



Planning For a Successful Parcel Tax Measure

Manhattan Beach Unified School District

February 7, 2018

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TBWB Strategies

Parcel Taxes in High Performing Districts

San Marino USD

\$865 per parcel plus 3% COLA for 6 years
\$330 per parcel plus CPI COLA for 6 years
Current combined rate: \$1,290 per parcel

Arcadia USD

\$288 per parcel for 18 years

La Canada USD

\$450 per parcel for 7 years

Palos Verdes Peninsula USD

\$374 per parcel plus CPI COLA and no expiration
Current rate: \$446 per parcel

South Pasadena USD

\$386 per parcel for 7 years
(2/28/18 special election to renew for 7 years with CPI COLA)

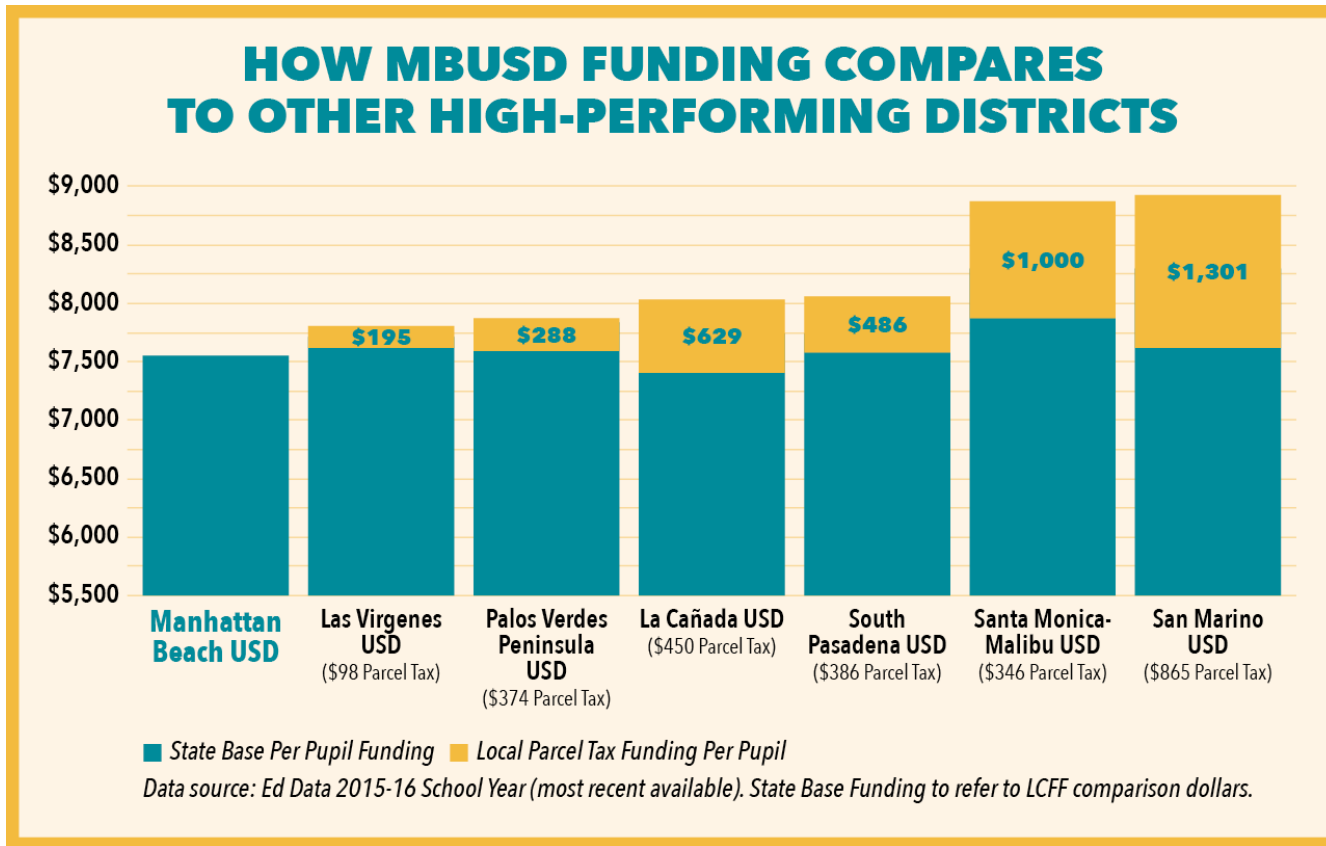
Santa Monica-Malibu USD

\$346 per parcel tax plus CPI COLA and no expiration
Current combined rate: \$396 per parcel

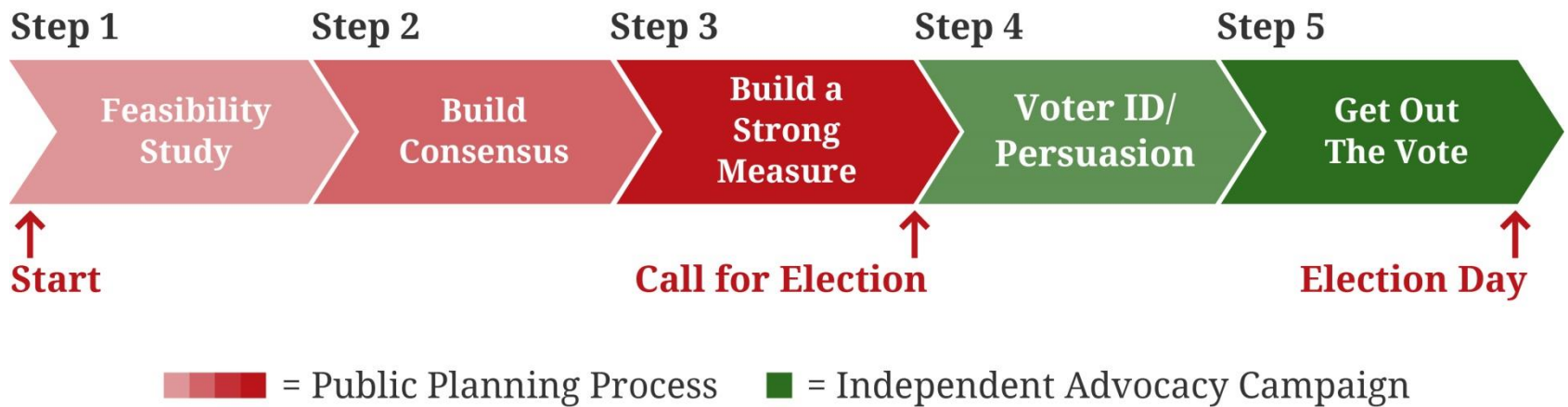
Las Virgenes USD

\$98 per parcel for 12 years

Local Funding Augments School Budgets



The Parcel Tax Process





Grand View
Elementary



Pennekamp
Elementary



Meadows
Elementary



Robinson
Elementary



Pacific
Elementary



Manhattan Beach
Middle School



Mira Costa
High School



Manhattan Beach Unified School District Parcel Tax Measure Study

Survey Conducted
December 11-19, 2017

**CONSULTANT EXECUTION DRAFT. NOT FOR PUBLICATION.
CA GOVT CODE 6254.**

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

220-4927

Methodology

- Conducted December 11 through 19, 2017
- Dual-mode survey administered by telephone (landlines and cell phones) and online
- Interviewed 657 MBUSD likely November 2018 voters and 550 likely June voters
- The Margin of Error for the full sample is +/- 4.4 percentage points. The Margin of Error for the June 2018 electorate sample is 5.2 percent. The Margin of Error for questions asked of subsets of the sample will be larger.
- Some percentages may not add up to 100% due to rounding

Key Findings

- The parcel tax measure receives support from 61% of November voters and 62% from June voters in the initial vote. This suggests the measure would be similarly received in either election.
- After learning more about the need for additional funds, support inches up to 64% among November voters and 65% among June voters.
- Based on the equally strong support in either November or June, the District should consider a June election to generate needed funds as quickly as possible.

Key Findings

- Nearly 8 in 10 voters have a positive impression of MBUSD—with high proportions of those with and without a child in the school district giving this response.
- Respondents clearly value protecting and maintaining the District's high-quality education—with the top ranked features being attracting/retaining high-quality teachers, protecting STEM classes, preparing students for top colleges and careers, maintaining manageable class sizes, and maintaining advanced classes.
- Support is particularly strong with MBUSD parents.



Grand View
Elementary



Pennekamp
Elementary



Meadows
Elementary



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Elementary



Pacific
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Manhattan Beach
Middle School

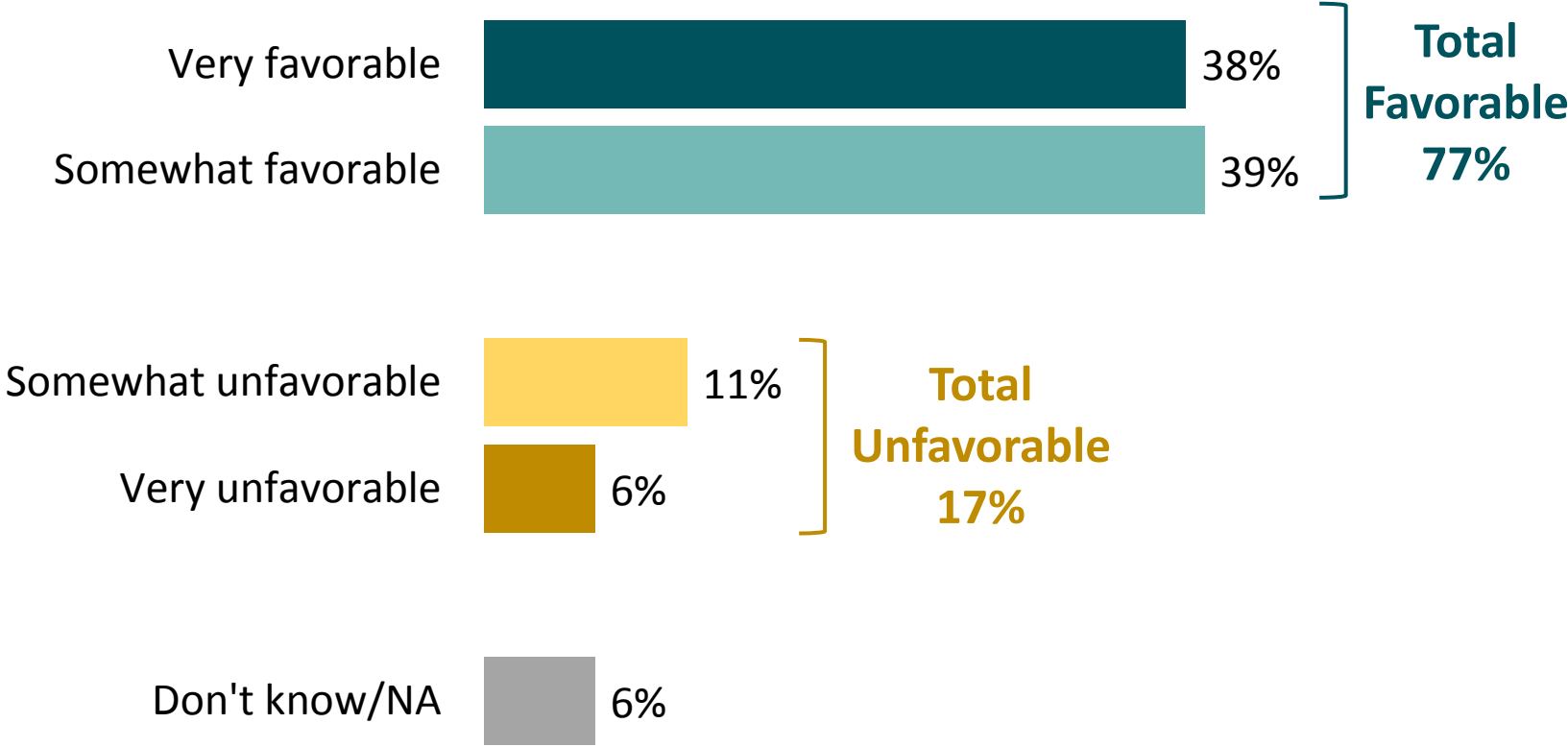


Mira Costa
High School

The Mood of the Electorate

Residents have a positive impression of MBUSD

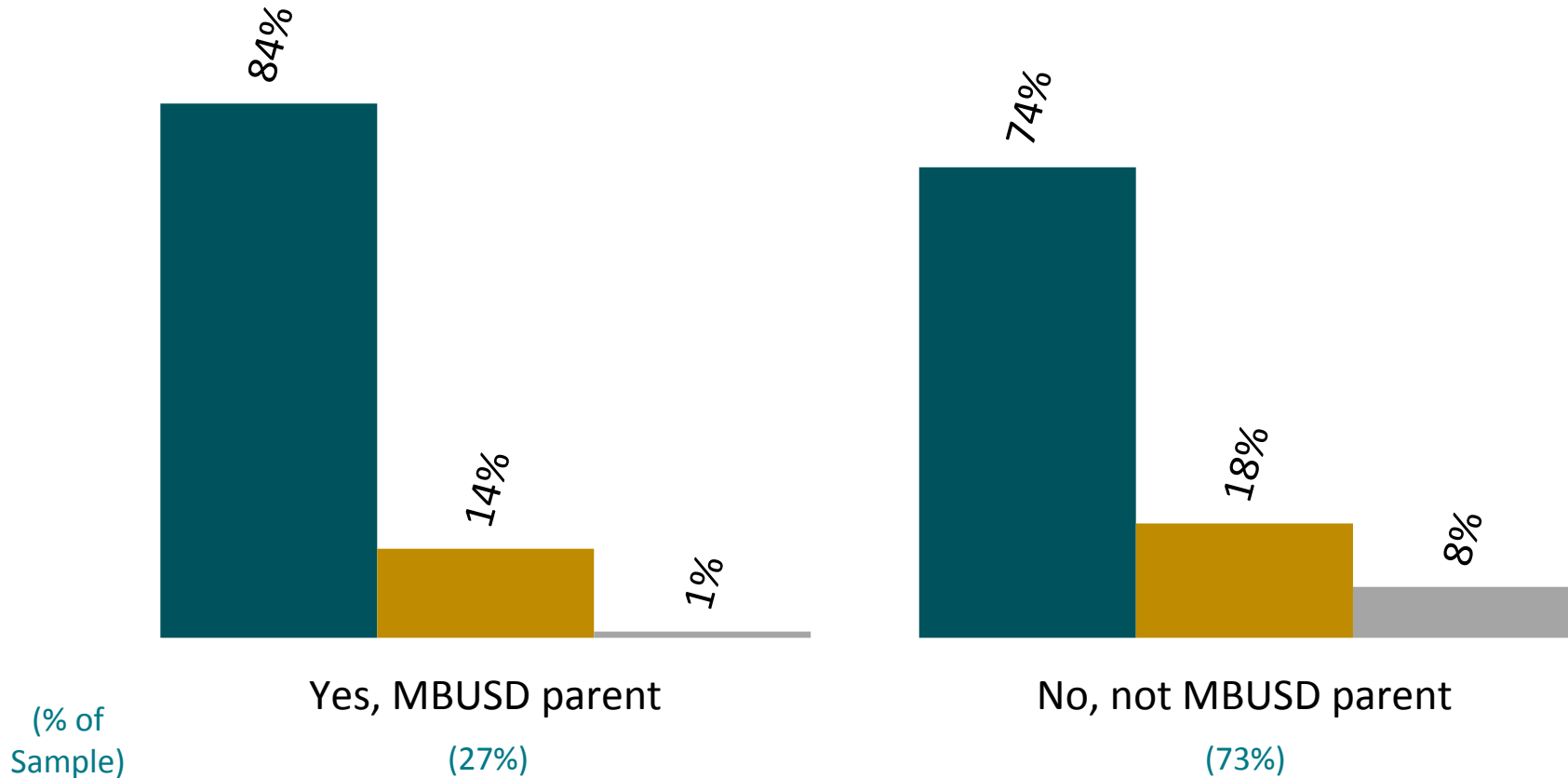
In general, would you say that you have a favorable or unfavorable opinion of the Manhattan Beach Unified School District?



Residents have a positive impression of the District regardless of having a child in it

Opinion of Manhattan Beach USD by MBUSD Parents

■ Total Favorable ■ Total Unfavorable ■ Don't Know/NA



(% of Sample)

Yes, MBUSD parent

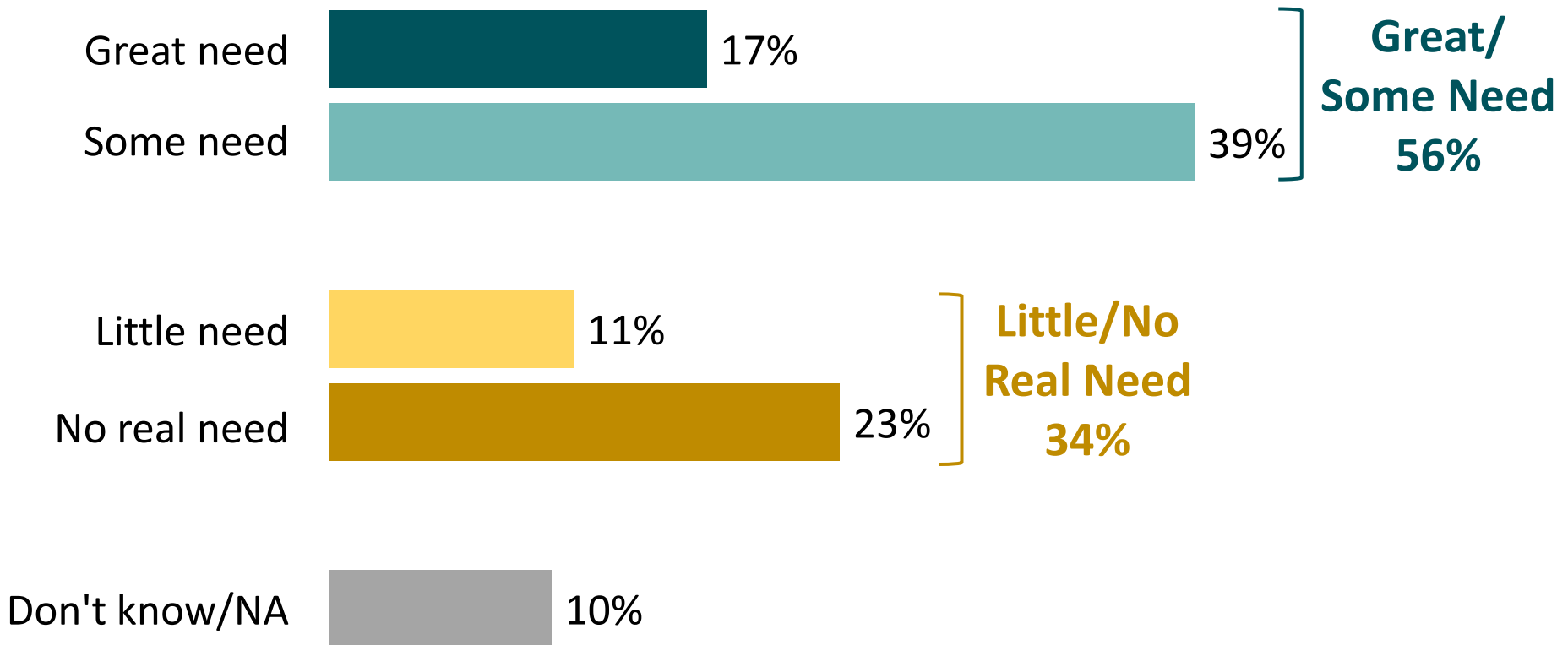
(27%)

No, not MBUSD parent

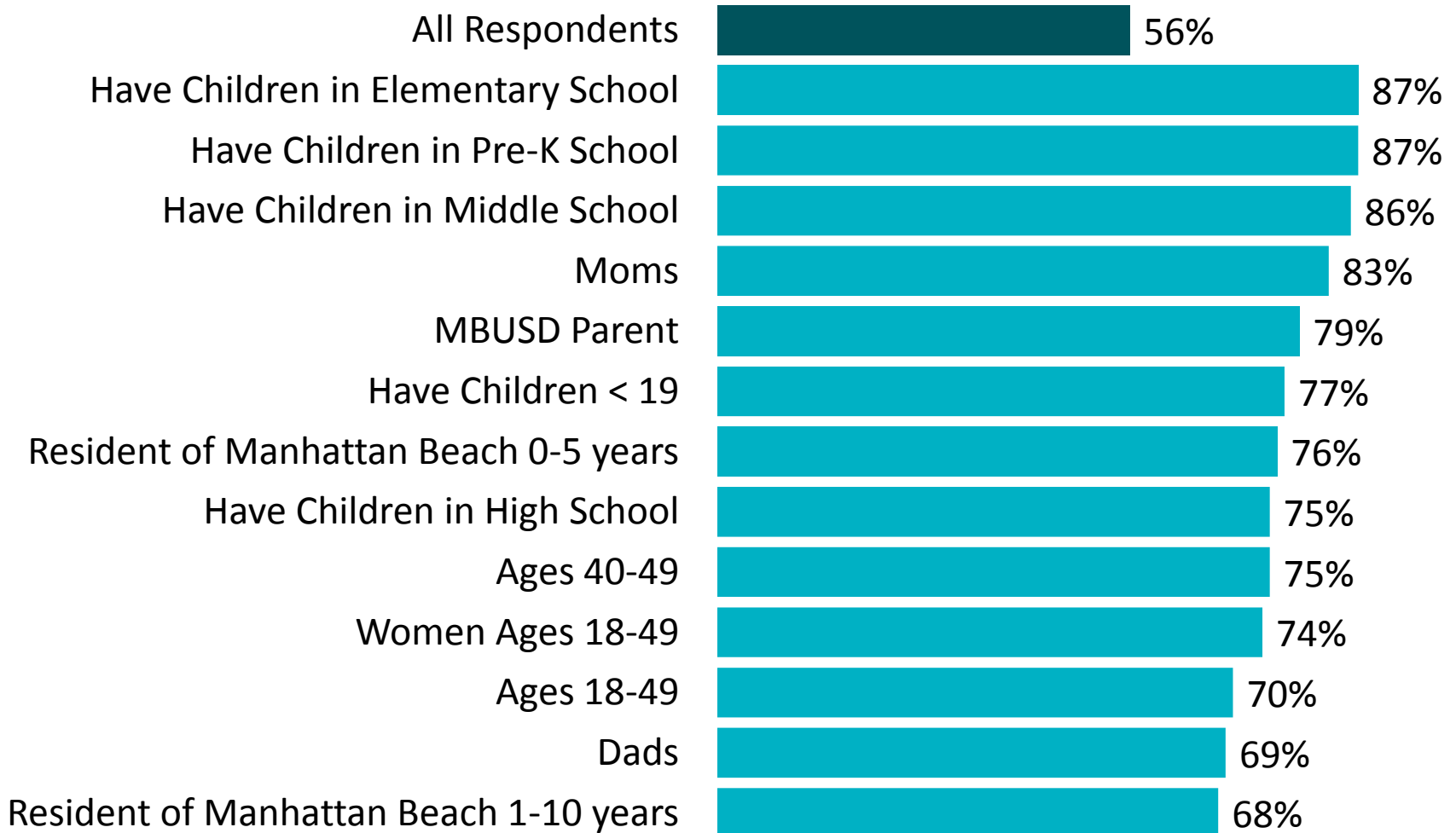
(73%)

There is only a modest perception of need for more funding

Generally speaking, would you say that the Manhattan Beach Unified School District has a great need for additional funding, some need, a little need, or no real need for additional funding?



Those more familiar with MBUSD are more likely to say there is a need for more funding



Q3. Generally speaking, would you say that the Manhattan Beach Unified School District has a great need for additional funding, some need, a little need, or no real need for additional funding? Split Sample



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Elementary



Pennekamp
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Manhattan Beach
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The Ballot Measure

Ballot Language

MANHATTAN BEACH UNIFIED SCHOOL DISTRICT ACADEMICS AND TEACHER PROTECTION MEASURE

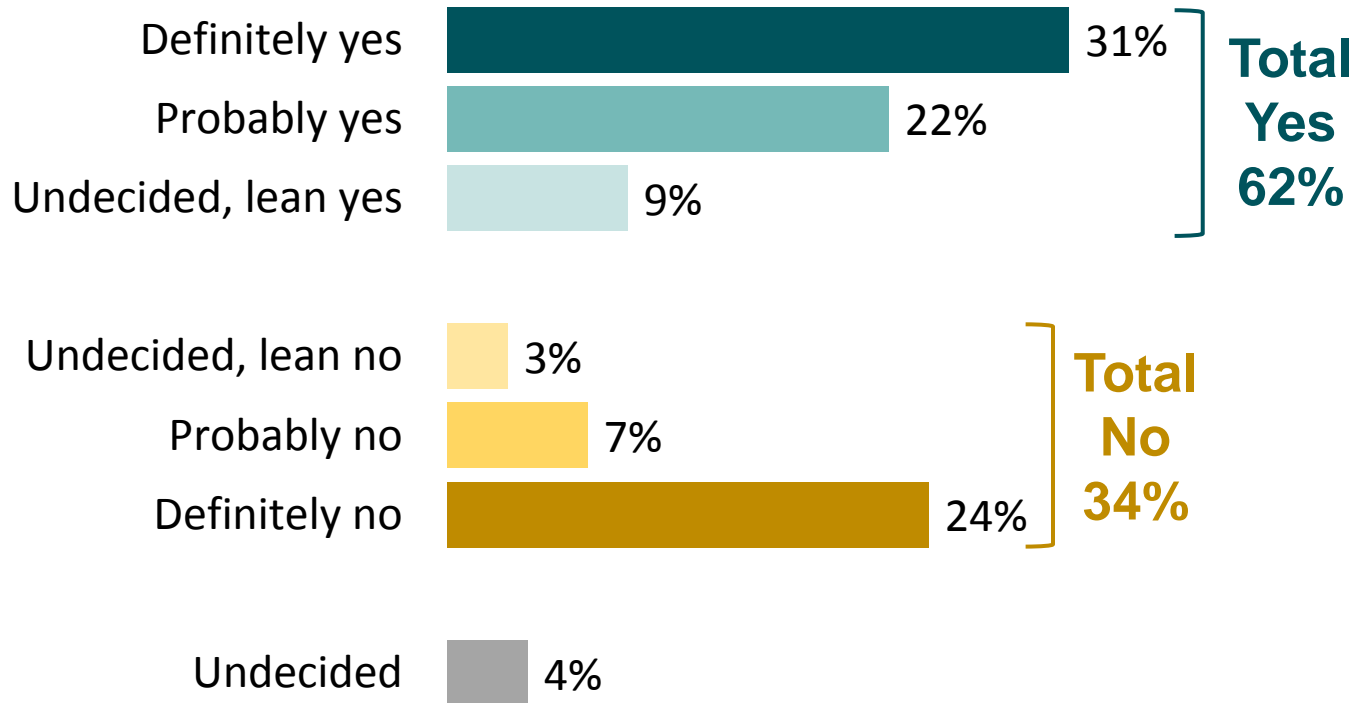
To maintain quality education, keep Manhattan Beach schools among California's best, offset severe state funding shortfalls and provide \$2,650,000 annually the state cannot take away, to:

- Attract and retain high-quality teachers
- Maintain manageable class sizes
- Protect quality math, science, reading, art/music programs

shall the Manhattan Beach Unified School District levy \$225 per parcel annually, expiring in six years, with senior exemptions, independent oversight/audits, no money for administrators, and all funds stay local?

Six in 10 support the parcel tax measure before hearing any information about it other than the ballot language

Likely June 2018 Voters





Grand View
Elementary



Pennekamp
Elementary



Meadows
Elementary



Robinson
Elementary



Pacific
Elementary



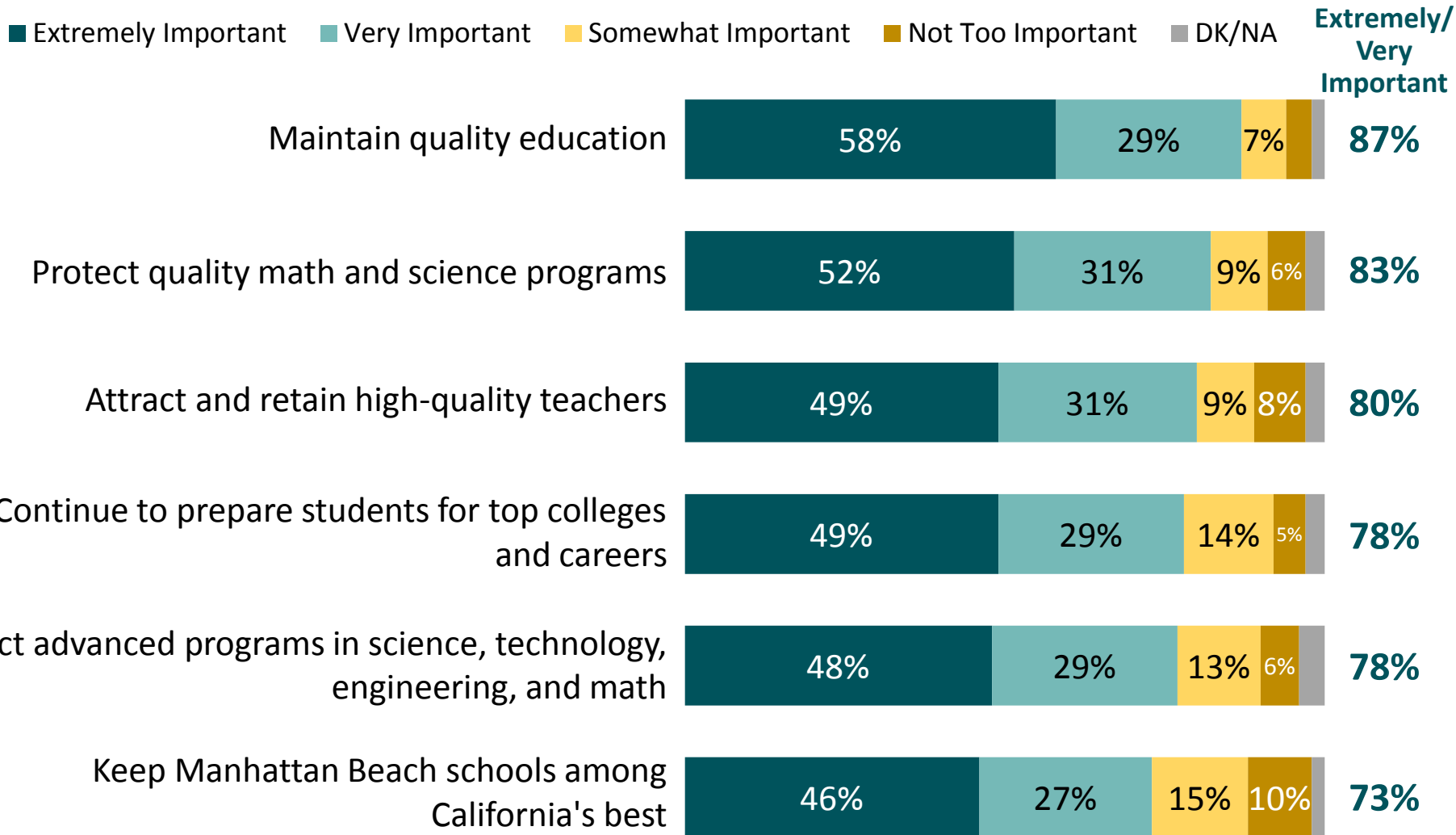
Manhattan Beach
Middle School



Mira Costa
High School

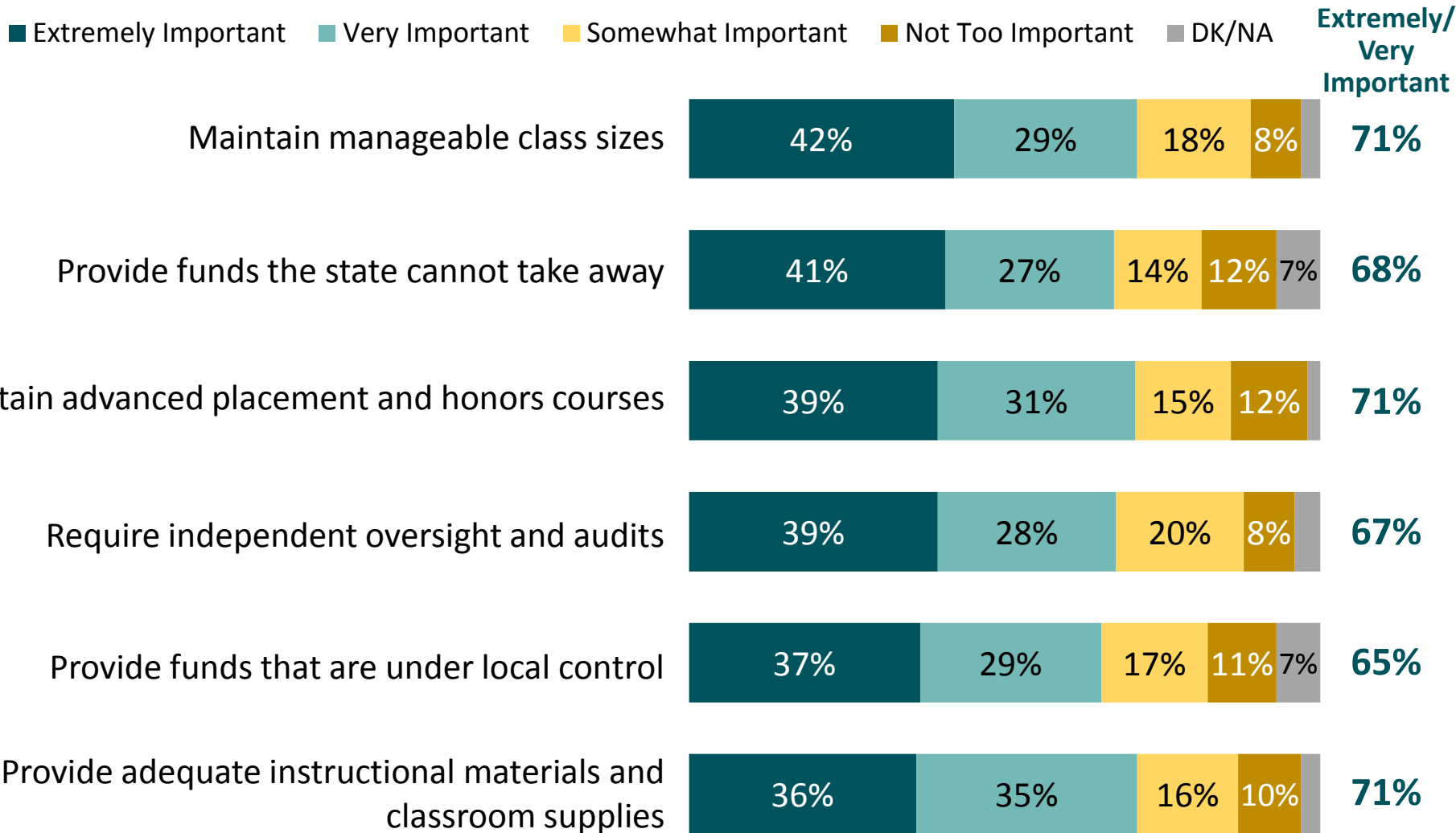
Provisions of a Potential Ballot Measure

The strongest provisions focus on protecting or maintaining MBUSD's high quality education



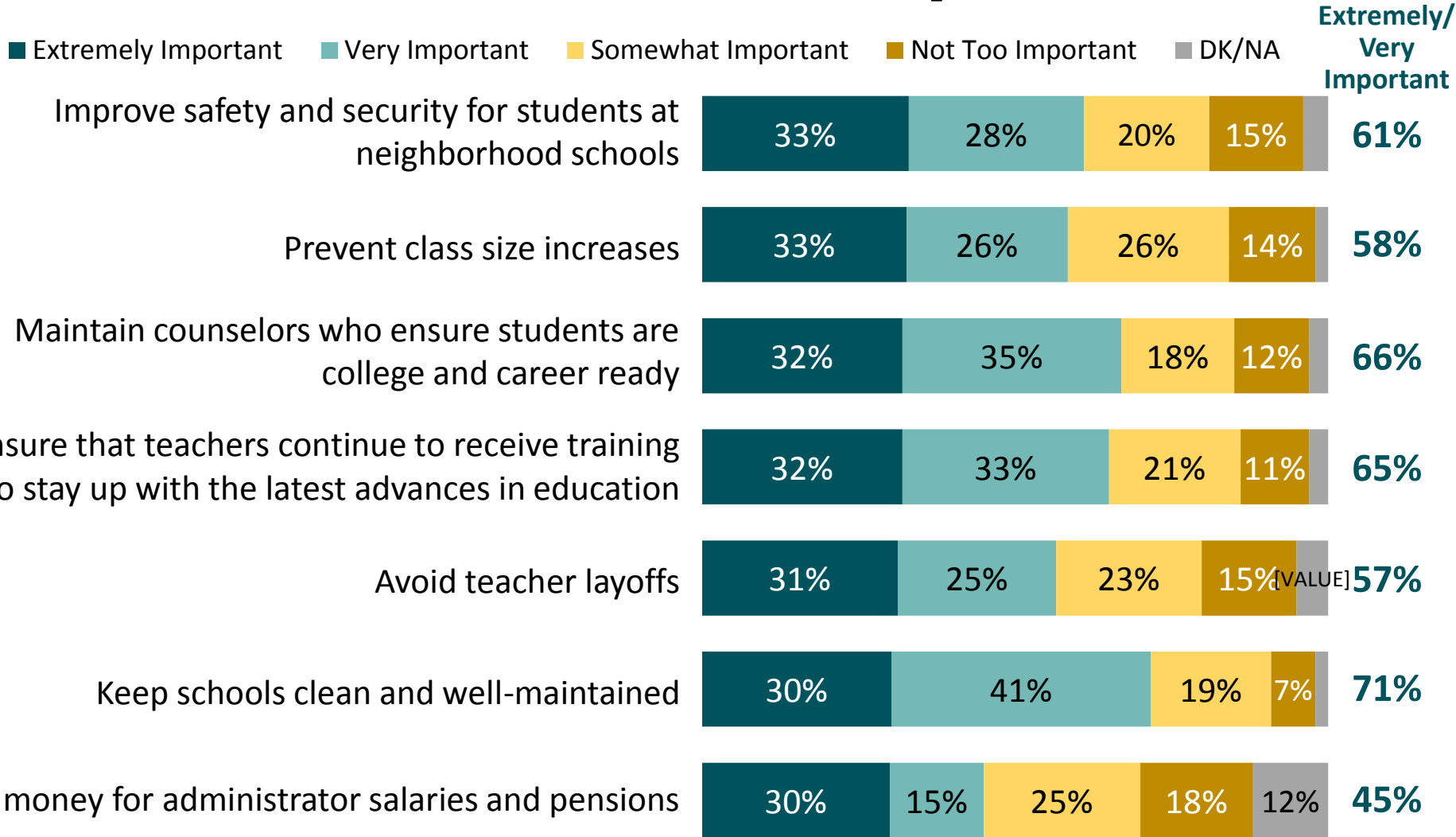
Q9 b, f, i, q, s, u. I am now going to mention some possible provisions and ways that funds from the MANHATTAN BEACH UNIFIED SCHOOL DISTRICT ACADEMICS AND TEACHER PROTECTION MEASURE I mentioned earlier could be spent. Regardless of your opinion of the measure, please tell me how important it is to you that the provision or use of funds be included: Is it extremely important to you, very important, somewhat important, or not too important? Split Sample

Accountability and local control are also top tier features



Q9 c, h, l, r, t, z. I am now going to mention some possible provisions and ways that funds from the MANHATTAN BEACH UNIFIED SCHOOL DISTRICT ACADEMICS AND TEACHER PROTECTION MEASURE I mentioned earlier could be spent. Regardless of your opinion of the measure, please tell me how important it is to you that the provision or use of funds be included: Is it extremely important to you, very important, somewhat important, or not too important? Split Sample

Other quality protections and accountability features are second-tier provisions



Q9 d, e, j, k, o, w, x. I am now going to mention some possible provisions and ways that funds from the MANHATTAN BEACH UNIFIED SCHOOL DISTRICT ACADEMICS AND TEACHER PROTECTION MEASURE I mentioned earlier could be spent. Regardless of your opinion of the measure, please tell me how important it is to you that the provision or use of funds be included: Is it extremely important to you, very important, somewhat important, or not too important? Split Sample



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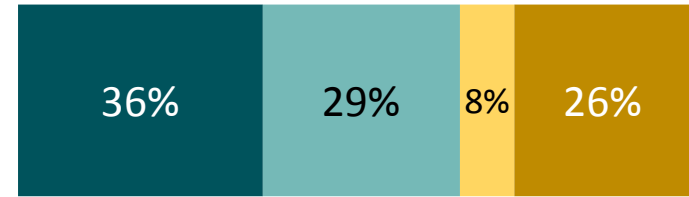
Educational Statements

Voters respond most to statements focused on quality, accountability, local control

■ Very Convincing
 ■ Somewhat Convincing
 ■ Don't Believe
 ■ Not Convincing/No Effect/DK/NA

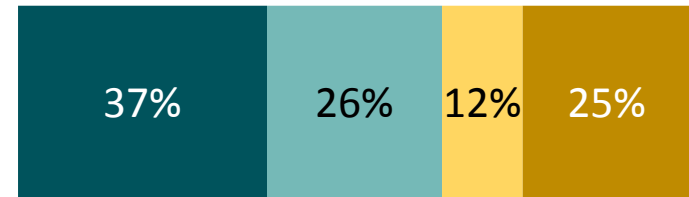
Very/
Smwt.
Convincing

(TOP QUALITY SCHOOLS) Ninety-five percent of students who graduate from Manhattan Beach schools go to college or other post-secondary training, and Manhattan Beach schools are ranked among the top schools in California and the nation. If we want to maintain this high level of excellence, we need to protect our schools from inadequate state funding.



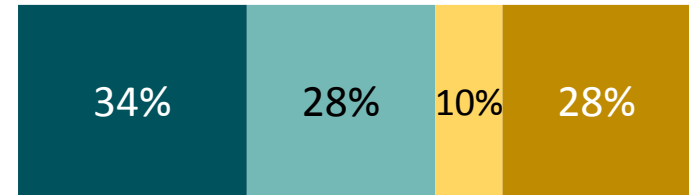
65%

(FISCAL ACCOUNTABILITY) This measure will require strict accountability protections including a citizens' oversight committee and independent annual audits that ensure no funds go toward District administrators' salaries and pensions. Additionally, by law, all funds will stay local and cannot be taken by Sacramento.



63%

***(LOCAL CONTROL)** We know we can't count on Sacramento to adequately fund our schools, which makes the locally controlled funds from this measure so critical. This measure will provide predictable and stable local school funding to support teachers and instructional programs from kindergarten through high school-funds that legally cannot be taken by the state.



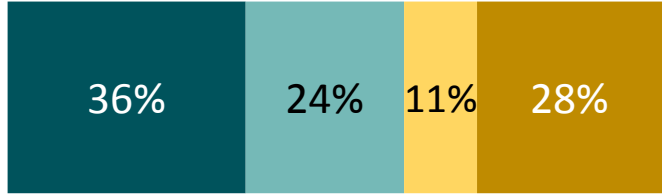
62%

Q11 a, b, e. I'm going to read some statements from supporters of the MANHATTAN BEACH UNIFIED SCHOOL DISTRICT ACADEMICS AND TEACHER PROTECTION MEASURE. Please tell me whether you find it a very convincing, somewhat convincing, or not a convincing reason to support this measure. *Split Sample

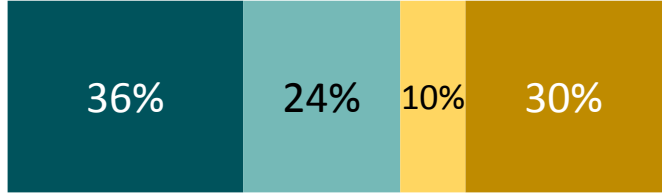
Other communications with quality and local control themes are equally well-received

■ Very Convincing
 ■ Somewhat Convincing
 ■ Don't Believe
 ■ Not Convincing/No Effect/DK/NA
 Very/Smw. Convincing

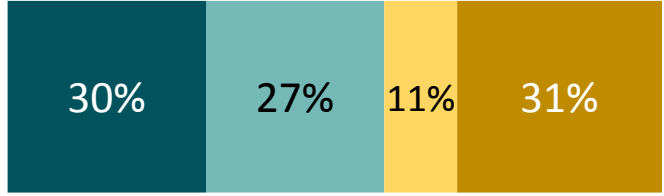
(COMPETITIVE) Of the top-five ranked school districts in the state, our District is the only one without a parcel tax. And other similar communities, such as Palo Alto, Palos Verdes, San Marino, La Cañada, and Santa Monica-Malibu, all have passed parcel taxes to support their schools. As a result, our available funding is as much as \$5,000 less per student, per year, than these communities. Our schools will simply not be able to keep up without additional funding.



(STATE FUNDING/LOCAL CONTROL) Out of all 344 Kindergarten through 12th grade school districts in California, Manhattan Beach schools receive the second lowest amount of state funding. In fact, our schools receive nearly \$2,000 less per student annually than the state average. This measure will give us local control by providing stable funding for our schools-funds that legally cannot be taken by the state.



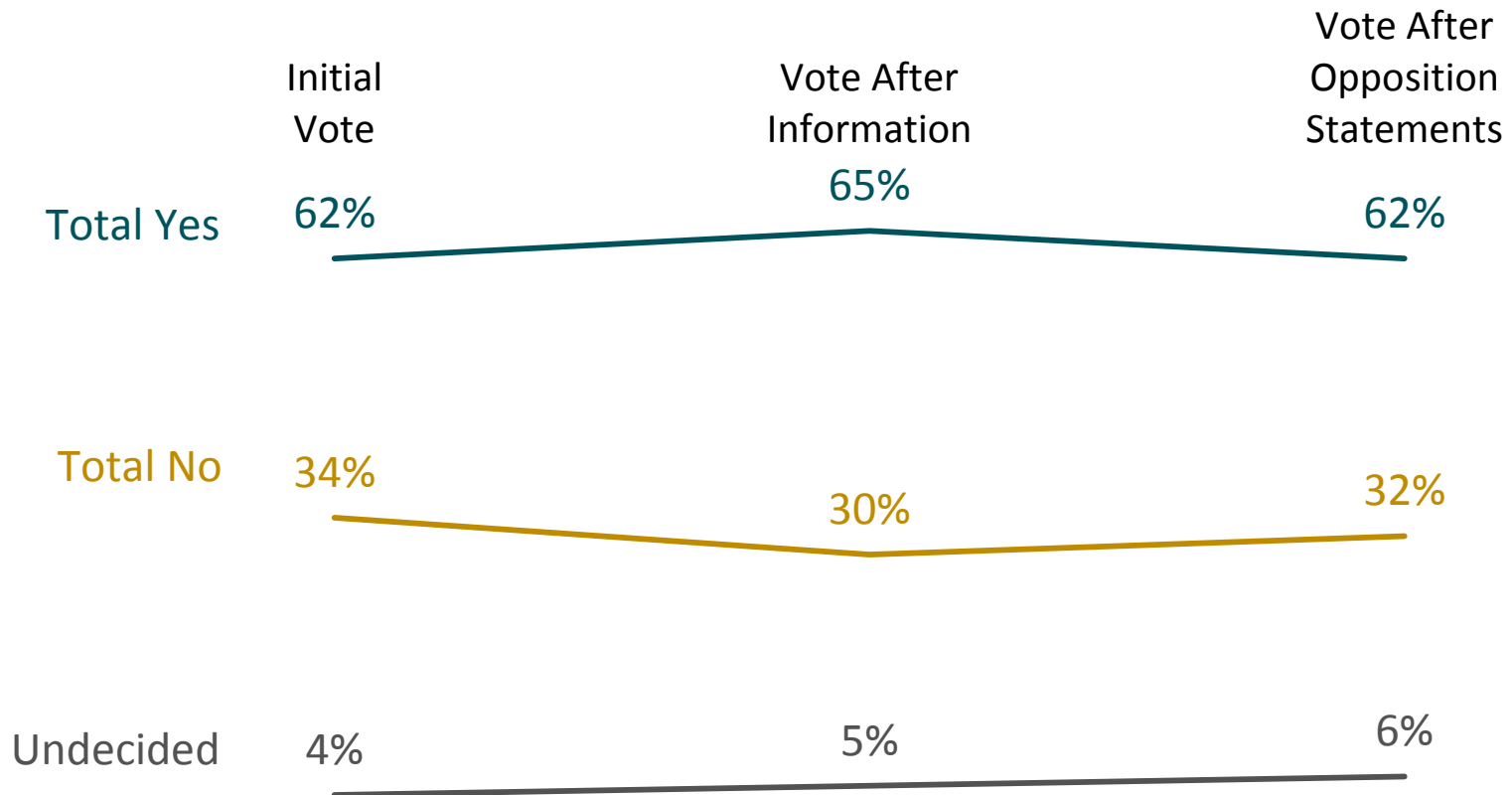
(PAYS FOR ITSELF) A home in Manhattan Beach is often worth hundreds of thousands of dollars more than an identical home in nearby communities because of our outstanding schools. This measure is a very modest investment that pays for itself by protecting the premium home values in Manhattan Beach, created by our world class schools.



Q11 f, h, i. I'm going to read some statements from supporters of the MANHATTAN BEACH UNIFIED SCHOOL DISTRICT ACADEMICS AND TEACHER PROTECTION MEASURE. Please tell me whether you find it a very convincing, somewhat convincing, or not a convincing reason to support this measure. Split Sample

Support reaches 65% after educational statements

Likely June 2018 Voters



The Parcel Tax Process



- Poll
- Election timing
- Tax rate
- Programs

- Political landscape
- Competing issues
- Potential controversy

Recommendations

- Proceed with preparing a parcel tax measure for the June 5, 2018 ballot based on the public priorities and sensitivities identified in the measure
- Leverage the strong community confidence in the District and desire to maintain high quality education
- Quickly implement an aggressive public information and outreach effort to raise community awareness of MBUSD's budget challenges and funding proposal
- Transition to an independent advocacy effort aiming to secure the votes needed for success

Next Steps: Build Consensus



- Inform and engage internal school community
 - Parents
 - Staff
 - Students
 - PTAs and Boosters
- Inform and engage external community
 - Elected leaders
 - Business leaders
 - Ethnic leaders
 - Neighborhood leaders

Next Steps: Build a Strong Measure



- Resolution calling election
- Ballot question
- Rate/Duration/Exemptions
- Uses of Funds
- Board vote

Next Steps: Independent Advocacy Campaign



- Private fundraising
- Lawn signs
- Direct mail
- Endorsements

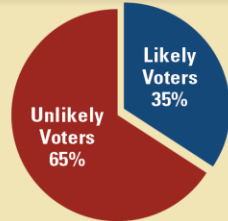
- Phone banks
- Precinct walks
- Social/Digital strategies

Next Steps: Independent Advocacy Campaign



- Ensure strong parent participation
- Ensure strong supporter participation
- Remind supporters to vote
- Track votes to a win

June 2018 Parcel Tax Timeline



MBUSD Registered Voters: 25,705
Likely June Voters: 8,964 (35%)
Votes Needed to Win: 5,979 (66.7%)



February 28 Board Meeting



- Poll
- Election timing
- Tax rate/ amount
- Political landscape
- Competing issues
- Potential controversy

- Write resolution
- Ballot question
- Non-advocacy communication
- Consensus building

- Private fundraising
- Direct mail
- Digital media
- Website
- Endorsements
- Phone banks
- Lawn signs
- GOTV