



Pacifica School District

375 Reina Del Mar Avenue ★ Pacifica, California ★ 94044
(650) 738-6600 ★ (650) 557-9672 (fax)

Preparing Students for an Evolving World

www.pacificasd.org

MEMORANDUM

Office of the Superintendent

Meeting of

April 20, 2016

TO: Board of Trustees
FROM: Wendy S. Tukloff, Ed.D., Superintendent
SUBJECT: Endorsement for Jefferson Union High School District, Measure E

Recommendation

It is recommended that the Pacifica School District, Board of Education endorse the Jefferson Union High School District, Measure E as placed on the June 7, 2016 Election Ballot.

Background

Pacifica School District is extremely fortunate to have a supportive community, demonstrated by passing Measure L, a local education parcel tax in November 2011. This parcel tax generates approximately 1.3 million dollars and makes up approximately 4% of the total budget. These funds allow the District to maintain primary class sizes at 24:1; support our school libraries with library media clerks; provide strong computer connectivity district-wide; provide support to beginning teachers to complete their credential; provide every fifth grade student in Pacifica School District the opportunity to attend Outdoor Education, a five day hands-on science focused learning experience by the San Mateo County Office of Education; and provides support to our students with school counseling.

With Measure L scheduled to sunset in June 2017, the Board of Trustees began researching the potential for a renewal. Under the direction of the Trustees, staff contracted with Godbe Research and TBWB Strategies to provide guidance and information during the feasibility phase. The process included a survey developed to determine potential support for a parcel tax measure to maintain critical educational programs in our schools and prioritizing the programs to be funded based on voter receptiveness; the optimum duration for the parcel tax; community outreach; and the engagement of a Parcel Tax Renewal Committee comprised of parents, labor partners, Trustees and District Office administration.

The findings of the survey as reported at a Board of Trustees Joint Meeting with Jefferson Union High School District (JUHS) found strong support (final ballot test at 85% definitely and probably yes, with JUHS running on the same ballot) to maintain educational programs in Pacifica School District. As part of our ongoing positive collaboration with Jefferson Union High School District, I bring forward the opportunity to discuss the Pacifica School District Board of Education endorsement of Jefferson Union High School District, Measure E that will be placed on the June 7, 2016 Ballot along with Pacifica School District, Measure D.