

Board Workshop

2024 Parcel Tax Measure Package Preview

June 6, 2024

Cambrian School District



CliffordMoss.

OUR CAMBRIAN SCHOOL DISTRICT EDUCATIONAL INSTRUCTION AND SCHOOL PROGRAM NEEDS...

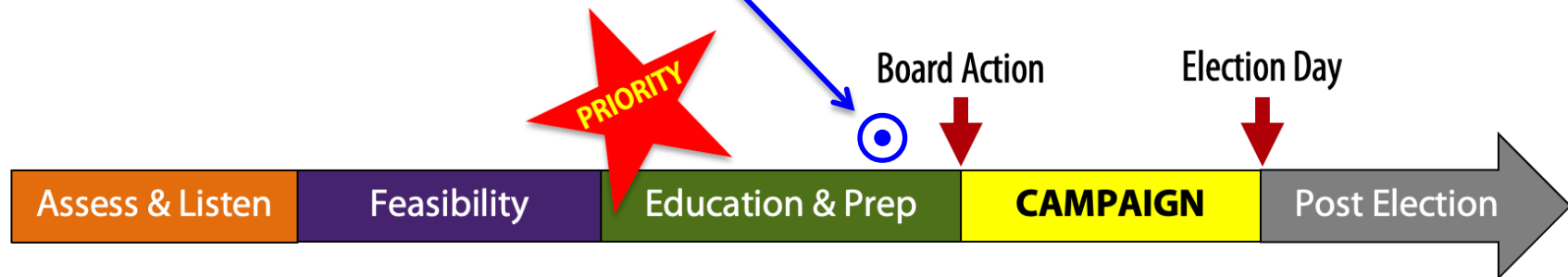
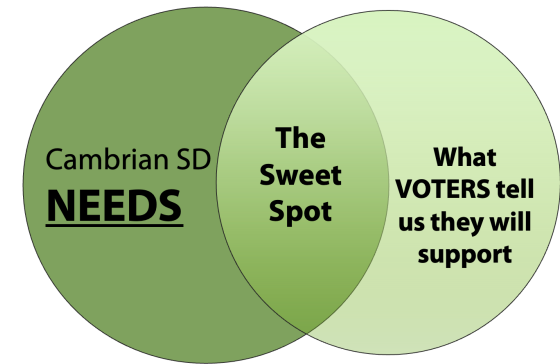
...are leading Cambrian School District
leaders to a decision about
a local parcel tax election.



Overview



We Are Here!



1. Your CSD community is unique.
2. Listening is a lost art.
3. People support what they help create.

Time matters.

COMMUNICATIONS GOALS

#	Goal
1.	Tell our Cambrian SD story of NEED.
2.	Increase community INTEREST in CSD schools.
3.	Raise BASIC AWARENESS of school instructional program NEEDS.
4.	Identify community questions/concerns - EARLY.

Public Engagement/Listening

DIRECT MAIL #1



Cambrian School District
4115 Jacksol Drive
San Jose, CA 95124

www.cambriansd.org
Provided as a public service for your information only from Cambrian School District.



Cambrian School District

Bagby Elementary
Farnham Elementary
Price Middle
Sartorette Elementary
Steindorf STEAM Magnet

TAKE OUR SURVEY

Continuing a proud tradition of providing quality education in local Cambrian elementary and middle schools

What is this process all about?
Cambrian School District (CSD) is a caring and collaborative community, focused on developing creative and critical thinkers who communicate effectively, value diversity and are ready to excel in a global society. CSD is committed to maintaining the high quality of our neighborhood schools serving children in Transitional Kindergarten through eighth grade. Our teachers educate over 3,000 students in four elementary schools, one comprehensive middle school, and a K-8 STEAM Magnet school. Exceptional teachers, small class sizes, challenging instructional programs, dedicated parent volunteers, and outstanding science, art and music curricula have prepared generations of local children to succeed in high school, college, and careers. Our goal is to continue that proud tradition with the continuation of Measure H.

student health and fitness. **Accordingly, we are preparing to ask our community if we should continue Measure H so that we can protect this critical local funding source and continue to provide the high quality of education offered in Cambrian schools.**

What happens if Measure H is not continued?
Without Measure H, the Cambrian School District annual budget would need to be cut by nearly a million dollars. This would force all Cambrian schools to make drastic cuts to academic programs, increase class sizes, and maintain only basics. **CSD depends on local revenue to supplement limited State funding.** Continuing Measure H won't address all funding needs, but it will help retain exceptional teachers and protect core programs.

by the State or spent on administrator salaries. Independent citizen oversight and annual audits ensure the funds are used as promised.

I am a senior citizen; do I have to pay the tax?
Senior citizen homeowners 65+ will continue to be eligible for a through a simple application process. If you do not want this measure to become a tax for those living on a fixed income, please contact Merrel by phone (408) 377-2111 or email merrel@cambriansd.com.

How much will the parcel tax cost?
Measure H for Cambrian School District is a parcel tax of \$94.24 per-parcel per year that supports Transitional Kindergarten through eighth grade.



Our Priority is to continue providing a high-quality education by...

- ▶ Attracting and retaining high-quality teachers
- ▶ Continuing and expanding STEAM programs in science, technology, engineering, the arts and math
- ▶ Sustaining quality core academic programs in reading and math
- ▶ Maintaining small class sizes
- ▶ Continuing music, arts and physical education

SURVEY

Your opinion is important to us!

Take this survey online. Scan the QR code or visit: www.cambriansd.org

Please rank these school priorities in order of their importance to you (1 = most important, 6 = least important).

- ▶ Attract and retain high-quality teachers.
- ▶ Continue and expand STEAM programs in science, technology, engineering, the arts and math.
- ▶ Sustain quality core academic programs in reading and math.
- ▶ Maintain small class sizes.
- ▶ Continue music, arts and physical education.

OTHER: _____

COMMENTS/QUESTIONS: _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

SCHOOLS MY CHILDREN ATTEND/ATTENDED _____

Dear Parents and Neighbors:

Cambrian School District (CSD), is committed to maintaining the high quality of our neighborhood schools. Our teachers educate over 3,000 students in four elementary schools, one comprehensive middle school, and a K-8 STEAM Magnet school. Exceptional teachers, small class sizes, challenging instructional programs, dedicated parent volunteers, and outstanding science, math, art and music curricula have prepared generations of local children to succeed in high school, college, and careers. **Our goal is to continue that proud tradition.**

We appreciate the generous support from our community. The level of school funding provided by the state of California is one of the lowest in the nation. We rely on local funding to fill in the gap. Fortunately, local voters have generously supported CSD, voting to pass Measure H, a parcel tax, in 2018 to protect and maintain the local quality of education.

Measure H for Cambrian School District is a parcel tax of \$94.24 per-parcel/year which supports Transitional Kindergarten through eighth grade students by attracting and retaining quality teachers, continuing core programs in math, science, engineering, technology, reading, music and the arts, maintaining class sizes, and providing physical education programs that promote student health and fitness.

Without Measure H, the Cambrian School District annual budget would need to be cut by nearly a million dollars. This would force all Cambrian schools to make drastic cuts to academic programs, increase class sizes, and maintain only basics. Continuing Measure H won't address all funding needs, but it will help retain exceptional teachers and protect core programs.

As we prepare to place the continuation of Measure H on the ballot, we want to hear from you. Please let us know your thoughts and questions by returning the attached response card, scan the QR code in this mailer or reply online at: www.cambriansd.org

Thank you. Your opinions are important to us. I look forward to hearing from you.

Sincerely,
Kristi Schwiebert
Kristi Schwiebert
Superintendent

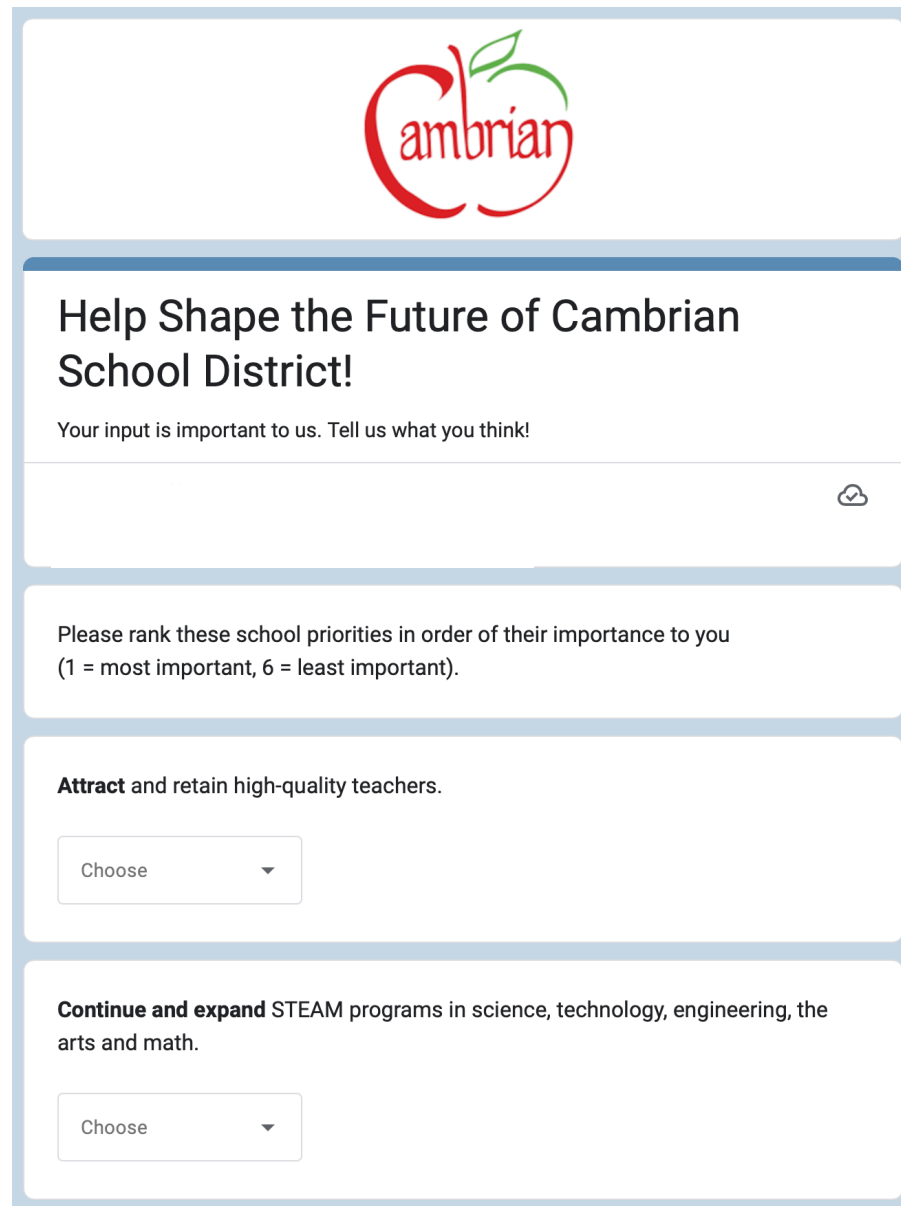
For more information, please visit:
www.cambriansd.org

Early Public Engagement/Listening

Survey:

Sent Via Mailer &
Promoted Online

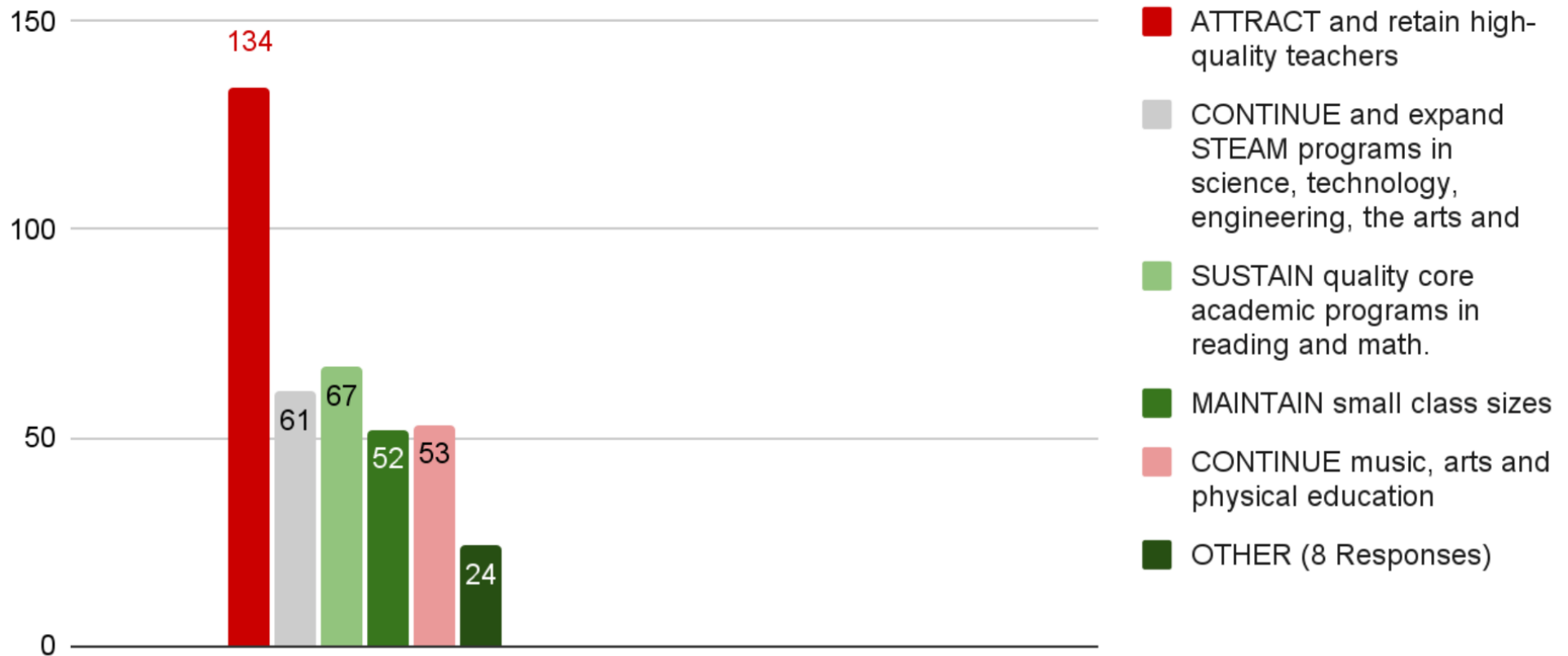
Mailed to: **11,213** Households



The screenshot shows a survey form with the following sections:

- Header:** Cambrian School District logo (a red apple with the word "Cambrian" written across it).
- Title:** "Help Shape the Future of Cambrian School District!"
- Intro:** "Your input is important to us. Tell us what you think!"
- Instruction:** "Please rank these school priorities in order of their importance to you (1 = most important, 6 = least important)."
- Priority 1:** "Attract and retain high-quality teachers." Below this is a dropdown menu with "Choose" and a downward arrow.
- Priority 2:** "Continue and expand STEAM programs in science, technology, engineering, the arts and math." Below this is a dropdown menu with "Choose" and a downward arrow.

What We Heard



Themes from Survey Responses:

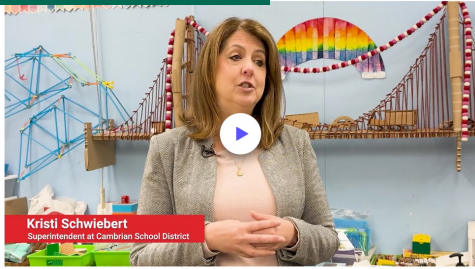
The commentary provided in the survey responses was mostly aligned with Cambrian's needs list. Additionally, extra commentary was collected from online respondents. **Recurring messages included:**

- Supporting school activities in the arts like plays.
- The importance of having high-quality teachers and paying them well.
- Involving the community more to help schools, teachers, and families, especially those in need.
- Keeping class sizes small and retaining quality teachers.
- Providing support for students' emotional and behavioral needs.
- Offering more curriculum and materials for gifted students.
- Maintaining good principals at schools.
- Preventing Bullying, emphasis on the importance of teachers being more informed and training support to recognize and address bullying.
- Summer school availability.
- Providing more activities for children and keeping them affordable for families.

Community Listening

**WE WELCOME
YOUR INPUT!**

ONLINE/DIGITAL/VIDEO



Kristi Schiebert
Superintendent at Cambrian School District



Samantha Haley
Principal at Farnham Elementary School



Maya Manriquez
Student at Price Middle School



Dr. John Pappalardo
CFO at Cambrian School District



21st Century Schools

We want your input on our neighborhood schools!

TAKE OUR SURVEY



Quality Education

We want your input on our neighborhood schools!

TAKE OUR SURVEY



We want your input about our schools.



Protect the quality of local education.

TAKE OUR SURVEY



TAKE OUR SURVEY

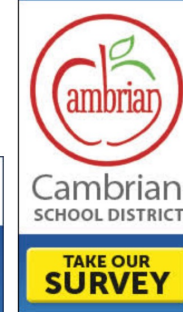
Cambrian SCHOOL DISTRICT

Preparing Future-Ready Learners!



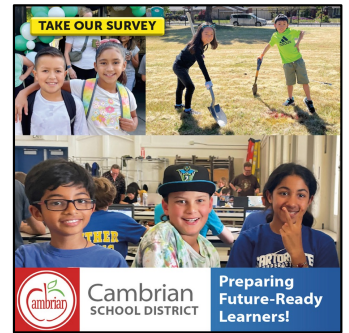
Protect the quality of local education.

TAKE OUR SURVEY



Cambrian SCHOOL DISTRICT

TAKE OUR SURVEY



Cambrian SCHOOL DISTRICT

Preparing Future-Ready Learners!

Public Engagement/Listening

DIRECT MAIL #2



Dear Parents and Neighbors:
As we come to the end of another great school year, I want to congratulate our 8th graders who are off to high school next fall and look forward to the continued success of all our students.

In addition to acknowledging the hard work of our students and staff, I want to take the time to update you on district efforts to ensure that Bagby Elementary, Farnham Elementary, Price Middle, Sartorette Elementary, and Steindorf STEAM Magnet schools continue providing high-quality, local public education for our students.

Over the past year, we have been actively seeking community input on our elementary & middle school instructional needs. Many of you provided valuable feedback and suggestions. Thank you!

The feedback is clear. Residents support maintaining the quality of education in our local schools. They support providing high quality programs in science, technology, engineering, math, the arts, reading and writing; attracting and retaining highly qualified teachers and instructional support staff; and much more.

Your input has helped us finalize a proposal for prudently and responsibly continuing the District's existing parcel tax. Thank you again for your participation and support. For more information, please feel free to contact me at: www.cambriansd.org

Sincerely,
Kristi Schwiebert
Kristi Schwiebert
Superintendent

For more information, visit us at: www.cambriansd.org
OR email us at: MeasureHInfo@cambriansd.com OR contact Dr. John Pappalardo,
Chief Financial Officer via phone: (408) 377-2103, OR by email: pappalardoj@cambriansd.com

How much does the parcel tax cost?
Measure H for Cambrian School District is an existing parcel tax of \$94.24 per-parcel/year/with annual adjustments which supports Transitional Kindergarten through eighth grade students by attracting and retaining quality teachers, continuing core programs in math, science, engineering, technology, reading, music and the arts, maintaining class sizes, and providing physical education programs that promote student health and fitness. The cost to local property owners would continue to be \$7.85 a month or \$94.24 a year (with annual adjustments).



Cambrian School District

4115 Jacksol Drive
San Jose, CA 95124

www.cambriansd.org

Provided as a public service for your information only from Cambrian School District.



Frequently Asked Questions

What is this process all about?

Cambrian School District (CSD) is committed to the high quality of our neighborhood schools. Our children in Transitional Kindergarten through eighth grade are being educated by our teachers who educate over 3,000 students in our schools, one comprehensive middle school and one STEAM Magnet school. Exceptional teachers, challenging instructional programs, outstanding science, art and music programs, and outstanding science, art and music programs have prepared generations of local children for high school, college, and careers. Our goal is to continue the proud tradition with the continuation of

Why now?

The level of school funding provided by California is one of the lowest in the nation. Local funding to fill in the gap. Fortunately, our community has generously supported CSD, voting for Measure H, a parcel tax, in 2018 to protect and maintain the quality of education. Measure H for Cambrian School District is a parcel tax of \$94.24 per-parcel/year which supports Transitional Kindergarten through eighth grade students by attracting and retaining quality teachers, continuing core programs in math, science, engineering, technology, reading, music and the arts, maintaining class sizes, and providing physical education programs that promote student health and fitness.

How does Measure H funding attract and retain high quality teachers?

We live in one of the most expensive places in the country, but our teachers are among the lowest paid in the area. We



UPDATE on our Educational Instruction and School Program Needs

Our Priorities:

Maintain the quality education we provide at our local elementary and middle schools by...

- 1 **ATTRACTING AND RETAINING** highly qualified teachers
- 2 **CONTINUING** funding for advanced and core programs in math, science, engineering and technology at all schools
- 3 **SUPPORTING** funding for advanced and core programs in reading, music and the arts at all schools
- 4 **MAINTAINING** manageable class sizes
- 5 **PROVIDING** ongoing training and skills development for teachers and staff
- 6 **PROVIDING** funding for physical education programs that promote student health and fitness
- 7 **ATTRACTING AND RETAINING** highly qualified support staff who specialize in technology



Draft

Public Engagement/Listening

Additional Informational Tools



Cambrian School District FACT SHEET: (Measure H Funding) Instructional Support

Background: Cambrian School District (CSD) is a caring and collaborative community, focused on developing creative and critical thinkers who communicate effectively, value diversity and are ready to excel in a global society. CSD is committed to maintaining the high quality of our neighborhood schools serving children in Transitional Kindergarten through eighth grade. Our teachers educate over 3,000 students in four elementary schools, one comprehensive middle school, and a K-8 STEAM Magnet school. Exceptional teachers, small class sizes, challenging instructional programs, dedicated parent volunteers, and outstanding science, math, art and music curricula have prepared generations of local children to succeed in high school, college, and careers. **Our goal is to continue that proud tradition.**

We appreciate the generous support from our community. The level of school funding provided by the state of California is one of the lowest in the nation. We rely on local funding to fill in the gap. Fortunately, local voters have generously supported CSD, voting to pass Measure H, a parcel tax, in 2018 to protect and maintain the local quality of education.

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Accordingly, we are preparing to ask our community if we should continue Measure H so that we can protect this critical local funding source and continue to provide the high quality of education offered in Cambrian schools.

Without Measure H, the Cambrian School District budget would need to be cut by nearly a million dollars. This would force all Cambrian schools to make drastic cuts to academic programs, increase class sizes, and maintain only basics. **CSD depends on local revenue to supplement limited State funding.** Continuing Measure H won't address all funding needs, but it will help retain exceptional teachers and protect core programs.

With continued funding from Measure H, Cambrian can:

- Attract and retain high-quality teachers
- Continue and expand STEAM programs in science, technology, engineering, the arts and math
- Sustain quality core academic programs in reading and math
- Maintain small class sizes
- Continue Music, Arts and Physical Education

Our school district makes every effort to use resources wisely. We have tightened our belt, improved efficiencies, and made cuts as far away from the classroom as possible. The reality is that we NEED to continue this funding.

Measure H will continue to REQUIRE strict taxpayer protections. All funds raised stay local to support CSD instructional programs and cannot be taken by the State or spent on administrator salaries. Independent citizen oversight and annual audits ensure the funds are used as promised.

Senior citizen homeowners 65 years or older will continue to be eligible for an exemption through a simple application process. We do not want this measure to become a burden to those living on a fixed income.

COMMUNITY INPUT IS WELCOME. Cambrian SD welcomes input from our community stakeholders in our study process. We are working hard to identify what is at stake and to keep our community informed to ensure quality schools for the future.

For more information, visit our website at: www.cambriansd.org OR email us at: MeasureHinfo@cambriansd.com OR contact Dr. John Pappalardo, Chief Financial Officer via phone: (408) 377-2103, OR by email: pappalardoj@cambriansd.com.



Cambrian School District: FREQUENTLY ASKED QUESTIONS (FAQ)

What is this project all about?

Cambrian School District (CSD) is a caring and collaborative community, focused on developing creative and critical thinkers who communicate effectively, value diversity and are ready to excel in a global society. CSD is committed to maintaining the high quality of our neighborhood schools serving children in Transitional Kindergarten through eighth grade. Our teachers educate over 3,000 students in four elementary schools, one comprehensive middle school, and a K-8 STEAM Magnet school. Exceptional teachers, small class sizes, challenging instructional programs, dedicated parent volunteers, and outstanding science, art and music curricula have prepared generations of local children to succeed in high school, college, and careers. **Our goal is to continue that proud tradition with the continuation of Measure H.**

Why now?

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What happens if Measure H is not continued?

Without Measure H, the Cambrian School District budget would need to be cut by nearly a million dollars. This would force all Cambrian schools to make drastic cuts to academic programs, increase class sizes, and maintain only basics. **CSD depends on local revenue to supplement limited State funding.** Continuing Measure H won't address all funding needs, but it will help retain exceptional teachers and protect core programs.

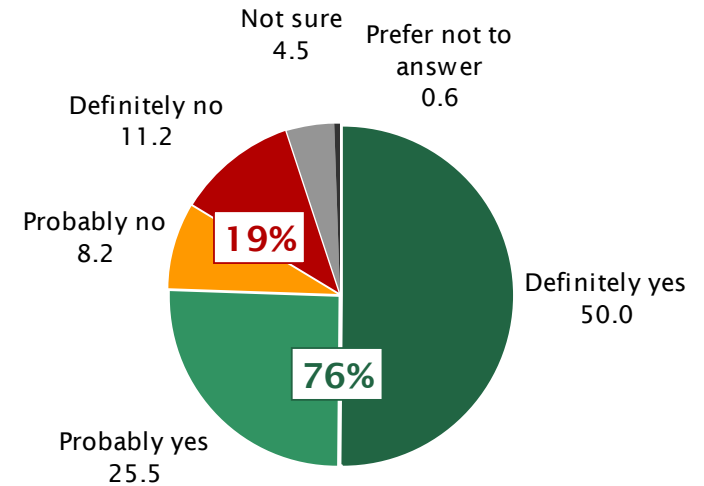
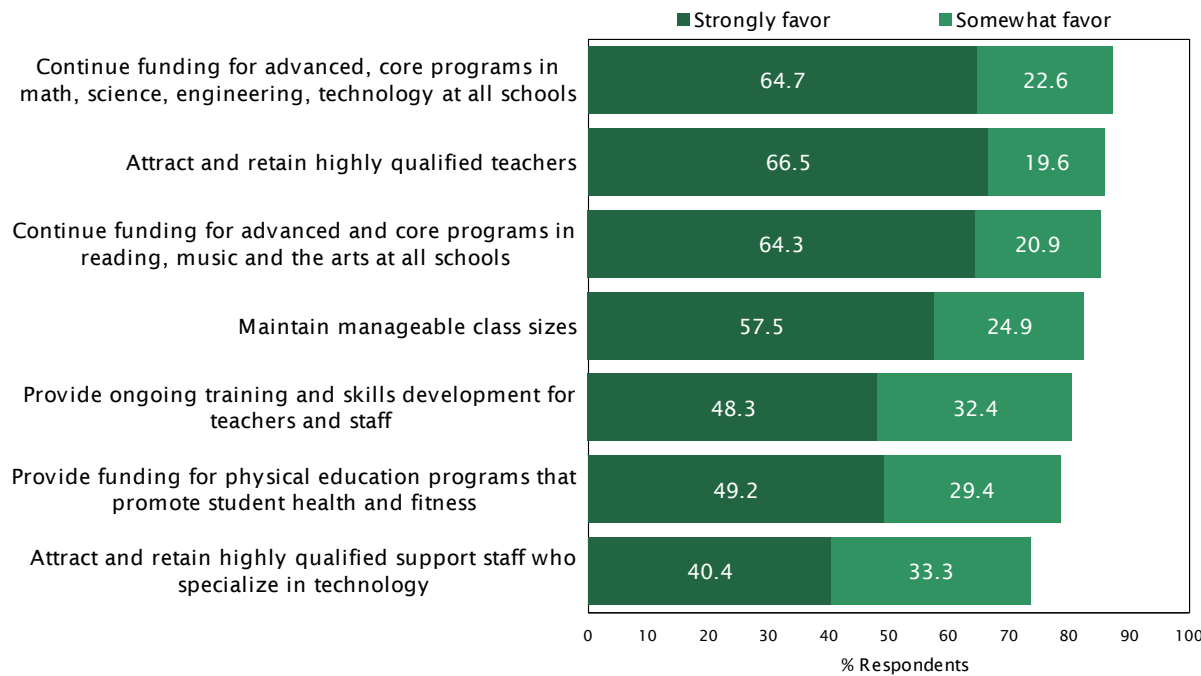
What can Cambrian do with continued funding from Measure H?

- Attract and retain high-quality teachers
- Continue and expand STEAM programs in science, technology, engineering, the arts and math
- Sustain quality core academic programs in reading and math
- Maintain small class sizes
- Continue Music, Arts and Physical Education

How does this potential funding attract and retain high quality teachers?

We live in one of the most expensive places in the country, but our teachers are among the lowest paid in the area. We need this funding to ensure we're able to attract and retain highly qualified teachers and keep them from leaving for higher-paying districts.

Polling Research



Polling — May 2024

Initial Test: 78% Support

Interim Test: 80% Support

Final Test: 76% Support

Continuation of annual parcel tax



TONIGHT **Process Review: June 6**

No Action – Board Discussion

- ▶ **Action Item: June 20**
Board Action Calling for an Election
- ▶ **Filing Deadline: August 9**
- ▶ **Election Day: November 5**



KEY Components:

1. Legal Considerations And the RESOLUTION

2. 75-Word Ballot Question

3. Financials Assumptions/Considerations

Overall Amount: \$94.24 per-parcel/year/with annual adjustments

Senior Citizen Exemption

4. Community Alignment



Ballot Package

Legal Framework: Resolution

DRAFT Parker & Covert
May 29, 2024

CAMBRIAN SCHOOL DISTRICT
Board of Trustees
Resolution No. _____

**RESOLUTION CALLING AN ADVISORY VOTE ELECTION
TO CONTINUE MEASURE H PARCEL TAX AND
ESTABLISHING SPECIFICATIONS OF THE ELECTION ORDER**

WHEREAS, to achieve its goals of improving academic performance and the quality of education for children in the Cambrian School District (the "District"), the Board of Trustees (the "Board") called a parcel tax election that was held on June 5, 2018, pursuant to Resolution No. 17-18-07 (the "Election Resolution"), adopted on March 1, 2018;

WHEREAS, the parcel tax measure ("Measure H"), which was fully described in the Election Resolution, was submitted to voters at the election and abbreviated on the ballot as follows:

MEASURE H: "To provide Cambrian neighborhood elementary and middle school students with stable funding for instruction in math, science, reading, engineering, technology, and arts; retain highly qualified teachers; and maintain class sizes; shall Cambrian School District establish an annual parcel tax of \$84 for 8 years, its continuance subject to voter approval, raising approximately \$740,000 in the first year, subject to annual adjustment; with exemptions for senior citizens, no funds for administrator's salaries and every dollar benefitting Cambrian children?"

WHEREAS, the full text of Measure H was included in the information provided to voters and is attached hereto as Exhibit D;

WHEREAS, Measure H was approved by more than 67% of voters of the District voting on the measure, more than the amount required for passage of a parcel tax, pursuant to the terms set forth in Measure H (the "Parcel Tax");

WHEREAS, Measure H included a commitment by the Board to seek the opinion of voters on whether or not to continue the Measure H Parcel Tax after eight years (i.e., after fiscal year 2025-26);

WHEREAS, the Board further committed to continue the Measure H Parcel Tax after fiscal year 2025-26 only if voters approved such continuation by majority vote pursuant to California Elections Code (the "Elections Code") section 9603;

WHEREAS, Measure H Parcel Tax revenue has been expended for the purposes set forth in Measure H (i.e., abbreviated ballot measure and the full text of the measure – see Exhibit D

DRAFT Parker & Covert
May 29, 2024

attached hereto) and approved by the voters, in order for the District to meet its goals as set forth above;

WHEREAS, Measure H Parcel Tax revenue has provided a stable source of funding to support and operate the programs and purposes identified in Measure H;

WHEREAS, Section 9603 of the Elections Code authorizes a school district to hold an advisory election for the purpose of allowing voters of the District to voice their opinions on substantive issues, or to indicate to the Board approval or disapproval of the ballot proposal, the results of which shall in no manner be controlling on the Board;

WHEREAS, notwithstanding Section 9603, by way of Measure H and the Election Resolution, the Board committed to abide by the opinion of the voters of the advisory election, to be held on November 5, 2024, on the matter of whether to continue the Measure H Parcel Tax after fiscal year 2025-26;

WHEREAS, pursuant to Sections 9603 and 10403 of the Elections Code, it is appropriate for the Board to request consolidation of the advisory election with any and all other elections to be held on Tuesday, November 5, 2024, and to request the Santa Clara County Registrar of Voters (the "County Registrar") to perform certain election services for the District;

WHEREAS, the Board believes that continuing the Measure H Parcel Tax is necessary to provide educational opportunities for all students of the District.

THEREFORE, be it resolved that:

Section 1. Advisory Election. Pursuant to Elections Code section 9603, the Board hereby calls an advisory election to continue the Measure H Parcel Tax for the purpose of providing ongoing funding for educational programs and other resources and programs critical to the success of students in the District. If approved by the voters at the November 5, 2024 election, consistent with Measure H, the Board may continue the Parcel Tax, adjusted for inflation.

Section 2. Exemptions to Measure H Parcel Tax. As set forth in the Election Resolution, the Measure H Parcel Tax will continue to allow for an exemption to be granted for parcel owned by one or more persons 65 years of age or over who occupies said parcel as a principal residence, upon application for exemption. All property that would otherwise be exempt from property taxes shall be exempt from the Measure H Parcel Tax.

Section 3. Annual Adjustment. As set forth in the Election Resolution, the Measure H Parcel Tax shall continue to be adjusted annually by the change in the Consumer Price Index for all urban consumers for the San Francisco-Oakland-San Jose Metropolitan Area, published by the United States Department of Labor, Bureau of Labor Statistics, or an equivalent index.

Section 4. Order of Election. This Resolution shall constitute an order of election pursuant to California Education Code (the "Education Code") section 5320 *et seq.* The Board hereby requests the County Registrar to conduct the election on behalf of the District. The County Registrar is requested to present to the voters the Advisory Vote Measure (the "Measure") in the abbreviated form attached hereto as Exhibit A (the "Abbreviated Measure"). In

DRAFT - PROPOSED BALLOT QUESTION - DRAFT

“To continue to provide Cambrian neighborhood elementary and middle school students with stable funding for instruction in math, science, reading, engineering, technology, and arts, retaining highly qualified teachers, and maintaining manageable class sizes, should Cambrian School District continue the annual parcel tax that was approved by 67 percent of voters in 2018 (with no changes), with exemptions for seniors, no funds for administrators’ salaries, and every dollar benefitting Cambrian children?”

REMINDER: Once a measure is FILED...

- The District **can inform/provide factual information** to the public on the ballot measure.
- The District **cannot** spend resources to advocate (for or against) on the ballot measure.
- Paid employees of CSD **may not advocate** for/against the measure on “District time”. They may volunteer on own time.





CliffordMoss.

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Oakland, CA 94609

www.cliffordmoss.com
Phone: (510) 907-3195