

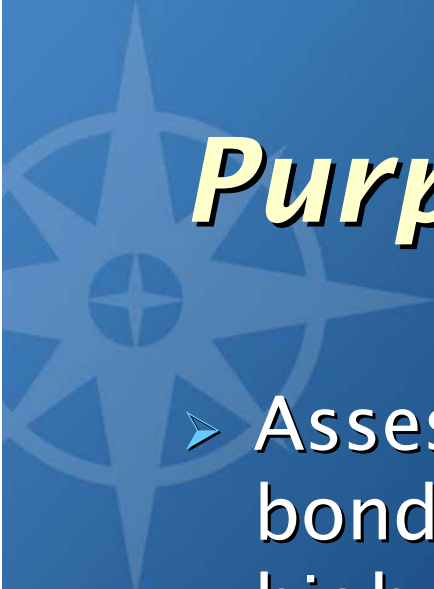


Bond Feasibility Survey

Conducted for the
Grossmont Union High School District

by True North Research and Sidewalk Strategies

June 20, 2008



Purpose of Study

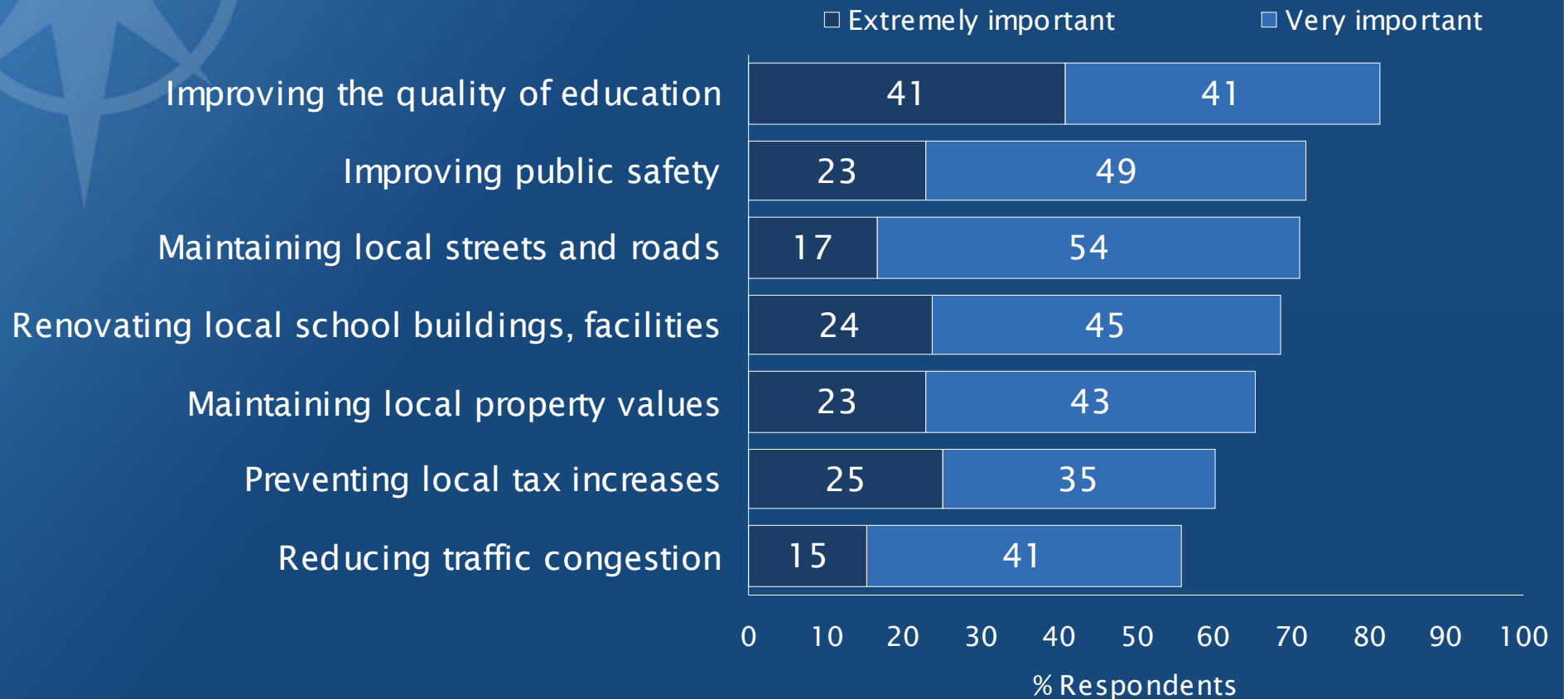
- Assess feasibility of establishing a \$445 mil bond to construct, renovate, and improve high school facilities, classroom technology
 - Identify types of improvements and projects voters are most interested in funding, should the measure pass
 - Expose voters to arguments about the measure
 - Estimate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

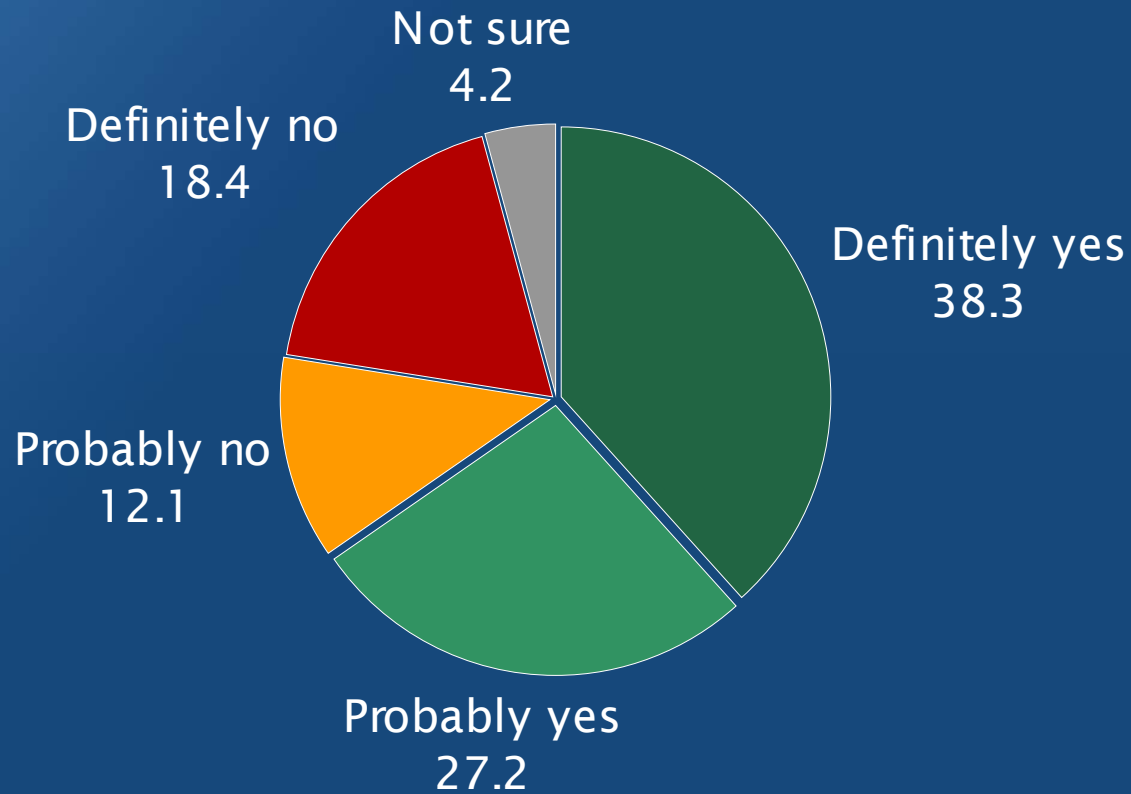
- Provide safe and modern school facilities for local high school students
- Expand educational opportunities
- And qualify for State matching funds

Shall the Grossmont Union High School District

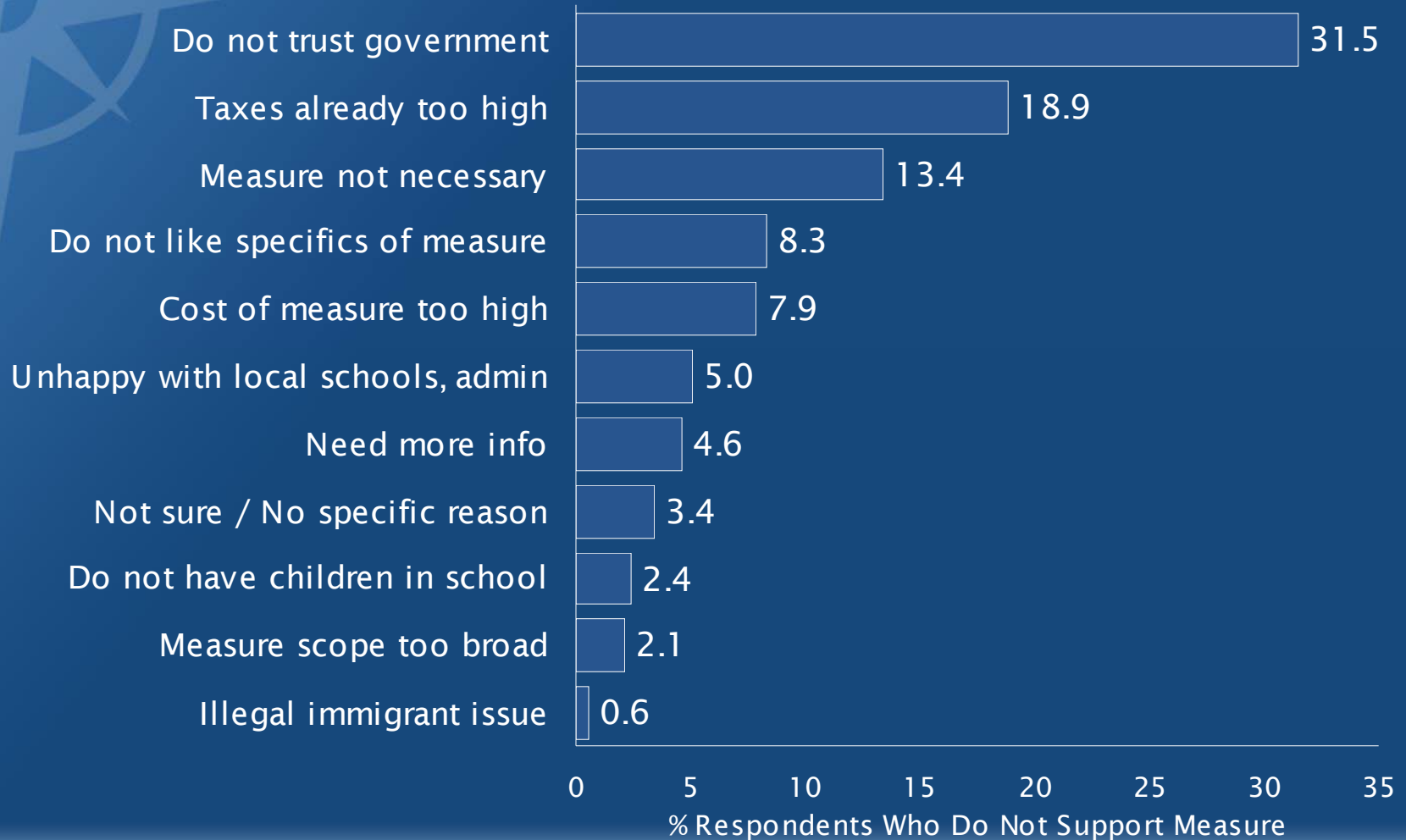
- Replace deteriorating portables with permanent classrooms
- Construct new science labs to meet higher graduation standards
- Improve technology in classrooms, libraries, science, computer labs
- Complete construction of new high school in Alpine/Blossom Valley
- Make safety improvements to lighting, 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?

Initial Ballot Test

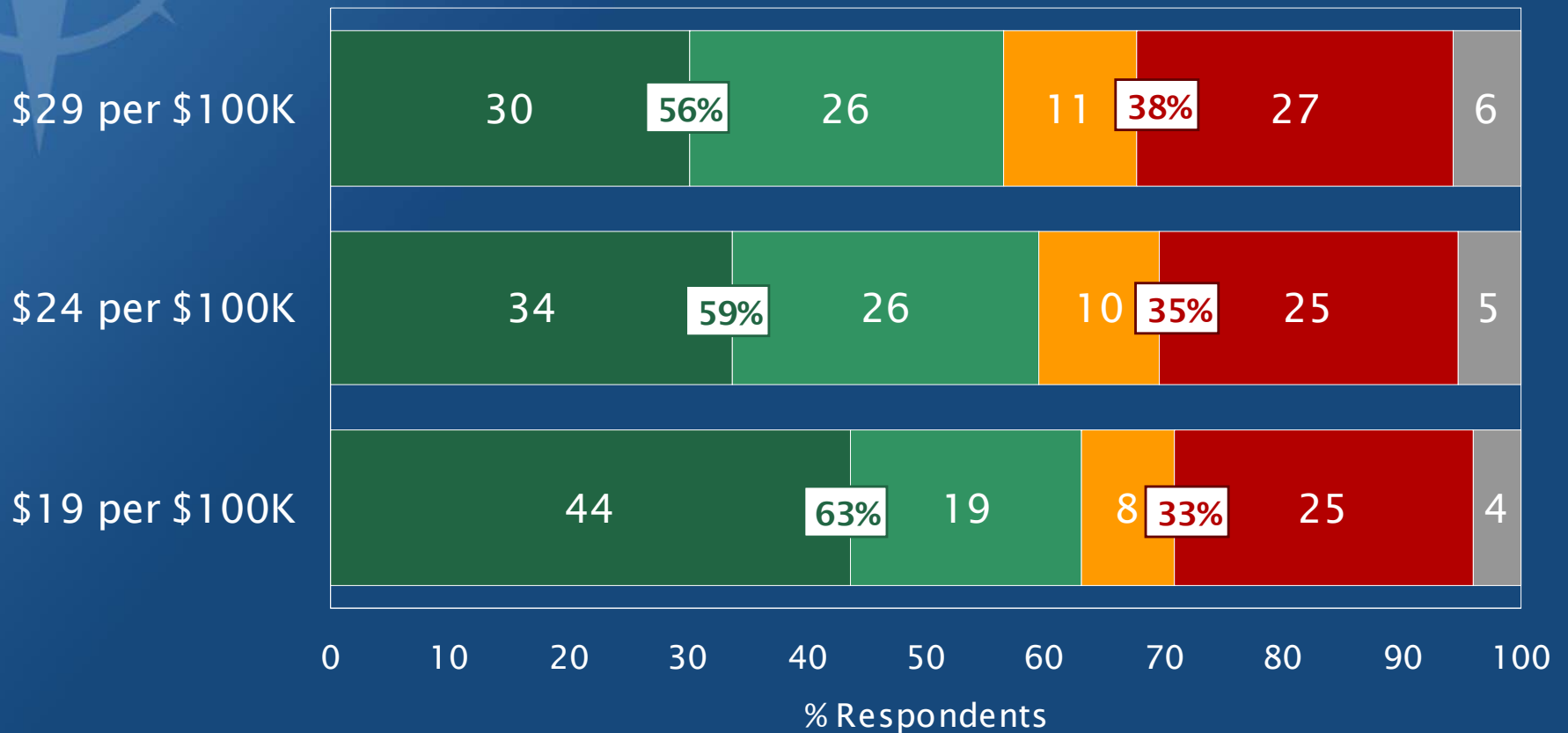


Reason for Not Supporting Measure

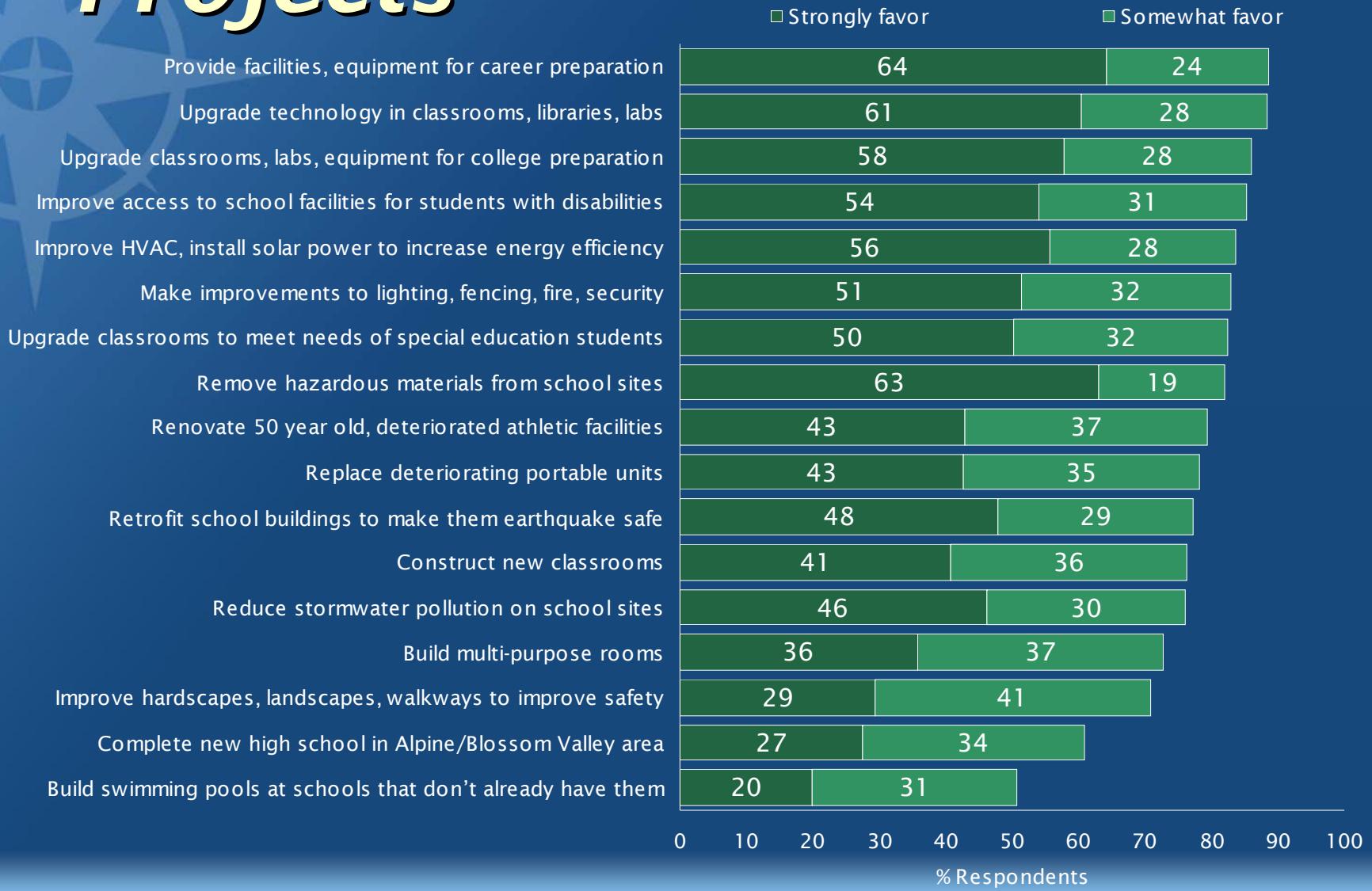


Tax Threshold

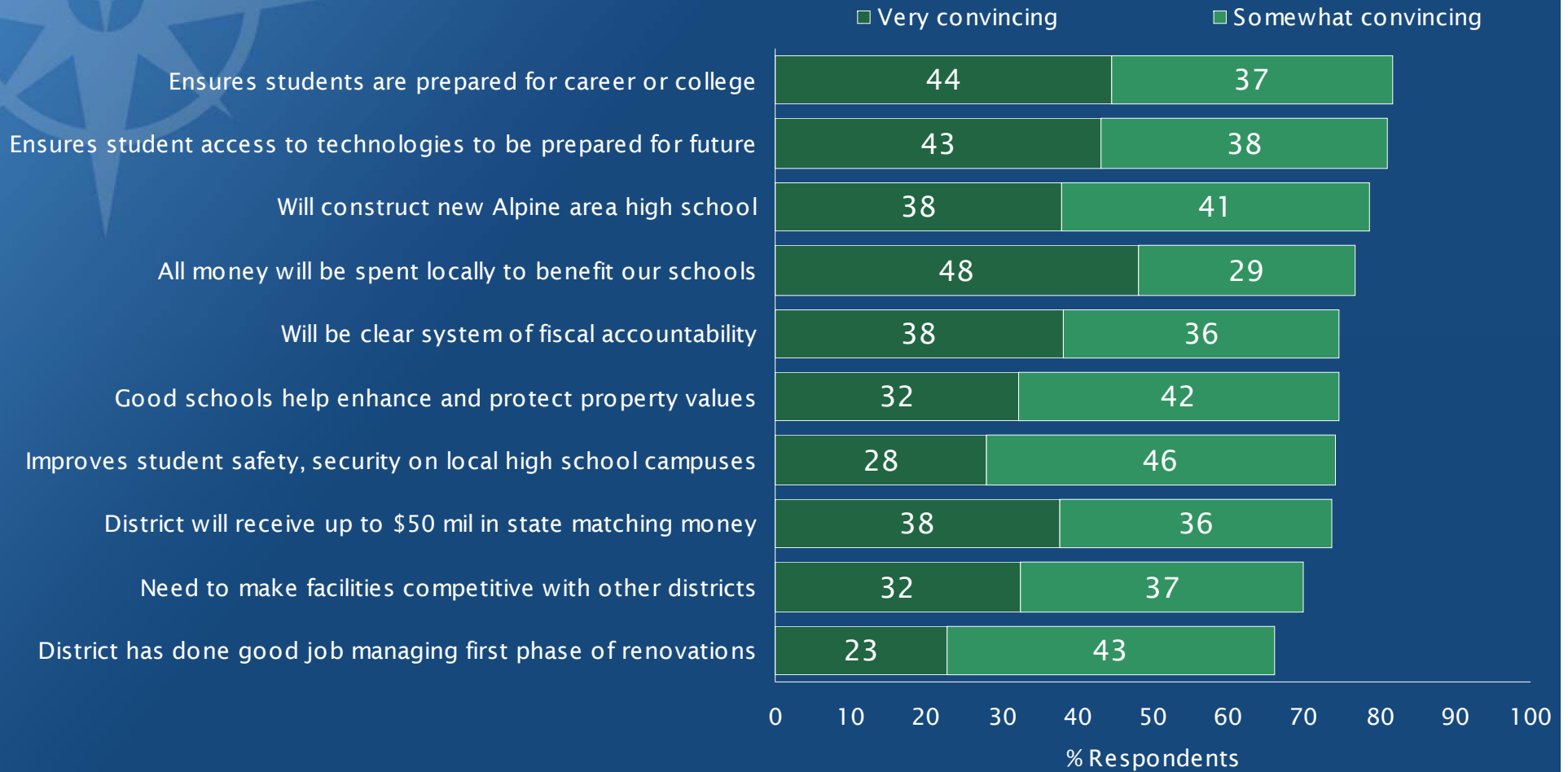
Definitely yes Probably yes Probably no Definitely no Not sure



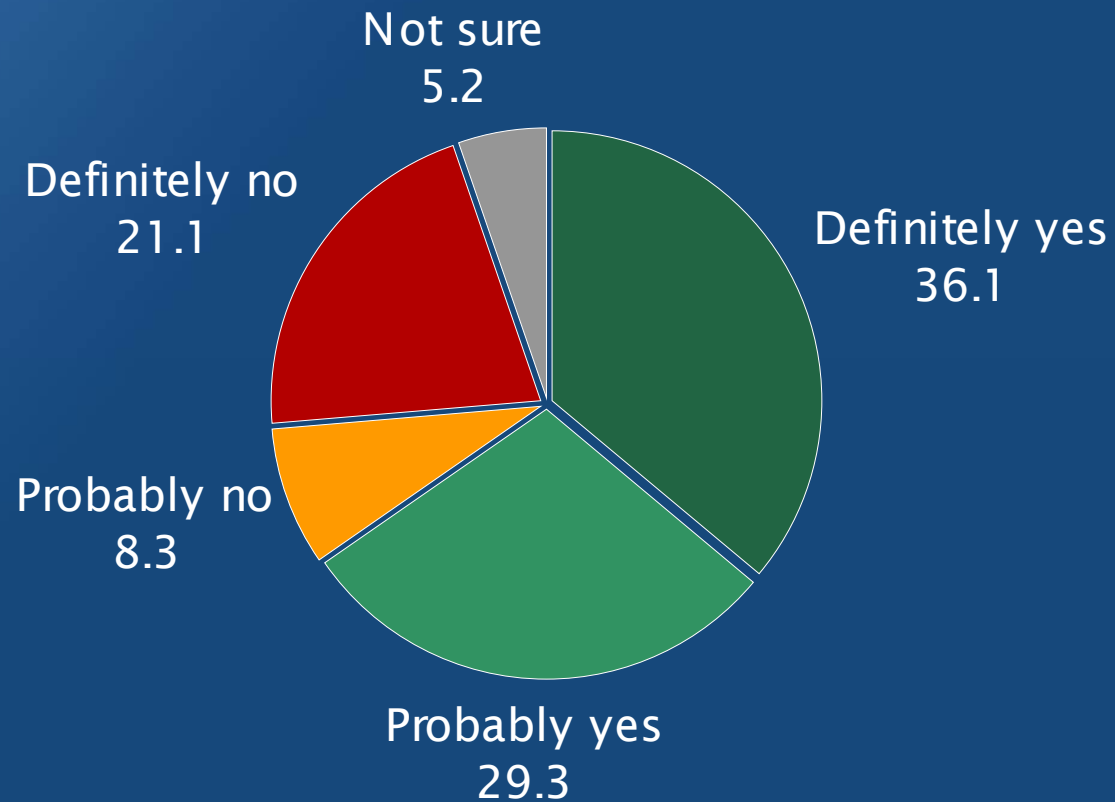
Projects



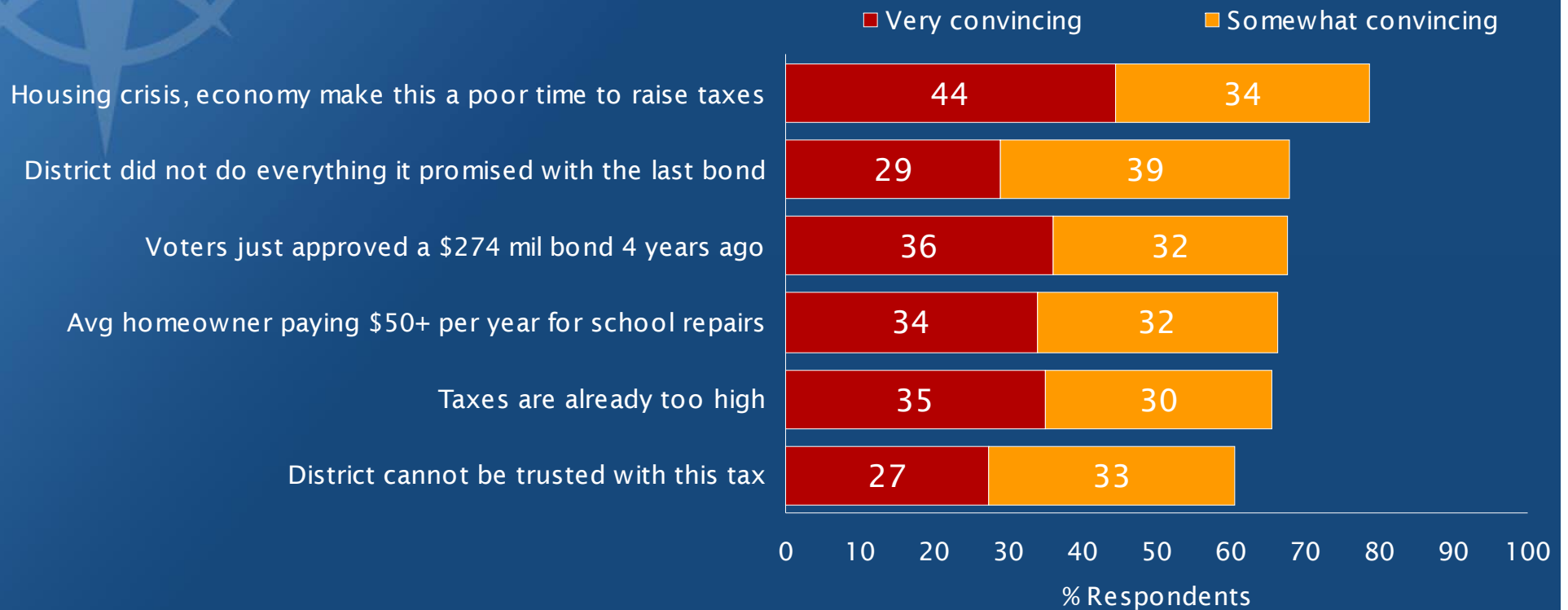
Positive Arguments



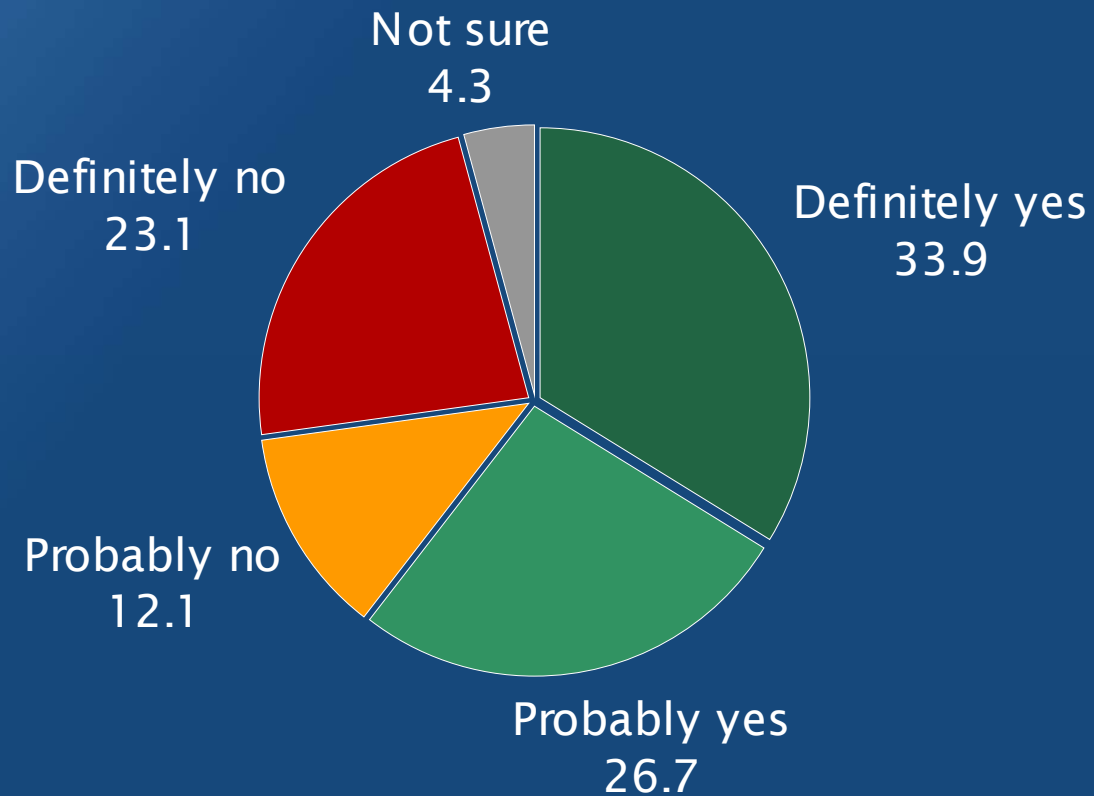
Interim Ballot Test



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



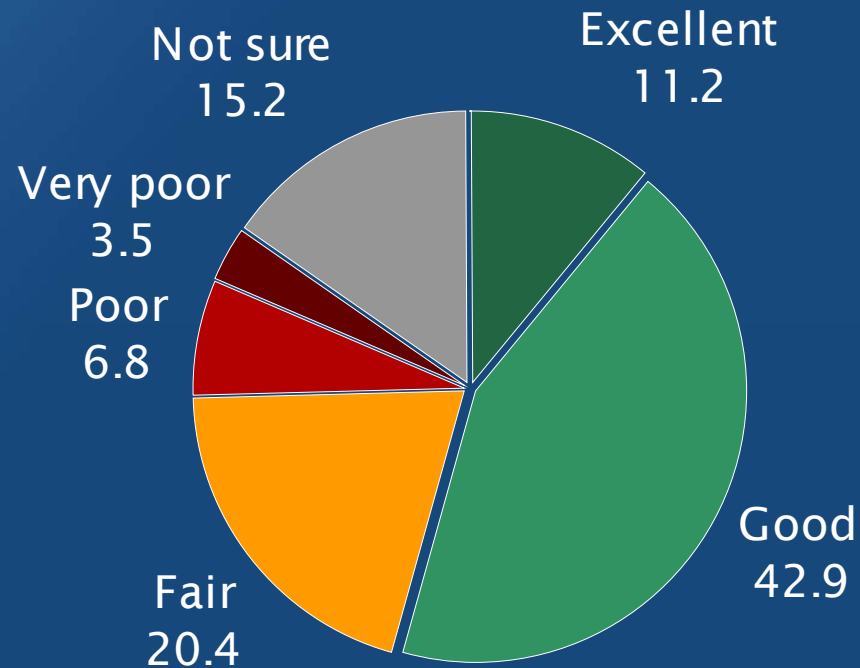
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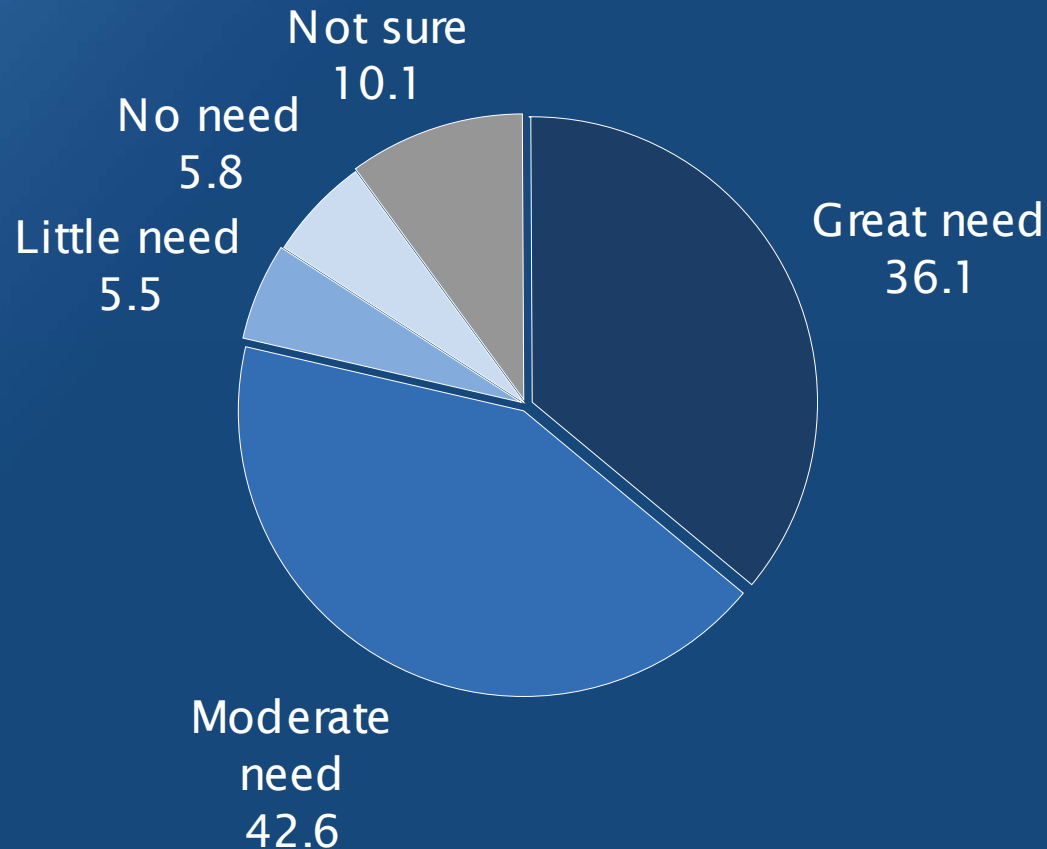
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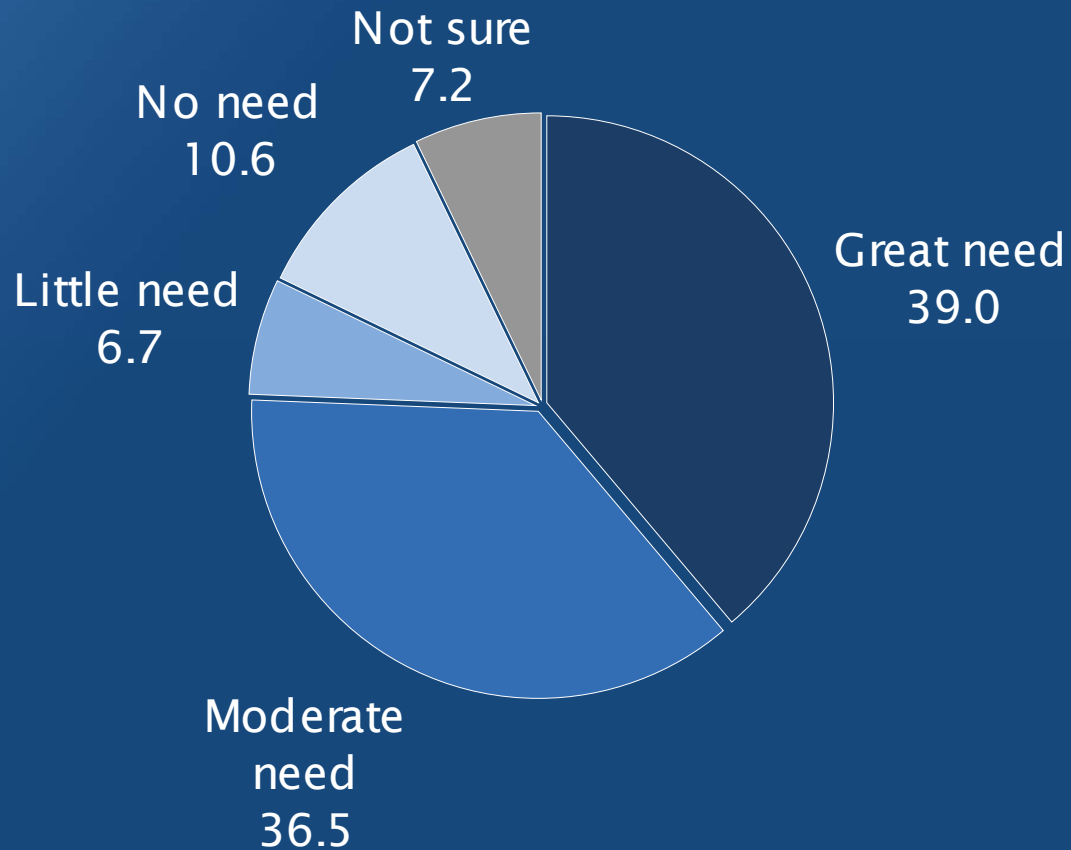
Overall Quality of Education



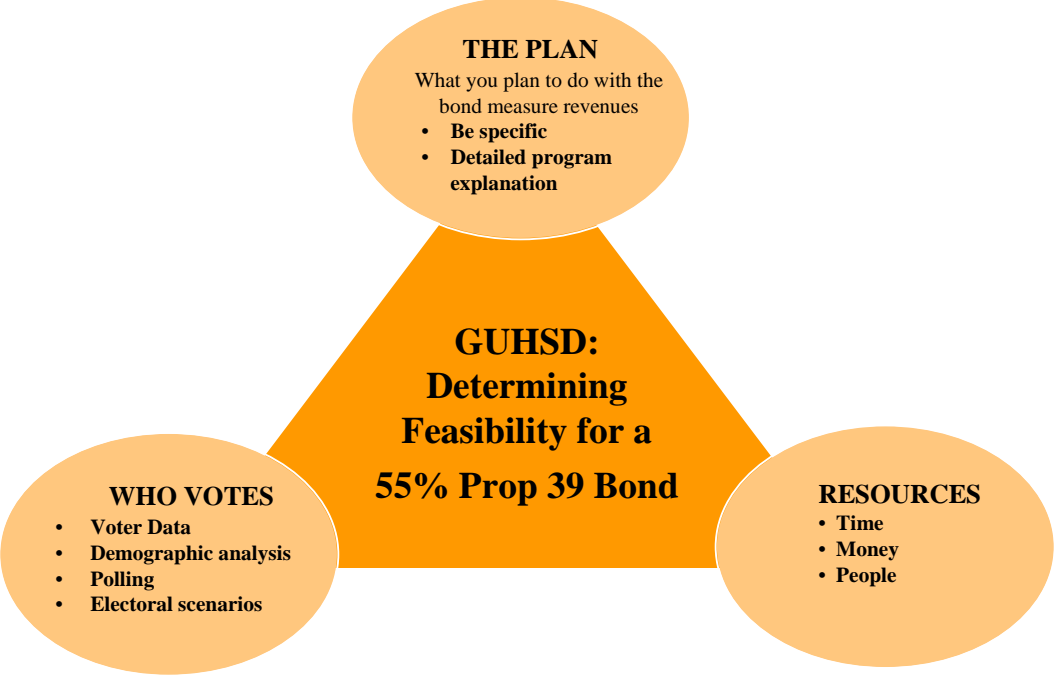
District's Need for Renovations, Upgrades



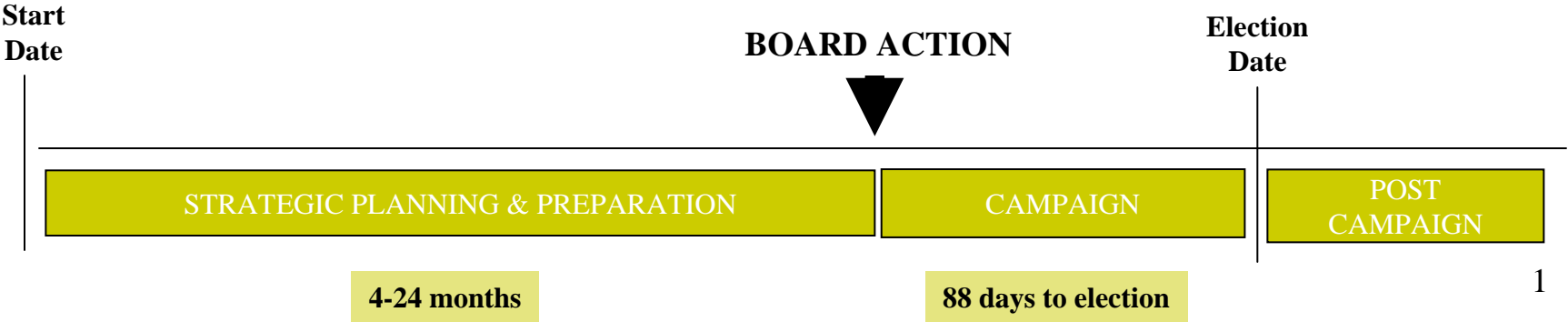
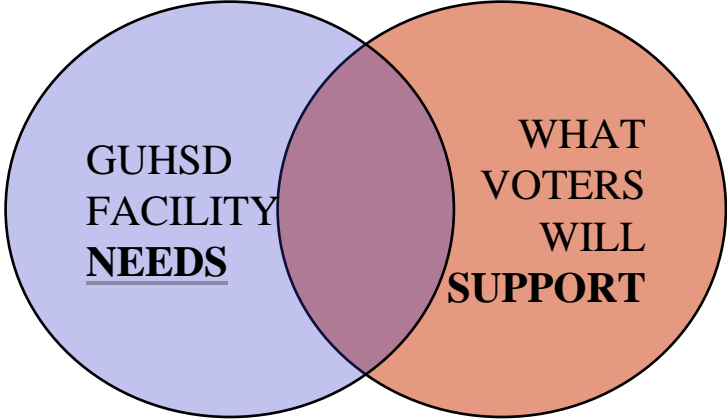
District's Need for Additional Money



GUHSD: Determining Bond Measure FEASIBILITY



INTERSECTION OF INTERESTS



November 2008 Election Scenario

- June 2008
 - Strategic Assessment--continues
 - Due Diligence Planning--continues
 - Stakeholder Strategic Conversations**
 - 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**
 - Filing Deadline for Nov 2008 Election**

- August 2008
 - Independent Campaign Established

- Labor Day
 - Independent Campaign--Fully Operational

- November 4, 2008**
 - Election Day!**

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

