# MTAC Task Team #15 – By/For
# Meeting Minutes

| Date (s): | 8/30/2012 | Time: | 12:00 pm | Project: | MTAC Task Team #15 |
|---|---|---|---|---|---|
| Location: | Dial-In: MeetingPlace: 800-932-9280 ID: 5662694 | | | | |
| Meeting Session: | Presentation Session | | | | |

| Meeting Invitees | Attended | Meeting Invitees | Attended |
|---|---|---|---|
| Angelo Anagnostopoulos | | Linda Gustason | x |
| Beth Bigelow | x | Lisa Bowes | x |
| Bob Galaher | x | Mary Anne Penner | |
| Brenda Washington | | Michael Tate | |
| Christopher Hardin | x | Michelle (Mickey) Koman | x |
| Christopher Lien | | Neil Dean | x |
| Dan O'Brien | X | Peter Gingrich | |
| Daniel McGhee | | Phil Thompson | x |
| Dennis Farley | | Phillip Parrish | |
| Dennis Kaylor | X | Roger Mancilla | |
| Dorothy Bach | X | Shawn Baldwin | x |
| Frank Spencer | | Steve Krejcik | x |
| George Rader | x | Susan Redman | x |
| Jenny Zheng | | Travis Wirth | x |
| John Whittington | | Wanda Senne | |
| Laine Ropson | x | Alex Lescroart | x |

## Minutes:

**MID/CRID Validation**

- How can we validate a MID or CRID belongs to the correct customer?
  - Indirectly through the Mail ID tool but we need a better way to validate
    - The tool doesn't  break down well for larger businesses (ex: Government agencies… it gives the CRID for a major street block but not the floor within the high rise) – need to get AMS to validate address
  - Many mailers have multiple MIDs, which could create more issues depending on what the MID is used for – makes a difference with the mailpiece but not eDoc
    - If in eDoc, it can be any MID that belongs to that customer
    - If on a mailpiece, there are issues with whether or not they are Package Service or Full Service MIDs (there are still instances, eVS in particular, where we don't want them using a MID on anything else)
  - The MID can be valid but may not be *your* number – *PostalOne!* only checks to see if the number is valid, not necessarily if it belong to the correct customer
  - Concern: People using Mailer ID without permission, mistakenly mixing up their MID and CRID
    - Education issue: They are being told to use it on placards. There needs to be clear instruction somewhere that lists out what should be on a piece, placard, etc.
  - IMb tracing – Where does the IMb on the piece that triggers confirm/IMb tracing have to go on the eDoc? Confusion over what goes on eDoc, placard, piece, etc. and the relationship between them. They are all open to interpretation and some companies want it differently. There is no central point of reference. There needs to be a "Best practice" or a matrix that outlines how people make those decisions and why one would choose one way over the other

        - There is a difficulty using customer Mailer ID on a piece because of management of serialization (like ACS with endorsement)
        - There are legitimate reasons why people do this process in different ways
            - Large mailers almost have to use Customer ID in barcodes because they can't have enough Mailer IDs to manage all of the serial numbers
            - It is easier for small mailers since they use the MSP ID and don't have to worry about the other mail they are doing
    - It is optional to put the Mail Owner ID on the mailpiece and eDoc (according to the Guide to Intelligent Mail)
        - In eDoc, they need to use Mail Owner MID if the data distribution profile is in the MID system and they don't want ACS information going to them but to someone else. They will then have to identify them and the system will automatically look to see if they have a profile
        - The Mailer ID on the mailpiece does not have to belong to the Mail Owner

**Identifying the Owner of the Mail**

- MSP consider themselves the owners of the mail if they're doing everything
    - Concern: Agreement/hold up – can't get into Full Service because of this issue
- If the MSP is using the Mail Owners permit, they don't have to use the Mail Owners Mailer ID on the piece
- USPS needs to clearly define what a Mailer ID and CRID is in all the different places it can be populated (create a matrix to help identify the gaps)
    - Lisa Bowes volunteered to put together scenarios specific to IMb tracing for the next call (and encourages everyone to add in their expertise through email – send to Lisa, Wanda and Sue)
        - Sue to do Mail.dat and show the fields we use in Mail.dat for postage generation, etc. and how data is used for Full Service
    - Requested representative from Incentive program (using MIDs, CRIDs, permits)

**Thresholds for Different Mailing Scenarios**

- Even if the Mail Owner definition is understood, there will still be situations where the volume won't make it worthwhile – we need to think about this when going through the different scenarios. When does it get to be too difficult? At what point do mailers stop caring about incentives?
- Threshold/impacts?
    - No credit towards revenue for incentive qualifications, not directly getting any Full Service ACS or start the clock information because they are not identified
    - If they want to be identified, we could charge them
    - Conclusion: Cannot put a volume level on this. They want the Full Service discount but that's all they care about – putting a quantity/volume threshold on that is going to be impossible/extremely difficult – more of the mailers choice than the number of pieces
        - Any talk of a threshold would have to rely on Legal and SOX requirements
    - Recommendation: No threshold, just understanding that they won't get any of the benefits (no free ACS, start the clock, etc.)

**MLOCR exception**

- Trouble in facility and the exception is not being honored – they are being told they have to have mail owner identification before they can do Full Service
- The criteria for small amounts has been removed in Guide (PostalWizard is supposed to be 10,000 or less, but Sue will follow up with the exact number)

**Next Week:**

- Lisa to show the scenarios on IMb tracing, Sue to show the Mail.dat/XML identifications