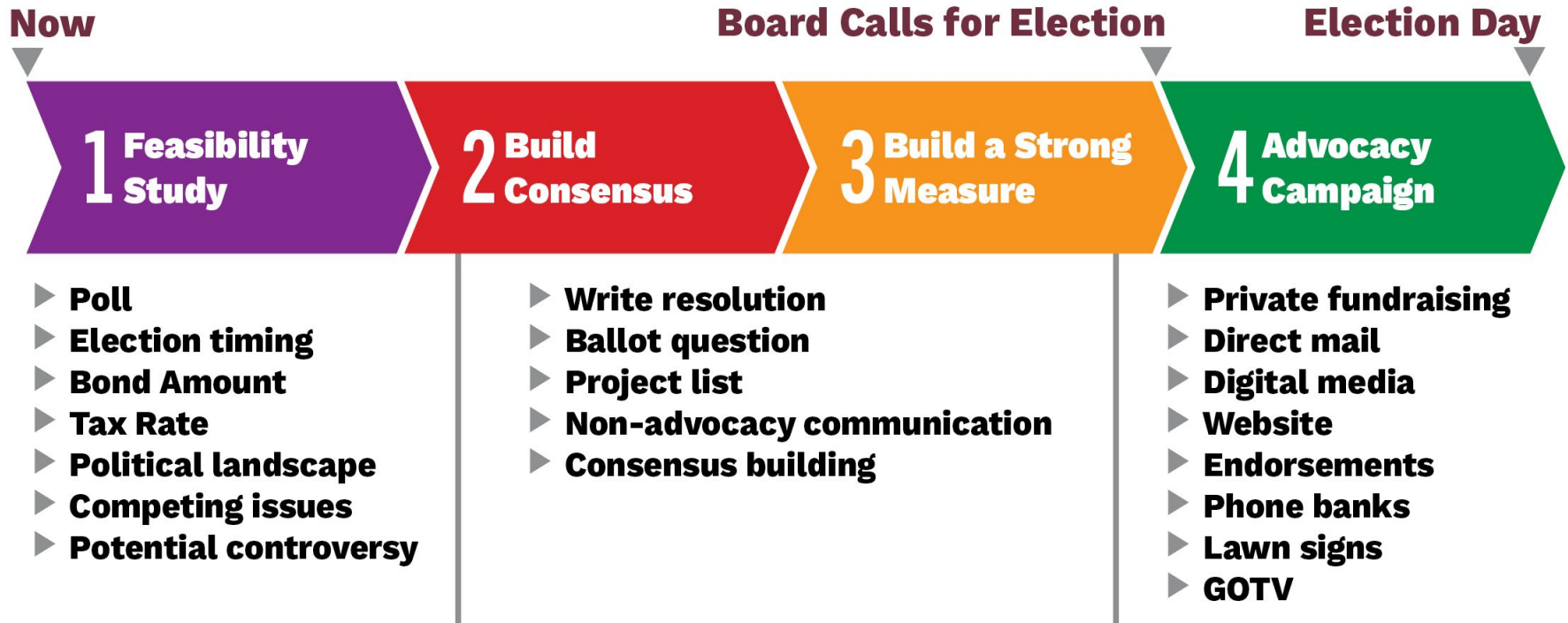




# 2022 Bond Measure Planning Timeline



# Recommended Next Steps

- Begin public information and outreach to raise awareness of facility needs and potential bond measure
  - Informational communications sent to all registered voters via direct mail and digital channels
  - Updates to the District's website and social media accounts
  - Development of an FAQ and informational presentation
  - Presentations to stakeholder groups and opinion leaders

# Recommended Next Steps

- Poll to test feasibility of bond measure, tax sensitivity, awareness of need and project priorities
- Using feedback from poll and public outreach, craft necessary legal documents, including:
  - Resolution calling election
  - 75-word ballot question
  - Bond project list
  - Tax rate statement

# Recommended Next Steps

- Board adopts resolution calling election (February action for June election; June/July action for November election)
- Adopted resolution calling election submitted to Registrar of Voters prior to deadline (March 11 for June; August 12 for November)
- Final phase of informational outreach effort to announce measure that has been placed on the ballot and provide voting information
- Transition to independent advocacy campaign