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
About Measure B

- Last renewed in May 2017 with 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)
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
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.
Questions?