

IRVINE UNIFIED SCHOOL DISTRICT
 General Obligation Bonds
 Election of June 2016

TIME AND RESPONSIBILITY SCHEDULE

(Preliminary and will change depending on firm selected for Election Consultant)

Revised on:
Monday, March 09, 2015

I = Issuer - Irvine Unified School District
C = County - County of Orange
BC = Bond Counsel - TBD
FA = Financial Advisor - Fieldman, Rolapp & Associates
RV = Registrar of Voters
EC = Election Consultant - TBD
P = Pollster - TBD
U = Underwriter - TBD

Date		Description	Responsible Parties	Status
	Tuesday, June 23, 2015	Board of Education Meeting: - Approve Contract for Pollster	I	
+/-	Month of July	Begin drafting poll	P	
Month of	July-August 2015	Begin collection and review of background, facility master plan, prior bond documents, and tax rate analysis	EC	
	Wednesday, June 17, 2015	Review and approve poll	EC, I, FA	
	Monday, June 29, 2015	Begin polling period	P	
	Friday, July 03, 2015	End of polling period	P	
+/-	Tuesday, July 14, 2015	Begin updating project cost estimates and begin developing a draft bond project list	I, EC, FA	
Week of	Monday, July 27, 2015	Meet with site leaders, bargaining units, and other stakeholders to share polling and bond update	I, EC, P	
	Monday, July 27, 2015	Begin refining facility master plan and bond financing plan based on survey results	I, EC, FA	
	Monday, July 27, 2015	Begin updating project cost estimates and begin developing a draft bond project list	I, EC, FA	
	Tuesday, August 18, 2015	Board of Education Study Session: - Present GO Bond Process and Possibilities - Present results of the poll	I, FA, EC	
	Monday, August 24, 2015	Distribute revised facility master plan and bond financing plan based on survey results due	I, EC, FA	
	Monday, August 24, 2015	Begin developing public information messages and outreach plan	EC	
	Friday, August 28, 2015	Submit updated project cost estimates and draft bond project list	I, EC, FA	
	Tuesday, September 01, 2015	Deadline to submit Agenda items for Board of Education Meeting on September 15, 2015	All	
	Friday, September 04, 2015	Submit public information messages and outreach plan	EC	
	Monday, September 07, 2015	Begin reviewing and refining messaging and designs	I, EC, BC, FA	

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	Date	Description	Responsible Parties	Status
	Friday, September 11, 2015	Approve messaging and designs	I	
	Tuesday, September 15, 2015	Present project list and bond financing plan to Board of Education for feedback	I	
	Monday, September 28, 2015	Post first round of information on District's website	I	
	Monday, September 28, 2015 through Friday, October 23, 2015	Distribute first round of information to the public and school community	I	
	Monday, October 26, 2015	Submit draft Bond Resolution, Tax Rate Statement, and Ballot Question	BC	
	Monday, November 02, 2015	Comments due on bond measure documents	I, EC, FA	
	Monday, November 2, 2015 through Friday, November 13, 2015	Solicit feedback on final bond measure documents from site leaders, bargaining units, and other stakeholders	EC	
	Monday, November 2, 2015 through Friday, November 13, 2015	Outreach to key community leaders (e.g. elected, business, faith, neighborhood leaders)	I, EC	
	Monday, November 09, 2015	Post second round of information on District's website	I	
	Friday, November 13, 2015	Distribute second round of information to the public and school community	I	
	Monday, November 16, 2015	Begin drafting and reviewing tracking poll <i>(if needed)</i>	P	
	Friday, November 20, 2015	Approve tracking poll <i>(if needed)</i>	I	
	Monday, November 23, 2015 through Friday, December 4, 2015	Conduct tracking poll <i>(if needed)</i>	P	
	Tuesday, November 24, 2015	Deadline to submit Agenda items for Board of Education Meeting on December 8, 2015	All	
	Thursday, November 26, 2015	HOLIDAY - THANKSGIVING DAY	-	
Week of	Monday, December 07, 2015	Present tracking poll results and recommendations to the District <i>(if needed)</i>	EC, P, I	
	Tuesday, December 08, 2015	Board of Education meeting for the following items 1. Present tracking poll results and recommendations <i>(if needed)</i> 2. Present draft bond measure documents for first reading and feedback	EC, P, I	
	Sunday, December 25, 2016	HOLIDAY - CHRISTMAS DAY	-	
	Friday, January 01, 2016	HOLIDAY - NEW YEARS DAY	-	
	Thursday, January 14, 2016	Distribute final bond measure documents	BC	

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Date		Description	Responsible Parties	Status
Tuesday, January 05, 2016		Deadline to submit Agenda items for Board of Education Meeting on January 19, 2016	All	
Monday, January 18, 2016		HOLIDAY - MARTIN LUTHER KING, JR. DAY	-	
Tuesday, January 19, 2016		Board of Education meeting to adopt two resolutions: 1. Resolution ordering Election 2. Resolution requesting consolidation with other elections, authorizing Tax Rate Statement, and authorizing Board Members to sponsor ballot arguments	I	
Monday, February 15, 2016		HOLIDAY - PRESIDENTS DAY	-	
Tuesday, February 16, 2016		Post third round of information on District's website	I	
Monday, February 15, 2016 through Friday, March 25, 2016		Distribute third round of information to the public and school community	I	
Week of	Monday, February 22, 2016	Open bank account, PO Box, and file form 460 with FPPC	I	
Week of	Monday, February 29, 2016	Deliver adopted bond measure resolution to County Elections office	I	
Tuesday, March 01, 2016		Deadline for Board of Education to amend or withdraw Bond Measure	I	
Monday, February 29, 2016 through Friday, March 25, 2016		Identify campaign leadership and committee organization structure	EC	
Monday, February 29, 2016 through Friday, March 11, 2016		Develop campaign plan, direct mail plan, field plan, web and social networking plan, and campaign budget	EC	
Monday, February 29, 2016 through Friday, March 11, 2016		Solicit contributions from District vendors and construction interests	I	
Monday, February 29, 2016 through Friday, March 11, 2016		Develop ballot argument and identify 5 signers	I, EC	
Monday, February 29, 2016 through Friday, March 25, 2016		Identify parent and teacher leaders at each school site for volunteer recruitment	I	
Monday, March 14, 2016		10-day period for public examination of measure begins	-	
Monday, March 14, 2016 through Friday, March 25, 2016		Develop rebuttal to argument against bond measure and identify 5 additional signers <i>(if needed)</i>	I, EC	
Monday, March 14, 2016 through Friday, April 15, 2016		Collect endorsements from key community leaders and organizations	I, EC	
Monday, March 14, 2016 through Friday, April 1, 2016		Identify a location for phone banking	I, EC	

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	Date	Description	Responsible Parties	Status
	Monday, March 14, 2016 <i>through</i> Friday, April 1, 2016	School site leaders recruit parent, teacher, staff, and community volunteers to fill phone bank calendar	I	
	Monday, March 14, 2016 <i>through</i> Friday, April 1, 2016	Develop and launch campaign website and Facebook profile	I, EC	
	Friday, March 18, 2016	Deadline to file Resolution and Tax Rate Statement with the Registrar of Voters and Clerk of the County Board of Supervisors	I	
	Friday, March 18, 2016	Publish notice of deadline to file ballot arguments and send a copy of Bond Measure to County Counsel for analysis	RV	
	Monday, March 21, 2016 <i>through</i> Friday, April 1, 2016	Identify subjects and schedule photo shoot for direct mail	I, EC	
		Deadline for County Counsel to submit impartial analysis of the Bond Measure to Registrar of Voters	C	
	Thursday, March 24, 2016	End of 10-day period for public examination of the Bond Measure	-	
		Deadline for interested parties to submit ballot argument favoring the Bond Measure to the Registrar of Voters	-	
	Friday, March 25, 2016	10-day period for public examination of primary arguments and impartial analysis	-	
	Monday, April 04, 2016	End of 10-day period of public examination of primary arguments and impartial analysis	-	
Week of	Monday, April 04, 2016	Conduct photo shoot	I, EC	
Week of	Monday, April 04, 2016	Train volunteers for phone banks	I, EC	
	Tuesday, April 05, 2016	Registrar of Voters may begin mailing Sample Ballots (<i>only if there are no negative arguments submitted</i>)	RV	
	Tuesday, April 05, 2016	Deadline for author of ballot argument to submit rebuttal to argument against the Bond Measure to Registrar of Voters (<i>if negative argument is received</i>)	-	
	Wednesday, April 06, 2016	10-day period for public examination of rebuttal arguments (<i>if arguments are submitted</i>)	-	
Week of	Monday, April 11, 2016	Meet with newspaper editorial boards for endorsements and support	I	
Week of	Monday, April 11, 2016	Begin development of early mailings to absentee voters	EC	
	Saturday, April 16, 2016	End of 10-day period for public examination of rebuttal arguments	-	
	Monday, April 18, 2016	Registrar of Voters may begin mailing Sample Ballots	RV	
	Monday, April 18, 2016 <i>through</i> Friday, April 29, 2016	Distribute lawn signs to supporter households	I	
	Friday, April 29, 2016	Review, approve, and send early mailings to absentee voters	I	

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Date	Description	Responsible Parties	Status
Monday, May 2, 2016 <i>through</i> Friday, June 3, 2016	Track day-by-day absentee returns and follow up by phone and mail with supporters who have not voted	EC	
Monday, May 2, 2016 <i>through</i> Friday, June 3, 2016	Recruit volunteers for phone bank	I	
Monday, May 16, 2016	Begin development of late mailings to polling place voters	EC	
Monday, May 16, 2016 <i>through</i> Friday, May 27, 2016	Identify phone bank headquarters for election weekend and election day	I	
Monday, May 23, 2016	HOLIDAY - MEMORIAL DAY	-	
Friday, May 27, 2016	Review, approve, and send late mailings to polling place voters	I	
Friday, June 03, 2016	Election weekend reminder phone calls made and doorhangers distributed to supporters who have not yet voted	I	
Tuesday, June 07, 2016	Election day phone bank poll checks and reminder calls to supporters who have not yet voted	I	
Tuesday, June 07, 2016	Election day	All	