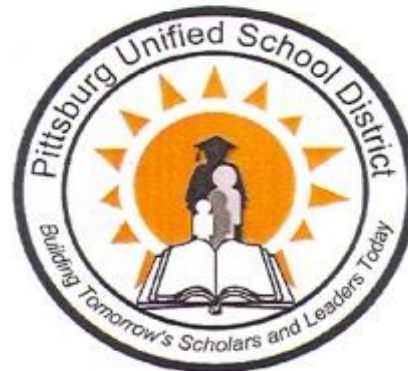


# Board of Education Pittsburg Unified School District 2016 Parcel Tax Proposal

July 27, 2016

Presented by:  
Enrique E. Palacios  
Deputy Superintendent



# 2008 MEASURE C PARCEL TAX

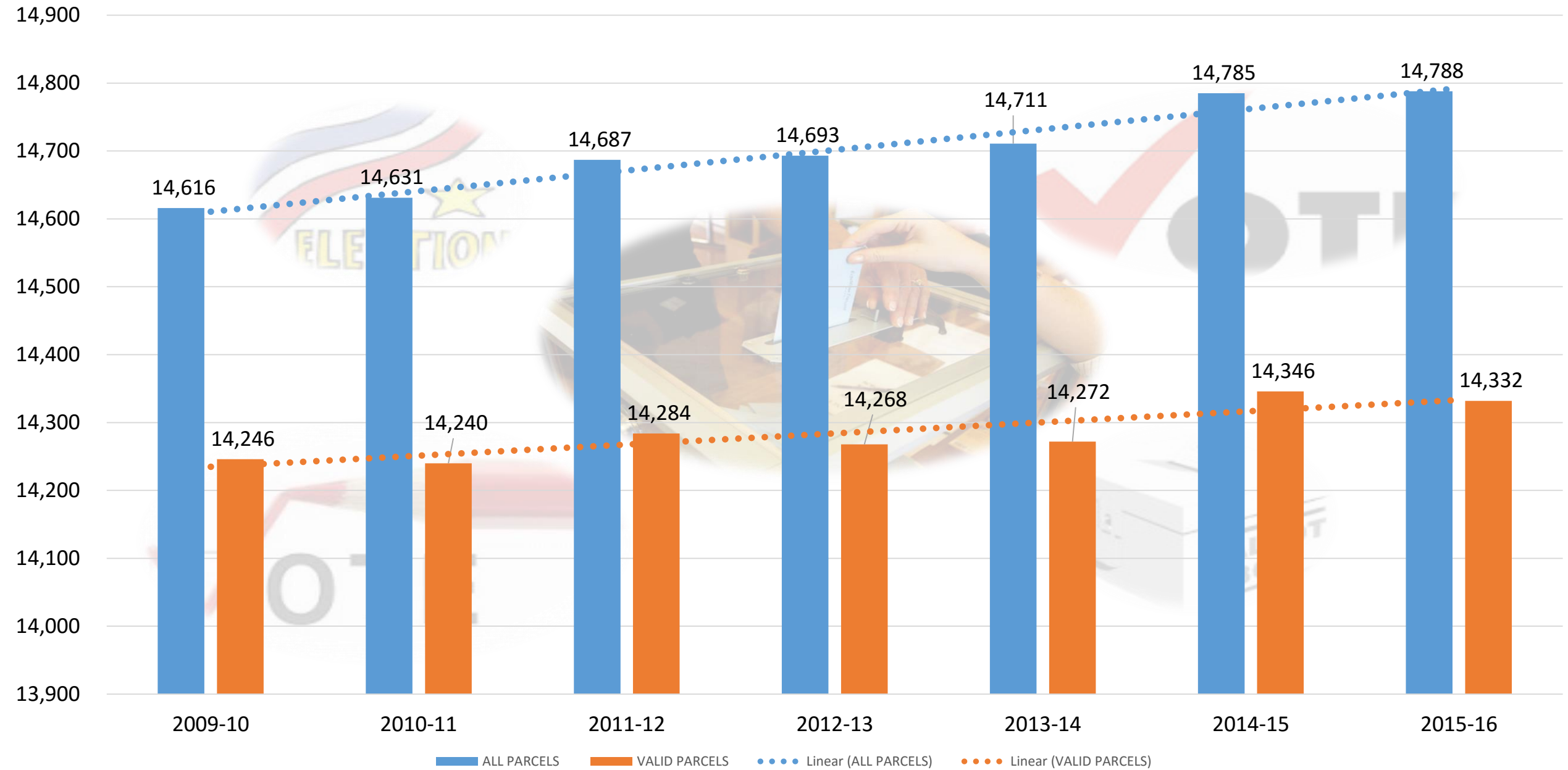


“To expand student access to technology and computers, college preparatory, honors and advanced placement classes, avoid increased class sizes, maintain essential programs and materials, keep classes small in the early grades, and attract and retain highly qualified teachers, shall the Pittsburg Unified School District levy an annual tax of \$65 per taxable parcel for seven years, beginning July 1, 2009, with an annual inflation adjustment of \$6, with citizen oversight and a senior citizen exemption?”

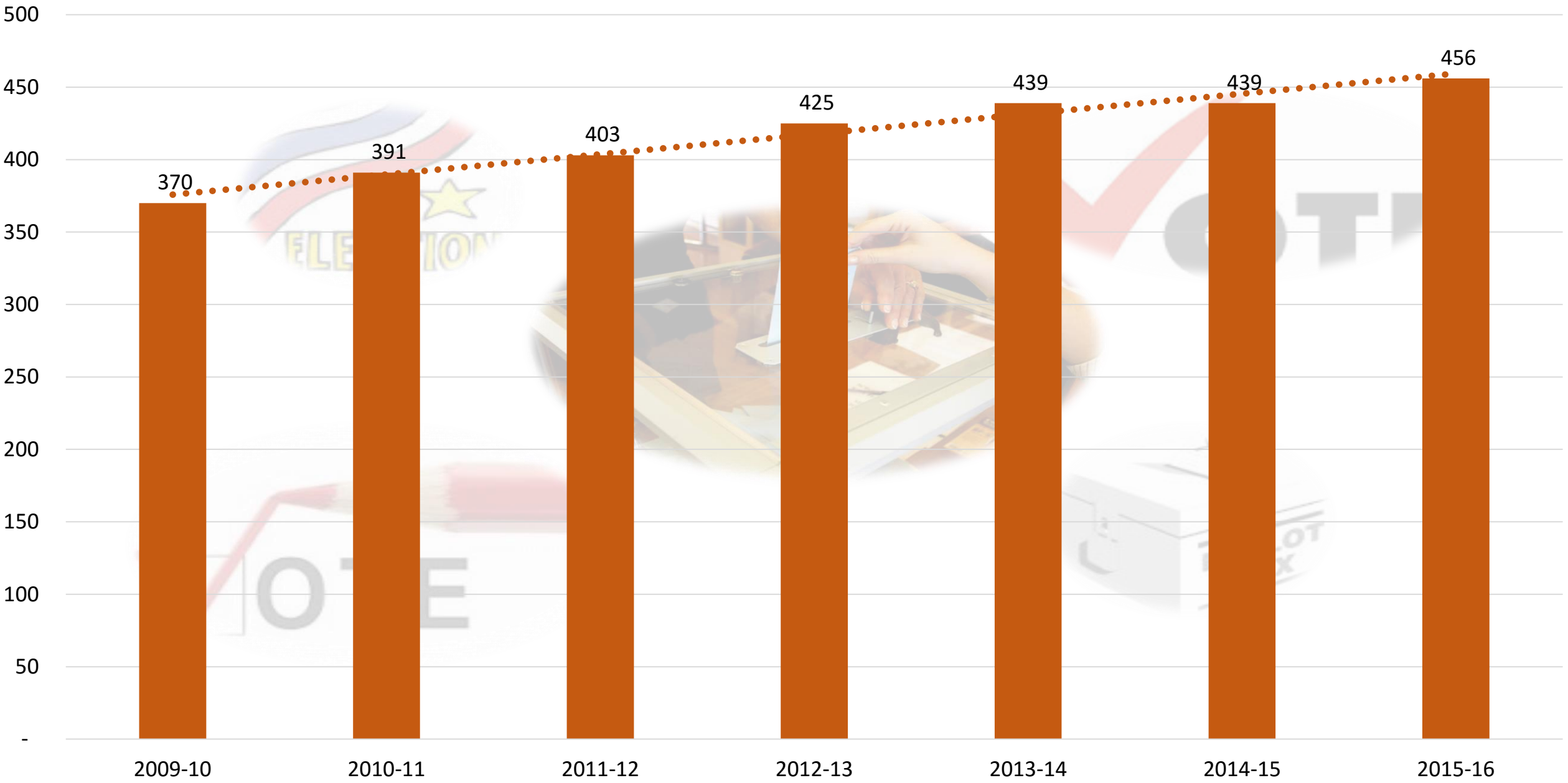
2008 MEASURE C PARCEL TAX REVENUES	PARCELS	RATE	SENIOR EXEMPTIONS	SENIOR EXEMPTIONS VALUE	VALID PARCELS	NET REVENUE
2009-10	14,616	\$ 65.00	370	\$ 24,050.00	14,246	\$ 925,990.00
2010-11	14,631	\$ 71.00	391	\$ 27,761.00	14,240	\$ 1,011,040.00
2011-12	14,687	\$ 77.00	403	\$ 31,031.00	14,284	\$ 1,099,868.00
2012-13	14,693	\$ 83.00	425	\$ 35,275.00	14,268	\$ 1,184,244.00
2013-14	14,711	\$ 89.00	439	\$ 39,071.00	14,272	\$ 1,270,208.00
2014-15	14,785	\$ 95.00	439	\$ 41,705.00	14,346	\$ 1,362,870.00
2015-16	14,788	\$ 101.00	456	\$ 46,056.00	14,332	\$ 1,447,532.00
TOTAL FOR SEVEN YEARS				\$ 244,949.00		\$ 8,301,752.00

PARCEL TAX								
MEASURE C-2008								
	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	TOTAL
REVENUES								
COLLECTED	\$925,990	\$1,011,040	\$1,099,868	\$1,184,244	\$1,270,208	\$1,362,870	\$1,447,532	\$8,301,752
CARRY OVER		\$271,033	\$764,763	\$1,034,301	\$1,112,858	\$444,355	\$278,079	
BEGINNING BALANCE	\$925,990	\$1,282,073	\$1,864,631	\$2,218,545	\$2,383,066	\$1,807,225	\$1,725,611	\$8,301,752
EXPENDITURES								
TEACHER SALARY & BENEFITS ELEMENTARY SCHOOLS	\$433,211	\$397,095	\$409,008	\$369,953	\$468,113	\$1,419,348	\$359,448	\$3,856,176
TEACHER SALARY & BENEFITS HS AP	\$79,357	\$70,558	\$145,349	\$163,775	\$257,906		\$50,068	\$767,013
TEACHER SALARY & BENEFITS MENTOR TEACHER	\$128,881	\$42,581		\$305,894	\$151,117	\$12,264	\$25,000	\$665,737
LITERACY COACHES			\$134,701					\$134,701
JUNIOR HS COUNSELORS				\$141,170	\$157,895			\$299,065
IT TECHNICIAN			\$41,300	\$124,895	\$101,606			\$267,801
TEXTBOOKS			\$86,908					\$86,908
TECHNOLOGY EQUIPMENT			\$9,760			\$97,534	\$303,450	\$410,744
Foothill ES Technology					\$755,874		\$300,000	\$1,055,874
Adult Ed Technology							\$600,000	\$600,000
PROFESSIONAL SERVICES	\$13,508	\$7,076	\$3,304		\$46,200		\$46,200	\$116,288
TOTAL EXPENDITURES	\$654,957	\$517,310	\$830,330	\$1,105,687	\$1,938,711	\$1,529,146	\$1,684,166	\$8,260,307
BALANCE	\$271,033	\$764,763	\$1,034,301	\$1,112,858	\$444,355	\$278,079	\$41,445	\$41,445

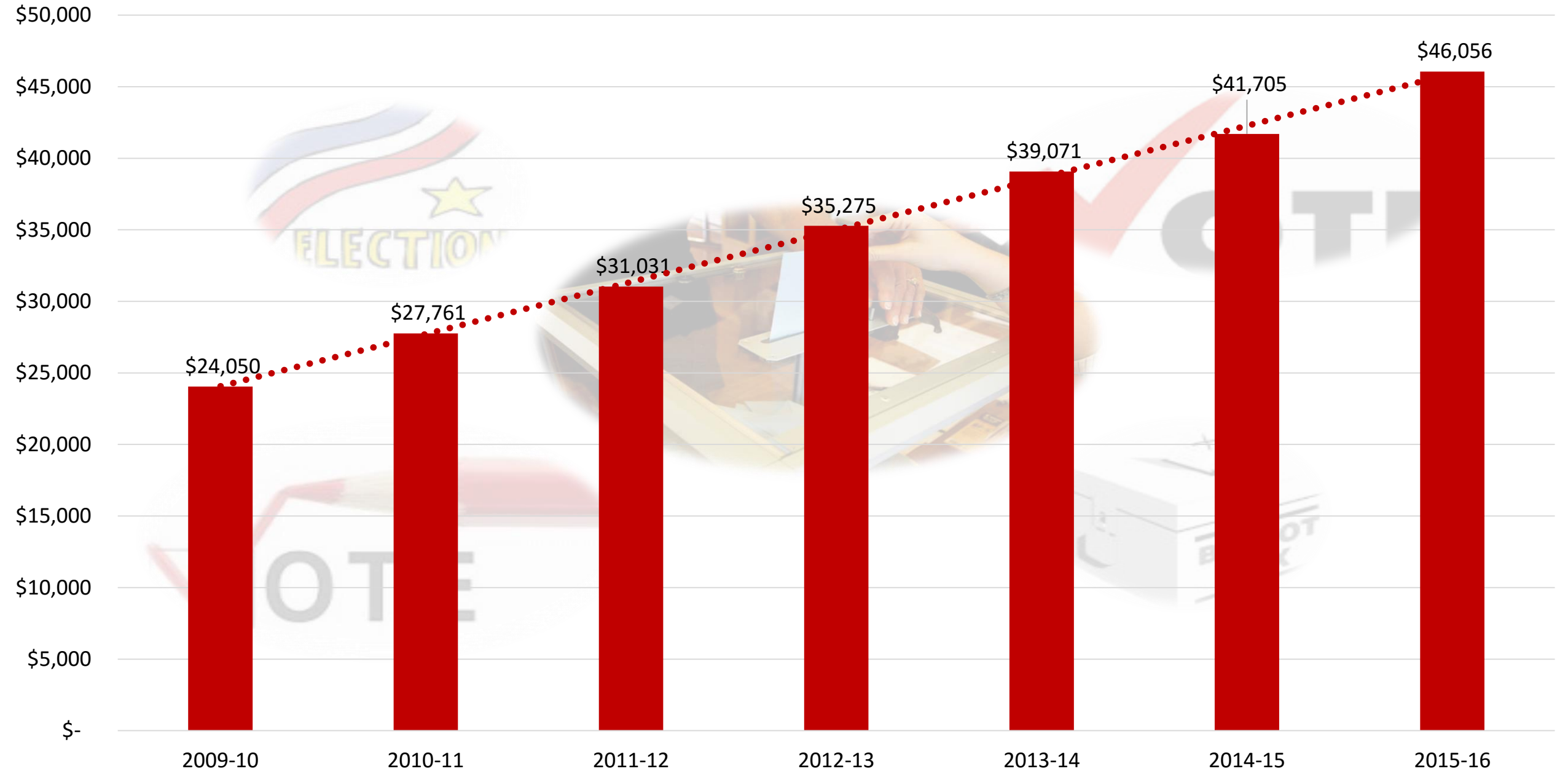
# PARCELS



# SENIOR EXEMPTIONS

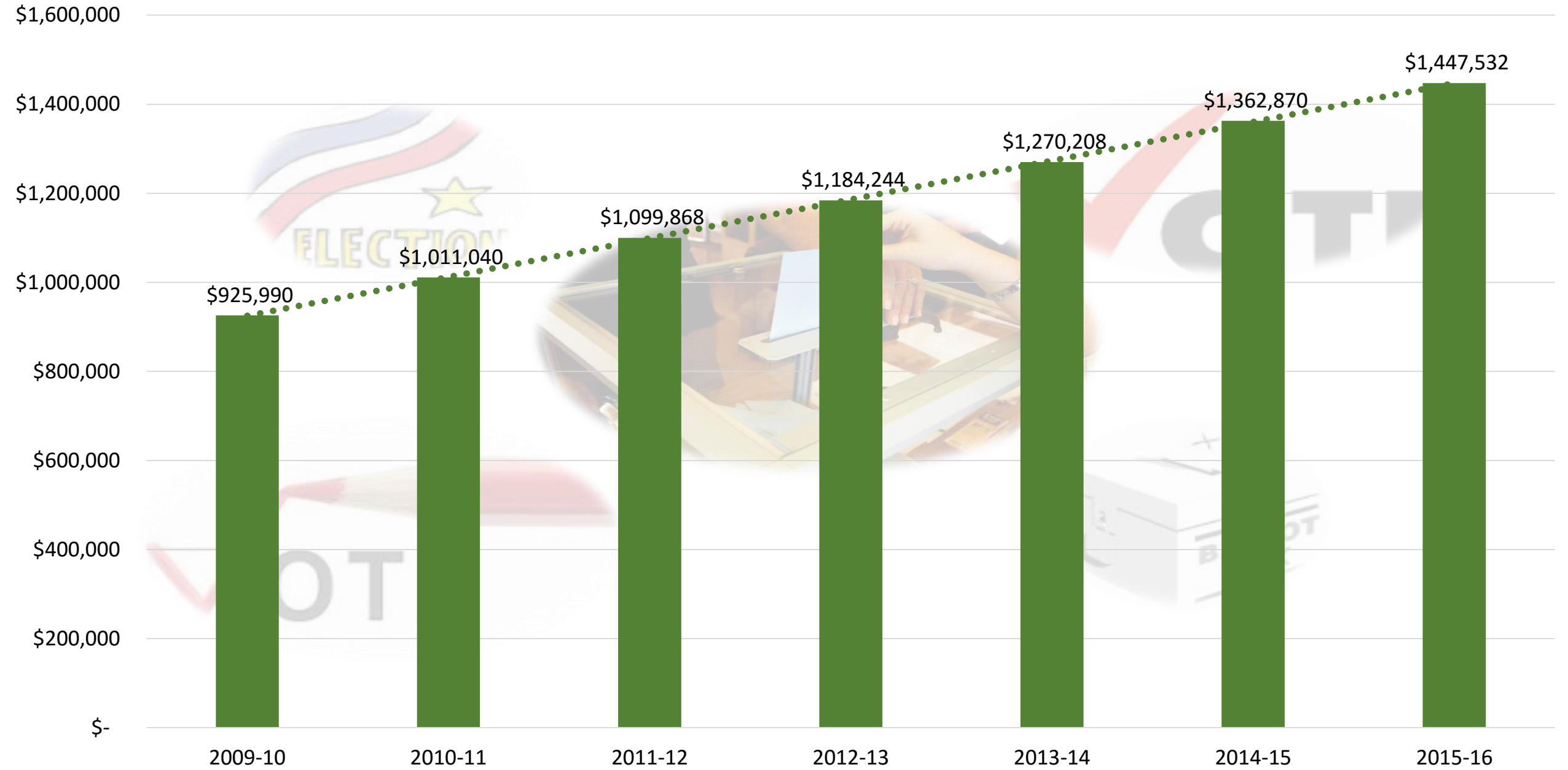


# SENIOR EXEMPTIONS VALUE





# NET REVENUE





# Vote History

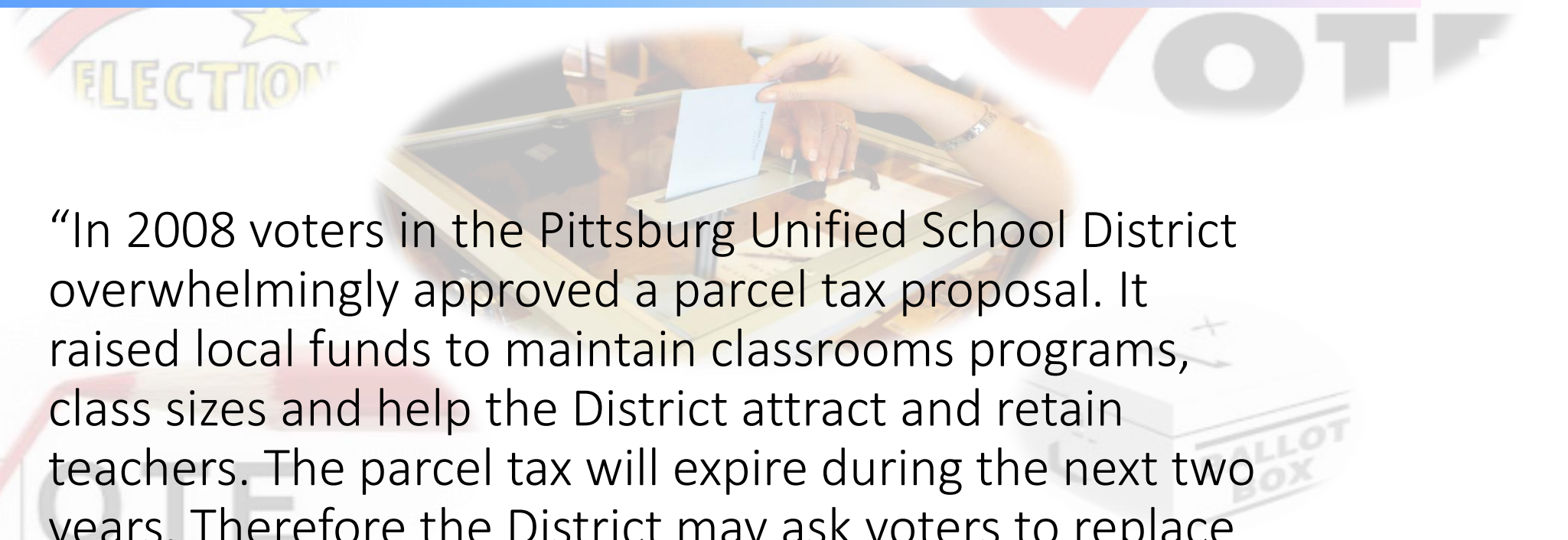


Date of Election	Election Type	Proposal	Voter Approval	Vote Required
Nov-14	GO BOND	\$ 85,000,000	68.5%	55%
Nov-10	GO BOND	\$ 100,000,000	68.5%	55%
Nov-08	Parcel Tax	\$65 PER PARCEL	74.3%	66.7%
Nov-06	GO BOND	\$ 85,000,000	74.1%	55%
Nov-04	GO BOND	\$ 40,500,000	77.6%	55%
Nov-95	GO BOND	\$ 30,000,000	67.0%	66.7%

# Survey Basics

- This survey involved 400 completed telephone interviews with registered voters in the Pittsburgh Unified School District.
- All interviews were completed between March 14 and March 20, 2014.
- The overall margin of error for the results of this survey is +/- 4.5%.

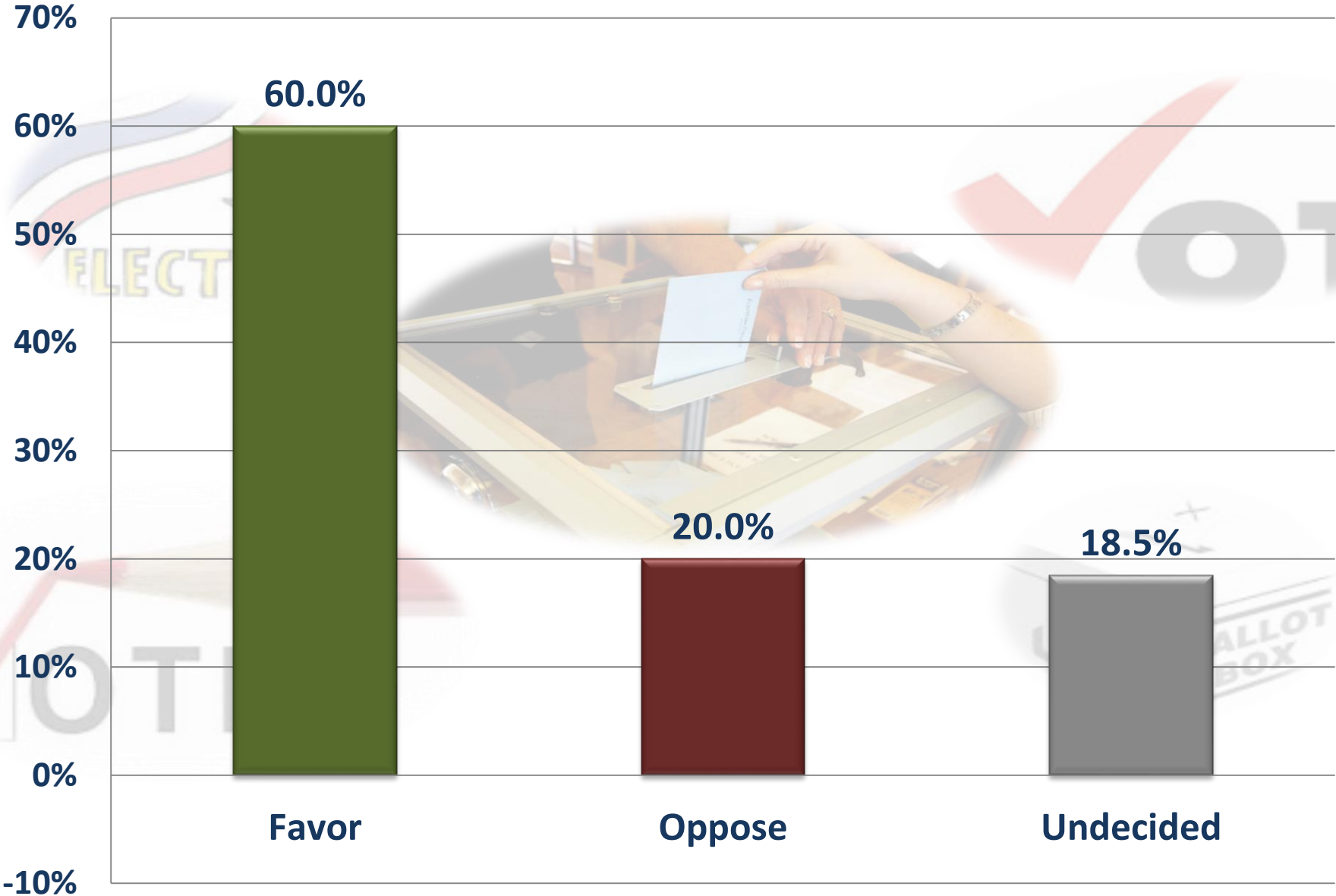
# The Uninformed Base: Parcel



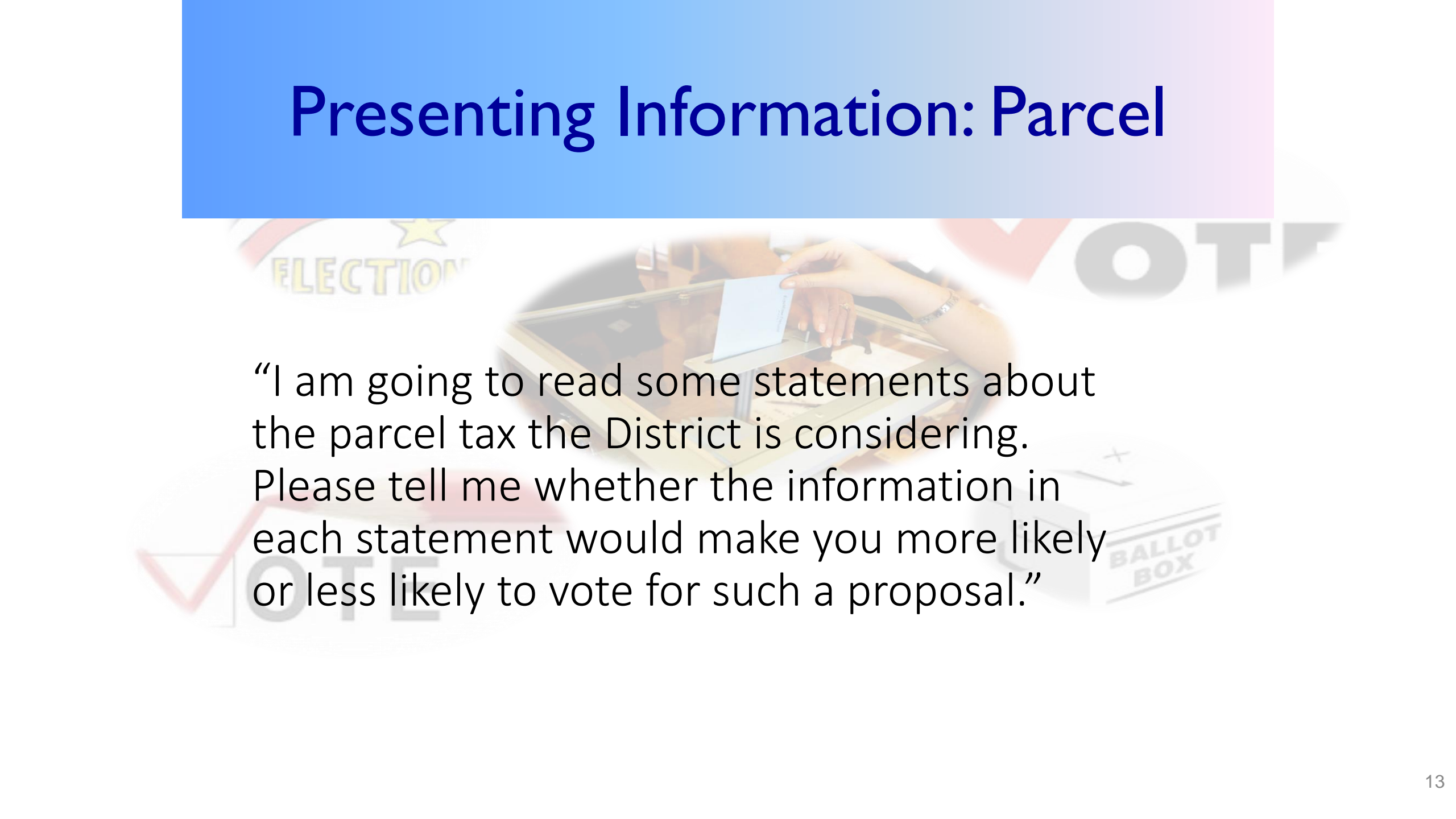
“In 2008 voters in the Pittsburgh Unified School District overwhelmingly approved a parcel tax proposal. It raised local funds to maintain classrooms programs, class sizes and help the District attract and retain teachers. The parcel tax will expire during the next two years. Therefore the District may ask voters to replace it with a new parcel tax this November.”

**“Would you favor or oppose such a proposal?”**

Uninformed: Parcel



# Presenting Information: Parcel



“I am going to read some statements about the parcel tax the District is considering. Please tell me whether the information in each statement would make you more likely or less likely to vote for such a proposal.”

Information: Parcel

**Q26: New tax provide stable funding for sports, arts, music programs**



**Q28: With funds available more funds to support tech program**



**Q24: '08 tax provide funds maintain programs, class size, attract teachers**



**q31: Oversight Committee review expenditures every year**



**Q32: Age 65 over apply for exemption**



50%

60%

70%

80%



Information: Parcel

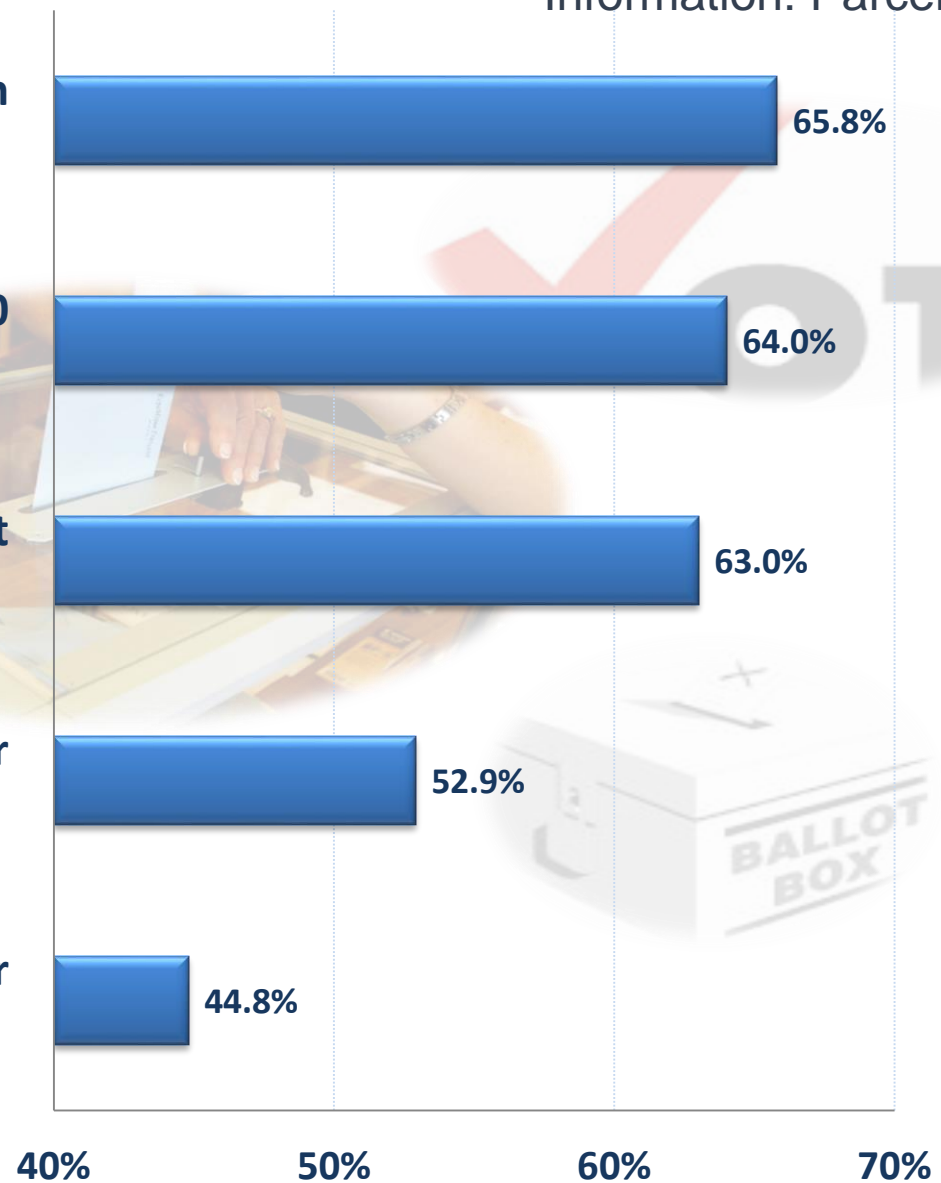
**Q29: Additional funds for tech operate on 5 year tech cycle**

**q30: New tax set at \$65 per year \$30 reduction in the cost to taxpayer**

**Q27: Funds to music program investment in natl band program**

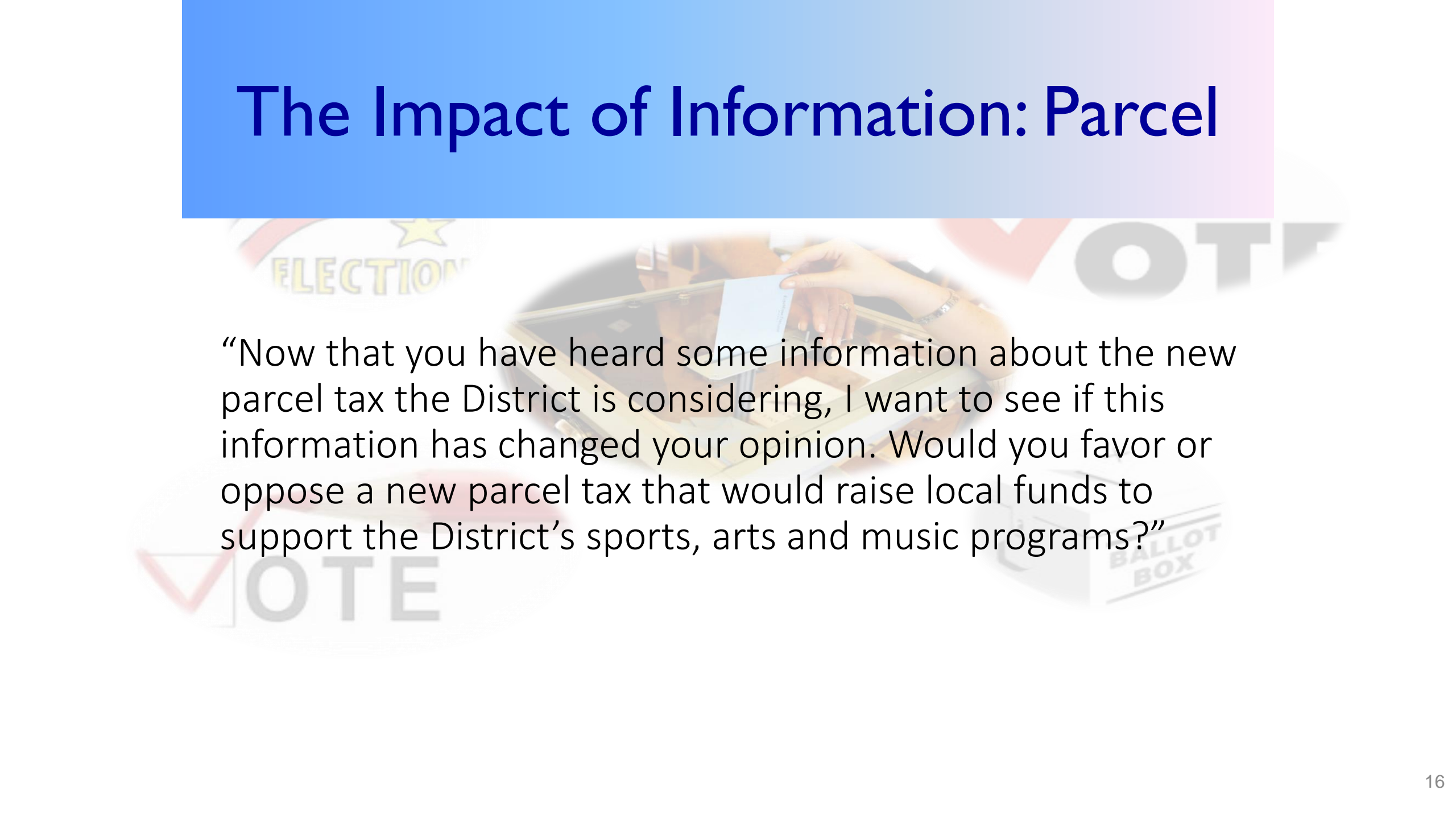
**Q25B: Increased by no more than \$7 per year**

**Q25A: Increased by no more than 4% per year**



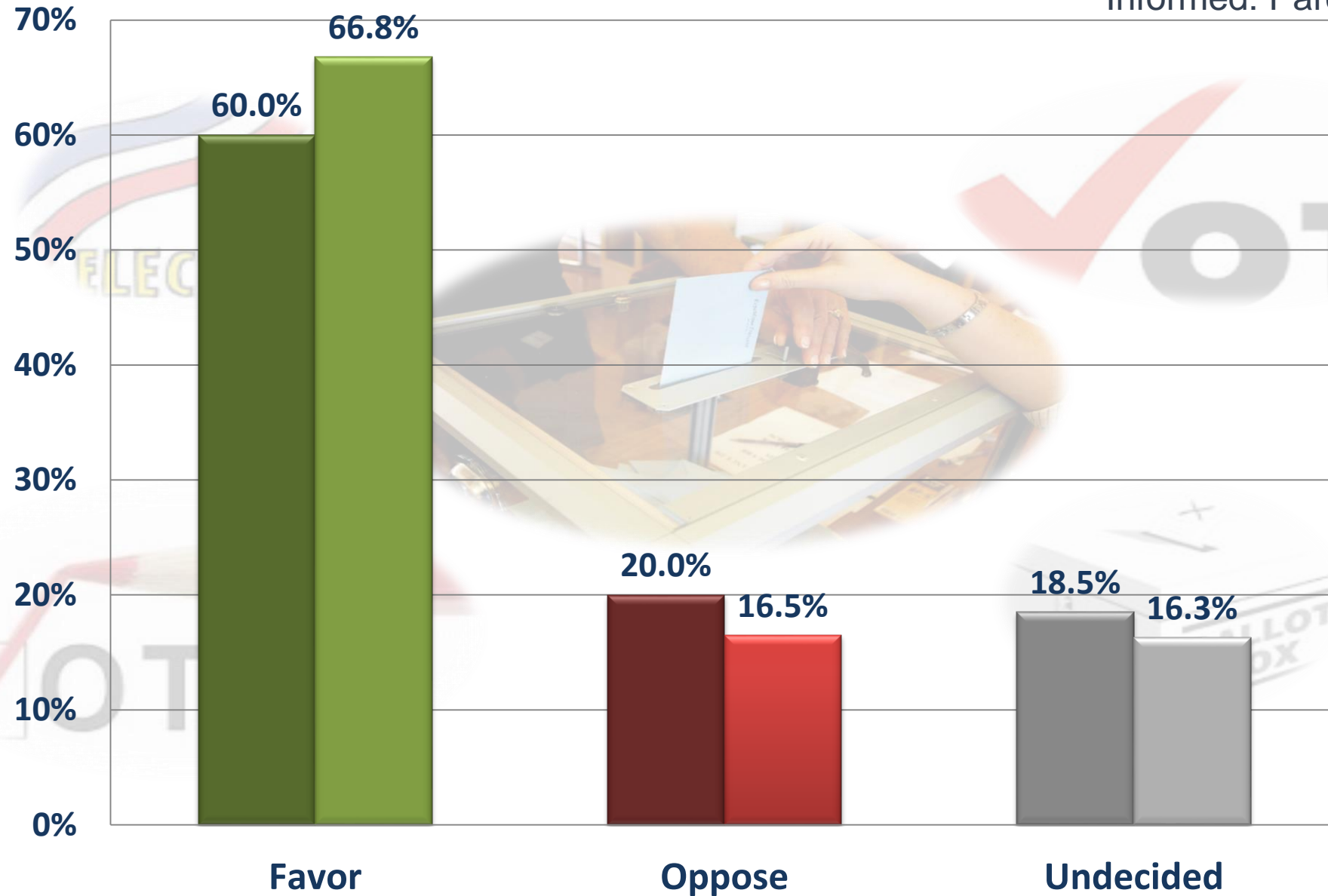


# The Impact of Information: Parcel

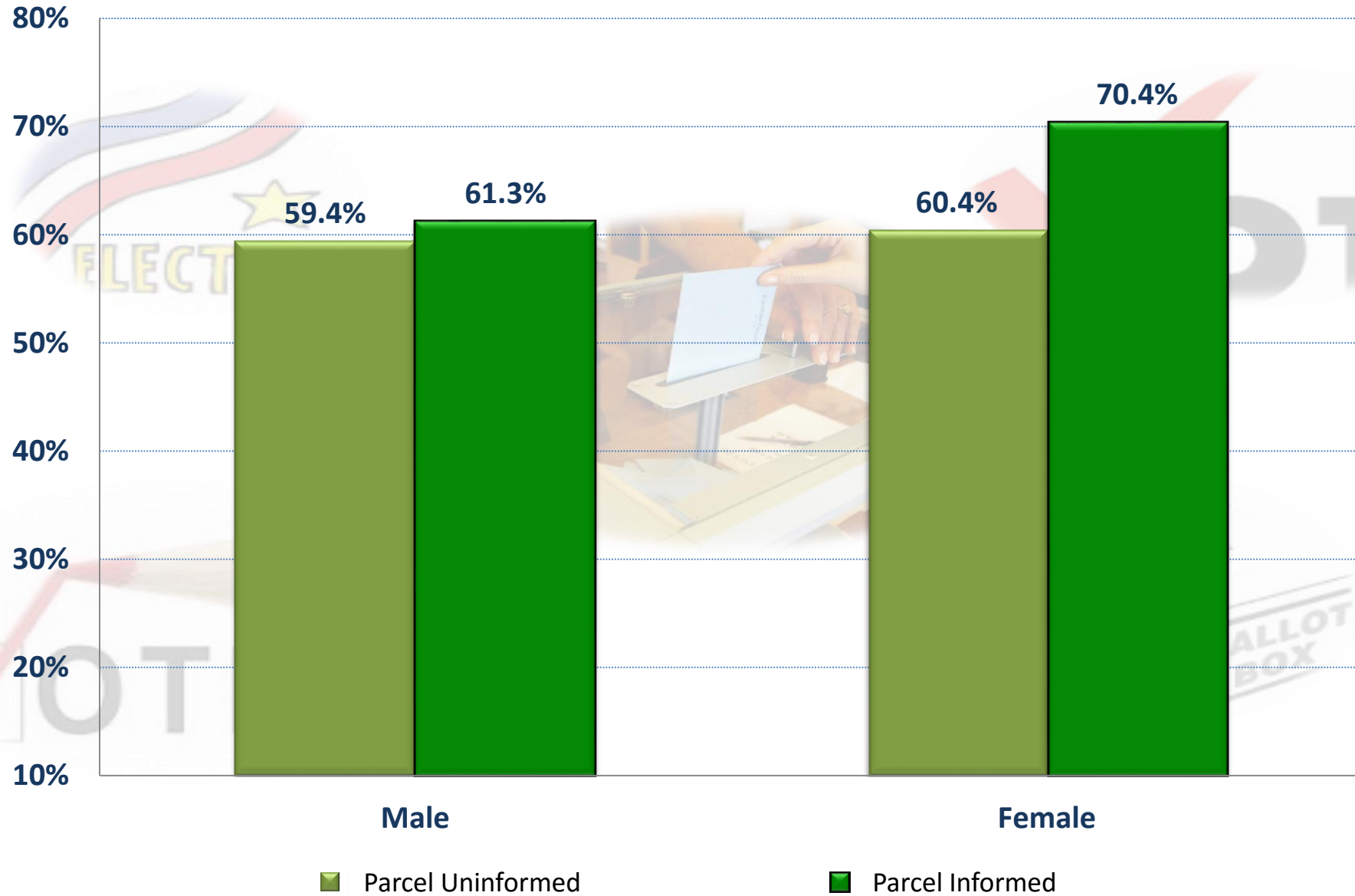


“Now that you have heard some information about the new parcel tax the District is considering, I want to see if this information has changed your opinion. Would you favor or oppose a new parcel tax that would raise local funds to support the District’s sports, arts and music programs?”

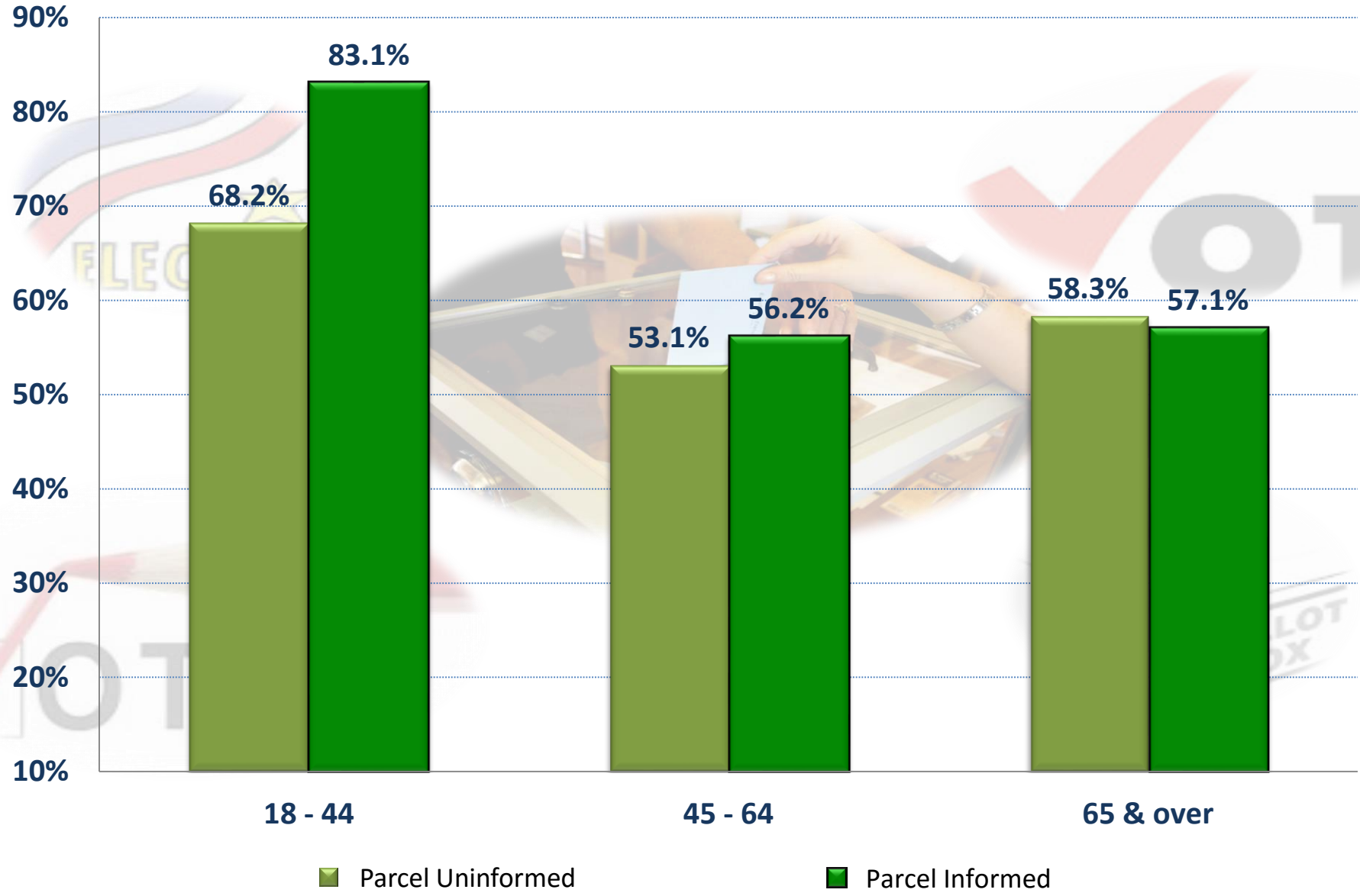
Informed: Parcel



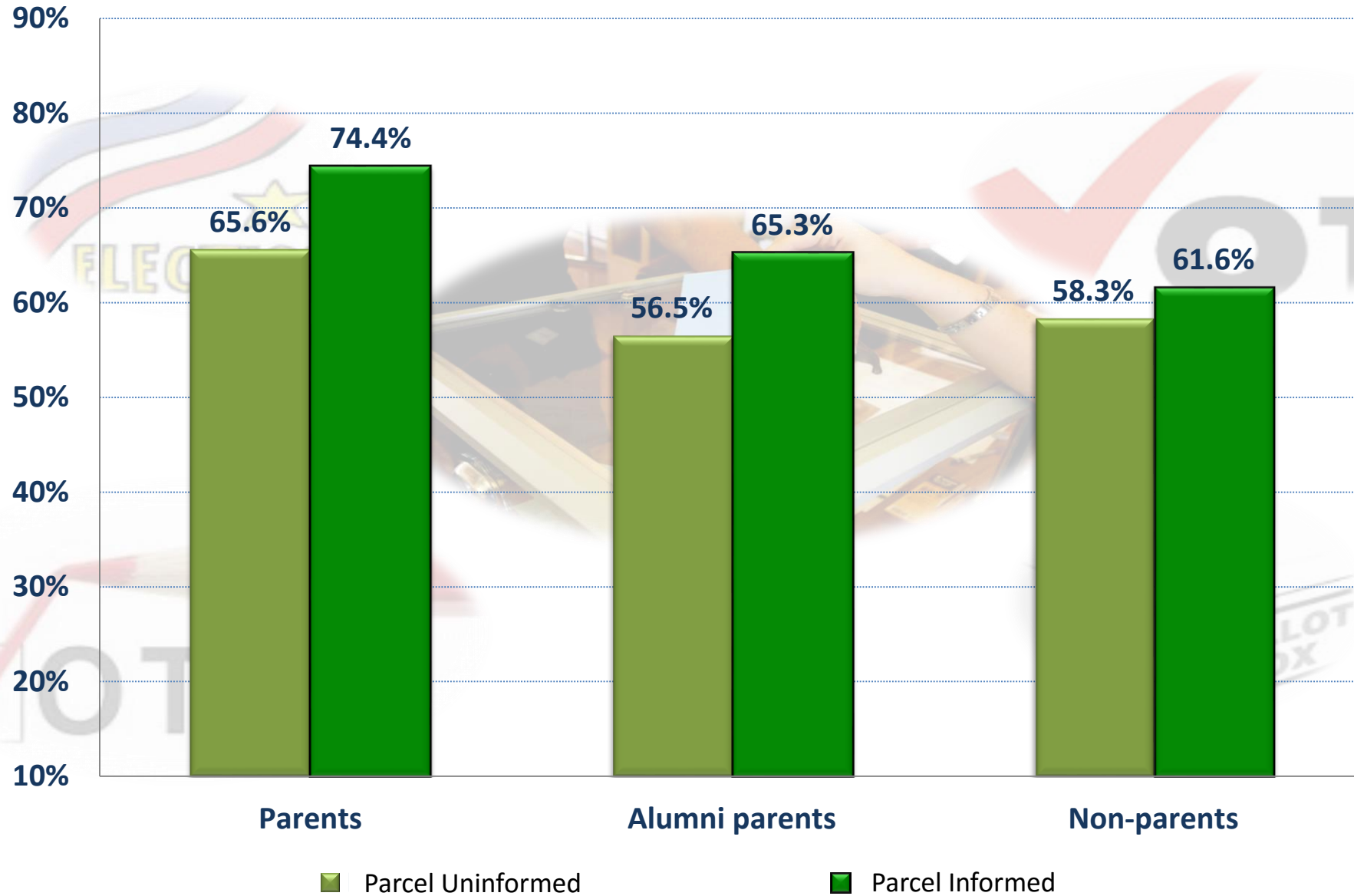
# Gender



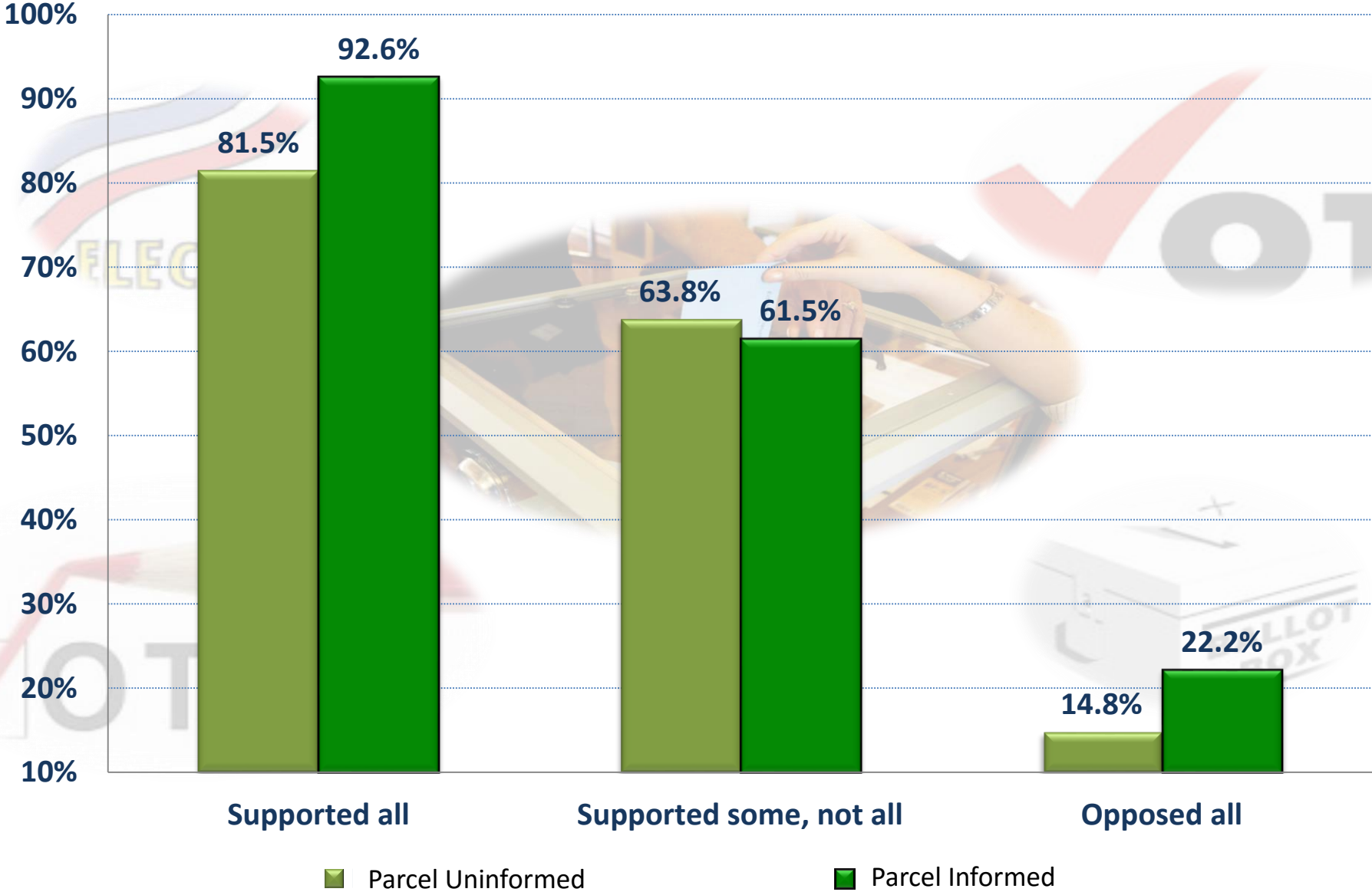
Age

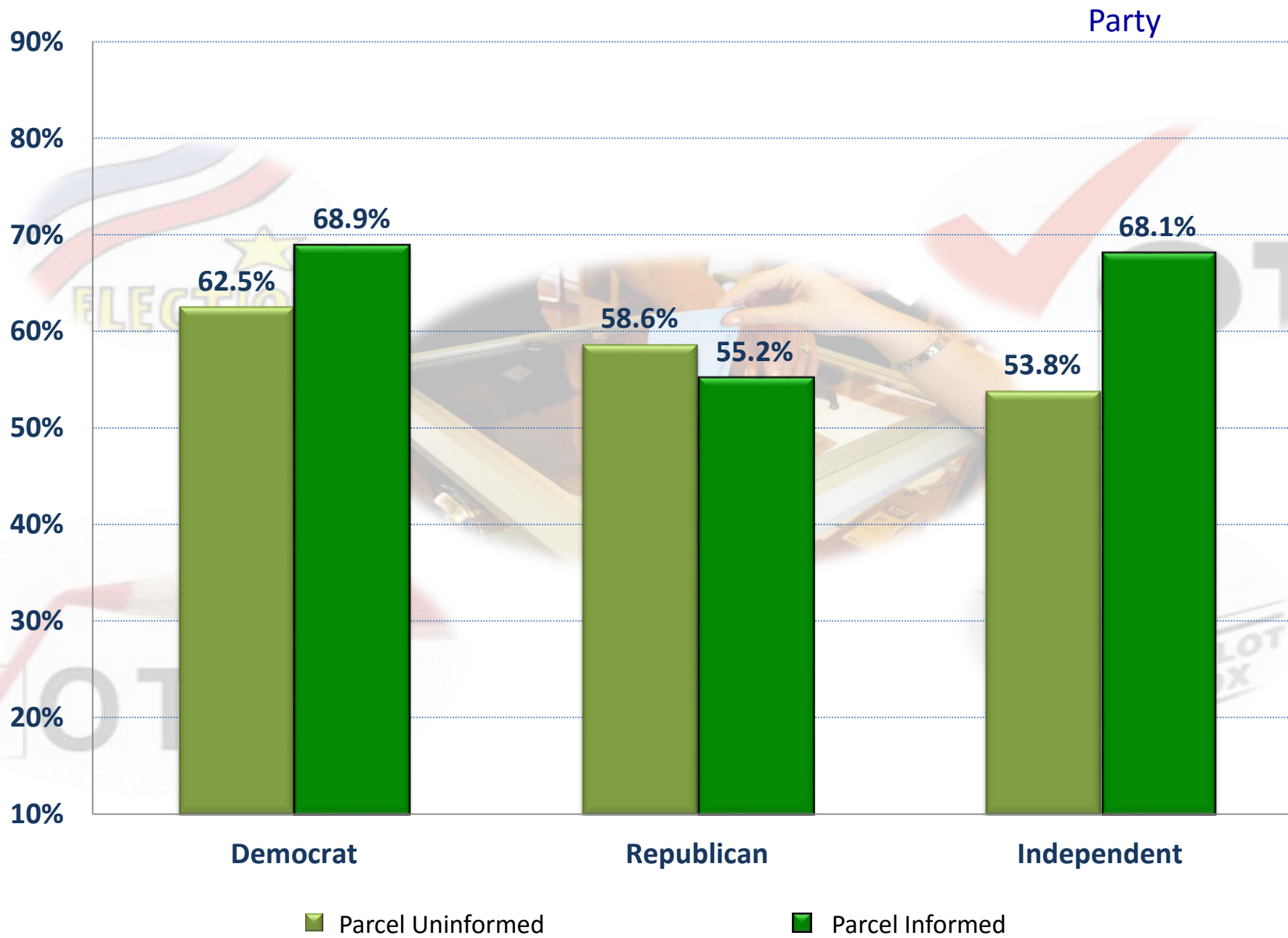


## Parent status



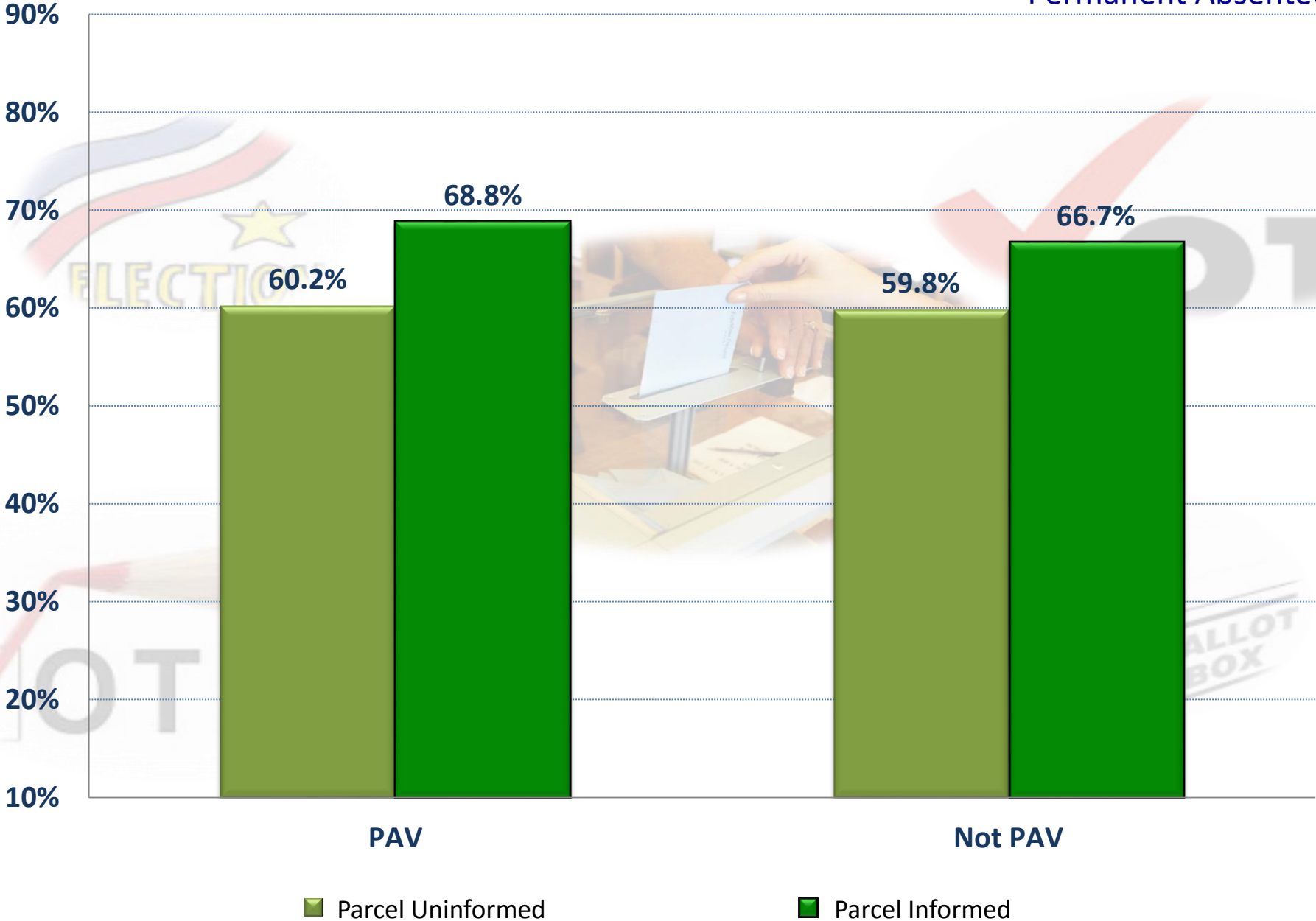
Past support

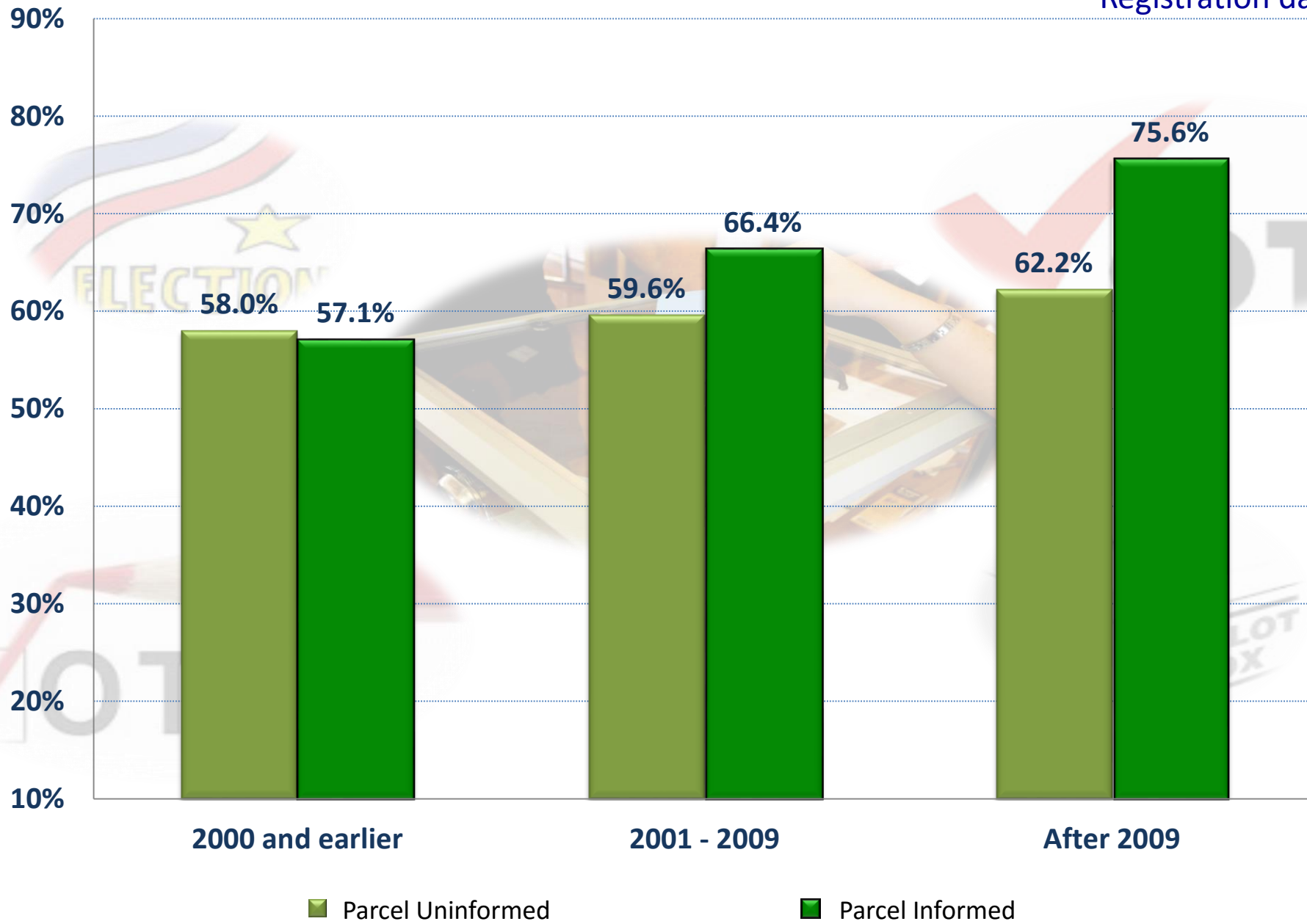




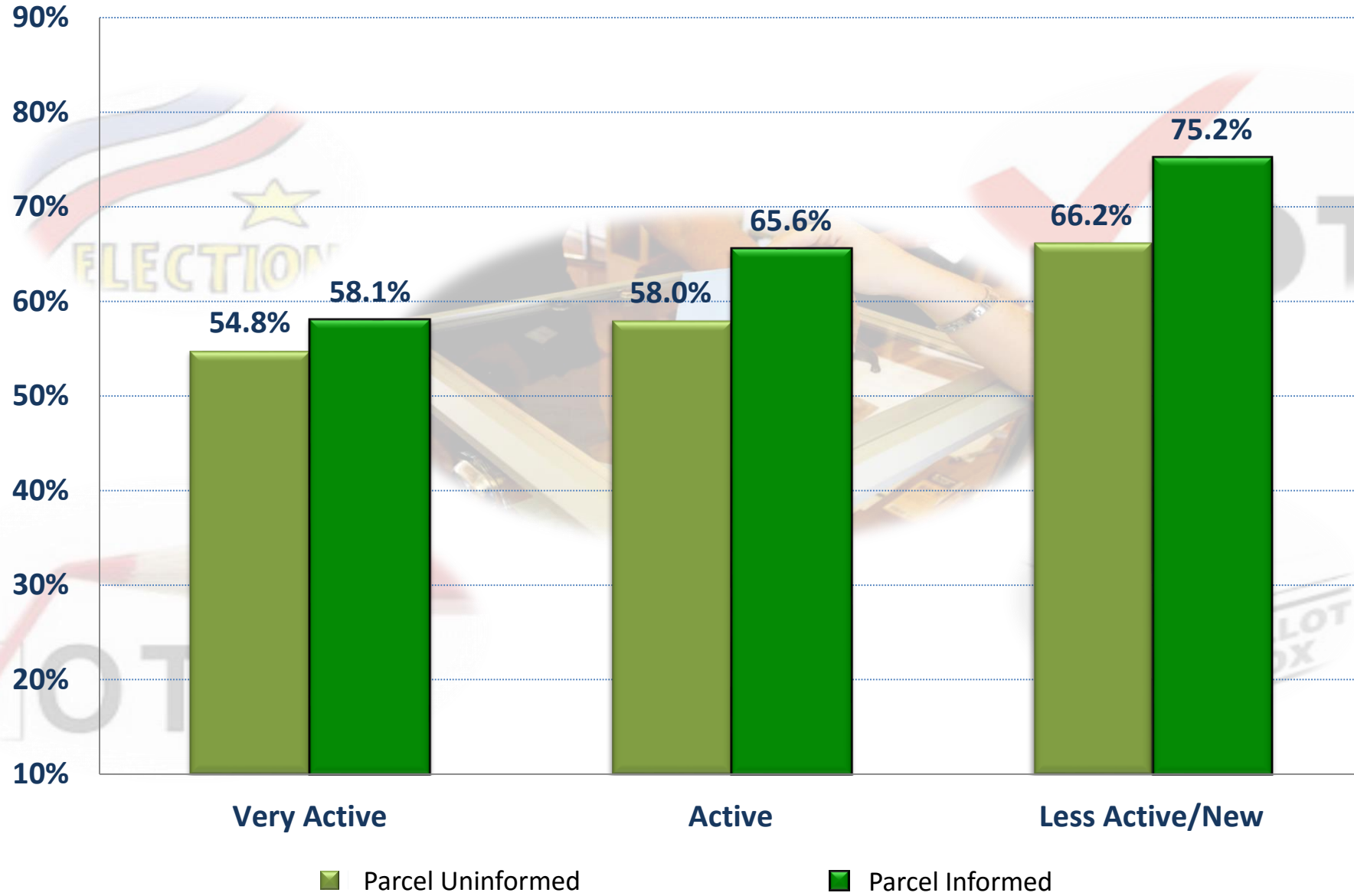


Permanent Absentee





# Voter Activity



# 2016 PARCEL TAX PROPOSAL ARTS, MUSIC & ATHLETICS

"To provide a stable, local funding source of funds for art, music and athletic essential program equipment and materials, to attract and retain highly qualified teachers and staff, to enhance and expand access to art, music and athletic programs, shall the Pittsburg Unified School District levy an annual tax of \$83 per taxable parcel (approximately \$1,200,000) for seven years, beginning July 7/1, /2017 with an annual inflation adjustment of \$6, with citizen oversight and senior citizen, SSI and SSDI exemption?"

2016 PARCEL TAX PROPOSAL PROJECTED REVENUE 2016-17= MEASURE C 2015-16 RATE \$6 ANNUAL INCREASE	PARCELS	RATE	SENIOR EXEMPTIONS	SENIOR EXEMPTIONS VALUE	VALID PARCELS	NET REVENUE
2017-18	14,817	\$ 101	456	\$ 46,092.72	14,361	\$ 1,450,424.28
2018-19	14,846	\$ 107	457	\$ 48,926.48	14,389	\$ 1,539,595.52
2019-20	14,875	\$ 113	458	\$ 51,770.95	14,417	\$ 1,629,104.05
2020-21	14,904	\$ 119	459	\$ 54,626.14	14,445	\$ 1,718,949.86
2021-22	14,933	\$ 125	460	\$ 57,492.05	14,473	\$ 1,809,132.95
2022-23	14,962	\$ 131	461	\$ 60,368.68	14,501	\$ 1,899,653.32
2023-24	14,991	\$ 137	462	\$ 63,256.02	14,529	\$ 1,990,510.98
TOTAL FOR SEVEN YEARS				\$ 382,533.04		\$ 12,037,370.96

2016 PARCEL TAX PROPOSAL PROJECTED REVENUE BASE RATE \$91.00 \$6 ANNUAL INCREASE	PARCELS	RATE	SENIOR EXEMPTIONS	SENIOR EXEMPTIONS VALUE	VALID PARCELS	NET REVENUE
2017-18	14,817	\$ 91	456	\$ 41,529.09	14,361	\$ 1,306,817.91
2018-19	14,846	\$ 97	457	\$ 44,353.91	14,389	\$ 1,395,708.09
2019-20	14,875	\$ 103	458	\$ 47,189.45	14,417	\$ 1,484,935.55
2020-21	14,904	\$ 109	459	\$ 50,035.71	14,445	\$ 1,574,500.29
2021-22	14,933	\$ 115	460	\$ 52,892.69	14,473	\$ 1,664,402.31
2022-23	14,962	\$ 121	461	\$ 55,760.38	14,501	\$ 1,754,641.62
2023-24	14,991	\$ 127	462	\$ 58,638.80	14,529	\$ 1,845,218.20
TOTAL FOR SEVEN YEARS				\$ 350,400.02		\$ 11,026,223.98

2016 PARCEL TAX PROPOSAL PROJECTED REVENUE 2016-17= AVERAGE RATE OF MEASURE C RATES \$6 ANNUAL INCREASE	PARCELS	RATE	SENIOR EXEMPTIONS	SENIOR EXEMPTIONS VALUE	VALID PARCELS	NET REVENUE
2017-18	14,817	\$ 83	456	\$ 37,878.18	14,361	\$ 1,191,932.82
2018-19	14,846	\$ 89	457	\$ 40,695.86	14,389	\$ 1,280,598.14
2019-20	14,875	\$ 95	458	\$ 43,524.25	14,417	\$ 1,369,600.75
2020-21	14,904	\$ 101	459	\$ 46,363.36	14,445	\$ 1,458,940.64
2021-22	14,933	\$ 107	460	\$ 49,213.19	14,473	\$ 1,548,617.81
2022-23	14,962	\$ 113	461	\$ 52,073.74	14,501	\$ 1,638,632.26
2023-24	14,991	\$ 119	462	\$ 54,945.01	14,529	\$ 1,728,983.99
TOTAL FOR SEVEN YEARS				\$ 324,693.60		\$ 10,217,306.40





**QUESTIONS?**

