UNITED STATES POSTAL SERVICE®

MTAC - HOMEROOM

Enterprise Analytics
Addressing & Geospatial Technology

March 2020

Jim Wilson,
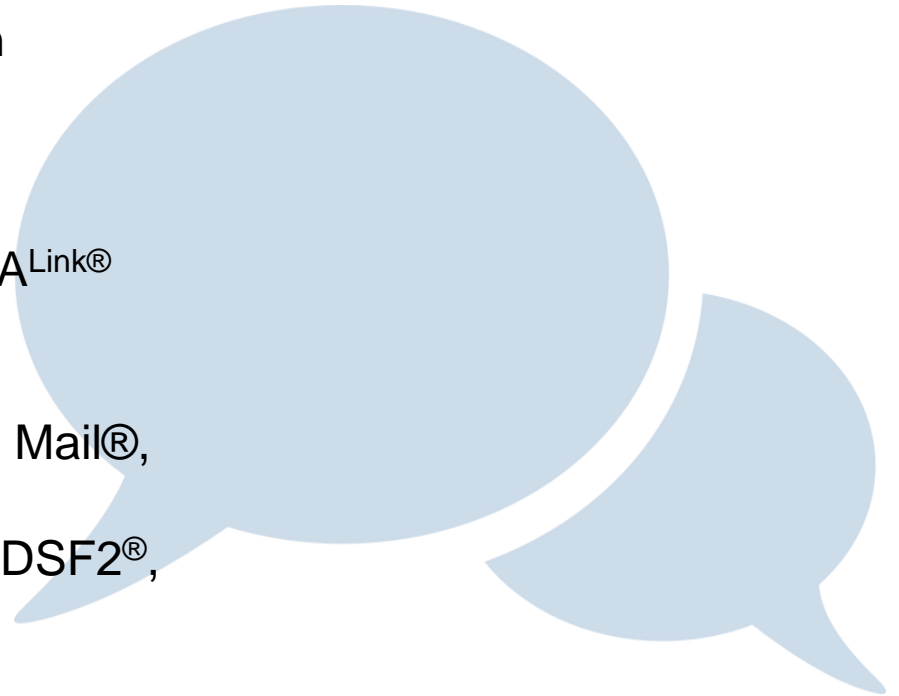Director Addressing & Geospatial Technology, USPS®

Address Quality Cycle 'O' Task Team #29

- **Leadership Team:**
  - Industry – Adam Collinson, Sharon Harrison
  - USPS® – Star Blackwood, Liz Flake

- **USPS / Industry Participants:**
  - Developers: CASS™, MASS™, DSF$^{2®}$, NCOA$^{Link®}$
  - Users (including MASS)
  - Mail Service Providers
  - Mailers: First-Class Mail®, USPS Marketing Mail®, Package Services
  - USPS and Industry SMEs: CASS™, MASS, DSF2®, Informed Address, Informed Delivery

- **Kick-Off Meeting:** 2/28/2020
  - Twice a week

- **Final Meeting:** 3/19/2020

Issue Statement:

To ensure the timely resolution, design, and final requirements related to Address Quality Cycle O changes, resolve known cross-systems impacts, and identify and resolve additional impacts.

Desired Results:

- Agreement and understanding on Address Quality Cycle O changes

- Resolutions that promote address quality and enhance the value of mail while meeting the various needs of different mailers

- Support an easy transition to the updated Cycle O products

- **23 Topics Reviewed:**
  - Understand driving factors for industry requests (learn "WHY," to identify root causes and determine "HOW" to best support "WHAT" is needed)
  - Not necessary to support a variety of options as long as results provide data to allow users to decide how to use results

- **Topic Categories:**
  - USPS® & Industry agreed upon needs / recommendations
  - No changes required after USPS clarification / deeper analysis
  - Items that do not impact development specs to be reviewed at a later date
  - Industry request for additional documentation

- **Enhanced DPV® Status and DPV® Footnote Codes:**
  - When secondary information is present but not required for delivery
    - Enhanced DPV® Status codes 'Y' will be returned
    - New 'C1' footnote will be returned indicating secondary information not required
  - Removed Enhanced DPV® Status codes 'T' and 'P'
    - DPV® Footnote codes 'TA' and 'C1' provide this information
  - Return DPV® Status of blank for addresses containing an Informed Address

- **5-Digit Validation:** Policy defined for performing 5-digit validation when address is not matched and input city/state do not agree.

- **Dual Addresses:** When a R777 (undeliverable address) and PO Box address are present, the PO Box address should be used for mailing purposes.

- **NCOA^{Link®}:** New address delivery point will reflect TotalDPS when implemented.

- **PBSA/CMRA:**
  - Maintain secondary designator of "#" when presented on input
  - DMM requirements remain in effect on use of secondary designators

- **Forcing NoStats R777 addresses:**
  - USPS® automatically sets NoStats indicator on DPV® products

- **NCOA^Link® & ACS™:**
  - Middle Name Mismatch: not allowed to look for a Family level match
    - USPS analysis showed a 50/50 accuracy rate if allowed to match to Family COA
  - Not adding 'Day' to the Move Effective Date at this time
  - COA records where either new or old address is an R777 have been removed from & not allowed into all COA solutions

- **5-Digit Validation:**
  - CASS™ will supply flag to facilitate future postage discount qualification
  - *To Be Discussed:* changes within Presort to support use of this flag

- **NCOA^Link®:** PAF requirement for MID/CRID
  - USPS presented its reasoning for this requirement
  - Industry expressed its concerns with how this would be implemented in all mailing situations
  - *To Be Discussed:* exceptions / alternative to meet USPS® needs that do not place a burden on certain users

- **Data Enhancements and Quality Control:**
  - Respond to potential data anomalies that have been identified
    - Ensuring that all known addresses on an R777 are flagged as NoStats
    - Creation of new DPV table to indicate when secondary address information is required for base address
  - Findings and actions will be reported back through UG#5

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TT29 Recommendations for Multiple levels of documentation:

- **USPS®:** update detailed requirements for developers

- **USPS® / Industry TT29:** Details for presenting back to UG#5 / Mailers: including education / explanation for final recommendations

- **USPS® / Industry via UG#5:** High Level / Executive Summary explaining importance and value of Address Quality Cycle 'O'

- Informed Address (IA): need finalization of formats and how CASS™ will detect

- USPS to assess impact to timeline and final rules based on final recommendations

- Final timeline and rules to be published (Target Date 4/15/2020)

- TT 29 will report out on next UG#5 call

- USPS to work closely with User Group #5 team to prepare high level CASS Cycle 'O' documentation

- Develop plan for adoption of new addressing initiatives exclusive of a full CASS cycle