

POLICY MOTION

COMMITTEE: Director Ruesch

PURPOSE: PLUM Door Hangers for Stakeholder Notifications

BACKGROUND:

Outreach is the primary goal of any Neighborhood Council. It is our job to make stakeholders aware of activity in their area and provide a means for their input. PLUM meetings are very important to the community because it gives an opportunity for stakeholders to provide input regarding upcoming development(s) in their area. PLUM would use the door hangers to inform stakeholders who live within 500 feet of proposed construction.

The door hangers will provide stakeholders with the address of the potential development as well as upcoming meeting information - location, zoom info, time, etc. and we will encourage them to come with their thoughts.

Each door hanger will be personalized in a template format for each location. The only items that will change per door hanger run will be the project address, project photo, and PLUM meeting information on the back of the door hanger. The front of the door hanger will be the same for each project.

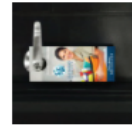
PLUM estimates the need for 7-8 runs of door hangers for upcoming developments, printing up to 250 door hangers per run. The cost per run ranges from \$140 to \$180. If the amount were the highest (i.e., \$180) at 8 runs, that would be \$1,440. If volunteers were not available to distribute the door hangers, a distribution service would be used at \$350 for distributing 250 door hangers. At 8 distributions, that would be \$2,800.

MOTION:

The MVCC approves an expenditure not to exceed \$3,500 for the costs (e.g., designing, proofing, printing, board, distributing) related to PLUM Door Hangers and Lawn Signs.

Online Printing | Door Hangers

Door Hangers ★★★★★ 4.7 (67) [Write a review](#)



Configure & Price

[Share Product](#)

- Size:** 4" x 11" ✓
- Paper Type:** 10 pt. Cardstock Gloss
- Die-Cutting:** Door Hanger
- Perforation:** None
- Printed Side:** Front and Back ✓
- Bundling:** None

Quantity: 250 ✓

Printing Time: 6 Business Days

Printing Cost: **\$147.32**

 Live Chat

My Cart | 1 Item



Large Door Hangers

Qty **250** [Remove](#)

Base Price \$106.55

Item Total **\$106.55**

[Edit Your Design](#)

Promotional Code

The items in your cart do not qualify for this promotion.

Only one promo code per order, please.

Promo code VPFALL21 has been applied:

Enjoy up to 15% off select products. Discount percentages may vary on options, upgrades, and accessories. [Details](#)

Product Total

\$106.55

From: Cbs Distributors cbsdistributors@verizon.net
Subject: Fwd: Mar Vista distribution quotes
Date: October 6, 2021 at 12:46 PM
To: ckhonda1@me.com



Hi Carolyn,

It was very nice talking to you yesterday.

Following is our quotes for various quantities:

250 copies -- \$250
500 copies -- \$325



1000 copies -- \$400
2500 copies -- \$575
5000 copies -- \$900

10,000 copies -- \$1700

For 24,000 copies (to homes and apartments), the cost will be \$3000.

If we are targeting only single-family homes, the cost may go up, depending on quantity.

Please let me know if you have any questions.

Thanks,
Simon Ifergan

CBS Advertising Distributors
(818) 516-7419 cell

PRODUCTS

Custom Product Builder

Custom Boxes

Custom Stickers

Custom Labels

Custom Postcards

Aluminum Signs

A-Frame Signs

Apparel

Appointment Cards

Bags

Banners

Booklets

Bookmarks

Brochures

Business Cards

Calendars

Carbonless Forms

Canvas Prints

Catalogs

CD/DVD Products

Comp Cards

Die Cuts

Door Hangers

Envelopes

Flyers

Online Printing > Door Hanger Printing

Door Hangers

★★★★ 4.4 (25) Questions & Answers (4)



- Next-day printing available
- Includes doorknob hole
- Print on 1 side or 2



Select Print Options

Size: 4.25 x 11

Front Side: Full color

Back Side: Full color

Paper Stock: 14 pt. Cardstock

Coating: High Gloss UV

UV Coated Sides: Both Sides

Die-Cutting: Door Hanger

Shrink Wrapping: Yes, bundles of 100

Quantity: 250

Ready to Ship In: 3 Business Days **\$132.95** (\$0.53 ea)

Next Business Day **\$203.96** (\$0.82 ea)

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