

Update on Informational Outreach For Potential Measure



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TBWB Strategies

March 2020 Parcel Tax 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

Timeline Review To Date

August 2019:

- Conducted community polling in partnership with EMC Research

September 2019:

- Development of informational materials regarding schools' needs, including:
 - Frequently Asked Questions
 - Fact Sheet with information on local needs
- Beginning of internal and external stakeholder outreach

October 2019:

- General Informational mailer to community about CUSD accomplishments and the importance of high-quality education
- Development of online survey to track community priorities

Meetings

Labor Groups

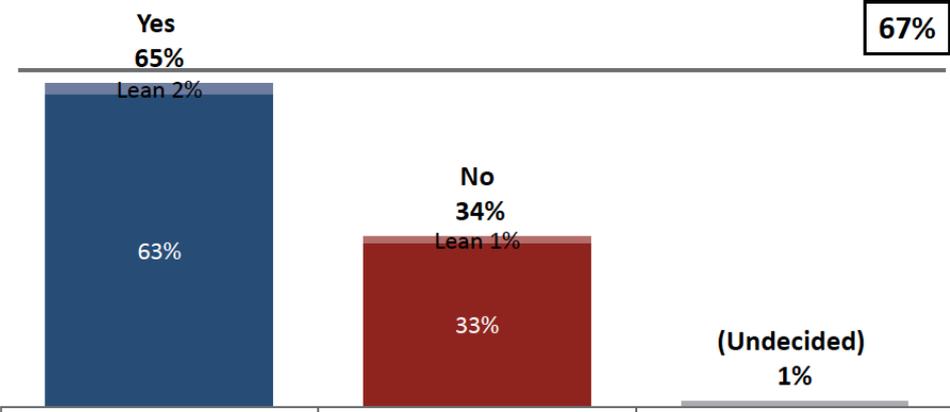
- CETA President
- CETA Rep Council
- CSEA President
- District Office Staff
- District Leadership Team

Community Groups

- City of Campbell Intergovernmental Meeting
- PTAs at CSI, Forest Hill, Capri and Castlemont
- Superintendent's Parent Advisory Council
- Superintendent's Student Advisory Council

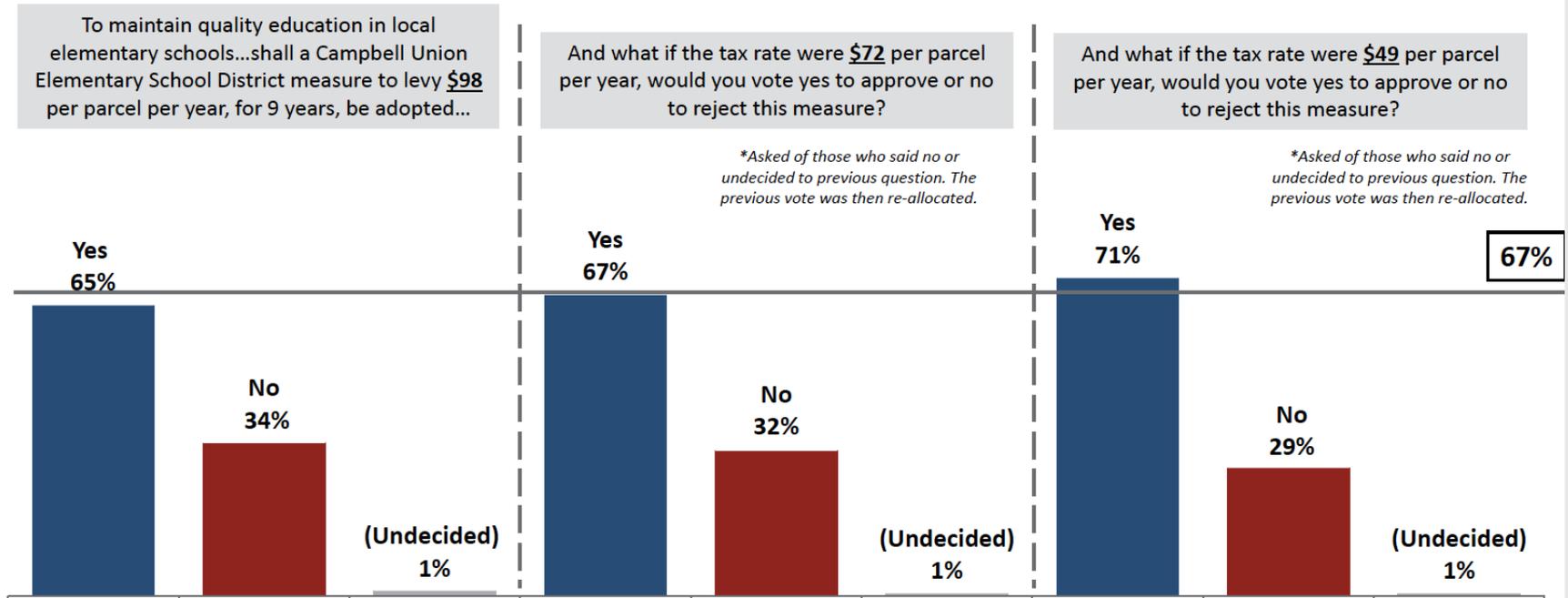
Feedback from Initial Polling

To maintain quality education in local elementary schools by attracting/retaining high performing teachers, sustaining strong academic and advanced programs in reading, writing, math, arts and sciences; and providing support for struggling students and preventing additional budget cuts, shall a Campbell Union Elementary School District measure to levy \$98 per parcel per year, for 9 years, be adopted, raising \$2.36 million annually with exemptions for seniors, independent community oversight, no funds for administrators, and all funds benefiting local schools?



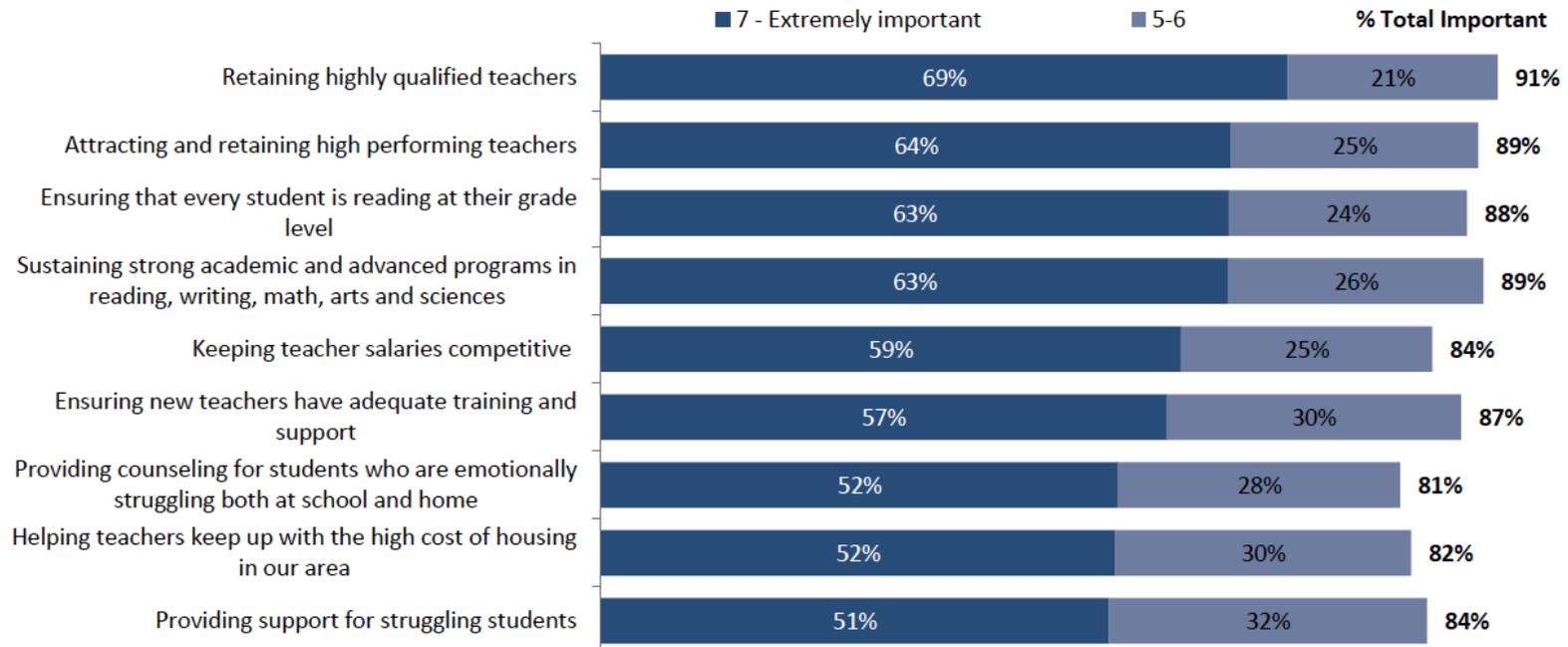
**Initial support for a parcel tax was below the two-thirds threshold needed for passage.*

Feedback from Initial Polling



**Among those who voted against the measure or said they were undecided, there was a slight increase in support when asked if they would support it if the tax rate were a lower amount indicating there may be some cost sensitivity.*

Projects & Programs



** Preserving strong academic programs and attracting and retaining highly qualified teachers are particularly important to voters.*

Community Outreach

- Informational Fact Sheet distributed to parents/ community
- Fact Sheet invites people to provide feedback in our online survey



Campbell Union Elementary School District
Bringing Out Students' Best

At Campbell Union (Elementary) School District (CUSD) we are proud of the success that our elementary and middle school students achieve. Our 12 local elementary and middle schools give each student a strong foundation in reading, math, arts, science and personal skills they will need to succeed in high school and beyond. We strive to provide outstanding education to all students, unlocking their highest potential and putting them on a path to success.

★ Maintaining High-Quality Teachers and Instruction

Great teachers are at the center of student achievement, especially in core academic and advanced programs in reading, writing, math, arts and science. Over the past few years, CUSD has experienced a high turnover of teachers due to the cost of living in the Silicon Valley. Dozens of highly qualified teachers have left for more affordable areas. Without additional funding, CUSD may continue to lose great teachers.

★ Local Funding for Student Success

To protect quality education for our elementary and middle school students, the Campbell Union (Elementary) School District Governing Board is considering placing an up to \$98 per parcel measure on a future ballot.

If approved by voters, a measure could support:

- Attracting and retaining highly qualified teachers by keeping salaries competitive, and providing new teachers with adequate training and support.
- Sustaining strong academic and advanced programs in reading, writing, math, arts and sciences.
- Ensuring that every student is reading at their grade level.
- Providing support for struggling students.
- Retaining school employees that keep schools safe, clean and well-maintained.
- Providing advanced courses for high-performing students.



★ Local Control and Strict Fiscal Accountability

A potential measure requires mandatory fiscal accountability, including:

- A citizens' oversight committee to ensure the monies are spent as promised.
- All of the revenue from the measure would be spent here in our local schools, it cannot be taken away by the State and funds will go directly toward improving education for our children.
- Senior citizens would be eligible for an exemption from this tax measure.
- The cost of the measure could be up to \$98 for a total of 9 years and could not be extended without voter approval.



Let Us Know What You Think!

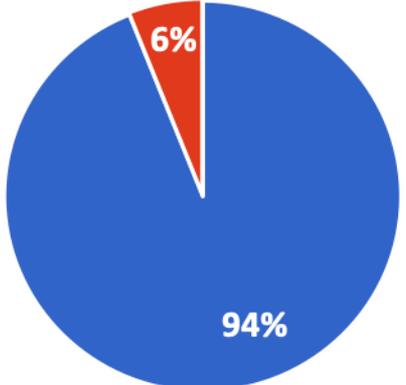
The Campbell Union Elementary School District is looking for feedback from all parents and community members to hear what they think about a potential measure to improve the quality of our children's education. Your comments and feedback are valuable in assessing our needs. Let us know your priorities by taking our online survey at www.CampbellUSD.org/ProposedMeasure or contact us at contact@campbellusd.org or (408) 364-4200.

Community Outreach

- District wide mailer sent to all registered voters in October
- Survey invites feedback on community priorities for school/district improvements
- Survey available as tear-off reply card or online

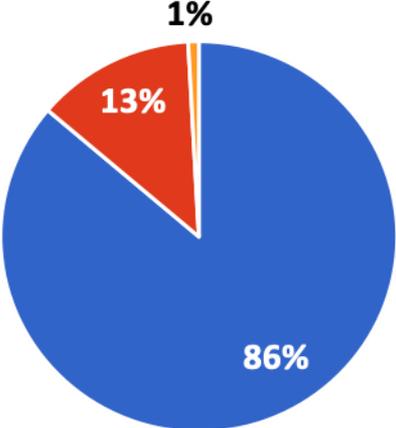


Community Survey



Attract and retain highly qualified teachers

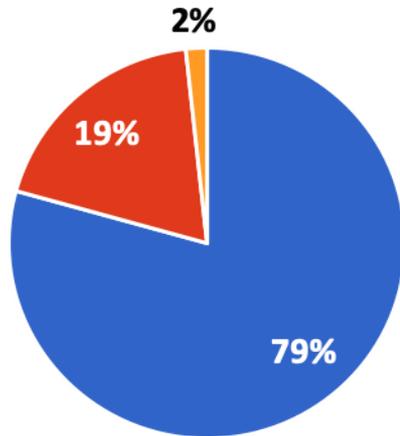
Sustain strong academic and advanced programs in reading, writing, math, arts and sciences



- High
- Medium
- Low

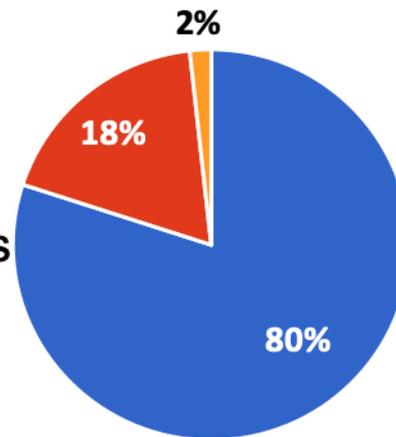
**Results from community mailer survey are not scientific.*

Community Survey



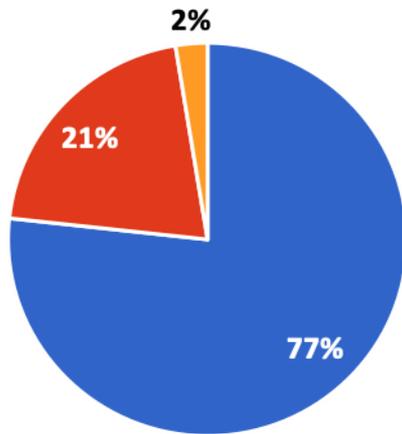
Ensure that every student is reading at their grade level

Provide support for struggling students



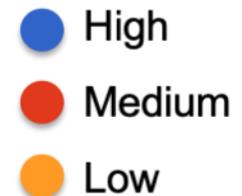
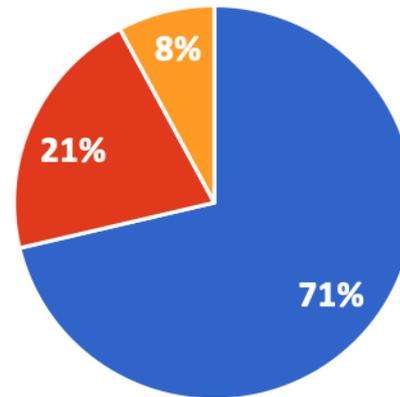
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Community Survey



Retain school employees that keep schools safe, clean and well-maintained

Provide advanced courses for high-performing students



**Results from community mailer survey are not scientific.*

Comments From Community Survey

“As a parent and a teacher in a nearby district, the quality of our local schools is very important to me.”

“This is really a no-brainer- Of course we need the best of everything to keep pace with the needs of silicon valley. Both high tech education AND trades and services training.”

“Absolutely would not be in favor of! You keep asking for money. Class sizes are shrinking. We have nice buildings, but test scores and child safety is dropping. NO, NO, NO!”

“I understand the high cost of living, which is driving out some families, is contributing to lower enrollment, however I do believe the parcel tax is necessary to successfully compete with private schools which are also pulling students out of the district.”

Questions?