Monterey Peninsula USD
Feasibility of Potential 2018 Election

June 27, 2017
About TBWB Strategies

- CA leader in K-12 school bonds and parcel tax elections (49-1 in 2016)
- Local experience: MPUSD 2010 Measure P; Monterey Peninsula Regional Parks District 2016; Monterey-Salinas Transit 2014; past work with cities of Marina and Monterey
- Passed over $20 Billion worth of ballot measures
- Unique, consensus-based approach to ballot measures
- Six experienced partners: personal service; attention to detail
- Award-winning, in-house graphic design
- Industry leader in use of digital/social media
Bond Measure vs. Parcel Tax Measure

• Bond measure
  • Funds capital improvements
  • Bonds cannot be used for operating costs and programs
  • 55% voter approval
  • Based on assessed (not market) property value

• Parcel tax measure
  • Funds can be spent on academic programs and to support teachers
  • 67% voter approval
  • Allows for senior citizen/disabled exemptions
  • Generates funds based on flat rate per parcel

• Bonds can indirectly provide significant benefit to general fund
  • Cut or eliminate repair costs
  • Help support technology
  • Improvements to cut utility costs
  • Can be more beneficial to general fund than parcel tax
Bond Election Planning Timeline

1. Feasibility Study
   - Now
   - Poll
   - Election timing
   - Tax rate
   - Programs
   - Political landscape
   - Competing issues
   - Potential controversy

2. Build Consensus
   - Red Light/ Green Light
   - Write resolution
   - Ballot question
   - Non-advocacy communication
   - Consensus building
   - Board vote

3. Build a Strong Measure
   - Board Calls for Election
   - Private fundraising
   - Direct mail
   - Website
   - Endorsements

4. Advocacy Campaign
   - Election Day
   - Phone banks
   - Lawn signs
   - GOTV