



MEASURE Q

Facilities Bond Dos and Don'ts

On the November 5, 2024 ballot

If approved by voters, the measure authorizes
issuance of \$698 million in
general obligation bonds

55% Yes vote needed for passage

BALLOT QUESTION

"LOCAL COMMUNITY COLLEGES WORKFORCE TRAINING, AFFORDABLE EDUCATION AND CLASSROOM REPAIR MEASURE.

To upgrade local colleges/education centers; improve nursing, paramedic, firefighter, police/agriculture/manufacturing and vocational training; fix leaky roofs, asbestos, lead paint; sewer lines; protect drinking water; acquire, construct, repair facilities, sites, equipment; shall State Center Community College District's measure authorizing \$698,000,000 in bonds at legal rates, levying 2¢ per \$100 assessed valuation (\$42,000,000 annually) while bonds are outstanding be adopted, with oversight, all funds used locally?"



Raising Awareness for Measure Q

Advocacy Campaign

- Committee organized following California Fair Political Practices Commission Rules
- Committee can raise funds used to advocate for passage of the bond
- Community-led
- District employees can participate but never during work hours

Information Campaign

- The Board of Trustees has the power to make reasonable expenditures for the purpose of giving voters relevant facts to aid them in reaching an informed judgement when voting upon a proposal
- Providing information is allowed; advocacy is not



Educate, Don't Advocate

What we CAN do

The District can undertake studies and gather data in connection with the condition and needs of the campuses, as well as financial support and general management

Inform the citizens of the district's programs and activities, including the need for improved facilities

Provide factual, unbiased information about the needs facing the District and what the bond measure will accomplish

Provide factual, unbiased information about what will happen if the measure does not pass

Distribute factual, unbiased flyers and materials informing voters about the measure

Submit a partisan ballot argument for a bond measure



Educate, Don't Advocate

What we CAN do

Distribute information that constitutes a fair and impartial presentation of facts to aid voters in reaching an informed judgment regarding a bond issue

Give a fair presentation of the facts in response to a citizen's request for information

Any officer or trustee may appear at any time before an organization, when requested by the organization, to present the District's view of a bond measure, to discuss the reasons why the Trustees have called a bond election, and to answer taxpayer questions



Educate, Don't Advocate

What we CAN say

If voters approve Measure Q bond funds will be used for...

Here is a list of construction projects that will happen if Measure Q is approved..

Oversight for this bond measure will come from the Citizens' Bond Oversight Committee

The current tax rate for property owners in SCCCD is \$0.0209 per \$100 of assessed (not market) property value

If approved by voters, Measure Q will deliver key projects to every college within SCCCD

Funds generated by bonds stay local and cannot be taken by Sacramento



Educate, Don't Advocate

What we CANNOT do

Urge voters to favor or oppose a bond measure that is before the voters; nor can we discuss "voting yes" in the classroom or on campus as a way to influence voters

Use District funds to purchase campaign items like bumper stickers, posters, advertising, or television and radio advertisements

Recruit volunteers for the campaign

Raise funds for the campaign

Use District copiers, meeting rooms, or suppliers to advocate for or against the measure, or discuss bond campaign matters – this includes computers, District cell phones or direct lines, and District e-mail addresses

NOTE:

Employees may advocate for Measure Q during their non-work time, including lunch periods, but may not use District property or resources to do so



Educate, Don't Advocate

What we CANNOT do

Release public employees from ordinary duties during the paid working day in order to allow them to campaign on behalf of a bond measure

Disseminate partisan campaign literature prepared by private partisan groups including the use of district personnel, internal mail system or other facilities to circulate partisan materials to employees or the public at-large

Discuss the advocacy bond campaign at a staff or Board meeting; discussing information about the bond is permitted

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Educate, Don't Advocate

What we CANNOT say

Please vote for Measure Q

We really hope you support Measure Q

If you don't support Measure Q, our campuses will fall apart

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