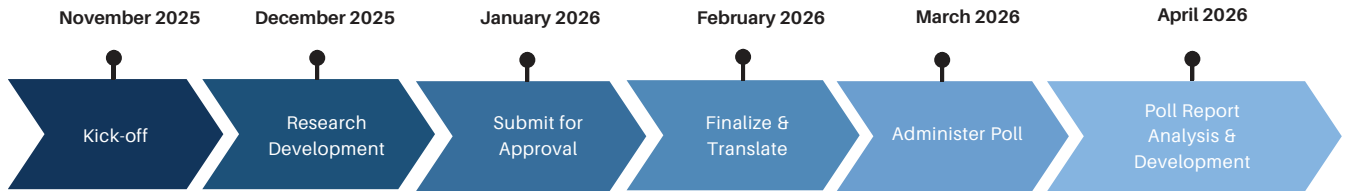


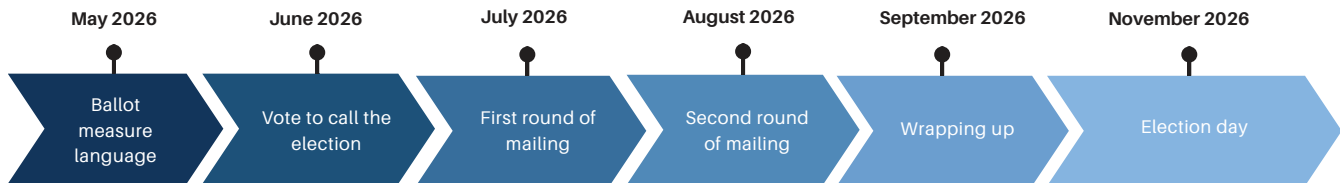
Project Schedule and Timeline

Below is an example timeline for the poll and communication outreach. This example applies to both the initial and tracking polls.



Process

- Kick-off meeting
- Collect & analyze background information
- Finalize sampling plan
- Write poll questionnaire
- Send draft for review & edits
- Submit for approval
- Make requested edits
- Finalize poll
- Translate
- Conduct poll
- Submit draft report
- Present results
- Ongoing consulting



Process

- The consultant team collaborates with the City Attorney to finalize the 75-word ballot question and supporting ordinance language. Materials are reviewed for clarity, legality, and readability.
- The Salinas City Council formally votes to call the election. The ballot question is submitted to the Monterey County Registrar. Pro and con ballot arguments are submitted, and rebuttals are prepared if needed. A second round of town halls is hosted to share updates and gather feedback.
- The first informational mailer is printed and mailed citywide, explaining the measure, how funds will be used, and what services are at risk without additional revenue.
- The second round of educational mailers goes out. At this point, the campaign enters its most active phase, with online education, in-person outreach, and digital updates ramping up as voters begin to tune in.
- The final month is devoted to wrapping up outreach, presenting a final report to the City Council, and ensuring all legal filings and records are complete. A final set of community meetings are held to answer questions. The team prepares the City for Election Day and transfers files to the City Clerk for recordkeeping.
- Election Day. The results of more than a year of research, strategy, and outreach will be decided by voters. The City will begin preparing for implementation if the measure is passed.