

Mendocino Coast Health Care District Timeline for November 2024 Election

October – December 2023

- Initial meeting with Bond Team for the District (EMC Research, Props & Measures, Eastshore Consulting) to discuss overall bond plan and timeline leading up to placing a potential bond measure on the November 2024 ballot (Bond Counsel TBD)
- MCHCD arranges a meeting with Bond Team and architect(s)
- MCHCD arranges a meeting with Bond Team and facility leads for Adventist
- P&M develops public information messaging to increase community awareness of MCHCD facility needs
- **October 26 Board Meeting:** Bond Team provides budget and timeline update to the MCHCD Board
- Public information disseminated via MCHCD website, flyers at MCHCD facilities and a four-week digital advertising campaign
- EMC Research collaborates with Bond Team to draft bond feasibility poll to test community support for a bond measure in MCHCD

January – February 2024

- **Early January:** EMC Research conducts voter opinion survey, processes and analyzes opinion data
- EMC Research reviews survey findings with Bond Team and develop recommendations
- Review survey topline with District Bond Subcommittee and discuss recommendations
- Based on feedback from Subcommittee, develop public presentation of poll results and recommendation for Board meeting
- **February Board Meeting:** Present poll results and recommendations to the Board
- Based on direction from the Board, P&M crafts informational messaging based on findings from survey, including:
 - Talking points
 - FAQs
 - Fact sheet
 - Infographic
 - Social media and web content
 - PPT presentation for public meetings
- Bond Committee identifies the right people for outreach to key organizations and individuals
- P&M works with District to develop internal stakeholder outreach target lists (Adventist staff, partner organizations, current and previous MCHCD board members)
- Begin internal stakeholder outreach meetings
- P&M works with District to develop external stakeholder outreach target lists (elected officials, community organizations, business community, prominent community leaders, etc.)
- P&M creates an eight-week informational digital advertising campaign

March 2024

- Begin external stakeholder outreach including public meetings in each of the MCHCD communities
- **Late-March:** P&M develops and sends first informational mailer summarizing facility needs and potential consideration for a potential bond measure for MCHCD
- P&M develops web content consistent with mailer for MCHCD website

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April 2024

- **Mid-April:** Launch eight-week digital advertising campaign (Mid-April through Mid-June)
- Continue stakeholder meetings and outreach to the community
- If necessary, work with EMC Research to draft and refine a tracking poll questionnaire

May 2024

- **Late May:** If necessary, EMC Research conducts tracking poll
- EMC Research reviews survey findings with Bond Team and develop recommendations
- Review survey topline with District Bond Subcommittee and discuss recommendations
- Based on feedback from Subcommittee, develop public presentation of poll results and recommendation for Board meeting
- Bond Counsel and Bond team begin developing bond project list for resolution
- Bond Counsel drafts resolution, project list and ballot question
- Continue internal and external stakeholder outreach

June – July 2024

- **June Board Meeting:** If tracking poll was conducted, present poll results and recommendations to the Board
 - If tracking poll results reflect support for measure, draft resolution, project list and ballot question are shared with Board
- P&M develops second informational mailer identifying facility needs, potential projects and consideration of placing a bond measure on the November 2024 ballot
- P&M develops social media consistent with mailer
- Finalize stakeholder outreach meetings
- Bond Counsel finalizes bond resolution, project list and ballot question based on feedback from the Board
- **June Board Meeting or July Board Meeting:** Board adopts resolution calling November 2024 bond election

August 2024

- **August 9 (88 Days Prior to Election Day):** Deadline to deliver final adopted resolution to the Mendocino County Registrar of Voters to finalize process for qualifying for the ballot
- P&M updates talking points, FAQs and other messaging documents to reflect Board action to place bond measure on ballot
- Transition to independent advocacy campaign

October 7, 2024: Ballots mailed to all registered voters

November 5, 2024: Election Day/Deadline for postmarked ballots