



CALIFORNIA'S
COALITION
for ADEQUATE
SCHOOL HOUSINGSM

www.cashnet.org

C.A.S.H. WORKSHOP
**“Using Local Funds to Sustain Facility Staff, Projects, and
Programs”**

Tuesday, April 22, 2008

9:00 a.m. to 2:30 p.m.

Doubletree Hotel

2001 Point West Way

Sacramento, California

SCHOOL DISTRICT DEBT INSTRUMENTS

JARED BOIGON

TBWB Strategies

CALIFORNIA'S COALITION *for* ADEQUATE SCHOOL HOUSING

1130 K Street, Suite 210 • Sacramento, CA 95814 • Phone (916) 448-8577 • Fax (916) 448-7495 • www.cashnet.org

Handout materials are available online after the workshop. To download the materials, visit www.cashnet.org/meetings and click on the link labeled “Workshop and Conference Handouts.”



CALIFORNIA'S
COALITION
for ADEQUATE
SCHOOL HOUSINGSM

www.cashnet.org

C.A.S.H. WORKSHOP
“Using Local Funds to Sustain Facility Staff, Projects, and Programs”

Friday, April 25, 2008

9:00 a.m. to 2:30 p.m.

Ontario Airport Marriott
2200 East Holt Boulevard
Ontario, California

USE OF VOLUNTEERS FOR FACILITIES PROJECTS

MICHAEL TOY

Parker & Covert LLP

CALIFORNIA'S COALITION *for* ADEQUATE SCHOOL HOUSING

1130 K Street, Suite 210 • Sacramento, CA 95814 • Phone (916) 448-8577 • Fax (916) 448-7495 • www.cashnet.org

Handout materials are available online after the workshop. To download the materials, visit www.cashnet.org/meetings and click on the link labeled “Workshop and Conference Handouts.”

Successful School Bond Measures

Presented by TBWB Strategies



CALIFORNIA'S
COALITION
for ADEQUATE
SCHOOL HOUSING™



Tuesday, April 22, 2008
Sacramento, California

Introduction: Who We Are

- Bond measure feasibility & campaigns
- \$3.5 billion & most wins in 2006
- Oversee polling, public education & ballot preparation
- Privately funded campaign: volunteers, direct mail, etc.



CALIFORNIA'S
COALITION
for ADEQUATE
SCHOOL HOUSING™



Tuesday, April 22, 2008
Sacramento, California

School Bonds in 2008

- End of “stealth elections”
 - Prop. 39: 55%
 - HJTA / “tax fatigue”

- November 2008
 - Presidential turnout
 - Economic concerns

- August 8th deadline (ask your county)



CALIFORNIA'S
COALITION
for ADEQUATE
SCHOOL HOUSING™



Tuesday, April 22, 2008
Sacramento, California

2nd, 3rd or 4th Bonds

- Much more common

- Current & evolving needs

- Tout successes

- Credible messengers

- Classroom learning!



CALIFORNIA'S
COALITION
for ADEQUATE
SCHOOL HOUSING™



Tuesday, April 22, 2008
Sacramento, California

Specific Area Needs

- Pockets of new growth

- District-wide messaging?

- SFIDs
 - Prop. 39
 - A.V.-based



CALIFORNIA'S
COALITION
for ADEQUATE
SCHOOL HOUSING™



Tuesday, April 22, 2008
Sacramento, California

Questions



CALIFORNIA'S
COALITION
for ADEQUATE
SCHOOL HOUSING™



Tuesday, April 22, 2008
Sacramento, California