**APPENDIX D: BUDGET**

**Voter Education and Outreach Funding**

The following table shows the advertising and voter outreach budgets for the 2016 and 2018 elections as well as the estimated budget for the March 2020 election.

|  |  |  |  |
| --- | --- | --- | --- |
| **Elections** | **Advertising** | **Postcards** | **Outreach Events and Education Materials** |
| **November 2016**  Polling Place | $24,500 | N/A | $36,187 |
| **June 2018**  Vote Center | $58,581 | $239,149 | $49,200 |
| **November 2018** Vote Center | $72,007 | $294,800 (this will change shortly) | $86,500 |
| **March 2020**  Vote Center  budget | $75,000 | $294,800 | $86,500 |

**2020 Advertising Breakdown**

The following table shows the estimated advertising budget breakdown for the March and November 2020 elections.

|  |  |  |
| --- | --- | --- |
| **Media Name** | **Type** | **Audience** |
| **Lotus** (La Buena 92.1 & La Ranchera 104.7 & 890AM) | Radio | Spanish, Adults 18+ |
| **The Sacramento News & Review** | Print | English, Adults 25-54, skew towards men, free publication, good for hard to reach population |
| **Entercom Sacramento** (96.9 KSEG, 102.5 KSFM) | Radio | English  KSEG: Adults 25-+54, skew men  KSFM: Adults 18-54, Hispanic/African American |
| **Herburger Publications** (Elk Grove Citizen, Galt Herald, River Valley Times, Laguna Citizen) | Print | English, Adults 34-64, higher income |
| **Messenger Publishing Group** (Carmichael Times, Ranch Cordova Grapevine Independent, American River Messenger, Gold River Messenger, Citrus Heights Messenger) | Print | English, Adults 34-64, high income, large footprint |
| **Crossings TV** | Television | Mandarin, Cantonese, Vietnamese, Hmong, Tagalog, Punjabi |
| **iHeart Media** | Radio/Digital | English, Digital, Adults 25-54 |
| **Asian Pacific American News & Review** | Print | Chinese |
| **Sade Lok** | Print | Punjabi |
| **D’Primeramano Magazine** | Print/Digital | Spanish, Adults 18+ |
| **The Sacramento Observer** | Print | English, Adults 18+, African American |
| **My Rainbow Pages** | Print | English, LGBTQ |
| **CSUS Billboard** | Billboard | English, wide demographic |
| **World Journal** | Print | Chinese |

**Election Costs**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **June 2016  Primary** | **Nov 2016  General** | **June 2018  Primary** | **Nov 2018  General** | **Mar 2020  Primary** | **Nov 2020  General** |
|  |  |  |  |  |  |  |
| Labor | $1,855,093.00 | $2,283,233.00 | $1,928,454.00 | $2,031,588.00 | $2,061,586.00 | $2,846,237.00 |
| Printing | $59,286.00 | $89,289.00 | $147,086.00 | $45,460.00 | $150,892.00 | $76,691.00 |
| Rental | $102,198.00 | $82,451.00 | $75,922.35 | $133,621.00 | $76,005.00 | $117,576.00 |
| Postage | $170,307.00 | $330,820.00 | $411,229.00 | $501,280.00 | $643,552.00 | $670,101.00 |
| Election Supplies | $974,568.00 | $1,159,869.00 | $1,210,830.00 | $1,030,242.00 | $522,875.00 | $1,582,603.00 |
| Election Services | $453,183.00 | $804,622.00 | $1,458,602.00 | $907,532.00 | $1,278,309.00 | $1,097,403.00 |
| Equipment - VCA |  |  | $2,610,845.65 |  |  |  |
| Subtotal | $5,213,692.00 | $6,570,143.00 | $6,992,020.35 | $6,303,340.00 | $6,615,367.00 | $8,784,271.00 |
| Total Reimbursement | $557,863.33 | $2,293,094.48 | $300,404.03 | $1,412,751.18 | $790,983.83 | $2,650,419.79 |
| **Total Cost** | **$4,655,828.67** | **$4,277,048.52** | **$6,691,616.32** | **$4,890,588.82** | **$5,824,383.17** | **$6,133,851.21** |
|  |  |  |  |  |  |  |
| Registered Voters | 715,975 | 772,782 | 740,604 | 765,227 | 818,883 | 883,659 |
| Turnout | 340,360 | 575,711 | 310,881 | 522,652 | 409,351 | 729,569 |
| % Turnout | 48% | 74% | 42% | 68% | 50% | 83% |
| Cost per Registered Voter | $7.28 | $8.50 | $9.44 | $8.24 | $8.08 | $9.94 |
| Cost per Voter Who Voted | $15.32 | $11.41 | $22.49 | $12.06 | $16.16 | $12.04 |