

**CAMPBELL UNION HIGH SCHOOL DISTRICT  
MEASURE L**

To ensure students receive engaging distance learning instruction that accelerates learning and can safely return to in-person school with smaller class sizes to facilitate social distancing guidelines as the pandemic subsides, shall the Campbell Union High School District measure be adopted renewing an existing \$85 annual parcel tax that can be ended by voters, providing approximately \$4,814,485 annually, exempting senior and qualified disabled citizens, subject to independent oversight, annual audits, and local control?

**YES  
NO**

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

The Campbell Union High School District ("District") Board of Trustees ("Board") has placed Measure L on the ballot to authorize an annual parcel tax of \$85 per parcel, beginning on July 1, 2021 and continuing on an ongoing basis unless ended by the voters by a future measure. According to the Measure, the parcel tax will raise approximately \$4.8 million per year. This parcel tax would replace the existing 2013 Measure A annual parcel tax of \$85 per parcel, which expires on June 30, 2021.

The stated purposes of the parcel tax are to provide safe and clean schools; maintain or reduce class sizes; develop and improve curriculum for all students, including in-person and distance learning curriculum; develop protocols to allow students to safely return to in-person schooling; recruit and retain top talent; and teach technology skills to train students for high-demand jobs. The tax may not be used for administrator salaries, benefits, or pensions.

The tax applies to any parcel of land that lies wholly or partially within the District that receives a separate tax bill for property taxes from the Santa Clara County Tax Collector. A parcel tax exemption may be obtained by the owner and occupant of a single-family residence who is either: (1) 65 years of age or older on or before June 30 of the fiscal year immediately preceding the year in which the tax would apply, or (2) receiving Supplemental Security Income for a disability, regardless of age. Parcel owners must submit exemption applications to the District.

The District is required by law to institute additional accountability measures for the tax proceeds. These measures include: (1) using the tax proceeds only for the specific purposes described in the Measure; (2) depositing the tax proceeds into a separate account from other District funds; and (3) providing an annual written report to the Board detailing the amount of funds collected and expended and the status of any project(s) authorized to be funded by parcel tax proceeds. In addition to these requirements, if the parcel tax is approved, the Board will create and appoint members to a Citizens' Oversight Committee to oversee the expenditure of parcel tax revenues.

A "yes" vote is a vote to approve a special tax of \$85 per parcel within the District on an ongoing basis unless terminated by the voters.

A "no" vote is a vote to not approve the tax.

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

If at least two-thirds of all voters casting ballots in the District vote "yes" on Measure L, the tax will be approved.

James R. Williams  
County Counsel

By: Julia B. Spiegel  
Deputy County Counsel

## COMPLETE TEXT OF MEASURE L

To ensure students receive engaging distance learning instruction that accelerates learning and can safely return to in-person school with smaller class sizes to facilitate social distancing guidelines as the pandemic subsides, shall the Campbell Union High School District measure be adopted renewing an existing \$85 annual parcel tax that can be ended by voters, providing approximately \$4,814,485 annually, exempting senior and qualified disabled citizens, subject to independent oversight, annual audits, and local control?

### PARCEL TAX AUTHORIZATION

By approval of this proposition by at least two-thirds of the registered voters voting on the proposition, the District will be authorized to renew without increasing the existing levy of an education parcel tax of \$85 per parcel annually to maintain a high-quality education in District high schools, subject to all the accountability requirements specified below. If approved, the special tax will be levied on an ongoing basis until ended by the voters.

### PURPOSES

Given the unprecedented global pandemic we are currently facing, Campbell Union High School District, which includes Branham, Del Mar, Leigh, Prospect, Westmont, Boynton and Campbell Adult and Community Education (CACE), is seeking to renew the existing education parcel tax that will be used to protect quality education and further strengthen protocols to keep students and staff safe. The specific purposes of the education parcel tax are described as follows:

- Provide safe and clean schools
- Maintain or reduce class sizes
- Continue to develop and improve curriculum that is engaging for all students and is delivered by distance learning or in person
- Plan and develop protocols to allow students to safely return to in-person school
- Recruit and retain top talent
- Teach technology skills to train students for high-demand jobs

The Board of Trustees will not fund any program other than those listed above from the proceeds of the education parcel tax. Under no circumstances shall any of the proceeds of the education parcel tax be used for administrators' salaries, benefits or pensions.

### EDUCATION PARCEL TAX AND PROCEDURES

*Amount of Education Parcel Tax.* Subject to two-thirds approval of the voters, the existing education parcel tax of \$85 annually per parcel levied on an ongoing basis until ended by the voters (except exempt parcels, as described below), shall become effective commencing with fiscal year 2021-22 and shall be collected by the Santa Clara County Tax Collector at the same time as and along with, and shall be subject to the same penalties as general *ad valorem* taxes collected by said tax collector.

*Definition of Parcel.* A parcel shall be defined as any unit of land in the District that receives a separate tax bill from the Santa Clara County Tax Collector.

## COMPLETE TEXT OF MEASURE L-Continued

*Exemptions.* The following exemptions shall apply to the levy of the qualified special tax.

- Otherwise Exempt Property. All property that would otherwise be exempt from property taxes shall also be exempt from the education parcel tax.
- Senior Citizen Exemption. An exemption shall be available to persons who are 65 years or older and own and occupy as a principal residence a parcel subject to the education parcel tax.
- Supplemental Security Income Exemption. An exemption shall be available to persons who receive Supplemental Security Income ("SSI") for a disability, regardless of age, and own and occupy as a principal residence a parcel subject to the education parcel tax.

Property owners seeking the Senior Citizen, SSI or SSDI exemption must apply to the District for such exemption under procedures established by the District or otherwise as required by law or by the Santa Clara County Tax Collector.

*Exclusive Procedures.* The procedures described herein with respect to the levy and collection of the education parcel tax and exemptions, and any additional procedures established by the Board of Trustees of the District, shall be the exclusive claims procedure for claimants seeking an exemption, refund, reduction, or re-computation of the qualified special tax. Whether any particular claim is to be resolved by the District or by the County shall be determined by the District, in coordination with the County as necessary. The District's Board of Trustees may adopt such additional or supplemental procedures as it deems necessary or convenient for the administration of the education parcel tax.

### ACCOUNTABILITY MEASURES

*Government Code Accountability.* 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 qualified special taxes levied in accordance with this Measure:

- the specific purposes of the education parcel tax shall be those purposes identified above under the heading "PURPOSES,"
- the proceeds of the education parcel tax shall be applied only to those specific purposes identified above under the heading "PURPOSES,"
- a separate, special account shall be created into which the proceeds of the education parcel tax must be deposited; and
- the chief fiscal officer of the District shall file an annual written report with the Board of Trustees of the District showing (1) the amount of funds collected and expended from the proceeds of the education parcel tax and (2) the status of any projects, programs or purposes identified above under the heading "PURPOSES."

*Citizens' Oversight Committee.* In addition to the accountability measures required by the Government Code, an independent Citizens'

## COMPLETE TEXT OF MEASURE L-Continued

Oversight Committee shall be appointed by the Board of Trustees to advise the Board on the expenditures funded by the measure in order to ensure that said funds are spent for the purposes approved by the voters. The Citizens' Oversight Committee will monitor the expenditures of these funds by the District and will report on an annual basis to the Board and community on how these funds have been spent.

### PROTECTION OF FUNDING

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

### SEVERABILITY

The Board of Trustees of the District hereby declares, and the voters by approving this measure concur, that every section, paragraph, sentence and clause of this measure has independent value, and the Board of Trustees and the voters would have adopted each provision hereof regardless of every other provision hereof. Upon approval of this measure by the voters, should any part be found by a court of competent jurisdiction to be invalid for any reason, all remaining parts hereof shall remain in full force and effect to the fullest extent allowed by law.

## ARGUMENT IN FAVOR OF MEASURE L

Our Campbell Union High School District schools—Branham, Del Mar, Leigh, Prospect, Westmont, and Boynton—are a source of community pride. Having great local high schools makes our community a desirable place to live.

Measure L does not raise taxes—it simply renews existing local school funding to maintain high-quality education. These funds cannot be taken by the State—every dollar raised will continue to be used for our local high schools. Since 2005, the funds have supported academic programs, smaller class sizes, safe and clean schools, and recruiting and retaining highly qualified teachers.

The COVID-19 pandemic has wreaked havoc on school district budgets. Without Measure L, the District would have to cut counselors, increase class sizes, and cut academic programs.

We cannot rely on the State to provide adequate funding to maintain the high-quality education our students deserve.

Vote Yes on L to:

- Ensure CUHSD can navigate the short-term challenges of COVID-19
- Continue computer and technology skills training to prepare students for high-demand jobs in high-tech, health care, and engineering
- Maintain vocational and career technical education pathways for students
- Protect electives that help students find and develop their passions
- Continue to provide advanced classes that prepare students for college and career
- Attract and retain highly qualified teachers so our local high schools do not lose good teachers
- Continue to provide mental health supports to our high school youth
- Provide safe and clean high schools

Measure L requires fiscal accountability:

- None of the funds can be used to increase administrators' salaries, benefits, or pensions
- An independent citizens' oversight committee will continue to ensure funds are spent as promised
- Seniors age 65 and older will continue to receive an exemption

### ARGUMENT IN FAVOR OF MEASURE L-Continued

Thank you for your continued support of our community schools. Learn more at [www.ExcellentLocalSchools.org](http://www.ExcellentLocalSchools.org)

Jennifer Petroff  
Governing Board Member, Union School District

Richard Nguyen  
Governing Board Member, Campbell Union School District

Julie Reynolds-Grabbe  
Governing Board Member, Moreland School District

Carol Presunka  
Governing Board Member, Cambrian School District

Kalen Gallagher  
Governing Board Member, Campbell Union High School District

### REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE L

This is not the time for "taxation as usual".

Many people have lost their jobs. Others are working reduced hours. Many businesses have reduced revenue, and some have been forced to shut down entirely. Some may never re-open.

Individuals, households, and businesses have all had to adapt to this crisis, by cutting costs and being more careful about spending their limited funds on only the most essential activities.

School boards need to do their share, by focusing their efforts on controlling costs and by prioritizing only the most essential things.

This is not the time for "taxation as usual".

There is a reason that parcel taxes usually are approved for a limited number of years. It is so that voters will have a chance to reconsider them if the situation has changed.

This is such a time. The situation has changed.

The budget assumptions behind proposals like this are no longer valid. Even after schools can open, many parents will be considering home schooling or online learning as a permanent option, and many traditional school-associated activities just do not make sense now.

With fewer students doing fewer things, asking for approval of a tax like this is the wrong approach.

This is not the time for "taxation as usual".

This is the time to demand that the school board take a fresh look at their budget and come up with a new plan, not expect voters to "simply renew" an obsolete plan.

Vote NO on Measure L.

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

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

Joe Dehn  
Chair, Libertarian Party of Santa Clara County

## ARGUMENT AGAINST MEASURE L

Just this last March, district voters defeated the parcel tax (Measure K).

Clearly, district leadership hasn't gotten voters' message that taxes are too high, that government shutdown of the economy is wreaking havoc upon thousands of families struggling to pay the rent/mortgage, and that it is a bad idea to reward academic failures!!!

Let us look at latest declining student academic performance in English:

2018-19 school year results: **32.86% below grade level for English.**

And for math:

2018-19 school year results: **52.64% below grade for math.**

The District rewarded students, parents, and taxpayers for the passage of the 2008 parcel tax by dropping proficiency in both English and math!

Source: California Department of Education Data Partnership—[www.ed-data.org](http://www.ed-data.org)

Should you, the voters, reward the district for dropping scores in both subjects?

If no, we encourage you to vote **NO on Measure L.**

The statewide High School average expense per student is \$13,947 per year.

**The District is spending more, at \$14,942 per student, for lower English and math scores.**

Yet, they want more of your hard-earned money to pad their salaries and fat pension plans.

The measure says that 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 the Campbell Union High School Board to be fiscally responsible by voting **NO on Measure L.**

**If you reward failure, you will get more failure!**

**Don't reward bad behavior, vote No on L.**

For more information please visit us at [www.svtaxpayers.org](http://www.svtaxpayers.org)

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

Joe Dehn  
Chair, Libertarian Party of Santa Clara County

## REBUTTAL TO ARGUMENT AGAINST MEASURE L

Measure L does not increase taxes—it simply renews existing local school funding to maintain high-quality education and avoid further cuts. The Chair of the local Libertarian Party and his co-author do not live in our district so they don't have an interest in our schools continuing to thrive. They are entitled to their politics, but let's be clear about facts because theirs don't tell the full story.

Thanks to your continued support, the Campbell Union High School District has made stellar gains over the past decade. Since 2012, CUHSD has cut the dropout rate by 75%, increased the number of graduating seniors eligible for a four-year college from 43% to 68%, and expanded access to vocational and career technical education programs. Additionally, CUHSD has raised test scores at a higher rate than all but one district in our county.

These gains tie directly back to the funding Measure L asks you to renew. Without continued support, the District would have to cut counselors, increase class sizes, and cut academic programs, all of which would hurt our children and our property values.

Vote YES on L to ensure CUHSD can navigate the short-term challenges of COVID-19, continue the positive momentum forward, and avoid deep cuts.

CUHSD has earned a AAA bond rating due to their proven track record of spending taxpayers' dollars carefully and responsibly, with citizens' oversight committee reports and annual audits to prove it. Learn more at [www.ExcellentLocalSchools.org](http://www.ExcellentLocalSchools.org) and join us in voting YES on L!

Barbara Dieker  
Branham High School Parent Leader

Stephen P. Smith  
Prospect High School Teacher

Aine O'Donovan  
Leigh High School Parent Leader

Dawnel Sonntag  
Del Mar High School Parent Leader

Nicolas Cortez  
Branham High School Teacher