

BOND FEASIBILITY STUDY

CONDUCTED FOR THE
IRVINE
UNIFIED SCHOOL DISTRICT

PRESENTED BY
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2/4/14





PURPOSE OF PLANNING STUDY

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

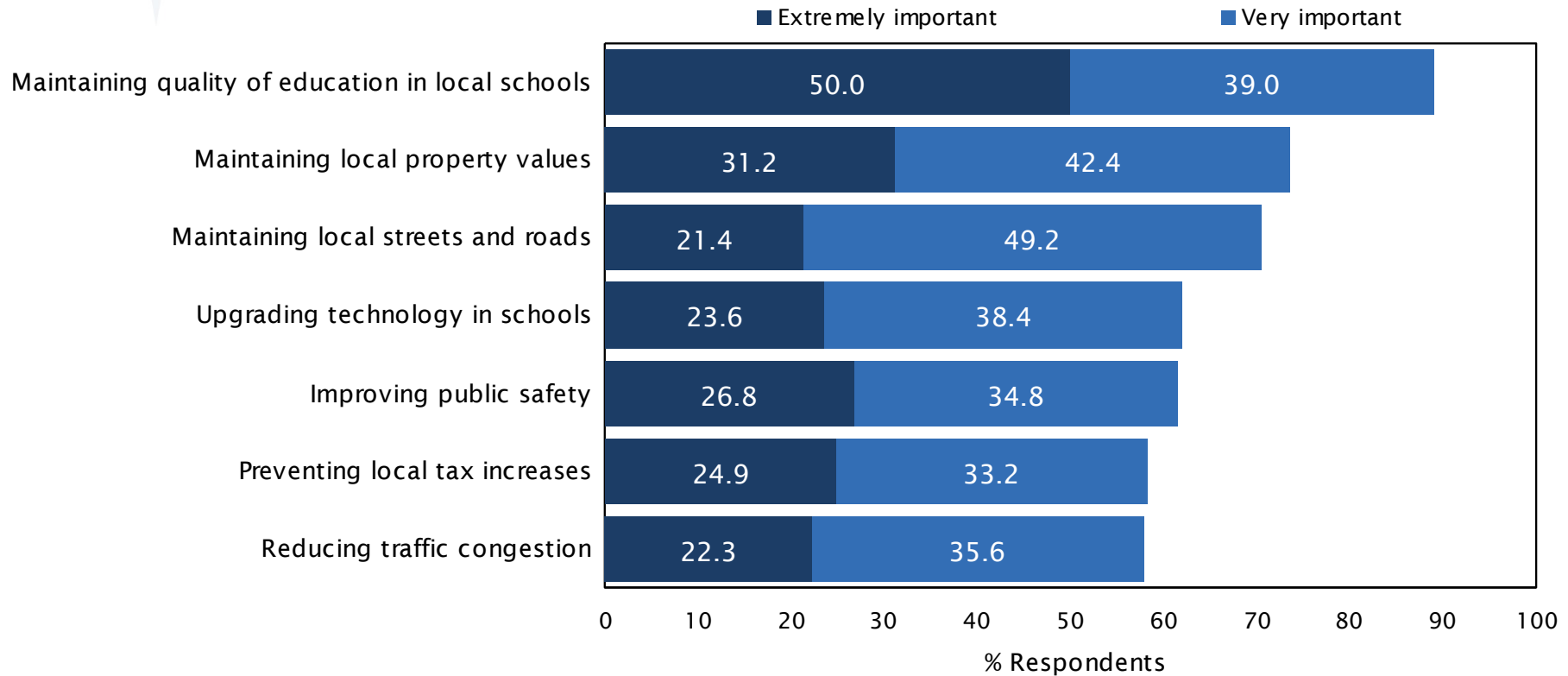


METHODOLOGY OF STUDY

- Telephone survey
- 16 minutes
- Conducted Jan 16th to Jan 23rd, 2014
- 600 District voters likely to participate in November 2014 election, with likely June 2014 subset
- Overall margin of error of $\pm 3.98\%$



IMPORTANCE OF ISSUES





INITIAL BALLOT TEST

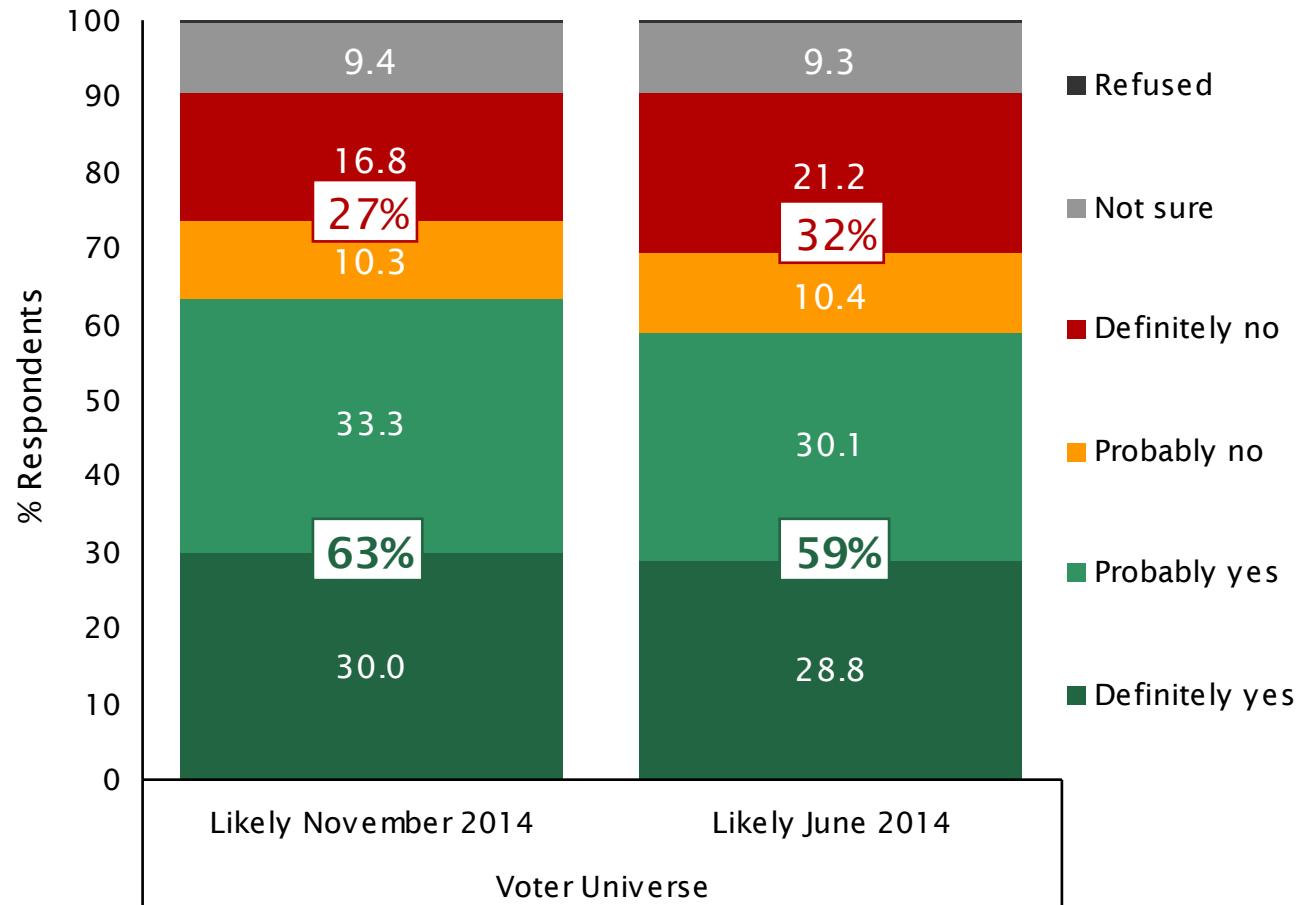
In order to:

- Ensure all students have access to the education, technology and training they need to succeed in college and high-demand careers
- Upgrade classrooms, science labs, and libraries with 21st Century instructional technology
- Provide the facilities and technology needed for advanced courses and career training in math, science, engineering, technology and the arts
- And improve student safety and security

Shall Irvine Unified School District issue \$167 million in bonds at legal interest rates, with independent citizen oversight, no money for administrator salaries, and all money staying local? If the election were held today, would you vote yes or no on this measure?

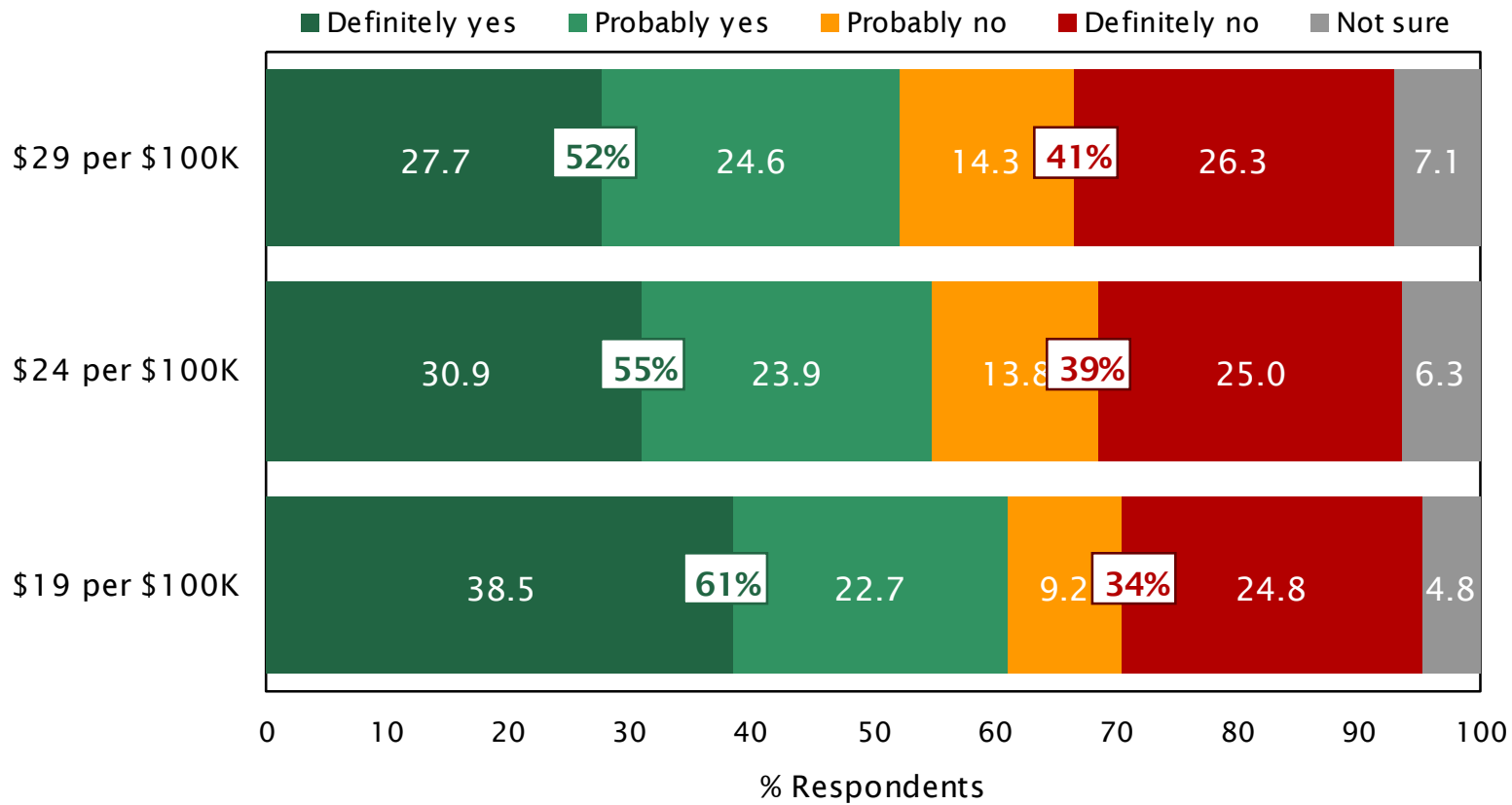


INITIAL BALLOT TEST



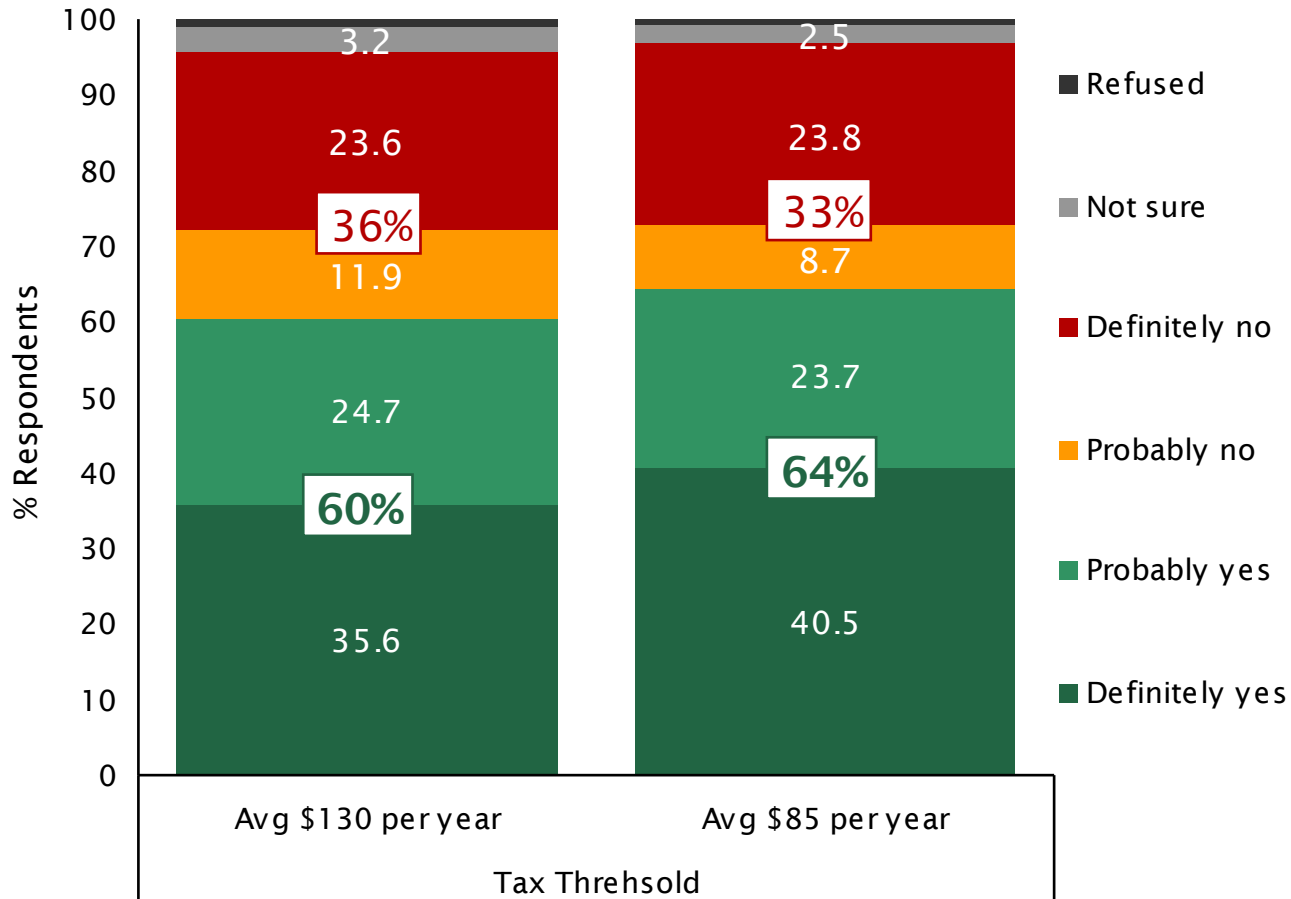


TAX THRESHOLD



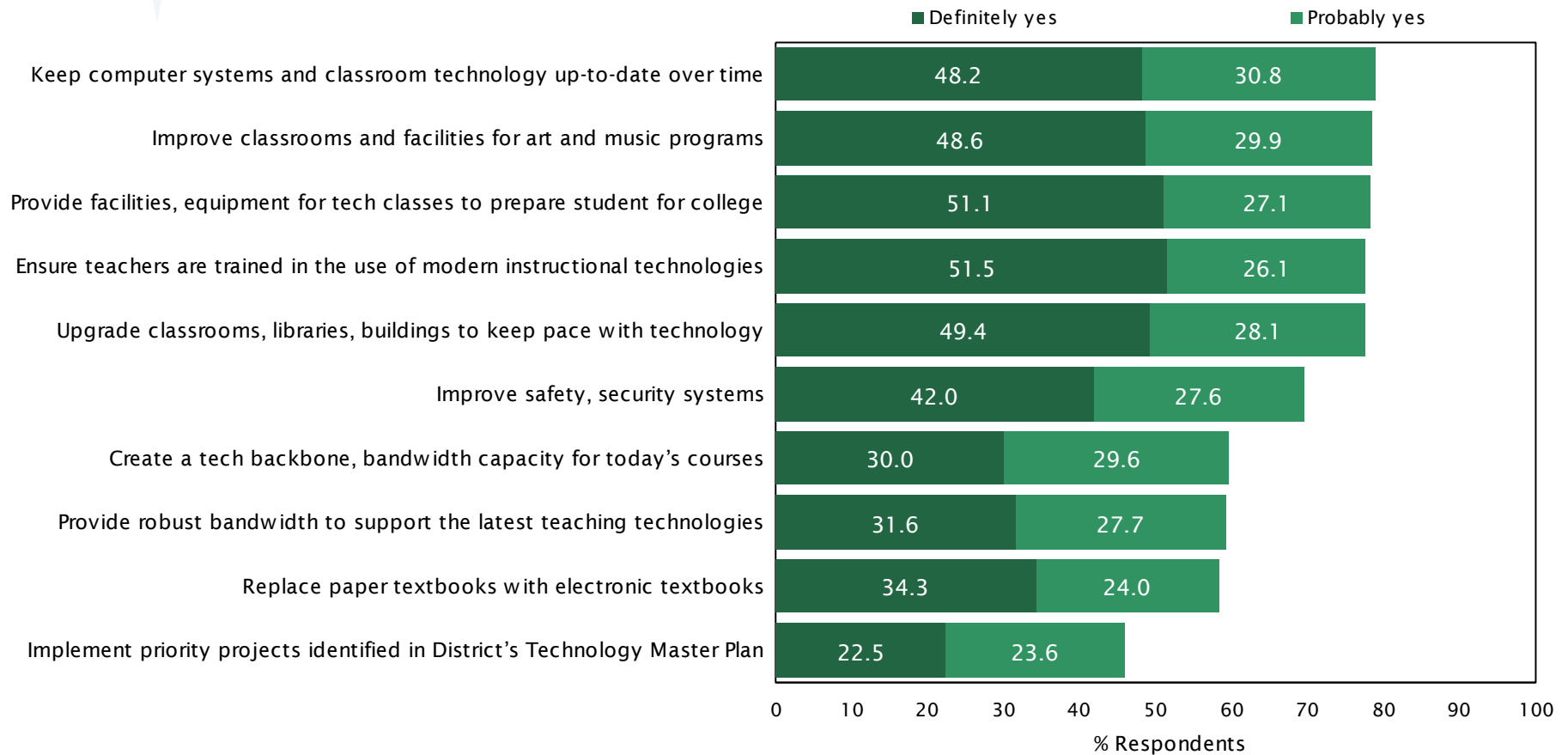


SUPPORT: AVERAGE OF \$130/\$85



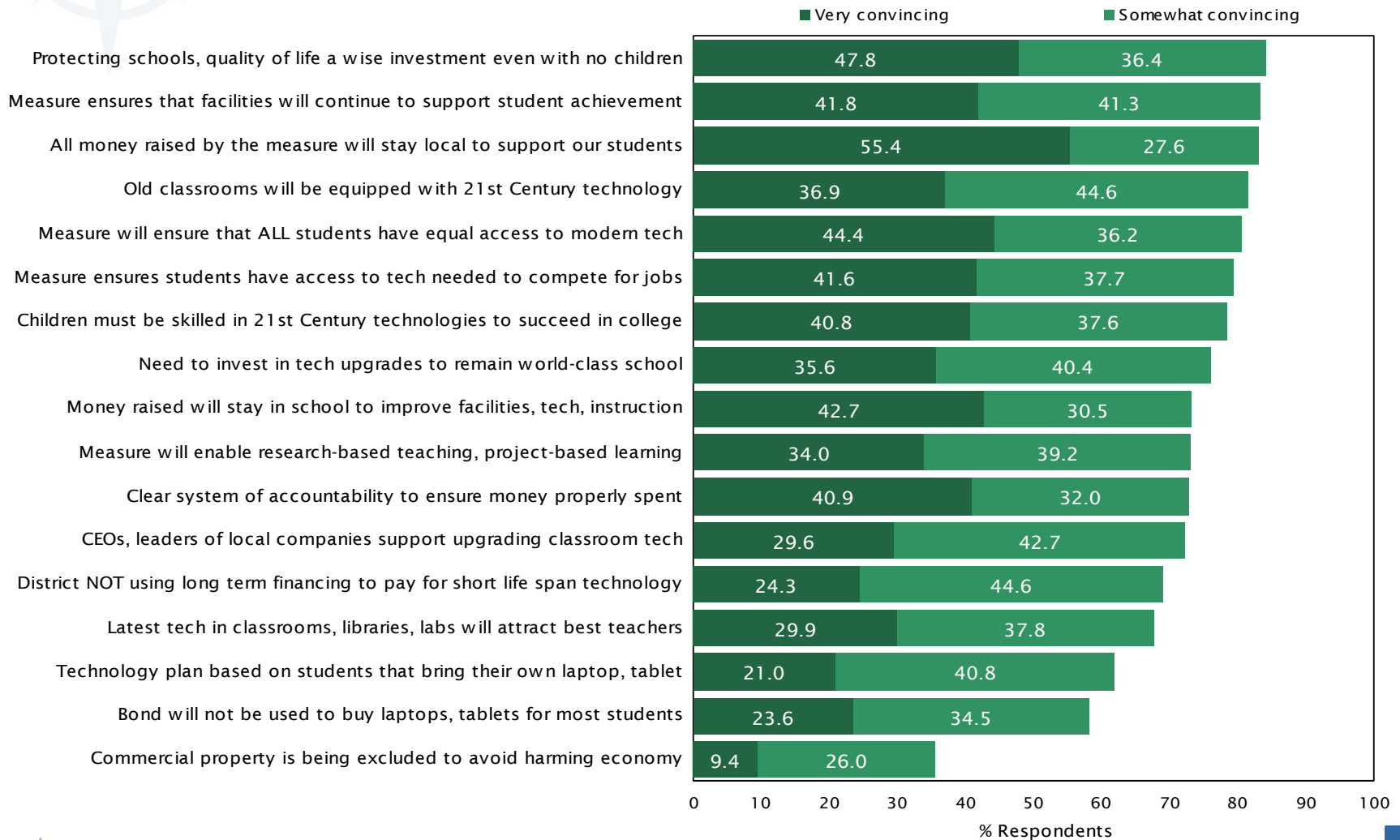


PROGRAMS & PROJECTS



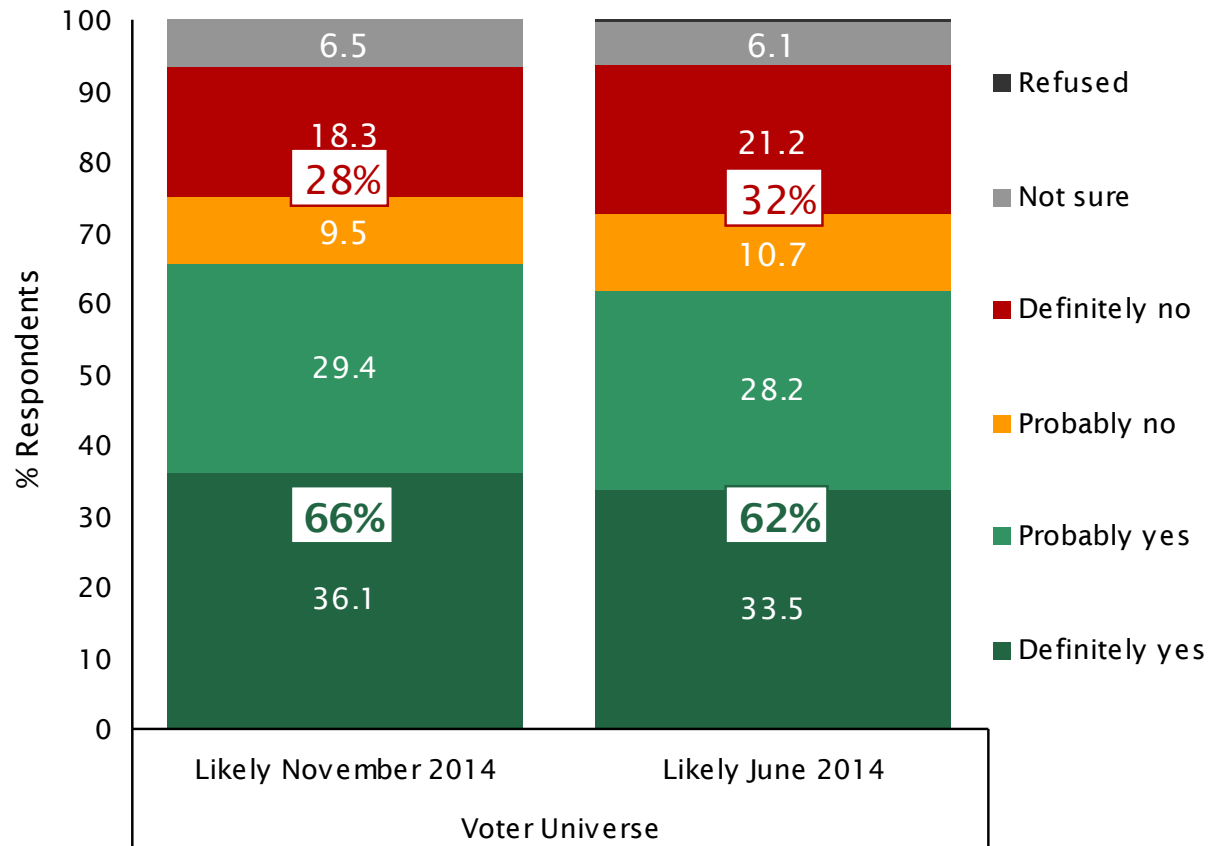


POSITIVE ARGUMENTS



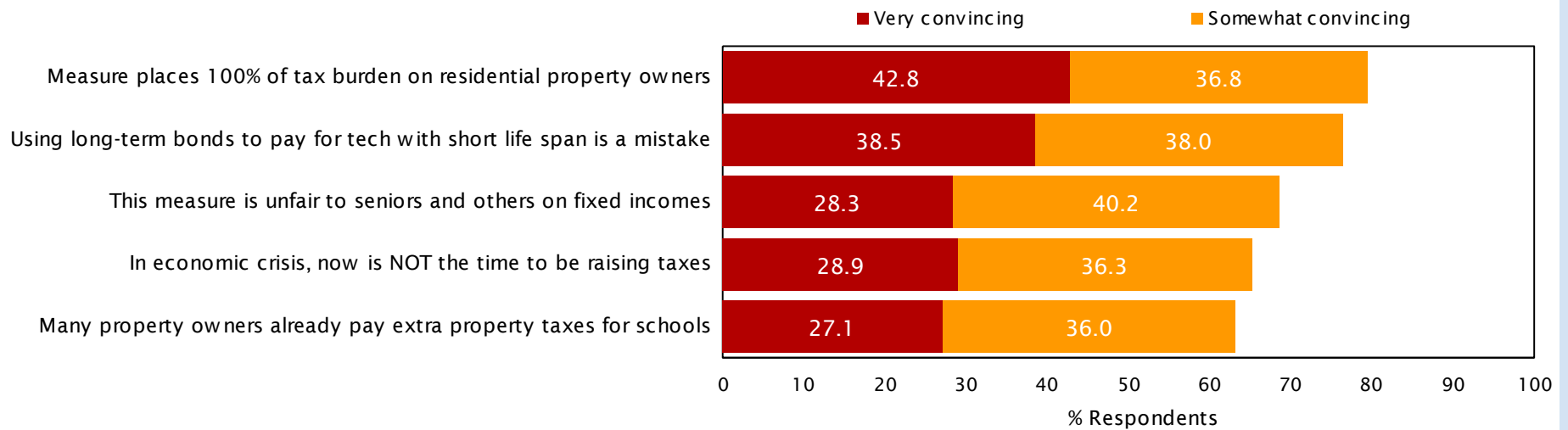


INTERIM BALLOT TEST



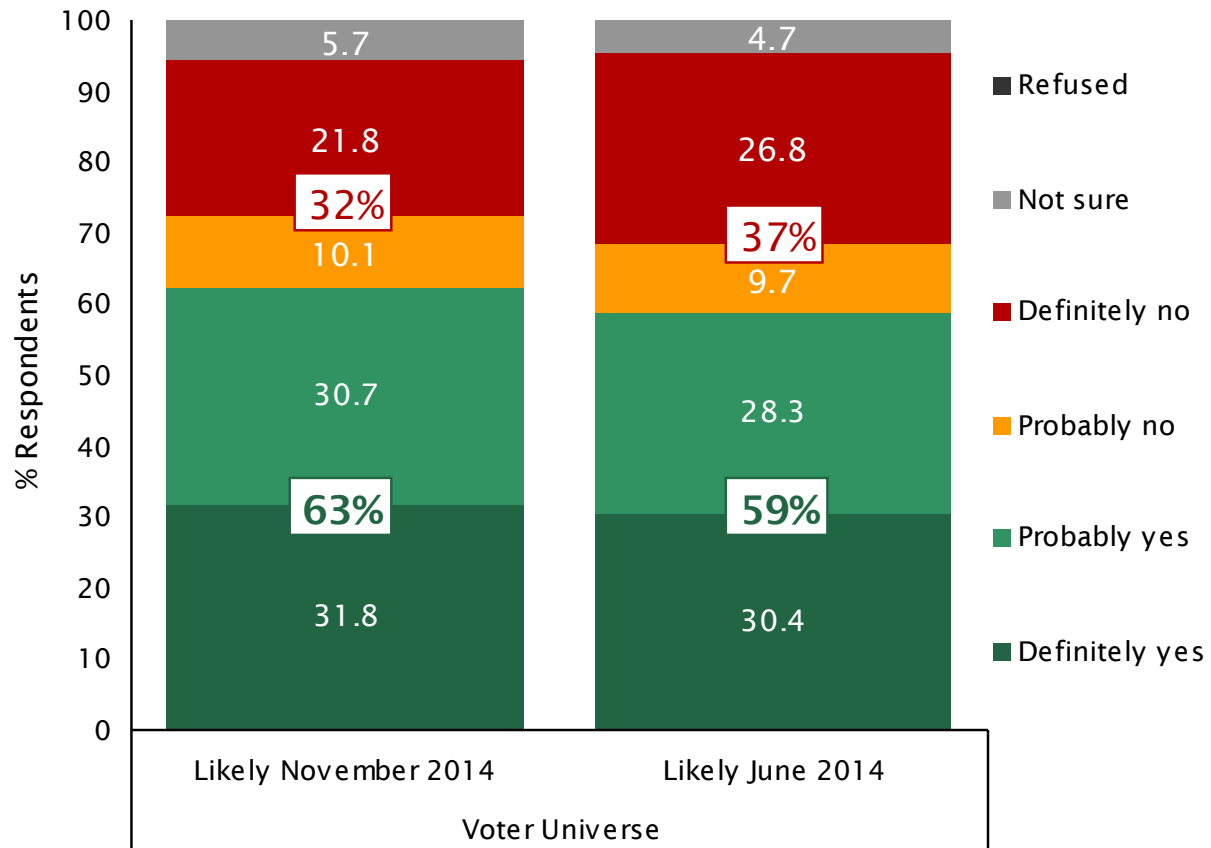


NEGATIVE ARGUMENTS





FINAL BALLOT TEST





KEY CONCLUSIONS

- Is it feasible to move forward with a bond measure?

Yes.

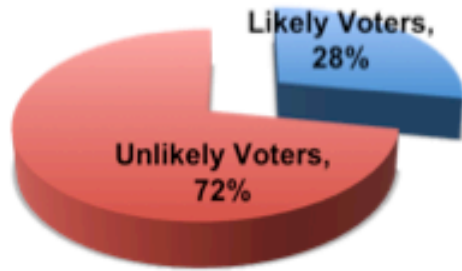
- Voters perceive that education is the most important issues facing the community
- Strong natural support for bond: 63% Nov; 59% June.
- Popular projects
- Strong positive arguments
- All ballot tests are above 55%
- Higher turnout Nov General Election maximizes support



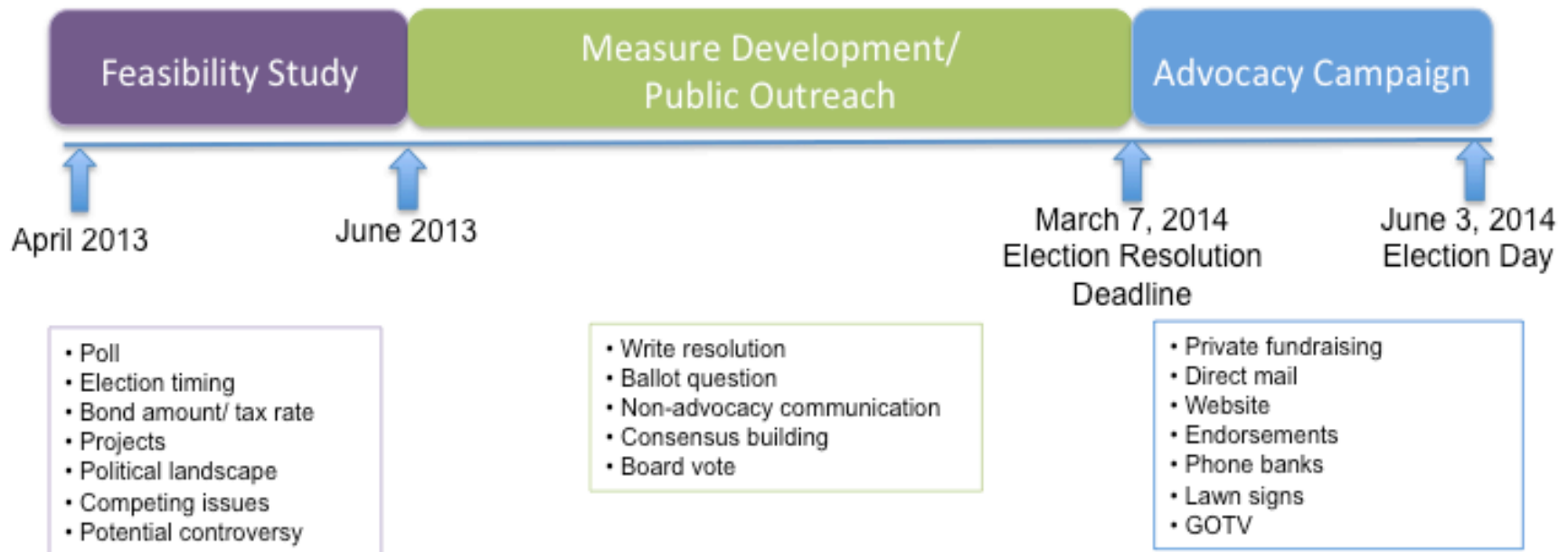
CONSIDERATIONS

- Poll is a snapshot in time, not a crystal ball
- Election date – both June and November are feasible, but November has higher natural support
- Price tag – voters are comfortable with range between \$19 and \$29 per \$100K AV
- Continued outreach & education are needed so voters understand the need, the plan, and the benefits to their particular communities
- A vigorous independent advocacy campaign supporting the measure will help ensure success

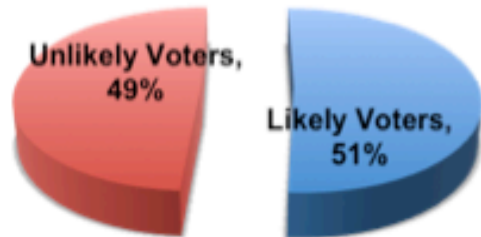
June 2014 Election Timeline



IUSD Registered Voters: 110,041
 Expected June 2014 Voter Turnout: 30,641 (28%)
 Votes Needed to Win: 16,853 (55%)
Goal: Persuade at least 17,000 voters to vote Yes



November 2014 Election Timeline



IUSD Registered Voters: 110,041
 Expected Nov. 2014 Voter Turnout: 56,619 (51%)
 Votes Needed to Win: 31,141 (55%)
Goal: Persuade at least 31,500 voters to vote Yes

