

# Evaluating Potential Revenue Options

## December 2021



**PROPS & MEASURES**  
STRATEGY & COMMUNICATIONS



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# 2022 Measure Planning Timeline



- Now – January 2022: Identify potential funding priorities and revenue mechanisms
- January - February 2022: Design and conduct survey of voters; present results and recommendations to Council
  - GO/NO GO Decision
  - If NO GO: Process Ends
  - If GO: Proceed to informational communication (March – May)
- After June 2022 Primary: Conduct tracking survey to measure support; present results and recommendations to Council
  - GO/NO GO Decision
  - If NO GO: Process Ends
  - If GO: Proceed to developing measure for ballot
- July - August 2022: Council votes to place measure on November 2022 ballot, final informational messaging to announce measure and provide voting information