

Agenda for today's call:

- General
 - EPF electronic fulfillment reminder (see recurring note below)
 - Other Items from the last call:
 - Lisa: taking a new position in USPS. Charles Hunt and Ed Long covering until position filled
 - Angela: USPS.com is going through a revamp to reduce the number of pages (to make simpler). Moving pages from USPS.com to RIBBS. For example, information on Address Quality products. These additions to RIBBS will be noted on the updates page.
 - Angela: working on an internal application regarding information on rural route carriers. So, information may get updated around RR as a result – such as missing delivery points, seasonal flags, delivery points that no longer active,...
- 124 CASS Cycle O deferred – official notice posted
 - **Deborah – e-mail to vendors and posted on RIBBS**
 - From last call:
 - Suspend Cycle O. Defer until have sufficient need for a next Cass Cycle
 - USPS presented slide attached
 - Official notice still to be distributed / posted
 - However – still benefit for vendors to (optionally) implement many of the changes proposed
 - USPS will provide materials to accommodate testing
 - Recertification will not be requires unless the changes impact the expected results
 - WG 143 update
 - **Adam will follow-up on what happened and open action items (education plus idea on modification)**
- Issue #120: AEC I/II – schedule an additional meeting with AEC experts
- New / Open Discussion
 - Issue #125: UAA in Guam
- New issue: Mail response with endorsements vs no endorsements
 - Request from 4. That seeing less response when put endorsement on piece vs. not. Was wondering if this group was seeing / had any data on:
 - Q: what class of mail
 - A: from UG#4 could be either, but can ask
 - Q: and what type of response were the y expecting – hardcopy vs. electronic
 - A: they may not have theat level of detail
 - C: would be good if USPS had instruction on when can vs. must use and how – and what results are to occur. That way, mailers will know what to expect and if there is any issue.
 - C: I read this as response – as in response rate to an offer because of the visual impact of the endorsement
 - A: yes. Comment was that some marketing agencies were making – to not use endorsements.
 - C: wonder is part of impact is on number of pieces that get delivered vs. automatically handled by USPS (resulting in return or disposal)

- Q: what happened with UAA study that was going to happen
- A: had personnel changes – and decision was made to postpone to next year
- C: this is like the 2nd reason that clients not going to ACS (1st is using up stock)
- C: on STD, the endorsement is needed to tell the carrier what they are to do with the piece, other than the default (which is to dispose).
- U: even PARS looks for the endorsement. For First-Class, do not need endorsement because default handling is to bring back for forwarding / returning.
- C: suggestion is that even with STD, have the carrier's first step being to bring all pieces back for processing.
- U: for STD UAA, we are intercepting the majority of COA pieces. Small percentage going on to carriers. Yes, carrier then determine if piece needs additional processing – based on the endorsement. Anything with a readable endorsement gets additional processing. A lot of the rest of the unendorsed UAA, while may get dropped back, does not go back into automation.
- C: for future strategy discussions, should factor in the negative response impact due to the presence of the endorsement on the piece. So, if a way that could eliminate, should consider in discussions / planning.
- C: having facts / information from the USPS on impacts of response rates would be very helpful
- C: perhaps other associations (like DMA) could be partnered with to provide additional information
- Charlie Howard – can craft the question to be reviewed with this group and then go to the DMA.
- New issue: Delays getting new addresses into DPV:
<http://www.prc.gov/Docs/43/43812/Answer1-19.FINAL.pdf>
 - Connect to open issue
 - C: would be good to get education on process and timing from USPS on getting new addresses and updates into AMS.
 - U Q: Sharon, how do you get notices from the community, etc...
 - A: we get from directly as part of 911 notification. Trigger is when identified as a physical address.
 - U: this is more of Angela's side of the house. DSMART was developed and distributed – on systems to watch for addresses not currently on USPS databases. When see X number, create alert that goes up and out to local AMS offices.
 - Set future agenda item for education on this (lead by Angela and team)
- New Issue: OIG audit on UAA just release:
<https://www.uspsoidg.gov/sites/default/files/document-library-files/2014/ms-ar-14-006.pdf>
 - Sharon: overall recommendation seemed to be to increase thresholds and impacts on mailers without understanding the complexities around it. Would like to see if there is a way for the industry to provide feedback to the OIG. There was no mention of Secure Destruction.
 - Charles: did seem to be very black and white – not taking factors into consideration
 - Sharon: would be interesting to get the crafters of this from the OIG on how / why they came to the conclusions that they did – and then industry educates back
 - Jody – should also invite those that agreed with the OIG findings
 - Jody – would also like to know how relates to prior report – and impact of items with issues / delays of updates getting into the system

- And were those accounted for
 - Charles: some of data came off of Christenson Study (on RIBBS).
 - Schedule for a future call – allowing more people a chance to read
- Open discussion
 - UAA Study:
 - Q: UAA Study – who in USPS is looking at
 - A: Group of special studies / the costing people
 - PR
 - Sharon: will offer up my team regarding UAA rates and issues with PR – where issues occur at greater rate than elsewhere. Is there a group to work on this and/or is anyone else seeing higher rates of returns as well.
 - C: related to addressing (CASS) and name (COA)
 - Jody, Carmen would like to participate in these discussions
 - Review information and then decide how to proceed (sub-group, etc...)

Future Agenda Items:

- The two new issues

EPF:

By October 2014, all Address Quality and Address Management products will be provided via the Electronic Product Fulfillment (EPF) method. CD/DVD fulfillment will no longer be an option for product fulfillment. An [Electronic Product Fulfillment Form](#) must be completed and submitted well in advance of October 1, 2014 to avoid interruption in service. If you have any questions or need additional information, please contact the AMS Support group at 800-331-5747 or via email to AMSSupport.ncsc@usps.gov. Although many customers have transitioned, there are many that remain. This impacts all AIS products, Zone Charts, Labelling Lists, Link products, DSF2, DPV, and CASS fulfillments. Please take the action as soon as possible to avoid a rush at the end.