

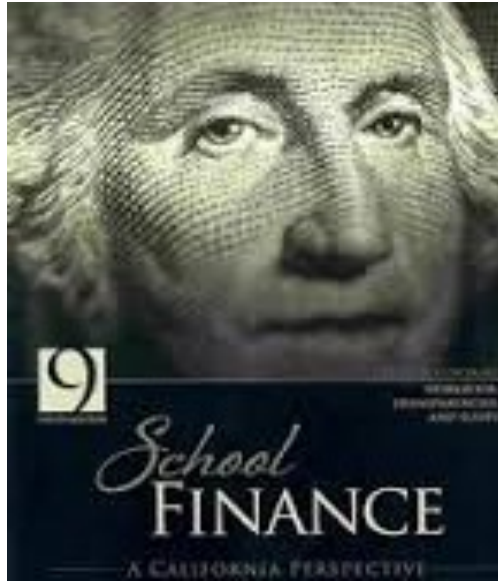
Portola Valley School District

Conversation Guide

Preparing for 2018 School Bond Success

March 7, 2018

Cl!ffordMoss.



Navigating in the Public Arena

- ▶ MORE Accessible and Widely Interpreted (*because information is abundant/instant*).
- ▶ MORE Complex and Organic– at ALL Levels.
- ▶ MORE Demanding of School Leaders in Virtually Every Way.

Planning Model



A winning strategy
employs both
Art & Science.



1. Your community is unique.
2. Listening is a lost art.
3. People support what they help create.

**Time is your most
valuable resource!**

CliffordMoss.

Approach

Track 1

District Due Diligence

Facilities, Technology, Finance, Legal, Logistics etc...

Track 2

BOARD Engagement & Education

NEED, Process, Info/Data/Research, Consensus, etc...

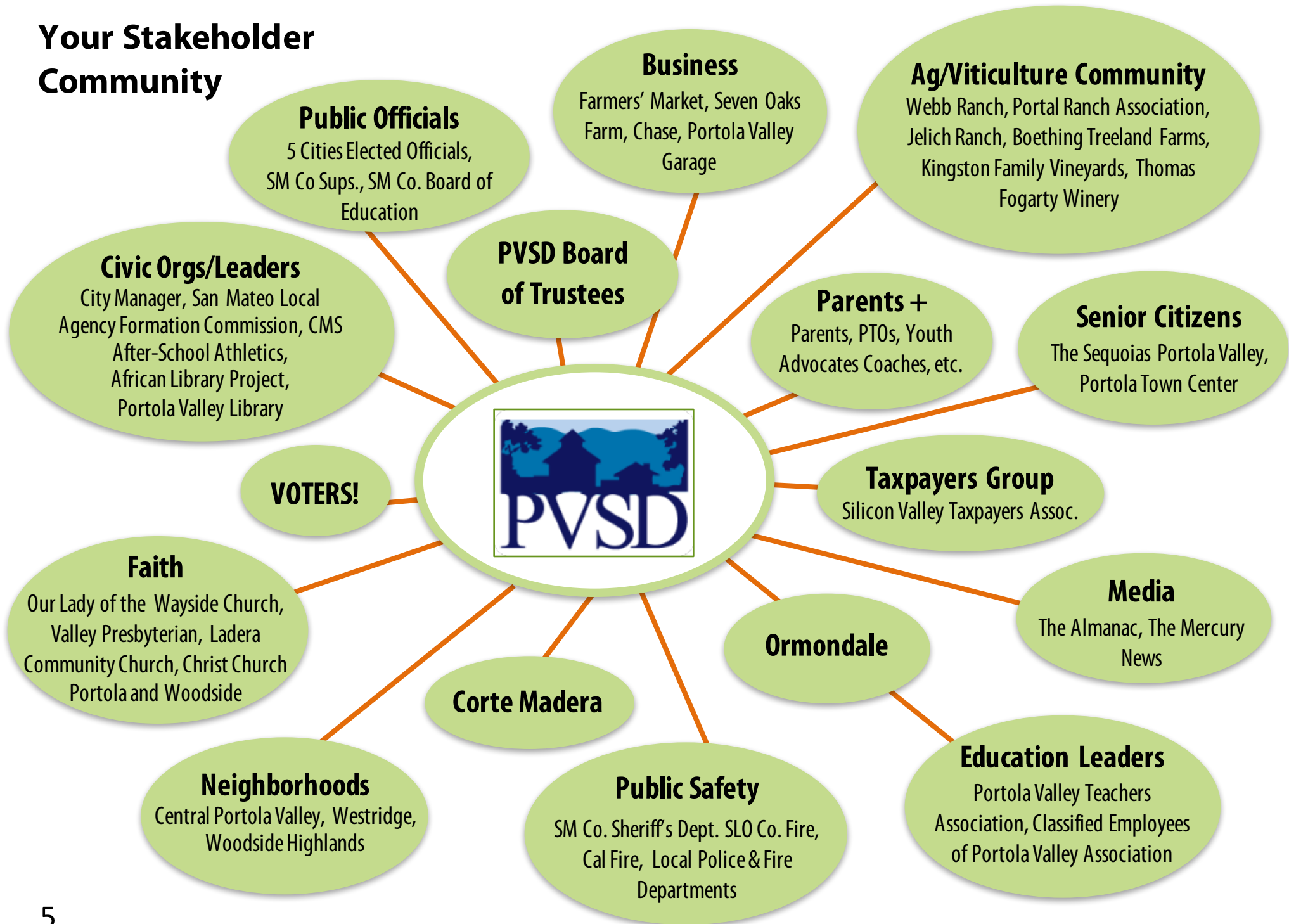
Track 3

Stakeholder & Opinion Leader Engagement

"People Support What They Help Create."



Your Stakeholder Community



Key To Our Success:

**The more we
make it about
NEED...**



**...The more we
make it about the
MONEY...**



Engage!
Tell our Story!  **LISTEN!**  **Track**

"People support what they help create."

We **"FACILITATE, TRAIN & COACH"** you through this process.

November 2018 Timeline

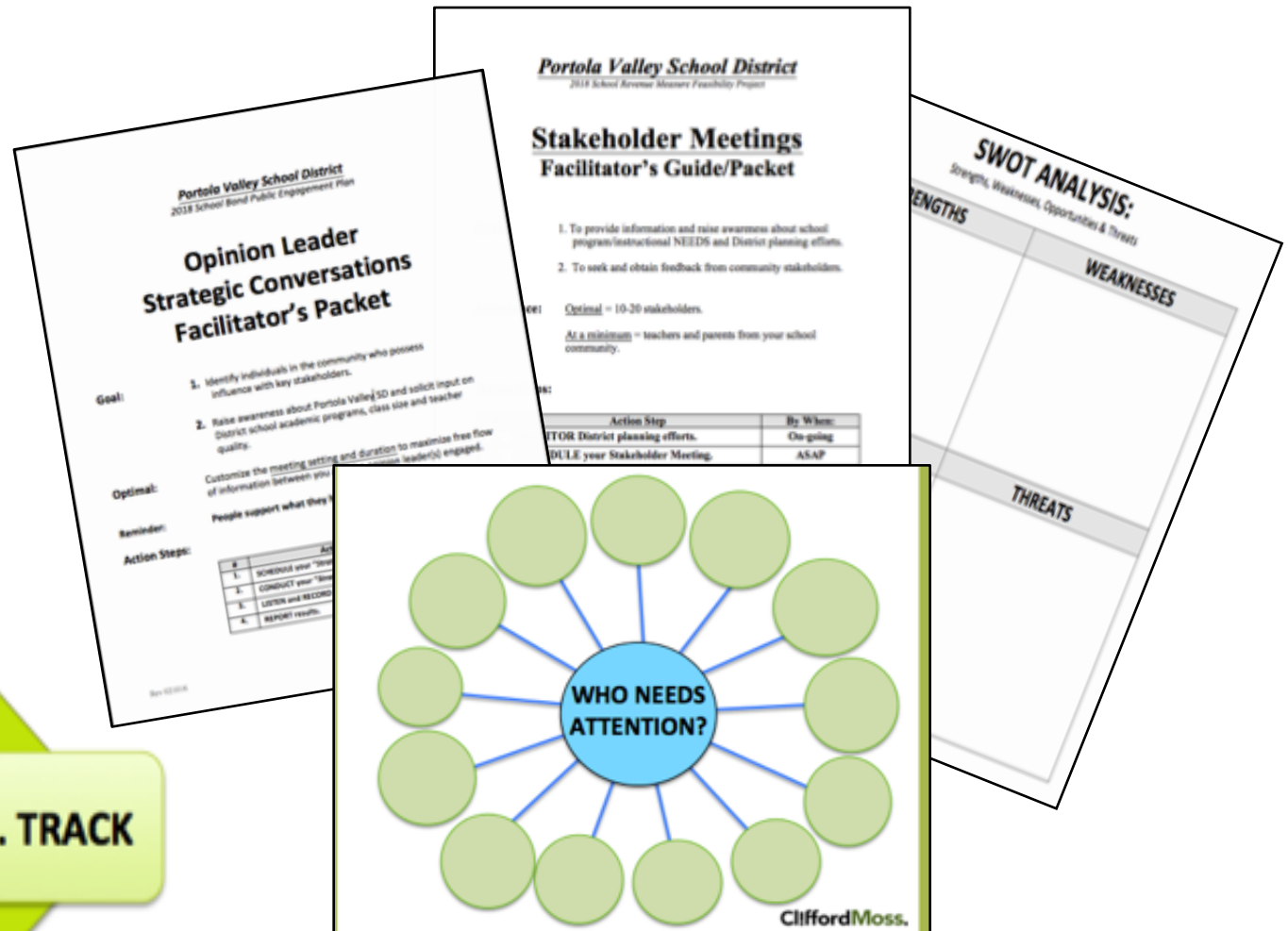
- **NOW – May**
Listening/Engagement Work
Planning / Community Outreach / Early Opinion Leader & Stakeholder Work
 - **Early May**
Evaluate Early Listening Work/Feasibility
 - **Mid May**
Tracking Survey
 - **Late May - June**
Core ballot measure package defined
Ballot Measure Prep / Bond Plan Shared Broadly
Informed by opinion research + needs + community input & consensus
 - **Mid June**
Board Workshop – Ballot Package Review
 - **Late June**
Board Action – Calling for an Election
 - **Aug 10**
Filing Deadline for Nov 2018 Election
-

CAMPAIGN WINDOW

- **Aug/Sept/Oct/Nov 6**
Campaign Window
- **Nov 6, 2018**
ELECTION DAY!

What Listening Looks Like

**People support
what they help create.**



1. ENGAGE

Tell Our Story!

2. LISTEN!

3. TRACK

What Listening Looks Like

School Sites

- Teachers, Principals, Staff and Students
- Parents, Volunteers, Supporters

Opinion Leaders

- **Skeptics AND Likely Supporters**
- Civic – business, education, youth, etc.
- Influencers – media, activists, others

VOTERS

- ALL Voters
- Voters who need special attention!

Track 3

Stakeholder & Opinion Leader Engagement

"People Support What They Help Create."

3 PRIORITIES to Determine Feasibility & Accelerate Preparing for the Ballot:

1. Opinion Leader Work
2. School Site Stakeholder Meetings
3. Voter Communications

Opinion Leader Work:

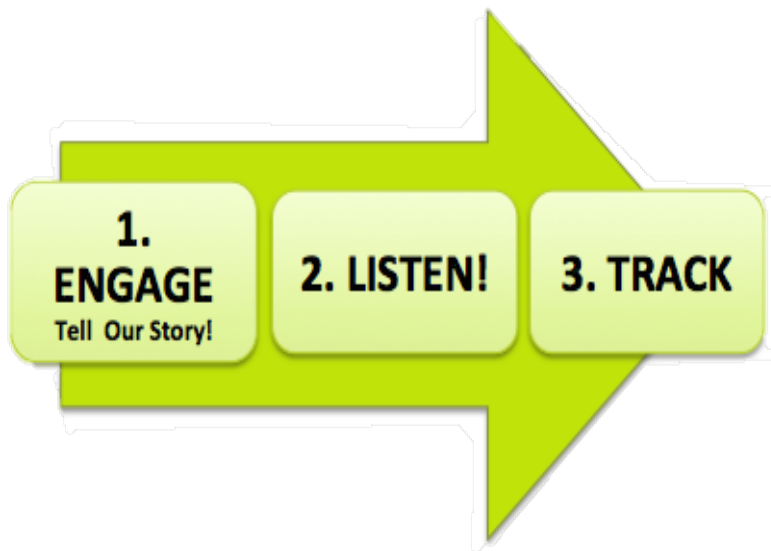
GOAL: Engage “opinion leaders” (*people of INFLUENCE, whether or not they have a title*) who we can learn from – or who simply need attention – long before we’re on the ballot.

SUGGESTED DRIVERS: Board + District Leadership Team.

BENEFIT: Real conversations invite opinion leaders to think about the impact of your facilities NEEDS and what a local school bond for our community would mean. This is an optimal setting for candid Q&A and exchange. *People support what they help create.*

Question: Are you willing to help?

Spring/Summer 2018 Focus



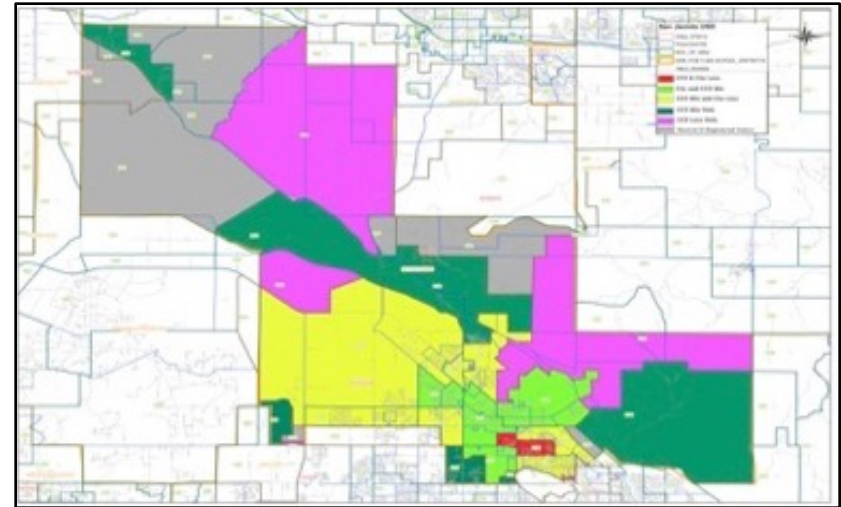
MESSAGE:

"Schools matter here. We are assessing our school facility needs. Our goal: safe, modern facilities. Our needs are REAL. We are EXPLORING OPTIONS, reaching out and LISTENING. Your opinion matters. We want your input. No decisions have been made."

What do YOU think?"

Actively Listening. Community Alignment!

Process/Tools



Spring/Summer 2018 Focus

We need to be comfortable with, EXPECT, and WELCOME Questions & Exchange:

What are our facility and technology needs?

What are they – school-by-school?

What does our community need/want NOW/TODAY?

What will it cost to address our needs?

Will the District's plan really improve teaching and learning?

Where will the money come from to meet all these needs?

What do other school districts do?

Is a GO Bond a good solution? Is it affordable?

What are the alternatives to going for a bond?

What will a bond COST? How much will it cost **ME**?

When was the last bond? What did we get out of it?

What hits the sweet spot – between what we need and what is affordable?

How can we be assured that the money will be spent properly?

WHO makes the final decision on this? WHEN?

FACILITIES MASTER PLAN

GOAL: Build a Facilities Master Plan + corresponding Bond Plan **in alignment with your Portola Valley community.**

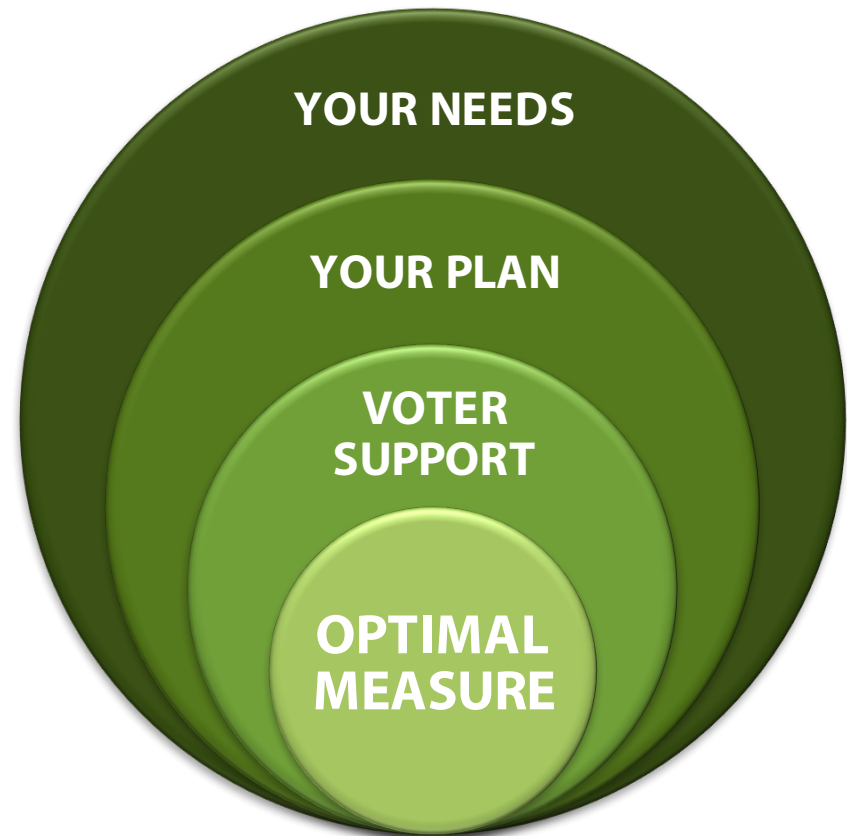
BENEFIT: Increased awareness + understanding of your NEEDS and Plan raises voter support for your Plan. *People support what they help create.*



Polling/Opinion Research

POLLING is an ESSENTIAL STEP in balancing the unique equation between *your* district and *your* community. POLLING helps package your measure for success RE:

- ▶ Tax Rate
- ▶ Specific Priorities
- ▶ Messaging & Outreach
- ▶ Timing
- ▶ Funding Type
- ▶ Election Type
- ▶ Ballot Language





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