



## MEMORANDUM

**TO:** Community Relations Committee

**FROM:** Avis Meade, Communications Coordinator

**DATE:** February 8, 2018

**SUBJECT:** Pride Newsletter Printing Options to Consider

The Village of Lombard is considering alternative options to the current printing process of the Pride Newsletter. The newsletter shares important information to residents, however due to the increase of a variety of different media outlets including the Village's website, weekly e-news, and social media resources, the Community Relations Committee is being asked to review potential printing alternatives.

### Village of Lombard Pride Newsletter

The newsletter is printed the below quarterly/seasonal schedule:

- Spring: March, April, May;
- Summer: June, July, August;
- Fall: September, October, November;
- Winter: December, January, and February.

The Village currently produces a 12 page, full colored newsletter that is delivered via USPS to all homes in Lombard. In Lombard's 2017 National Citizen's Survey, residents were asked to rate their #1 communication source for obtaining information about the Village of Lombard, its activities, events and services. Results showed that the top source of Village information was the Village Pride newsletter; about 9 in 10 respondents stated the newsletter was at least a minor source of information for them and about 3 in 10 indicated it was their #1 source.

### Pride Newsletter Cost

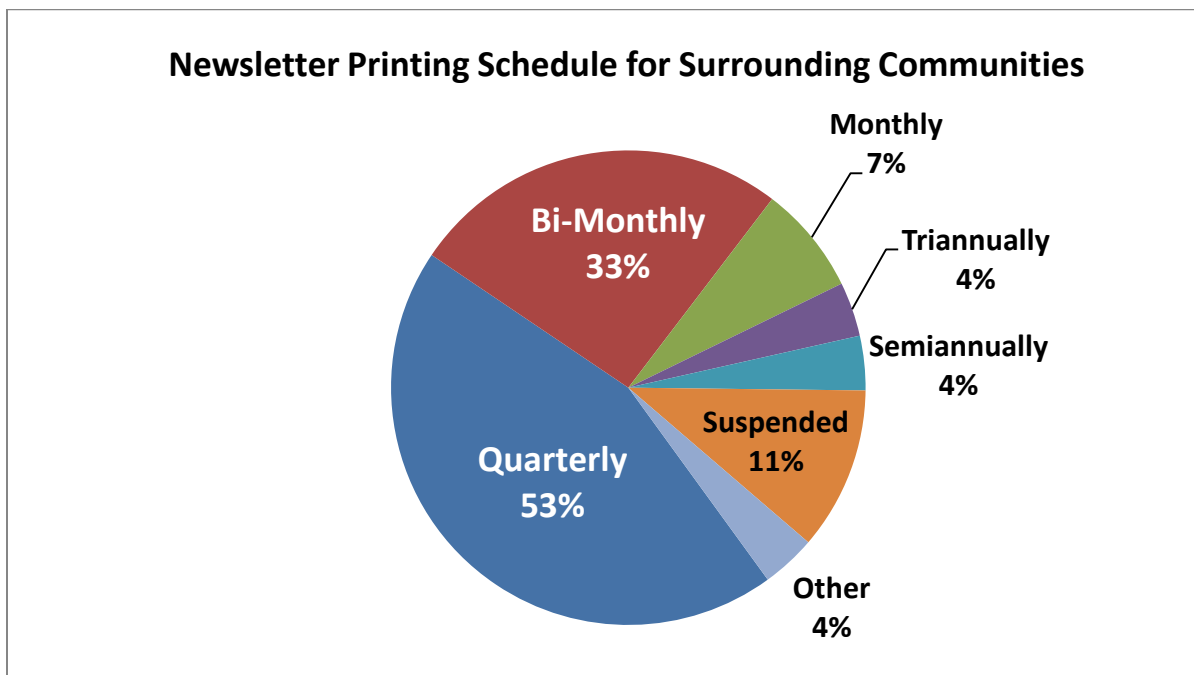
Due to recent postage increases, the current cost for printing the newsletter is \$3,292 per issue and the cost for postage is \$4,200 per issue, for a total cost of \$7,492 per issue, and \$29,968 per year.

### Other Communities

Village staff contacted DuPage County and area communities to gather information their protocol for a printed newsletter

- Monthly (2) – Warrenville; Naperville (with water bill)
- Bi-Monthly (7) – Bloomingdale; Glendale Heights; Hanover Park; Oak Brook Terrace; Wood Dale; Clarendon Hills; Winfield
- Quarterly (12) – Bensenville; Downers Grove; Elmhurst; Glen Ellyn; Lisle; Oak Brook; Roselle; Schaumburg; Villa Park; West Chicago; Woodridge; Itasca
- Triannual (1) -- Willowbrook (with Parks and Rec)

- Semiannually (1) – Lemont
- Suspended printed newsletter (3)
  - Addison
  - Wheaton: Monthly digital newsletter. 60 printed copies sent due to request.
  - Carol Stream: Reconsidering renewing printed version.
- Other (1): Westmont prints 10 pages in private Neighbors Magazine Publication.



Options to Consider for Lombard’s Pride Newsletter

When considering the long term increases for printing and postage, it’s important to reevaluate options that could prove cost effective, while still maintaining a high level of communication distribution to residents. Below are several options to consider for the printing of the Pride Newsletter.

- Option 1: Maintain Status Quo
  - 12 full color pages, printed and mailed quarterly
- Option 2: Reduce Frequency of Printing (currently quarterly)
  - Bi-Annual printing and mailing of a 12 page newsletter, at a cost of \$7,492 per issue, would result in an annual cost of \$14,984. This option would save \$14,984 per year.

- Tri-Annually printing and mailing of a 12 page newsletter, at a cost of \$7,492 per issue, would result in an annual cost of \$22,476. This option would save \$7,492 per year.
- Option 3: Reduce page length of newsletter (maintain frequency of printing)
  - The Pride Newsletter must be printed in some multiple of 4 pages (currently 12 pages). Decreasing the newsletter to 8 pages would save on printing and postage.
    - 8 pages: \$2,640 for printing of each edition, for an annual total of \$10,560, excluding postage. Compared to the 12 page newsletter, which has an annual printing cost of \$13,168, this option would save \$2,608 on printing annually. Cost of postage would decrease but exact rates are TBD.
- Option 4: Explore Other Options – Two potential options are listed below. Both of these options would require further exploration and analysis prior to a final consideration:
  - a. Add Newsletter as Insert to Water Bill  
Revise the layout of the pride to 2-4 pages, and utilize the Village’s current water billing mailer, Business Ink, to print and include with water bills. Residents would receive small amounts of news, 6 times per year on a 2 month cycle. Different areas of Lombard would receive the newsletter at different times within the 2 month cycle, depending on their water billing group. Cost TBD.
    - i. Concerns with this option:
      - 1. Water bills are mailed weekly to different groups of residences on a 2 month cycle. Water bills are also mailed to businesses and landlords. This option could increase costs and could present a challenge when developing content due to the timeline of mailings.
      - 2. Business Ink is the Village’s printer and mailer for water bills. In order to utilize this option, the cost would approximately \$1,350 every two months, plus postage.
  - b. Seek Options to Share Printing with Other Agencies
    - i. Discuss the potential partnership with local agencies, (example: Lombard Park District) to combine printing and distribution efforts.