BASELINE BOND SURVEY

CONDUCTED FOR THE
ALTA LOMA SCHOOL DISTRICT

PRESENTED BY
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PURPOSE OF STUDY

- Obetermine if a bond measure is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach



METHODOLOGY OF STUDY

O How did we select voters to survey?

- OStratified & Clustered Random Sample of likely voters (2024) using age, gender, partisanship, household party type, and subgeographies
- Ensures balanced, representative sample of likely voters

O How did we recruit participation?

- o Personalized email, text, and telephone calls
- o PINs to restrict access and ensure one complete per respondent

O How were voters able to share their opinions?

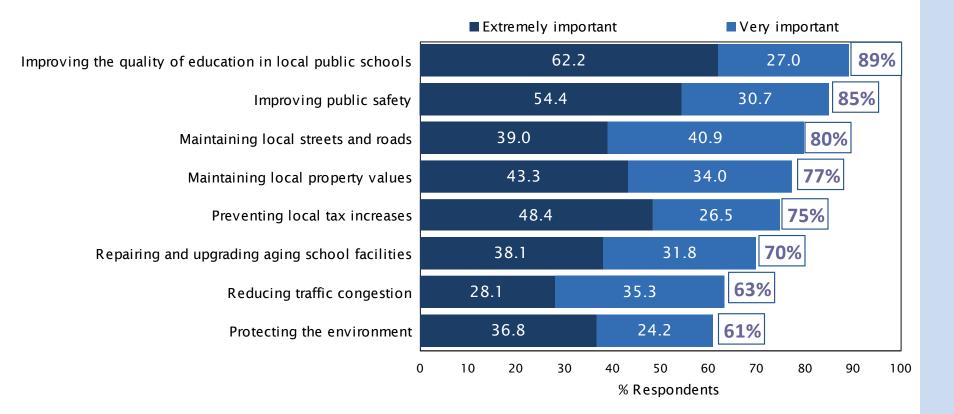
- Secure, PIN-protected website that scales to the device
- o Telephone (land line or mobile)
- o English & Spanish

O What was the sample size?

- o 411 completed interviews
- Overall margin of error of ± 4.8% @ 95% level of confidence



IMPORTANCE OF ISSUES





INITIAL BALLOT TEST

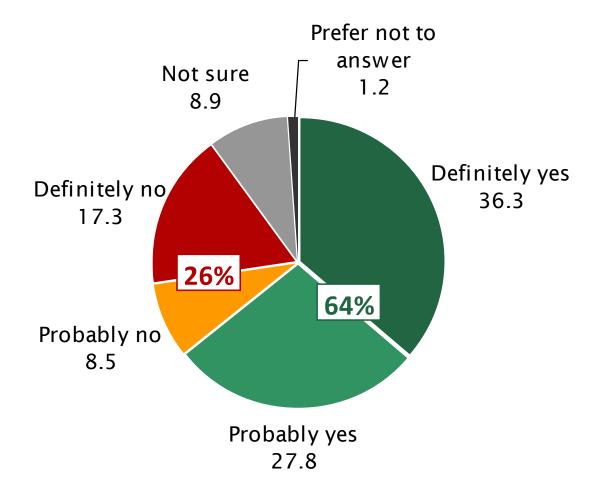
In order to:

- Repair and upgrade classrooms, labs, and school facilities to support student achievement in math, science, technology, arts, and engineering
- o Fix deteriorating roofs, plumbing, ventilation, and electrical systems
- Update instructional technology
- And improve student safety/security systems

Shall the Alta Loma School District measure be adopted authorizing \$71 million in bonds at legal rates (without increasing current tax rates), levying approximately 3 cents per 100 dollars assessed value (\$5 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?

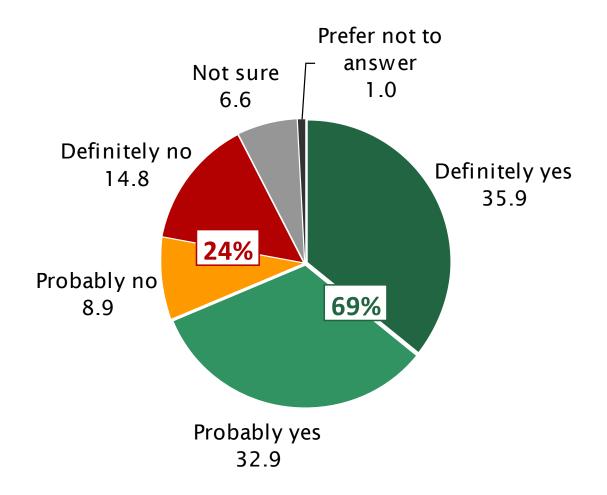


INITIAL BALLOT TEST





INITIAL BALLOT TEXT EXTENSION INFO





PROJECTS & IMPROVEMENTS

Provide classrooms, facilities, tech needed to support high quality instruction in math, science, engineering, tech

Make repairs to older classrooms, school facilities incl deteriorating roofs, plumbing, sewer, heating, ventilation, electrical systems

Create modern, multi-use classrooms to support hands-on science instruction and learning-by-doing

Remove hazardous materials like asbestos and lead pipes from older school sites, where encountered

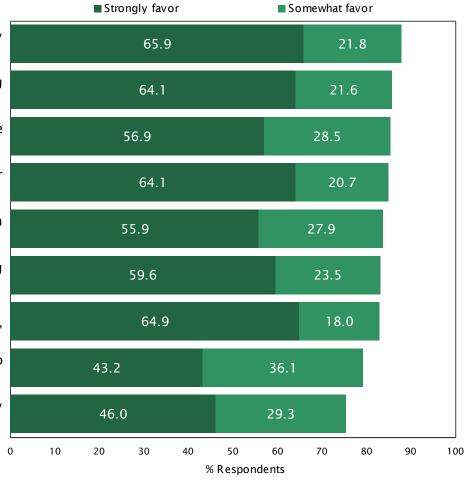
Upgrade classrooms and computer systems to keep pace with instructional technology

Upgrade older schools so they meet current health codes, building safety codes, provide proper access for students with disabilities

Improve student safety, campus security systems incl fencing, cameras, emergency communications, smoke detectors, fire alarms, sprinklers

Upgrade physical education, athletic facilities, and playgrounds to support student health and fitness

Provide classrooms and facilities needed to support high quality instruction in music, visual, performing arts





POSITIVE ARGUMENTS

Measure requires a transparent system of accountability, incl a project list detailing exactly how money will be used, a Citizens' Oversight Committee, public disclosure of how all funds are spent

Student safety, security has become a top priority for schools around nation; bond will provide funding for increased safety, security measures that will protect students, staff in case of an emergency

All money raised by measure will stay local to support students; It can't be taken away by State or used for other purposes

If we want kids to succeed in college, careers, they must be skilled in use of today's tech, have advanced classes in science, math, engineering, tech; measure helps make this possible

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

Several schools were built so long ago they have asbestos, lead pipes, water leaks, mold, other hazards; we need to fix these problems

Some schools have modern classrooms, labs, educational facilities, but some don't; measure will ensure that ALL students have equal access to classrooms, labs, facilities they need to succeed

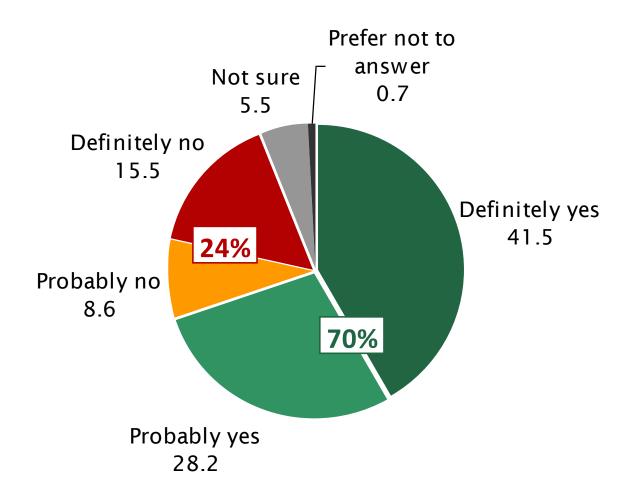
Some schools were built in 1950's (70+ yrs ago), need to be modernized; we need to make priority repairs, improvements so schools can continue to serve community well for decades to come

Measure makes good financial sense; it provides funds we need to repair, improve schools without increasing property tax rates above their current level





INTERIM BALLOT TEST





NEGATIVE ARGUMENTS

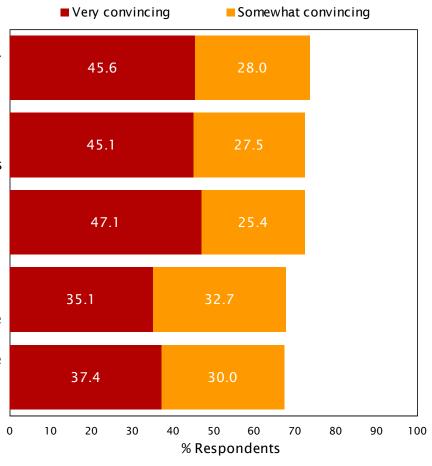
District passed a \$58M bond in 2016 to fix schools; property owners will be paying on that bond for another 30 yrs; now they want more money? That's not fair to taxpayers

Residents, local businesses have been hit hard by pandemic, inflation, high gas prices; many are struggling to stay afloat; now is not the time to raise taxes

Property owners are already paying too many taxes - incl multiple school bonds and local taxes; enough is enough; we can't afford to keep raising taxes

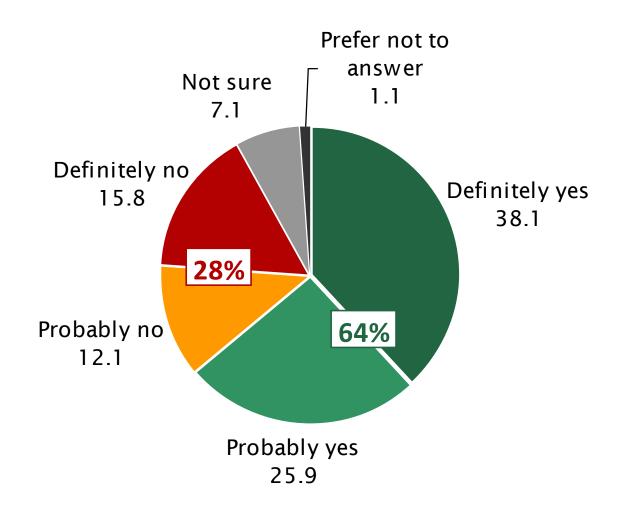
Community is already an expensive place to live, especially for young families, seniors, those on fixed incomes; passing bond will make it even less affordable

There is no guarantee how money will be spent; some schools will get more than their fair share from bond, while others will get less



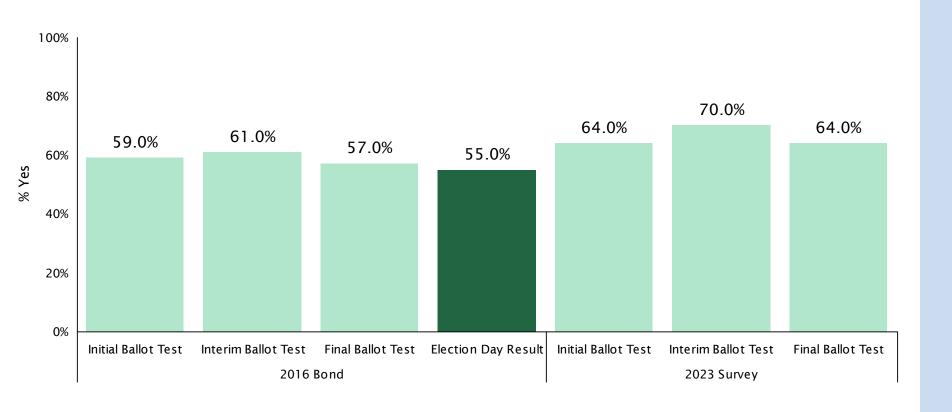


FINAL BALLOT TEST





HISTORICAL COMPARISON





KEY CONCLUSIONS

Does a bond appear to be feasible for a 2024 ballot? Yes.

Positive Signs

- Voters rank improving the quality of education in local schools as the most important issues facing the community
- Strong natural support for bond measure (64%)
- Popular projects and improvements
- Strong positive arguments
- o All ballot tests are above 55%, even after opposition arguments

Challenges

- Clarity around tax extension not capturing 5% bump in ballot statement
- Receptiveness to potential opposition arguments
- High propensity voters are less supportive (~4%)
- Unknowns: trajectory of economy, inflation, other measures
- o Electoral climate: Hyper-partisanship & statewide initiatives



OBSERVATIONS & RECOMMENDATIONS

- Snapshot in time, not a crystal ball
- o Election Date: November '24
- o **Project Priorities:** STEM, modern classrooms, facility repairs at older schools to bring them up to code, removal of hazardous materials, instructional technology, safety & security
- District Communications: Begin a conversation with the community to build awareness of facility needs and consensus on a bond proposal.
- o Independent Campaign: Need to have solid independent campaign to navigate through the election cycle, communicate key messages, turn out supporters, and weather uncertainties.

