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.



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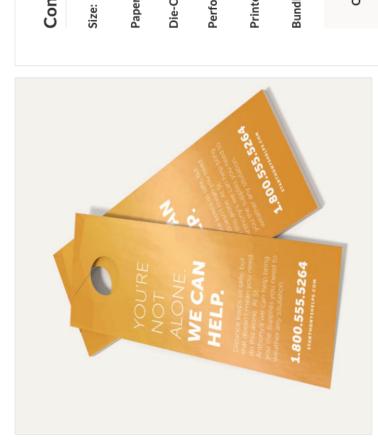
Door Hangers

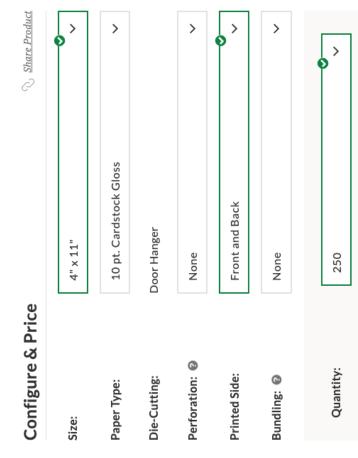
Online Printing Door Hangers





















☐ Live Chat

\$147.32

Printing Cost:

>

6 Business Days

Printing Time:







Large Door Hangers

Oty 250

Base Price

Item Total

Remove

\$106.55

\$106.55

Edit Your Design

Promotional Code

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

VPFALL21

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Only one promo code per order, please.



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\$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

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- 🎡 Custom Product Builder
- Custom Boxes
- Custom Stickers
 - 🛜 Custom Labels
- Custom Postcards
- Aluminum Signs
- A-Frame Signs
 - .
- Apparel
- Appointment Cards

Next-day printing available

Includes doorknob hole

Print on 1 side or 2

- Bags
- Banners
- Bookmarks

Booklets

- 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)



Select Print Options



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4.25 x 11

ide: Full color

14 pt. Cardstock

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>

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- Paper Stock: 14 pt. Cardstock

 Coating: High Gloss UV
- UV Coated Sides: Both Sides
- Die-Cutting: Door Hanger

Yes, bundles of 100

Shrink Wrapping:

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