

ATTACHMENT II

Date	Description	Cost
7/27/2021	Leaflet Article	
8/19/2021	Downtown Street Party	
September	Print Flyers for in-person events	\$1,000
9/13/2021	Present Outreach Plan to CSC	
9/17/2021	Mariachi Festival	
Sept. - Jan.	Farmers Markets	
10/18/2021	Youth Commission Meeting	
10/30/2021	Compost Giveaway	
Oct./Nov.	Water Bill Inserts	\$5,000
Nov. & Jan.	Leaflet Article	
early Dec	Garbage Bill Inserts	\$3,500
	Paid Ads on Facebook, etc.	\$1,000
	Stack Article	
	Post on Nextdoor (by EBCE and City)	
	Chamber of Commerce Government Relations Committee	
	Latino Business Roundtable	
Oct. - Jan.	CAP Update/Housing Element Community Mtgs	
	Keep Hayward Clean & Green Mtg. - Public Comments	
	Planning Commission - Public Comments	
	Community Services Commission - Public Comments	
	HUSD Board Mtg. - Public Comments	
	HARD Board Mtg. - Public Comments	
	EBCE to contact (email/phone) largest business customers	
December	EBCE's first direct mail	
January	EBCE's second direct mail	
	Total	\$10,500