

Purpose:

- I To provide a coordinated approach for utility bill inserts and messages.

Policy Statement:

- 2 Utility Bill Messages (printed directly onto customers' monthly utility invoices):
 - (1) Utility bill messages may be up to 400 characters. However, shorter messages are more likely to be read and understood.
- 3 Utility Bill Inserts (Flyers):
 - (1) The City may only insert two flyers per month into utility bills.
 - (2) The Communications/Customer Service Coordinator requires a minimum of 31 days notice of an upcoming insert or utility bill message. Time for revisions should be factored into the planning of utility bill flyers and messages.
 - (3) Insert space is reserved on a first-come, first served basis. Contact the Communications/Customer Service Coordinator early to avoid time conflicts with other City departments.
 - (4) The City's Print Room begins flyer production a minimum of two weeks before insertion date.

Authority/Responsibility to Implement:

- I Communications/Customer Service Coordinator:
 - (1) Concept approval.
 - (2) Final approval prior to production.
 - (3) The single point of contact between The City and ATCO Singlepoint. To arrange for a utility bill message/insert or to make an insert inquiry, contact the Communications/Customer Service Coordinators. Do not contact ATCO directly.
 - (4) Available as a resource to provide ideas, advice, and feedback.

Inquiries/Contact Person:

- I Director of Communications & Strategic Planning

Document History:

Date:	Approved/Reviewed By:	Title:
Approved: January 2001		

Administrative Revisions:

Date	Description
June 2, 2010	Moved information under Scope/Application to Policy Statement section; approval date was blank- added January 2001 as the approved date (as documented in the index).
October 7, 2015	Revised to new format.
November 3, 2015	Changed policy number to 1101-CA, Changed Inquiry person to Director of Communications & Strategic Planning, revised format to new template.
July 17, 2017	Updated to most current template.