

Revised 9/2/04

**Transportation Sales Tax Measure Expenditure Plan
Summary of Recommended Public Information Program Activities
and Related Costs**

Activity	Includes	Estimated Cost of Recommended Activities
FAQ HANDOUT (Frequently Asked Questions)	<ul style="list-style-type: none"> • Frequently Asked Questions (FAQ) - Can be updated regularly (both in print and on the website) as new questions from the public are received and answered. Assumes a print run of 10,000, 2-sided copies on 24# colored bond, written and designed in-house by staff and consultant and printed at Kinko's or in the Commission office. To be distributed at all local meetings and speaking engagements of RTC commissioners and staff and updated as needed. 	900
MAILER #1 Flat/Catalog Size Mailer 8 1/2" X 11" finished size 4 page tab	<ul style="list-style-type: none"> • Produce a printed mailer to reach out to the community with information regarding the Expenditure Plan. The timing of the mailer/public information piece would be to produce it as soon as possible for use at outreach events and then choose an appropriate time to mail it to County residents for the highest chance of being noticed and read. • Costs include design and printing of 130,000 copies of a 2-color piece 11" (h) x 17" (w) folded in half to 8 1/2" x 11" that could be used for both mailing and as a handout at meetings. • Costs include mailing preparation and third class postage for 118,330 pieces. Postage is based on a piece up to 3.3 oz in weight. 	30,300
MAILER #2 Catalog Size Mailer 8 1/2" X 11" finished size 2 sides	<ul style="list-style-type: none"> • Produce a second printed mailer to inform the community about the Expenditure Plan. The timing of the mailer/public information piece would be to produce it as soon as possible to use at outreach events and then choose an appropriate time to mail it to County voters for the highest chance of being noticed and read. • Costs include design and printing of 110,000 copies of a 2-color piece 8 1/2" (h) x 11" (w) folded in half to 5 1/2" x 8 1/2" (or a postcard of a similar finished size) that could be used as both a mailing and as a handout at meetings. • Costs include data purchase and manipulation, mailing preparation and third class postage for up to 105,000 pieces. Postage is based on a piece up to 3.3 oz in weight. 	26,800
		58,000