SANTA BARBARA COMMUNITY COLLEGE DISTRICT
PROCESS TO A NOVEMBER 4, 2014
PROPOSITION 39 BOND ELECTION

**Action**

1. Retain bond counsel, investment banker/financial advisor and strategist.

2. Complete identification and prioritization of the capital facility needs of the District as well as estimated cost of the improvements.

3. Seek District stakeholder input/agreement on priority facility needs.

4. Consider asking political consultant to run “information campaign.” Consider establishing a budget for such a campaign.

5. Investment banker provides input re: bond size, debt capacity, tax rates and bond sale timing to complete projects.

6. Retain voter survey consultant (pollster) and campaign strategist.

7. Begin community outreach efforts to educate public on facility needs of District and District’s role in the community.


10. Evaluate tracking polling results; modify project list; adjust proposed bond size and timing of bond sale; recommit to 2014 election; or delay to future date.

11. Resume community outreach effort based on polling data, modify message, dollar request, test campaign themes.

**Date/Time Frame**

- November 4, 2014: Completed
- May 8, 2014
- May 2014
12. **Action**
   - Begin to identify community leaders, facility committee members, etc. to serve as core of bond campaign committee, particularly chair and finance directors.

13. **Action**
   - Finalize project list, costs, bond size, timing, tax rate levels, draft ballot measure language.

14. **Action**
   - Board first reading of election resolution

15. **Action**
   - Adopt resolution calling for bond election.

16. **Action**
   - DELIVER RESOLUTION CALLING FOR ELECTION TO SANTA BARBARA COUNTY REGISTRAR OF VOTERS.

17. **Action**
   - File Direct Ballot Argument with County

18. **Action**
   - File tax rate statement (8/8/14), impartial analysis (8/4/14) with County (bond counsel, county counsel)

19. **Action**
   - Fund raising by Bond Committee.

20. **Action**
   - Conduct campaign.

21. **Action**
   - **ELECTION.**

22. **Action**
   - Election results certified.

23. **Action**
   - District Governing Board adopts resolution authorizing the issuance of bonds.

24. **Action**
   - Prepare official statement; obtain bond ratings.

25. **Action**
   - Sell bonds.

26. **Action**
   - Receipt of bond money.

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**November 4, 2014**

- March 2014

- May 2014

- May 22, 2014

- June 12, 2014

- June 26, 2014

- July 14-July 23, 2014

- August 2014

- August/Sept/Oct 2014

- August/Sept/Oct 2014

- November 4, 2014

- December 4, 2014

- January/Feb 2015

- February 2015

- February 2015

- March 2015