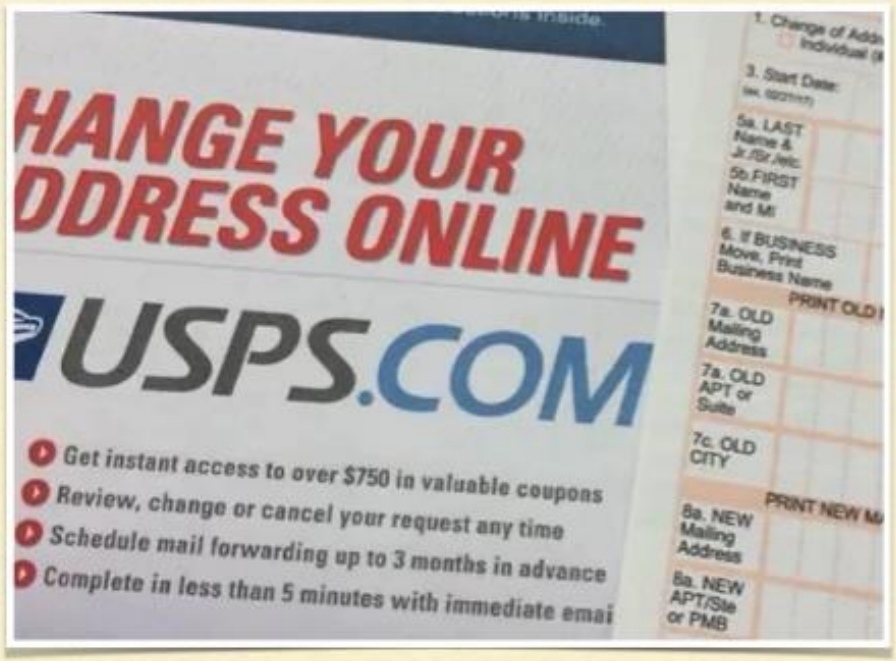
WHAT IS NCOA?



- NCOA stands for "National Change of Address"
- The United States Postal Service created this service in the mid-eighties
- The program was created to save money by reducing the amount of undeliverable mail that is returned and to help businesses and organizations keep their mailing lists current and accurate
- NCOA is a general term, while NCOALink is the product developed to facilitate this process

MORE INSIGHT INTO NCOA

- NCOA compares a business's mailing list against the USPS's database of change-of-address information to identify customers who have moved and update their address accordingly.
- NCOA can help businesses reduce undeliverable mail, improve the accuracy and deliverability of their mailings, and potentially save money on postage costs.
- NCOA provides several types of address move updates, including permanent move updates, individual/household move updates, business move updates, and family move updates.
- NCOA also provides address standardization, which ensures that mailing addresses are in the correct format and comply with USPS guidelines.
- There are different tiers of NCOA service providers, including full-service providers and limited-service providers. Full-service providers offer a more comprehensive range of services.
- NCOA is typically used by businesses that send a high volume of mail, such as direct mail campaigns or subscription-based services, but it can also be useful for smaller businesses and non-profit organizations.

NCOA SERVICE PROVIDER TIERS: WHAT YOU NEED TO KNOW

- Two main types of NCOA Licensing tiers for our purposes
- Full Service Providers (*Highest Tier*)
  - FSPs can provide services to unrelated third parties, which must be at least 51% of their NCOALink processing, and process no more than 49% of records internally. FSPs receive 48 months of COA data on a weekly basis from the USPS via Electronic Product Fulfillment.
- Limited Service Providers
  - LSPs can both provide services to third parties and use the product internally. LSPs receive 18 months of COA data on a weekly basis from the USPS via Electronic Product Fulfillment.
- https://postalpro.usps.com/mailing-and-shipping-services/NCOALink

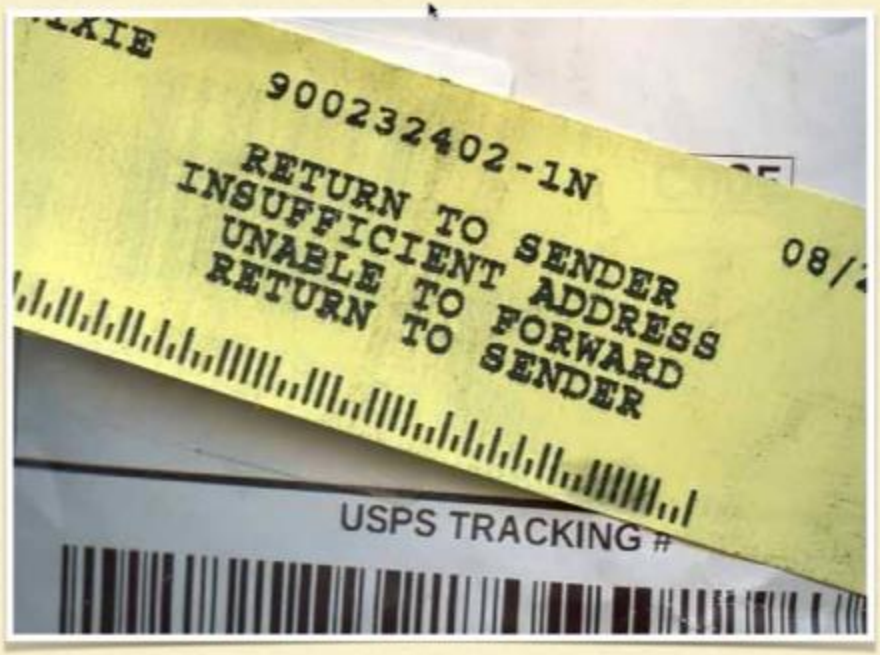
WHAT CAN A SERVICE PROVIDER OFFER?

1. **Address Standardization:** NCOA service standardizes address data to match USPS requirements, ensuring that address information is formatted consistently and accurately.

2. **Move Update:** NCOA service compares the addresses on a mailing list with the USPS's database of change-of-address filings to identify and update addresses that have changed.

3. **Delivery Point Validation:** NCOA service validates the accuracy of the addresses on a mailing list by checking them against the USPS's Delivery Point Validation (DPV) system, which verifies that the address exists and is deliverable.

4. **Presort Qualification:** NCOA service helps businesses and organizations qualify for discounted postage rates by verifying that their mailing list meets USPS requirements for presorting and address accuracy.



ADDRESS STANDARDIZATION

- USPS uses address standardization and verification when anything is shipped
- This standardization is one of the key components of the CASS certification, Coding Accuracy Support System
- CASS was developed by USPS to improve the accuracy of address matching by standardizing address data and verifying its accuracy
- One of the main features of CASS is address standardization, which involves comparing address data against the USPS database to identify any discrepancies or errors. CASS-certified software uses sophisticated algorithms to parse and standardize address data, including street names, city names, and ZIP codes, to ensure that the address data is accurate and formatted correctly according to USPS guidelines.
- The CASS certification process includes several components, including address standardization, ZIP code validation, and delivery point validation.

ADDRESS STANDARDIZATION EXAMPLE

Let's say a business has a mailing list with the following address information:

123 Main Street
Apartment 4
Anytown, CA 12345

To standardize this address using USPS guidelines, the address would be broken down into its component parts: street address, apartment number (or other secondary unit), city, state, and ZIP code. The address would then be standardized according to the USPS address format, which typically looks like this:

123 MAIN ST APT 4
ANYTOWN CA 12345-6789

The standardized address follows several USPS guidelines:

- The street address is in all caps and contains no punctuation or abbreviations
- The secondary unit (in this case, "APT 4") is included on the same line as the street address, also in all caps
- The city and state are both capitalized and abbreviated
- The ZIP code is formatted as a 5-digit code, followed by a hyphen and a 4-digit code (if applicable)

By standardizing the address in this way, the business can ensure that the address is accurate and complete, and that it complies with USPS guidelines for mail delivery. This can help improve the deliverability of their mailings and reduce the risk of undeliverable mail.

DELIVERY POINT VALIDATION (DPV)

- DPV is a process used by the USPS to verify that a given mailing address is a valid delivery point
- During the DPV process, the USPS compares the address information provided by the mailer to its database of delivery points
- A delivery point is a specific address that corresponds to a single mailbox or point of delivery.
- The process verifies that the address is a known delivery point and that mail can be delivered to that address
- DPV also checks the accuracy of the secondary address components, such as apartment or suite numbers. If the secondary address components are incorrect or incomplete, the DPV process will identify the error and provide a suggested correction to the mailer.

ADDRESS STANDARDIZATION EXAMPLE

Let's say a business has a mailing list with the following address information:

123 Main St
Anytown, CA 12345

To validate this address using DPV, the USPS would first check its database to determine if this address is a known delivery point. If the address is not a known delivery point, the USPS would flag the address as invalid or undeliverable.

If the address is a known delivery point, the USPS would then verify that the address is accurate and complete. For example, the USPS might check to see if the address is missing any secondary unit information (such as an apartment or suite number), or if the ZIP code is incorrect or incomplete.

If the address is found to be inaccurate or incomplete, the USPS would flag the address as invalid or undeliverable, and may provide a suggested correction to the mailer.

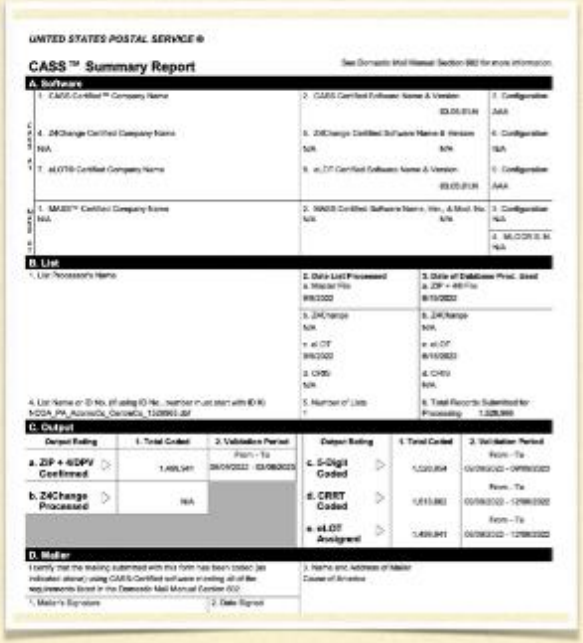
For example, if the correct address was actually **"123 Main St, Apt 4, Anytown, CA 12345"**, the USPS might suggest adding the "Apt 4" to the address to ensure that it can be delivered to the correct location.

By validating addresses using DPV, businesses can help ensure that their mailings are accurate and deliverable, which can help improve the effectiveness of their direct mail campaigns and reduce the costs associated with undeliverable mail.

ADDRESS MOVE UPDATES

- The NCOA service's main feature is providing address updates to lists where people have moved
- There are several different types of moves the NCOA service identifies, including permanent and temporary moves
- The NCOA service can identify whether an individual, family, or business has moved
- If a move occurred within the time period your service provider goes back to, the new address will be provided

NCOA CERTIFICATES



UNITED STATES POSTAL SERVICE ®

CASS™ Summary Report

See Domestic Mail Manual Section 602 for more information.

A. Software

1. CASS-Certified™ Company Name	2. CASS Certified Software Name & Version	7. Configuration
	03.03.0124	AAA
4. ZIP4Change Certified Company Name	5. ZIP4Change Certified Software Name & Version	6. Configuration
N/A	N/A	N/A
7. eLOT® Certified Company Name	8. eLOT Certified Software Name & Version	9. Configuration
	03.03.0124	AAA
1. MASS™ Certified Company Name	2. MASS Certified Software Name, Ver., & Mod. No.	3. Configuration
N/A	N/A	N/A
		4. MLOCR S.N.
		N/A

B. List

1. List Processor's Name	2. Date List Processed	3. Date of Database Proc. Used
	a. Master File: 8/8/2022	a. ZIP + 4® File: 8/10/2022
	b. ZIP4change: N/A	b. ZIP4change: N/A
	c. eLOT: 8/8/2022	c. eLOT: 8/10/2022
	d. CRIS: N/A	d. CRIS: N/A
4. List Name or ID No. (if using ID No., number in use start with ID #) NCOA_PA_AdamsCo_CentreCo_1528965.dat	5. Number of Lists: 1	6. Total Records Submitted for Processing: 1,528,966

C. Output

Output Rating	1. Total Coded	2. Validation Period
a. ZIP + 4®/DPV® Confirmed	1,499,041	From - To: 08/09/2022 - 02/08/2023
b. ZIP4Change Processed	N/A	

Output Rating	1. Total Coded	2. Validation Period
c. 5-Digit Coded	1,520,854	From - To: 08/09/2022 - 09/08/2023
d. CRRT Coded	1,513,882	From - To: 08/09/2022 - 12/08/2022
e. eLOT® Assigned	1,499,041	From - To: 08/09/2022 - 12/08/2022

D. Mailer

I certify that the mailing submitted with this form has been coded (as indicated above) using CASS-Certified software in exiting all of the requirements listed in the Domestic Mail Manual Section 602.

1. Mailer's Signature	2. Date Signed	3. Name and Address of Mailer: Cause of America

- When you leverage the NCOA service, your list processor should provide you summary certificates
- These indicate who ran the data, what was done, and a summary of what was identified
- The three certificate files you should expect are the:
  - Data Services Processing certificate
  - CASS Report / USPS Form 3553

Data Services Processing Certificate
NCOALink FSP/DPV/LACSLink/SuiteLink

Date processed: 8/8/2022
Job ID: 2351944815
Licensee:

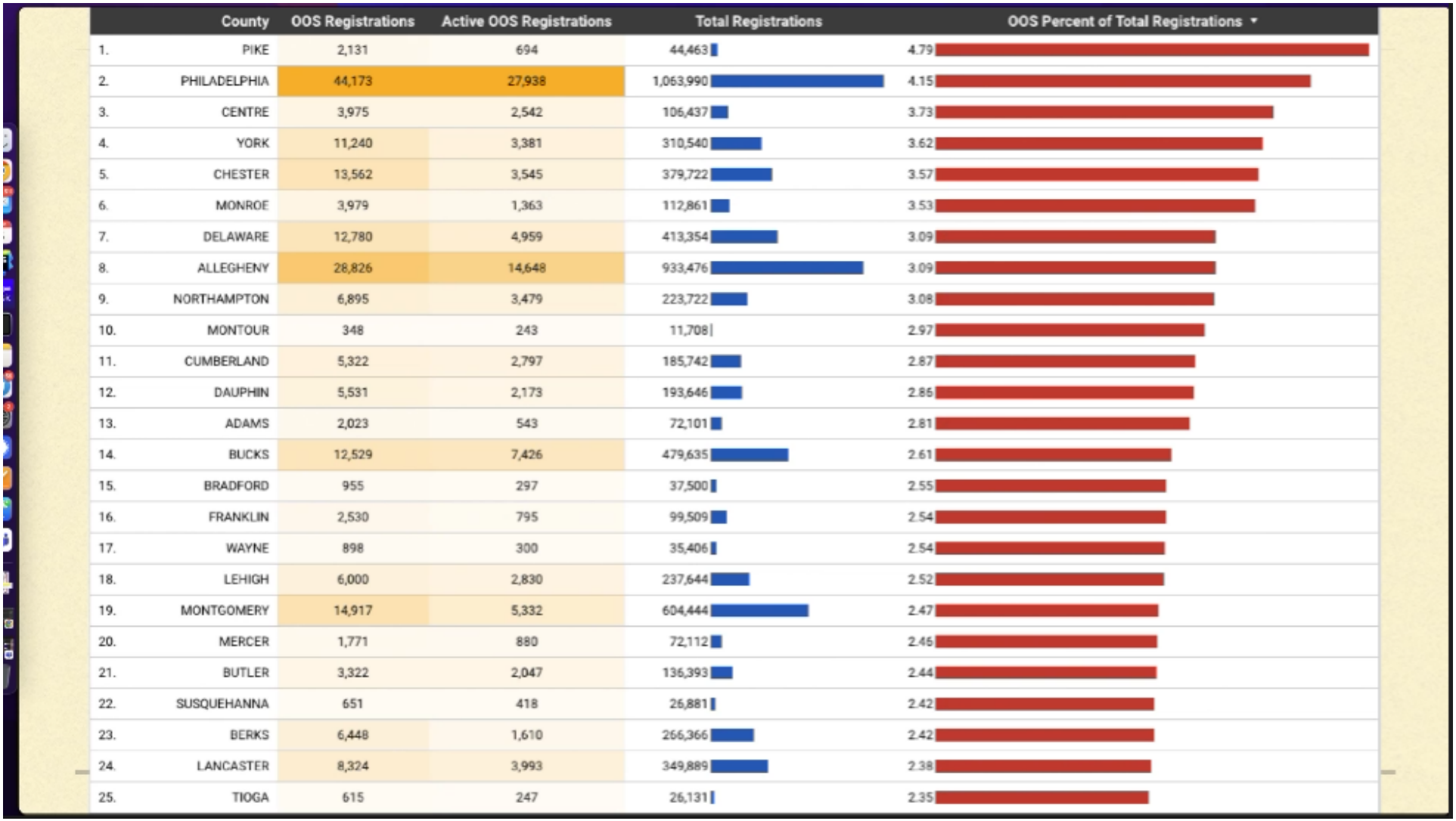
List

List name: NCOA_PA_AdamsCo_CentreCo_1528965
List owner: Cause of America
List processor: Cause of America
Addresses / Moves: 1,528,966 / 92,681 (6.02 %)
Matching: Standard, Extended ZIP+4
Pages in audit report: 4,733

Return Codes	Not Coded	ZIP+4 Coded	Total
10 Invalid Address	3	0	3
11 Invalid City/State/ZIP	0	0	0
12 Invalid State	0	0	0
13 Invalid City	0	0	0
17 Insufficient Data	38	0	38
21 Address Not Found	13,788	0	13,788
22 Multiple Responses	1,697	0	1,697
23 Error in Primary	0	2,302	2,302
26 Box Closed	0	0	0
27 No Fwd Addr.	0	2,443	2,443
28 Foreign Move	0	42	42
31 Single Response	13,487	1,379,520	1,392,007
32 Default Response	74	20,776	20,850
33 Non-Deliverable	18	0	18
36 Individual Move	0	72,852	72,852
37 Family Move	0	18,619	18,619
48 Business Move	0	176	176
38 LACS Conversion	1	170	171
88 Non-USPS ZIP	3	0	3
Totals:	29,025	1,499,041	1,528,066

HOW DOES THIS APPLY TO THE VOTER ROLLS?

- Most states require someone to register at their current address
- The voter registration lists are no different than any other mailing list - in fact many candidates purchase the lists for the purposes of mailing literature
- The vast majority of states have residency requirements in place that need to be met in order to register and to vote
- Most states have laws in place that require them to leverage a program that utilizes the NCOA on a periodic basis
- We can identify through the NCOA service who is no longer living in the state, their county, or even in their city
- We've identified cases of people registered in multiple states and voting in multiple states



	County	OOS Registrations	Active OOS Registrations	Total Registrations	OOS Percent of Total Registrations
1.	PIKE	2,131	694	44,463	4.79
2.	PHILADELPHIA	44,173	27,938	1,063,990	4.15
3.	CENTRE	3,975	2,542	106,437	3.73
4.	YORK	11,240	3,381	310,540	3.62
5.	CHESTER	13,562	3,545	379,722	3.57
6.	MONROE	3,979	1,363	112,861	3.53
7.	DELAWARE	12,780	4,959	413,354	3.09
8.	ALLEGHENY	28,826	14,648	933,476	3.09
9.	NORTHAMPTON	6,895	3,479	223,722	3.08
10.	MONTOUR	348	243	11,708	2.97
11.	CUMBERLAND	5,322	2,797	185,742	2.87
12.	DAUPHIN	5,531	2,173	193,646	2.86
13.	ADAMS	2,023	543	72,101	2.81
14.	BUCKS	12,529	7,426	479,635	2.61
15.	BRADFORD	955	297	37,500	2.55
16.	FRANKLIN	2,530	795	99,509	2.54
17.	WAYNE	898	300	35,406	2.54
18.	LEHIGH	6,000	2,830	237,644	2.52
19.	MONTGOMERY	14,917	5,332	604,444	2.47
20.	MERCER	1,771	880	72,112	2.46
21.	BUTLER	3,322	2,047	136,393	2.44
22.	SUSQUEHANNA	651	418	26,881	2.42
23.	BERKS	6,448	1,610	266,366	2.42
24.	LANCASTER	8,324	3,993	349,889	2.38
25.	TIOGA	615	247	26,131	2.35

UNDERSTANDING NCOA DATA - COA MOVE DATE

- Represents the Month and Year that the move became effective
  - Typically the month proceeding the filing of the COA
- Always shows as the first of the month
- Goes back as far as 48 months with a Full Service Provider

UNDERSTANDING NCOA DATA - RETURN CODES

- 10 Invalid Address
- 11 Invalid City/State/Zip
- 12 Invalid State
- 13 Invalid City
- 17 Insufficient data
  - The delivery address and/or secondary address data was missing, or the ZIP Code and either the city or state data were missing
- 21 Address Not Found
  - Cannot find the address in the database
- 22 Multiple Response
  - Getting too many responses to make a determination
- 23 Error in Primary
  - A match was found in the NCOALink or LACSLink database but the new address could not be supplied. These records retain the original address even though the customer you have at that address no longer resides there.
  - Possible causes:
    - COA card was filed by the customer with the USPS, however the new address they provided did not match an address the USPS recognizes as deliverable.
    - LACSLink match was found but the new LACSLink converted address could not be reconstructed
- 26 Box Closed
  - NCOALink Only
  - Match was found to a COA record, but mail was being delivered to a PO Box that has since closed. No forwarding address supplied for customer.

UNDERSTANDING NCOA DATA - RETURN CODES

- 27 No Forwarding Address
  - NCOALink only
  - A match was found to a COA record, but the customer did not provide a forwarding address
- 28 Foreign Move
  - NCOALink only
  - A match was found to a COA record but the customer moved out of the country
  - NCOALink only processes domestic moves
- 31 Single Response
  - A unique Zip+4 match was made and no further information is necessary
- 32 Default Response
  - A match was made returning more information on the address
- 33 Non-deliverable
- 36 Individual move (NCOALink only)
- 37 Family Move (NCOALink only)
- 38 Business Move (NCOALink only)
- 39 LACSLink Conversion
  - A match was found to a LACSLink record, new address data provided
  - Customer didn't actually move, but address was updated due to the 911 emergency system which was implemented to convert rural addresses to city style addresses
- 98 Non-USPS Zip

UNDERSTANDING NCOA DATA - DPV FOOTNOTES

- DPV Footnote codes to filter out
  - F1 - matched to a military address
  - G1
    - Matched to a general delivery address
    - General Delivery addresses typically indicate a temporary mailing address

- DPV Footnote codes to consider
  - N1 - Confirmed high rise or box type without secondary information (ex: APT #)
  - M1 - Primary number missing from address
  - P1 - Box Type address missing box number
  - P3 - Box type address with invalid box number
  - PB - Street address associated with USPS PO Boxes
  - R7 - Carrier Route R777 addresses don't receive mail delivery

G1 – General Delivery Address – Temporary Move

N1- Sent to front desk of building – not to individual.

States sending to Bad Addresses –

UNDERSTANDING NCOA DATA - DPV CMRA

- DPV CMRA stands for "Commercial Mail Receiving Agency"
- Indicates whether address belongs to business such as FedEx, UPS, or other service that accepts mail from USPS on behalf of third parties
- Possible DPV CMRA codes
  - Blank - Not Tested
  - N - Tested and is not a CMRA
  - Y - Tested and is a CMRA

UNDERSTANDING NCOA DATA - ADDITIONAL CONSIDERATIONS

- To avoid identifying military moves, additionally filter out moves to states "AA", "AE", and "AE"
- Another mechanism to identify PO Boxes is to look at the Carrier Route (CRRT) for values C770 or C771, easy to verify with Google Maps
- Carrier Routes (CRRT) C000 represent things like university dorms, assisted living centers or military base residential addresses
- DPV also offers an indication as to whether an address is currently vacant. Sometimes by the time the address is canvassed, someone new has moved in. Most often indicates temporary vacancy.
- ZIP+4 footnote codes can indicate specific errors with the address

data@causeofamerica.org <data@causeofamerica.org>;

vico@causeofamerica.org

National Change of Address (NCOA) Request Form (causeofamerica.org)