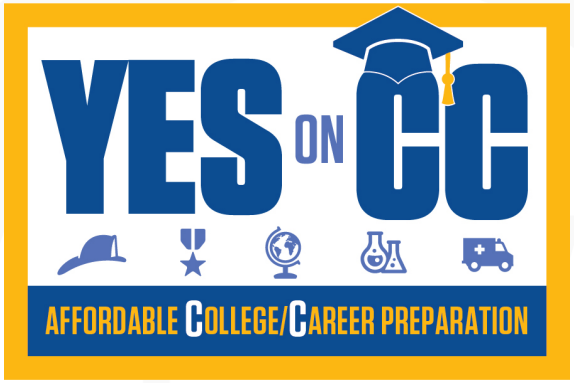
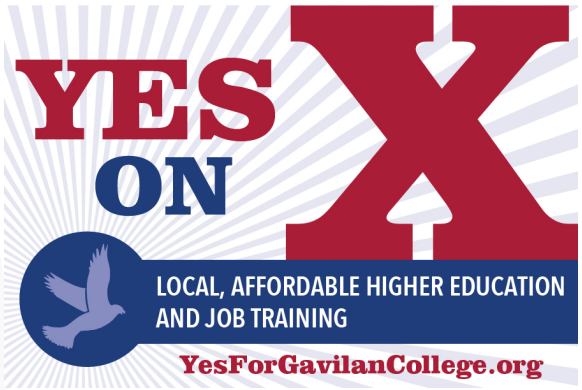
Overcoming Obstacles to Pass Your Bond Measure:
Getting to Yes





TBWBH REVENUE MEASURES STRATEGY & COMMUNICATIONS

GAVILAN COLLEGE

SAN BERNARDINO VALLEY · CHAFFEY · MOUNTAIN · EMPIRE COMMUNITY COLLEGE DISTRICT

Stradling Attorneys at Law

Introductions

Dr. Kathleen Rose, Superintendent /President, Gavilan College

Bruce Baron, Chancellor, San Bernardino Community College District

Jose Torres, Executive Vice Chancellor, San Bernardino Community College District

David G. Casnocha, Esq., Stradling Yocca Carlson & Rauth

Jared Boigon, Partner, TBWBH Revenue Measures

What obstacles did we face?

Regional differences:

- San Benito County (Gavilan)
- Rural and eastern communities (SBCCD)

Board confidence:

- Board elections
- Questions about polling
- Proposal specifics

Bargaining Unit Partnership and Engagement

Foundation strength and commitment

What obstacles did we face?

Distractions (SBCCD):

- College leadership turnover at Crafton Hills
- Sale of radio station

”Getting out of mothballs” (Gavilan):

- Only 2 years in as President/Superintendent
- Perception of broken promises in San Benito County
- Largest bond in history; first new buildings in 60 years
- Laissez-faire legacy of communications
- Took a year and beyond

Obstacle: AB 195 Ballot Language

In order to:

- Upgrade classrooms, labs and career training facilities for science, healthcare, technology, public safety, cyber security, and other growing industries
- Improve counseling, job training, and support facilities and services for returning veterans
- Improve local access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment
- And building a college campus in San Benito County

Shall Gavilan Joint Community College District issue 248 million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrators, and all money staying local?

In order to:

- Upgrade classrooms, labs and career training facilities for science, healthcare, technology, public safety, engineering, and other growing industries
- Improve local access to affordable, high quality education for students and veterans by repairing, constructing and acquiring classrooms, facilities, sites and equipment
- And add permanent classrooms and labs in San Benito County

Shall Gavilan Joint Community College District issue 248 million dollars in bonds at legal interest rates, **levying 2 cents per 100 dollars of assessed value ($14 million annually)**, with citizen oversight and all money locally controlled?

Obstacle: AB 195 Ballot Language

In order to:

- Repair and upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, healthcare, technology, public safety, skilled trades, and other growing industries
- Improve student safety and security
- And improve local access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment

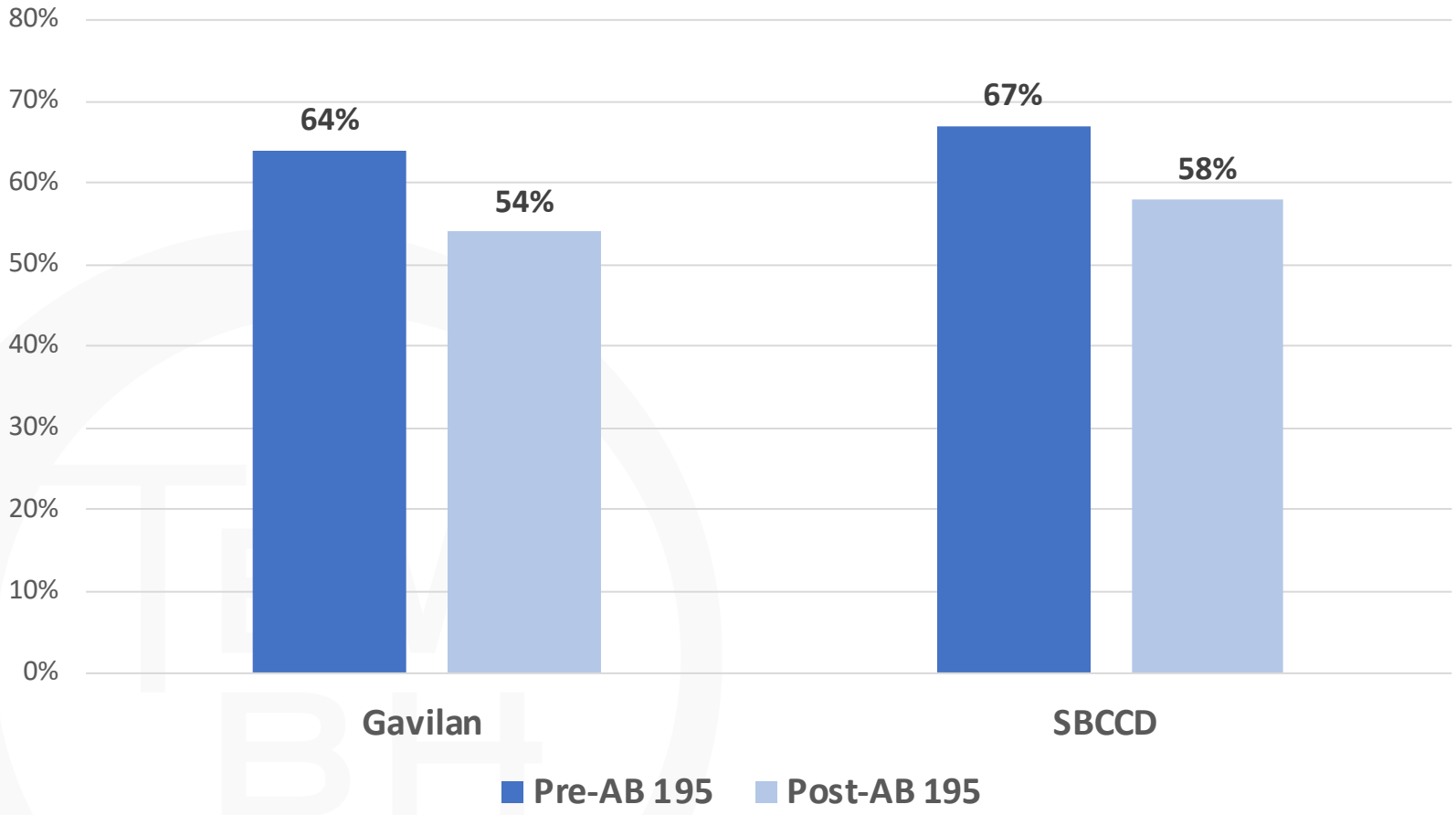
Shall San Bernardino Community College District issue 470 million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrators, and all money staying local?

In order to:

- Upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, engineering, nursing, and industrial careers
- Improve student safety
- And improve access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment

Shall the San Bernardino Community College District measure authorizing 470 million dollars in bonds at legal rates, **levying 3 cents per 100 dollars of assessed value ($13 million annually)** while bonds are outstanding, be approved, with citizen oversight and all money staying local?

Obstacle: AB 195 Ballot Language



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Stradling Attorneys at Law

What strengths did we have?

Early planning

- Early polling
- Do's and Don'ts
- Public information and communication
- Commitment of internal resources
- Trusted team of advisors

What strengths did we have?

Gavilan

- New leadership, commitment to outreach
- Prominent alumni/100 years of history
- Strong student voices

SBCCD:

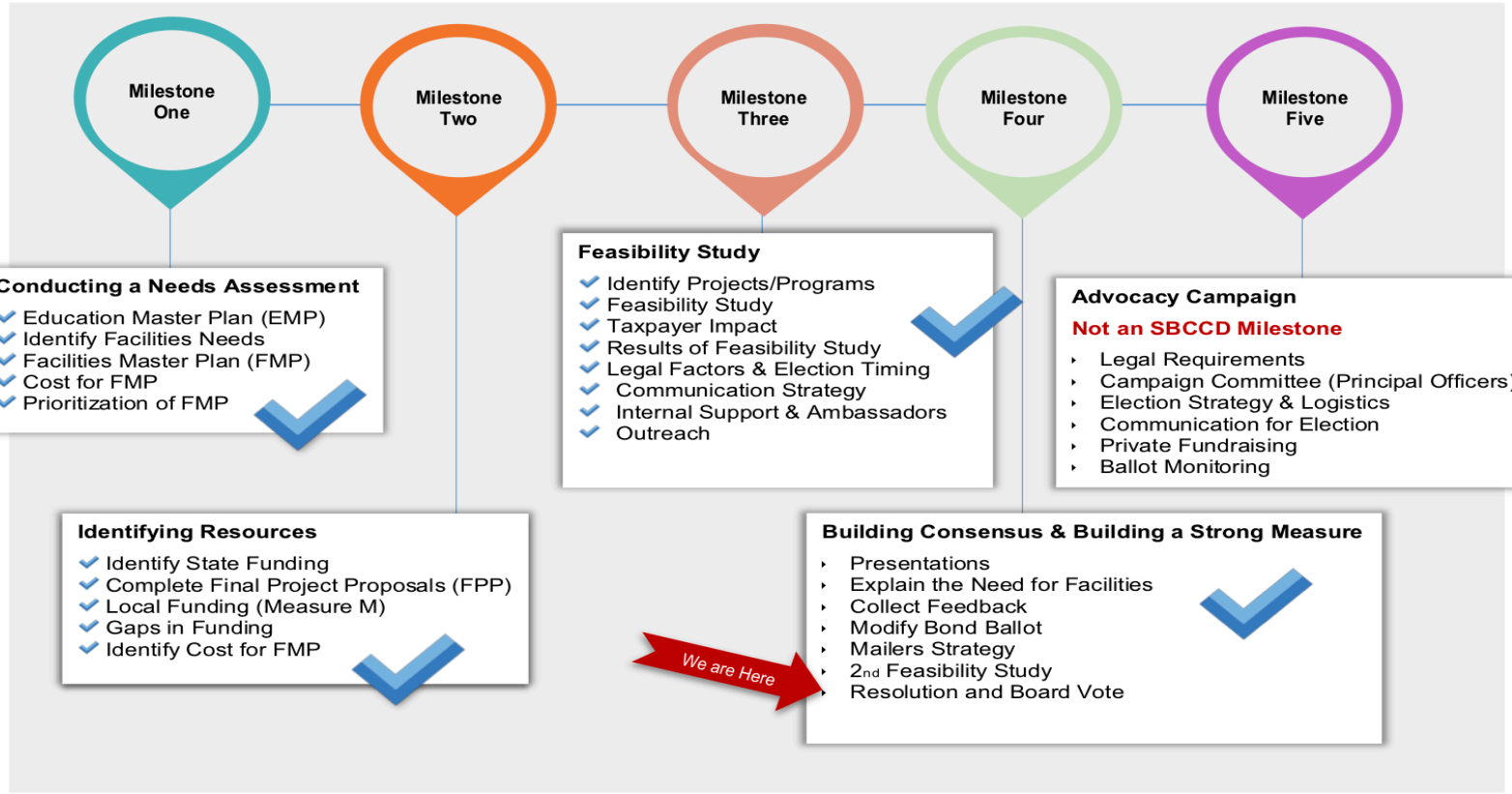
- 90-year history of Valley College / everyone has been touched by College
- History of effective construction and partners
  - Excellent CBOC
- Strong polling
- Some enthusiastic Board members
- Strong community ties and community allies, especially western areas of district

- Strong understanding of informational vs. advocacy

What strategies worked prior to Board vote?

- Early polling and tracking polls
- Created a strong internal working group: everyone on the same page
- Ensuring project list and financing plan reflected community priorities and college priorities
  - Master Plan in place: What's the future of the District?
  - Not just buildings, but what will be in them
- Extensive community outreach BEFORE a Board vote to go on the ballot
- Thorough Board process, including multiple polls, workshops, discussions
    - Individual meetings
    - Constant timeline updates (SBCCD)

What strategies worked prior to Board vote?



What strategies worked during the campaign?

Board-approved project list for credibility

- San Benito campus (Gavilan)
- Fire Training Center / Local fire chiefs' support (SBCCD)

Strong, Effective Fundraising

- Developed a target budget
- Leveraged relationships with vendors/community/Labor/students
- Had individuals willing to make fundraising calls
- Fundraising is hard work!

What strategies worked during the campaign?

Student Involvement

- Active students
- Students helped with phone banking/precinct walking
- Signs/visibility
- Helped with GOTV efforts

What strategies worked during the campaign?

- **Digital Media/Direct Mail**

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What strategies worked during the campaign?

Get Out the Vote efforts

- Organized field efforts
- Calls/text messages/precinct walking
- On campus outreach efforts

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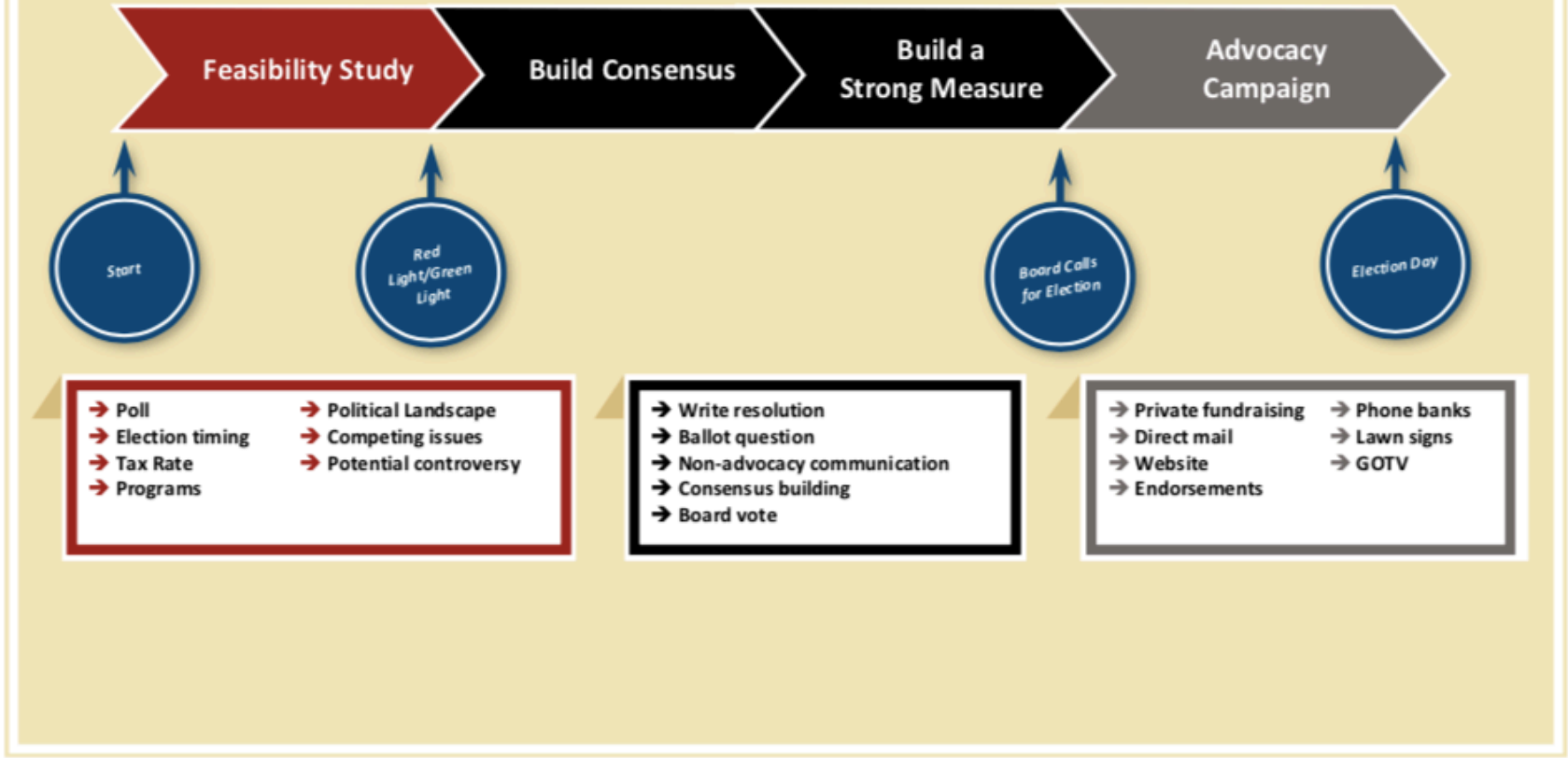
Differences between informational and advocacy

- Before Board vote/after Board vote
- Do's and Don'ts
- Use of personal time of administrators vs Trustees vs students

General Election Timeline



Questions?