

Appendix E

Budget - Advertising/Outreach Comparison

ACTIVITY		NOVEMBER 2018 POLLING PLACE COSTS	2019/2020 VOTE CENTER BUDGET
Advertising			
1. Print Flyers and Brochures		0	
2. RT ads (8ads, Bus Shelters) Electronic Road Signs		0	\$20,000.00
3. Social Media boosting (Facebook, Twitter, Instagram)		0	\$5,000.00
Outreach		0	
4. 2 direct contacts with each voter		0	\$135,000.00
5. Voter Outreach events, educational materials, videos, Fair mock ballot		1,000.00	\$25,000.00
Totals		\$1,000.00	\$185,000.00