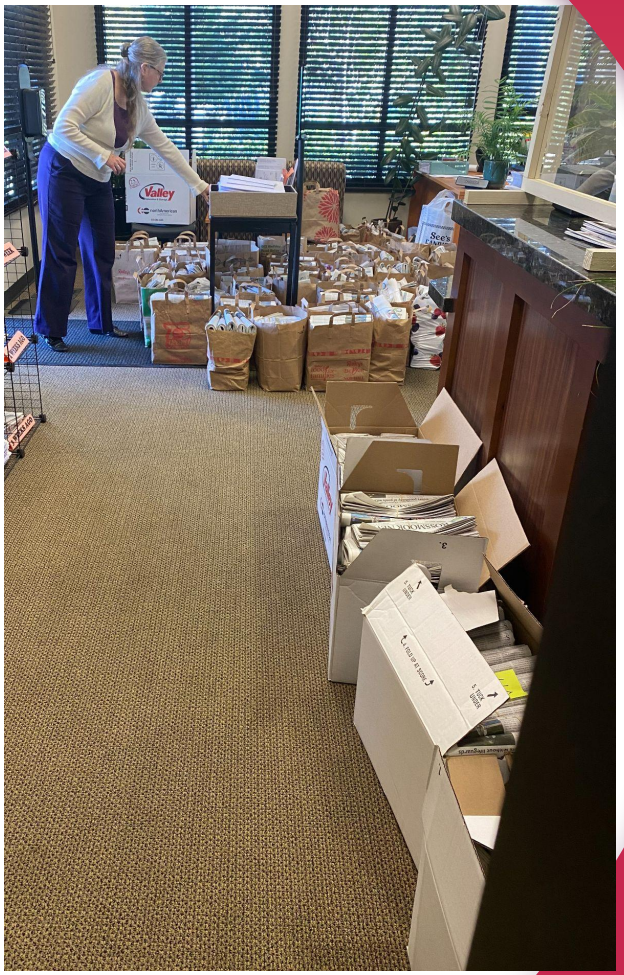
Rossmoor News Delivery Options

News carrier shortage means:

- Six open routes
- Some deliveries past 5 p.m.
- Possible burnout with remaining carriers (one quit in early June for this reason)
- Regular News staff spending 2 or more hours rolling papers
- Rossmoor TV staff helping with deliveries



Option 1

Revisit in Executive Session the possibility of hiring residents

Part-Time On-Contract: news carriers work less than 20 hours a week and are used as needed to deliver papers.

On-Call Relief: An employee who is hired on a daily or temporary basis because of abnormal workloads or emergencies, usually for not more than 180 calendar days in a calendar year.

Option 2

Increase pay from $16/hour to $18-$19/hour

This would make us more competitive with Uber, DoorDash, etc.

Pros:

- We can compete for job candidates in comparable positions
- This would elevate us above other newspaper delivery positions

Cons:

- Considerable increase in wages

114 hours per week	$2-$3 increase per hour	$11,858 - $17,784 per year

Option 3

Split deliveries between Wednesday and Thursday

Pros:

- Addresses shortage by allowing current news carriers to work two days instead of one (still below 20 hours a week)
- Regular staff focuses on producing newspaper

Cons:

- Many residents will receive their paper a day later than others
- May need to increase printing if residents pick up paper from GRF facilities

Option 4

Move from door-to-door to delivery by car

Delivering near mail boxes, carports and driveways would save time because no need to park, walk or climb stairs. Examples:



Rossmoor Parkway



Autumnwood



Horsemans Canyon



Ptarmigan

Option 4: Delivery by car

Pros:

- Time savings because no need to park, walk or climb stairs.
- Addresses current shortage

Cons:

- Inconvenient for residents *
- More papers open to the elements
- Cost for distribution boxes at Waterford and some entries
- Additional mileage accrued
- Annual notice would need to be mailed
- Not a solution if additional news carriers leave

* Can accommodations be made for residents with mobility disabilities?

Option 4: Delivery by car

Costs:

- $230 to $276 per box (approx. $5,000) from Trust Estate
- Labor for installation of boxes
- Mailing of annual notices

Savings:

- Wages for three unfilled news carrier positions

Wage savings	$14,500
Mailing annual notices	($3,800)
Net savings	**$10,970**

Option 5

Only distribute in boxes located throughout Rossmoor

Install 40 enclosed, waterproof distribution boxes throughout Rossmoor on GRF properties where residents can pick up a newspaper.







Option 5: Distribution boxes

Pros:

- Significant wage savings as only 2 to 3 carriers are needed to stock the boxes on Wednesdays and Thursdays
- Regular staff not needed for rolling/delivery
- Possible reduction in press run

Cons:

- Estimated 10% loss of display advertising revenue ($70,000)
- Loss of insert revenue ($7,845)
- Annual meeting notice would need to be mailed
- No GRF or Mutual inserts (election petitions, safety cards, etc.)
- 3 to 4 times longer to deliver phone books (might lose account)
- Inconvenient for residents

Option 5: Distribution boxes

Costs:

- $230 to $276 per box (approx. $11,000) from Trust Estate
- Staff time needed to install boxes
- Lost ad revenue and mailing of annual notices

Savings:

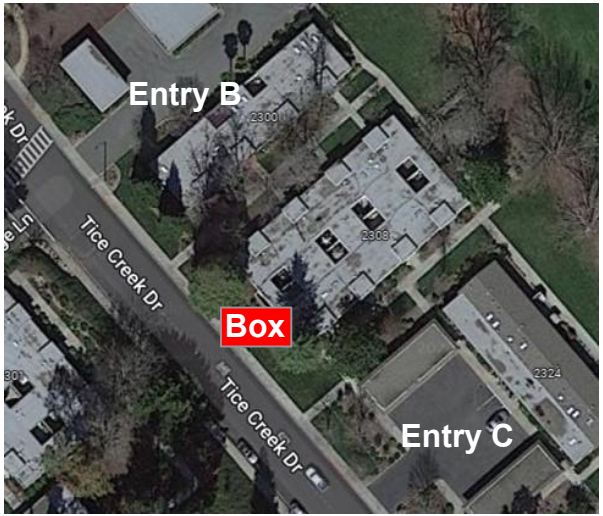
- Supplies and wages from reduction in news carriers workforce

Wage/supply savings	$74,000
Display ad loss (10% decline)	($70,000)
Insert loss	($7,845)
Mailing annual notices	($3,800)
Net loss	**($7,650)**

Option 6

Only distribute in boxes located in clustered entries

Install 5 interior and 124 outdoor waterproof distribution boxes in clusters of entries, where residents can pick up a newspaper.





Option 6: Distribution boxes near entries

Pros:

- Significant wage savings as only 2 to 3 carriers are needed to stock the boxes on Wednesdays and Thursdays
- Regular staff not needed for rolling/delivery
- Possible reduction in press run

Cons:

- Estimated 10% loss of display advertising revenue ($70,000)
- Loss of insert revenue ($7,845)
- Annual meeting notice would need to be mailed
- No GRF or Mutual inserts (election petitions, safety cards, etc.)
- 3 to 4 times longer to deliver phone books (might lose account)
- Inconvenient for residents (but less so than other box option)
- Consultation needed with all Mutuals to determine box locations

Option 6: Distribution boxes near entries

Costs:

- $230 to $276 per box (up to $35,604) from Trust Estate
- Significant more staff time needed for installation of boxes
- Lost ad revenue and mailing of annual notices

Savings:

- Supplies and wages from reduction in news carriers workforce

Wage/supply savings	$74,000
Display ad loss (10% decline)	($70,000)
Insert loss	($7,845)
Mailing annual notices	($3,800)
Net loss	**($7,650)**

Option 7

Discontinue print; move to online e-edition only

- Print only four quarterly special sections that are mailed to residents.
- Shift resources to build a more robust digital presence.
- Full reduction of news carriers workforce.





Not recommended – residents and staff not ready for this yet

Option 7: Discontinue print; only e-edition only

Pros:

- Significant wage savings as no news carriers are needed
- Significant print savings with only four printed special sections
- Boost digital presence and digital ad revenue

Cons:

- Pushback from residents: In 2021 survey, 40% said they aren't reading the paper online at all; 269 specifically asked to keep print
- Projected loss of 50% of display and classified ad revenue *
- Additional funding needed to further develop website for digital ads
- Loss of all insert and legal revenue
- Loss of phone book revenue; new delivery option needed

* Online ads sell for three-quarters less than print

Option 7: Discontinue print; only e-edition only

Wage/supply savings	$94,000
Print cost savings	$216,560
Digital ad revenue gain	$80,000
Projected display ad loss	($350,000)
Insert and phone book loss	($14,840)
Legal/classified ad loss	($40,000)
Mailing cost	($8,800)
Web development cost	($10,000)
Net loss	**($33,080)**

Summary

Option 1	Revisit possibility of hiring residents (in Executive Session)
Option 2	Increase hourly wage to attract candidates
Option 3	Split deliveries between Wednesday and Thursday
Option 4	Move from door-to-door to delivery by car
Option 5	Only deliver in boxes distributed throughout Rossmoor
Option 6	Only deliver to boxes in clusters of entries throughout Rossmoor
Option 7	Discontinue print (except for specials); move to online e-edition only