



OFFICE OF
**ASSESSOR-COUNTY CLERK-
RECORDER & ELECTIONS**
COUNTY OF SAN MATEO

MARK CHURCH
ASSESSOR-COUNTY CLERK-
RECORDER & CHIEF ELECTIONS OFFICER

MARCH 3, 2020 PRESIDENTIAL PRIMARY ELECTION

<u>Category</u>	<u>Allocated Budget</u>
Statutory Requirements	\$200,000
<ul style="list-style-type: none">• Election Administration Plan<ul style="list-style-type: none">○ Translations○ Proofreading○ Printing○ Public notices• Two Direct Voter Contacts<ul style="list-style-type: none">○ Translations○ Proofreading○ Printing○ Postage• Workshops<ul style="list-style-type: none">○ Public notices○ Room fees○ Translators	
Advertising	\$100,000
<ul style="list-style-type: none">• Social Media<ul style="list-style-type: none">○ Video production○ Translations○ Translation reviews○ Buys• Traditional Media<ul style="list-style-type: none">○ Foreign language television/radio stations/newspapers○ High school and college newspapers• Other<ul style="list-style-type: none">○ Bus ad cards○ Transit shelters	
Community Partner Services	\$100,000
<ul style="list-style-type: none">• Voter Outreach<ul style="list-style-type: none">○ Contractual services• Events	
Miscellaneous	\$25,000
<ul style="list-style-type: none">• Translations• Proofreading• Printing	