



UNITED STATES
POSTAL SERVICE®

Network Optimization Concept

Stakeholder Communications and Outreach

September 14, 2011

Webinar with Mailing Industry

- Roll call participants
- Ground rules:
 - Mute phone line when not speaking
 - Identify yourself when speaking
- Closing opportunity for questions in go-around

- Announcement of Area Mail Processing feasibility study - September 15th
 - Media Event – 10:00 a.m.
 - List of facilities to be studied posted on <https://www.USPS.com/> – 10:30 a.m.
- Advance Notice of Proposed Rulemaking - September 15th
- Establish dedicated web pages
 - Media (consumer-oriented)
 - Industry (industry-oriented with links to Media kit)
 - RIBBS (links to Industry information)
 - AMP study page (current studies pre-9/15/11)

September 14

- Message to industry leadership about Sept 15th announcement

September 15

- Advisory letter to permit holders (~ 700,000 letters)
 - Direct mailers to general information about
 - AMP Study Process
 - List of locations under study
 - Public input opportunities
- Email message to all customer distribution lists
 - Provide url link to proposed changes and resource materials
- Dedicated website for Industry
 - Single point of access to information about study proposals
 - PMG Video to Mailers
 - Advance Notice of Proposed Rulemaking
 - Mailer-related FAQs and dedicated links to addition info as available

Plan for Change - Timeline

- September 15th – Announce AMP studies and Advance Notice of Proposed Rulemaking
- Mid-September – Notice published in Federal Register
- Mid-October – Comments due on FR Notice
- November
 - File with PRC
 - Publish proposed rule
 - Public input meetings begin (through December)
- December – Public input meetings continue
- January 2012 – Comments due on proposed rule
- March 2012 – Earliest possible implementation

Three Phases

1. Concept (August – November)
 - What is being studied
 - Reviewing potential impact
2. Proposal (November – February)
 - Details of proposed infrastructure changes
 - Changes to service standards
3. Implementation (starting in March at the earliest)
 - Detailed approach and timelines
 - Mail prep and acceptance details

- Continue to share concepts with members of the mailing industry
- Gather comments and feedback both informally and through the formal rulemaking process
- Respond to questions
- Dedicated email for feedback:
IndustryFeedback@usps.gov

What we ask of you:

- Understanding that we are in the CONCEPT phase
- Identify member audiences that need to be briefed
- Provide opportunities for exchange of ideas

Information to be shared:

- Network Optimization – AMP Study Sites
- Advance Proposed Notice of Rulemaking

What we ask of you:

- Understanding that we are in the CONCEPT Phase
- Identify mailers that need to be briefed
- Provide opportunities for exchange of ideas
- “Open minds” regarding what is required to ensure a viable processing network

What we ask of you:

- Understanding that we are in the CONCEPT Phase
- “Open minds” regarding what is required to ensure a viable processing network
- Identify further opportunities to engage PCC members
- Help develop insights into a PCC Day Survey



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Closing

Questions in Go-Around