



AUSD
ALAMEDA UNIFIED SCHOOL DISTRICT
Excellence & Equity For All Students



EMC
RESEARCH
MARKET
& OPINION
RESEARCH
SERVICES

T B W B STRATEGIES
Public Consensus → Winning Propositions

Alameda Unified School District Telephone Survey of Likely Voters Summary Report

AUSD Board of Trustees
March 22, 2016
EMC 16-5898

Methodology

- ▶ Telephone survey of likely November 2016 voters in the Alameda Unified School District
- ▶ Interviews conducted by trained, professional interviewers, on landlines and cell phones
- ▶ 502 completed interviews; Margin of Error ± 4.4 percentage points
- ▶ Survey conducted February 21-28, 2016
- ▶ A split sample methodology was employed for the ballot questions, to independently measure feasibility of an extension or a flat rate measure.

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

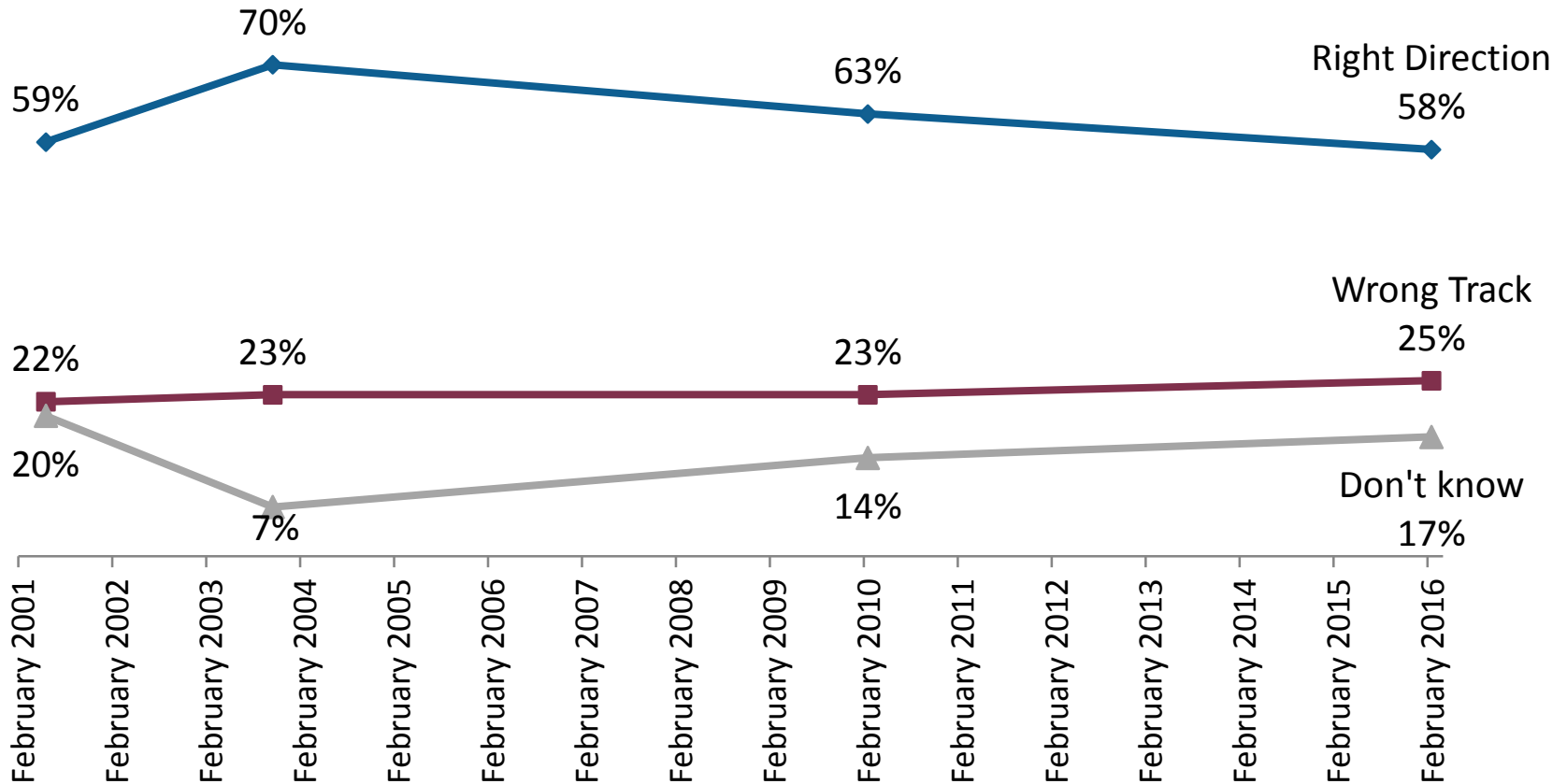
- ▶ Alameda voters believe Alameda Unified School District is doing a good job, and most agree quality schools are worth increased taxes.
- ▶ Six in ten November voters support a renewal of the current parcel tax measure.
 - Parents, younger voters, newer residents, and infrequent voters are the most supportive.
- ▶ Maintaining core academic programs and excellent teachers are top funding priorities.
- ▶ Survey respondents value the relationship between strong schools and a strong community, as well as keeping tax dollars local.



Issue Environment

Right Direction/Wrong Track

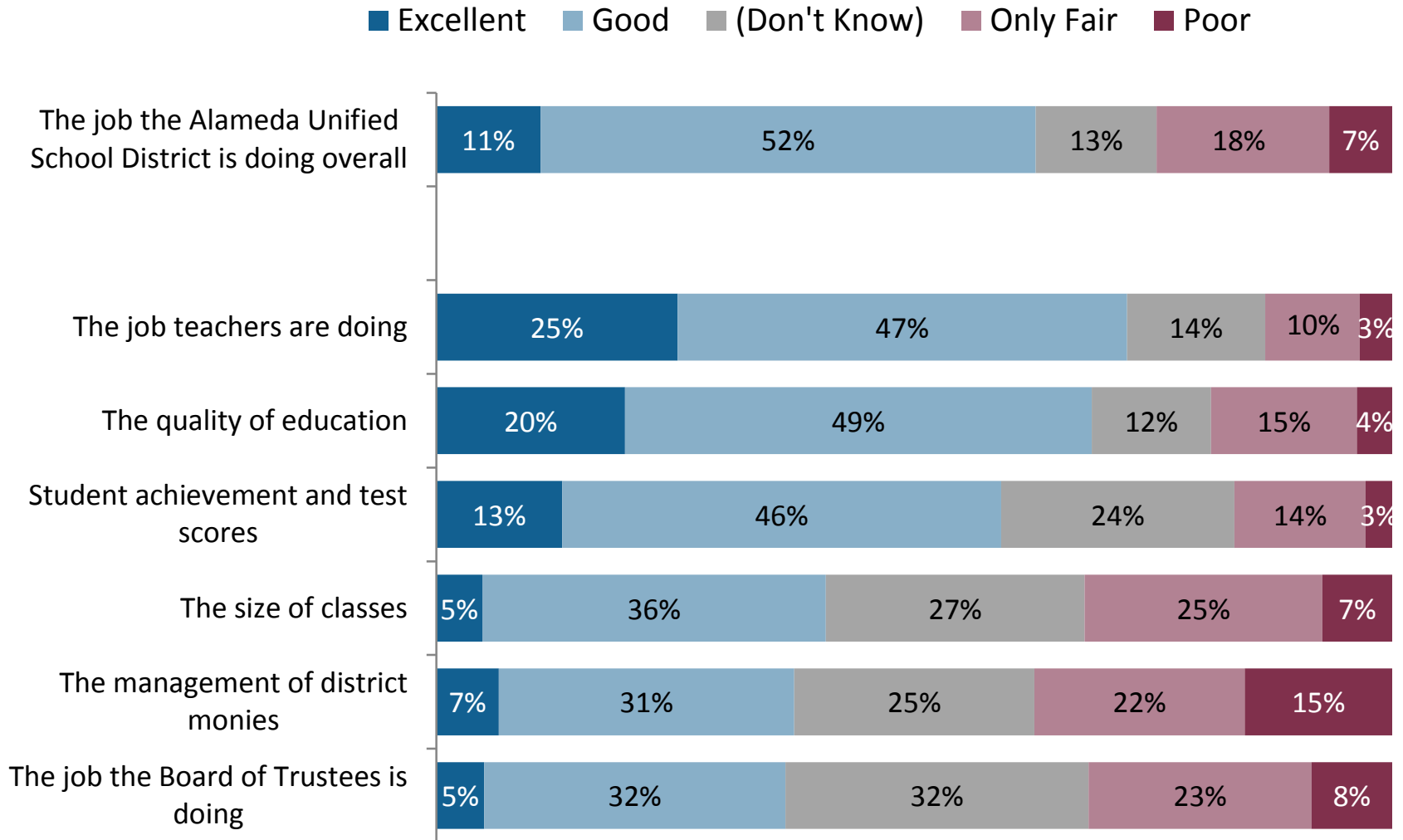
Six in ten voters feel Alameda is going in the right direction.



Q6: Do you think things in Alameda are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

District Performance

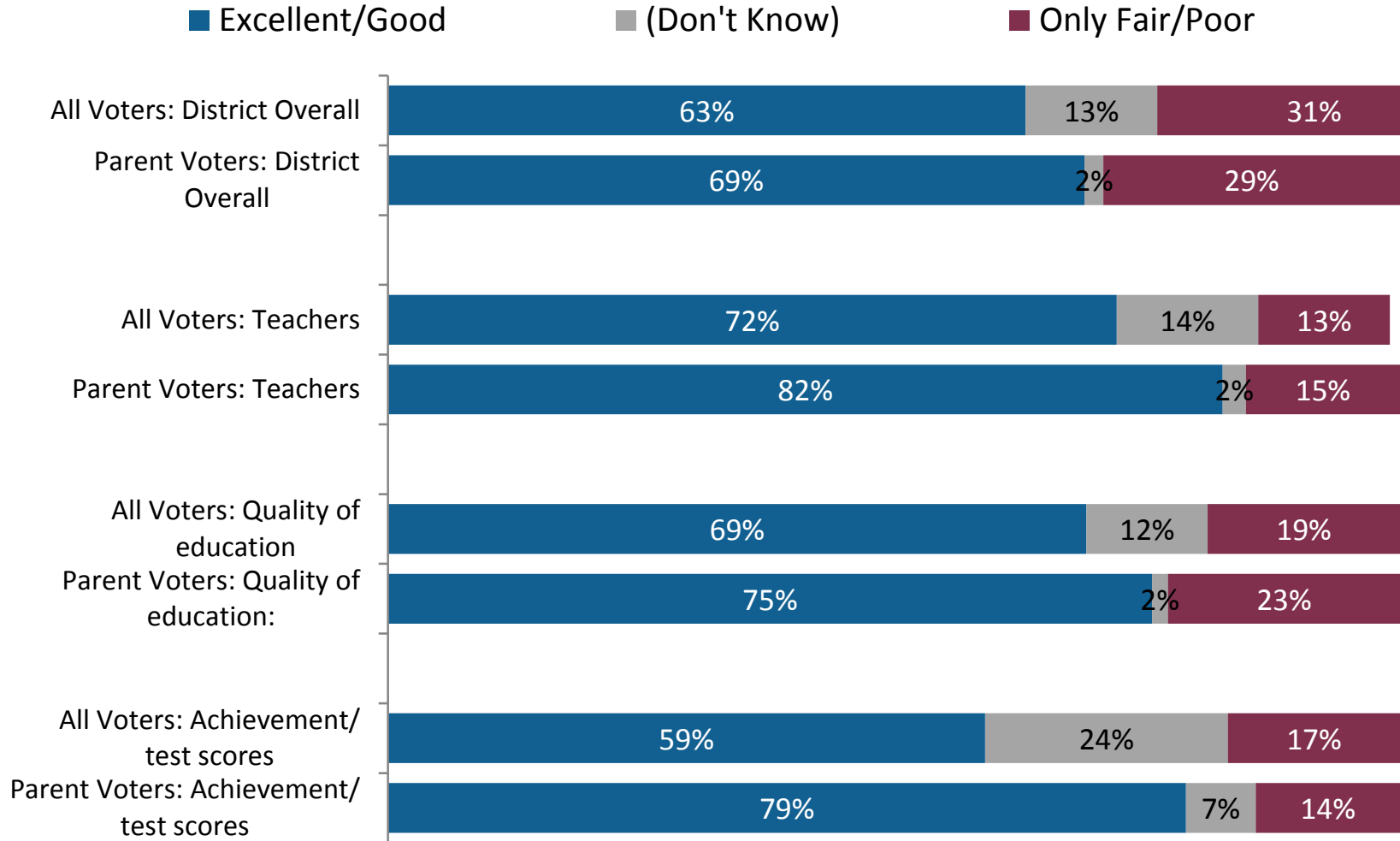
Almost two-thirds of voters rate the job Alameda Unified School District is doing positively.



Q7-Q13: Regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate the following areas relating to the Alameda Unified School District.

District Performance: Among Parents

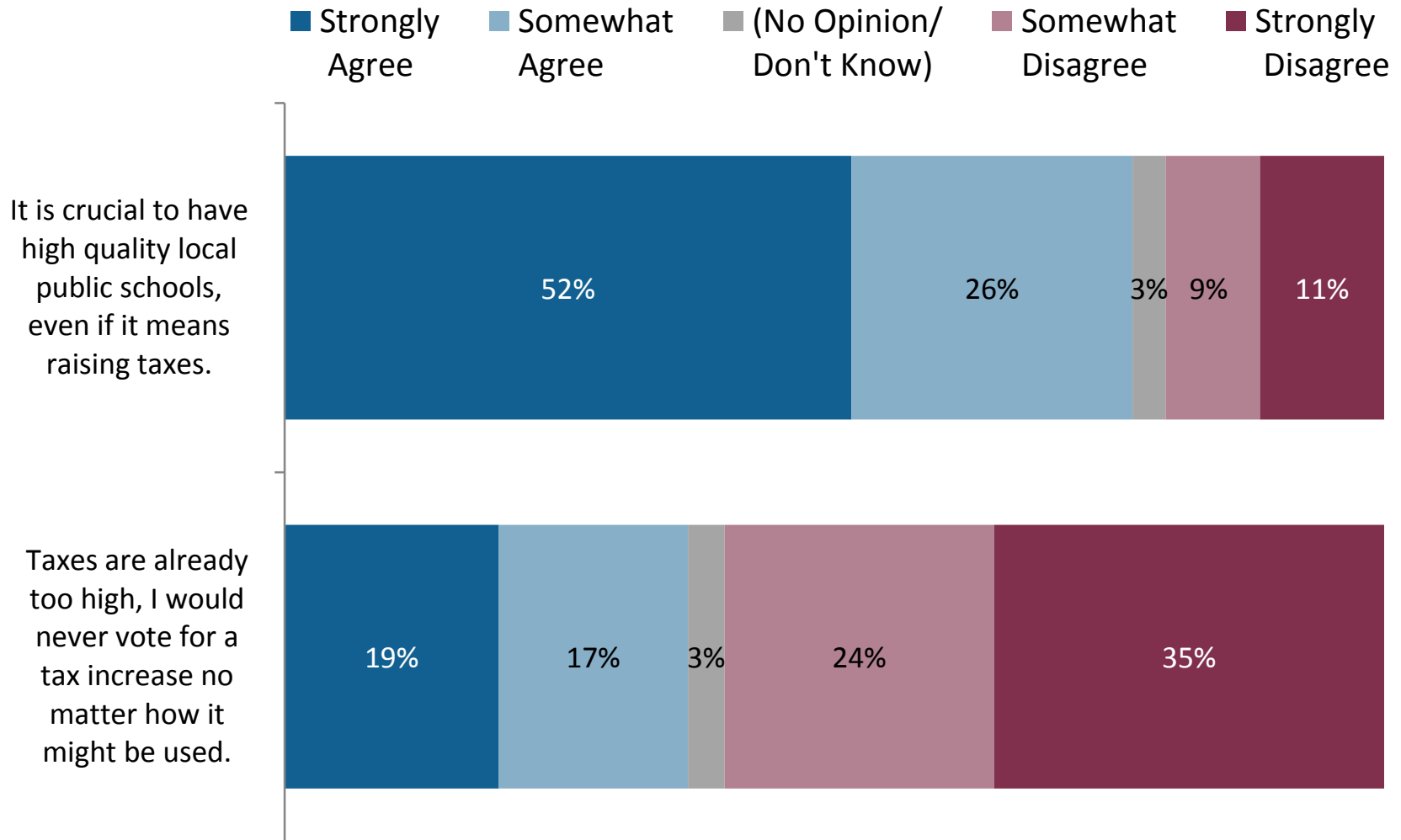
Parents give even more positive ratings of the District.



Q7-Q13: Regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate the following areas relating to the Alameda Unified School District.

Tax Attitudes

Three-quarters believe quality public schools are worth raising taxes.

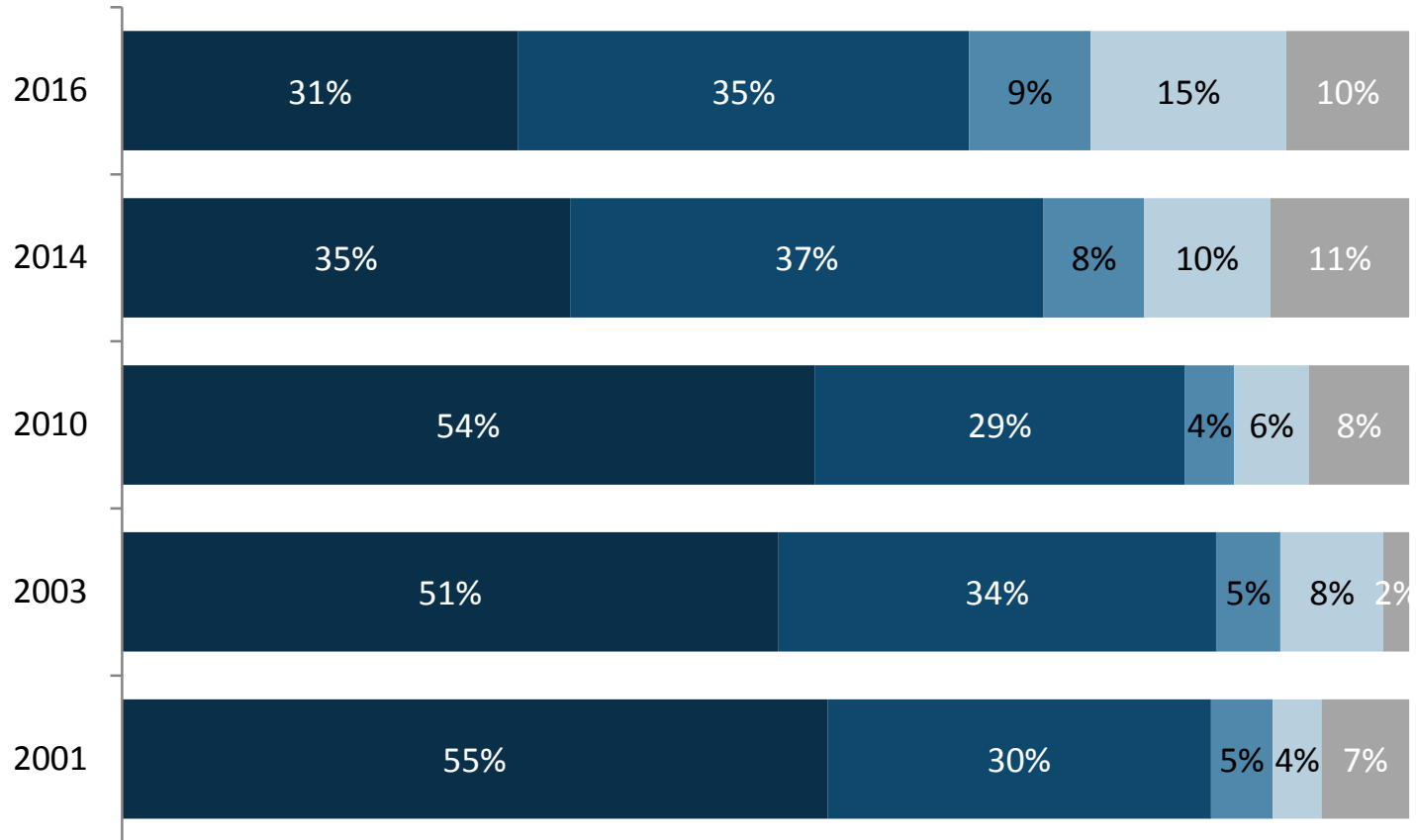


Q17-21: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

Need for Money

While two-thirds of voters believe the District needs additional funding, perception of intensity has dropped over time.

■ Great Need ■ Some need ■ Little need ■ No need ■ Don't know



Q14: Would you say that schools in the Alameda Unified School District have a great need for more money, some need for more money, only a little need for more money, or no real need for more money?

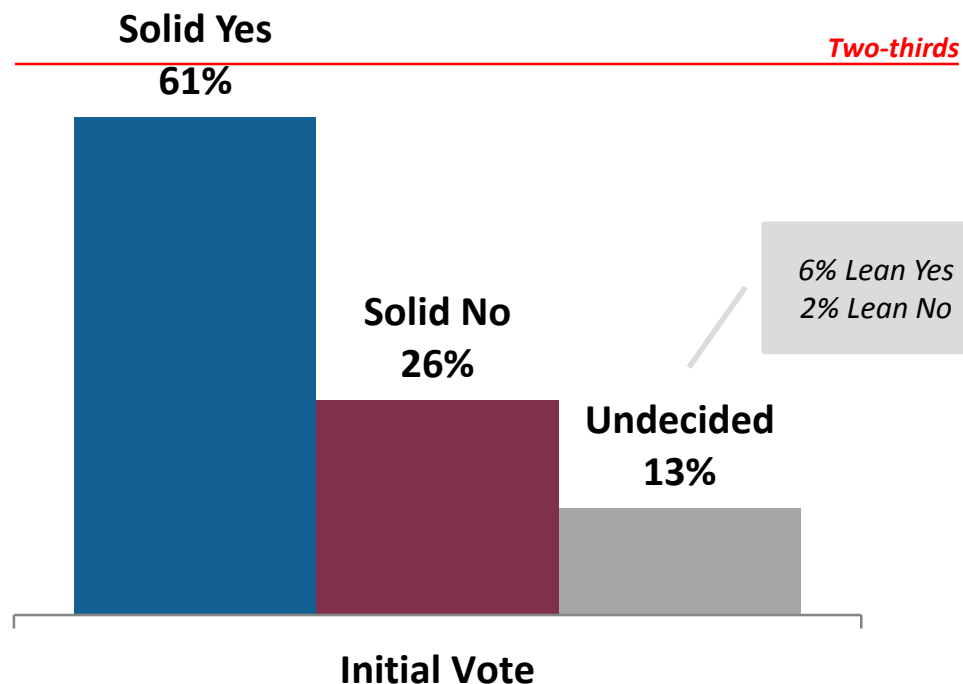


Support for Renewal of Parcel Tax

Initial Vote

A continuation of the current measure is supported by six in ten likely voters.

To maintain high-quality Alameda schools by protecting small class sizes; core academic, art, music, and athletic programs; neighborhood schools; and retaining excellent teachers, shall Alameda Unified School District continue, without increase, its existing \$0.32 per building square-foot parcel tax for 7 years with a cap of \$7,999 per parcel, including a senior exemption, strict accountability measures including annual audits and independent citizen oversight, and all \$12,000,000 raised annually staying in Alameda schools?

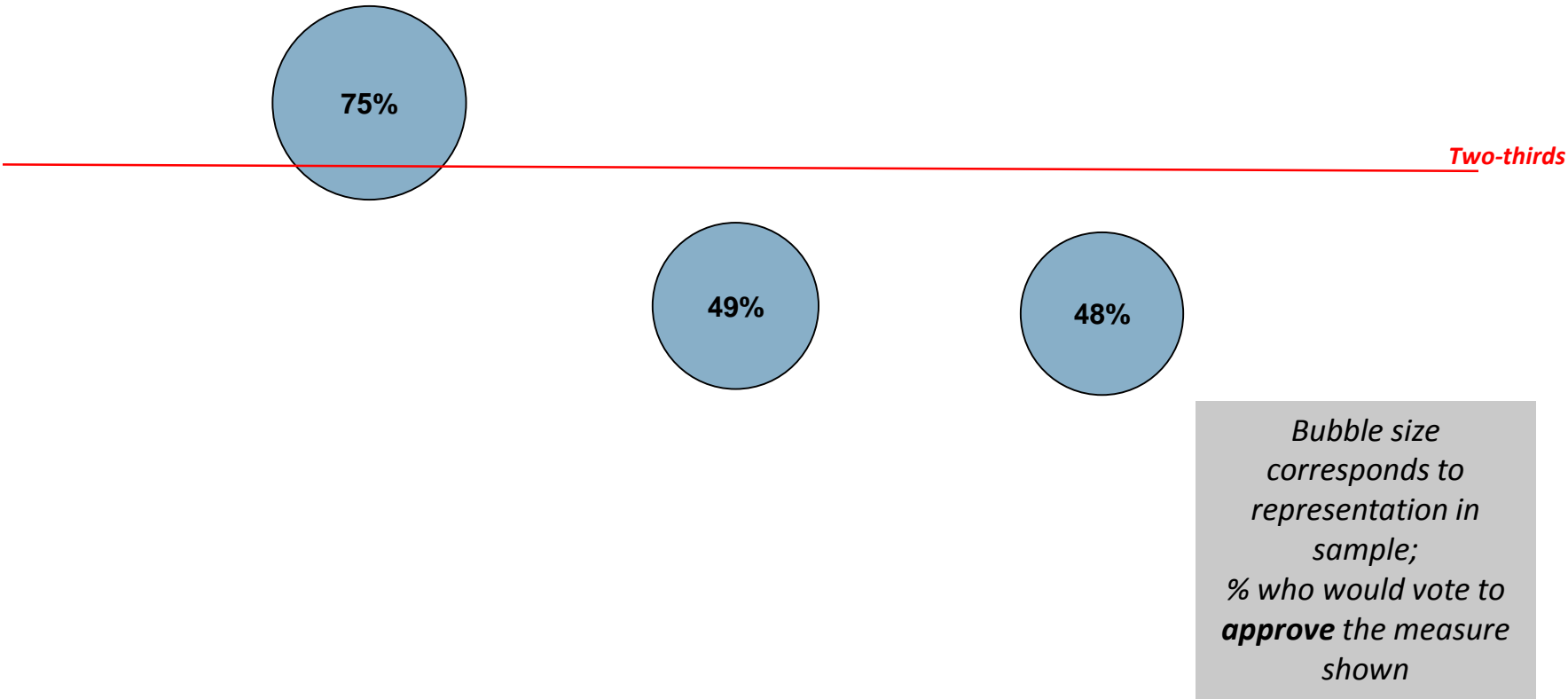


Q15: If the election for this measure were held today, would you vote yes to approve or no to reject the measure?

Initial Vote by Vote Frequency

Those who vote the least frequently are the most supportive of a renewal.

Voted < 3/6 (41%)	Voted 4 – 5/6 (30%)	Voted 6/6 (29%)
----------------------	------------------------	--------------------

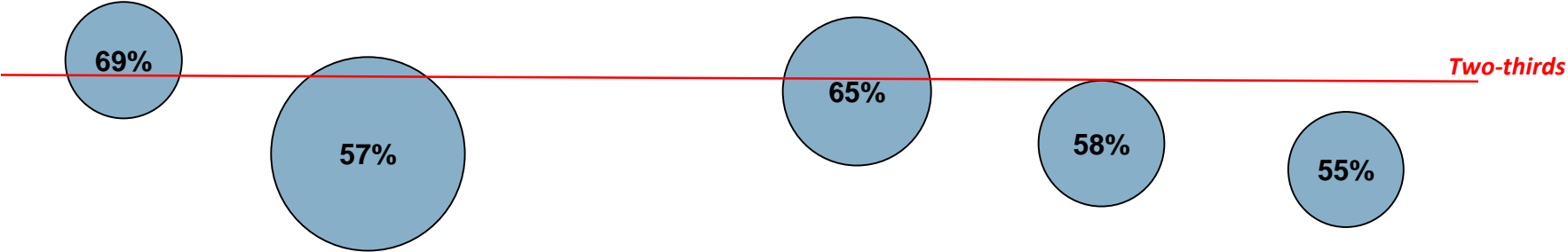


Q.15-16: If the election for this measure were held today, would you vote yes to approve or no to reject the measure?

Initial Vote by Parent Status & Age

Parents are more likely to see the need for the renewal than non-parents.

District Parent (26%)	Not Parent (74%)	18-49 (43%)	50-64 (31%)	65+ (26%)
--------------------------	---------------------	----------------	----------------	--------------



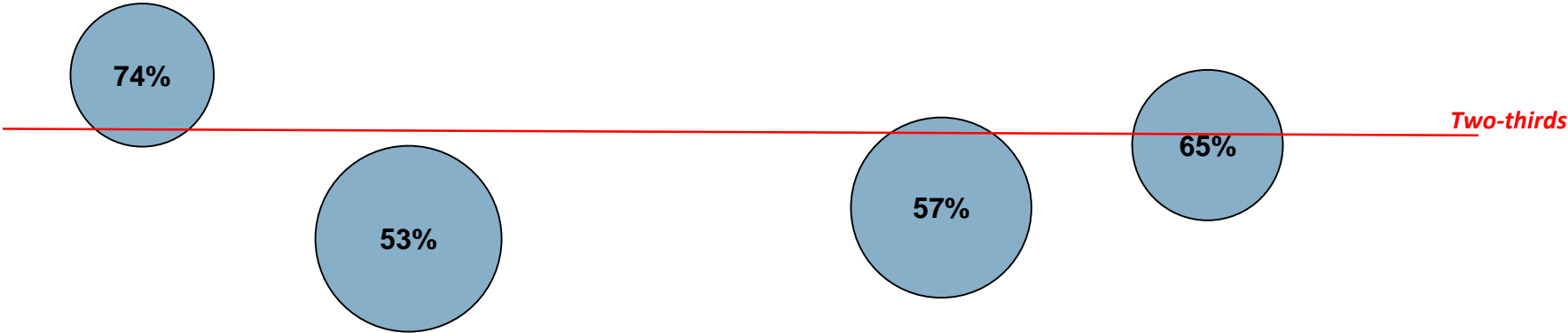
Bubble size corresponds to representation in sample; % who would vote to **approve** the measure shown

Q.15-16: If the election for this measure were held today, would you vote yes to approve or no to reject the measure?

Initial Vote by Home Ownership & Length of Residence

Newer residents are more supportive than those who have been here longer.

Resident <11 years (37%)	Resident 11+ years (63%)	Homeowner (59%)	Renter (41%)
-----------------------------	-----------------------------	--------------------	-----------------

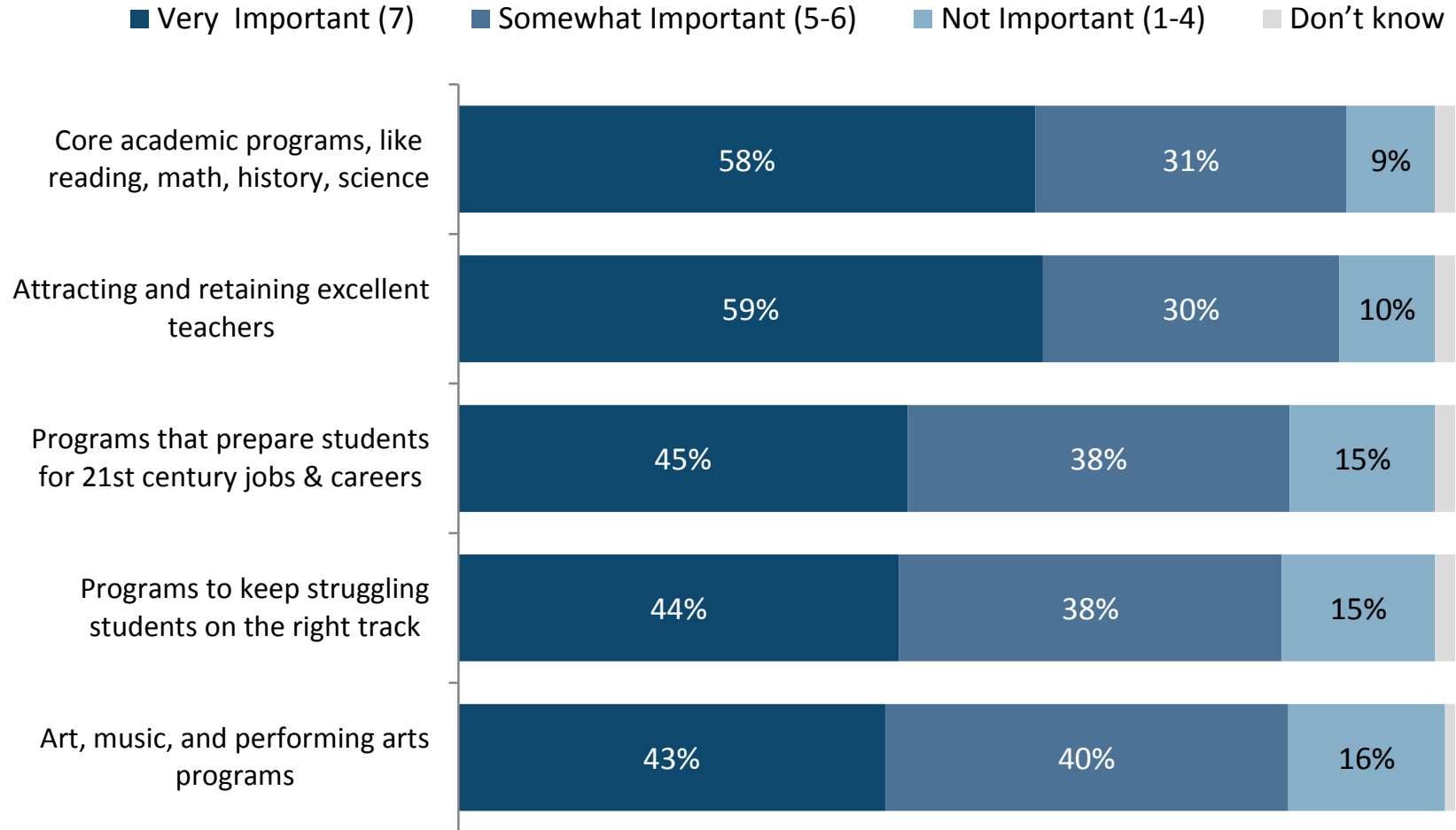


*Bubble size corresponds to representation in sample; % who would vote to **approve** the measure shown*

Q.15-16: If the election for this measure were held today, would you vote yes to approve or no to reject the measure?

Top Five Funding Priorities

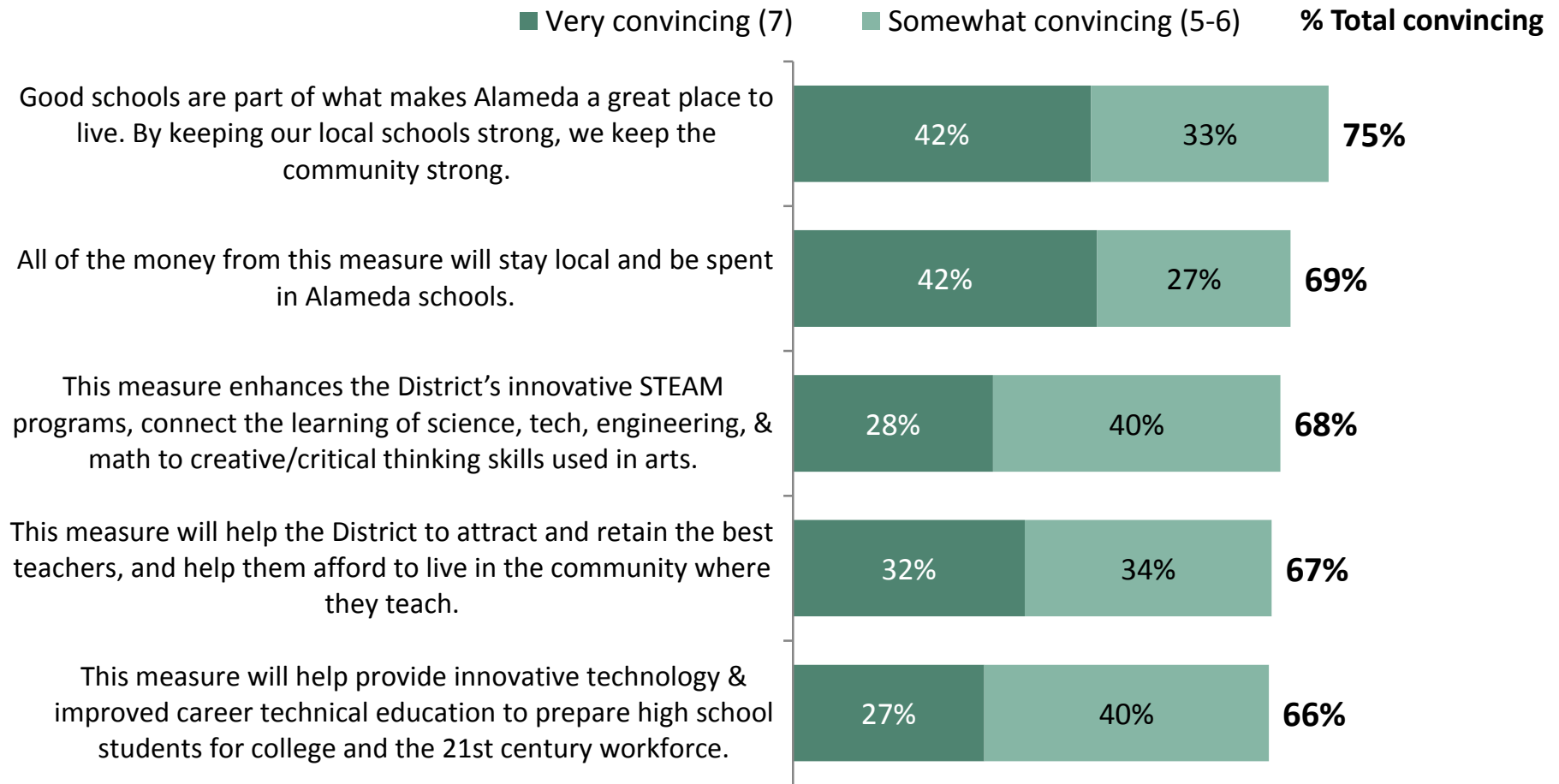
Academic programs and excellent teachers are top priorities for voters.



Q22-36: I'd like to read you a list of things the parcel tax could pay for. After each one, please tell me how high a priority that item is for you. Use a scale of one to seven, where one is not important at all, and seven is very important.

Top Five Values

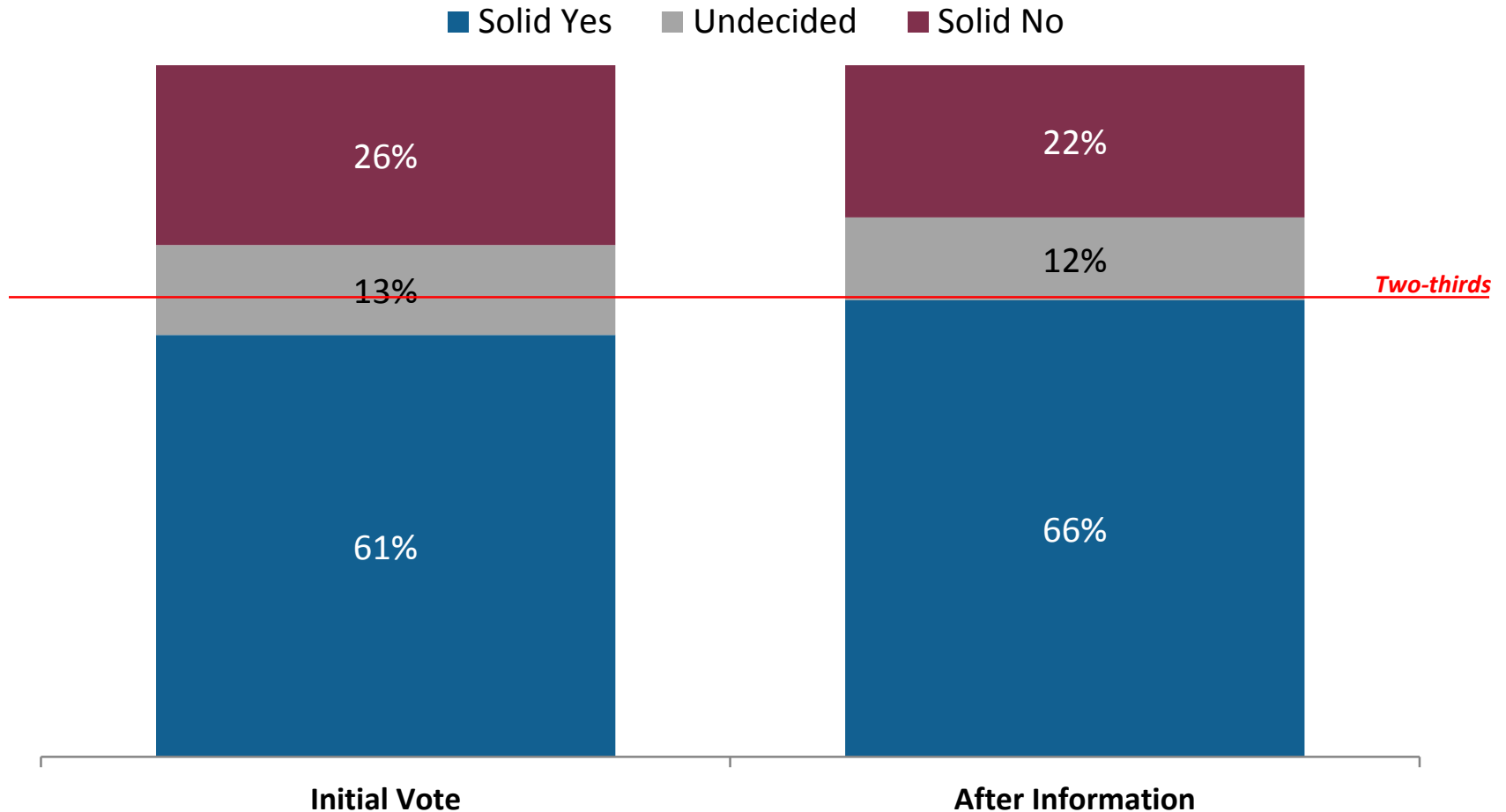
Reasons Alameda voters support the measure include keeping schools strong for a strong community, along with local funding, innovative educational programs, and attracting and retaining teachers.



Q37-55: Now I am going to read you some things supporters of the proposed measure for the Alameda Unified School District might say. After each statement, please tell me how convincing it is as a reason to vote yes.

Vote After Information

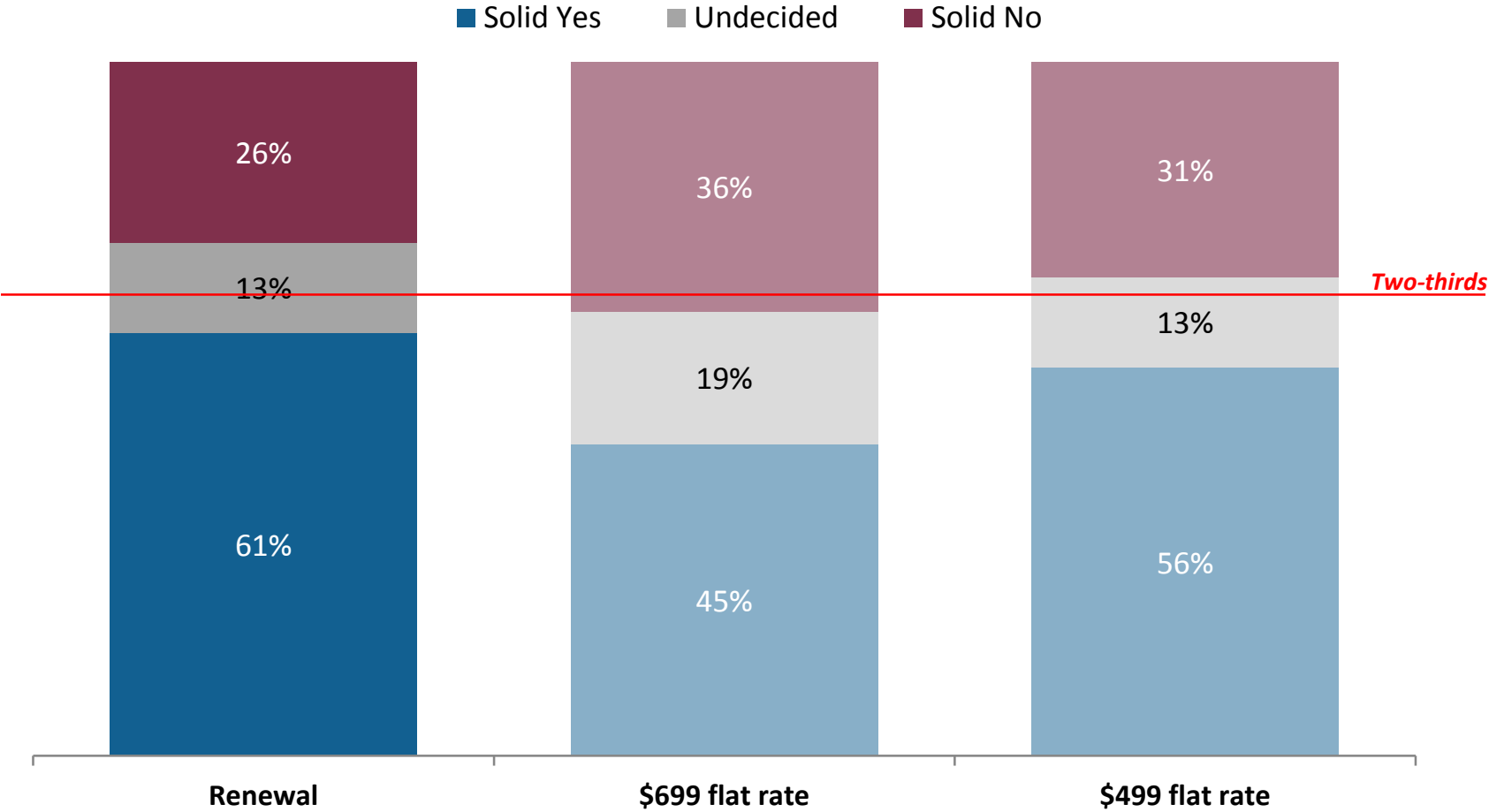
After hearing more information about funding priorities and values, support is at nearly two-thirds.



Q15-16: If the election for this measure were held today, would you vote yes to approve or no to reject the measure?

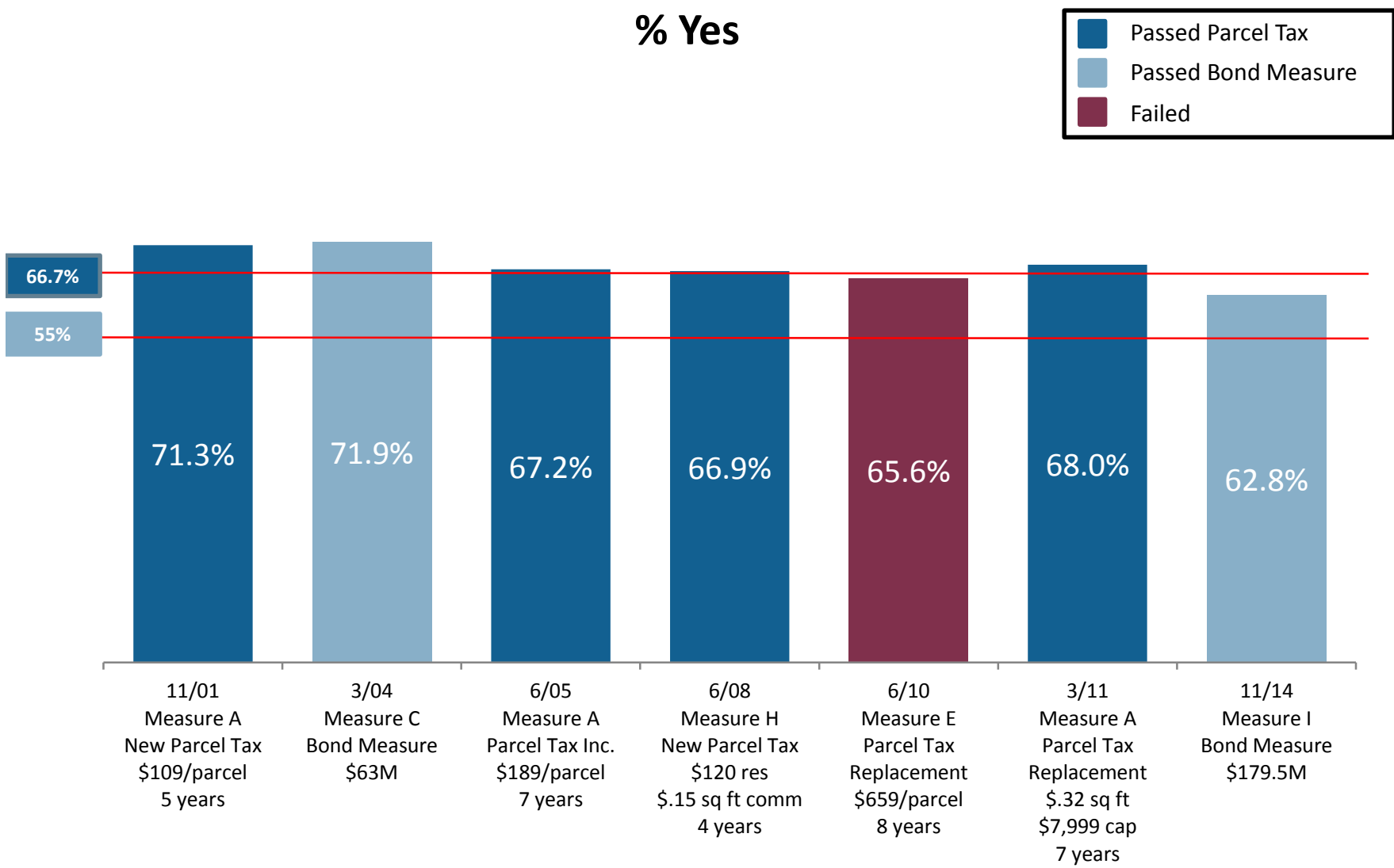
Other Rate Structures

Reaction to two flat rate approaches was measured with independent samples; neither approached the two-thirds threshold.



Q15-16: If the election for this measure were held today, would you vote yes to approve or no to reject the measure?

AUSD Recent Ballot Measures

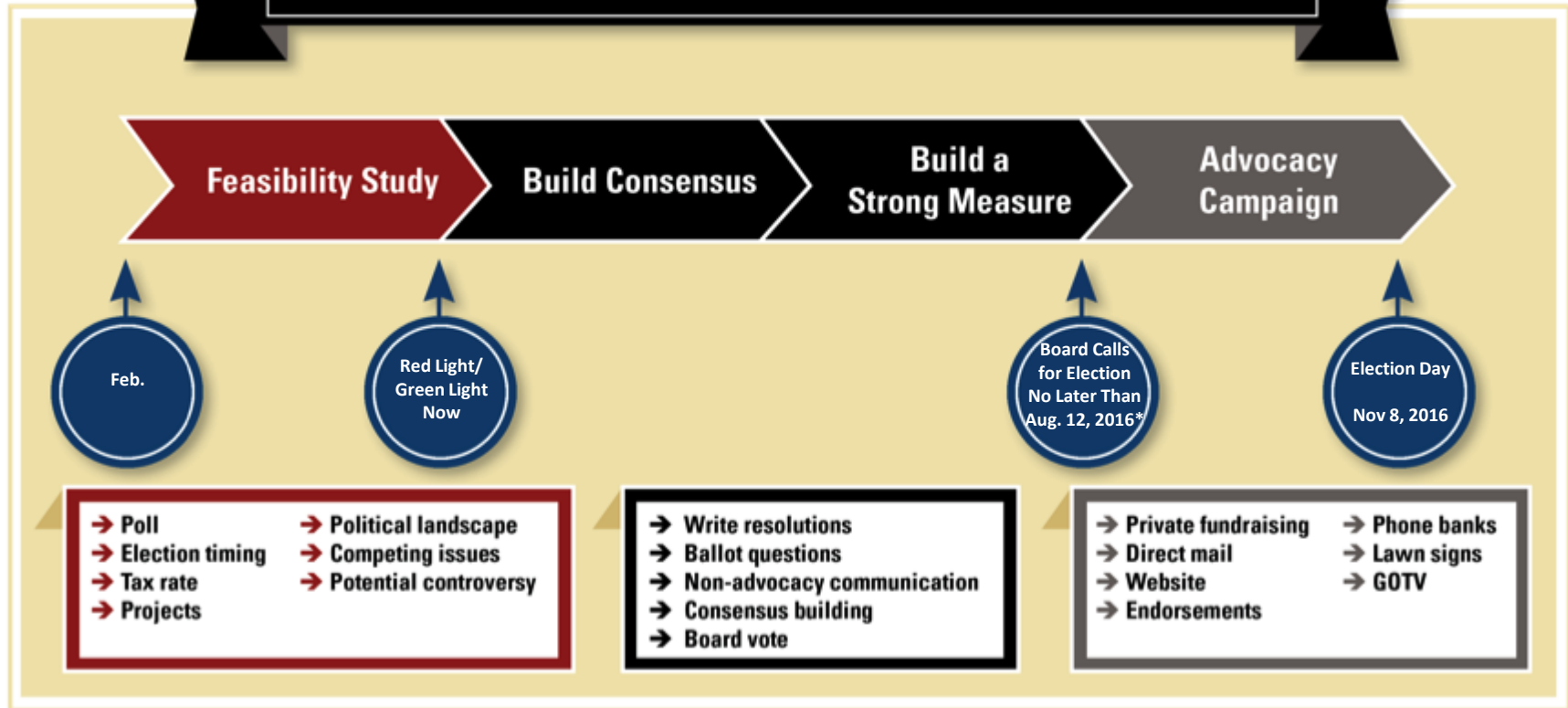


Conclusions

- ▶ With high interest in maintaining strong schools, core academic programs, and top quality teachers, a renewal of the existing parcel tax measure appears feasible in November
- ▶ Information that communicates what the measure funds for local schools and why keeping tax dollars local is important in solidifying support for a renewal

Timeline

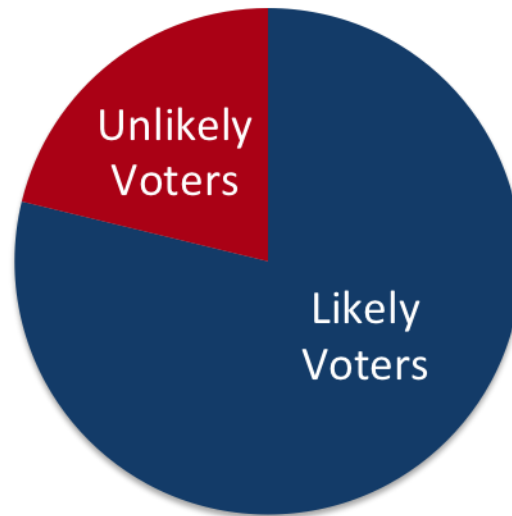
Nov 2016 Parcel Tax Planning Timeline



*Alameda County ROV Deadline to Qualify for November 8, 2016 Ballot

November 2016 Projected Turnout

AUSD Registered Voters:	43,070
Projected Turnout:	33,924 (78.8%)
Votes Required for Passage:	22,617 (66.7%)



Contacts



Ruth Bernstein

Ruth@EMCresearch.com

510.913.9841

Sara LaBatt

Sara@EMCresearch.com

510.550.8924



Public Consensus → Winning Propositions

Charles Heath

CHeath@tbwb.com

415.291.1894 x240

Jeremy Hauser

JHauser@tbwb.com

415.291.1894 x255