

10. The estimated budget for the educational campaign is as follows:

Production and printing of two brochures (40,000 copies per brochure, tri-fold, full-color)	\$6,550.00
Mail preparation services for two brochures	\$1,560.00
Postage cost for two brochures (mailed to 26,500 addresses in Carson)	\$7,100.00
Production cost for a 30-second PSA	\$2,500.00
Educational campaign consulting fees	\$3,000.00
Total	\$20,710.00

V. FISCAL IMPACT

Funds for this project were not included in the adopted FY 2010/11 budget, therefore, should the educational component be approved, the budget will need to be increased by \$20,710.00

VI. EXHIBITS

1. Resolution No. 10-086-B approved by the City Council on August 3, 2010 City Council meeting, Item No. 19. (pgs 6-9).

Document3

Prepared by: Zarah Cruz, Public Information Manager

sf:Rev061902

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Development Services
Economic Development Services	Public Services

Action taken by City Council

Date _____ Action _____