



# Planning for a Parcel Tax Renewal

Mountain View Whisman  
School District

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# About TeamCivX

- ✓ Strategy and communications consultants specializing in public finance ballot measures
- ✓ Long track record of success in Mountain View Whisman SD
- ✓ We help you:
  - Assess the feasibility of a measure
  - Determine the best election date, tax rate, program funding priorities
  - Develop the measure and qualify for the ballot
  - Tell your story to the community regarding your funding needs

# TCX About Measure B

- ✓ Last renewed in May 2017 w/ 72% support
- ✓ Locally controlled source of funding used to:
  - ✓ Provide academic support at every elementary school for English language learners and those students having difficulty with the basics like reading, writing or math
  - ✓ Support programs focused on 21st-century skills like science, engineering and computer science
  - ✓ Maintain up-to-date textbooks and instructional materials
  - ✓ Offer competitive compensation so the best teachers can continue to live and work in this expensive area
- ✓ Includes citizens' oversight and annual audits
- ✓ Exemptions for seniors and individuals receiving SSI & SSDI
- ✓ Set to expire in July 2025



# Parcel Taxes Offer Flexibility

- ✓ Can be renewed during any election
- ✓ Rate, duration and structure can all be updated during a renewal
- ✓ Recent Alameda Unified School District Appeals Court win makes square footage rate – with a cap on the total amount – a legally viable option



# Upcoming Parcel Tax Election Dates

## 2024

**March 5: Statewide Primary Election (qualification deadline December 8, 2023)**

**April 2: Regular Special Election (qualification deadline January 5, 2024)**

**May 7: Mail Ballot Special Election (qualification deadline February 9, 2024)**

**August 27: Mail Ballot Special Election (qualification deadline May 31, 2024)**

**November 5: Presidential General Election (qualification deadline August 9, 2024)**

## 2025

**March 4: Regular Special Election (qualification deadline December 7, 2024)**

**May 6: Mail Ballot Special Election (qualification deadline February 8, 2025)**



# Parcel Tax Planning Timeline



- ✓ Voter Survey
- ✓ Election Timing
- ✓ Parcel Tax Amount
- ✓ Tax Rate
- ✓ Political Landscape
- ✓ Tax Structure
- ✓ Potential Controversy

- ✓ Non-advocacy communications
- ✓ Stakeholder outreach
- ✓ Write resolution
- ✓ Finalize ballot question

- ✓ Fundraising
- ✓ Direct Mail
- ✓ Lawn Signs
- ✓ Endorsements
- ✓ Texting
- ✓ Digital GOTV



# Phase I – Feasibility Study

## **Goal: Answer the basic strategic questions that will set you on a path to success:**

- ✓ Does a parcel tax stand a reasonable chance of achieving two-thirds support?
- ✓ What tax rate fits within the tolerances of your community? Is a cost-of-living adjustment possible? What sort of sunset is feasible? Is a square-footage rate possible?
- ✓ What programs are top priorities for your voters?
- ✓ What controversies should be avoided?
- ✓ Does sufficient awareness of your funding needs exist?
- ✓ What is the right time to go to the ballot and how does projected voter turnout in upcoming elections impact a parcel tax measure?
- ✓ What other competing measures or issues are on the horizon that could impact your measure?
- ✓ How does the economy and political environment impact your measure?



# Phase II – Awareness Building

## **Goal: Make sure parent and non-parent voters understand your funding needs:**

- ✓ Develop informational messaging and a plan to get the message out to target audiences
- ✓ Talking points, frequently asked questions and a message training so all school district representatives speak with a single voice
- ✓ Utilize all available communication channels to deliver a consistent message, including direct mail, social media and online advertising
- ✓ Inform internal stakeholder groups, including teachers, principals, parent leaders, employee associations and others
- ✓ Inform external stakeholder groups including elected leaders, business leaders, ethnic community leaders, faith community leaders, taxpayer groups and others





# Phase III – Measure Development

## **Goal: Build a parcel tax renewal measure with the highest likelihood of success:**

- ✓ Recommend final tax rate, tax structure, annual adjustments, accountability mechanisms and duration
- ✓ Refine the final program descriptions to ensure they are written in clear language the general public will understand
- ✓ Work with legal counsel to get every word right in the 75-word ballot question
- ✓ Develop and refine all language that will appear in the ballot pamphlet mailed to voters
- ✓ Present recommendations, documents and resolutions to the Board for approval
- ✓ Work with local elections officials to ensure your measure qualifies for the ballot

# TCX Phase IV – Independent Campaign\*

## **Goal: Persuade and mobilize two-thirds of MVWSD voters to vote Yes:**

- ✓ No public funds or resources may be used to advocate for a parcel tax measure
- ✓ Strong fundraising and volunteer recruitment are essential
- ✓ Build a broad coalition of influential supporters
- ✓ Compelling persuasive communications targeted precisely
- ✓ Effective GOTV mobilization strategies
- ✓ Efficient use of financial and volunteer resources

*\*Services not part of agreement with MVWSD. A proposal for campaign consulting services will be provided to an independent campaign committee when it forms.*

**TEAM  
CIVIX**

**Questions?**

