

## Board of Trustees Agenda Item

Board Meeting Date: June 14, 2010

### **Title of Item: Authorize Planning & Communications Phase of a Parcel Tax Measure**

#### **Background and Analysis:**

##### **Background**

At the June 7, 2010, Study Session of the Board of Trustees the results of the polling for the proposed parcel tax measure were presented by the consulting team that included the pollster (Godbe Research) and the Campaign Strategist (TBWB Strategies). The survey itself was conducted in May 2010 after the results of the May elections became known. Those polling results suggested strong community support for a parcel tax measure. The Board wished to understand the outcome of Measure G, the San Mateo County Community College District Parcel Tax initiative prior to taking further action on the FHDA parcel tax measure. Unofficial results of the San Mateo measure are now known and the Chief Elections Officer website notes that Measure G passed with a 66.88% yes vote.

##### **Planning & Communications Phase**

This Board item is presented with a recommendation to move into the Planning and Communication Phase. During this phase, the District will communicate with the voters in the district about the financial challenges facing the district and options it is considering to solve these challenges. The survey results from the Feasibility Phase of the initiative will guide this planning and communication work. This phase will include an additional phase of work with TBWB Strategies which will focus largely on the following:

- Develop unbiased, non-advocacy information-only fact sheets to be distributed at both campuses and in the community and talking points to ensure message consistency
- Provide information to be added to the District's website, included in email updates and added to newsletters
- Prepare PowerPoint presentations for college and community meetings
- Write, design, and produce mailings to educate, inform and engage voters
- Explore constructive, cost-effective ways to use electronic media, such as a website, blast emails and social networking like Facebook and Twitter
- Develop strategies and plans to inform and engage key internal stakeholder groups, including students, faculty, staff, foundation members, commissions and others
- Develop strategies and plans to inform and engage influential external groups including elected leaders, business leaders, neighborhood leaders, ethnic community leaders, faith community leaders, taxpayer groups and others
- Develop and implement a strategy for informing regional and local news media

This phase will also include a limited legal services agreement with Bond Counsel to include preparation of required notices, resolutions and ballot language and general advice with respect to proper conduct of a parcel tax election.

District administration recommends a not-to-exceed amount of \$200,000 be allocated from unrestricted ending fund balance to fund this phase of the initiative.

Staff will also post a Notice of Public Hearing, (attachment 1), under the authority of Government Code 54954.6, which requires a 45 day notice of hearing prior to the date when the board must call for the election. The 45 day noticing requirement does not obligate the Board to proceed with the measure; rather it will allow the board to make the determination of a November 2010 election at its meeting of August 2, 2010.

**Recommendation:** The Vice Chancellor of Business Services recommends the Board authorize staff to move into the Planning and Communication Phase of the parcel tax measure and post the referenced Notice of Public Hearing.

Submitted by:	Andy Dunn, Vice Chancellor, ext. 6201
Additional contact names:	
Is backup provided?	Yes

## **DRAFT**

# **Foothill-De Anza Community College District**

## **NOTICE OF PUBLIC HEARING**

Please take notice that on Monday, August 2, 2010 at 6 p.m., in the Foothill-De Anza Community College District Board Room, 12345 El Monte Road, Los Altos Hills, California 94022, the District's Board of Trustees will conduct a public hearing.

The Foothill-De Anza Community College Board of Trustees will consider adopting a resolution proposing to establish a Special Tax to be submitted for voter approval on November 2, 2010, in an amount not to exceed \$69 per year (estimated annual collection of \$6,900,000) for up to 6 years for a variety of educational programs, including maintaining math, science, writing and other core academic courses that prepare students to transfer to four-year colleges and universities; preserving job training programs that prepare students for careers in technology, engineering, nursing, paramedics, and science; keeping community college libraries open and maintaining library services; maintaining programs that provide equal access to classes for students with disabilities; providing affordable course offerings to meet growing student demand; and attracting and retaining qualified instructors and support staff.

Additional information may be obtained by contacting Linda Thor, Chancellor, at the address shown above or at 650-949-6100.