

BPA Policy 440-74

Central Mail List System

Workplace Services, Equipment and Facilities

Table of Contents

440-74.1.1 Purpose & Background	2
440-74.1.2 Policy Owner	2
440-74.1.3 Applicability	2
440-74.1.4 Terms & Definitions	2
440-74.1.5 Policy	3
440-74.1.6 Policy Exceptions	3
440-74.1.7 Responsibilities	3
440-74.1.8 Standards & Procedures	4
440-74.1.9 Performance & Monitoring	4
440-74.1.10 Authorities & References	4
440-74.1.11 Review	4
440-74.1.12 Revision History	4



440-74.1.1 Purpose & Background

The purpose of this policy is to establish expectations and processes for use and creation of mail lists. BPA’s Central Mail List System (CMLS) is an agency resource designed to improve and enhance communications with and outreach to employees and the public by providing an automated, centralized mail list system that ensures accurate, up-to-date information, and that reduces costs and eliminates duplication.

By having one, centralized mailing system, BPA ensures the integrity of its address list and mailing system.

The CMLS establishes new mail lists, and maintains and updates existing lists. Media Services personnel trained in CMLS can select lists from the system, and use them to print addresses or send e-mails. The CMLS also provides pertinent information to the user in the form of address printouts, audience profiles, and reports on mail list use. It also provides the most cost effective method of mail delivery.

The CMLS serves as the central point of reference for users for mass mailing and addressing services, giving information on the number of copies required for mailings, design of address space, format, and use of contractor mail services. In addition, use of CMLS ensures that all mass mailings have been reviewed by the appropriate organizations.

440-74.1.2 Policy Owner

The Chief Administrative Officer has responsibility for reviewing and updating this policy. Media Services (Print and Mail Services) maintains the CMLS and supports employee use of the system.

440-74.1.3 Applicability

All BPA employees.

440-74.1.4 Terms & Definitions

- A. **Central Mail List System (CMLS):** A centralized BPA system developed to store, maintain, and access BPA mail lists for communication and outreach purposes. Both physical and e-mail addresses are maintained and used. Services include internal BPA mailings and mailings to external parties (customers, tribes, property owners, meeting attendees, etc.) The CMLS manager collaborates with the Print Shop and Mail Services to plan and coordinate mailings, to provide high-speed addressing, insertion and sealing services, and email, CD and conventional paper copy mailing services.
- B. **External Interest List:** A list of persons and/or organizations with mailing addresses and/or email addresses outside BPA.
- C. **Interest Codes:** A numbering system used to identify mail lists contained within the CMLS.
- D. **Internal Interest List:** A list of employees and/or contractors for staff and/or organizations to be used for distribution within BPA.

Organization Workplace Services		Title/Subject Central Mail List System	Unique ID 440-74	
Author Noah Carlson	Approved by CAO	Date 3/19/15	Version [#2]	Page 2

- E. **Mail List:** A list of names and addresses or routings of people with common interests. These lists are repetitively used to distribute written information. A single use, one-time mailing will not typically require the use of a mail list. Mail lists include both internal distribution of material (within BPA) and external mailings. Mail lists may also include email addresses for electronic mailing.
- F. **Mail Stop:** A mail delivery code for BPA employees and contractors, consisting of an organization code combined with a location code.
- G. **BPA Form 1420.03E, Printing Services Requisition:** The form used to request printing and/or CMLS services. This form is available in hard copy from Printing Services, or as an E-Form: [1420_03E.doc](#)

440-74.1.5 Policy

All BPA mail lists, whether external or internal, are incorporated into the Central Mail List System. Individual organizations do not create unique mail lists which could result in duplicate mailings, which are costly and do not project a positive image of the agency.

CMLS is the “System of Record” for mailing list data. It fulfills this commitment by championing the Privacy Act tenet stating that BPA “... *organizations do not maintain their own or duplicate mailing lists that have not been authorized as a system of record complying with the Privacy Act requirements.*”

440-74.1.6 Policy Exceptions

Any exceptions to this policy must be approved by the agency’s Chief Administrative Officer (CAO).

440-74.1.7 Responsibilities

- A. **The CMLS Manager:**
 1. Ensures the accuracy and the integrity of mail lists. This includes day-to-day operation, planning, analysis, and organization of the CMLS.
 2. Counsels CMLS cliente concerning policy and procedures.
- B. **CMLS clients using the CMLS:** Collaborate with CMLS staff to plan and manage manage their mailings, choose the appropriate audience and maintain the integrity of the lists they use.
- C. **Managers:**
 1. Ensure their organizations do not maintain their own or duplicate mailing lists that have not been authorized as a system-of-record complying with Privacy Act requirements. Violation of the Privacy Act can result in civil and criminal charges.
 2. Ensure that all communications have the appropriate review and approvals prior to being sent to CMLS for distribution. Managers are responsible for ensuring that

Organization Workplace Services		Title/Subject Central Mail List System		Unique ID 440-74	
Author Noah Carlson	Approved by CAO	Date 3/19/15	Version [#2]	Page 3	

distribution of information meets the following criteria, and have been reviewed and approved by the Public Affairs Office:

- a. Communications signed by the Administrator, Deputy Administrator, or Chief Operating Officer.
- b. Communications addressed to all employees.
- c. Communication of an issue with agency-wide impact or concern.
- d. Communications regarding projects or agency efforts that are sensitive or controversial.
- e. Information that impacts one or more Tier 1 organization.
- f. Communications explaining a BPA position or policy.

440-74.1.8 Standards & Procedures

CMLS clients:

- A. Plan the mailings; define the audiences and the best method of reaching those audiences.
- B. Consider sustainability and overall cost effectiveness when choosing delivery methods; a CMLS client may choose email distribution, instead of printed material, when appropriate.
- C. Ensure all content has been appropriately reviewed and approved.
- D. Initiate a request for CMLS services by completing BPA Form 1420.03e.
- E. Identify existing mail lists to be used.
- F. Develop and submit new mail lists to CMLS well in advance of the proposed mailing in order to allow time for updating the address lists.

440-74.1.9 Performance & Monitoring

None.

440-74.1.10 Authorities & References

None.

440-74.1.11 Review

This policy is scheduled for review in 2016.

440-74.1.12 Revision History

Version	Issue Date	Description of Change
2	3-19-15	Migration of content to new policy format.

Organization Workplace Services		Title/Subject Central Mail List System		Unique ID 440-74	
Author Noah Carlson	Approved by CAO	Date 3/19/15	Version [#2]	Page 4	