

## Trupiano, Nicole

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**From:** Nicholson, Amy  
**Sent:** Monday, April 1, 2019 4:49 PM  
**To:** Trupiano, Nicole  
**Cc:** Gomez, Daisy  
**Subject:** FW: Item 15.2, 4/2/19 City Council Meeting

Hi Nicole,

Late correspondence for Item 15.2 for tomorrow's meeting is included below.

Thanks,

Amy Nicholson | City Planner

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-----Original Message-----

**From:** Sonia Taylor <[great6@sonic.net](mailto:great6@sonic.net)>  
**Sent:** Monday, April 01, 2019 7:43 AM  
**To:** Nicholson, Amy <[anicholson@srcity.org](mailto:anicholson@srcity.org)>; Jones, Jessica <[JJones@srcity.org](mailto:JJones@srcity.org)>  
**Subject:** Re: Item 15.2, 4/2/19 City Council Meeting

I am, no surprise, very much in favor of this item, and in favor of anything that will increase the opportunities for members of the public to be notified and have an opportunity to comment/participate in things that are going on in Santa Rosa. This item appears to serve that purpose well, and I hope that the City Council will adopt it. (Of course, I will always want more more more, but this is an excellent improvement!)

My only question/concern has to do with the new proposed postcard to be used for mailing. I actually know that it is effective, because recently I was in CD (whatever you all are called now) and a woman came in holding a postcard, asking for more information about the project contained on the postcard. Unfortunately, she felt the information was in type so small that she couldn't understand it. I don't know if there's a possibility to enlarge the postcards, but suspect that the 6"x4.25" postcard is being used so you can take advantage of the Post Office's lower postcard rates for mailing.... And, will note, again, that the postcard worked, because she knew something was happening, and knew where to go to find out more!

I do have a concern, though, about the side of the postcard where the mailing address appears: I am a graphic designer, and design this kind of stuff all the time. My experience is that the Post Office wants 5/8" clear at the bottom of a mailing -- with no information contained in that 5/8" area. The proposed mailing side of your new postcards has both a portion of the map and a disclaimer in that 5/8" area.

I hate to make anything smaller (see above), but I think it would be wise to consult with the Post Office to find out if that 5/8" space DOES need to be clear so that you can avoid possible mailing problems. Yes, anything sent first class technically has no requirements, and our Post Office will do whatever they can to get it to the addressee, but no sense making it more difficult than necessary.

Again, otherwise, I support the goals, intentions and language of this item.

Sonia