

**TEAM  
CIVIX**



EST. 1895

**REDWOOD CITY  
SCHOOL DISTRICT**

# Potential Parcel Tax Ballot Measure

November 19, 2025

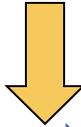


# Process Recap: How We Got Here

- ✓ **March 12 Board Meeting:** Provided informational presentation re: parcel tax specifics, square footage rate scenarios, available election dates and recommended next steps
- ✓ **April 2 Board Meeting:** Received direction to assess feasibility of a square footage parcel tax ballot measure
- ✓ **Late May - Early June:** Godbe Research conducted poll of likely 2026 voters in the District about a potential parcel tax
- ✓ **August 19 Board Meeting:** Presented poll results and received direction to proceed to the awareness building phase to educate and inform the community about the district's funding needs and a potential ballot measure

# TCX Parcel Tax Planning Timeline

We're here



- ✓ Voter Survey
- ✓ Election Timing
- ✓ Tax Structure
- ✓ Tax Rate
- ✓ Political Landscape

- ✓ Consensus Building
- ✓ Non-advocacy Communications
- ✓ Internal/external Stakeholder Outreach
- ✓ Community feedback

- ✓ Ballot Question
- ✓ Tax Rate
- ✓ Duration
- ✓ Rate Cap
- ✓ Resolution

- ✓ Fundraising
- ✓ Mail & Digital Ads
- ✓ Endorsements
- ✓ Lawn Signs
- ✓ Texting
- ✓ Get Out the Vote

March 6, 2026 is the deadline to qualify for the June ballot.



# Summary of Poll Results

✓ **Ballot Question Tested:** To maintain excellent education for Redwood City Elementary School District students by preserving science, technology, and math instruction; attracting and retaining highly qualified teachers and counselors; supporting reading and writing programs; protecting quality arts and music programs; and maintaining manageable class sizes; shall Redwood City Elementary School District's measure be adopted, levying 17.5¢ per building square foot, \$25/unimproved parcel, providing \$14,300,000 annually, until ended by voters, with independent citizens' oversight, senior citizen exemptions, no funds for administrators, with all funds staying local?

Late May-Early June Polling	Yes	Undecided	No
Initial Vote	63.5%	11%	25.5%
Interim Vote (after positives)	73.2%	4.3%	22.5%
Informed Vote (after negatives)	66.4%	7.1%	26.5%



# Summary of Poll Results

## ✓ Highest performing funding priorities:

- ✓ Attract and retain qualified teachers and counselors (78.2%)
- ✓ Maintain hands-on science classes (76.9%)
- ✓ Preserve science, technology, engineering and math instruction (76.7%)
- ✓ Provide math and science enrichment (76.6%)
- ✓ Support quality reading and writing programs (76.3%)
- ✓ Maintain manageable class sizes (74.4%)



# Overview of Materials & Ongoing Outreach

- ✓ Informational Materials
  - ✓ Fact Sheet, FAQ, and Powerpoint
  - ✓ Webpage on district website: [www.rcsdk8.net/our-district/local-funding](http://www.rcsdk8.net/our-district/local-funding)
  - ✓ Mail communications – Survey tear off mailer, bilingual
  - ✓ Social media content posted along with mailer
- ✓ Stakeholder outreach/engagement to parents, teachers/staff, business owners, civic groups



**SUPPORTING OUR HIGH-QUALITY  
TEACHERS & ACADEMICS**

The Redwood City School District (RCSD) provides a high-quality education in a safe and supportive environment for all learners. Thanks to our experienced and caring teachers, counselors, and staff we provide every student a rigorous and supportive educational journey, setting them up for success in high school, college, and careers.

**Inadequate State and Federal Funding Put Academic Programs and Teachers at Risk**

The State has been an unreliable funding partner for decades, and with unprecedented education cuts at the federal level, funding for local schools has never been more uncertain. Additionally, the high cost of living in San Mateo County is making it increasingly difficult to retain our experienced teachers and attract educators starting their careers.

The District has already made deep cuts and reductions. Without a stable, ongoing supplemental revenue source, budget reductions in RCSD will remain an annual necessity due to growing costs of student services and operational needs.



**Potential Local Funding Measure to Support Teachers and Academic Programs**

The RCSD Board of Trustees is actively exploring local funding options to continue funding for critical basic programs, including math, science, reading and writing and help keep our high-quality educators in our classrooms.

The Board is considering placing a 17.5¢ per building square foot measure on the June 2026 ballot, with parcels without any buildings on them paying a flat \$25. This measure would ensure that large businesses and property owners would pay more than single-family homes.



**If Approved by Voters, This Funding Could Be Used to:**

-  Attract and retain qualified teachers, counselors, and school staff
-  Maintain hands-on science classes and provide math and science enrichment
-  Preserve science, technology, engineering and math instruction
-  Support quality reading and writing programs
-  Maintain manageable class sizes

**Mandatory Fiscal Accountability and Local Control**

Any local funding measure would have strict fiscal accountability requirements, including:

- All funds would benefit Redwood City elementary and middle schools, be controlled locally, and cannot be taken away by the State or Federal Government
- No funds could be used for administrator salaries or pensions
- Independent citizens' oversight, public disclosure, and annual audits would ensure funds are spent as promised
- Senior citizen homeowners would be eligible for an exemption

**We Want to Hear from You!**

As we plan for the future of our public schools we encourage your thoughts and questions. Please contact **Director of Communications and Community Engagement, Jorge Quintana**, at [localfunding@rcsdk8.net](mailto:localfunding@rcsdk8.net)

-  [rcsdk8.net](http://rcsdk8.net)
-  [/RedwoodCitySchoolDistrict](https://www.facebook.com/RedwoodCitySchoolDistrict)
-  [/RWCSchools](https://twitter.com/RWCSchools)
-  [/faccesofrcsd](https://www.instagram.com/faccesofrcsd)



# Overview of Materials & Ongoing Outreach



TEAM RCSD PARENT HUB QUICKLINKS Q MENU

## Potential Measure to Prevent Academic Cuts and Teacher Layoffs

RCSD teachers continue to deliver excellence even as the cost of living in San Mateo County rises, and more local educators are being priced out of the community.

At the same time, inflation and unprecedented state and federal funding cuts have put a strain on our local schools. This year, the District is facing further cuts and layoffs. If additional funding cannot be identified, budget reductions will continue to be a necessity in years to come.

### POTENTIAL LOCAL FUNDING MEASURE TO ATTRACT AND RETAIN TEACHERS AND MAINTAIN ACADEMIC PROGRAMS

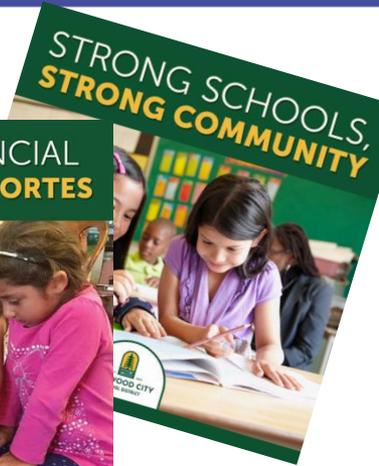
The RCSD Board of Trustees considering placing a 17.5¢ per building square foot measure on the June 2026 ballot, ensuring that large businesses and property owners would pay more than single-family homes. Vacant parcels would pay a flat \$25 rate.

If approved by voters, this funding could be used to:

- Attract and retain qualified teachers, counselors, and school staff



English >



rcsd8.net RedwoodCitySchoolDistrict @RWCschools @rcsdfcsd

**Se adjunta la encuesta comunitaria**

El Distrito Escolar de Redwood City agradece sus comentarios y preguntas, mientras evaluamos las necesidades de nuestras escuelas. Por favor, complete y envíe la encuesta adjunta para compararla con sus prioridades. También puede realizar la encuesta en línea escaneando el código QR o visitando [legion.com/school/715819143](http://legion.com/school/715819143).

## ¡SU VOZ IMPORTA!

**REDWOOD CITY SCHOOL DISTRICT**

Haga valer su voz mientras el Distrito Escolar de Redwood City evalúa una medida de impuesto predial local para financiar a los maestros y los programas académicos.

## Funding for Teachers and Academic Programs

**Dear Friends and Neighbors,**

Neighborhood schools are the heart of a healthy community. They bring families together, strengthen neighborhoods, and help prepare the next generation of innovators, leaders, and neighbors right here in Redwood City.

In recent years, rising costs and unstable funding have created difficult choices for local schools. Despite careful budgeting and past reductions, the District has had to scale back student services, including counseling and academic support programs. Without a stable local funding source, the District is at risk of losing more hands-on science, math, reading, and writing programs.

**Funding for Local Students and Schools**

Teachers, counselors, and staff are the heart of classrooms. They inspire, challenge, and care for students every day—but attracting and keeping these dedicated educators has become increasingly difficult as costs rise and resources shrink.

**Exploring a Locally Controlled Solution**

The Board of Trustees is considering a local parcel tax measure. The proposal would cost property owners 17.5¢ per square foot of building space each year, with parcels without buildings paying a flat \$25. This structure is designed for contributions to be based on property size, meaning all property owners—residential, commercial, and industrial—share fairly in supporting local schools.

Your input will help guide these decisions and ensure that Redwood City schools continue to be a source of pride for our entire community. Please take a few moments to complete the brief survey included with this mailer.

Thank you for your continued partnership and support of our students and schools.

Sincerely,  
*John Baker*  
John Baker, Ed.D.  
Superintendent  
Redwood City School District

**Community-Driven Funding**

Depending on input, proceeds of a potential local parcel tax measure could be used to:

- Attract and retain qualified teachers, counselors, and school staff
- Maintain hands-on science classes and provide math and science enrichment
- Preserve science, technology, engineering, and math instruction
- Support quality reading and writing programs
- Maintain manageable class sizes

**Accountability and Local Control**

Any local funding measure could include the following accountability provisions:

- All funds would go to Redwood City schools, not the State or Federal government
- No funds could be used for administrator salaries or pensions
- Independent citizens' oversight, public disclosure, and mandatory annual audits
- Senior homeowners could be eligible for an exemption

**A Stable Funding Source**

State support has not always kept pace with local needs, and federal funding reductions have added to the challenge. Without a stable local source of revenue, budget reductions may need to continue.

**Please rank the following priorities in order of importance from 1 (highest priority) to 8 (lowest priority):**  
Please do not write the same number more than once.

Support quality reading and writing programs

Maintain manageable class sizes

Protect arts and music programs so every student has access to a well-rounded education

Attract and retain qualified teachers, counselors, and school staff

Maintain ongoing literacy programs

Maintain hands-on science classes and provide math and science enrichment

Upgrade classroom technology and instructional tools to keep learning current

Preserve science, technology, engineering, and math instruction

Do you currently have children attending RCSD school?  
 Yes  No

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Comments/Questions: \_\_\_\_\_

**RATING**

**We Want to Hear from You!**

Please complete the attached survey card and mail it back to us or take the survey online by scanning the QR code.



# Next Steps: Additional Planned Communications & Timeline

## ✓ Nov 2025

- ✓ 1st Mailer – Survey tear off [DONE]
- ✓ Receive direction from Board about parcel tax measure structure and tracking poll

## ✓ Dec 2025

- ✓ 2nd Mailer – Survey mailer results
- ✓ Draft tracking poll with District team, SCI, legal counsel, and TeamCivX

## ✓ Jan 2026

- ✓ Tracking poll conducted
- ✓ 3rd Mailer – Invitation to Feb Board meeting

## ✓ Feb 2026

- ✓ **Feb 4:** Present tracking poll results to Board and 1st reading of resolution
- ✓ **Feb 11:** Board votes to place measure on June 2026 ballot
- ✓ 4th Mailer – Notice to voters of election



# Revenue Scenarios from SCI, caps

Land-Use Category	District Parcels	Building Sqft	% Burden	\$0.175 cents per BSQFT (No Cap)	\$0.175 cents per BSQFT (\$5k Cap)	\$0.175 cents per BSQFT (\$2.5k Cap)	\$0.175 cents per BSQFT (\$1k Cap)
Single-Family	19,656	35,566,357	43.2%	\$6,224,112	\$6,224,112	\$6,223,724	\$6,183,407
Multi-Family Unit	2,289	7,193,865	8.7%	\$1,258,926	\$1,205,647	\$1,185,673	\$1,161,805
Apartments	576	11,293,723	13.7%	\$1,976,402	\$1,023,334	\$821,708	\$505,111
Total Improved Residential	22,521	54,053,945	65.7%	\$9,459,440	\$8,453,121	\$8,231,105	\$7,850,076
Commercial	1,419	27,995,578	34.0%	\$4,899,226	\$2,930,774	\$2,142,014	\$1,189,884
Total Improved Non-Residential	1,419	27,995,578	34.0%	\$4,899,226	\$2,930,774	\$2,142,014	\$1,189,884
Total Non-Tax	875	0	0.0%	\$0	\$0	\$0	\$0
Total Undeveloped	664	0	0.2%	\$33,200	\$33,200	\$33,200	\$33,200
<b>Total District</b>	<b>25,479</b>	<b>82,049,523</b>	<b>100%</b>	<b>\$14,391,867</b>	<b>\$11,417,905</b>	<b>\$10,406,319</b>	<b>\$9,073,160</b>

# TCX Board Direction Needed

- ✓ Tracking poll
- ✓ Measure structure
  - ✓ Tax rate - 17.5 cents per square foot
  - ✓ Sunset
  - ✓ Cap