



Pacifica School District

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Preparing Students for an Evolving World

www.pacificasd.org

MEMORANDUM

Office of the Superintendent

Meeting of

March 2, 2016

TO: Board of Trustees
FROM: Wendy S. Tukloff, Ed.D., Superintendent
SUBJECT: Resolution 2016-03-02-A: Place a Parcel Tax Measure Before the Voters
(Public Hearing/Action)

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 annually 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, understand voter perceptions of program priorities and assess the optimum duration for the parcel tax; conducting 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 (JUHSD) found strong support (final ballot test at 85% definitely and probably yes, with JUHSD running on the same ballot) to maintain educational programs in Pacifica School District. Top programs supported include enhance math, science, reading and writing programs; attract and retain qualified teachers; provide college preparation; support classroom and computer technology programs; support struggling students; support school libraries; and support art, music and electives.

As Pacifica School District continues to be at the forefront of transitioning to the new State standards within the context of developing 21st Century skills, we do so by relying on our community for support due to the inadequate funding by the State. Although California has developed a new funding formula, Local Control Funding Formula, with the goal of full funding by 2020, California will remain in the bottom third of the states in educational funding. Therefore, Resolution **2016-03-02-A** calls for the following:

1. Target Election Date: June 2016
2. Tax Rate/Structure: \$118/10 years
3. Funding Priorities:
 - a. Enhance core academic programs like math, science, history, reading and writing
 - b. Support outstanding art, music and electives critical to a well-rounded education
 - c. Attract and retain qualified teachers and staff
 - d. Maintain classroom computer and technology instruction
 - e. Strengthen school library programs
 - f. Maintain program to support struggling students

Additionally, the resolution reflects the continuation of the Parcel Tax Oversight Committee to review expenditures and the exemption for seniors 65 years of age or older, as well as for owner-occupants receiving Supplemental Security Income (SSI). Moreover, the renewal of this measure would continue to prohibit the use of parcel tax funds for administrators' salaries. This parcel tax renewal is to commence on July 1, 2017 and will not increase any taxes.

The estimated cost of the election to the Pacifica School District is \$40,000. The decision to use an existing scheduled election date decreases ballot costs. Currently, there are approximately 18,000 registered voters in the Pacifica School District. The measure will be assigned a letter by the county election officials.