

TOWN OF SAN ANSELMO
STAFF REPORT
June 27, 2013

For the meeting of July 9, 2013

TO: Town Council

FROM: Debra Stutsman, Town Manager

SUBJECT: Resolution Authorizing the November 5, 2013 Election

RECOMMENDATION

That Council approve the resolution proposing an election be held; requesting the Marin County Board of Supervisors to consolidate with any other election conducted on said date; requesting election services by the County Clerk; and providing for candidate's statement of qualifications and filing fee.

BACKGROUND

The following seats will expire in November 2013:

Town Councilmember Three (3) seats 4 Year Term

The attached draft resolution requests the Marin County Board of Supervisors to consolidate with any other election conducted on said date, requesting election services by the County Clerk; and providing for Candidates Statement of Qualifications and filing fee.

Town Councilmember One (1) seat 2 Year Term

At the Town Council meeting of April 9, 2013 the Council approved Resolution No. 4028 proposing a special election to be held November 5, 2013, to fill the vacancy, a two year term, created by the resignation of Lori Lopin. Attached herewith is a copy of Resolution No. 4028 signed by Mayor Coleman.

TIMING FOR CANDIDATES

July 15 - August 9	Filing period for candidates
August 14	Extended filing period deadline (if all incumbents don't file for candidacy)
November 5	Election

NOTE: Town Hall will remain open until 3:00 p.m. August 9th and August 14th.

Respectfully submitted,



Debra Stutsman
Town Manager

Attachment 1: Draft resolution
Attachment 2: Resolution No. 4028

ITEM 4 A

**TOWN OF SAN ANSELMO
RESOLUTION NO. _____**

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF SAN ANSELMO
PROPOSING AN ELECTION BE HELD IN ITS JURISDICTION; REQUESTING THE MARIN
COUNTY BOARD OF SUPERVISORS TO CONSOLIDATE WITH ANY OTHER ELECTION
CONDUCTED ON SAID DATE, REQUESTING ELECTION SERVICES BY THE COUNTY
CLERK; AND PROVIDING FOR CANDIDATE'S STATEMENT OF QUALIFICATIONS AND
FILING FEE**

WHEREAS, it is the determination of said governing body that a Uniform District Election be held on the 5th day of November 2013, at which election the issue to be presented to the voters shall be:

Nomination of candidates for the Town Council:

Regular Term, 4 years: Three (3) seats

BE IT HEREBY RESOLVED that the Board of Supervisors of the County of Marin is hereby requested to:

- (1) Consolidate said election with any other applicable election conducted on the same day;
- (2) Authorize and direct the County Clerk, at Town expense, to provide all necessary election services and to canvass the results of said election.

BE IT FURTHER RESOLVED that:

- (3) The following rules be established regarding Statements of Qualifications:
 - a) Said statements shall not exceed 200 words;
 - b) The actual pro-rated costs of printing, handling and translating said statements shall be levied against each candidate availing himself-herself of such service;
 - c) The candidate shall be required to pay in advance, at the time of filing, his or her prorata share of the estimated total cost of printing, handling, translating, and mailing of said statement as a condition of having his or her statement included in the sample ballot;
 - d) That no additional materials shall be prepared to be sent on behalf of the candidate with the Marin County Ballot/Voters Pamphlet; and
- (4) Each candidate shall pay a filing fee of \$25, unless the candidate chooses the option of collecting 100 signatures of San Anselmo registered voters in lieu of paying the filing fee.

PASSED AND ADOPTED THIS 9th day of July, 2013, by the following vote, to wit:

AYES: None
NOES: None
ABSENT: None
ABSTAIN: None

Kay Coleman, Mayor

ATTEST:

Barbara Chambers, Town Clerk

**TOWN OF SAN ANSELMO
RESOLUTION NO. 4028**

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF SAN ANSELMO PROPOSING AN
SPECIAL MUNICIPAL ELECTION BE HELD IN ITS JURISDICTION; REQUESTING THE MARIN
COUNTY BOARD OF SUPERVISORS TO CONSOLIDATE WITH ANY OTHER ELECTION
CONDUCTED ON SAID DATE, REQUESTING ELECTION SERVICES BY THE COUNTY CLERK; AND
PROVIDING FOR CANDIDATE'S
STATEMENT OF QUALIFICATIONS AND FILING FEE**

WHEREAS, it is the determination of the Town Council of the Town of San Anselmo that a Special Municipal Election be held on the 5th day of November 2013, at which election the issue to be presented to the voters shall be:

Nomination of candidates for the Town Council:

Two year term, November 2013 – November 2015: One (1) seat
(Filling remainder of the unexpired term of Lori Lopin)

BE IT HEREBY RESOLVED that the Board of Supervisors of the County of Marin is hereby requested to:

- (1) Consolidate said election with any other applicable election conducted on the same day;
- (2) Authorize and direct the County Clerk, at Town expense, to provide all necessary election services and to canvass the results of said election.


BE IT FURTHER RESOLVED that:

- (3) The following rules be established regarding Statements of Qualifications:
 - a) Said statements shall not exceed 200 words;
 - b) The actual pro-rated costs of printing, handling and translating said statements shall be levied against each candidate availing himself-herself of such service;
 - c) The candidate shall be required to pay in advance, at the time of filing, his or her prorata share of the estimated total cost of printing, handling, translating, and mailing of said statement as a condition of having his or her statement included in the sample ballot;


- d) That no additional materials shall be prepared to be sent on behalf of the candidate with the Marin County Ballot/Voters Pamphlet; and
- (4) Each candidate shall pay a filing fee of \$25, unless the candidate chooses the option of collecting 100 signatures of San Anselmo registered voters in lieu of paying the filing fee.

PASSED AND ADOPTED THIS 9th day of April, 2013 by the following vote, to wit:

AYES: Coleman, Greene, McInerney
NOES: Kroot
ABSENT: None
ABSTAIN: None



Kay Coleman, Mayor

ATTEST:


Barbara Chambers, Town Clerk
Joanne Kessel for Barbara Chambers

**TOWN OF SAN ANSELMO
STAFF REPORT
July 2, 2013**

For the meeting of July 9, 2013

TO: Town Council

FROM: Debra Stutsman, Town Manager

Subject: Proposed Ballot Measure

RECOMMENDATION

That Council consider the parameters for a proposed ballot measure placing a one-half cent sales tax measure for general purposes on the November, 2013 ballot, including ballot language, duration of tax measure, accountability measures and a statement of intent on expenditures, and provide direction to staff

BACKGROUND

At the meeting of Tuesday, June 25, the Council reviewed the results of the recent public opinion poll and directed staff to begin work to put a one-half cent general sales tax measure on the November 5, 2013 ballot. Councilmembers Dahlgren and McInerney worked with staff to review proposals from two consulting firms to assist the Town with the process up until the time that the measure is officially placed on the ballot. TBWB was selected to assist the Town at a cost of \$13,500. Information on the firm and their scope of services is attached. (Attachment 1)

DISCUSSION

There are a number of decisions that will need to be made over the course of the month of July regarding the ballot measure. These issues include: drafting the ballot question, duration of the sales tax, accountability measures, such as an independent citizens' oversight committee and public reporting process, and a statement of intent on expenditures.

Ballot Question – The Town must formulate the ballot question that describes the measure. The question that was presented in the recent public opinion poll was as follows:

The Town of San Anselmo Vital Services Protection Measure. To improve general Town services, such as repairing potholes, repaving roads, improving sidewalks and street drainage, reducing the risk of flooding, planting and maintaining street medians, maintaining and improving public facilities and enhancing public safety, shall the Town of San Anselmo establish

a one-half cent sales tax, subject to independent annual financial audits and oversight by a committee of local citizens?

At the meeting of June 25, there was some discussion about whether or not to include the “enhancing public safety” language. The Town’s Counsel has opined that removing that phrase would not jeopardize the measure qualifying as a general tax. Staff would appreciate direction from the Council regarding the ballot question. With that guidance, staff will work with the consultant and Town Attorney to draft the ballot question that will be included in the resolution to be presented to the Council at an upcoming meeting.

Sales Tax Duration – The duration of the sales tax could be as little as five (5) years or as much as (20) years. The recent Library Tax was for five years. In determining the length of a tax, it is important to take into account the use for which the money will be spent. Can the need for the money be satisfied in five years, or is ten years really needed to make a dent in the need? This measure is intended generally for capital expenditures for which the pent up need is considerable. The needs would certainly not be satisfied in five years, or probably even ten. Staff would recommend that council consider a duration of ten (10) years to ensure that significant progress can be made on the vital services intended with the measure.

Accountability Measures – Staff recommends that the measure include oversight by a committee of local citizens and annual financial audits, with a public reporting process. This provision was included in the ballot language tested.

Statement of Intent on Expenditures – A statement of intent on expenditures would outline, generally, what the money would be spent on, such as:

If the sales tax is passed, the current Town Council intends to spend the money for:

- Accelerating the paving of streets that are sorely in need of treatment.
- Improving street drainage that is currently undersized, in disrepair or collapsed.
- Addressing important issues such as planting and maintenance of street medians that reflect the aesthetics of our Town.
- Completing long-deferred maintenance on Town facilities, such as the Isabel Cook Community Center, Robson House and Town Hall.

It is important to indicate in the statement that it is not binding and that the tax is for general governmental purposes.

BALLOT MEASURE TIMELINE

The timeline for the ballot measure is set by the Marin County Registrar of Voters. The approved resolution is due on Friday, August 9 to the County. The last regular Town Council meeting before August 9 would be July 23. To give us more time to prepare for the measure, however, it may be prudent to consider a special meeting the first week of August for the final approval.

July 23	Last regular meeting in which to approve resolution for ballot measure.
August 5-8	Possible special meeting dates on which to approve resolution for ballot measure
August 9	Last day to submit resolutions for ballot measures to the Marin County Registrar of Voters.
August 10-19	Ten (10) day public examination period
August 19	Last day to submit ballot arguments and impartial analysis by Town Attorney.
August 20-29	Ten (10) day public examination period
August 26	Last day to submit rebuttal arguments
August 27 – September 5	Ten (10) day public examination period
November 5	Election

CONCLUSION

Staff seeks direction on the above issues so that the resolution and ordinance for the proposed ballot measure can be prepared.

Respectfully submitted,



Debra Stutsman
Town Manager

Attachment 1 – TBWB Scope of Services

June 26, 2013

Debra Stutsman
Town Manager
Town of San Anselmo
525 San Anselmo Avenue
San Anselmo, CA 94960

Dear Debbie:

Thank you for the opportunity to present this proposal to assist the Town of San Anselmo with developing a strong sales tax measure for the November 2013 ballot and implementing a public information and outreach to raise awareness of the Town's needs.

While there are many firms that run political campaigns, TBWB specializes in helping cities and towns, counties, school districts and other public agencies implement public information efforts to educate residents about funding needs and the details of a proposed ballot measure.

We have worked with the City of San Rafael, Ross Valley School District, San Rafael City Schools, Novato Unified School District, College of Marin and many other Marin County agencies on similar efforts.

To maximize our local knowledge of your community and the Marin electoral environment, we propose to partner with Paul Cohen of PMCohen Public Affairs to help with coalition building and local outreach.

Following this letter is detailed information about TBWB, the services we would provide and the cost of our services.

We are confident that you will find our qualifications, experience, attention to client service and interest in the project are unmatched.

I will serve as your primary point of contact for this project. Should you have any questions, please do not hesitate to contact me by email at cheath@tbwb.com or at any time on my cell phone at 415-810-8053.

Sincerely,



Charles Heath
Partner

About TBWB

TBWB Strategies is a communications consulting firm specializing in public finance ballot measures. TBWB was formed in 2005 as a non-partisan public finance specialty firm and spin-off of our parent firm, Terris/Barnes/Walters (TBW) Political Media, which was founded more than 20 years ago.

Our firm was created because passing revenue measures is different from winning candidate races and other types of campaigns. Candidates aim to differ from their opponents and stand out from the crowd. But when taxes are involved, the winning strategy must build consensus by uniting people.

The partners at TBWB have passed over 100 public finance ballot measures and raised billions in stable revenue for public programs, services and facilities. These include bonds, parcel taxes, sales taxes, Transient Occupancy Taxes (TOTs), Utility User Taxes (UUTs), assessments and fees.

We pride ourselves in developing unique communication plans for every client, as opposed to applying a “cookie-cutter” model that may have worked in other places or at other times. This involves careful research to understand unique issues in your town at this time and creative strategy that specifically addresses the unique challenges we will confront.

When you hire us you work directly with our firm’s partners. Unlike consulting firms with just one or two principal consultants, we have six experienced partners with the time and capacity to give your effort the devoted senior-level attention that it deserves. Your campaign will not be handed off to inexperienced staff once the contract is signed, as is the practice in other firms. Our direct and personal “in the trenches” experience guiding recent successful public finance ballot measures like this one affords a keen understanding of the nuances in messaging and strategy required to win in these challenging times.

TBWB is one of the only firms in our industry that maintains an in-house art department. Our full time Art Director and team of graphic designers produce award winning creative concepts while our Production Manager ensures efficient and timely delivery of materials. This in-house capacity allows us to meet the rapid-response demands of our clients 24 hours a day and 7 days a week.

We understand that a smart strategy and creative messaging will be required to be successful, but we also understand that any strategy is only as good as the careful implementation and follow through. That is why our team will be at your side throughout the effort. We will personally attend strategy and planning meetings and be in regular communication to help you manage the process and deal with unanticipated events as they arise. Our clients tell us that what sets us apart from the competition is our hands on approach and attention to every detail in the process.

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Ballot Measure Development

Once we have reviewed your recent polling and identified the key features of a winnable proposal, TBWB will work with you to develop your measure and qualify for the ballot.

Specifically, TBWB will:

- Work with you to finalize the tax rates, expenditure plans and related details
- Develop any taxpayer accountability protections, including an independent citizens' oversight committee and public reporting process
- Work with you and your legal counsel to develop a resolution calling for the election
- Develop the critical 75-word ballot question that will appear on ballots
- Develop and refine the Full Text of the measure and other materials that will appear in the ballot pamphlet mailed to all voters
- Present recommendations, documents and resolutions to the Board for approval
- Work with the Town Clerk and Marin County Registrar of Voters Office to qualify for the ballot

While the ballot measure is being developed, we also work with you to implement a public information and outreach program to educate the community about your needs and build broad consensus in the community around your proposal. This effort may be funded by the Town of San Anselmo, but all communication must be unbiased and not advocate for the passage of the ballot measure. This step is important for building the foundation of knowledge in the community about your needs that an independent advocacy campaign can later build upon.

Public Information Program Scope of Services

To educate and inform your public about your funding needs and proposed ballot measure, TBWB will:

- Review and analyze polling and voter demographics
- Develop and refine a set of messages to be used consistently throughout the public information effort to ensure message discipline
- Develop a list of frequently asked questions with "on-message" answers to prepare town officials and others with the information they need to answer tough questions and stay on message
- Develop information-only fact sheets for distribution at town facilities and other public venues
- Provide information to be added to your website, included in emails and added to newsletters
- Prepare informational PowerPoint presentations to deliver to key groups and organizations
- Write, design, and produce mailings to educate, inform and engage voters
- Develop and implement strategies to inform, engage and build consensus among key stakeholder groups, including boards and commissions, public employee associations, local businesses, realtors, seniors, taxpayer groups, faith groups, homeowners associations, parent groups, newspaper editors and others

When communicating with the public, we're lucky to have a few precious seconds of their attention. Often, the attention we get is the few seconds between the mailbox and the recycling bin. We

package our materials to grab the voter's attention so that our materials, messaging and information stand out amidst all the other information that the public is bombarded with every single day.

We are adept at integrating different media – including direct mail, targeted advertising, earned free media, web and email, social networking, and grassroots communication – to reach different segments of the public in ways that will impact them the most.

Having worked on hundreds of public information campaigns, we are well versed in the legal and ethical boundaries. We will work closely with your Town Attorney to ensure that our efforts are consistent with the law while maximizing your ability to educate and inform your residents.

Fees and Costs

Given the short period of time between now and the deadline to qualify a measure for the November 2013 ballot, we propose a fee of \$7,500. This fee includes all of the services described in this proposal aside from hard costs such as printing of informational brochures or postage costs related to an informational direct mail campaign. We will work with you to develop and refine an appropriate budget for such costs. For reference, we estimate that design, printing, mailhouse and postage costs for direct mail piece sent to all registered voter households in San Anselmo would be approximately \$6,000. Direct mail would be the only major expense we would anticipate to be associated with this effort.

TBWB Win Loss Record: Following is a full listing of our experience with a description of the project and a summary of the outcome. Except where specifically noted, please assume that TBWB performed the full range of feasibility assessment, public outreach and political strategy services. Also assume that that TBWB was responsible for 100% of the work and the project was completed on schedule and within budget.

Public Agency	Year	Type of Tax	%Yes	Win/Loss
Portola Valley School District	2013	Parcel Tax	69%	Win
Los Gatos Union Elem. School District	2013	Parcel Tax	82%	Win
Soquel Union Elementary School District	2013	Parcel Tax	61%	Loss
San Rafael High School District	2013	Parcel Tax	79%	Win
San Rafael Elementary School District	2013	Parcel Tax	79%	Win
South Pasadena Unified School District	2013	Parcel Tax	72%	Win
Arcadia Unified School District	2012	Parcel Tax	68%	Win
Berryessa School District	2012	Parcel Tax	78%	Win
Burlingame School District	2012	Bond	66%	Win
Cabrillo Unified School District	2012	Bond	56%	Win
Castaic School District	2012	Bond	64%	Win
Charter Oak Unified School District	2012	Bond	62%	Win
City of Fairfield	2012	Sales Tax	67%	Win
City of Los Altos	2009-2012	Feasibility Only		
City of Salinas	2012	Sales Tax	77%	Win
City of Vacaville	2012	Excise Tax	81%	Win
City of Vacaville	2012	Sales Tax	70%	Win
Contra Costa Community College District	2012	Parcel Tax	66%	Loss
Cotati Rohnert Park School District	2012	Parcel Tax	67%	Win
Cupertino School District	2012	Bond	66%	Win
Del Mar Union School District	2012	Bond	54%	Loss
Dublin Unified School District	2012	Bond	62%	Win
Greater Vallejo Recreation District	2012	Parcel Tax	68%	Win
Hayward Unified School District	2012	Parcel Tax	70%	Win
Jefferson School District	2012	Bond	76%	Win
Jefferson Union High School District	2012	Parcel Tax	67%	Win
Jurupa Unified School District	2012	Bond	51%	Loss
Marin County	2012	Sales Tax	74%	Win
Milpitas Unified School District	2012	Bond	64%	Win
Morgan Hill Unified School District	2012	Bond	65%	Win
Mount Pleasant Elementary School District	2012	Bond	75%	Win
Mountain Empire Unified School District	2012	Bond	54%	Loss

Mountain View-Whisman School District	2012	Bond	68%	Win
New Haven Unified School District	2012	Parcel Tax	62%	Loss
Napa County	2012	Sales Tax	75%	Win
Norris School District	2012	Bond	56%	Win
Pajaro Valley Unified School District	2012	Bond	68%	Win
Palmdale School District	2012	Bond	73%	Win
Peralta Community College District	2012	Parcel Tax	72%	Win
Perris Union High School District	2012	Bond	61%	Win
Rancho Cordova Unified School District	2012	Bond	71%	Win
Rancho Santiago Community College District	2012	Bond	69%	Win
Redwood City School District	2012	Parcel Tax	69%	Win
Ross Valley School District	2012	Parcel Tax	72%	Win
San Carlos School District	2012	Bond	67%	Win
San Dieguito Union High School District	2012	Bond	55%	Win
San Mateo County	2012	Sales Tax	65%	Win
San Jose Unified School District	2012	Bond	71%	Win
San Ramon Valley Unified School District	2012	Bond	55%	Win
Santa Clara Valley Water District	2012	Parcel Tax	74%	Win
Saratoga Union School District	2012	Parcel Tax	69%	Win
Savanna School District	2012	Bond	59%	Win
St. Helena Unified School District	2012	Bond	59%	Win
Sulphur Springs School District	2012	Bond	58%	Win
Tustin Unified School District	2012	Bond	58%	Win
Val Verde Unified School District	2012	Bond	62%	Win
Yucaipa-Calimesa Joint Unified School District	2012	Bond	50%	Loss
Burlingame School District	2011	Parcel Tax	68%	Win
City of Redwood City	2011	TOT	74%	Win
Cupertino Union School District	2011	Parcel Tax	70%	Win
Dixie School District	2011	Parcel Tax	80%	Win
Glendale Unified School District	2011	Bond	70%	Win
Los Altos School District	2011	Parcel Tax	67%	Win
Los Gatos-Saratoga Union High School District	2011	Parcel Tax	73%	Win
Las Virgenes Unified SD	2011	Parcel Tax	57%	Loss
Newark Unified School District	2011	Bond	56%	Win
Pacifica School District	2011	Parcel Tax	69%	Win
Pleasanton Unified School District	2011	Parcel Tax	65%	Loss
Ravenswood City School District	2011	Parcel Tax	68%	Win
San Carlos School District	2011	Parcel Tax	81%	Win
Alum Rock School District	2010	Parcel Tax	74%	Win

Anaheim City School District	2010	Bond	64%	Win
Auburn Union School District	2010	Parcel Tax	55%	Loss
Belmont-Redwood Shores District	2010	Bond	66%	Win
Belmont-Redwood Shores District	2010	Bond	64%	Win
Burlingame School District	2010	Parcel Tax	71%	Win
Cabrillo Unified School District	2010	Parcel Tax	71%	Win
Cambrian School District	2010	Parcel Tax	58%	Loss
Campbell Union School District	2010	Bond	74%	Win
City of Lafayette	2010	<i>Feasibility Only</i>		
City of Santa Cruz	2010	UUT	63%	Win
Claremont Unified School District	2010	Bond	40%	Loss
Foothill-De Anza Community College District	2010	Parcel Tax	58%	Loss
Fremont Unified School District	2010	Parcel Tax	70%	Win
Jefferson School District	2010	Bond	67%	Win
Los Gatos Union School District	2010	Bond	72%	Win
Marin County Free Library	2010	Parcel Tax	75%	Win
Monterey Peninsula Unified School District	2010	Bond	71%	Win
Moreland School District	2010	Bond	69%	Win
Mount Diablo Unified School District	2010	Bond	61%	Win
Mount Pleasant Elementary School District	2010	Parcel Tax	71%	Win
Mount San Jacinto CCD	2010	Bond	52%	Loss
Mountain View Los Altos High School District	2010	Bond	78%	Win
Palo Alto Unified School District	2010	Parcel Tax	79%	Win
Portola Valley School District	2010	Parcel Tax	78%	Win
San Marcos Unified School District	2010	Bond	63%	Win
San Mateo Union High School District	2010	Bond	62%	Win
Santa-Monica Malibu Unified School District	2010	Parcel Tax	64%	Loss
South San Francisco Unified School District	2010	Bond	77%	Win
City of Palmdale	2009	TOT	64%	Win
City of San Carlos*	2009	<i>Feasibility Only</i>		
City of San Rafael*	2009	Bond	61%	Loss
Cupertino Union School District	2009	Parcel Tax	70%	Win
Jefferson Elementary School District	2009	Parcel Tax	57%	Loss
La Cañada Unified School District*	2009	Parcel Tax	75%	Win
Moreland School District	2009	Parcel Tax	69%	Win
Novato Unified School District*	2009	Parcel Tax	69%	Win
Palos Verdes Peninsula Unified School District*	2009	Parcel Tax	69%	Win
Piedmont Unified School District*	2009	Parcel Tax	78%	Win
Piedmont Unified School District*	2009	Parcel Tax	73%	Win

Pleasant Hill Recreation & Park District*	2009	Bond	76%	Win
San Carlos School District	2009	Parcel Tax	72%	Win
San Ramon Valley Unified School District	2009	Parcel Tax	73%	Win
AC Transit*	2008	Parcel Tax	72%	Win
Belmont-Redwood Shores School District	2008	Parcel Tax	73%	Win
Berryessa Union School District*	2008	Parcel Tax	73%	Win
Campbell Union High School District	2008	Parcel Tax	79%	Win
Central School District	2008	Bond	70%	Win
City of Gustine	2008	Sales Tax	48%	Loss
City of Port Hueneme*	2008	Sales Tax	72%	Win
City of San Bernardino*	2008	UUT	80%	Win
City of San Gabriel*	2008	UUT	66%	Win
City of Union City*	2008	Parcel Tax	73%	Win
Dublin Unified School District*	2008	Parcel Tax	73%	Win
Franklin-McKinley SD	2008	Parcel Tax	74%	Win
Lakeside School District (San Diego)	2008	Bond	65%	Win
Live Oak School District	2008	Parcel Tax	77%	Win
Los Gatos School District	2008	Parcel Tax	84%	Win
Marin County Fire Department	2008	<i>Feasibility Only</i>		
Marin County Parks and Open Space District	2008	<i>Feasibility Only</i>		
Napa Valley Transportation Authority	2008	<i>Feasibility Only</i>		
Oak Park Unified School District	2008	Bond	57%	Win
Oak Park Unified School District	2008	Parcel Tax	83%	Win
Oakland Unified School District*	2008	Parcel Tax	79%	Win
Pacifica SD	2008	Parcel Tax	67%	Win
Palo Alto Unified School District*	2008	Bond	78%	Win
Poway Unified School District*	2008	Bond	64%	Win
San Mateo-Foster City School District	2008	Bond	78%	Win
Santa Cruz City Schools (Elem)	2008	Parcel Tax	81%	Win
Santa Cruz Clean Water	2008	Parcel Tax	76%	Win
Santa Cruz Land Trust	2008	<i>Feasibility Only</i>		
Santa Monica-Malibu Unified School District	2008	Parcel Tax	73%	Win
Stanislaus County Transportation	2008	Sales Tax	66%	Loss
Stanislaus Union School District	2008	Bond	68%	Win
Scotts Valley Unified School District	2008	Bond	53.60%	Loss
Torrance Unified School District*	2008	Bond	74%	Win
Torrance Unified School District*	2008	Bond	72%	Win
Town of Truckee*	2008	Sales Tax	85%	Win
Town of Windsor	2008	TOT	70%	Win

Truckee Fire Protection District	2008	Assessment	56%	Win
West Contra Costa Unified	2008	Parcel Tax	79%	Win
Wm S Hart Union HSD	2008	Bond	61%	Win
Zone 7 Water Agency, Stream Management Implementation Plan	2008	<i>Feasibility Only</i>		
Burlingame School District	2007	Bond	65%	Win
Emery Unified School District*	2007	Parcel Tax	87%	Win
Las Virgenes Unified School District	2007	Parcel Tax	78%	Win
North Tahoe Fire Protection District	2007	Assessment	67%	Win
Palos Verdes Peninsula Unified School District*	2007	Parcel Tax	79%	Win
Petaluma Elementary School District*	2007	Parcel Tax	76%	Win
Petaluma Joint Union High School District*	2007	Parcel Tax	79%	Win
San Marino Unified School District*	2007	Parcel Tax	71%	Win
Santa Cruz County	2007	Fire Assessment	49%	Loss
Tahoe Forest Hospital District*	2007	Bond	72%	Win
Alisal Union School District	2006	Bond	65%	Win
Beardsley School District	2006	Bond	60%	Win
Cabrillo Unified School District	2006	Parcel Tax	62%	Loss
Campbell Union High School District	2006	Bond	58%	Win
Central School District	2006	Bond (2/3)	65%	Loss
City of San Rafael*	2006	Parcel Tax	77%	Win
City of Watsonville	2006	Sales Tax	59%	Win
Fresno County, Transportation Sales Tax	2006	Sales Tax	75%	Win
Fruitvale School District	2006	Bond	57%	Win
Las Virgenes Unified School District	2006	Bond	64%	Win
Madera Unified School District	2006	Bond	61%	Win
Napa Valley Unified School District	2006	Bond	61%	Win
Perris Elementary School District	2006	Bond	69%	Win
Santa Rita Union School District	2006	Bond	58%	Win
Sonoma County Open Space	2006	Sales Tax	75%	Win
Belmont-Redwood Shores School District	2005	Bond	68%	Win
City of Merced	2005	Sales Tax	64%	Win
City of Salinas	2005	Sales Tax	61%	Win
City of San Rafael*	2005	Sales Tax	69%	Win
City of Santa Cruz	2005	UUT	58%	Win
Delano Joint Union High School District	2005	Bond	73%	Win
Novato Unified School District*	2005	Parcel Tax	75%	Win
Palo Alto Unified School District*	2005	Parcel Tax	74%	Win
Santa Clara County Libraries*	2005	Parcel Tax	72%	Win

Santa Cruz City Schools (Elem)	2005	Parcel Tax	80%	Win
Santa Cruz City Schools (HS)	2005	Parcel Tax	77%	Win
AC Transit*	2004	Parcel Tax	71%	Win
Alameda County Medical Center*	2004	Sales Tax	71%	Win
Belmont-Redwood Shores School District	2004	Parcel Tax	67%	Win
Burlingame School District	2004	Parcel Tax	78%	Win
Cambrian School District	2004	Parcel Tax	74%	Win
Campbell Union High School District	2004	Parcel Tax	68%	Win
City of Colton*	2004	UUT	54%	Win
City of Santa Cruz	2004	Sales Tax	69%	Win
Cupertino Union School District	2004	Parcel Tax	66%	Loss
Fremont Union High School District*	2004	Parcel Tax	67%	Win
Las Virgenes Unified School District	2004	Parcel Tax	71%	Win
Mountain View Whisman School District*	2004	Parcel Tax	69%	Win
Novato Unified School District*	2004	Parcel Tax	66%	Loss
Oakland Public Library*	2004	Parcel Tax	77%	Win
Oakland Unified School District*	2004	Parcel Tax	75%	Win
Oxnard Union High School District	2004	Bond	63%	Win
Palo Alto Unified School District*	2004	Parcel Tax	66%	Loss
Roseville Joint Union High School District	2004	Bond	60%	Win
Sonoma County Traffic Relief Act	2004	Sales Tax	67%	Win
Sunnyvale School District*	2004	Bond	73%	Win
Washington Union School District	2004	Parcel Tax	59%	Loss
West Contra Costa Healthcare District*	2004	Parcel Tax	84%	Win
Burlingame School District	2003	Parcel Tax	72%	Win
Campbell Union School District	2003	Parcel Tax	57%	Loss
Mountain View Whisman School District	2003	Parcel Tax	64%	Loss
Oakland Wildfire District*	2003	Assessment	74%	Win
Palos Verdes Peninsula Unified School District*	2003	Parcel Tax	73%	Win
San Lorenzo Valley Unified School District	2003	Parcel Tax	51%	Loss
San Mateo-Foster City School District	2003	Parcel Tax	69%	Win
AC Transit*	2002	Parcel Tax	68%	Win
Belmont-Redwood Shores School District	2002	Parcel Tax	65%	Loss
Cambrian School District	2002	Bond	74%	Win
Campbell Union School District	2002	Bond	67%	Win
Fremont Unified School District	2002	Bond	63%	Win
Loma Prieta Joint Union Elementary School District	2002	Bond	66%	Win
Los Altos School District	2002	Parcel Tax	71%	Win

Moreland School District	2002	Bond	72%	Win
Roseville City School District	2002	Bond	61%	Win
Santa Cruz City Schools (Elem)	2002	Parcel Tax	71%	Win
Santa Cruz City Schools (HS)	2002	Parcel Tax	67%	Win
Cambrian School District	2001	Parcel Tax	68%	Win
Palo Alto Unified School District*	2001	Parcel Tax	76%	Win
Alameda Free Library*	2000	Bond	75%	Win
Claremont Unified School District	2000	Bond	68%	Win
Folsom-Cordova Unified School District	2000	Bond	65%	Loss
Santa Clara Valley Water District	2000	Parcel Tax	67%	Win

*Projects managed by Charles Heath while at a prior firm