

**MTAC User Group #5  
Addressing & Business Strategy  
July 6, 2016 – Special FRN Meeting Notes**

**User Group #5 - Leadership**

ROLE	NAME	PHONE	EMAIL
USPS	Robert Nashwick	901-821-6182	<a href="mailto:Robert.j.nashwick@usps.gov">Robert.j.nashwick@usps.gov</a>
USPS	Kai Fisher	901-681-4634	<a href="mailto:Kai.fisher@usps.gov">Kai.fisher@usps.gov</a>
USPS	Charles Hunt	901-681-4651	<a href="mailto:Charles.b.hunt@usps.gov">Charles.b.hunt@usps.gov</a>
Industry	Kim Mauch	206-357-2877	<a href="mailto:kmauch@satorissoftware.com">kmauch@satorissoftware.com</a>
Industry	Sharon Harrison	916-376-2040	<a href="mailto:Sh3157@att.com">Sh3157@att.com</a>

**Meeting Attendees on 07/06/16**

Sharon Harrison	RC	Lina Kelly
Donna Powers	Rick Marino	Eric West
Doug Bishop	Robert Brownell	9 Call in Users
Ed Toy	Dale Kennedy	Mike Tubbiola
Gary Rogan	David Gorham	Pam Kalvaitis
Glenn Bradberry	Dave Meyers	Rebecca Cabrera
Jody Berenblatt	David Marinelli	Rich
Ken Metroff	Deborah J Sanders	Rosemarie Riggs
Kim Walker	Charles Hunt	Runicholson
Linda Gustason	Eric West	Seth Haynes
Liz Flake	Jim Wilson	Steve Belmonte
Mark Williams	Jody Berenblatt	Stuart M
Pattie Ryan	John Whittington	Sush Parikh
Angelo	Doug Bishop	Tina Dickens
Adam Collinson	Trista Niswander	Todd Haycock
Bill Marsh	Chris Gonzales	Tom Wenzler
Bob Wesholski	Holly Kozlencer	John Whittington
Lisa Wurman	Marsha Amato	Omar Nadeem
Stuart M	Kai Fisher	Judy Kalus
Steve Belmonte	Chris Lien	Tom Howard
Anthony Aruldoss	Andrew Sternberg	Bill Marsh
	Shawn Baldwin	Bob Schimek
		Brad-Interlink

**Meeting Notes / Addressing Initiative Status - from 07/06/16:**

**This was a special UG #5 meeting to review three recently announced Federal Register Notices:**

- 1) Clarification of the Move-Update Standard**
- 2) Privacy Act, Systems of Record**
- 3) Address quality Census Measurement and Assessment Process**

**PLEASE NOTE:** MTAC UG#5 will not be officially documenting and submitting any response to the Federal Register Notices (FRNs). The purpose of this meeting was to have an opportunity to discuss the published FRN's and align where we may have further questions for considering. Mailing Associations and companies are encouraged to submit their response to the FRN, if needed.

The team reviewed and discussed the following:

**MTAC User Group #5**  
**Addressing & Business Strategy**  
**July 6, 2016 – Special FRN Meeting Notes**

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**1) Clarification of the Move Update Standard:**

- This Federal Register Notice (FRN) intends to clarify Move Update requirements in relation to discount mail preparation prices for all commercial mailers, including those authorized as 99 Percent Accurate and Legal Restraint customers.
- This is a notice with no comment period – but questions or further comments can be direct to Charles B. Hunt by email at [charles.b.hunt@usps.gov](mailto:charles.b.hunt@usps.gov) or phone (901) 681-4651.
- Attached is the link for this FRN: <https://www.federalregister.gov/articles/2016/07/01/2016-15648/clarification-of-the-move-update-standard>

**Group Discussion on the Clarification of the Move-Update Standard:**

- The group spent a significant amount of the call on this topic. Charles Hunt was on the call and shared the intent of the FRN, as well as answered questions from the team.
- We discussed there are several new data points around delivery points, MLNA records, census numbers, etc. that would be good to further understand and share.
- Charles shared that in FY2015 = Total Family / Individual Change of Address (36,972,000 / carrier supplied MLNA's were only 1,950,000 MLNA. = 5% of people that move.
- Charles indicated he recently shared some information on further stats that could be shared with the team. **Charles** will provide this additionally to the team.
- We discussed the Legal Restraint & 99% Alternative Move-Update method, which are for FCM / and Packages only. If cross selling to the same customer this method can also be noted as supporting Standard Class mailings, if supporting all customers and cross selling. This is in the DMM - Section 602.5.1B, which states what is allowable.
- Charles confirmed the 99% Alternative Move-Update method is not targeted for retirement. Industry stated that under the new Census method, it wasn't clear why any mailer would want to utilize this method in the future. There are no special provisions under the Census method when utilizing the 99% method – so this could be a risk area for those mailers.
- The team spent a significant amount of time discussing the Legal Restraint method, which the FRN provides clarification around. This FRN also includes a request for exclusive MIDS to be used, when utilizing Legal Restraint. Mailers will have 1 year from their approval letter update to make this change. Many mailers have already either assigned exclusive MIDS for Legal Restraint, or are in the process of doing so. Exclusive MIDS will allow for these mail pieces to be identified and excluded from the Census method. It was noted that a new mailer utilizing Legal Restraint should deploy unique/exclusive MIDS from the beginning of the mailing. Charles shared there are only about 30 Legal Restraint mailers nationally today.
- Several of the UG#5 members commented that this FRN was clearly written and helped to clarify ambiguity in the rules on Move-Update compliance.
- It was noted that the response from the USPS to provide ACS records that don't always DPV confirm requires additional attention by both the USPS and industry to continue to work to develop and evolve improvements so that the USPS can capture and provide DPV addresses on any customer move data provided to mailers via ACS.

**MTAC User Group #5**  
**Addressing & Business Strategy**  
**July 6, 2016 – Special FRN Meeting Notes**

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**2) Privacy Act, Systems of Records, 42760–42761 [2016–15461] [TEXT]**

- This Federal Register Notice (FRN) is to modify (2) Customer Privacy Act System of Records (SORs). Changes are being made to support the automatic and seamless update of National Change of Address (NCOA) information, voluntarily provided by customers, in related customer databases that require the same NCOA information.
- This is a notice of modifications to existing records. These revisions become effective on 8/1/16, unless comments are received before that result in a contrary determination. Further information can be directed to Janine Castorina, Chief Privacy Officer/A and Records Office (202) 268-3089.
- Attached is the link for this FRN: <https://www.gpo.gov/fdsys/pkg/FR-2016-06-30/html/2016-15461.htm>

**Group Discussion on the System of Records:**

- It was discussed that this FRN is to allow the USPS to update their own internal systems to comply with NCOALink data. Systems like the Customer Registration process, which has more than 65 outward facing systems, is what the USPS is hoping to utilize NCOA data to support.
- This would allow the USPS to update other systems like; Informed Delivery, Hold My Mail, Opt In, to share COA data and update these on all systems for a particular customer.
- Jim Wilson shared that the USPS will follow all of the standards/guidelines used by external companies when utilizing the NCOALink processes to update customer records. It was also mentioned that the USPS will have to comply to the NCOALink 100 record rule as well.
- There was no notable concern identified here. It was stated that this will allow the USPS to maintain customer data to be more valid and updated.

**3) Address Quality Census Measurement and Assessment Process:**

- This Federal Register Notice (FRN) is a proposed rule and provides information regarding the approach for measuring Move-Update compliance utilizing information derived from the Intelligent Mail Barcode.
- This is a proposed rule which allows for a 30 day comment period. Comments will be received until August 5<sup>th</sup>.
- Mail or deliver written comments to the manager, Product Classification, U.S. Postal Service, 475 L'Enfant Plaza SW., Room 4446, Washington, DC 20260-5015. If sending comments by email, include the name and address of the commenter and send to [ProductClassification@usps.gov](mailto:ProductClassification@usps.gov), with a subject line of "Address Quality Census Measurement and Assessment Process." Faxed comments are not accepted.
- Additional Questions can be directed to: Heather Dyer, USPS Mail Entry, Phone: (207) 482-7217, email: [heather.l.dyer@usps.gov](mailto:heather.l.dyer@usps.gov).
- Attached is the link for this FRN: <https://www.federalregister.gov/articles/2016/07/06/2016-15649/address-quality-census-measurement-and-assessment-process>

**Group Discussion on the Address Quality Census Measurement & Assessment Process:**

- This FRN is a change to the definition of the measurement for address quality COA information and assessment process.
- This ruling is specific to FCM and Standard Mail – Letters & Flats (Basic & Full Service Mail)
- Periodicals/Bound Printed Matter are not included. These will not be measured from a Census perspective. They will get the information on the dashboard though. It was stated that if you are a Periodical mailer and want to get the details for free this is available.
- There were some questions about the intent and context of what Basic IMB means. The definition presented doesn't seem right to what industry understands this to include.

**MTAC User Group #5**  
**Addressing & Business Strategy**  
**July 6, 2016 – Special FRN Meeting Notes**

- It isn't clear how the USPS will provide information to mailers if unique individual piece details aren't provided. How is this enough information for a mailer to figure it out? It isn't clear how Free ACS on Full Service Mailings is provided on basic mailings that aren't unique. How is this triggered?
- There were questions on the definition of who gets the free ACS – if you prepare your mail for full service and do this for 95% you will get this for non-automation and automation mail as well.
- There were some questions about what would be specific to the dashboard on the address quality & address hygiene metrics. What else will mailers see here? It was stated that mailers would like to have information on the dashboard and that providing more information about UAA data would be beneficial to both industry and the USPS.
- There was conversation that the eDoc submitter is the one that will be assessed under this proposal. Census scoring is by the mail submitter CRID. This is a GIANT reason to watch the scorecard to make sure this is understood and support. This will be a lot of work for Mail Service Providers (MSP) to watch for and work with their customer base on.
- It was noted that the USPS should eliminate the confusion around the eligible volume for free ACS. A few years ago this was offered to industry as free for any mail volume – and now the USPS is looking to charge if you aren't fully compliant. It isn't clear what the USPS plans to gain from the 95% Full Service requirement to obtain Free ACS. What are we supposed to use – ACS back – and if we don't get 95% then we pay later? There is something that mentions that as long as an ACS STID is used – 95% is calculated that allows you to get the residual stuff back. How do we know if you will pay for it? There was interest to hear from the TT#23 participants on what was the thinking of this requirement?
- We ran out of time to complete the full discussion here. It was noted that another special meeting would be established and members of Pritha Mehra's team / and the TT#23 should be invited to help answer additional thoughts/questions. **Kim will work with Richard** to set this up.

**07/06 MEETING ACTION ITEMS:**

- **Sharon** to publish notes to UG#5-Leadership. **Robert** to distribute to UG members & post in MITS.
- **Charles** to share additional known statistics of UAA/Return Mail/COA with MTAC UG#5.
- **Kim/Richard** to set up another Special meeting to continue discussing the Census Method FRN and invite Heather Dyer and other TT#23 members to participate.

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**NEXT UG MEETING: Wednesday, July 27th at 10:30 AM PT / 12:30 PM CT / 1:30 PM ET**  
**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](mailto:sh3157@att.com).

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