



# Presentation of General Obligation Bond Voter Survey Results

Board Meeting  
February 1, 2024  
Agenda Item No. 9.3

**Presented by:**

Janea Marking, Chief Business and Operations Officer  
Dale Scott, President of DS&C

FEBRUARY 1, 2024

Thinking forward  
for schools and  
communities.



DS&C

SACRAMENTO CITY USD  
VOTER SURVEY RESULTS



548 Market Street, Suite 44410 | San Francisco, CA 94104 | 415.956.1030 | [www.dalescott.com](http://www.dalescott.com)

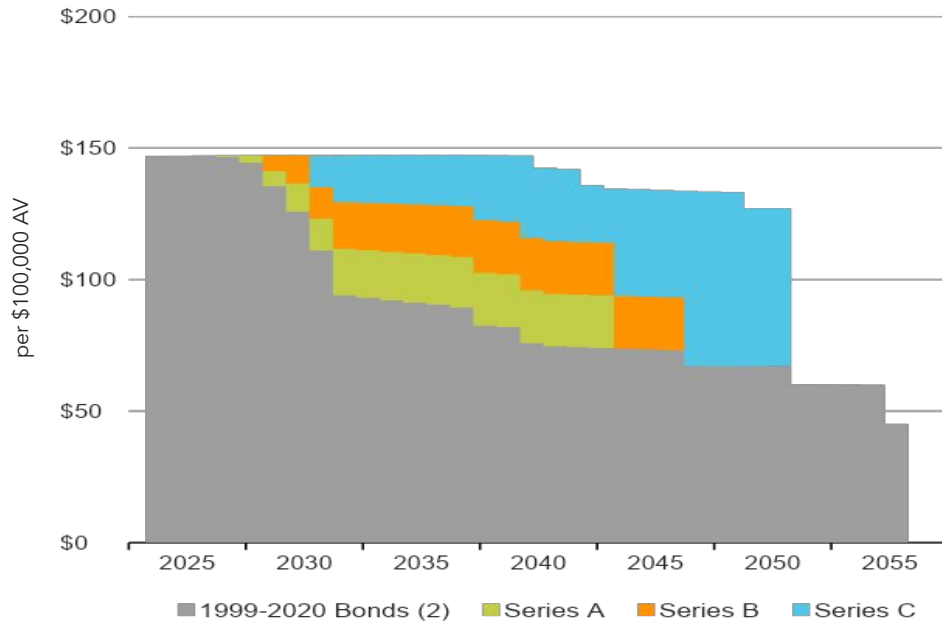
SACRAMENTO CITY UNIFIED SCHOOL DISTRICT

## VOTER SURVEY BACKGROUND AND DEMOGRAPHICS

# 2024 Election: Tax Rate Extension Bonds

TAX RATE EXTENSION CAN GENERATE OVER \$500 MILLION OF FUNDING

Projected Tax Rates(1)



Projected Bond Issuance Schedule		
Year Issued	Series	Principal Amount
2027	Series A	\$122,000,000
2029	Series B	\$160,000,000
2031	Series C	\$256,000,000
Total		\$538,000,000

(1) Assumes 5.00% annual AV growth through 2025; 3.50% thereafter

(2) Includes projected 2020 Election, Series B & C and 2023 Refunding

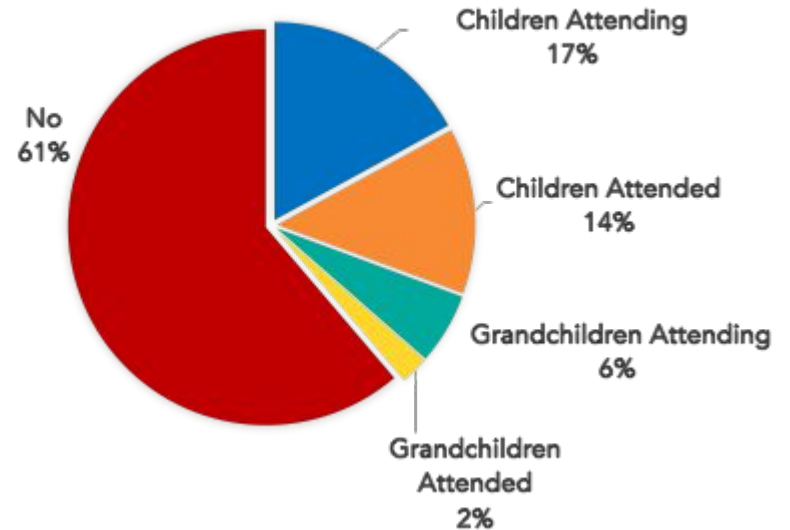
## RANDOM SURVEY OF LIKELY VOTERS CONDUCTED IN OCTOBER 2023

- ▶ Surveys were conducted between 10/6/23 and 10/8/23 in English and Spanish
- ▶ 410 completed surveys
  - ▶ 46% text-to-web
  - ▶ 39% cell phones
  - ▶ 10% email-to-web
  - ▶ 5% land lines
- ▶ The average length of the survey was 10.6 minutes
- ▶ Margin of error for the survey is 4.84%

## EXPERIENCE WITH THE SCHOOL DISTRICT

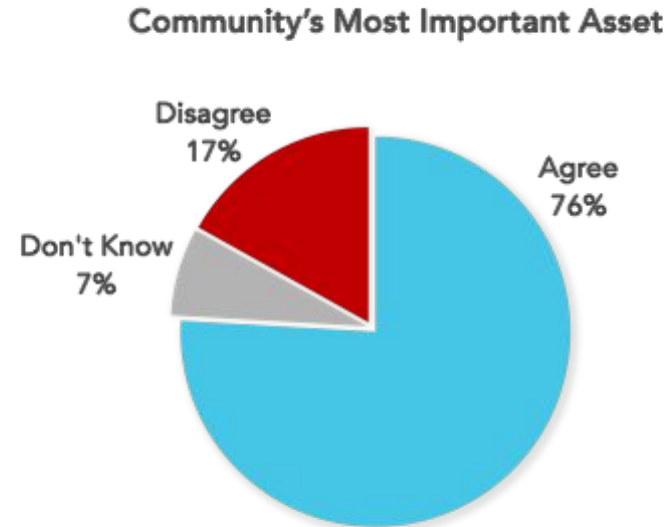
Do you have or have you ever had any children or grandchildren who attended or are now attending a school in the Sacramento City Unified School District?

Experience with the District



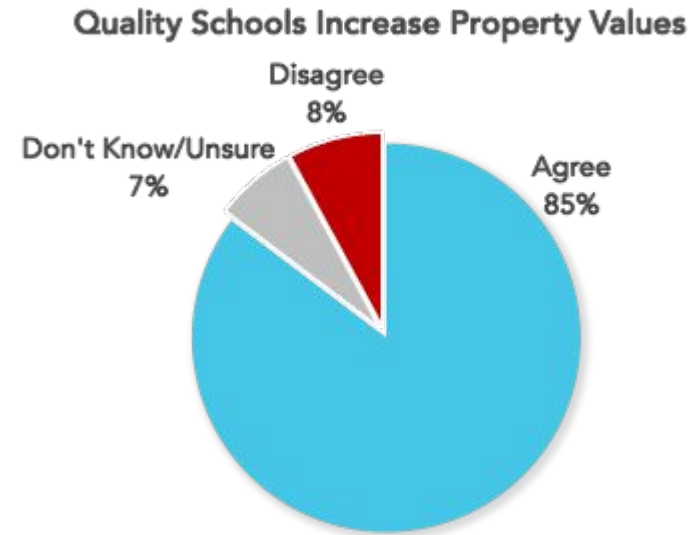
## PUBLIC SCHOOLS WITHIN THE COMMUNITY

Do you agree or disagree that...Sacramento public schools are our community's most important asset and should be our number one priority.



## SCHOOLS IMPACT ON PROPERTY VALUES

Do you agree or disagree that...Quality schools increase property values.





SACRAMENTO CITY UNIFIED SCHOOL DISTRICT

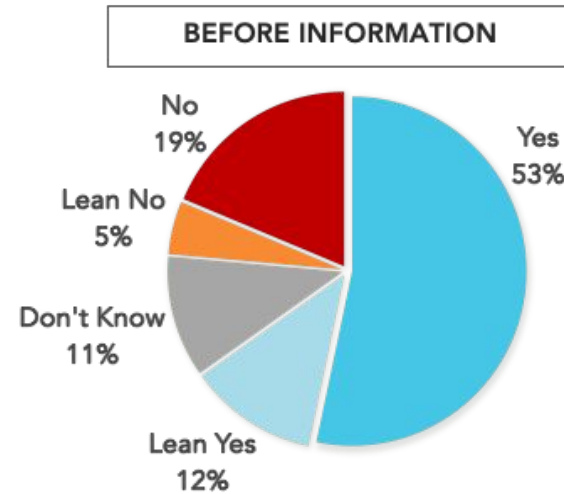
## VOTER ATTITUDES

# Voter Attitudes

## \$538 MILLION BALLOT LANGUAGE: (BEFORE INFORMATION)

If the election were held today, would you vote “yes” to approve or “no” to reject the measure?

“With funds that cannot be taken by the State and spent elsewhere and with no increase in current tax rates, shall Sacramento City Unified School District’s measure to improve student safety and upgrade campus security; renovate and repair aging classrooms, be adopted, authorizing \$538 million of bonds with levies less than 6 cents per \$100 of assessed valuation (raising \$40 million per year while bonds are outstanding), with legal rates, citizen oversight and full public disclosure of spending?”



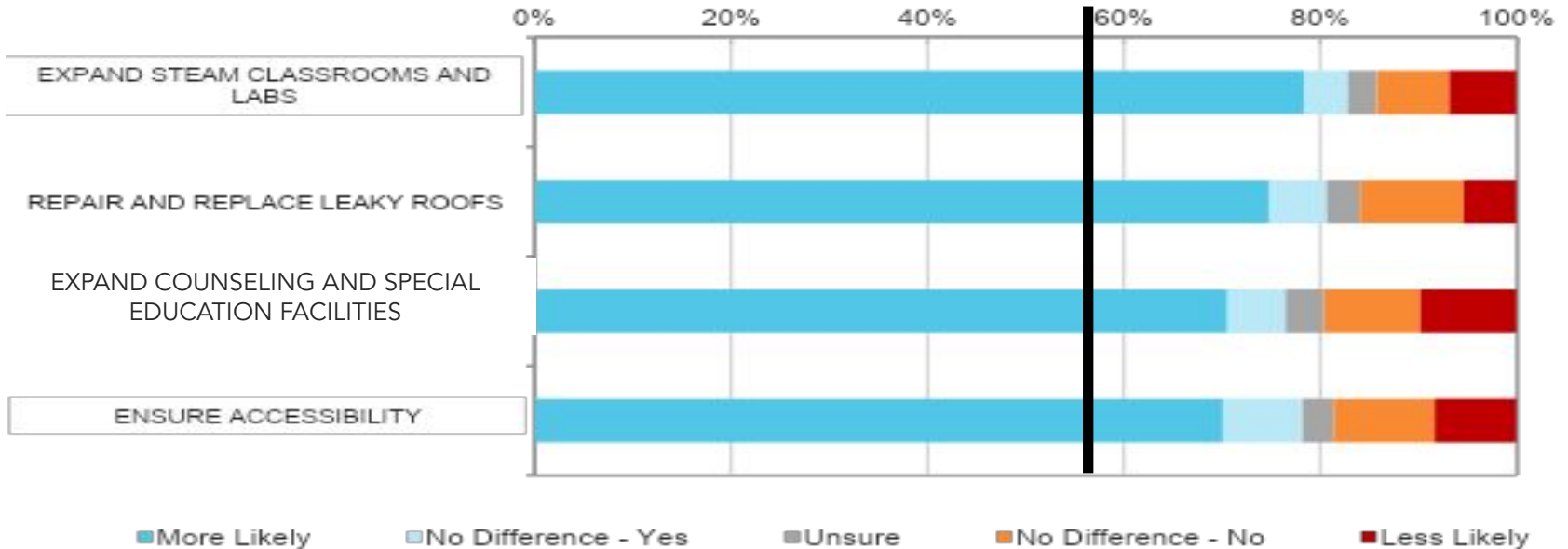
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## PROJECTS

# Voter Attitudes

## PROJECTS

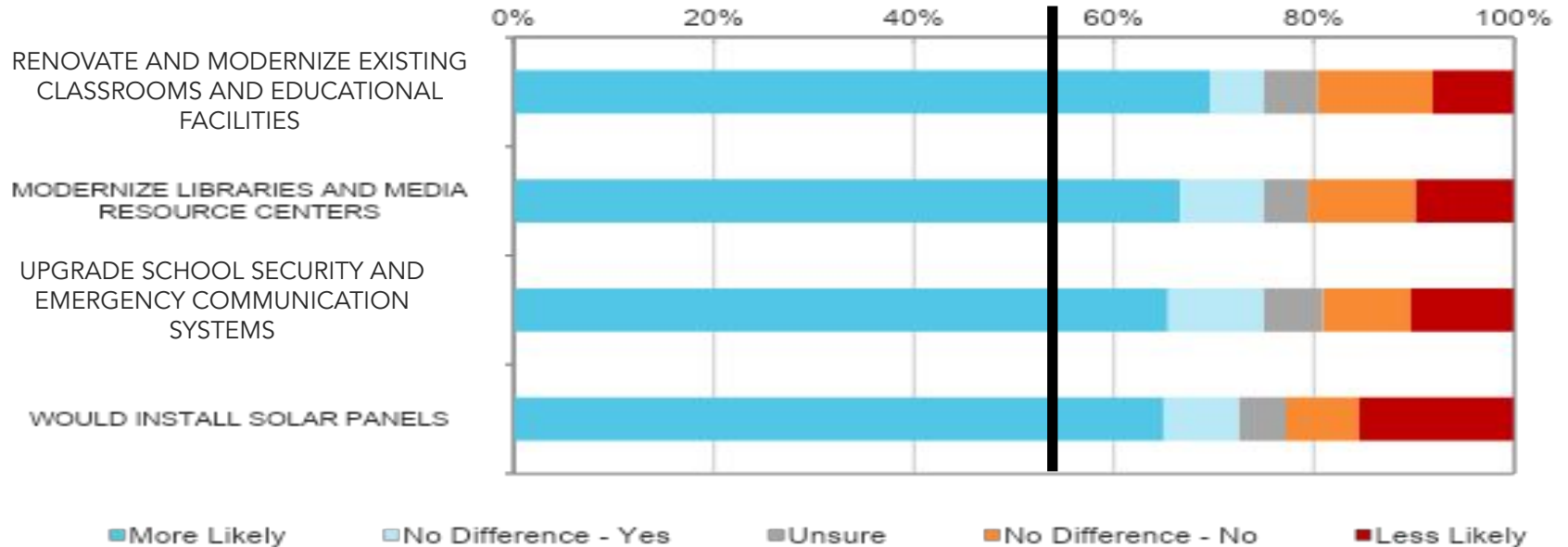
Here are some details regarding the proposed bond. For each statement, please tell me if it would make you more or less likely to vote for the bond?



# Voter Attitudes

## PROJECTS

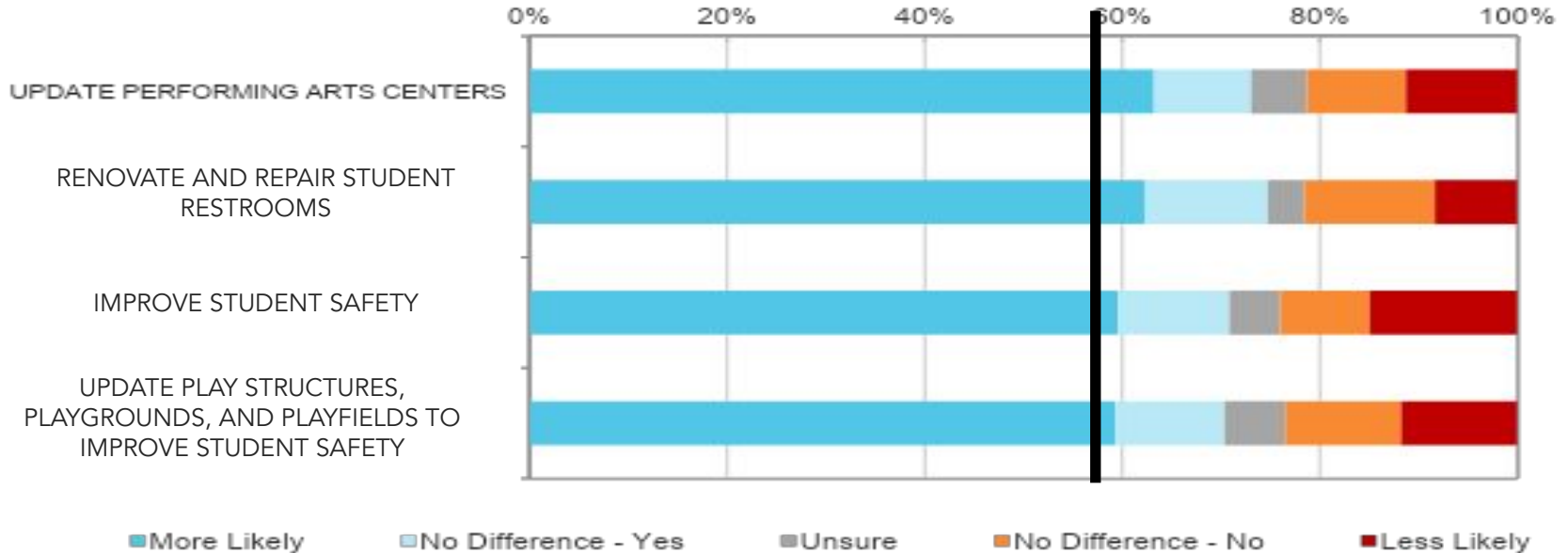
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SACRAMENTO CITY UNIFIED SCHOOL DISTRICT

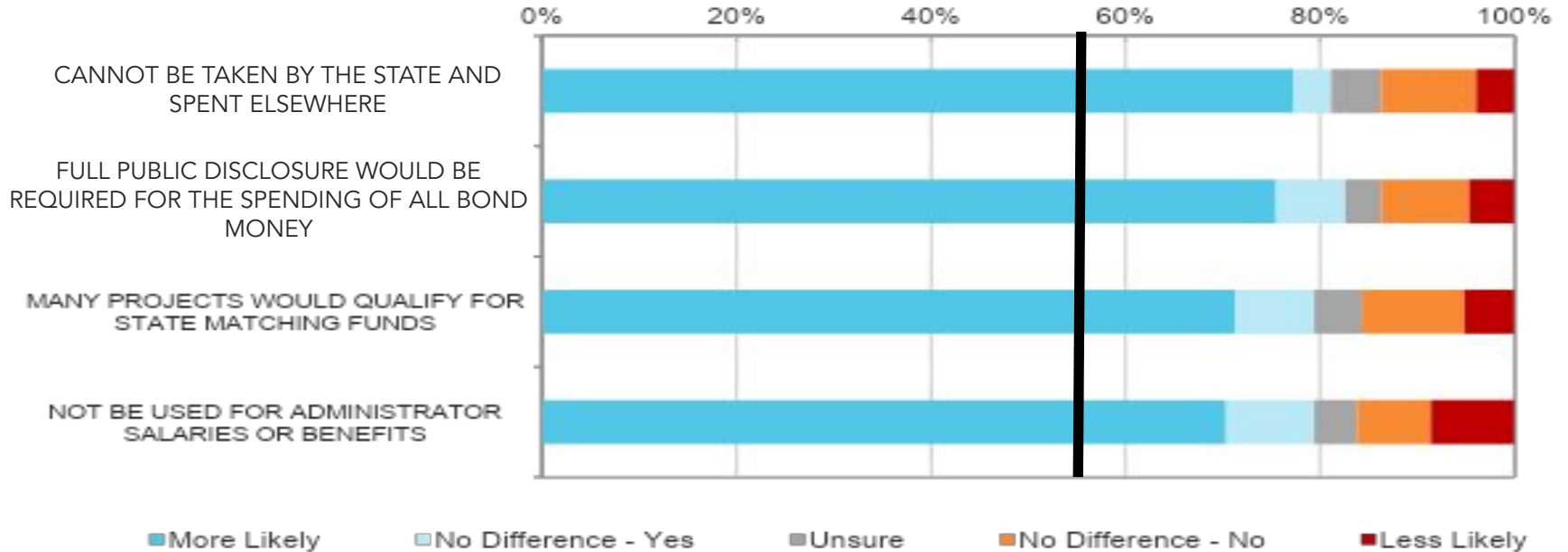
## TAXPAYER PROTECTIONS



# Voter Attitudes

## TAXPAYER PROTECTION

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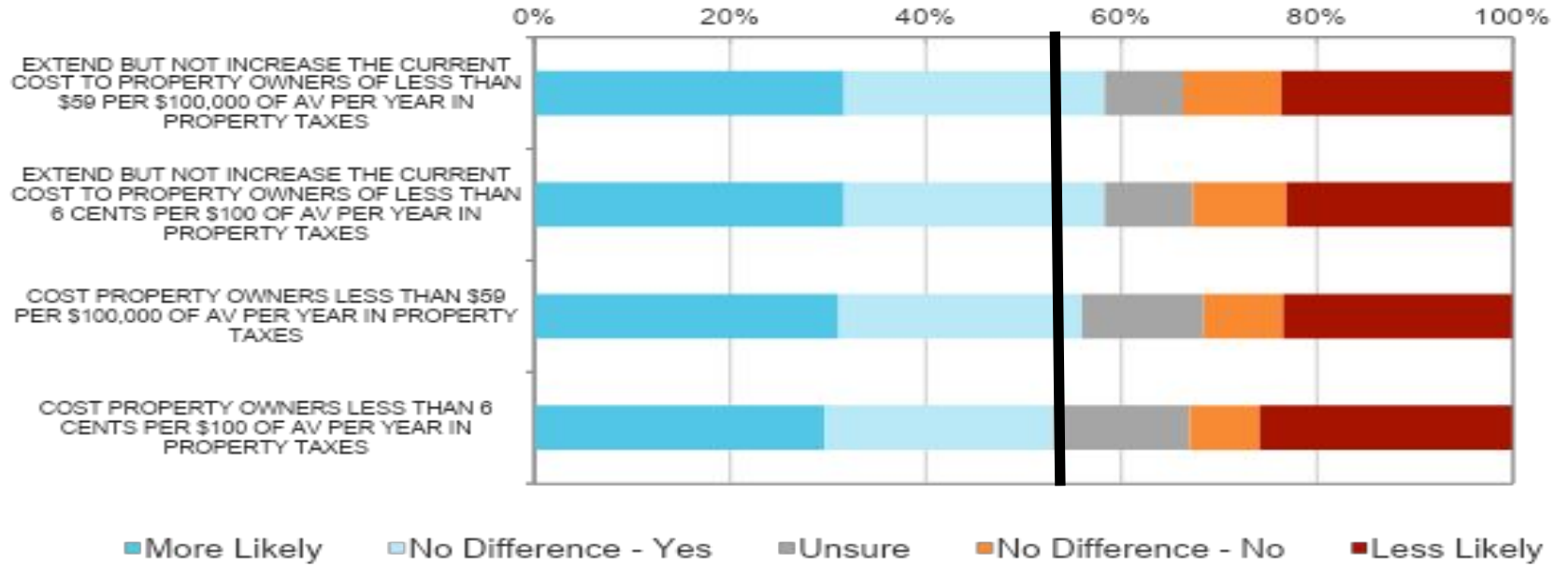
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## TAX RATE SENSITIVITY

# Voter Attitudes

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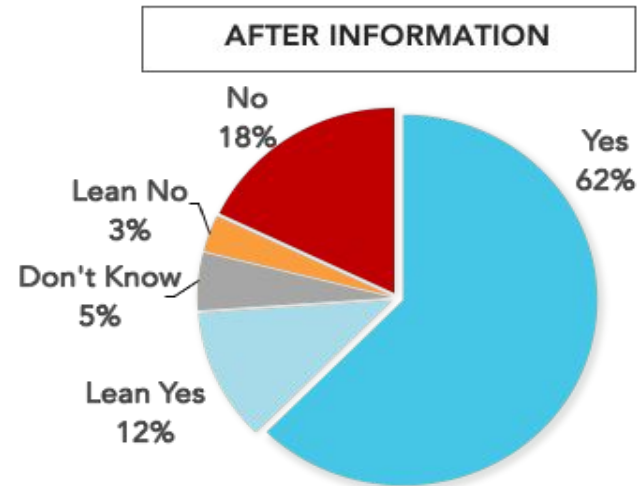
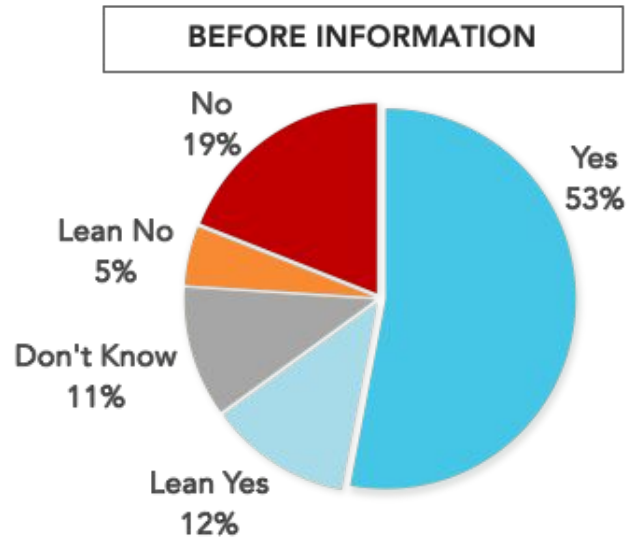
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## PRE/POST INFORMATION

# Voter Attitudes

## \$538 MILLION BALLOT LANGUAGE: (BEFORE VS AFTER INFORMATION)

Now that you have heard more information regarding the proposed \$538 million Sacramento City USD bond measure with no increase in current tax rates, if the election were held today, would you vote 'yes' to approve or 'no' to reject the measure?



SACRAMENTO CITY UNIFIED SCHOOL DISTRICT

2024 ELECTION

# Overview of Election Timeline

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## PREPARING FOR NOVEMBER 2024

### November 2024 Election (Presidential Election)





## Needs change. Innovation endures.

Some financial advisors like to brag about the number of deals they've done. We like to talk about the problems we've solved. DS&C delivers innovative, practical solutions that propel schools and communities forward.

**DS&C**  
THINKING FORWARD



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# Q & A