



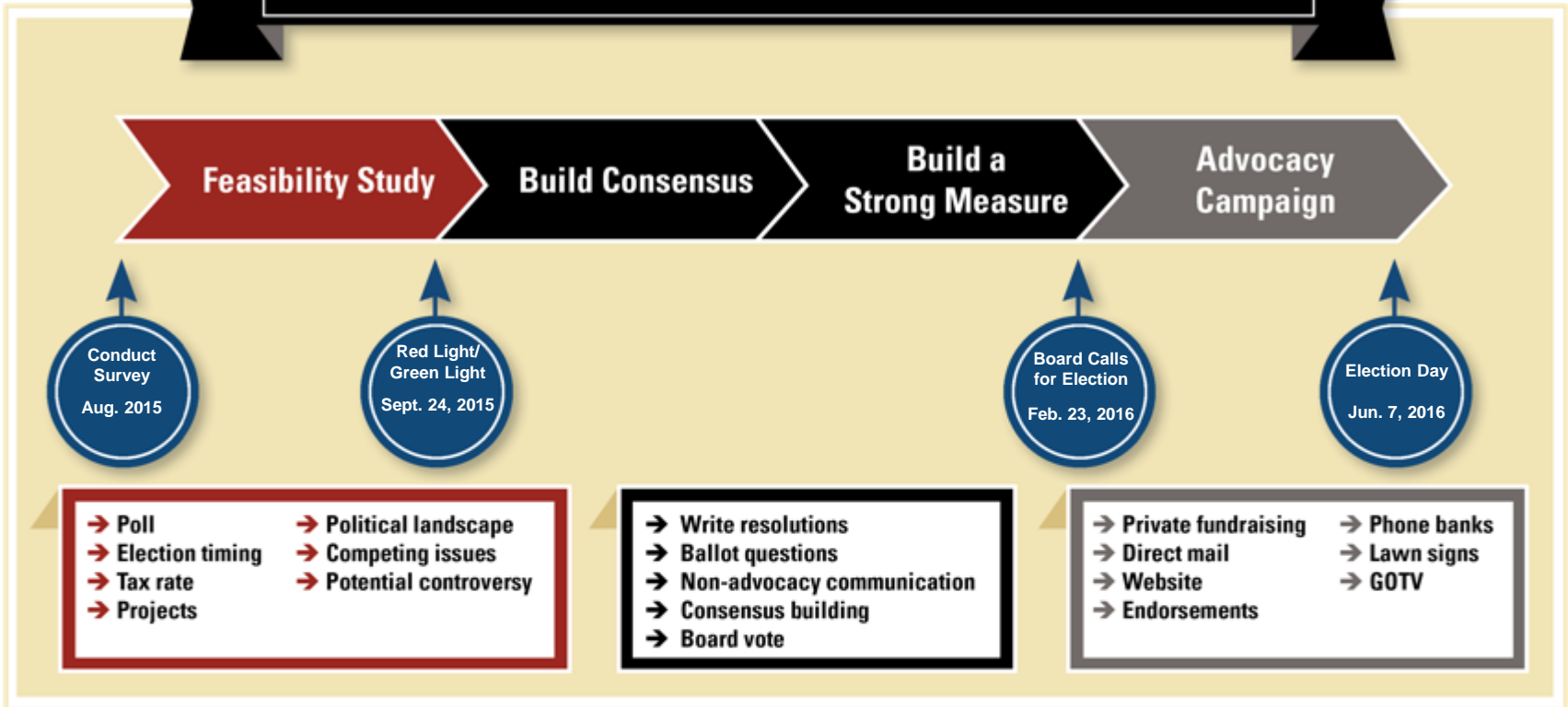
Planning for a Successful Bond Measure

Albany Unified School District

October 27, 2015

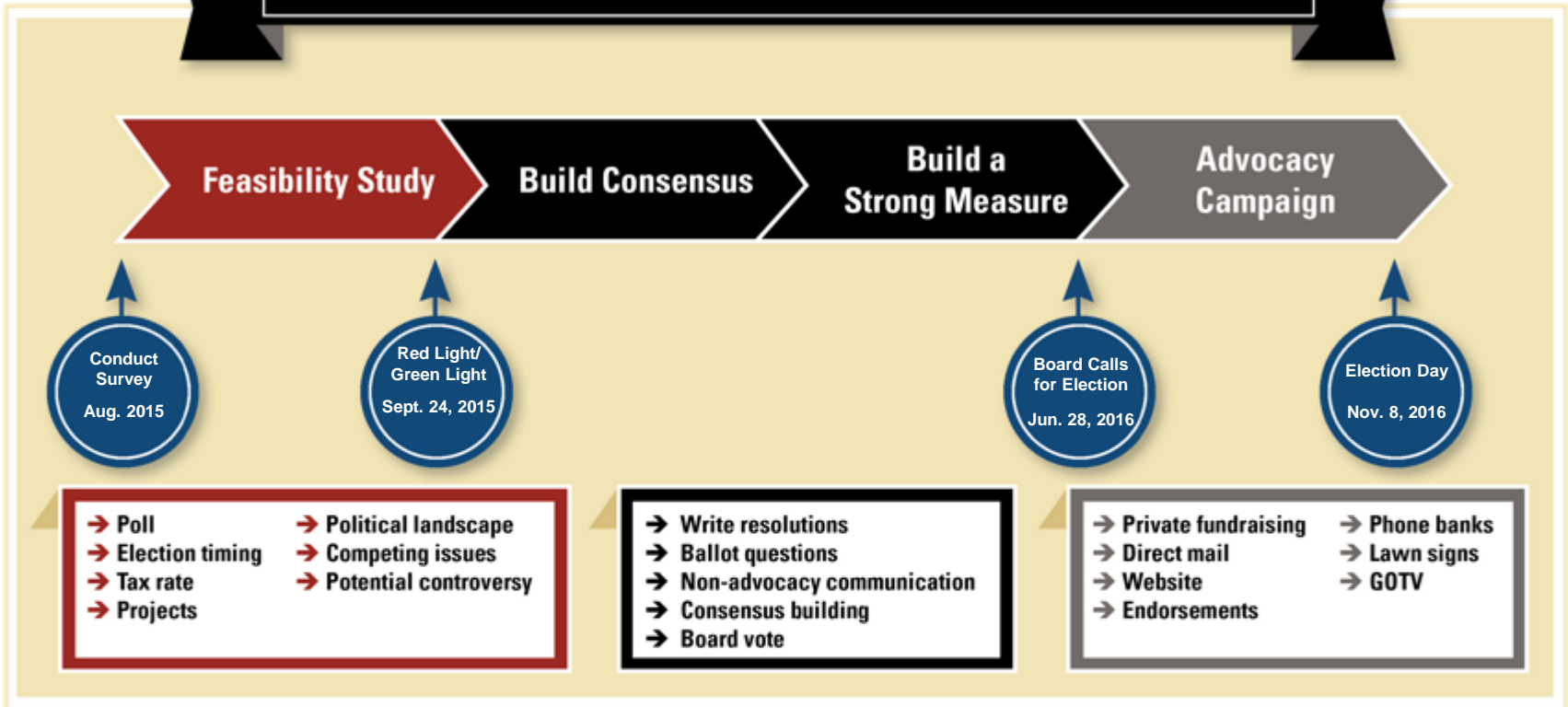
Charles Heath, Partner

June 2016 Bond Planning Timeline



* 88 days before Election Day. Deadline must be confirmed by County Registrar.

November 2016 Bond Planning Timeline



* 88 days before Election Day. Deadline must be confirmed by County Registrar.

Advantages of June 2016 Ballot

- Community support is strong
 - Measure A: 81% (needs 66.7%)
 - Measure B: 82% (needs 55%)
- Fewer competing tax measures
 - November 2016 ballot will include statewide bond proposal, Prop 30 renewal and other potential state tax issues
 - Potential for competing local tax measures for transportation and other issues
 - No statewide propositions in June 2016
- Less competition for voter attention
 - Fewer campaigns allow for Albany voters to focus on Albany issues
 - Less competition makes it easier for an advocacy campaign to get message out to voters

Advantages of June 2016 Ballot

- Lower turnout election
 - Creates more manageable universe of voters for a campaign to reach
 - Opens the possibility for strategies aiming to turn out parents and supporters to vote
- First in line for state matching funds
 - Passing measures in June allows the District to get ahead of those districts who wait until November

Advantages of June 2016 Ballot

- Bond projects start sooner
 - Earlier bond issuance
 - Earlier planning
 - Earlier start to construction
- Sooner we hold the election, the more predictable the environment will be
 - Uncertainty of political environment
 - Uncertainty of the state of the economy
 - Presidential General Elections can be particularly unpredictable