



To: City of Union City  
From: Charles Heath and Lucy Martikyan, TBWBH Props & Measures  
Date: December 20, 2021  
Re: Timeline for November 2022 Revenue Measure Election

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#### January – February 2022

- Work with HdL and city staff to refine business license tax scenarios for presentation to Council
- **February 8:** Council study session to review business license tax scenarios and receive initial direction for polling
- Establish Council Subcommittee to advise staff and consultants on revenue measure planning
- Subcommittee, consultants and staff work with Godbe Research to draft split sample poll to look at sales tax renewal and business license tax increase

#### March – April 2022

- March 8: Council provides final direction on business license tax options for polling
- Subcommittee, consultants and staff work with Godbe Research to finalize poll
- **March 14:** Polling begins
- Godbe Research presents poll results and key findings to Subcommittee and staff
- Godbe Research presents poll results and recommendations to full Council and Council provides direction on revenue measure(s) to prepare for ballot

#### May – June 2022

- TBWBH crafts informational messaging based on poll results including:
  - Talking points
  - FAQs
  - Fact sheet/flyer
  - Social media and web content
  - PPT presentation
- Develop internal stakeholder outreach target list including employee associations, commissions and others for informational outreach presentations
- Develop external stakeholder outreach target list of key opinion leaders and community stakeholders for informational outreach presentations
- **June 7:** Statewide Primary Election
- TBWBH writes, designs and mails first informational mailer with tear-off survey and link to online prioritization survey (following June 2022 Primary Election)
- TBWBH develops and deploys coordinated social media and digital advertising to drive traffic to online prioritization survey
- Conduct outreach to key opinion leaders and community stakeholders
- Work with City Attorney to draft election resolution, ordinance, ballot question and any other required documents

#### July – August 2022

- TBWBH writes, designs and mails second informational mailer focused on survey feedback and proposed measure(s)

- Finalize election resolution, ordinance, ballot question and other required documents based on tracking survey
- **July 12 City Council Meeting:** First reading of election resolution(s) and revenue measure ordinance(s)
- **July 26 City Council Meeting:** Second reading and adoption of election resolution(s) and revenue measure ordinance(s)
- TBWBH writes, designs and mails third informational mailer focused on Council action to place measure(s) on ballot
- **August 12 (88 Days Prior to Election Day):** Deadline for City Clerk to coordinate with County Registrar of Voters to finalize process for qualifying for the ballot
- City Attorney prepares Official Impartial Analysis
- TBWBH prepares draft Official Argument in Favor of measure and works with Union City leaders to identify five official signers of argument
- (If needed) TBWBH prepares draft Rebuttal to the Argument Against measure and works with Union City leaders to identify five official signers of rebuttal

#### September – November 2022

- TBWBH develops and sends fourth citywide informational mailer notifying all registered voters about revenue measure(s) on the November 2022 ballot, providing key dates and voting information
- TBWBH develops and deploys coordinated social media and digital advertising to drive traffic to online informational content about the measure and voting instructions
- Conduct post-placement outreach to key opinion leaders and community stakeholders
- TBWBH develops and sends fifth citywide informational mailer providing election and voting information
- Online informational content remains available through Election Day
- TBWBH provides guidelines to city staff for public communication during election period
- Transition to privately funded independent advocacy campaign