
OUTREACH COMMITTEE

5.2.1 - ELECTION INFORMATIONAL OUTREACH

Newsletter vs. Mailer vs. Newspaper

In an effort to reach every household (24k+) regarding the upcoming change in the MVCC Election (i.e., Vote-By-Mail only), the following is a comparison of cost for reaching stakeholder households.

Pricing is based on purchasing 25k units (many vendors use multiples of 5k) and pulled from either prior invoices w/suggested increase (by company) or “rough” estimates from phone conversations and internet documentation.

Description	Printing	Distribution	Total
“Newsletter” 8-page (customary)*	\$ 4,500.00	\$ 2,700.00	\$ 7,200.00
<i>Every Door Direct Mail (EDDM)** - flat card</i>	\$ 1,900.00	\$ 5,348.76	\$ 7,248.76
“Newspaper” 8-pages*** (see below)	\$ 3,300.00	\$ 4,000.00	\$ 7,300.00
Third Party Mailers:			
Mailer 5.5” x 4.25” (full color) - Own List			\$ 9,952.80
Mailer 5.5” x 4.25” (B&W) - Purchase List			\$ 11,078.20
Mailer 5.5” x 4.25” (full color) - Purchase List			\$ 11,153.20
Mailer 8.5” x 5.5” (full color) - Purchase List			\$ 14,760.75

*Marina Graphics, for an 8-page newsletter, has consistently provided the lowest rate (by far) of any other vendor quote. They also do “mailings/newspapers” and quotes will be requested after funding has been approved.

**EDDM - must purchase 38 complete routes; would mail outside boundaries (e.g., east of Overland, North of the 10, South of Washington); would have to provide in “batches” to Post Office over several days/weeks; unclear as how the cards would be addressed.

***Used online tool from companies; both shipping and postage are variables—used least expensive postage rates. Must provide own mailing list. Would need to purchase list, at unknown additional cost.

5.2.2 - ELECTION BANNERS

Mar Vista Recreational Center

The Mar Vista Recreational Center and the MVCC have an excellent relationship. Both are City entities and work together for the betterment of the Mar Vista Community. The Recreation Center has graciously approved the MVCC placing banner(s) along their chain-link fence and, possibly, on the recreation center building.

Mar Vista Library

The Mar Vista Library has been an excellent resource for MVCC meetings and reaching Mar Vista with the message of the MVCC. The potential of banner(s) will be explored.

Mar Vista Fire Station #62

The firefighters from Fire Station #62 continue to bring pride to Mar Vista. They are always congenial and willing to assist the MVCC. The potential of banner(s) will be fielded.

Once funding has been appropriated, banner(s) sizes will be determined by desired message(s) along with requirements by the Mar Vista Recreation Center, Mar Vista Library, and Mar Vista Fire Station #62.

Height	Length	Price	Quantity	Total
2.5	8	\$ 100.00	2	\$ 200.00
	10	\$ 120.00	2	\$ 240.00
	12	\$ 135.00	2	\$ 270.00
4	8	\$ 130.00	2	\$ 260.00
	10	\$ 160.00	2	\$ 320.00
	12	\$ 185.00	2	\$ 370.00
6	10	\$ 225.00	2	\$ 450.00
	12	\$ 260.00	2	\$ 520.00
8	10	\$ 290.00	2	\$ 580.00
	12	\$ 350.00	2	\$ 700.00

Each price is an estimate based on phone conversations and internet documentation. Any banner will be made with outdoor material, have grommets, and reinforced edges. Prices do not include securing material (e.g., rope, ties), taxes and/or shipping where applicable. All sizes are listed in feet (not inches).

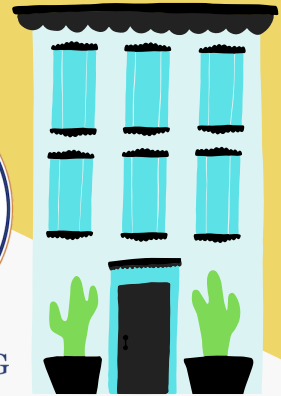
EVICTIION PROTECTIONS INFO UPDATE

FOR RESIDENTIAL &
COMMERCIAL RENTERS

BY THE MAR VISTA COMMUNITY COUNCIL
RENTERS' SUBCOMMITTEE



MARVISTA.ORG



JOIN US @ 2 PM
SATURDAY, 01/15/21



ZOOM ID#: 975 9224 9370
BY PHONE: 720-707-2699
FIND US @ MARVISTA.ORG



Invoice

No: **74004**

11717 w. Pico Blvd
Los Angeles, CA 90064

Date: 11/28/20

310-479-3957
info@onedaycopy.com

Customer PO:

Customer No: 880

Ship To:

Kathryn Wheeler
Mar Vista Community Council
PO Box 66871
Los Angeles CA 90066

E-Mail: kathryn.wheeler@marvista.org

Quantity	Description	Amount
50	B&W, 8.5 x 11 White 20# 20lb White Bond Smooth, copied on 1 side	\$ 6.87
3,500	B&W copies 8.5 X 11 print on 20 lb one sided, 8.5 x 11 White 20# 20lb White Bond Smooth, copied on 1 side	\$ 213.68

Sales Rep: Wanted: Tue 12/1/20 B&W \$ 241.50 11/30/20	SUBTOTAL \$ 220.55 TAX \$ 20.95 SHIPPING \$ 0.00 DEPOSITS \$ 0.00 TOTAL \$ 241.50 AMOUNT DUE \$ 241.50	
---	---	--



Invoice

No: **74005**

11717 w. Pico Blvd
Los Angeles, CA 90064

Date: 11/28/20

310-479-3957
info@onedaycopy.com

Customer PO:

Customer No: 880

Ship To:

Kathryn Wheeler
Mar Vista Community Council
PO Box 66871
Los Angeles CA 90066

E-Mail: kathryn.wheeler@marvista.org

Quantity	Description	Amount
3,500	Color 8.5 X 11 print in regular 20 lb paper one sided (customer provides a file with white border), 8.5 x 11 White 20# 20lb White Bond Smooth, digital print on 1 side	\$ 682.36
50	Color copy print on 20 lb paper one sided, 8.5 x 11 White 20# 20lb White Bond Smooth, digital print on 1 side	\$ 46.33

<p>Sales Rep:</p> <p style="text-align: right;">Wanted: Tue 12/1/20</p> <p style="text-align: right;">Color 8.5 X 11 print in regular 20 lb paper one sided (customer</p> <p>\$ 797.92</p> <p>11/30/20</p>	<p>SUBTOTAL \$ 728.69</p> <p>TAX \$ 69.23</p> <p>SHIPPING \$ 0.00</p> <p>DEPOSITS \$ 0.00</p> <p>TOTAL \$ 797.92</p> <p>AMOUNT DUE \$ 797.92</p>
--	--