

## LABOR RELATIONS



February 13, 2020

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

FAX

Dear Brian:

As a matter of general interest, the Postal Service intends to test a new method of addressing marketing mail through a project called, "Informed Address." This is a companion test to a project entitled "Informed Offers" outlined in an August 30, 2019, notification.

During the test, select mail pieces will be addressed with a unique coding system and sorted with delivery point sequence mail. Mail pieces included in the test will be delivered by city letter carriers in offices throughout Northern Virginia that are serviced by the Merrifield, Virginia Processing and Distribution Center. Business participation in this test will be voluntary and through online registration.

The test is scheduled to begin the last week of February and is expected to extend through the end of April.

We have enclosed a copy of a standup talk and Job aid concerning this matter.

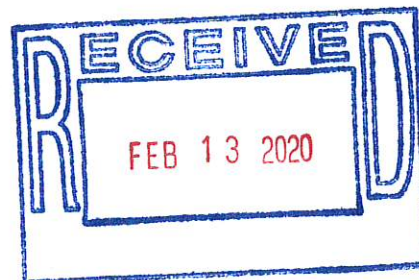
Please contact Bruce Nicholson at extension 7773 if you have questions concerning this matter.

Sincerely,

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

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

Enclosures



## Stand-up Talk

January – February 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, 500 IA-coded 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 rectangular envelope with a black square in the top right corner. The text on the envelope is as follows:

Preferred Postal Customer  
 99\*01 CJNXZMPKYY 34  
 Marlburg, VA 22005

Below the address is a barcode. Four numbered callouts with arrows point to specific parts of the envelope:

- 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 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 a carrier cannot determine the delivery point of a specific mailpiece, it should be returned to the P&DC to be reprocessed and DPS'd. If the mailpiece still 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 an 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, 500 IA-coded 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 rectangular label with a black square in the top right corner. The label contains the following text from top to bottom: "Preferred Postal Customer", "99\*01 CJNXZMPKYY 34", "Malburg, VA 22005", and a barcode. Four numbered callouts point to specific parts of the label:

- 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 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 and bundled with mail for the delivery point.

## TROUBLESHOOTING TIPS

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