



American Postal Workers Union, AFL-CIO

1300 L Street, NW, Washington, DC 20005

Greg Bell
Executive Vice President

202-842-4250 (Office)
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February 10, 2011

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To: Rob Strunk

From: Greg Bell

Subject: USPS Launching a New Mailing Option - Retail Offering of Every Door Direct Mail (Simplified Addressing) (Notification No. GCCC20110062)

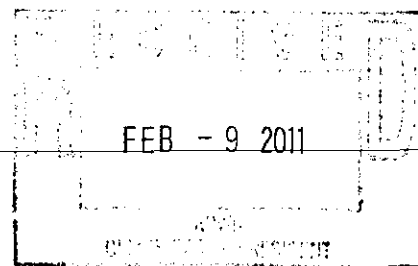
Please find attached a copy of a letter dated 2/8/2011 from John Dockins, regarding the above reference matter.

You are designated as the APWU contact person in this matter. Contact the USPS representative as soon as possible for discussion, if appropriate. Please provide notification of your review to me by 3/10/2011.

Please note: Your secretary should update the Notification Tracking Module in Step 4 CAS as necessary.

Attachment

GB/lbb
opeiu #2/afl-cio



February 8, 2011

Mr. Cliff Guffey
 President
 American Postal Workers
 Union (APWU), AFL-CIO
 1300 L Street, NW
 Washington, DC 20005-4128

Certified Mail Tracking Number:
 7099 3400 0009 0515 0701

Fax: 202-842-4297

Dear Cliff:

As a matter of general information, please be advised that the Postal Service will be launching a new mailing option. Effective February 11, mailers can utilize the Retail offering of Every Door Direct Mail (Simplified Addressing) on saturation flat-size pieces and irregular parcels. Saturation mail is mail that is delivered to every door (address) within a geographic area, and flat-size mail includes large envelopes and fliers often used for advertising. Irregular parcels, such as rolls and tubes, are parcels that cannot be processed on automated equipment because of their unique shape.

This change will enable business mailers to extend their reach to customers by using this addressing format for mail sent to city carrier routes and post office box holders at Post Office locations with city delivery service. Previously, use of Simplified Addressing was limited to rural route deliveries.

- **Retail acceptance for Every Door Direct Mail (Simplified Addressing) will be effective February 11.**
- **Simplified Addressing Retail AIC 207 has been created and will be available for use in POS One and eMOVES/Manual processing locations on February 11.**
- **IRT sites – Will enter "123" at the "AIC #" prompt (AIC 123 to be utilized until the Simplified Address Retail AIC 207 is entered into the IRT system; notification will be communicated to the field when AIC 207 is available for IRT use)**
- **Complete details can be found in the *Postal Bulletin* dated December 16, 2010, available at the following link: <http://www.usps.com/cpim/ftp/bulletin/2010/pb22300/pdf/pb22300.pdf>**

Retail Associates will be given the Every Door Direct Mail (Simplified Addressing) Service Talk. The appropriate SOP will be followed based on the type of retail equipment in the office.

These SOPs are located at the following links:

[http://blue.usps.gov/retail/SOPs/Domestic/Simplified Addressing Retail Acceptance Standup Talk.doc](http://blue.usps.gov/retail/SOPs/Domestic/Simplified%20Addressing%20Retail%20Acceptance%20Standup%20Talk.doc)

POS Offices SOP:

[http://blue.usps.gov/retail/SOPs/Domestic/Simplified Addressed Mailing SOP for POS.doc](http://blue.usps.gov/retail/SOPs/Domestic/Simplified%20Addressed%20Mailing%20SOP%20for%20POS.doc)

IRT Offices SOP:

[http://blue.usps.gov/retail/SOPs/Domestic/Simplified Addressed Mailing SOP for IRT.DOC](http://blue.usps.gov/retail/SOPs/Domestic/Simplified%20Addressed%20Mailing%20SOP%20for%20IRT.DOC)

Manual Offices SOP:

[http://blue.usps.gov/retail/SOPs/Domestic/Simplified Addressed Mailing SOP for Manual.doc](http://blue.usps.gov/retail/SOPs/Domestic/Simplified%20Addressed%20Mailing%20SOP%20for%20Manual.doc)

If you have any questions or concerns regarding this program, please contact Labor Relations Specialist Patrick Devine at (202) 268-5421.

Sincerely,

A handwritten signature in black ink, appearing to read "John W. Dockins". The signature is fluid and cursive, with the first name being the most prominent.

John W. Dockins
Manager
Contract Administration (APWU)