





AGENDA

Cracking the Code: Return Mail

CalSAWS Return Mail

Reduces county return mail costs and processing time while improving customer service. Counties can obtain information on mail that will be returned weeks earlier to allow time to contact the customer, prevent additional undeliverable mailings, and improve address information on CalSAWS.

- Welcome and Introductions
- Overview
- Video
- Upcoming Changes
- Panel Discussion
- Closing and Key Takeaways

Presentation Team



CalSAWS Special Agent

DAWN WILDER

Code Name: Coral Verification Striker

Assignment:

Project Executive

Specialties:

Infrastructure/Print

Current Location:

Undisclosed, USA

Random fact:

Fostered 85 kittens for the local shelter

aur Top Agents



CalSAWS Special Agent

MICHELE PETERSON

Code Name: Maroon Phishing Ops Specialist

Assignment:

Test/Release Management Director

Specialties:

CalSAWS Application

Current Location:

Undisclosed, USA

Random fact:

I have been on a tour of the Pez candy factory tour in Connecticut



BUENVIAJE

Code Name: Olive Cash Ops Specialist

Assignment:

Ops Excellence Leader

Specialties:

Contact Ctr/Imaging/Print

Current Location:

Undisclosed, USA

Random fact:

I learned how to drive before learning how to ride a bike.

Return Mail Meeting Objectives

Objective 2: Streamline Administrative

This objective includes reducing the time spent on administrative tasks by eligibility staff through automation. Assisting with the accuracy of data entry, imaging, and processing in the system through error checking/quality control alerts. Workload management and Inter-county transfers (ICTs) would also fall under this objective.

Processes

- ✓ Improve the accuracy of customer address information
- ✓ Provide timely information on correspondence delivery to eligibility staff
- ✓ Reduce workload related to handling and imaging return mail



Basic Service

USPS Databases

Coding Accuracy Support System (CASS)

USPS service that returns a properly formatted address or notification of not deliverable

National Change of Address (NCOA)

USPS service that returns
the data for a
name/address that has a
change of address on file
prior to mailing (intended
to replace ACS)

- ✓ Return mail searches two USPS databases to determine if a letter will be:
 - 1. Delivered as addressed
 - 2. Delivered but would benefit from an address update
 - 3. Returned
 - A report, task or both are provided
 - A journal entry is added



Basic Service Plus Returned Envelope Service

Central Print verifies if the return information was previously provided

Central Print can be your return address for CalSAWS centrally mailed correspondence

Return Information Provided

Journal Entry and Report and/or Task Previously Provided

Central Print Securely
Destroys the Returned
Envelope

Carrier Initiated Return

Return mail envelope is imaged

Task is created

Central Print Securely
Destroys the Returned
Envelope

Mission:



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Your Mission

Should You Choose to Accept It

01 Reduce return mail 02 Reduce workload 03 Avoid additional return mail Faster action to locate the customer 04 and correct the address Better customer service 05

Reduce the amount of returned mail entering your mailroom

Reduce the workload associated with return mail imaging

Avoid additional mailings to the same address

Quickly identify correspondence cannot be delivered

Help customers meet benefit requirements within the allowed timeframe

Mission:

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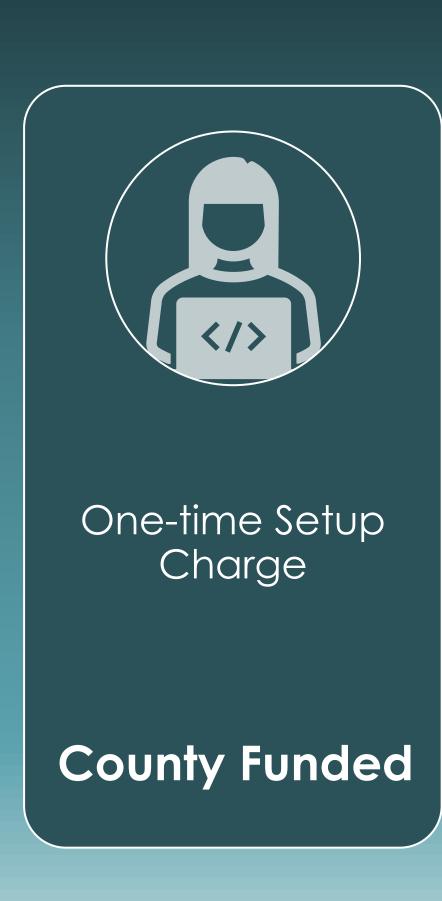
Upcoming Changes

CalSAWS | 2025 Annual Conference – JPA Member Representatives Meeting

Funding

Starting July 1, 2025

- Ongoing return mail service costs will be covered by the CalSAWS project
 - Includes the 19 Counties currently using return mail services
- Implementation costs continue to be County funded





Mission:

Other Address Related Changes

Address Verification



- Regularly obtain updated address information from reliable third-party sources
- Take action on these changes without requiring further verification
- A CalSAWS County workgroup was formed to support this effort, with a kickoff originally planned for May 2025
- Due to Medi-Cal policy changes resulting from the State budget,
 this change is currently on hold and may be deferred to late 2026





Panel Discussion

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Henry

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CalSAWS Special Agent

JILL POWERS

Code Name: Aqua Phishing Striker

Assignment:

San Luis Obispo State Systems Program Manager

Specialties:

Calsaws, Calheers, EBT, MEDS

Current Location:

Undisclosed, USA

Random fact:

I was raised in a barn



CalSAWS Special Agent

LEANE FERREIRA-VEEVERS

Code Name: Teal Non-Compliance Double Agent

Assignment:

San Mateo County Regional Manager

Specialties:

Public Assistance Programs, Hiring, CalSAWS

Current Location:

Undisclosed, USA

Random fact:

Huge NHL fan! Has had season tickets for the San Jose Sharks for nearly 10 years.



MICHELE PETERSON

Code Name: Maroon Phishing Ops Specialist

Assignment:

Test/Release Management Director

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CalSAWS Application

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ANNA BUENVIAJE

Code Name: Olive Cash Ops Specialist

Assignment:

Ops Excellence Leader

Specialties:

Contact Ctr/Imaging/Print

Current Location:

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Next Steps

Contact your Regional Manager:

- ✓ For information on return mail
- ✓ To obtain the return mail service
- ✓ To add the imaging option to your existing return mail service



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Any Questions?





