

**CAMPBELL UNION SCHOOL DISTRICT**

**MEASURE P**

To help local elementary and middle schools attract/retain high performing teachers, sustain strong academic and advanced programs in reading, writing, math, arts and sciences, ensure every student reads at/above grade level, keep teacher salaries competitive and train/support new teachers, shall a Campbell Union Elementary School District measure levying \$98/parcel annually, exempting senior citizens, be adopted, raising \$2.36 million for 9 years, with independent community oversight, no funds for administrators, and all funds benefiting local schools?

**YES**  
**NO**

**COUNTY COUNSEL'S IMPARTIAL ANALYSIS OF MEASURE P**

A school district may levy a tax upon approval by two-thirds of the votes cast on a proposal pursuant to section 4 of article XIII A of the California Constitution and section 50075 *et seq.* of the California Government Code. Subject to voter approval, the Board of Trustees (Board) Campbell Union Elementary School District (District) has placed on the ballot a new \$98 per parcel per year school parcel tax to be levied beginning on July 1, 2020 for nine (9) years from that date, ending June 30, 2029.

State law requires the District to state the specific purposes for which the tax proceeds will be used and only spend the proceeds of the tax for these purposes. The stated purposes of the tax proposed by Measure P are to support quality education in local elementary and middle schools and provide stable local funding to maintain excellent core academic programs in reading, writing, math, and hands-on science; retain highly qualified teachers; help ensure all students read at or above grade level; and provide support for struggling students and advanced courses for high-performing students.

The District is required by law to provide additional accountability measures for the proceeds. These measures include (1) depositing the proceeds into a fund that is separate and apart from other District funds; (2) providing an annual written report to the Board detailing the amount of funds collected and expended and the status of any project authorized to be funded from the tax; and (3) establishing a Citizens' Oversight Committee, which will provide oversight regarding the expenditure of the proceeds of the proposed tax revenues and submit an annual report to the Board on the expenditure of these funds.

The proposed tax does not apply to any parcel that is a principal residence of, and owned by, one or more persons 65 years of age or older or persons receiving supplemental social security income for a disability, regardless of age subject to application to the District in accordance with District guidelines. Applications for such exemptions must be made to the District on or before July 1, 2020, or before July 1 of any succeeding year. Any approved application from a qualified applicant will be provided an exemption for the parcel for the remaining term of the tax so long as such applicant continues to own and occupy the parcel as his or her principal residence.

A "yes" vote is a vote to approve a special tax of \$98 per parcel on parcels within the District for nine years.

**COUNTY COUNSEL'S IMPARTIAL ANALYSIS OF MEASURE P-Continued**

A "no" vote is a vote to not approve a special tax of \$98 per parcel on parcels within the District for nine years.

James R. Williams  
County Counsel

By: Mary E. Hanna-Weir  
Deputy County Counsel

## COMPLETE TEXT OF MEASURE P

FOR

CAMPBELL UNION ELEMENTARY SCHOOL DISTRICT  
TO PROTECT QUALITY OF SCHOOLS AND PREVENT FURTHER  
REDUCTIONS IN CURRENT ACADEMIC PROGRAMS

### INTRODUCTION

This measure provides the additional funding required to protect and maintain a quality educational program in the Campbell Union Elementary School District.

For several years the State Legislature has inadequately funded the District to provide a quality educational program, and meet the high expectations of the community, and the District is committed to eliminating all deficit spending and to maintaining a balanced budget. Having exhausted all feasible means of generating funds to finance basic programs, including donations from the local parent/teacher organizations, the District may now be forced to further reduce basic educational services.

The District's projected revenue for the foreseeable future is inadequate and without a new source of revenue, the District must eliminate and reduce educational programs. Therefore, the District's Governing Board believes that an education parcel tax measure is necessary to maintain quality education for the students of the District.

### PURPOSE

This measure will support quality education in local elementary and middle schools and provide stable local funding to maintain excellent core academic programs in reading, writing, math, and hands-on science, retain highly qualified teachers, help ensure all students read at or above grade level, provide support for struggling students and advanced courses for high-performing students.

The measure would require independent fiscal oversight, and no funds could be used for administrators' salaries or taken by the State.

The District intends to use funds collected pursuant to this measure to help finance all of the programs listed above, unless the District's Governing Board determines in any given year that changes in student population, fiscal constraints, or other changes in state or federal funding make doing so infeasible or inadvisable.

Upon approval of two-thirds of those voting on this measure, the District shall be authorized to levy an education parcel tax of \$98 per year on each parcel of taxable real property in the District, as defined below, commencing July 1, 2020.

### RATE AND PROCEDURE

Subject to two thirds approval of the voters, this local funding measure will become effective as of July 1, 2020. The tax will be levied at the rate of \$98 per parcel of taxable real property per year for nine (9) years. The tax will be collected by the Santa Clara County Tax Collector (the "Tax Collector") at the same time as and along with, and will be subject to the same penalties as general *ad valorem* taxes collected by said Tax Collector. The tax and penalty will bear interest at the same rate as the rate for unpaid *ad valorem* property taxes until paid. Any tax levied will

## COMPLETE TEXT OF MEASURE P-Continued

become a lien upon the properties against which taxes are assessed and collectible as herein provided.

With respect to all general property tax matters within its jurisdiction, the Santa Clara County Tax Assessor or other appropriate County tax official (the "County") will make all final determinations of tax exemption or relief for any reason, and that decision will be final and binding. With respect to matters specific to the levy of the special tax, including exemptions from such special tax, the decisions of the District will be final and binding. The procedures described herein, and any additional procedures established by the Board of Trustees, will be the exclusive claims procedure for claimants seeking an exemption, refund, reduction, or re-computation of the special tax. Whether any particular claim is to be resolved by the District or by the County will be determined by the District, in co-ordination with the County as necessary.

The Board may adopt such additional or supplemental procedures as it deems necessary or convenient for the administration of the special tax.

A "parcel of taxable real property" is defined as any unit of real property within the District's boundaries that receives a separate tax bill for *ad valorem* property taxes from the County Tax Collector. All property that is otherwise exempt from or upon which no *ad valorem* property taxes are levied in any year will also be exempt from the special tax in such year.

### EXEMPTIONS

An exemption will be granted on any parcel owned by one or more persons who are aged sixty-five (65) years or older and who occupy said parcel as a principal residence, upon application for exemption. An exemption will also be available for persons receiving Supplemental Security Income for a disability, regardless of age, and who apply to the District for such exemption pursuant to guidelines established by the District. Applications for such exemptions must be made to the District on or before July 1, 2020, or before July 1 of any succeeding tax year. Any approved application from a qualified applicant will be provided an exemption for the parcel for the remaining term of the special tax so long as such applicant continues to own and occupy the parcel as his or her principal residence.

The District will annually provide to the Tax Collector or other appropriate County tax official a list of parcels that the District has approved for a Senior Citizen Exemption or a Supplemental Security Income Exemption.

### ACCOUNTABILITY AND COMPLIANCE MEASURES

In accordance with the requirements of California Government Code sections 50075.1 and 50075.3, the following accountability measures, among others, shall apply to the special taxes levied in accordance with this Measure:

(a) Proceeds of this special tax shall be deposited into a fund which shall be kept separate and apart from other funds in the District and shall be applied only as set forth in this Measure.

(b) An annual report, including the revenues generated by this special tax and the expenditures of these monies and the status of any projects funded by these monies, shall be filed by the chief fiscal officer of the District with the Governing Board no later than January 1 of the year following the fiscal year during which the monies were expended.

## COMPLETE TEXT OF MEASURE P-Continued

(c) In addition, an oversight committee of citizens will be appointed or designated by the Governing Board to ensure that the special tax proceeds are spent for their authorized purposes, and to report annually to the Governing Board and the public regarding the expenditure of such proceeds.

### PROTECTION OF FUNDING

Current law forbids any decrease in State or Federal funding to the District because of the District's adoption of a parcel tax. However, if any such funds are reduced because of the adoption of this parcel tax, then the amount of the special taxes will be reduced annually as necessary in order to restore such State or Federal funding.

## ARGUMENT IN FAVOR OF MEASURE P

Vote Yes on P to keep our great teachers and protect quality education for our neighborhood elementary and middle school students.

Silicon Valley is one of the most expensive places to live in the country and over the past few years we have experienced high turnover of teachers. Measure P will help keep teacher salaries competitive to prevent our high-quality teachers from leaving.

Measure P will help attract and retain highly qualified teachers to support the high level of student achievement we expect in CUSD schools and ensure that local students have access to the best education possible.

Measure P sustains strong academic and advanced programs in reading, writing, math, arts and sciences, unlocking our student's highest potential and ensuring that they are prepared for high school and beyond.

Most importantly, all revenue from Measure P will be spent here in our local schools and cannot be taken away by the State.

Vote Yes on P to:

- Attract and retain highly qualified teachers
- Sustain strong academic and advanced programs in reading, writing, math, arts and sciences
- Ensure every student is reading at their grade level
- Retain employees that keep schools safe, clean and well-maintained

Locally Controlled Funds for CUSD Schools

- Citizens' oversight committee to ensure the monies are spent as promised
- All revenue from Measure P will be spent in local schools and go directly toward improving education for our children
- Senior citizens will be eligible for an exemption

We know our elementary and middle schools are an integral part of what makes our community a desirable place to live. Join parents, teachers and local business in voting Yes on P to protect outstanding education for CUSD students.

Richard Waterman  
Council Member, City of Campbell

Kathleen M. King  
CEO, Healthier Kids Foundation

Stacey Seibold  
President, PTA Rolling Hills Middle School

Catherine Hodge  
President, Campbell Elementary Teachers Association

Lisa M. Andrew  
CEO Silicon Valley Education Foundation

## REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE P

With this latest so-called "**temporary**" parcel tax, Campbell Union School District trustees claim they need even higher amounts of our money in order to "**sustain strong academic(s)...in reading, writing and math.**"

The district is already collecting 2015's "**temporary**" parcel tax (\$49) that isn't finished until 2023. **Now they want to double that tax** and start imposing it three years "early" for most homeowners.

Have they earned the this tax hike that would cost us over \$1,074?

Let's review their academic performance results:

2017-18: **44.76% of students fall below grade level for English.**

2017-18: **50.69% of students fall below grade level for math.**

(Source: Education Data Partnership, [www.Ed-Data.org](http://www.Ed-Data.org))

The District "rewarded" students, parents, and us taxpayers for our granting the 2015 tax...by dropping our children's proficiency in both English and math!

Could that be the cause of the District's steady decline in enrollment?

Should we, the voters, be rewarding the district, when **each of two vital subjects have close to half the children scoring below grade level?**

If you answered "no," we urge you to vote **NO on Measure P.**

This District is already spending \$12,760 per student per year—ABOVE the statewide average—while providing below-average education. Yet, they want more of our hard-earned money to pad their above-statewide-average salaries (**averaging \$85,584, plus up to \$11,276 in annual benefits**) and fat pension plans.

Tell Campbell Union School District's trustees to be financially responsible: **vote NO on Measure P.**

**Don't reward failure, or you will get more failure!**

Visit [www.SVTaxpayers.org](http://www.SVTaxpayers.org).

Mark W.A. Hinkle  
President: Silicon Valley Taxpayers Association

## ARGUMENT AGAINST MEASURE P

With this latest so-called "**temporary**" parcel tax, Campbell Union School District trustees claim they need even higher amounts of our money in order to "**sustain strong academic(s)...in reading, writing and math.**"

The district is already collecting 2015's "**temporary**" parcel tax (\$49) that isn't finished until 2023. **Now they want to double that tax** and start imposing it three years "early" for most homeowners.

Have they earned the right to this tax hike that would cost us over \$1,074 over the next 9 years (on top of the taxes we are already paying)?

Let's review their academic performance results:

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The District says none of the funds will be used for administration. But funds generated separately from this parcel tax **can be used for administration expenses**, without limits. So, that is really an empty promise. Do not be fooled.

Tell Campbell Union School District's trustees to be financially responsible: **vote NO on Measure P.**

**Don't reward failure!**

Visit [www.SVTaxpayers.org](http://www.SVTaxpayers.org).

Mark W.A. Hinkle  
President: Silicon Valley Taxpayers Association

Mary A. Thompson  
District Voter

## REBUTTAL TO ARGUMENT AGAINST MEASURE P

Here are the facts:

FACT: we are proud that our excellent neighborhood elementary and middle schools help children from all backgrounds and families, regardless of what skills they've learned before kindergarten.

FACT: Thanks to great teachers, our students meet California's academic requirements year after year. Measure P will help ensure every student reads at their grade level by helping us keep our great classroom teachers.

FACT: Great neighborhood schools help make our community a desirable place to live. But it's challenging for teachers to afford our area. Our elementary and middle schools need Measure P to keep great teachers in classrooms.

FACT: Measure P cannot fund administrator salaries or pensions. Every penny must be spent as outlined in the measure. CUSD has a proven record of fiscal responsibility with audits and reports to prove it. Visit <https://www.campbellusd.org/citizenoversight>

FACT: A "no" vote would only hurt the quality of education in local elementary and middle schools.

Don't be misled by people who haven't visited our schools or taken the time to understand our schools' needs. One of the two lone opponents doesn't even live in our district.

Local students deserve a quality education and quality teachers.

Measure P will attract and retain highly qualified teachers to support the student achievement we expect in neighborhood schools.

Measure P is needed to sustain strong academic programs in reading, writing, math, arts and science.

Longtime, respected leaders in our community are united in support of Measure P. Join us—vote YES on P!

Evan Low  
California State Assemblymember

Kenneth R. Johnson  
Executive Director, Campbell Chamber of Commerce

Andreea I. Singh  
President, PTA Monroe Middle School

Marico Sayoc  
Executive Director, CASSY

Robert L. Lowry  
CUSD Citizens' Bond & Parcel Tax Oversight Committee, Retired  
Educator 32 Years