

## **General Obligation Bond Funding**

- > Facility upgrades/expansion
- > Equipment and furnishing
- > Technology
- > Energy efficiency
- > Water/resource conservation
- > Deferred maintenance
- > Retire facility-related debt

## **Sample Bond Measure Timeline**

Feasibility Study

Measure Development/ Public Information

Advocacy Campaign

- Poll
- Timing
- Tax rate
- Features
- · Political landscape
- · Competing issues
- Potential controversy

- Write resolution
- Ballot question
- Non-advocacy communication
- Consensus building
- Board vote

- Private fundraising
- · Direct mail
- Website
- Endorsements
- Field program
- GOTV

2-3 Months

4-6 Months

3-4 Months

## **Upcoming Bond Election Dates**

- November 2013 (Some districts)
- June 2014 (All districts)
- > November 2014 (All districts)

tel 415.291.1894 fax 415.291.0724