

Agenda Item 11 - Scope of Work - Tax Measure Consultant September 20, 2023



Scope of Work

- Public Opinion Polling and Analysis
 - SMART desires to better understand the public's opinion and assess the likelihood of success of a ballot measure.
 - This work includes creation of an appropriate polling instrument, adapting the tool, as needed, developing polling questions to adequately assess the needs and opinions of the general public, and conducting a statistically valid poll of residents to determine community interests related to a sales tax extension.
- Gap analysis (current vs. ideal) to inform 2024 Strategic Plan
 - Help SMART identify improvement opportunities regarding public perception and operational performance required to ensure future sales tax extension success. This information will be used to inform SMART's 2024 Strategic Plan.

Scope of Work

- Develop strategy for innovative collaboration/partnership with key stakeholders
 - Develop key themes and strategies to engage community and partner stakeholders in understanding the benefits of SMART and build support for a sales tax extension.
- Development of marketing and public outreach plan
 - SMART desires to develop and comprehensive marketing and public outreach plan focused on educating voters in Marin and Sonoma Counties about the community benefits associated with continued SMART operations.
 - Development of the plan will include marketing analysis, messaging, and methods of communication.

Questions?

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