

Additional Announcement April 3, 2007

City Council Members,

Council Member Nancy Saxton would like to explore the idea of identifying funds as part of the budget fiscal year 2007/08 to allow each community council the option to mail once a year to all residents and business owners within their respective boundaries.

The mailings will serve as an outreach effort to involve more residents and business owners in the community council process. Estimated costs associated for each mailing amounts to approximately \$40,000 (cost includes a postage rate of .41 cents per piece – postage rate effective April 10, 2007). Community councils would be encouraged to use a professional mailing service to obtain a discounted postage fee when possible.

Additionally, if a professional mailing service is used, there could be an additional cost of \$100 per community council which involves having to hand pick the properties within specific boundaries (commonly mailing services mail according to zip codes) – \$100 x 22 community councils = \$2,200.

Also a \$1,500 charge for Administrative costs to complete the mailings and mailing lists.

Total Estimated Cost - \$43,700

It is important to note that the costs stated above do **not** reflect any printing or preparation costs. Presently the Community Affairs office works with various community councils to support funding for a limited number of registered and interested residents of Salt Lake City (rather than a community council-wide mailing). This program would not replace the existing program, but would provide a yearly opportunity to mail information to all residents within the various boundaries to increase interest and participation.

Items to consider if such funds are allocated for community council mailings:

1. The matter of which department would manage the funds would need to be identified.
2. The matter of requiring or suggesting use of a bulk mail rate for the mailings.

Would City Council Members be willing to support budget allocation for this matter?