

COUNTY OF TULARE
OFFICE OF THE COUNTY ADMINISTRATOR

ADMINISTRATIVE REGULATION NO. 21, Revision #1
(Resolution No. 97-0117 (as amended by Resolution 2009-0936))

SUBJECT: MAIL ADDRESSING REQUIREMENTS

EFFECTIVE DATE: November 3, 2009

DEFINITION

The Resource Management Agency Print and Mail Center, in a continuing effort to maximize efficient mail service and to minimize postage costs, will be conforming to Automation Addressing Standards required by the US Postal Service Department (USPS). These standards include all First Class mail, Standard Mail & Standard Mail Bulk Mailings. Print and Mail Center can verify your Addressing Standard format by testing live samples of your mailing on their reader/sorter equipment to verify compliance with the USPS.

PURPOSE AND GOALS

1. Purpose of Addressing for Automation
 - a. To continue the same or better level of service from the USPS for all Tulare County Departments.
 - b. To reduce postage costs to a minimum.
2. Goals for Postal Automation
 - a. To develop a proactive approach to meet the USPS correct addressing standards for automation.
 - b. To make the department an active part of the process including education of its staff regarding requirements of properly addressing all USPS mailings.
 - c. To give each employee the knowledge and responsibility for providing the Resource Management Agency Mail and Print Center with total automation compatible mail that will meet the USPS requirements.

AUTOMATION ADDRESSING OPERATING GUIDELINES

1. Departments will provide samples (valid live addresses) upon request to the Mail Center to test and validate that addresses are readable by both the USPS and the Mail Center OCR Reader Sorter System.
2. Fonts having tested “readable” shall be used for the address area on all mailings (either on the document to be seen through a window, on a label, or directly on the envelope).
3. The Address on the mail piece must be in the OCR READ AREA in order to qualify for the automated rate. The mailing address must show through the clear window with 1/8” clearance between the address printing and any window edge to allow for maximum shift. The Post Office can reject all of the County’s automated daily mail if all the mail is not in compliance with this requirement.
4. As part of the USPS MOVE UPDATE program the County will be charged extra postage if the Post Office sends the department a corrected address and if the mailing list is not updated after the second time the corrected address is sent to us. It is important that County mailing lists are regularly updated to keep postage costs down.

CONSIDERATIONS FOR CORRECT ADDRESSING FOR AUTOMATION

1. OCR Reader Sorters used by the Mail Center and by the USPS will scan the address block of the mail piece reading the numeric and alpha characters, will verify that the address is valid, and will spray the Barcode on the envelope, which will be sorted to the proper Zip Code.
 - a. Readable Fonts: are critical for good reads by these systems. Fonts which are fixed or non-proportionate (i.e. each letter or number will take up the same amount of print area) will be used for addressing.

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MAIL ADDRESSING REQUIREMENTS

Resolution No. 2009-0936

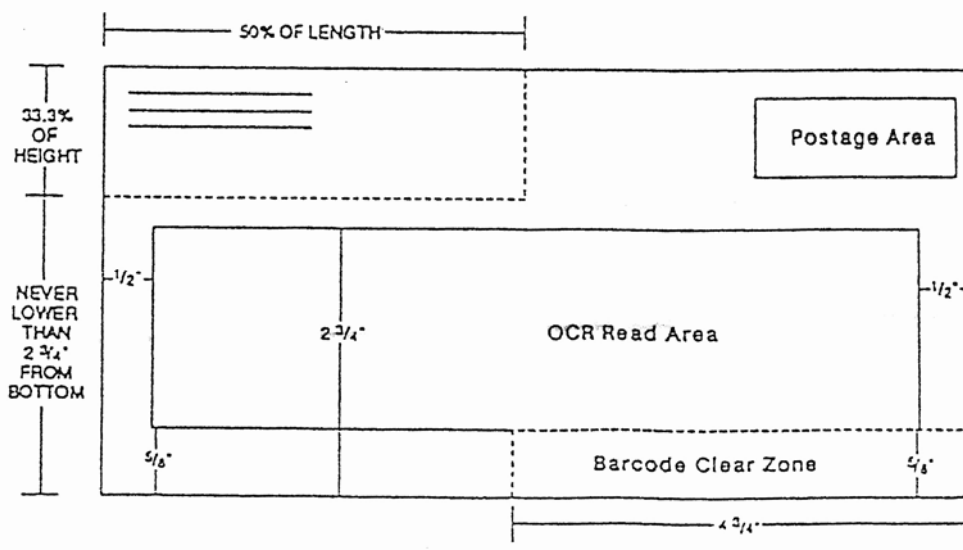
Effective: November 3, 2009

Page 3

Good Font Example: Arial **IS A GOOD FONT**. INDIVIDUAL LETTERS WILL ALL TAKE THE SAME SPACE.

Bad Font Example: TIMES NEW ROMAN IS NOT A GOOD FONT. LETTERS WILL TAKE DIFFERENT AMOUNTS OF SPACE. THE LETTER "I" TAKES UP HALF THE SPACE AS THE LETTERS "W" OR 'M.'

- b. Quality of Print can cause a "non read" status for the mail piece. Printers will be serviced on a regular basis and laser printer toner cartridges replaced as needed to maintain readable print quality.
- c. Quality of Fonts: Fonts that have even fills on each character will read best on these Systems.
- d. Punctuation: Address block should be VOID of all punctuation.
- e. Upper and Lower Case: Only upper case should be used.
- f. Address Block Area: Address must be within area shown below:



ADMINISTRATIVE REGULATION NO. 21, Revision #1

MAIL ADDRESSING REQUIREMENTS

Resolution No. 2009-0936

Effective: November 3, 2009

Page 4

PERSONAL MAIL

1. Employees may send stamped, personal mail via courier to the Print and Mail Center to be sent out with USPS Postal Service. The County is not responsible for any personal mail lost.
2. Use of County stationery or envelopes for personal use is prohibited.