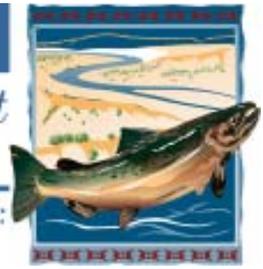


U.S. Fish & Wildlife Service

Hanford Reach National Monument
Saddle Mountain National Wildlife Refuge

... protecting the last of the free-flowing Columbia River.



March 15, 2005

CCP Mailing Option Saves Monument Funds

Staff at Hanford Reach National Monument devised a method to save Service funds for the distribution of the Draft Comprehensive Conservation Plan. The cost of printing and mailing of a document that will potentially total over 600 pages, complete with fold-out color maps, to a mailing list that contains some 950 contacts, was estimated to cost nearly \$23,700 at \$25 per copy. The planning team came up with an idea that could potentially be very cost effective, producing a simple reply card to be distributed to everyone on the mailing list. The card indicated that in an effort to reduce spending, those who wished to receive a paper copy of the Draft CCP needed to return the card indicating this preference by a specified date. Those who did not return the card would automatically receive the Draft CCP on a CD. Two other options were available, downloading the Draft CCP from our Monument web site or being removed from the mailing list.

The distribution of the card was the next step. The planning team enclosed the card with an instruction sheet in Planning Update #4, which was in the final design stage, thus eliminating a second mailing. Nearly 1000 planning updates were distributed to all contacts on the mailing list and the general public who attended our Federal Advisory Committee meetings. The results were interesting. Total responses numbered 80, indicating that approximately 90% of the contacts were satisfied with receiving the Draft CCP on a CD. Those who requested a paper copy numbered 45, and another 30 indicated that they would download it from the web site. Another five asked to be removed from the mailing list.

Format used for the postcard enclosure

As of just a few years ago, this result could not have been possible. We estimate that production and distribution costs for 825 CDs and 125 hard-copies of the Draft CCP will be approximately \$5600, a savings of some \$18,100. In reality, 950 hard-copies probably would not have been realistic. We feel that the response card and the availability of a CD and an internet download saved us from printing 175 additional hard-copies, costing an estimated \$4375. We hope that sharing this method will result in similar cost savings at other stations.

I would like to receive a paper copy of the Draft Plan.

I do not want to receive either a CD or a paper copy. I can download the Draft Plan from the web site if I decide to get a copy. (We will send directions for web downloading when the Draft Plan is released.)

Please remove me from your mailing list.

*If you are returning this postcard, please complete the section below.
If we do not hear from you, you will automatically receive a CD.*

Name (First & Last) _____

Organization _____

Address _____

City _____

State _____ Zip Code _____