

TO: Board of Education

FROM: Randall Booker, Superintendent

SUBJECT: PUSD Facilities Master Plan – Community Polling Presentation

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I. **SUPPORT INFORMATION**

With the generous support of the Piedmont Education Foundation, the Piedmont Unified School District contracted with True North Research to conduct a community poll that gauges voter's interest in supporting a local bond measure to fund school facility repairs and improvements.

As noted in the recently presented PUSD Facilities Master Plan, substantial facility repairs and improvements are needed for which the District does not have a funding source, including repairing deteriorating roofs, plumbing, electrical, heating and ventilation systems, improving student safety and campus security systems, and upgrading facilities, labs and technology to support advanced programs in math, science, engineering, arts and technology. To adequately fund its ongoing facility needs and access State matching funds when they become available, the District will need the financial support of the community it serves through the passage of a local bond measure.

True North Research is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps school districts and other public agencies make strategic planning decisions.

The primary purpose of this study was to produce an unbiased, statistically reliable evaluation of voters' interest in supporting a local bond measure to fund the school facility repairs and improvements noted above. Additionally, should the District decide to move forward with a bond measure, the survey data provides guidance as to how to structure a measure so that it is consistent with the community's priorities and expressed needs. Specifically, the survey was designed to:

- Gauge current, baseline support for a local bond measure to fund the repair and improvement of school facilities and instructional technology
- Identify the types of projects that voters are most interested in funding, should the measure pass
- Expose voters to arguments in favor of—and against—the proposed bond measure to gauge how information affects support for the measure, *and*
- Estimate support for the measure once voters are presented with the types of information they will likely be exposed to during the election cycle.

II. **RECOMMENDATION: REVIEW**

Review the PUSD Facilities Master Planning – Community polling results.