

**City of San Leandro**  
**2020 PUBLIC ENGAGEMENT BUDGET**  
 On the front end of a Possible November 2020 Revenue Measure

**PRELIMINARY PROGRAM BUDGET**

As of April 8, 2020

Stakeholder Communications	Option A Minimum	Option B Baseline	Option C Adequate
<p><b>Direct Mail/Collateral</b>            ALL voter households (HH) only            ~49,000 Voters in ~25,500 HH</p>	<p>Not to Exceed  <b>\$38,000</b></p>	<p>Not to Exceed  <b>\$53,000</b></p>	<p>Not to Exceed  <b>\$55,000</b></p>
<p>Estimates = all costs, e.g. copywriting,            design, print, mail house + postage.</p>	<p>2 Mailers            1. 2-Way CM Mailer            2. Report – Best Quality</p>	<p>3 Mailers            1. 2-Way CM Mailer            2. Report Back            3. Info-ONLY Postcard</p>	<p>3 Mailers            1. 2-Way CM Mailer            2. Report – Best Quality            3. Info-ONLY Postcard</p>
<p><b>Online Ad Package</b>            Universe: ALL voters (~49,000 Voters)</p>	<p><b>\$30,000</b></p>	<p><b>\$35,000</b></p>	<p><b>\$45,000</b></p>
<p><b>CliffordMoss FEE</b></p>	<p><b>\$28,000</b></p>	<p><b>\$28,000</b></p>	<p><b>\$28,000</b></p>
<p><b>Miscellaneous Expenses</b></p>	<p>\$1,000</p>	<p>\$1,000</p>	<p>\$1,000</p>
<p><b>PRE-ELECTORAL PROGRAM TOTAL =</b></p>	<p><b>\$97,000</b></p>	<p><b>\$117,000</b></p>	<p><b>\$129,000</b></p>

This is a preliminary budget. These are estimates only. 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.