



CliffordMoss.  Santa Clara Unified
School District

Bond 2018 Exploration
Communication Plan
Public Relations Department

Primary or General Election

June 2018 Primary

- ❖ **Recommended**
- ❖ Public opinion poll
- ❖ Less ballot competition
- ❖ Continue projects sooner

November 2018 General

- ❖ City of Santa Clara bond
- ❖ Board and Council elections

Key Dates

SCUSD Board of Trustees

Dec 9	Board Planning to Review Ballot Package
Jan 11	Board Planning for Bond Program Plan
Jan 25	Board Action on Bond Program Plan
Jan 25	Board Planning to Review Ballot Package
Feb 8	Board Action on Ballot Package and Call for Election
Feb 10 - Mar 8	Final Document Preparation and Filing

Registrar of Voters

Mar 9	Measure Resolution Deadline
Apr 26 - May 15	Voter Information Guide Mailing Period
May 7	Mailing of Vote by Mail Ballots
Jun 5	Election Day
Jul 5	Election Certification

Communication Phases

Fall

Phase 1: Early Listening

Winter

Phase 2: Listen + Increased Public Information

Spring

Phase 3: Election - Information ONLY



Phase 1: Early Listening

August - October

Aug	Public Opinion Poll	True North
Sep-Oct	Bond Program Planning	District CBO, Facilities Task Force
Sep-Oct	Opinion Leader Listening	Board, District Leadership
Sep 28	Board Report on Poll	True North
Sep 28	Board Planning for Communication	CliffordMoss, District PIO
Oct	Public Listening	CliffordMoss, District PIO
	<ul style="list-style-type: none">○ Mailer #1 w/ reply card○ Online survey○ Online ads○ Video○ Story w/ survey, all district communications	

School Site Stakeholder Engagement



Phase 2: Increased Public Information

November - February

Nov-Feb	Continue Public Listening <ul style="list-style-type: none">○ School site stakeholder meetings (feedback on Bond Program Plan)○ Opinion leader listening	Board, District Leadership
Nov-Feb	Continue Bond Program Planning	District CBO, District Facilities Task
Force		
Dec	Public Information <ul style="list-style-type: none">○ Update Board○ Mailer #2: "What we heard" and "Where we're going"○ Story, all district communications	CliffordMoss, District PIO
Dec 7	Board Planning to Review Ballot Package <ul style="list-style-type: none">○ Draft Ballot Package○ Draft Measure Resolution (project list, tax rate, etc.)	CliffordMoss, Superintendent

Phase 2: Increased Public Information

November - February

Jan	Public Information <ul style="list-style-type: none">○ Mailer #3: "Headed to the ballot" (<i>resource dependent</i>)○ Story, all district communications	CliffordMoss, District PIO
Jan 11	Board Planning for Bond Program Plan	District CBO
Jan 25	Board Action on Bond Program Plan	District CBO
Jan 25	Board Planning to Review Ballot Package <ul style="list-style-type: none">○ Review Draft Ballot Package○ Review Draft Resolution (project list, tax rate, etc.)	CliffordMoss, Superintendent
Feb 8	Board Action to Call for Election <ul style="list-style-type: none">○ Final Ballot Package○ Final Measure Resolution (project list, tax rate, etc.)	CliffordMoss, Superintendent
<i>Feb-Mar</i>	<i>Final Document Prep and Filing</i>	CliffordMoss, Superintendent
<i>Mar 9</i>	<i>Filing Deadline</i>	

Phase 3: Election

March - June

Mar 9

Filing Deadline

Mar-Jun

Public Information

District PIO

- SCUSD continues to provide information only

May 7

Mailing of Vote by Mail Ballots

Registrar of Voters

- 83% of our voters

Jun 5

Election Day!

Jun 6

Public Information

Superintendent, District PIO

- Post-election letter, all district communications

Communication Plan Budget

	Minimum	Adequate	Recommended
Direct Mail	\$52,250	\$75,500	\$75,500
Online Ads	\$19,000	\$27,000	\$42,000
Video	\$5,000	\$5,000	\$5,000
Misc.	\$1,000	\$1,000	\$1,000
Consultant*	\$36,000	\$36,000	\$36,000
Total	\$113,250	\$144,500	\$159,500

* Under contract

Budget - Recommended

Direct Mail

- ❖ Three mailers: one reply and two updates
- ❖ Copywriting, design, print, mail house, postage

Online Ads w/ Information & Survey

- ❖ Online survey
- ❖ Information on website
- ❖ Let public know through cross-device banner ads, pre-roll ads, Facebook
 - Newsfeed range: 700,000 - 1,800,000 impressions

Video

- ❖ Visually tell our story
- ❖ Traffic from online videos will constitute 80%+ of all internet traffic by 2020