#### BOND FEASIBILITY SURVEY

CONDUCTED FOR LOMPOC UNIFIED SCHOOL DISTRICT

PRESENTED BY TIMOTHY MCLARNEY PH.D.

6/27/2023



## 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 subgeographies
- o Ensures balanced, representative sample of likely voters

#### **•** How did we recruit participation?

- o Personalized email, text, and telephone calls
- o PINs to restrict access and ensure one complete per respondent

#### **•** How were voters able to share their opinions?

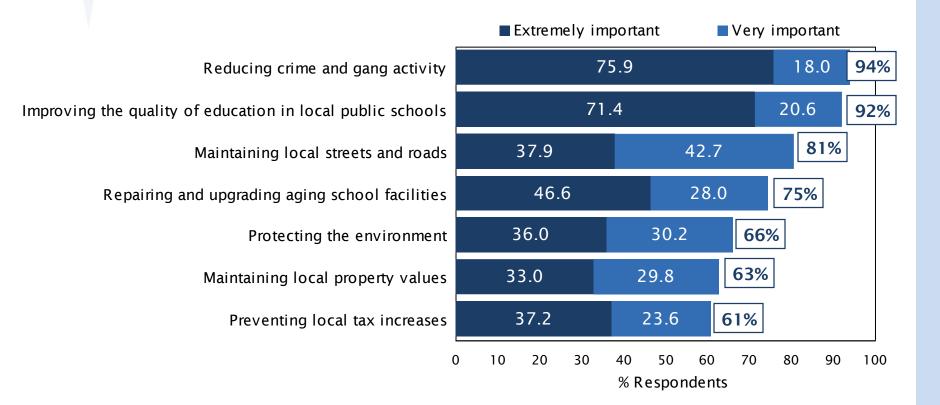
- o Secure, PIN-protected website that scales to the device
- o Telephone (land line or mobile)
- o English & Spanish

#### **•** What was the sample size?

- o 543 completed interviews
- Overall margin of error of ± 4.2% @ 95% level of confidence



## **IMPORTANCE OF ISSUES**





# **INITIAL BALLOT TEST**

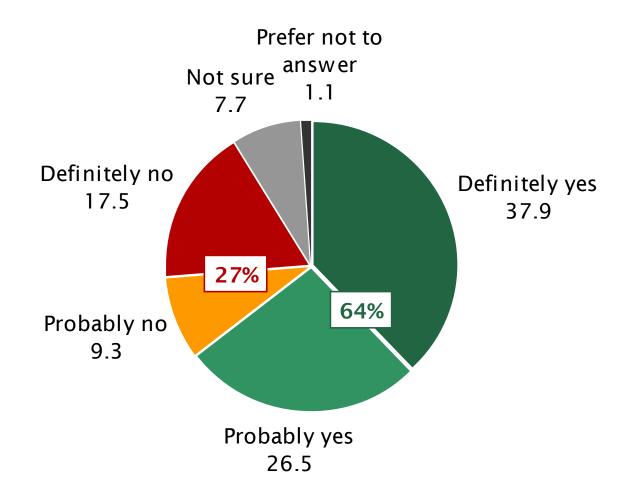
In order to:

- 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
- o 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?

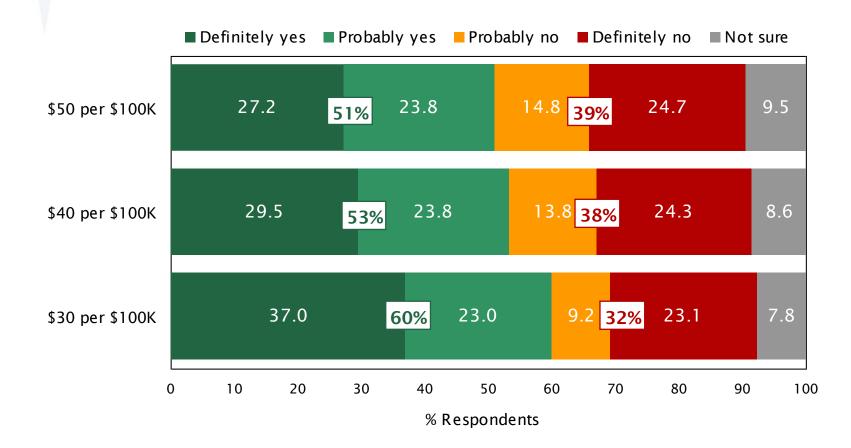


## **INITIAL BALLOT TEST**



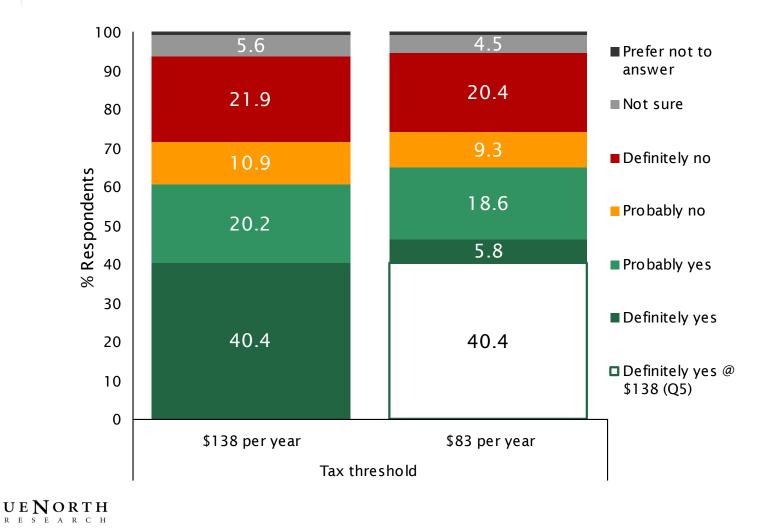


### **TAX THRESHOLD**





## SUPPORT AT \$138 & \$83 PER YEAR



### **PROJECTS & PROGRAMS**

Provide classrooms, facilities, tech needed to support high quality instruction in math, science, engineering, tech

Remove hazardous materials like asbestos and lead pipes from older school sites, where encountered

Upgrade older schools so they meet current health codes, building safety codes, provide proper access for students with disabilities

Provide modern labs, career tech facilities, equipment so students are prepared for college, in-demand careers in fields like health sciences, engineering, tech, skilled trades

Create modern, multi-use classrooms to support hands-on science instruction, learning-by-doing

Make repairs to older classrooms, school facilities incl deteriorating roofs, plumbing, sewer, heating, ventilation, electrical systems

Improve student safety, campus security systems incl fencing, cameras, emergency communications systems, smoke detectors, fire alarms

Upgrade classrooms and computer systems to keep pace with tech

Replace aging portable classrooms that are beyond their useful life, are expensive to repair and maintain with modern, permanent classrooms

Replace aging portable classrooms that are deteriorating, creating safety issues, are expensive to repair, maintain with modern, permanent classrooms

Make energy efficiency improvements to heating, ventilation, insulation, doors, windows to save on utility bills, have more money to spend in classroom educating students

Provide classrooms, facilities needed to support high quality instruction in music, visual, performing arts

Upgrade physical education, athletic facilities, playgrounds to support student health,

fitness

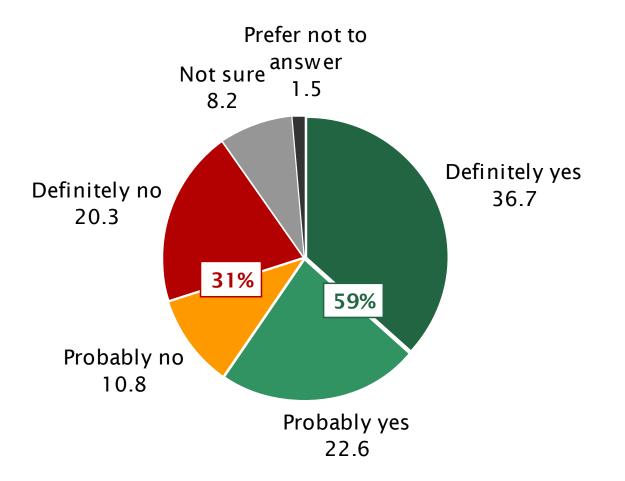
Improve pick-up, drop-off zones, parking lots to improve student safety, flow of traffic on neighboring streets

Help provide affordable rental housing for school teachers, essential staff so they can afford to live, work in Lompoc

			Strongly fa	vor			Sc	omewh	at favo	or							
			61.6						25	.4							
			67.5							18.3							
			65.3						2	0.5							
			62.0						22.	.9							
		ļ	55.0					Ź	29.6								
			66.6						1	7.9							
			61.5						22.	7							
		ļ	54.9					27	7.2								
			58.5					:	23.3								
			59.0					ź	21.7								
		47.8	8				3	31.3									
		50	.8					27.4									
	4	10.2				3	3.3										
	38	8.2				29.5											
	38	8.7			20.	5											
)	10	20	30	40	50 % Re	) sponc	60 lents		70	80		90	90	90	90	90	90



## FINAL BALLOT TEST





# **KEY CONCLUSIONS**

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

#### **Positive Signs**

- Over 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
- o Solid natural support for bond measure (64%)
- o Popular projects and improvements
- o Strong positive arguments
- o All ballot tests are above 55%, even after opposition arguments

#### Challenges

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



#### **OBSERVATIONS & RECOMMENDATIONS**

- Snapshot in time, not a crystal ball
- o Election Date: November '24
- o 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



- ✓ 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