

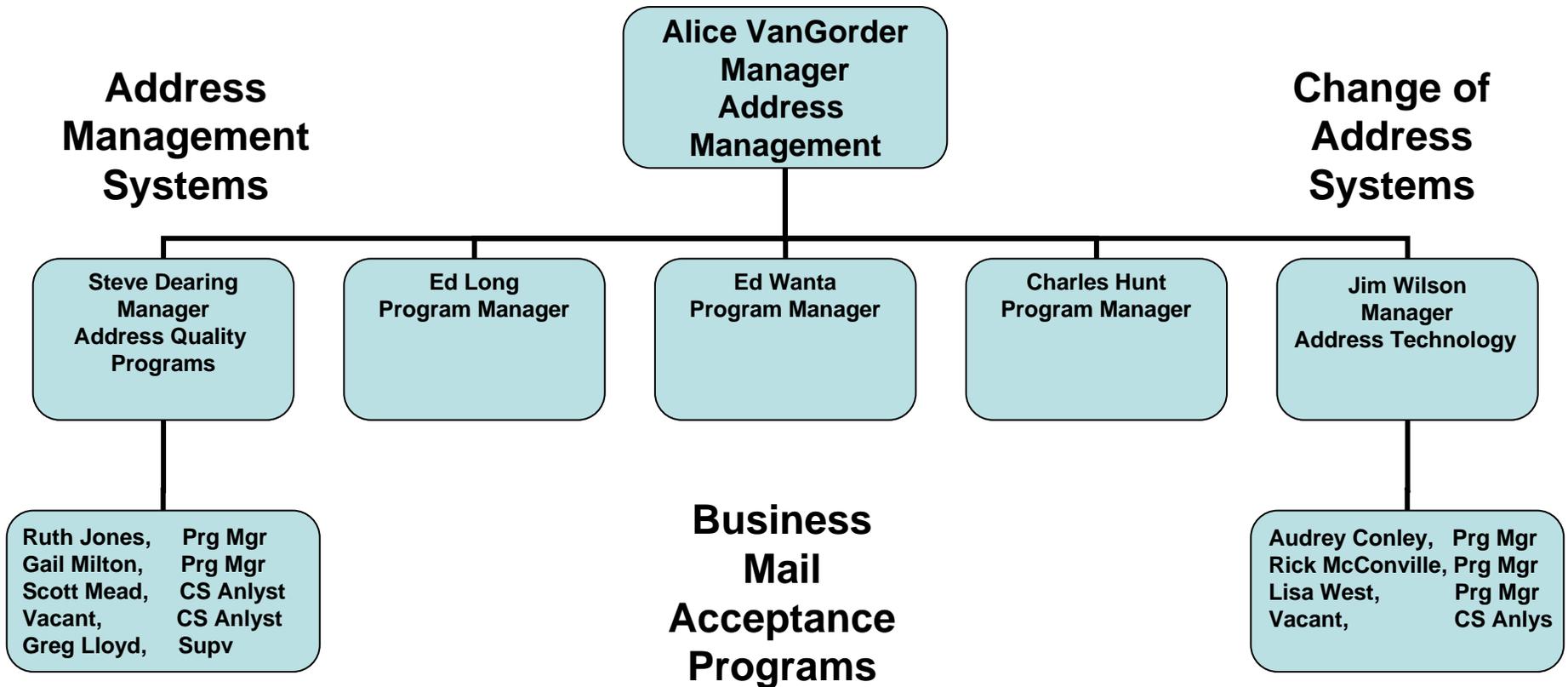
# Partnership In Tomorrow

February 26, 2008

# Agenda

Welcome / Introductions	9:00	9:15
Purpose & Issues	9:15	9:30
Cycle L Update	9:30	9:45
Cycle M - Previously Announced Requirements	9:45	10:15
Break	10:15	10:30
Cycle M - Additional Requirements	10:30	11:45
Cycle M - MLOCR Requirements	11:45	12:00
Lunch	12:00	1:00
Evolution of CASS/MASS Beyond Cycle M	1:00	1:30
Move Update Changes	1:30	2:00
AMS Database Quality Initiatives	2:00	2:30
Break	2:30	2:45
Additional Address Hygiene Opportunities	2:45	3:15
Open Discussion	3:15	3:45
Wrap-Up	3:45	4:00

# NCSC Postal Organization





# Meeting Purpose / Issues

Review CASS Cycle M  
Requirements

Address Your Issues and  
Concerns

# CASS™/MASS™ Cycle L Implementation

Completed!



## LACSLink™ Cycle L Policy Clarification

- ❑ **Converted Address Records Will Remain In LACSLink Dataset Indefinitely**
  - **Will Not Drop Out of LACSLink After 1 Year**
  
- ❑ **Ability to Match and Update Converted Addresses Remains Possible Following Removal From ZIP+4 File**
  - **Best Practice is to Update Immediately!**
  
- ❑ **Allowance To Use Original or “Old” Address On Mailpiece Extended Through August 1, 2009**
  - **May Continue to Spray 11-Digit Associated With “New” Address on the Mailpiece**

## R2006-1 Policy Clarification

### ❑ Proposed Rule Published September 27, 2006 Stated:

***“Effective July 2009, mailers of all discount letters, flats, and parcels must properly code and match their address list using one of the CASS-certified address matching methods in 708.3.0 and use the correct ZIP+4 code on each mailpiece.”***

***“... must be verified and corrected within 12 months before the mailing date ...”***

### ❑ Final Rule Published March 30, 2007 Removed These Referenced Statements

- **Compliance With Use of CASS-Certified Software Remains As Specified in DMM**

## DPV™ Stop Processing Results

### Since Cycle L Implementation -

- ❑ **255,000,000,000 + Records Processed**
- ❑ **34 Reported DPV Seed Hits**
- ❑ **Potential Of Hitting A Seed Record**
  - **1 Hit in Every 7.5 Billion Records Processed**
  - **0.0000000133% Possibility of Hitting a Seed!**

# CASS™/MASS™ Cycle M

Previously Announced  
Requirements

## DPV Validate An Address With A Secondary Value of "0" – The Rule

- ❑ Match Must Be Made to Highrise Exact Record Showing a Significant Leading Zero in Secondary Range Fields**
  - Return DPV "Y" and Footnotes AABB**
  
- ❑ Cannot Return a DPV Response of "Y" for an Input Address With a Secondary of "0" if the Match is Made to any ZIP+4 Record That Does Not Show a Significant Leading Zero in the Secondary Range Field**
  - Return DPV "S" and Footnotes AACCC**

## Validate A Secondary of 0 – Cycle M Examples

**Match Example: ZIP+4 File Shows a Secondary Range of:  
(Where Zero is Valid, Shown by “-” in ZIP+4 File)**

<b>Low Range:</b>	<b>High Range:</b>
-	-

**Input:                    2328 W 3RD AVE # 0  
                              SPOKANE WA 99201**

**Output:                   2328 W 3RD AVE APT 0  
                              SPOKANE WA 99201-5821**

**DPV Codes:**

<b>Y    AABB</b>
------------------

**No Match Example: ZIP+4 File Does Not Show Secondary Range Encompassing Zero**

**Input:                    6060 PRIMACY PKWY STE 0  
                              MEMPHIS TN 38119**

**Output:                   6060 PRIMACY PKWY STE 0  
                              MEMPHIS TN 38119-5745**

**DPV Codes:**

<b>S    AACCC</b>
-------------------

## Validate A Secondary of "0" – Impact

### **CASS/MASS Developers**

- **Will Be Included In All CASS Tests**
- **DPV Error if Not Correctly Identified**

### **End Users**

- **Some Addresses May DPV Confirm Differently Than Previously**
- **Determine If You Have “Best Address”**

## Preferred Alias - The Rule

- CASS Software Required To Return Preferred Alias Address Format Regardless Of Input Address Record Format**
- Provides Local Residents With Ability to Have Their Addresses Recognized With Preferred Address Rendition**





## Preferred Alias – Impact

- CASS Developers**
  - **Will Be Included In The CASS Test**
  
- MASS Developers (MASS-Specific)**
  - **Will Not Be Included In The Manufacturers CASS Component Of The MASS Test**
  
- End Users**
  - **Affected Addresses Will Standardize Differently**
    - ◆ **Same ZIP+4 Code Assignment Produced**

## SuiteLink™ - What Is It?

- ❑ **Contains Suite Numbers for Business Addresses in Selective Highrise Buildings**
  - **Targets Highrise Addresses With High-Volume Default Mail**
- ❑ **Improves Business Addressing Information Through Assignment of Suite Number**
- ❑ **Allows USPS to Achieve Increased Volume of Mail Sorted in Delivery Point Sequence**
- ❑ **Data Available Through CASS/MASS Developers**
- ❑ **No Cost For License to CASS/MASS Developers**

## Suite<sup>Link</sup> - The Rule

- ❑ **All CASS/MASS Certifications Will Require the Use of Suite<sup>Link</sup> To Append Suite Numbers Where Match Available**
  - **ZIP+4 Assignment Must Be Based On Suite Number**
  
- ❑ **Must Be Offered As Option in All CASS/MASS Certified Software Products**
  
- ❑ **End Users Usage Optional In Production**

## Suite<sup>Link</sup> - Cycle M Examples

**Input:** UT Animal Research  
910 Madison Ave  
Memphis TN 38103

**Output:** UT ANIMAL RESEARCH  
910 MADISON AVE **STE 823**  
MEMPHIS TN 38103-3435

## SuiteLink™ - Impact

- ❑ **CASS Developers**
  - **Will Be Included In All CASS Certification Tests**
  - **Must Be Included As Option In Software Released to End Customer**
  
- ❑ **MASS Developer**
  - **Will Be Included in All MASS Certification Tests**
  - **End Users Required To Certify Using SuiteLink Test Product**
  - **Required To Spray New 11-Digit Barcode For Suite Number**
  - **Not Required To Spray Suite Number on Mailpiece**
  
- ❑ **End Users (CASS and MLOCR)**
  - **Optional For Use In Production Environment**
  - **Suite Number Not Required To Be Added to Address Printed on Mailpiece**
  - **Required Use Planned For Next CASS/MASS Cycle**

# CASS™/MASS™ Cycle M

## New Requirements

## DPV™ Tie Breaking - The Rule

- ❑ **Only Use DPV To Tie Break When It Does Not Violate an Existing CASS Rule**
  - **The Cardinal Rule**
  - **Overlapping Ranges**

## DPV Tie Breaking – Current Example

**Cardinal Rule: Currently software can code to any record that DPV confirms even if it breaks the Cardinal rule.**

### ZIP+4 File

Primary Range	Pre	Street Name	Suffix	ZIP Code	ZIP + 4 Code	DPV
1 – 17	S	MAIN	ST	38103	2501	N
37 – 51	S	MAIN	ST	38103	5101	
1 – 9	N	MAIN	ST	38103	2104	Y

**Input:**

**9 S Main St  
Memphis TN 38103**

**Output:**

**9 N Main St  
Memphis TN 38103-2104**

## DPV Tie Breaking – Cycle M Example

**Cardinal Rule Changes: Software can only code to the record that DPV confirms when it does not break the Cardinal rule.**

### ZIP+4 File

Primary Range	Pre	Street Name	Suffix	ZIP Code	ZIP + 4 Code	DPV
1 – 17	S	MAIN	ST	38103	2501	N
37 – 51	S	MAIN	ST	38103	5101	Y
1 – 9	N	MAIN	ST	38103	2104	Y

**Input:**

**9 S Main St  
Memphis TN 38103**

**Output:**

**9 S Main St  
Memphis TN 38103**

***Possible Address?***

***49 S Main St  
Memphis TN 38103-5101***

## DPV Tie Breaking – Current Example

**Overlapping Ranges: Currently software must code to the lowest ZIP+4 Code if Carrier Route the same**

### ZIP+4 File

Primary Range	Pre	Street Name	Suffix	ZIP Code	ZIP + 4 Code	CRID	DPV
5001 - 5099		GODWIN	RD	77630	1926	R021	N
5001 - 5099		GODWIN	RD	77630	9013	R021	Y

**Input:**

**5003 Godwin Rd  
Orange TX 77630**

**Output:**

**5003 Godwin Rd  
Orange TX 77630-1926**

## DPV Tie Breaking – Current Example

**Overlapping Ranges Rule Change: Software must code to the record that DPV confirms instead of coding to the lowest ZIP+4. If they both DPV confirm then code to the lowest ZIP+4**

### ZIP+4 File

Primary Range	Pre	Street Name	Suffix	ZIP Code	ZIP + 4 Code	CRID	DPV
5001 - 5099		GODWIN	RD	77630	1926	R021	N
5001 - 5099		GODWIN	RD	77630	9013	R021	Y

**Input:**

**5003 Godwin Rd  
Orange TX 77630**

**Output:**

**5003 Godwin Rd  
Orange TX 77630-9013**

## DPV Tie Breaking – Current Example

**Overlapping Ranges:** In this example, since both records DPV confirm and Carrier Route Id same, software continues to make the match to the record with the lowest ZIP+4.

### ZIP+4 File

Primary Range	Street Name	Suffix	Sec Desg	Sec Num	ZIP Code	ZIP+4 Code	CRID	DPV
135-135	CHESTNUT	LN	APT	J201	44143	1002	C017	Y
135-135	CHESTNUT	LN	APT	J201	44143	1011	C017	Y

**Input:**

**135 CHESTNUT LN APT J201  
CLEVELAND OH 44143**

**Output:**

**135 CHESTNUT LN APT J201  
CLEVELAND OH 44143-1002**

## DPV Tie Breaking – Cycle M Example

**Overlapping Ranges:** In this example, since both records DPV confirm, and the Carrier Route IDs are different, software **MUST** not match.

### ZIP+4 File

Primary Range	Pre	Street Name	Suffix	ZIP Code	ZIP + 4 Code	CRID	DPV
1639 – 1639		GOSHEN	RD	30906	9375	R021	Y
1601 – 1699		GOSHEN	RD	30906	9355	R009	Y

**Input:**

**1639 GOSHEN RD  
AUGUSTA GA 30906**

**Output:**

**NO MATCH DUE TO  
MULTIPLE CARRIER IDS**

## DPV Tie Breaking - Impact

### **CASS/MASS Developers**

- **Software Must Handle DPV Tie Breaks as Indicated**
- **Will Be Included In All Certification Tests**

### **End Users**

- **Difference in DPV Confirmation for Existing Address Records**

## Firm Matching - The Rule

- When Input Address Has A Firm ZIP+4 Code That is Valid For Address**
  - **Retain The ZIP+4 Code**
    - ◆ **Even If Suite Number Is Not Provided**
    - ◆ **Even If Firm Name Is Not Matched**
  
- Retain Original Suite Number If Provided**
  
- Retain Non-Firm Name If Provided**

## Firm Matching – Current Example

**Firm Matching Current Rule:** If input address does not match with firm name or does not match with secondary information, you must give back the highrise default ZIP+4 code.

### ZIP+4 File

Primary Range	Street Name	Suffix	Designator	Secondary Number	Record Type	ZIP Code	ZIP + 4 Code	Firm
6060-6060	POPLAR	AVE	STE	200-210	H	38119	3959	
6060-6060	POPLAR	AVE	STE	200-200	F	38119	3982	ABC

**Input:**

**CARL MANSFIELD  
6060 POPLAR AVE STE 205  
MEMPHIS TN 38119-3982**

**Output:**

**CARL MANSFIELD  
6060 POPLAR AVE STE 205  
MEMPHIS TN 38119-3959**

## Firm Matching – Cycle M Example

**Firm Matching Rule Change: When input address has a ZIP+4 Code that matches to a Firm record ZIP+4 Code that is valid for address, keep Firm ZIP+4 Code even though firm name is not considered a match.**

### ZIP+4 File

Primary Range	Street Name	Suffix	Designator	Secondary Number	Record Type	ZIP Code	ZIP + 4 Code	Firm
6060-6060	POPLAR	AVE	STE	200-210	H	38119	3959	
6060-6060	POPLAR	AVE	STE	200-200	F	38119	3982	ABC

**Input:**

**CARL MANSFIELD**

**6060 POPLAR AVE**

**MEMPHIS TN 38119-3982**

**Output:**

**CARL MANSFIELD**

**6060 POPLAR AVE**

**MEMPHIS TN 38119-3982**

## Firm Matching – Cycle M Example

**Firm Matching Rule Change: Input address has ZIP+4 Code that matches to a Firm record valid at address. Keep firm ZIP+4 Code even though secondary information is missing or is not an exact match. Return of suite number not required.**

### ZIP+4 File

Primary Range	Street Name	Suffix	Designator	Secondary Number	Record Type	ZIP Code	ZIP + 4 Code	Firm
6060-6060	POPLAR	AVE	STE	200-210	H	38119	3959	
6060-6060	POPLAR	AVE	STE	200-200	F	38119	3982	ABC

**Input:**

**ABC  
6060 POPLAR AVE STE 210  
MEMPHIS TN 38119-3982**

**Output:**

**ABC  
6060 POPLAR AVE STE 210  
MEMPHIS TN 38119-3982**

## Firm Matching – Impact

### **CASS/MASS Developers**

- **Software Must Give Back Firm ZIP+4 Code as Indicated**
- **Will Be Included In All Certification Tests**

### **End Users**

- **No significant impacts anticipated**

## 30 Character Abbreviation

### – Proposed Rule

- ❑ **MTAC Workgroup 97 Recommended a Standard 30 Character Address Line Length to Facilitate Sharing of Address Data Between Applications**
  
- ❑ **USPS Aided Standardized Address Length Effort by Creating the “Abbreviated Alias”**
  - **Created Shortened Street Names that Fit Long “Base ZIP+4 Record” Addresses into 30 Characters**
  - **Abbreviated Alias Only Linked to Base ZIP+4 Record and Not to Other Alias Records**

## 30 Character Abbreviation

### – Current CASS Cycle L Rule

- ❑ CASS Cycle L Introduced the Requirement for Software to Match an Address Presented with an Abbreviated Alias Format**
  
- ❑ Customers Have Expressed Their Need for CASS Certified Software Products to Offer Additional Functionality in Support of Address Abbreviations as Ease-of-Use Feature**



DPF992P1  
USPS

DELIVERY POINT FILE  
ADDRESS LINE LENGTHS

2/11/2008  
PAGE: 1

CHARACTERS	RECORD TYPES S, F, H			RECORD TYPES S, F, H, R, H, P		
	# OF RECORDS	PERCENTAGE OF TOTAL	CUMULATIVE PERCENTAGE	# OF RECORDS	PERCENTAGE OF TOTAL	CUMULATIVE PERCENTAGE
<b>30</b>	<b>754,033</b>	<b>0.52%</b>	<b>99.01%</b>	<b>754,033</b>	<b>0.45%</b>	<b>99.16%</b>
31	522,998	0.36%	99.37%	522,998	0.31%	99.46%
32	333,497	0.23%	99.60%	333,497	0.20%	99.66%
33	229,302	0.16%	99.76%	229,302	0.14%	99.80%
34	120,564	0.08%	99.85%	120,564	0.07%	99.87%
35	77,660	0.05%	99.90%	77,660	0.05%	99.92%
36	49,833	0.03%	99.93%	49,833	0.03%	99.94%
37	29,892	0.02%	99.96%	29,892	0.02%	99.96%
38	18,796	0.01%	99.97%	18,796	0.01%	99.97%
39	17,552	0.01%	99.98%	17,552	0.01%	99.98%
40	10,252	0.01%	99.99%	10,252	0.01%	99.99%
41	9,378	0.01%	99.99%	9,378	0.01%	100.00%
42	3,837	0.00%	100.00%	3,837	0.00%	100.00%
43	1,776	0.00%	100.00%	1,776	0.00%	100.00%
44	1,557	0.00%	100.00%	1,557	0.00%	100.00%
45	550	0.00%	100.00%	550	0.00%	100.00%
46	45	0.00%	100.00%	45	0.00%	100.00%
47	130	0.00%	100.00%	130	0.00%	100.00%
48	7	0.00%	100.00%	7	0.00%	100.00%
49	0	0.00%	100.00%	0	0.00%	100.00%
50	0	0.00%	100.00%	0	0.00%	100.00%
<b>Subtotal: ( 31 - 50 )</b>	<b>1,427,626</b>	<b>0.99%</b>		<b>1,427,626</b>	<b>0.84%</b>	
<b>TOTALS</b>	<b>144,077,828</b>		<b>100.00%</b>	<b>168,982,220</b>		<b>100.00%</b>

## Definitions

<b>Base Record</b>	<b>ZIP+4 File Address in Fully Standardized Format</b>
<b>Alias Record</b>	<b>Alternate Address Format Referenced In USPS City/State File</b>
<b>A-Type Alias</b>	<b>Abbreviation Provided to Base Record Address Format When Base Address Exceeds 30 Characters</b>
<b>C-Type Alias</b>	<b>Community Street Name Change. Original Street Name Shown as Alias to ZIP+4 Base Record.</b>
<b>O-Type Alias</b>	<b>Other Name (Nickname) for Base Record Street Name.</b>
<b>P-Type Alias</b>	<b>Preferred Format of Base Address Format</b>

## 30 Character Abbreviation – Current Example

If the input address is presented using an Abbreviated Alias format, CASS software must be able to match to the corresponding Base record and return the Abbreviated Alias format or the Base Record.

<b>Input:</b>	1717 MILL RIVER GT BARR RD NEW MARLBOROUGH MA 01230	26 Characters
<b>Matches to: Base</b>	1717 MILL RIVER GREAT BARRINGTON RD NEW MARLBOROUGH MA 01230	35 Characters

<b>Output:</b>	1717 MILL RIVER GREAT BARRINGTON RD NEW MARLBOROUGH MA 01230-1762	<b>Base</b>
	1717 MILL RIVER GT BARR RD NEW MARLBOROUGH MA 01230-1762	<b>Abbreviated Alias</b>

## 30 Character Abbreviation – CASS Cycle M Proposed Rule

- ❑ The 30 Character Address Abbreviation Must Be Provided at Customer Request Whenever the Standardized Address in Any Format Exceeds 30 Characters**
  - Assumes that an Abbreviated Alias Is Present In The City/State File**
- ❑ For CASS Cycle M Certification, Software Must Return 30 Character Abbreviation to Demonstrate Software’s Capability**
  - Production Use – At Customer’s Request**

## 30 Character Abbreviation – Cycle M Example

In this example the Base record address format is returned since the input address length contains an O-Type Alias (Nickname) address format that is > 30 characters and Base record address format is < 30 characters

**Input:** 100 TYNGSBOROUGH BUSINESS PK DR UNIT 1 38 Characters  
TYNGSBORO MA 01879

**O-Type Alias Connects** TYNGSBOROUGH BUSINESS PK DR

**To Base ZIP+4 Record** BUSINESS PARK DR

**Matches to: (O-Type Alias)** 100 TYNGSBOROUGH BUSINESS PK DR UNIT 1 38 Characters  
TYNGSBORO MA 01879

<b>Output:</b>	<b>Base</b>	100 BUSINESS PARK DR UNIT 1 TYNGSBORO MA 01879-00171	<b>27 Characters</b>
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## 30 Character Abbreviation – Cycle M Example

In this example, the returned address would be > 30 characters using either the O-Type Alias (Street Nickname) or Base street name format thus the Abbreviated Alias address format must be returned.

<b>Input:</b>		<b>108 WOODSVILLE MARSHALL CORNER RD APT A HOPEWELL NJ 08525</b>	<b>39 Characters</b>
<b>O-Type Alias Connects to Base ZIP+4 Record</b>		<b>WOODSVILLE MARSHALL CORNER RD MARSHALL CORNER WOODSVILLE RD</b>	
<b>Abbreviated Alias for Base</b>		<b>MRSHL CRNR WODS RD</b>	
<b>Matches to:</b>	<b>O-Type Alias</b>	<b>108 WOODSVILLE MARSHALL CORNER RD APT A HOPEWELL NJ 08525-2800</b>	<b>39 Characters</b>
<b>Output:</b>	<b>30 Character Abbreviation</b>	<b>108 MRSHL CRNR WODS RD APT A HOPEWELL NJ 08525-2800</b>	<b>28 Characters</b>

## 30 Character Abbreviation – Cycle M Example

In this example the input address matches to a C-Type Alias so it must be changed to Base. BASE is > 30 characters so the software must determine if Base has a 30 character abbreviation. Since it does, the Abbreviated Alias Street Name must be returned.

<b>Input:</b>	<b>700 CALHOUN ST TRENTON NJ 08618</b>	<b>14 Characters</b>
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<b>C-Type Alias Connects to Base ZIP+4 Record</b>	<b>CALHOUN ST REV S HOWARD WOODSON JR WAY</b>
<b>Abbreviated Alias for Base</b>	<b>HOWARD WOODSON WAY</b>

<b>Matches to: Base</b>	<b>700 REV S HOWARD WOODSON JR WAY TRENTON NJ 08618-3802</b>	<b>31 Characters</b>
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<b>Output:</b>	<b>Abbreviated Alias Street Name</b>	<b>700 HOWARD WOODSON WAY TRENTON NJ 08618-3802</b>	<b>22 Characters</b>
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## 30 Character Abbreviation – Cycle M Example

In this example the input address is presented in the Preferred Alias format. The Preferred Alias address format is > 30 characters so the software must check if the Base address length is greater than 30 characters. Since Base address length is < 30 characters, CASS software must return Base address format.

<b>Input:</b>	<b>Preferred Alias</b>	<b>2575 SOUTH FORK RUSSELL CREEK RD WALLA WALLA WA 99362</b>	<b>32 Characters</b>
	<b>Base</b>	<b>2575 S FORK RUSSELL CREEK RD WALLA WALLA WA 99362</b>	<b>28 Characters</b>

<b>Output:</b>	<b>Base</b>	<b>2575 S FORK RUSSELL CREEK RD WALLA WALLA WA 99362-8461</b>	<b>28 Characters</b>
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## 30 Character Abbreviation – Cycle M Example

In this example the input address uses a Preferred Alias format. The Preferred Alias is > 30 characters so the software must check Base to see if it is greater than 30 characters. The Base is > 30 characters so the software must determine if Base has a 30 character abbreviation. It does, so the Abbreviated Alias street name must be returned.

<b>Input:</b>	<b>Preferred Alias</b>	<b>1100 WEST JEFFERSON KIOUSVILLE RD SE WEST JEFFERSON OH 43162</b>	<b>36 Characters</b>
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<b>P-Type Alias Connects to Base ZIP+4 Record</b>	<b>WEST JEFFERSON KIOUSVILLE RD SE W JEFFERSON KIOUSVILLE RD SE</b>
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<b>Matches Base to:</b>	<b>1100 W JEFFERSON KIOUSVILLE RD SE WEST JEFFERSON OH 43162</b>	<b>33 Characters</b>
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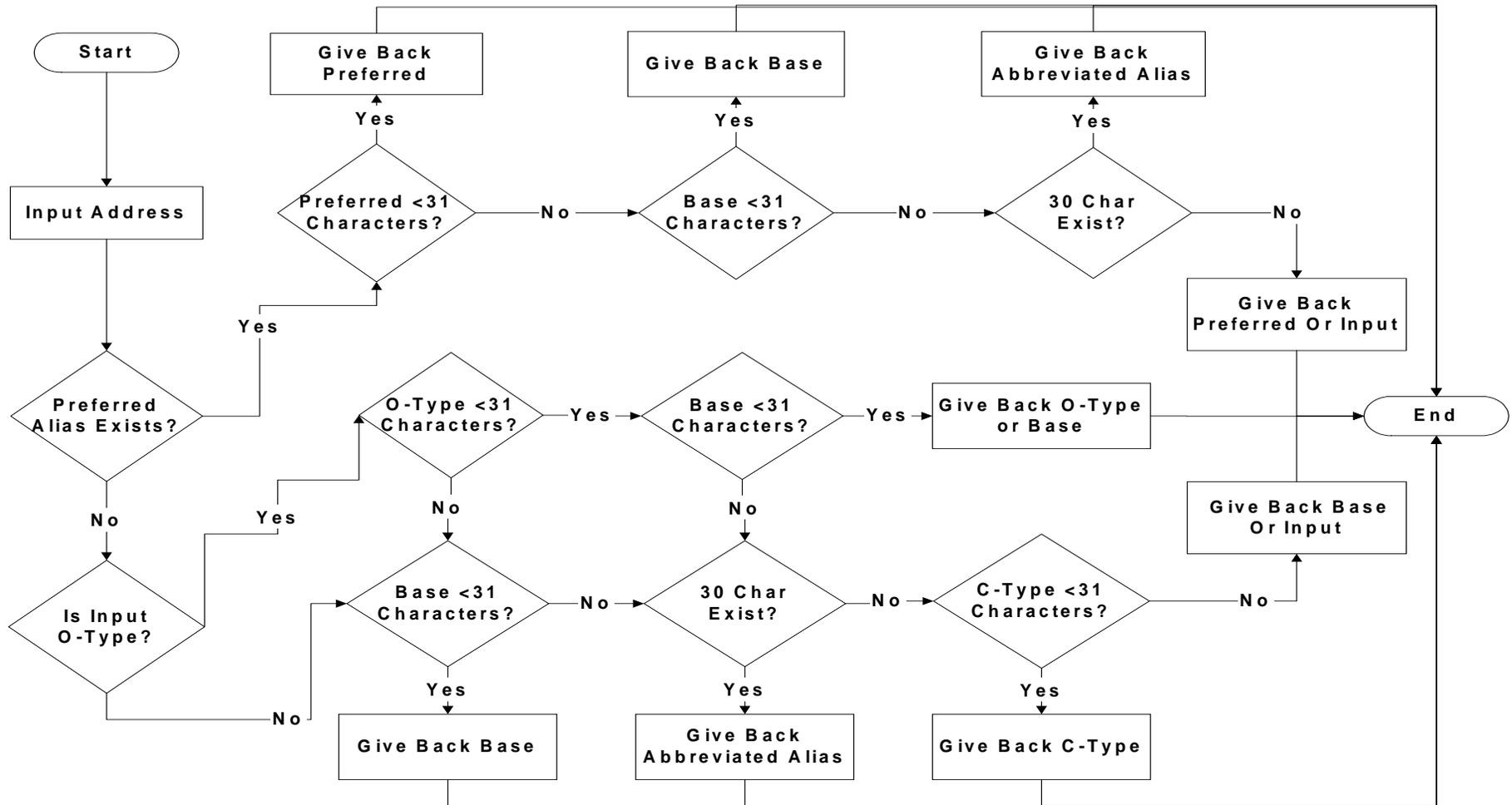
<b>Base ZIP+4 Record Connected To Abbreviated Alias</b>	<b>W JEFFERSON KIOUSVILLE RD SE W JEFF KIOUS RD SE</b>
---	--

<b>Output:</b>	<b>Abbreviated Alias Street Name</b>	<b>1100 W JEFF KIOUS RD SE WEST JEFFERSON OH 43162-9513</b>	<b>23 Characters</b>
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## 30 Character Abbreviation – Cycle M Example

- ❑ In the Event That a Match is Made That Exceeds 30 Characters in Length and An Abbreviated Alias Cannot Be Determined to Reduce the Address to 30 Characters, Fall Back To Existing CASS Coding Rules**

# 30 Character Abbreviation – Cycle M Flow-Chart



## 30 Character Abbreviation – Impact

### ❑ CASS Developers

- Software Must Have Option For Return of 30 Character Address Representation
- Will Be Included In CASS Certification Test

### ❑ MASS Developers

- Output of 30 Character Abbreviation Requirements Will Not Be Tested in CASS Precertification or MASS Test Decks

### ❑ End Users

- Users Will Have Option Of Retrieving and Storing 30 Character Address

## 13 Character City Name Policy

- ❑ **The USPS Provides A 13 Character City Name for All Valid Mailing Names in the City/State File**
  - **Valid Mailing Name Indicates City Name is Considered Valid for ZIP Code**
  
- ❑ **For Non-Mailing Names, No 13 Character Abbreviation is Provided**
  - **CASS Policy Requires Non-Mailing Names to be Converted to Mailing Names**

## 13 Character City Name – The Rule

- ❑ 13 Character Abbreviation Must Be Returned For Any Matched Address Upon Customer Request**
- ❑ For CASS Cycle M Certification, Software Must Return 13 Character Abbreviation Where City Name Has 13 Character Abbreviation**
- ❑ Production Software Not Required to Return 13 Character Abbreviated City Name Unless Requested By Customer**





## 13 Character City Name – CASS Cycle M

If input address City Name is determined to be a Non-Mailing Name, return the 13 character City Name abbreviation associated with Mailing Name.

City/State File

ZIP Code	City Name	Acceptable Mailing Name	13 Character Abbreviation	Preferred City Name	State
33407	MANGONIA PARK	N		WEST PALM BEACH	FL
33407	WEST PALM BEACH	Y	WEST PALM BCH	WEST PALM BEACH	FL

**Input:**

**1202 PIONEER RD  
MANGONIA PARK FL 33407**

**Output:**

**1202 PIONEER RD  
WEST PALM BCH FL 33407-2241**

## Mailing Name Translations – Advisory (Not Tested)

According to the Override City Name rule, Florence would appear to be an override city name for North Hampton in this example. The Override is determined by identifying the Mailing Name equal to the Preferred Name.

City State File

City Name	Mailing Name	Preferred City Name
FLORENCE	Y	FLORENCE
NORTHAMPTON	Y	FLORENCE
NORTH HAMPTON	N	NORTHAMPTON

ZIP + 4 File

Preferred Last Line City State Key
FLORENCE
FLORENCE
FLORENCE

**Input:** 2 MAIN ST  
NORTH HAMPTON MA 01062

**Output:** 2 MAIN ST  
FLORENCE MA 01062-3102

## Mailing Name Translations – Advisory (Not Tested)

However, this is not a true override. On Non-Mailing Name records that can be connected to an equivalent valid Mailing Name, software should convert to the equivalent city name before selecting Preferred City Name.

City State File

City Name	Mailing Name	Preferred City Name
FLORENCE	Y	FLORENCE
NORTHAMPTON	Y	FLORENCE
NORTH HAMPTON	N	NORTHAMPTON

ZIP + 4 File

Preferred Last Line City State Key
FLORENCE
FLORENCE
FLORENCE (not Override)

Input:                    2 MAIN ST  
                              NORTH HAMPTON MA 01062

Output:                   2 MAIN ST  
                              NORTHAMPTON MA 01062-3102

## 13 Character City Abbreviation – Impact

### CASS Developers

- Software Must Have Option For Return of 13 Character City Name to End User
- Return of 13 Character City Name Required In CASS Certification Test

### MASS Developers

- Not Applicable

### End Users

- Users Will Have Option Of Retrieving and Storing 13 Character City Name

## Addresses Bearing a Unique ZIP Code - The Revised Rules

- ❑ **When Input Address Has A Unique ZIP Code and ZIP+4 Code With Corresponding City/State Name**
  - **Retain the Input Address ZIP+4 Code**
  
- ❑ **When Input Has a Unique ZIP Code:**
  - **Match Outside Of the Unique If Exact Match for Address Exists Outside the Unique ZIP Code.**
  
- ❑ **When Input Has No ZIP Code:**
  - **Can Match To A ZIP+4 Record in a Unique ZIP Code if Exact Match on Address Within Unique ZIP Code**
  
- ❑ **When Input Address Has Non-Unique ZIP Code:**
  - **Match To Record in the Unique ZIP Code if Exact Match Present and Input Address Does Not Have Exact Match Outside of Unique ZIP Code**

## Unique ZIP Code - Definition of “Exact”

**No...**

- **Adds**
- **Deletes**
- **Modifications**

**Made To Any Address Component:**

- **Includes changes in street name spelling**

## Unique ZIP Code - Current Rule

- When the input address does not have a ZIP Code on the input, the current CASS rule will only allow software to make a match to a record in a Unique ZIP Code if the match can be made to a Firm record based on match of Firm name.**

## Unique ZIP Code - Current Rule

Since the input contained the firm name which matches to Firm in ZIP+4 File, software is allowed to match into the Unique ZIP Code.

ZIP Code	CITY NAME	UNIQUE	STREET NAME	FIRM
38119	MEMPHIS	N	6060 PRIMACY PKWY STE 101	
38188	MEMPHIS	Y	6060 PRIMACY PKWY STE 101	NATIONAL CUSTOMER SUPPORT CENTER

**Input: NATIONAL CUSTOMER SUPPORT CENTER  
6060 PRIMACY PKWY STE 101  
MEMPHIS TN**

**Output: NATIONAL CUSTOMER SUPPORT CENTER  
6060 PRIMACY PKWY STE 101  
MEMPHIS TN 38188-9919**

## Unique ZIP Code - Current Rule

The current rules will not allow software to match into the Unique ZIP Code since the input did not contain the firm name as it is listed on the database.

ZIP Code	CITY NAME	UNIQUE	STREET NAME	FIRM
38119	MEMPHIS	N	6060 PRIMACY PKWY STE 101	
38188	MEMPHIS	Y	6060 PRIMACY PKWY STE 101	NATIONAL CUSTOMER SUPPORT CENTER

**Input: NCSC  
6060 PRIMACY PKWY STE 101  
MEMPHIS TN**

**Output: NCSC  
6060 PRIMACY PKWY STE 101  
MEMPHIS TN 38119-5744**

## Unique ZIP Code - Cycle M Example

The new rule will now allow software to match into a Unique ZIP Code based on an exact match of the address line if input address does not DPV confirm in the non-unique

ZIP Code	CITY NAME	UNIQUE	STREET NAME	FIRM
38119	MEMPHIS	N	6060 PRIMACY PKWY STE 101	
38188	MEMPHIS	Y	6060 PRIMACY PKWY STE 101	NATIONAL CUSTOMER SUPPORT CENTER

**Input: NCSC  
6060 PRIMACY PKWY STE 101  
MEMPHIS TN**

**Output: NCSC  
6060 PRIMACY PKWY STE 101  
MEMPHIS TN 38188-9919**

## Unique ZIP Code - Cycle M Example

In this example, software would have previously matched this record to the record outside the unique ZIP Code but since the address line is an exact match to the Unique ZIP Code the match can be made.

ZIP Code	CITY NAME	UNIQUE	STREET NAME	FIRM	ZIP + 4
55420	MINNEAPOLIS	N	425 PORTLAND PL		4947
55488	MINNEAPOLIS	Y	425 PORTLAND AVE	MINNEAPOLIS TRIBUNE	1511

**Input:** XYZ CO  
425 PORTLAND AVE  
MINNEAPOLIS MN

**Output:** XYZ CO  
425 PORTLAND AVE  
MINNEAPOLIS MN 55488-1511

## Unique ZIP Code - Cycle M Example

Since an exact match cannot be made, software cannot match to the Unique record. Match allowed to ZIP+4 record in Non-Unique ZIP Code if DPV confirmed.

ZIP Code	CITY NAME	UNIQUE	STREET NAME	FIRM	ZIP + 4
55420	MINNEAPOLIS	N	425 PORTLAND PL		4947
55488	MINNEAPOLIS	Y	425 PORTLAND AVE	MINNEAPOLIS TRIBUNE	1511

**Input:** XYZ CO  
425 PORTLAND  
MINNEAPOLIS MN

**Output:** XYZ CO  
425 PORTLAND PL  
MINNEAPOLIS MN 55420-4947

## Unique ZIP Code - Current Rule

- Current CASS rule states that if an input address record is presented with a Unique ZIP Code upon input and it corresponds with the input city name it must be retained whether the address is valid or not.**

## Unique ZIP Code - Current Rule

Current CASS rules prevent software from changing the unique ZIP Code if it corresponds with the input City/State.

ZIP Code	CITY NAME	UNIQUE	STREET NAME	FIRM	ZIP + 4	DPV
38111	MEMPHIS	N	3300 CENTRAL AVE		4429	Y
38152	MEMPHIS	Y	3918 CENTRAL AVE	UNIVERSITY OF MEMPHIS	3090	Y

**Input:**  
XYZ CO  
3300 CENTRAL AVE  
MEMPHIS TN 38152

**Output:**  
XYZ CO  
3300 CENTRAL AVE  
MEMPHIS TN 38152-0001

## Unique ZIP Code - Cycle M Example

The new rule allows software to consider records outside the Unique ZIP Code as candidate records. If an exact match can be made the software must change the Unique ZIP Code to the non-unique ZIP Code

ZIP Code	CITY NAME	UNIQUE	STREET NAME	FIRM	ZIP + 4	DPV
38111	MEMPHIS	N	3300 CENTRAL AVE		4429	Y
38152	MEMPHIS	Y	3918 CENTRAL AVE	UNIVERSITY OF MEMPHIS	3090	Y

**Input:** XYZ CO  
3300 CENTRAL AVE  
MEMPHIS TN 38152

**Output:** XYZ CO  
3300 CENTRAL AVE  
MEMPHIS TN 38111-4429

## Unique ZIP Code - Current Rule

- The current CASS rule states if an input address has a Unique ZIP Code with a ZIP+4 also provided, the ZIP+4 can only be retained if the ZIP+4 Code is explicitly shown in the ZIP+4 file.**

## Unique ZIP Code - Current Rule

Retain the input address ZIP+4 since it is valid.

ZIP Code	CITY NAME	UNIQUE	STREET NAME	FIRM	ZIP + 4 Range
55488	MINNEAPOLIS	Y	425 PORTLAND AVE	MINNEAPOLIS TRIBUNE	0002 - 3000

**Input:**  
MINNEAPOLIS TRIBUNE  
425 PORTLAND AVE  
MINNEAPOLIS MN 55488-1511

**Output:**  
MINNEAPOLIS TRIBUNE  
425 PORTLAND AVE  
MINNEAPOLIS MN 55488-1511

## Unique ZIP Code - Current Rule

Since the input ZIP+4 is not determined to be valid software required to delete input ZIP+4 Code and return default.

ZIP Code	CITY NAME	UNIQUE	STREET NAME	FIRM	ZIP + 4
55488	MINNEAPOLIS	Y	425 PORTLAND AVE	MINNEAPOLIS TRIBUNE	0002 - 3000

**Input:**  
MINNEAPOLIS TRIBUNE  
425 PORTLAND AVE  
MINNEAPOLIS MN 55488-3512

**Output:**  
MINNEAPOLIS TRIBUNE  
425 PORTLAND AVE  
MINNEAPOLIS MN 55488-0001

## Unique ZIP Code - Cycle M Example

- ❑ Now software must retain the input ZIP+4 for addresses that are matched in a Unique ZIP Code whether the ZIP+4 exists on the database is valid or not. Do not delete the input ZIP+4 Code and return the default ZIP+4 addon of “-0001”**

## Unique ZIP Code - Cycle M Example

The new rule states that software must retain the ZIP + 4 whether it is valid or not.

ZIP Code	CITY NAME	UNIQUE	STREET NAME	FIRM	ZIP + 4
55488	MINNEAPOLIS	Y	425 PORTLAND AVE	MINNEAPOLIS TRIBUNE	0002 - 3000

**Input:**  
MINNEAPOLIS TRIBUNE  
425 PORTLAND AVE  
MINNEAPOLIS MN 55488-3512

**Output:**  
MINNEAPOLIS TRIBUNE  
425 PORTLAND AVE  
MINNEAPOLIS MN 55488-3512

# CASS™/MASS™ Cycle M

## MLOCR Requirements

## MASS Test Deck Processing

- ❑ **All MASS Certifications Will Be Required To Spray An Intelligent Mail Barcode For Cycle M Testing**
- ❑ **MLOCR Systems Can Use Either Intelligent Mail or POSTNET Barcode Following Cycle M MASS Certification**
- ❑ **The USPS will no longer require that a postal representative be present in order process your MASS test decks. MASS test decks can be opened and processed upon receipt.**
- ❑ **MASS test decks will no longer be shipped via Express Mail. All test decks will be shipped via Priority Mail with Delivery Confirmation.**

# Fees

		Thru Oct 2008	Nov 2008 and Dec 2008	2009							After July 2009
				Jan	Feb	Mar	Apr	May	Jun	Jul	
<b>CASS</b>		\$200	\$200	\$200	\$500	\$500	\$600	\$700	\$800	\$900	\$1,000
<b>MASS MLOCR</b>	<b>MFG</b>		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$1,000	\$1,500
	<b>End User</b>								\$500	\$1,000	\$1,500
<b>MASS Encoder</b>	<b>MFG</b>		\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$750	\$1,000
	<b>End User</b>								\$300	\$750	\$1,000

## Significant Milestones

Annual Meeting	Feb-2008
Official Rules Release	Mar-2008
Stage I File Release	Jun-2008
Stage II File Release	Aug-2008
MASS Test Decks Available	Nov-2008
Developers/Manufacturers Certification Completed	Mar-2009
Begin Software Release	Apr-2009
Software Released to End-users	May-2009
Implementation of CASS Cycle M	Aug-2009
Completion of CASS Cycle M	Jul-2010

# Evolution of CASS/MASS Beyond Cycle M

# Move Update

## Implementation of New Requirements

## Current DMM Move Update Standard

### 3.5 Move Update Standard

- a. Each address and associated occupant name used on the mailpieces in a mailing must be updated within 185 days before the mailing date, with one of the USPS-approved methods in 3.5.2.**
- b. Each individual address in the mailing is subject to the Move Update standard.**
- c. If an address used on a mailpiece in a mailing at one class of mail and rate is updated with an approved method (e.g., Address Change Service), the same address may be used during the following 185 days and meets the Move Update standard.**
- d. Except for mail bearing an alternative address format, addresses used on pieces claiming First-Class Mail® Presorted rates, regardless of any required surcharge, must meet the Move Update standard.**

## New Move Update Requirements

**Scheduled For Implementation Nov 23, 2008**

**Federal Register Announcement Published  
September 28, 2007:**

- **Standard Mail Added**
- **Frequency Changed To Every 95 Days**

**Same Options Available For Compliance  
With Move Update Requirement**

- **Alternative Method Not Allowed For  
Standard Mail**

## Important Points

**To Meet 95 Day Readiness for November 23  
Implementation Requires Use of Move  
Update Solution Beginning August 20, 2008**

**Alternative Methods To Meet Move Update  
Requirement Not Applicable To Standard  
Mail**

## Move Update Compliance

### **Postal Service Has Implemented Move Update Compliance Validation Processes For All Mail Entry Options**

- **MERLIN**
  - ◆ **Address Quality Verification System**
- **Seamless Acceptance**
  - ◆ **Basic & Full Service**
- **ACS and OneCode ACS Analysis**
- **PS Form 3547 Analysis**

# Address Management System (AMS) Database Quality Initiatives

# Additional Address Hygiene Improvement Opportunities

## Address Hygiene Opportunities

- DirectDPV**
- DPV Transactional File Update**
- New Address Verification System (NAVS)**
- Enhanced ANK<sup>Link</sup>**

## DirectDPV

- ❑ **An Interface That Allows Users to Bypass the Front-End CASS Processes That Performs Address Standardization and ZIP+4 Code Assignment Thus Allowing the End-User to Make a Direct Access Call to DPV Tables and to Validate Addresses**
- ❑ **Identifies Changes at the Delivery Point Level Enabling User to Determine if ZIP+4 Codes are Still Valid**
- ❑ **Address Records Previously Processed Through CASS Cycle L (or later) Can Retain the ZIP+4 Information to be Used as Input to DirectDPV File**
  - **At a Minimum, Mailer Must Store Complete ZIP+4 Code For Each Address Record.**
  - **Recommend Additionally Storing Delivery Point Value**
  - **DirectDPV Cannot Be Used If ZIP+4 Code is Not Present in the Address Record**

## DirectDPV

- ❑ If Record is **NOT** Found in the DirectDPV File, No Additional CASS Processing is Required
- ❑ If Record is found in the DirectDPV File, Regular CASS Processing is Required for the Record
- ❑ Authorized Validation Process
  - Use of DirectDPV Does **NOT** Alter Mailer's Requirement to Validate Addresses Every 185 Days Using CASS Certified Software
  - Currently Available as Part of DPV Product Fulfillment to DPV Licensees
  - Requires certification prior to authorized use
- ❑ Use Optional

## DPV Transactional File Update

- ❑ Optional DPV Transactional Files are Available to Licensees to Allow the Processing of Transactional Updates to the DPV Hash Tables in Lieu of Requiring Full Replacement of the DPV Hash Tables for Each Update**
- ❑ Looks at the Difference at the Bit or Byte Level**
- ❑ DPV Transactional Files Will Only be Available for the Hash Version of the DPV Product**
- ❑ DPV Transactional Files will be Updated Weekly and Will be Available on RIBBS**
- ❑ Transaction File Typically Less Than 1% of the Original File Size**
- ❑ The Use of DPV Transactional Updates Licensees Requires the Incorporation of a Process to Capture the Transactional File and Output of DPV Production Files That are Compatible with the Licensees CASS Software.**

## NAVS

- ❑ **Provides a Method for the Mailing Community to Validate the Existence of Newly-Created Addresses in the USPS Master Addressing Database Prior to the Availability of These Addresses in the Normal Monthly Products Such as ZIP+4, DPV, and DSF2**
  
- ❑ **Compares Submitted Addresses Against DPFNOW Data**
  - **Accepts Electronic Transactions Via the Internet**
  
- ❑ **Return Transactions Contain the Results of the Query**
  - **Standardized Address Format**
  - **Applicable Return Codes**

## Enhanced ANK<sup>Link</sup>

- 48 Month Version of ANK<sup>Link</sup> Type Data**
- No New Address Provided Back**
- Relaxed Matching Criteria To Allow Near Match Similar to Old NCOA**