

BOND MEASURE 2024 UPDATE AND EXPECTATIONS



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BOND MEASURE 2024



- Overview
- Benefits to SDCCD's Mission
- Bond Basics
- Completed, Current, & Future Actions
- Timeline
- Political Activity Reminders
- Priority Projects
- Questions & Discussion



OVERVIEW: CHANGES DRIVE NEEDS



- Many occupations and careers did not exist a decade ago
 - New education and training programs are needed to meet this burgeoning workforce, knowledge, and skills demand
- Evolving social changes are driving critical basic student needs
 - E.g., affordable housing, transportation, childcare, and secure food access
 - Basic needs are barriers for education and job training programs access and outcomes success
- Imperative to upgrade and update facilities to offer state-of-the-art educational and training programs to prepare students to thrive and succeed in evolving careers, support their families and communities, and drive our region's economic growth



OVERVIEW: LEVERAGING LEADERSHIP MOMENTUM



- Build on SDCCD's leadership in jobs training for first responders, nurses, and EMTs as well as for transfers to 4-year institutions
- Carry leadership momentum into biotechnology, cyber defense, sustainability fields, and many other emerging professions
- Education and training needs will continue to present in yet-unforeseen ways due to evolving technologies and social changes



BENEFITS FOR SDCCCD's MISSION



A new bond program will continue SDCCCD's mission success supported by past investments made through Propositions S & N:

- Enhanced academic and career training environments that enable meeting requirements of next-generation and beyond industry workforce needs
- Technological advancements, including smart classrooms, 21st Century labs, and other exciting digital infrastructure and software innovations
- Enhanced safety and security measures
- Community engagement – involving local skilled labor and trades to benefit San Diego region communities and stimulate economic growth



BOND BASICS



BOND BASICS



California community colleges can fund facilities in a variety of methods

Cash

- "Pay-as-You-Go"
- Small and recurring capital projects and maintenance
- Projects built slowly over time
- Subject to willingness of Board on an on-going basis
- Opportunity cost of funds
- Easiest source of money

Voter Approved Debt (GO Bonds)

- Large capital expenditures
- Lowest cost debt
- General fund revenues are not tapped
- Must be voter approved
- Use of proceeds limited
- Capital plan subject to external factors (AV, tax rates)

Non-Voter Approved Debt

- Large-small capital expenditures
- No voter approval
- General fund obligation
- Pledge revenue
- Cost higher than GO bonds
- Examples are Certificates of Participation (COP), Lease Revenue Bonds

Federal & State Grants or Loans

- "Free" money with strings attached
- May require oversight or thorough review
- Application process can be drawn out and competitive
- Timing of funds can be uncertain
- Availability depends on political and economic environment

G.O. BOND REQUIREMENTS



Proposition 39

- Passed in 2000, Prop. 39 amended the California Constitution **to lower the voter approval threshold to 55%** for school and community college districts for GO Bond elections, where the District asks its voters to raise property taxes to repay bonds issued to fund construction, acquisition, repair, furnishing, and equipping of education facilities.
 - Bond election must occur on a **regularly scheduled Statewide election** date
 - At least **2/3 of the Board must approve** the Resolution ordering the Election
 - Detailed **project list & tax rate statement** must be included in the ballot measure
 - **Citizens' Oversight Committee** formed to ensure money is spent as promised and according to accounting & spending requirements with Annual Financial and Performance Audits
- Since 2010, **Prop. 39 Education Bonds** have an overall average **pass rate of 81%**
- Many districts have approved **multiple bond measures** to meaningfully fund their significant facilities needs

G.O. BOND REQUIREMENTS



Additional Requirements

- Statutory **tax rate limit of \$25 per \$100,000** of Assessed Value (AV) per Bond Election for Community College Districts
 - At the time of a GO Bond issuance, tax rate projections must demonstrate that the tax rate will be no greater than \$25 per \$100K AV for bonds related to that specific bond measure
- Legal **Bonding Capacity set at 2.5%** of AV – essentially a State debt limit



SDCCD ASSESSED VALUATION DATA



- The 2023-2024 AV for SDCCCD is **\$253,089,287,688**
- The District experienced strong AV growth most recent **year-over-year rate of 7.3%**
- The District's **35-year compound annualized growth rate (CAGR) is 5.6%**
- For FY 2023-2024, the District's net bonding capacity is approximately **\$5 billion**

As of	Total Assessed Valuation	A.V. Growth Rate Projected	2.50% Gross Bonding Capacity	Less: GO Bonds Outstanding	Net Bonding Capacity
08/01/2024	\$253,089,287,688	7.32%	\$6,327,232,192	\$1,347,024,859	\$4,980,207,334
08/01/2025	263,212,859,196	4.00%	6,580,321,480	1,285,924,859	5,294,396,621
08/01/2026	273,741,373,563	4.00%	6,843,534,339	1,220,489,859	5,623,044,480
08/01/2027	284,691,028,506	4.00%	7,117,275,713	1,149,859,859	5,967,415,854
08/01/2028	296,078,669,646	4.00%	7,401,966,741	1,073,014,859	6,328,951,883
08/01/2029	307,921,816,432	4.00%	7,698,045,411	988,939,859	6,709,105,552
08/01/2030	320,238,689,089	4.00%	8,005,967,227	899,064,859	7,106,902,369
08/01/2031	333,048,236,653	4.00%	8,326,205,916	803,879,859	7,522,326,058
08/01/2032	346,370,166,119	4.00%	8,659,254,153	698,984,859	7,960,269,294
08/01/2033	360,224,972,764	4.00%	9,005,624,319	586,099,859	8,419,524,460
08/01/2034	374,633,971,674	4.00%	9,365,849,292	472,139,859	8,893,709,433
08/01/2035	389,619,330,541	4.00%	9,740,483,264	412,460,663	9,328,022,600
08/01/2036	405,204,103,763	4.00%	10,130,102,594	369,027,795	9,761,074,799

HISTORICAL G.O. BONDS ELECTIONS



General Obligation (G.O.) bond measures are the most utilized method of funding capital plans for K-12 and Community Colleges.

Since 2001, there have been 1,463 elections approved for a total of \$203 billion.

ELECTION YEAR ^(a)	NUMBER OF APPROVED ELECTIONS	VOTER APPROVED GO AUTHORITY (MILLIONS)	GO AUTHORITY ISSUED (MILLIONS)	UNISSUED GO AUTHORITY ^(b) (MILLIONS)	% UNISSUED
2001	50	\$4,413	\$4,387	\$26	0.6%
2002	151	15,567	15,489	77	0.5
2003	11	1,553	1,538	15	1.0
2004	112	11,561	11,547	14	0.1
2005	35	6,294	6,099	194	3.1
2006	93	10,301	9,267	1,034	10.0
2007	11	1,253	576	678	54.1
2008	142	28,001	20,226	7,775	27.8
2009	2	69	69	0	0.0
2010	62	5,015	4,716	299	6.0
2011	7	981	981	0	0.0
2012	116	15,287	13,728	1,559	10.2
2013	8	330	327	3	0.8
2014	127	12,598	11,103	1,495	11.9
2015	9	1,143	862	281	24.6
2016	219	29,641	20,656	8,985	30.3
2017	2	155	96	59	38.1
2018	128	17,865	10,755	7,110	39.8
2019	-	0	0	0	-
2020	92	18,793	4,085	14,707	78.3
2021	0	0	0	0	-
2022	86	22,198	186	22,012	99.2
TOTAL	1,463	\$203,017	\$129,127	\$66,322	32.7%

HISTORICAL ELECTION RESULTS (CA CCDs)



Since 2001, there have been over 150 Prop. 39 CCD bond elections with **an overall pass rate of 85%** through November 2022. There were eight bond measures on the November 2022 ballot from CCDs with seven passing (88%).

County	College District	Measure	Bond Amount	% Yes	Final Results
Fresno/Madera	West Hills CCD SFID #1	K	\$ 25,100,000	61.9%	✓
Fresno/Madera	West Hills CCD SFID #3	J	\$ 8,600,000	47.9%	✗
Imperial	Imperial CCD	B	\$ 130,000,000	60.0%	✓
Los Angeles	Cerritos CCD	CC	\$ 425,000,000	57.6%	✓
	Los Angeles CCD	LA	\$ 5,300,000,000	62.3%	✓
	Pasadena Area CCD	PCC	\$ 565,000,000	70.6%	✓
	Santa Monica CCD	SMC	\$ 375,000,000	57.7%	✓
Tulare	College of the Sequoias CCD	C	\$ 95,000,000	55.8%	✓
Total CCD	8 Measures		\$ 6,923,700,000		
Passing	7 Measures (87.50%)		\$ 6,915,100,000	99.9%	

SAMPLE BOND PROGRAM: FACTORS & OPTIONS



Initial Assumptions

District Assessed Valuation (AV) & Growth Rate

- District AV: **\$253 billion**
- AV Growth: **4.00% or 4.25%**

- The size of the District's tax base determines the size and amount of the bond program
- Future growth rate projections are a major component of District's bond program

Timing of Bond Sales

- Issuance Schedule: **Up to 9 Series sold every 3 years at approx. equal par amounts**

- Estimated timing of project cash flow needs
 - Maximizing near-term financings may limit future bond structuring flexibility

Cost of Funding

- **Current Market Rates**
- **25 or 30-Year Bonds**
- **Current Interest Bonds Only**

- Volatile Interest rate markets can change dramatically – borrowing costs even out over time
- Length of Final Maturity
- Current Interest & Capital Appreciation Bonds

PROPOSED BOND PROGRAM: P & I PAID YEARLY



	Option 1	Option 2
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Total Authorization Amount	\$ 3,500,000,000	\$ 3,500,000,000
AV Growth	4.00%	4.25%
No. of Series	9	7
Issuance Schedule	Every three years	Every three years
Amount Per Issuance	\$ 390,000,000	\$500,000,000
Final Issuance	2049	2043
Maximum Term	25 Years	30 Years
Final Maturity	2074	2073
Total Debt Service	\$ 6,242,500,000	\$7,697,525,000
Tax Rate per \$100,000 AV		
Max Tax Rate	\$ 25.00	\$ 25.00
Average Tax Rate	\$ 21.75	\$ 23.77

Impact of Increased AV Growth Assumption

» +0.25%

» *More funds & Sooner*

» *Longer term bonds*

» *\$1.45B higher debt service*

» *Higher avg. tax rate*

EXPECTED BOND ELECTION TIMELINES



TASK	RESPONSIBLE PARTY	TIMING
Update project list/Master Plan cost estimates	District	Ongoing
Form Campaign Committee and conduct kickoff meeting	Campaign Committee	August - November 2023
Conduct Voter Survey	Consultant	End of 2023
Initiate public information program, speaking with elected officials, large taxpayer groups, community service groups to discuss proposed bond measure	District	Ongoing
Board meeting – Voter Survey Results Presentation	Consultant	December 2023
Finalize Capital and Financing Plan based on community outreach	Consultant/District	April 2024
Prepare Resolution for Calling Election, including ballot language, project list, tax rate statement	Consultant/Bond Counsel/ District	June 2024
Board Meeting – Board Action to Adopt a Resolution Calling an Election	District	June/July 2024
Deadline to submit Resolution Calling Election and tax rate statement to County	District	August 9, 2024
Prepare Argument in Favor of Measure	Consultant/District/ Counsel	Ongoing NLT August 2024
Submit Argument in Favor of Measure	Consultant/District/ Counsel	August 2024
Plan/Prepare/Run Campaign	Consultant/Campaign Committee	January - November 2024
Election Day	Campaign Committee	November 5, 2024

COMPLETED, CURRENT, & FUTURE ACTIONS



COMPLETED ACTIONS TO DATE



Many steps, deliverables, and actions have already been completed to support a new bond:

- Project Rankings – Based of each college’s FSPs and by Facilities Condition Index (FCI) to baseline building conditions; District and colleges consensus
- Energy & Environmental Component – Completed draft Strategic Energy and Environmental Plan (SEEP), which details an optimized plan for the District to reduce energy use cost-effectively across all ten campuses
- Polling – public poll completed to gauge public perception of Proposition S & N construction bonds as baseline for assessing new bond support
- Bond Program Cost Estimate – Completed Rough Order of Magnitude (ROM) estimates on all identified projects to prepare a preliminary bond ‘budget’
- Initial draft bond measure/resolution language completed

COMPLETED COLLEGE PROJECT RANKINGS



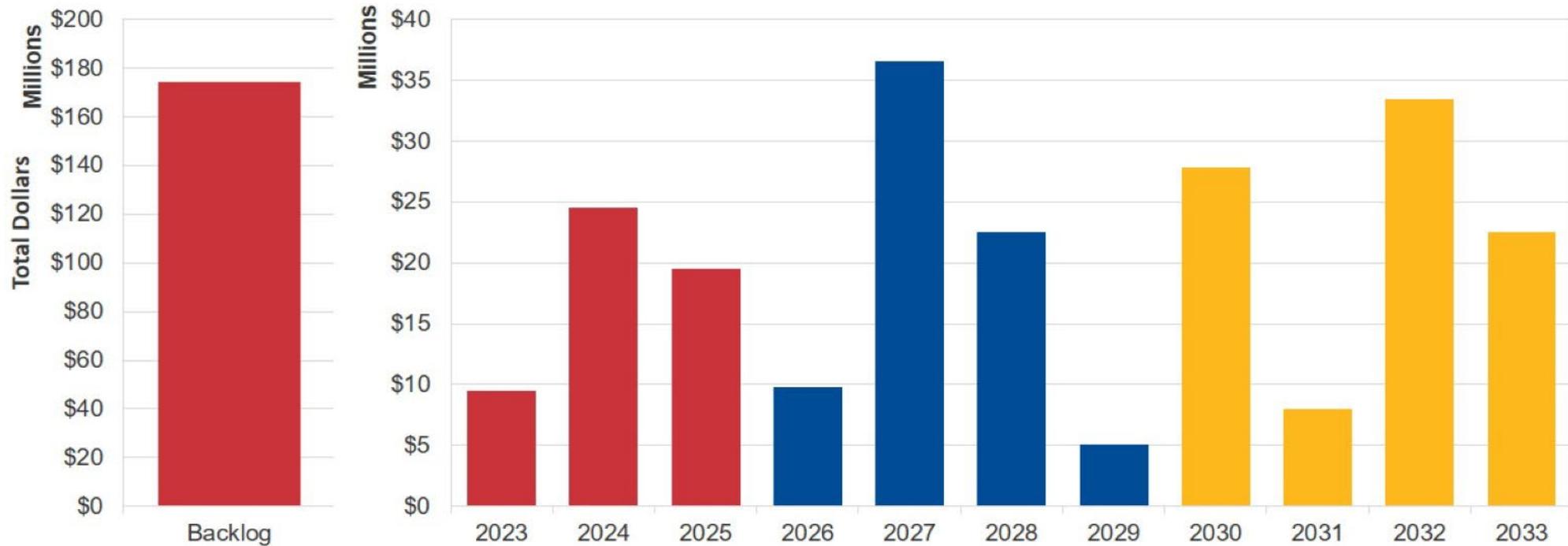
- Comprehensive and detailed site inspections completed in April/May 2023
- Projects were then prioritized through **process, methodology, and consensus**
- Projects were also identified by type – new, renovation, demolition, etc. and grouped as applicable
- All consensus rankings adhered to a set of guiding principles:
 - **Fully socialized and agreed to by each college**
 - Safety first
 - **Meets Facilities Strategic Plan goals as defined by the colleges and stakeholders**
 - Projects required to provide a new service outweigh replacement or renovation of buildings supporting existing programs
 - Buildings with “Low” FCI scores should generally rank lower
 - Minimize need for swing-space construction (min nonproductive program costs)

PROJECT RANKINGS: METHODOLOGY - FCI



Modeling the Next 10 Years of Campus Need

Breaking down Timeframe A, B and C to plan for future needs

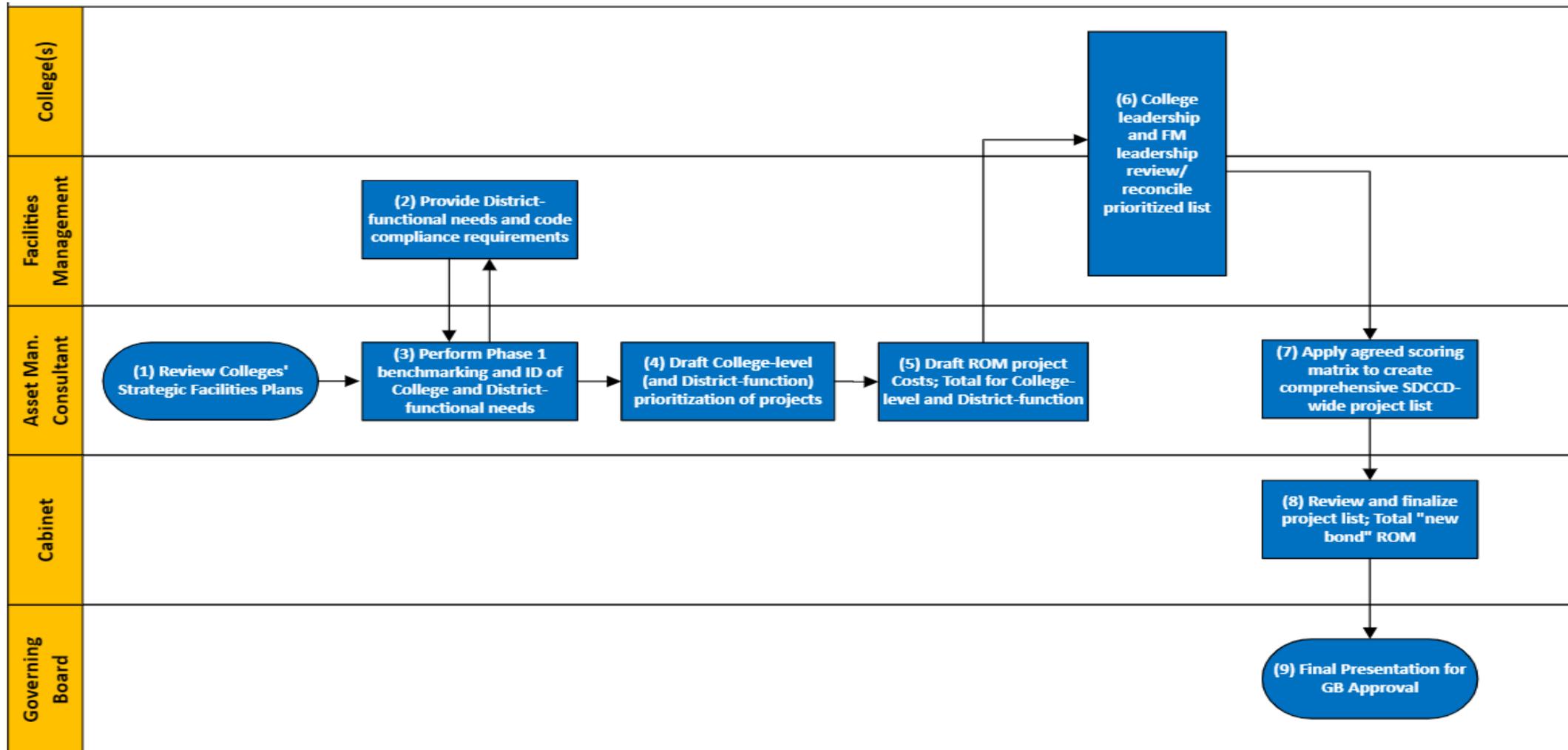


Timeframe A (Backlog + 1-3 Years): \$229M

Timeframe B (4-7 Years): \$75M

Timeframe C (8-10 Years): \$90M

PROJECT RANKINGS: PROCESS



PROJECT RANKINGS: METHODOLOGY - FCI



Scoring metrics are flexible



Campus	
North Campus	2
West Campus	2
East Campus	1
South Campus	1

Building Score	
Academic	3
Science/Research	3
Residence Halls	3
Student Life	2
Admin Building	2
Support	1

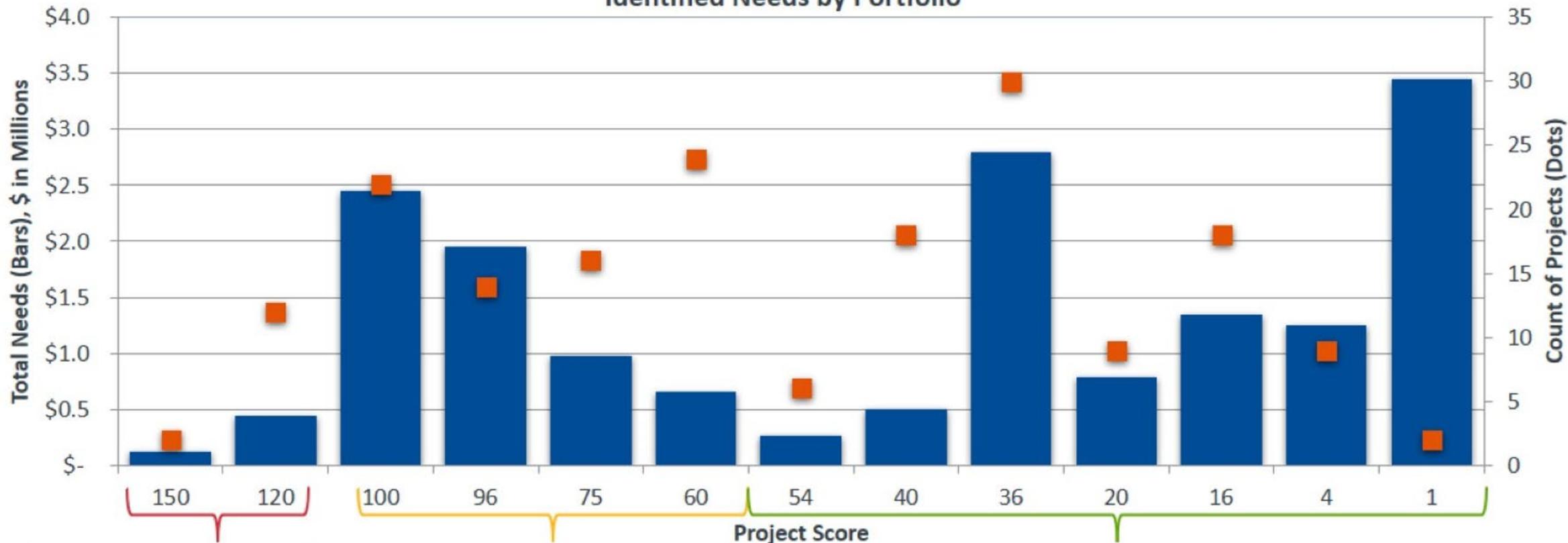
Investment Criteria Score	
Reliability	5
Asset Preservation	3
Program Improvement	3
Code Modernization	2
Economic Opportunity	1

Timeframe Score	
Backlog	5
A (0-3 years)	4
B (4-7 years)	2
C (8-10 years)	1

PROJECT RANKINGS: METHODOLOGY - FCI



Identified Needs by Portfolio



Highest Risk:
14 projects - \$560K

Medium Risk: Observe and Plan
88 projects - \$6.4M

Lower Risk: Determine future funding
92 projects - \$10M

PROJECT RANKINGS: METHODOLOGY - FCI



DRAFT City - Project Ranking							Systems "CORE" Review										Based on 4/12/23 meeting and 5/4 + 5/10 feedback	
"Rank Iterations"																	5/10/2023	
City Request	Logistics Rank	"Sub Projects"	Proposed Rank	FSP #	Type	Description	Found	Exter	Roof	nt. Fin	Plumb	HVAC	FP	Elec	Equip	Comments		
5-04-23	5-04-23	5-04-23	2-21-23															
	1	1	1		Demo	COLLEGE CENTER,(D)	12	8	16	7	54	80	16	12	20			
	1	2	2	18	New	South-										to house "M" functions		
4	1	3	3	19	New	South-										to house "M" functions		
					Demo	Faciliti								8	8	building on EQ fault		
					Demo	Demol												
					Demo	Existing Saville Theatre (connected to "C")												
1					New	South-Saville Theatre												
2					Renovate	HARRY WEST GYMNASIUM,(P3												
3					New	South-Housing												
					New	Recreation area by student housing												
8					New	Pedestrian Bridge "BT" to future parking												
5	6	1	8	24	New	South-Seeds / MO Building												
	6	2	7	23	New	Replace M Bldg with Seeds@City terrace												
	6	3	6	22	New	South- MO Building												
6	7	-	46	17														
7	8	-	10				36	24	48	20	72	240	48	72	48			
8	9	1	18	25														
8	9	2	19	35														
8	9	3	20	34														
8	9	4	67	15	New	Pedestrian Bridge over Park Blvd												
9	10	1	53	28	New	Marquee Sign at C St & Park Blvd												

Proposed Rank - subject to change as projects may need to be groups together, re-ranked, or re-located

Type - indicates new building or structure, demolition of existing building or area, or renovation

General rule-of-thumb - if renovation exceeds 50% of replacement value, the recommendation is to demo and build new

FSP# - refers to Facilities Strategic Plan (FSP) project groupings or project # on associated campus maps

PROJECT RANKINGS: DELIVERABLES/OUTCOMES



Existing/Proposed Demo

Prop. Rank	Type	Description
1	Renovate	Rebuild and/or replace existing building
2	Demolition	COLLEGE CENTER (JC)
3	New	SOUTH-A BUILDING Expansion
4	New	South Dining/Student Center
5	Demolition	Facilities & Student Affairs (M)
6	Demolition	Dennis M. Ridge Parking Terrace
7	New	South-AC Building
8	New	Stephen M. King with Security by Theater
9	Renovate	HARRY WEST CHRYSLER/JEP3
10	Renovate	PHYSICAL EDUCATION (PS)
11	Renovate	CENTRAL PLANT (J)
12	Infra	Plascholder Energy Project (180)
13	Infra	Plascholder General Infrastructure (180)
14	Renovate	Marilyn Field Snack Bar
15	Renovate	Marilyn Field Diggins
16	Demolition	Edging South Theatre
17	New	South South Theatre

Proposed New + Renovations

Prop. Rank	Type	Description
18	New	Pedestrian Bridge "T" over E St
19	New	Pedestrian Bridge "A" and "M"
20	New	Pedestrian Bridge "S" and "BT"
21	Demolition	JAMES ARNOLD JC (P) P2
22	Demolition	HANDBALL COURT BLDG (M)
23	Demolition	Demolition Center Parking
24	New	North Fitness Center
25	New	Infra-Druid Dr
26	New	Loggia Addition (Open BP) P1 (M)
27	Demolition	HILKELBORN BACH (K) JC
28	New	South-AC High School
29	New	EVANS Outdoor Classroom
30	Renovate	CARRERA TECHNOLOGY CENTER (V)
31	New	South-R Bldg Addition
32	Renovate	Infra-AC (M) BLDG (M)
33	Demolition	SOFTBALL FIELD HOUSE
34	Demolition	Samoa Student Center
35	New	North Locker Building
36	New	Infra-Sun Ramp-South
37	New	South Parking Structure / Tennis
38	New	Infra-Sun Volleyball
39	New	ATHLETIC PLAZA
40	Demolition	Demolition Parking Lot #8 (south of R)
41	New	South Parking Structure

Miramar Campus

DRAFT 2/21/2023

Existing/Proposed Demo

General Ranking Guidelines

- Safety first
- FSP goals as basis of "mission"
- New bldg. w/ new service - Existing bldg. w/ existing service
- Bldgs with best scores to rank low

Proposed New + Renovations

See Continuing Ed Project List (R-4) (P-2)

Transit Station

Vernal Pools

Performing Arts Center

English Garden

Williamson Multicultural Center

Compass Point

Child Dev Ctr

Hourglass Field

Parking Structure

See Continuing Ed Project List

Mesa College

Legend

- Red circle: Demo
- Green circle: New
- Blue circle: Renovate/Upgrade
- Black circle: Done/Ending
- 7: Proposed Rank
- 23: Reference to Pa Strategic Plan

Continuing Ed

DRAFT 2/21/2023

Cesar Chavez

Educational Cultural Complex

North City

CE @ Miramar

Mid City

West City

Legend

- Green circle: New
- Blue circle: Modernize/Renovate/Upgrade
- 10: Project Rank if

Note: Not all projects shown. Refer to accompanying project rankings spreadsheet for all projects.

STRATEGIC GOAL ALIGNMENT & IMPLEMENTATION



SDCCD's Strategic Plan Goal E: State-of-the-Art Facilities

District has met the following objectives to guide bond planning:

- **E1:** Facility Strategic Plan (FSP) created and approved for each college by BOT
- **E1:** Project Rankings process implements goal ensuring coordinated prioritization within and between FSPs
- **E2:** Pursuit of new bond implements goal to fund new buildings and renovations
- **E2:** Project Rankings process implements goal by aligning facilities with programs and mission
- **E3:** Draft Strategic Energy and Environmental Plan (SEEP) completed and under participatory governance review
- **E3:** Draft Climate Action Plan completed under participatory governance review
- **E3:** Draft Greenhouse Gas Inventory completed and under review

San Diego Community College District Strategic Plan – FINAL



GOAL E: STATE OF THE ART FACILITIES

Increase efficiency, health, safety, service levels, conservation, sustainability, resilience, access, and inclusion, and physical asset protection and management in support of the District's mission.

OBJECTIVES

- E1:** Evaluate and implement Facility Strategic Plans (FSP) for each college, ensuring coordinated prioritization within and between all FSPs. [On-going]
- E2:** Fund, design, construct, and renovate buildings and grounds to best align with the District's programs and mission. [On-going]
- E3:** Develop an Energy Strategic Plan (ESP) to increase energy efficiency, reduce costs, carbon and other harmful emissions and waste by products, and to maximize renewable and clean energy usage [Short-term: 0-2 years]
- E4:** Monitor, document, and manage all physical assets to maximize useful life cycle and reduce costs. [On-going]
- E5:** Enhance facilities, public safety, and associated and ancillary services and service levels for responsiveness, scope of services, mission support effectiveness, alignment with SDCCD and each college's values. [On-going]
- E6:** Initiate, support, and coordinate with Board and designated Trustees and community groups to identify, prioritize, define, and justify all projects for a new bond measure; assist in drafting measure language, supply information, and expertise to support the successful passage of a bond measure and possible parcel tax measure. [Short-term: 0-2 years]
- E7:** Assess and evaluate options for funding, development, and operations; design and construct low cost student and faculty/staff housing on or near SDCCD property and program sites to support academic, CE, and basic needs programs and mission. [Short-term: 0-5 years]
- E8:** Leverage the design and development of state-of-the-art facilities as a workforce development opportunity for students. [On-going]

STRATEGIC GOAL ALIGNMENT & IMPLEMENTATION



SDCCD's Strategic Plan Goal E: State-of-the-Art Facilities

District has met the following objectives to guide bond planning:

- **E4:** Physical plant condition assessment completed (FCI) to support bond project rankings and set basis for and initiate physical plant asset life-cycle management program
- **E4:** Implemented Return On Physical Assets (ROPA) program; completed baseline assessment of ongoing Facilities services/M&O investment, including support for new construction
- **E5:** Priority projects for new bond program include projects aligned with SDCCD's values:
 - childcare facilities
 - space for wrap-around family support services
 - affordable student and employee housing
 - veteran support centers, affinity spaces, etc.

San Diego Community College District Strategic Plan – FINAL



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STRATEGIC GOAL ALIGNMENT & IMPLEMENTATION



SDCCD's Strategic Plan Goal E: State-of-the-Art Facilities

District has met the following objectives to guide bond planning:

- **E6:** Initial steps completed/implementing follow-on steps per goal as outlined in this BOT Workshop:
 - Initiate, support, and coordinate with Board and designated Trustees and community groups to identify, prioritize, define, and justify all projects for a new bond measure; assist in drafting measure language, supply information, and expertise to support the successful passage of a bond measure
- **E7:** Completed evaluation of options per goal and initiated first affordable student housing project via P3
- **E8:** Per goal, implementing new bond program CBA with Trades Association to include workforce development opportunities for SDCCD students

San Diego Community College District Strategic Plan – FINAL



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- E8:** Leverage the design and development of state-of-the-art facilities as a workforce development opportunity for students. [On-going]

PRELIMINARY POLLING



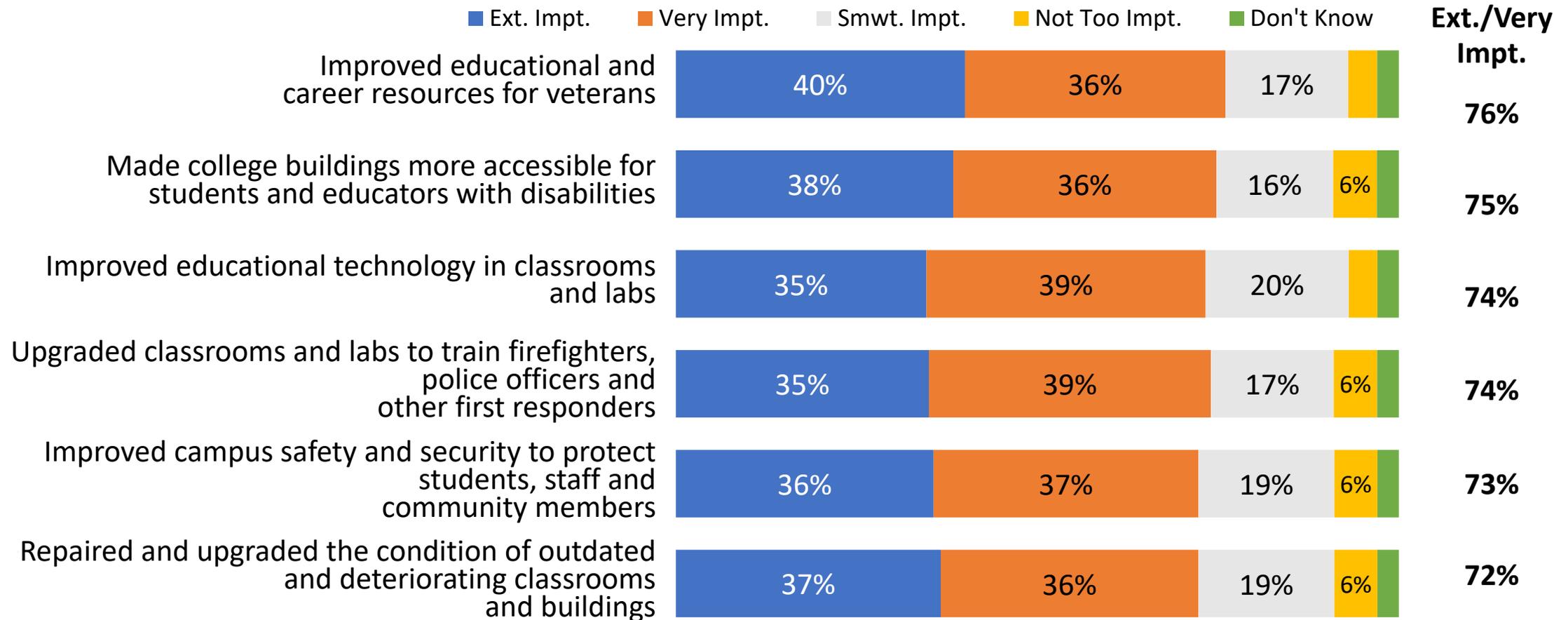
- A recent survey of 1,000+ likely November 2024 voters reflected important attitudes regarding SDCCD and the public's understanding of Propositions S & N as indication of support for a new bond program
- **Voters of all ages and political parties have favorable opinions of SDCCD and its colleges**
- 7/10 voters support propositions S and N once provided a brief description.
- Voters most value projects that improve job training/vocational programs (e.g., nurse/healthcare workers) protect affordability, and prepare students for transfer



PRELIMINARY POLLING



Voters strongly value the benefits of the bond measures



CURRENT TASKS: COST ESTIMATION



- Bond program costs for each project on the Districtwide Priority List were estimated and aggregated
- Estimation scenarios based on anticipated cost escalations for differing time horizons:



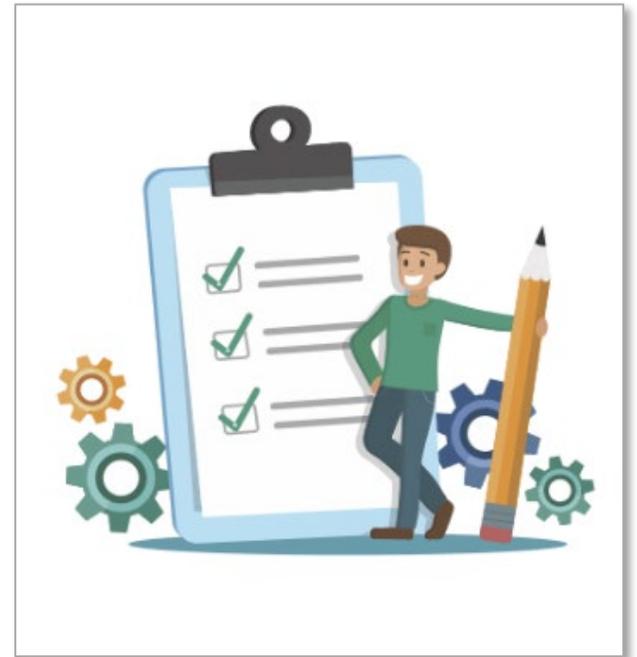
Start Year	2026	5-10 Years	10-15 Years	15-20 Years
Cost Escalation	14.25%	42.00%	70.00%	95.00%
Total Costs	\$4,804,028,880	\$5,970,871,781	\$7,148,226,781	\$8,199,436,601

- Once the total bond amount supported by voters is known, the District with colleges will reevaluate bond priority list

FUTURE TASKS: DISTRICT



- Build on current draft bond measure/resolution language
 - Ensure language is consistent with project priorities list
 - Vet language through counsel; statute compliance
 - Align with stakeholders (e.g., Trades, taxpayer assoc., etc.)
 - Align language with new polling results
- Build on current New Bond Narrative
 - Create additional communication and information materials
 - Create a New Bond website
 - Create a New Bond presentation for sharing with community and civic organizations (i.e. – ‘traveling road show’)



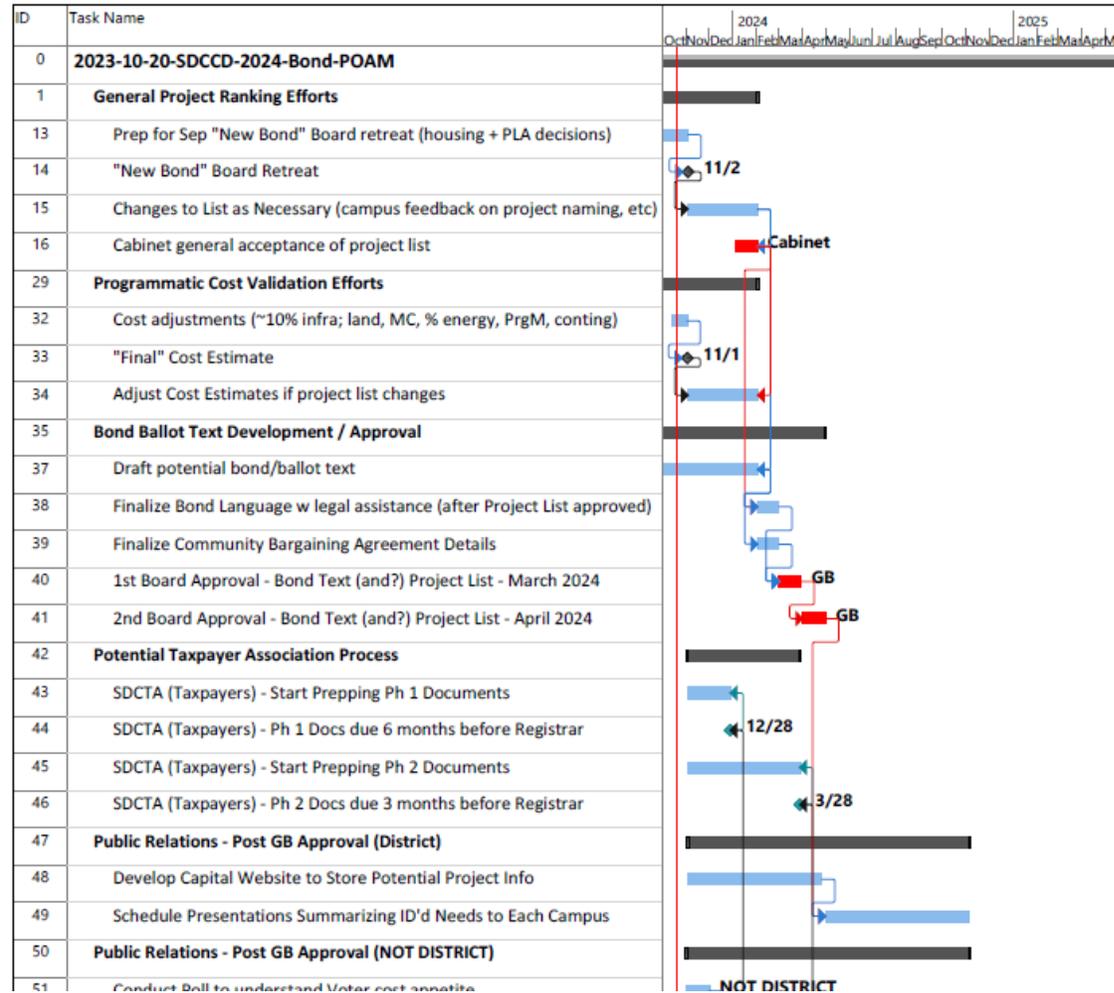
FUTURE ACTIONS: CAMPAIGN COMMITTEE



- Board of Trustees (BOT) to coordinate with informal “citizens campaign committee”
- Fundraise to conduct polling
 - Test projects’ appeal
 - Test priorities
 - Test bond amount
 - Test ballot language
 - Test narrative
- Form a formal advocacy group
 - Campaign strategy formulation
 - Hire consultant
 - Formulate and implement
 - Feedback on narrative
 - Formulate ballot language



FUTURE ACTIONS: TIMELINE*



* Activities of Campaign Committee occur independently and separately

FUTURE ACTIONS: THROUGH DECEMBER 2023



Task	Responsibility
Recommended changes to the Project Priorities List as necessary	District Staff
District leadership review and approve Project Priorities List	Cabinet (Acting chancellor, vice chancellors, and college presidents)
Draft ballot resolution language	District Staff/BOT Subcommittee
Legal review of ballot language	Legal Counsel/District Staff
Finalize bond language using approved SFP project lists	District Staff/BOT Subcommittee
Bond program budget validation (multiple series assuming 25-30 year bonds)	Polling Consultant/Bond Counsel/District Staff
Preparation and completion of documents for San Diego County Taxpayers Association - targeting Phase I documents to SDCTA by 12/20/2023	District Staff

FUTURE ACTIONS: JANUARY TO JUNE 2024



Task	Responsibility
First Reading of Finalized Project Priorities List – February 2024	Governance Process/BOT
Second Reading/Approval of Finalized Project Priorities List – April 2024	Governance Process/BOT
Preparation and completion of Phase II documents for San Diego County Taxpayers Association – due 6 months before final ballot text goes to County Registrar of Voters – targeting March 28, 2024	District Staff
Deadline for Resolution order the election – requires 2/3 approval and must be completed 90-131 days before the election – targeting May 6, 2024	Board of Trustees
Final ballot text to Registrar of Voters – due June 30, 2024	District Staff

FUTURE ACTIONS: JULY TO DECEMBER 2024



Task	Responsibility
Deadline: Mailing of Sample Ballots (21-40 days before the election) – 9/10/2024	County Registrar of Voters
Deadline: Statement of Election Results (<28 days after election) – 12/12/2024	County Registrar of Voters
Deadline: Declaration of Results – 12/12/2024	County Registrar of Voters
Decision to issue bonds – 12/12/2024	District Staff (Finance)

Looking Ahead...

Upon the successful passage of a bond, California law requires a Citizens' Oversight Committee to be formed within 60 days after the election – initiate recruitment process now, continue through successful passage of bond measure.

REMINDERS AND EXPECTATIONS: ALLOWED PROJECTS



Article XIII A of the California Constitution:

“Bonded indebtedness incurred by a school district, community college district, or county office of education for the construction, reconstruction, rehabilitation, or replacement of school facilities, including the furnishing and equipping of school facilities, or the acquisition or lease of real property for school facilities”

Traditional Projects		Additional Eligible Projects
<ul style="list-style-type: none"> • New construction and facility replacement <ul style="list-style-type: none"> - Academic facilities - Athletic facilities - Student service center - Libraries - Administrative buildings - Food service facilities - Bookstores 	<ul style="list-style-type: none"> • Furnishing and equipping facilities • Facilities repairs and upgrades <ul style="list-style-type: none"> - Safety and security upgrades - Plumbing upgrades - Roof repair and replacements - Electrical upgrades 	<ul style="list-style-type: none"> • Technology equipment & infrastructure upgrades • Modernization of instruction labs with career training equipment • Energy efficiency and sustainability <ul style="list-style-type: none"> - Solar energy projects - LED lighting, photovoltaic systems - HVAC upgrades for energy cost savings • Student housing • Workforce housing • Endowments • Paying off existing debts (e.g., leases, COPs)

REMINDERS AND EXPECTATIONS: CONDUCT



Finance and political conduct rules for bond and tax elections:

- State law provides that any person who uses public funds or resources to support a bond measure may face imprisonment, fines, or both. Officials can also be held personally liable to reimburse the public agency for any misspent funds. Violation of these rules could cause an election to be invalidated.
- Any officer or board member *may* appear at any time before a public or private organization, when requested to do so by the organization, to present the District's view of a bond measure, to discuss the reasons why the governing board has called a bond election, and to answer taxpayer questions. It is recommended that a written invitation be obtained from the requesting group.

REMINDERS AND EXPECTATIONS: USE OF FUNDS



Public funds, services, supplies, or equipment **may not** be used for the following:

- To recruit or organize supporters or raise funds for a future campaign, hire a consultant to develop a public relations and fund-raising strategy, or any other activities that form the basis for an eventual bond measure campaign, even before an election is called by the BOT
- To urge voters to favor or oppose a bond measure that is before the voters
- To purchase such campaign items as bumper stickers, posters, or advertising
- To release public employees from ordinary duties during the paid working day to allow them to campaign on behalf of a bond measure
- To disseminate partisan campaign literature prepared by private partisan groups; this includes the use of a public agency's personnel, internal mail system, or other facilities to circulate partisan materials to employees or the public at large.

REMINDERS AND EXPECTATIONS: ACTIVITIES



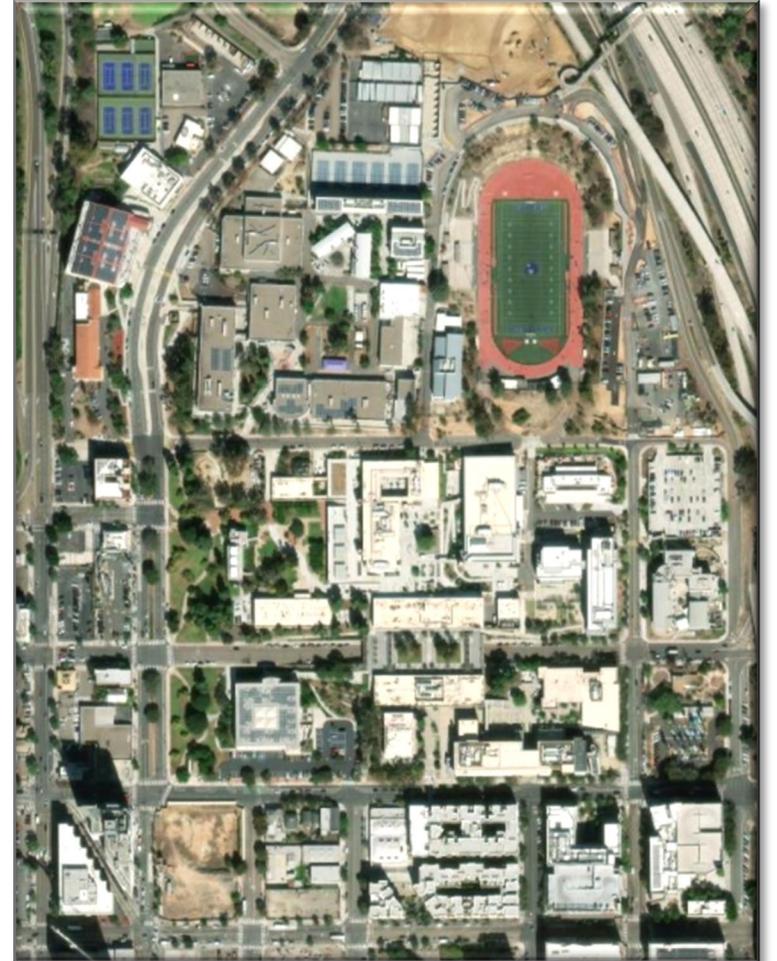
A school or community college district, its officers or employees *may*:

- Undertake studies (including voter surveys) and gather data in connection with the condition and needs of the campus buildings, as well as financial support and general management, including hiring consultants for the purpose
- Inform the citizens of the District's educational programs and activities
- Submit a partisan ballot argument for a bond measure
- Distribute information to the public that constitutes a fair and impartial presentation of relevant facts to aid voters in reaching informed judgment regarding bond issue
- Give a fair presentation of the facts in response to a citizen's request for information
- Make a public forum available on equal terms to all sides in a campaign

TOP 10 PROJECTS: CITY COLLEGE



- “A” building extension: dining/kitchen/roof patio
- New Saville theatre
- Harry West gymnasium A/C upgrade
- Student housing
- New space for SEEDS at City program
- Parental resource center
- Renovation of physical education (P1) building
- Pedestrian bridges between buildings
- New marquee Sign
- New high school



TOP 10 PROJECTS: MESA COLLEGE



- New gym and support buildings
- New pool and aquatics center
- New sports fields
- New volleyball and tennis courts
- Demo old athletic support buildings
- New child development center
- New community clinic
- New high school
- New English center
- New Facilities Support



TOP 10 PROJECTS: MIRAMAR COLLEGE



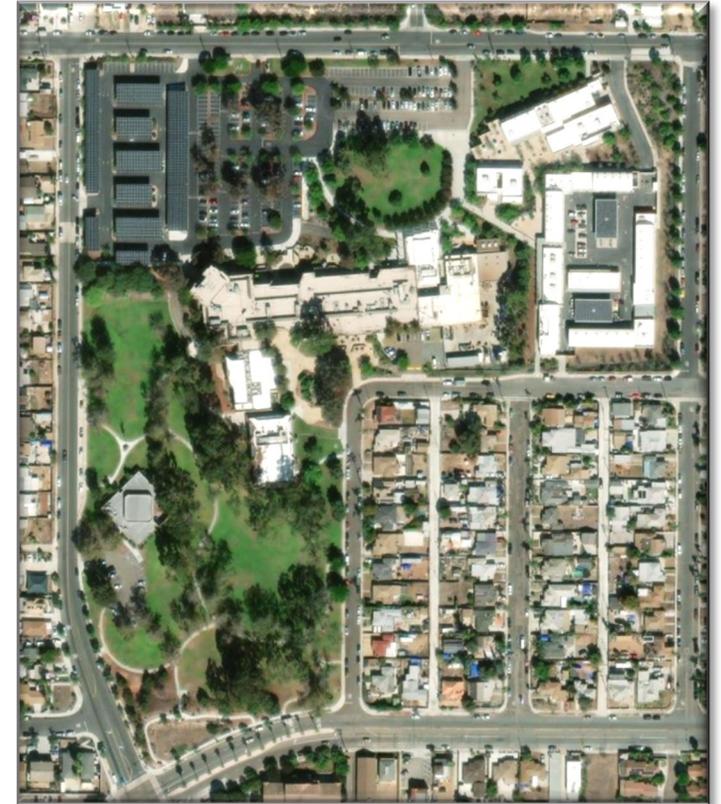
- Montgomery field hangar (Aviation program)
- New child development center
- New performing arts center
- New English building/gallery
- New welcome center/MC center
- Black Mountain Road entrance improvements
- New STEM lab/health
- Playground improvements at CDC
- New athletics building, courts, and fields
- New parking structure with field on top



TOP 10 PROJECTS: COLLEGE OF CE



- Welding shop upgrades (ECC)
- Auto body shop upgrades (ECC)
- Address wind/water issue (CE Mesa)
- Expansion, renovation & improvements (ECC)
- Ceramics addition (ECC)
- Student union/art gallery (ECC)
- Expansion, renovation & improvements (Mid-City)
- New childcare/health care/cultural village (Mid-City)
- Renovate amphitheater (ECC)
- Expansion, renovation & improvements (West City)



PRIORITY PROJECTS: DISTRICTWIDE



- New District maintenance, dispatch, security center
- New District headquarters
- New District maker's space
- Districtwide infrastructure planning management



QUESTIONS & DISCUSSION

