

SEPTEMBER 10, 2019

Thinking forward
for schools and
communities.



DS&C

CENTRAL UNIFIED SCHOOL DISTRICT
VOTER SURVEY RESULTS PRESENTATION



650 California Street, Suite 2050 | San Francisco, CA 94108 | 415.956.1030 | www.dalescott.com

CENTRAL UNIFIED SCHOOL DISTRICT

VOTER SURVEY RESULTS

Survey Methodology

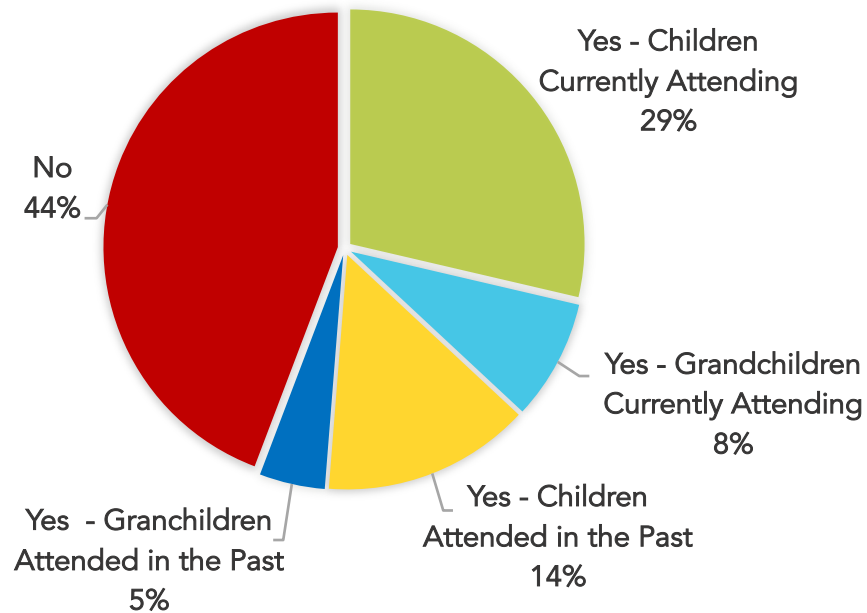
RANDOM TELEPHONE SURVEY OF VOTERS CONDUCTED IN AUGUST 2019

- ▶ Survey Dates: 8/17/19 to 8/21/19
- ▶ Completed Surveys: 404
- ▶ Landline / Mobile Split: 42% / 58%
- ▶ Average Length: 7.6 minutes
- ▶ Margin of Error: 4.9%

Voter Information

EXPERIENCE WITH CENTRAL UNIFIED SCHOOL DISTRICT

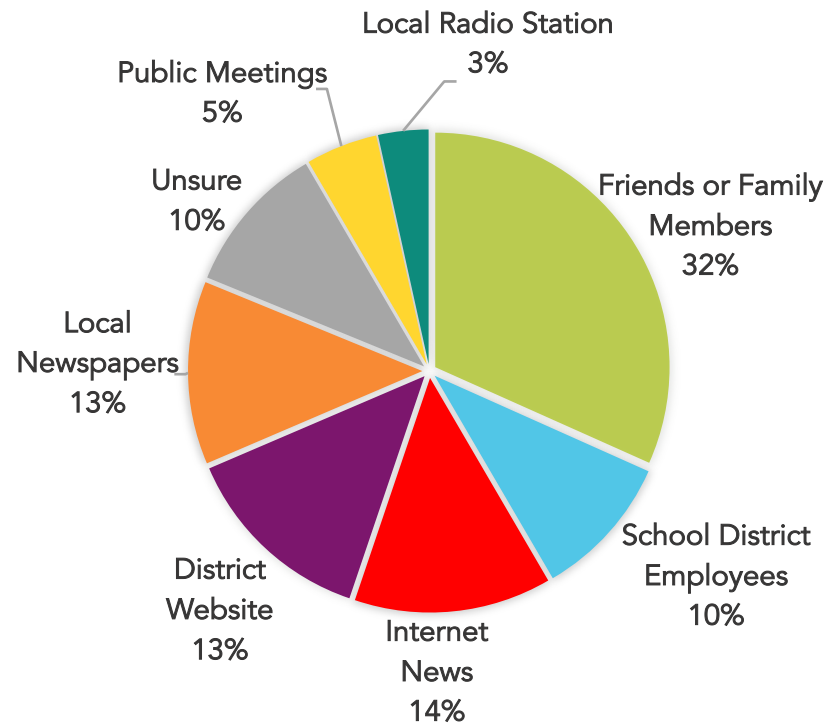
Do you have or have you ever had any children or grandchildren who attended or are now attending a school in the Central Unified School District?



Voter Information

INFORMATION ABOUT CENTRAL USD

What is the main way you receive information about the Central Unified School District?

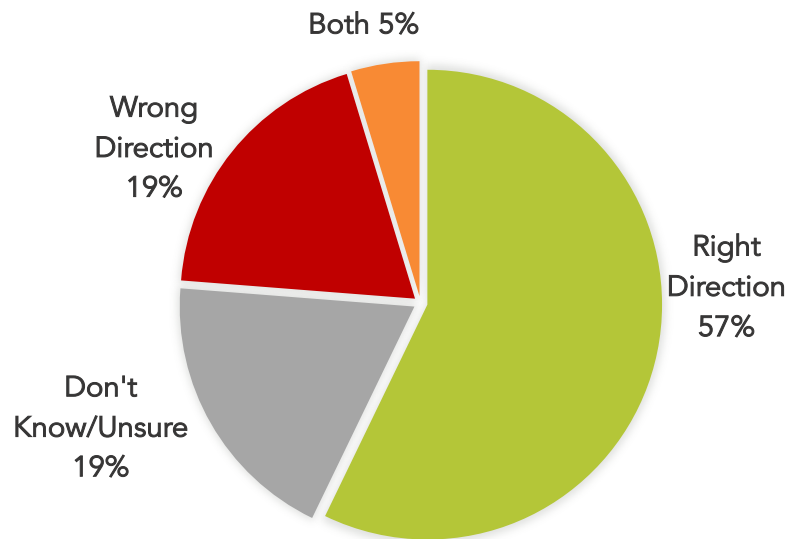


Core Values

PERCEPTION OF DIRECTION OF EDUCATION

In your opinion, is the education at the schools in your community headed in the right direction or the wrong direction?

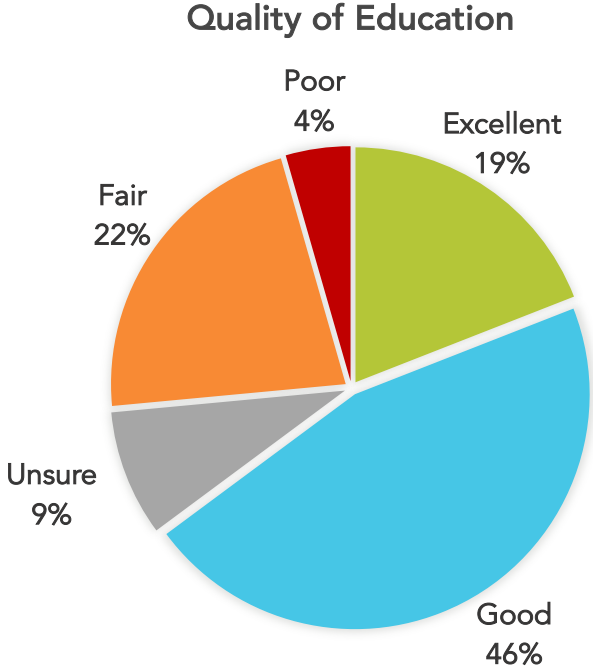
Direction of Education



Core Values

PERCEPTION OF EDUCATION QUALITY

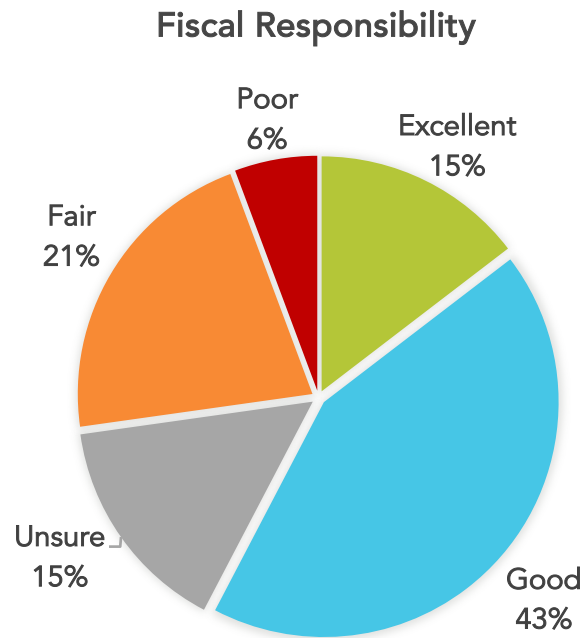
Either from what you know or what you've heard, would you rate the quality of education provided by Central Unified School District as excellent, good, fair or poor?



Core Values

PERCEPTION OF FISCAL RESPONSIBILITY

How would you rate the quality of fiscal responsibility of the Central Unified School District compared to the quality of fiscal responsibility in the surrounding communities?

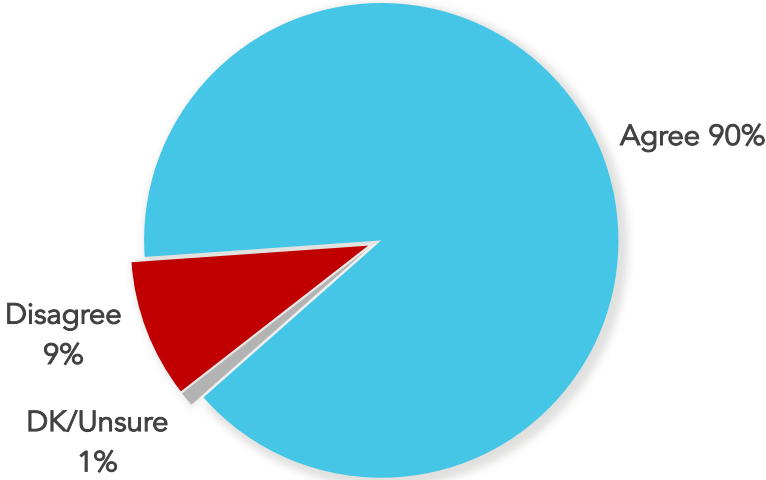


Core Values

VIEWS ON PUBLIC SCHOOLS WITHIN THE COMMUNITY

Do you agree or disagree that...Our local public schools are our community's most important asset and should be our number one priority.

Community's Most Important Asset

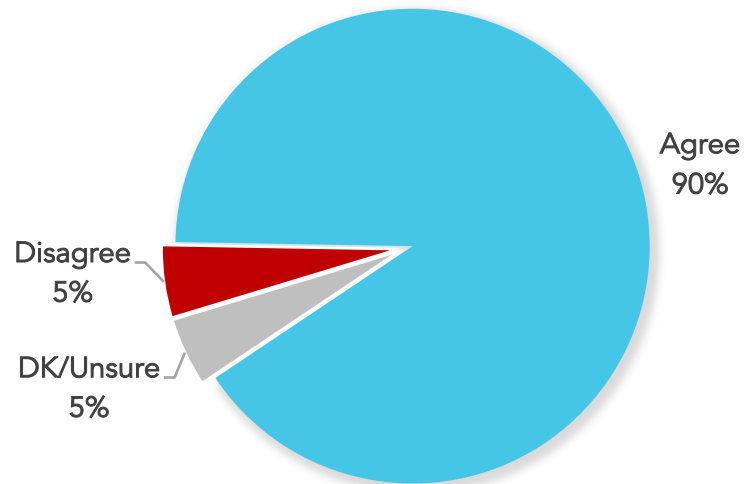


Core Values

VIEWS ON SCHOOLS IMPACT ON PROPERTY VALUES

Do you agree or disagree that...Quality schools increase property values.

Quality Schools Increase Property Values

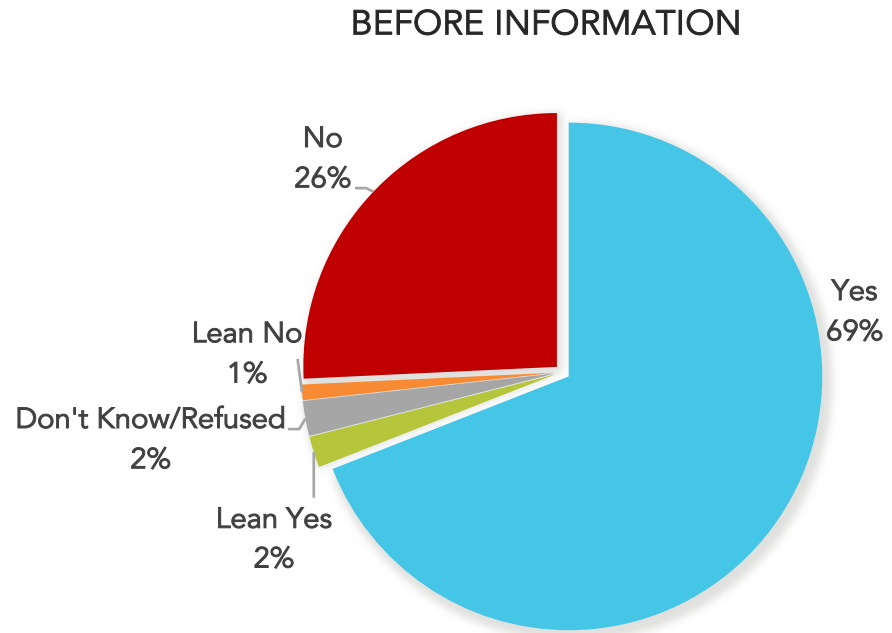


Voter Attitudes

BALLOT LANGUAGE: (BEFORE INFORMATION)

If the election were held today, would you vote "yes" to approve or "no" to reject the measure?

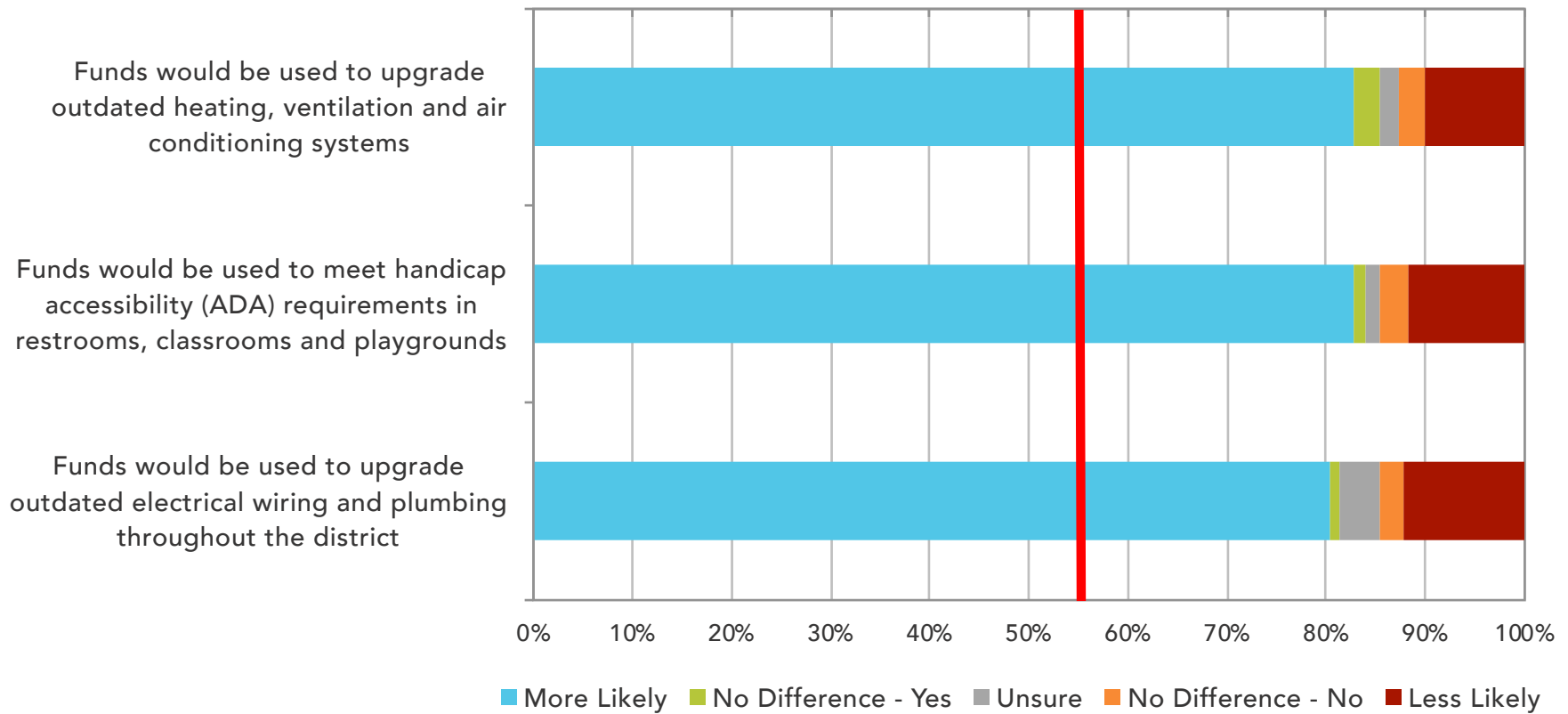
"To renovate, upgrade, repair and equip classrooms and schools throughout the District, build a new elementary school and complete the high school shall the Central Unified School District measure authorizing \$120 million in bonds be adopted with legal rates, an estimated levy of 6 cents per \$100 of assessed value averaging \$6.8 million per year through 2054 with independent citizens oversight and all money spent on local projects"



Voter Attitudes

IMPACT OF SPECIFIC PROJECTS

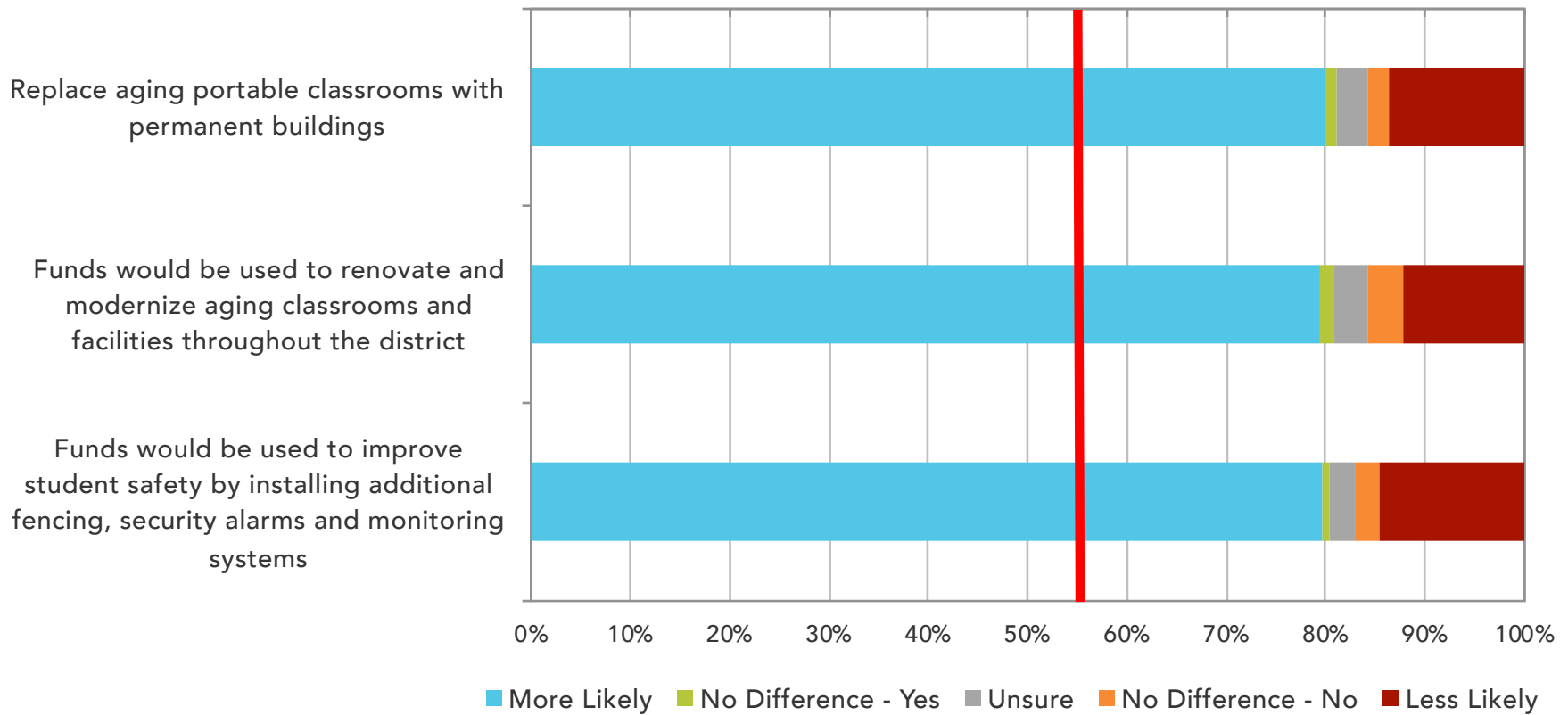
Here are some details regarding the proposed bond. For each statement please tell me if it would make you more likely or less likely to vote for the bond? Funds would be used to...



Voter Attitudes

IMPACT OF SPECIFIC PROJECTS

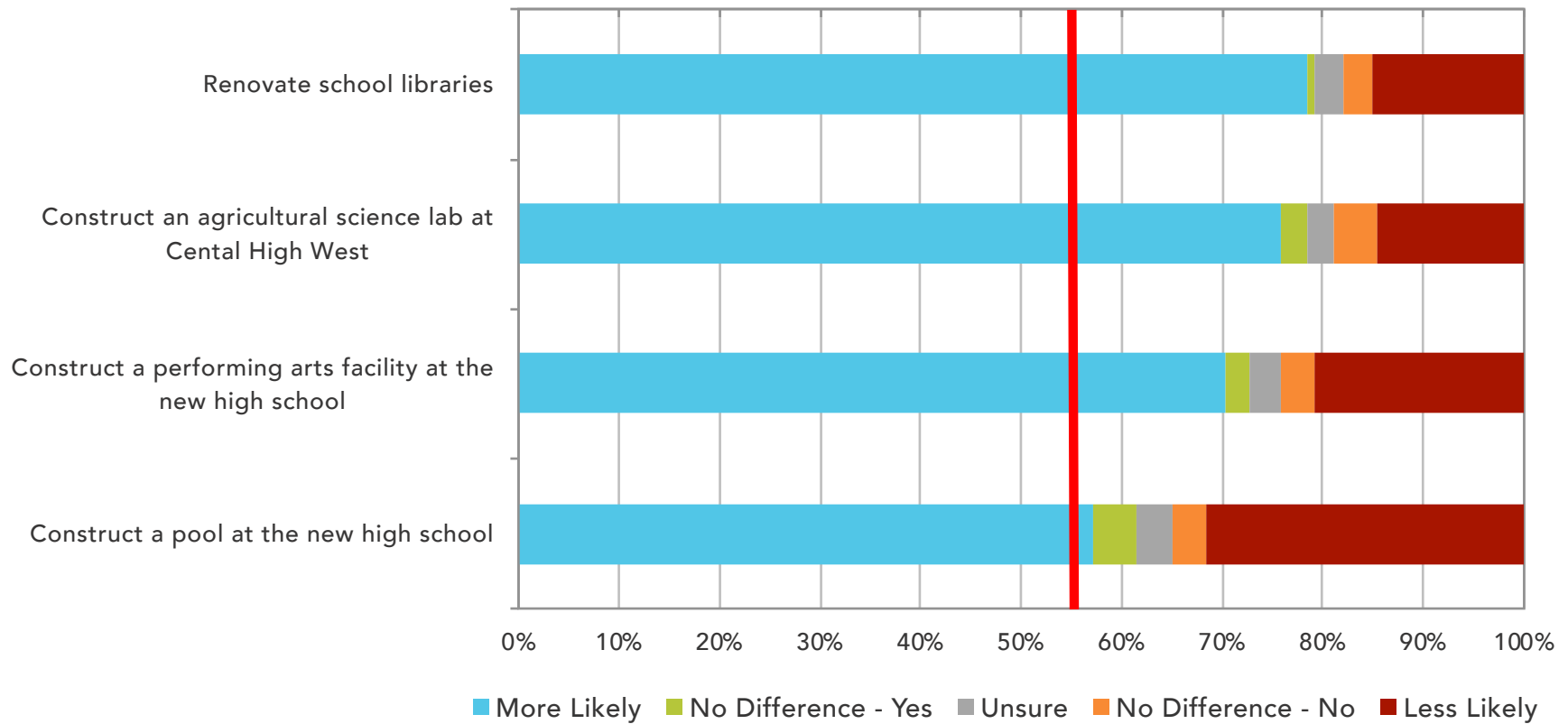
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Voter Attitudes

IMPACT OF SPECIFIC PROJECTS

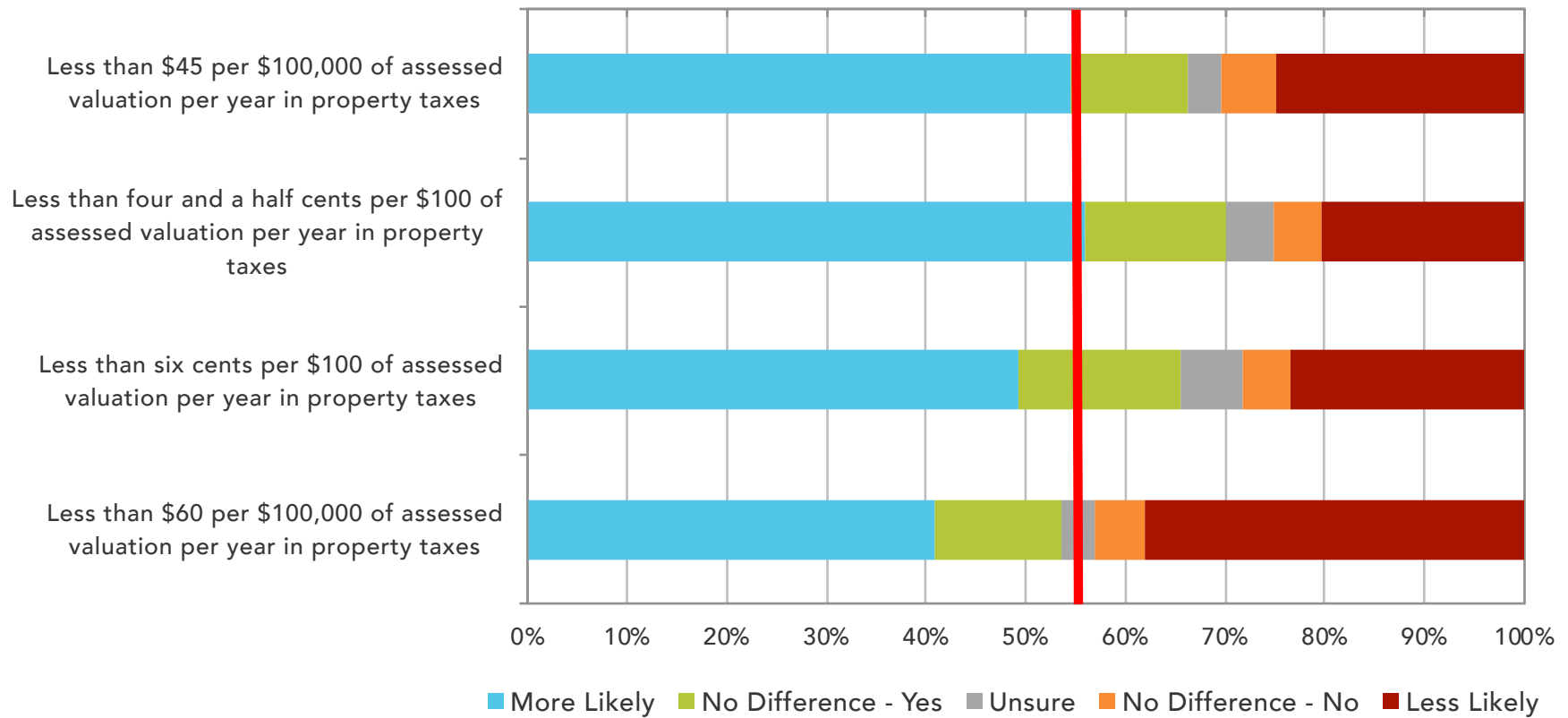
Here are some details regarding the proposed bond. For each statement please tell me if it would make you more likely or less likely to vote for the bond? Funds would be used to...



Voter Attitudes

TAX RATE SENSITIVITY

Would you be more likely or less likely to vote for the bond if you knew that the bond would cost property owners...

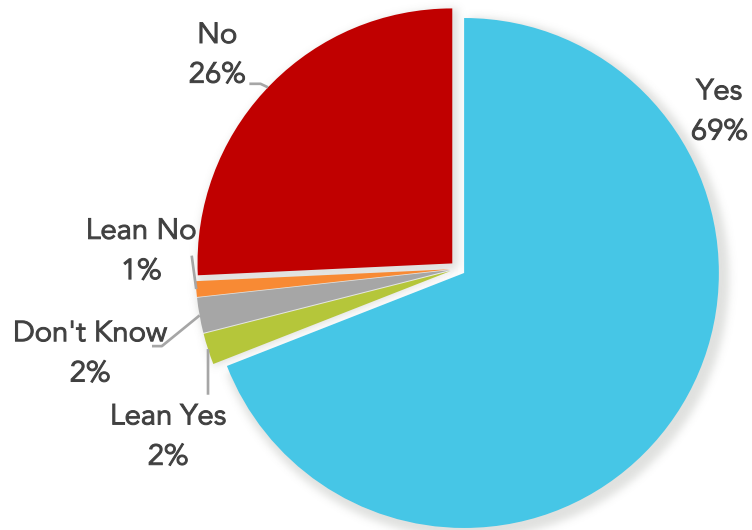


Voter Attitudes

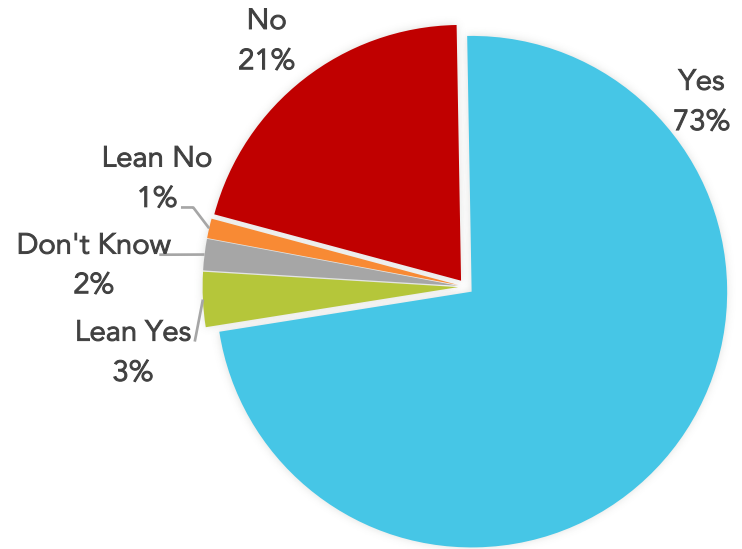
BALLOT LANGUAGE: (BEFORE VS AFTER INFORMATION)

Now that you have heard more information regarding a proposed Central Unified School District bond measure, if the election were held today, would you vote 'yes' to approve or 'no' to reject the measure?

BEFORE INFORMATION



AFTER INFORMATION

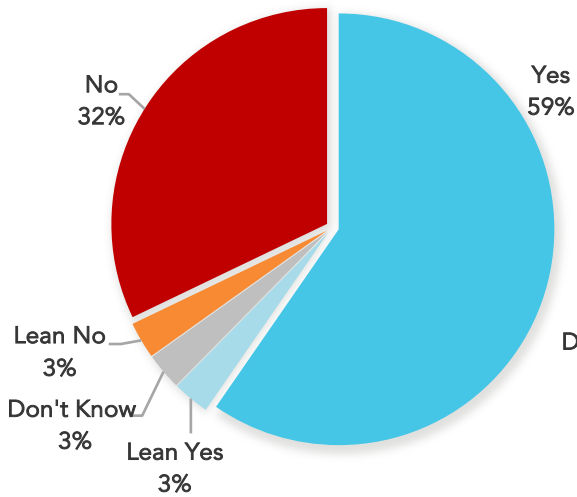


Voter Attitudes

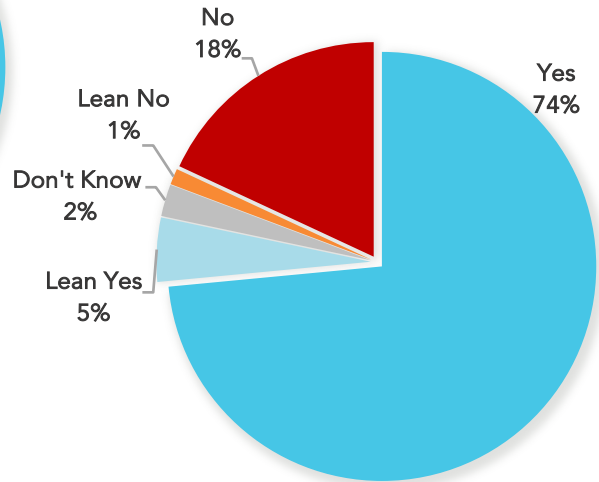
BALLOT LANGUAGE BY VOTER RELIABILITY*: (AFTER INFORMATION)

Now that you have heard more information regarding a proposed Central Unified School District bond measure, if the election were held today, would you vote 'yes' to approve or 'no' to reject the measure?

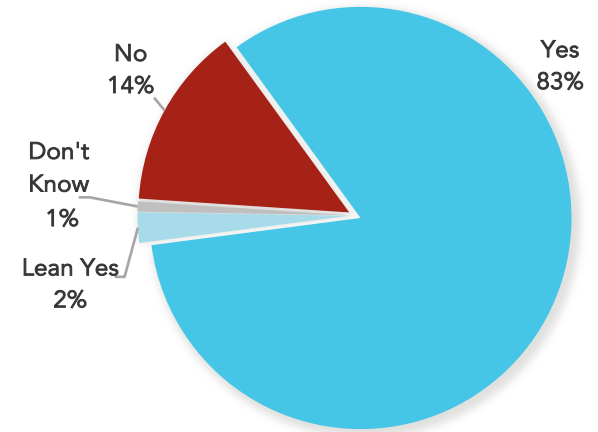
VERY RELIABLE – 27%



RELIABLE – 41%



UNRELIABLE – 32%



* Very Reliable – Voting History is 4/4 or 3/3
 Reliable – Voting History is 3/4 or 2/4 or 2/3 or 2/2 or 1/2 or 1/1
 Unreliable – Voting History is 1/4 or 1/3

CENTRAL UNIFIED SCHOOL DISTRICT

2020 ELECTION

Election Planning

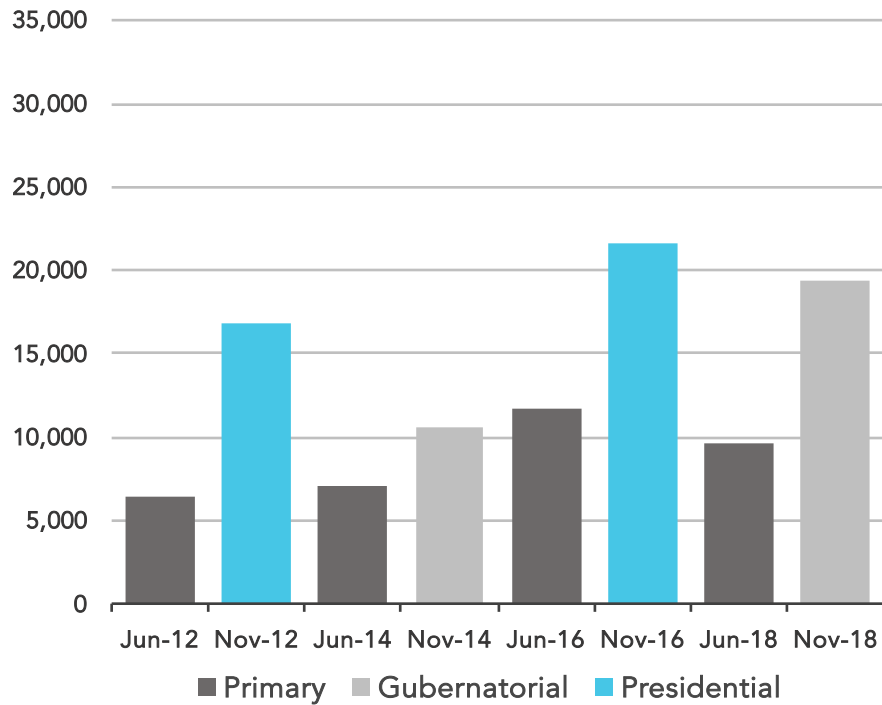
MILESTONES FOR MARCH 2020 ELECTION

Action	Date/Month
Conduct Voter Survey Research	August 2019
Board Meeting: Survey Results Presented	September 10, 2019
Finalize Project List	September 2019
Draft Resolution and Legal Documents	September 2019
Board Meeting: Bond Election Resolution Information Item	October 8, 2019
Board Meeting: Bond Election Resolution Action Item	October 22, 2019
Draft Argument in Favor of Bond	Week of Oct. 28, 2019
Secure signers for Argument	November 2019
County Filing Deadline	December 6, 2019
File Argument for and Rebuttal to Argument Against	December 2019
Election Day	March 3, 2020
Issuance of First Series of Bonds	TBD

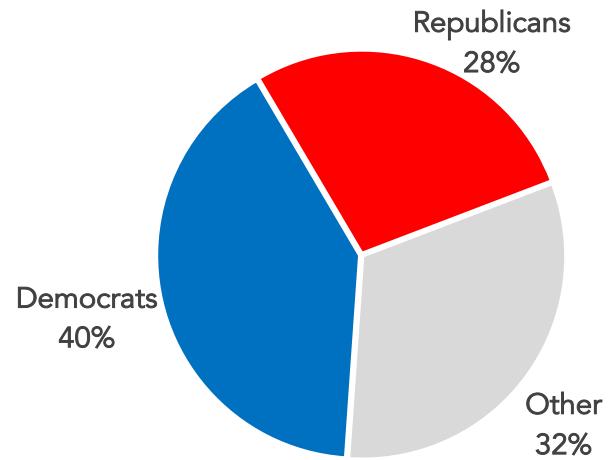
Voter Information

38,087 REGISTERED VOTERS IN THE CENTRAL UNIFIED SCHOOL DISTRICT

Central USD:
Voter Turnout



Central USD:
Party Affiliations



Source: Political Data, Inc



**Needs change.
Innovation endures.**

Some financial advisors like to brag about the number of deals they've done. We like to talk about the problems we've solved. DS&C delivers innovative, practical solution that propel schools and communities forward.

DS&C

THINKING FORWARD

CALIFORNIA K-14 FINANCIAL ADVISOR