San Marino Unified School District

Looking Ahead – Potential Parcel Tax and Bond Dates

Presentation to Board of Education

October 7, 2019

TBWB STRATEGIES

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

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Bond Measure Planning

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Bond Election Timing Options

Planning Phase	March 2020	November 2020
2 Build Consensus	**Now – Nov. 2019:** Build Consensus	**Now – July:** Build Consensus
3 Build a Strong Measure	**October. 2019:** First Reading **November. 2019:** Second Reading **By Dec. 6th:** Board Calls for Election	**May 2020:** First Reading **June 2020:** Second Reading **By July 2020:** Board Calls for Election
4 Campaign for the Win	**Nov. 2019 – Mar. 2020:** Independent Advocacy Campaign	**Aug. – Nov. 2020:** Independent Advocacy Campaign

Call for Election →

Election Day →

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

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