



Presentation to Menlo Park City School District

December 2023

BMW

CAMPAIGNS



Environment for a MPCSD Bond

Assets:

- The school district is viewed favorably by the community.
- MPCSD has been fiscally responsible.
- MPCSD is conducting a thoughtful extensive process that has involved the school community to determine needs and approach.
- MPCSD as a district has delivered strong outcomes for its students and the community.



Environment for a MPCSD Bond

Challenges:

- Very crowded November 2024 ballot with national, state, regional, county, and municipal elections all on the same ballot.
- Economic uncertainty in our area and state.
- Competing priorities for attention and funds.
- Assembling a motivated community campaign to run and win the election.



Components of a Successful Bond Measure

1. Create a revenue plan that is good public policy and good for the school district.
2. Create a revenue plan/ballot measure that voters will support.
3. Pick the right election to maximize the measure's vote potential.
4. Engage, organize and motivate the core "school family" to mobilize an active base of supporters as primary campaign communicators.
5. Secure the unanimous support from community groups and opinion leaders.
6. Conduct an effective communications and get out the vote campaign with likely voters through a communications program, voter contact and get-out-the-vote campaign (separate from the District's efforts)



Next Steps: Public Opinion Research

- Conduct public opinion survey to find alignment between the district's needs and the voters.
- Multi-mode public opinion survey of likely November 2024 voters.
- Things to test: bond amount, timing, priorities, project, needs, and messages.
- Develop questionnaire with the district in December/January, test end of February, results to the board March.



Next Steps: District

- After the poll, develop in-district communications about results.
- Communications with the community on what we heard.
- Work with board, community, and staff to find alignment giving input to the facilities plan and next steps to crafting a program.
- Work with attorneys to craft proper ballot language and cadence for adoption of a measure to be placed on the November 2024 ballot.



Thank you.

MENLO PARK CITY SCHOOL DISTRICT

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