

# IRVINE UNIFIED SCHOOL DISTRICT

General Obligation Bonds  
 Election of November 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	<b>Board of Education Meeting:</b> - Approve Contract for Pollster	I	
+/- Month of July	Begin drafting poll	P	
Month of August - September 2015	Begin collection and review of background, facility master plan, prior bond documents, and tax rate analysis	EC	
Wednesday, August 05, 2015	Review and approve poll	EC, I, FA	
Monday, August 17, 2015	Begin polling period	P	
Friday, August 21, 2015	End of polling period	P	
Tuesday, September 15, 2015	<b>Board of Education Study Session:</b> - Present GO Bond Process and Possibilities - Present results of the poll	I, FA, EC	
Week of Monday, September 21, 2015	Kick-off conference call @ TBD with pollster to begin development of survey questionnaire	I, FA, EC, P	
Monday, September 28, 2015	Limited Group Conference Call @ TBD to review draft poll (Dial: 1-888-765-3675, enter ID: 6686339#)	I, FA, EC, P	
Week of Monday, October 05, 2015	Process and analyze results	EC, P	
Week of Monday, October 12, 2015	Present results and recommendations to District Administration	EC, P, FA	
Monday, October 19, 2015	Begin updating project cost estimates and begin developing a draft bond project list	I, EC, FA	
Week of Monday, October 26, 2015	Meet with site leaders, bargaining units, and other stakeholders to share polling and bond update	I, EC, P	
Monday, November 02, 2015	Begin developing public information messages and outreach plan	EC	
Tuesday, November 03, 2015	Deadline to submit Agenda items for <b>Board of Education Meeting on November 17, 2015</b>	All	
Monday, November 16, 2015	Submit updated project cost estimates and draft bond project list	I, EC, FA	
Monday, November 16, 2015	Submit public information messages and outreach plan	EC	
Tuesday, November 17, 2015	<b>Present results and recommendations to Board of Education</b>	I, EC, P, FA	

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Date	Description	Responsible Parties	Status
Tuesday, November 24, 2015	Deadline to submit Agenda items for <b>Board of Education Meeting on December 8, 2015</b>	ALL	
Thursday, November 28, 2015	HOLIDAY - THANKSGIVING DAY	-	
Monday, December 07, 2015	Begin reviewing and refining messaging and designs	I, EC, BC, FA	
Tuesday, December 08, 2015	<b>Present project list and bond financing plan to Board of Education for feedback</b>	I	
Friday, December 25, 2015	HOLIDAY - CHRISTMAS DAY	-	
Friday, January 01, 2016	HOLIDAY - NEW YEARS DAY	-	
Friday, January 08, 2016	Approve messaging and designs	I	
Monday, January 11, 2016	Post first round of information on District's website	I	
Monday, January 11, 2016 through Friday, February 5, 2016	Distribute first round of information to the public and school community	I	
Monday, January 18, 2016	HOLIDAY - MARTIN LUTHER KING, JR. DAY	-	
Friday, February 05, 2016	Submit draft Bond Resolution, Tax Rate Statement, and Ballot Question	BC	
Monday, February 08, 2016	Comments due on bond measure documents	I, EC, FA	
Monday, February 15, 2016	HOLIDAY - PRESIDENT'S DAY	-	
Monday, February 22, 2016 through Friday, March 4, 2016	Solicit feedback on final bond measure documents from site leaders, bargaining units, and other stakeholders	EC	
Monday, March 07, 2016	Post second round of information on District's website	I	
Monday, March 7, 2016 through Friday, March 25, 2016	Distribute second round of information to the public and school community	I	
Monday, March 7, 2016 through Friday, April 22, 2016	Outreach to key community leaders (e.g. elected, business, faith, neighborhood leaders)	I, EC	
Monday, March 28, 2016	Begin drafting and reviewing tracking poll ( <i>if needed</i> )	P	
Friday, April 08, 2016	Approve tracking poll ( <i>if needed</i> )	I	
Monday, April 11, 2016 through Friday, April 15, 2016	Conduct tracking poll ( <i>if needed</i> )	P	
Week of Monday, April 25, 2016	Present tracking poll results and recommendations to the District ( <i>if needed</i> )	EC, P, I	
Tuesday, May 03, 2016	Deadline to submit Agenda items for <b>Board of Education Meeting on May 17, 2016</b>	All	

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Date	Description	Responsible Parties	Status
Tuesday, May 17, 2016	<b>Board of Education meeting for the following items</b> 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	
Monday, May 23, 2016	HOLIDAY - MEMORIAL DAY		
Friday, June 03, 2016	Distribute final bond measure documents	BC	
Monday, May 30, 2016 through Friday, June 24, 2016	Identify campaign leadership and committee organization structure	EC	
Tuesday, June 07, 2016	Deadline to submit Agenda items for <b>Board of Education Meeting on June 21, 2016</b>	All	
Tuesday, June 21, 2016	<b>Board of Education meeting to adopt two resolutions:</b> 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, July 04, 2016	HOLIDAY - 4TH OF JULY		
Monday, July 11, 2016	Post third round of information on District's website	I	
Monday, July 11, 2016 through Friday, August 12, 2016	Distribute third round of information to the public and school community	I	
Week of Monday, July 18, 2016	Open bank account, PO Box, and file form 460 with FPPC	I	
Week of Monday, July 25, 2016	Deliver adopted bond measure resolution to County Elections office	I	
Monday, July 25, 2016 through Friday, August 5, 2016	Develop campaign plan, direct mail plan, field plan, web and social networking plan, and campaign budget	EC	
Monday, July 25, 2016 through Friday, August 5, 2016	Solicit contributions from District vendors and construction interests	I	
Monday, July 25, 2016 through Friday, August 5, 2016	Develop ballot argument and identify 5 signers	I, EC	
Monday, July 25, 2016 through Friday, August 19, 2016	Identify parent and teacher leaders at each school site for volunteer recruitment	I	
Monday, August 01, 2016	10-day period for public examination of measure begins	-	
Tuesday, August 02, 2016	<b>Deadline for Board of Education to amend or withdraw Bond Measure</b>	I	

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Date	Description	Responsible Parties	Status
Monday, August 1, 2016 through Friday, September 2, 2016	Develop rebuttal to argument against bond measure and identify 5 additional signers ( <i>if needed</i> )	I, EC	
Monday, August 1, 2016 through Friday, September 2, 2016	Collect endorsements from key community leaders and organizations	I, EC	
Monday, August 1, 2016 through Friday, August 19, 2016	Identify a location for phone banking	I, EC	
Monday, August 1, 2016 through Friday, August 19, 2016	School site leaders recruit parent, teacher, staff, and community volunteers to fill phone bank calendar	I	
Monday, August 1, 2016 through Friday, August 19, 2016	Develop and launch campaign website and Facebook profile	I, EC	
Friday, August 05, 2016	Deadline to file Resolution and Tax Rate Statement with the Registrar of Voters and Clerk of the County Board of Supervisors	I	
Friday, August 05, 2016	Publish notice of deadline to file ballot arguments and send a copy of Bond Measure to County Counsel for analysis	RV	
Monday, August 8, 2016 through Friday, September 23, 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, August 18, 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, August 19, 2016	10-day period of public examination of primary arguments and impartial analysis	-	
Monday, August 29, 2016	End of 10-day period of public examination of primary arguments and impartial analysis	-	
Week of Monday, August 29, 2016	Conduct photo shoot	I, EC	
Week of Monday, August 29, 2016	Train volunteers for phone banks	I, EC	
Wednesday, August 31, 2016	Registrar of Voters may begin mailing Sample Ballots ( <i>only if there are no negative arguments submitted</i> )	RV	
Wednesday, August 31, 2016	Deadline for author of ballot arguments to submit rebuttal to argument against the Bond Measure to Registrar of Voters ( <i>if negative argument is received</i> )	-	
Thursday, September 01, 2016	10-day period for public examination of rebuttal arguments ( <i>if arguments are submitted</i> )	-	
Monday, September 05, 2016	HOLIDAY - LABOR DAY OBSERVED		
Week of Monday, September 05, 2016	Meet with newspaper editorial boards for endorsements and support	I	

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Week of	Monday, September 05, 2016	Begin development of early mailings to absentee voters	EC	
	Sunday, September 11, 2016	End of 10-day period for public examination of rebuttal arguments	-	
	Monday, September 12, 2016	Registrar of Voters may begin mailing Sample Ballots	RV	
	Monday, September 12, 2016 <i>through</i> Friday, September 23, 2016	Distribute lawn signs to supporter households	I	
	Friday, September 23, 2016	Review, approve, and send early mailings to absentee voters	I	
	Monday, September 26, 2016 <i>through</i> Friday, October 21, 2016	Track day-by-day absentee returns and follow up by phone and mail with supporters who have not voted	EC	
	Monday, September 26, 2016 <i>through</i> Friday, October 21, 2016	Recruit volunteers for phone bank	I	
	Monday, October 03, 2016	Begin development of late mailings to polling place voters	EC	
	Monday, October 3, 2016 <i>through</i> Friday, October 14, 2016	Identify phone bank headquarters for election weekend and election day	I	
	Friday, October 21, 2016	Review, approve, and send late mailings to polling place voters		
	Thursday, October 27, 2016	Election weekend reminder phone calls made and doorhangers distributed to supporters who have not yet voted	I	
	Tuesday, November 01, 2016	Election day phone bank poll checks and reminder calls to supporters who have not yet voted	I	
	<b>Tuesday, November 01, 2016</b>	<b>Election day</b>	<b>All</b>	