

## Revenue Measure DRAFT Work Plan

No.	Task/Deliverable	Target Date	Milestones/Key Issues
1	Solicit proposals from polling firms	January	
2	Develop budget and staffing plan	January	<ul style="list-style-type: none"> <li>Consider polling, expert consulting assistance, and/or contract staff</li> </ul>
3	Appoint Council Subcommittee	January 23	<ul style="list-style-type: none"> <li>Will be subject to Brown Act</li> </ul>
4	If authorized – select polling firm	January 30	<ul style="list-style-type: none"> <li>Subcommittee</li> </ul>
5	Design and conduct poll	Late February/Early March	
6	Provide results to Council and seek direction on moving forward on 1-3 measures	Late March	<ul style="list-style-type: none"> <li>General or special taxes</li> <li>Other known or possible measures on the ballot</li> </ul>
7	Community forum and online questionnaire on measure(s)	March-April	
8	Research and develop options for cannabis tax	April	
9	If pursuing employee tax – subcommittee discuss methodology	April	<ul style="list-style-type: none"> <li>Staff develop options</li> <li>Targeted outreach to business community (Chamber, large companies, etc.)</li> </ul>
10	Draft language for TOT	March-April	
11	Community outreach		
12	Subcommittee make recommendations	Early May	
13	Council Study Session to provide options and get direction	May	
14	Develop fact sheet and talking points	May	
15	Draft final proposed language	Late May	
16	Possible poll	Late May	
17	Council action to place on ballot	Late June	<ul style="list-style-type: none"> <li>Additional appropriations required</li> </ul>