



To: Hillsborough School District
From: Charles Heath and Robin Gerrity, TBWBH Props & Measures
Date: *Updated December 15, 2021*
Re: Bond Measure Planning Timeline

Below is a communications and planning timeline for placing a bond measure on the June 2022 primary election ballot.

October – December 2021

- Kickoff meeting to regroup on facilities needs and bond planning
- TBWBH develops and sends an informational mailer (Chalk Talk) to all registered voters and parents re: back-to-school success and facilities needs
- Godbe Research develops and conducts opinion poll to test feasibility of bond measure and determine election timing

January 2022

- TBWBH crafts informational messaging based on poll results for parents, teachers, staff and local stakeholders, including:
 - Fact sheet
 - Talking points/FAQ
 - PowerPoint presentation
 - District/school website content
- **January 19 Board Meeting:** Present poll results and recommendations to the Board and discuss election timeline
- Dedicated webpage on District website about funding needs and potential measure goes live
- Work with legal counsel to develop draft bond measure resolution, project list and ballot language
- Present information to key internal stakeholders (principals, teachers, staff, education foundation, parent organizations) on potential bond measure
- TBWBH works with District to develop and send second Chalk Talk informational mailer to all registered voters and parents with more information on District needs, a potential bond measure, and an invitation to the upcoming board meeting where the Board will consider placing a measure on the ballot
- TBWBH develops coordinated digital content for use on social media and website
- Schedule meetings/conversations with key external stakeholders (elected officials, community organizations, key community leaders)



February – March 2022

- Continue meetings/conversations with key external stakeholders (elected officials, community organizations, key community leaders)
- Work with legal counsel to finalize draft bond measure resolution, project list and ballot language
- **February 16 Board Meeting:** Board adopts resolution to place bond measure on the June Primary Election ballot
- **March 11:** Deadline to deliver adopted resolution to San Mateo County Registrar of Voters
- Conduct training of District staff regarding role of District and staff during election
- Update District website with bond measure information
- TBWBH develops and sends third informational mailer to all registered voters and parents with details on bond measure, voting information, etc.
- Transition to independent advocacy campaign