

*Proposed text for refrigerator magnet:*

**KENSINGTON EMERGENCY CELL NUMBERS**

**Medical and Fire: 925-933-1313**

**Police: 510-525-7573**

**LAND LINES call 911 for both Police and Fire**

*Proposed text for half-page insert in mailing:*

**KENSINGTON EMERGENCY NUMBERS: A BRIEF GUIDE**

Our instinct is to call 911 in case of emergency (Police or Fire). **This is still the best option if you have a land line.** However, it may be less efficient to call 911 from cell phones because, depending on the type of phone and your settings, your location may not be transmitted correctly, and your call may be routed to a distant agency (such as the California Highway Patrol in Vallejo). It can take a while to get you rerouted, and that increases response times.

Simply put, **the best option for cell phones in Kensington is to use these emergency numbers below.** Please enter them RIGHT NOW into your phone contact lists and speed dials.

**KENSINGTON EMERGENCY NUMBERS**

**Medical or Fire: 925-933-1313**

**Police: 510-525-7573**

**REMEMBER!** Register cell phones with the Contra Costa County Community Warning System (CWS). CWS will alert you of emergency situations. Go to [www.cwsalerts.com](http://www.cwsalerts.com). Also register for Kensington Police and Fire **Nixle** Alerts: Text your zip code to 888777. **STAY SAFE!**

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**Estimates and procedures:**

1. Kensington has about 5500 people in about 2200 households. Figure one mailing per household, and we should assemble 2500 mailings to be safe.
2. Small magnets cost 8-10 cents each, with tax 9-11 cents, let's say 10 cents times 2500 mailings for \$250.
3. If we include stickers, they are surprisingly expensive, about 15 cents each including tax, and if we include two per household that's 30 cents times 2500 mailings for \$750.

4. The half-page sheets will have to be printed (two per sheet) for about 1250 copies, at maybe 3 cents per copy, for a total of \$37.50. These will have to be cut in half-sheets for an additional cost.

5. Envelopes: these should be printed with a B&W Kensington Fire logo that should also say "EMERGENCY STICKERS INSIDE!" (or something) so people don't think it's junk mail. The envelopes have to be purchased and printed, and mailing labels have to be put on them. Then the envelopes have to be stuffed with the half-sheet, the magnet, and the stickers.

6. Mailing labels: these have to be merged with a program and printed. Brenda may have used Mailstream.net but this may be an unnecessary step because it's possible that CopyCentral and other vendors can do this as part of their operation. What's important is that you have the database and whether it can be read by their program.

7. Mailing rate: we have to ask the Post Office about this. The mailing can be bulk rate and it should weigh less than an ounce. But this is likely by far the greatest expense. Let's say each mailing costs 30 cents, then that would be another \$750, but just a guess. Actually, the copy place we use may have the best idea about this.



125 Mason Circle, Suite K  
Concord, CA 94520

# ESTIMATE

DATE	ESTIMATE NO.
4/6/2021	413587

Mail Stream does not advance postage. Payment of postage is required prior to delivery to USPS. Mail Stream accepts checks and all major credit cards. Postage payment by credit card is subject to a 4% fee.

Postage payment is only an estimate and should not be considered firm. any underpayment or overpayment will be applied to final invoice.

Mail Stream DOES NOT advance postage

NAME/ADDRESS
Kensington Fire Protection District Brenda J Navelier 217 Arlington Avenue Kensington, CA 94708

Attention	Terms	Phone No.	Rep.
	Due on receipt		CHRIS
DESCRIPTION	QUANTITY	RATE	TOTAL
Kensington Fire District Mailing Project			
Data processing; Import and Cass Certify Data ( Anytime beyond 30 minutes will be billed at \$25.00 per 1/4 hour)	1	55.00	55.00
National Change of Address (\$35.00 Minimum)	1	35.00	35.00
#10 Regular Envelopes - Raw Cost - Machinable Envelopes	3,000	0.038	114.00
Printing B&W return information onto Outside of envelope	3,000	0.05	150.00
***2 Print options Detailed Below - Only choose 1*****			
Printing of letter: 3.67" X 8.5" Stock: 60# Text Printing: 4/4 (full color, double sided)	3,000	0.09	270.00
Printing of letter: 8.5" X 11" Stock: 60# Text Printing: 4/4 (full color, double sided) Tri-fold letter	3,000	0.23	690.00
Inkjet Set-up (Flat Fee)	1	35.00	35.00
Inkjet Addressing #10 regular envelope, Presort to USPS Specifications, Tie and Tray or Sack **Include Nonprofit indicia (stamp)	2,500	0.08	200.00
Hand Insert 4 pieces (letter, 1 magnet, 2 car stickers) to #10 regular envelope and seal	2,500	0.12	300.00
<b>Thank you for the opportunity to provide you with this estimate!</b>			<b>TOTAL</b>

Note: Additional Services, Rush Turn-around & Overtime will be charged at an additional cost. Estimate signature approval needed: \_\_\_\_\_

We currently accept checks and any credit or debit card with a MasterCard or Visa Logo.

Estimate valid for 30-days.

Upon receipt of all data, material and postage, please allow 3 to 5 business days to complete mailing projects. Standard printing time is 5 business days upon approval of artwork. Turn around time is dependant upon quantity, approval of final artwork and projects currently in-house.

**Unless otherwise requested, all over-runs of material will be recycled within 15-days from completion of project.**



125 Mason Circle, Suite K  
Concord, CA 94520

# ESTIMATE

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4/6/2021	413587

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NAME/ADDRESS
Kensington Fire Protection District Brenda J Navelier 217 Arlington Avenue Kensington, CA 94708

Attention	Terms	Phone No.	Rep.
	Due on receipt		CHRIS
DESCRIPTION	QUANTITY	RATE	TOTAL
Prepare Statement of Mailing (Each)	1	10.50	10.50
Postal Delivery (Each)	1	50.00	50.00
Postage Nonprofit permit (Postage payment is required prior to delivery to the USPS) Please note: Postage is only an estimate. Actual Postage will be determined upon completion of project and reflected on final invoice.	2,500	0.125	312.50
<b>Thank you for the opportunity to provide you with this estimate!</b>		<b>TOTAL</b>	<b>\$2,222.00</b>

<b>Note: Additional Services, Rush Turn-around &amp; Overtime will be charged at an additional cost.</b>	<b>Estimate signature approval needed:</b> _____
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