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

CUSD ranks 481 of 492 Districts Statewide in LCFF funding. Our problem is the base funding in our super-high cost of living area.
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.
<table>
<thead>
<tr>
<th>Comparisons</th>
<th>A. Local Revenue (17-18)</th>
<th>B. State Aid (17-18)</th>
<th>Total LCFF A+B</th>
<th>C. Foundations (18-19 goals)</th>
<th>D. Parcel Tax</th>
<th>Combined Total Funds A+B+C+D</th>
<th>Difference from CUSD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cupertino</td>
<td>$6,132 per child</td>
<td>$1,589 per child</td>
<td>$7,721 per child</td>
<td>$19 per child ($350,000)</td>
<td>$465 per child</td>
<td>$250 per parcel (8.5 M)</td>
<td>$8,205 per child</td>
</tr>
<tr>
<td>Los Altos</td>
<td>$8,285 per child</td>
<td>$349 per child</td>
<td>$8,634 per child</td>
<td>$799 per child (3.5 M)</td>
<td>$2352 per child</td>
<td>$790 per parcel (10.3 M)</td>
<td>$11,785 per child</td>
</tr>
<tr>
<td>Mt. View</td>
<td>$9,260 per child</td>
<td>$947 per child</td>
<td>$10,207 per child</td>
<td>$151 per child ($750,000)</td>
<td>$563 per child</td>
<td>$127 per parcel (2.8 M)</td>
<td>$10,921 per child</td>
</tr>
<tr>
<td>Whisman</td>
<td>$14,115 per child</td>
<td>$374 per child</td>
<td>$14,489 per child</td>
<td>$434 per child ($810,000)</td>
<td>$257 per child</td>
<td>$68 per parcel (480k)</td>
<td>$15,180 per child</td>
</tr>
<tr>
<td>Saratoga</td>
<td>$9,743 per child</td>
<td>$659 per child</td>
<td>$10,402 per child</td>
<td>$21 per child ($135,000)</td>
<td>$158 per child</td>
<td>$59 per parcel (1 M)</td>
<td>$10,581 per child</td>
</tr>
<tr>
<td>Sunnyvale</td>
<td>$18,748 per child</td>
<td>$642 per child</td>
<td>$19,390 per child</td>
<td>$4622 per child (1.8 M)</td>
<td>$770 per child</td>
<td>$290 per parcel (300k)</td>
<td>$24,782 per child</td>
</tr>
<tr>
<td>Woodside</td>
<td>$6,132 per child</td>
<td>$1,589 per child</td>
<td>$7,721 per child</td>
<td>$19 per child ($350,000)</td>
<td>$465 per child</td>
<td>$250 per parcel (8.5 M)</td>
<td>$8,205 per child</td>
</tr>
</tbody>
</table>

* State average per child is: $10,291  

* approximate $ per child
CUSD average per child = $8,205

<table>
<thead>
<tr>
<th></th>
<th>Approximate $ per child</th>
<th>Delta Compared to CUSD</th>
<th>Hypothetical Loss/Gain for CUSD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunnyvale</td>
<td>$10,581</td>
<td>$2,376</td>
<td>$40 M Total</td>
</tr>
<tr>
<td>State of CA (avg.)</td>
<td>$10,291</td>
<td>$2,086</td>
<td>$35 M Total</td>
</tr>
</tbody>
</table>
Current Donation Accounts

9505 Account Per Student

CUSD elementary schools
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*

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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?