Mail Production Center

US Postal Service
Move Update Requirements

September 30, 2008
What is Move Update?

Move Update is a means of reducing the number of mail pieces in your mailing that require forwarding or return service, as well as identifying those with incomplete or incorrect address data. Address updating improves the delivery process of mailings by ensuring mail pieces are received by their intended recipients. When an address is undeliverable, standard mail pieces are treated as waste; therefore, departments must consider not only the cost of lost opportunity but also the cost of producing and mailing the piece.

Standard Mail addresses must have been processed through National Change of Address Service (NCOA) within 90 days prior to mailing.

Implementation Date: November 23, 2008.
Why is the USPS requiring this new process?

In Fiscal Year 2004 the Postal Service handled 9.7 billion pieces of Undeliverable-As-Addressed (UAA) mail at a cost of $1.8 billion. These new standards will result in better address quality by removing incorrect addresses from subsequent mailings, which in turn will reduce UAA mail and result in cost savings for both the USPS and mailers.

The USPS is committed to reducing UAA mail volume in order to create and maintain a cost-efficient mail stream, which works best when mail pieces have complete, correct and current addresses. The new Move Update standards are needed to improve the percentage of deliverable addresses for mailings entered at discounted rates.

Failure to comply with these new regulations will result in standard mailings paying full First-Class postage rates.
How will my department meet these new requirements?

- **Advance**
  - Departments utilizing Advance for mailing lists will be provided documentation to supply to Mail Production showing compliance with the new requirements. There will be no cost to departments for address updates.

- **National Change of Address (NCOA) Processing**
  - Mail Production will run mail lists through NCOA processing to match names & addresses against data in the USPS change of address database. Addresses will be updated with new address information or reason for nondelivery. Mail Production will then return mail files for permanent updating. The cost per address is $.002.

- **Ancillary Service Endorsement**
  - Departments may elect to use an endorsement on mail pieces to receive hard copy address updates from the USPS; however, this may not be used for the first mailing to an address. The cost for this service begins at $.42 per piece.
Advance Users

- Development and Advancement Information Services (DAIS) will provide certification for each mail file pulled from Advance at no cost to your unit. Your certificate will print at the end of your file.
- If you pull a list in a format other than maillist you will not receive the certification.
- The certification from Advance can be used with CSU Mailing Production or with any outside mailing vendor.
- If you maintain a database outside of Advance we cannot assist you with your certification.
- Scheduling a move of your data into Advance can be coordinated through Laura Froats 491-3416 or Kylan Marsh 491-7187.
NCOA Process

Mailing Lists Received by Mail Production

- List is processed through NCOA
- Updates are made to the list and codes assigned based on processing results
- Mail list is sent back to department with certificate of compliance
- Department updates database with new address information
- Department investigates undeliverable addresses using assigned codes
- Departments are required to keep proof of compliance for 2 years, including documentation of the date that permanent updates were made to your database
- If the list or any portion is used within 90 days of NCOA processing, return a copy of the certificate to Mail Production with the mailing
What do I do with all of this information?

USPS regulations state that permanent updates must be made to mailer databases

- Utilize the codes to determine the best course of action for your addresses.
- Permanently update new address information.
- Review, investigate and update undeliverable addresses.
- Document date of database correction. Keep all certificates, returned pieces and documentation on file for 2 years from date of processing.
## Example List

<table>
<thead>
<tr>
<th>DELADDR</th>
<th>CITY</th>
<th>STATE</th>
<th>ZIPCODE</th>
<th>RC</th>
<th>DPV</th>
<th>DPV VACANT</th>
<th>TYPE</th>
<th>MOVEDATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1005 Casa Grande Ct NE</td>
<td>Albuquerque</td>
<td>NM</td>
<td>87112-5814</td>
<td>31</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10059 Silver Maple Cir</td>
<td>Highlands Ranch</td>
<td>CO</td>
<td>80129-5421</td>
<td>31</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3552 Mt Highway 200</td>
<td>Trout Creek</td>
<td>MT</td>
<td>59874-9598</td>
<td>36</td>
<td>Y</td>
<td>I</td>
<td></td>
<td>07/01/2008</td>
</tr>
<tr>
<td>11181 W 146th Ter</td>
<td>Olathe</td>
<td>KS</td>
<td>66062-8404</td>
<td>37</td>
<td>Y</td>
<td>F</td>
<td></td>
<td>05/01/2008</td>
</tr>
<tr>
<td>3760 Vance St Ste 301</td>
<td>Wheat Ridge</td>
<td>CO</td>
<td>80033-7200</td>
<td>23</td>
<td>Y</td>
<td></td>
<td></td>
<td>12/01/2006</td>
</tr>
<tr>
<td>1787 Spring St</td>
<td>Medford</td>
<td>OR</td>
<td>97504-6344</td>
<td>27</td>
<td>Y</td>
<td></td>
<td></td>
<td>05/01/2008</td>
</tr>
<tr>
<td>225 W 83rd St</td>
<td>New York</td>
<td>NY</td>
<td>10024-4952</td>
<td>32</td>
<td>D</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>10113 N 29th Ct # 1</td>
<td>Omaha</td>
<td>NE</td>
<td>68112-1404</td>
<td>31</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>242 E Raintree Ct # 80027</td>
<td>Louisville</td>
<td>CO</td>
<td>80027-2126</td>
<td>31</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>10021 33rd Street, Court East, No. 33</td>
<td>Edgewood</td>
<td>WA</td>
<td>98370</td>
<td>21</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>11224 W.C.R. 96</td>
<td>Nunn</td>
<td>CO</td>
<td>80648</td>
<td>21</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1020 Weld County Road 72</td>
<td>Wellington</td>
<td>CO</td>
<td>80549</td>
<td>21</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6101 Loomis Avenue South</td>
<td>Fort Collins</td>
<td>CO</td>
<td>80521</td>
<td>21</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>166 Inspiration Point</td>
<td>Fraser</td>
<td>CO</td>
<td>80442</td>
<td>21</td>
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<td></td>
<td></td>
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<tr>
<td>33939 Jennifer Ln</td>
<td>Coarsegold</td>
<td>CA</td>
<td>93614</td>
<td>31</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RR 1</td>
<td>Haskell</td>
<td>OK</td>
<td>74436</td>
<td>32</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13416 N Cedar Dr</td>
<td>Sun City</td>
<td>AZ</td>
<td>85351-2713</td>
<td>31</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
When does Move Update not apply?

- **First-Class Mail**
  - Full-rate daily first class mail is not subject to Move Update requirements.

- **Addresses received directly from a constituent within 90 days of mailing**
  - Addresses received directly from a constituent have burden of proof of such receipt – i.e. dated contact card, dated order of goods, date of electronic contact, etc. and records must be kept for 2 years
Frequently Asked Questions

- If I use an exceptional address format ("Current Occupant") on my mailings, must the recipient name have been updated within the previous 90 days?
  No. Mail pieces will be delivered to the address on the piece; however, the address must have been updated using CASS certified software to correct the address elements.

- If I rent solicitation lists for mailing, do they have to be sent through the NCOA process?
  Yes, unless the list is accompanied by a certificate from the list broker stating the date it was processed and your mailing date falls within the acceptable time frame.

- Must my entire database be updated each time I do a mailing?
  No. The update requirement applies to individual addresses, not lists or databases. Only those addresses that will be used in a mailing need to meet the Move Update requirement.

- Does my list or an address have to be updated every 90 days?
  Addresses can be updated anytime, provided they are updated no earlier than 90 days prior to be used in a standard mailing. As an example, if a list is used once every two years, the list would only have to be updated using NCOA just prior to mailing.

- What documentation do I need to keep to prove compliance with these regulations?
  The list owner is obligated to prove to the USPS that their addresses comply with regulations. The USPS suggests list owners keep the following for 2 years: Move Update certificates documenting the list went through NCOA within 90 days prior to mailing & proof that names & addresses added after the last update came directly from a constituent. Also keep documentation of the date changes resulting from NCOA processing were made to the address.
On the Horizon: Significant Changes

- Effective July 1, 2009 all outgoing daily mail must have barcoded account information printed on the envelope or be accompanied by a postage accounting form.

- Effective January 2009 all bulk mailings must have the delivery address printed using a minimum 8-point Sans Serif font – Arial preferred in all caps.

- Effective January 2009 all bulk mailings must have addresses CASS certified. This will be an automatic process of NCOA.

- Effective March 2009 all bulk mail flats must have the delivery address in the top half of the mail piece.

- Effective 2010 business & courtesy reply mail must be printed with the new Intelligent Mail Barcode

- Effective May 2009 bulk mailings must be printed with the new Intelligent Mail Barcode.

- Every May the USPS will file yearly rate increases for market dominant products (all mail except express and priority) with the overall average increase in rates to not exceed the Consumer Price Index. Competitive products will not be subject to CPI cap and will be priced to respond to the marketplace.
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