

Communication Plan Update

The following provides an update on general and targeted outreach conducted to date and planned. The input is intended to complement 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	
Employer Tax	Large Employers			
	Google	Fri. March 23		Clark
	Intuit	April 18	1:00 pm	McAlister
	Symantec	April 13	9:30 am	
	Microsoft	May 10	3:00	
	LinkedIn	Tues. April 10	2:30	Clark
	Samsung	April 27	10 am	McAlister
	Synopsis	Mon. May 7	2:00	Siegel
	Pure Storage	April 26	3:30	Siegel
	Transportation Management Assoc.	Mon. March 26		
	Silicon Valley Leadership Group	Mon. April 16	8:15 am	McAlister
	Medical Facilities			
	El Camino Hospital	Wed. May 2	2:30 pm	Clark
	Kaiser *	Fri. May 4	10:30	Siegel
	Group Business Meetings (with Chamber)	May 10 May 14	8:00 am 12 noon	McAlister Siegel
	Central Business Association	Wed. April 18		Siegel
	Chamber of Commerce -Staff -Committee	Wed. March 28 Wed. May 9	12 noon	Siegel
Business Survey (with Chamber)	Early May			
Cannabis Tax	Community Meeting	Tues. April 10	6:00 pm	Clark
General	Community	Open City Hall Survey	March 30 - April 14	
	Community Meeting	May 29	6:00 pm	McAlister and Siegel