

# San Marino Unified School District Looking Ahead – Potential Parcel Tax and Bond Dates

Presentation to Board of Education  
*October 7, 2019*

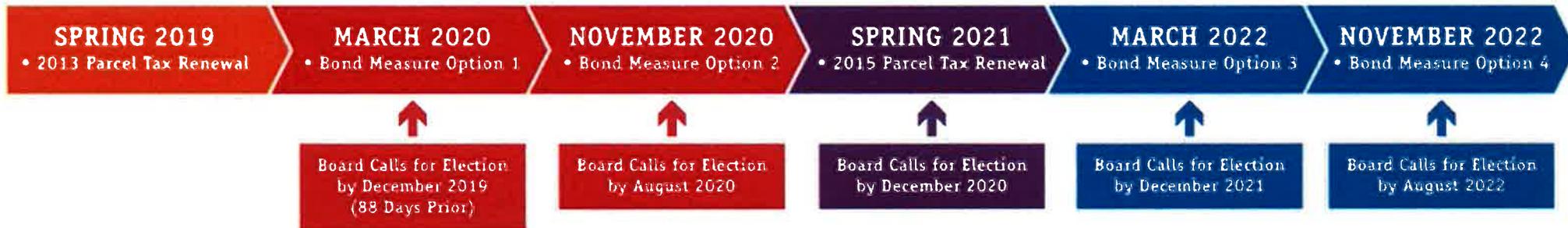


**T B W B**

S T R A T E G I E S

Public Consensus → Winning Propositions

# Election Sequence Options For Bonds and Parcel Taxes

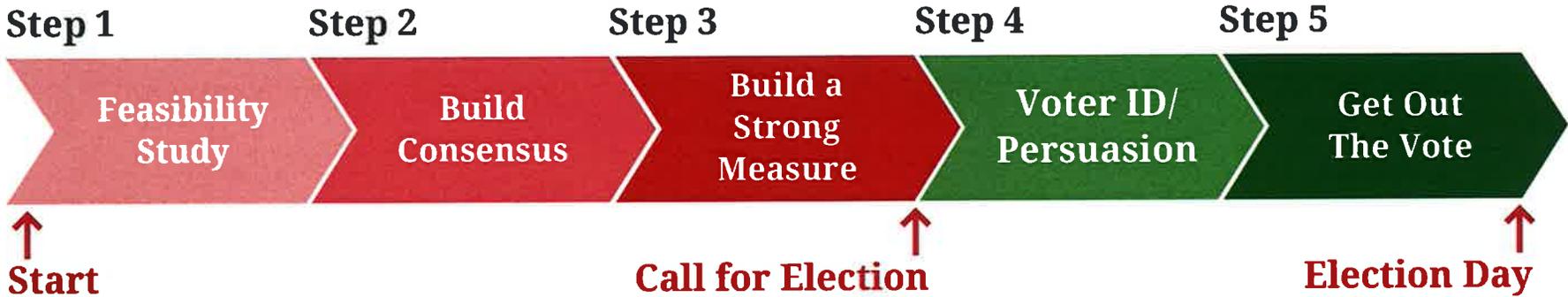


\*Board must call for an election 88 days prior. Deadlines subject to change based on LA County Registrar of Voters

- 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
<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><b>Now – Nov. 2019:</b> Build Consensus</p>	<p><b>Now – July:</b> Build Consensus</p>
	<p><b>October. 2019:</b> First Reading <b>November. 2019:</b> Second Reading <b>By Dec. 6th:</b> Board Calls for Election</p>	<p><b>May 2020:</b> First Reading <b>June 2020:</b> Second Reading <b>By July 2020:</b> Board Calls for Election</p>
	<p><b>Nov. 2019 – Mar. 2020:</b> Independent Advocacy Campaign</p>	<p><b>Aug. – Nov. 2020:</b> Independent Advocacy Campaign</p>

## Considerations:

- March is the Presidential Primary and is expected to see turnout similar to November 2018
- SB 268, if signed by the Governor, will apply to the March election
- November will be the Presidential General and include at least 2 tax initiatives, one of which is to roll back Proposition 13 for businesses
- November will be a longer ballot – so getting a message heard in November maybe difficult

