



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

October 4, 2017

TO: Board of Trustees
FROM: Wendy S. Tukloff, Ed.D., Superintendent
SUBJECT: General Obligation Bond Planning Phase: Contract with TBWB

Background

During the month of August, 2017 Pacifica School District contracted with Godbe Research and TBWB to implement a Feasibility Study to determine community support for the district in relation to a General Obligation Bond with the following research objectives:

- Gauge the public's perceptions of whether the District is providing a quality education to students and effectively managing taxpayer funds;
- Assess potential support for a bond measure to repair and improve local schools with funding that cannot be taken by the State;
- Identify respondent project and program priorities to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate at which respondents support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

The results of the survey were shared at a Board of Education Work Study on Sept. 6, 2017 and a Board of Education meeting on Sept. 13, 2017. The following is the general statement put forth to the community:

To repair and improve aging local schools with funding that cannot be taken by the State, shall Pacifica Elementary School District

- ✓ *fix aging and leaking roofs,*
- ✓ *improve student safety and campus security,*
- ✓ *upgrade classrooms, labs and computer systems to support programs in science, technology, English, arts and math, and*
- ✓ *acquire, repair, construct classrooms, equipment, sites and facilities,*

by issuing \$55 million dollars in bonds at legal rates, with independent citizens' oversight, no money for administrators, and all funds staying local?

Results of the survey demonstrated strong support for Pacifica School District to move forward in the planning phase for a General Obligation Bond Measure to be placed on the June 2018 ballot. Our next step is to contract with TBWBH (formerly TBWB)ⁱ to assist us in the second part of the planning phase – Building Consensus and a Strong Measure. The contract has been attached for review.

ⁱ On October 1, 2017, Public Finance Strategies, LLC d/b/a TBWB Strategies ("TBWB") will become Terris Barnes Walters Boigon Heath, Inc. ("TBWBH"). TBWB will assign to TBWBH all of TBWB's rights, benefits, duties and obligations under the Contract dated June 1, 2017. TBWBH is controlled by the same owners as the TBWB and TBWBH will assume all of the duties, obligations and liabilities of TBWB under the Contract. The Contract shall continue in full force and effect after assignment of the Contract to TBWBH.