

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

Activity	Includes	Cost of Recommended Activities
Frequently Asked Questions (FAQs) Handout	<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
Ads in Local Publications	<ul style="list-style-type: none"> Paid Print Ads– Buy small newspaper ads to communicate the availability of the Expenditure Plan document and direct readers to the RTC website. Ads would be written and designed in-house by staff and consultant. Estimates are based on the recent cost of placing ads for the Highway 1 Public Information Meetings held in Aptos and Live Oak in April 2004. Ads are approximately 6" x 6" and to be published as follows: -- Run twice in: Santa Cruz Sentinel, Register Pajaronian, La Ganga (Spanish Language Weekly), Good Times, and Santa Cruz Metro -- Run once in: Aptos Times, Mid-County Post and Scotts Valley Banner/Valley Press. 	4,100
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 to 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. The impact on staff time could be fairly minimal as much of the information already exists and it would be a question of organizing the information and graphically designing the brochure to be eye catching. 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, as a handout at meetings and as an insert in local publications. 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. 	30,335
Inserting Catalog Mailer in Local Publications and Extra Copies of Printed Piece to Insert	<ul style="list-style-type: none"> A brochure could be inserted in local weekly publications as another method of distributing information to public. Costs are for one insertion only. Publications included in this estimate: Good Times, Metro Santa Cruz, Aptos Times, Capitola Times, Mid-County Post, and Scotts Valley Banner and Valley Press. Circulation of publications indicated: 146,000 Cost to print an additional 146,000 copies of catalog mailer is included. 	16,250
Post Election Phone Poll - Questionnaire Preparation and Planning	<p>This would only include the preparation of a questionnaire and planning for a survey in advance of the election. Additional resources would need to be identified and committed to actually conduct the post election phone survey.</p>	2,500
TOTAL OF RECOMMENDED ACTIVITIES		54,085