

**MTAC User Group #5
Addressing & Business Strategy
June 29, 2016 - Meeting Notes**

User Group #5 - Leadership

ROLE	NAME	PHONE	EMAIL
USPS	Robert Nashwick	901-821-6182	Robert.j.nashwick@usps.gov
USPS	Kai Fisher	901-681-4634	Kai.fischer@usps.gov
USPS	Charles Hunt	901-681-4651	Charles.b.hunt@usps.gov
Industry	Kim Mauch	206-357-2877	kmauch@satorisoftware.com
Industry	Sharon Harrison	916-376-2040	Sh3157@att.com

Meeting Attendees on 6/29/16

Robert Nashwick	Glenn Bradberry	Trista Niswander
Adam Collinson	Holly Kozlencer	Verdonna Hudson
Andrew Schick	Jenn Faszholz	Bill Marsh
Andrew Sternberg	Kai Fisher	Gary Rogan
Anthony Aruldoss	Karl	Kai Fisher
Brittany Rose	Ken Metroff	Nathan Bernhardt
Charles Hunt	Kim Mauch	Sharon Harrison
Chris Gonzales	Liz Flake	13 Call in Users
Dave Meyers	Oscar Vazquez	
Deborah Sanders	Rick Marino	
Donna Powers	Steve Belmonte	
E Toy	Tom Howard	
Eric West	Tom Wenzler	

Meeting Notes / Addressing Initiative Status - from 6/29/16:

Next CASS Cycle:

We discussed the need to provide industry with a complete list of the items for the next CASS cycle so that industry can help to evaluate the priority of various proposed changes, identify the complexity of changes, and help to provide insight to the cost/impact, where possible. UG#5 Leadership is working through this to get a more refined list published and then will be pulling together a brief survey to obtain industry input. More to come soon on this.

Federal Register Notice (FRN) / Move-Update:

The USPS has indicated the FRN for Move-Update should be published any day now. There is a meeting with some industry representatives regarding the FRN, but this wasn't widely disseminated within industry. Adam checked to see if the meeting invitation could be shared more broadly – but it wasn't intended to be shared that way.

The group discussed they would want a meeting to discuss the Move-Update FRN prior to MTAC, if it is published, since our next meeting planned for 7/13 will be cancelled due to MTAC week. Robert will schedule some time for the FRN discussion as a tentative hold for the UG#5 members for next week. The meeting will be cancelled if the FRN is not yet published/available.

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NCOALink 100 Record Rule:

The USPS reported that there is a pending review of the NCOALink 100 Rule to be disclosed prior to the MTAC meeting.

(Update – following the meeting): It was reported later in the day that Jim Wilson shared on a Pre-MTAC call that the Privacy Officer has indicated a change could be proposed from 100 to 50 unique records. This does not solve the issues that industry brought forward. The UG#5 Leadership is attempting to pull together a face-to-face meeting with some of the industry participants and the USPS Privacy Officer to further discuss and share concerns.

- Sharon is working to pull together a small group of mailers/industry to help represent this issue with the USPS Privacy Officer. (If you are interested please let Sharon know).
- Robert / Charles will work with the USPS Privacy Office to align on the proposed meeting time of 7/12 at 11:30 AM ET – for a face-to-face meeting in Washington DC.
- Robert/Charles to get approval to share the presentation that they provided to the USPS Privacy Officer on this topic, so that industry can align on understanding what has been shared with them so far.
- Sharon awaiting response from USPS to finalize meeting agenda/topics/approach with industry/Privacy Officer.

College/University Status:

There is a meeting on Thursday 6/30 with a few of the College & University companies for the USPS to review their data and align with them on their data analysis findings. In this meeting Kai will share the results of the USPS Address matching process and the team will discuss next steps. Kai included Kim on the meeting invite as well. More to come from Kai on this topic.

Military Exceptions:

We briefly discussed the outstanding concerns on the Military exceptions. There wasn't anyone on the call that could address this from the USPS/Military side in detail. Robert will ensure that the expert on this topic can attend the next UG#5 meeting planned for 7/27.

6/29 MEETING ACTION ITEMS:

- **UG Members** to watch for FRN on Move-Update, rumored to be published shortly.
- **Robert** to set up a meeting with UG#5 to discuss the FRN, pending publication and ahead of MTAC.
- **UG5 Leadership** to consolidate next CASS Cycle details and share with membership – ASAP.
- **Kim / Robert** to develop survey for industry input to obtain feedback for next CASS Cycle impacts.
- **Kai/Kim** to meet with College/University on 6/30 to share detailed results of analysis and determine next steps.
- **Robert** to cancel UG#5 7/13 meeting, since it conflicts with MTAC.
- **Robert** to ensure Military/USPS expert attends next UG meeting on 7/27 to address military exceptions and various questions.
- **Sharon / Charles / Robert** – Are working to pull together a face-to-face meeting in DC on 7/12 to discuss the NCOALink 100 Record ruling. If interested to participate contact Sharon..
- **Sharon** to publish notes to UG#5 Leadership. **Robert** to distribute to members.

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NEXT UG MEETING: Wednesday, July 27th at 10:30 AM PT / 12:30 PM CT / 1:30 PM ET

There is a conflict with MTAC for our next official meeting time. Robert will send out a notice to cancel the meeting planned for 7/13. Our next official meeting is planned for 7/27.

Preferred Connectivity:

Go to <https://uspsmeetings.webex.com/uspsmeetings/j.php?MTID=m13b9d1cbccc82019bb5d4c84b57982f3>

Meeting Number: 748 468 058 / Meeting Password: 6182

Or Call-in toll-free number: 1-855-8607461/Conference Code: 138 829 8425

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If you have any updates to the MTAC UG#5 meeting notes please contact Sharon Harrison at sh3157@att.com.

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Below is the current list of topics the UG#5 – Addressing has been discussing:

- Next CASS Cycle
- eVS Mailer Scorecard – Address Quality Statistics/Threshold
- Move-Update Federal Register Notice
- WG 171 – UAA Reason Codes
- WG 177 – ACS Best Practices
- International Addressing
- ShA1 & ShA2 Conversion
- FPARS
- College & University Addressing (Sub-Group)
- NCOALink 100 Record Rule (Sub-Group)
- AEC (Sub-Group)

What Other Pain Points - additional topics should we include in UG discussions – such as:

- USPS Address Future – where is the USPS heading with new technology / opportunities
- What’s the goal of the user group – what is the target of UAA / opportunities to reduce and impact this? How can we better align on needs / opportunities
- Should we work to increase User Participation on UG#5 / Any ideas on how to do that?
- Overall Address Education
- Mailer Scorecard – UAA Statistics/Results
- USPS Office – UAA Visibility
- DPV S & D (Detailed review of Return Code Results)
- Good as Addressed
- Recommendations for Dual Secondary Addresses – Not currently supported by USPS - AMS
- Timing Improvements to address updates within the systems
- Addressing Best Practices Next Steps
- NCOALink Audit Process / Defining licenses more clearly for NCOALink
- Secure Destruct improvements (i.e. implementing UAA SD capabilities within the CFS units)
- Some sort of Apartment Link product
- Some sort of “No Street Delivery” link product, where it gives a PO Box for street addresses with no street delivery.
- USPS UAA Study / Root Cause Update
- Address Formatting Issues – Other Areas of Improvement for CASS Cycles?
- **OTHER THINGS TO CONSIDER THAT THE TEAM SHOULD DISCUSS/REVIEW/WORK TO IMPROVE?**

(PLEASE LET THE UG #5 LEADERS KNOW WHAT OTHER ITEMS OR TOPICS THE USER GROUP SHOULD BE EXPLORING AND DISCUSSING - - - - WE WANT YOUR INPUT!)