

**City Council Meeting**

Item #4, RTC 24-177

Discussion of a Proposed Community Engagement Process Related to the City's Unfunded Capital Needs & Potential Revenue Strategies for Consideration on the November 2024 Ballot

March 12, 2024

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## Background

- On July 18, 2023, Council approved funding to retain public opinion research services
- Consultant team of Tulchin Research, LLC and its partner, TeamCivX, was selected to perform the work
  - Evaluating the feasibility of alternative local funding measures
  - Development and implementation of strategies to inform and engage residents in a community conversation about the City's infrastructure needs, priorities and the possibility of future ballot measures; and
  - Design of measures in alignment with the identified community priorities

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## Overview of Community Engagement

- Initial Survey
  - 400 likely voters; 4 languages. Report to Council 4/23 (New Date)
- Community Outreach Strategies
  - Meetings
  - Videos
  - Social Media Posts
  - Mailers

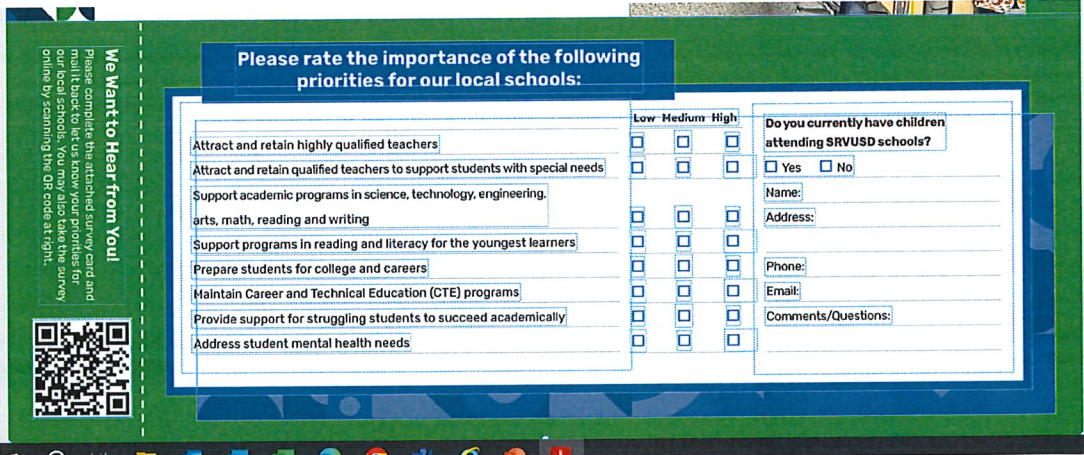
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## Mailers



**We Want to Hear from You!**  
Please complete the attached survey card and mail it back to let us know your priorities for our local schools. You may also take the survey online by scanning the QR code at right.


**Please rate the importance of the following priorities for our local schools:**

	Low	Medium	High
Attract and retain highly qualified teachers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attract and retain qualified teachers to support students with special needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support academic programs in science, technology, engineering, arts, math, reading and writing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support programs in reading and literacy for the youngest learners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prepare students for college and careers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintain Career and Technical Education (CTE) programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide support for struggling students to succeed academically	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Address student mental health needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

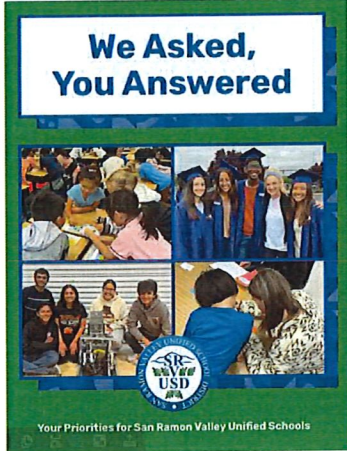
**Do you currently have children attending SRVUSD schools?**  
 Yes  No  
 Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Comments/Questions: \_\_\_\_\_

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# Mailers



**We Asked,  
You Answered**

Your Priorities for San Ramon Valley Unified Schools

### Attracting Quality Teachers and Supporting Core Academic Programs Are Top Priorities for Our Community

**Award-Winning Local Schools Support Student Success**

San Ramon Valley Unified School District (SRVUSD) has more National Blue Ribbon schools this past year than any other district in the State of California, one of the highest performing school districts in the nation. SRVUSD's graduation rate stands at nearly 97%.

State, local voter-approved funding that our schools have used for almost 20 years is set to expire. Additionally, our local schools face the loss of existing State Funds. Taken together, our schools face the loss of two funding sources that currently support core academic programs, early literacy programs, student mental health, and preparing students for college and careers.

**Community Priorities for SRVUSD Schools**

In early May, SRVUSD mailed a survey asking you to share your priorities for a pair of potential local funding measures. With over 800 survey responses, here are the top community priorities for our local San Ramon Valley schools:

Attract and retain highly qualified teachers	98.7%
Support academic programs in science, technology, engineering, arts, math, reading and writing	97.6%
Prepare students for college and careers	95.3%
Support programs in reading and literacy for the youngest learners	92.2%
Provide support for struggling students to succeed academically	91.6%
Address student mental health needs	89.5%
Maintain Career and Technical Education (CTE) programs	88.9%
Attract and retain qualified teachers to support students with special needs	85.7%

Percent of respondents ranking items as a high or medium priority. Responses received through December 20, 2023.

**Protecting Teachers & Academic Programs**

To address expiring funding and community priorities for our schools, SRVUSD is considering pairing two measures on the May 2024 special election ballot. The first measure would renew the expiring parcel tax funding at the current rate of \$48 per parcel per year. The second measure would address the loss of State Funding at the rate of \$18 per parcel per year.

**Renewing Locally Controlled Funding for Our Schools**

Funds from the first measure to renew the expiring parcel tax funding, would be used to:

- Attract and retain highly qualified teachers
- Support academic programs in science, technology, engineering, arts, math, reading and writing
- Prepare students for college and careers
- Maintain Career and Technical Education (CTE) programs

**Supplementing State Funding**

Funds from the second measure to supplement expiring State Funds, would be used to:

- Support programs in reading and literacy for the youngest learners
- Provide support for students struggling to succeed academically
- Address student mental health needs
- Attract and retain qualified teachers to support students with special needs

**Local Control & Accountability**


The Citizens' Panel for Oversight Committee (CPOC) has confirmed that SRVUSD schools would pass voter-approved funding as proposed. Both measures being considered would include the same strict accountability requirements as past measures in the district.

- All funds would be controlled locally and could not be taken away by the State
- No funds could be used for administrative salaries or pensions
- Independent citizen oversight committees and annual audits would be required
- Senior citizens and individuals with qualifying disabilities would be eligible for an exemption from the ballot

**Learn More!**  
To learn more, please email [communications@srvusd.net](mailto:communications@srvusd.net) or visit [www.srvusd.net/high2024](http://www.srvusd.net/high2024).

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# Community Engagement (continued)

- Follow-Up Survey
  - 400 likely voters; 4 languages. Report to Council on June 4, 2024

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## Revised Schedule of Updates

Meeting #	Purpose	Date
1	Overview of November 2024 Elections Process Timelines	February 6, 2024
2	Overview of Community Engagement Process	March 12, 2024
3	Review Voter Research Information	April 23, 2024*
4	Discuss Measure Options & Second Round of Voter Research	June 4, 2024
5	Consider Calling for an Election	July 9, 2024

\*Previously noted as either March 26 or April 2

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## Recommendations

- Provide feedback on report
- Note and file report

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