

BOND TRACKING SURVEY FOR SFID 3

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
- Identify how to align measure with community priorities
- Collect information needed for ongoing communications & outreach



METHODOLOGY OF STUDY

- Conducted September 17th to September 24th, 2019
- 1,176 District voters likely to participate in the March 2020 primary election
- SFID #3 Boundaries: Aliso Viejo, Laguna Niguel & Dana Point (not including 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 $\pm 2.8\%$



INITIAL BALLOT TEST

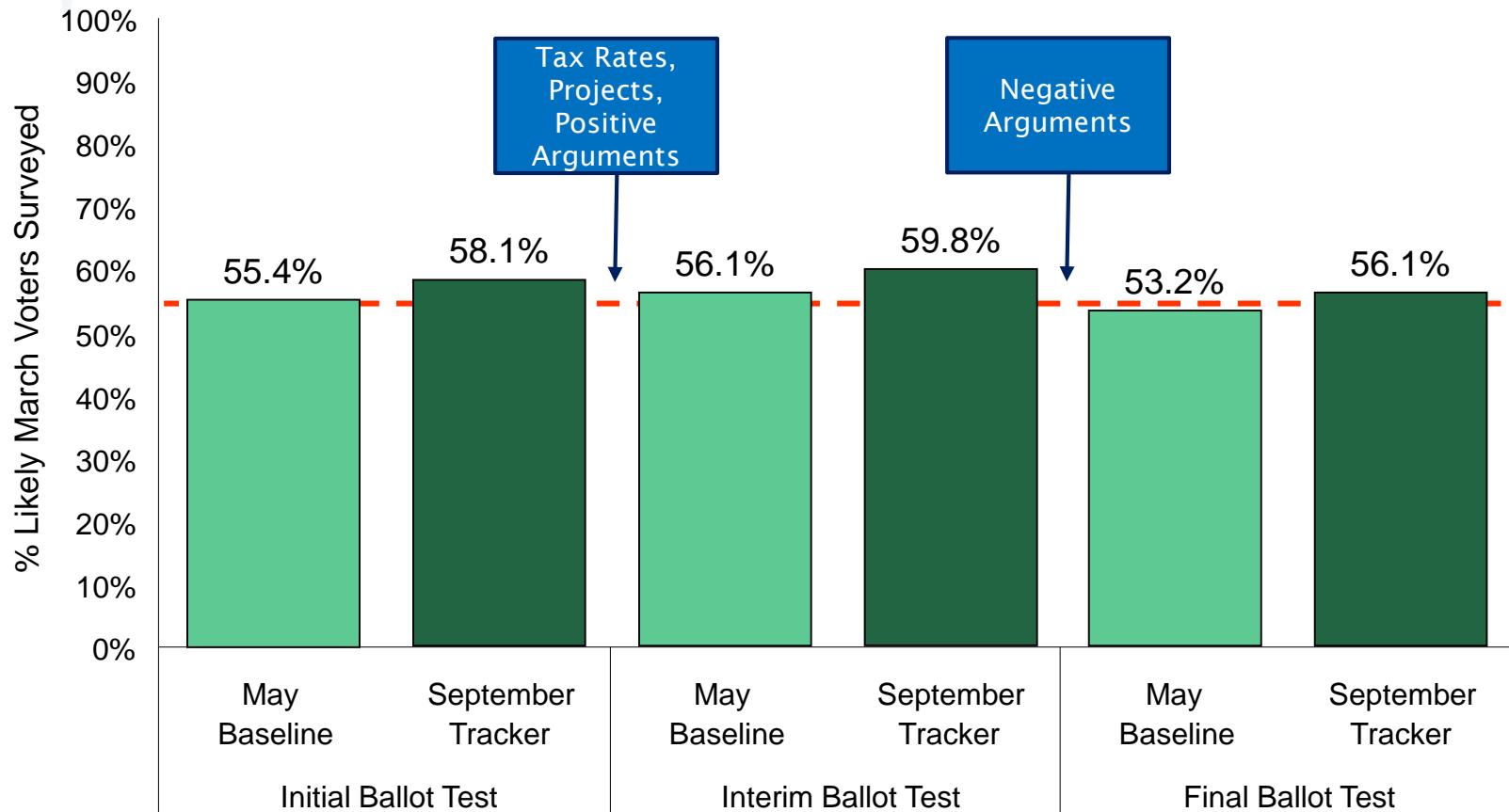
In order to:

- Repair aging classrooms and facilities at schools serving Aliso Viejo, Laguna Niguel and Dana Point
- 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 #3) measure authorizing 300 million dollars in bonds at legal rates be adopted, levying approximately 3 cents per 100 dollars assessed value (\$21 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?

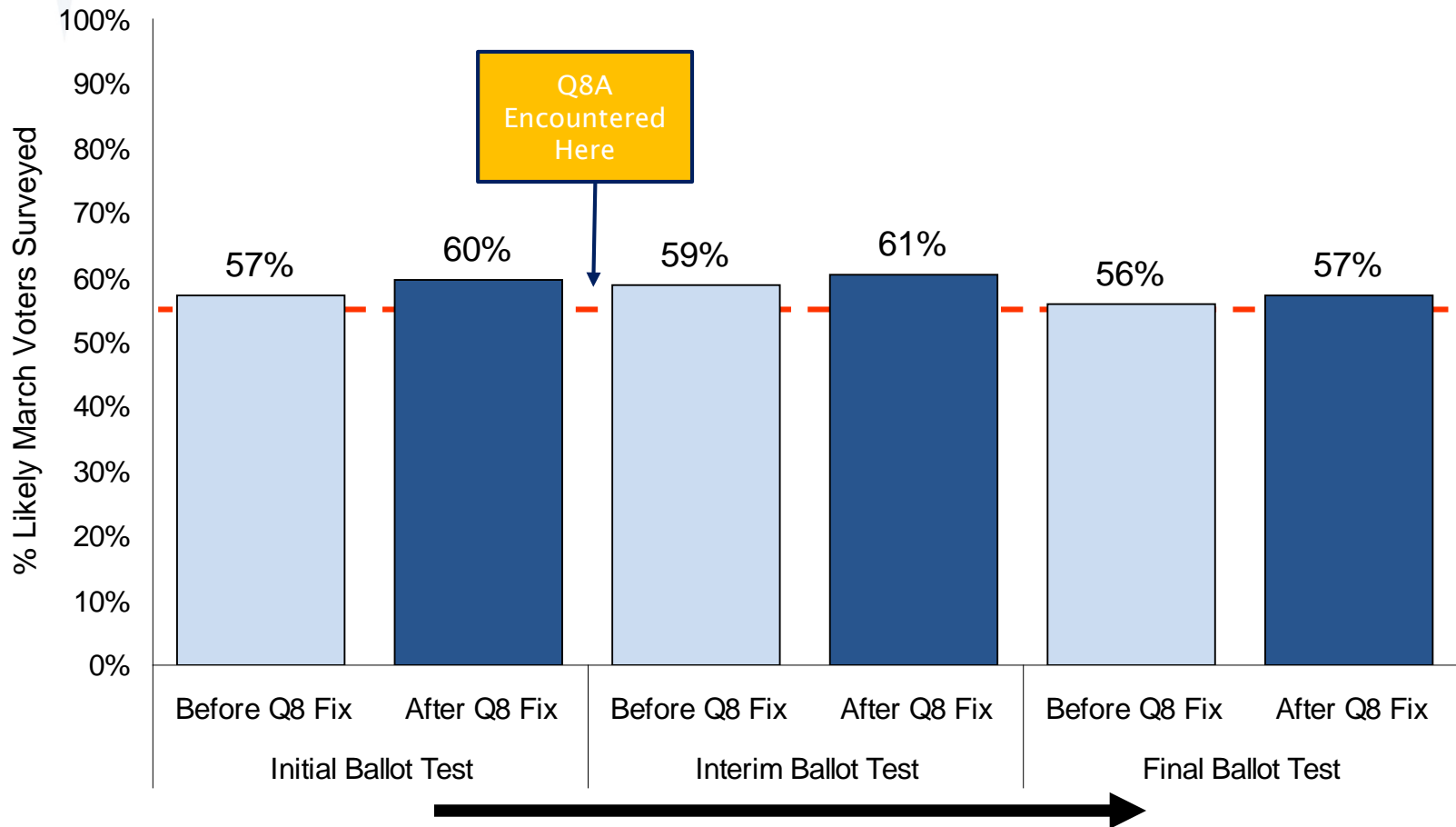
SUPPORT FOR MEASURE ON MARCH BALLOT

BASELINE VS TRACKER



QUESTION 8A ISSUE & FIX

ANALYSIS OF BEFORE & AFTER INDICATES THAT IT DID NOT IMPACT SUPPORT AT THE BALLOT TESTS

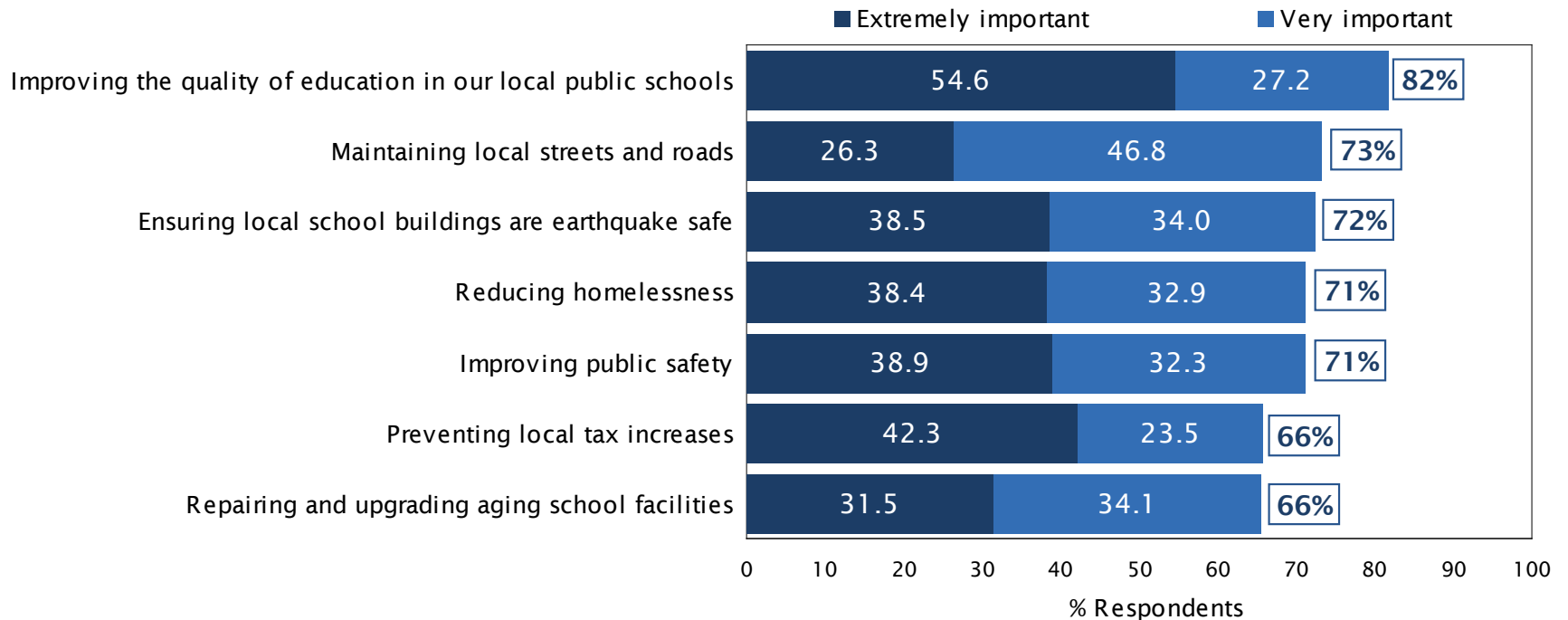




OBSERVATIONS & RECOMMENDATIONS

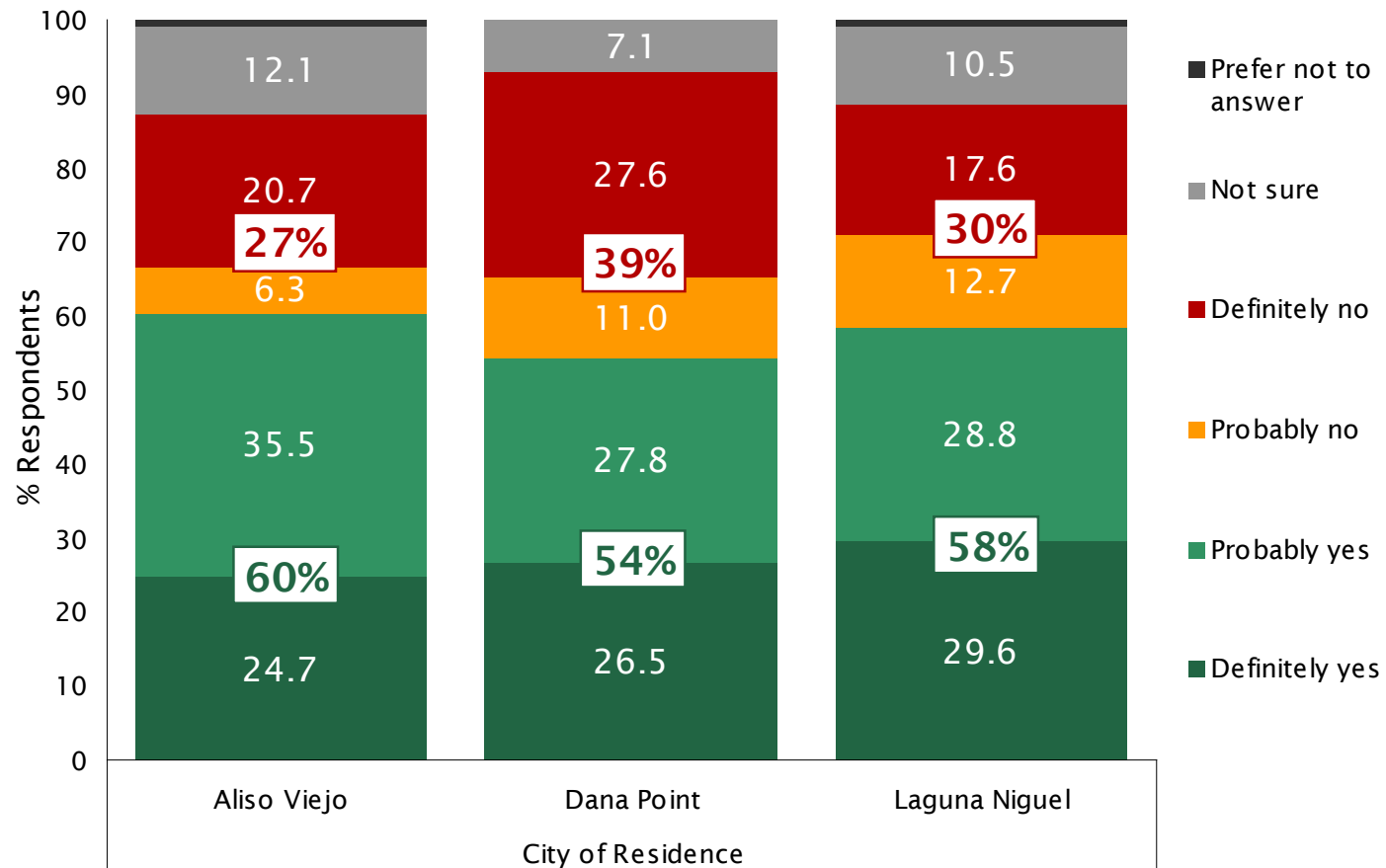
- **Support has strengthened since baseline:** Support for proposed bond is 3% to 4% higher for the proposed bond when compared to baseline survey results in May.
- **Feasibility:** A bond appears feasible for 2020, but will need to continue investing in aggressive outreach, education, and communications to build community awareness and support.
- **Cultivate Allies:** To build trust and support, it would be helpful for the message to also be carried by opinion leaders outside the District.
- **Project Priorities:** Facility repairs, STEM, career teach, keeping instructional technology up-to-date, removing hazardous materials, and earthquake safety.
- **SB 268:** If SB 268 is signed into law, it will likely improve voters' natural levels of support for the proposed bond.

IMPORTANCE OF ISSUES



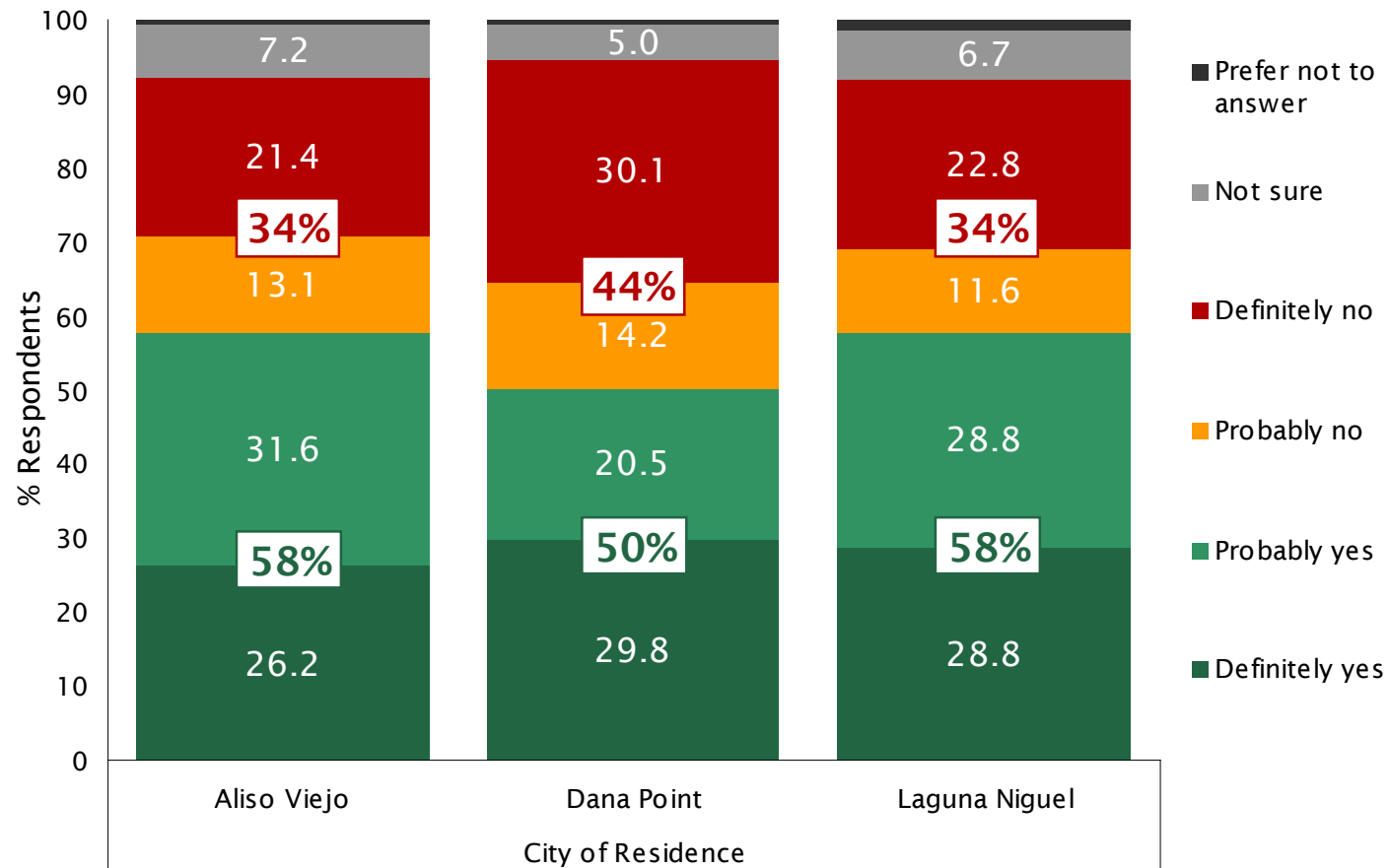
INITIAL BALLOT TEST

BY CITY



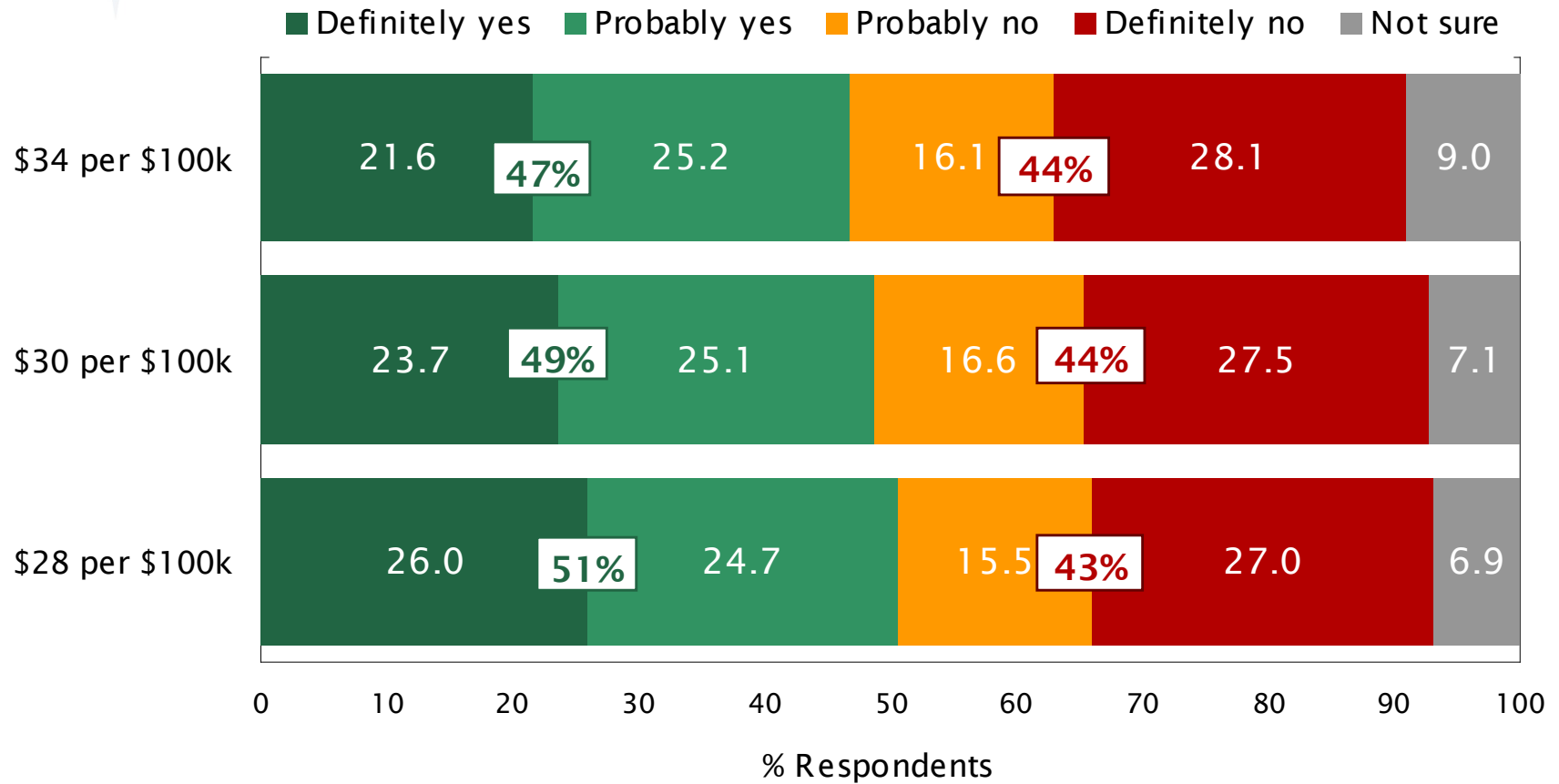
FINAL BALLOT TEST

BY CITY

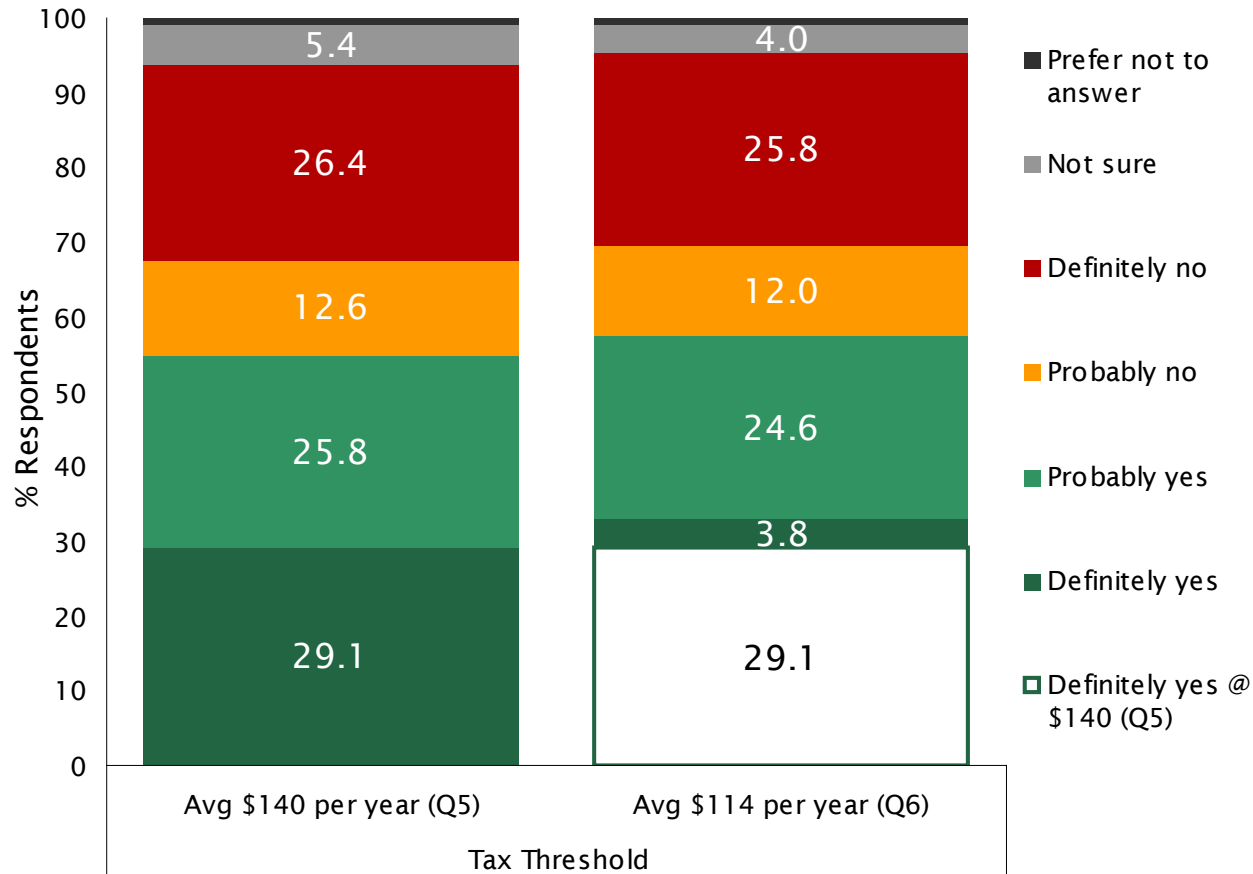




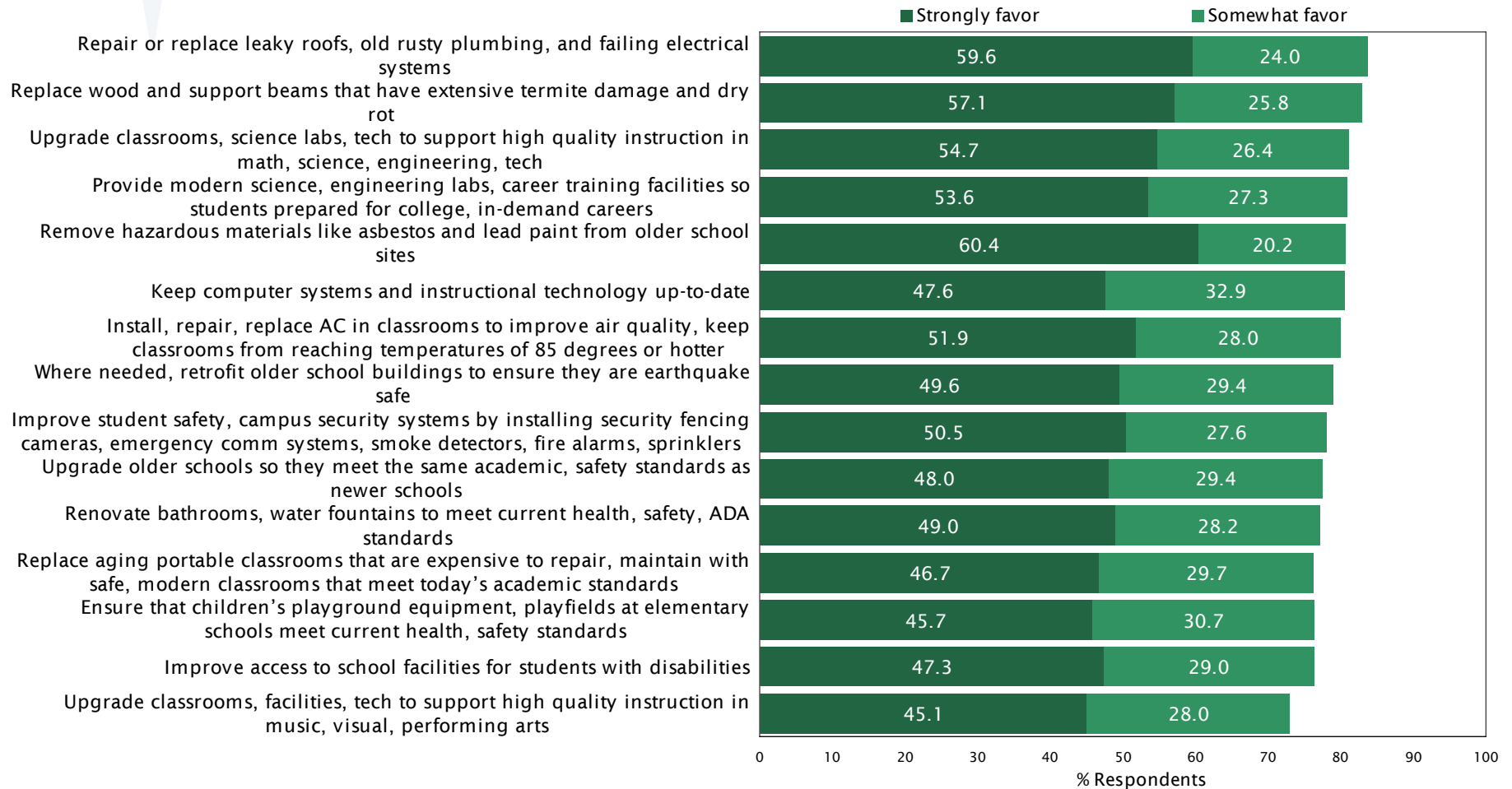
TAX THRESHOLD



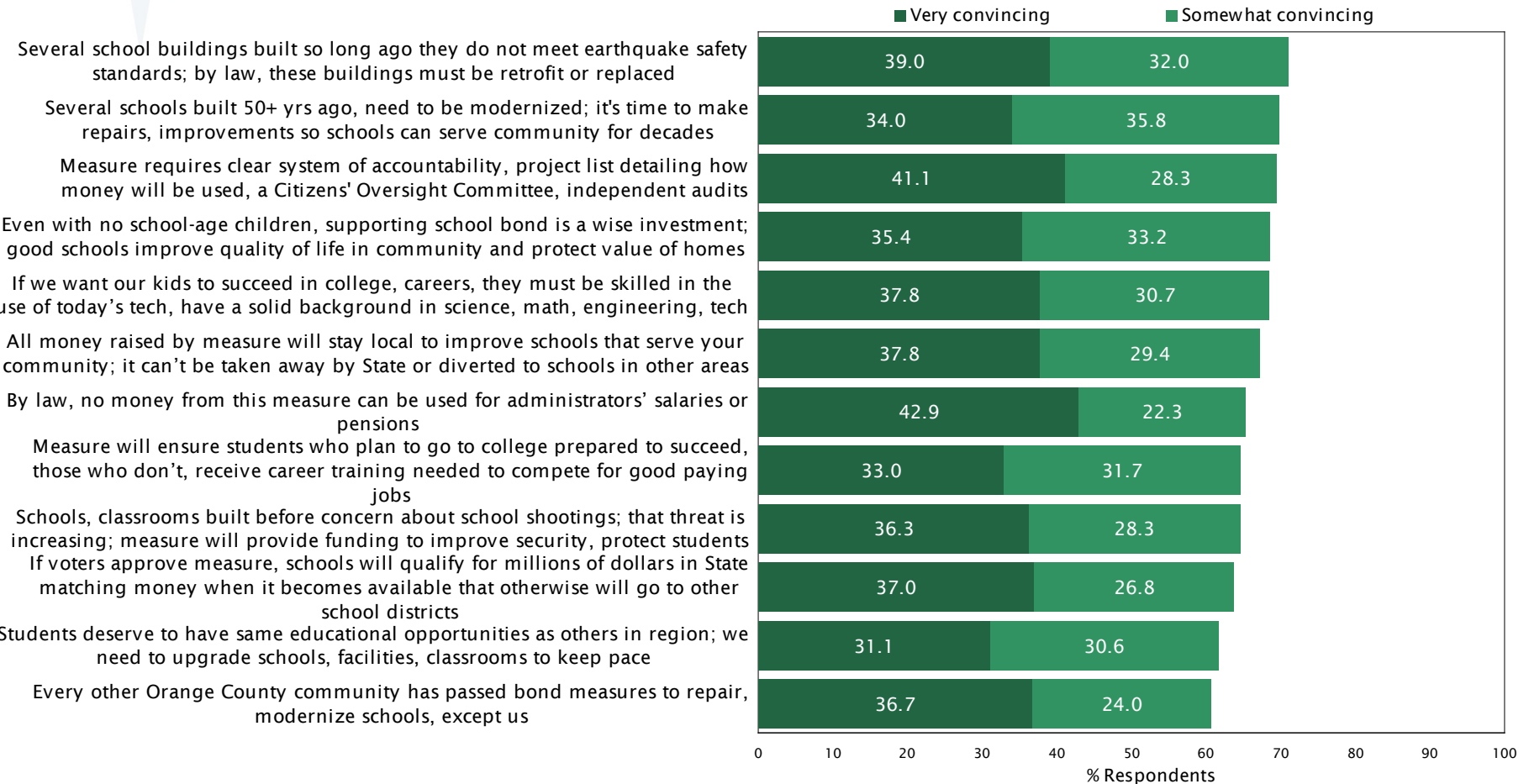
SUPPORT FOR MEASURE AT \$140 & \$114 PER YEAR FOR TYPICAL OWNER



PROJECTS & IMPROVEMENTS



POSITIVE ARGUMENTS



NEGATIVE ARGUMENTS

Don't be fooled. Incl interest, this bond will cost taxpayers about \$600M, will take property owners more than 35 yrs to pay off

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

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

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

