

Ross School District
Parcel Tax Renewal
Measure E

Vote November 4, 2014

What Is the Parcel Tax?

- Critical funding for maintaining excellence at Ross School
- Currently provides 10% of Ross School operating budget
- A fixed amount (currently \$771) levied on every land parcel in the Ross School District
- Increases by 3% each year
- Exemption available for seniors aged 65 and over
- Current term expires in June 2015

What Does Measure E Ask for?

- Renewal of the Ross School District parcel tax
- A one-time increase of \$184 per parcel
 - The current (2014-15) tax is \$771
 - The 2015-16 tax would be \$955
- **No change** to the 3% annual escalator
- **No change** to the senior exemption
 - Existing senior exemptions continue with no need to re-apply
- **No change** to the eight year term
- Requires 67% of the vote to pass

How Will the Proposed Tax Compare with Other Marin School Districts?

<u>School District</u>	<u>2015-16 Parcel Tax</u>	<u>Annual Escalator</u>
Mill Valley	\$1,091	4.6%
Kentfield	\$1,037	5%
Ross	\$955	3%
Reed (Tiburon)	\$523	3%
Ross Valley	\$516	4%
Larkspur	\$471	5%

Where Does the Parcel Tax Revenue Go?

- 100% goes to the Ross School District
 - Funds stay under local control and cannot be taken by the state or diverted to other school districts
- Parcel tax revenue maintains:
 - High-quality, innovative academic programs
 - An outstanding, experienced faculty
 - Low student-to-teacher ratio
 - Vibrant performing and fine arts programs
 - Student support systems for additional academic support and acceleration
 - Specialized enrichment programs, including science, technology, engineering and design/build courses

Without parcel tax funds, teacher staffing would be reduced, and arts, music, PE and enrichment programs would be cut back or eliminated.

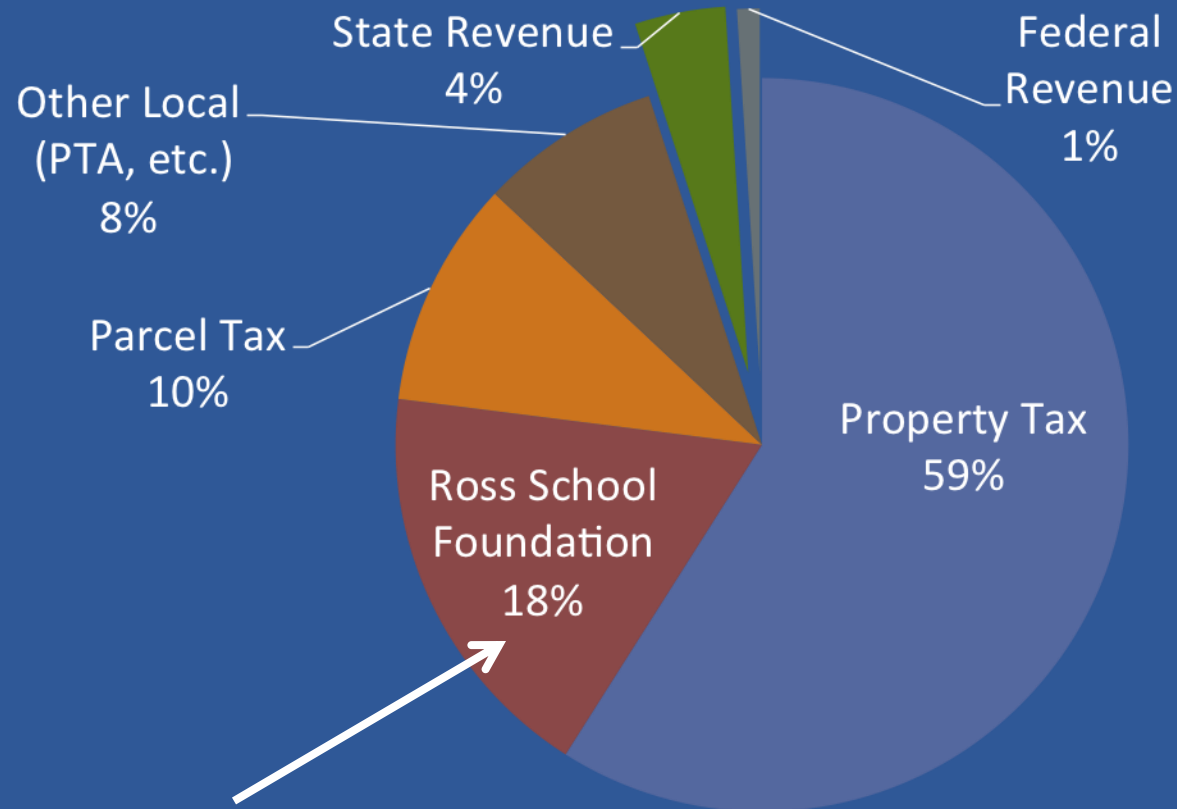
Why Is the School District Seeking a One-Time Increase in the Tax?

- Recommended by the school's Financial Advisory Committee after a two-year evaluation process
 - Extensive study of projected revenues and expenses
 - Proposed tax will help ensure academic excellence and financial stability
- 40% decrease in revenue from the state since the parcel tax was last passed eight years ago
 - Proposed increase will partially offset this funding decrease
- Increase will be partially offset by District's recent refinancing of bond
 - Average annual bond payment saving of \$58.50 per parcel

Ross Voters Have a Long History of Supporting Ross School with the Parcel Tax

- Ross School District has had a parcel tax to support the school since 1989
- The voters of the Ross School District have renewed the tax each time it has expired
 - 1994
 - 1999
 - 2007

Ross School is Now Essentially Entirely Locally Funded



- Average contribution of \$4,633 per family in 2013-14
- 96% participation in 2013-14

Your Support Has Produced Excellent Academic Results

- Earlier this year, Ross School was again designated a California Distinguished School
 - One of only five elementary schools in Marin to receive the award
- Ross School students consistently score among the highest in the state
 - Academic Performance Index of 940 on the 2012-13 STAR test

Supporting Ross School is a Wise Investment for All Homeowners

“A good local school can be **one of the biggest drivers of home prices** in a community. And parents hoping to get their children the best education possible are often willing to stretch their finances for a pricey home in a good school district ”

- *The Wall Street Journal, June 13, 2014*

“The rate of home price appreciation in Ross is unparalleled in Marin. I believe that is largely the result of our school that offers small class sizes and a fine arts program that rivals even the most elite private schools.”

- *Tracy McLaughlin, Realtor, Pacific Union*

“Ross property values have continued to increase at an exceptional rate of the year in large part due to the quality of the education at Ross School.”

- *Betsy Young, Realtor, Coldwell Banker*

If You Need More Information . . .

- Visit www.rossbearsrenew.org
- Email rossbearsrenew@gmail.com

A Strong Community Creates a Strong School
and
A Strong School Creates a Strong Community

November 4, 2014

Measure E . . .

- Provides critical funding for maintaining excellence at Ross School
- Results in no change to the term, escalator or senior exemption
- Calls for a one-time increase of \$184 to partially offset a 40% decrease in state funding
- Supports property values for all homeowners