

HGNNC Board Election 2023

Budget 9-27-2022

The goal of the election outreach plan is to reach every household in Harbor Gateway North with both awareness of the Neighborhood Council and of the Board election and to utilize multiple methods of communication.

Candidate Recruitment December 2 – January	
Postage for delivery via EverydoorDirect Mail – cost via USPS for 11,600 postcards	2,032
Cost to deliver postcard to four post offices-90247, 90248, 90044, 90061	0
Printing of mail piece (11,600 6 ½ x 9 two-sided color) – Minuteman Press	2,012
Translation of mailer wording into Spanish	50
Graphic design for outreach materials	0
Constant Contact email to 900 stakeholders – December	0
Constant Contact email to 900 stakeholders – multiple mentions in other emails	0
One Call Now robo-call to 900 stakeholders on December	0
One Call Now robo-call to 900 stakeholders on January	0
Social media – Facebook, Twitter, Instagram, Nextdoor	0
HGNNC website – candidate recruitment information	0
Candidate information sessions online via Zoom, supported by City Clerk and DONE	0
Total	\$4,094

Voter Registration January 31 – March 13 apply for VBM plus April 1 (in-person registration at voting site); VBM February 25 - March 13	
Constant Contact email to 900 stakeholders	0
One Call Now robo-call to 900 stakeholders	0
Social media – Facebook, Twitter, Instagram, Nextdoor	0
HGNNC website – voter registration information	0
Pop up voter registration booth in multiple HGNNC Districts	0
Total	0

Candidate Forum(s) - February 28?	
Moderator for Candidate Forums – Toastmasters or other volunteer group	0
Constant Contact email to 900 stakeholders	0
One Call Now robo-call to 900 stakeholders	0
Social media – Facebook, Twitter, Instagram, Nextdoor	0
HGNNC website – voter registration information	0
Total	0

Election Day – Sat. April 1	
Flyer printing (10,000 one-sided black ink on colored paper)	500
Flyer delivery via Walking Man	1,575
Shred van – SoCal Shred for four hours	600
Boxed lunch and water for City Clerk staff	40
Total	\$2,715

Get Out the Vote (late February to mid-March) reminder to mail in ballot/drop off by April 1	
Constant Contact email to 900 stakeholders	0
One Call Now robo-call to 900 stakeholders	0
Social media – Facebook, Twitter, Instagram, Nextdoor	0
HGNNC website – how to vote information - March 2023	0
	Total
	0
	Grand Total
	\$6,809

Line item in HGNNC budget: \$5,680

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