



Telephone/Email-to-Web Survey of  
Likely March 2020 Voters  
Alameda Unified School District  
*Summary of Results*

- ▶ Hybrid telephone/email-to-web survey of likely March 2020 voters in the Alameda Unified School District
- ▶ Survey conducted July 24-30, 2019 and offered in both English and Chinese
- ▶ 608 interviews; overall margin of error  $\pm 4.0$  percentage points
- ▶ A split-sample methodology was used to test two potential parcel tax amounts:
  - Sample A: \$0.28/sq ft; \$11,000,000 estimated annual revenue (n=304; margin of error  $\pm 5.6$  % pts)
  - Sample B: \$0.18/sq ft; \$7,600,000 estimated annual revenue (n=304; margin of error  $\pm 5.6$  % pts)

*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 many agree quality schools are worth increased taxes.
- ▶ Few feel that the District pays teachers and staff adequate salaries and benefits.
- ▶ Support today for a parcel tax measure for teacher and staff salaries and benefits falls below the two-thirds threshold required to pass, with no measurable difference between the two tax amounts tested.
- ▶ Additional information about what the measure would increase support to near the two-thirds threshold, including helping to sustain strong academic programs, attracting, retaining, and supporting teachers and employees, and making salaries and benefits competitive with local districts.
- ▶ There is some evidence that opposition messaging could have an impact on support.



# Issue Environment & District Ratings

# Right Direction/Wrong Track: Alameda

*Nearly six-in-ten voters feel Alameda is going in the right direction.*

**Right Direction**  
**57%**



**Wrong Track**  
**27%**

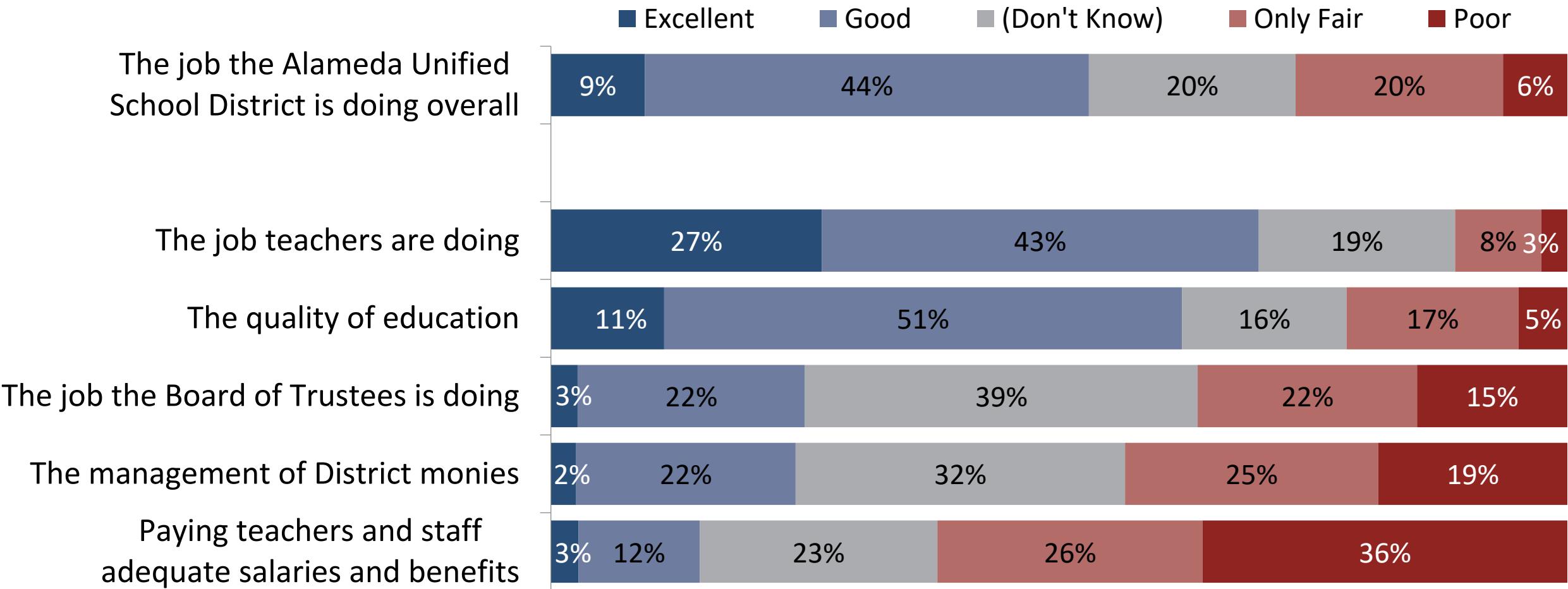


**(Don't Know)**  
**16%**



# District Ratings

*A majority of voters rate the job the Alameda Unified School District is doing positively, and they are particularly enthusiastic about the teachers. Two-thirds rate the District negatively on adequate pay and benefits for teachers and staff.*



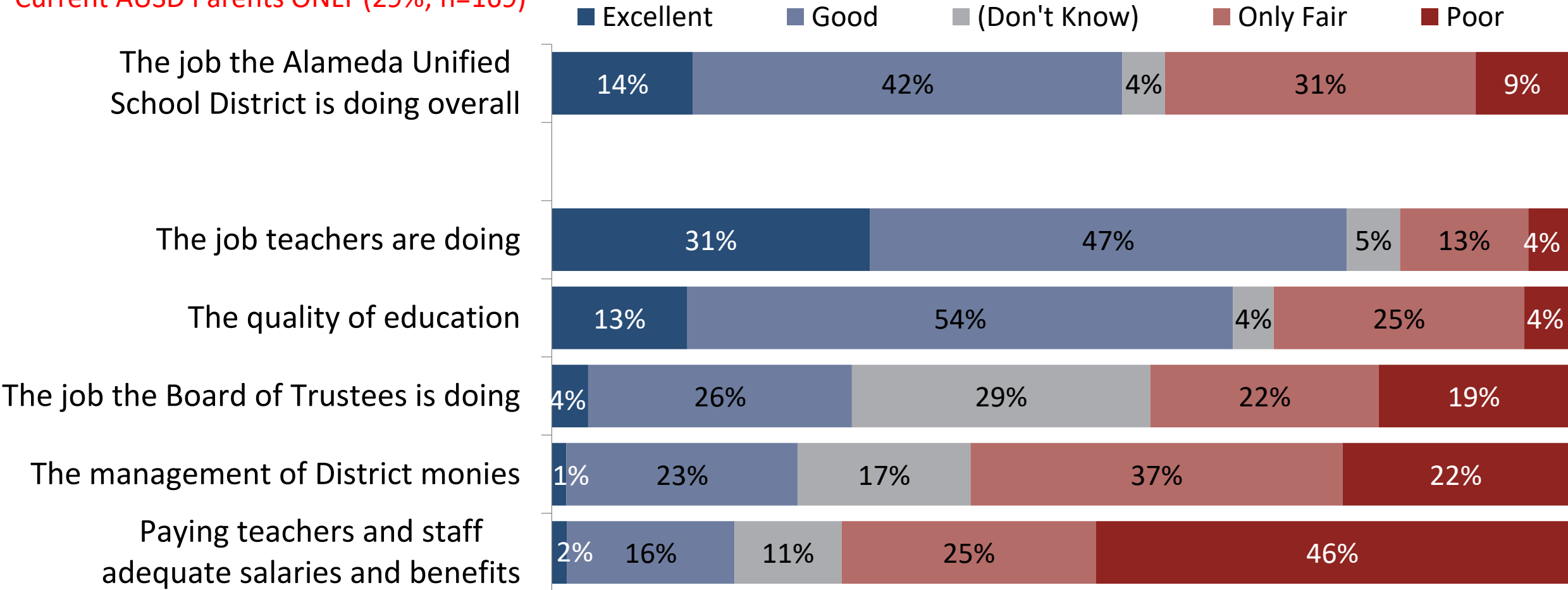
Q6-11 Regardless of whether or not you have children currently in school please rate each of the following areas relating to the Alameda Unified School District:



# District Ratings Among ASUD Parents

Parents are more likely to be able to rate the District and nearly half of parents give the District the lowest possible rating on the adequacy of teacher and staff salaries and benefits.

Current AUSD Parents ONLY (29%; n=169)

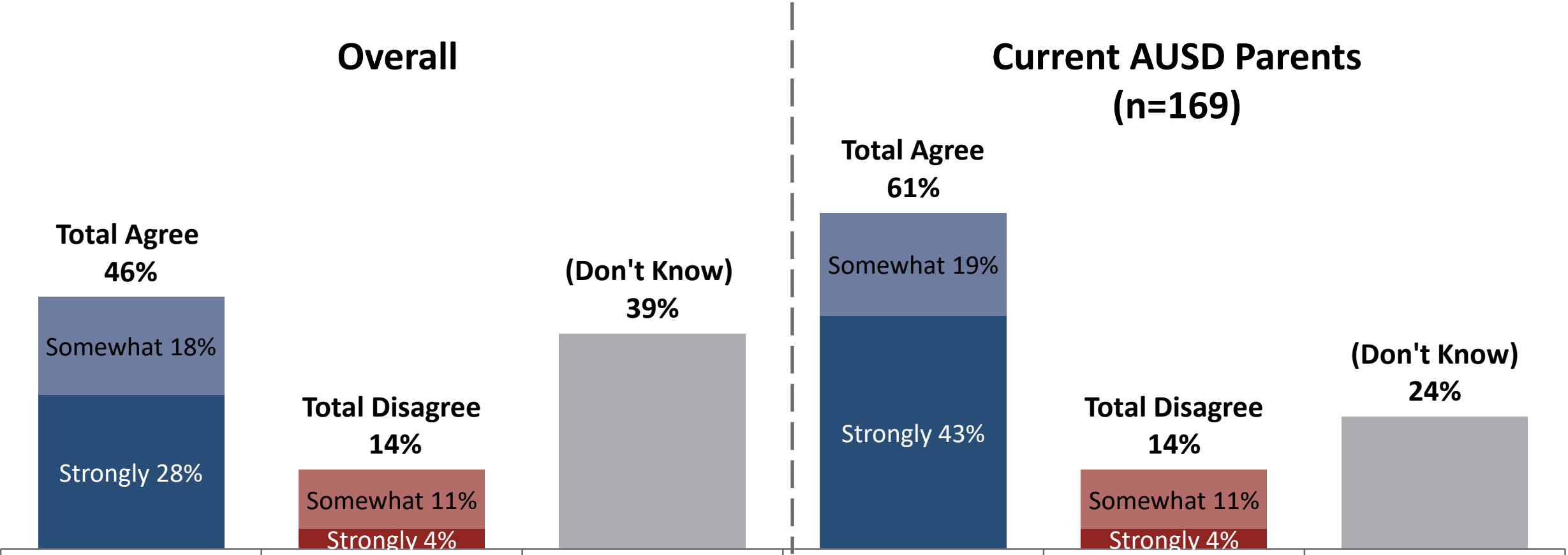


Q6-11 Regardless of whether or not you have children currently in school please rate each of the following areas relating to the Alameda Unified School District:

# Perception of Teachers' Salaries

Nearly a majority of voters, and six-in-ten parents, believe Alameda USD teachers are among the lowest paid in the County.

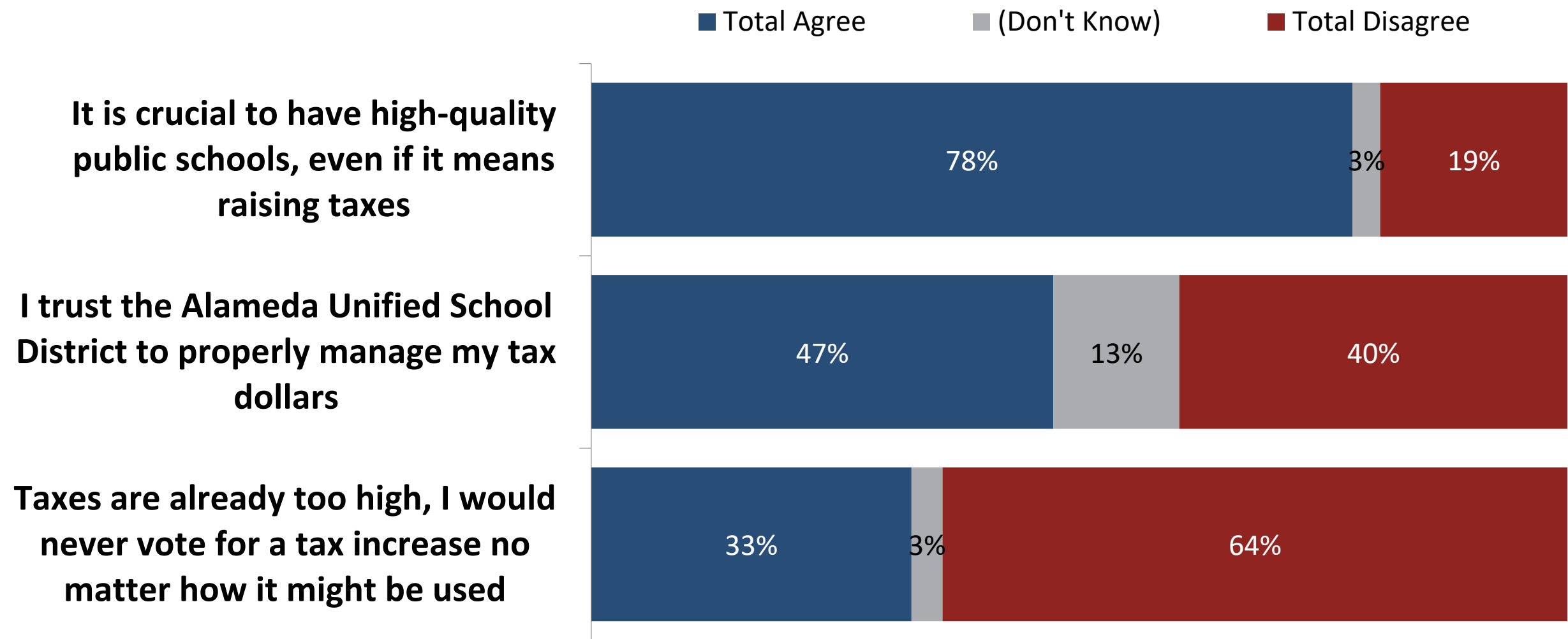
Agree/Disagree: "Teachers in Alameda Unified School District are among the lowest paid in the County."





# Tax Sentiment

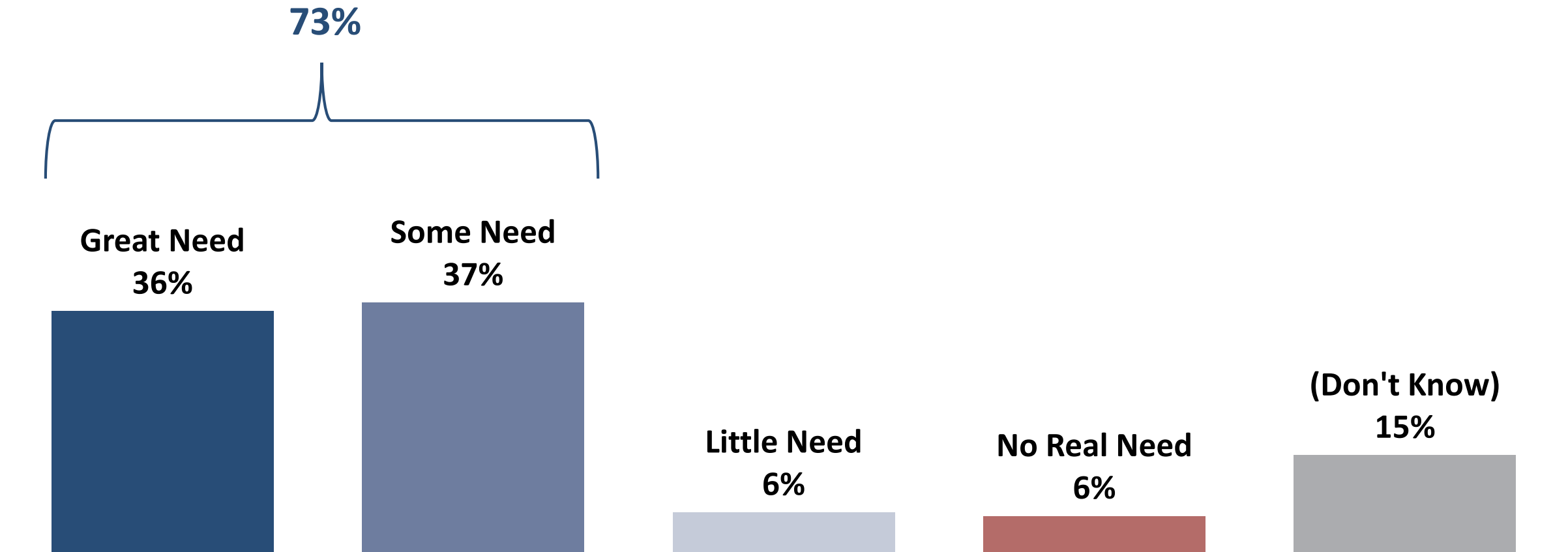
Many agree that quality schools are important even if it means raising taxes.



Q14-16. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

# Perceived Need for Funding

*Nearly three-quarters of voters think Alameda USD has at least some need for more money.*



Q12. Would you say that schools in the Alameda Unified School District have a great need for more money, some need for more money, little need for more money, or no real need for more money?

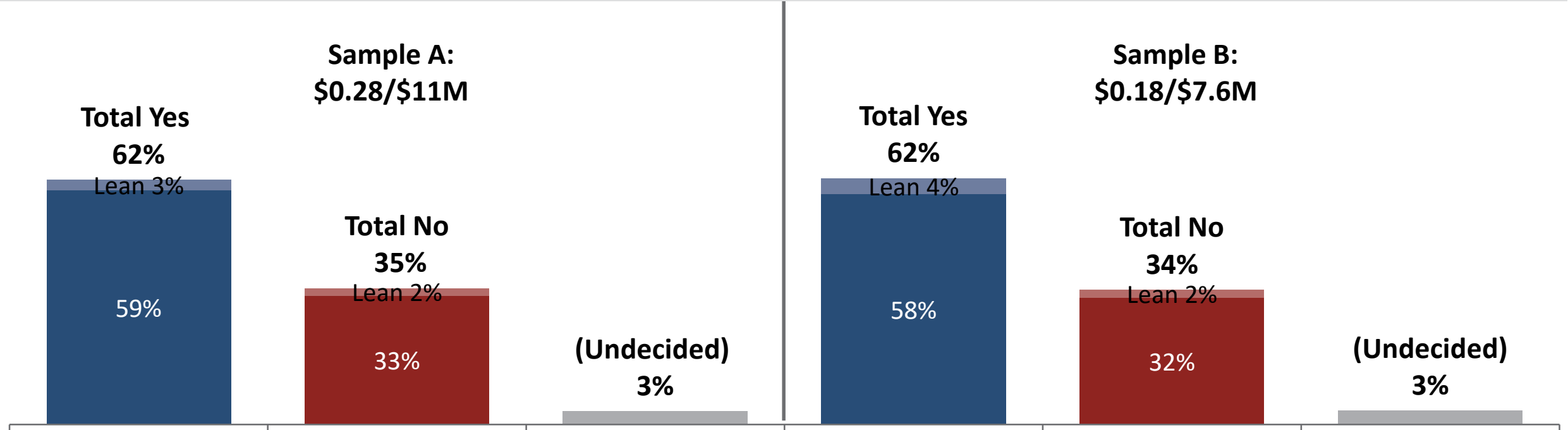


**Parcel Tax Measure**

# Parcel Tax: Initial Vote

Support today for a parcel tax measure falls below the two-thirds threshold required to pass and there is no difference in voter receptivity to the higher or lower amounts tested.

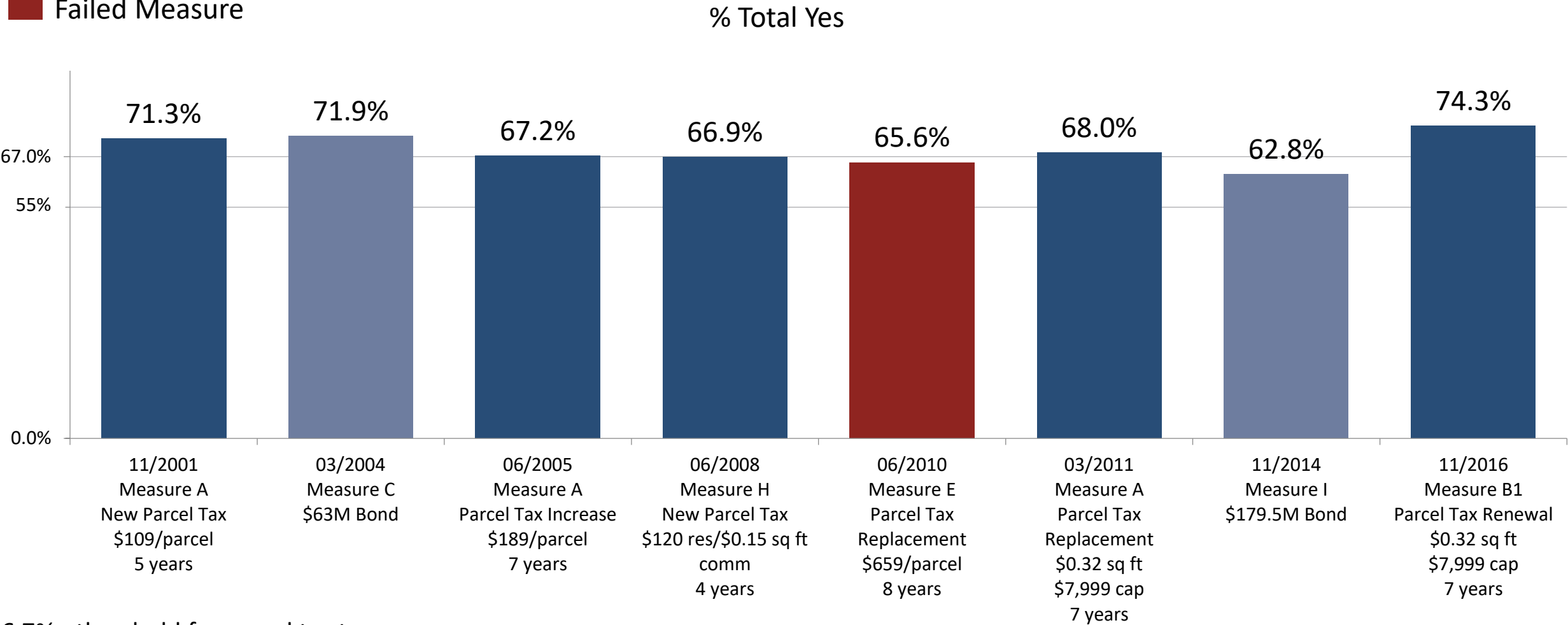
To maintain high-quality Alameda schools by attracting and retaining excellent Alameda Unified teachers and employees, making teachers' and employees' salaries and benefits competitive with local Districts, sustaining strong academic programs in reading, writing, math, arts, and sciences, shall an Alameda Unified School District measure to levy [SAMPLE A: \$0.28 /SAMPLE B: \$0.18] per square foot of building area per year, until ended by voters, with a \$7,999 cap per parcel, be adopted, raising [SAMPLE A: \$11,000,000 /SAMPLE B: \$7,600,000] annually with senior exemptions, audits, oversight, and all funds staying local?



Q13. I'd like to read you a measure that might be on a future ballot in Alameda.... If the election were held today, would you vote yes to approve or no to reject this measure?

# AUSD Recent Ballot Measures

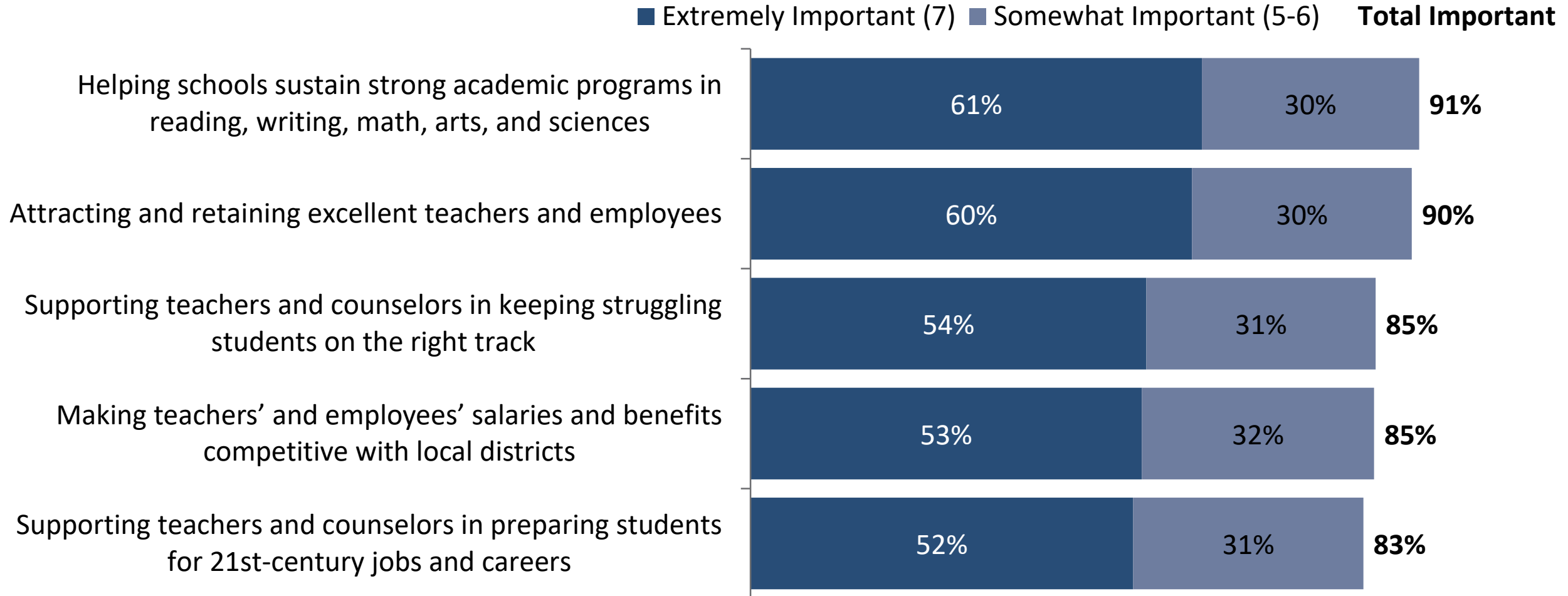
- Parcel Tax Measure Passed
- Bond Measure Passed
- Failed Measure



66.7% - threshold for parcel tax to pass  
55% - threshold for GO bond to pass

# Potential Parcel Tax Components

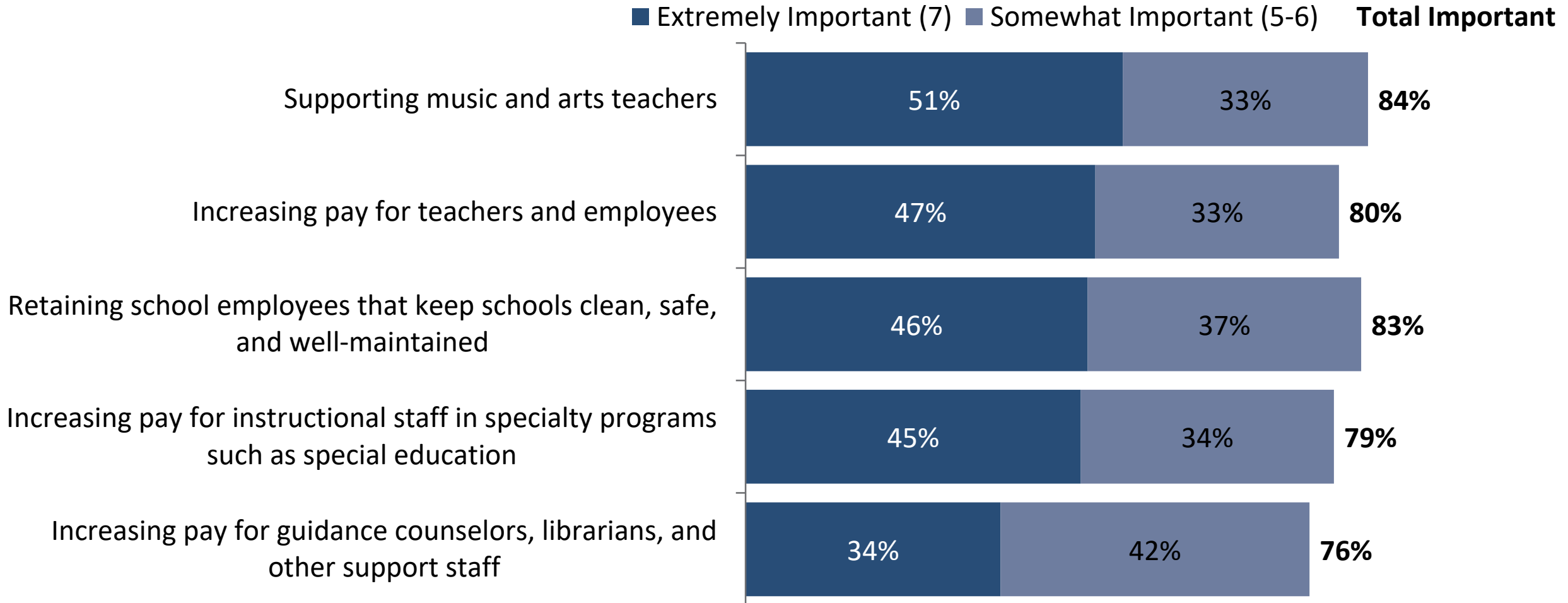
*Top voter priorities include helping to sustain strong academic programs and attracting and retaining teachers and employees.*



Q18-27. I'm going to read you a list of things the parcel tax could pay for. After each one, please rate how important that item is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

# Potential Parcel Tax Components

*Other components are also important to many voters; however, focusing exclusively on pay is not as important to voters as placing the pay in the context of competitive salaries or supporting academics.*

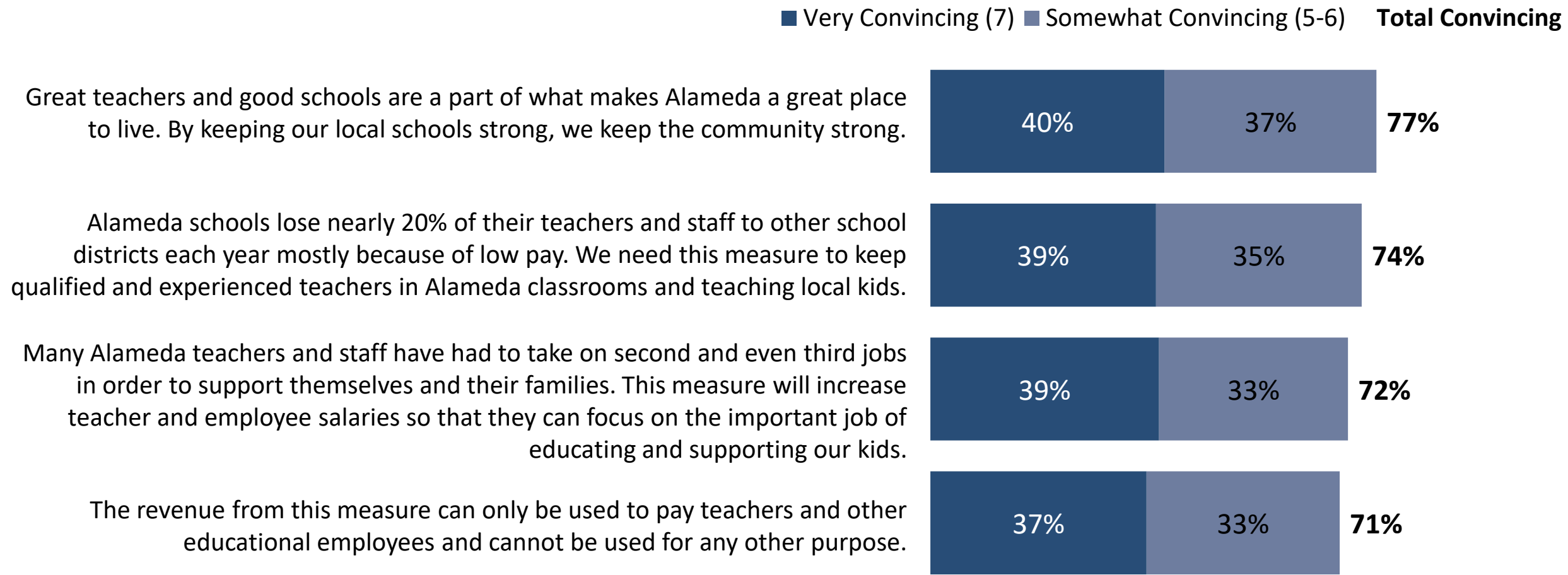


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# Additional Information

*Additional information resonates with voters, particularly about great teachers and good schools keeping the community strong, and the need to increase salaries to keep good teachers here and allow them to focus on educating.*



Q28-38. Next, I'd like to read you statements from people who support a proposed measure for the Alameda Unified School District. After you hear each statement, please tell me how convincing it is as a reason to vote for a parcel tax measure. Please use a scale from 1 to 7, where 1 means not at all convincing and 7 means a very convincing reason to vote for a parcel tax measure.

# Additional Information

*Other messages are also compelling to over two thirds of voters.*

■ Very Convincing (7) ■ Somewhat Convincing (5-6) **Total Convincing**

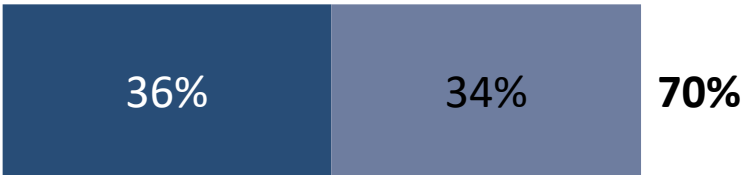
Nearly 80% of teachers and staff used to live in Alameda, but now less than half can afford to, and spend hours commuting from faraway communities. This measure will help the District to attract and retain the best teachers and staff and help them afford to live in the community where they work.



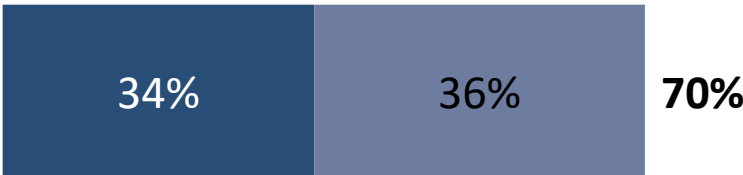
Alameda Unified School District teachers are among the lowest paid in the County. This measure will ensure our teachers are getting the pay they deserve.



This measure is structured to ensure that large commercial property owners pay their fair share to support our schools.



Annual audits and independent citizen oversight will ensure that all funds are spent right here in Alameda schools and cannot be taken away by the State.



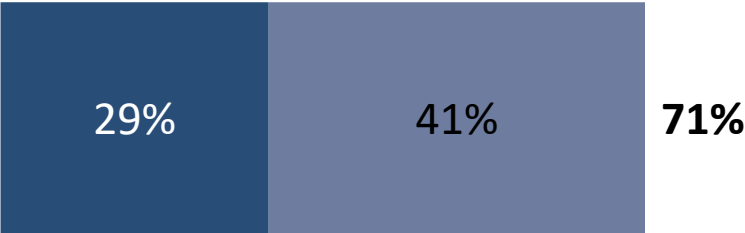
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# Additional Information

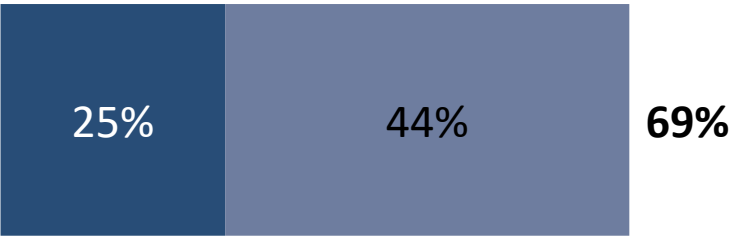
*The potential for teachers to go on strike is less compelling to voters.*

■ Very Convincing (7) ■ Somewhat Convincing (5-6) **Total Convincing**

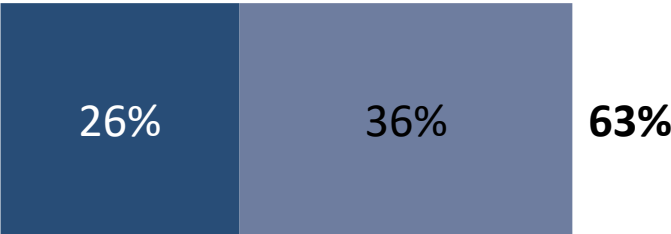
This measure will help the District retain the experienced Alameda teachers and staff that are the backbones of our schools and also serve as mentors and resources to the next generation of educators.



Alameda’s schools are doing a great job educating our children, thanks largely to our excellent teachers. This measure helps the District continue to provide high-quality schools and a top-notch education by attracting and retaining the best qualified teachers.



Recently, teachers in similar communities have gone on strike to demand higher compensation. This measure will increase teacher salaries so that we can avoid a strike, which would divide our community and hurt the quality of education for local students.



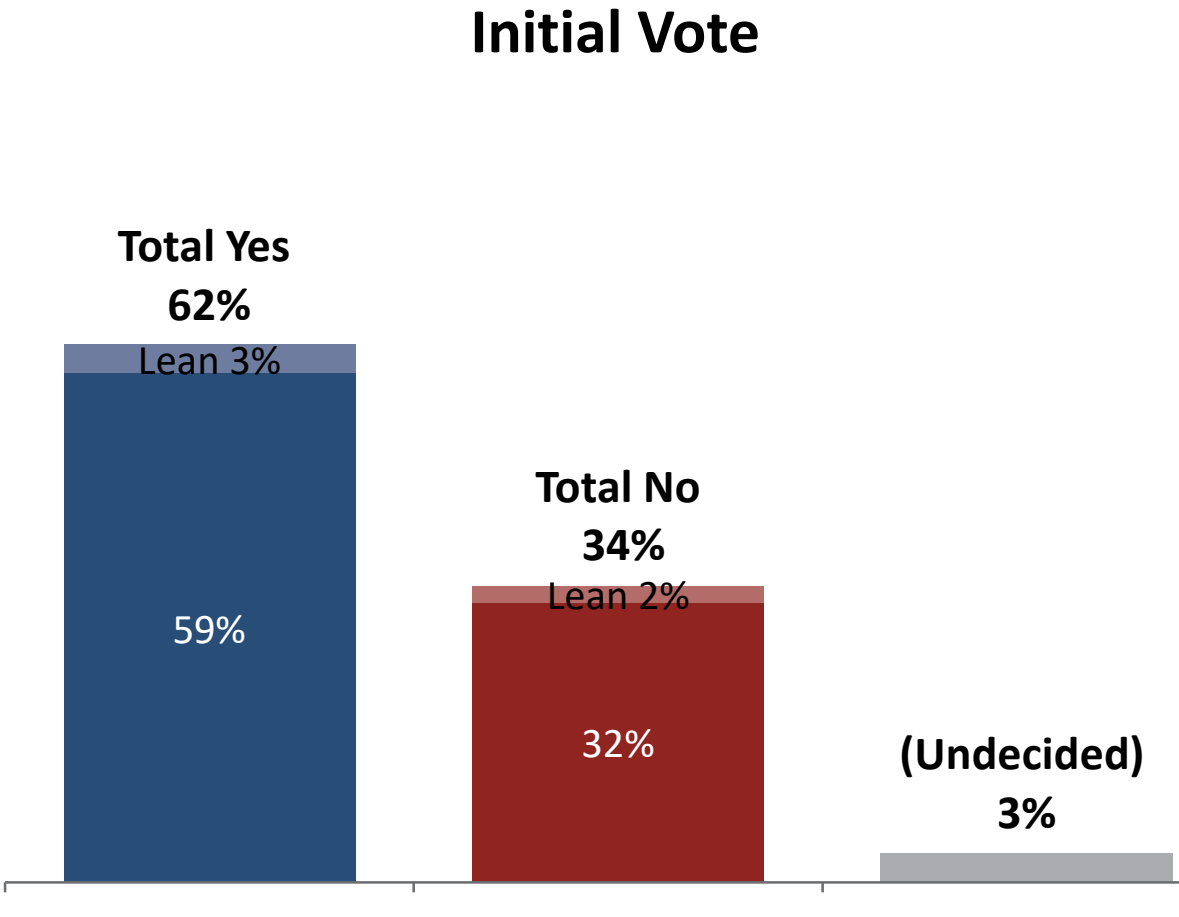
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# Vote After Additional Information

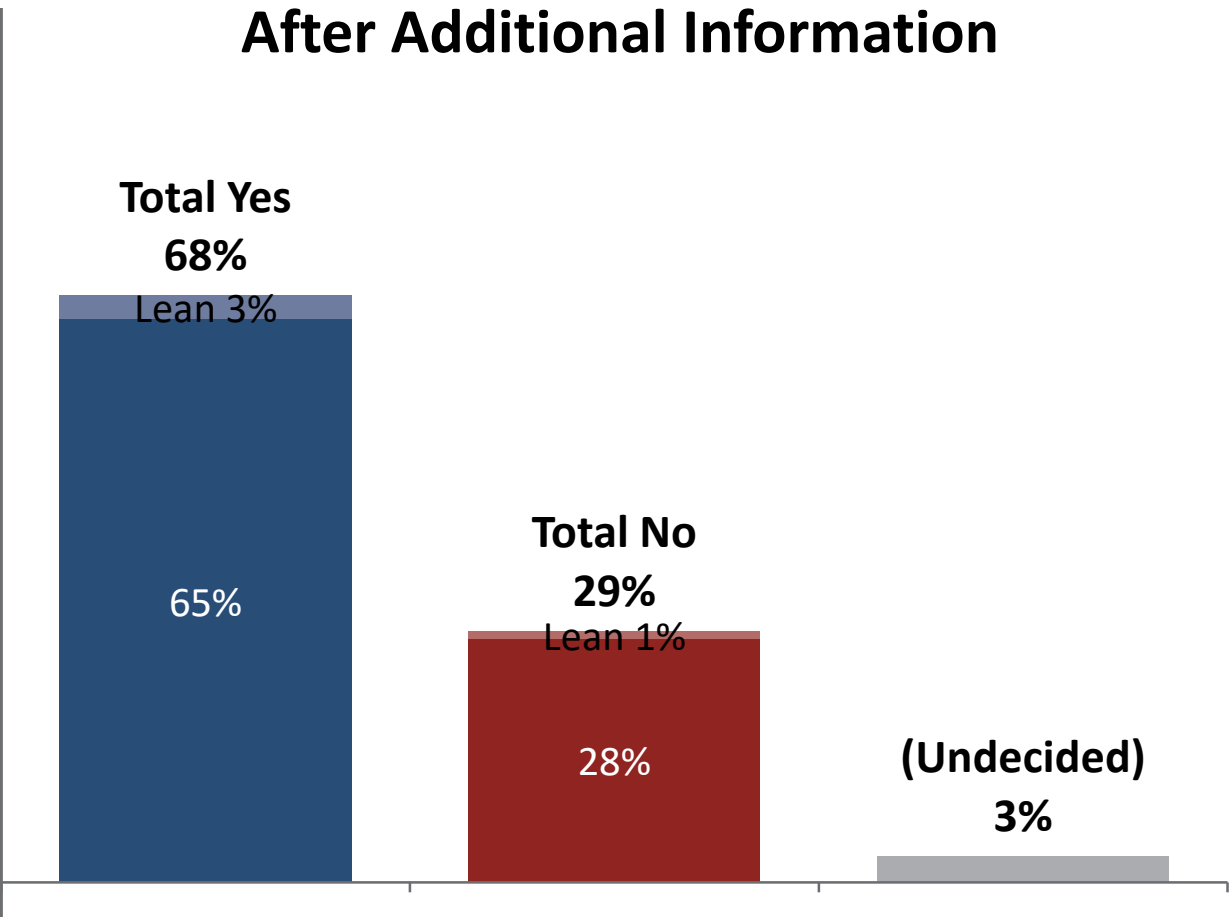
*Additional information boosts support for a measure.*

*Average of both ballot questions*

## Initial Vote



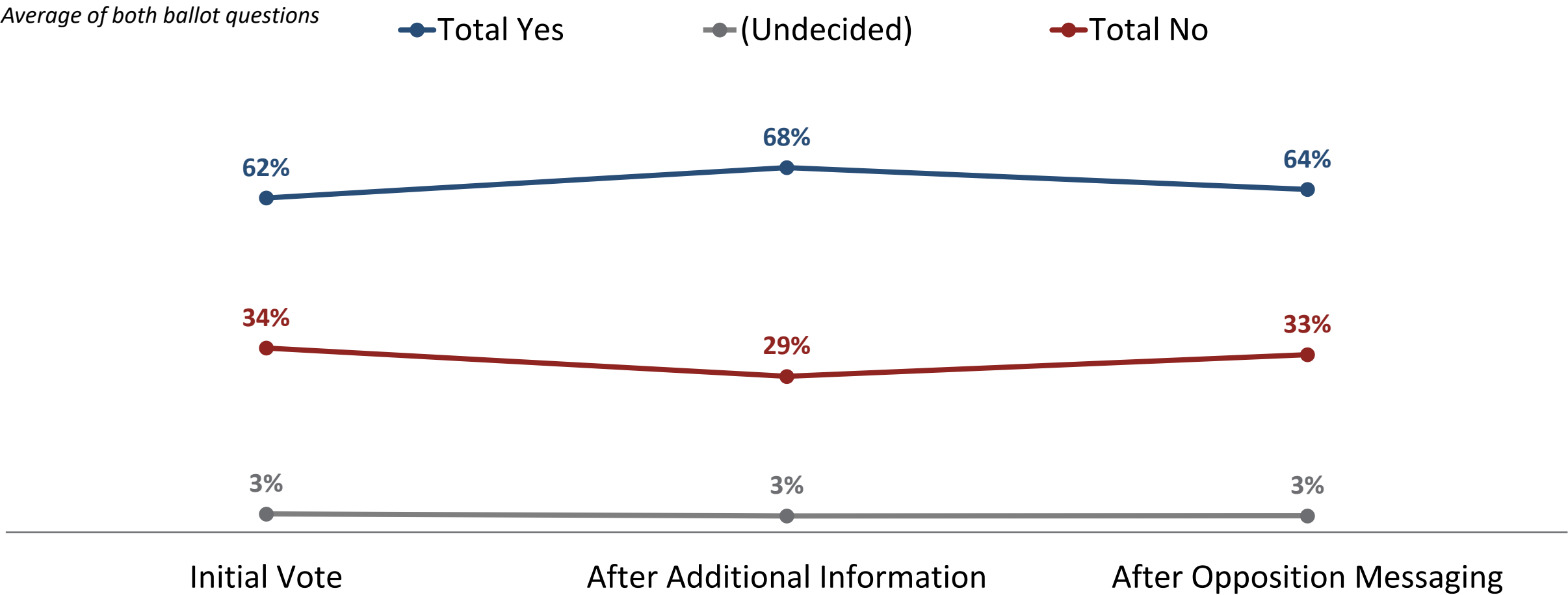
## After Additional Information



Q39. Some people change their minds in a survey like this. Given everything you've heard, I'd like to read you the measure again.... If the election were held today, would you vote yes to approve or no to reject this measure?

# Vote Progression

*After hearing statements in opposition to the measure that focused on existing taxes, cost of living concerns for local families and businesses, and the lack of a sunset, the measure loses some support.*

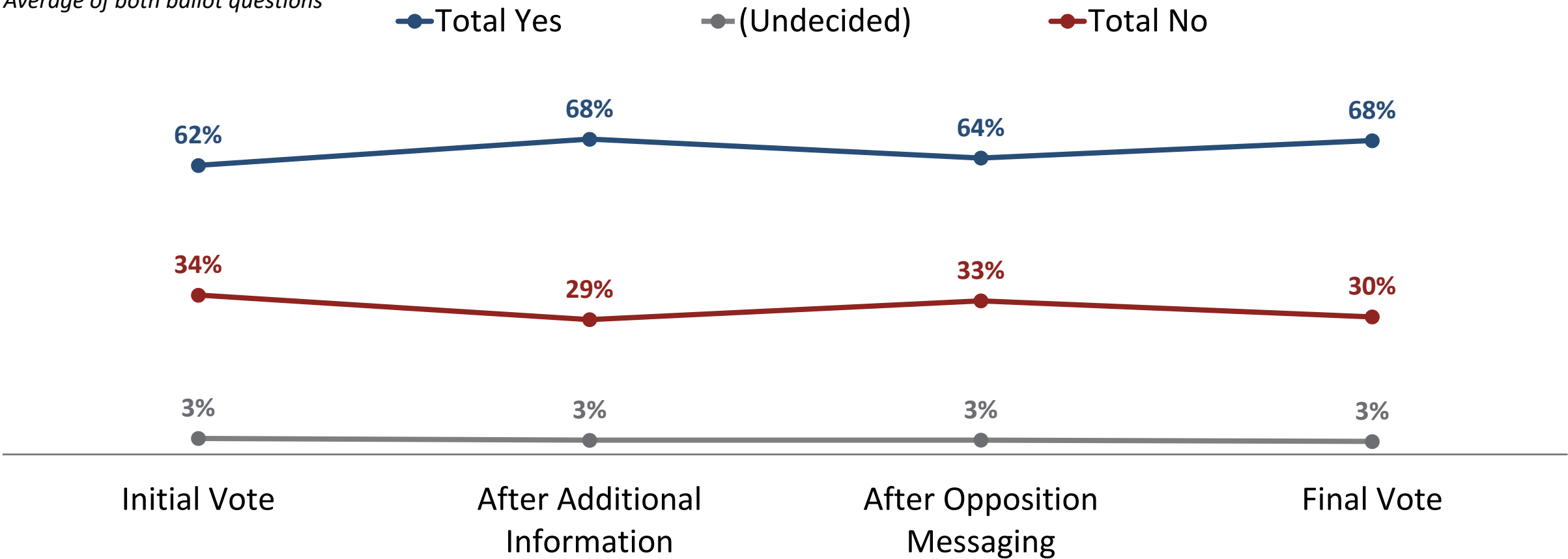


# Sunset Provision

*The inclusion of a sunset provision bolsters support for a measure.*

*Some people say a measure like this should have an end date; if this wasn't a permanent measure but instead expired after 7 years would you vote yes to approve or no to reject the proposed measure for Alameda Unified School District?*

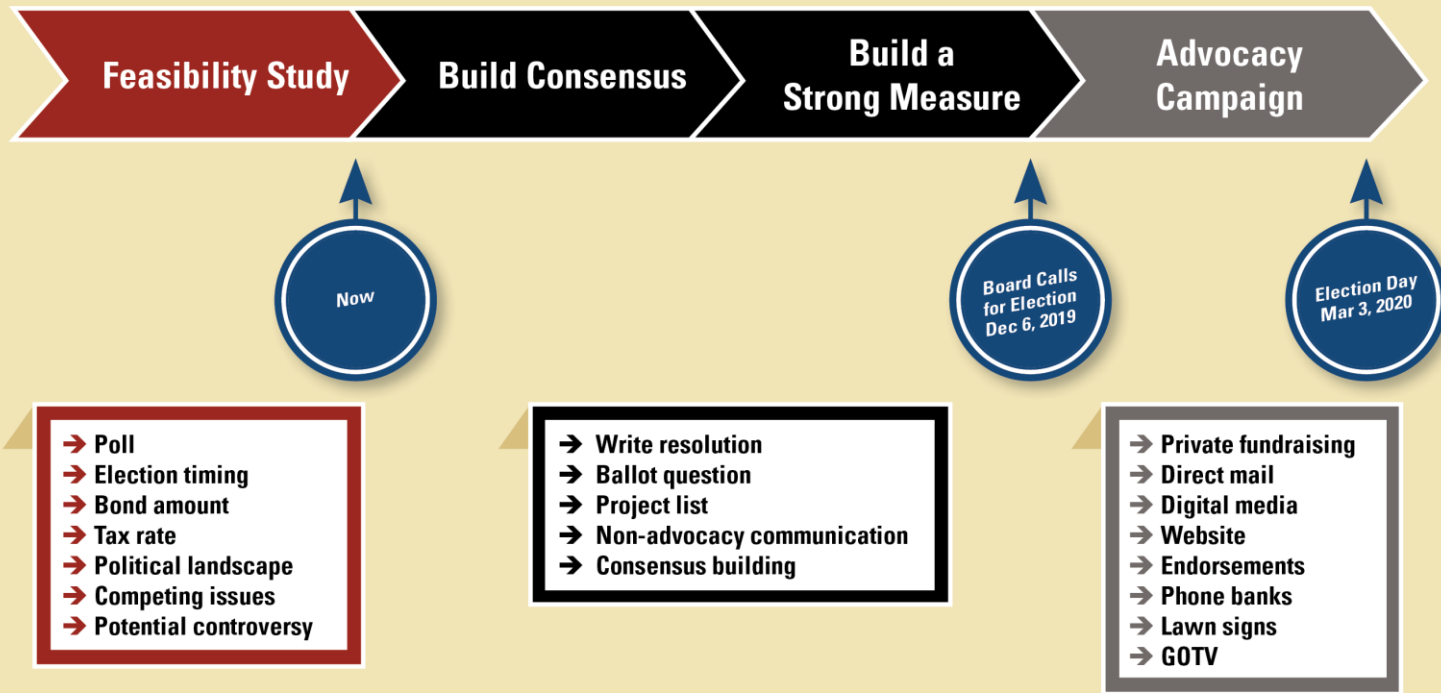
*Average of both ballot questions*



- ▶ A parcel tax measure to support competitive pay and benefits for AUSD teachers and staff is potentially feasible for the March 2020 ballot.
- ▶ Voters are most interested in a measure to improve pay when it is directly connected to the District's ability to retain excellent teachers and staff in local schools and continue to provide quality educational and support programs.
- ▶ The area's high cost of living is a double-edged sword—while voters are aware that the District's teachers and staff may be inadequately compensated, many are likely facing the same hardship themselves and are reticent to increase their own taxes.
- ▶ The no-sunset provision may be a vulnerability; including a sunset may be important.
- ▶ A robust, privately funded communications effort is strongly recommended to ensure voters understand the need for and benefits of a measure.



# March 2020 Parcel Tax Timeline





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