

# VNC ELECTION PLAN

SEPTEMBER 2022

# AGENDA

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Timeline

**02**

Communications

**03**

Resources

**04**

Targeting

**05**

Measures

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Budget

# 01

# TIMELINE

# KEY DEADLINES

January 10, 2023	Candidate filing ends (starts 11/26/22)
March 7, 2023	Vote-By-Mail applications end (starts 01/25/23)
March 26, 2023	Election Day
April 5, 2023	Postmark deadline
April 10, 2023	Official results

**Election Day: March 26, 2023**

Description	Days Before Election	Day of the Week	Deadline
Candidate Filing Period Begins	E-120	Saturday	November 26, 2022
Candidate Challenge Period Begins	E-120	Saturday	November 26, 2022
Candidate Filing Period Ends	E-75	Tuesday	January 10, 2023
Documentation Deadline for Candidates	E-72	Friday	January 13, 2023
Last Day to Submit Candidate Challenges	E-68	Tuesday	January 17, 2023
Candidate Withdrawal Deadline	E-65	Friday	January 20, 2023
Last Day to Resolve Candidate Challenges	E-65	Friday	January 20, 2023
Deadline to Announce Board Affirmation	E-65	Friday	January 20, 2023
Release of Certified List of Candidates	E-60	Wednesday	January 25, 2023
Deadline to Recruit Polling Place	E-60	Wednesday	January 25, 2023
Ballot Development Begins	E-60	Wednesday	January 25, 2023

Ballot Development Begins	E-60	Wednesday	January 25, 2023
Vote-By-Mail Application Period Begins	E-60	Wednesday	January 25, 2023
Poll Worker Recruitment Begins	E-60	Wednesday	January 25, 2023
Candidate Photo/Statement Deadline	E-58	Friday	January 27, 2023
Poll Worker Training	E-45	Thursday	February 9, 2023
Ballot Mailing Period Begins	E-35	Sunday	February 19, 2023
Complete Ballots	E-25	Wednesday	March 1, 2023
Vote-By-Mail Application Period Ends	E-19	Tuesday	March 7, 2023
Deadline to Mail Ballots/Resends	E-12	Tuesday	March 14, 2023
<b>Election Day</b>	<b>0</b>	<b>Sunday</b>	<b>March 26, 2023<sup>2</sup></b>
Recount/Challenge Filing Period Begins	E+1	Monday	March 27, 2023
Provisional Voter Document Deadline	E+4	Thursday	March 30, 2023
Unofficial Results Due	E+5	Friday	March 31, 2023

Unofficial Results Due	E+5	Friday	March 31, 2023
Recount/Challenge Filing Period Ends	E+6	Saturday	April 1, 2023
Deadline to Receive Postmarked Ballots	E+10	Wednesday	April 5, 2023
Challenge Resolution Deadline	E+11	Thursday	April 6, 2023
Official Results Due/Certification Deadline	E+15	Monday	April 10, 2023
Retention of NC Materials	E+90 of Region 12 Election Day	TBD	TBD

The City Clerk Election Division office is open Monday through Friday, 9 a.m. to 5 p.m. and will not be open on weekends or holidays.

02

# COMMUNICATIONS

	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
PRESS RELEASE	Candidate filing information Candidate filing request		In person voting information Vote by mail information Voter guide		Results
SOCIAL MEDIA	What is the VNC? Candidate filing information Candidate filing request	Vote by mail information	In person voting information Vote by mail information Voter guide	Voting reminder	Results
EMAIL	Why should I get involved? Candidate filing information Candidate filing request		In person voting information Vote by mail information Voter guide	Voting reminder	Results
MAILER			In person voting information Vote by mail information Voter guide		
EVENTS	Venice Sign Lighting		Candidate Forum		

# PRESS

The Argonaut  
Local News & Culture

WESTSIDE  
CURRENT   
In the know. In the now.



VENICE   
PAPARAZZI

*True Blue Venice*  
BEACHHEAD 

# SOCIAL MEDIA



OCTOBER	What is the VNC?
	<p>Suggested schedule:</p> <ul style="list-style-type: none"><li>▪ 2x weekly posts</li></ul> <p>Suggested framework:</p> <ul style="list-style-type: none"><li>▪ 1.) what is a NC?</li><li>▪ 2.) what issues does Venice face?</li><li>▪ 3.) who can get involved?</li><li>▪ 4.) how to get involved</li><li>▪ 5.) upcoming election information</li><li>▪ 6.) invitation to file as a candidate</li></ul>

NOVEMBER	Candidate filing request
	<p>Suggested schedule:</p> <ul style="list-style-type: none"><li>▪ 1x weekly posts</li></ul> <p>Suggested framework:</p> <ul style="list-style-type: none"><li>▪ 1.) notable VNC projects</li><li>▪ 2.) how do candidates affect the VNC?</li><li>▪ 3.) what is required of a candidate?</li><li>▪ 4.) reminders of candidate filing open</li></ul>

# SOCIAL MEDIA



DECEMBER	Candidate filing information
	<p>Suggested schedule:</p> <ul style="list-style-type: none"><li>▪ 1x weekly posts</li></ul> <p>Suggested framework:</p> <ul style="list-style-type: none"><li>▪ 1.) what are the candidate positions?</li><li>▪ 2.) what are the candidate filing deadlines?</li><li>▪ 3.) how do i file as a candidate?</li><li>▪ 4.) reminder of candidate filing close</li></ul>

JAN, FEB	Vote by mail information
	<p>Suggested schedule:</p> <ul style="list-style-type: none"><li>▪ 1-2x weekly posts</li></ul> <p>Suggested framework:</p> <ul style="list-style-type: none"><li>▪ 1.) reminder of candidate filing close</li><li>▪ 2.) encouragement of candidates to start campaigning</li><li>▪ 3.) indicate vote by mail is available</li><li>▪ 4.) explanation of the vote by mail process</li><li>▪ 5.) ballot request</li></ul>

# SOCIAL MEDIA



FEBRUARY	In person voting information + Voter Guide
	<p>Suggested schedule:</p> <ul style="list-style-type: none"><li>▪ 1x weekly posts</li></ul> <p>Suggested framework:</p> <ul style="list-style-type: none"><li>▪ 1.) save the date</li><li>▪ 2.) explanation of the in person voting process</li><li>▪ 3.) explanation of the vote by mail process</li><li>▪ 4.) links to voter guide</li></ul>

MARCH	Voting reminder
	<p>Suggested schedule:</p> <ul style="list-style-type: none"><li>▪ 1x weekly posts</li></ul> <p>Suggested framework:</p> <ul style="list-style-type: none"><li>▪ 1.) voting reminder</li></ul>

# SOCIAL MEDIA



APRIL	Results
	<p>Suggested schedule:</p> <ul style="list-style-type: none"><li>▪ 2x weekly posts</li></ul> <p>Suggested framework:</p> <ul style="list-style-type: none"><li>▪ 1.) celebrate the election winners</li></ul>

# EMAILS



OCTOBER	Why should I get involved?
	<p>Suggested schedule:</p> <ul style="list-style-type: none"> <li>▪ 1x monthly email</li> </ul> <p>Suggested content:</p> <ul style="list-style-type: none"> <li>▪ 1.) Recap of key issues Venice is facing</li> <li>▪ 2.) Invitation to make a difference</li> <li>▪ 3.) expectations of VNC board members</li> <li>▪ 4.) save the date for candidate filings</li> </ul>

DECEMBER	Candidate filing information
	<p>Suggested schedule:</p> <ul style="list-style-type: none"> <li>▪ 1x monthly email</li> </ul> <p>Suggested content:</p> <ul style="list-style-type: none"> <li>▪ 1.) request to file as a candidate</li> <li>▪ 2.) description of candidate roles</li> <li>▪ 3.) what qualifies a candidate</li> <li>▪ 4.) Candidate filing deadlines</li> <li>▪ 5.) link to candidate filing webpage</li> </ul>

FEBRUARY	Vote by mail, in person, voter guide
	<p>Suggested schedule:</p> <ul style="list-style-type: none"> <li>▪ 1x monthly email</li> </ul> <p>Suggested content:</p> <ul style="list-style-type: none"> <li>▪ 1.) explanation of the vote by mail process</li> <li>▪ 2.) explanation of in person voting</li> <li>▪ 3.) qualifiers for VNC voting</li> <li>▪ 4.) link to ballot request webpage</li> <li>▪ 5.) link to voter guide</li> </ul>

# EMAILS



MARCH	Voting reminder
	<p>Suggested schedule:</p> <ul style="list-style-type: none"><li>▪ 1x monthly email</li></ul> <p>Suggested content:</p> <ul style="list-style-type: none"><li>▪ 1.) reminder of the vote by mail and in person voting deadlines</li></ul>

APRIL	Results
	<p>Suggested schedule:</p> <ul style="list-style-type: none"><li>▪ 1x monthly email</li></ul> <p>Suggested content:</p> <ul style="list-style-type: none"><li>▪ 1.) celebrate election winners</li></ul>

# MAILERS



MARCH	Vote by mail, in person, voter guide
	<p>Suggested format:</p> <ul style="list-style-type: none"><li>▪ 5x7 postcard</li></ul> <p>Suggested content:</p> <ul style="list-style-type: none"><li>▪ 1.) save the date for in person voting</li><li>▪ 2.) vote by mail and in person voting option reminder</li><li>▪ 3.) what qualifies a VNC voter</li><li>▪ 4.) QR code to ballot application webpage</li><li>▪ 5.) QR code to voter guide</li></ul>

# MAILERS



Source: [https://commons.wikimedia.org/wiki/File:Boundary\\_map\\_of\\_Venice\\_neighborhood\\_in\\_Los\\_Angeles,\\_California.png](https://commons.wikimedia.org/wiki/File:Boundary_map_of_Venice_neighborhood_in_Los_Angeles,_California.png)

# MAILERS



**Refine Search** View as: Map 📍 Table 📄

Route ▾ Residential ▾ Business ▾ Total ▾ Age: 18-85+ ▾ Size ▾ Income ▾ Cost ▾

— — — — — — — —

**Map Key** [Hide](#)

- Selected Route
- Hovered Route
- Business Only Route
- 📍 P.O. Box
- 📍 Selected P.O. Box
- 📍 Search Position

### Order Summary

Selected Routes  
**25**

[Post Office™ Drop-Offs](#)  
**1**

Total Mailpieces  
**16781**

**Your order cannot exceed 5000 mailpieces.**

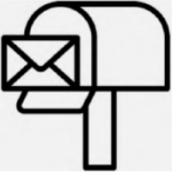
**Please reduce your order amount to continue.**

Approximate Cost ⓘ  
**\$3138.05**

[Next Step](#)

[Clear Routes](#)

# MAILERS



**Refine Search** View as: Map Table

Route  Residential  Business  Total  Age: 25-34  Size  Income  Cost

**Map Key** [Show](#)

## Order Summary

Selected Routes

**13**

[Post Office™ Drop-Offs](#)

**1**

Total Mailpieces

**11876**

**Your order cannot exceed 5000 mailpieces.**

**Please reduce your order amount to continue.**

Approximate Cost ⓘ

**\$2220.81**

**Next Step**

**Clear Routes**

# 03

# TARGETING



Community  
Interest +  
Businesses



Homeowners



Renters



Unhoused

### Physical outreach:

- personal drop off of a physical postcard to manager/owner
- scannable informational postcard for rapid outreach to staff
- posters available if requested - **multiple styles, illustrated by a different local artist**
- recommended volunteer effort: 8 volunteers for 4 days

### Digital outreach:

- connect with partner organizations and lean into their email reach

### Partner organizations + community outreach:

- Venice Chamber of Commerce
- Venice Beach BID
- Abbott Kinney Merchant Association



Community Interest + Businesses

**Physical outreach:**

- mailed postcard with QR code
- door knocking campaigns
- recommended volunteer effort: 8 volunteers for 4 days

**Digital outreach:**

- targeted social media ads for people living in 90291
- reposting of digital content on nextdoor app

**Partner organizations + community outreach:**

- EVNA
- Venice Canals Association



Homeowners

**Physical outreach:**

- mailed postcard with QR code
- posters for building managers
- recommended volunteer effort: 8 volunteers for 4 days

**Digital outreach:**

- targeted social media ads for people living in 90291
- reposting of digital content on nextdoor app

**Partner organizations + community outreach:**

- EVNA
- Venice Canals Association



Renters

**Physical outreach:**

- candidate filing and ballot application drives
- scannable postcard delivered through service provider
- scannable posters posted at service providers
- recommended volunteer effort: 8 volunteers for 4 days

**Digital outreach:**

- targeted social media ads for people living in 90291

**Partner orgs + community outreach:**

- s.p.y.
- Venice Family Clinic
- St. Joseph's
- Bridge Home
- PATH



Unhoused

# 04

# RESOURCES

# WEBPAGE

GOAL: Provide Venice stakeholders all up to date and accurate information for the VNC election

Accordingly, the VNC webpage for our election should point to the LA City Clerk website as much as possible.

## KEY INFORMATION:

- candidate filing requirements and application
- vote by mail requirements and ballot request
- in-person voting details
- voter guide

# POSTERS

GOAL: Provide a visually appealing call to action for stakeholders to immediately act upon

Leaning into local artists for artwork will drive community engagement, and echoing #venicevotes from our social media campaigns will unify our efforts

## KEY INFORMATION:

- candidate filing requirements and application
- vote by mail requirements and ballot request
- in-person voting details
- voter guide

# EVENTS

GOAL: Provide our stakeholders with informational events to request their ballots, learn about candidates, and vote.

Leaning into appearances at community organization events will reduce our need for planning and will reach key stakeholders with velocity.

## KEY EVENTS:

- candidate filing invitations
- vote by mail ballot request drives
- candidate forum
- in person voting on election day

**05**

# MEASURES

# MEASURES OF SUCCESS

- total impressions on social media campaigns
- total engagement on social media campaigns
- total number of candidate filings
- total number of votes
- low CPA per voter
- election is within projected budget

**05**

# BUDGET

# BUDGET

	ITEM	COST
<b>SOCIAL MEDIA</b>	(6) months of targeted social media ads for people with 90291 ZIP code	\$1,000.00
<b>PRINTING</b>	Printing of: <ul style="list-style-type: none"><li>▪ 20,000 5x7 double sided postcards, bundled in 100s</li><li>▪ 250 posters for in person distribution</li></ul>	\$3,500.00
<b>USPS ROUTING</b>	Delivery via EDDM to: <ul style="list-style-type: none"><li>▪ 25 postal routes in 90291</li><li>▪ 13 postal routes in 90292</li></ul>	\$5,500.00
<b>GRAPHIC DESIGN PACKAGE</b>	Inclusive of: <ul style="list-style-type: none"><li>▪ unified branding for all VNC election messaging</li><li>▪ 5x templates for social media messaging</li><li>▪ design of VNC election page on VNC site</li><li>▪ design of 1x postcard mailers</li><li>▪ design of 4x poster options</li></ul>	\$2,000.00
<b>ELECTION ADMINISTRATOR</b>		\$2,000.00
<b>CONTINGENCY</b>		\$1,000.00
<b>TOTAL</b>		\$15,000.00

# THANK YOU

FOR QUESTIONS, PLEASE EMAIL:  
[CWLEE.NYC@GMAIL.COM](mailto:CWLEE.NYC@GMAIL.COM)