



## Assent Process & Communication Costs

### Administrative Costs

*These are the minimum, legislated requirements, and their costs, to hold either a referendum or an alternative approval process. The only legislated communication costs are newspaper ads.*

Referendum Costs	Alternative Approval Process Costs
\$650 Chief Election Officer	n/a
\$500 Deputy Chief Election Officer	n/a
\$320 Advance Poll Staff Pay PEO & meals	n/a
\$220 Advance Poll Staff Pay EO & meals	n/a
\$500 Polling Station Rental (2 + 1 free @ CRD)	n/a
\$300 Ballot Printing	n/a
\$1,000 Newspaper Advertising	\$1,000 Newspaper Advertising
\$1,260 GVD staff pay (based on 3 polling stations)	
\$200 CEO/DCEO kilometres	
<b>\$4,950</b>	<b>\$1,000</b>

### Communication Costs

*These are the suggested communication tactics and their costs to provide well-rounded communication regarding referendum and alternative approval processes, in addition to the costs listed above. For referendums, we typically use all these tactics. For an alternative approval process, there is more flexibility.*

*It's important to note, though, while some tactics show \$0 cost, there is still significant time and staff resources required along with internal printing costs. Also, the \$0 cost tactics provide the foundation for the tactics with additional costs (e.g. the information handout provides all the text content for the newspaper ads and social media posts; posters can be resized into newspaper ads, etc.).*

Tactic	Estimated Cost
Information Handouts <ul style="list-style-type: none"><li>- To be available at CRD office(s) and key community locations as desired by Director and/or Fire Department</li><li>- Printing costs (internal)</li></ul>	\$0
Posters <ul style="list-style-type: none"><li>- To be distributed throughout the community by Director and/or Fire Department, if desired</li></ul>	\$0

Social Media (using existing CRD sites)	\$0
Email Blasts/Media Relations <ul style="list-style-type: none"> <li>- Email news releases to the media and email subscribers.</li> <li>- Follow up on any interview requests.</li> </ul>	\$0
Website <ul style="list-style-type: none"> <li>- All assent process information will be kept up-to-date on the CRD website</li> </ul>	\$0
Regular publications <ul style="list-style-type: none"> <li>- Include information in regular publications like the Board Highlights or UpFront newsletter, as appropriate</li> </ul>	\$0
Facebook Advertising <ul style="list-style-type: none"> <li>- To raise awareness about the assent process &amp; encourage participation</li> </ul>	\$100
Fire Department Meeting <ul style="list-style-type: none"> <li>- Staff travel (depends on distance, estimated \$150)</li> <li>- Printing costs (internal)</li> </ul>	\$150
Newspaper Ads <ul style="list-style-type: none"> <li>- Adding to the legislated ads to provide more information about the project and assent process</li> </ul>	\$500-\$1,000 (in addition to legislated ad costs)
Radio Ads <ul style="list-style-type: none"> <li>- To encourage assent participation</li> </ul>	\$750
Display Boards <ul style="list-style-type: none"> <li>- Used to explain the project and displayed at a key community location.</li> </ul>	\$200
Mailer <ul style="list-style-type: none"> <li>- Mailing the project information handout to residents within the service area</li> <li>- Costs depend on size of service area: <ul style="list-style-type: none"> <li>o Printing (\$800-1,000)</li> <li>o Postage (\$1,000-2,500)</li> </ul> </li> </ul>	\$1,800-\$3,500
Open House Event <ul style="list-style-type: none"> <li>- Hall booking (\$0, if at fire hall)</li> <li>- Staff travel (\$150)</li> <li>- Printing costs (internal)</li> <li>- Event advertising (\$300)</li> </ul>	\$450
<b>Total</b>	<b>\$3,950 - \$6,150</b>