



Planning for a Successful Bond Measure

La Cañada Unified School District

Charles Heath, Partner

September 27, 2016

The Bond Planning Process



■ = Public Planning Process ■ = Independent Advocacy Campaign

The Bond Planning Process



- Poll
- Election timing
- Tax rate
- Projects

- Political landscape
- Competing issues
- Potential controversy

The Bond Planning Process



→ Inform and engage internal school community

→ Parents

→ Staff

→ Students

→ PTAs and Boosters

→ Inform and engage external community

→ Elected leaders

→ Business leaders

→ Faith community

→ Neighborhood

leaders

The Bond Planning Process



- Resolution calling election
- Ballot question
- Project list
- Tax rate statement
- Board vote

The Bond Planning Process



- Private fundraising
- Lawn signs
- Direct mail
- Endorsements

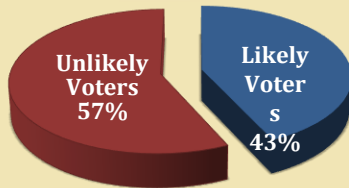
- Phone banks
- Precinct walks
- Website
- Social Media

The Bond Planning Process



- Ensure strong parent participation
- Remind supporters to vote
- Track votes to a win

November 2017 Bond Timeline



LCUSD Registered Voters: 13,168
Expected Voter Turnout: 5,600 (43%)
Votes Needed to Win: 3,080 (55%)

