

Brea Olinda Unified School District Successful Bond Campaign

The Brea Olinda Unified School District (BOUSD), serving nearly 6,000 students across 10 schools, had a history of proposing bond measures to fund critical infrastructure and educational improvements. Despite several unsuccessful attempts over the past decades, the district achieved a significant milestone with the approval of Measure H in November 2024.

Historical Bond Measures:

1. **Measure E (2012):** BOUSD proposed Measure E to address aging facilities and enhance educational environments. However, it failed to secure the required 55% voter approval.
2. **Measure K (2016):** This measure sought funds to modernize and repair school facilities, including updates to libraries, science labs, and playgrounds, as well as improvements to technology and security infrastructure. Despite these objectives, Measure K did not pass.
3. **Measure G (March 2020):** Aiming to issue \$123 million in bonds for various district improvements, Measure G was presented to voters but was defeated, receiving only 46.01% "yes" votes.

Measure H (2024):

After previous setbacks, BOUSD introduced Measure H in 2024, a \$160 million bond proposal designed to address critical needs across the district. Key components of Measure H included: modernization of 108-year old Brea Junior High and upgrades to other facilities in the district. Measure H also emphasized the removal of hazardous materials, such as asbestos and lead, upgrading electrical and plumbing systems, and enhancing access for students with disabilities.

Communication Plan for the Successful passage of Measure H

We knew that because of the history BOUSD had with previous bond measures, we would need to expand our efforts and change our communication plan from previous failed attempts. We focused heavily at the start of our communication efforts on informing our community about our aging facilities and needs. Facilities presentations to the Board began in 2023 and by early 2024, our team was preparing to survey our community about the feasibility of a school bond on the November 2024 ballot. Beyond the surveying, our Superintendent Brinda Leon and Assistant Superintendent of Business Services Rick Champion were also meeting regularly with community members, attending city council meetings, and starting to talk about a potential school bond measure on the ballot. By May 2024, we had already taken many steps to provide our community with information about a potential school bond measure on the November ballot. As you review the items listed in this [Bond Communications Plan](#), we feel it is important to note that our efforts took months to execute. We sat in many meetings with parents, we answered questions online and on social media, and we created materials to help our community understand our needs.

Once the BOUSD Board of Education passed a resolution to include a school bond measure on the November ballot, our efforts still focused on staying neutral, providing facts about the needs of the district and relying on our community partners, parents and advocates to take the lead in driving a yes vote forward. We believe that the work that began prior to the school bond being placed on the ballot in combination with the efforts of the Yes on H campaign provided the support needed to change our community from a previous “No on school bonds” to finally a “Yes on Measure H.”

For any other questions, please contact Melissa Serrato, Public and Media Relations Specialist at 714-990-7511 or email melissa.serrato@bousd.us