIZATION INITIATIVE,
2011

Docket No. N2011-1

**NOTICE OF UNITED STATES POSTAL SERVICE OF FILING OF
LIBRARY REFERENCES USPS-LR-N2011-1/NP5
AND USPS-LR-N2011-1/9
AND APPLICATION FOR NON-PUBLIC STATUS**
(August 30, 2011)

The Postal Service hereby gives notice that it has filed the material indicated below in this proceeding as Category 4 Library References:

USPS-LR-N2011--1/NP5 RAO Candidate Facility-Specific FY 2008-2010
Walk-In Revenue Data [Non-Public]

USPS-LR-N2011-1/9 RAO Candidate Facility-Specific FY 2008-2010
Walk-In Revenue Data

These materials being provided in support of the revised response to Question 7(b) of Presiding Officer's Information Request filed today. POIR 1, Question 7(b) requested, *inter alia*, walk-in revenue data for each RAO candidate facility that formed the basis for determining whether that facility met the Post Office, station and branch, or annex revenue threshold for the three primary categories of RAO candidate facilities described at pages 14-17 of USPS-T-1.

The Postal Service has located walk-in revenue data by retail facility finance number. Revenue data for many stations and branches are rolled up in postal accounting systems and included in the data for the Post Offices to which they report. Accordingly, the data for those stations and branches are not centrally reported on a

facility-specific basis. The Postal Service regards facility finance numbers and associated walk-in revenue figures to be commercially-sensitive and proprietary information that should not be released into the public domain. Accordingly, it is providing those data in unredacted USPS Library Reference N2011-1/NP5, as a non-public response to POIR 1, Question 7(b).

Library Reference N2011-1/9 consists of a public version of that same document, but with the finance numbers and walk-in revenue data redacted, reducing it to a mere list of the names of the facilities in the corresponding non-public Library Reference described above. An application for non-public treatment of USPS Library Reference N2011-1/NP5 is attached to this Notice.

The Postal Service regrets that the press of business has delayed the filing of these Library References.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Anthony F. Alverno
Chief Counsel, Global Business

Michael T. Tidwell

475 L'Enfant Plaza West, S.W.
Washington, D.C. 20260-1137
(202) 268-2998; Fax -5402
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**APPLICATION OF THE UNITED STATES POSTAL SERVICE
FOR NON-PUBLIC TREATMENT OF MATERIALS**
(August 30, 2011)

In accordance with 39 C.F.R. § 3007.21 and Order No. 225,¹ the United States Postal Service (Postal Service) applies for non-public treatment of certain materials filed under seal with the Commission. Library Reference USPS-LR-N2011-1/NP5 includes sensitive commercial information, consisting of postal facility finance numbers and walk-in retail revenue data for the RAO candidate facilities.

(1) The rationale for claiming that the materials are non-public, including the specific statutory basis for the claim, and a statement justifying application of the provision(s);

The materials designated as non-public consist of information of a commercial nature that under good business practice would not be publicly disclosed. In the Postal Service's view, this information would be exempt from mandatory disclosure pursuant to 39 U.S.C. § 410(c)(2) and 5 U.S.C. § 552(b)(3). Because the portions of the materials that the Postal Service applies to file under seal fall within the scope of information not required to be publicly disclosed, the Postal Service asks the Commission to support its determination that these materials qualify as exempt from public disclosure and grant its application for their non-public treatment.

¹ PRC Order No. 225, Final Rules Establishing Appropriate Confidentiality Procedures, PRC Docket No. RM2008-1 (June 19, 2009).

(2) Identification, including name, phone number, and email address for any third-party who is known to have a proprietary interest in the materials, or if such an identification is sensitive, contact information for a Postal Service employee who shall provide notice to that third party;

James Boldt
Manager, Rural Delivery
United States Postal Service
475 L'Enfant Plaza, S.W.
Washington, D.C. 20260-7340
(202) 268-6799
james.j.boldt@usps.gov

(3) A description of the materials claimed to be non-public in a manner that, without revealing the materials at issue, would allow a person to thoroughly evaluate the basis for the claim that they are non-public;

The non-public material contains commercial information of the Postal Service, such as facility finance numbers and walk-in retail revenue data for thousands of facilities throughout the country. The Postal Service maintains that the non-public portions of these materials should remain confidential.

(4) Particular identification of the nature and extent of commercial harm alleged and the likelihood of such harm;

If the information that the Postal Service seeks to protect from disclosure due to its confidential nature were disclosed publicly, the Postal Service considers it quite likely that it would suffer harm. A finance number is an assigned six-digit or 10-digit number that identifies a postal installation for processing its financial data. In a way, it is akin to a social security number, in that if one knows the finance number for a facility, one could determine a wealth of financial data associated with that facility. Such information is information of a commercial nature, which under good business practice would not be

publicly disclosed. It is also information that if, released, could compromise security, which is why the Postal Service controls the internal release of finance numbers. In the Postal Service's opinion, this information would be exempt from mandatory disclosure pursuant to 39 U.S.C. § 410(c)(2) and 5 U.S.C. §§ 552(b)(2,-3).²

Finance numbers are also related solely to the internal rules and practices of the Postal Service, and are internal matters of a relatively limited value outside the Postal Service. On its own, the finance number of a facility does not reveal anything of significance to the public, but it constitutes a key that permits coordination of various internal accounting systems. In the Postal Service's opinion, this information would be exempt from mandatory disclosure pursuant to 5 U.S.C. § 552(b)(2)(a).

Revealing walk-in retail revenue data competitive locations would enable competitors to focus marketing efforts on particular Postal Service locations where there are many potential customers for the competitor. The Postal Service considers it highly probable that, if this information were made public, the Postal Service's competitors would take immediate advantage of it.

(5) At least one specific hypothetical, illustrative example of each alleged harm;

Harm: If someone were to come across such a document where facilities are identified purely by finance number, in and of itself that may not cause much harm. However, if

² In certain circumstances, the Commission may determine the appropriate level of confidentiality to be afforded to such information after weighing the nature and extent of the likely commercial injury to the Postal Service against the public interest in maintaining the financial transparency of a government establishment competing in commercial markets. 39 U.S.C. § 504(g)(3)(A). The Commission has indicated that "likely commercial injury" should be construed broadly to encompass other types of injury, such as harms to privacy, deliberative process, or law enforcement interests. PRC Order No. 194, Second Notice of Proposed Rulemaking to Establish a Procedure for According Appropriate Confidentiality, Docket No. RM2008-1, Mar. 20, 2009, at 11.

that someone was a competitor who was also provided a key that identified the facility name and address associated with each finance number, that person could potentially have access to a wealth of financial data associated with respective facilities. Such information could, for example, be used to ascertain the best locations to establish competing businesses, perhaps plan theft of materials being transported by the Postal Service, or target the business of Postal Service customers.

Harm: Revealing facility-specific walk-in revenue data would enable competitors to target the location for sales and marketing purposes.

Hypothetical: Walk-in revenue at a particular location is revealed to the public. A nearby private mailbox and shipping services provider reviews the information, and determines that there are enough potential customers at the postal location that an advertising campaign would be justified. The private company directs advertising for its mailbox and shipping service to the postal customers, perhaps using a billboard near the postal location and offering to match postal prices for a three-month trial.

(6) The extent of protection from public disclosure deemed to be necessary;

The Postal Service maintains that facility finance numbers and walk-in retail revenue data for selected locations should be withheld from any person who has not agreed to the Commission's standard confidentiality requirements, including any person involved in competitive decision-making for any entity that might gain competitive advantage from use of this information.

(7) The length of time deemed necessary for the non-public materials to be protected from public disclosure with justification thereof; and

The Commission's regulations provide that non-public materials shall lose non-

public status ten years after the date of filing with the Commission, unless the Commission or its authorized representative enters an order extending the duration of that status. 39 C.F.R. § 3007.30.

(8) Any other factors or reasons relevant to support the application.

The Postal Service considers this Application sufficient to fulfill the Postal Service's obligations to justify its determination that the facility finance numbers and walk-in retail revenue data should be treated as non-public, and redacted in the public version of this filing.

Conclusion

For the reasons discussed, the Postal Service requests that the Commission grant this application for non-public treatment of the identified materials.