

To: Mill Valley School District
From: TBWB Strategies
Date: November 21, 2019
Re: District Communication & Planning Timeline

We have prepared the following timeline to highlight the key steps in building awareness about your facilities needs and preparing for a potential bond measure in November 2020.

Now – January 2020

- Refine facility plans based on survey results
- Determine plan for renewal or expiration of supplemental parcel tax
- Develop stakeholder outreach list
- TBWB crafts messaging about District's achievements and facilities needs, including
 - Talking Points
 - FAQ
 - District Fact Sheet
 - District website content
 - PowerPoint presentation

February 2020

- Schedule and initiate outreach to internal stakeholders in Mill Valley School District, including:
 - Principals, teachers and staff
 - Parent organizations and foundation
 - Bargaining units
- Schedule and initiate outreach to external stakeholders within the Mill Valley School District communities, including:
 - Elected officials
 - Community organizations (neighborhood associations, service clubs, local businesses)
 - Key community leaders

March 2020

- Send informational mailer to all voters and parents to provide information about the District's facilities needs. The mailer will include a survey tear-off to allow people to provide their facilities priorities and feedback.
 - Corresponding survey will be posted on District's website and pushed out through email and social media
- Continue outreach to stakeholders and community organizations

April 2020

- Continue outreach to district stakeholders and community organizations
- Compile and review feedback from facilities priorities survey

May 2020

- Continue outreach to stakeholders and community organizations
- Mail second informational mailer to communicate about facility needs, report on feedback from facilities priority survey and introduce need for a potential bond measure
- Conduct tracking survey to refine measure and confirm support

June 2020

- Update messaging and plan to reflect community feedback and tracking poll results
- Continue to provide information to stakeholders
- **June 10, 2020:** Board reviews tracking survey results and first draft of resolution
- Update resolution to incorporate feedback, if needed
- **June 17, 2020:** Board approves resolution and votes to place measure on November 2020 ballot

July – August 2020

- **No later than August 7, 2020* (88 days prior to election):** District delivers adopted resolution to Registrar of Voters in order to qualify for the November 2020 ballot
- Send final informational mailer to all registered voters and parents announcing details of measure placed on the ballot by the Board and information on voting in the election
- Conduct training of District staff regarding role of District and staff during election
- Update district website with final measure information
- Transition to independent advocacy campaign

*Date to be confirmed by County Registrar of Voters once the County election calendar is set