



# Pacifica School District

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*Preparing Students for an Evolving World*

[www.pacificasd.org](http://www.pacificasd.org)

## MEMORANDUM

*Office of the Superintendent*

Meeting of

1/13/16

**TO:** Board of Trustees  
**FROM:** Wendy S. Tukloff, Ed.D., Superintendent  
**SUBJECT:** Parcel Tax Renewal 2016 (Goal: Governance)

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### Background

Due to the positive results of the survey, the Pacifica School District Board of Trustees provided direction to staff to work with TBWB Strategies on the next phases of the process: Building Consensus and Building a Strong Measure. Trustees Matt Levie and Elizabeth Bredall, along with staff members Wendy Tukloff, Josie Peterson, and Ray Avila have worked with TBWB and other district leaders including district labor partners and community members in the following activities:

1. Parcel Tax Renewal 2016 Meetings, two (2):
  - a. The best election to place the Parcel Tax on the ballot- June 2016 or November 2016
  - b. Potential program to be funded and draft ballot question:
    - 1 Enhance core academic programs like math, science, history, reading and writing
    - 2 Support outstanding art, music and electives critical to a well-rounded education
    - 3 Attract and retain qualified teachers
    - 4 Maintain classroom computer and technology instruction
    - 5 Strengthen school library programs
    - 6 Maintain programs to support struggling students
  - c. Community Leadership
  - d. Outreach options in the community
2. Community Outreach
  - a. Attendance at PTO meetings: Matt Levie and Elizabeth Bredall
  - b. Stakeholder Meeting: Matt Levie and Andrea Gould
  - c. Information Sharing: District Webpage; Informational Fliers; Superintendent Communications-Tribune, Gazette, Monday News

We will continue our work to ensure we are prepared with a strong measure for the next phase of the process.