

# BASELINE BOND FEASIBILITY SURVEY

CONDUCTED FOR  
LAGUNA BEACH UNIFIED SCHOOL  
DISTRICT

PRESENTED BY  
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3/27/2026





# PURPOSE OF STUDY

- Determine if a bond measure is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach



# METHODOLOGY OF STUDY

## ○ How did we select voters to survey?

- Stratified & Clustered Random Sample of likely voters (2026) 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)
- March 5-10, 2026 field dates

## ○ What was the sample size?

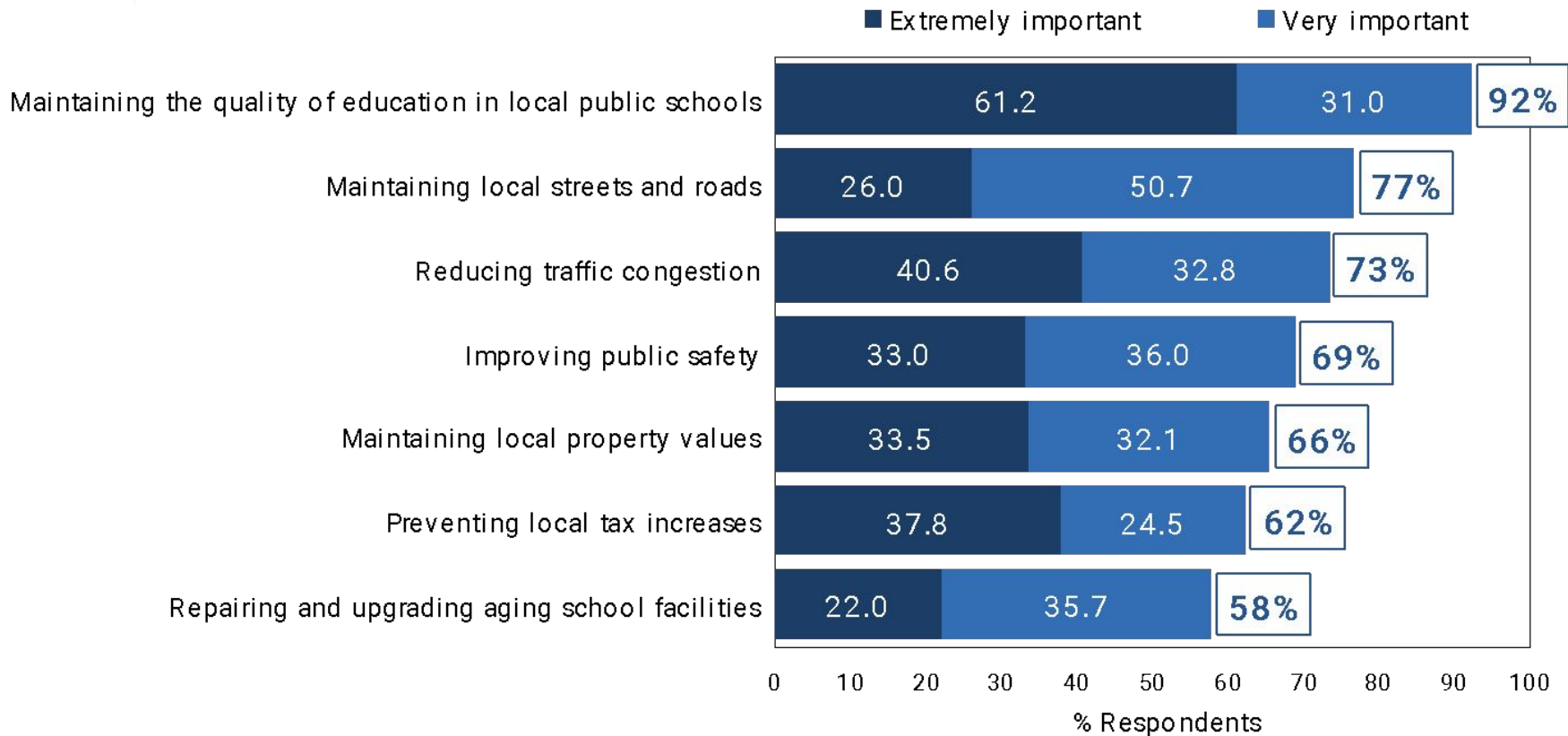
- 547 completed interviews
- Overall margin of error of  $\pm 4.1\%$  @ 95% level of confidence



# SAMPLE & UNIVERSE ALIGNMENT

	Likely Nov 2026 Voter Universe	Sample of 547 Likely Nov 2026 Voters
<b>Age</b>		
18 to 29	11%	11%
30 to 39	9%	9%
40 to 49	10%	10%
50 to 64	27%	27%
65 and older	44%	43%
<b>Party</b>		
Dem	42%	44%
Rep	32%	30%
Other	7%	7%
DTS	19%	19%
<b>Household Party Type</b>		
Single Dem	21%	23%
Dual Dem	12%	11%
Single Rep	12%	13%
Dual Rep	11%	10%
Other	17%	17%
Mixed	26%	25%
<b>Homeowner in Voter File</b>		
Yes	64%	63%
No	36%	37%

# IMPORTANCE OF ISSUES





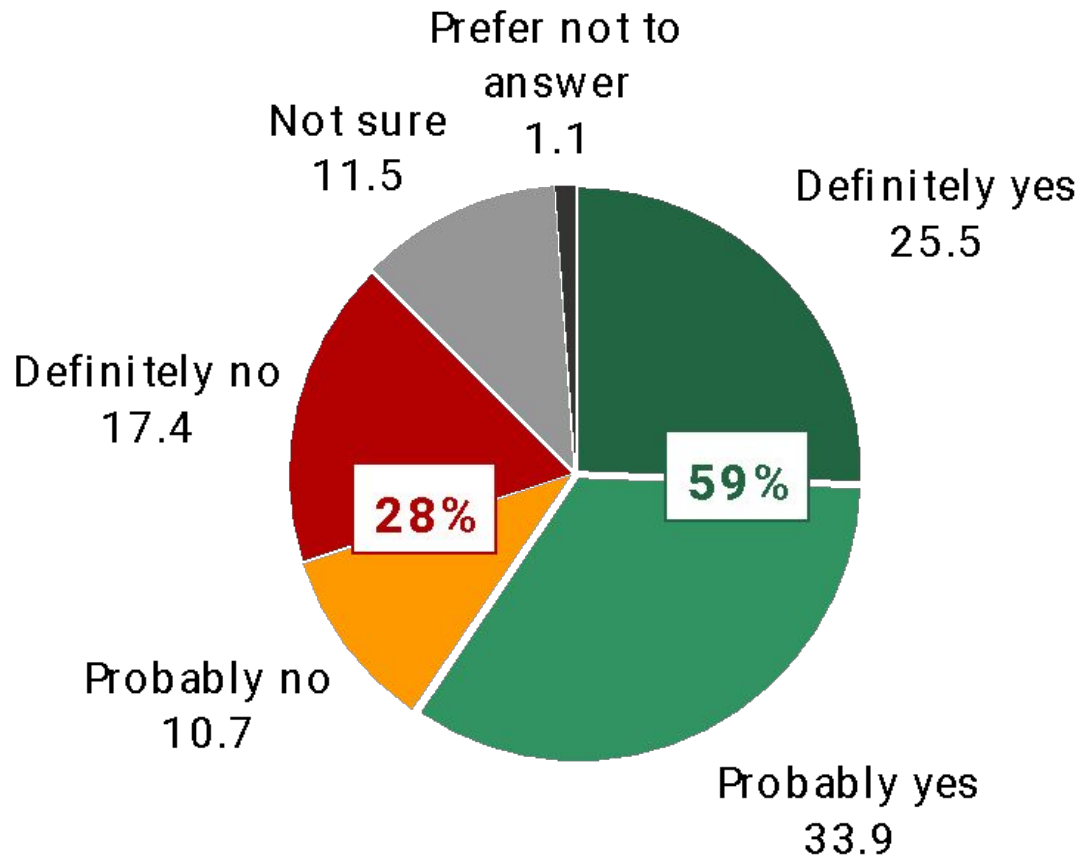
# INITIAL BALLOT TEST

In order to:

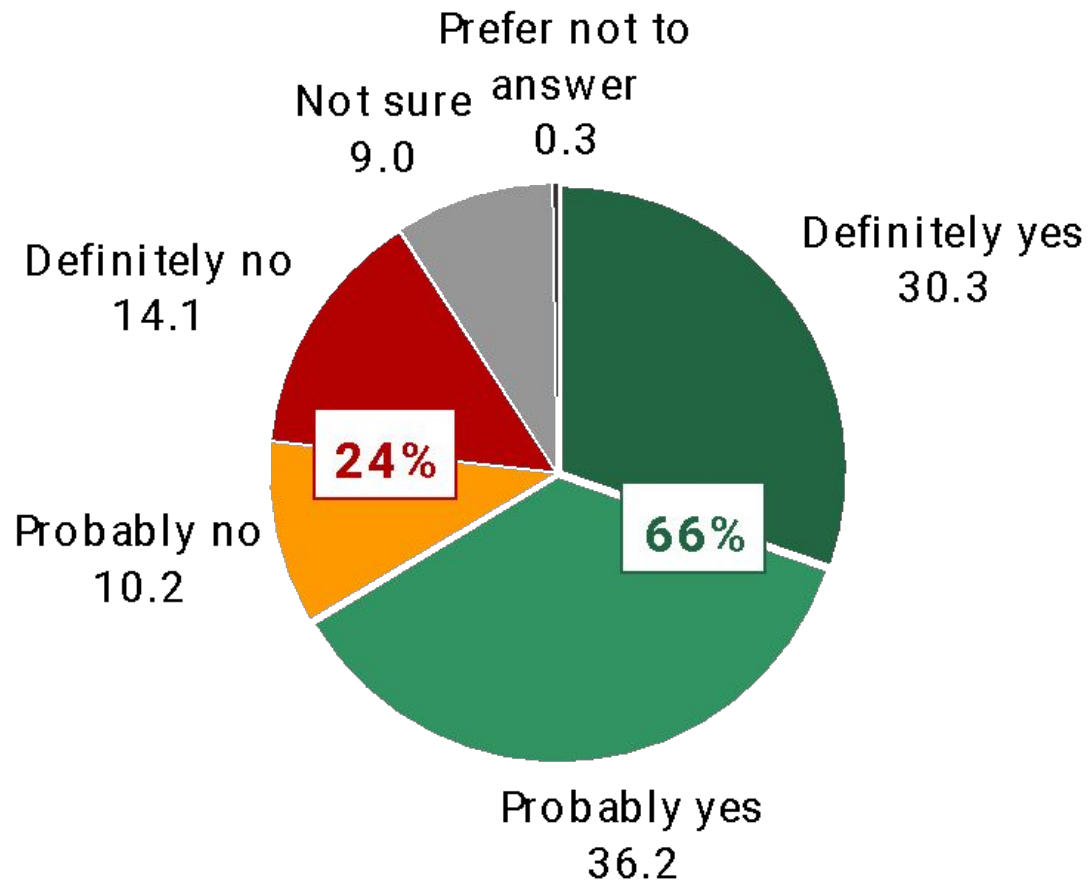
- Repair and upgrade aging classrooms, science labs, career technology and school facilities to support college/career readiness in math, science, technology, arts, engineering, and skilled trades
- And fix deteriorating roofs, plumbing, and electrical systems

Shall Laguna Beach Unified School District's measure be adopted authorizing 83 million dollars in bonds at legal rates (without increasing current tax rates), levying \$8.85 per \$100,000 assessed value (\$5 million annually) while bonds are outstanding, with independent audits, citizen oversight, and all money locally controlled?

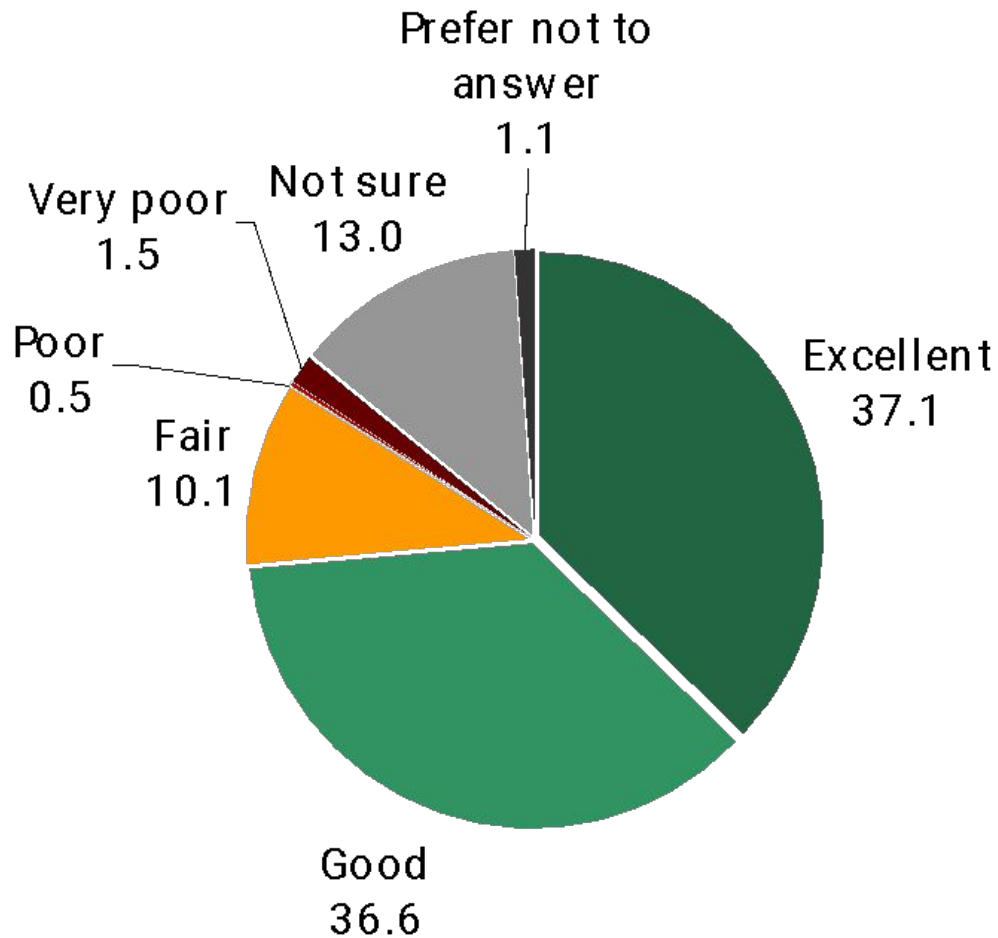
# INITIAL BALLOT TEST



# WITH BOND EXTENSION INFO

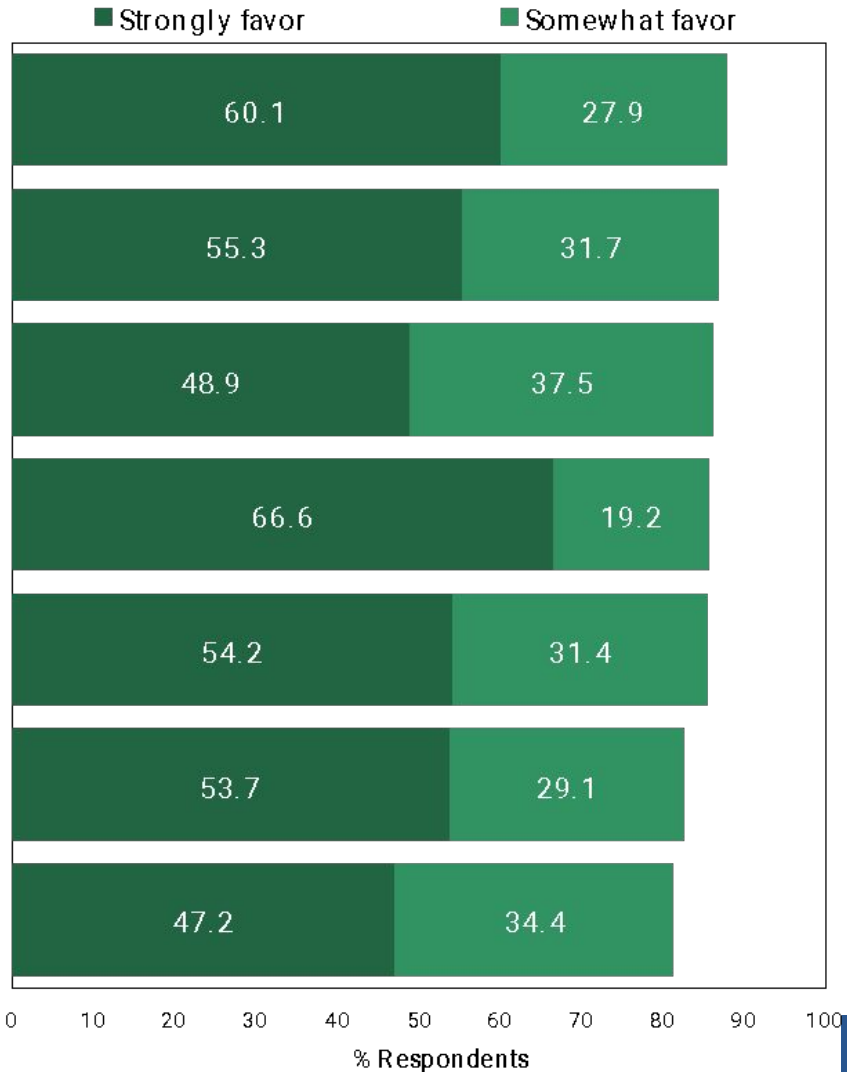


# QUALITY OF EDUCATION



# PROJECTS & IMPROVEMENTS TIER 1

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



Repair, replace deteriorating roofs, plumbing, gas lines, sewer lines, electrical systems where needed

Keep computer systems, technology infrastructure up-to-date

Remove hazardous materials like asbestos, lead pipes, where encountered

Upgrade classrooms, labs, tech where needed to support high quality instruction in math, science, engineering, tech

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

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

# PROJECTS & IMPROVEMENTS TIER 2

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

Upgrade facilities that are jointly used by students, community

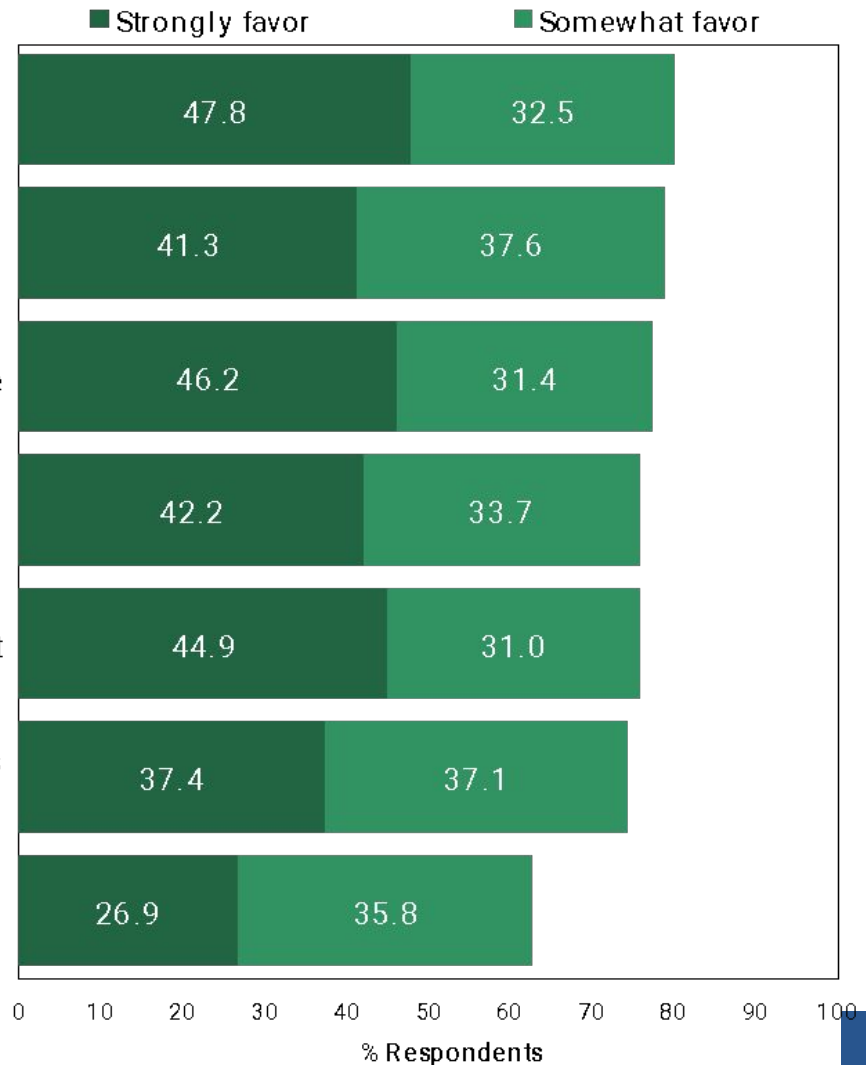
Improve fire safety by hardening school buildings with fire-resistant materials, managing landscaping to create defensible space

Improve heating, ventilation, insulation, doors, windows, lighting, water systems to increase energy efficiency, save water, save money

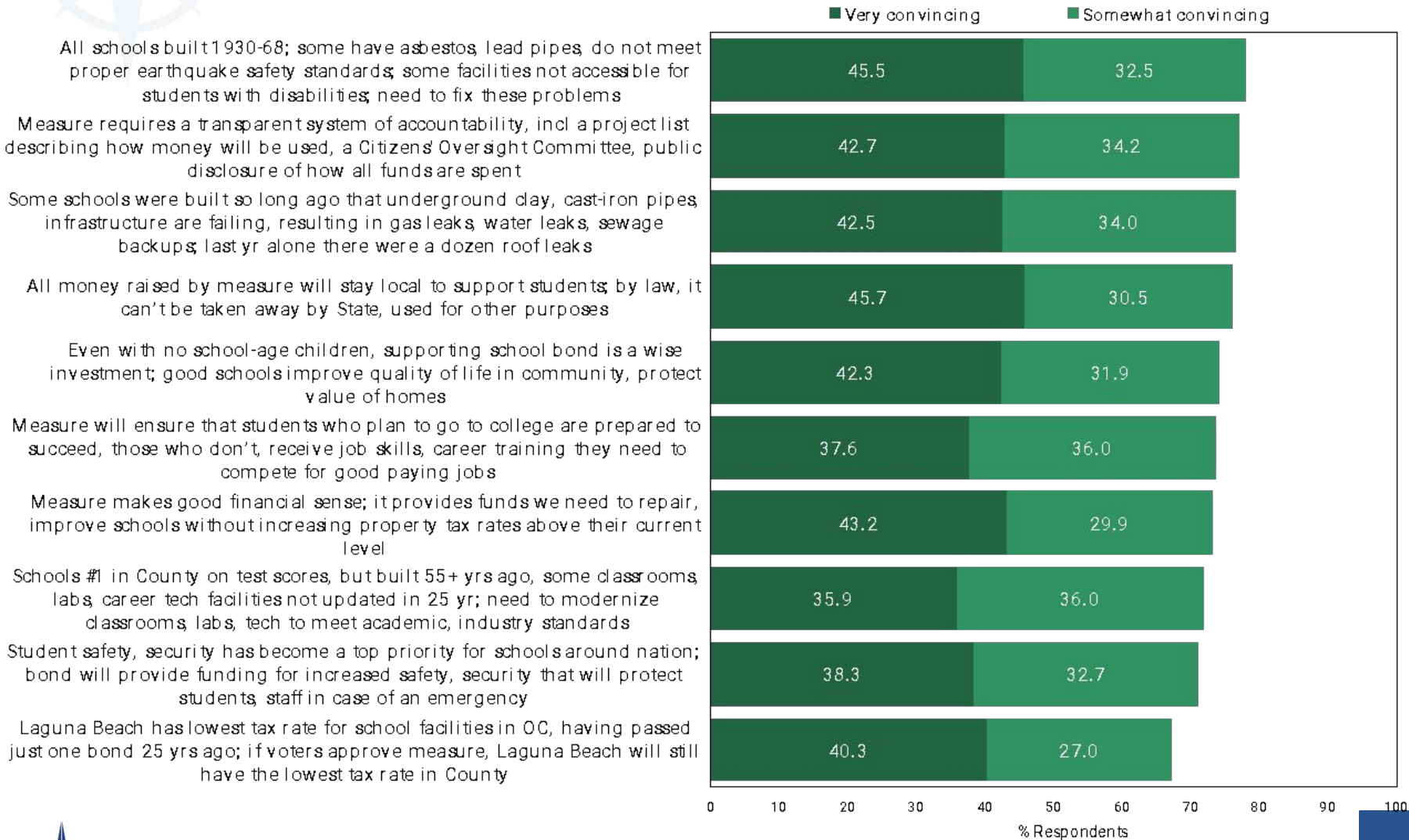
Replace aging portable classrooms with modern, permanent classrooms, multi-purpose facilities that meet today's academic standards

Repair, upgrade physical education facilities, sports fields, playgrounds to support student health, safety

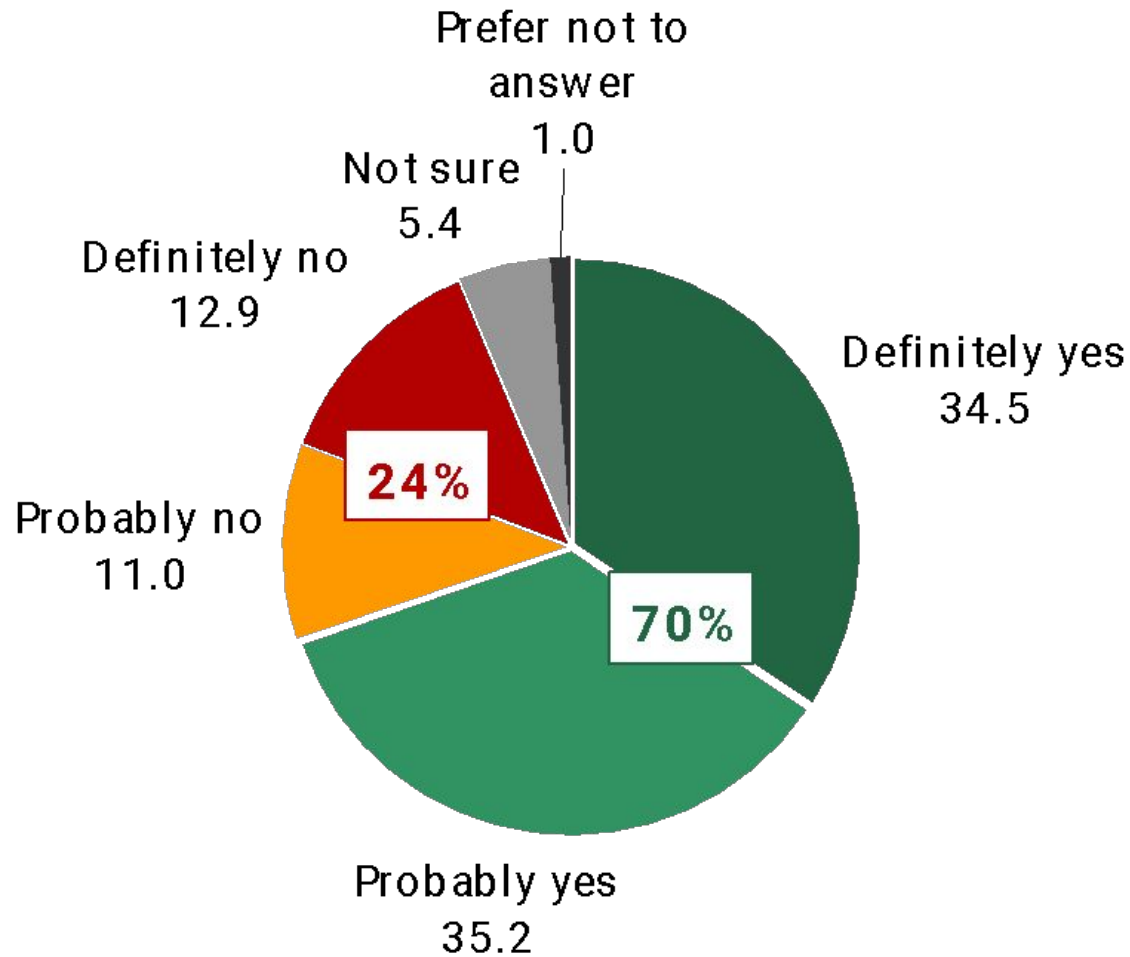
Install solar, EV stations, take other sustainability measures



# POSITIVE ARGUMENTS



# INTERIM BALLOT TEST



# NEGATIVE ARGUMENTS

Residents, local businesses have been hit hard by inflation, high interest rates, cost of living increases; many are struggling to stay afloat; now is not the time to raise taxes

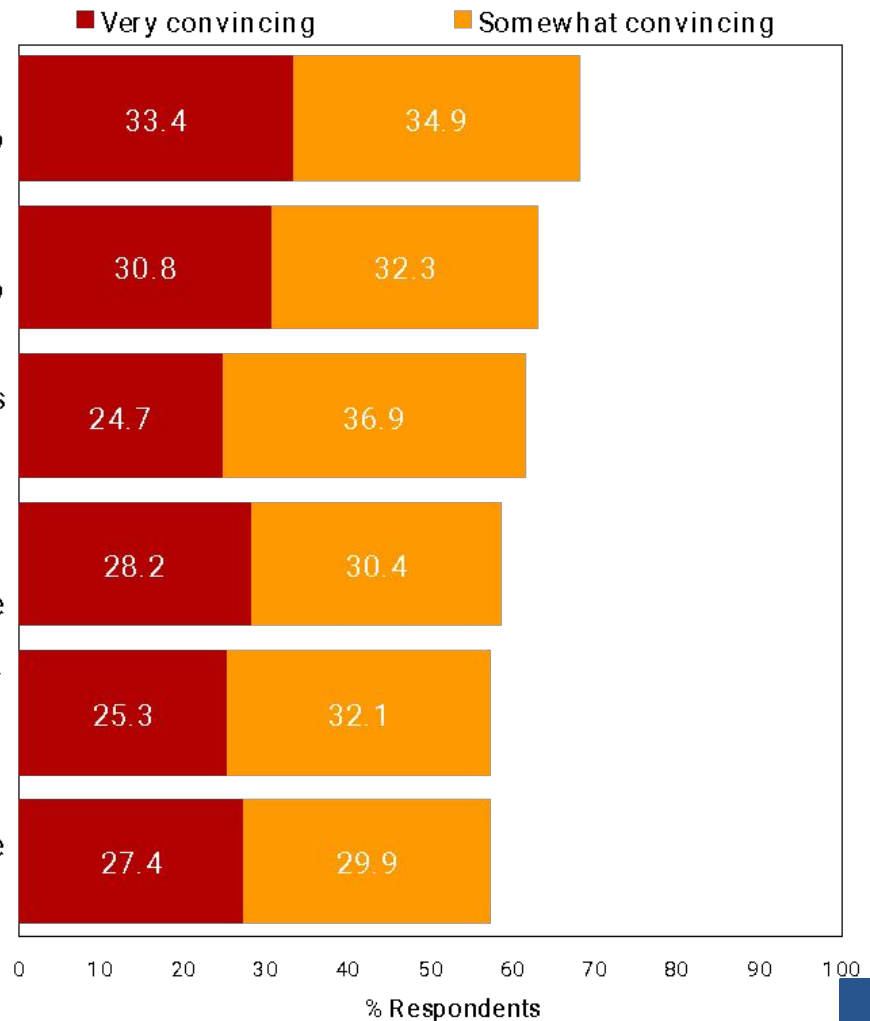
Everyone is coming after us for tax increases, incl state, local taxes, school bonds, other taxes that will be on ballot later this yr; enough is enough; we can't afford to keep raising taxes

Don't be fooled; with interest, measure will cost taxpayers about \$160M, take 30 yrs to pay off

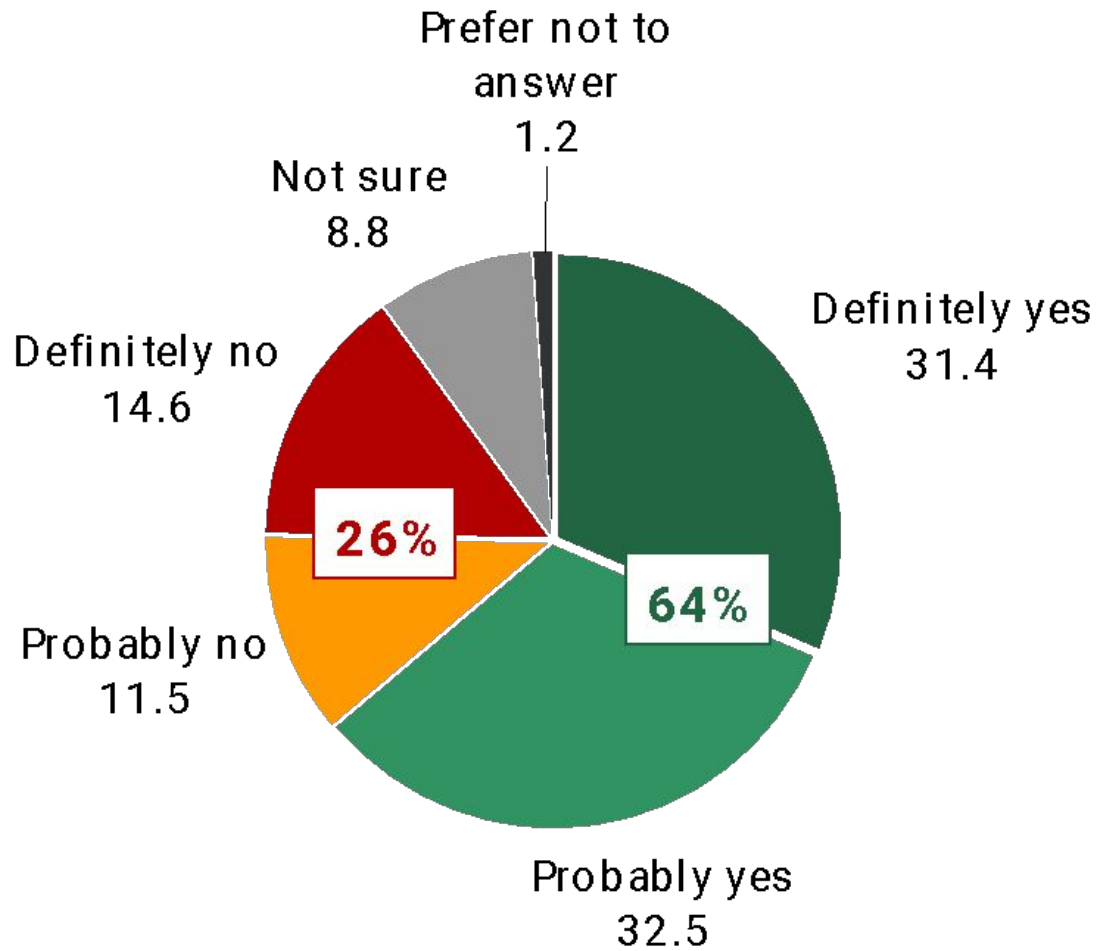
Community is already an expensive place to live, especially for young families, seniors, those on fixed incomes; Passing bond will make it even less affordable

District just paid \$25M to renovate a swimming pool; they obviously have plenty of money, they don't need this bond

We can't trust District with this tax, they will mismanage money, not build what they promise



# FINAL BALLOT TEST





# KEY CONCLUSIONS

**Does a bond appear to be feasible for 2026? *Yes.***

## **Positive Signs**

- Voters rank maintaining the quality of education as the most important issue facing the community
- Sufficient natural support for bond (59%), which jumps to 67% with clarification regarding bond extension
- Popular projects
- Strong positive arguments
- All ballot tests are well above 55%, even after opposition arguments

## **Challenges**

- Clarity around bond/tax rate extension – not capturing 8% bump in ballot statement
- Negative arguments get some traction (-6%)
- (un)knowns: tariffs, inflation, trajectory of economy, other measures



# OBSERVATIONS & RECOMMENDATIONS

- **Snapshot in time, not a crystal ball**
- **Election Date:** November 2026
- **Project Priorities:** Repairs to older facilities/bring them up to code, hazardous materials, career tech (CTE), STEM, instructional technology
- **District Communications:** Begin a conversation with the community to strengthen awareness of facility needs, how they connect to educational opportunities/student achievement, 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.