

BOND FEASIBILITY SURVEY

CONDUCTED FOR LA CAÑADA
UNIFIED SCHOOL DISTRICT

PRESENTED BY
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3/8/2017





PURPOSE OF STUDY

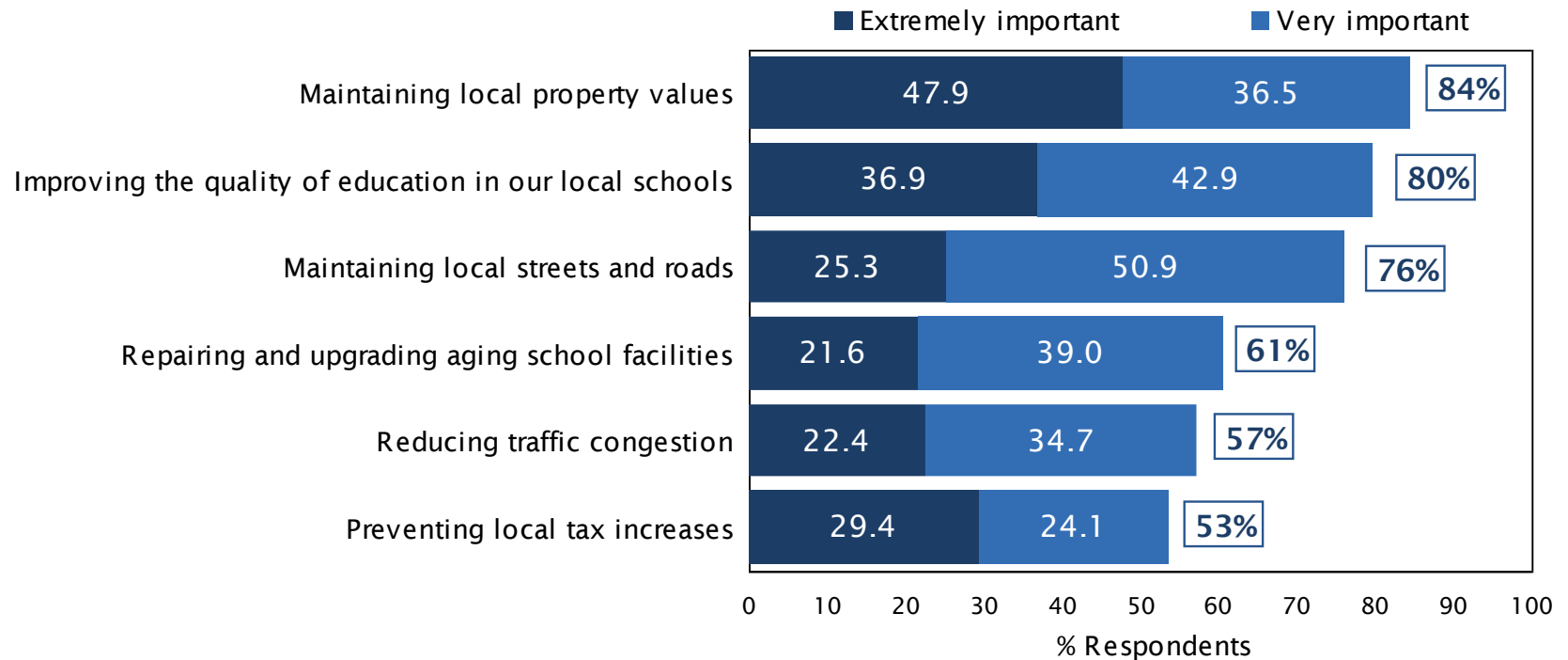
- Determine if a bond measure is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach



METHODOLOGY OF STUDY

- Conducted February 7th to February 22, 2017
- Random Sample: 454 District voters likely to participate in November 2017 election, with GOTV layer
- Mixed-Method approach
 - Recruited via phone and email
 - Data collection via phone and online
 - 17-minute average interview length
- Overall margin of error is $\pm 4.3\%$

IMPORTANCE OF ISSUES





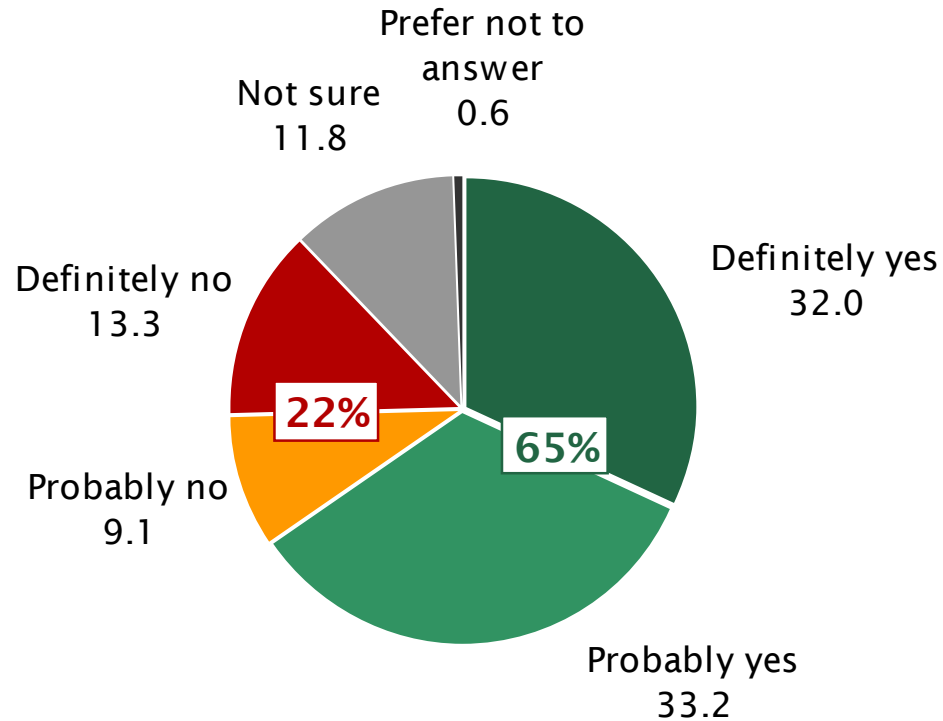
INITIAL BALLOT TEST

In order to:

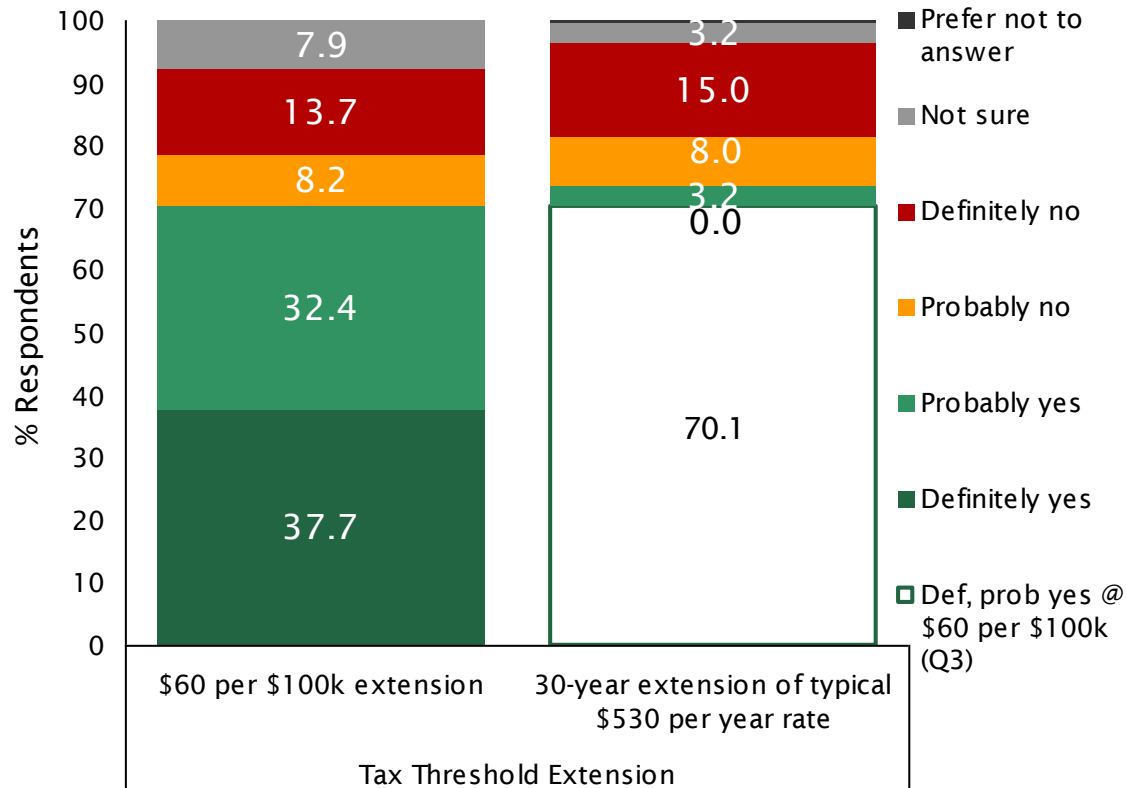
- Repair and modernize classrooms and school facilities, including fixing deteriorating roofs, plumbing and electrical systems
- Improve student safety and campus security systems
- And upgrade/expand classrooms, science labs, career-training facilities, and instructional technology to support advanced programs in math, science, engineering, technology and the arts

Shall the La Cañada Unified School District issue 149 million dollars in bonds under a no-tax-rate-increase financing plan, with independent citizen oversight, and all money staying local? If the election were held today, would you vote yes or no on this measure?

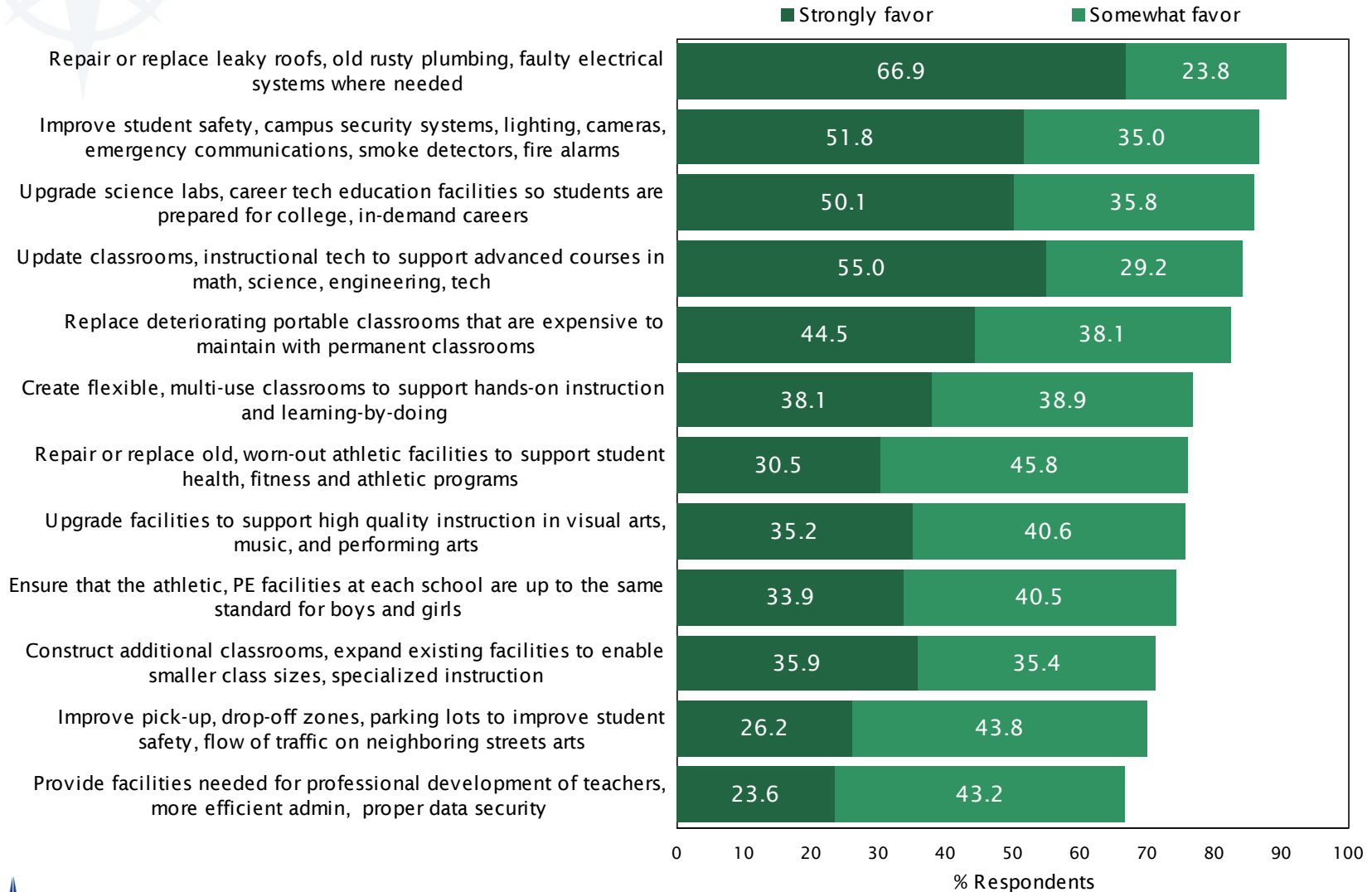
INITIAL BALLOT TEST



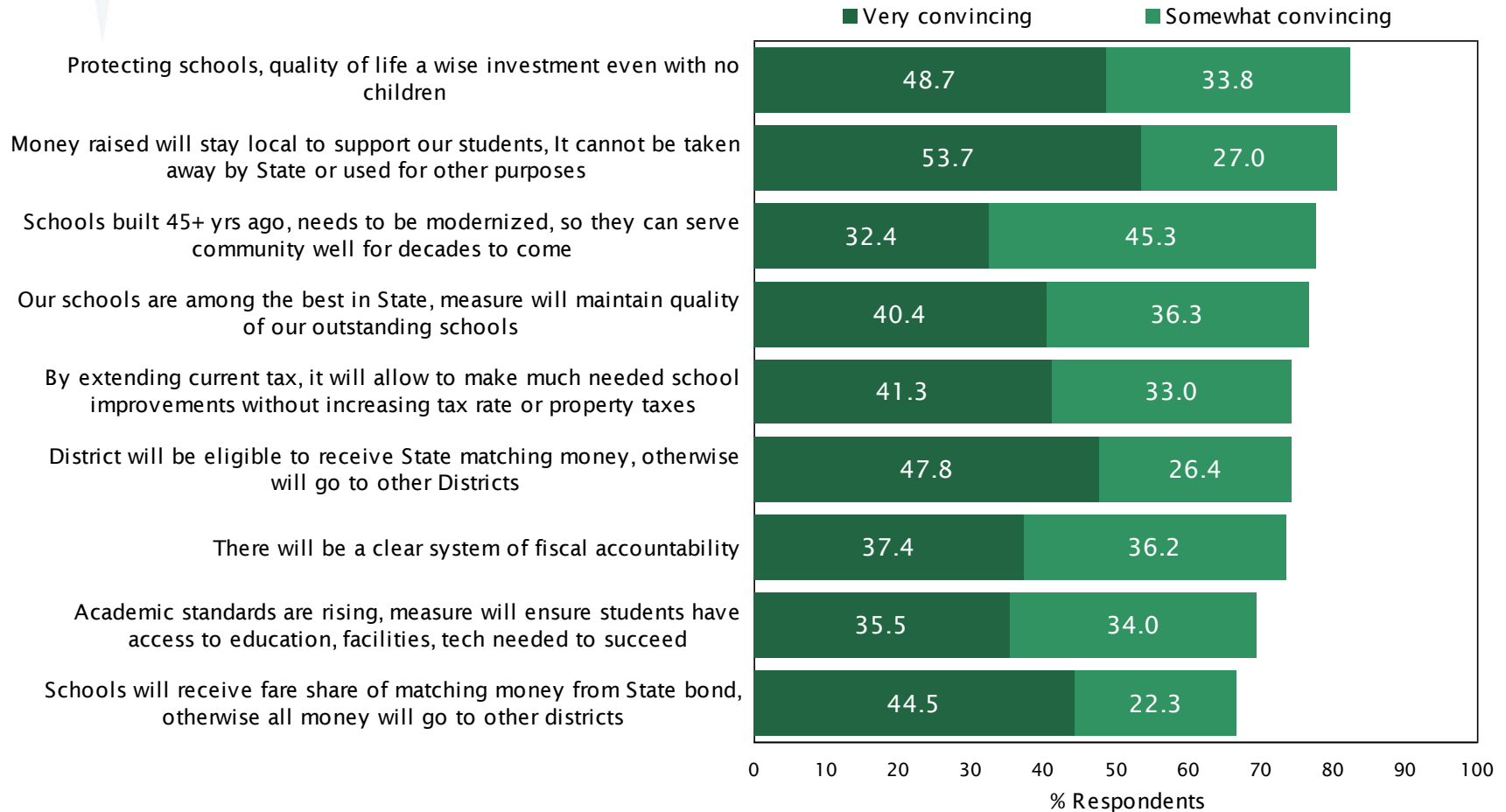
CLARIFYING TAX EXTENSION



PROJECTS & PROGRAMS

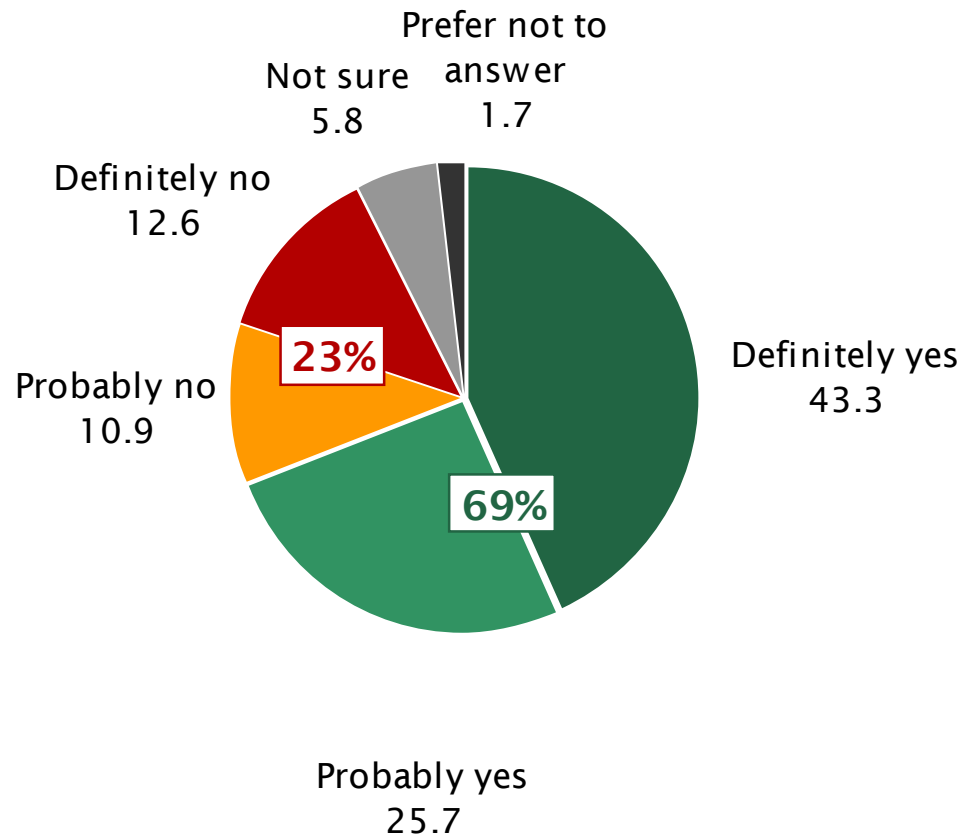


POSITIVE ARGUMENTS

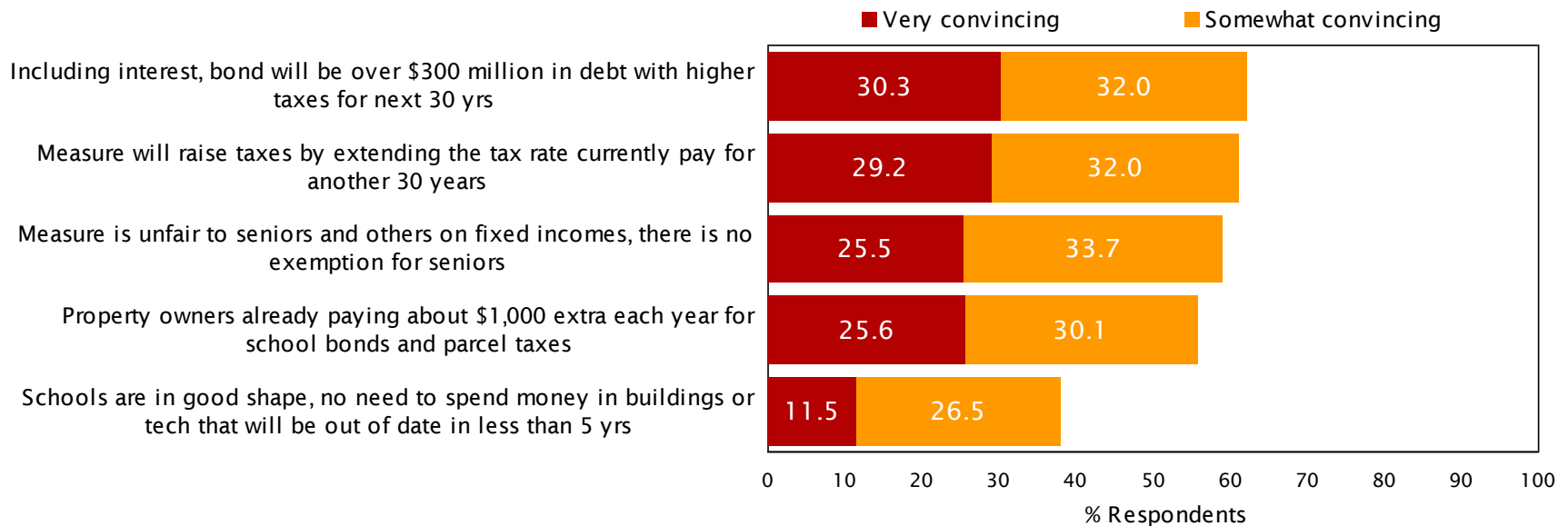




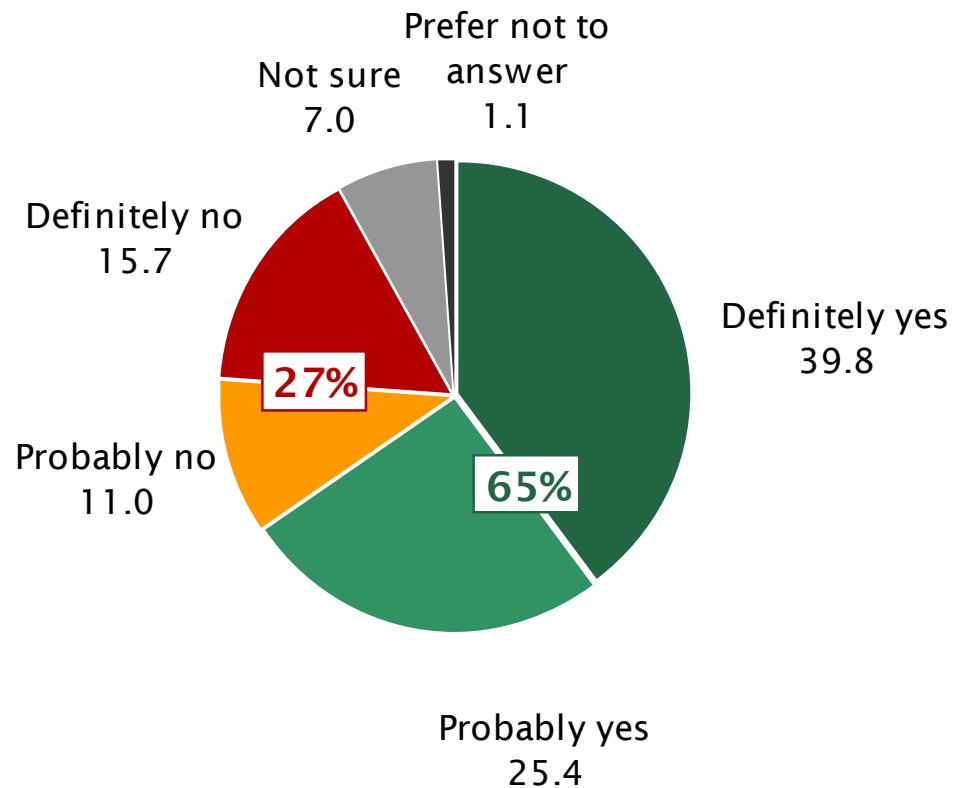
INTERIM BALLOT TEST



NEGATIVE ARGUMENTS



FINAL BALLOT TEST





KEY CONCLUSIONS

- Is it feasible to move forward with a bond measure?

Yes.

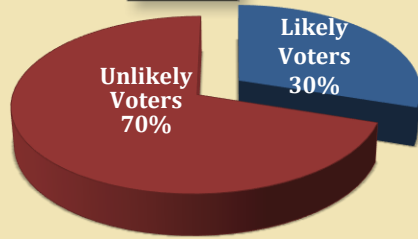
- Voters consider improving the quality of education to be among the most important issues facing the community
- Solid *natural* support for bond (65%)
- Support increases to 70%+ with clarification of no-tax-rate-increase financing plan
- Popular projects
- Strong positive arguments



CONSIDERATIONS

- Poll is a snapshot in time, not a crystal ball
- No-Tax-Rate-Increase financing plan is popular and underpins the strong support for the bond found in the survey
- Project List: strongest support for repairing existing facilities, improving student safety/campus security, upgrading classrooms and facilities to support STEM and prepare students for college/careers.
- Outreach & education are important so voters understand the need, the plan (including finance), accountabilities, and the benefits to their community.

November 2017 Bond Timeline



LCUSD Registered Voters: 13,416
 Expected Voter Turnout: 4,025 (30%)
 Votes Needed to Win: 2,214 (55%)

