

CATEGORY: Funding

COMMITTEE: Outreach

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 \$250 for distributing 250 door hangers. At 8 distributions, that would be \$2,000.

During the Outreach meeting on October 11, 2021, the motion was moved by Wheeler, seconded by Greenwald and passed without objection.

THE 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.