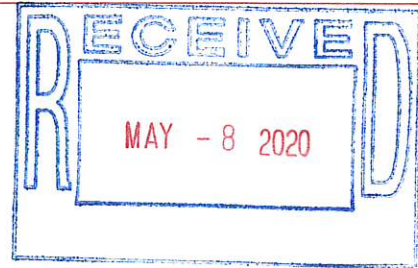




May 5, 2020



Mr. Brian J. Wagner  
President  
National Association of Postal Supervisors  
1727 King Street, Suite 400  
Alexandria, VA 22314-2753

Dear Brian:

This letter serves as an update to our February 13 notification regarding a project called "Informed Address (IA)".

The operational testing of the IA coded mail pieces has been pushed back. We anticipate the testing to begin on May 12.

We have enclosed updated copies of both the standup talk and job aid concerning this initiative.

Please contact Bruce Nicholson at extension 7773 if you have questions concerning this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "David E. Mills".

David E. Mills  
A/Manager  
Labor Relations Policies and Programs

Enclosures

# Stand-up Talk

May 2020

## Informed Address: Operational Test

USPS has developed the ability to send mail without showing the recipient's complete physical address, using a technology called Informed Address (IA). IA replaces the recipient's name and street address with a special code in the address block. This helps keep recipients' information private.

USPS is conducting a small-scale test to assess if our equipment can correctly process IA mailpieces, and if Mail Carriers can successfully deliver them.

### Why is USPS Testing the IA Concept?

- Consumers have expressed a strong desire for data privacy
- Keep the mail relevant in the marketplace
- Gain market share

**In the coming weeks, mailpieces will be dropped at the Merrifield BMEU for processing and delivery throughout Northern Virginia.** This Post Office has been selected to participate and will play a big role in helping this pilot succeed.

All IA mailpieces will be DPS'd for easy delivery. If you see a coded (IA) mailpiece, just follow this simple guide to read what's on the envelope:

The diagram shows a mailpiece with the following text: "Preferred Postal Customer", "99\*01 CJNXZMPKYY 34", and "Manburg, VA 22005". A barcode is located below the address. Four numbered callouts provide instructions: 1. Points to "Preferred Postal Customer". 2. Points to "99". 3. Points to "01". 4. Points to "34".

- 1 Identify this is an IA mailpiece based on **"Preferred Postal Customer"** in the first line.
- 2 The first two numbers (99) also means that the mail piece is an IA mailpiece
- 3 The last two digits of the **house number** is indicated by the two digits after the asterisk in the unique code (e.g., "01")
- 4 Determine the last two digits of the **apartment or suite number** by the last digits at the end of the unique code (e.g., "34")

All IA-mailpieces should already be properly processed in DPS sequence by Mail Processing Equipment along with all other pieces for that delivery point. If necessary, mailpieces can be returned to the P&DC to be reprocessed and DPS'd. If a mailpiece cannot be delivered, it should be handled as undeliverable.

Together, we can make an impact on USPS's ability to create innovative new ways to fulfill the mailing needs of our customers. If you have questions, please talk to your supervisor. Thank you for being in integral part of the success of the Postal Service.

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# INFORMED ADDRESS



## WHAT IS INFORMED ADDRESS?

USPS has developed the ability to send mail without knowing the recipient's complete physical address, using a technology called Informed Address (IA). This replaces the recipient's name and street address with a special code in the address block. USPS is doing a small-scale test to see if mail carriers can read the code and deliver the IA mailpieces.

## HOW DO I READ AN IA MAILPIECE LABEL?

In the coming weeks, marketing mailpieces will be dropped at the Merrifield BMEU for processing and delivery throughout Northern Virginia. If you see an IA-coded mailpiece, please follow this simple guide to read what's on the envelope:

The diagram shows a mailpiece label with the following text: "Preferred Postal Customer", "99\*01 CJNXZMPKYY 34", and "Maiburg, VA 22005". Below the address is a barcode. Four callouts point to specific parts of the label: 1 points to "Preferred Postal Customer", 2 points to "99", 3 points to "01", and 4 points to "34".

- 1 Identify this is an IA mailpiece based on **"Preferred Postal Customer"** in the first line.
- 2 The first two numbers (99) also means that the mail piece is an IA mailpiece
- 3 The last two digits of the **house number** is indicated by the two digits after the asterisk in the unique code (e.g., "01")
- 4 Determine the last two digits of the **apartment or suite number** by the last digits at the end of the unique code (e.g., "34")

All IA-coded mailpieces will be DPS sequenced.

## TROUBLESHOOTING TIPS

- If a full tray falls out of sequence, it should be returned to the P&DC to be re-sequenced.
- If you cannot determine the delivery point, treat the mailpiece normally, as undeliverable mail.