

Cupertino Union School District

**Budget Challenges and Revenue
Enhancement Opportunities**

CUSD among Lowest Funded Districts in All of California (and CA among lowest in U.S.!)

- We need your help to fill the gap!
- We do more with less
- In 2017-18 SY, targeted a \$10M structural deficit
 - Still chasing ~ \$3M
 - Have had to identify additional cuts
 - Stabilize - constant cutting is bad for morale

What Does School Funding Look Like Nationwide?

Spending per student 2017-2018

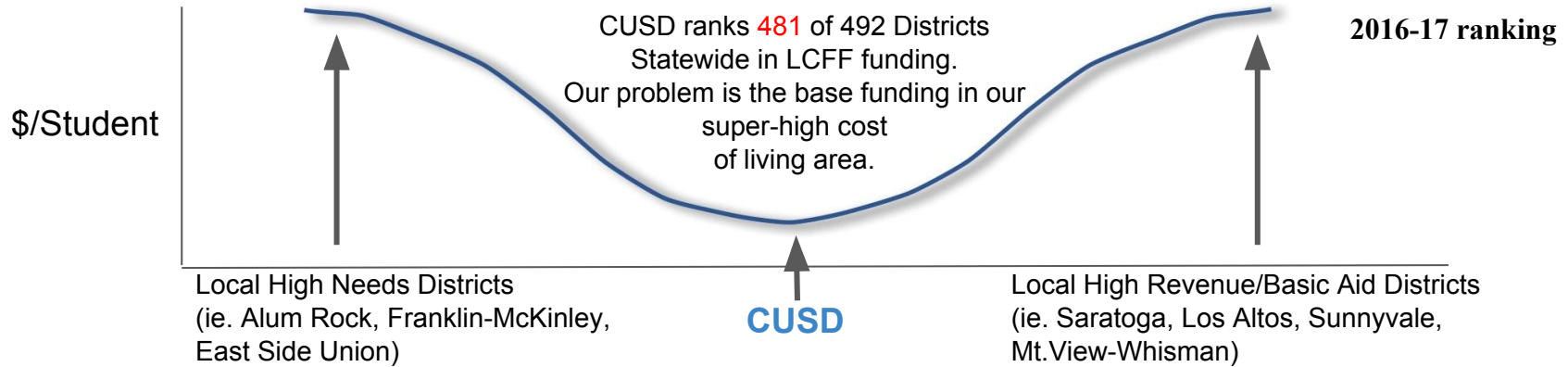
- National Average: \$12,252
- California Average: \$10,291
- CUSD Average: \$7,721



Multiply by 17,000

Every \$1,000 = \$17 Million annual and ongoing!

CA Funding Policies Create Big Differences

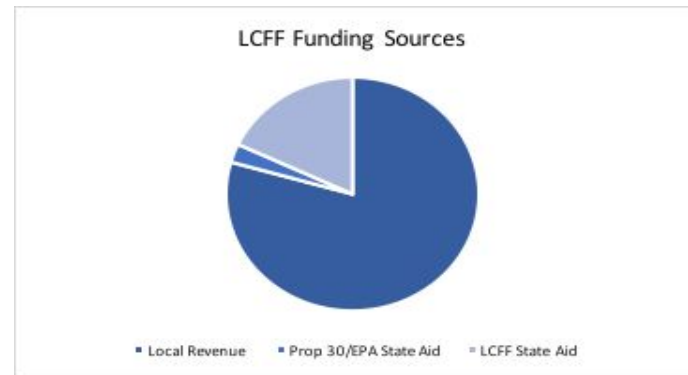


★ CUSD is an LCFF District

2017-18 LCFF Funding Sources:

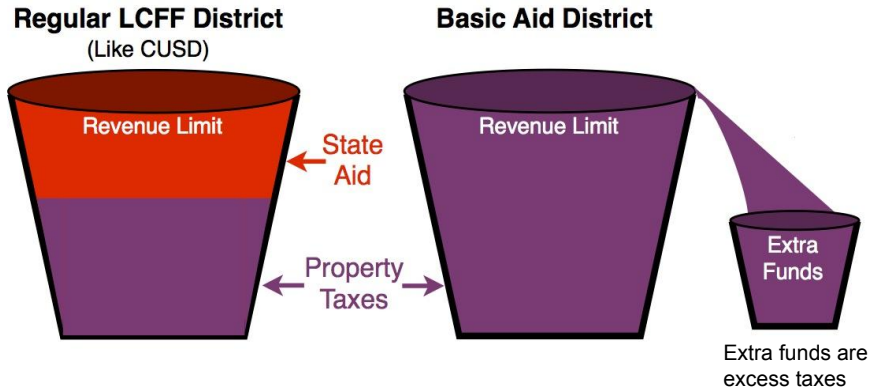
Local Revenue (Property Taxes): \$112,103,659
Prop 30/EPA State Aid: \$3,655,980
LCFF State Aid: \$25,391,156

Total: \$141,150,795



Two School Funding Systems

- ★ There are 2 different types of districts under LCFF.



Most of our neighboring districts are Basic Aid:
Los Altos, Saratoga, Santa Clara, Sunnyvale,
Fremont Union, Mt. View-Whisman, MVLA

We don't get to choose!

A district is either
LCFF/Revenue Limit or Basic Aid
depending on how much
property tax is collected in their
attendance area, compared to
the number of students enrolled.

Comparisons	A. Local Revenue (17-18)	B. State Aid (17-18)	Total LCFF A+B	C. Foundations (18-19 goals)	D. Parcel Tax	Combined Total Funds A+B+C+D	Difference from CUSD
Cupertino (18,279 funded ADA)	\$6,132 per child	\$1,589 per child	\$7,721 per child	\$19 per child (\$350,000)	\$465 per child \$250 per parcel (8.5 M)	\$8,205 per child	
Los Altos (4,379 funded ADA)	\$8,285 per child	\$349 per child	\$8,634 per child	\$799 per child (3.5 M)	\$2352 per child \$790 per parcel (10.3 M)	\$11,785 per child	\$3,580
Mt. View Whisman (4,969 funded ADA)	\$9,260 per child	\$947 per child	\$10,207 per child	\$151 per child (\$750,000)	\$563 per child \$127 per parcel (2.8 M)	\$10,921 per child	\$2,716
Saratoga (1,866 funded ADA)	\$14,115 per child	\$374 per child	\$14,489 per child	\$434 per child (\$810,000)	\$257 per child \$68 per parcel (480k)	\$15,180 per child	\$6,975
Sunnyvale (6,326 funded ADA)	\$9,743 per child	\$659 per child	\$10,402 per child	\$21 per child (\$135,000)	\$158 per child \$59 per parcel (1 M)	\$10,581 per child	\$2,376
Woodside (389 funded ADA)	\$18,748 per child	\$642 per child	\$19,390 per child	\$4622 per child (1.8 M)	\$770 per child \$290 per parcel (300k)	\$24,782 per child	\$16,577

State average per child is: \$10,291

** approximate \$ per child*

CUSD average per child = \$8,205

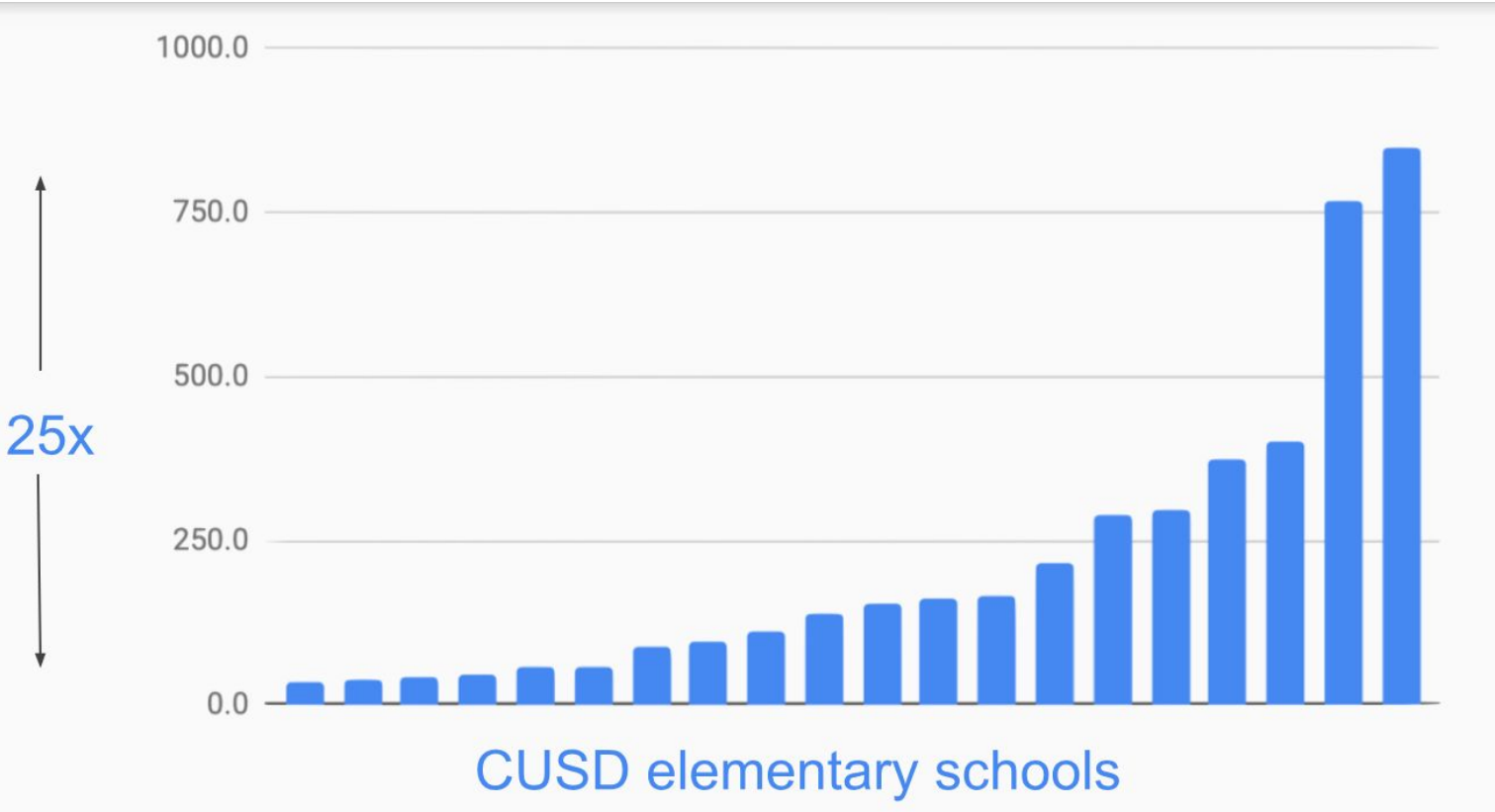
	Approximate \$ per child	Delta Compared to CUSD	Hypothetical Loss/Gain for CUSD
Sunnyvale	\$10,581	\$2,376	\$40 M Total
State of CA (avg.)	\$10,291	\$2,086	\$35 M Total



We're In It Together!


Current Donation Accounts

9505
Account
Per Student




Emerging Revenue Enhancement Strategies

Build a Coalition of Schools - we need a team!

- Continue site-based fundraising while simultaneously supporting all schools to reach highest fundraising potential
- CUSD25 campaign in collaboration w/ CEEF 
- CuperDoodle
- Ballot Action

Conservative Estimates - Revenue Generation

- **CUSD25** 
 - \$ 1 M - by June 2020
- **CuperDoodle**
 - \$500,000 - by June 2020
- **Parcel Tax**
 - \$1.75 M (\$50 per parcel increase) - TBD*

- **Bond**
 - \$200 - \$350 M - in 2020*

**Minimum ongoing
revenue**

\$ 3.25 M

** pending feasibility study*

Next Steps

- Every site must take **ownership** and rally your teams
- Launch CUSD25 on 2/25
- Track, monitor, keep rallying the teams
- Communication and Marketing
- What else?