



A Successful Parcel Tax Election





In The Beginning

- 3rd Bond Authorization
- MAD – Maintenance Assessment District
- Parcel Tax



Legal Analysis of Each

- First Option To Be Dropped
 - MAD
 - Majority vote – well sort of.....
 - Not District Wide
 - Must define the project
 - Variable assessments based on proximity to project
 - Weighted Vote
 - Businesses
 - Residences
 - Probable legal challenge



Legal Analysis of Each

- Parcel Tax
 - Requires 66 2/3 vote
 - \$5 - \$10 million per year
 - Probable limited term 4 to 5 years
- Bond
 - Requires 55% vote
 - \$400 to \$500 million

Science Behind the Task

- Survey – Bond and Parcel Tax
 - District Expense
 - Development of the Questions
 - How to test the threshold
- 55% v 66 and 2/3%
- BIG DIFFERENCE !
- BIG SURPRISE !

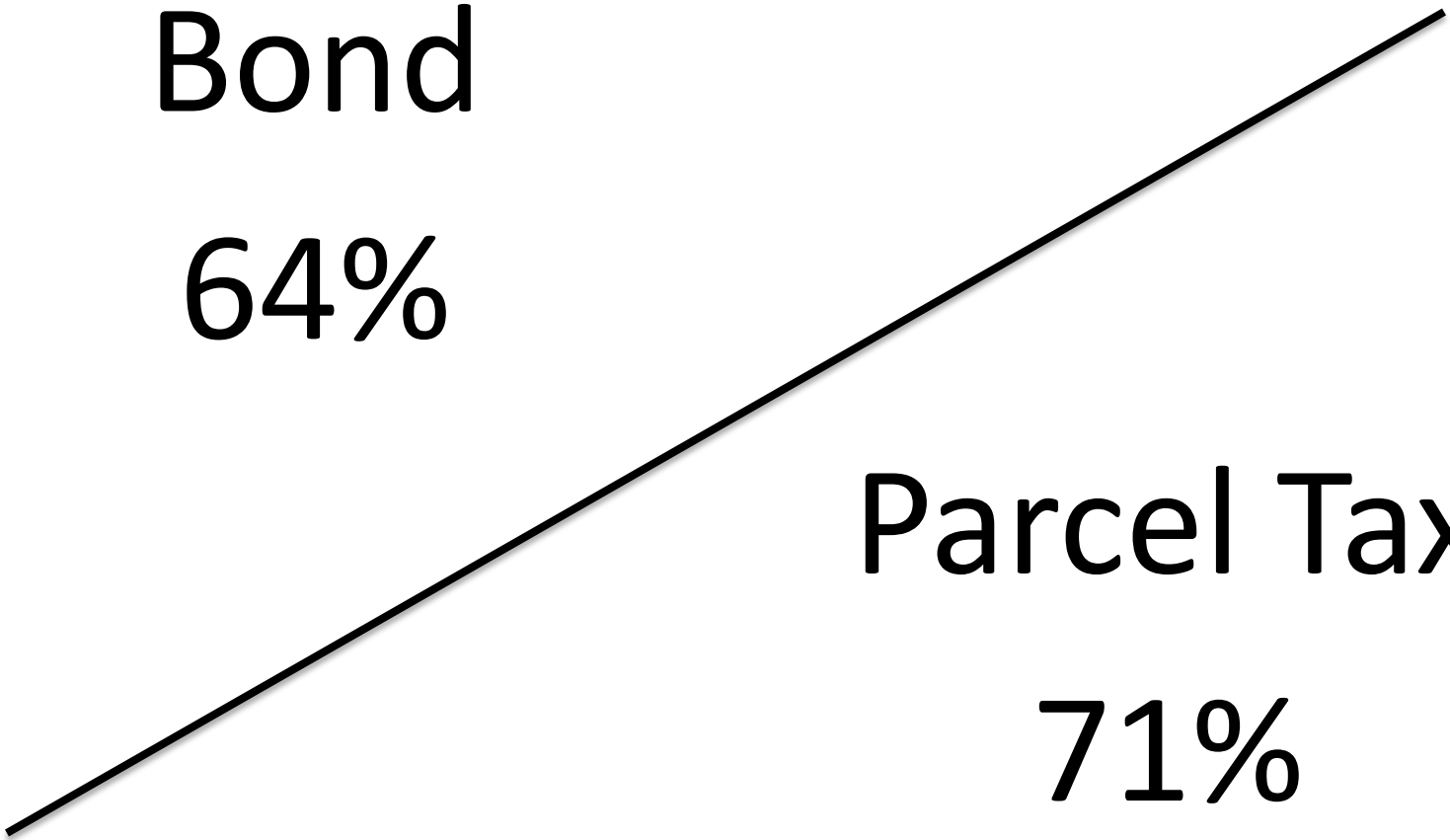
SURPRISE

Bond

64%

Parcel Tax

71%



The Questions



GO for Bond?

Go for Parcel Tax?

Go for Both?

When? June or
November

Impact if we lose PT?

Initial Partners

- Pollster
- Consultants, Consultants
Consultants
- Bond Counsel
- County Counsel

More Partners to follow.....>

The Decision

Parcel Tax in June

- Reasons
 - Budget Reductions-20%
 - Major decline of class sections
 - Rising student demand
 - NO HELP FROM STATE
 - Voters deserve a chance to help

What about the Bond?

FORM A COMMITTEE and RAISE MONEY

- Bond donors?
- How much do you need?
- Who will solicit funds?
- More importantly, who has the ability to raise money....and fast?



What You Need

- Board Support.
- Administration Support
- Faculty Support
- Staff Support
- Community Support
- Local Legislators' Support
- **Donor Support-Money**
 - State Chancellor's Office
 - League Support

New Partners

- Political Consultant – See list
 - Experience
 - Community Colleges
 - K-12
 - Community
 - Fee
 - Flat
 - % of mailings?
 - Bonus
 - Campaign Plan and Budget
 - Is the plan a good fit?

Get a Bank Account

- First – Get a Tax ID Number
 - EIN online
 - www.irs.gov
 - Political Organization
- Then go to bank
- FPCC will want to know your bank account

Fair Political Political Practices Commission

- Duties of Committee Treasurer
- Know your forms and when and where to file:
 - Web site: <http://www.fppc.ca.gov/>
 - Form 460 - get a FPPC number
 - Form 460 - Right after receipt of \$1000
 - Form 497 – File multiple times

Name of Committee – ... for...measure

The Campaign

- **Appropriate Mailers**

- **Pay attention to your survey**
- Color and layout
- REAL people: students, community members

- **Who you going to mail to?**

- Absentee voters – right after or right when the get there absentee ballot
- Focused group – campaign consultant advice
- General mailing

The Campaign

- **Students**
 - Facebook
- **Board Members**
- **Political Endorsements**
- **Newspaper Endorsements**
- **Community Members**

Night of Election

- **One horror story....**

....it was a dark and stormy

- **Night**
- **Week**
- **Months**

After Parcel Tax Passes

- **MORE NEW PARTNERS**

- State Chancellor's Office

- The FON raises its ugly head
- Change Law or Regulation

- County Government

- FEE collection and corrections
 - County wants \$1.3 million over 4 years
- Filing of parcel information deadlines
 - Senior Exemptions
 - Funny parcels

After Parcel Tax Passes

- **MORE NEW PARTNERS**
 - Consulting Service
 - Processing of parcel information
 - Senior Exemptions
 - Oversight Committee

Collection and Distribution

- Senior Exemption Reimbursements
- Multi-college
 - The Allocation of the Money.....
- Where and when to spend
- Faculty
- Collective Bargaining

Everyone wants to be your partner now