



Bond Measure Planning

By: Charles Heath, Partner





Bond Measure Planning Process

Qualification Deadline
June 27



- ✓ Voter Survey
- ✓ Election Timing
- ✓ Bond Amount
- ✓ Tax Rate
- ✓ Project Priorities
- ✓ Political Landscape

- ✓ Non-advocacy Communications
- ✓ Consensus Building
- ✓ Ballot Question
- ✓ Resolution

- ✓ Fundraising
- ✓ Direct Mail
- ✓ Website
- ✓ Endorsements
- ✓ Lawn Signs
- ✓ Texting
- ✓ Get Out The Vote



Resolution and Ballot Question

“Santa Maria Joint Union High School District College/Career Preparation Measure. To provide up-to-date classrooms/labs/career training facilities that prepare students for college and in-demand careers in science, engineering, technology, skilled trades; make student safety/school security improvements; replace aging portables; and construct school facilities to relieve overcrowding, shall Santa Maria Joint Union High School District’s measure authorizing \$194,000,000 in bonds, at legal rates, be adopted, levying approximately \$24/\$100,000 assessed valuation (\$13,000,000 annually) while bonds are outstanding, with independent oversight/audits/all funds controlled locally?”



Next Steps

- ✓ Adopt resolution and deliver copies to the Registrar of Voters
- ✓ Final informational communication to the public announcing action to place bond measure on the ballot
- ✓ Transition to independent advocacy campaign



Guidelines for Involvement in Campaign

- ✓ The law prohibits school districts from using public resources to campaign for a ballot measure
- ✓ District monies, facilities, staff time, supplies, and equipment cannot be used to campaign for the measure
- ✓ District employees cannot engage in political advocacy including campaign activities while they are “on the clock” in their jobs
- ✓ Board members are not employees of the district and have more flexibility to advocate as long as they do not utilize district resources



Guidelines for Involvement in Campaign

When serving “on the clock” as an employee, district employees can:

- ✓ Provide factual and impartial information about the needs facing the district and what a measure would help accomplish
- ✓ Distribute factual, unbiased flyers informing voters about the measure in a manner consistent with established district communication practices
- ✓ Provide a factual presentation to an organization seeking information



Guidelines for Involvement in Campaign

On personal time, and off school property, district employees can participate in the advocacy efforts. While “off the clock,” district employees can:

- ✓ Participate on the campaign committee
- ✓ Volunteer for the campaign
- ✓ Donate to or raise funds for the campaign
- ✓ Endorse the measure
- ✓ Wear campaign buttons
- ✓ Place a yard sign in their yard
- ✓ Distribute persuasive information about the measure



Guidelines for Involvement in Campaign

When serving “on the clock” as an employee, district employees cannot:

- ✓ Urge individuals to vote for or against the measure
- ✓ Distribute advocacy literature
- ✓ Recruit volunteers for the campaign
- ✓ Raise funds for the campaign
- ✓ Use district copiers, meeting rooms, or supplies to advocate for or against the measure



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