



*Office
Memorandum*

DATE: May 19, 2009
TO: All LOJIC Users
FROM: Curt Bynum, LOJIC Coordinator *CRB*
SUBJECT: Creating Mailing Lists with LOJIC Data

For many years, LOJIC staff and our partners have explored ways to use the LOJIC address database to produce spatially-driven mass mailing lists. Our address database currently consists of nearly 400,000 official address points as assigned by Metro Planning/MetroSafe. There are, however, two obstacles that have prevented a reliable and cost effective LOJIC-based solution from being implemented.

- There are many address points that are associated with “non-mailable” objects such as utility points, infrastructure assets and vacant properties that are required for our E911/CAD system. These address points are not specifically identified in the address database and there are insufficient staff resources to field locate them.
- The U. S. Postal Service is the authoritative source for identifying and verifying non-deliverable addresses for vacant buildings and apartments or P.O. Box customers. However, participation in the fee-based USPS address verification program is cost prohibitive at this time.

LOJIC continues to explore other possible sources for mailable addresses, including commercial mail processing services. However, at this time the LOJIC address database **should not be used to create mass mailing lists.**

JMP/crb