



**To:** Town of Mammoth Lakes  
**From:** TeamCivX  
**Date:** June 12, 2024  
**Re:** TOT Communications Plan and Timeline

#### **Week of June 10**

- TeamCivX & Town team review and agree upon communications plan
- TeamCivX & Town review and agree upon Fact Sheet, which will dictate messaging on all other materials
- TeamCivX & Town review draft 75 word ballot question

#### **Week of June 17**

- **June 19 Town Council Meeting — First reading of ballot language**
- Based on feedback on Fact Sheet, TeamCivX drafts other materials for Town review:
  - FAQ
  - Website content
  - Presentation for public meetings
  - Designed Fact Sheet
  - Informational Mailer
- Town begins conducting outreach meetings

#### **Week of June 24**

- Finalize messaging materials
- Informational mailer is sent out to all registered voters in the Town
- TCX writes and designs social media and email content echoing mailer
- Town, legal, and TCX continue drafting ballot measure language, based on feedback from Council

#### **Week of July 1**

- **July 3 Town Council Meeting — In-depth reading of ballot language**
- TCX closed for 4<sup>th</sup> of July Break

#### **Week of July 8**

- Town continues conducting outreach meetings
- Ballot measure language finalized for Council packet
- TCX writes, designs and sends second informational mailer, inviting community to attend upcoming Council meeting

#### **Week of July 15**

- **July 17 Town Council Meeting — Council adopts resolution calling November election**
- Town wraps up outreach meetings



**Week of July 22**

- **July 22 — Mono County deadline to deliver ordinance to the Board of Supervisors**

**Week of July 29**

- TCX presents draft of ballot argument
- Town & TCX brainstorm list of ballot argument signers

**Week of August 5**

- Town begins collecting all ballot argument signatures

**Week of August 12**

- Town finalizes all ballot argument signatures
- TCX updates all materials with final measure details

**Week of August 19**

- **August 20: Ballot Argument Submission Deadline**
- TCX presents draft of rebuttal, if necessary
- Town & TCX brainstorm list of rebuttal signers, if necessary

**Week of August 26**

- Town finalizes all rebuttal signatures, if necessary
- **August 30: Rebuttal Submission Deadline**