Do these 4 things and you will pass a bond

Bonds and Ballots Conference
February, 2016
Thing #1
Refer your bond to the general election ballot

• According to a 2015 study by the PSU Center for Public Service, voters ages 65 and older are 10 to 20 times more likely to vote in local elections than those ages 18 to 34. But overall turnout in these elections also is very poor — averaging less than 30 percent of registered voters, who themselves are a fraction of eligible voters.

• 2012 Primary total turnout – 38.98%
• 2012 General total turnout – 82.80%
Thing #1

Refer your bond to the general election ballot

- Recent PPS Polling for possible 2016 Bond
  - 18-29: 78% yes
  - 30–44: 66% yes
  - 45–64: 54% yes
  - 65+: 43% yes
Thing #2

Involve your community in planning your bond.

Match facility needs with community priorities.
Example - Recent PPS Polling:

- Replace Leaking Roofs
- Renovate run-down school buildings
- Strengthen against earthquakes
- Modernize Science Labs
- Improve access for people with disabilities
Target your Communication to Persuadable Older Voters

Portland examples:
- Democrats
- Non affiliated in Democratic precincts
- East Portland
- Live near families with children
Thing #4

Sell Vision, Inspiration, and Community Pride

– Voters will invest in a vision for great schools.
– No one wants to invest in something that is broken.