



To: Union City
From: Charles Heath, TBWBH Props & Measures
Date: *Updated April 19, 2022*
Re: Communications and Outreach Plan for 2022 Sales Tax Renewal Measure

April 2022

- TBWBH crafts informational messaging based on findings from survey, including:
 - Talking points
 - FAQs
 - Fact sheet
 - Infographic
 - Social media and web content
 - PPT presentation
- TBWBH writes, designs and mails first informational mailer with tear-off survey and link to online priorities survey
- Develop and deploy social media and web advertising driving traffic to online survey
- Develop stakeholder outreach target lists
- **April 26:** Present survey results to City Council

May 2022

- Begin stakeholder outreach meetings
- TBWBH develops and sends second informational mailer summarizing public input on priorities and details of proposed sales tax renewal measure
- Develop and deploy social media and web advertising driving traffic to online information about sales tax renewal proposal

June 2022

- Continue stakeholder outreach meetings
- Work with City Attorney to draft sales tax ordinance and resolution calling election
- **June 7:** Statewide Primary Election
- TBWBH develops and sends third informational mailer on proposed sales tax measure and inviting public input
- **June 28:** Council reviews draft election resolution and sales tax ordinance and provides feedback

July 2022

- Finalize stakeholder outreach meetings
- Finalize election resolution and sales tax ordinance
- **July 12:** Council adopts election resolution calling sales tax renewal election



August 2022

- **August 12 (88 Days Prior to Election Day):** Deadline for City Clerk to deliver final adopted election resolution to Alameda County Registrar of Voters to finalize process for qualifying for the ballot
- TBWBH updates talking points, FAQs and other messaging documents to reflect Council action to place sales tax measure on ballot
- City Attorney prepares impartial analysis
- TBWBH prepares draft Official Argument in Favor of measure and works with team to identify five official signers of argument
- (If needed) TBWBH prepares draft Rebuttal to the Argument Against measure and works with team to identify five official signers of rebuttal
- Transition to independent advocacy campaign