



INFORMED
CUSTOMERS

SAN ANTONIO
2018

Green & Secure Solutions for UAA Mail

James Wilson, Heather Dyer - Sunday, May 6, 2018

Agenda

- Move Update Standard
- Approved Move Update Methods
- Address Quality Census Measurement
- Return-To-Sender
- Green & Secure Solution
- Free ACS Benefits

Move Update Standard



Applies to:

- First-Class Mail[®] sent at presorted or automation prices
- All USPS[®] Marketing Mail

Mailers must demonstrate that they have used a USPS approved method to update addresses used on mail within 95 days before the mailing date.

There are TWO Exceptions:

- Addresses acquired directly from the addressee within 95 days of the mailing.
- Mail bearing an Alternative Address format

Approved Move Update Methods

Pre-Mailing

There are two methods available BEFORE you mail:



NCOA^{Link}®

Process names and addresses on a mailing list using a USPS[®] licensed NCOA^{Link} software or service provider

**PRE MAILING:
Update mailing
list before you
mail**

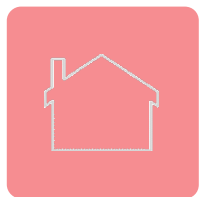
NCOA^{Link} MPE

Process mail on Mail Processing Equipment (MPE) with Multi-Line Optical Character Reader (MLOCR) technology to match the printed name and address from a mailpiece using a USPS licensed NCOA^{Link} MPE equipment or service provider.

Approved Move Update Methods

Post-Mailing

There are two methods available to use ON the mail



Ancillary
Service
Endorsements

Mailers to receive COA information print hardcopy notice on returned mail. Mailer must print an endorsement on the mail.

**ACS Supports the
Green & Secure
Option**

POST
MAILING:
Update
address list
after you mail

ACS

Allows mailers to receive COA information and other reasons for non-delivery electronically. ACS is free for Full-Service mailers

Approved Move Update Methods

ACS™ Types

	Availability	Fees
ACS Type		
OneCode ACS®	<ul style="list-style-type: none">• ACS Account (unless qualified for Free Basic ACS)• All Mail Classes• Letters & Flats• IMb with OneCode ACS STID• Basic / Non-Auto or full postage mail	<ul style="list-style-type: none">• Automated or Electronic Address Correction Fees• Forwarded Marketing Mail Fees for CSR2
Full-Service ACS®	<ul style="list-style-type: none">• First-Class Mail & USPS Marketing Mail• Letters & Flats• IMb with Full-Service ACS STID• Full-Service Mail Qualifications	<ul style="list-style-type: none">• Automated or Electronic Address Correction Fees (\$0)• Forwarded Marketing Mail Fees for CSR2
Traditional ACS™	<ul style="list-style-type: none">• ACS Account• All Mail Classes• Letters, Flats, & Parcels• USPS Assigned Participant ID• Mailer Keyline required to receive “Nixie” notices• No IMb or IMb with Traditional ACS STID• Full-Service, Basic / NonAuto, or full postage mail	<ul style="list-style-type: none">• Electronic Address Correction Fees• Forwarded Marketing Mail Fees for CSR2

Address Quality Census Measurement Mailer Impact

Applies to mailers that:

1. Submit any Full-Service volume during a calendar month.
2. Use eDoc to submit mailing information.
3. Mail First-Class Mail[®] and USPS[®] Marketing Mail letter and flats.

Address Quality Census Measurement Move Update Validation (MERLIN - OLD)

Random Sample



Random sample of mail is selected.

MERLIN



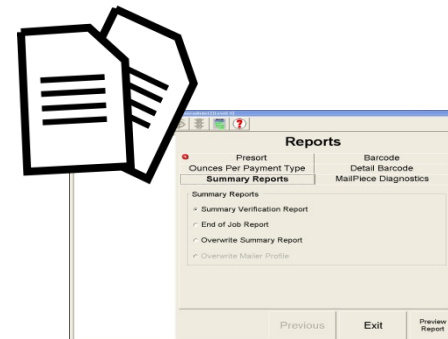
Sampled mail is processed on MERLIN

Assess Address Quality



Names and addresses are compared with Change-Of-Address records.

Generate Report



Additional postage assessed and due at time of mailing.

MERLIN

Address Quality Census Measurement Move Update Validation (Census Method)

Mail Processing



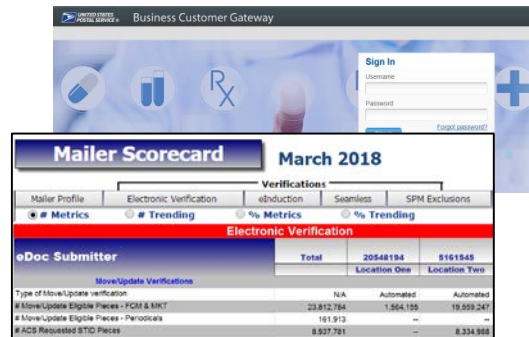
Mail with an IMb™ is processed on Mail Processing Equipment

Assess Address Quality



Names and addresses are compared against Change-Of-Address records.

Generate Report



Move Update errors are aggregated across a calendar month, and reported on the Mailer Score Card. Postage assessments due monthly.

Address Quality Census Measurement Mailer Scorecard

1. Select eDoc Submitter view if:

- The eDoc Submitter view aggregates data across the CRID used when submitting your electronic documentation
- Assessments are generated per eDoc Submitter CRID

2. Select Mail Owner or Mail Preparer if:

- Mail Owners may view their Move Update data by each Mail Preparer
- Mail Preparers (with fewer than 60 Mail Owners) may view their Move Update data by each Mail Owner

3. Select Mail Owner or Mail Preparer Scorecard Details if:

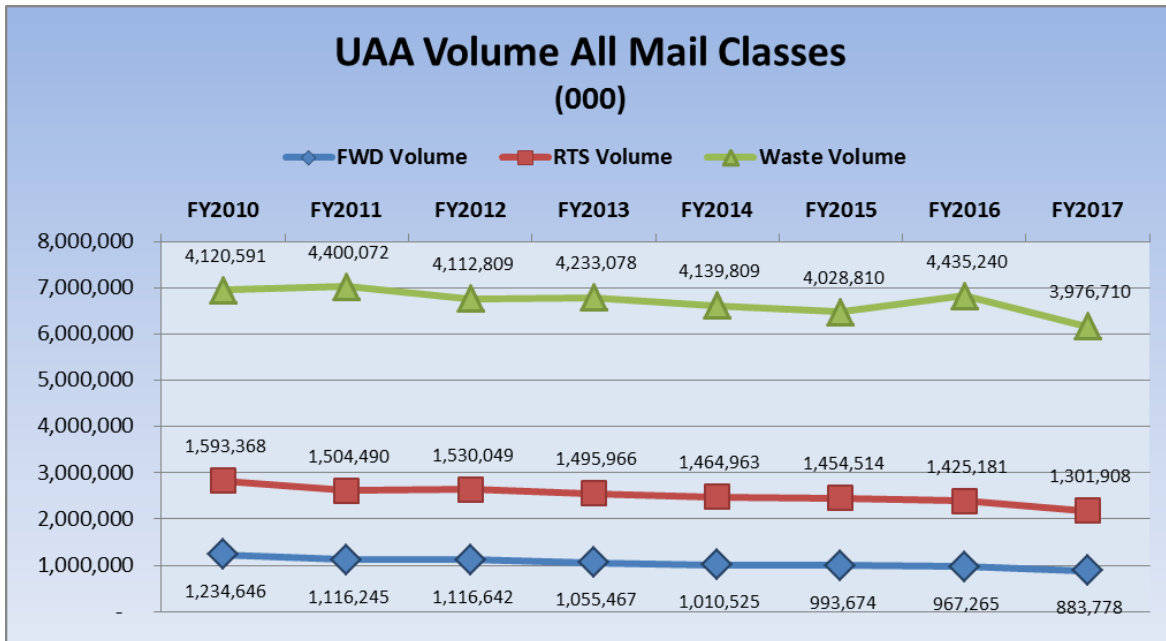
- You are a Mail Preparer with greater than 60 Mail Owners to see a view of each Mail Owner

The screenshot shows the 'Mailer Scorecard' interface with the United States Postal Service logo in the top right corner. Three options are presented in blue boxes, each with a red circle containing a number:

- 1 I'm an eDoc submitter**
This report shows a breakdown of metrics by eDoc submitter CRID across several USPS programs, including Full-Service, Seamless Acceptance, and eInduction.
- 2 I'm a Mail Owner or Mail Preparer**
This report shows a breakdown of metrics by mail owner and mail preparer across several USPS programs, including Full-Service, Seamless Acceptance, and eInduction.
- 3 Mail Owner or Mail Preparer Scorecard Details Report (Export)**
Use this option if you are a Mail Preparer who prepares mail for more than 60 Mail Owners or if you are a Mail Owner who uses more than 60 Mail Preparers

Return To Sender Volume Trend

Reduction of RTS mail volume has been sluggish



Return 56¢ / pc.
1.301 Billion pieces
\$726 Million

Forward 24¢ / pc.
884 Million pieces
\$215.8 Million

Waste .066 / pc.
3.977 Billion pieces
\$263.9 Million

Return To Sender

Available Alternatives – USPS Marketing Mail®

- No Endorsement
 - Undeliverable mail is discarded at the Delivery Unit
- Change Service Requested
 - Recommended when on-piece Move Update method used.
 - Available with or without ACS™
 - ACS or Form 3547 with new address or reason for UAA provided
 - Undeliverable mail is Recycled

Return To Sender

Available Alternatives – First-Class Mail®

- Change Service Requested
 - Only available with ACS
 - Opt 1 discards all undeliverable mail
 - Opt 2 forward when possible, discard the rest
 - Undeliverable mail is Recycled
- There is a reluctance to use this endorsement
- First-Class Mail often includes Personally Identifiable Information (PII)
- Mailer wants it returned so they can shred it



Return To Sender

Available Alternatives – First-Class Mail®



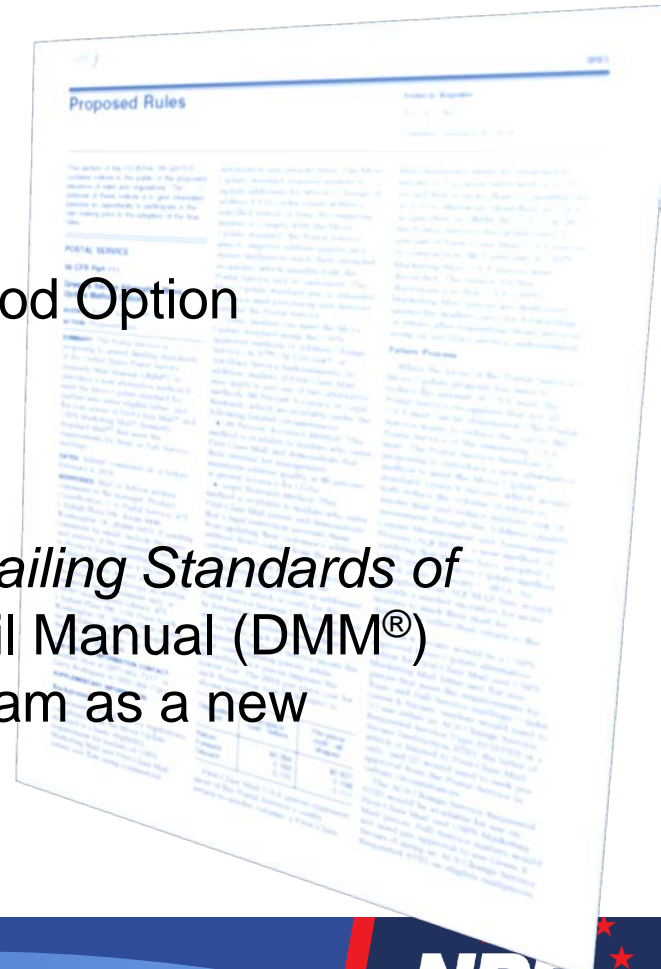
- **Secure Destruction Service**
 - Available for letters since November 2014
 - Intelligent Mail Barcode (IMb) with the proper Secure Destruction Service Type ID (STID) is required
 - USPS® will first SHRED the mail, then recycle it
 - Provides SD data that indicates mailpiece was sent to shredder
 - If shredding is not available it will be returned so YOU can shred it.
 - Provided at no additional cost!

YES, you heard me right: *NO ADDITIONAL COST*

Return To Sender ***Available Alternative - Federal Register***

Federal Register 39 CFR Part 111
Green & Secure Alternative Move Update Method Option
AGENCY: Postal Service™.
ACTION: Final Rule.

SUMMARY: The Postal Service is amending *Mailing Standards of the United States Postal Service*, Domestic Mail Manual (DMM®) section 507.4 to add the Green & Secure program as a new Address Change Service option.



ACS™ Green & Secure Solution First-Class Mail®

Address Service Requested

- **Option 1** - Forward if possible; provide change of address information electronically. All other UAA mail returned to sender.
- **Option 2** - Same as Option 1, but receive ACS returned mail as well.

Return Service Requested

- **Option 2** – All UAA mail is returned to sender and ACS notice is provided as well.

**NOT
Green & Secure
Options**

ACS™ Green & Secure Solution First-Class Mail®

Change Service Requested



Option 1 - All UAA mail is recycled and an ACS notice is provided



Option 2 - Same as Option 1, but will forward if possible, all other UAA mail is recycled

Change Service Requested with Secure Destruction



Option 1 - All UAA mail is shredded and then recycled and an ACS notice and Secure Destruction Data is provided



Option 2 - Same as Option 1, but will forward if possible, all other UAA mail is shredded and then recycled

ACS™ Green & Secure Solution

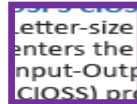
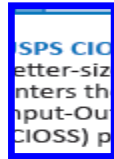
First-Class Mail® Secure Destruction

NAID¹ and DIN²-66399 Provide Guidance for destruction of Sensitive and/or Confidential information

NAID
Maximum Shred Size
Surface Area: 1210 mm²
Dimension: 0.75" x 2.5"

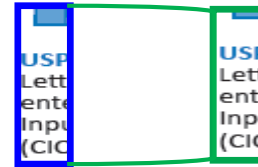


DIN Standards Level 3
Sensitive & Confidential Data
Surface Area: ≤ 320 mm² or
Strip width: ≤ 2mm



Common Industry Practice
Surface Area: 252 mm²
Dimension: 0.63" x 0.63"
(5/8" x 5/8")

DIN Standards Level 4
Particularly Sensitive & Confidential Data
Surface Area: ≤ 160 mm² and
Strip width: ≤ 6mm (0.24")



USPS SD Standard
Surface Area: 152 mm²
Dimension: 0.24" x 1"

¹ NAID - National Association for Information Destruction
² DIN - Deutsches Institut für Normung

ACS™ Green & Secure Solution First-Class Mail® Secure Destruction

New for 2018!

Secure Destruction for First-Class Mail FLATS



Flat Dimensions

	Minimum*	Maximum
Length	11-1/2 inches	15 inches
Height	6-1/8 inches	12 inches
Thickness	1/4 inch	3/4 inch

* Flats exceed at least one of these dimensions

A diagram of a mail flat with dimension labels. The height is labeled as 12" max. and 6-1/8" min. The length is labeled as 11-1/2" min. and 15" max. The thickness is labeled as 1/4 inch and 3/4 inch. The word 'Height' is written vertically on the left side of the diagram, and 'Length' is written horizontally below the length dimension line.

USPS® has deployed industrial cross-cut shredders to accommodate larger & thicker mail pieces

ACS™ Green & Secure Solution

USPS Marketing Mail®

Address Service Requested

- **Option 1** - Forward if possible; provide change of address information electronically. All other UAA mail returned to sender *and the weighted fee is charged to the sender.*
- **Option 2** - Same as Option 1, but receive ACS for returned mail as well.

Return Service Requested

- **Option 2** – All UAA mail is returned to sender and *First-Class Mail® postage is charged to the sender*, an ACS notice is provided as well.

**NOT
Green & Secure
Options**

ACS™ Green & Secure Solution

USPS Marketing Mail®

Change Service Requested



Option 1 - All UAA mail is recycled and an ACS notice is provided



Option 2 - Same as Option 1, but will forward if possible, and charge for Forwarded Fee based on the shape of the mail. All other UAA mail is recycled

Option 2 requires you to notify the ACS Department prior to mailing to provide billing information for the invoicing of the Forwarded Fees

**Change Service Requested
is a Green Option**

Per piece forwarding fee (when service is provided in conjunction with ACS and applicable ancillary service endorsements)

Forwarded USPS Marketing Mail Letter \$ 0.44

Forwarded USPS Marketing Mail Flat \$ 1.36

ACS™ Green & Secure Solution Requirements – First-Class Mail®

- Intelligent Mail barcode is REQUIRED!
 - ♻️ Change Service Requested Option 1 or Option 2
 - 🔒 Secure Destruction Service Option 1 or Option 2
- ACS Enrollment is Required for:
 - Secure Destruction to receive the SD Notification data
 - OneCode ACS® for *Basic / Non-Auto notice delivery and invoicing
 - Traditional ACS notice delivery and invoicing (Traditional ACS STID Required in IMb, electronic address correction fees charged)
 - SingleSource ACS fulfillment to receive all ACS notices in a single daily file. Invoicing applies to non-Full-Service ACS only.

** Required unless qualified for Free Basic ACS*

ACS™ Green & Secure Solution Requirements – USPS Marketing Mail®

- Intelligent Mail barcode is **REQUIRED!**
 - Change Service Requested Option 1
 - Change Service Requested Option 2
- ACS® Enrollment is Required for:
 - CSR Option 2 invoicing of the Forwarded USPS Marketing Mail Fees charged for forwarded pieces
 - OneCode ACS for *Basic / Non-Auto notice delivery and invoicing
 - Traditional ACS notice delivery and invoicing (Traditional ACS STID Required in IMb®, electronic address correction fees charged)
 - SingleSource ACS fulfillment to receive all ACS notices in a single daily file. Invoicing applies to Non-Full-Service ACS and Forwarded Fees only.

ACS™ Green & Secure Solution Requirements – Service Type ID

First-Class Mail®

Class of Mail	Address Correction Ancillary Service Option	Basic or Nonautomation w/o IMb IV®	Basic or Nonautomation with IMb IV®	Full-Service w/o IMb IV®	Full-Service with IMb IV®
First-Class Mail	OneCode ACS – CSR1** Change Service Requested Opt 1	504	502		
	OneCode ACS – CSR 2** Change Service Requested Opt 2	082	240		
	Full-Service ACS – CSR 1** Change Service Requested Opt 1			516	514
	Full-Service ACS – CSR 2** Change Service Requested Opt 2			083	241
	Traditional ACS – CSR 1** Change Service Requested Opt 1	517	515	521	519
	Traditional ACS – CSR 2** Change Service Requested Opt 2	510	530	512	511

*** Secure Destruction Service type ID's for First-Class Mail are provided when you enroll. Enrollment information and forms are available at:**

<https://postalpro.usps.com/mailing/secure-destruction>

ACS™ Green & Secure Solution Requirements – Service Type ID

USPS Marketing Mail®

Class of Mail	Address Correction Ancillary Service Option	Basic or Nonautomation w/o IMb IV®	Basic or Nonautomation with IMb IV®	Full-Service w/o IMb IV®	Full-Service with IMb IV®
USPS Marketing Mail	OneCode ACS – CSR1** Change Service Requested Opt 1	092	242		
	OneCode ACS – CSR 2** Change Service Requested Opt 2	513***	586***		
	Full-Service ACS – CSR 1** Change Service Requested Opt 1			093	243
	Full-Service ACS – CSR 2** Change Service Requested Opt 2			567***	231***
	Traditional ACS – CSR 1** Change Service Requested Opt 1	560	559	562	561
	Traditional ACS – CSR 2** Change Service Requested Opt 2	565***	564***	568***	566***

** A Printed Ancillary Service Endorsement is required on USPS Marketing Mail. "Electronic Service Requested" is allowed only when requesting ACS™.

ACS™ Green & Secure Solution

Benefits

- Organizations and agencies with a “Last Known Address” mailing policy
 - Receive an ACS notices with the new address information.
 - More time to confirm with the addressee before updating.
- Marketing Lists with new names and addresses that were not Directly Acquired
 - You decide if you want to update and continue to mail to them.
- Not required for EVERY mailpiece in a mailing, select only those at risk

ACS™ Green & Secure Solution

Benefits

- Allows USPS® to recycle or securely destroy mailpieces that cannot be delivered as addressed or forwarded
 - Reduces additional handling costs for USPS
 - Reduces mailer costs associated with handling and destroying returned mail
 - No changes needed if you already use an ACS™ Change Service Requested Service Type ID.

ACS™ Green & Secure Solution

Benefits

- Reduces risk of Move Update Census assessments
 - Mail with a Green & Secure Service Type ID that is matched to an aged Change-of-Address (\neq > 95 days) is reported as a WARNING, not an ERROR
 - Excluded from the numerator when determining Move Update compliance.

ACS™ Green & Secure Solution

Benefits – Mailer Scorecard

Mailer Scorecard – % View

Move/Update Verifications

Type of Move/Update verification

% COA Errors – FCM & MKT

% COA Warnings – FCM & MKT

% COA Warnings – Periodicals

% UAA Warnings

Mailer Scorecard – Count View

Move/Update Verifications

Type of Move/Update verification

Move/Update Eligible Pieces – FCM & MKT

Move/Update Eligible Pieces - Periodicals

ACS Requested STID Pieces

Green & Secure Requested STID Pieces

COA Errors – FCM & MKT

COA Warnings – FCM & MKT

COA Warnings – Periodicals

UAA Warnings

Total Additional Postage due (Move/Update) – Info Only

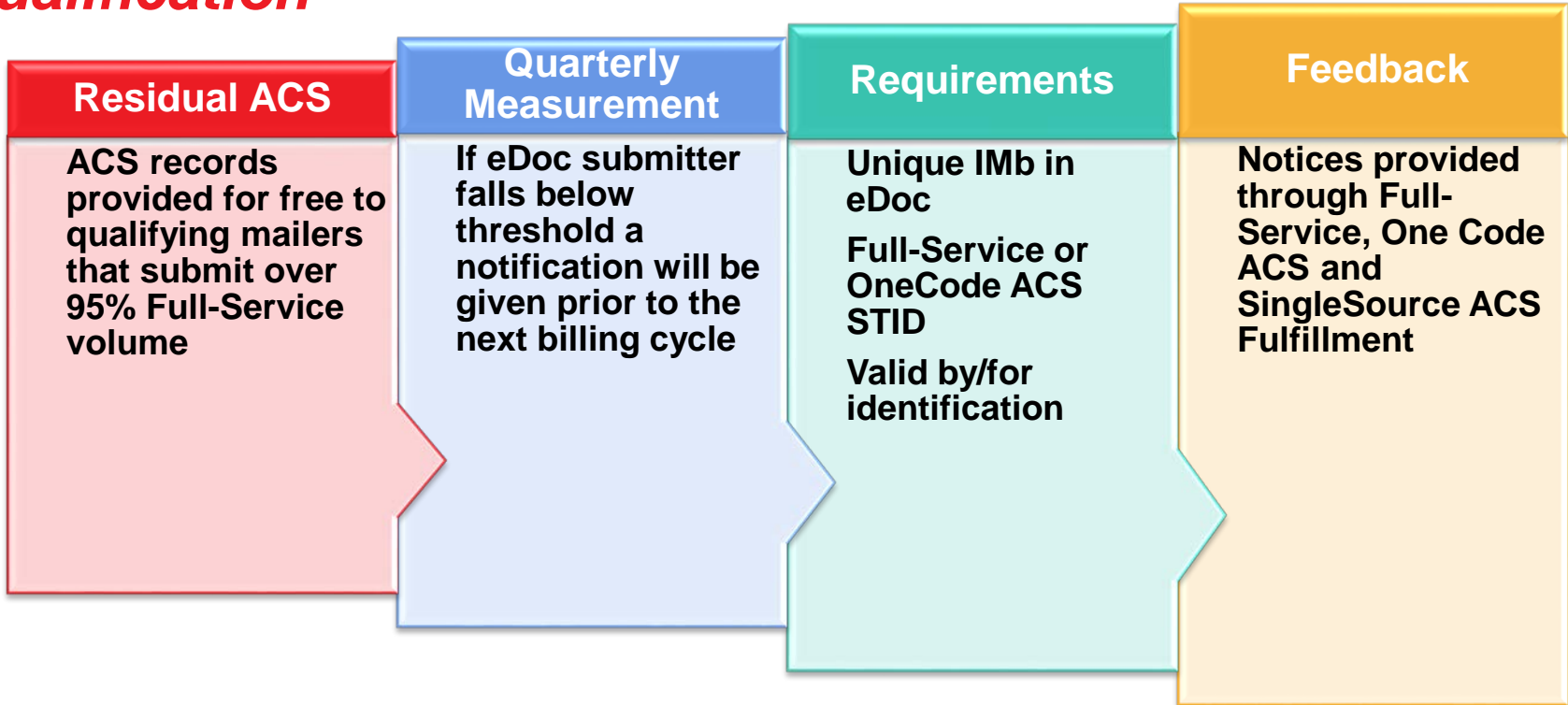
ACS™ Green & Secure Solution

Benefits – Mailer Scorecard

Green & Secure volume will be reported as “COA Warnings”

BIDS Error Code	Error Description
7917	The Green and Secure mail piece received an associated COA record where the later of the COA create date and COA effective date is between 95 day and 18 months of the eDoc submission date.
7918	The Green and Secure mail piece range received an associated COA record where the later of the COA create date and the COA effective date is between 95 days and 18 months of the eDoc submission date.

Free ACS™ Benefits Qualification



ACS™ Resources

SingleSource Fulfillment

- All ACS records delivered via the Electronic Product Fulfillment secure web service
- Provides all records in one format with options for additional CSV and XML/XLS formats
- Supports free Full-Service and qualifying free Basic OneCode ACS®
- Invoice electronically each month for non-qualifying Full-Service & OneCode ACS records
- Provides all records within 24 hours of receipt at NCSC
- Details about the available file formats and SingleSource fulfillment option are available at: <https://postalpro.usps.com/address-quality/ACS>

ACS™ Resources

Data Delivery

	Mailing	Data	Source
Mail Class			
First-Class Mail	Full-Service and Basic / NonAuto	Secure Destruction Notice	Electronic Product Fulfillment (EPF)
First-Class Mail USPS Marketing Mail	Full-Service	Full-Service & qualifying free Basic ACS COA & Nixie Notice	Mailing Reports in the Business Customer Gateway
First-Class Mail USPS Marketing Mail	Basic / NonAuto	OneCode ACS® COA & Nixie Notice	Electronic Product Fulfillment (EPF)
First-Class Mail USPS Marketing Mail	Full-Service and Basic / NonAuto	Traditional ACS COA & Nixie Notice	Electronic Product Fulfillment (EPF)
First-Class Mail USPS Marketing Mail	Full-Service and Basic / NonAuto	Full-Service, qualifying free Basic, Traditional, & OneCode ACS COA & Nixie Notice	SingleSource ACS via Electronic Product Fulfillment (EPF)

QUESTIONS?

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