



January 29, 2024

To: Foster City Staff
From: GrassrootsLab
Re: DRAFT: Potential Public Information Efforts

Thank you for the opportunity collaborate with the City on public information and education regarding the City's fiscal status and the potential for revisions to its Business License Tax (BLT).

The suggested timeline and elements of our outreach effort are below. This process is done with routine updates to City leadership and their feedback and involvement where appropriate.

Approach

As the City assesses its needs through the current budget cycle and looks to potential revenue enhancement options, there are useful steps it can undertake prior to referring any measure to the ballot to garner critical feedback from key stakeholders and the general public.

Our approach will be to first support the conduct of a scientifically valid public opinion/community priorities survey. This will inform the City's own decision makers regarding public attitudes towards the City and its services, and the feasibility of any revisions to City revenue sources.

Subsequently, we will develop a shorter community survey, available online and in print at key locations (e.g. libraries, community centers, etc). This would be to further gauge the community's top priorities and invite broader participation in the agenda setting process.

Following will be a formal outreach process that includes both community meetings as well as briefings for key groups within the City. These will include an overview of City services, finances and the potential options for modernizing the City's BLT. Critical to this effort will be stakeholders in the business community to understand their perspectives and convey the City's views of its near- and long-term fiscal situation.

Key Outreach Components and Timeline

February:

- Develop outreach plan with City Attorney, Public opinion firm and City staff
- Identify key groups and opinion leaders

- Develop Online survey, to be hosted on city website, promoted through existing city channels (social media, newsletters, etc)
- Initiate meetings with key stakeholders, e.g. major employers, opinion leaders, etc.

March

- Initiate Community Meetings with Key Groups, e.g. HOAs, Service Clubs, Chamber, etc
 - o Presentation on fiscal matters and current issues/challenges with service delivery
- Distribute Mailer Inviting Public Participation in Survey. Include QR code and/or return card to all registered voting households. Include letter from senior agency administrator (e.g. City Manager)

April - May

- Ongoing Stakeholder and Community Meetings
- Conduct Town Hall meetings, open to public and broadcast on Facebook Live

June

- Evaluate Program
- Prepare for potential council discussion.