



SANTA MONICA-MALIBU UNIFIED SCHOOL DISTRICT

## Board Presentation, July 19, 2018

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# Feasibility Analysis

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- Feasibility Committee
  - Parents, teachers, classified employees, and wide range of community members from Santa Monica & Malibu
- Meetings held: March 13, May 1 and July 10
- Endorsed SFID approach and bond amounts for November 2018 ballot
  - Malibu - \$195 million
  - Santa Monica - \$485 million

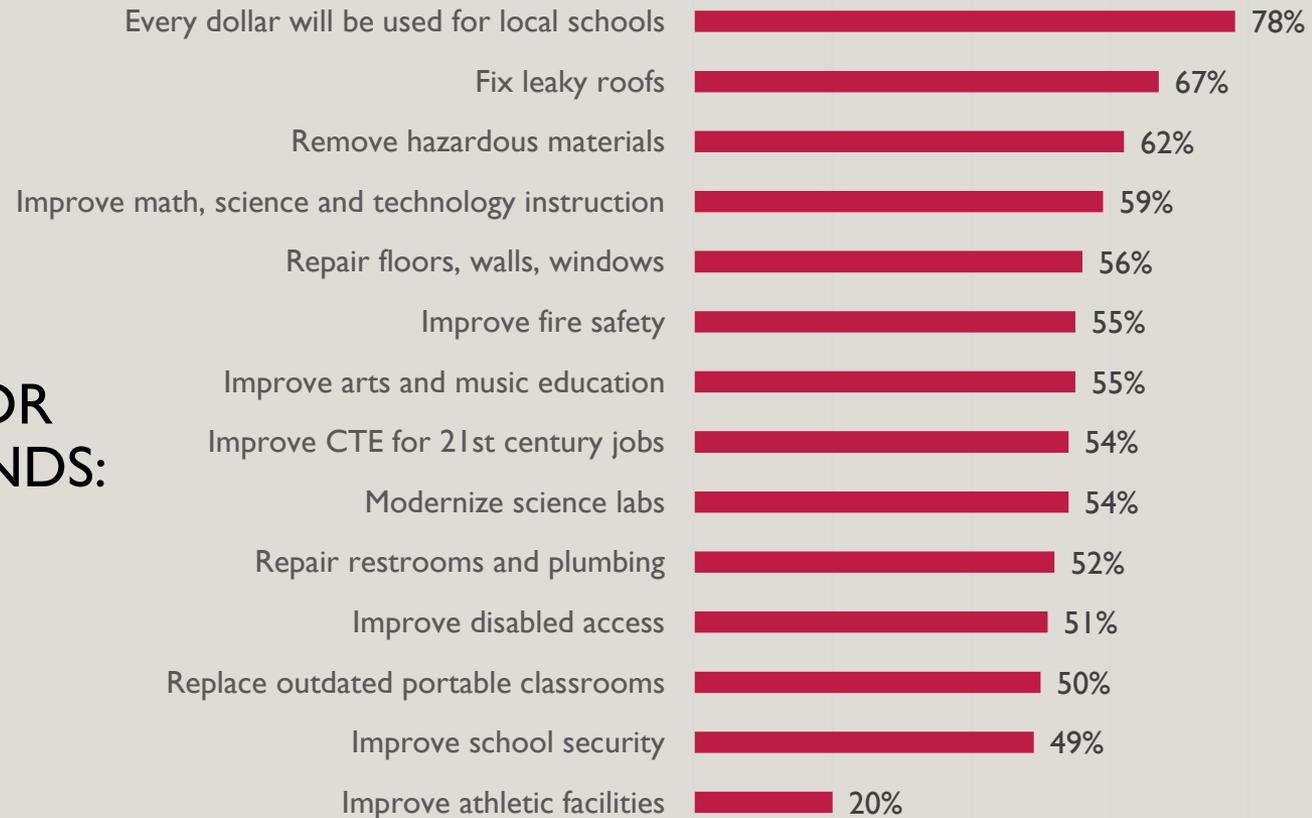
# Voter Opinion Research

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April 2018, *Goodwin Simon Strategic Research* completed public opinion survey of 523 likely voters:

- Santa Monica - natural support @ 68%
  - Information increased support to 70%
- Malibu - natural support @ 58%
  - Information increased support to 61%
- Top bond uses across District include:
  - Fix leaky roofs
  - Remove hazardous materials from schools
  - Improve facilities to support math, science and technology instruction
  - Repair floors, walls and windows

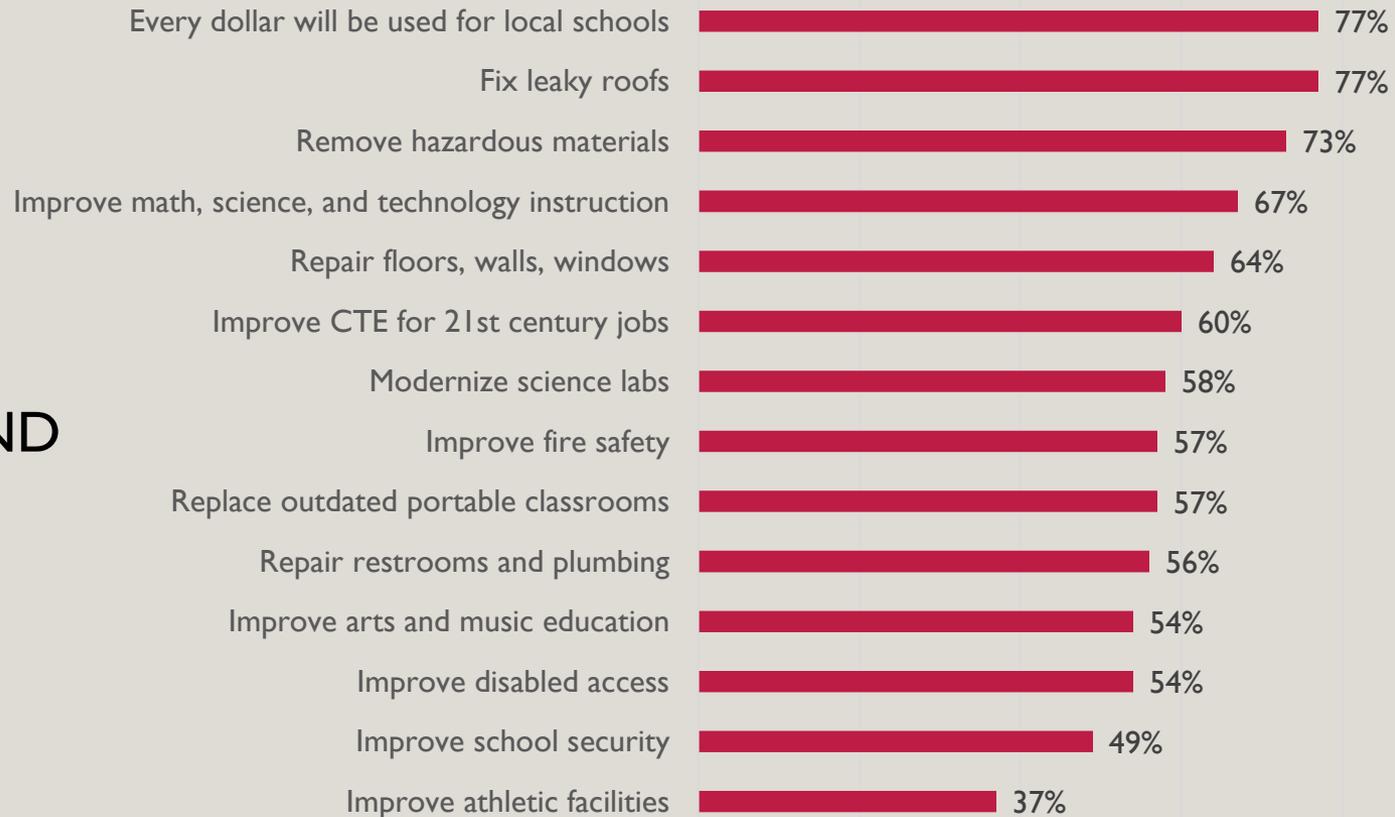
## % Rating Each Bond Use as Very Important



## TOP PRIORITIES FOR USE OF BOND FUNDS: SANTA MONICA



## % Rating Each Bond Use as Very Important



## TOP PRIORITIES FOR USE OF BOND FUNDS: MALIBU



# Qualitative Research

June of 2018, District began conducting online and mail-in survey to invite community member priorities for local schools



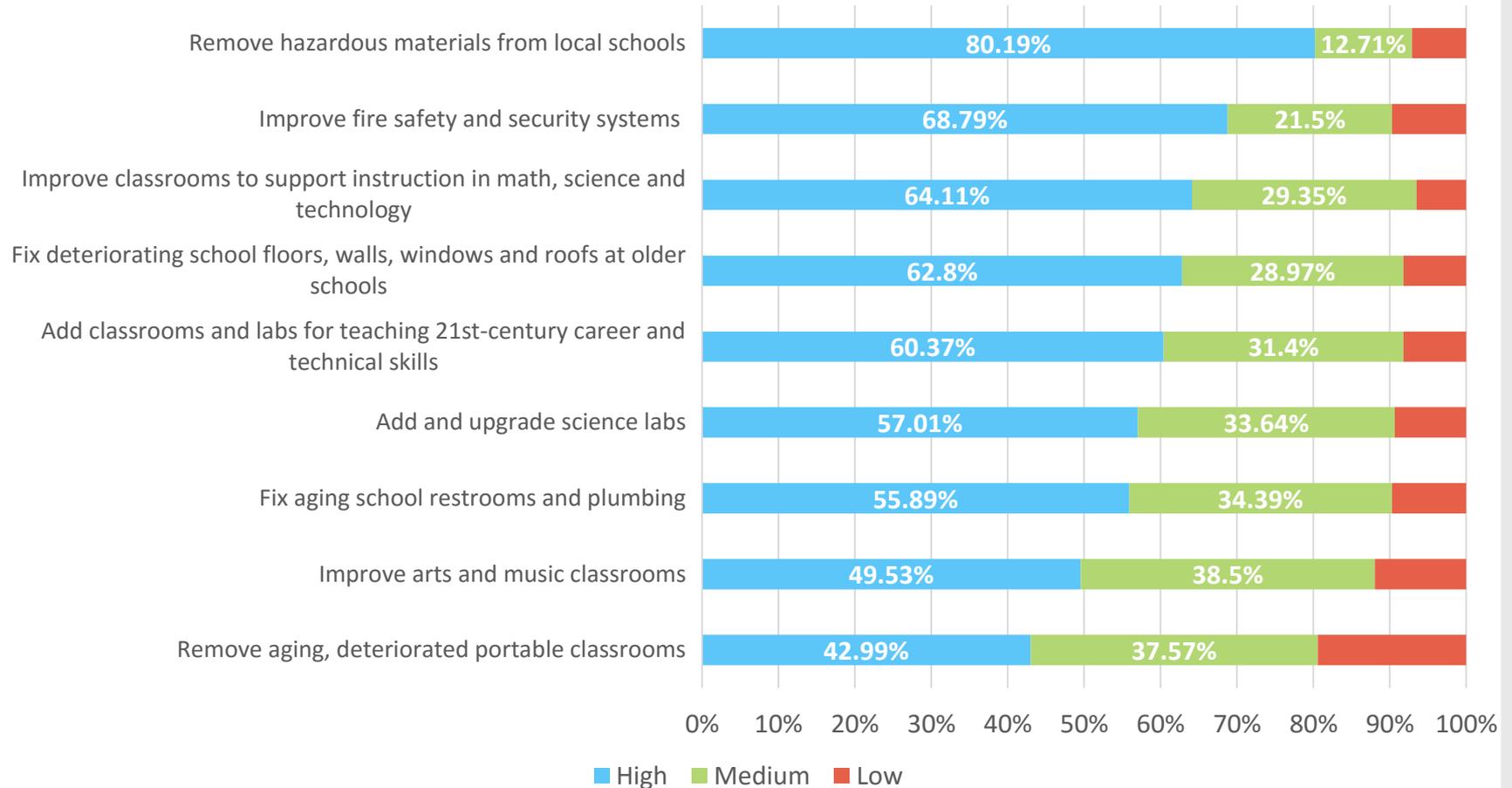
# Qualitative Research

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As of July 17, 604 SMMUSD residents responded:

- 79.1% of respondents have children that currently attend SMMUSD schools
- 75.5% of respondents have children that attended SMMUSD schools in the past
- Santa Monica: 534 responses / 142 comments
- Malibu: 108 responses / 36 comments
- Outside of District (online link) 161 responses / 42 comments

# Qualitative Research Santa Monica



# Survey Common Themes

## Santa Monica

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The schools are sorely in need of air conditioning. Very little learning occurs in overheated classrooms.

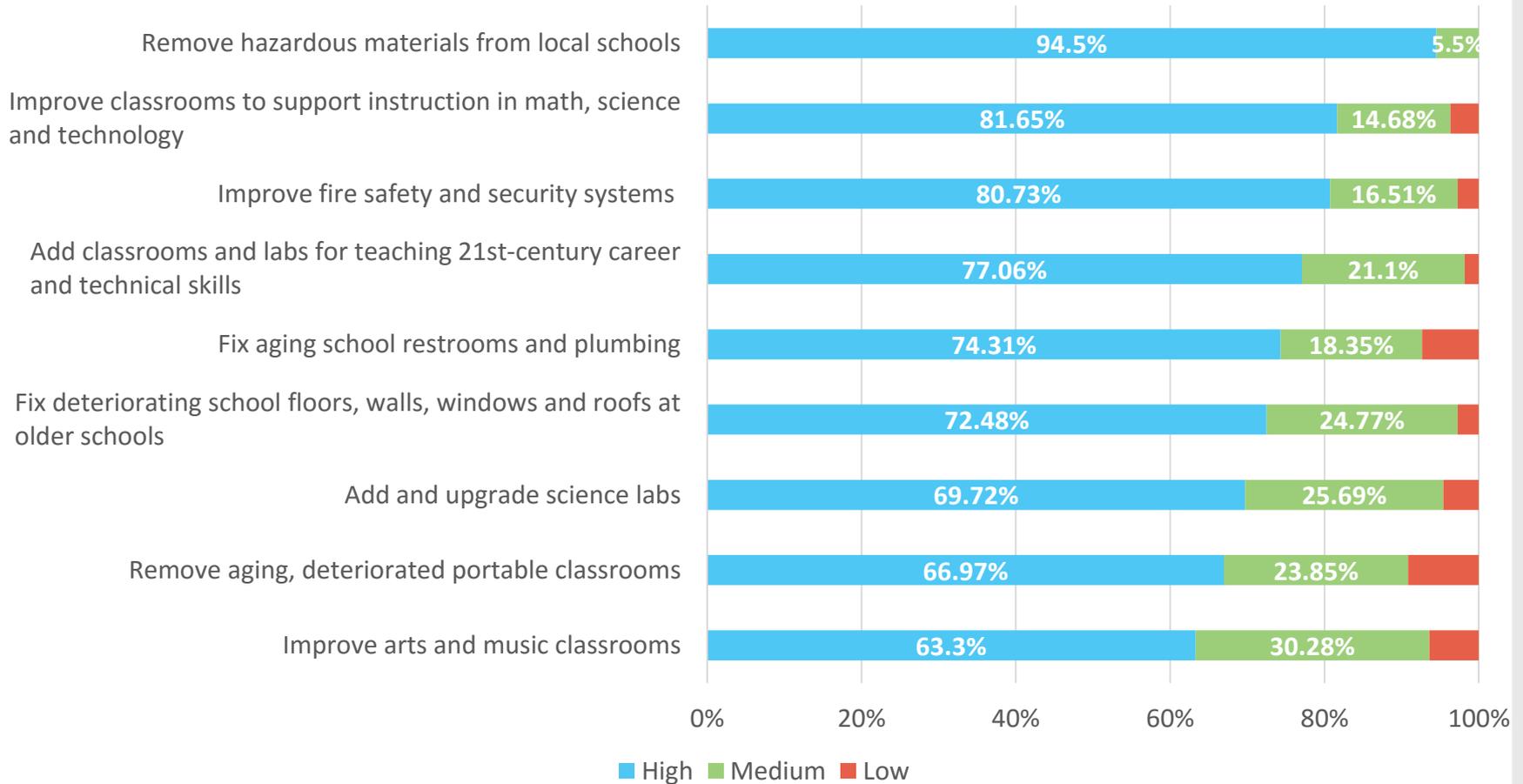
My daughter was in a portable classroom last year. They are designed to be temporary and are being used as a permanent solution to our space problems.

We are still being assessed for past bonds. Please find another way via private donations or fundraisers.

My child often complains about broken or dirty restrooms.

I think that safety issues have to be addressed first, though all improvements cited are desirable.

# Qualitative Research Malibu



# Survey Common Themes

## Malibu

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I think our schools could benefit from up-to-date classroom equipment, art education, and computer labs, but to me the more urgent need is with basic school maintenance.

I'm particularly concerned about providing healthy buildings for our children.

Please update all Malibu schools.

Our priority must be the safety of our children!

Why do we need another school bond?  
What happened to the other school bonds?

# Election Planning Timeline



- Poll
- Election timing
- Tax rate
- Programs
- Political landscape
- Competing issues
- Potential controversy

- Write resolution
- Ballot question
- Non-advocacy communication
- Consensus building
- Board vote

- Private fundraising
- Direct mail
- Website
- Endorsements
- Phone banks
- Lawn signs
- GOTV