BOND TRACKING SURVEY FOR SFID 2

CONDUCTED FOR THE CAPISTRANO UNIFIED SCHOOL DISTRICT

PRESENTED BY TIMOTHY MCLARNEY PH.D.

10/1/2019



EXHIBIT #4

PURPOSE OF STUDY

o Gather up-to-date information on voters' opinions regarding a potential bond measure

- Ensure such a measure would be consistent with community priorities
- o Collect information needed for communications & outreach



METHODOLOGY OF STUDY

- o Conducted September 17th to September 24th, 2019
- o 624 District voters likely to participate in the March
 2020 primary election
- SFID #2 Boundaries: San Clemente (not including Talega CFD) & Capistrano Beach
- o Mixed-Method approach
 - o Recruited via phone and email
 - o Data collection via phone and online
 - o16-minute average interview length
- o Overall margin of error is ± 3.9%



INITIAL BALLOT TEST

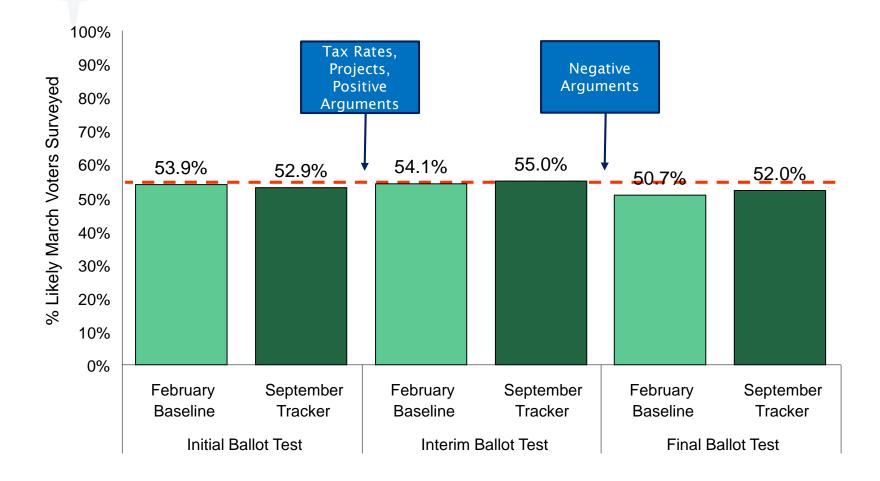
In order to:

- Repair aging classrooms and facilities at schools serving San Clemente and Capistrano Beach
- o Fix deteriorating roofs, plumbing and electrical systems
- And upgrade and construct classrooms, labs, and technology to support college and career readiness in math, science, technology, arts, and skilled trades

Shall the Capistrano Unified School District (SFID #2) measure authorizing 120 million dollars in bonds at legal rates be adopted, levying approximately 3 cents per 100 dollars assessed value (\$8 million annually) while bonds are outstanding, with citizen oversight and all money staying local? If the election were held today, would you vote yes or no on this measure?



SUPPORT FOR MEASURE ON MARCH BALLOT BASELINE VS TRACKER



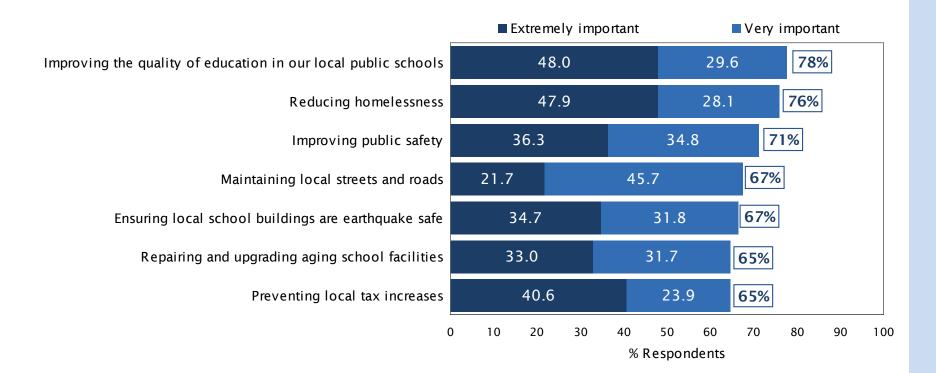


OBSERVATIONS & RECOMMENDATIONS

- Support for bond is on the bubble: In both the Baseline and Tracking surveys, support hovers at or below 55%. It has remained flat over past six months.
- Feasibility: Must increase support levels to have a better than 50-50 shot at success. Currently no room for error, cross-cutting issues, or opposition.
- **Outreach & Campaign:** Need to bring A-Game and invest greater effort/resources to raise awareness of facility needs and build consensus on a bond proposal.
- **Cultivate Allies**: To build trust and support, it would be helpful for the message to also be carried by opinion leaders outside the District.
- **SB 268**: If SB 268 is signed into law, it will likely improve voters' natural levels of support for the proposed bond.
- **Project Priorities:** Facility repairs, STEM, keeping instructional technology up-todate, career tech, removing hazardous materials, seismic safety, equity across facilities.
- Price Tag: Sensitivity even at lower rates.



IMPORTANCE OF ISSUES



TRUENORTH RESEARCH

TAX THRESHOLD

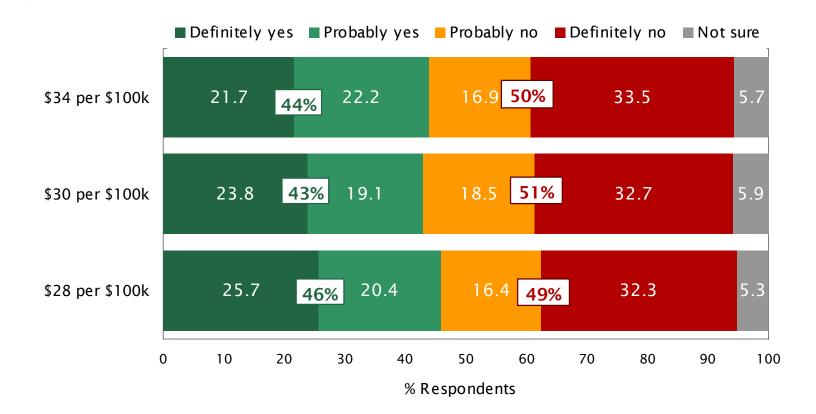




EXHIBIT #4

SUPPORT FOR MEASURE AT \$143 & \$118 PER YEAR FOR TYPICAL OWNER

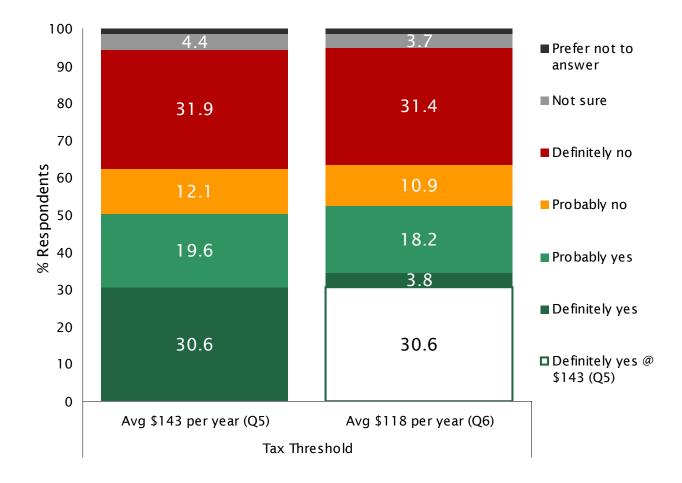




EXHIBIT #4

PROJECTS & IMPROVEMENTS TIER 1

Strongly				lly favor				hat favo	or		
Replace wood and support beams that have extensive termite damage and dry rot		55.1				27.2					
Repair or replace leaky roofs, old rusty plumbing, and failing electrical systems		52.5					2	8.8			
Upgrade classrooms, science labs, tech to support high quality instruction in math, science, engineering, tech		50.9					28	8.3			
Keep computer systems and instructional technology up-to-date		44.8				33.8					
Provide modern science, engineering labs, career training facilities so students prepared for college, in-demand careers		50.8				27.6					
Remove hazardous materials like asbestos and lead paint from older school sites		52.2				24.5					
Make priority repairs at local elementary schools		46.8			29.7						
Where needed, retrofit older school buildings to ensure they are earthquake safe	earthquake safe 45.4						29.9	29.9			
Install, repair, replace AC in classrooms to improve air quality, keep classrooms from reaching temperatures of 85 degrees or hotter		44.9				29.9					
C	0	10	20	30	40	50	60	70	80	90	10

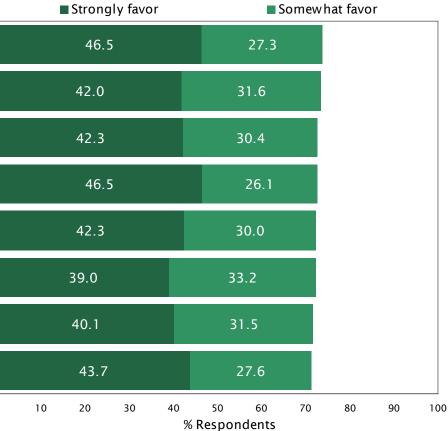
Strongly favor

% Respondents

Somowhat favor

PROJECTS & IMPROVEMENTS TIER 2

Upgrade older schools so they meet the same academic, safety 46.5 standards as newer schools Renovate bathrooms, water fountains to meet current health, 42.0 safety, ADA standards Replace aging portable classrooms that are expensive to repair, maintain with safe, modern classrooms that meet today's 42.3 academic standards Improve student safety, campus security systems by installing security fencing cameras, emergency comm systems, smoke 46.5 detectors, fire alarms, sprinklers Upgrade classrooms, facilities, tech to support high quality 42.3 instruction in music, visual, performing arts Ensure that children's playground equipment, playfields at 39.0 elementary schools meet current health, safety standards 40.1 Improve access to school facilities for students with disabilities Upgrade and improve San Clemente High School 43.7 0 10 20 30 40



POSITIVE ARGUMENTS

Several schools built 50+ yrs ago, need to be modernized; it's time to make repairs, improvements so schools can serve community for decades

Several school buildings built so long ago they do not meet earthquake safety standards; by law, these buildings must be retrofit or replaced

Measure requires clear system of accountability, project list detailing how money will be used, a Citizens' Oversight Committee, independent audits

Even with no school-age children, supporting school bond is a wise investment; good schools improve quality of life in community and protect value of homes

All money will stay local to improve schools that serve San Clemente, Capistrano Beach; can't be taken away by State, diverted to schools in other

areas If we want our kids to succeed in college, careers, they must be skilled in the use of today's tech, have a solid background in science, math,

engineering, tech

By law, no money from this measure can be used for administrators' salaries or pensions

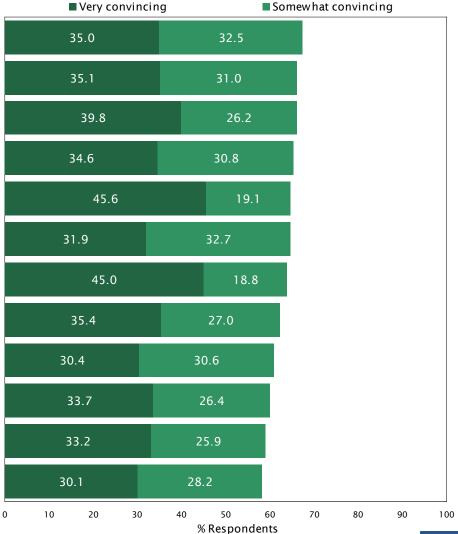
If voters approve measure, schools will qualify for millions of dollars in State matching money when it becomes available that otherwise will go to other school districts

Measure will ensure students who plan to go to college prepared to succeed, those who don't, receive career training needed to compete for good paying

jobs Schools, classrooms built before concern about school shootings; that threat is increasing; measure will provide funding to improve security, protect students

Every other Orange County community has passed bond measures to repair, modernize schools, except us

Students deserve to have same educational opportunities as others in region; we need to upgrade schools, facilities, classrooms to keep pace





NEGATIVE ARGUMENTS

Don't be fooled. Incl interest, this bond will cost taxpayers about \$250M, will take property owners more than 35 yrs to pay off

People are having a hard time making ends meet with high cost of living, especially seniors, those on fixed incomes; now is NOT the time to be raising taxes

Federal Tax Reform bill caps State income, property tax deductions at \$10K; many property owners will pay more tax; can't afford to raise taxes again with bond

We can't trust District with this tax, they will mismanage money or spend it on their own pet projects

