



Communication & Measure Consulting Services Los Gatos Union School District

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PROPS & MEASURES
STRATEGY & COMMUNICATIONS



About TBWBH Props & Measures

- Strategy and communications consulting firm
- Over 20 years of experience
- Passed nearly 500 successful bond and tax measures, providing more than \$20 billion in voter-approved funding
- 3 Partners who only work on Public Finance Measures
- Highly qualified senior support staff
- in-house art and production departments
- Specialize in school bonds and parcel taxes
- We win over 90% of our measures

We Know Your Community

- Long History in Los Gatos Union School District:
 - Bond in 2010
 - Parcel Tax in 2008 and 2017, renewal in 2013
- Past Supporter Database
 - Gathered past supporter and parent data from the previous Los Gatos USD campaigns so your volunteers are not starting from scratch
 - Past Parents in Database: 2,782
 - Past Supporters in Database: 2,752



We Know the Bay Area

→Portola Valley

- Bond in 2018
- Parcel Tax in 2010, renewal in 2013

→Los Gatos-Saratoga Joint Union High School District

- Bond in 2014
- Parcel Tax in 2011, renewal in 2016

→Union School District

- Bond in 1999 and 2014
- Parcel Tax in 2010, renewal in 2015

→Los Altos School District

- Bond in 2014
- Parcel Tax in 2002, 2011, renewal in 2016

→Palo Alto School District

- Bond in 2018
- Parcel Tax in 2010, 2015 and renewal in 2020

→Tamalpais High School District

- Parcel Tax in 2018, renewal in 2020

→Reed Union School District

- Parcel Tax in 2014, renewal in 2019

→Kentfield School District

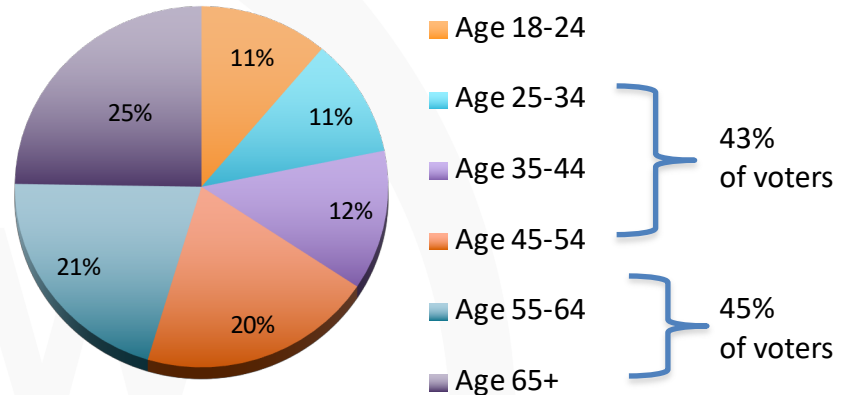
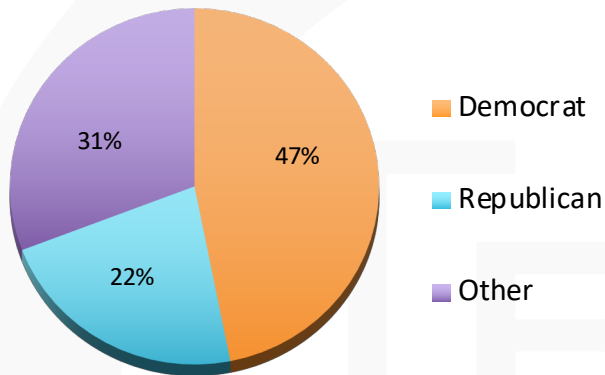
- Bond in 2014
- Parcel Tax in 2018

Election Considerations

- **Thresholds for approval:**
 - Parcel tax requires 66.7% support
- **Election environment and voter turnout:**
 - Past Parcel Taxes have been successful in low-turnout single issue elections (even June 2008 was considered a lower turnout election)
 - What other things are going on in the District, the community and around the State?
 - **March 2020:** Due to Covid-19 and the Stock Market tumble, March of 2020 was a difficult election for school districts with a historically low passage rate of G.O. Bonds (36%) and parcel taxes (50%)
 - **November 2020:** Passage rates for bonds (80%) and parcel taxes (77%) was closer to historical trends as voters returned to supporting schools even in uncertain times
- **Timing:**
 - While G.O. Bonds must be during regularly scheduled elections, Parcel Taxes can be done during any date approved by Santa Clara County
 - Currently November of 2021, or March or May of 2022

Los Gatos Union School District

Registered Voters: 20,846



Turnout in Prior Elections:

Election	Overall	Yes IDs	Parents	Prev. Yes	GOTV
Measure A, May 2017	39.7%	67.0%	46.9%	58.4%	54.2%
Measure B, May 2013	41.5%	67.9%	53.5%	59.2%	56.4%

Voters aged 55+ have made up nearly 60% of all ballots cast in prior elections

Cutting Edge Campaign Communication Tools

It's not enough just to roll out the old-fashioned phone banking calendars anymore... we have proven new tactics and flexible plans that can work in any community.

- We rely on a blend of social media, online/digital advertising and direct mail to get your message out to your community
- OutreachCircle friend-to-friend email communications to gain supporters
- Cutting edge volunteer technology used for online phone banking, volunteer texting and precinct walking

About EMC Research

- ▶ Full-service opinion research firm; full suite of qualitative and quantitative tools
- ▶ 30+ years of successful school revenue measures in California
- ▶ EMC Research service standards include:
 - Senior-level employee on every project
 - Research tailored to specific client needs
 - Understandable and actionable recommendations
 - Ongoing consultation on application of research results
- ▶ Historical data in the District that will allow us to see if opinions have shifted over time

Some Basic EMC Research Practices

- ▶ We utilize multimodal methodology to enhance response rates and representativeness
- ▶ We monitor live interviews for quality control
- ▶ We check data daily for representativeness
- ▶ We enforce strict sample administration controls to ensure reliability of results
- ▶ We use appropriate data weighting, if necessary
- ▶ We follow accepted best practices for opinion research
- ▶ **We worry about the science so you can focus on the results**

Good Research Helps Answer Strategic Questions

- ▶ How do voters rate the quality of schools?
- ▶ What is the voter awareness of district needs?
- ▶ What is the appropriate parcel tax amount and best timing for the measure?
- ▶ What types of programs are most important to voters?
- ▶ What themes and messages resonate with voters and can assist in reaching a successful outcome?
- ▶ What are suggested areas for public education and community outreach?
- ▶ What are potential vulnerabilities?

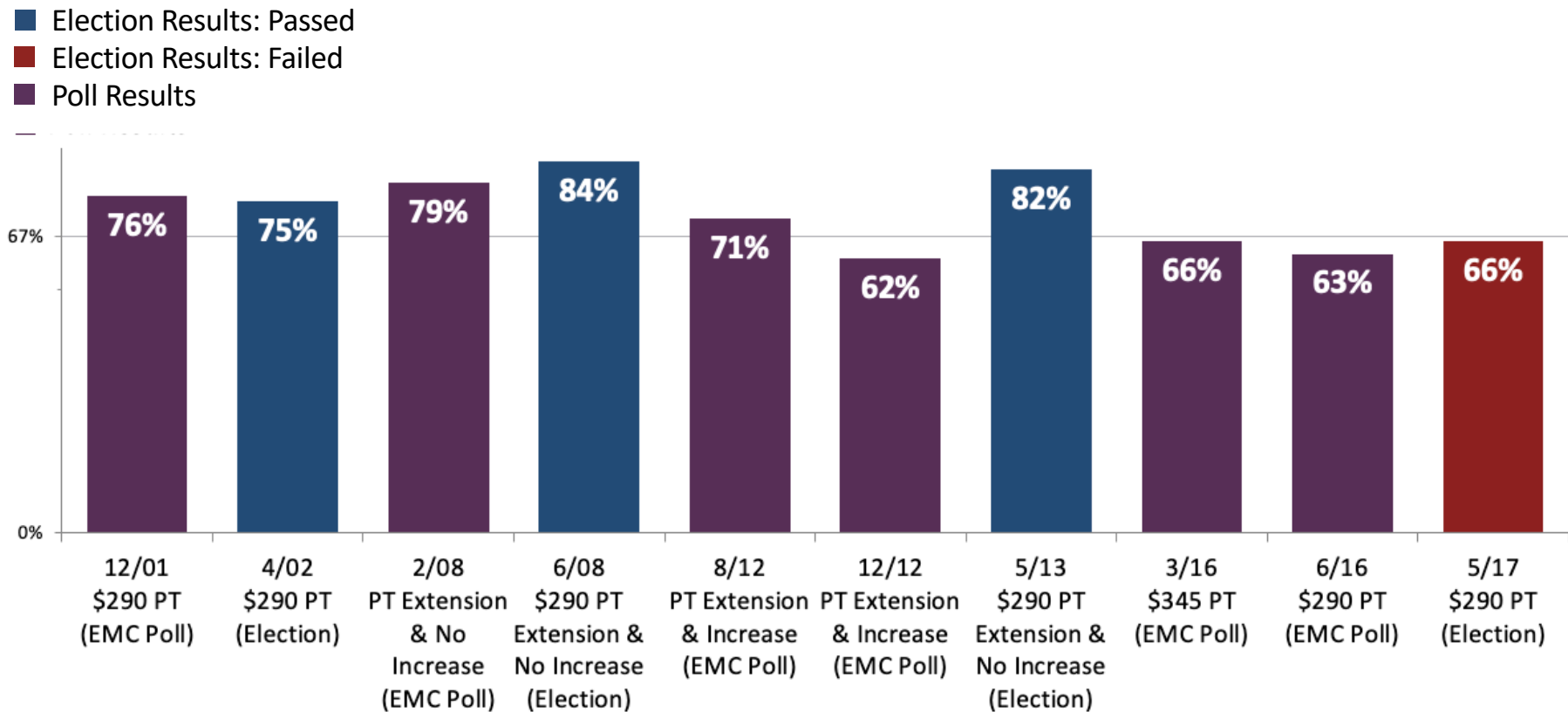
Possible Survey Methodology

- ▶ Multimodal methodology to maximize responses:
 - Email and text message invitations to complete an online survey
 - Live telephone interviews, calling both landlines and cell phones
- ▶ Estimated 350 completed interviews
- ▶ Likely 15 minutes average survey length

Polling Process Overview

1. Gather Information
2. Develop Survey
3. Conduct Survey and Analyze Results
4. Develop Recommendations
5. Present Findings and Recommendations
6. Assist with Next Steps

LGSD Parcel Tax Elections & Polling: Historical Context



66.7% - threshold for parcel tax to pass



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Parcel Tax Planning Timeline



Questions & Answers



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