



## Legislation Text

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**File #:** 2016-0117, **Version:** 1

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### Title

2016 Recreation Program Guide Distribution Approval

### History

During the past five years, the Recreation Department has been distributing the Summer, Fall, and Winter/Spring Recreation and Parks Program Guides to Orland Park residents through the Orland Park Prairie, 22<sup>nd</sup> Century Media. The Village advertises with the Orland Park Prairie throughout the year and will continue to do so. Prior to the Board approved change in delivery, the guides were delivered by direct mail through the US Postal Service. Following the delivery of the summer program guide in 2015, the Prairie returned 1,500 guides to our staff. The number of guides provided to the Prairie corresponds directly to the number of guides delivered to residents; meaning that delivery decreased by 1,500 households. Because the Orland Park Prairie newspaper is delivered only to residents that sign up to receive their newspaper, the number of households reached may be lower than those reached by the post office, as they deliver to all active Orland Park resident addresses.

While investigating the cost to distribute the Recreation and Parks program guides through the post office, staff identified a total of approximately 4,000 resident addresses that are not receiving the Recreation and Parks Program Guide due to distribution guidelines for the Orland Park Prairie. Although many people can access the guide through the Village website or pick up a printed copy at a Village facility, our intention has always been to provide the printed guide to all of our residents.

The cost to distribute the 2015 Recreation and Parks Department Summer program guides through the Orland Park Prairie to 22,250 households was \$7,624. The estimated cost to distribute the 2016 Summer program guides through the post office to 26,274 active resident addresses is \$7,617. This change in distribution method will significantly increase the number of residents receiving the guides (an additional 4,024 households, a 15% improvement in contacts), and a reduction in per-household cost of delivery (\$0.34 per-household to \$0.29 per-household).

The distribution cost for each season's program guide varies due to the number of pages for each publication. Staff is requesting approval to distribute the three 2016 recreation program guides through the United States Post Office for a cost not to exceed \$24,000.

On February 15, 2016, this item was reviewed and approved by the Parks and Recreation Committee, recommended for approval and referred to the Village Board of Trustees for consideration.

### Financial Impact

This item is included in the Fiscal Year 2016 budget account 283-4001-441600.

### Recommended Action/Motion

I move to approve to distribute the three 2016 recreation program guides through the United States Post Office for a cost not to exceed \$24,000.