

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