

BOND TRACKING SURVEY FOR SFID 2

CONDUCTED FOR THE
CAPISTRANO UNIFIED
SCHOOL DISTRICT

PRESENTED BY
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10/1/2019





PURPOSE OF STUDY

- Gather up-to-date information on voters' opinions regarding a potential bond measure
- Ensure such a measure would be consistent with community priorities
- Collect information needed for communications & outreach



METHODOLOGY OF STUDY

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



INITIAL BALLOT TEST

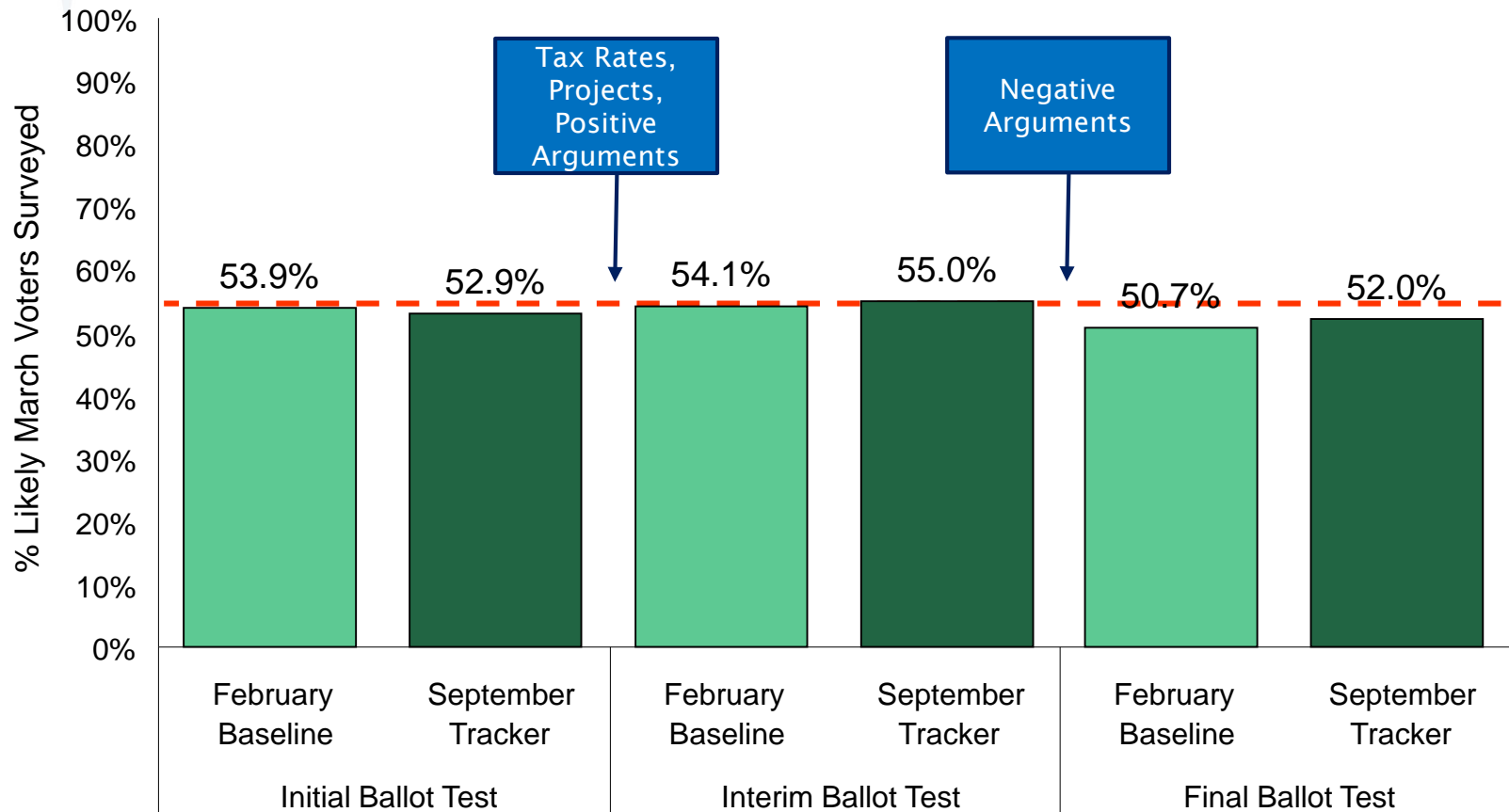
In order to:

- Repair aging classrooms and facilities at schools serving San Clemente and Capistrano Beach
- 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

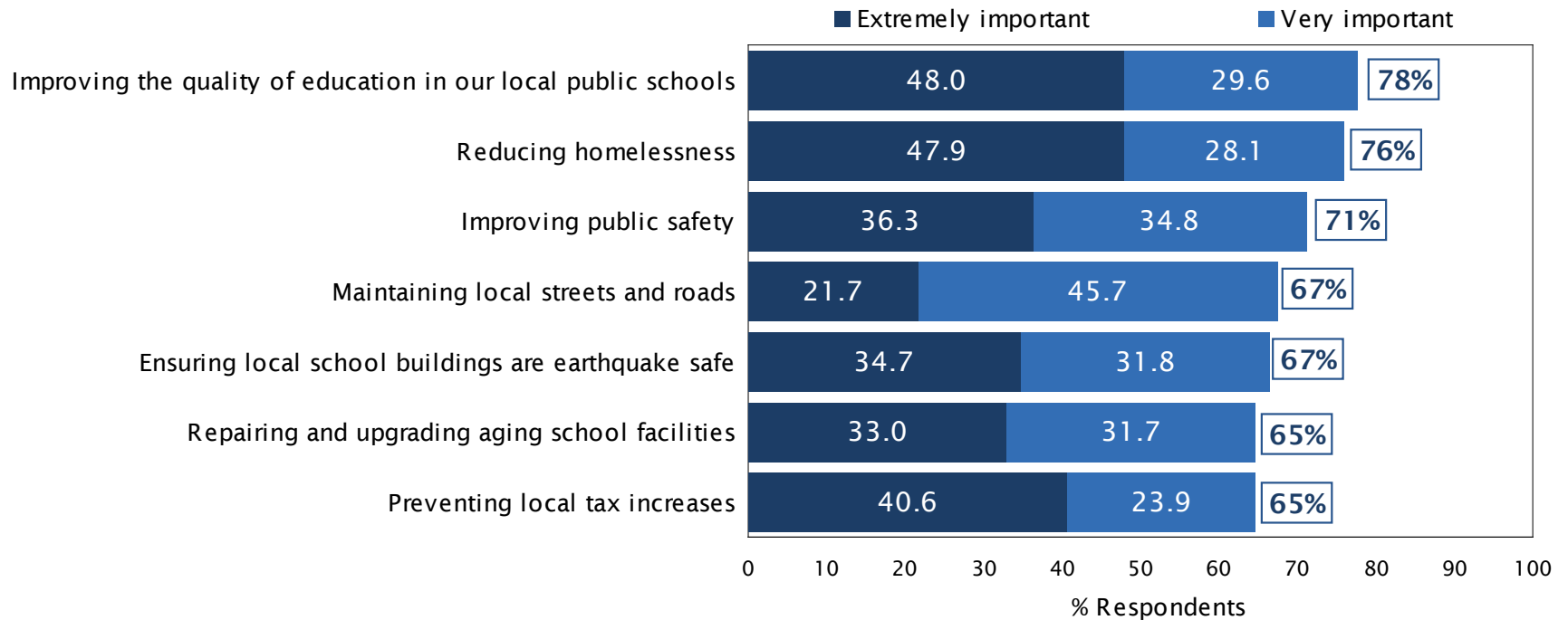




OBSERVATIONS & RECOMMENDATIONS

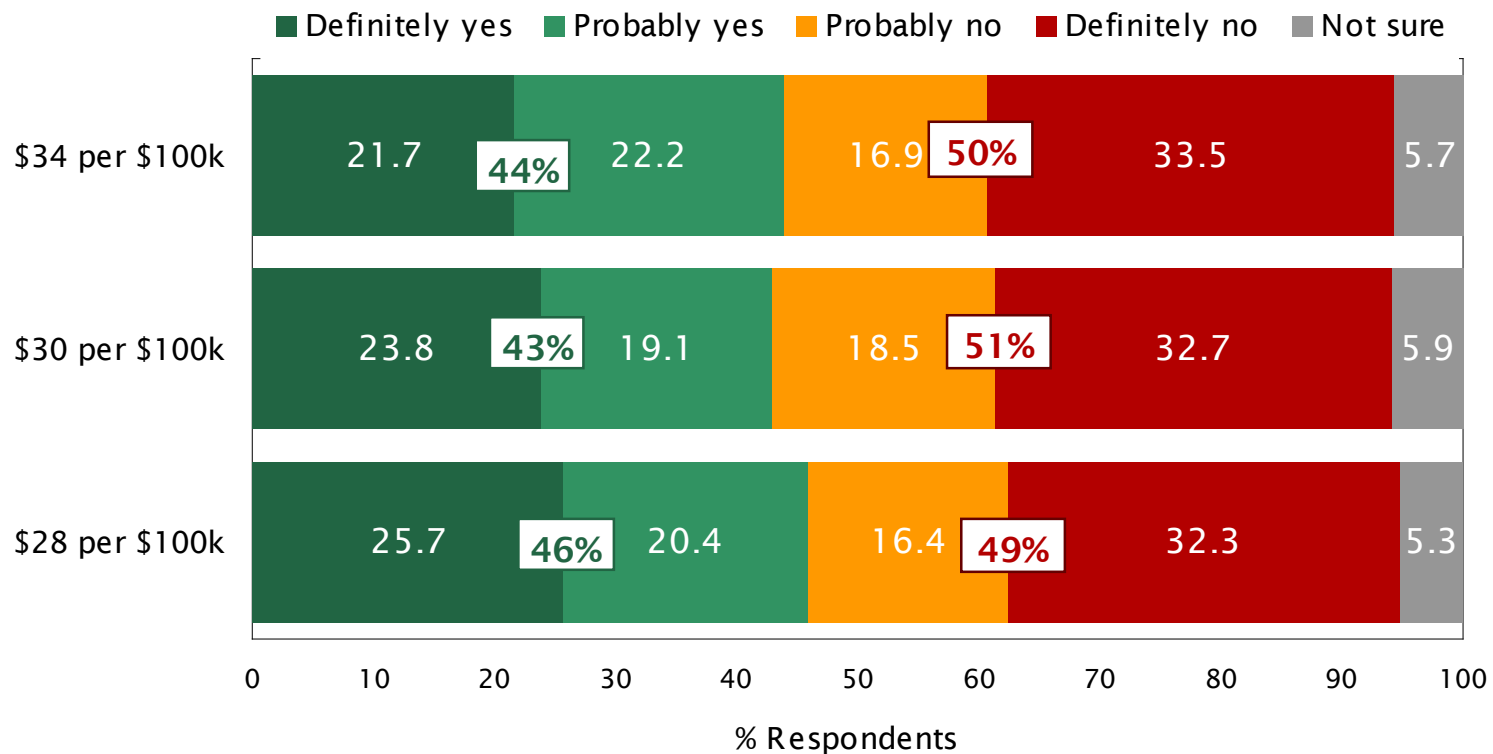
- **Support for bond is on the bubble:** In both the Baseline and Tracking surveys, support hovers at or below 55%. It has remained flat over past six months.
- **Feasibility:** Must increase support levels to have a better than 50-50 shot at success. Currently no room for error, cross-cutting issues, 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-to-date, career tech, removing hazardous materials, seismic safety, equity across facilities.
- **Price Tag:** Sensitivity even at lower rates.

IMPORTANCE OF ISSUES

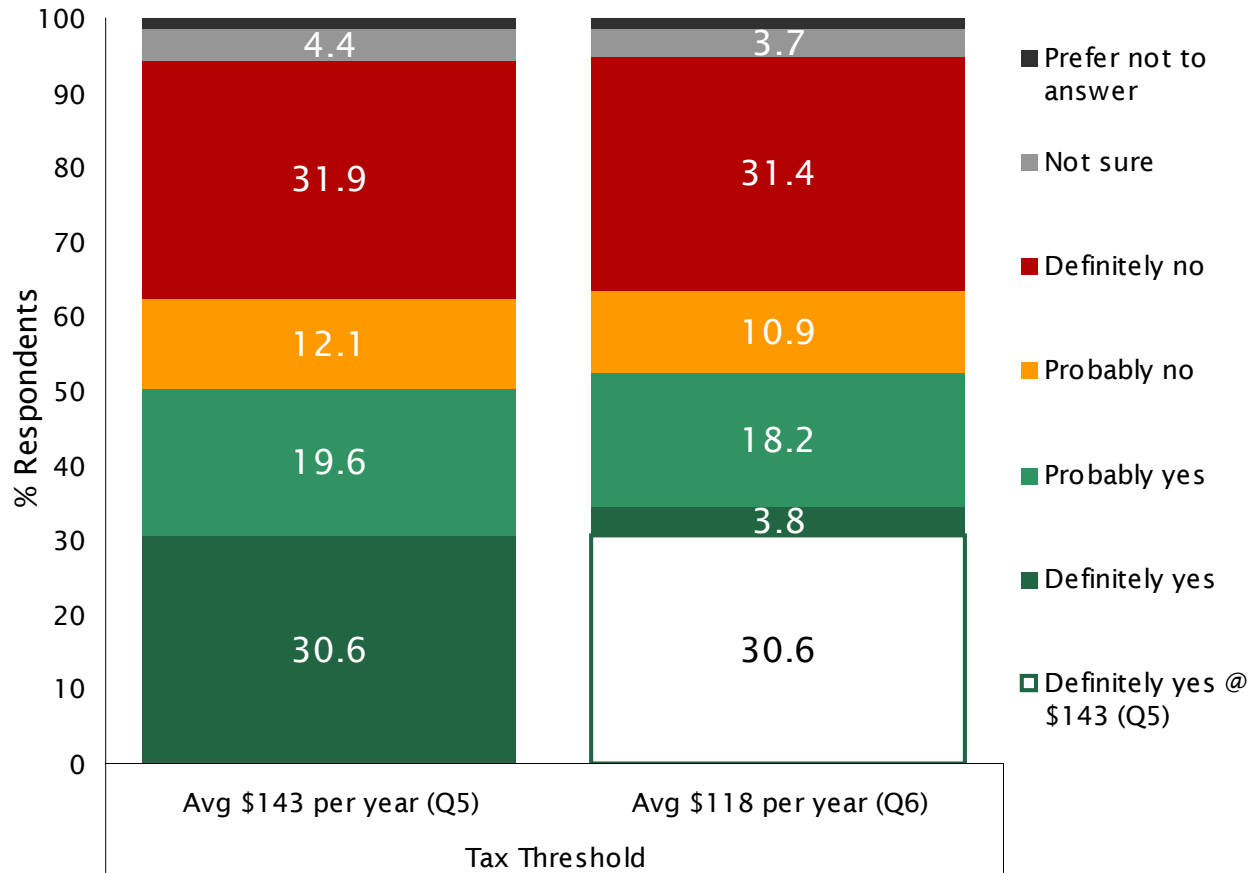




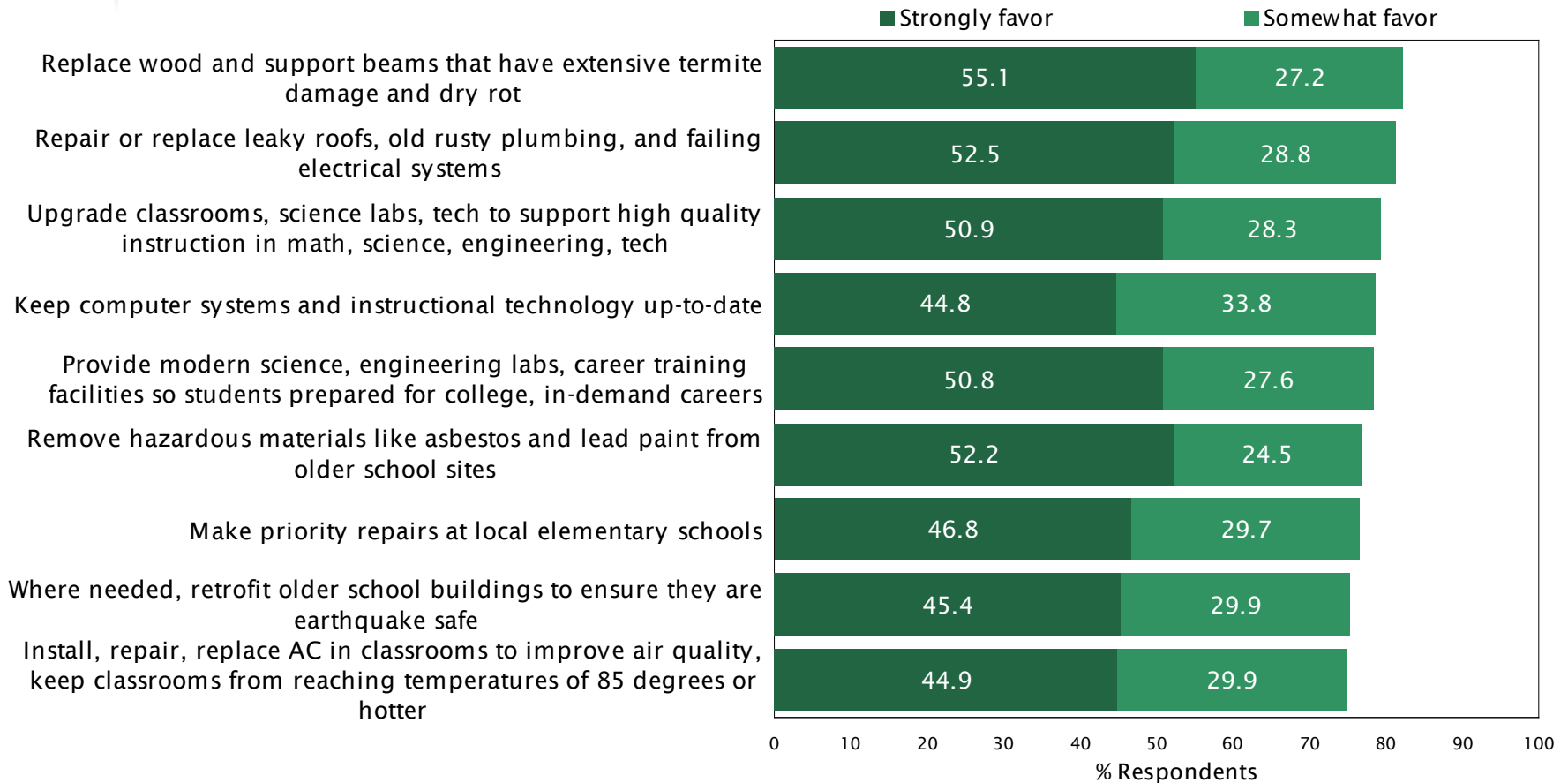
TAX THRESHOLD



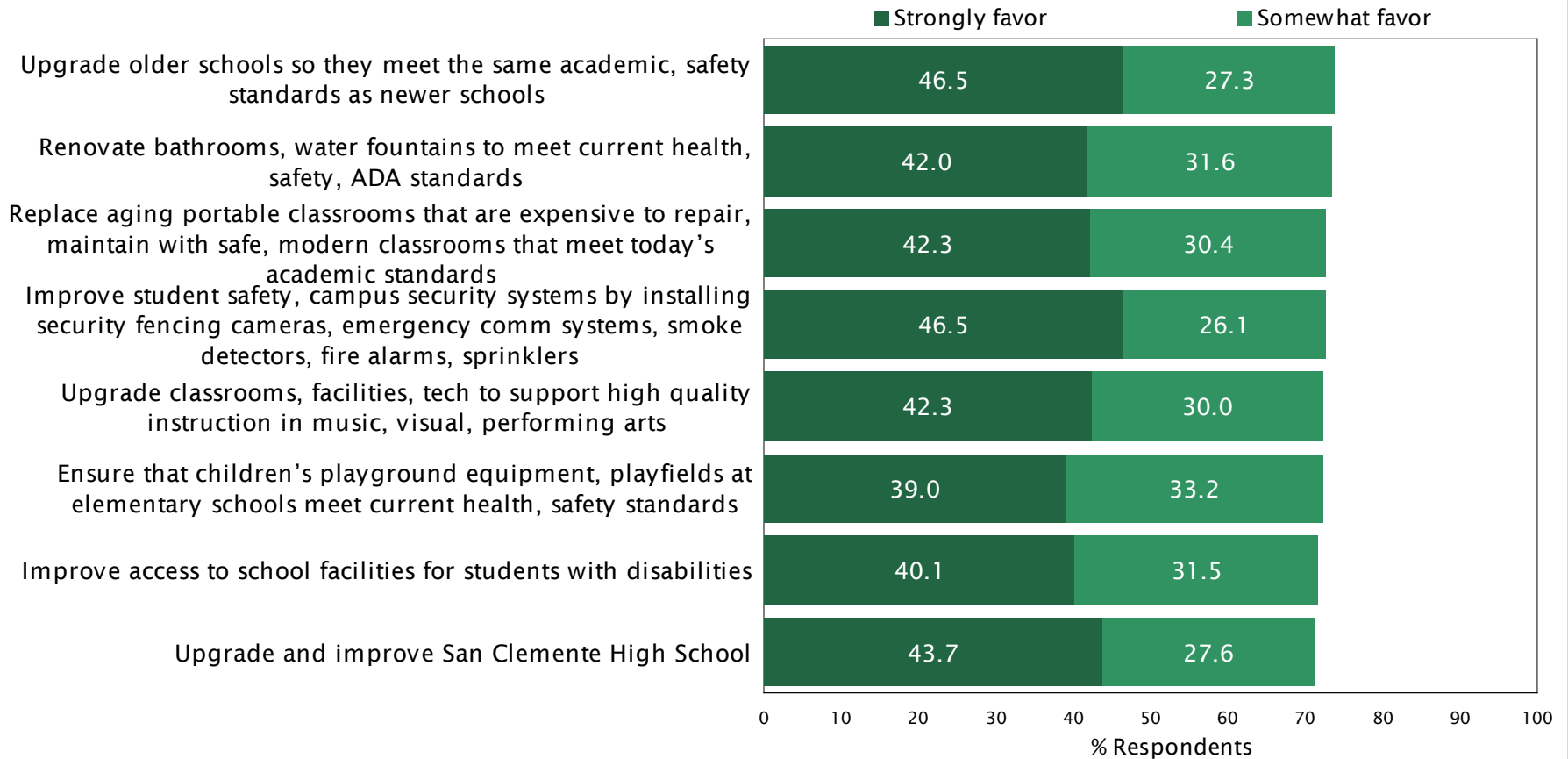
SUPPORT FOR MEASURE AT \$143 & \$118 PER YEAR FOR TYPICAL OWNER



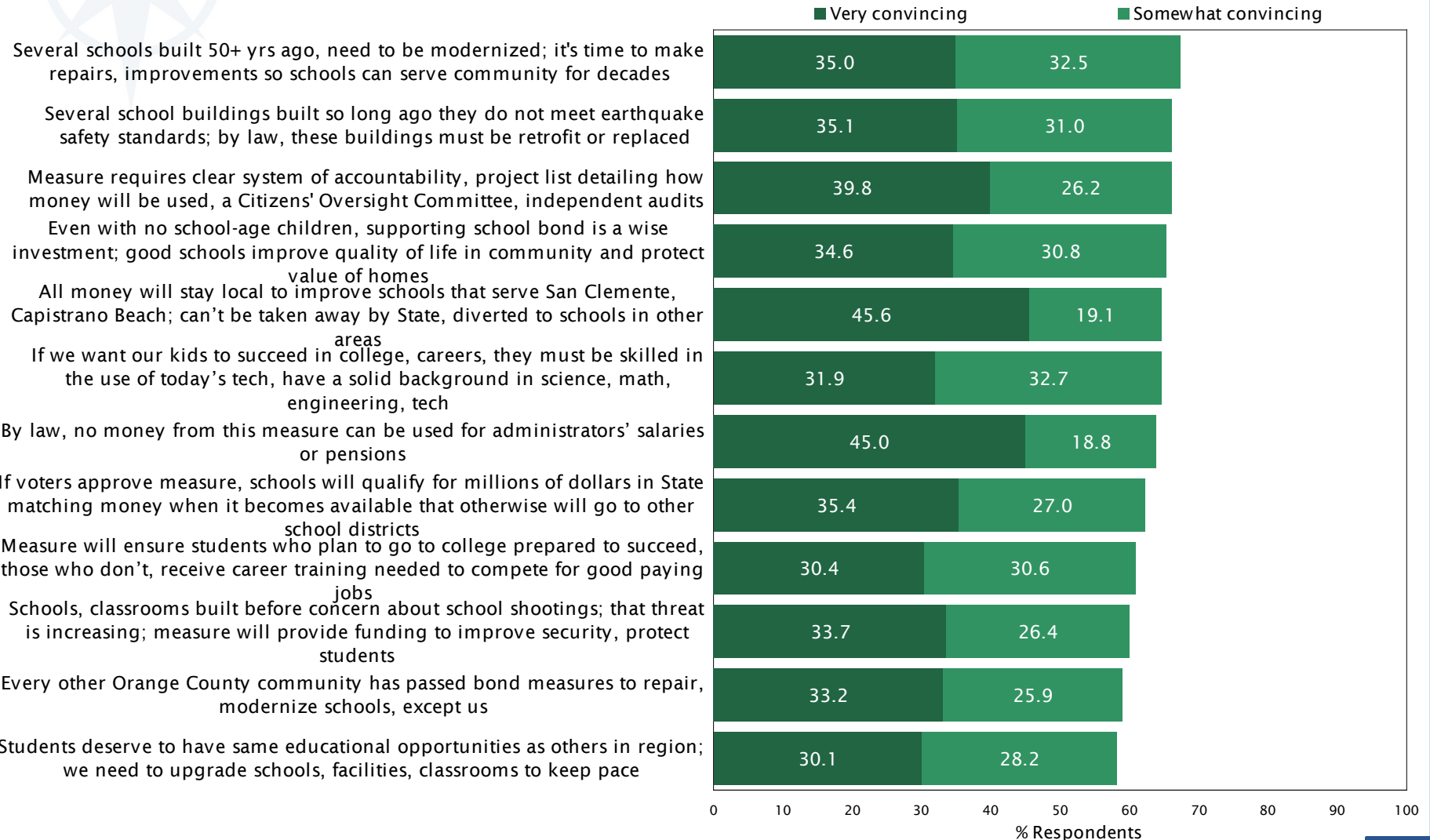
PROJECTS & IMPROVEMENTS TIER 1



PROJECTS & IMPROVEMENTS TIER 2



POSITIVE ARGUMENTS



NEGATIVE ARGUMENTS

