Bond Feasibility Survey

Conducted for Lompoc Unified School District

Presented By
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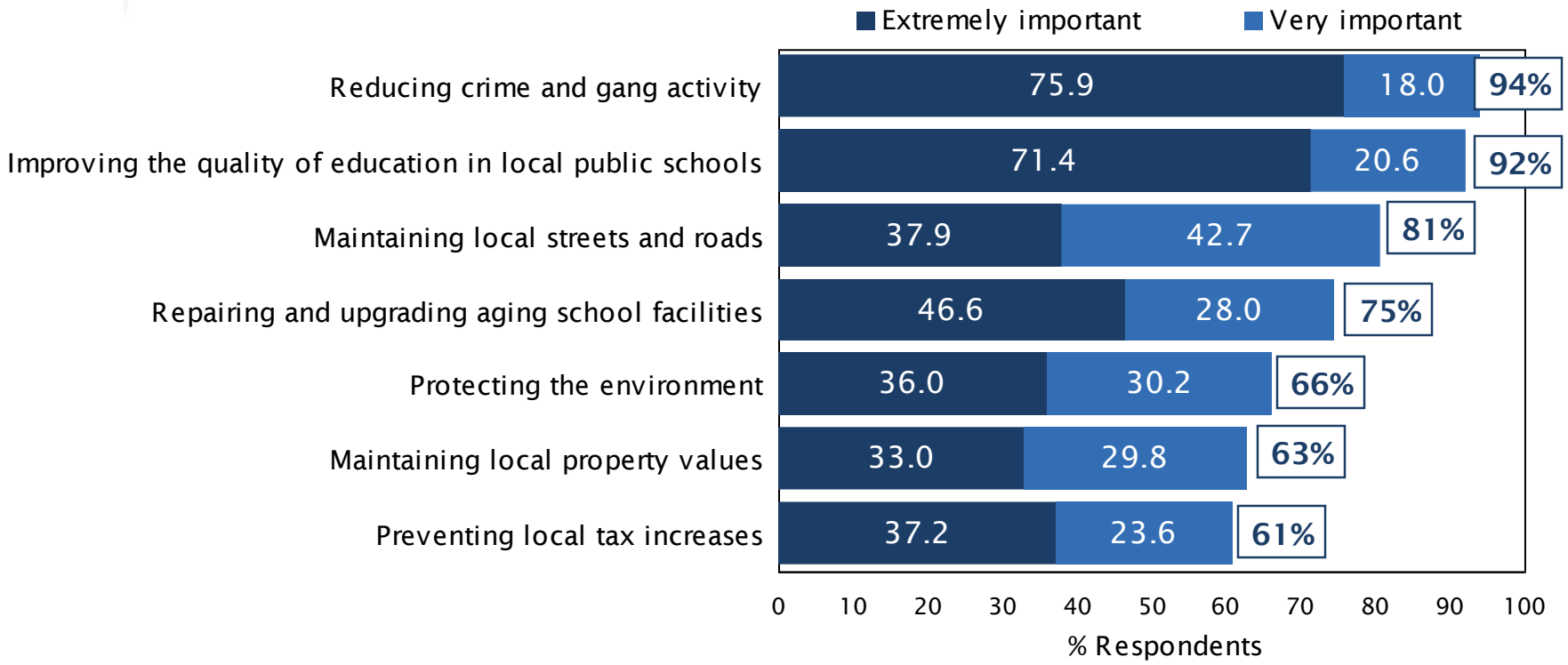
TrueNorth Research

METHODOLOGY OF STUDY

- **How did we select voters to survey?**
  - Stratified & Clustered Random Sample of likely voters (2024) using age, gender, partisanship, household party type, and sub-geographies
  - Ensures balanced, representative sample of likely voters
- **How did we recruit participation?**
  - Personalized email, text, and telephone calls
  - PINs to restrict access and ensure one complete per respondent
- **How were voters able to share their opinions?**
  - Secure, PIN-protected website that scales to the device
  - Telephone (land line or mobile)
  - English & Spanish
- **What was the sample size?**
  - 543 completed interviews
  - Overall margin of error of ± 4.2% @ 95% level of confidence

IMPORTANCE OF ISSUES



TRUENORTH RESEARCH

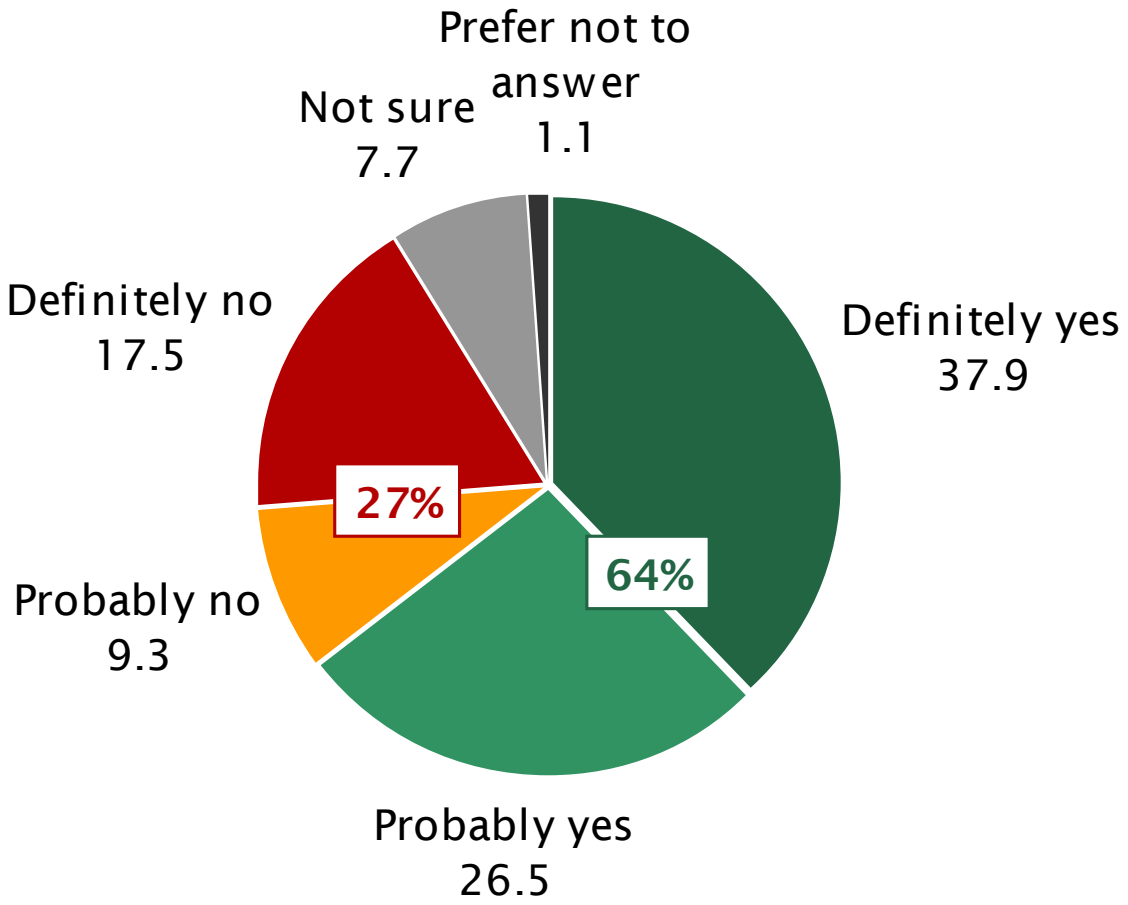
INITIAL BALLOT TEST

In order to:

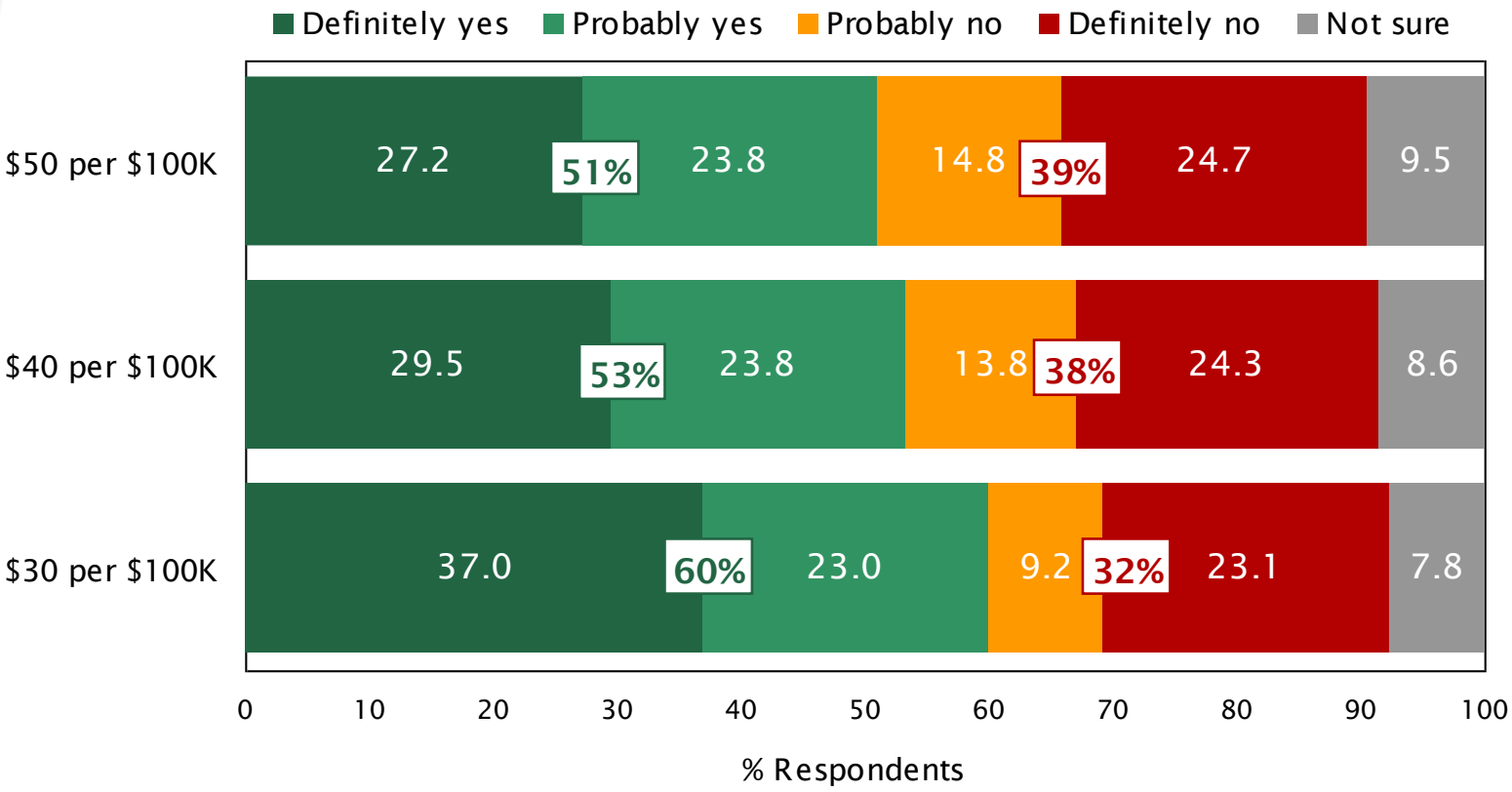
- Repair and upgrade classrooms, science labs, career-training facilities, and instructional technology to support college/career readiness in math, science, technology, engineering, arts, and skilled trades
- Fix deteriorating roofs, plumbing, electrical, and ventilation
- And repair, construct, and acquire classrooms, facilities, sites and equipment

Shall the Lompoc Unified School District measure authorizing $160 million in bonds at legal rates be adopted, levying 5 cents per 100 dollars assessed value ($9 million annually) while bonds are outstanding, with citizen oversight, audits, and all money staying local? If the election were held today, would you vote yes or no on this measure?

INITIAL BALLOT TEST



TAX THRESHOLD



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SUPPORT AT $138 & $83 PER YEAR

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PROJECTS & PROGRAMS

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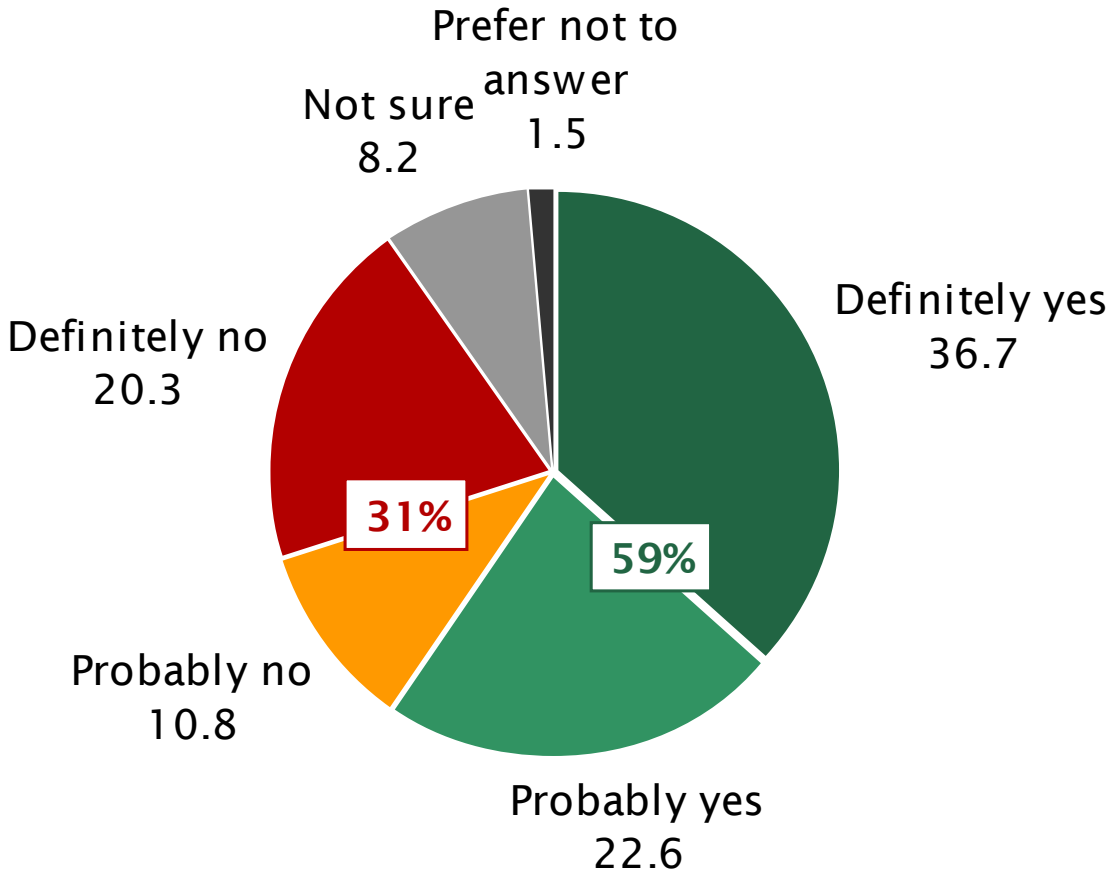
FINAL BALLOT TEST



TRUENORTH RESEARCH

KEY CONCLUSIONS

Does a bond appear to be feasible for a 2024 ballot? *Yes.*

Positive Signs

- Voters rank improving the quality of education in local schools among the top two *most* important issue facing the community & recognize the need for facility improvements
- Solid natural support for bond measure (64%)
- Popular projects and improvements
- Strong positive arguments
- All ballot tests are above 55%, even after opposition arguments

Challenges

- Tax rate sensitivity
- Higher propensity voters are less supportive
- Unknowns: trajectory of inflation, economy, pandemic
- Electoral climate: Hyper-partisanship & other initiatives

OBSERVATIONS & RECOMMENDATIONS

- **Snapshot in time, not a crystal ball**
- **Election Date:** November ’24
- **Tax Rate:** Keep affordable
- **Project Priorities:** Repairs to older facilities/bring them up to code, remove hazardous materials, STEM, career tech, safety & security
- **District Communications**: Begin a conversation with the community to build awareness and consensus on a bond proposal.
- **Independent Campaign:** Need to have solid independent campaign to navigate through the election cycle, communicate key messages, turn out supporters, and weather uncertainties.

Timeline and Next Steps

Bond Planning Process

Now

July 2024

- ✓ Voter Survey
- ✓ Election Timing
- ✓ Bond Amount
- ✓ Tax Rate
- ✓ Political Landscape

- ✓ Non-advocacy communications
- ✓ Consensus Building
- ✓ Project list
- ✓ Ballot Question
- ✓ Resolution

- ✓ Fundraising
- ✓ Direct Mail
- ✓ Website
- ✓ Endorsements
- ✓ Lawn Signs/Texting
- ✓ Get Out The Vote