

City of San Leandro

2024 Local Revenue Measure Public Engagement & Communications Budget On the front end of a Possible November 2024 Measure

PRELIMINARY PROGRAM BUDGET

City of San Leandro Public Engagement, Stakeholder & Voter Communications	BUDGET
<p>Direct Mail/Collateral ALL voter households (HH) 50,452 Voters 25,300 Houses/Mailboxes</p>	<p>\$82,000 4 Mailers + 1 Palm Card</p> <ol style="list-style-type: none"> 2-Way Mailer Report Back Info-Only Voter Guide Info-Only Postcard Palm Card
<p>Online Paid PSA Packages Digital Display Design Banners + Paid Reach to Voters on Social Media/Online</p>	<p>\$31,000 2-3 Rounds</p>
<p>Video Production</p>	<p>City Driven</p>
<p>MISC Program Expenses Voter data services, analysis, lists, etc. community meeting expenses, texting/email, video support etc.</p>	<p>\$4,500</p>
<p>MISC Consultant Expenses</p>	<p>\$5,000</p>
<p>City Info-ONLY PROGRAM Budget</p>	<p>\$122,500</p>
<p>Research Godbe Research</p>	<p>\$42,500</p>
<p>Communications Strategy Services CliffordMoss</p>	<p>\$60,000</p>
<p>TOTAL COST</p>	<p>\$225,000</p>

March 28, 2024. This is our CURRENT estimated budget. All figures subject to change based on real-time conditions. We don't spend money frivolously. If we don't use resources in one area, we may reallocate them to another.