

SOUTH MONTEREY COUNTY JOINT UNION HIGH SCHOOL DISTRICT  
BOARD OF EDUCATION  
SPECIAL BOARD MEETING

Wednesday, December 19, 2012

South Monterey County Joint Union High School District Office Board Room  
800 Broadway  
King City, CA 93930

BOARD OF EDUCATION

Mike Foster – President  
Debra McAlahney-Dodson – Clerk  
Paulette Bumbalough - Member  
Raul Rodriguez – Member  
Bob White – Member

STATE ADMINISTRATOR

Daniel Moirao, Ed.D.

OPEN SESSION: 8:00 AM

A. CALL TO ORDER

B. FLAG SALUTE

C. PUBLIC COMMENT

*The public may address the Board regarding general school district topics or a specific agenda item. The person wishing to speak is asked to complete a Request to be Heard Form prior to the meeting, indicating whether they wish to address a non-agenda item or a specific item and present it to the Executive Assistant. This is an opportunity to address the Board when that item is acted upon. Unless otherwise determined by the Board/State Administrator, each person is limited to 3 (three) minutes. If a large number wish to speak on a specific item, there is a limit of 20 minutes total input on an item. For matters that are not listed on the agenda, the Board may refer the matter to the Superintendent or designee, or take it under advisement, but shall not take action at that time except as allowed by law.*

*El público puede dirigirse a la Mesa Directiva de Educación con respecto a asuntos generales o a asuntos especificados en la agenda. La persona que quiera hablar debe de pedir la forma que se le da a la comunidad pidiendo permiso antes de la junta, indicando si se desea hacer algún comentario sobre un tema de la agenda o algún otro asunto y presentarlo a la Secretaría de el Superintendente. Esta es una oportunidad de dirigirse a la Mesa Directiva de Educación cuando un asunto se esté llevando a cabo. A menos que se determine de otra manera por el Administrador de el Estado, cada persona tiene un máximo de 3 minutos para hablar. Se hay muchas personas que quieran hablar sobre un asunto específico entonces habrá un limite de 20 minutos en total para cada asunto. Para asuntos que no estén enlistados en la agenda, La Mesa Directiva podrá referir ese asunto al Superintendente o su designado o poner ese asunto en sobre aviso, pero no se tomara ninguna acción en ese momento excepto cuando la ley lo permita.*

D. APPROVAL OF AGENDA

E. CONSENT AGENDA

1. Approval of Contract with Godbe Research (**Linda Grundhoffer, Interim CBO**) (Pages 1-16)

F. ACTION ITEMS

1. Approval of Resolution 14:12/13 Use of Developer Fees (**Linda Grundhoffer, Interim CBO**) (Pages 17-23)
2. Approval of Negotiations “Sunshine” Proposal for Negotiations with KCJUHSDTA (**Daniel Moirao, Ed.D., State Administrator**) (Pages 24-25)
3. Approval of Negotiations “Sunshine” Proposal for Negotiations with CSEA (**Daniel Moirao, Ed.D., State Administrator**) (Page 26)

G. ADJOURNMENT (To closed session if needed)

SOUTH MONTEREY COUNTY JOINT UNION HIGH SCHOOL DISTRICT

GOVERNING BOARD

SUBJECT: Contract with Godbe Research

MEETING: December 19, 2012

AGENDA SECTION:

ACTION

INFORMATION

ACTION/CONSENT

Board Goals:

- Improve/Sustain Student Achievement through STAR Test and Other Assessment Measures
- Improve School Climate and Student Discipline in Support of Teaching, Learning and Student Safety
- Develop/Sustain Fiscal Crisis Long-Term Solution
- Ensure Board and Administrator Participation in CSBA's Masters in Governance and Other Trainings
- Ensure that Facilities are Safe for Staff and Students
- Ensure compliance with Education/Other Codes/Updating Board Policies and Administrative Regulations

Summary:

This contract is for a feasibility study to see if the district should pursue putting a Parcel Tax on the ballot in the near future.

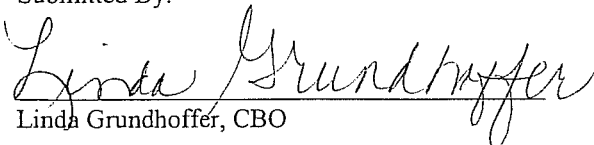
Recommendation:

Approve the contract with Godbe Research

Fiscal Impact:

\$15,720.00 – General Fund

Submitted By:

  
 Linda Grundhoffer, CBO

Approved:

  
 Daniel Moirao, State Superintendent



GODBE RESEARCH  
Gain Insight

**PROPOSAL TO CONDUCT A PARCEL TAX  
FEASIBILITY SURVEY**

Presented to the South Monterey County Joint Union  
High School District

July 24, 2012

## **COVER LETTER**

---

July 24, 2012

Ms. Mary Mendenhall  
Chief Business Official  
South Monterey County Joint Union High School District  
800 Broadway  
King City, CA 93930

Dear Ms. Mendenhall,

Godbe Research is pleased to present this proposal to the South Monterey County Joint Union High School District (District) to evaluate the feasibility of placing a parcel tax measure on an upcoming ballot, ideally on or prior to June 2013, based on voter support. Since our founding in 1990, Godbe Research has worked diligently to become a recognized State leader in public opinion research and has vast experience in conducting public opinion research and voter polling for hundreds of school districts, cities, counties, and other public agencies. With a staff of highly trained and experienced researchers (all Master's or Ph.D. level) and a commitment to providing superior quality research and client services, we trust you will find our qualifications exceptional.

With more than 20 years of parcel tax and bond polling experience for California school districts, Godbe Research is the perfect firm to accomplish polling goals of this specific voter polling study. Since 2008 alone, our specific experience includes polling on successful parcel tax and bond measures (as well as CFD's) for clients such as the Hayward Unified School District (2012 parcel tax), Scotts Valley Unified School District (2012 parcel tax), Jefferson Union High School District (2012 parcel tax), Newark Unified School District (2011 bond), Cotati Rohnert Park Unified School District (2012 parcel tax), Dublin Unified School District (2012 bond and 2008 parcel tax), Redwood City School District (2012 parcel tax), Ross Valley School District (2012 parcel tax), Dixie Elementary School District (2011 parcel tax), San Carlos School District (2011 and 2009 parcel taxes), Fremont Unified School District (2010 parcel tax), West Contra Costa Unified School District (2010 bond and 2008 parcel tax), San Mateo Union High School District (2010 bond), South San Francisco Unified School District (2010 bond), San Mateo County Community College District (2010 parcel tax – first ever for a community college district in CA), Alum Rock School District (2010 parcel tax), Santa Barbara Elementary and High School Districts (2010 bonds and 2008 parcel taxes), San Jose-Evergreen Community College District (2010 bond), Belmont Redwood Shores School District (2010 bond, 2010 CFD, 2008 parcel tax), Piedmont Unified School District (2009 parcel taxes), Livermore Valley Joint Unified School District (2008 parcel tax), Merced Union High School District (2008 bond), Escondido Union High School District (2008), and more than a dozen others. In addition, Godbe Research is also currently working with the Pajaro Valley Unified School District, West Contra Costa Unified School District, Jefferson Elementary School District, San Mateo Foster City School District, Visalia Unified School District, Modesto City Schools, San Leandro Unified School District, San Rafael City Schools, San Mateo County Community College District, and others on parcel tax and/or bond measure polling for November 2012 or later.

For this parcel tax feasibility survey project, Godbe Research will assign our most experienced researchers, using a 'team based' approach. This includes Bryan Godbe (President and Principal Researcher) as the project manager and day-to-day contact for the South Monterey County Joint Union High School District. Bryan has

experience with each of the clients listed above and works from our regionally available San Mateo corporate office.

Should you have any questions about Godbe Research, require additional information, or wish to discuss next steps in the process; please do not hesitate to contact me directly at [cwhester@godberesearch.com](mailto:cwhester@godberesearch.com) or 650-288-3021. Thank you very much for the opportunity to present this proposal. We are very much looking forward to working with the South Monterey County Joint Union School District, should our experience, fees, and approach best meet your needs.

Sincerely,

Charles Hester  
Vice President of Business Development  
& Project Strategy

## **PROPOSED PROJECT WORK PLAN**

---

Godbe Research believes strongly that a project's success depends on recognizing the individual and unique research needs of each of our clients, and then customizing a research plan to meet these needs. Accordingly, we have put together the following recommended approach to addressing the parcel tax feasibility survey needs of the South Monterey County Joint Union School District (District) to indicate the types of considerations that are involved in each of our research projects.

### Project Research Objectives

Before beginning any research project, Godbe Research spends considerable time reviewing each client's research objectives to choose the most appropriate research design. Although the kick-off meeting for the project will be devoted to "fleshing out" the research objectives in great detail, it is our current understanding that the District is interested in exploring the feasibility of parcel tax measure in a near term viable election cycle. With a parcel tax year running from July to June (bills go out in August and are due in December and April), any election cycle from the August 2012 special election (all mail ballot) to the June 2013 special election cycle (polling place) would net the District proceeds in the same general time frame. Accordingly, the parcel tax measure feasibility survey for the District should be designed to:

- ✓ evaluate the funding priorities of voters in the South Monterey County Joint Union School District vis-à-vis public K -12 education;
- ✓ determine baseline and informed support for potential parcel tax measure among voters in the District;
- ✓ evaluate viable election cycles for the measure, and recommend the election cycle that would be most advantageous for the parcel tax measure (e.g. spring mail ballot, June polling place, etc.);
- ✓ determine and rank the specific projects and programs that would be funded by the parcel tax measure, including ones that could be reduced or eliminated without adequate funding, according to voter preference/support;
- ✓ examine the impact of various statements on voters' support for the parcel tax measure (arguments "for" and "against" the measure);
- ✓ identify an affordable tax threshold supported by the necessary percentage of District voters for the parcel tax;
- ✓ identify how best to package the measure so that the required percentage of District can be expected to support the parcel tax when placed on the ballot, *and*;
- ✓ collect demographic information on District voters not already contained in the voter file for profiling and segmentation purposes for later education and outreach to voters and the community in general.

### Proposed Scope of Work

Godbe Research has a proven process for conducting parcel tax research/feasibility studies, which has lead to a success rate of greater than 90%, hundreds of successful parcel tax measures, and more than a billion dollars in local funding for public education tax and bond for measures for which we have been the pollster. Based on

our experience, specific tasks for the parcel tax measure feasibility study of South Monterey County Joint Union School District voters are envisioned to include:

- Kicking off the project with the District and developing a project work plan and time line. We would also want to include any external/internal stakeholders appropriate to the process (e.g. financial consultant, District council, strategy/campaign consultant, etc.), based on District purview.
- Reviewing background materials, voter and resident demographic data, previous polling studies (i.e. recent District polling, any county polling, city polling, etc.), and other information that will aid in the development of the sampling strategy and survey instrument for this specific study.
- Developing a stratified and clustered sample of District voters likely to vote in the election cycles of interest and opportunity, up to June 2013. Election cycles in these ranges would provide parcel tax proceeds for the 2013 – 2014 property tax year. For reference, the following election opportunities are available during that time frame: a March 2013 special election (mail ballot), a May 2013 special election (mail ballot), and; June 2013 special election (polling place).
  - ❖ Based on a review of District voter demographics, we have identified that there are a total of 9,639 voters in the South Monterey County Joint Union School District, of which there are between approximately 2,144 and 3,630 voters in the polling place and all mail ballot special election opportunities in the spring and early summer of 2013.
- Developing and refining a survey instrument that will achieve the research objectives for the parcel tax feasibility survey, through an iterative process with the District and relevant project stakeholders. At this point, we envision a survey of approximately 15 to 18-minutes in length, based on more than 25 recent parcel tax surveys and the amount of time we can reasonably expect to keep a given voter on the phone and engaged in the survey process.
  - ❖ Each of our revenue measure surveys is customized to a given client's needs; however, the survey design follows a specific and proven format. Accordingly, the survey will address topics such as: issues of importance to the community vis-à-vis public education; a first unaided ballot test; tax threshold test using a reverse auction method; a ranking of projects/programs to be funded or maintained by parcel tax proceeds; arguments 'for' and 'against' the measure; duration of the tax and any special features (e.g. COLA, senior exemption, etc.); a second ballot test after relevant information has been presented, and finally; voter demographics not included in the voter file.
- Pre-testing the survey instrument to ensure that voters can understand the question and response codes and that the survey is of the proper length.
- CATI programming the survey instrument for accurate and efficient data collection and training telephone interviewing personnel on administering the survey during an intensive training session.

- Translating the survey into Spanish and conducting Spanish language interviews for up to 20% of all voter interviews. Our recommendation to translate the survey into Spanish is based on the approximate 58% of all District voters identified as being of Latino ethnicity, as well as the approximate 20% of voters who have been identified as being monolingual Spanish-speaking.
- Conducting telephone interviews with up to 200 (n=200) total voters in the South Monterey County Joint Union School District, likely to vote in the election cycles of interest. We typically try to achieve 400 voter interviews, however, with the number of voters in the District, as well as likely voters for the election cycles of interest, 200 voter interviews is the maximum we'd be able to conduct. For reference the, a sample size of 200 interviews will provide for a margin of error range of no greater than +/-6.86%, at the 95% confidence level.
- Processing the data from the survey according to a strict quality control protocol and weighting the data, as necessary, to ensure that the results reflect opinions that are truly representative of District voters in each of the election cycles of interest.
- Meeting with the District shortly after the survey has finished fielding to review the topline/aggregate survey results, which will help to guide our analysis and reporting to be of maximum value to the District in moving forward with a parcel tax measure.
- Analyzing the data from the survey and producing a summary report of findings, conclusions, and recommendations for the parcel tax measure. In addition, each of our reports also contains several value added modules unique to Godbe Research and all extremely valuable in gauging the feasibility of a parcel tax. These modules include:
  - ❖ Feasibility Analysis: We will provide the District with our recommendation on whether to move forward with a parcel tax measure in a spring or summer 2013 election cycle, based on voter support and District resources. We will also advise if a longer outreach and education process is needed prior to placing a measure on the ballot.
  - ❖ Ballot Question Wording: Godbe Research will help to recommend a version of the ballot question for the parcel measure that reflects the benefit rankings from the survey. We will also work with District and/or any selected consultant to refine this wording to the approval of all key parties. These are the most important 75 words in the process and must follow the benefit rankings from the survey, especially for a two-thirds measure.
  - ❖ Election Timing Report: The election timing report section will describe the factors associated each viable election cycle being considered. In addition, this module will integrate timing and external (e.g. competing measures on the same ballot) factors with survey findings, and recommend an election date for the parcel tax measure.



- ❖ Tax Threshold Report: Success in any revenue campaign hinges on selecting tax amounts that are affordable to the local community and was one of the primary reasons school district parcel taxes did so well in the post November 2008 economy, but failed in record numbers in November 2012. In most cases, a voter's decision to vote for or against a parcel tax depends on how much a measure will cost. Godbe Research's tax threshold report looks at how various tax levels will affect the chance of passing the measure. The report also provides a blueprint for how to best communicate the cost of the parcel tax to voters vis-à-vis the needs of the South Monterey County Joint Union School District.
  - ❖ Household Targeting Report: Godbe Research is a state leader in targeting voters by analyzing various household demographic groupings. Household targeting acknowledges the fact that most local elections rely heavily on direct mail to communicate to voters. When a mail piece reaches a household, a campaign cannot control who will view the piece. In some cases, the addressee will view the piece, other times only the first person to pick up the mail will see the piece, and many times an entire household will view the piece. Because of this, the household targeting report interprets survey results and demonstrates how they can be used to communicate with targetable household groups.
  - ❖ Godbe Research's Profile of Voters: Godbe Research has created a proprietary model used to create a profile of "Strong support," "Potential support," and "Strong opposition." This will help the District to maximize resources when reaching out to the community with any education/outreach effort, based on polling results.
- Developing a presentation of findings and presenting results to the District (staff/administration and Board). The presentation will be in PowerPoint format and content/timing will be based on the District's specific needs.
  - Post-survey consulting on the results and recommendations from the survey with the District and any other stakeholders throughout the revenue measure process up to Election Day (value added/no charge).

**PROJECT TIME LINE**

---

Godbe Research generally prefers to conduct parcel tax measure feasibility survey process over about a six to eight week process, depending on various project factors; however, we've completed voter opinion research projects in a little as 10 days. Below is a time line in number of days to illustrate the amount of time and specific steps that go into a typical voter polling process.

A formal time line with actual dates will be provided to the District shortly after the project kick-off meeting, as the first deliverables in the research process. To show the level of effort needed from the District in terms of meeting and review time, District tasks and meetings have been *italicized* for easy review.

<b><u>Project Task</u></b>	<b><u>Approx. Time</u></b>
<i>Kick-Off Meeting with the District</i>	<i>1 Day (1 to 2 hours)</i>
Develop Sampling Design	3 to 5 Days
Questionnaire Drafting and Refinement (concurrent with sampling design)	6 to 10 Days
<i>Questionnaire Review Meeting w District</i>	<i>1 Day (1 to 2 hours)</i>
Survey Pretest and Questionnaire Finalization	1 Day
CATI Programming	1 Day
Survey Translation (concurrent with CATI programming)	1 to 2 Days
Interviewing/Data Collection	3 to 5 Days
Initial Data Processing	2 to 3 Days
<i>Topline Report Meeting with the District</i>	<i>1 Day (1 to 2 hours)</i>
Analysis and Report Writing	10 to 12 Days
<i>Report Review Meeting w/ District</i>	<i>1 Day (1 to 2 hours)</i>
Report Changes (if needed)	1 to 2 Days
<i>Presentation to the District</i>	<i>Anytime After Final Report</i>
Post-Survey Consulting with the District	Ongoing / No Charge Through Election Day

## **GODBE RESEARCH PROJECT MANAGER**

---

The team at Godbe Research is comprised of recognized experts in survey research design and implementation, and for this project for the South Monterey County Joint Union School District we will assign our President and Principal Researcher (Bryan Godbe) as project manager and day-to-day contact. Bryan will be assisted by additional Godbe Research team members, as needed, and a brief resume for Bryan has been provided below.

**Bryan Godbe, M.A.  
President and Principal Researcher**

As the President and founder of Godbe Research, Mr. Godbe has more than 20 years of experience in public opinion research, public relations, government affairs, and campaign management. In this capacity he has conducted hundreds of public opinion and market research projects at the national, state, and local levels for councils of government, libraries, water districts, and hundreds of cities, counties, school districts, and special jurisdictions. He is a recognized leader and innovator in using voter opinion research to assess the feasibility of revenue measures and to design public information campaigns to generate support for measures that would otherwise fail.

Mr. Godbe has been involved in several recent ground-breaking polling studies for California school and community college district revenue measures. This includes being the pollster for the first successful parcel tax in the State of California for a community college district with the success of the San Mateo County Community College District's June 2010 measure. In addition, Bryan has also been the project manager for recently successful bond and parcel taxes for Dixie Elementary School District, Jefferson Union High School District, Hayward Unified School District, Scotts Valley Unified School District, Cotati Rohnert Park Unified School District, and West Contra Costa Unified School District. He is also currently working with the Pajaro Valley Unified School District, Modesto City Schools, Folsom-Cordova Unified School District, and others on parcel tax and bond measure polling for future election cycles.

Prior to founding the firm, Mr. Godbe was Vice President of Research at a California-based public relations firm. He also serves as the Senior Research Consultant at the Center for the Study of Los Angeles at Loyola-Marymount University. He has a Masters from the University of Michigan where he studied survey research methodology at the Institute for Social Research, and a B.A. from the University of California, Berkeley.

## **GODBE RESEARCH POLLING EXPERIENCE**

---

### Background and Experience

Godbe Research, a State of California certified small business enterprise (SBE), was founded in January of 1990. The firm is a full-service public opinion research agency that offers its clients extensive experience in public opinion research for bond and tax measure feasibility studies, community needs assessments, public education and outreach strategies, strategic and general planning efforts, public sector marketing efforts, and other customized client needs. Our fully-staffed offices in San Mateo (Corporate/Northern California), Newport Beach (Southern California/Southwest), and Bellevue (Seattle/Northwest) house a staff of highly trained and experienced researchers (all Master's or Ph.D. level), and a commitment to providing superior quality research and client services.

The firm has been employed by public and private sector clients throughout the United States and internationally, and the combined expertise of the Godbe Research team spans over 50 years in the field of public opinion research. The Godbe Research Team consists of the President and Principal Researcher (Bryan Godbe), Vice President of Business Development and Project Strategy, and a staff of Senior Research Managers, Senior Statistical Analysts, Research Analysts, and Research Associates. Each team member has the education and experience commensurate with their position at Godbe Research, and the team regularly teaches, authors, consults, and speaks in the field of survey research. In short, you will not find a more experienced and educated team in public opinion research.

Over the past 20 years, Godbe Research has become a recognized leader in public opinion research by utilizing telephone interviews, mail surveys, Internet surveys, one-on-one interviews, and focus groups to successfully assist school districts throughout California. Our experience includes conducting tax, bond, and assessment research for hundreds of California school districts, cities, counties, special districts, transportation planning agencies, and other public sector agencies. Accordingly, we have extensive experience in simple and weighted majority, Proposition 39 (55%), and super-majority (66.7%) voting environments. In addition, we are one of the few pollsters in the State with experience in conducting parcel tax measure feasibility studies for all mail-ballot election cycles that have lead to success on Election Day. Finally, we are also one of the few pollsters that have been involved with in-perpetuity parcel taxes, having been the pollster for Petaluma City Schools' successful parcel tax that has no sunset date.

With more than 20 years of parcel tax and bond polling experience for California school districts, Godbe Research is the perfect firm to accomplish polling goals of this specific voter polling study. Since 2008 alone, our specific experience includes polling on successful parcel tax and bond measures (as well as CFD's) for clients such as the Hayward Unified School District (2012 parcel tax), Scotts Valley Unified School District (2012 parcel tax), Jefferson Union High School District (2012 parcel tax), Newark Unified School District (2011 bond), Cotati Rohnert Park Unified School District (2012 parcel tax), Dublin Unified School District (2012 bond and 2008 parcel tax), Redwood City School District (2012 parcel tax), Ross Valley School District (2012 parcel tax), Dixie Elementary School District (2011 parcel tax), San Carlos School District (2011 and 2009 parcel taxes), Fremont Unified School District (2010 parcel tax), West Contra Costa Unified School District (2010 bond and 2008 parcel tax), San Mateo Union High School District (2010 bond), South San Francisco Unified School District (2010 bond), San Mateo County Community College District (2010 parcel tax – first ever for a community college district in CA), Alum Rock School District (2010 parcel

tax), Santa Barbara Elementary and High School Districts (2010 bonds and 2008 parcel taxes), San Jose-Evergreen Community College District (2010 bond), Belmont Redwood Shores School District (2010 bond, 2010 CFD, 2008 parcel tax), Piedmont Unified School District (2009 parcel taxes), Livermore Valley Joint Unified School District (2008 parcel tax), Merced Union High School District (2008 bond), Escondido Union High School District (2008), and more than a dozen others. In addition, Godbe Research is also currently working with the Pajaro Valley Unified School District, West Contra Costa Unified School District, Jefferson Elementary School District, San Mateo Foster City School District, Visalia Unified School District, Modesto City Schools, San Leandro Unified School District, San Rafael City Schools, San Mateo County Community College District, and others on parcel tax and/or bond measure polling for November 2012 or later.

Using survey research, Godbe Research is able to: evaluate baseline and informed support for a parcel tax; determine or confirm the election cycle in which the measure would have its best chance of success; determine the projects and programs voters want funded most by the parcel tax vis-à-vis District needs; determine the arguments and features that resonate with voters (both positive and negative); evaluate pitfalls to success (e.g. competing measures on the same ballot); help to inform the vital public information campaign and the substantive content of the campaign, as well as; determine an affordable tax threshold at which the required percentage of voters would support the measure. Collectively, this information allows Godbe Research to determine the best way to package a revenue measure for success including ballot language, campaign content, and election timing. Using our proven method, we have been successful in more than 90% of all parcel taxes we have been involved with for California school districts; moreover, this rate is good for the 20 year life of the firm.

As an organization, Godbe Research is a small business (less than 15 employees) and we manage our commitments wisely. This means managing our project load so that our President and Principal Researcher can be directly involved in each project we conduct at the project manager or project advisor level. Similarly, we do not take on so many projects that we need to move team members or remove team members from current projects. Thus, Godbe Research is committed to allocating the team members outlined in this proposal for the duration of the project for the South Monterey County Joint Union School District

## **CLIENT REFERENCES**

---

Below Godbe Research has provided several recent clients/projects for the South Monterey County Joint Union School District to contact regarding our team, approach, and fees. If the District would like Godbe Research to facilitate contacting any of our references, please let us know. We understand that your staff and administration are extremely busy (like our references), and we are happy to assist the process any way we can.

### **Hayward Unified School District**

Contact: Stanley Dobbs, Assistant Superintendent of Business Services  
Projects: Bond/Parcel Tax Measure Feasibility Study 2011  
Phone: 510-784-2634  
Notes: Godbe Research was the pollster for the District's successful June 2012 parcel tax measure.

### **Cotati Rohnert Park Unified School District**

Contact: Robert A. Haley, Ed.D.  
Projects: Parcel Tax Feasibility Survey 2012  
Phone: 707-792-4722  
Godbe: Godbe Research was the pollster for the District's successful June 2012 parcel tax.

### **Fremont Unified School District**

Contact: Larry Sweeney, Trustee  
Projects: Bond Measure Tracking Survey 2012  
Bond Measure Feasibility Survey 2012  
Parcel Tax Measure Feasibility Survey 2011/2012  
Bond Measure Feasibility Survey 2001  
Phone: 510-657-2350  
Notes: Godbe Research was the pollster for the District's successful November 2010 parcel tax measure, only one of two to pass in that election cycle. We are also currently working with the District on a bond measure process for November 2012.

### **Dixie Elementary School District**

Contact: Dr. Thomas Lohwasser, Superintendent  
Projects: Parcel Tax Tracking Survey 2010  
Parcel Tax Feasibility Survey 2009  
Parcel Tax Feasibility Survey 2004  
Phone: 415-492-3706  
Notes: Godbe Research was the pollster for the District's successful 2011 and 2004 parcel tax measures.

### **West Contra Costa Unified School District**

Contact: Bruce Harter, Superintendent  
Project: Parcel Tax Measure Tracking Survey 2012  
Parcel Tax Measure Tracking Survey 2011  
Bond/Parcel Tax Measure Feasibility Survey 2009  
Parcel Tax Feasibility Survey 2008  
Phone: 510-231-1101  
Notes: Godbe Research was the pollster for the District's successful 2010 bond measure and 2008 parcel tax. We also recently worked with the District on a parcel tax measure polling effort for the November 2012 ballot.

**Pajaro Valley Unified School District**

Contact: Brett McFadden, Chief Business Officer  
Projects: Bond Measure Feasibility Survey 2012  
Phone: 831-786-2140  
Notes: Godbe Research is currently working with the District on a bond measure for the November 2012 ballot.

**PROPOSED PROJECT COSTS**

---

Godbe Research takes great pride in delivering usable research projects on time and on budget. In doing so, we prefer to price our proposals using a firm and fixed-fee format rather than hourly rates. We feel that this pricing model provides the most flexibility to our clients and allows our clients to see the maximum a survey would cost based on the two most important factors: sample size and survey length.

Based on our understanding of the needs of the South Monterey County Joint Union School District, we have provided costs associated with conducting a 15 to 18-minute survey of 200 (n=200) total District voters likely to vote in the election cycles of interest. In addition, we have also provided optional costs to translate the survey and provide Spanish-language interviewing for up to 20% of all, based on language preference data in the State voter file.

The prices below reflect a firm, fixed-fee to complete the entire project--the overall cost will not exceed those shown below, provided that parameters (e.g. survey length, sample size, translation services, etc.) of the project conform to those outlined in this proposal. Should project parameters or needs change, we will be happy to provide the District with amended costs prior to proceeding.

**Survey of up to 200 (n=200) South Monterey County JUHSD Voters**

<u>Project Task</u>	<u>15-min.</u>	<u>18-min.</u>
Listed Voter Sample	\$700.00	\$700.00
CATI Programming	\$1,050.00	\$1,180.00
Survey Pretest	\$100.00	\$100.00
Telephone Interviewing	\$3,940.00	\$4,740.00
Data Processing	\$650.00	\$750.00
Research Fee	\$6,000.00	\$6,000.00
Project Management	\$1,750.00	\$1,750.00
<u>Miscellaneous/Travel Expenses</u>	<u>\$500.00</u>	<u>\$500.00</u>
Project Total	\$14,690.00	\$15,720.00





**GODBE RESEARCH**  
Gain Insight

**GODBE RESEARCH**

**[www.godberesearch.com](http://www.godberesearch.com)**

Northern California/Corporate Offices  
1660 South Amphlett Boulevard  
Suite 205  
San Mateo, CA 94402

Southern California Office/Southwest  
4695 MacArthur Court  
11<sup>th</sup> Floor  
Newport Beach, CA 92660

Seattle Office/Northwest  
601 108<sup>th</sup> Avenue NE  
Suite 1900  
Bellevue, WA 98004

SOUTH MONTEREY COUNTY JOINT UNION HIGH SCHOOL DISTRICT

GOVERNING BOARD

SUBJECT: Use of Developer Fees

MEETING: December 19, 2012

AGENDA SECTION:

ACTION

INFORMATION

ACTION/CONSENT

---

Board Goals:

- Improve/Sustain Student Achievement through STAR Test and Other Assessment Measures
- Improve School Climate and Student Discipline in Support of Teaching, Learning and Student Safety
- Develop/Sustain Fiscal Crisis Long-Term Solution
- Ensure Board and Administrator Participation in CSBA's Masters in Governance and Other Trainings
- Ensure that Facilities are Safe for Staff and Students
- Ensure compliance with Education/Other Codes/Updating Board Policies and Administrative Regulations

Summary:

School districts are required to annually report the revenue and expenses of the Capital Facilities Fund.


Recommendation:

Approve Resolution #14 12-13

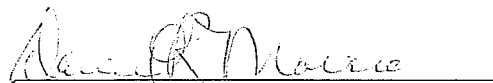
Fiscal Impact:

None

Submitted By:

  
Linda Grundhoffer, Interim CBO

Approved:

  
Daniel R. Moirao, State Administrator

Resolution of the Governing Board of the  
South Monterey County Joint Union High School District

RESOLUTION #14:12-13

ANNUAL ACCOUNTING OF DEVELOPER FEES  
FOR THE 2011-12 FISCAL YEAR  
FUND 25 – CAPITAL FACILITIES

**1. Authority and Reasons for Adopting this Resolution:**

- a. This District has levied school facilities fee pursuant to various resolutions, the most recent of which is dated December 9, 2011 and is referred to herein as the "School Facilities Fees Resolution" and is hereby incorporated by reference into this Resolution. These resolutions were adopted under the authority of Education Code section 10 (formerly Government Code section 53080). These fees have been deposited in Fund 25 (the "Fund");
- b. Government Code sections 66001(d) and 66006(b) require this District to make an annual accounting of the Fund and to make additional findings every five years if there are any funds remaining in the Fund at the end of the prior fiscal year;
- c. Government Code sections 66001(d) and 66006(b) further require that the annual accounting of the Fund and those findings be made available to the public no later than December 27, 2012, that this information be reviewed by the State Administrator at the regularly scheduled board meeting held no earlier than 15 days after they become available to the public, and that notice of the time and place of this meeting be mailed at least 15 days prior to this meeting to anyone who has requested it.
- d. The State Administrator has been informed that a draft copy of this Resolution and any exhibits were made available to the public on December 1, 2012. The State Administrator has further been informed that notice of the time and place of this meeting (as well as the address at which this information may be reviewed) was mailed at least 15 days prior to this meeting to anyone who had requested it.
- e. The State Administrator has also been informed that there is no new information which would adversely affect the validity of any of the findings made by this Board in its School Facilities Fee Resolution.

## **2. What This Resolution Does:**

This resolution makes various findings and takes various actions regarding the Fund as required by and in accordance with Government Code sections 66001(d) and 66006(b).

## **3. Findings Regarding the Fund:**

Based on all findings and evidence contained in, referred to, or incorporated into this Resolution, as well as the evidence presented to the State Administrator at this meeting, the State Administrator finds each of the following with respect to the Fund for the 2011-12 Fiscal Year:

- a. In reference to Government Code section 66006(b)(2), the information identified in section 1 above is correct;
- b. In further reference to Government Code sections 66006(b)(2), the State Administrator has reviewed the annual accounting for the Fund as contained in Exhibit A and determined that it meets the requirements set forth in Government Code section 66006(b)(1);
- c. In reference to Government Code section 66001(d)(2), and with respect only to that portion of the Fund remaining unexpended at the end of the 2011-12 fiscal year, the purpose of the fees is to finance the construction or reconstruction of school facilities necessary to reduce overcrowding caused by the development on which the fees were levied, which facilities are more specifically identified in Exhibit B;
- d. In reference to Government Code section 66001(d)(2), and with respect only to that portion of the Fund remaining unexpended at the end of the 2011-12 fiscal year, the findings and evidence referenced above demonstrate that there is a reasonable relationship between the fees and the purpose for which it is charged;
- e. In reference to Government Code section 66001(d)(3), and with respect only to that portion of the Fund remaining unexpended at the end of the 2011-12 fiscal year, all of the sources and amounts of funding anticipated to complete financing in any incomplete improvements identified as the use to which the fees are to be put is identified in Exhibit B;
- f. In reference to Government Code section 66001(d)(4), and with respect only to that portion of the Fund remaining unexpended at the end of the 2011-12 fiscal year, the approximate dates on which the funding referred to in paragraph e above is expected to be deposited into the appropriate account or fund is designated in Exhibit B;
- g. In reference to the last sentence of Government Code section 66006(d), because all of the findings required by that subdivision have been made in the fees that were levied in paragraphs c-f above, the District is not required to refund any moneys in the Fund as provided in Government Code section 66001(3).

**4. The State Administrator Authorized to Take Necessary and Appropriate Action:**

The State Administrator is directed and authorized to take such further action as may be necessary and appropriate to effectuate this Resolution.

**5. Certificate of Resolution:**

I, Daniel R. Moirao, State Administrator of the South Monterey County Joint Union School District of Monterey County, State of California, certify that this Resolution was duly passed and adopted at an official and public meeting this 19<sup>th</sup> day of December, 2012.

\_\_\_\_\_  
Daniel R. Moirao, State Administrator

\_\_\_\_\_  
Date

EXHIBIT A  
TO RESOLUTION #14:12-13  
ANNUAL ACCOUNTING OF DEVELOPER FEES  
FOR THE 2011-12 FISCAL YEAR  
FUND 25 – CAPITAL FACILITIES

Per Government Code section 66006(b)(1) (A-H) as indicated:

- A. A brief description of the type of fee in the fund:

Statutory school facilities fees.

- B. The amount of the fee:

On April 17, 2012 the amount charged for Developer Fees was established and approved by the South Monterey County Joint Union School District Board Resolution #18:11-12. The fee is currently set at \$3.20 per square foot of residential construction and \$0.51 for commercial construction.

- C. The beginning and ending balance of the Fund:

Beginning Balance as of July 1, 2011 - \$570,420.12  
Ending Balance as of June 30, 2012 - \$456,422.12

- D. The amount of the fees collected and the interest earned:

Fees Collected	\$ 49,207.49
Interest Earned	\$ 5,111.39

- E. Identification of public improvement on which fees were expended:

Infrastructure - KCHS	\$ 23,685.89
Facilities Master Plan	\$ 16,314.41
Portables	\$ 106,672.76
Infrastructure – GHS	\$ 21,643.82

- F. Identification of an approximate date by which the public improvement will commence:

Undetermined at this time

G. A description of each inter-fund transfer or loan made from the Fund:

One inter-fund transfer was made for the Administrative Fees to the General Fund

H. The amount of refunds made pursuant to subdivision (e) of section 66001 and any allocations pursuant to subdivision (f) of section 66001:

No refunds or allocations were made pursuant to subdivisions (3) or (f) of section 66001.

EXHIBIT B  
TO RESOLUTION #14:12-13  
ANNUAL ACCOUNTING OF DEVELOPER FEES  
FOR THE 2011-12 FISCAL YEAR  
FUND 25 – CAPITAL FACILITIES

Per Government Code section 66001(d) (1-4) as indicated:

- A. With respect to only that portion of the Fund remaining unexpended at the end of the 2011-12 Fiscal Year, the purpose of the fees is to finance the construction or reconstruction of school facilities necessary to reduce overcrowding caused by the development on which the fees were levied, which facilities are more specifically identified as follows:

Greenfield High School  
King City High School

- B. See Section 2 D of the Resolution
- C. With respect to only that portion of the Fund remaining unexpended at the end of the 2011-12 Fiscal Year the sources and amounts of funding anticipated to complete financing in any incomplete improvements identified in paragraph A above are as follows:

N/A

- D. With respect to only that portion of the Fund remaining unexpended at the end of the 2011-12 Fiscal Year the following are the approximate dates on which the funding referred to in paragraph C above is expected to be deposited into the appropriate account or fund:

N/A



**SOUTH MONTEREY COUNTY JOINT UNION HIGH SCHOOL  
DISTRICT**

**SUBJECT:** KCJUHS DCTA Sunshine Proposals

**MEETING:** December 19, 2012

**AGENDA SECTION:**

**ACTION**

**INFORMATION**

**ACTION/CONSENT**

---

**GOVERNING BOARD**

Board Goals:

- \_\_\_\_\_ Improve/Sustain Student Achievement through STAR Test and Other Assessment Measures
- \_\_\_\_\_ Improve School Climate and Student Discipline in Support of Teaching, Learning and Student Safety
- \_\_\_\_\_ Develop/Sustain Fiscal Crisis Long-Term Solution
- \_\_\_\_\_ Ensure Board and Administrator Participation in CSBA's Masters in Governance and Other Trainings
- \_\_\_\_\_ Ensure that Facilities are Safe for Staff and Students
- XX \_\_\_\_\_ Ensure compliance with Education/Other Codes/Updating Board Policies and Administrative Regulations

Summary:

The King City Joint Union High School District Teachers Association has submitted their proposals to be considered in negotiations.

Recommendation:

It is recommended that the State Administrator accept the Teacher's Association proposals.


Fiscal Impact:

No impact to accept the proposal

Submitted By:

Daniel R. Moirao, Ed.D. State Administrator

Approved:



Daniel R. Moirao Ed.D.  
State Administrator

KCJUHSDCTA Sunshine Proposals

Negotiations 2013-2014

Article 11 – Hours of Employment

- Modify Language
- Add Language

Article 13 – Leaves

- Add/Modify Language

Article 14 – Class Size

- Add Language

Article 17 – Salary

- Add/Modify Language

Article 19 – Earned Preparation Period Substitution Policy

- Add/Modify Language

Article 21 – Early Retirement

- Explore Ideas

Article 23 – Work Year

- Modify Language

Article 24 – Assignment, Reassignment, and Transfer

- Add Language
- Modify Language

New Article –

- It is the Association’s intent to add a new article, “Master Schedule Process/Timeline.”

New Article -

- It is the Association’s intent to add a new article, “New Hires”

**SOUTH MONTEREY COUNTY JOINT UNION HIGH SCHOOL  
DISTRICT**

**SUBJECT:** CSEA Sunshine Proposals

**MEETING:** December 19, 2012

**AGENDA SECTION:**

**ACTION**

**INFORMATION**

**ACTION/CONSENT**

---

**GOVERNING BOARD**

Board Goals:

- \_\_\_\_\_ Improve/Sustain Student Achievement through STAR Test and Other Assessment Measures
- \_\_\_\_\_ Improve School Climate and Student Discipline in Support of Teaching, Learning and Student Safety
- \_\_\_\_\_ Develop/Sustain Fiscal Crisis Long-Term Solution
- \_\_\_\_\_ Ensure Board and Administrator Participation in CSBA's Masters in Governance and Other Trainings
- \_\_\_\_\_ Ensure that Facilities are Safe for Staff and Students
- XX \_\_\_\_\_ Ensure compliance with Education/Other Codes/Updating Board Policies and Administrative Regulations

Summary:

The Classified School Employee's Association has submitted their proposals to be considered in negotiations.

Recommendation:

It is recommended that the State Administrator accept the CSEA proposals for negotiations.

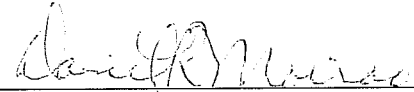
Fiscal Impact:

No impact to accept the proposal.

Submitted By:

Daniel R. Moirao, Ed.D. State Administrator

Approved:

  
\_\_\_\_\_  
Daniel R. Moirao Ed.D.  
State Administrator