



Eileen M. Donoghue
City Manager

Kara Keefe Mullin
Assistant City Manager

MEMORANDUM

TO: Eileen Donoghue, City Manager *EMD*

FROM: Phil Geoffroy, Assistant to the City Manager

DATE: September 28, 2021

SUBJECT: Motion Response – Eviction Prevention Mailing
C. Drinkwater – 8/10/2021 - Req. City Mgr. Provide A Report Regarding The Costs And Logistics Of A Citywide Mailing To Inform Residents Of Their Rights And Available Resources To Avoid Eviction Or Foreclosure; And Whether Such A Mailing Would Be Eligible Use Of ARPA Funding Provided To The City

Based on information gathered through previous mailings conducted by the City, there are approximately 43,000 residential addresses and PO boxes in Lowell. Recent quotes obtained by the City for other projects indicate that printing costs for a mailer of this volume would be roughly \$5,700.

If the intent is to reach every household in the City, a mailer can be sent through a tool offered by USPS called Every Door Direct Mail (EDDM) through which all addresses on particular postal routes, or all postal routes in Lowell, receive the printed communication. Using this process reduces mailing costs compared to sending a mailer containing unique addresses, and would allow the mailer to be delivered for approximate \$0.18 per piece. This would bring the estimated total cost of the project to \$13,440 (\$7,740 postage, \$5,700 mailing).

A disadvantage of sending a communication of this nature through the method described is that it will reach a high volume of residents who are not at risk of eviction or foreclosure, including many residents who do not rent or do not have a mortgage. The City does not have a readily available list of residents who may be at greater risk of eviction or foreclosure, which would make targeting a mailer to its intended audience a challenge. It is possible that the City could analyze demographic data along with trends in evictions and foreclosures to identify areas where residents are at particular risk and send a mailer to corresponding postal routes through EDDM.

A mailing on eviction and foreclosure prevention could likely be eligible to be funding through ARPA under the category of responding to the public health emergency or its negative economic consequences.

In order to promote awareness of available resources in the meantime, the City has produced an online guide for residents facing eviction or foreclosure. The online guide is available at: lowellma.gov/eviction-and-foreclosure-resources and is currently featured on the main page of the website.