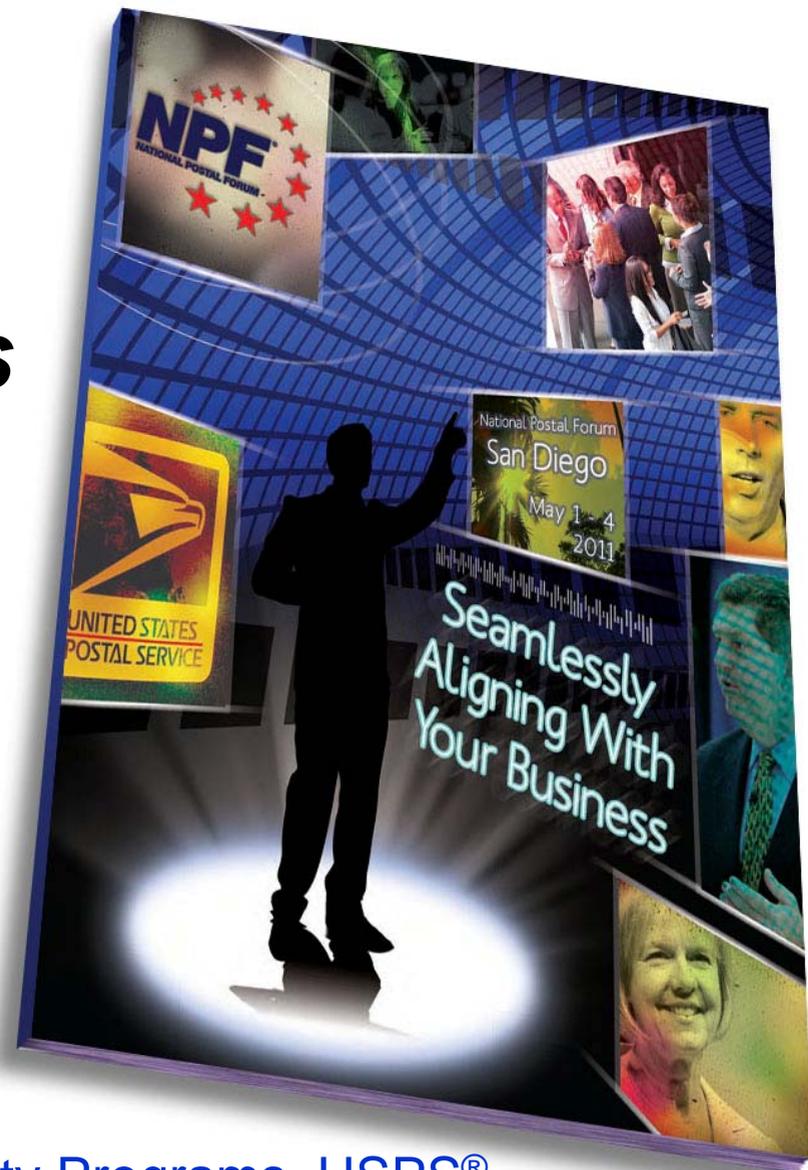


# *Where Do Addresses Come From?*

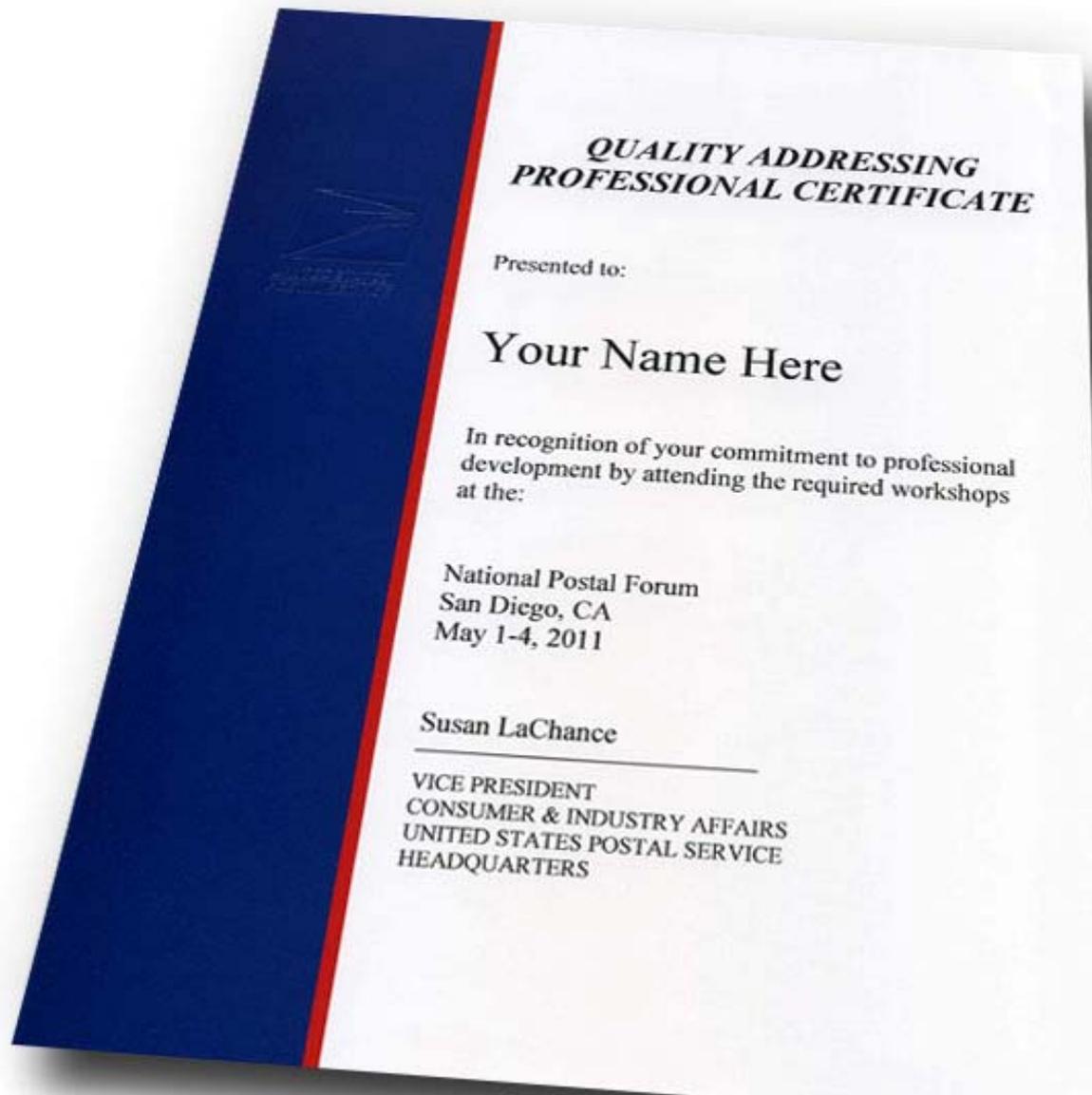
**National Postal Forum  
May 2, 2011**



# QUALITY ADDRESSING PROFESSIONAL CERTIFICATE

***This session  
qualifies as one of  
the five Addressing  
sessions in addition  
to the May 2, 2011  
General Session  
needed for the***

***Quality Address  
Professional  
Certificate!***



# Topics

- Origin of a ZIP Code™
- ZIP Code Classifications and Attributes
- Origin of Street Addresses
- Address Metadata
- Address Management System (AMS) Internal Usage
- AMS Products
- Summary

## A USPS® Quality Mailing Address Contains:

Complete and correct elements that comply with USPS Publication 28, Postal Addressing Standards.

Allows the automated sortation of a mailpiece to:

- Intended delivery point
- Specified recipient
- Complete delivery without requiring the use of Delivery Force Knowledge™

## Origin of a ZIP Code™ (5-Digit)

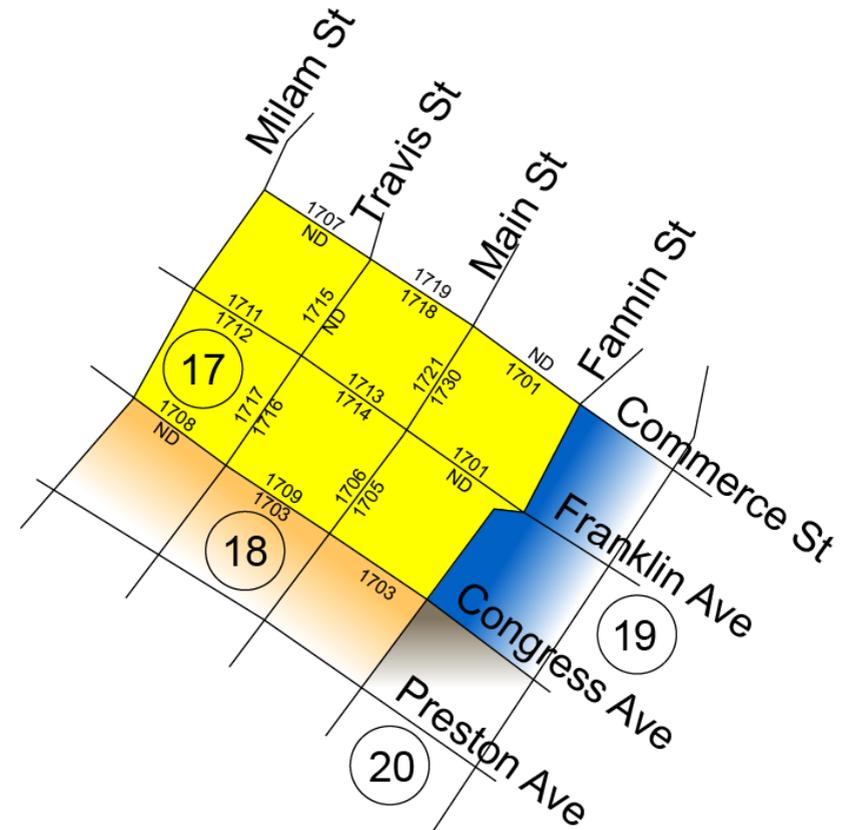
- Zone Improvement Plan (ZIP) Code was introduced in 1963
- USPS® creates, assigns, manages, and owns ZIP Codes
- ZIP Codes are a finite resource
- Assignment of ZIP Codes is an internal USPS process for the enhanced efficiency of processing and delivery of mail
- ZIP Codes are not assigned to establish community identity; however, *incorporated* city names may be added to the database as mailing names



## ZIP + 4® Code

To automate the sorting of mail and to take the ZIP Code™ system to the next level...

- The ZIP + 4 Code was created in the late 70s, and officially implemented in 1983
- Four digits were added to the existing 5-Digit number



## ZIP Code™ Classifications and Attributes

- ZIP Codes may define a geographical area, a set of P.O. Boxes, a firm, or a military group
- Preferred Last Line (PLL)
- Congressional District
- County
- Seasonal Indicator
- Post Office Finance Number

## Origin of Addresses

Street Addresses are assigned by local addressing authorities:

- Municipality
- County
- Parish
- Housing Developer – with approval of local addressing authority
- E911 Coordinator



## Origin of Addresses

Note, the USPS® does *not* assign physical addresses

- Security ramifications
- Legal ramifications
- AMS Alternates
  - Used for efficiency of processing and delivery of mail
  - Not encouraged for mailing purposes



## Origin of Addresses

- Address Management System (AMS) database includes all *Mailing* Addresses
- Addresses come to the AMS database from:
  - USPS® Carriers – Delivery Force Knowledge™
  - County Project – Local Addressing Authority
  - New Construction Data
  - Change of Address (COA)
  - Customers – Calls, Letters, e-Mails, Agents
- In addition to the above, Street Reviews are used to monitor the ongoing quality of mailing addresses

## Origin of Addresses

- Addresses coming from any source must conform to USPS® Publication 28, Postal Addressing Standards
- If addresses have not been assigned, USPS will assign Route and Box Numbers for mail processing and delivery efficiency
- USPS assigns, manages, and owns P.O. Box™ addresses



## Origin of Addresses

The Postal Service™ acts as a consultant to local planning authorities during address assignment to:

- Avoid address conflicts
- Ensure no duplicate addresses
- Ensure timely 911 address conversions
- Obtain official addresses in a timely manner
- Ensure assignments follow USPS® addressing standards



## Address Metadata

- ZIP Code™ Attributes exist at the ZIP + 4® and Delivery Point level and may override the ZIP Code information
- PLL and Urbanization
- Carrier Route (CRID) Type
- Route Type
- Delivery Mode
- Delivery Type
- Record Type
- Line of Travel

## Address Metadata (con't)

- Vacancy Indicator
- Throwback
- Locatable Address Conversion System (LACS)
- Carrier Route Change Effective Date
- Drop Count
- Base or Alternate
- Government Building
- Firm/Building Name

# AMS Internal Usage

## Mail Processing Operations



# AMS Internal Usage

## Mail Delivery



# AMS Internal Usage

Address Lookup Tools, Delivery Statistics, etc.



[USPS Home](#) | [FAQs](#)

[ZIP Code Lookup](#)



## ZIP Code Lookup

[Search By Address >>](#) [Search By City >>](#) [Search By Company >>](#) [Find All Cities in a ZIP Code™ >>](#)

**Find a ZIP Code by entering an address.**  
(You can also search for a partial address, such as "Main Street, Fairfax, VA.")

\* Required Fields

\* Address 1

Address 2  Apt, floor, suite, etc.

\* City

\* State  [Find state abbreviation](#)

ZIP Code

[Submit >](#)

Hold It!  
Leaving for  
a while?

Hold your  
mail online >



# AMS External Usage

Products for Major Mailers and End Customers including...



# USPS® “AIS” Customer Products

- [AIS Viewer](#) - An interactive DVD designed to provide the ability to retrieve, view, and print accurate and current ZIP Code™ information for all 50 states on demand.
- [Carrier Route](#) - Reference information needed to apply carrier route codes to addresses for presort postage discounts.
- [City State](#) - A comprehensive list of city, county, and post office names associated with each ZIP Code.
- [Delivery Statistics](#) - Defines the number of post office boxes and business/residential deliveries on city, rural, and highway contract routes for every ZIP Code in the United States.
- [eLOT®](#) - Provides mailers the ability to sort their mailings in approximate carrier-casing sequence.
- [Five-Digit ZIP](#) - Provides 5-digit ZIP Code data that can be appended to computerized mailing lists via address-matching software.
- [Z4Change](#) - Provides mailers the information necessary to create an application that would facilitate frequent and cost-effective processing for updating very large computerized mailing lists for automation compatibility and improved deliverability.
- [ZIP + 4® Product](#) - A base reference file that can be accessed by an application to assign the correct ZIP + 4® code associated with a physical address.
- [ZIPMove](#) - A means of correcting addresses that have undergone a ZIP Code realignment in which a change in city name and finance number occurred.

# AMS Application Programming Interface (API)

- Provides a tool to standardize addresses
- Software and data to provide:
  - ZIP + 4<sup>®</sup> coding
  - DPV<sup>®</sup>
  - LACSLink<sup>®</sup>
  - SuiteLink<sup>®</sup>



## DPV® Product

- Confirms the existence of a deliverable address
- Confirms basic information about the address
  - Identifies a commercial mail receiving agency (CMRA)
  - Vacant and No-Stat Indicator



*Is 251 High St in ZIP Code™ 94301 a valid address?*

Yes or No

## DSF<sup>2</sup>® Product

Includes all indicators from DPV<sup>®</sup> plus:

- Additional Flags
  - Business
  - Drop
  - Throwback
  - Seasonal
  - LACS
- Drop Counts
- Delivery Type
- Line of Travel information

## LACSLink® Product

- Provides municipality-introduced address changes
- Includes USPS® converted P.O. Boxes
- Includes building secondary information changed by Building Management
- Updating addresses using LACSLink data ensures deliverability and prevents UAA mail



## SuiteLink® Product

- Improves address assignments to business addresses by adding known secondary (suite) numbers
- Provides a business name and an associated ZIP + 4® coded address that matches to a high-rise default. The SuiteLink process will return the appropriate suite number when available.



## Summary

- A quality address is essential to:
  - USPS® Operations and Delivery
  - Major Mailers and End Customers
- USPS creates, assigns, maintains and owns ZIP Codes
- Local Addressing Authorities create and maintain street addresses
- AMS database is comprised of mailing addresses and associated metadata
- AMS Products must comply with Title 39, Section 412

# For More Information

[www.usps.com/ncsc](http://www.usps.com/ncsc)

UNITED STATES POSTAL SERVICE®

HOME | CUSTOMER SERVICE | SIGN IN

FIND A ZIP CODE | CALCULATE POSTAGE | PRINT A SHIPPING LABEL | SCHEDULE A PICKUP | LOCATE A POST OFFICE | TRACK & CONFIRM

Business > Household > Buy Stamps & Shop > All Products & Services > About USPS & News >

Search USPS.com

Home | Business | Address Verification | Address Quality

### Address Quality

Maximize address quality, minimize cost.

The Office of Address Management is located at the National Customer Support Center (NCSC) in Memphis, Tennessee. Address Management provides value-added product and service offerings that enable United States Postal Service® business customers to better manage the quality of their mailing lists while maximizing our ability to efficiently deliver mail as addressed.

- [Address Information Systems \(AIS\) Database Product Standardization](#).
- [Address Management Products](#) - Tools for address management.
- [Address Management Services](#) - Evaluation, grant writing, and more.
- [Address Management Publications](#) - Publications and services.
- [Addressing Standards for Puerto Rico and the Virgin Islands](#)
- [ZIP Code® Lookup and Address Information](#)
- [Contact Address Management](#)

**Related Services & Links**

[RIBBS®](#)  
Find quick links, locators and lookups, additional downloadable files and more.

[Need an address?](#)  
Use WhitePages [People Search](#) or [Business Search](#)

[Mail Preparation Total Quality Management](#)  
A web-based program designed to assist mailer

[ribbs.usps.gov](http://ribbs.usps.gov)

UNITED STATES POSTAL SERVICE®

National Customer Support Center

Intelligent Mail® & Address Quality

Home | Site Index A-Z | Site Index by Topic | Locators/ Lookups | Contact Us

### Intelligent Mail® Services

Intelligent Mail® Services  
Address Quality Products  
Business Mail

## Customer Care



**1-800-238-3150**

### Intelligent Mail® package barcode (IMpb)

Intelligence, enabling greater visibility to mailers and the comprehensive service performance measurement tool. On June 7, 2011, mailers can begin using the IMpb. [Click here](#) to learn more.

### Webinars: Migrating to IMpb

With the IM barcode, the USPS is conducting webinars, "Migrating to IMpb" on October 22, 2010 and May 3, 2011. [Click here](#) to learn more.

### FLATS DEFLECTION POLICY

Addressed broadly to the mailing community about the revised standards for flats over the past several years, with the final standards going into effect June 7, 2011. This document provides mailers the opportunity to make changes to slightly stiffen non-compliant flats to meet the new standards. Local offices also provided mailers during the past few months regarding their implementation of the policy. [Click here](#) for additional information on the Flats Deflection Policy.

### Shipment Resources

Documents containing information on Plant-Verified Drop Shipment.

### IMPORTANT UPDATES

POSTNET™ barcode will continue to be allowed for Automation Discounts, Business Reply Mail and Confirm® Service

PLANET Code® barcode will continue to be allowed for Confirm® Service

Full-Service Discounts still apply to mailings with eDOC quality issues

There will be no Full Service ACS™ charges beyond 60 days for Periodicals and 95 days for First-Class Mail® and Standard Mail®

**Flats Sequencing Strategy**

Learn more about USPS® strategies and deployment schedules.

## Knowledge Validation

**Question 1: The USPS® is the sole creator of all addresses in the United States.**

***False***

**Question 2: USPS is allowed to share all addresses with everyone that asks.**

***False***

**Question 3: AMS is used to create both internal and external addressing products.**

***True***

# Speaker Schedule

## *Sunday*



## *Monday*



**Understanding How The Change-Of-Address Process Works**

*Jim Wilson – Level: New Advanced* **Period 7, 2:00 pm – 3:00 pm**

## *Tuesday*

**The War On UAA Mail – News From The UAA Front**

*Dr. John Leininger / Charles Hunt – Level: New Advanced* **Period 10, 8:00 am – 9:00 am**

**Keeping Track Of Your Customer – Full Service ACS**

*Angela Lawson / Valarie Yates – Level: Advanced* **Period 11, 10:00 am – 11:00 am**

***Thank You!***