

Addressing: Issues & Opportunities for Government Agencies

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Overview

- What is a quality address
- How address validation tools can help
- Address validation scenarios
- Keeping up with your customers
- Understanding ACS Return Codes
- Secure Destruction



Why Address Validation Matters

- Address Validation is one of the key components to your mailing process
- Addresses that do not validate are at risk of non-delivery
- Databases go “stale” over time without continued updating of information
- There are many reasons an address can fail. You need to ensure they are:
 - Complete
 - Correct
 - Current



What is a Quality Address?

A quality address is defined when:

All necessary elements are complete and correct...

- ✓ Pre-directional
- ✓ Primary address number
- ✓ Street name
- ✓ Street suffix
- ✓ Post-directional
- ✓ Secondary identifier
- ✓ Secondary number
- ✓ City
- ✓ State
- ✓ ZIP + 4[®] code

CASS™ Certified Address Hygiene Products

- USPS® benchmark for address matching quality
- Sets minimum performance standards for commercial ZIP + 4® address matching software
- Developers must pass USPS test for CASS certification
- Address matching software attempts to match addresses against range-based records on USPS ZIP + 4 file



DPV® Product

- Confirms whether or not the input address is a known delivery point
- Indicates if the street number is valid
- Identifies if an address has a correct apartment or suite number
- Provides additional attributes for the address



Is 249 High St in ZIP Code™ 94301 a valid address?

Yes or No

Important DPV® Product Flags

Commercial Mail Receiving Agency (CMRA)-

Indicates a private business that acts as a mail-receiving agent for specific clients.

PBSA – Indicates where the address is an alternative representation of a PO Box address

- **121 South Center Ave # 101** delivered to **PO Box 101**

Vacant – A delivery point was active in the past, but is currently vacant and not receiving delivery.

NCOALink®

- A pre-mailing Move Update method leveraging USPS® provided data
- Data delivery from USPS to certified licensees
- Four levels of usage for certified licensees:
 - End User Mailer
(18 months of data updated monthly)
 - Limited Service Provider
(18 months of data updated weekly)
 - Full Service Provider
(48 months of data updated weekly)
 - MPE Service Provider
(18 months of data updated weekly)



What is a Service Type ID (STID)?

- The Intelligent Mail® barcode allows the 3-digit Service Type ID field to contain information that tells USPS® which treatment you want for your Undeliverable As Addressed (UAA) mail
- These services include
 - mailpiece disposition
 - address correction options
 - IMb Tracing™



OneCode ACS® & Full Service ACS

- The Service Type ID used in the Intelligent Mail® Barcode determines whether it is OneCode ACS® or Full Service ACS.
 - OneCode ACS® is delivered through Electronic Product Fulfillment
 - Full Service ACS is delivered through the Business Customer Gateway

¹ The printed endorsement is optional for First-Class Mail letters when using the IMb.



ACS™ Ancillary Services and Options

Address Service Requested	<p>Option 1 provides ACS™ when forwarded. If not forwardable, mail is returned.</p> <p>Option 2 provides ACS™ when forwarded and when returned. Address Correction fees may apply</p> <p>When used on STD Mail, weighted fee is charged for returned mail</p>
Change Service Requested	<p>Option 1 provides ACS when undeliverable. Mail piece is discarded.</p> <p>Option 2 is currently available only for First-Class Mail. Mail is forwarded if possible, and discarded if not possible. ACS is created in both cases.</p>
Return Service Requested	<p>Option 2 provides ACS™ when mail is returned to the sender.</p>
Electronic Service Requested	<p>A printed endorsement option that can only be used when requesting ACS™. The endorsement and option is imbedded in the IMb or in the Traditional ACS Participant ID mailer profile.</p>

Address correction fees and forwarding or return postage and fees may be applicable based on the ACS implementation method, the mail class, and the endorsement requested.

Label Types: Type Two

CROSS Label

T=Temporary Order
X=Forwarding Order Expired

3-digit ID of
CROSS machine
that labeled mail

Database ID:
D = Daily National
L = Local
N = National

Hexadecimal:
Two-digit indicator used to
indicate all reading tasks
successfully performed by an
AFR

Year COA
became active

CFS Extract if used by
PARS. If not used space is
left blank.

Two-digit REC site ID

(*or#) Character indicates
multiple COA with same
last name from same old
address

A = Properly processed through ACS
O = Keyline overridden

(:) Order is for business

ACS<-indicates that an ACS
electronic record has been
processed. This is printed on
the 2nd line

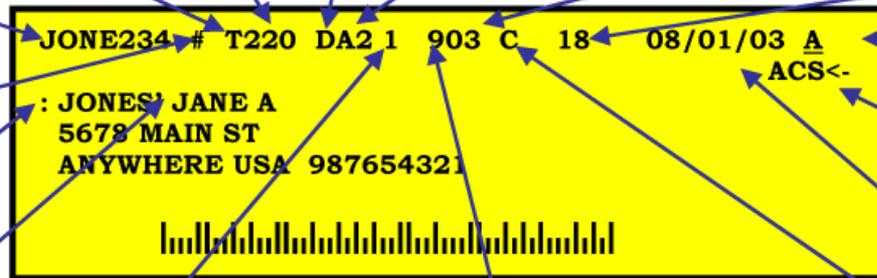
(') Order is for individual only

Class of Mail
1 = First Class
2 = Periodicals
3 = Standard Mail
4 = Package Services

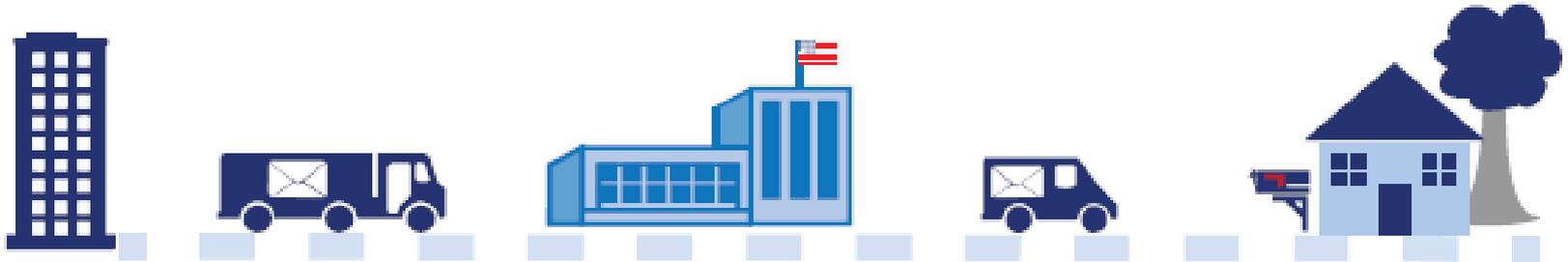
Month of order start date:
1-9 = January – September
A = October
B = November
C = December
N = No Order on File

Date image was resolved by
AFR or REC: MM/DD/YY

I = Intercept
C = Carrier redirect



Each year USPS® returns over 1.2 billion pieces of Undeliverable-As-Addressed (UAA) First-Class Mail® to mailers



Large mailers send mail that is processed at USPS® facilities prior to being sent out for delivery. Secure Destruction eliminates UAA Return to Sender mail at the USPS® facility.

Secure Destruction Service

Secure Destruction was created in response to mailers asking to reduce handling costs for “Return to Sender” mail with Privacy Protected Information (PPI)



Applies only to letter-sized First-Class Mail®



Performed by USPS® employees in USPS® facilities



An opt-in service for mailers provided at no additional fee

Secure Destruction is comprised of five main steps



Daily Electronic Notifications of mailpieces sorted for Secure Destruction can be accessed by registered mailers through the USPS® Electronic Product Fulfillment website.

Existing and new equipment will be used to complete the process



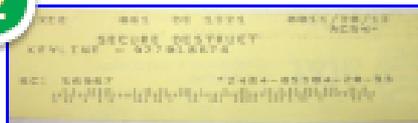
1



USPS® CIOSS Undeliverable Mail Processing (PARS)

Letter-size First-Class Mail® enters the USPS® Combined Input-Output Sub System (CIOSS) processing facility.

2



Label and Sort Mailpieces
UAA RTS mail is labeled and sorted for Secure Destruction.

3



Verify Mailpieces
All SD mail is verified by USPS® employees prior to destruction.

5



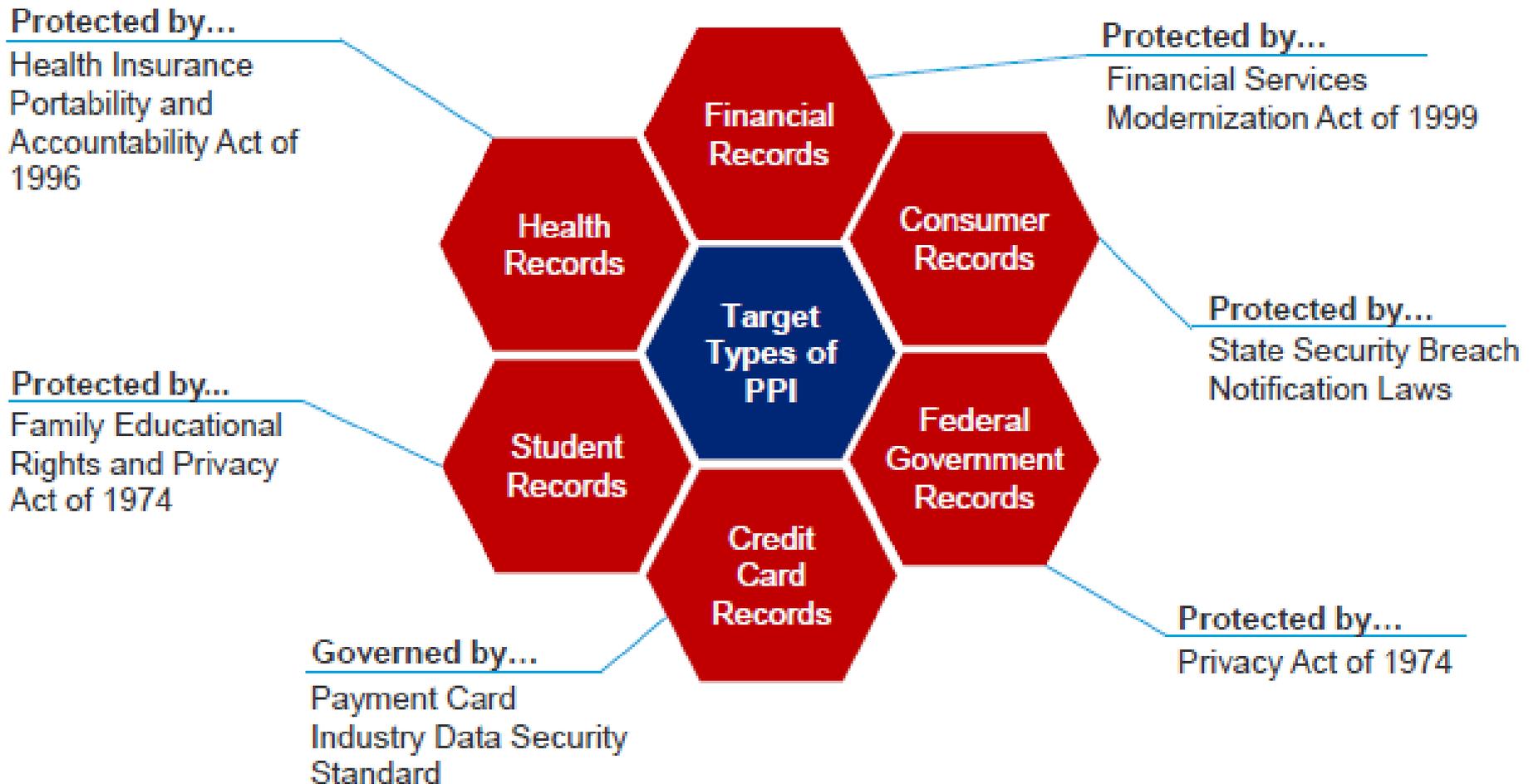
Recycle Shredded Paper
USPS® facilities recycle shredded SD mail.

4



Shred Mailpieces
All verified SD mail is fed into an industrial cross-cut shredder at the USPS® facility.

Secure Destruction may be of interest to mailers who face the risk of liabilities if they don't properly and securely destroy PPI



The Postal Service® has a long record of protecting the sanctity of mail. Processes in place to ensure the security of Secure Destruction mail include:



Mail Verification - All SD mail generated undergoes individual mailpiece verification prior to destruction



Standard Handling Procedures - Mail that is not eligible or that could not be processed is handled per standard procedures



Postal Inspection Service - Periodic security assessments of Secure Destruction processes and procedures are conducted



Office of the Inspector General - Per Title 18, United States Code, investigations will occur for any allegations of mail theft by individuals and entities under contract with the Postal Service

USPS Secure Destruction shred size is more stringent than NAID, DIN, and common US industry practice for documents with sensitive and/or confidential information

NAID

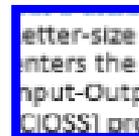
Surface Area: 1210 mm²

Dimension: 0.75" x 2.5"



DIN Standards Level 3

Surface Area: ≤ 320 mm² or
Strip width: ≤ 2mm



Common Industry Practice

Surface Area: 252 mm²
Dimension: 0.63" x 0.63"
(5/8" x 5/8")

DIN Standards Level 4

Surface Area: ≤ 160 mm² and
Strip width: ≤ 6mm (0.24")



USPS SD Standard

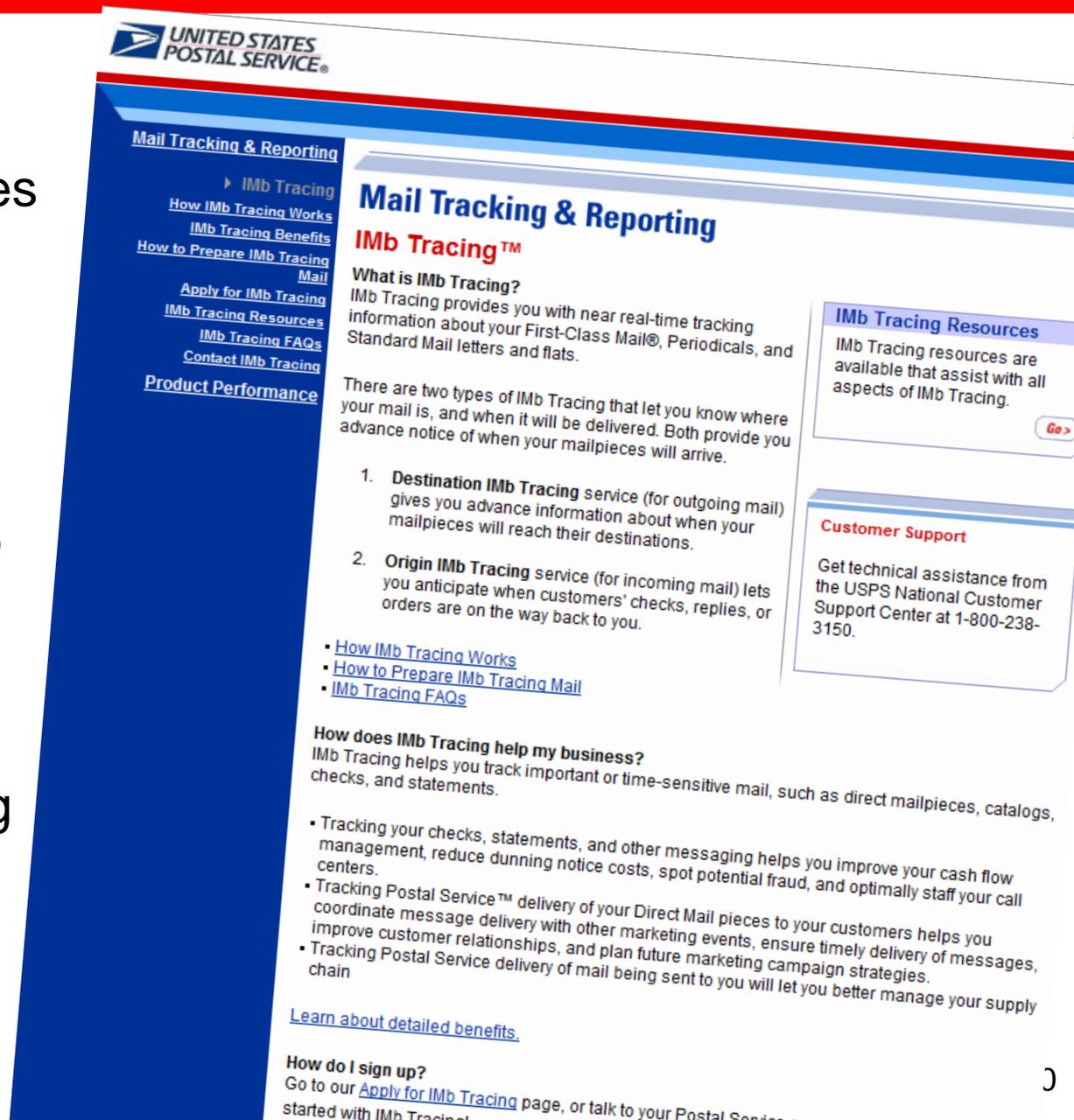
Surface Area: 152 mm²
Dimension: 0.24" x 1"

A USPS Secure Destruction industrial cross-cut shredder and paper shred size is pictured below



IMb Tracing™

- IMb Tracing provides you with near real-time tracking information about your First-Class Mail®, Periodicals, and Standard Mail® letters and flats
- It can be used on either your outgoing mail (Destination) and/or incoming reply mail (Origin)



The screenshot shows the USPS website page for IMb Tracing. The header includes the USPS logo and the text "UNITED STATES POSTAL SERVICE®". The main heading is "Mail Tracking & Reporting" with a sub-heading "IMb Tracing™". Below this, there is a section titled "What is IMb Tracing?" which explains that IMb Tracing provides near real-time tracking information for First-Class Mail®, Periodicals, and Standard Mail letters and flats. It mentions two types of IMb Tracing: Destination IMb Tracing (for outgoing mail) and Origin IMb Tracing (for incoming mail). A list of links includes "How IMb Tracing Works", "How to Prepare IMb Tracing Mail", "Apply for IMb Tracing", "IMb Tracing Resources", "IMb Tracing FAQs", and "Contact IMb Tracing". There is also a "Product Performance" link. On the right side, there are two boxes: "IMb Tracing Resources" which states that resources are available to assist with all aspects of IMb Tracing, and "Customer Support" which provides technical assistance from the USPS National Customer Support Center at 1-800-238-3150. At the bottom, there is a section titled "How does IMb Tracing help my business?" which lists several benefits: tracking checks and statements to improve cash flow, tracking Direct Mail pieces to improve message delivery, and tracking mail being sent to better manage the supply chain. A link "Learn about detailed benefits." is provided. The footer includes a section "How do I sign up?" which directs users to the "Apply for IMb Tracing" page or to contact their Postal Service representative.

UNITED STATES
POSTAL SERVICE®

Mail Tracking & Reporting

IMb Tracing™

What is IMb Tracing?
IMb Tracing provides you with near real-time tracking information about your First-Class Mail®, Periodicals, and Standard Mail letters and flats.

There are two types of IMb Tracing that let you know where your mail is, and when it will be delivered. Both provide you advance notice of when your mailpieces will arrive.

1. **Destination IMb Tracing** service (for outgoing mail) gives you advance information about when your mailpieces will reach their destinations.
2. **Origin IMb Tracing** service (for incoming mail) lets you anticipate when customers' checks, replies, or orders are on the way back to you.

- [How IMb Tracing Works](#)
- [How to Prepare IMb Tracing Mail](#)
- [IMb Tracing FAQs](#)

How does IMb Tracing help my business?
IMb Tracing helps you track important or time-sensitive mail, such as direct mailpieces, catalogs, checks, and statements.

- Tracking your checks, statements, and other messaging helps you improve your cash flow management, reduce dunning notice costs, spot potential fraud, and optimally staff your call centers.
- Tracking Postal Service™ delivery of your Direct Mail pieces to your customers helps you coordinate message delivery with other marketing events, ensure timely delivery of messages, improve customer relationships, and plan future marketing campaign strategies.
- Tracking Postal Service delivery of mail being sent to you will let you better manage your supply chain

[Learn about detailed benefits.](#)

How do I sign up?
Go to our [Apply for IMb Tracing](#) page, or talk to your Postal Service representative who started with IMb Tracing.

IMb Tracing Resources

IMb Tracing resources are available that assist with all aspects of IMb Tracing.

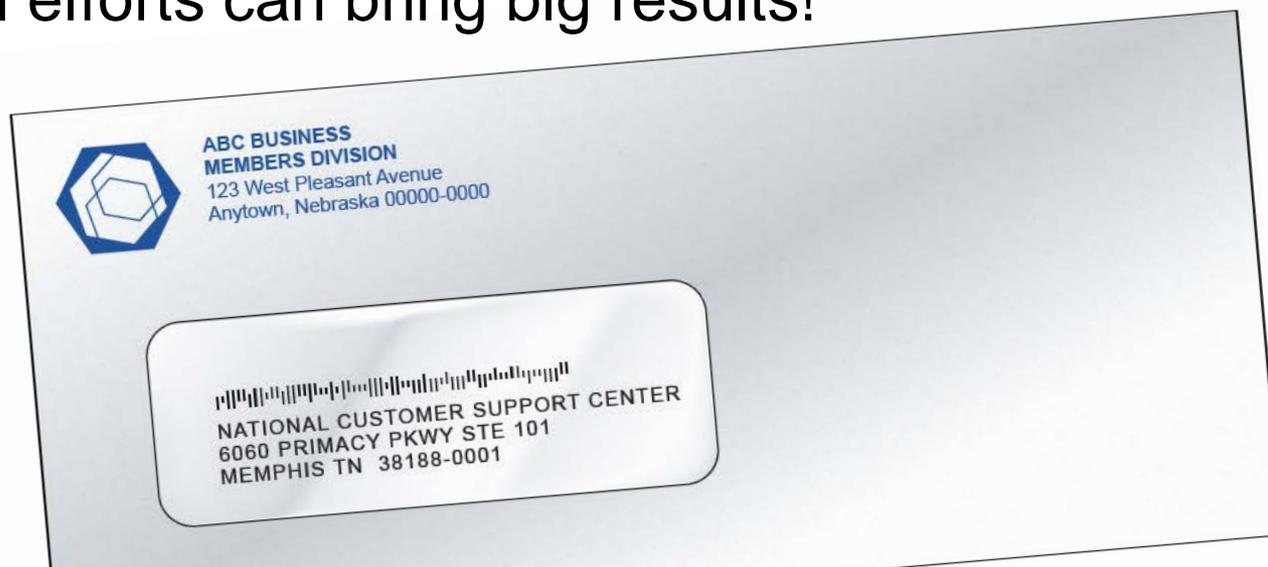
[Go >](#)

Customer Support

Get technical assistance from the USPS National Customer Support Center at 1-800-238-3150.

Summary

- The quality of your address data directly affects the deliverability of your mail!
- USPS® provides an extensive suite of Address Quality products and services; check out ribbs.usps.gov.
- USPS is committed to continuous address hygiene improvements to enhance the value of mail.
- Small efforts can bring big results!



Questions?

