

From: Scott Schuh <scottschuh@lscmarketing.com>
Sent: Wednesday, January 01, 2014 10:52 PM
To: IndustryFeedback
Subject: Requested Action/Request for an Advisory Opinion Concerning LoadLeveling

Follow Up Flag: Follow up
Flag Status: Flagged

As a mail industry veteran of over 35 years, I continue to be amazed and equally disappointed at the USPS's solutions that are not customer friendly. It is obvious that many retailers desire their mail to be delivered at the first of a week to maximize their marketing investment, yet the USPS wants to spread out this delivery timeline over multiple days. In an advertising marketplace where timing is a key component in generating a positive ROI, major media channels like digital, TV, radio, etc can target their messaging to the day if not the hour desired...a very important thing to many advertisers. If it is the postal services desire to **CONTINUE** to put new policies in place that make mail **LESS RELEVANT** to their customers, then keep running your customers off via inane new regulations that either don't meet your customer's needs or make it so hard to do business with you that they give up on your channel of marketing.

I do realize the USPS is under extreme financial pressures and not getting the support from our useless Congress in driving real postal reform including getting a handle on the huge labor issue/expense that is further dragging the Postal Service down. But keep putting policies in place that are counterproductive to your customers' needs and it really won't matter anymore.

Thank you for asking my opinion.

Scott Schuh

C. Scott Schuh cMQCS
President
LSC Marketing, Inc.
A Lloyd Schuh Company
501-374-2332 (office)
501-372-6570 (fax)
501-690-5800 (cell)
866-LSC-MKTG (Toll Free)
scottschuh@LSCmarketing.com
www.LSCmarketing.com

***LSC Marketing - Proudly known by our Commitment to Exceptional Service
Integrity, Expertise, & Execution = Results...since 1948***

From: Brad Chrysler <BradC@commercial-letter.com>
Sent: Thursday, January 02, 2014 10:42 AM
To: industryfeedback@usps.com
Subject: Feedback on proposed changes on service standards

Follow Up Flag: Follow up
Flag Status: Flagged

1-2-2014

RE: Service Standards for Destination Sectional Center Facility Rate Standard Mail

As a mailer that relies on a partnership with the USPS for timely mail delivery, the new proposal seems like a very short-sighted, bad idea. One of the largest sectors using the mail today is the retail industry. For this group, a very popular marketing tool is the limited time event. The direct marketing for these events is timed precisely, relying heavily on drop-ship SCF entry. Many of these mailings are timed to hit SCFs on Monday for the next weekend's events. Why? Very simply put, if consumers get the mailer an extra week before, they have too much advance notice or get confused on what Saturday to come to the store, and they are more likely not to come at all. If they get it late in the week, they feel rushed, already having planned their week, and they are less likely to come to the store. This theory has been proven time after time. Early mail and late mail does not work. If something doesn't work, then companies will not use it.

As companies are now exposed to an endless list of ways to spend their marketing dollars, I think the USPS should strive to be part of the marketing mix, not implement new regulations that will push away even more volume. By suggesting to mailers and businesses that the USPS will take its time to deliver mail if entered during a busy time, companies **will** take their business elsewhere. We are already facing unprecedented postal increases as the new year starts. Add in a caveat that oh, by the way we are going to delay your delivery...it will be an unfortunate decision if passed.

Brad Chrysler
President
Commercial Letter
725 N 23rd Street
St. Louis, MO 63103
314-231-6006 x288
bradc@commercial-letter.com

From: Tammy Patrick - RISCX <tpatrick@risc.maricopa.gov>
Sent: Thursday, January 02, 2014 12:05 PM
To: 'industryfeedback@usps.com'
Cc: dlewis@electioncenter.org; LavineJ@saccounty.net
Subject: 39 CFR Part 121

Follow Up Flag: Follow up
Flag Status: Flagged

Regarding the Delivery Volume Leveling proposal:

I enquired at the last MTAC meeting regarding how this would impact Official Election Material Mailings, green-tagged Ballot mailings, and the red-tagged campaign mailings (although this is less of my concern). Many jurisdictions mail out millions of ballots and other voting materials at the Standard rate and it will be imperative to know if the live, official ballots will be set-back for later delivery and what security would be in place for those ballots. The MTAC presentation included photographs of trailers of mail awaiting processing in a yard which could create public uncertainty in the security of the voting-by-mail process and potentially disenfranchise voters who request their ballots near the end of the voting period if a jurisdiction does not shift their class of mailing to First Class.

Thank you for your consideration,

Tammy Patrick
Federal Compliance Officer
Maricopa County Elections
111 S 3rd Avenue
Phoenix, AZ 85003

tpatrick@risc.maricopa.gov



Please consider the environment before printing this e-mail.

From: ACCUGRAPHICS <accu@cableone.net>
Sent: Thursday, January 02, 2014 1:00 PM
To: IndustryFeedback
Subject: service standards for a limited segment of Standard Mail

Follow Up Flag: Follow up
Flag Status: Flagged

I have been a mailing agent since 1997. You have just about decimated my business with your jacking up rates and reducing services. You have killed any spirit of mine as far as trying to tell people they should mail. In the last few years I have been subjected to:

- 1) post offices closing
- 2) public meetings to get customer input when decisions are made before the meeting is held
- 3) higher rates because of general increases
- 4) loss of discounts because sortation centers have been closed
- 5) forced to buy \$45,000 of equipment and additional software because you change the requirements
- 6) loss of business because you have reduced discounts and raised rates until my customer can go buy radio or tv cheaper than mailing to advertise
- 7) loss of business because no one can depend on when you will deliver the mail
- 8) more undelivered mail because it passes through more places and is hauled around on more trucks instead of staying the post office where the carriers that are going to deliver it work out of (entire trays and pieces of mail are lost in processing) This causes a loss in future business to me.

In summary you are proposing another case of reduces service while raising prices.

Let me tell you how commerce works. If you see a loss of business, you INCREASE customer service, INCREASE services offered and possibly DECREASE costs to customers. YOU ARE DOING THE OPPOSITE.

WAKE UP AND SMELL THE ROSES BEFORE YOU PUT YOURSELF AND ME OUT OF BUSINESS!

Nelda Knight
AccuGraphics