

Communication Plan Update - Working Draft

The following provides an update on general and targeted outreach conducted to date and planned. The input is intended to compliment the findings of the public opinion survey to inform the Subcommittee's recommendations and the City Council's decision on potential revenue measures moving forward on the 2018 ballot.

	Stakeholders	Channel/Date	Timing	Subcommittee Member Attending
TOT Tax	Hotels	Tues. April 10	8:30 am	McAlister
		Thurs. April 12	5:00 pm	Siegel
Employer Tax	Large Employers			
	<i>Google</i>	<i>Fri. March 23</i>		<i>Clark</i>
	Intuit	April 18	1:00 pm	McAlister
	Symantec	April 13	9:30 am	
	Microsoft			
	LinkedIn	April 10	2:30 pm	Clark
	Samsung	TBD		
	Synopsis	TBD		
	Pure Storage	TBD		
	<i>Transportation Management Assoc.</i>	<i>Mon. March 26</i>	<i>Noon</i>	
	Silicon Valley Leadership Group	Mon. April 16	8:15 am	McAlister
	Medical Facilities			
	El Camino Hospital	Wed. May 2	2:30 pm	Clark
	Kaiser	Pending		
	Palo Alto Medical Foundation	TBD		
	Lucille Packard Children's Hosp.	TBD		
	Group Business Meetings (with Chamber) <ul style="list-style-type: none"> ▪ small/med. ▪ med./large 	TBD		
	Central Business Association	Wed. April 18		Siegel
Chamber of Commerce <ul style="list-style-type: none"> -Staff -Committee -Board 	<i>Wed. March 28</i> Wed. May 9 Wed. May 16	 12 noon 7:30 am	 Siegel McAlister	
Business Survey (with Chamber)	Late April/ Early May			
Cannabis Tax	Community Meeting	Tues. April 10	6:00 pm	Clark
General	<i>Community</i>	<i>Open City Hall Survey</i>	<i>March 30 - April 14</i>	
	Community Meeting Labor representatives	Mid-late May	TBD	TBD

Note: *Italicized cells denote outreach conducted or underway.*