

CITY OF SPOKANE ADMINISTRATIVE POLICY AND PROCEDURE	ADMIN 5200-07-02 LGL 2007-13
TITLE: UTILITIES BILL INSERTS EFFECTIVE DATE: April 7, 2007 REVISION EFFECTIVE DATE: N/A	

1.0 GENERAL

1.1 The Utilities Billings Office is responsible for the creation and mailing of monthly utilities bills. The bills can be an efficient method of disseminating information to the households in and near the City of Spokane. The office receives several requests each year to place inserts into the utilities bills. There is a limited amount of space available and excessive weight increases the cost of mailing. This policy provides the mechanism for determining if and when an insert request can be granted.

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2.0 DEPARTMENTS/DIVISIONS AFFECTED

This policy shall apply to all City divisions and departments.

3.0 REFERENCES

None

4.0 DEFINITIONS

- 4.1 "Billing Cycle" is the group of accounts which are billed together each month.
- 4.2 "Bill Insert" means any item inserted into the bill not directly associated with the account status.

5.0 POLICY

- 5.1 It is the policy of the City of Spokane to make the monthly utilities bills available for insert to provide information regarding:
- a. services provided by the City of Spokane
 - b. activities in the local area
 - c. special events
 - d. information that is helpful or of interest to the citizens

6.0 PROCEDURE

6.1 Requests.

- 6.1.1 Written requests to use a bill insert shall be directed to the Utilities Billing Manager along with a copy of the proposed insert. The Billing Manager will either approve or deny the request.
- 6.1.2 The Director of the Public Works and Utilities Division shall have sole discretion to determine if the criteria set forth in this policy is met and whether the request is consistent with the best interest of the rate payers.

6.2 Selection Process / Priority of Use

- 6.2.1 The utilities bill is the property of the Utilities Billings Office and the City of Spokane as a service arm for the City's utilities. City departments have first priority in the selection process.
- 6.2.2 When multiple requests are received they will be prioritized in the following order:
- a. Mayor / City Council
 - b. Utilities Billings Office
 - c. City departments
 - d. Non-profit organizations
 - e. Organizations
- 6.2.3 Insert requests will be approved on a first come first serve basis within priority categories.

6.2.4 Inserts from a higher priority category may supersede a previously authorized lower priority insert.

6.2.5 If possible, a superseded insert will be given the opportunity to have a later insert date.

6.3 Insert Requirements.

6.3.1 Inserts must meet the physical standards as set forth in the City's Mail Room policy (ADMIN 5300-07-01).

6.3.2 An insert that makes the combined weight of the bill and all inserts heavy enough to require additional postage may be denied. If over weight is authorized, the lowest priority insert will be responsible for the additional cost. In no event should utility funds be used to pay for expenses not created by that utility's needs.

6.4 Approval Factors

6.4.1 Inserts can be used to provide information on public services or issues such as:

- a. programs to foster public health and welfare
- b. environmental and health information
- c. social services
- d. community projects
- e. programs that enhance quality of life
- f. governmental data

6.4.2 Inserts must not be used to:

- a. advertise private businesses
- b. solicit money
- c. advance a political point of view (inserts regarding information about bonds or election issues may be authorized if they neither support nor oppose their passage)

- d. make any communication that advocates or supports unlawful activities or is inconsistent with any ordinance of the City of Spokane

6.4.3 Inserts may be denied if they are determined to not be in the best interest of the rate payers. In all cases, there is never any right to have any materials included in a billing insert and the City reserves the right to deny a request without cause or reason. This reservation shall control any other provision.

6.5 Time And Area Of Delivery.

6.5.1 All accounts in a bill cycle will receive the insert.

6.5.2 Bill cycles will be created and mailed according to the pre-determined schedule. Adjustments to the schedule will not be made solely to accommodate an insert.

6.6 Administration

6.6.1 The requestor is responsible for the content of the insert, including its accuracy.

6.6.2 The requestor is responsible for having the insert printed and delivered to the City of Spokane Mail Center in a timely manner.

6.6.3 The requestor is responsible for all costs associated with the insert including any mail over weight charges as per 6.2 above.

6.6.4 The Mail Center receives the inserts and places them into envelopes with the utilities bills.

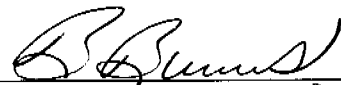
7.0 RESPONSIBILITIES

The Utilities Billing Office of the Public Works & Utilities Department, in cooperation with the Mail Center of the Management Information Services Department, shall administer this policy.

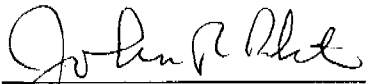
8.0 APPENDICES

None

APPROVED BY:




City Attorney (Asst)



Chief Operating Officer

BB 3-20-07



Director

3-23-07
Date