

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

Notice of Price Adjustment and
Classification Changes Related to
Move Update Assessments

Docket No. R2010-1

ADDITIONAL ITEM OF FOLLOW-UP MATERIAL RELATED TO
NOVEMBER 12, 2009 TECHNICAL CONFERENCE
(November 16, 2009)

On Friday, November 13, 2009, the United States Postal Service filed four items following up on several issues that were left incomplete during Thursday's technical conference on the implementation of the Move Update assessments for Standard Mail and First-Class Mail. Another issue that mailers asked about at the technical conference was what materials might be helpful to support mailer claims of compliance with the Move Update standard. Concerning this issue, the Postal Service hereby files the attached guidance, which was not available for filing on Friday. The Postal Service also plans to make such guidance available on its RIBBS website, and in Publication 363, once the internal processes for making those changes are complete.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

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Documentation to Support Claims of Compliance with Move Update Standard

The Move Update standard requires mailers to expose, to an approved method listed below, each address to be used on presorted First-Class Mail or Standard Mail pieces, and as appropriate, to update with a new address, within 95 days prior to any mailing date.

The USPS offers four preapproved methods: Ancillary Service Endorsements, Address Change Service (ACS) or OneCode ACS, NCOALink, and FASTforward. Mail bearing an alternative address format (simplified, occupant, or exceptional address) is not subject to the Move Update standard. There are two Alternative Methods that require separate approval for mailers of First-Class Mail. These methods and the alternative address formats are described in detail in Publication 363, *Updating Address Lists is a Smart Move*.

The USPS expects that mailers who sign the certification statement on the postage statement have taken appropriate steps to update addresses as required by the Move Update standard. Mailers should maintain appropriate evidence to substantiate the process they use. Retention of the suggested documentation will assist mailers if they appeal a Move Update assessment charge or a later revenue deficiency.

Mailers should maintain the following documentation to support claims of compliance with the Move Update standard.

Ancillary Service Endorsements –

- Maintain copies of mailpieces with ancillary service endorsement shown.
- Maintain copies of change of address notifications received, and demonstrate how new address updates are used to produce mailpieces reflecting the updated address.

Ancillary Service endorsements include: Address Service Requested, Return Service Requested, Change Service Requested, and Forwarding Service Requested. Note that the use of "Forwarding Service Requested" does not meet the Move Update standard. Please see DMM § 507.1.5 for a complete description of the treatment by class of mail for each endorsement.

Address Change Service (ACS) or OneCode ACS™–

- Maintain billing reports or invoices.
- Provide copies of pieces mailed with ACS participant codes or OneCode ACS barcodes shown.

- Describe and demonstrate how new address notifications are used to produce mailpieces reflecting the updated address.
- Maintain copies of electronic ACS record(s) and file(s).

FASTforward® –

- Demonstrate that *FASTforward®* is in Active Mode and used for entire mailing.
- Maintain copies of mailpieces showing *FASTforward®* identifiers printed on the mailpiece.
 - If mailer/client participates in *FASTforward®* Move Update Notification, mailer/client may describe and demonstrate how new address updates are used to produce mailpieces reflecting the updated address.

NCOALink® -

- Maintain processing summary/acknowledgement report, obtained from NCOALink[®] licensee, showing date addresses were processed.
- Maintain mailer system output reports.
- Maintain billing reports or invoices for NCOALink[®] services.
- Maintain documentation that describes and demonstrates the process employed to update the address records that received Return Codes 'A', '91', & '92', or if appropriate, the suppression of address records when no new side address is returned (Return codes '1', '2', & '3'), beyond the threshold of 95 days after the Move Available Date.

Alternative methods (legal restrictions or 99% certified) –

- Maintain letter of approval from National Customer Support Center.
- Demonstrate means used to comply with alternative method authorization.

Directly acquired addresses – A grace period of 95 days is allowed for use of addresses directly acquired from the customer.

- Retain records that show date the address was acquired or other documentation to demonstrate how addresses are received from customers and used for mailing purposes.

Additional documentation may be submitted to demonstrate that any of these Move Update methods was used within the appropriate timeframes and on the specific mailing in question.