



ADMINISTRATIVE REGULATION

Office of the City Manager

Number	502
Responsible Department	Finance
Established/Effective Date	3/1/2008
Latest Revision Date	12/15/2023
Next Review & Reauthorization Date	12/15/2025

SUBJECT: Messages & Printed Inserts with the Municipal Services Bill Statement

1. **Purpose:** To establish a standard operating procedure to review and process any messages and the insertion of printed materials included with the Municipal Services Bill Statement.
2. **Authority:** Charter of the City of Huntington Beach, Section 401.
3. **Application:** This Regulation applies to all departments and personnel.
4. **Policy:** The City allows for the inclusion of include printed materials and inserts within the Municipal Services Bill Statement (often referred as Utilities Bill) to save considerable administrative and postage costs while effectively reaching most households within the City.

To facilitate this operational procedure and avoid unanticipated problems, this AR outlines requirements that must be satisfied before any prints and an insert(s) can be included within the Municipal Services Bill.

This is to ensure that the City reviews and approves the appropriateness of the appearance and content of any prints and/or inserts, and that the designated employees are properly informed so that they can efficiently and effectively respond to the public inquiries regarding the prints/inserts.

5. Procedures and Responsibilities:

- 5.1. Two types of insertions permitted for inclusion within the City's the Municipal Services Bill Statement.

- 5.1.1. Message printed directly on the Municipal Service Bill itself: Messages are to be placed on the back of the bill in the message box **at no extra cost** to the requesting department. The message is restricted to alphanumeric characters and punctuation limited to 460 spaces. Up to three messages per bill are allowed. No picture and font and color changes can be used in the system.



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- 5.1.1.1. The Finance Department (Accounting Technical Supervisor or designee) should be notified with the final content in **no later than 2 weeks** prior to printing schedule.
- 5.1.1.2. This option is strictly restricted to the City information (not for non-City outside entities).
- 5.1.2. Printed insert to the Municipal Services Bill Statement: The insert can either be printed in house and delivered to the City's contracted mailer or can be printed along with the bills by the City's contracted mailer (see 6.7 for more details).
 - 5.1.2.1. Cost varies depending on the size, type of paper, and print colors.
 - 5.1.2.2. The requesting department shall be responsible for providing the Finance Department within ten (10) copies of the actual insert, an electronic copy of the insert, the date the inserts to be sent to the outside vendor, along with the ***Municipal Service Statement Insert Information and Routing Slip (Attachment 1)***.
 - 5.1.2.3. The City does not allow any additional envelopes to be included in the bill statement to prevent any confusion.
 - 5.1.2.4. If a full sheet(s) of paper are being used, they will need to be weighed to ensure that, if combined with another insert, they will not exceed the first class postage weight limit.
 - 5.1.2.5. The Finance Department will coordinate mailing of the inserts with the vendor and work with the requesting department to provide the vendor address to ship the completed inserts.
- 5.2. Following guidelines shall be followed for content for the printed materials and inserts with the Municipal Services Bill Statement:
 - 5.2.1. There are three(3) types of content requiring different approval process:
 - 5.2.1.1. Those directly related to the Municipal Services Bill (Water, Sewer, Trash) and authorized by the Public Works Director or designee; and/or
 - 5.2.1.2. Those directly related to the Municipal Services Bill (Fire/Med) and authorized by the Fire Chief or designee; and/or
 - 5.2.1.3. Those not directly related to the Municipal Services Bill ("non-municipal" inserts) and authorized by the Office of Communications and the City Manager for the purpose of public information.
 - 5.2.2. Inserts directly related to municipal services shall have priority over "non-municipal" inserts, unless specifically authorized by the City Manager.
 - 5.2.3. Content shall be non-political, non-religious and related to announcement of general community interest such as information on the City's or City-sponsored programs, services, events or projects.
 - 5.2.4. Advertisements for private, commercial endeavors are not be allowed for inclusion as Municipal Services Bill inserts. At the City Manager's direction, questionnaires may be included to assess public opinion on subjects of interest to the City.



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- 5.2.5. All inserts shall include information, including a phone number and/or email address so that interested citizens/residents may follow up with the proper City department or staff.
- 5.2.6. The format, style and content of any insert is to be consistent with the City's Branding Guide and coordinated with the Public Affairs Manager or designee as appropriate.
- 5.2.7. Final approval of all inserts shall be authorized by the City Manager's Office. Please allow at least three (3) business days for review and approval.
- 5.3. The cost of placing the inserts in the bill shall be the responsibility of the requesting 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 Finance Department will provide the vendor information necessary for the requisition and the cost of the insert. The requesting department may contact the Utilities Division to obtain the current number of accounts.
- 5.4. The Finance Department should be notified of all inserts and follow-up contacts so that they may adequately respond to citizen phone calls and comments (see 5.2.5 above). Similar information should be provided to the City Manager's Office, Public Works Department, and related departments as appropriate.
- 5.5. 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.
- 5.6. Municipal Service Bill Insert Guidelines are as follows:
 - 5.6.1. 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.
 - 5.6.2. Municipal Services Bills are sent out on a monthly basis to all customers in mailed and electronically transmitted statements. Copies of inserts may also be available for viewing on the City's website.
 - 5.6.3. To determine an approximate cost of distributing your insert, contact the Water Division at 714-536-5921 for the most current number of accounts and call the Finance Dept. (Accounting) 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. This request includes a Bill to section and the responsible department or organization will be invoiced directly.
 - 5.6.4. Inserts can include:
 - 6.7.4.2. full pages – 8.5" X 11"
 - 6.7.4.3. 1/3 pages – 8.5" X 3.66"



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6.7.4.4. cards – 3.5" x 6.5"

- 5.6.5 Each of these options would fill a separate slot.
- 5.6.6. If using an outside vendor to print your inserts, please instruct that the inserts be only the options noted above and that the paper stock be between 24lb. and 80lb and final weight needs to be approved by the Finance Dept. 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 Finance Dept. for inclusion on the City's website.
- 5.6.7. The requesting department shall consider combining your insert with another department's if possible to 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.
- 5.7. Upon receiving all approvals to include an insert into the Municipal Services Bill, the requesting department will need to make arrangements with the Finance Department's Fiscal Services Division for coordination between the printer and the City vendor.
- 5.8. Please submit a copy of the Approval Routing Slip (**Attachment 1**) when requesting a Municipal Services Bill insert. Inserts will not be considered unless accompanied by this form. The fillable form is available and can be found on the City's SurfNet.

Attachment

- 1. [Municipal Services Statement Insert Information and Approval Routing Slip](#)

Distribution:


All employees may access the Administrative Regulations via the SurfNet or City website: www.huntingtonbeachca.gov/AR

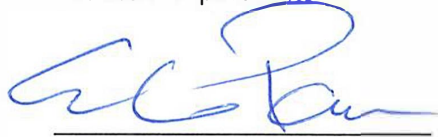


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Sunny Han, Chief Financial Officer
Finance Department


Approved as to Form
Michael Gates, City Attorney


Eric G. Parra
Interim City Manager

Review Schedule

REVIEW DATE	DEPT. HEAD INITIAL	CITY MANAGER SIGNATURE