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August 2019

The electronic newsletter from the Industry Engagement & Outreach team summarizing recent USPS news and developments

Board of Governors - Senate confirmed three nominees

The U.S. Senate confirmed three nominations to the Postal Service Board of Governors on Aug. 1.

The Senate confirmed John Barger, a California resident; Ron Bloom, a New York resident; and Roman Martinez IV, a Florida resident.

President Trump nominated Bloom and Martinez last year, while Barger was nominated this year.

“The U.S. Postal Service is pleased with this action by the U.S. Senate to confirm nominees to the Postal Service Board of Governors,” said Postmaster General Megan J. Brennan. “We look forward to working with John Barger, Ron Bloom and Roman Martinez IV when they begin their terms as governors, and thank the administration for nominating them to serve on the board. The public interest and the Postal Service are best served by a board made up of well qualified individuals with diverse perspectives and experience, so we welcome the addition of our new governors to join Chairman Robert Duncan and Governor David Williams.”

The USPS Board of Governors acts much like a board of directors, conducting long-range planning and setting strategic policies, among other duties.

Under current law, the board is intended to be comprised of nine governors and the Postmaster General and Deputy Postmaster General.

The Postal Service’s Leadership page on usps.com has more information about the board.

Postal Customer Council (PCC) Leadership Award Winners - 2019

This year there were 239 nominations submitted from 89 different PCCs. **Congratulations to you all and we can’t wait to see what you accomplish in 2020!** And the winners were:

<i>PCC NAME</i>	<i>AWARD WINNER</i>	<i>LEVEL</i>
PCC of the Year (Large Market)	Northeast Florida PCC	Winner
PCC of the Year (Small Market)	Greater Madison Area PCC	Winner
PCC Industry Member of the Year	Joseph Banks (San Diego PCC)	Gold

	John Leininger <i>(Upstate PCC of Greater South Carolina)</i>	Silver
	Cathy Rupard <i>(Central Missouri PCC)</i>	Bronze
PCC Postal Member of the Year	Georg-Anne Gargaliatsis <i>(Tampa Bay Suncoast PCC)</i>	Gold
	Martin Siminski <i>(Greater Rochester PCC)</i>	Silver
	Le Gretta Ross-Rawlins <i>(Greater Baltimore PCC)</i>	Bronze
District Manager of the Year	Chris Alexander <i>(Memphis Area PCC)</i> <i>(Nashville/Middle Tennessee PCC)</i>	Winner
PCC Innovation of the Year	Tampa Bay Suncoast PCC	Gold
	Greater Boston PCC	Silver
	Greater Dallas PCC	Bronze
Communication Program Excellence	Northern Virginia Metro PCC	Gold
	Sacramento PCC	Silver
	Northeast Florida PCC	Bronze
Education Program Excellence	Central Missouri PCC	Gold
	Sacramento PCC	Silver
	Providence PCC	Bronze
Membership Program Excellence	Santa Ana District PCC	Gold
	Northern Virginia Metro PCC	Silver
	Greater Baltimore PCC	Bronze

Mentor of the Year

Greater Charlotte PCC

Winner

Up-and-Comer

Greater Portland, OR PCC

Recognition Award

Remember, the PCC awards ceremony will be held in Orlando, FL next year during our National Postal Forum on Sunday, April 26th, 2020. We look forward to seeing you all there!

Got ID? - USPS clarifies acceptable identification forms

The Postal Service recently updated the list of acceptable forms of identification that customers must show for picking up various types of mail and applying for other services.

The Domestic Mail Manual (DMM) now features a section, *608.10.0, Forms of Identification*, that details acceptable forms of ID.

The update clarifies previous guidance for identification that varied from the DMM, the Post Office Operations Manual, the International Mail Manual and usps.com.

According to the update, primary forms of identification required for USPS products and services include certain U.S. state or federal government IDs, U.S. or foreign passports, Matricula Consular cards from Mexico and Nexus cards from Canada. U.S. corporate, university and college photo IDs are accepted in limited cases.

However, some services may require a secondary form of ID to confirm a physical address for establishing service. The update aims to ensure the DMM regulations for acceptable forms of identification are followed consistently.

The Product Innovation Blue page has more information, including a stand-up talk, FAQs and a reference sheet. For more details go to - <https://qblue.usps.gov/marketing/newproducts-innovation/acceptable-id.htm>

Shifting gears - MCV has replaced webMCRS manual recording

The Postal Service is accelerating the use of data-driven analytics to drive results.

Mail Condition Visualization (MCV) is the latest super-charged module from Informed Visibility designed to improve operations and enhance mail visibility.

MCV is now the organization's official system of record for mail processing conditions. It replaces the Mail Condition Reporting System (webMCRS), which was retired Aug. 1.

MCV provides fast, streamlined data intelligence to help increase the accuracy of mailpiece reporting with near-real-time updates on conditions of mail and packages in processing facilities.

While eliminating the need for manual reporting, MCV shifts data analysis and reporting into "cruise control," providing near-real-time information on mail conditions.

Operations is using MCV's innovative features to identify opportunities for increased performance to improve plant capabilities.

MCV offers information on all mail shapes, classes and categories. The module is part of the Postal Service's broader efforts to innovate to deliver value, a core strategy, and move toward more streamlined, efficient processes.

US Postal Service Honors Military Working Dogs with New 'Forever' Stamp



The furriest members of the armed forces grace the U.S. Postal Service's newest stamps. The new red, white and blue stamps featuring military working dogs were designed to "honor the nation's brave and loyal canines," according to a Postal Service statement released.

The stamps feature artist renderings of four breeds commonly used as military working dogs: German shepherd, Dutch shepherd, Labrador retriever and Belgian Malinois, according to an image of the stamps.

In four different stamps, each breed is pictured wearing a working harness, posing against a backdrop of a white star against a red or blue background, according to the image.

Petty Officer 2nd Class Michael DeCarli, a master-at-arms at Yokosuka Naval Base, Japan, said he plans to purchase a stamp and feels honored to have his profession featured on the classic icon.

DeCarli, of Evansville, Ind., deployed last year to Qatar and Syria with his military working dog, Adam. DeCarli and the 6-year-old German shepherd worked to detect explosives and went on patrols in the two countries from April to December 2018.

"Postage stamps for a long time have been a collector's item featuring important people and events," Decarli said. "To be considered in that, I feel very honored as part of the [dog-handler] community."

The U.S. has used military working dogs alongside service members since World War I for multiple purposes, including explosives and narcotics detection, search and rescue and security, according to the U.S. War Dogs Association.

August Fun Facts

On this Day:

Aug 1st

1774 - British scientist Joseph Priestley re-discovered oxygen (the gas), verifying the discovery of it by German-Swedish chemist Carl Wilhelm Scheele.

Aug 2nd

1776 - The official signing of the United States Declaration of Independence took place. Matthew Thornton from New Hampshire signed it on November 4, 1776.

Aug 3rd

1936 - Jesse Owens won the 100 meter dash, beating 'the world's fastest man' Ralph Metcalfe at the Berlin Olympics.

Did you know:

The birthstones for August are the peridot and the sardonyx.

The zodiac signs for August are Leo (July 23 – Aug 22) and Virgo (Aug 23 – Sept 22)

August's flower is the gladiolus. The flower was discovered in Africa in the 17-18th centuries and was initially used as food (don't try this at home!).

The name "August" was given by Roman emperor August, in 8BC. Until then, the Romans called August "Sextilis" meaning the sixth month of their calendar. Augustus claimed this month his own because most of his victories occurred during August. Many other versions of the name designate this month as Harvest Month.

**Federal Register Notice - MARKET TEST OF EXPERIMENTAL PRODUCT – PLUS ONE
Docket No. MT2019–1 (2019-17704)**

UNITED STATES POSTAL SERVICE NOTICE OF MARKET TEST OF EXPERIMENTAL PRODUCT – PLUS ONE
(August 19, 2019)

Pursuant to 39 U.S.C. § 3641 and 39 C.F.R. Part 3035, and as directed by its Governors, the United States Postal Service plans to launch a market test of an experimental product called Plus One on October 1, 2019. In this Notice, the Postal Service describes the Plus One concept and shows that the market test will comply with applicable legal requirements.

Description of Plus One:

Plus One is an addressed advertising card that may be mailed as an add-on piece with a USPS Marketing Mail Letters "marriage mail" envelope containing multiple advertising pieces. Marriage mail is a service provided by third-party mail service providers who combine advertisements from multiple businesses into a single mailpiece, thereby significantly reducing each business's per-address mailing expense. Small and medium sized businesses with limited marketing budgets choose from an array of advertising channels to reach potential customers, including local radio and television, newspapers, outdoor and indoor display advertising, internet banners, and e-mail; therefore it is critical for the Postal Service to continue innovating to position mail as an attractive advertising channel.

Plus One will benefit small and medium sized businesses by giving them an expanded, affordable channel for advertising through the mail; it will benefit mail service providers by giving them an additional tool for retaining and growing volume; and it will benefit the Postal Service by expanding its customer base – most importantly, Plus One will showcase the value of standalone mailpieces to customers who have thus far limited themselves to marriage mailings, thereby creating an on-ramp for such customers to eventually mail their own solo USPS Marketing Mail pieces.

Plus One mailings will be required to conform to the following requirements:

- The host piece to which the Plus One piece is added on must be mailed as a commercial automation USPS Marketing Mail Saturation marriage mail letter. A minimum of 90 percent of the mailing must be Saturation sorted, and the remainder may be High Density or High Density Plus.
- All mailings must be entered at the destinating Sectional Center Facility (DSCF).
- The Plus One add-on card must be part of the same mailing as the host piece, addressed to the same delivery points.

- The Plus One advertiser must also advertise or have advertised within marriage mailings.
- Only one Plus One card is allowed for each delivery point within the mailing.
- A full automation address with Intelligent Mail Barcode (IMb) must be included on both the host pieces and the Plus One add-on.
- The Plus One card may measure up to 6 inches by 9.5 inches, must be at least 0.009 inch thick, and must meet USPS Marketing Mail Letter design standards.

The Postal Service will test four different price points, ranging from 8.5 cents to 10.0 cents. For purposes of this test, the Postal Service has divided the United States into four sections: West (including Alaska and Hawaii), South, Midwest, and Northeast. The regions have been divided so that, to the extent practical, each region contains DSCFs that serve each of four tiers of population density: large (6,600 to 47,362 individuals per square mile); mid-tier (1,000 to 6,600 individuals per square mile); small (185 to 1000 individuals per square mile); and sparse (below 185 individuals per square mile). Each region has been randomly assigned one of four prices: 8.5 cents (West), 9.0 cents (Northeast), 9.5 cents (Midwest), and 10.0 cents (South). The attached workbook lists each 3-Digit ZIP Code and its associated price. The Postal Service anticipates that the varying prices will generate valuable market insights that will inform the Postal Service's pricing decisions if it chooses to convert Plus One into a permanent product.

Compliance with Legal Requirements

Section 3641 of title 39 and the Commission's implementing rules at 39 C.F.R. Part 3035 set forth the criteria that a market test must meet. As explained below, the Postal Service has determined that the proposed market test will satisfy all of the criteria.

First, as required by subsection (b)(1) of section 3641, Plus One is significantly different from all products offered by the Postal Service within the last two years. To be sure, the inspiration for Plus One arose in part from the Detached Marketing Labels (DMLs) option that the Postal Service developed over a number of years for flat-shaped USPS Marketing Mail Saturation pieces.¹ However, Plus One is critically different in that it is being developed for mailers of letter-shaped pieces. Thus, it serves a different market with different cost characteristics, thereby meeting the definition of "product" set forth in 39 U.S.C. § 102(6), namely, a "postal service with a distinct cost or market characteristic for which a rate or rates are, or may reasonably be, applied."

In addition, there are a number of material secondary differences between the two options:

- Many DMLs and associated host flats mailpieces are entered at the DDU. There, each of the pieces is handled manually (or the DML is sent back to the SCF to be processed). But the Plus One card and host piece will both be required to be entered at the DSCF for automation processing.
- The DML must be delivered to the addressee on the same day as the host piece, while Plus One removes this requirement (since the Plus One card is not an address label and mailers generally do not need same-day delivery). The Plus One add-on must be entered simultaneously with the host piece, but the Postal Service may choose to process them such that the add-on arrives on a different day than the host piece.
- Plus One has differing size, thickness, and content preparation specifications than DMLs.

Second, as required by subsection (b) (2) of section 3641, Plus One will not create an unfair or otherwise inappropriate competitive advantage for the Postal Service or any mailer. The prices have been chosen to more than cover the costs for Saturation letters (7.7 cents). Moreover, from mailers' and customers' perspectives, if anything Plus One will correct any potential market disruption that may already exist by

virtue of the availability of DMLs for flat-shaped pieces but not for letter-shaped pieces. In other words, the availability of Plus One will ensure that the Postal Service is not tilting the USPS Marketing Mail environment toward mail service providers who focus on flat-shaped pieces at the expense of providers who focus on letter-shaped pieces. Further, as to small businesses, Plus One will create more advertising opportunities via the mail for such businesses, thus fostering a market more responsive to small business needs.

Third, as required by subsection (b) (3) of section 3641, Plus One is properly categorized as market dominant, as it is an add-on to market-dominant USPS Marketing Mail Letters.

Other Requirements

Commission Rule 3035.3 requires a few additional points of information, covered here. The Postal Service intends for the market test to run for two full years from October 1, 2019; however, it is possible that the Postal Service may decide to seek permanent product status early, or alternatively that it may seek authority for an additional year of testing if needed to determine the feasibility or desirability of the product.

Volumes and revenues for Plus One are difficult to predict, as customer demand at the different prices is unknown. Nevertheless, it is the Postal Service's hope that Plus One will generate significant customer interest, and therefore it is possible that the Postal Service may eventually need to seek a waiver of the annual statutory limitation of \$11,641,026. Should revenue approach the cap, the Postal Service will furnish appropriate notice to the Commission and submit an application for exemption under 39 U.S.C. § 3641(e)(2) in a timely manner.

To better understand the results of the market test, the Postal Service intends to collect the following data on a quarterly basis:

- Volumes (broken down by location)
- Revenues (revenue from the host piece will not be counted for purposes of the test, as it is not a new mailpiece; rather, only the revenue collected for the add-on Plus One piece will be counted)
- Number of participating customers
- Average size of mailing

The Postal Service will also collect data on the attributable costs of Plus One, including the administrative costs of the test. The Postal Service can report this data to the Commission upon request.

Consistent with 39 U.S.C. §3641(c) (1), the Postal Service is filing notice of this market test in the Federal Register.

Federal Register Notices:

Published in the *Federal Register* Aug 26, 2019

Procedures for Disclosure of Records Under the Freedom of Information Act (Doc # 2019-18326)

AGENCY: Postal Service

ACTION: Proposed Rule

SUMMARY: The Postal Service proposes to amend its Freedom of Information Act (“FOIA”) regulations regarding fee waivers. These changes would improve clarity and more closely align the regulations with both the relevant guidance from the Department of Justice's Office of Information Policy and the relevant statute.

DATES: *Comments must be received on or before September 25, 2019.*

FOR FURTHER INFORMATION CONTACT: Ruth B. Stevenson, Attorney, Federal Compliance, ruth.b.stevenson@usps.gov, 202-268-6627.

Published in the *Federal Register* Aug 20, 2019

International Product Change-Inbound Market Dominant Non-Published Rate Agreements With Foreign Postal Operators (Doc # 2019-17885)

AGENCY: Postal Service

ACTION: Notice

SUMMARY: The Postal Service gives notice of filing a request with the Postal Regulatory Commission to add Inbound Market Dominant Non-Published Rate Agreements with Foreign Postal Operators to the Market Dominant Product List.

DATES: *Date of Notice:* August 20, 2019

FOR FURTHER INFORMATION CONTACT: Christopher C. Meyerson, 202-268-7820.

Published in the *Federal Register* Aug 8, 2019

International Product Change-Inbound Competitive Non-Published Rate Agreements With Foreign Postal Operators (Doc # 2019-16971)

AGENCY: Postal Service

ACTION: Notice

SUMMARY: The Postal Service gives notice of filing a request with the Postal Regulatory Commission to add Inbound Competitive Non-Published Rate Agreements with Foreign Postal Operators to the Competitive Products List.

DATES: *Date of Notice:* August 8, 2019

FOR FURTHER INFORMATION CONTACT: Christopher C. Meyerson, 202-268-7820.

Negotiated Service Agreements:

Product Changes-**Priority Mail Express, Priority Mail and First-Class Package Service** *Negotiated Service Agreements:*

Product Changes-**Priority Mail Express, Priority Mail and First-Class** *Negotiated Service Agreements:* 8/7/19 (Doc# 2019-16826)

Product Changes-**Priority Mail Express and Priority Mail** *Negotiated Service Agreements:* 8/7/19 (Doc# 2019-16827)

Product Changes-**Priority Mail Express** *Negotiated Service Agreements*:

Product Changes-**Priority Mail** *Negotiated Service Agreements*: 8/1/19 (Doc# 2019-16362), 8/2/19 (Doc# 2019-16471), 8/2/19 (Doc# 2019-16473), 8/9/19 (Doc# 2019-17073), 8/9/19 (Doc# 2019-17074),

Product Changes-**Priority Mail and First-Class Package Service** *Negotiated Service Agreements*: 8/9/19 (Doc# 2019-17075), 8/9/19 (Doc# 2019-17076), 8/9/19 (Doc# 2019-17077), 8/16/19 (Doc# 2019-17580),

Product Changes-**First-Class Package Service** *Negotiated Service Agreements*:

Product Changes-**Parcel Select** *Negotiated Service Agreements*: 8/20/19 (Doc# 2019-17906),

Product Changes-**Parcel Select and Parcel Return Service** *Negotiated Service Agreements*:

Product Changes-**Parcel Return Service** *Negotiated Service Agreements*:

Postal Bulletins:

Postal Bulletin 22527 dated 8/29/19

<https://about.usps.com/postal-bulletin/2019/pb22527/pb22527.pdf>

Manuals

IMM Revision: Individual Country Listing for United Arab Emirates

IMM Revision: Termination of International Postal Money Order Service with Canada Post

Publications

Publication 431 Revision: Changes to Post Office Box Service and Caller Service Fee Groups

Postal Bulletin 22526 dated 8/15/19

<https://about.usps.com/postal-bulletin/2019/pb22526/pb22526.pdf>

Manuals

DMM Revision: Parcel Select Postage Payment Methods

IMM Revision: Individual Country Listing for Mexico

Publications

Publication 431 Revision: Changes to Post Office Box Service and Caller Service Fee Groups

Postal Bulletin 22525 dated 8/1/19

<https://about.usps.com/postal-bulletin/2019/pb22525/pb22525.pdf>

Manuals

DMM Revision: Business Reply Mail Cards, Envelopes and Labels

IMM Revision: Individual Country Listing for Turkey

IMM Revision: Individual Country Listing for Ukraine

IMM Revision: IPA and ISAL Office of Exchange Codes

Publications

Publication 431 Revision: Changes to Post Office Box Service and Caller Service Fee Groups

Additional Resources:

FRN: [Federal Register Notices](#)

PB: [Postal Bulletin](#)

PE: [Postal Explorer](#) is a mailer's resource for all information contained in the [Domestic Mail Manual](#) (DMM), [International Mail Manual](#) (IMM), [Publication 52](#), *Hazardous, Restricted, and Perishable Mail*.

PostalPro: [PostalPro](#) is a mailer's resource for other information (i.e., Mailing and Shipping, Operations, Industry Forum, Certifications, Resources).

Please visit us on the USPS [Industry Outreach](#) website.

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