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



METHODOLOGY OF STUDY

- o 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)
- o Mixed-Method approach
 - o Recruited via phone and email
 - OData collection via phone and online
 - o 16-minute average interview length
- Overall margin of error is ± 2.8%



INITIAL BALLOT TEST

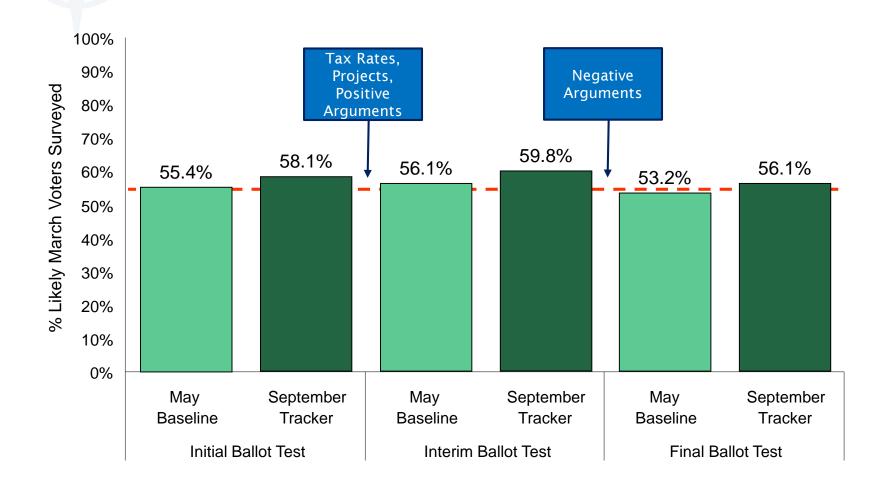
In order to:

- Repair aging classrooms and facilities at schools serving Aliso Viejo,
 Laguna Niguel and Dana Point
- o Fix deteriorating roofs, plumbing and electrical systems
- o 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?



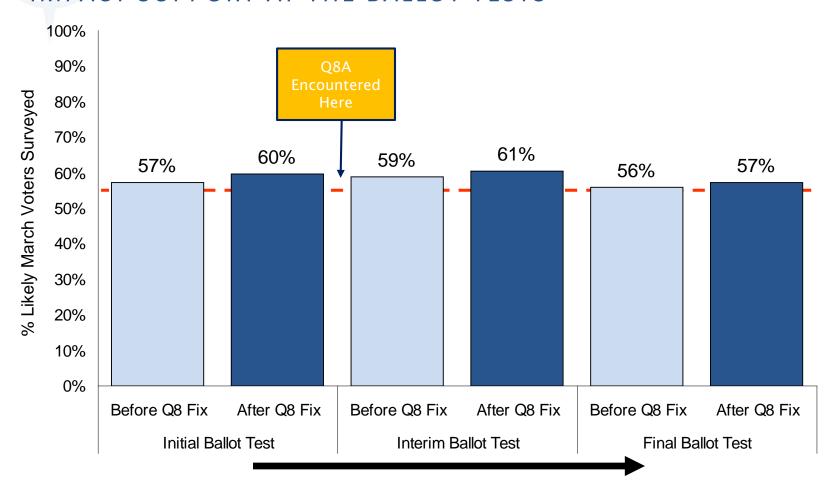
SUPPORT FOR MEASURE ON MARCH BALLOT BASELINE VS TRACKER





QUESTION 8A ISSUE & FIX

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



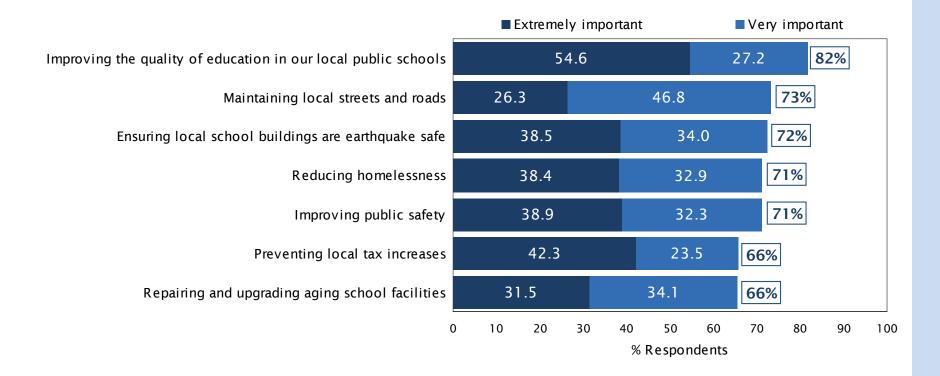


OBSERVATIONS & RECOMMENDATIONS

- 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.
- o **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.



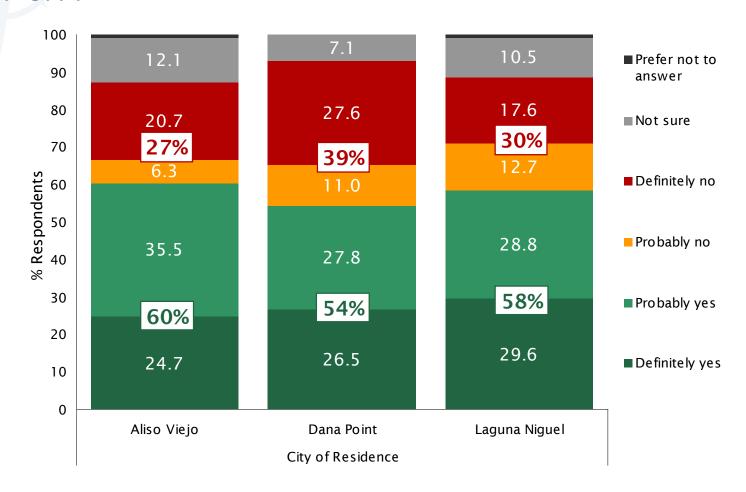
IMPORTANCE OF ISSUES





INITIAL BALLOT TEST

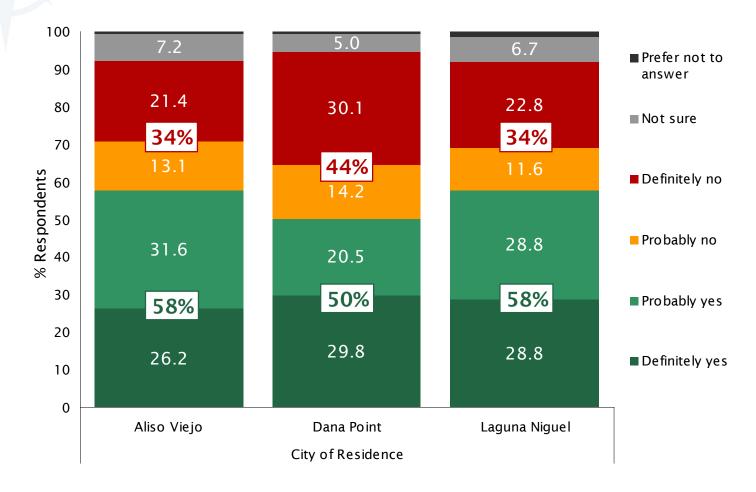
BY CITY





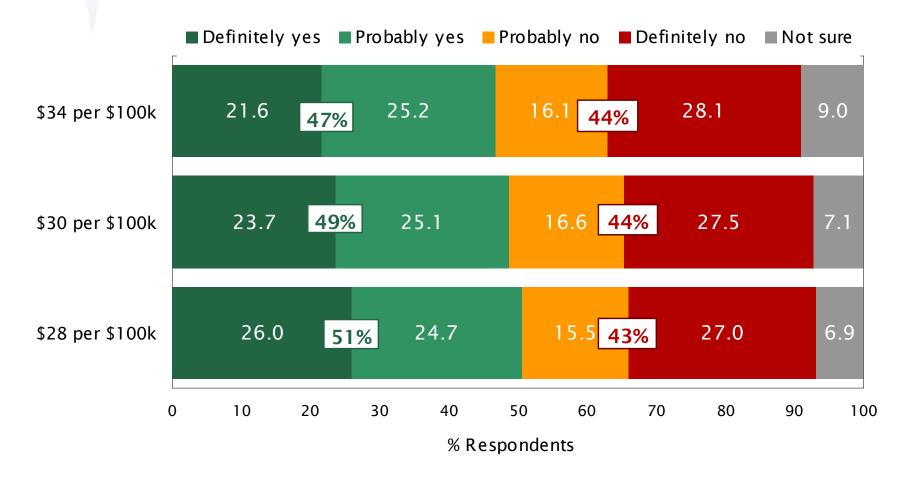
FINAL BALLOT TEST

BY CITY



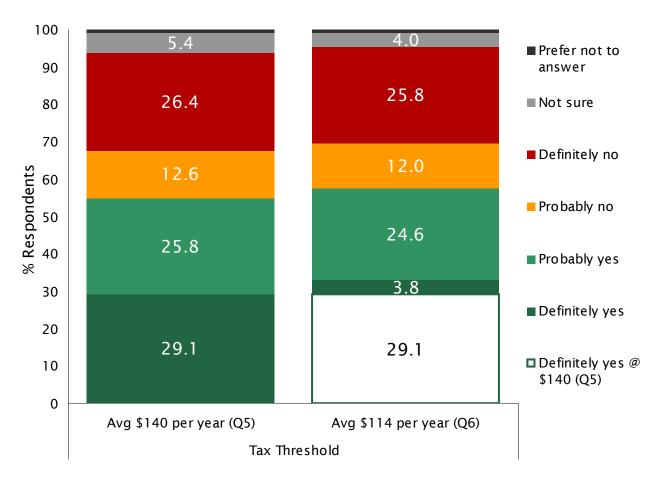


TAX THRESHOLD





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





PROJECTS & IMPROVEMENTS

■ Strongly favor Somewhat favor Repair or replace leaky roofs, old rusty plumbing, and failing electrical 59.6 24.0 systems Replace wood and support beams that have extensive termite damage and dry 57.1 25.8 Upgrade classrooms, science labs, tech to support high quality instruction in 54.7 26.4 math, science, engineering, tech Provide modern science, engineering labs, career training facilities so 53.6 27.3 students prepared for college, in-demand careers Remove hazardous materials like asbestos and lead paint from older school 60.4 20.2 sites Keep computer systems and instructional technology up-to-date 47.6 32.9 Install, repair, replace AC in classrooms to improve air quality, keep 51.9 28.0 classrooms from reaching temperatures of 85 degrees or hotter Where needed, retrofit older school buildings to ensure they are earthquake 49.6 29.4 safe Improve student safety, campus security systems by installing security fencing 50.5 27.6 cameras, emergency comm systems, smoke detectors, fire alarms, sprinklers Upgrade older schools so they meet the same academic, safety standards as 48.0 29.4 newer schools Renovate bathrooms, water fountains to meet current health, safety, ADA 49.0 28.2 standards Replace aging portable classrooms that are expensive to repair, maintain with 46.7 29.7 safe. modern classrooms that meet today's academic standards Ensure that children's playground equipment, playfields at elementary 45.7 30.7 schools meet current health, safety standards Improve access to school facilities for students with disabilities 47.3 29.0 Upgrade classrooms, facilities, tech to support high quality instruction in 45.1 28.0 music, visual, performing arts 10 20 30 50 60 70 80



100

% Respondents

POSITIVE ARGUMENTS

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

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

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

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

All money raised by measure will stay local to improve schools that serve your community; it can't be taken away by State or diverted to schools in other areas

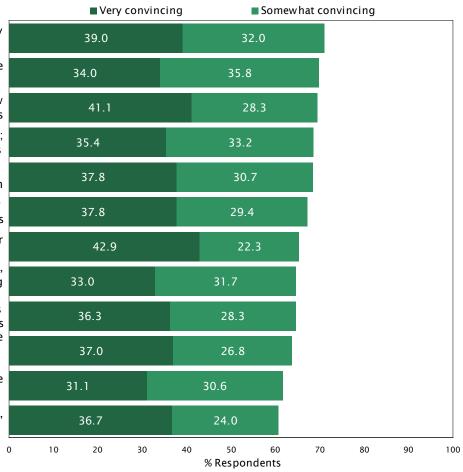
By law, no money from this measure can be used for administrators' salaries or pensions

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 iobs

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

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

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





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

