



To: Hillsborough School District
From: Charles Heath, TBWBH Props & Measures
Date: October 6, 2021
Re: Planning Timeline for Considering a Potential Bond Measure

Following is a communications and planning timeline for considering the feasibility of a potential bond measure, including key upcoming deadlines related to placing a bond measure on the June 2022 Primary Election ballot.

October 2021

- TBWBH develops and sends an informational mailer to all registered voters and parents re: back-to-school success and facilities needs
- TBWBH develops coordinated digital content targeted to parents, teachers and staff for use in email, social media and web
- Godbe Research develops opinion poll to test feasibility of bond measure and determine election timing

November-December 2021

- Godbe Research conducts poll to test feasibility of bond measure and determine election timing
- TBWBH crafts informational messaging based on poll results for parents, teachers, staff and local stakeholders, including:
 - Fact sheet
 - Talking points/FAQ
 - PowerPoint presentation
 - District/school website content
- Dedicated webpage on District website about funding needs and potential measure goes live
- Present information to key internal stakeholders (principals, teachers, staff, education foundation, parent organizations) on potential bond measure
- **December 8 Board Meeting:** Present poll results and recommendations to the Board and discuss election timeline
- Schedule meetings/conversations with key external stakeholders (elected officials, community organizations, key community leaders)

January-February 2022

- Conduct meetings/conversations with key external stakeholders (elected officials, community organizations, key community leaders)
- Work with legal counsel to develop draft bond measure resolution, project list and ballot language
- TBWBH develops and sends second informational mailer to all registered voters and parents with more information on District needs, a potential bond measure, and an invitation to the upcoming board meetings where the Board will consider placing a



measure on the ballot

- **January 19 Board Meeting:** Present draft project list and ballot language to Board for feedback
- Work with legal counsel to finalize draft bond measure resolution, project list and ballot language based on feedback from Board
- **February 16 Board Meeting:** Board adopts resolution placing bond measure on the June Primary Election ballot

March-April 2022

- **March 11:** Deadline to deliver adopted resolution to San Mateo County Registrar of Voters
- Conduct training of District staff regarding role of District and staff during election
- Update district website with bond measure information
- TBWBH develops and sends third informational mailer to all registered voters and parents with details on bond measure, voting information, etc.
- Transition to independent advocacy campaign