

San Marino Unified School District

Looking Ahead – Potential Parcel Tax and Bond Dates

Presentation to Board of Education
May 28, 2019



T B W B

S T R A T E G I E S

Public Consensus → Winning Propositions

TBWB Strategies

- Non-partisan strategy and communications consulting firm
- Bond and tax election specialists
- Over 400 successful tax measures – most requiring supermajority voter support
- Over \$20 billion in voter-approved funding raised for CA public agencies
- Collaborative, team work approach for each community we work in
- Local Success:
 - San Marino Unified School District
 - Arcadia Unified School District
 - Los Alamitos Unified School District
 - South Pasadena Unified School District
 - La Cañada Unified School District
 - Glendale Unified School District

Election Timing

- The District has two outstanding Parcel Taxes
 - 2015 Measure E Parcel Tax (\$926.94) expires by June 2021
 - 2019 Measure R Parcel Tax (\$366) expires by June 2025
- Parcel Taxes may be renewed at any time
 - All mailed Ballot election if District is only thing on the ballot
 - Measure E renewal in 2021 is also anticipated to be a no tax increase (with a CPI adjustment in future years)
- Prop 39 G.O. Bond Measures must be placed on a regularly scheduled election during Presidential or Gubernatorial election years



Election Sequence Options For Bonds and Parcel Taxes



*Board must call for an election 88 days prior. Deadlines subject to change based on LA County Registrar of Voters.

- Parcel taxes should be renewed before they expire
 - Measure R was renewed by voters in February 2019
 - Measure E Parcel Tax shown with early Spring 2021 election
- The Prop 39 G.O. Bond Election can take place in:
 - March 2020 Presidential Primary Election
 - November 2020 Presidential General Election
 - March 2022 Gubernatorial Primary Election (Potential, June 2022 would be primary election)
 - November 2022 Gubernatorial General Election



Bond Measure Planning



■ = Public Planning Process ■ = Independent Advocacy Campaign



Bond Election Timing Options

Planning Phase	March 2020	November 2020	March 2022	November 2022
<p>2 Build Consensus</p> <p>3 Build a Strong Measure</p> <p>4 Campaign for the Win</p> <p>Call for Election →</p> <p>Election Day →</p>	<p>Now – Nov. 2019: Build Consensus</p>	<p>Now – July: Build Consensus</p>	<p>Mar. 2021 – Nov. 2021: Build Consensus</p>	<p>Jan. 2022 – July 2022: Build Consensus</p>
	<p>Sept. 2019: First Reading</p> <p>Oct. 2019: Second Reading</p> <p>By Dec. 6th: Board Calls for Election</p>	<p>May 2020: First Reading</p> <p>June 2020: Second Reading</p> <p>By July 2020: Board Calls for Election</p>	<p>By Nov. 2021: Board Calls for Election (Timing is Election Dependent)</p>	<p>By July 2022: Board Calls for Election</p>
	<p>Nov. 2019 – Mar. 2020: Independent Advocacy Campaign</p>	<p>Aug. – Nov. 2020: Independent Advocacy Campaign</p>	<p>Nov. 2021– Mar. 2022: Independent Advocacy Campaign</p>	<p>July – Nov. 2022: Independent Advocacy Campaign</p>

