

2018 Bond Package Preview

July 9, 2018

Sweetwater Union High School District



Cl!ffordMoss.

Putting Students First

Our Team

- Bond Counsel - Dannis, Woliver, Kelley
- Facilities & Operations
- Financial Advisor - Fieldman, Rolapp, & Assoc.
- Finance & Fiscal Services
- Grants & Communications
- Legal Services
- Planning & Construction
- Public Opinion Advisor - True North
- Strategic Communications Advisor - Clifford Moss

Today...

Meeting Objectives

1. Strategic Reminders & Updates
- 2. REVIEW the Ballot Measure Package**
3. Board Q&A, Discussion, Input
4. Next Steps / Wrap-Up



Introduction



OUR MISSION
Located in the heart of an international border community, the Sweetwater Union High School District ensures a safe, inclusive, collaborative culture that empowers each student to actively engage in a meaningful educational experience to pursue personal and academic success.

OUR BELIEFS

- We believe each student can succeed
- We believe in a welcoming community that is inclusive, equitable, and promotes positive academic, social, and emotional well-being
- We believe relationships and collaboration matter
- We believe resources shall be equitably distributed to ensure the success of each student
- We believe in the value of community voice in decision-making
- We believe in a culture of trust based on integrity and transparency

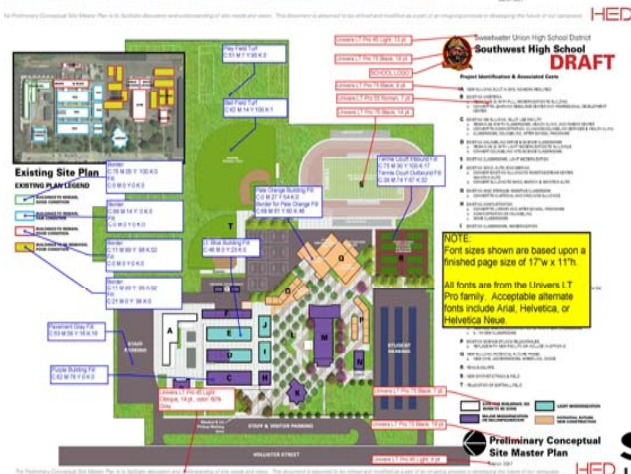
LOCAL CONTROL & ACCOUNTABILITY PLAN (LCAP) GOALS

GOAL 1
Ensure excellence in teaching and learning so each student is prepared to succeed in college & career

GOAL 2
Create a safe and healthy learning environment for each student by building a culture of equity and a positive climate that promotes excellence throughout the district

GOAL 3
Foster and honor parental/guardian and community engagement to support excellence in each student's success

GOAL 4
Develop coherent and transparent systems for operational excellence to support each student's success

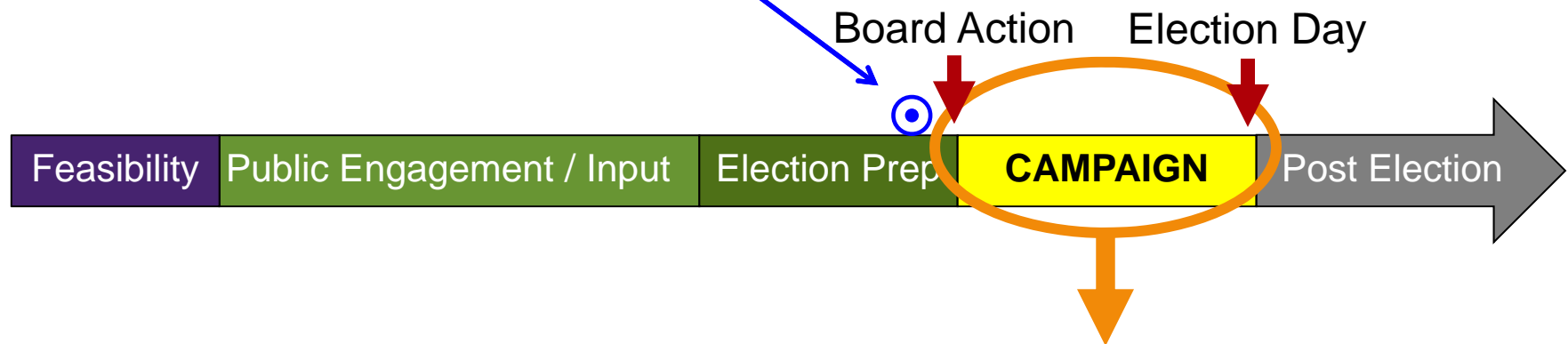


Your Facilities Improvement Journey is bringing Sweetwater Union High School District leaders to a decision about a local school bond election in November 2018.

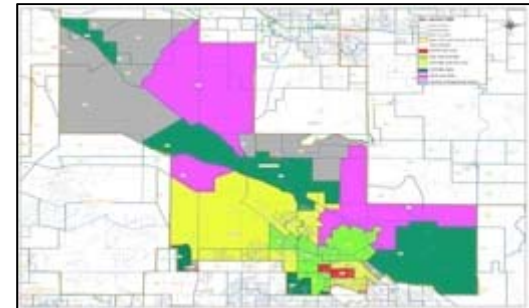


Approach

We are
Here!



Pursuing a bond is a **STRATEGIC** endeavor.



Sweetwater UHSD – Voter Profile

Descriptor	Voters - #	Voters - %
ALL Voters	228,011 Voters / 115,512 Households By Mail: 64%. By Poll: 36%	100%
LIKELY Voters Nov 2018	124,729 Voters / 74,328 Households By Mail: 67%. By Poll: 33%	55%

Approach

Track 1

District Due Diligence

Facilities, Technology, Finance, Legal, Logistics, etc.

Track 2

BOARD Engagement & Education

NEED, Process, Info/Data/Research, Consensus, etc.

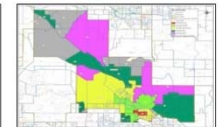
Track 3

Stakeholder & Opinion Leader Engagement

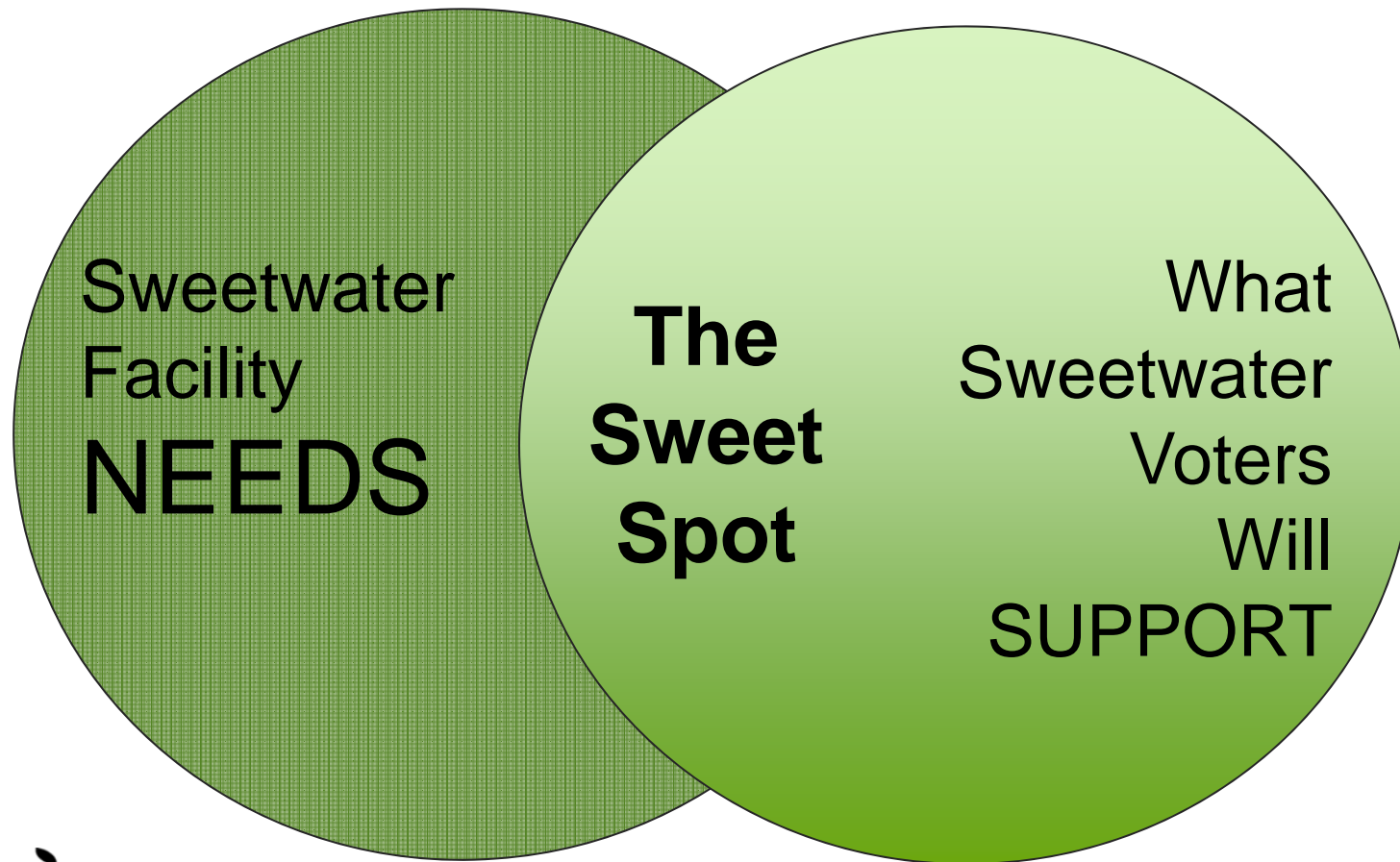
"People Support What They Help Create."



This is a **STRATEGIC** project.



GOAL: Align to the Sweet Spot

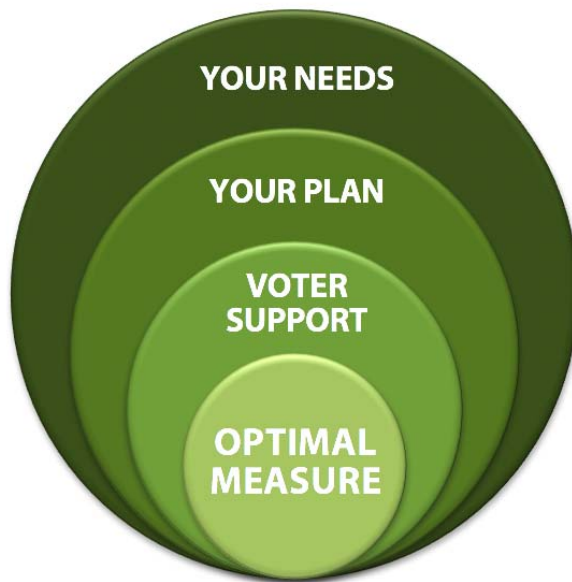


Listening Work



**WE WELCOME
YOUR INPUT!**

Polling Research



Opinion Leader Conversations



Stakeholder Meetings



CBOC Leadership Briefings



The Bond Package

KEY Components:

1. Financials

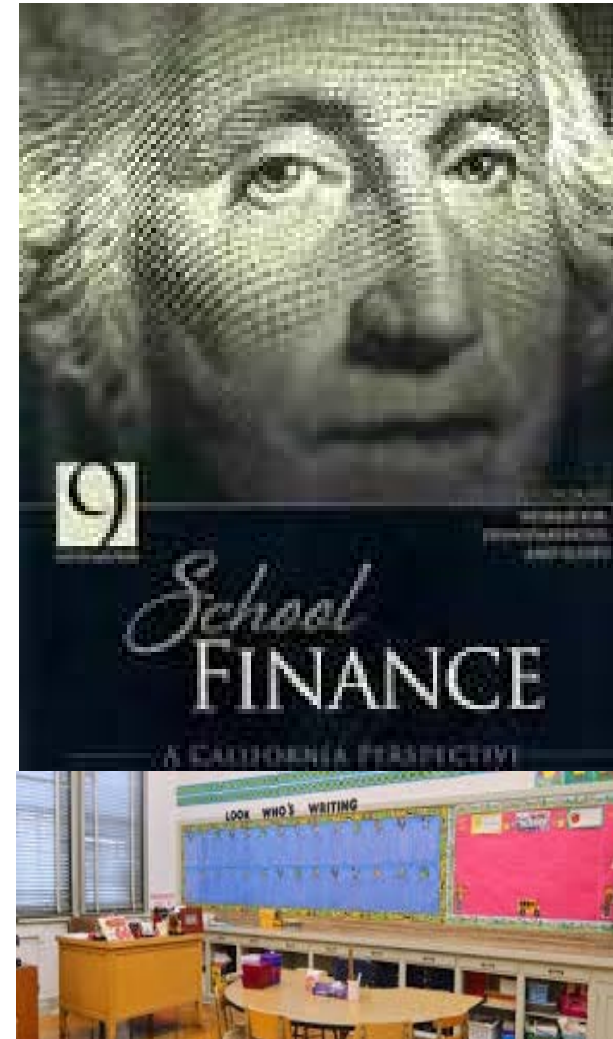
- Overall Amount: **\$494M**
- HSD Tax Rate: \$30/\$100Kav

2. Project List

3. 75-Word Ballot Question

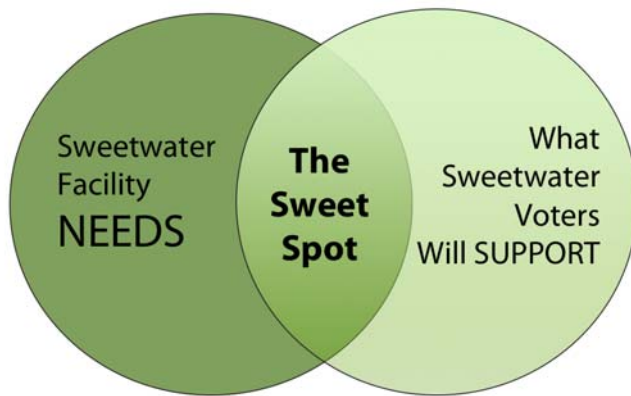
4. Legal Considerations and the RESOLUTION

5. Community Alignment



Ballot Package

The Project List



SECTION III:

DWK Draft
Dated 6/28/2018

BOND PROJECT LIST

This Bond Project List, which is an integral part of this measure, describes the specific projects the District proposes to finance with proceeds of the bonds. All information contained within this "Section III: Bond Project List" comprises the list and description of permissible projects and expenses that may be paid from bond proceeds, and where such projects may be or are intended to be completed.

Proceeds from the sale of bonds authorized by this measure shall be used only for the construction, reconstruction, rehabilitation, replacement, furnishing and equipping of school facilities on the Bond Project List.

In order to meet all identified facility needs, the District may complete projects using a combination of funding sources, including joint use, development impact fees, special tax revenue and state funding as available. In order to maximize community benefit and efficiently apply taxpayer dollars, the District will make a good faith effort to pursue practical opportunities to expand community joint use facilities. In pursuing joint use, the District's goal is to maximize the use of facilities by the broader community without adversely impacting District's operations or finances. In addition, the District will pursue state matching funds if and when they become available, and if received, they will be used for and mainly applied to projects on the Bond Project List or other high priority capital outlay expenditures as permitted in Education Code section 17070.63(c). Placement of a project on the Bond Project List is not a guarantee that every project listed will be completed. Furthermore, while no specific project is dependent on the receipt of state funding for completion, approval of this measure does not guarantee that all projects on this Bond Project List at all listed sites will be funded beyond the local revenues generated by this measure. The District's proposal for the projects assumes the receipt of some state matching funds, which could be subject to appropriation by the Legislature or approval of a statewide bond measure.

Specific projects that may be funded by bond proceeds include projects in Category A and Category B, list below. Category A projects may be completed at any and all school sites, buildings and facilities where such project is determined necessary or required, including without limitation, adult education facilities, administrative and support buildings, and alternative education program facilities. Category B projects are intended to be completed at the site indicated.

Category A. Districtwide Campus Upgrades to Support Student Health, Safety and Security

The following projects are authorized to be completed at each, any or all of the District's schools, sites, buildings and facilities:

1. Acquire and install classroom intrusion alarms, video surveillance cameras, safety locks on classroom doors, fencing, gates, and exterior lighting for student safety.

Ballot Package

Draft PROPOSED BALLOT QUESTION Draft

“To repair and upgrade aging middle/high school classrooms, science labs, facilities and instructional technology supporting student achievement and career training in math, science, engineering, technology, arts and skilled trades; construct classrooms to relieve overcrowding; and improve student safety/security, shall Sweetwater Union High School District issue \$494 million in bonds at legal rates, raising approximately \$30 million annually over 40 years at 2 cents per \$100 of assessed value, with independent citizen oversight and all money staying local?”

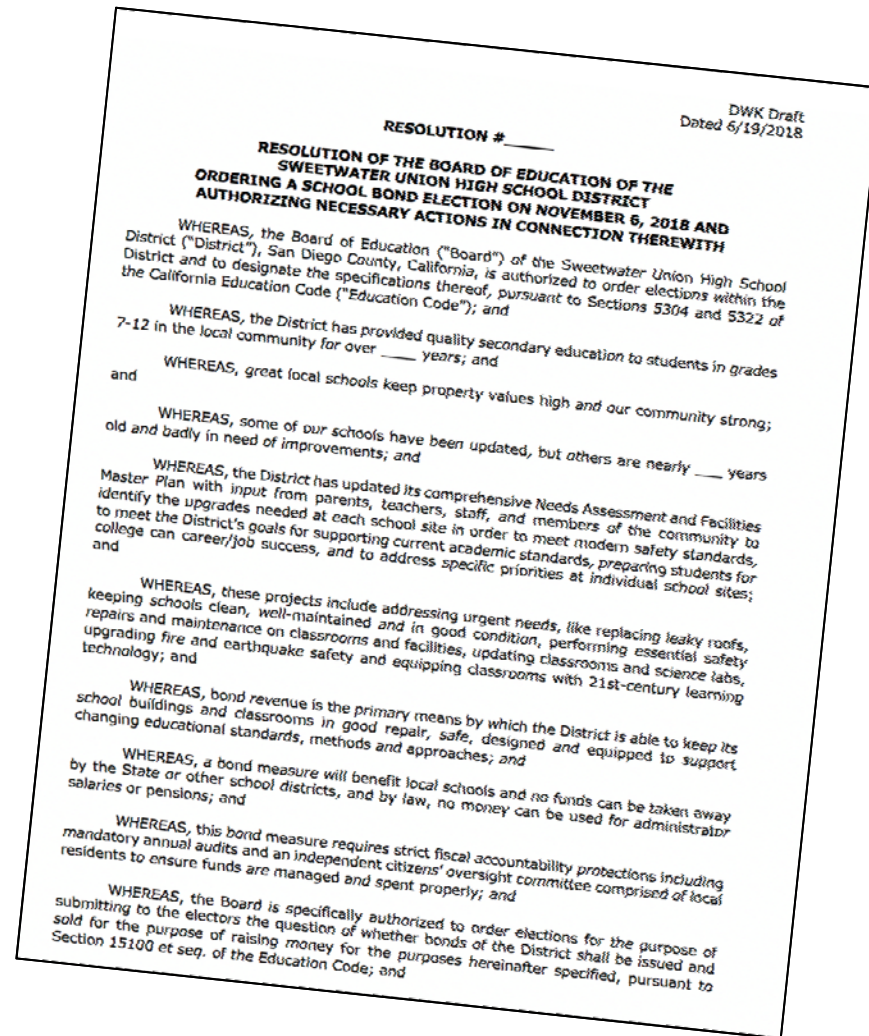


NOTE: Pending legislation may impact the final wording of this provision.

Ballot Package

Legal Framework: Resolution

- Conditions
- Provisions
- Ballot Question
- Project List
- Tax Rate Statement
- Prop 39 Requirements



Board Q&A / Discussion

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 (up or down) on the ballot measure.

Paid employees of Sweetwater Union HSD School District **CANNOT advocate** for/against the measure on “District time.” They **may** volunteer on their own time.



Board Q&A / Discussion

Key Dates

NEXT:

- ▶ Action Item: **July 23**
Board Action Calling for an Election
- ▶ Filing Deadline: **August 10**
Paperwork **MUST** be Filed with
San Diego County Registrar of Voters
- ▶ Campaign Window:
August 11– November 6
- ▶ Election Day: **November 6**

