



ADMINISTRATIVE REGULATION

Office of the City Administrator

Number	502
Sections	1-6
Effective Date	7/1/09
Responsible	City Treasurer
Department	
Review Date	7/1/14

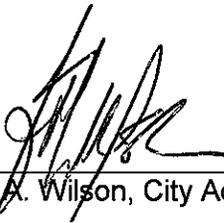
SUBJECT: Insertion of Printed Materials with the Municipal Services Bill

- 1. Purpose:** The purpose of this Administrative Regulation is to establish a system of standards, a review procedure, and a process of alerting necessary employees for any printed materials included with the Municipal Services Bill.
- 2. Authority:** Charter of the City of Huntington Beach, Section 401.
- 3. Application:** This Regulation applies to all departments and personnel.
- 4. Definitions:** There have been two types of insertions permitted for inclusion within the Municipal Services Bill: a) those directly related to the Municipal Services Bill and authorized by the Utilities Division of the Public Works Department, and b) those not directly related to the Municipal Services Bill and submitted by the City Council, the City Administrator, or a City Department Head.
- 5. Policy:** It has been a practice of the city to include printed materials within the Municipal Services Bill. This practice has allowed the City to save considerable administrative and postage costs and is a means to effectively reach most households within the City. To facilitate this practice and avoid unanticipated problems, an implementation procedure has been instituted that must be satisfied before any insert can be included within the Municipal Services Bill. This will insure that interested parties, as later defined, will be allowed to contribute to the appearance and content of any inserts, and that the necessary employees who will have to deal with public response will be notified and properly informed.
- 6. Procedures and Responsibilities:**
 - 6.1.** Any insert included with the Municipal Services Bill shall directly relate to the Municipal Services Bill or be a non-political announcement of general community interest such as information on City-sponsored programs, services, events or projects. Generally, advertisements for private, commercial endeavors are not satisfactory for inclusion as Municipal Services Bill inserts. At the City Council or City Administrator's direction, questionnaires may be included to assess public opinion on subjects of interest to the City. The format, style and content of any insert is to be coordinated with the Public Information Officer.
 - 6.2.** Final approval of all inserts shall be authorized by the City Administrator's office.

- 6.3. The cost of placing the inserts in the bill shall be the responsibility of the initiating Department or specific entity coordinating a City sponsored event and will be charged on a per item basis. The Department must create a requisition with the City's vendor use the normal City purchasing process. The City Treasurer will provide the vendor information necessary for the requisition and the cost of the insert. The initiating Department may contact the Utilities Division to obtain the current number of accounts.
- 6.4. All inserts shall include information, including the City's logo, a phone number, address, and email so that interested citizens may follow up with the proper City department or organization.
- 6.5. The City Treasurer Department employees should be notified of all inserts and follow-up contacts so that they may adequately respond to citizen phone calls and comments. Similar information should be provided to the Office of the City Administrator, the Public Works Department and the Finance Department as appropriate.
- 6.6. These procedures should be done in a timely manner so that all the steps above may be implemented before any inserts are printed and sent out in the mail.
- 6.7. Municipal Service Bill Insert Guidelines are as follows:
 - 6.7.1. The City employs a vendor to process municipal service bills for mailing. There are a limited amount of "slots" available with each mailing. There is a charge per insert or slot used, exclusive of any printing/design cost.
 - 6.7.2. Municipal Services Bills are sent out on a monthly basis to all customers in mailed and electronically transmitted statements. Copies of inserts will also be available for viewing on the City's website.
 - 6.7.3. To determine an approximate cost of distributing your insert call the Utilities Division at ext. 5921 for the most current number of accounts and call the City Treasurer at ext. 5200 for the current cost per insert/slot. The final cost may vary slightly depending on the number of inserts which may vary from month to month. The request includes a Bill to section and the responsible department or organization will be invoiced directly.
 - 6.7.4. Inserts can include:
 - 6.7.4.1. #9 envelopes (or smaller)
 - 6.7.4.2. full pages – 8.5" X 11"
 - 6.7.4.3. 1/3 pages – 8.5" X 3.66"
 - 6.7.4.4. cards – 3.5" x 6.5"
 - 6.7.5. Each of these options would fill a separate slot. Therefore, a return envelope sent along with any of the other options would be considered 2 inserts or 2 slots and would be charged accordingly. Due to limited slots, we encourage the use of a combined envelope and flyer if funds are being requested in the insert.
 - 6.7.6. If using an outside vendor to print your inserts, please instruct that the inserts be only the options noted above. The paper stock weight needs to be between 24lb. and 80lb, and final weight needs to be approved by the City Treasurer to ensure that all approved inserts do not go over the first

class postage weight of 1 ounce. All inserts need to be provided in an electronic format to the City Treasurer for inclusion on the City's website.

- 6.7.7. Please consider combining your insert with another department's if possible. This will help lower the cost for all. For example, if three 1/3 page inserts were combined on one full-page insert, the cost of the one insert would be split between all three. If they are separately inserted, each will pay an insert cost.
- 6.8. Upon receiving all approvals to include an insert into the Municipal Services Bill, the requesting department will need to make arrangements with the City Treasurer for coordination between the printer and the City vendor.
- 6.9. Please copy the attached routing slip when requesting a Municipal Services Bill insert. Inserts will not be considered unless accompanied by this form. The form is available on Surfnet.



Fred A. Wilson, City Administrator



MUNICIPAL SERVICES STATEMENT INSERT INFORMATION AND ROUTING SLIP

Part I. To be completed by requesting Department: Department Name _____

Desired start date _____ Desired end date _____ Actual Start Date _____ Actual End Date _____ Date Needed at Vendor _____

Insert type (see guidelines, check all that apply) envelope full page 1/3 page card

Is this a change in the insert type? Yes No If yes, what type was used previously? _____

Purpose of insert _____

Billing Information (invoice will be sent to this address)

Staff Contact: Name: _____

Name: _____

Dept. _____

Org.: _____

Phone: _____

Address: _____

Phone: _____

Email: _____

NOTE: All inserts need to have a contact phone number for questions. Also, if applicable, an expiration date and the words "DO NOT MAIL DONATION / ENTRY FORM (as appropriate) WITH YOUR MUNICIPAL SERVICES (UTILITY) PAYMENT". Please email Shari before the inserts are sent to the vendor so that the insert can be scheduled and accepted by the vendor.

Would you like to combine your insert with another department's and split costs if available? yes no

Signature of Department Head _____ date _____

Enclose draft copy of insert (including envelope if applicable)

Part II. Approval Routing

1. Public Information Office _____ Approved Not Approved
Signature Date

2. Public Works Director _____ Approved Not Approved
Signature Date

3. City Treasurer _____ Approved Not Approved
Signature Date

4. City Administrator _____ Approved Not Approved
Signature Date

Part III. Implementation

- Provide the City Treasurer with 10 copies of an actual insert, an electronic copy of the insert, the date the inserts will be sent to the outside vendor, and this completed form. If you are using an envelope or a full sheet of paper, they will need to be weighed to ensure that, if combined with another insert, they will not exceed the first class postage weight. The City Treasurer's Department will coordinate mailing of the inserts with the vendor and work with the department to provide the vendor address to ship the completed inserts. The City Treasurer will be responsible for notifying staff members that serve the public.
- If utilizing the City Print Shop, submit a print request and copy of this completed form. Coordinate with the Print Shop on the format and design of your insert and let them know this will be going in as a Municipal Services Statement insert.

Shaded Area to be used by City Treasurer's Department only