Baseline Bond Feasibility Survey

Conducted for
Bellflower Unified
School District

Presented By
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2/17/2026

TrueNorth
Research

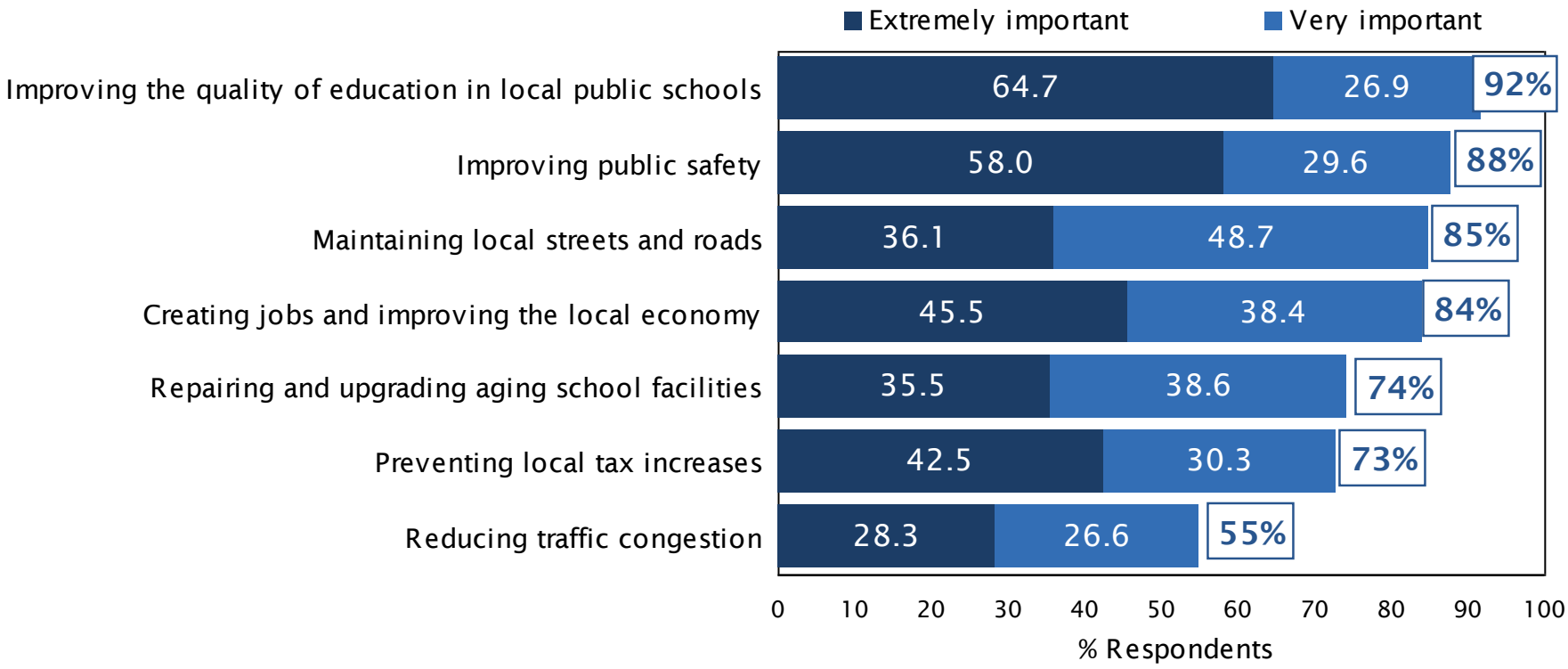
PURPOSE OF STUDY

- Determine if a bond measure is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach

METHODOLOGY OF STUDY

- **How did we select voters to survey?**
  - Stratified & Clustered Random Sample of likely voters (2026) using age, gender, partisanship, household party type, and sub-geographies
  - Ensures balanced, representative sample of likely voters
- **How did we recruit participation?**
  - Personalized email, text, and telephone calls
  - PINs to restrict access and ensure one complete per respondent
- **How were voters able to share their opinions?**
  - Secure, PIN-protected website that scales to the device
  - Telephone (land line or mobile)
  - English & Spanish
- **What was the sample size?**
  - 413 completed interviews
  - Overall margin of error of ± 4.8% @ 95% level of confidence

IMPORTANCE OF ISSUES



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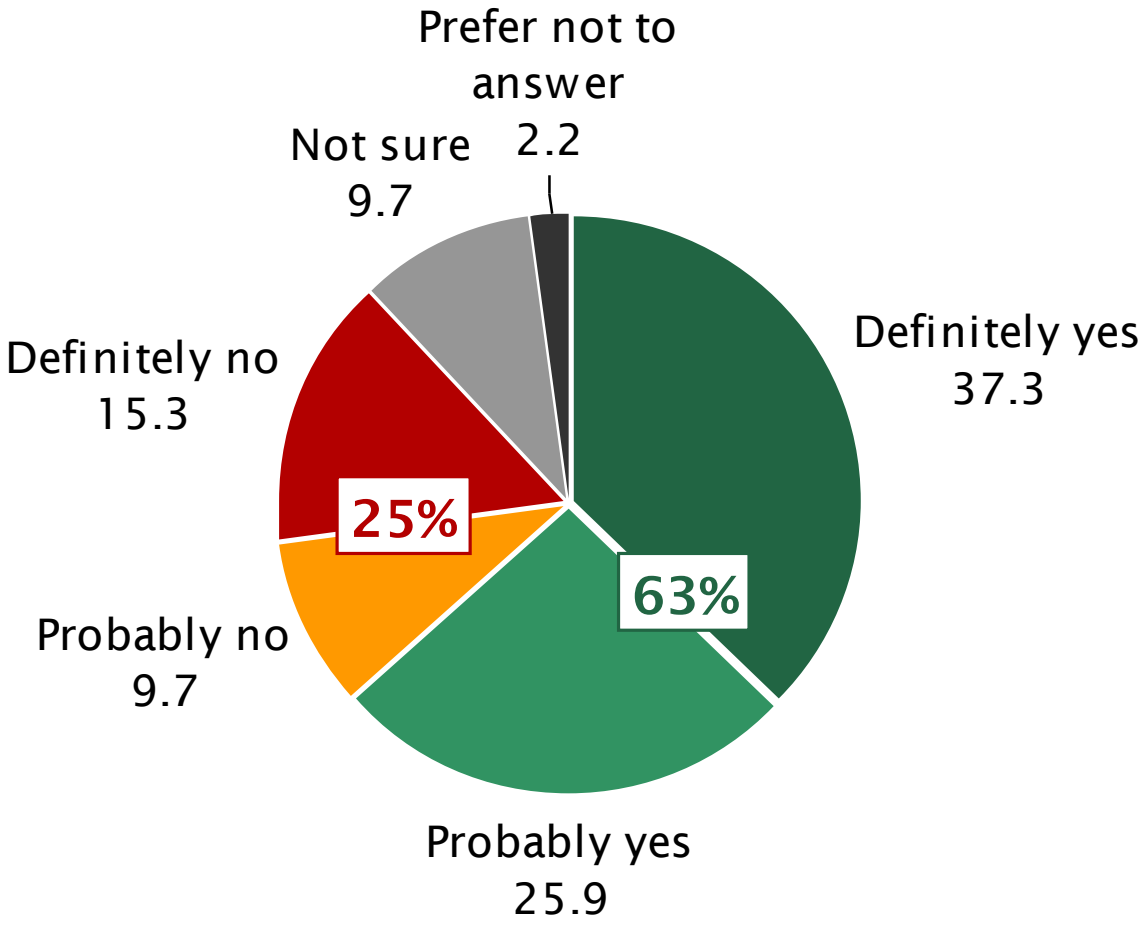
INITIAL BALLOT TEST

In order to:

- Provide safe, modern schools
- Fix deteriorating roofs, plumbing, electrical, and infrastructure
- Improve access for disabled students
- And repair/upgrade aging classrooms, science labs, career-training facilities, and school facilities to support college/career readiness in math, science, engineering, technology, arts, and skilled trades

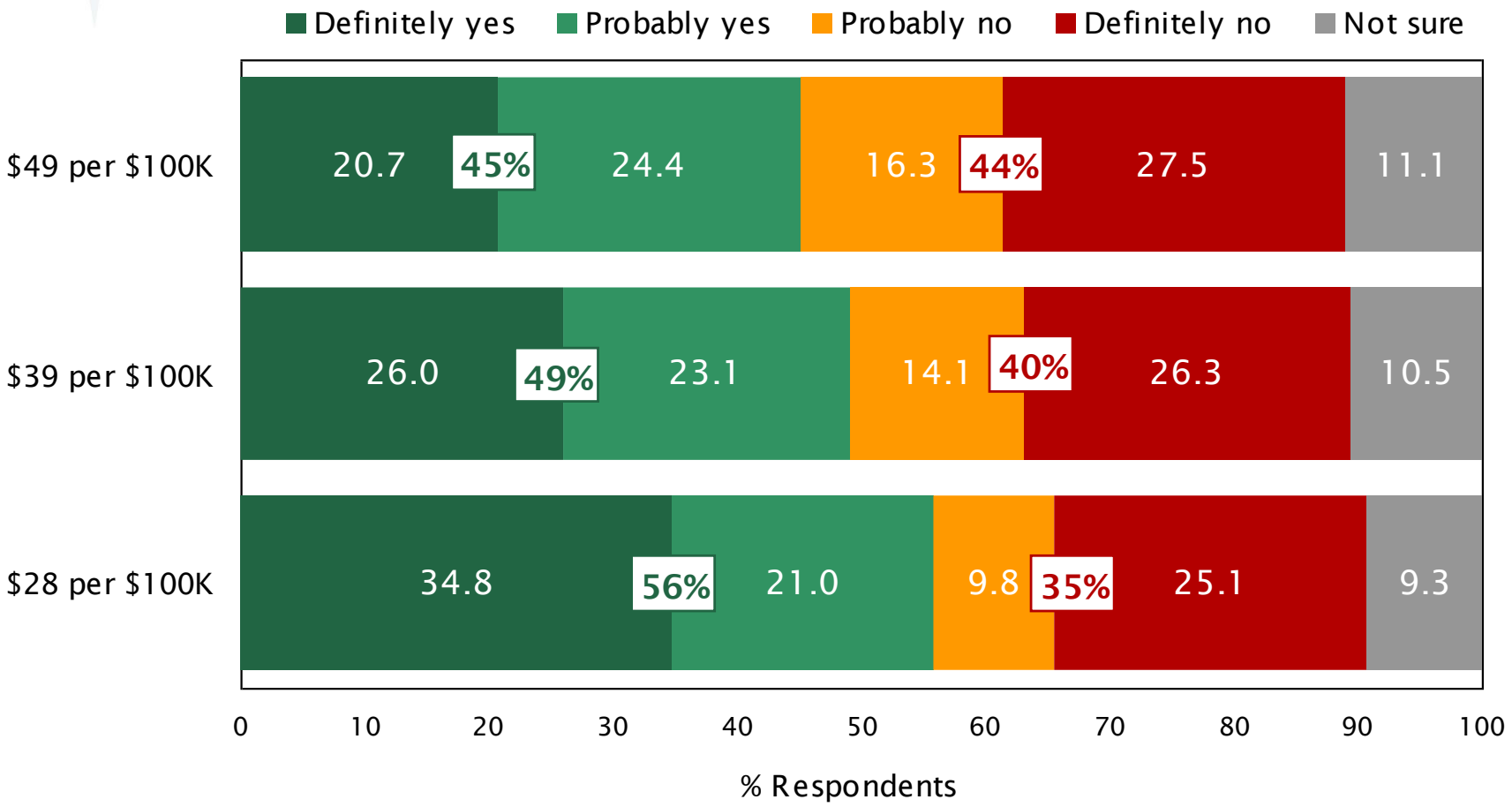
Shall Bellflower Unified School District's measure authorizing $135 million in bonds at legal rates be adopted, levying 49 dollars per 100 thousand dollars assessed value (8 million dollars annually) while bonds are outstanding, with citizen oversight and all money locally controlled?

INITIAL BALLOT TEST



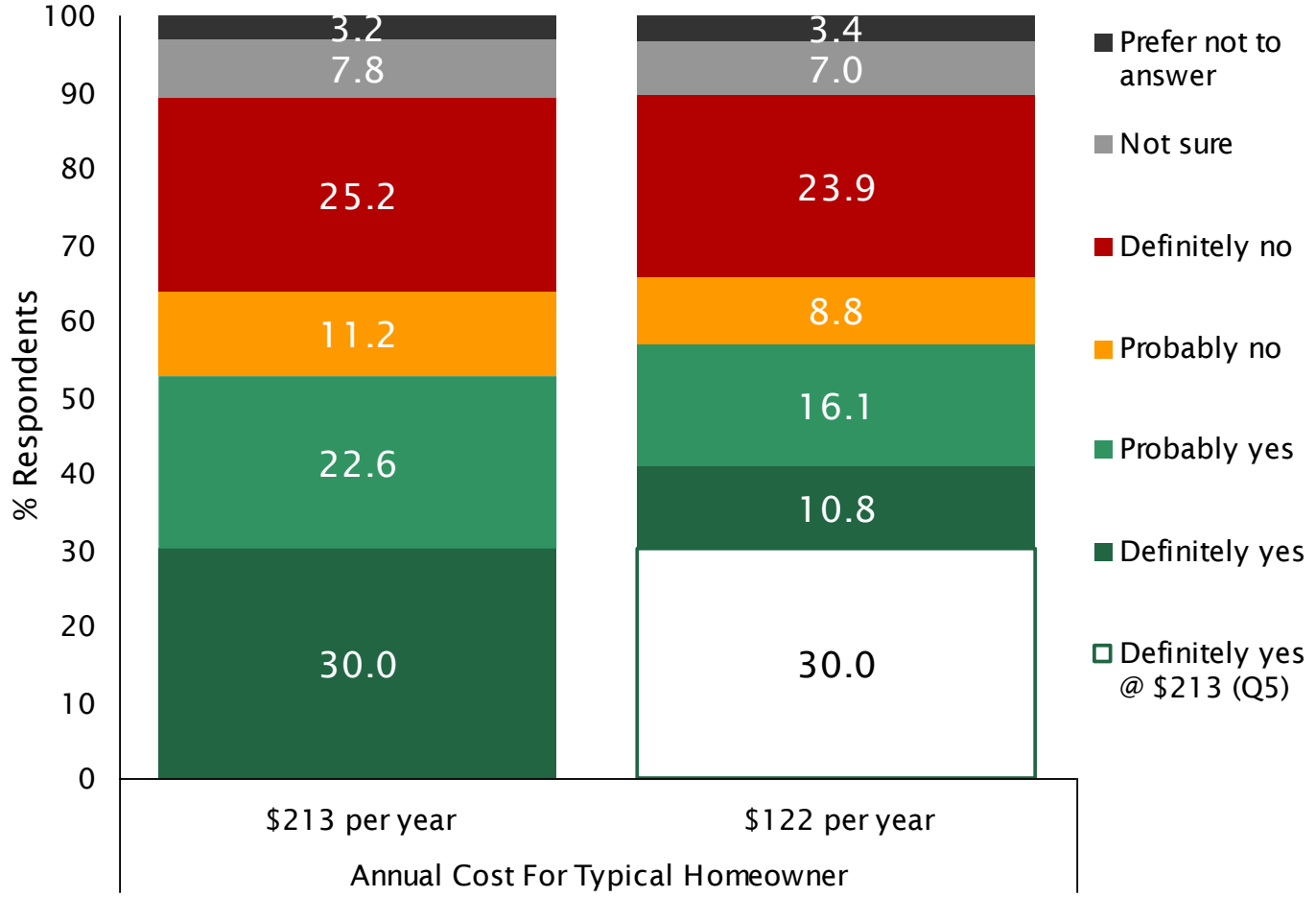
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TAX THRESHOLD



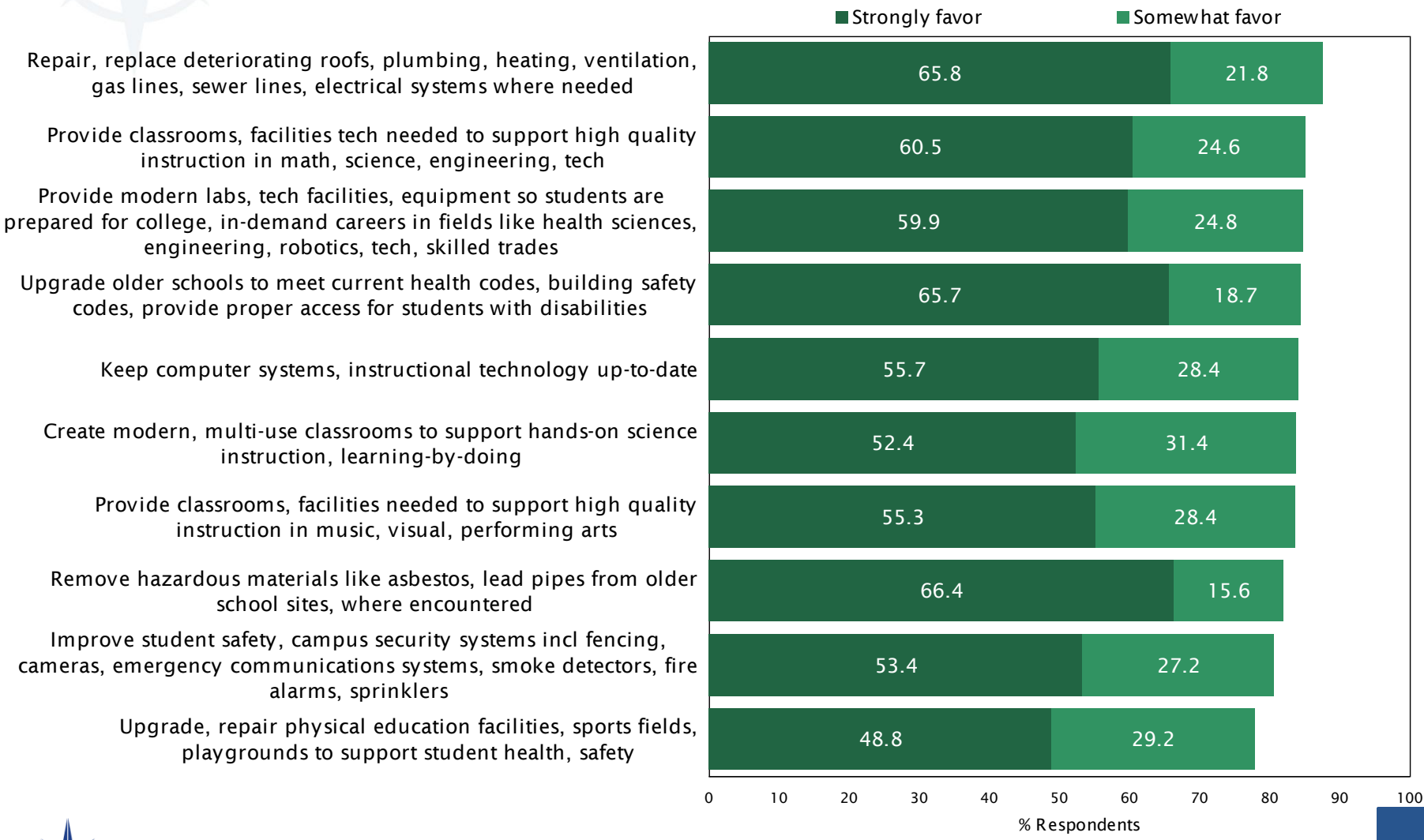
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ANNUAL COST PER TYPICAL HOMEOWNER



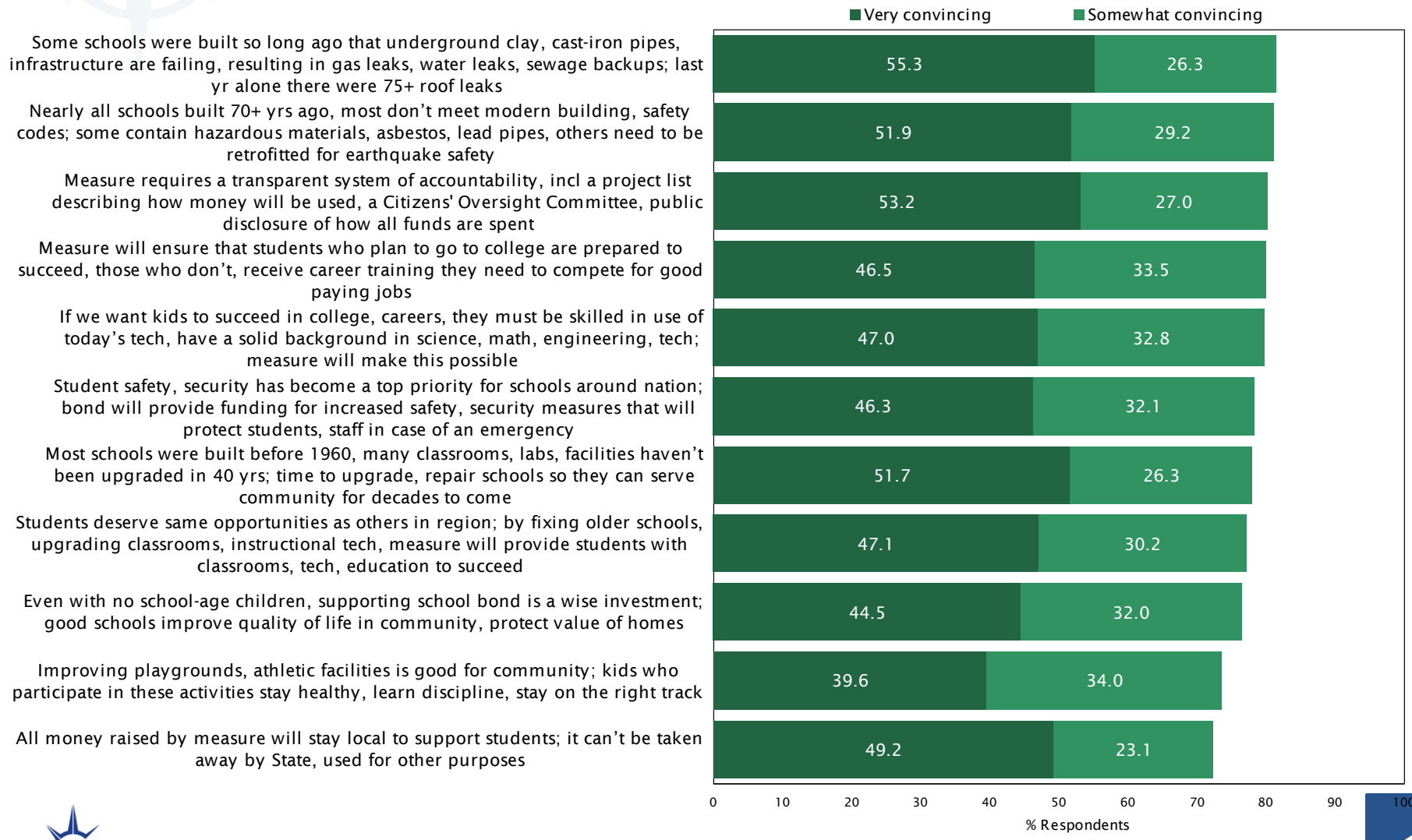
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PROJECTS & IMPROVEMENTS



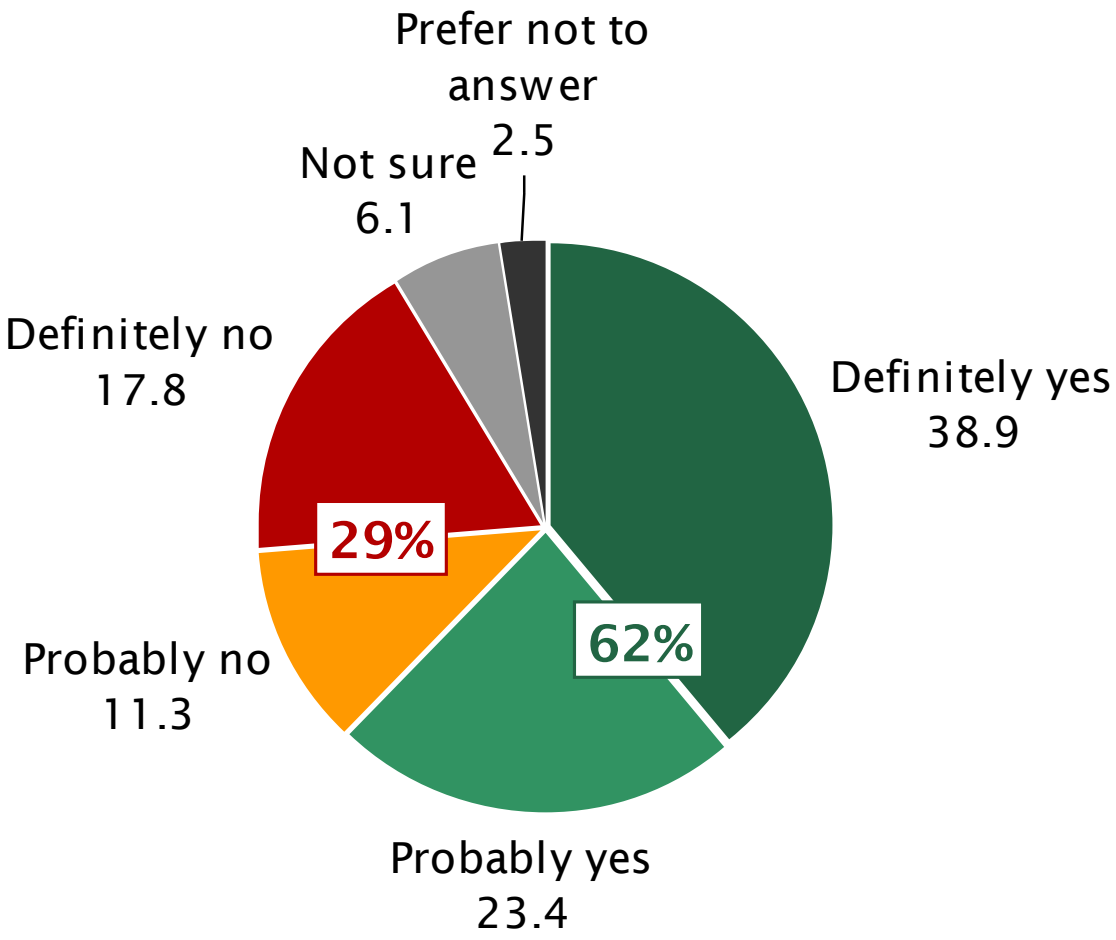
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POSITIVE ARGUMENTS



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INTERIM BALLOT TEST



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NEGATIVE ARGUMENTS

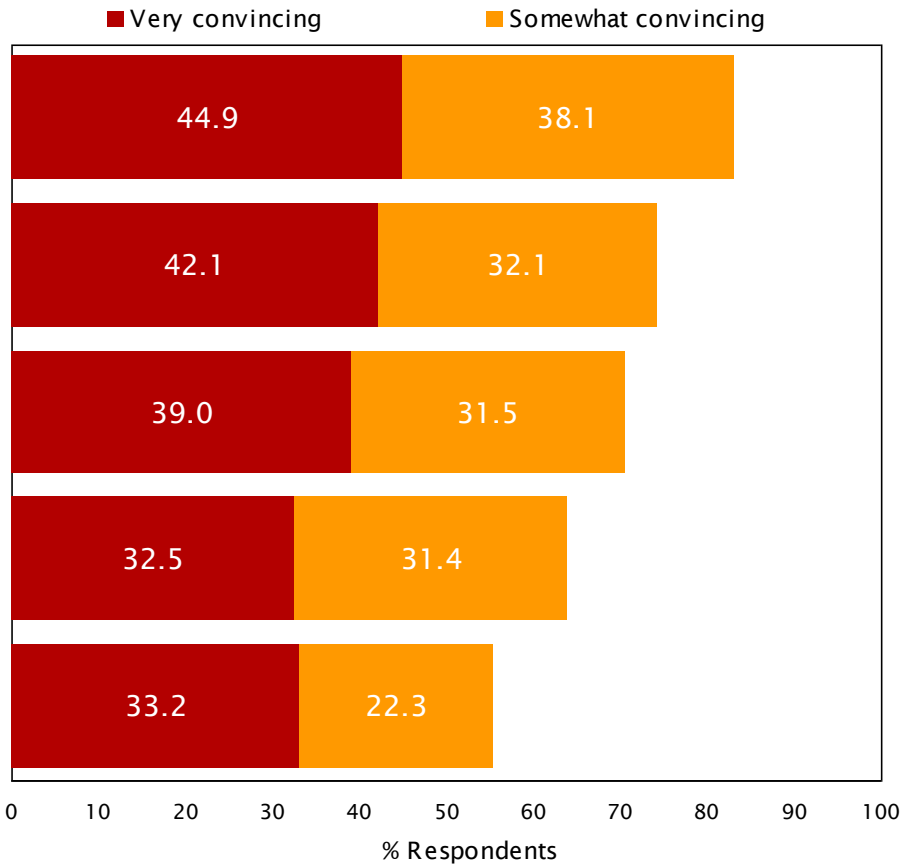
Local residents, businesses have been hit hard by inflation, high interest rates, rising costs of living; many are struggling to stay afloat; now is not the time to raise taxes

Everyone is coming after us for tax increases incl state, local taxes, school bonds, other taxes that will be on the ballot next yr; enough is enough; we can't afford to keep raising taxes

Community is already an expensive place to live, especially for young families, seniors, those on fixed incomes; passing bond will make it even less affordable

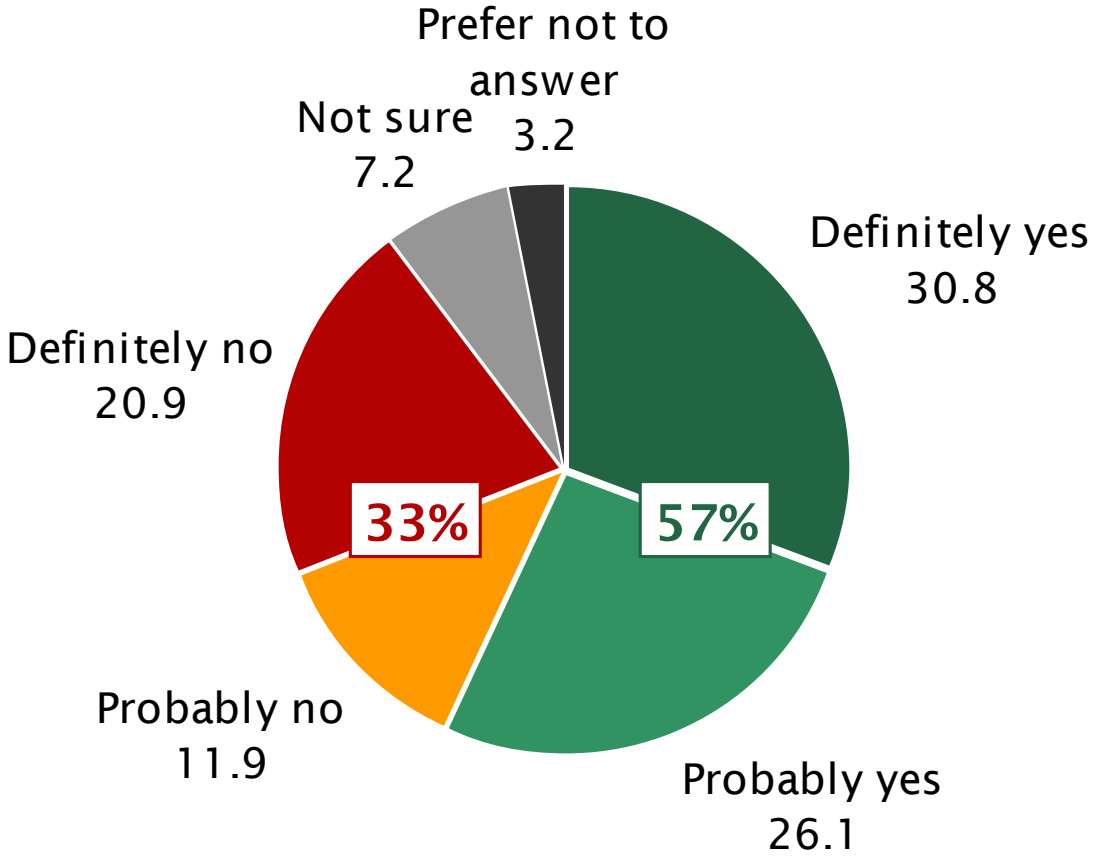
Don't be fooled; incl interest, bond will cost taxpayers about $250 million, will take 30 yrs to pay off

We can't trust the District with this tax; they will mismanage the money



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FINAL BALLOT TEST



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KEY CONCLUSIONS

Does a bond appear to be feasible for a 2026 ballot? *Yes, but it will require adjustments & effective outreach/engagement.*

Positive Signs

- Voters rank improving the quality of education in local schools as the *most* important issue facing the community
- Solid natural support for a bond (63%)
- Popular projects and improvements
- Strong positive arguments
- Support remains above 55% at all ballot tests, even after negative arguments.

Challenges

- Tax rate sensitivity
- Opposition arguments resonate (-5%)
- Electoral climate: Hyper-partisanship & anti-tax measure

(Un)knowns

- Trajectory of economy, tariffs, inflation, competing measures

OBSERVATIONS & RECOMMENDATIONS

- **Snapshot in time, not a crystal ball**
- **Tax Rate:** Keep affordable
- **Project Priorities:** Repairs to older facilities/bring them up to code, STEM, career tech, hazardous materials, instructional technology
- **District Communications**: Begin a conversation with the community to strengthen awareness of facility needs, how they connect to educational opportunities/student achievement, and consensus on a bond proposal.
- **Independent Campaign:** Need to have solid independent campaign to navigate through the election cycle, communicate key messages, turn out supporters, and weather uncertainties.