

Community Engagement

Purpose:

Address the dynamically changing tastes, demands and criteria voters are placing upon school districts prior to indicating they will support a bond measure.

Facility Prioritization Game

Public Opinion Survey

Telephone

Community Prioritization Game

Objective:

- The game play unlocks insight to the Holy Grail question: “**Why do**” you support or oppose a bond vs. traditional research which simply reports “**How many**” voters support or oppose a bond.

Methodology:

- 60 Community representatives have been invited.
- Saturday, June 15, 2013 at 8:30 a.m.
- 45 minute game results in aligning stakeholders around a shared sense of purpose, establishing ownership and prioritizing outcome.
- Facilitate community engagement, earn goodwill and develop consensus regarding District objectives.

Telephone Survey

Objectives

- Support for a proposed General Obligation Bond.
- Measurement of the tax threshold voters would support.
- Identification of voters' prioritization of school facility repair and upgrades.

Methodology

- Randomly sample 400 likely November 2013 CCUSD registered voters.
- 95% accuracy +/- 5%.
- Prioritization.