



“Your Measure C Tax Dollars at Work” - Benchmarks for Community Outreach and Feedback

2019

Fall-Winter:

Work with City of Merced Staff and relevant departments to create “Your Tax Dollars at Work” communications and outreach suite.

Conduct training with City Staff on finalized materials.

City to outreach community organizations and begin scheduling “Your tax dollars at work” presentations.

2020

Winter – Spring:

City to continue community presentations.

LEG with City input to copywrite additional outreach and communications materials for additional digital, mail and in-person outreach opportunities as needed.

Spring-Summer:

LEG to work with City and polling professional to update opinion research reflecting recent community perspectives and feedback.