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# Dynamics of a Successful Bond Campaign

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## Topics

- How do you approach a bond measure in the current environment?
- What issues and strategies should you consider if you need both a parcel tax and general obligation bond?
- How would the lack of a state school facility bond measure impact a local bond campaign?
- Can general obligation bonds provide relief to the general fund?
- How do declining assessed values affect bond measures?



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## Starting the Bond Process

- Governance team buy-in on required upfront financial and political effort
- Educate internal stakeholders on needs
- Start now with gathering facilities data, costs, describe future needs
- Be transparent and include the community in the District budget process
- Work with parents, community members, District staff and school faculties to identify facility improvements
- Identify impact of state budget cuts on programs



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## Passing the Bond

- Prepare a District “road show” for community and parent presentations
- Be visible and interact with community, parents and staff with consistent talking points regarding the bond
- Engage a consultant firm to develop a plan and follow their advice
- Know your community
- Don’t take short cuts and don’t assume anything
- Make sure your campaign is strong and visible before the absentee ballots are mailed



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## Tailoring the Strategy

### Golden Valley USD

- Passed prior bond
- New bond for growth
- Incremental tax
- Small community

### Monterey Peninsula USD

- Failed prior bond
- Renovation needs
- Declining/shifting enrollment
- Multiple communities



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## Legal Matters In Planning for Bond Election

- Project List Requirements for Prop 39
- Ballot Language Issues
- Timelines May Vary By County
- Restrictions On Use of District Funds



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## Using Bonds to Provide General Fund Relief

- Prepay certificates of participation and leases
- Energy efficiency and solar projects
- Deferred maintenance
- Technology upgrades
- Salaries for staff time on bond projects



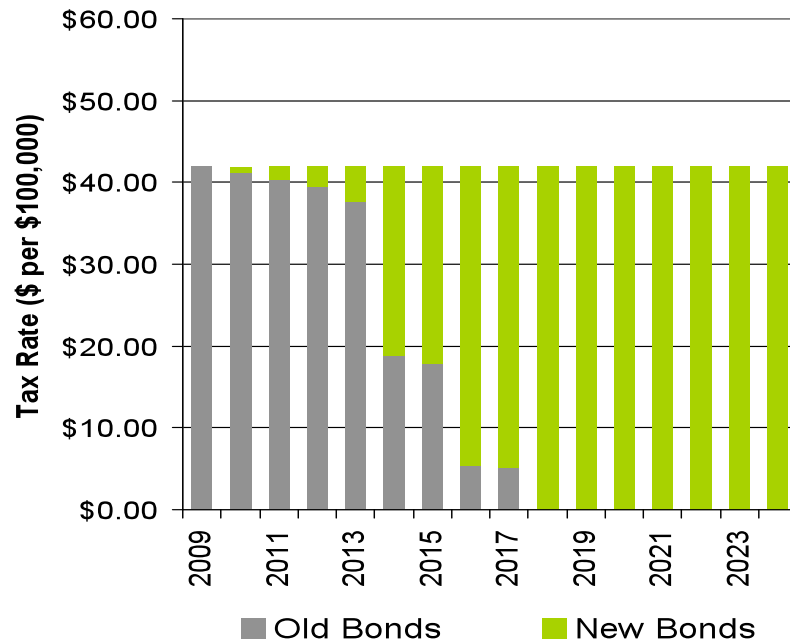
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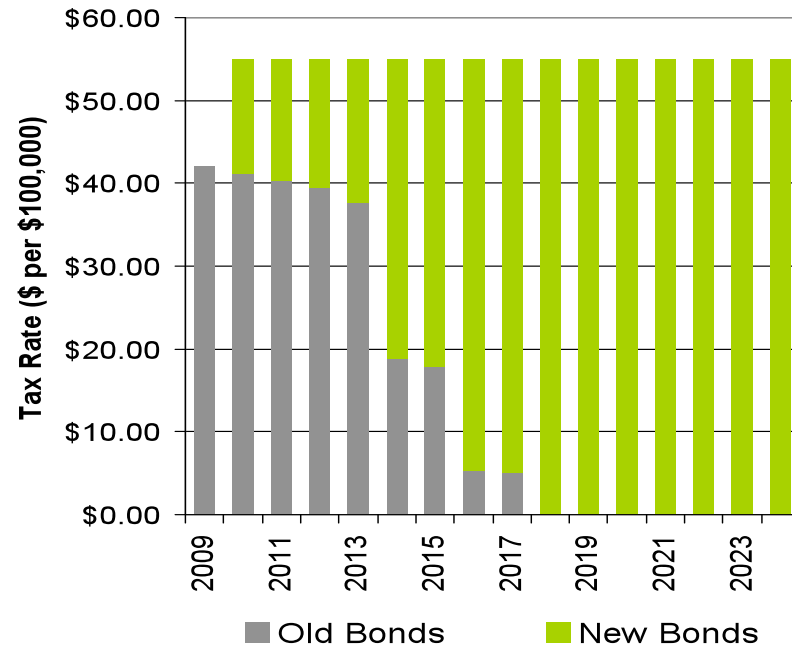
## Tax Rate Strategies

Extending current or previously authorized tax rates may achieve greater voter support

**Tax Rate Extension**



**Combined Maximum Tax Rate**





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## Impact of Declining Assessed Values

- Prop 13 can lessen the impact of falling home prices
- Increased risk of tax rates exceeding promised rates
- Reduces amount of bonds that can be issued at a given tax rate
- May slow the bond issuance schedule
- Interim financings to maintain construction schedule



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## Impact of Economy on Bond Elections

- Voters are still concerned about improving schools, despite the economy
- Prove good stewardship
- Be conservative with dollar amounts and tax rates
- Don't over-promise (state funds?)
- Don't assume parents are more positive than non-parents



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## Prepare “Message Frame” Before Campaign

- Link to state budget situation
- Focus on academics
- Second or third bonds: talk about success, not failure
- Local Local Local
- Trust polling



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## Other Preparation Before Campaign

- Strategic calendar & decision-making
- Poll
- Public information
- Reasonable dollar amount – don't over-reach; possibly tax extension
- Poll-tested language
- Start early



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## Bond vs. Parcel Tax Elections

- 55% v 67%
- Limited election dates for Prop 39 bond
- Voter tax threshold
- Energy, organization, resources from parents & teachers
- Fundraising?
- How soon can you go again?
- Context of negotiations



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