

MARCH 14, 2024

Thinking forward
for schools and
communities.



DS&C

CABRILLO UNIFIED SCHOOL DISTRICT

GO BOND + PARCEL TAX SURVEY RESULTS



548 Market Street, Suite 44410 | San Francisco, CA 94104 | 415.956.1030 | www.dalescott.com

Methodology for GO Bond and Parcel Tax Surveys

RANDOM SURVEY OF LIKELY VOTERS CONDUCTED IN OCTOBER 2023

GO BOND

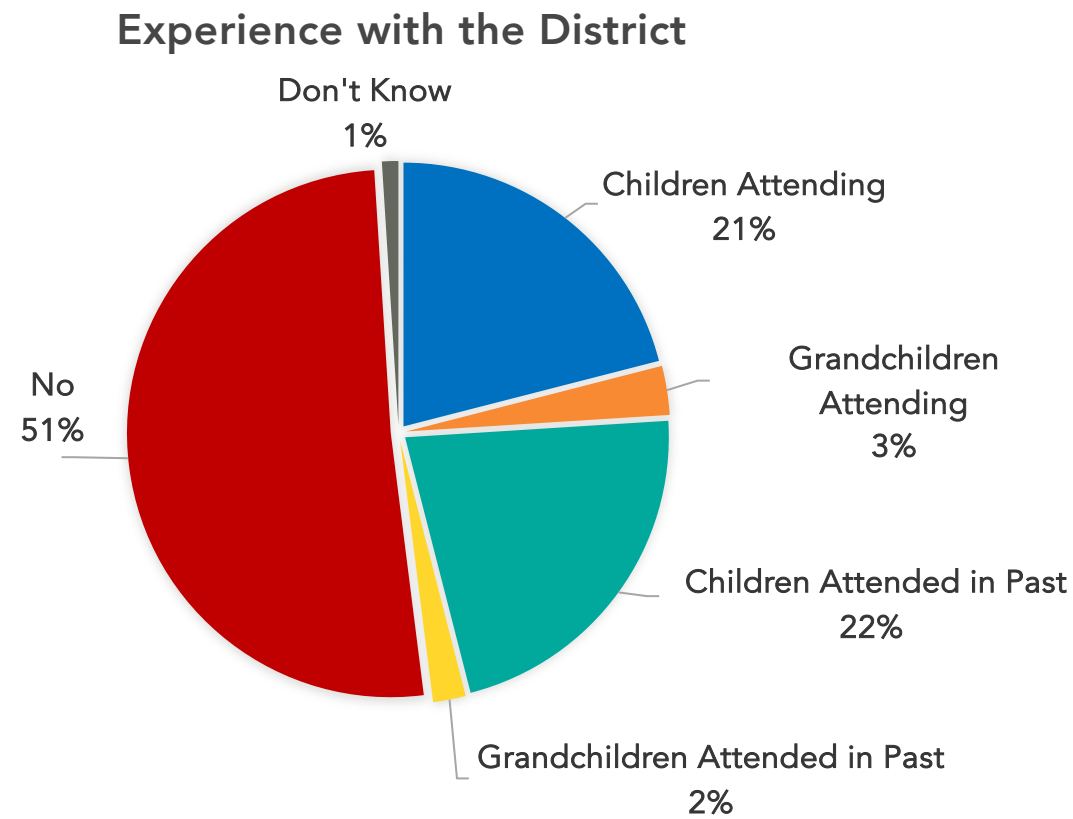
- ▶ Surveys dates: 10/11/23 and 10/16/23
- ▶ Languages: English and Spanish
- ▶ Completed surveys: 173
 - ▶ 49% cell phones
 - ▶ 38% text-to-web
 - ▶ 8% email-to-web
 - ▶ 5% land lines
- ▶ Average length: 13 minutes
- ▶ Margin of error: 7.5%

PARCEL TAX

- ▶ Surveys dates: 10/23/23 and 10/26/23
- ▶ Languages: English and Spanish
- ▶ Completed surveys: 175
 - ▶ 55% cell phones
 - ▶ 28% text-to-web
 - ▶ 10% land lines
 - ▶ 7% email-to-web
- ▶ Average length: 12.1 minutes
- ▶ Margin of error: 7.4%

EXPERIENCE WITH THE SCHOOL DISTRICT

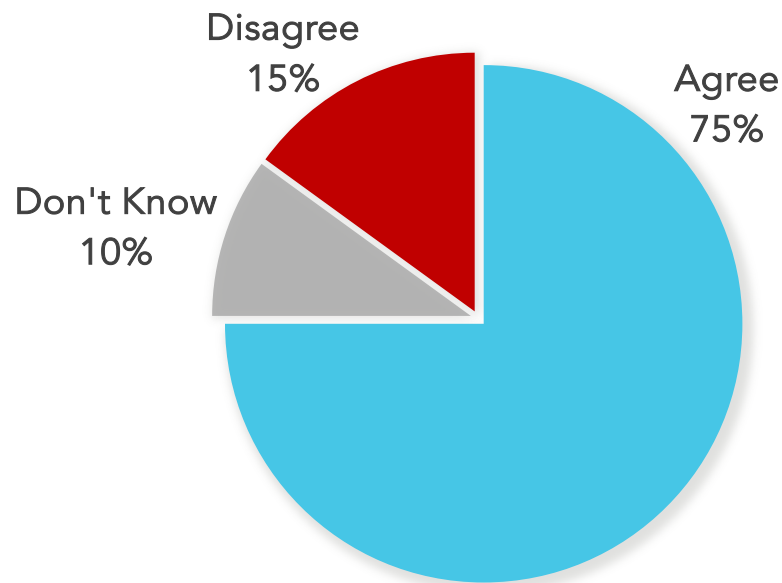
Do you have or have you ever had any children or grandchildren who attended or are now attending a school in the Cabrillo Unified School District?



PUBLIC SCHOOLS WITHIN THE COMMUNITY

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

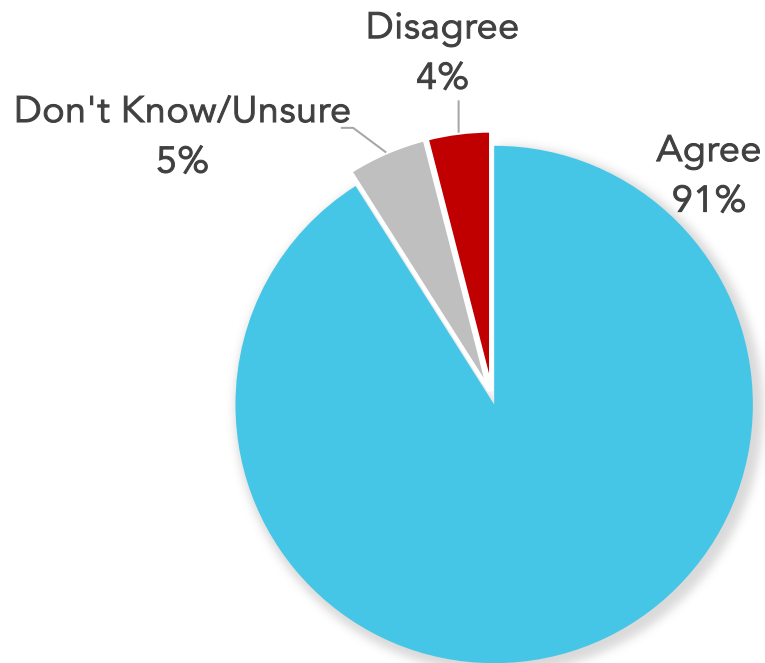
Community's Most Important Asset



SCHOOLS IMPACT ON PROPERTY VALUES

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

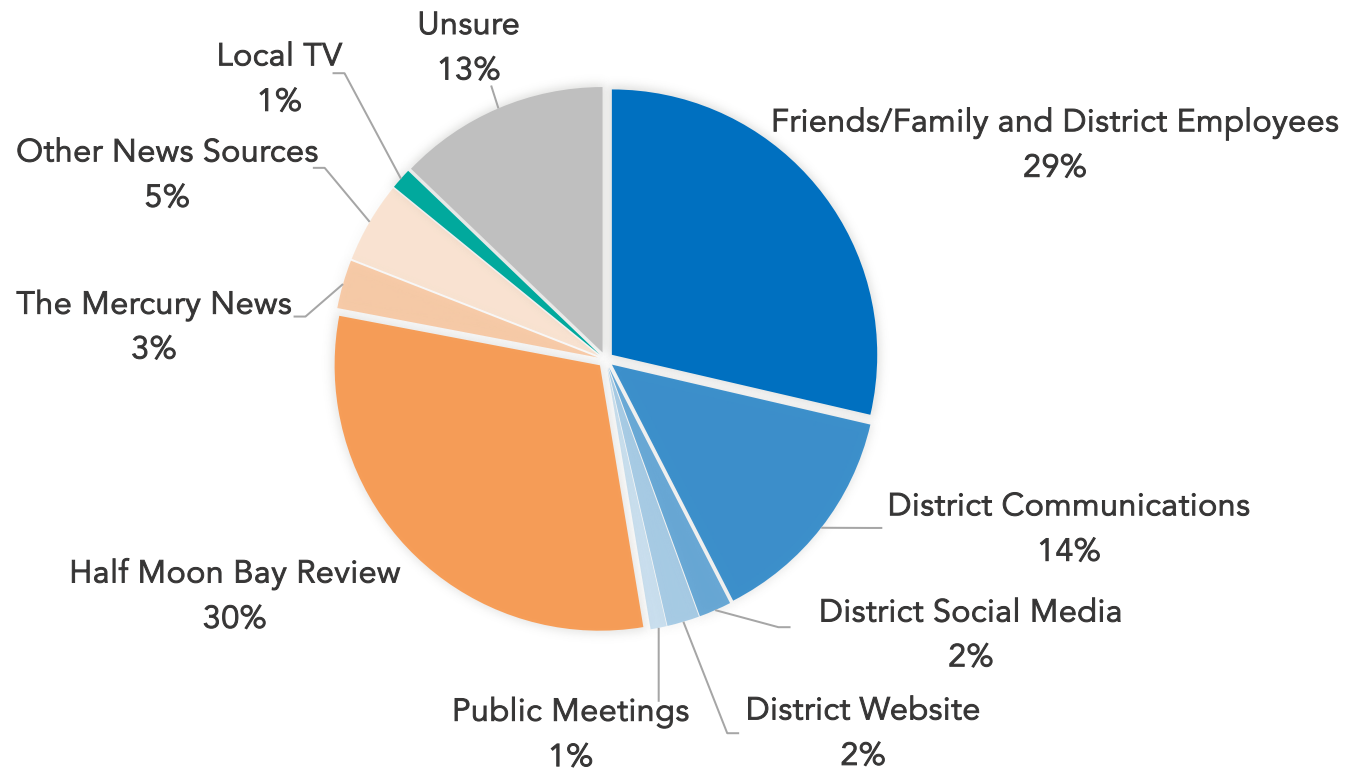
Quality Schools Increase Property Values



INFORMATION ABOUT CABRILLO UNIFIED SCHOOL DISTRICT

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

Information About the District

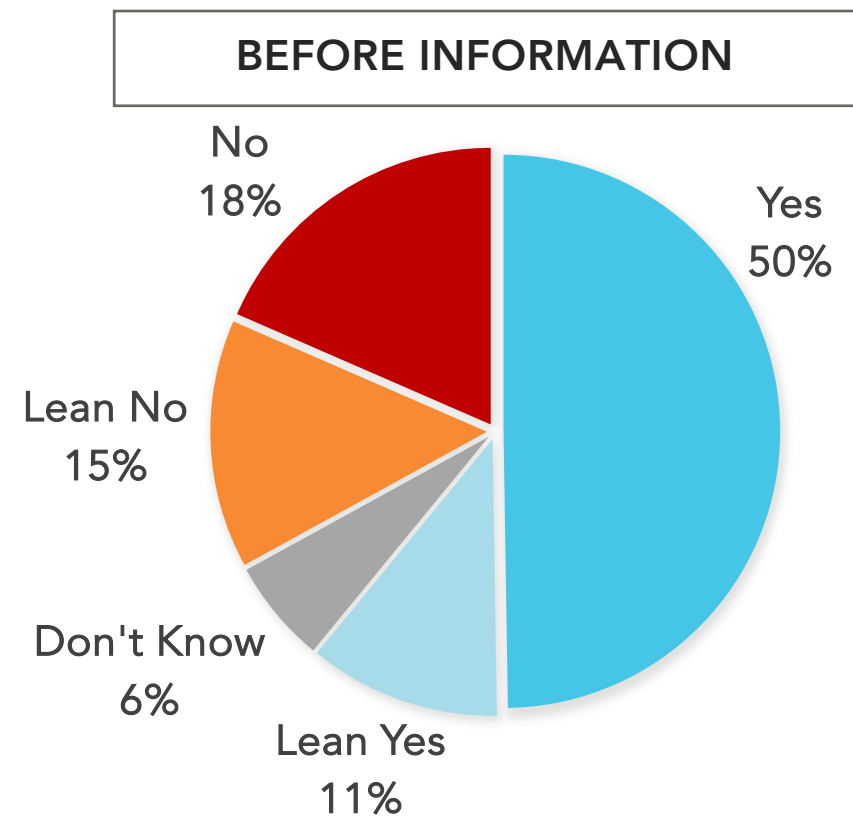


Voter Attitudes

\$130 MILLION BALLOT LANGUAGE (WITH SCHOOL NAMES) : (BEFORE INFORMATION)

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

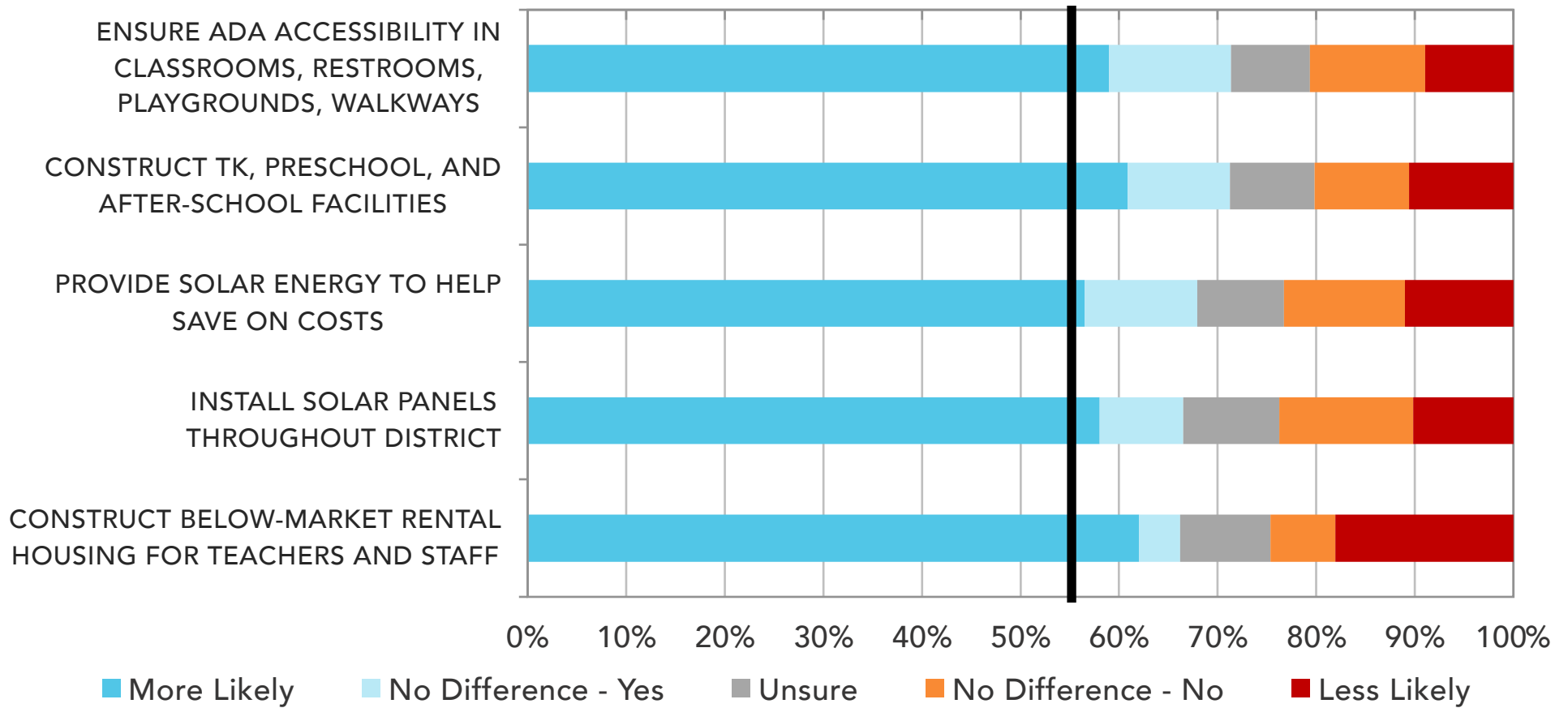
"With funds that cannot be taken by the State and spent elsewhere, shall Cabrillo Unified School District's measure to improve student safety; renovate classrooms and facilities; construct teacher/staff rental housing; and ensure handicap access at Half Moon Bay High, Cunha Intermediate, Alvin Hatch Elementary, El Granada Elementary; Farallone View Elementary and Kings Mountain Elementary schools be adopted, authorizing \$130 million of bonds with levies below 6 cents per \$100 of assessed valuation (raising \$8 million/year while bonds are outstanding), with legal rates, citizen oversight and full public disclosure of spending?"



Voter Attitudes

IMPACT OF SPECIFIC PROJECTS (TOP 5 BY MORE LIKELY + NO DIFFERENCE - YES)

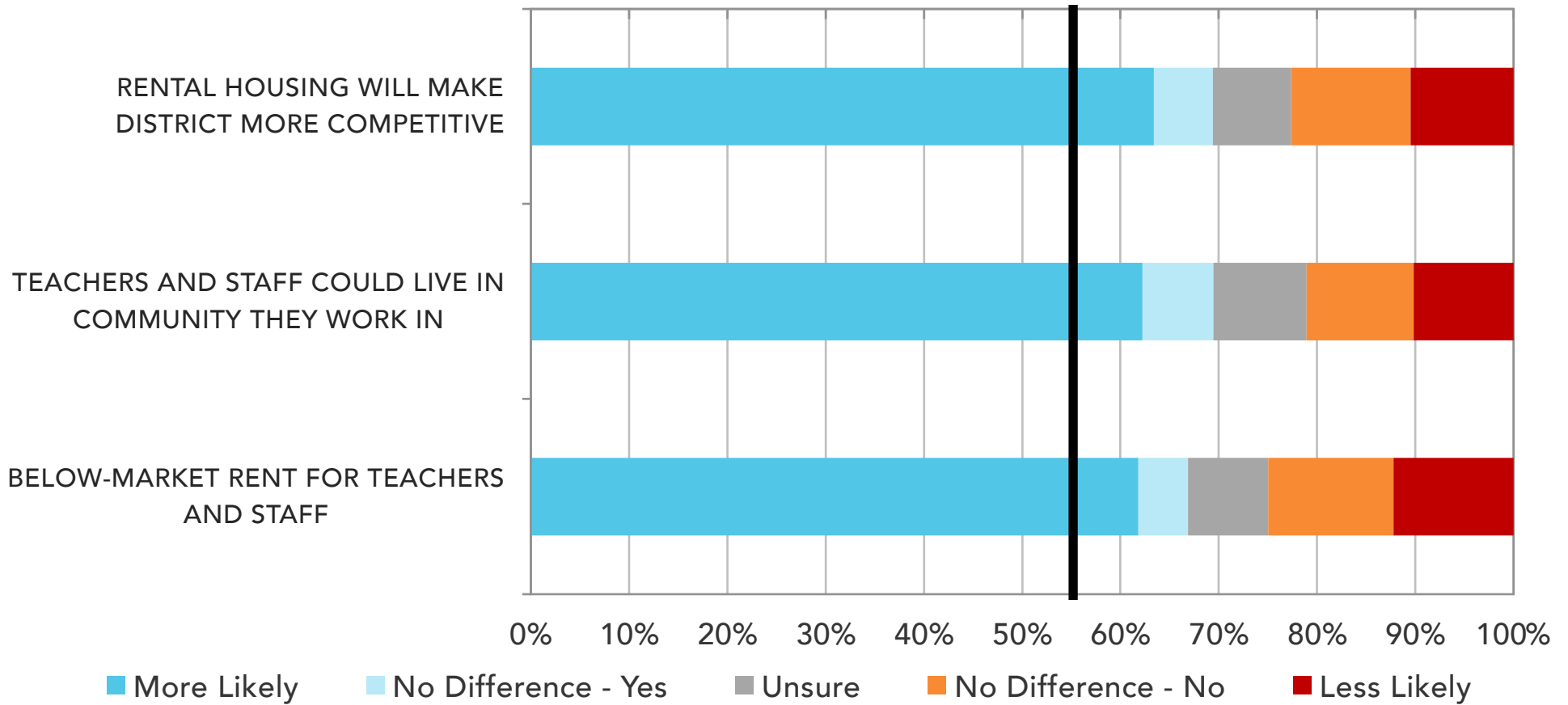
Here are some details regarding the proposed bond. For each statement, please tell me if it would make you more or less likely to vote for the bond?



Voter Attitudes

TEACHER-STAFF HOUSING

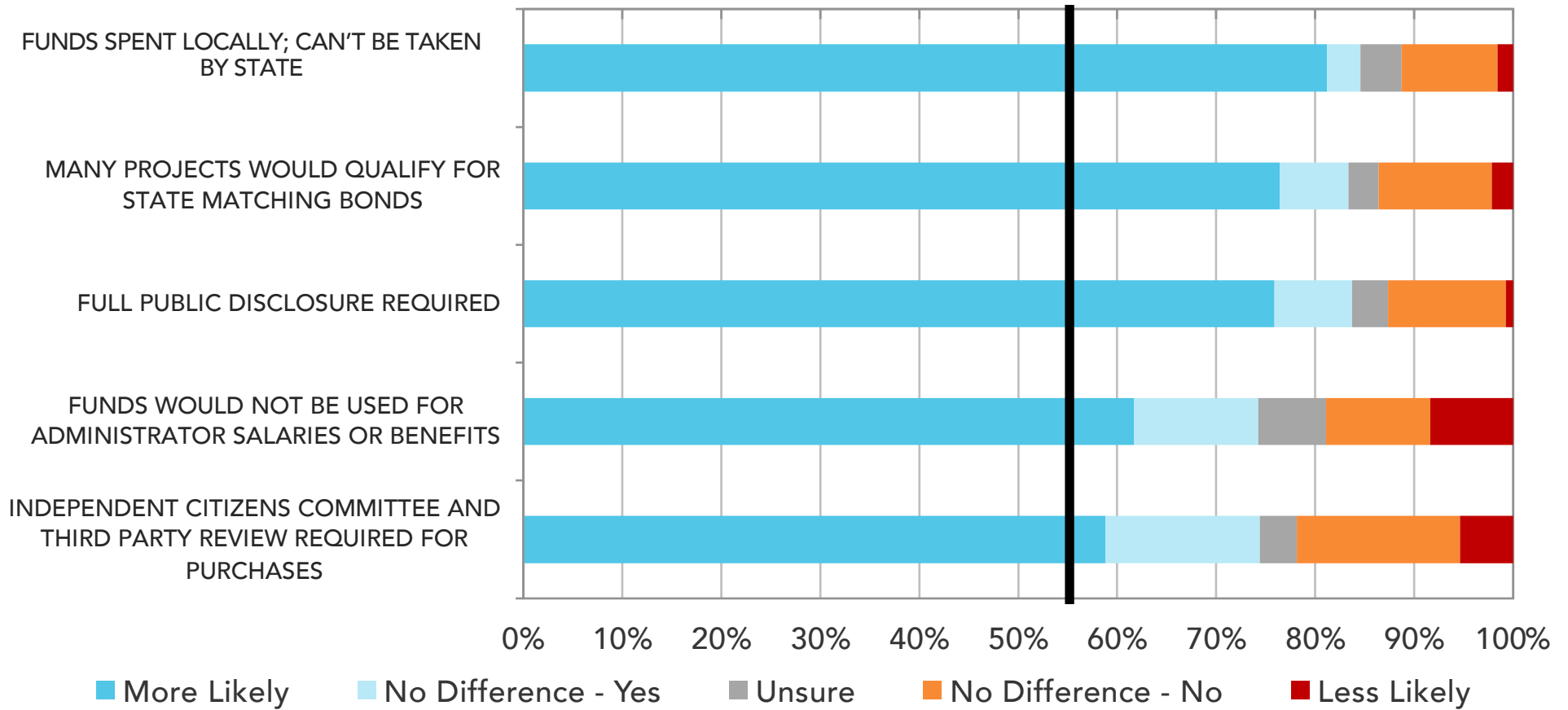
Here are some details regarding the proposed bond. For each statement, please tell me if it would make you more or less likely to vote for the bond?



Voter Attitudes

GO BOND - TAXPAYER PROTECTIONS (TOP 5)

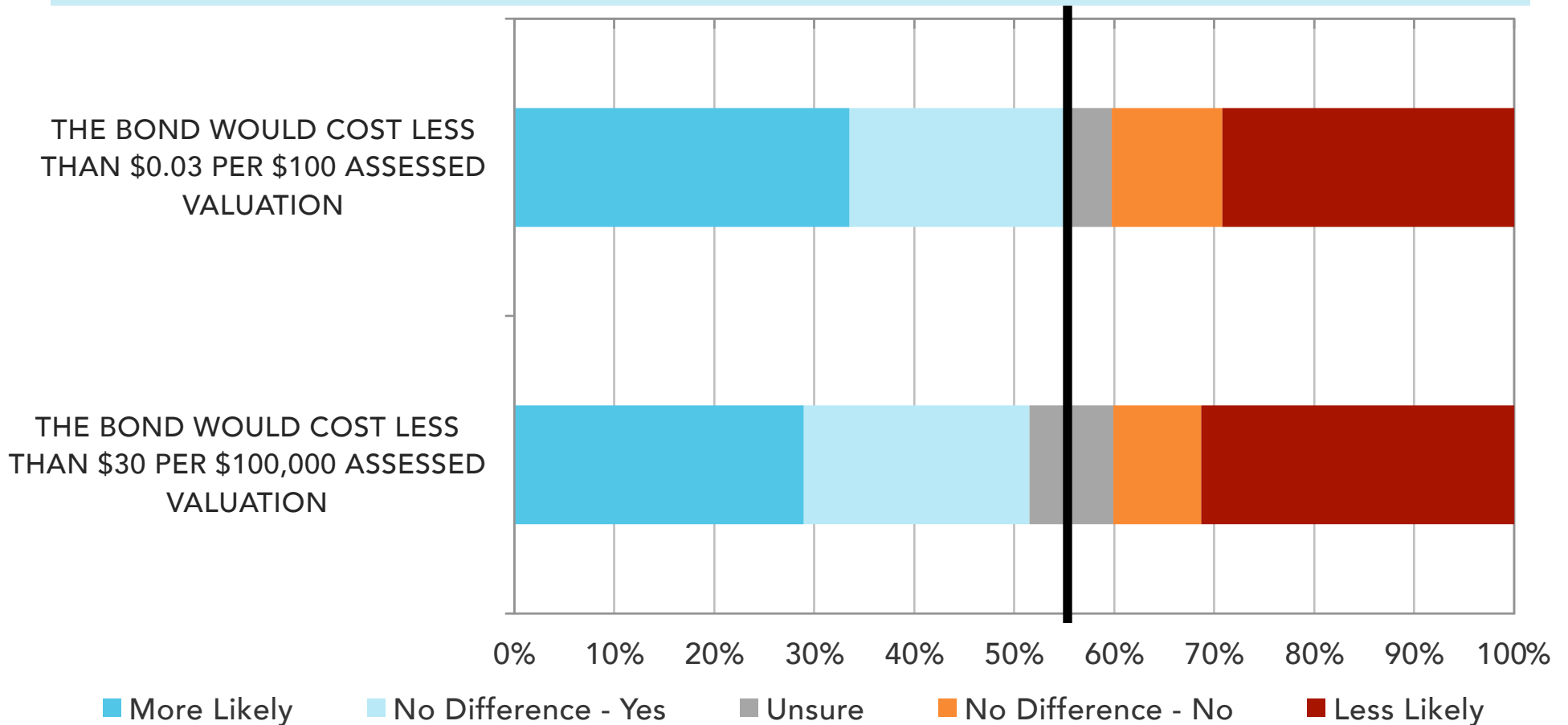
Here are some details regarding the proposed bond. For each statement, please tell me if it would make you more or less likely to vote for the bond?



Voter Attitudes

GO BOND - TAX RATE SENSITIVITY

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

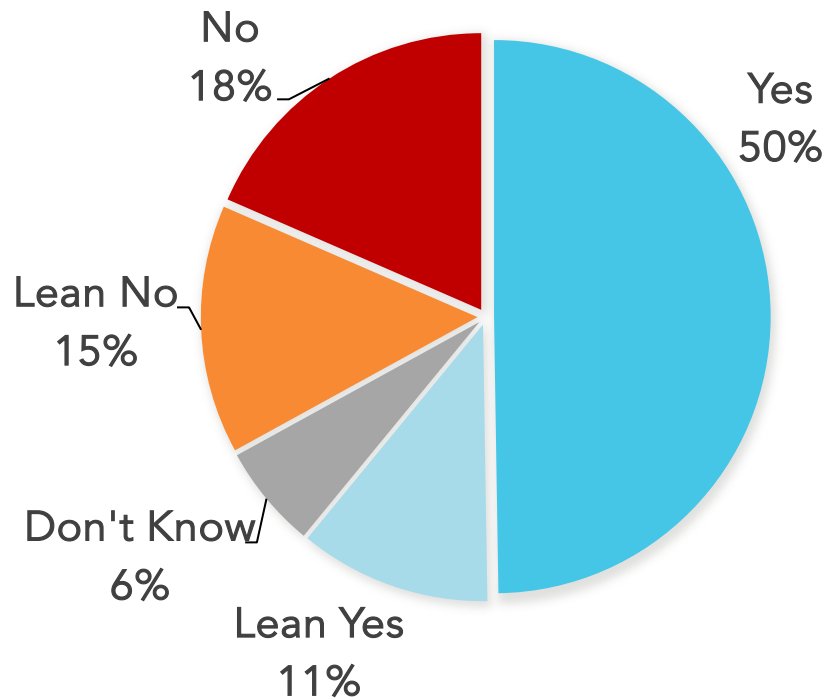


Voter Attitudes

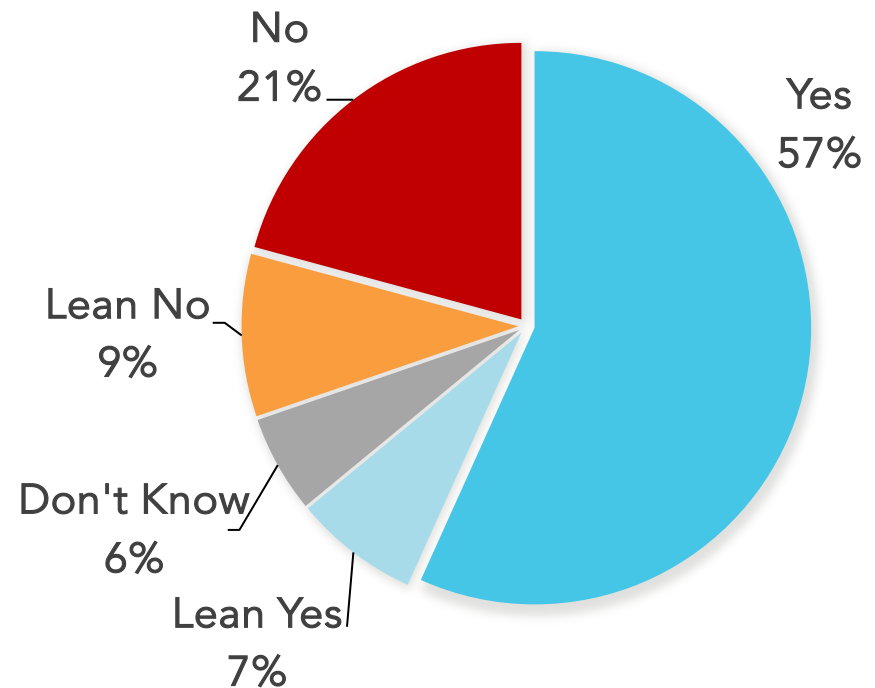
\$130 MILLION BALLOT LANGUAGE (WITH SCHOOL NAMES): (BEFORE VS AFTER INFORMATION)

Now that you have heard more information regarding the proposed \$130 million Cabrillo 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

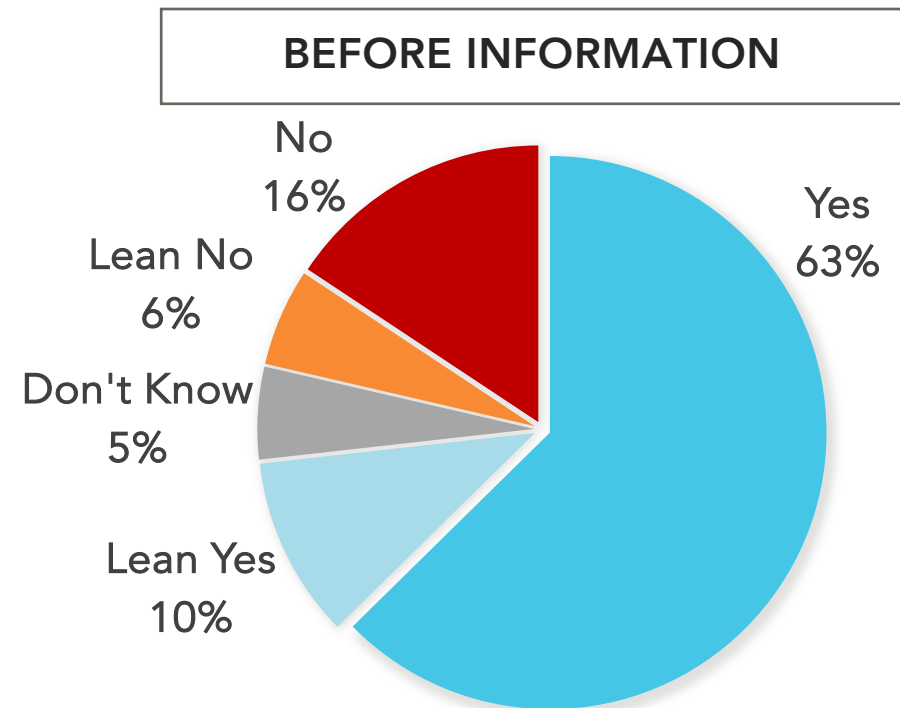


Voter Attitudes

\$185 PER PARCEL (WITH SCHOOL NAMES) BALLOT LANGUAGE: (BEFORE INFORMATION)

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

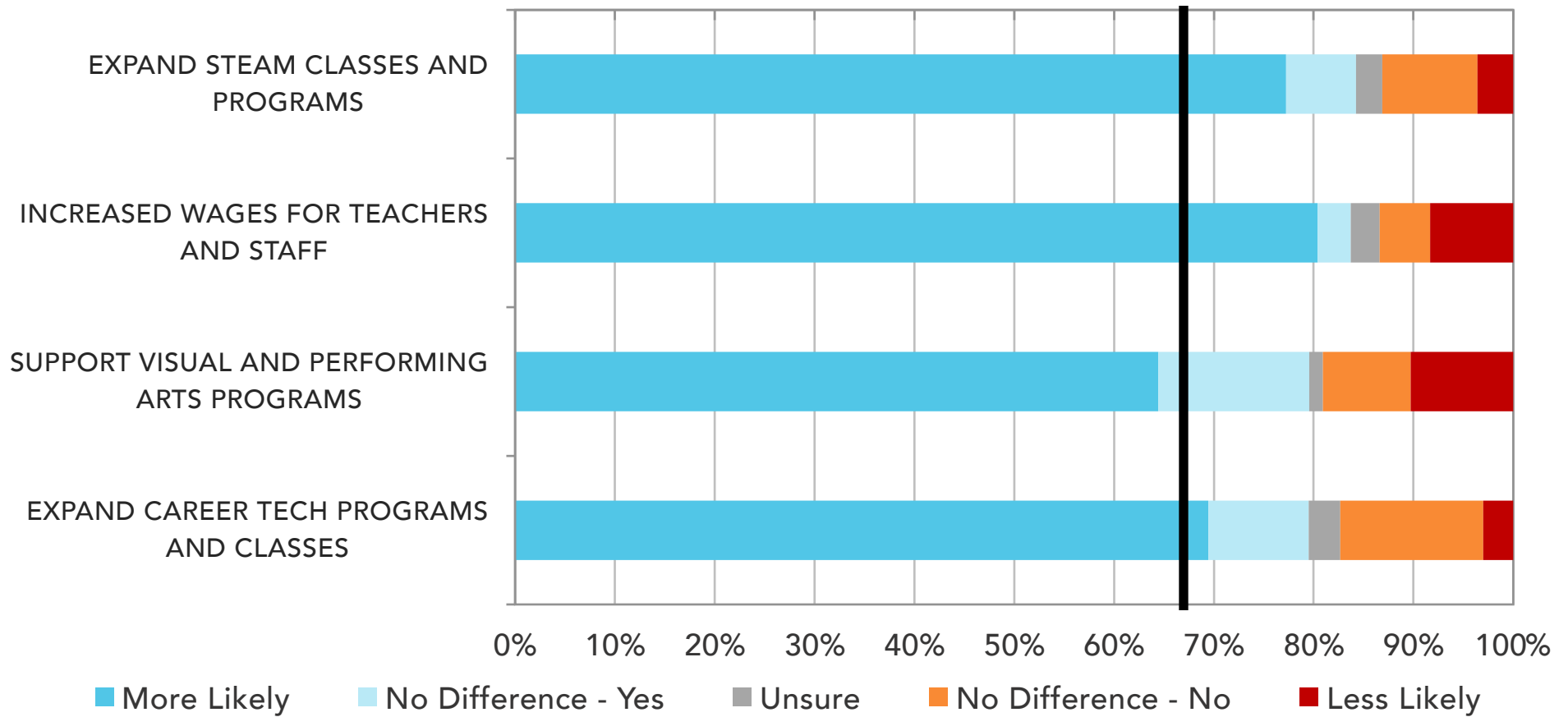
"With funds that cannot be taken by the State and spent elsewhere, shall Cabrillo Unified School District's replacement of its current annual parcel tax be adopted at \$185 per parcel for 8 years (raising \$2 million annually) to recruit and retain qualified teachers and staff; improve academic initiatives for English language learners; and enhance career and technical education/college preparation programs at Half Moon Bay High, Cunha Intermediate, Alvin Hatch Elementary, El Granada Elementary; Farallone View Elementary and Kings Mountain Elementary, with senior citizen exemptions and full public disclosure of all spending?"



Voter Attitudes

IMPACT OF PARCEL TAX PROJECTS (TOP 5 BY MORE LIKELY + NO DIFF - YES)

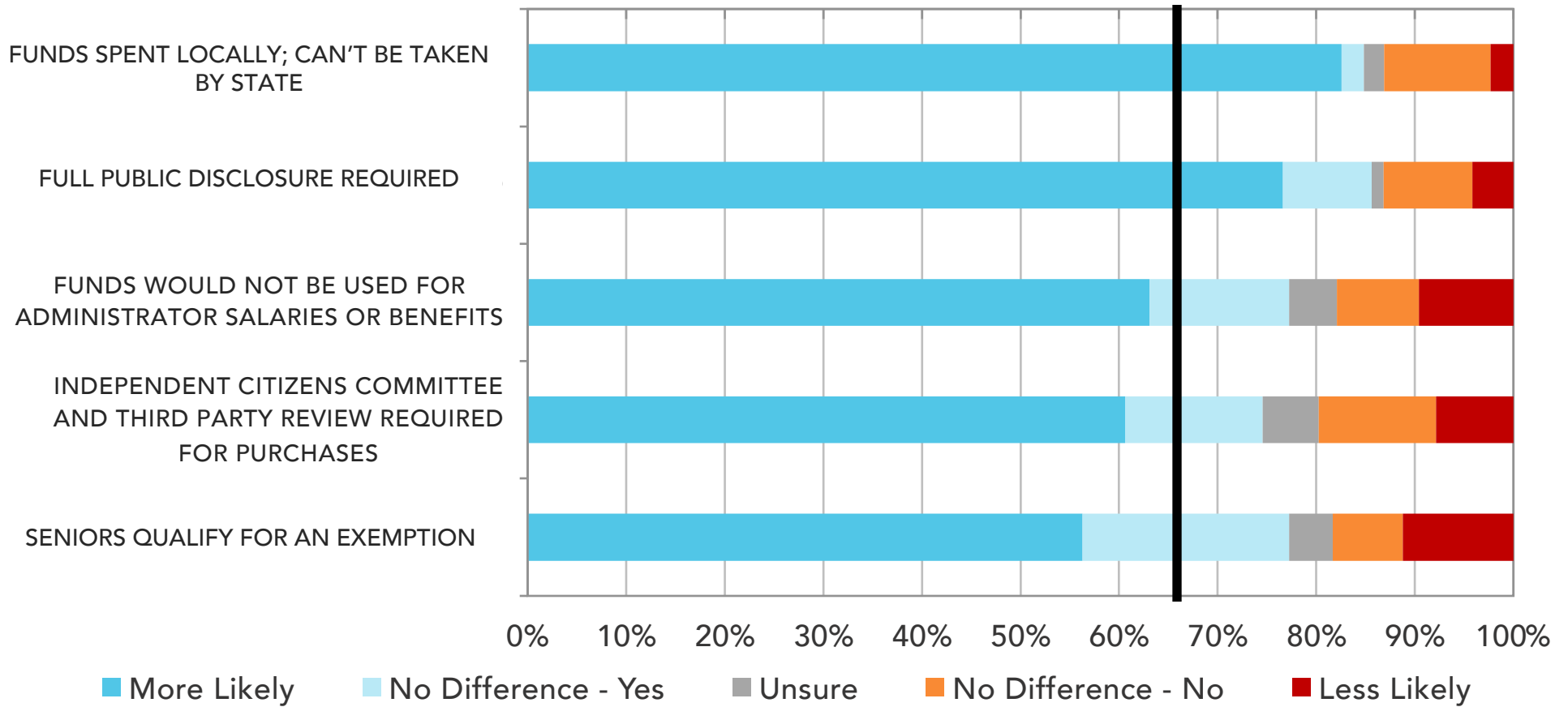
Here are some details regarding the proposed parcel tax. For each statement, please tell me if it would make you more or less likely to vote for the parcel tax?



Voter Attitudes

PARCEL TAX - TAXPAYER PROTECTIONS

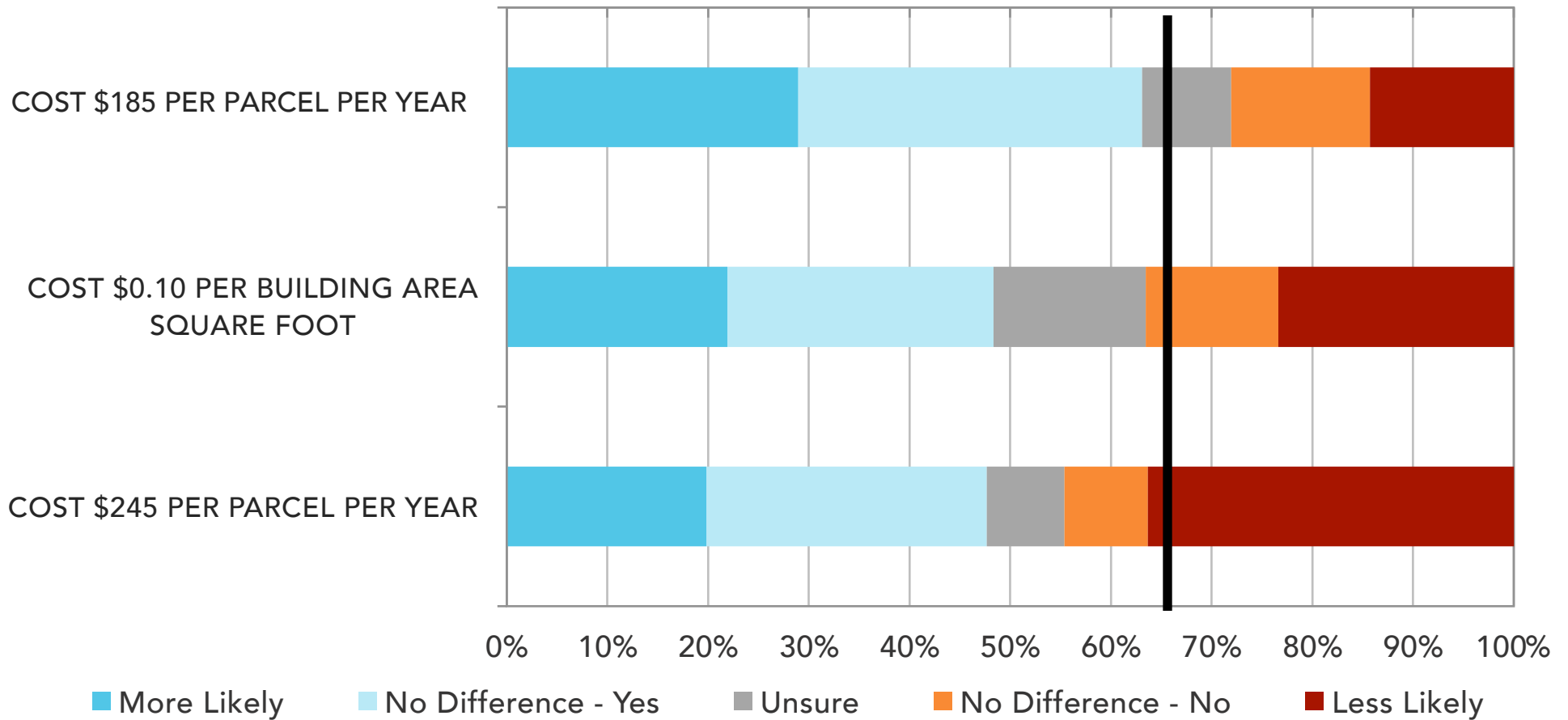
Here are some details regarding the proposed parcel tax. For each statement, please tell me if it would make you more or less likely to vote for the parcel tax?



Voter Attitudes

PARCEL TAX - TAX RATE SENSITIVITY

Here are some details regarding the proposed parcel tax. For each statement, please tell me if it would make you more or less likely to vote for the parcel tax?

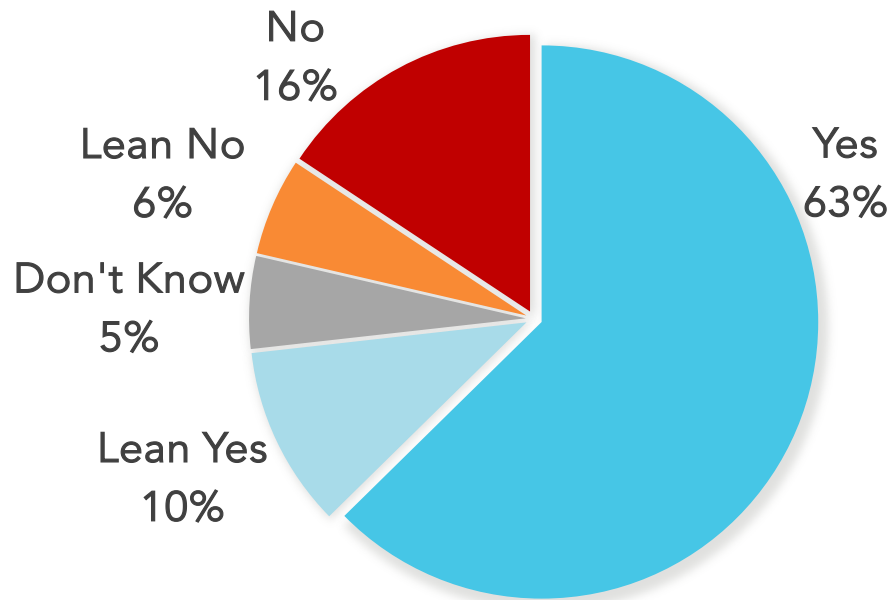


Voter Attitudes

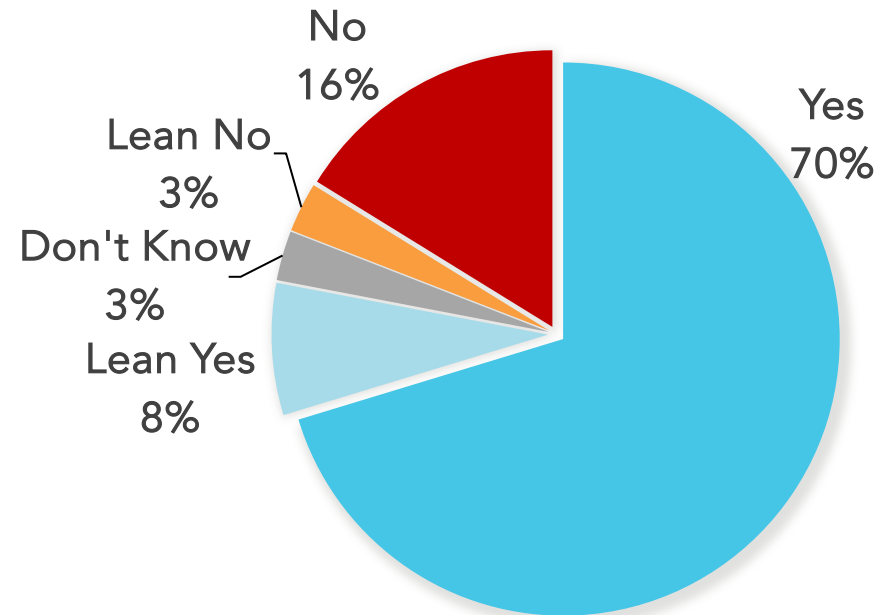
\$185 PER PARCEL (WITH SCHOOL NAMES) BALLOT LANGUAGE: (BEFORE VS AFTER INFORMATION)

Now that you have heard more information regarding the proposed \$185 per parcel Cabrillo Unified School District parcel tax measure, if the election were held today, would you vote 'yes' to approve or 'no' to reject the measure?

BEFORE INFORMATION



AFTER INFORMATION




Overview of Election Timeline

PREPARING FOR NOVEMBER 2024

November 2024 Election (Presidential Election)





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 solutions that propel schools and communities forward.

DS&C
THINKING FORWARD