



Voter Outreach Campaign: Vote Local

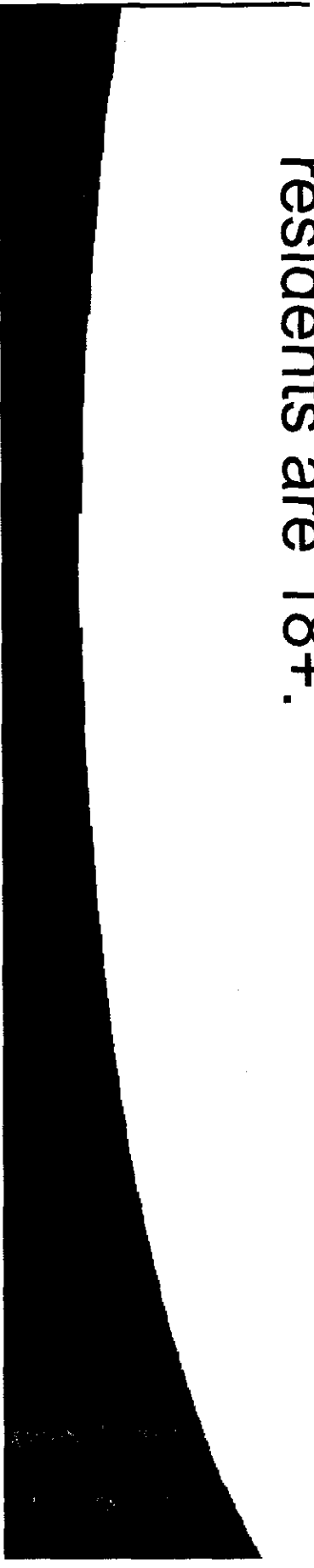


WEST VALLEY CITY
Unity Pride Progress



Why Voter Outreach

- West Valley City has roughly 125,000 residents. The total population of our City is projected to increase to 133,000 by 2013.
- Currently, about 45,000 residents are registered voters. Approximately 90,000 residents are 18+.





What to do

- Due to the increased interest in public affairs and political awareness, municipalities need to try and capitalize on that awareness and get residents involved on a local level.





What to do

- In order to improve the quality and reach of voter outreach efforts throughout the Salt Lake Valley, West Valley City is proposing a joint voter outreach campaign to help boost voter turnout throughout Salt Lake County.





Vote Local

Objectives:

- Increase the overall voter turnout throughout Salt Lake County.
- Provide a unified message throughout the valley to encourage voters to participate in municipal elections.
- Help voters find the information needed to register to vote, run for office and where to vote.

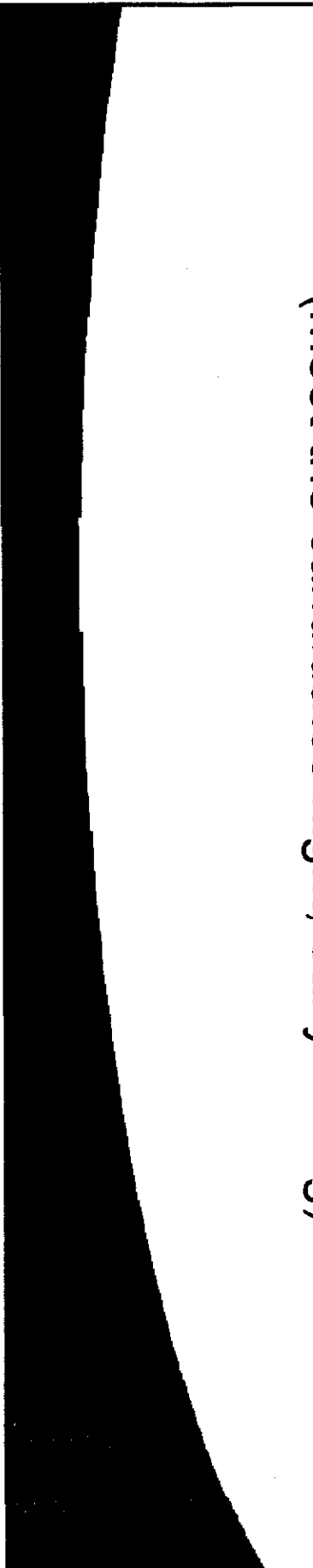




Vote Local

How to achieve the objectives:

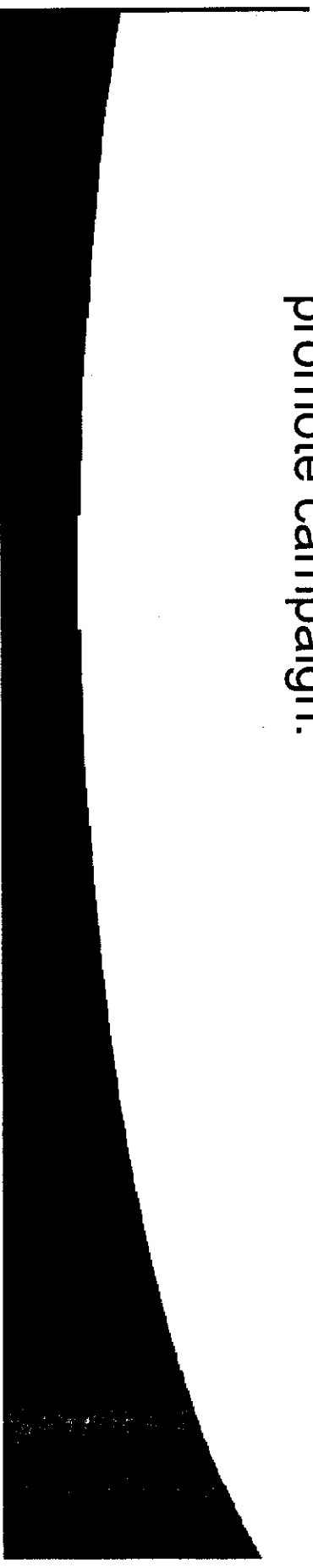
- Website
 - Develop a joint website that includes voter registration information, election dates, filing dates etc.
 - Include links and/or information on each participating city's elections and election events (meet the candidates night, early voting)





Vote Local

- How to achieve the objectives:
 - Outdoor Advertising (Billboards)
 - Purchase billboards through Reagan Billboards to help promote the website.
 - Reagan will match the amount of billboards purchased for only the production costs.
 - Begin eight weeks prior to general election date to promote campaign.





Vote Local

- How to achieve the objectives:
 - Valley Journals
 - Directly mailed to residents within 12 city boundaries.
 - Effective way to reach eligible/registered voters.
 - Purchase advertisements in the Valley Journals in August, September and October issues.





Vote Local

- What is the cost:
 - Each city wishing to participate would donate \$2,500. We would like at least 10-12 cities to participate in order to run the campaign.
 - If we are able to get enough participation, we feel that we can reach our objectives.





Vote Local

- Tentative Timeline:
 - March 11, 2009
 - Cities interested in participating need to inform Owen Jackson at West Valley City.
 - April/May 2009
 - Interlocal agreements
 - July 2009
 - City specific information provided for website information.
 - August, September, October 2009
 - Valley Journal Ads run.
 - September - November 2009
 - Billboards run.
 - November 4, 2009
 - Everyone relaxes! Maybe not that long but still...
 - The website is updated with preliminary election results followed by canvass results as completed.



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