



**Lakeside Joint School District**

**KEEP LAKESIDE SCHOOL**

**VOTE YES ON MEASURE A**

# Presentation Topics



- Need for parcel tax and consequences of not having one
- Overview of Measure A
- Plan for Success
- How to Help
- Campaign Strategy

# Lakeside School District and Funding



For more than 130 years, exceptional teachers, dedicated parent volunteers, rigorous curricula under your local control have prepared Lakeside children to succeed in high school, college, and careers. We want that legacy to continue.

Unfortunately, years of unfunded government mandates and budget cuts have hurt schools throughout California including Lakeside School.

In 2010 voters approved a parcel tax for Lakeside, Measure C, with a term of 7 years. It is expiring just as increased expenses have severely impacted the district's budget.

# Consequences of not having a parcel tax



## Without a parcel tax...

- Lakeside **will** no longer exist as our community school district
- If Lakeside transfers/ lapses into another district(s), the Black Road Campus **will** be shut down
- We don't know what will happen to the Lakeside campus; the community **will** have little-to-no control on how the district(s) will use or to whom they might sell
- We **will** lose control of our community center and Red Cross Shelter and it may go away entirely
- You **will** still have to pay the parcel tax for whatever is already in existence and is approved in the future for the districts we lapse into - neighboring districts currently have parcel taxes and are exploring new parcel taxes and bond measures
- Home values **likely will** decrease, by an amount depending on which school district your home ends up being merged with (i.e., San Lorenzo Valley...)

# Details of Measure A



**\$647/ year for 8 years**  
**March 7, 2017 election**

## **Recommended Use of Parcel Tax Proceeds**

- Protect high quality educational programs in reading, writing, math, and science for all students
- Provide comprehensive education for middle school students
- Attract and retain high-quality teachers
- Provide a safe and well maintained learning environment in our mountain community
- Keep instructional programs up to date

# Measure A Protections



- Seniors are eligible for an exemption
- No funds can be taken by the State
- No funds for administrator salaries
- Every penny stays local
- Mandatory annual audits by an Independent Citizens' Oversight Committee

## So... What changed from \$820 to \$647?



- Measure J did not pass at \$820
- Feedback from the community was that \$820 was too high
- The district has made additional cuts to the program outline:
  - Facility upgrades
  - Teacher training
  - Technology

*Note:* While these are still considered "vital" programs, we will depend on other contributions for funding

# Special Lakeside School District Election

## Tuesday, March 7, 2017 - Measure A



VOTE YES on A to preserve the outstanding education our children receive at Lakeside School. Without Measure A Lakeside School will be forced to close.

Thanks to the commitment of our community, and your generous support of Lakeside Joint School District's expiring parcel tax, our mountain community has been able to provide an excellent education, with statewide test scores consistently in the top 5%. With the current parcel tax expiring in May 2017—and continued increases in educational costs—we are asking you to support Measure A.

Measure A will preserve core academics, ensuring Lakeside students are prepared for success in high school and beyond.



# Voting in Santa Clara County



All ballots are mailed out to voters and voters may then mail them back or deliver them to a ballot collection box at Lakeside School on election day. There will be no official polling place and voters are encouraged to mail in their ballots as soon as they vote YES. That has been the process in place in Santa Clara County so the main task for us in our Measure A YES campaign is to make sure all of our YES voters mail in their ballots.

# Voting in Santa Cruz County



Voters who are permanent vote-by-mail voters, and voters who do not live in the precinct that votes at Las Cumbres, will receive mail-in ballots.

A polling place will be open at the Las Cumbres Community Center on March 7. Voters who live in that precinct may come to the polls to vote. However, all Santa Cruz voter residents can request mail-in ballots in advance. We don't want to wait until the last minute to make sure our YES voters vote, so our campaign committee encourages all YES voters to request to vote by mail. We will then make sure that our YES voters mail in their ballots.

# JOIN US IN SUPPORTING AND PASSING MEASURE A



## **KEY DATES** for Volunteers to help with **Phone Banking**

All at Coldwell Banker, 410 N. Santa Cruz Ave. in Los Gatos

5:00-8:00 pm

**February 2nd** - YES voters in Santa Cruz County suggesting they set up voting by mail and new voters into the district

**February 9th** - Target all our YES voters in both counties

**March 2nd** - Calling all YES voters in both counties who haven't mailed in their Ballots

# Measure A YES Committee Campaign Strategy



- We will transparently share the message that the goal of Measure A is to Keep Lakeside School and without its passage, the school will close.
- We will target our Yes Voters during our phone banks to ensure that they all vote and vote Yes.
- We will also phone potential new voters who have moved into the district or those who have turned 18.
- We won't try to persuade no or undecided voters to change their minds as our campaign strategy is to reach out to our yes voters.
- We will ask all Yes Voters to vote by mail to get the Yes votes in.

# Campaign Strategy Continued



- We will be sending a single postcard by mail to our Yes voters.
- There will be no road captains, only phone banks, although it is fine to remind your friends who are Yes voters to get their ballots in.
- We will update our website and be transparent. Any voter may ask us questions via the website and a committee member will respond.
- There will be no road signs or general mailers.
- We will announce the Measure A Parcel Tax election in the MMN.

# Campaign Strategy Continued



We ask that everyone remain positive about Measure A, Lakeside School, and the Community.

This is a positive, not a negative campaign. We are looking towards success by focusing on YES.

**WITH YOUR SUPPORT AND HELP, MEASURE A WILL PASS  
AND WE WILL KEEP LAKESIDE SCHOOL! THANK YOU!!!!!!**