



IDEAS FOR POSITIVE CHANGE IN THE FUTURE OF THE U.S. POSTAL SERVICE

The following ideas respond to U.S. Postal Service forecasts for a future of declining mail volume and shrinking customer service through the year 2020. The list is excerpted from testimony delivered on April 15, 2010 by Postal Regulatory Chairman Ruth Y. Goldway before a Joint House Hearing on the Future of the Postal Service.

- I. Develop mail products based on value to the customer not necessarily on volume. This is the fundamental tenet needed to fix the Postal Service's broken business model.
- II. Convert the bulk of its vehicle fleet to run on electricity reducing annual fuel and maintenance expenses by more than \$400 million per year and increasing America's independence from foreign oil.
- III. Have a range of products that are fully trackable and traceable and comparable with those of private package companies.
- IV. Provide a one-stop shop for government services. Not just passports but national park passes, regional EZ passes, identity cards, etc.
- V. Participate as a full partner in the nation's 2020 census, thereby saving the country hundreds of millions.
- VI. Building on the money order services now offered, introduce and implement a system to provide assistance to the unbanked, replacing usurious "pay day" operations with reliable fair service.
- VII. Commit to having a network of post offices in key locations that are open more hours than in 2010 and even on Sundays and guarantee at least one 24-7 post office in every big city.
- VIII. Implement a comprehensive Vote-by-Mail system that suits the needs of all the states in the union for federal, state and local elections held at any and all times of the year.
- IX. Reinvent the letter carrier: Empower him/her to measure real-time service: to be accessible to the community by email; to be the eyes and ears of the community; and to be the sales and service point for small businesses.
- X. Reorganize the workforce - not to make them part time employees - but to enhance their skills thereby adding flexibility in the processing centers, new energy conservation technology to logistics and motivated outgoing sales people at retail counters.
- XI. Commit to having ten other ideas in place and operating within the decade.

"Just as limiting access and declines in service create a self-fulfilling prophecy, improvements which may seem small can create the incremental reinvigoration that begets real growth,"

Chairman Goldway