

**MTAC User Group #5  
Addressing & Business Strategy  
July 20, 2016 – Cont. Special FRN Meeting Notes**

**User Group #5 - Leadership**

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USPS	Robert Nashwick	901-821-6182	<a href="mailto:Robert.j.nashwick@usps.gov">Robert.j.nashwick@usps.gov</a>
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Industry	Kim Mauch	206-357-2877	<a href="mailto:kmauch@satorisoftware.com">kmauch@satorisoftware.com</a>
Industry	Sharon Harrison	916-376-2040	<a href="mailto:Sh3157@att.com">Sh3157@att.com</a>

**Meeting Attendees on 07/20/16**

Sharon Harrison	Doug Bishop	Liz Flake	Roger Mancilla
Allan Kramer	Ed Toy	Mark Williams	Rosemarie Riggs
Alvin Serrano	Gary Rogan	Mike Tubbiola	Shawn Baldwin
Angelo	Glenn Bradberry	Pam Kalvaitis	Sush Parikh
Bill Marsh	Heather Dyer	Pattie Ryan	Tom Wenzler
Bob Hedstrom	John Whittington	Ronnie Ewers	Wendy Smith
Bob Wesholski	John h	Runicolson	Jim Wilson
Bonita Brown	Judy Kalus	Lina Kelly	Ty Inman
Brittany Rose	Ken Metroff	Randy Randall	Adam Collinson
Charles Hunt	Kim Mauch	Rebecca Worley	11 Call in Users
Chris Andrews	Kim Walker	Rich	
Chris Gonzales	Lisa Bowes	Robert Brownell	
David Marinelli	Lisa Wurman	Roger Burgett	

**Meeting Notes / Addressing Initiative Status - from 07/2016:**

**This was a special UG #5 meeting which was continuing the review of the Census Method Federal Register Notice (FRN):**

**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 continue to review and discuss the published FRN 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:

**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>

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**Group Discussion from 7/6/16 - 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.
- 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.

**Group Discussion from 7/20/16 - Address Quality Census Measurement & Assessment Process:**

- The group reiterated with any concerns raised that require feedback to the USPS – that this should be documented by the company or mailing association – and send as a response to the USPS FRN contact by the posted due date of 8/5/16.
- Heather Dyer joined the call to help answer questions and provide some input to any of the groups questions. Heather reviewed the background and provided an overview of the intent of this Federal Register Notice (FRN).
- There were several questions regarding how a company could participate in the Free ACS. It was unclear whether there were STIDS that would allow for UAA Secure Destruction along with ACS Full Service/One Code STIDS. It was not clear how the software would validate this information. The USPS then clarified that there is a unique list of STIDS for those interested to utilize UAA Secure Destruction. You must notify the USPS if this is of interest. Kai Fisher [Kai.fisher@usps.gov](mailto:Kai.fisher@usps.gov) can provide further direction on this, if necessary.

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- The group raised concerns about how the mail preparer will manage the Free ACS approach. The USPS shared they have increased the percentage required to 95% to continue to drive further adoption to IMB FS. Several in the group noted that this will cause several concerns.
- Some mailers expressed confusion over how to tell if they were 95% compliant or not. Qualification is at the edoc/CRID level. It was shared there are changes needed on the actual scorecard that help make this clearer to mailers. It was suggested that given the confusion over the full service percentages in the eDoc, Postal could add an indicator (could be yes/no) for Free ACS eligibility on the scorecard. Heather asked for any recommendations on this to be sent to her at [Heather.I.dyer@usps.gov](mailto:Heather.I.dyer@usps.gov) and also included in any FRN response.
- The after the fact /next month credit of Free ACS will be difficult to identify and manage to ensure it is accurate. Most weren't aware that the Free ACS would be based on the last months results. That means that mailers won't know when they are mailing whether their services will be charged or not. This makes it difficult to know how to deal with it Will there be a STID provided for no charges – or how will this need be accommodated? For those not wanting to have to pay for ACS – how could this be managed if one month it is free and the next month a portion of it isn't?
- Since reconciliation doesn't happen until the 10<sup>th</sup> of the month – following when the mail was presented, a mailer would not be able to know if they would receive charges or not if they were close to the threshold. The group discussed there needs to be a better way to do this. The USPS requested that any suggestions on improvements to this process be submitted to the FRN – but that definitely this needs to be further addressed.
- It was noted there is a scenario missing from the list of STIDS that won't work with the 95% criteria – regarding how to not be hit with an ACS charge.
- It was also noted that charging the edoc submitter is going to be problematic. This puts the ownership on the edoc submitter to notify and align this with their various customers. This means that if the edoc submitter has one customer that causes others to not be compliant that then they all aren't able to obtain Free ACS Services. This will cause more confusion and complexity than is needed. The USPS has the ability to determine this based on the by/for details and should ensure this is reconciled with the mail owner/payer of the ACS fees.
- The USPS acknowledged there is a lot of complexity and shared they are planning to do some training sessions on the proper use of the STIDS and how the ACS feedback will be received. Heather shared this information on training session will be shared in an Industry Alert and also communicated to MTAC UG#5 leadership for sharing with the members. Look for this in the next week or so.
- There are several scenarios regarding how mailers/edoc submitters will need to work this with their various customers for One Code, Single Source, Full Service ACS, etc. Kim Mauch and Jody Berenblatt agreed to pull together a list of various scenarios regarding vendor/mailer relationships and presentment / data response options – so that the USPS can further document, validate, and define the conditions required for this service to work correctly.
- Pieces mailed at basic and non-automation rates are the ones that the mailer would be able to obtain for free ACS services, which aren't free today. It was noted that this is a small % and since the USPS will be saving by encouraging mailers with Free ACS – it isn't necessary to have a threshold at all. It was also noted that a few years back the USPS had offered this as a free service and shared that it would be coming with industry – so it was confusing why any threshold would be required. It was noted that having a threshold causes a lot of extra complexity that doesn't seem warranted.
- It was suggested that maybe an approach to consider is that once you are 95% eligible you are in – and that it may not be based on the previous month. It was suggested that this recommendation be officially submitted to the FRN.
- The USPS is looking for ways to simplify this both for the USPS and the mailing industry – so if you have suggestions please officially submit them so they get on the record.

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- There were concerns raised about what was occurring with the USPIS (Inspection Service) and how they would be using the Scorecard data and working with the USPS to improve this process. In the past mailers have had issues with the USPIS holding them accountable to different requirements than what was understood with the USPS. It will be important that we get clarification on the role / engagement of the USPIS with the scorecard – since mailers can't continue to be put in a risk of double-jeopardy. The USPS shared that the USPIS can't be eliminated from other ways they explore mailer compliance, but that they were working further with the USPIS on training and alignment with them. Again, it was suggested that concerns in this area be formally submitted to the FRN.
- Mike Tubbiolo requested to be added to the MTAC UG#5 Roster. Sharon will send his information to Robert to be included.
- It was noted that this 95% Threshold might not drive the behavior the USPS is looking to incent. Overall working to improve the mail quality results – and making it easier for mailers to do this should be the goal, since that will help both mailers and USPS.
- We thanked Heather since she joined our call on her day off - - - Thanks Heather – Hope your concert was fun!

**07/20 MEETING ACTION ITEMS:**

- **Sharon** to publish notes to UG#5-Leadership. **Robert** to distribute to UG members & post in MITS.
- **Kim & Jody** agreed to draft up the various scenarios the USPS needs to help with explaining the complexity of the ACS Threshold and various options to consider and share this with Heather.
- **Sharon to ask Robert** to add Mike Tubbiola to the MTAC UG Roster. (Completed)
- **MTAC UG#5 Members** were reminded to submit any concerns or suggestions that they have with this FRN to the USPS, as appropriate by the 8/5 due date.

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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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