

CATEGORY: Funding

COMMITTEE: Outreach

PURPOSE: Provide funding for 2021 Election Newsletter or Mailer

BACKGROUND:

Due to public health and safety concerns as a result of the COVID-19 pandemic, the City Clerk is implementing a Vote-By-Mail voting model for all Neighborhood Council elections in 2021. Stakeholders will need to apply for a ballot and candidacy via a paper application or online portal.

In the twenty-year history of the MVCC, Vote-By-Mail has never been done.

The regularly scheduled Outreach meeting for November was postponed until December 1 in an effort to obtain all election material beforehand.

The last update from the City regarding Election Materials before the Outreach meeting was on the afternoon of Wednesday, November 25 just before the City closed for Thanksgiving Day weekend. The City did not reopen prior to the 72-hour requirement for posting the Outreach Agenda. The City's Election Materials was missing important information (e.g., Voter Application).

On December 3, 2020, the City confirmed that the Voter Application will be 1 page and will be available before December 15, 2020.

The design for the newsletter or mailer will be presented at the January Board of Directors' meeting for approval.

During the December 1, 2020 Outreach Committee meeting, the motion was made by Ms. Wheeler, seconded by Mr. Hirschhoff, and approved without objection.

THE MOTION:

To approve an expenditure not to exceed \$7,500 for designing, printing and distributing a newsletter or mailing a postcard using *Every Door Direct Mail* (EDDM) to inform stakeholders of the Vote-By-Mail MVCC Election.

OUTREACH COMMITTEE

ELECTION INFORMATIONAL OUTREACH

8-page Newsletter vs. postcard Mailer

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.

Description	Printing/Dist	Tax	Total
Newsletter, 8-page 8.5" x 11" (25k)*	\$ 6,450.00	Included	\$ 6,450.00
Mailer, 8.5" x 5.5" postcard (32k)**			\$ 10,770.54
<i>Every Door Direct Mail (EDDM)</i>	\$ 2,653.00	\$ 252.04	
EDDM Mail Prep	\$ 1,769.00	\$ 168.06	
EDDM Postage	\$ 5,928.45		

*The newsletter will include the one-page Voter Application.

**EDDM - must purchase complete routes; cannot split routes; would mail outside boundaries (e.g., east of Overland, North of the 10, South of Washington). Pay for EDDM preparation. EDDM complaints: postal carriers do not place mailers in apartment's individual boxes, but "dumps at bottom."

Every Door Direct Mail®

Select Routes

Find a Printer

Using EDDM®

Mailpiece
Size Checker >



90066,90034,90064



ROUTE

RESIDENTIAL

BUSINESS

TOTAL

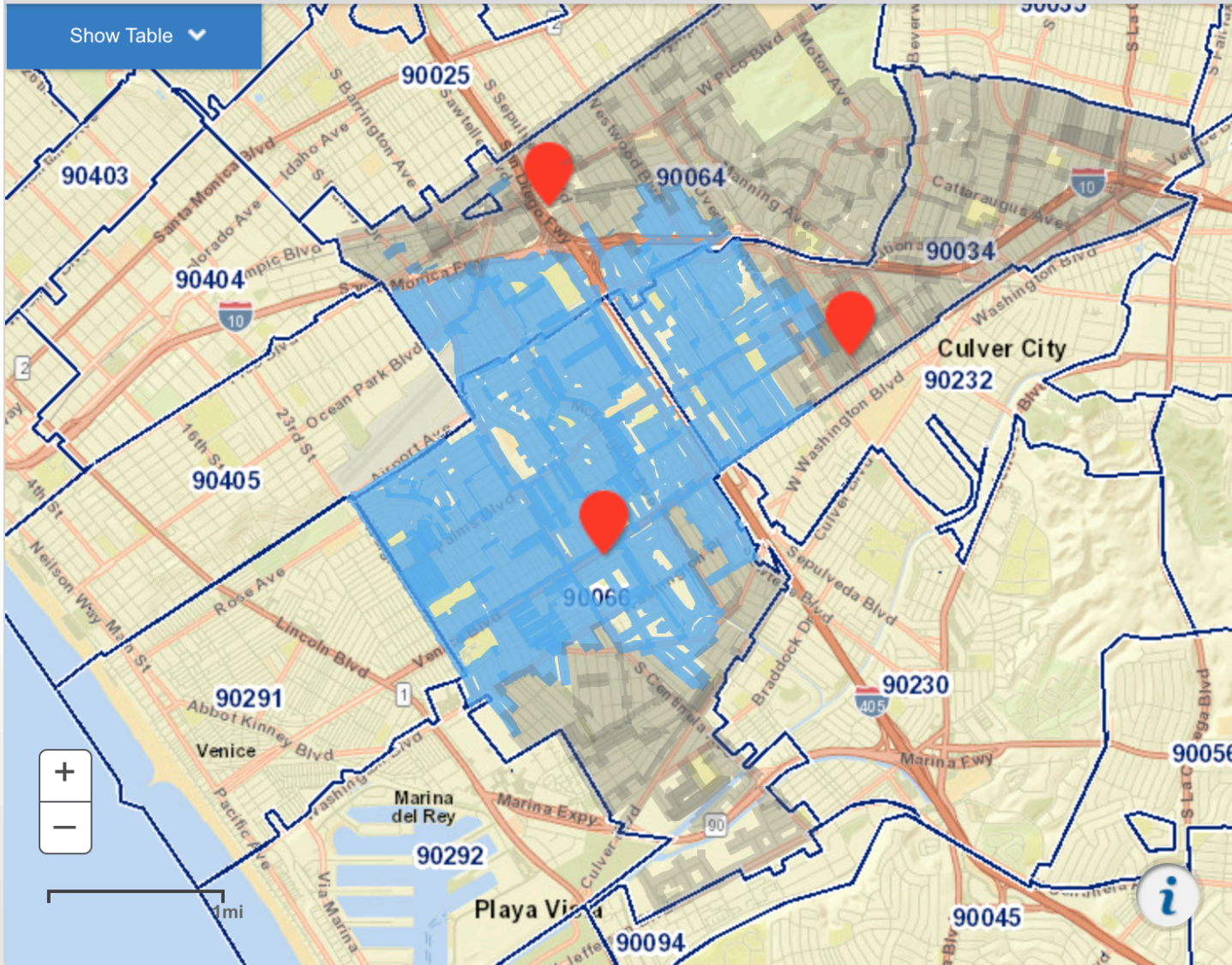
AGE 25-44

SIZE

INCOME

COST

Show Table



Order Summary

Individual Routes Selected

41

Post Office™ Drop-Offs >

3

Total Delivery Addresses [Clear](#)

31039

Approximate Cost [i](#)

\$5928.45

⊖ Your Every Door Direct Mail order cannot exceed 5000 pieces. Please reduce your order amount to continue.

Continue

Save

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Quotation

308885/877

Date: 12-3-20

Proposal To: Mar Vista Community Council

PO Box 66871

Los Angeles, CA 90066

Tel:

16976

Fax:

Attn: Kathryn

This is our proposal to provide the following, subject to the specifications listed below.

Project: MAR VISTA COMMUNITY - POSTCARD EDDM (EVERY DOOR DIRECT MAIL)

Final Size: 8.5 X 5.5

Paper: 16PT Tango C2S

Presswork: 4/0 CMYK

4/4 CMYK

Finishing: CARTON CONVENIENT, WILL CALL

Art: File Furnished

Proofs: Iris position proof Epson color proof

Quantity	QUANTITY	29,000	32,000
Price:	4/0 CMYK	\$2195.00	\$2415.00
Taxable	4/4 CMYK	\$2412.00	\$2653.00
	EDDM MAIL PREP	\$1668.00	\$1769.00

SALES TAX NOT INCLUDED

Terms:

• C.O.D. / Check / MC / Visa

• This is only an estimate and does not become a contract until after our examination of all art files and images.

To accept this quotation:

Please circle the quantity, sign and date this quotation form and fax to (310) 263-1777

Accepted by: _____ **Date:** _____

Cancellation (in whole or part) after the acceptance of this proposal is subject to additional charges. All prices quoted are plus **CA SALES TAX (9.5 %)** unless specified. Shipping/Freight charges are additional. Additions or client alterations are chargeable. In the event suit for collection is instituted, Buyer shall pay all reasonable costs of collection including interest at 1.5% per month.

LISA FLORES (EXT: 225) email: LisaF@MarinaGraphics.com

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