Initiatives to Drive more Mail into Measurement

UNITED STATES
POSTAL SERVICE ®

Initiatives to Drive more Mail into Measurement

- Long Haul – USPS transported mail from the Mailer's site to a USPS facility that is not local (being addressed by DMU Start-the-Clock solution)

- MTAC Task Team 35 – a newly establish team to review the mail in measurement business rules for potential improvements

- MTAC WG 194 – ongoing collaboration with Industry to establish practical opportunities for Mailers that have the largest amount of mail excluded from measurement to address root causes of service performance exclusion
  - SPM Exclusion by CRID application for use by Industry to identify patterns where their mail is excluded from measurement – it is accessed thru the Business Customer Gateway
  - A robust process and support structure has been established to assist Mailers with investigating exclusions and resolutions
  - A Resolution Guide of known exclusion causes and potential resolutions, which will be updated as new causes and resolution are documented

Accessing SPM Exclusion by C...

Business Customer Gateway

1

Sign In

Username

Password

Forgot password?

Sign in

Need an account?
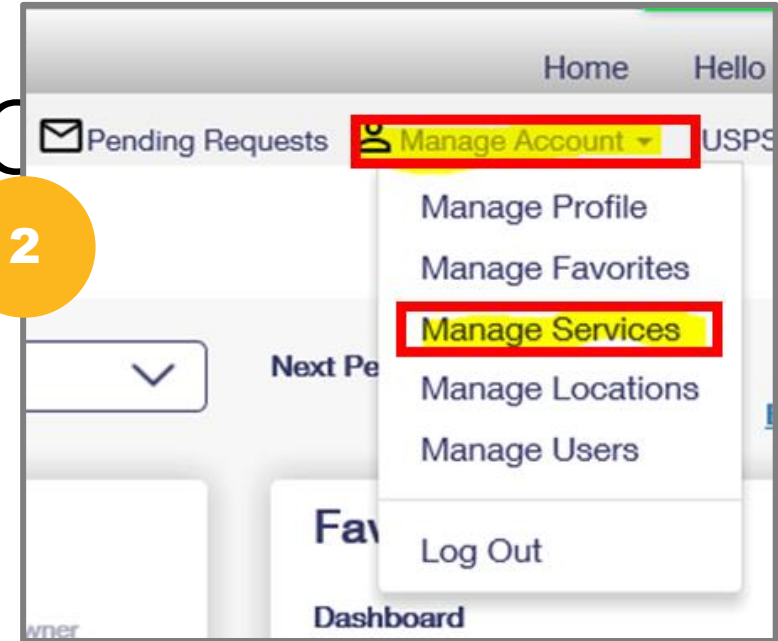
Sign Up

2

Home   Hello

Pending Requests   **Manage Account ▾**   USPS

Manage Profile

Manage Favorites

Manage Services

Manage Locations

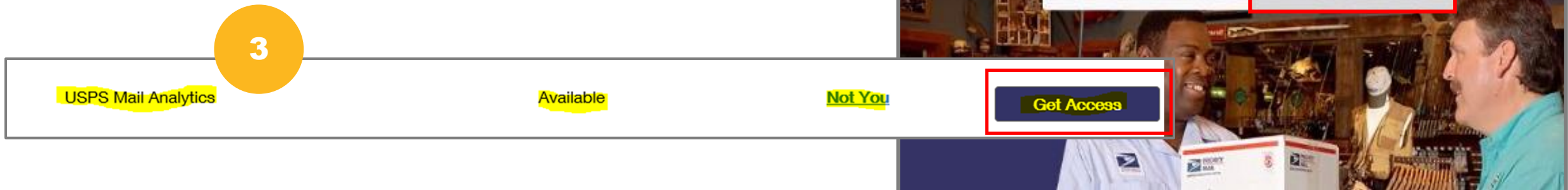Manage Users

Log Out

Next Pe...

Fav...

Dashboard

...wner

3

USPS Mail Analytics   Available   Not You   **Get Access**

4

Mail Analytics

Processing & Logistics   Service Performance

Coding Accuracy Support System (CASS)

The CASS™ certification process is designed in cooperation with the mailing industry to improve the accuracy of postal codes, i.e., Five-Digit ZIP Code®, ZIP + 4®, delivery point codes (DPCs), and carrier route codes that appear on mailpieces. Any mailing claimed at an automation price must be produced from address lists properly matched and coded with CASS Certified™ address matching methods.

History

– 1996: First test cycle

– 1996-2011: Yearly Testing Cycles Completed

– 2011-2023: CASS Cycle 'N'- current testing cycle

Benefits

– Promotes Address Quality

– Reduces Undeliverable As Addressed (UAA) Mail
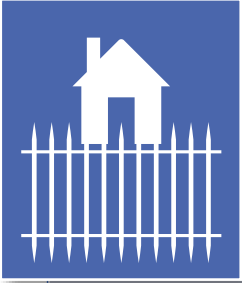
– Reduces Rehandling Costs

Active Certifications

– 48 Developers

– 9 Service Providers

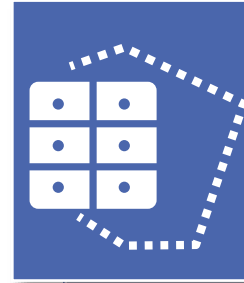**NEXT:** CASS Cycle 'O' Certification Complete: 2023

CASS Cycle 'O' Benefits

Software will require providing additional deliverability information that will assist mailers in determining the deliverability of an address.

Door Not Accessible

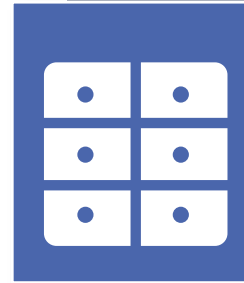USPS® cannot physically get to the residence/building.

PO Box™ Only Zones

Identify Cities that have only PO Boxes and no other form of mail delivery available. Also, identifies street addresses that are in PO Box Only Zones.
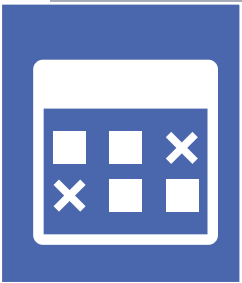
No Secure Location

Door is accessible, but a package will not be left due to security concerns.

PO Box Throwback

Resident or business choose to receive delivery through PO Boxes.

Non-Delivery Days

Identifies the days of the week that normal mail delivery is not performed, for example: Business closed on Saturday.
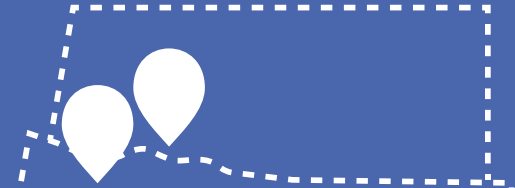
Enhanced DPV Flags

Flags the deliverability of an address if the mailer chooses to ignore other detailed deliverability information.
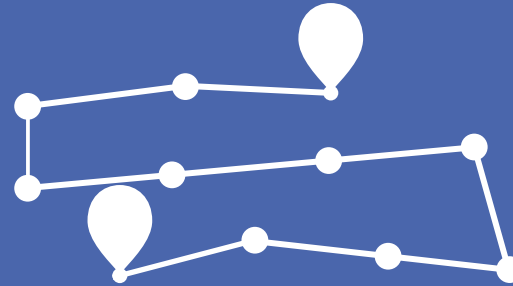
CASS Cycle 'O' Benefits

Additional requirements support new USPS® initiatives and Military addressing.
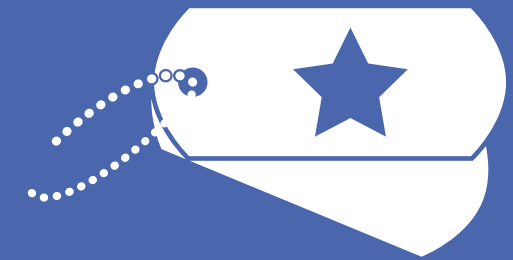
Cross State Address

Supports the "One State One Address" Act which requires the physical and mailing address to correspond. 6,300 addresses are currently assigned the city/state of the Post Office that services them.

TotalDPS

Improves Delivery Point Sequencing and Enhanced Line-of-Travel Presort. TotalDPS will revise the way the 11-Digit DPV® ZIP Code™ is assigned to certain address types to reduce Delivery Point duplication.

New Military Address Formats

The military has requested two additional address formats in addition to the current CMR, PSC, and Unit addresses with box information. CASS Cycle 'O' will require software be able to validate these new address formats.

UMR (Unit Mail Room)
OMC (Official Mail Center)

CASS Cycle 'O' Timeline

Parternership in Tomorrow (PIT) Meeting	September 30	2019	✓
Task Team #29 Recommendations & USPS Responses	July	2020	✓
Final Rules Released	August 14	2020	✓
TotalDPS Stage 1 File Release	April 9	2021	✓
Send Static Data	April 9	2021	✓
Stage I Release	May 21	2021	✓
Alpha Stage 1 Release (Cycle O Impacted Categories)	October 15	2021	✓
Dual Fulfillment Cycle N / Cycle O Data (Link)	January	2022	✓
Production Stage 1 (CASS Cycle O Categories)	March	2022	✓
Production Stage 2 (ALL Categories)	*May*	*2022*	
CASS Cycle O Testing Begins (Cycle O Categories ONLY)	*May*	*2022*	
MASS Cycle O Testing Begins (Manufacturer Only)	*July*	*2022*	
Cycle N Testing/Grading Ends	*August*	*2022*	
CASS Developers Certification Completed	*December*	*2022*	
MASS Manufacturers Certification Completed	*January*	*2023*	
Developer send Cycle O to End Users for Testing	*January*	*2023*	
Recommended Software Released to End Users	*February*	*2023*	
Cycle N Data (Link) & Dual Fulfillment Ends	*May*	*2023*	
Expiration of CASS Cycle N	*July 31*	*2023*	
Implementation of CASS Cycle O	*August 1*	*2023*	
NCOA^{Link} Reporting Changes	*November 7*	*2023*	
NCOA^{Link} MPE Automated Reports Required	*November 7*	*2023*	