



Bond Feasibility Survey

Conducted for the
Grossmont Union High School District

by True North Research and Sidewalk Strategies

June 18, 2008

Purpose of Study

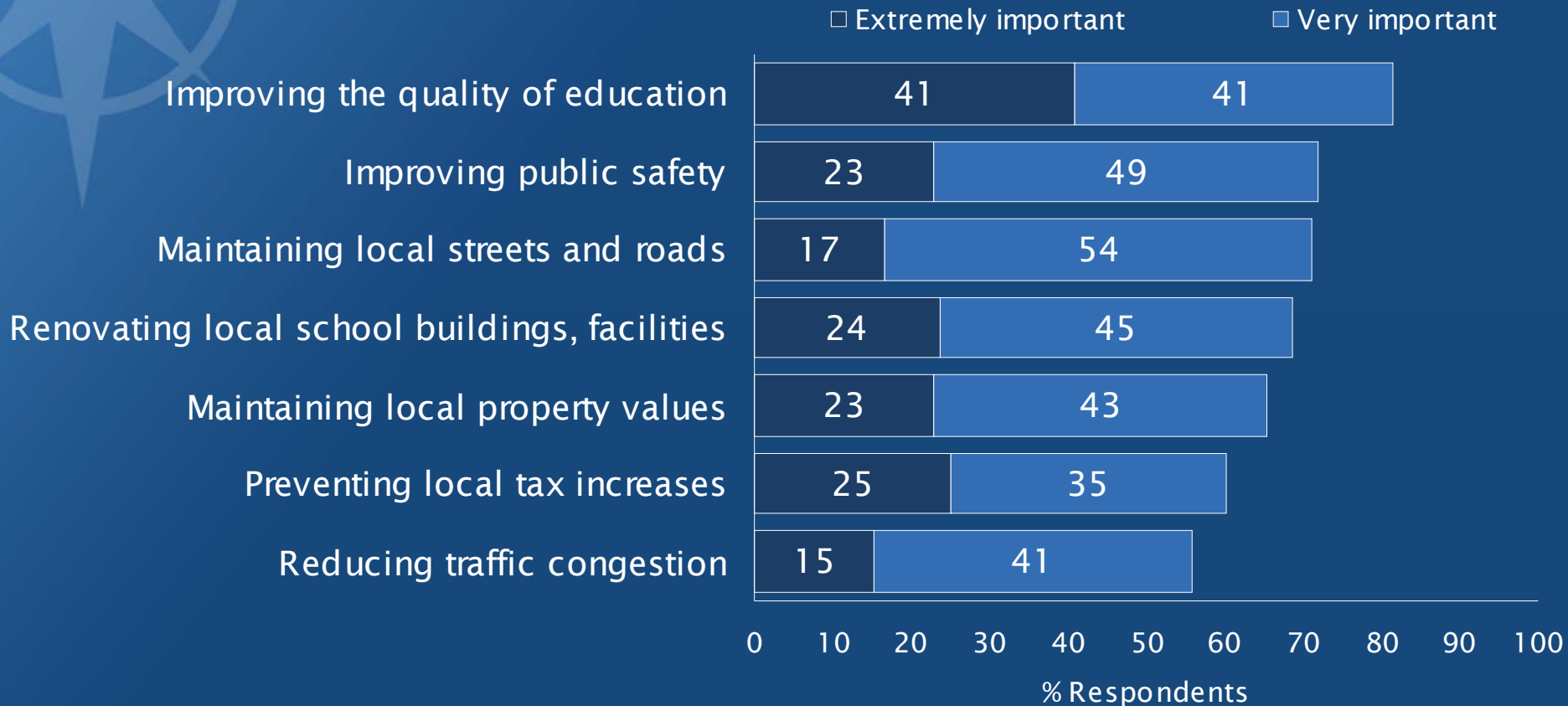
- Assess feasibility of establishing a \$445 mil bond to construct, renovate, and improve high school facilities, classroom technology
 - Identify types of improvements and projects voters are most interested in funding, should the measure pass
 - Expose voters to arguments about the measure
 - Estimate support for the measure once voters are exposed to additional info about it



Methodology of Study

- Telephone survey
- Conducted Apr 18th to Apr 27th, 2008
- 600 likely November voters
- Overall max margin of error: $\pm 3.99\%$

Importance of Issues



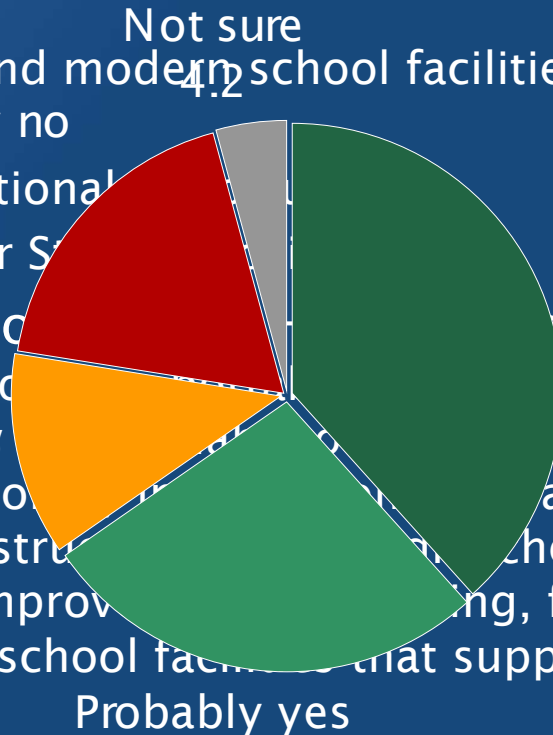
Initial Ballot Test

In order to:

- Provide safe and modern school facilities for local high school students
- Expand educational opportunities
- And qualify for State and Federal funding

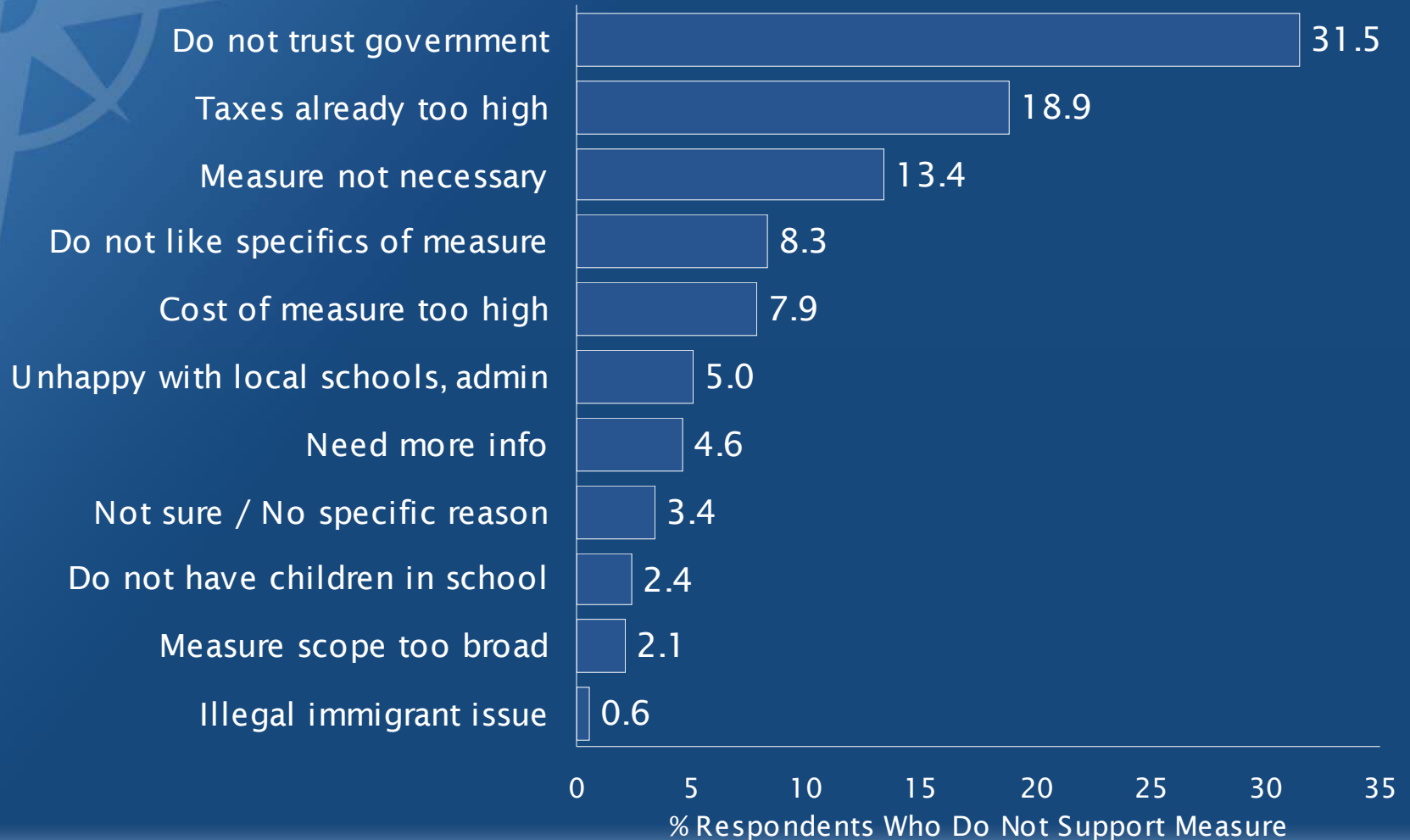
Shall the Grossmont-Colton School District

- Replace deteriorated classrooms with permanent classrooms
- Construct new classrooms to meet higher graduation standards
- Improve technology libraries, science, computer labs
- Complete construction of the new high school in Alpine/Blossom Valley
- Make safety improvements including fencing, fire, security systems
- And add high school facilities that support college, career and job readiness



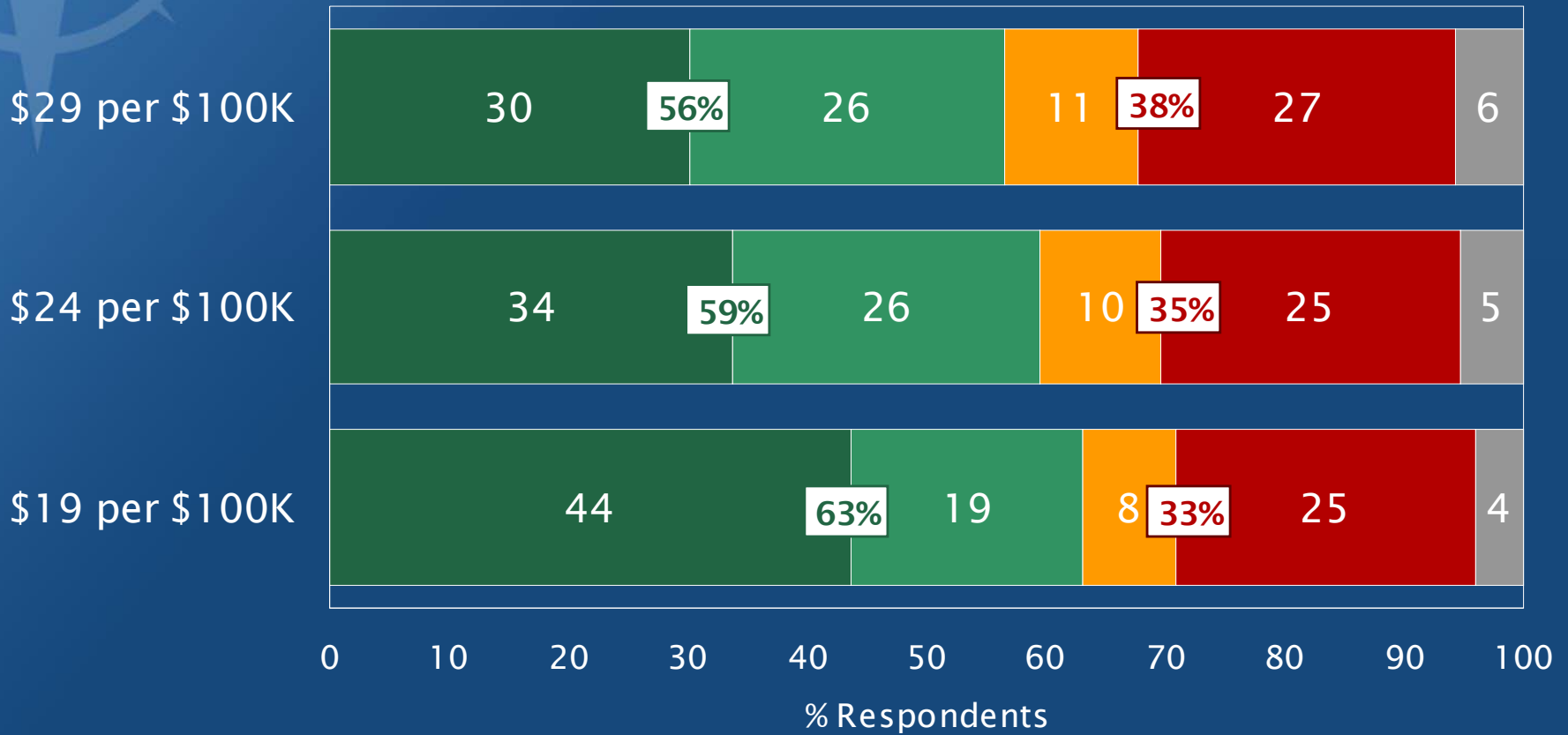
By issuing 445 million dollars in bonds at legal interest rates, with mandatory audits, independent citizen oversight, and all money staying local?

Reason for Not Supporting Measure

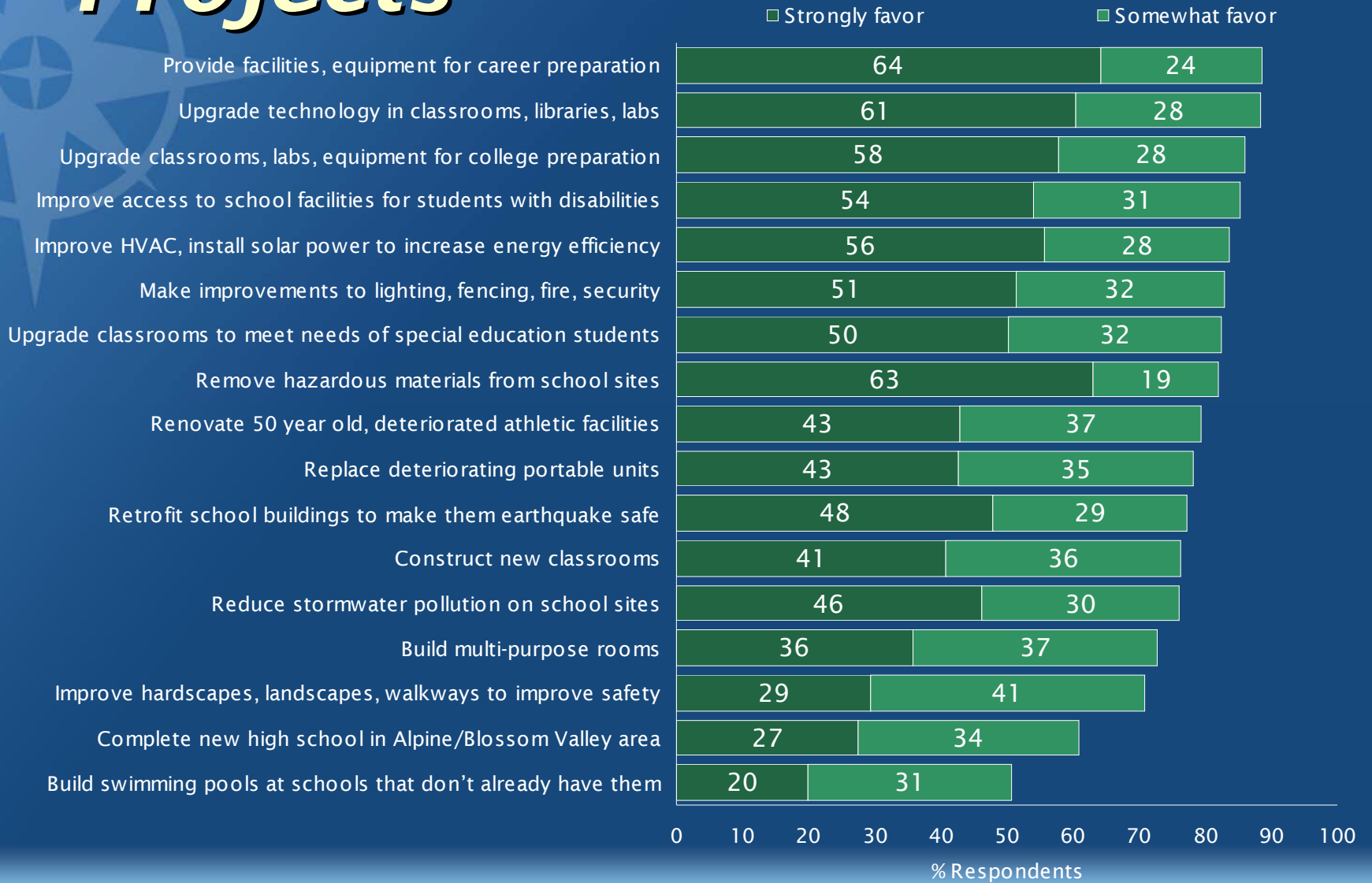


Tax Threshold

Definitely yes Probably yes Probably no Definitely no Not sure



Projects



Positive Arguments

Very convincing

Somewhat convincing

Ensures students are prepared for career or college

44

37

Ensures student access to technologies to be prepared for future

43

38

Will construct new Alpine area high school

38

41

All money will be spent locally to benefit our schools

48

29

Will be clear system of fiscal accountability

38

36

Good schools help enhance and protect property values

32

42

Improves student safety, security on local high school campuses

28

46

District will receive up to \$50 mil in state matching money

38

36

Need to make facilities competitive with other districts

32

37

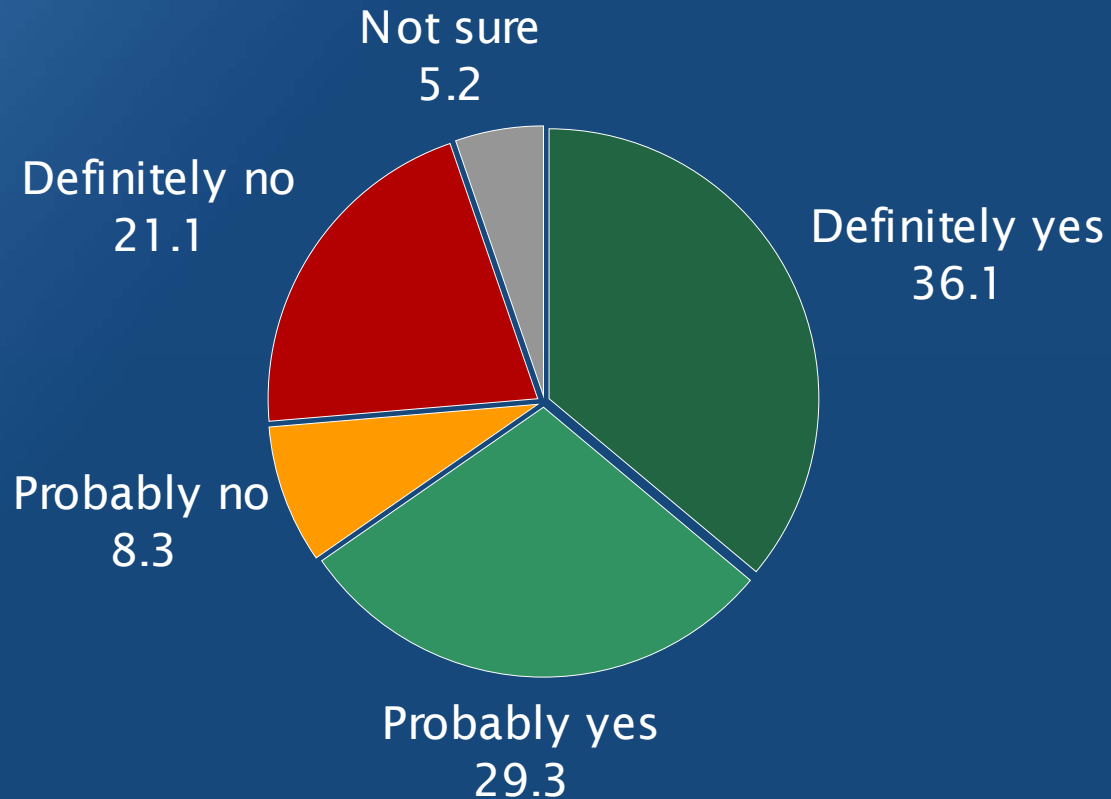
District has done good job managing first phase of renovations

23

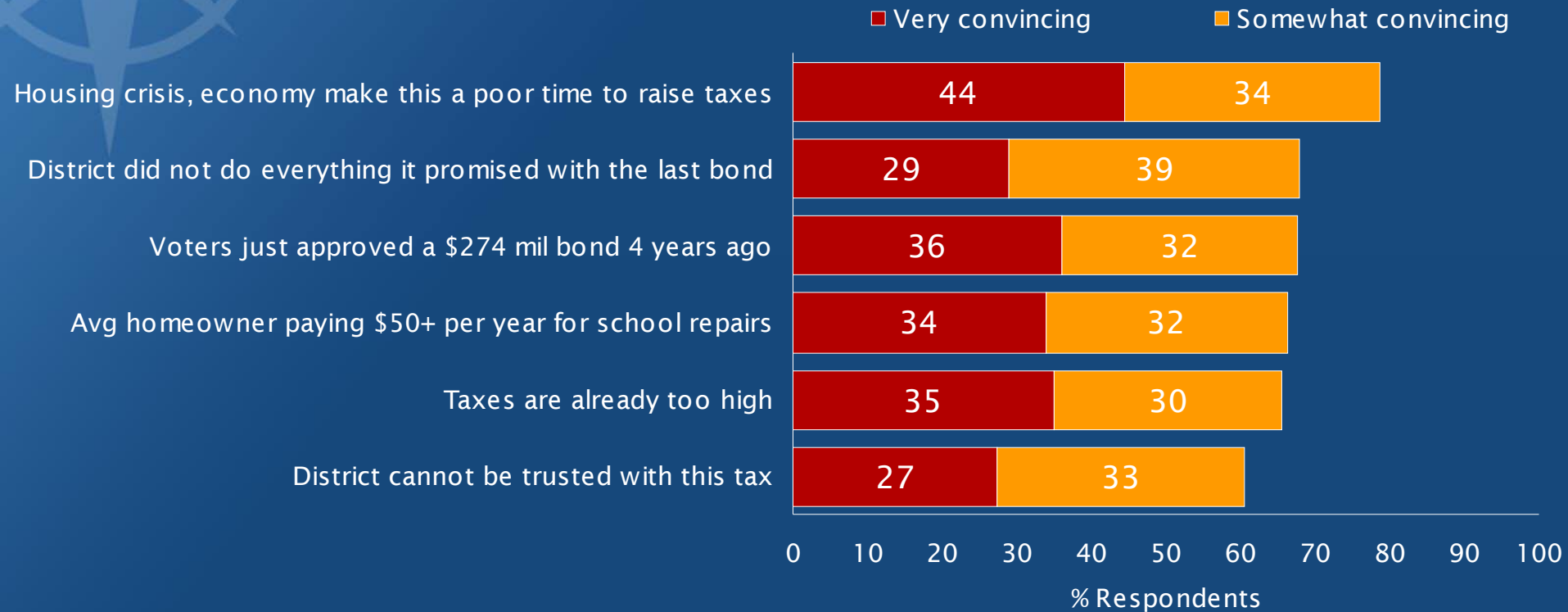
43

0 10 20 30 40 50 60 70 80 90 100
% Respondents

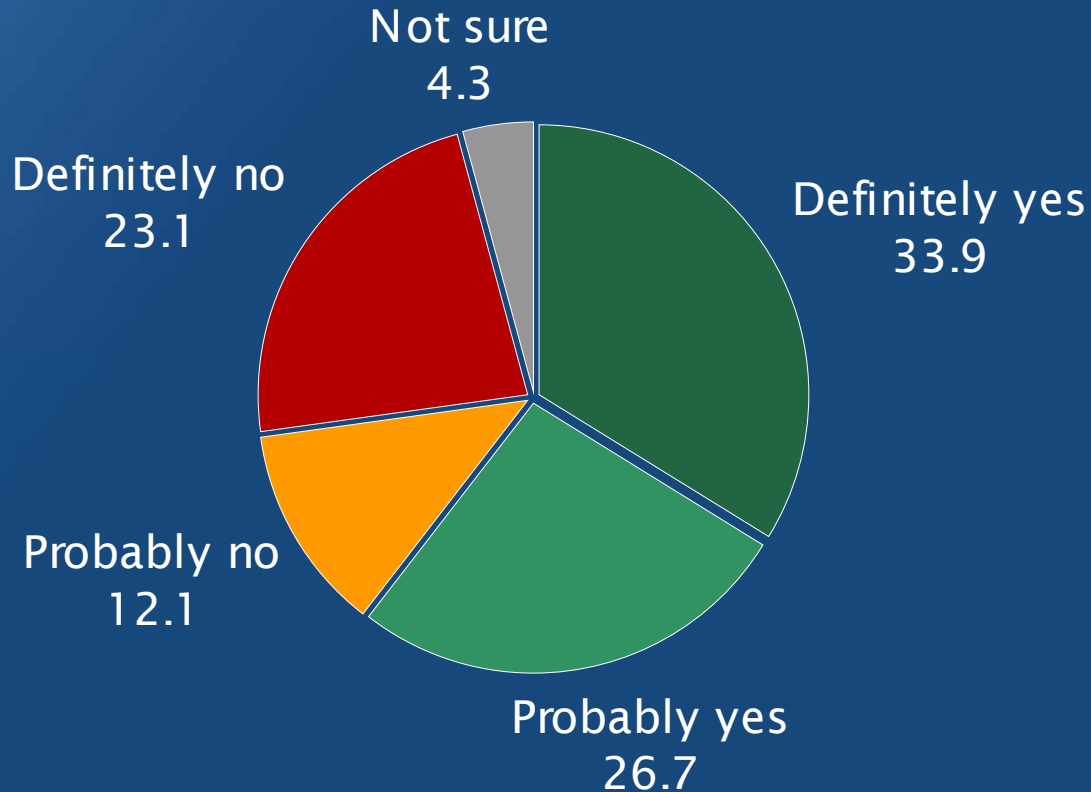
Interim Ballot Test



Negative Arguments



Final Ballot Test



Key Conclusions

- Is it feasible to move forward with a bond measure? *Yes.*
 - Voters perceive that improving the quality of education and improving school facilities are very important issues and worthy of additional funding.
 - Solid baseline support for bond
 - Popular projects
 - Strong positive arguments

Key Conclusions

- Caveats and Considerations?
 - Poll not a crystal ball
 - Tax rate sensitivity
 - Need to educate voters about the measure



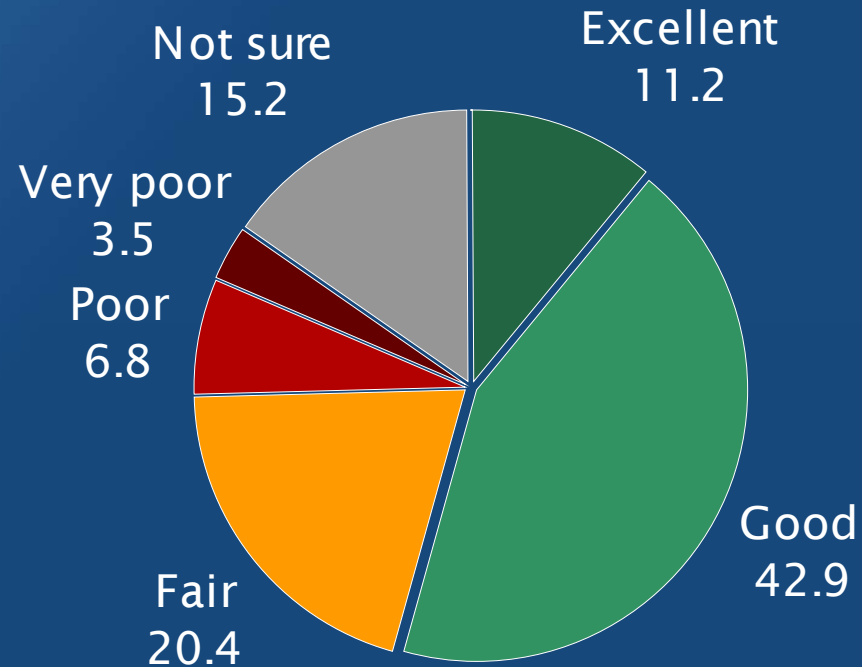
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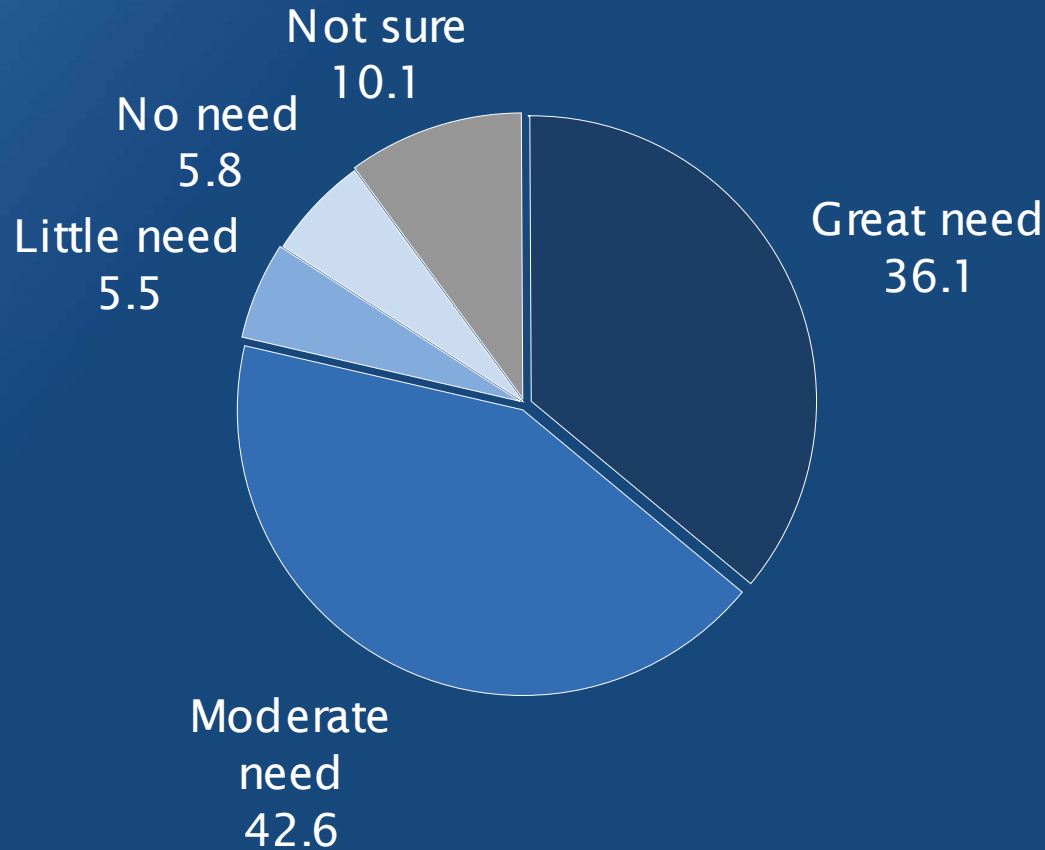
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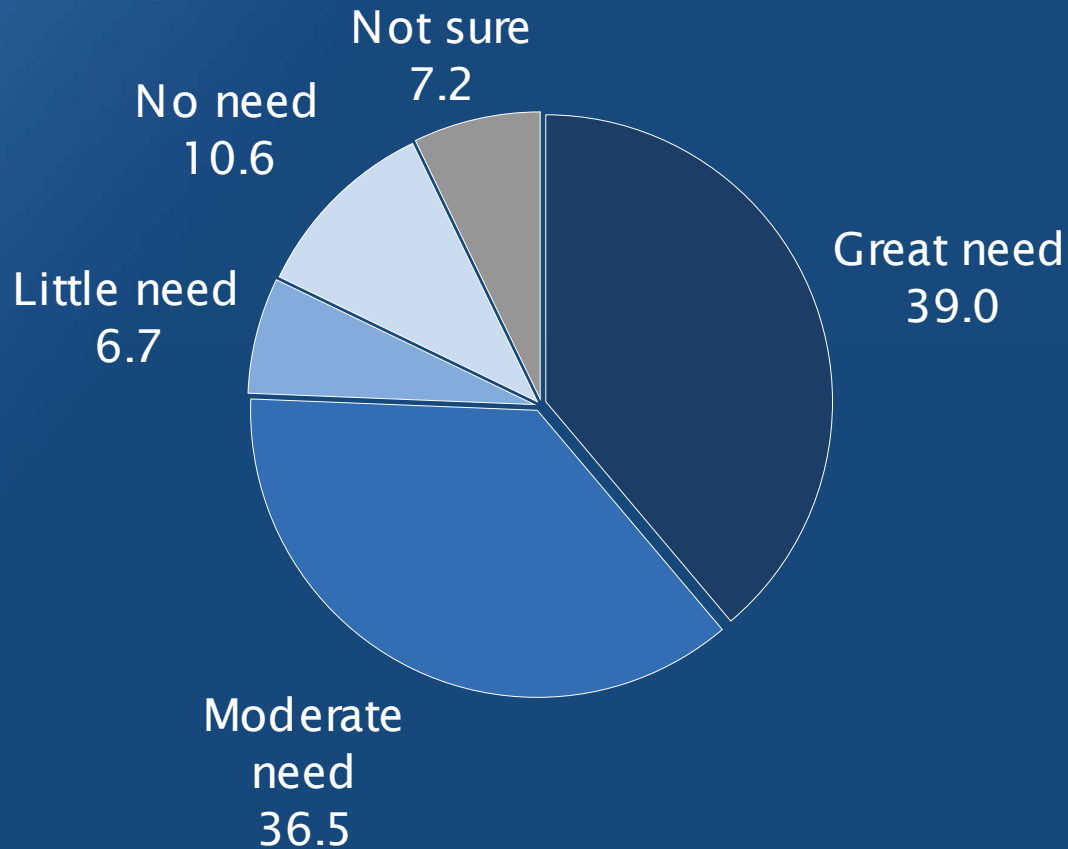
Overall Quality of Education



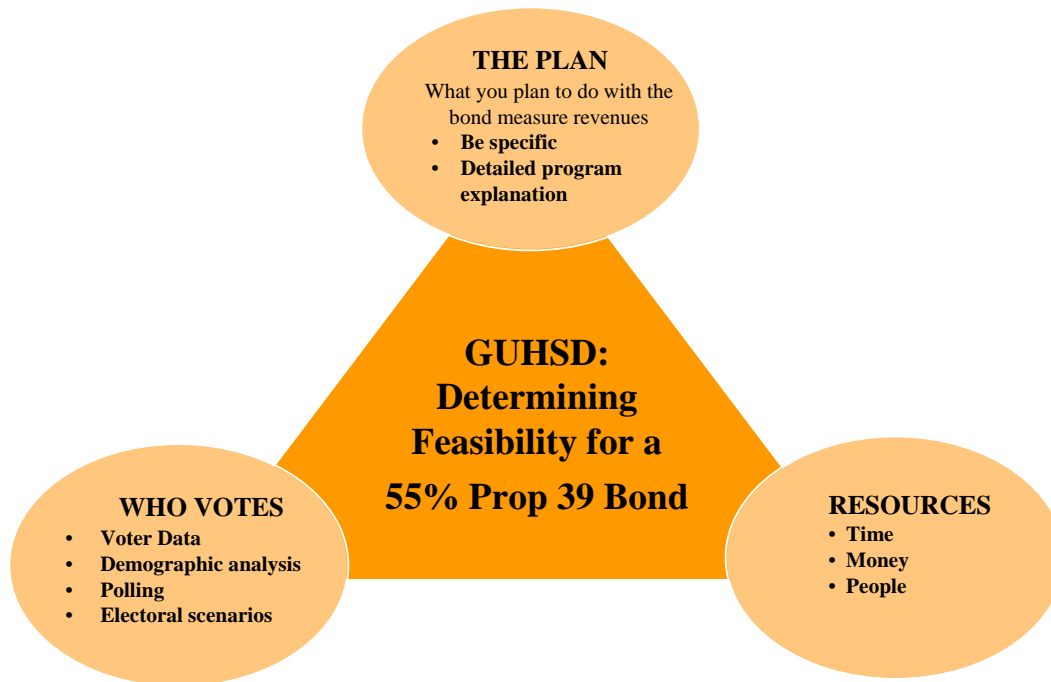
District's Need for Renovations, Upgrades



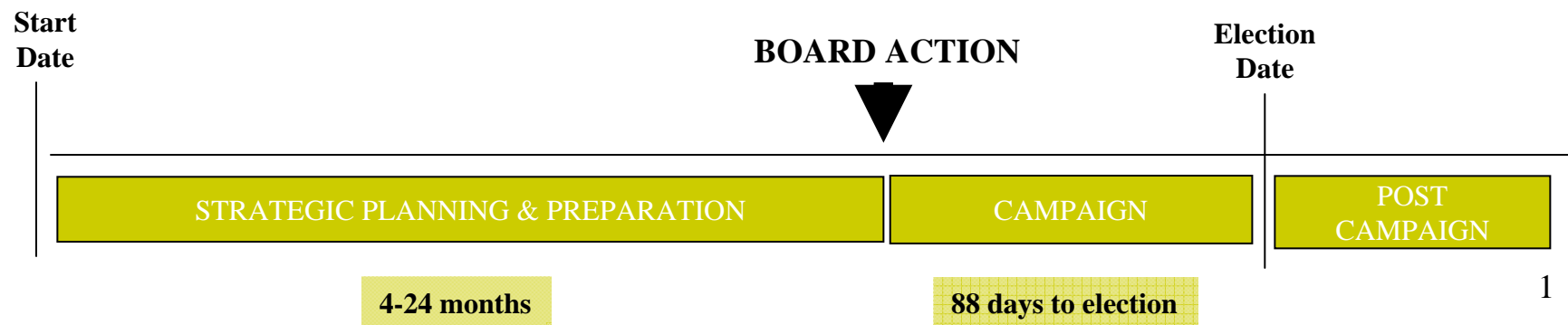
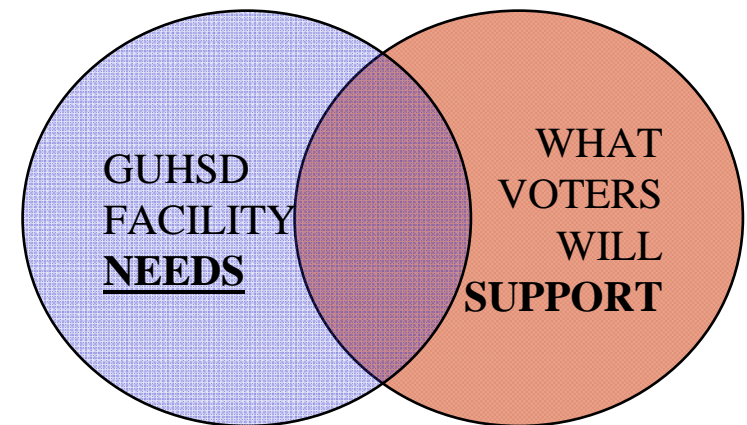
District's Need for Additional Money



GUHSD: Determining Bond Measure FEASIBILITY



INTERSECTION OF INTERESTS



November 2008 Election Scenario

- | | |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ❑ June 2008 | Strategic Assessment--continues
Due Diligence Planning--continues
<u>Stakeholder Strategic Conversations</u>
Begin Developing Proposed Bond Package |
| ❑ July 2008 | Finalize Proposed Package for Nov 2008
Prepare for Campaign
Board Action to Place Measure on Ballot |
| ❑ August 8, 2008 | <u>Filing Deadline for Nov 2008 Election</u> |
| ❑ August 2008 | Independent Campaign Established |
| ❑ Labor Day | Independent Campaign--Fully Operational |
| ❑ November 4, 2008 | <u>Election Day!</u> |

GUHSD: Next Steps for the Board/District

(Assuming a November 2008 Election)

1. Review Public Opinion Research (TONIGHT)
2. Consider Specific Bond Measure Package (JULY 10)
3. Take Action to place Bond Measure on Ballot (JULY 31)

AUGUST 8: Filing Deadline

