



Alameda Unified School District

Survey of Likely Voters

*Summary of Research Results
Presented to AUSD Board of Education
September 28, 2021*

- ▶ Survey of likely November 2022 voters in Alameda Unified School District
 - Results in this report generally represent the November 2022 likely electorate; for select questions, a June 2022 electorate is modeled as well.
- ▶ Mixed-mode telephone/web methodology
 - Phone interviews conducted by trained, professional interviewers; landlines and mobile phones included
 - Email and text message invitations to complete the survey online
- ▶ Survey conducted August 2 - 9, 2021
- ▶ 600 interviews; overall margin of error ± 4.0 percentage points
- ▶ Survey was offered in English and Chinese
- ▶ Where applicable, results compared with prior voter surveys in the district of similar sample sizes.
 - Methodological changes over time may impact the reliability of tracking data, but general trends are observable.

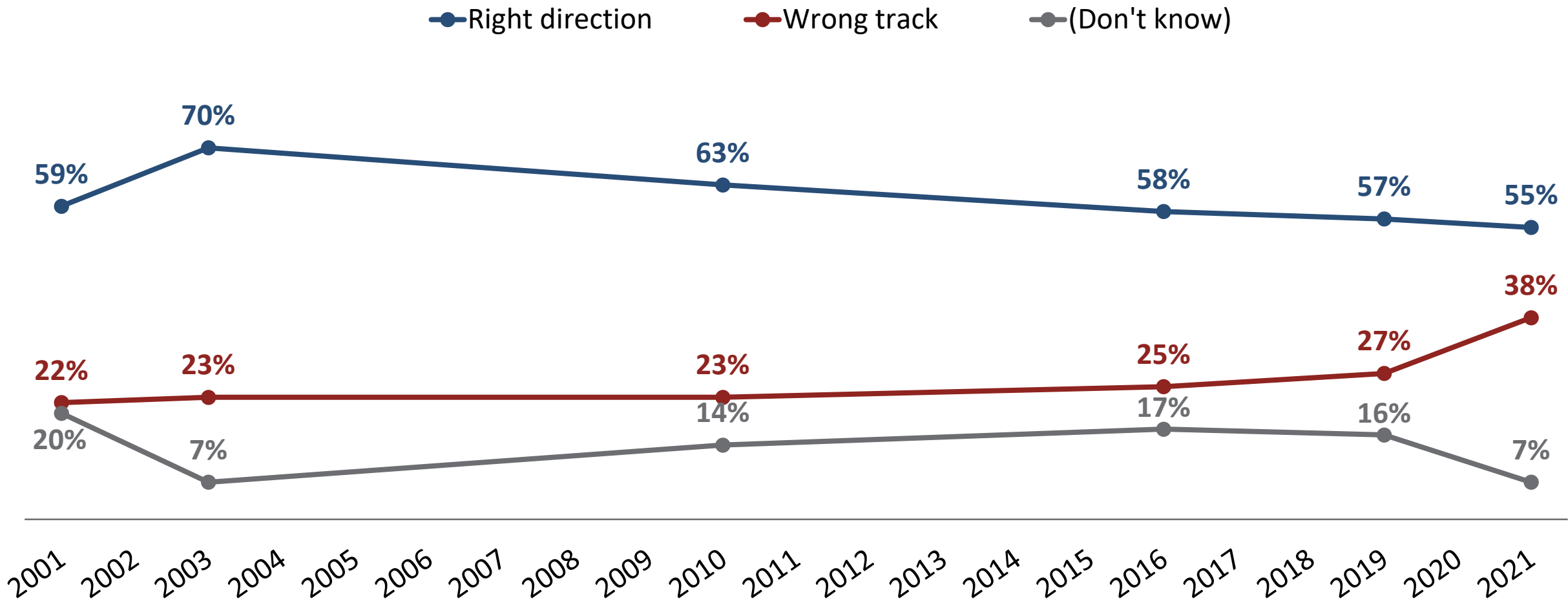
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ **Voters in Alameda are positive** about the direction of the area and rate the job Alameda Unified School District is doing positively.
- ▶ Voters also **recognize the need for additional funding** for the District, and three-quarters agree that high-quality schools are crucial, even if it means raising taxes.
- ▶ A potential bond measure for the District is **supported by nearly three-in-five voters**, with support consistent across November or June 2022 election models.
- ▶ Interest is high for a **wide range of investments**, including improvements to classrooms and science labs to support high-quality academic programs and prepare students for college and careers, keeping schools well maintained, addressing basic health and safety needs, and updating facilities used for programs like arts, music, and athletics.

Right Direction/Wrong Track: Alameda

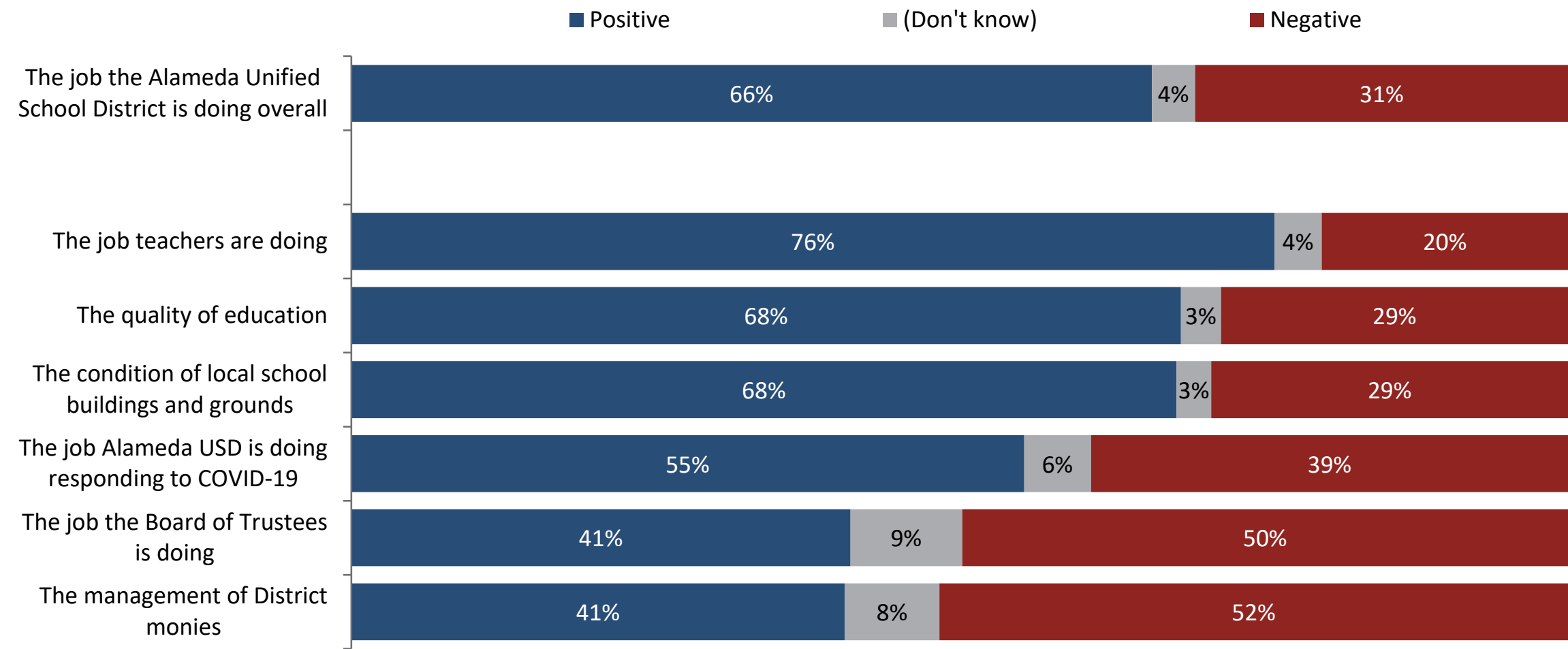
Just over half of voters feel things in Alameda are going in the right direction.



Q4. Do you think things in Alameda are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

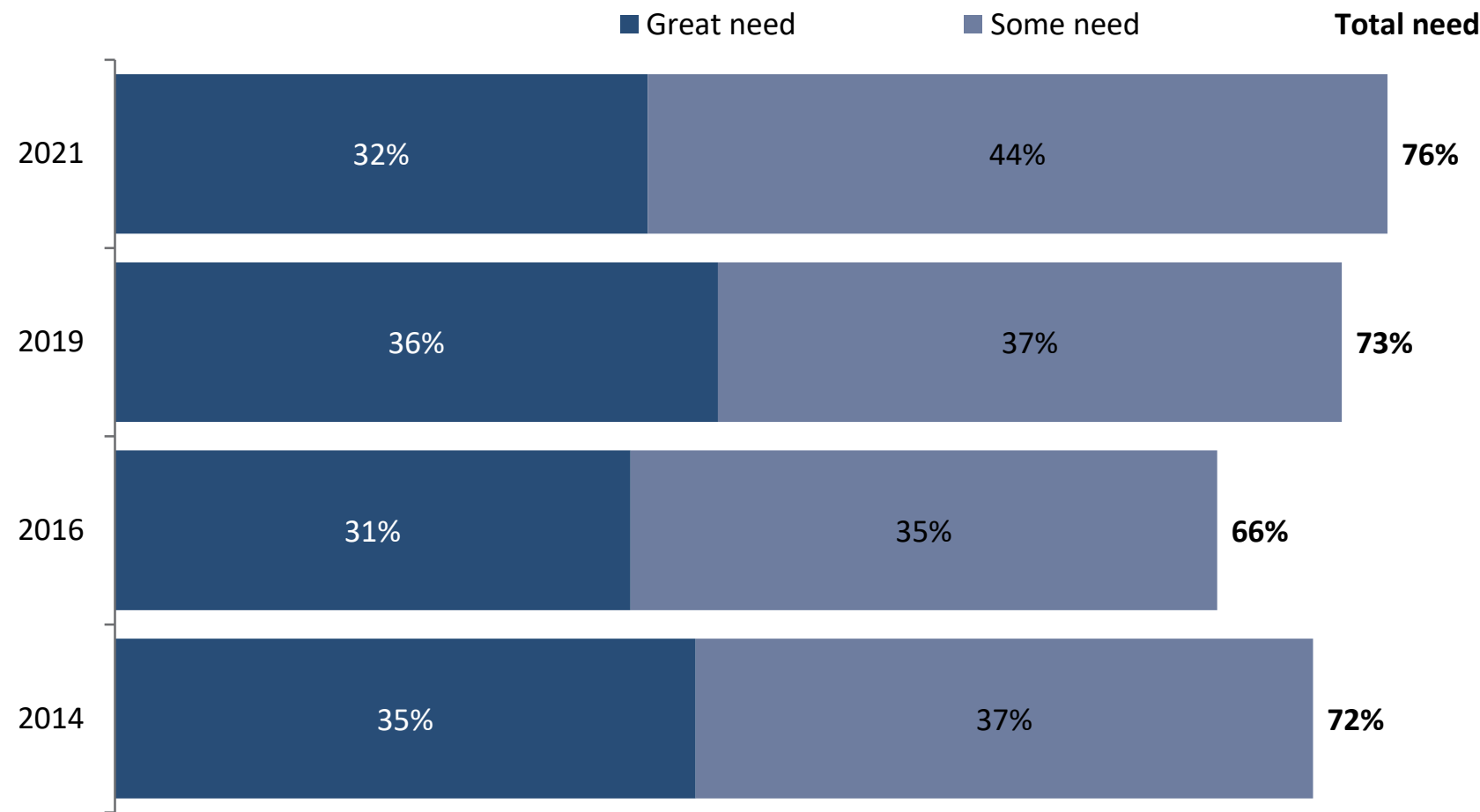
District Ratings

Two thirds give AUSD a positive job rating overall, and three quarters give teachers positive ratings. Ratings for buildings and grounds are generally positive, but not strongly held.



AUSD Need for Additional Funding Over Time

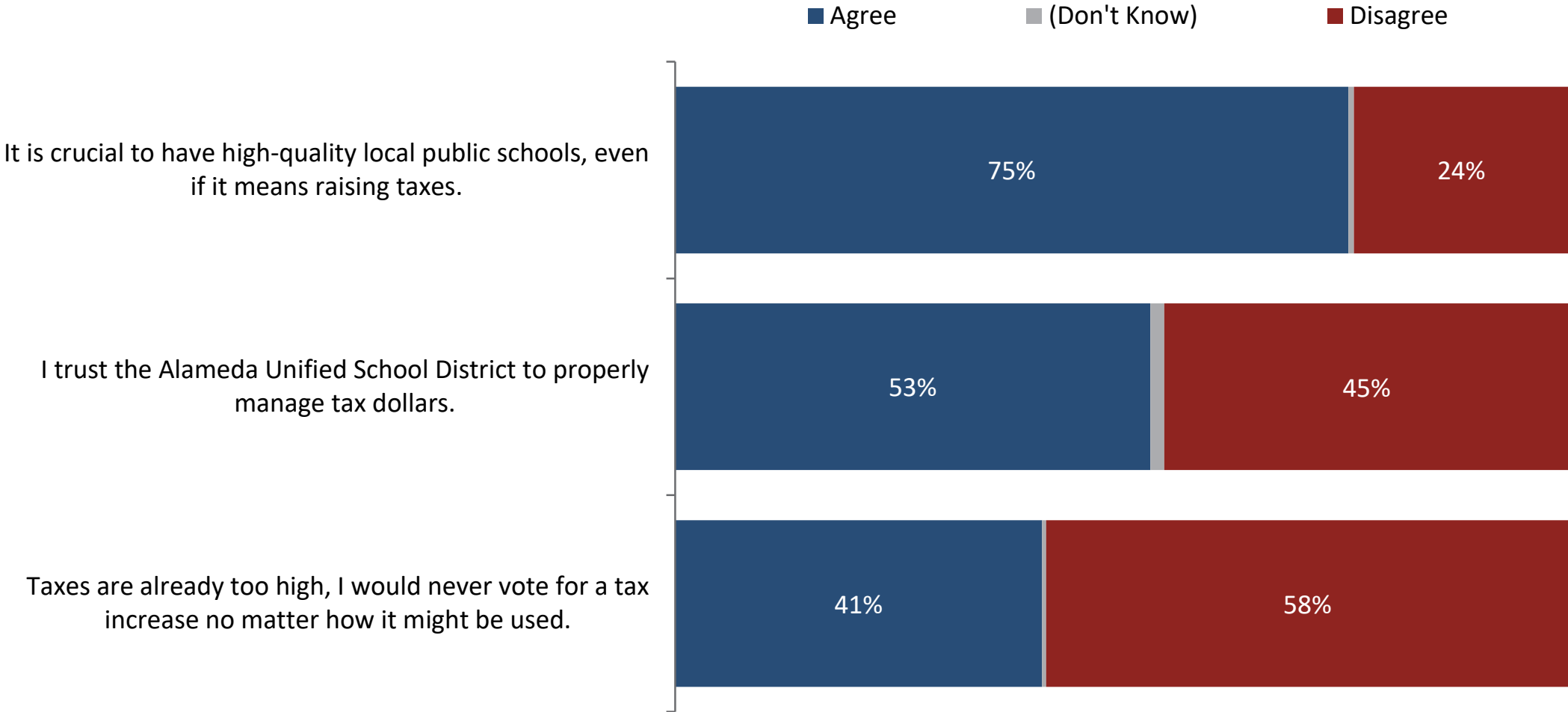
Three quarters of voters feel the schools in Alameda Unified School District have at least some need for more money.



Q5. 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?

Tax Sentiment

Three quarters value high-quality public schools enough to consider raising taxes, while just two in five are inclined to vote against any tax increase.

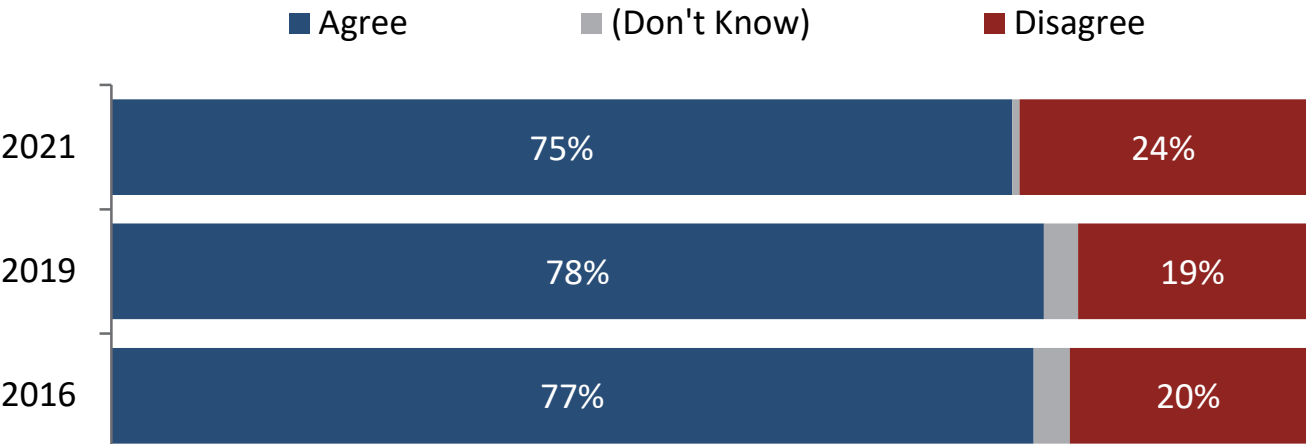


Q15-17. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Tax Sentiment Over Time

There is some evidence of increased tax aversion among District voters.

It is crucial to have high-quality local public schools, even if it means raising taxes.



Taxes are already too high, I would never vote for a tax increase no matter how it might be used.

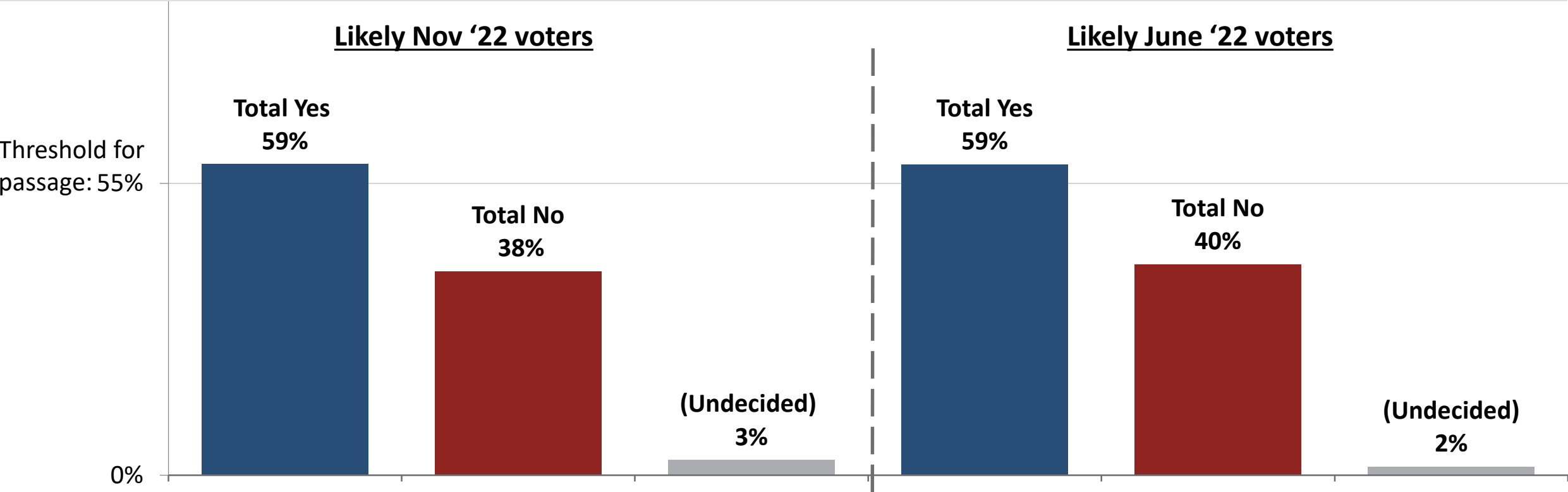


Q15-17. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Bond Measure: Support Today

Nearly six-in-ten voters say that they would vote yes on the measure today. The difference in support between a June or November electorate is negligible.

To upgrade local classrooms and science labs for high quality education; improve earthquake safety and school security; update career training facilities and equipment for careers in science, technology and media; and renovate, acquire, construct classrooms, sites, facilities, equipment, shall Alameda Unified School District issue \$298 million in bonds at legal rates, raising approximately \$13.5 million annually at an estimated \$56 per \$100,000 of assessed value while bonds are outstanding, with annual audits, independent oversight, no money for administrators, and all funds used locally?



Q13. There may be a measure on the ballot next year that reads as follows...
If the election were held today, would you vote yes to approve or no to reject this measure?

Justification for Support/Opposition

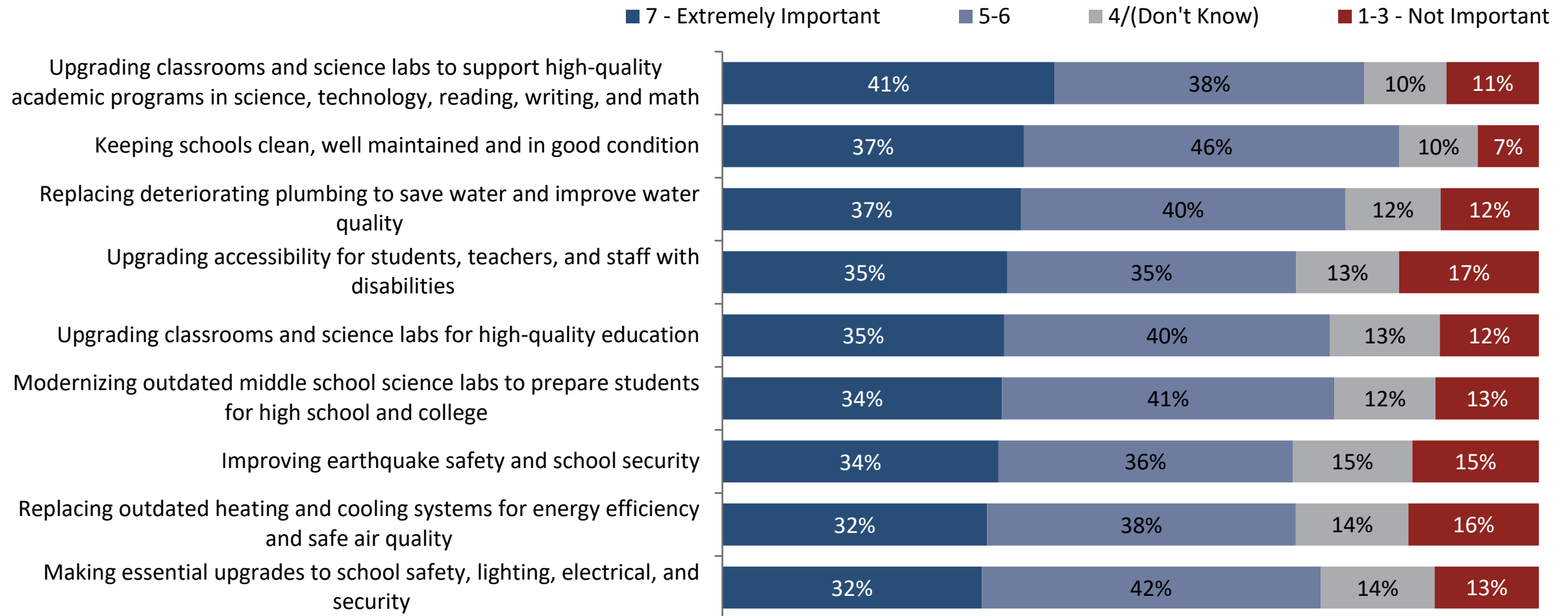
General support for school funding and investment in schools are driving support for a measure, while opposition is largely driven by financial management concerns and general tax aversion.

Reason for Voting Yes (59%, n=362)	% of Yes
Education is a priority/Kids are a priority	24%
Maintenance/Upgrades/Safety	19%
Schools are underfunded/need more money	16%
Schools deserve our support/Generally support of funding schools	8%
Good investment/Good schools improve the community	8%
General positive	5%
Programs/careers for kids	4%
Teacher-related	4%
Approve of bonds/The bond language	4%
Other	5%
Not sure/Don't know	1%
No response	1%

Reason for Voting No (38%, n=223)	% of No
District needs to better manage existing funds	23%
Taxes are already too high/Too much burden on homeowners	22%
Schools always keep asking for more money	10%
No need for additional funding	9%
Need more information/Need to know where the money will go	8%
Disagrees with the content of the measure	7%
Public sector spends too much money/Corrupt	6%
Other	10%
Not sure/Don't know	2%
No response	3%

Top Bond Measure Priorities

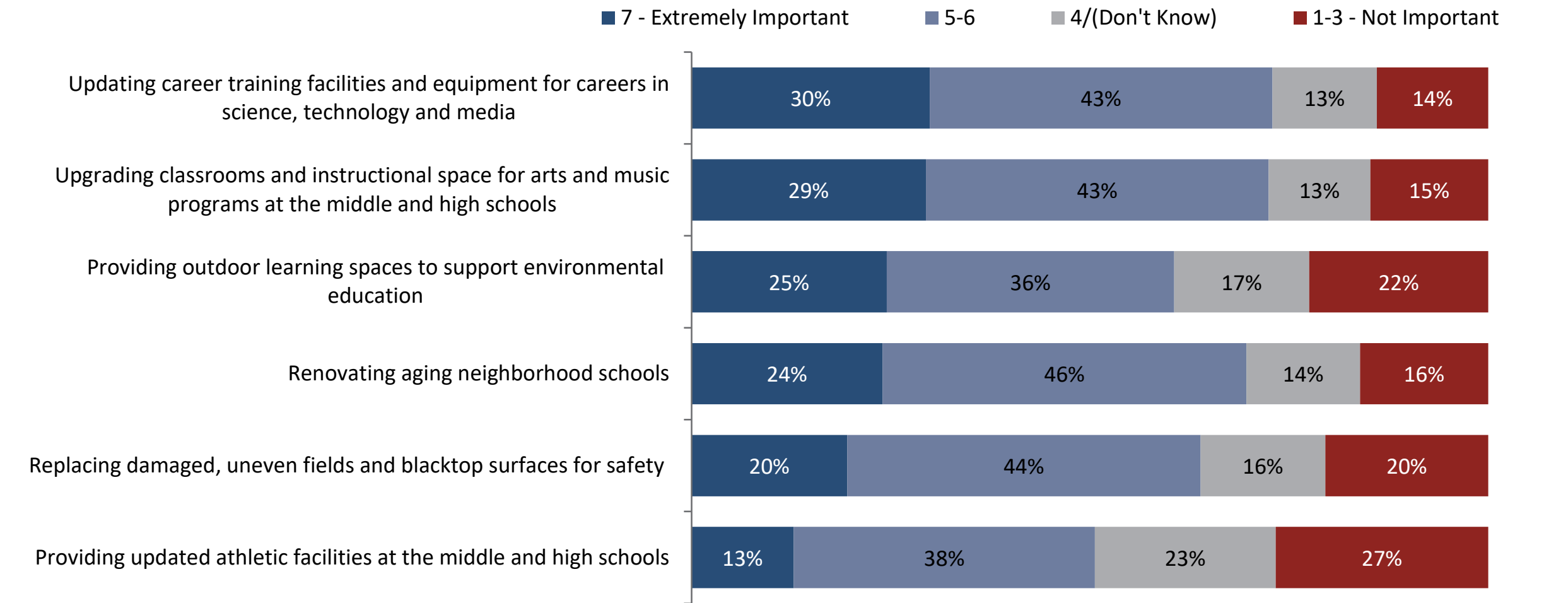
Upgrading classrooms and keeping schools in general good repair are among the top voter priorities for a measure.



Q18-32. I'm going to read you a list of projects that could be funded by an Alameda Unified School District bond measure. After each one, please rate how important that project is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Additional Bond Measure Priorities

Other priorities for the bond measure are rated lower. Athletic facilities are important to a narrower set of voters than other improvements, but few voters find those improvements unimportant.

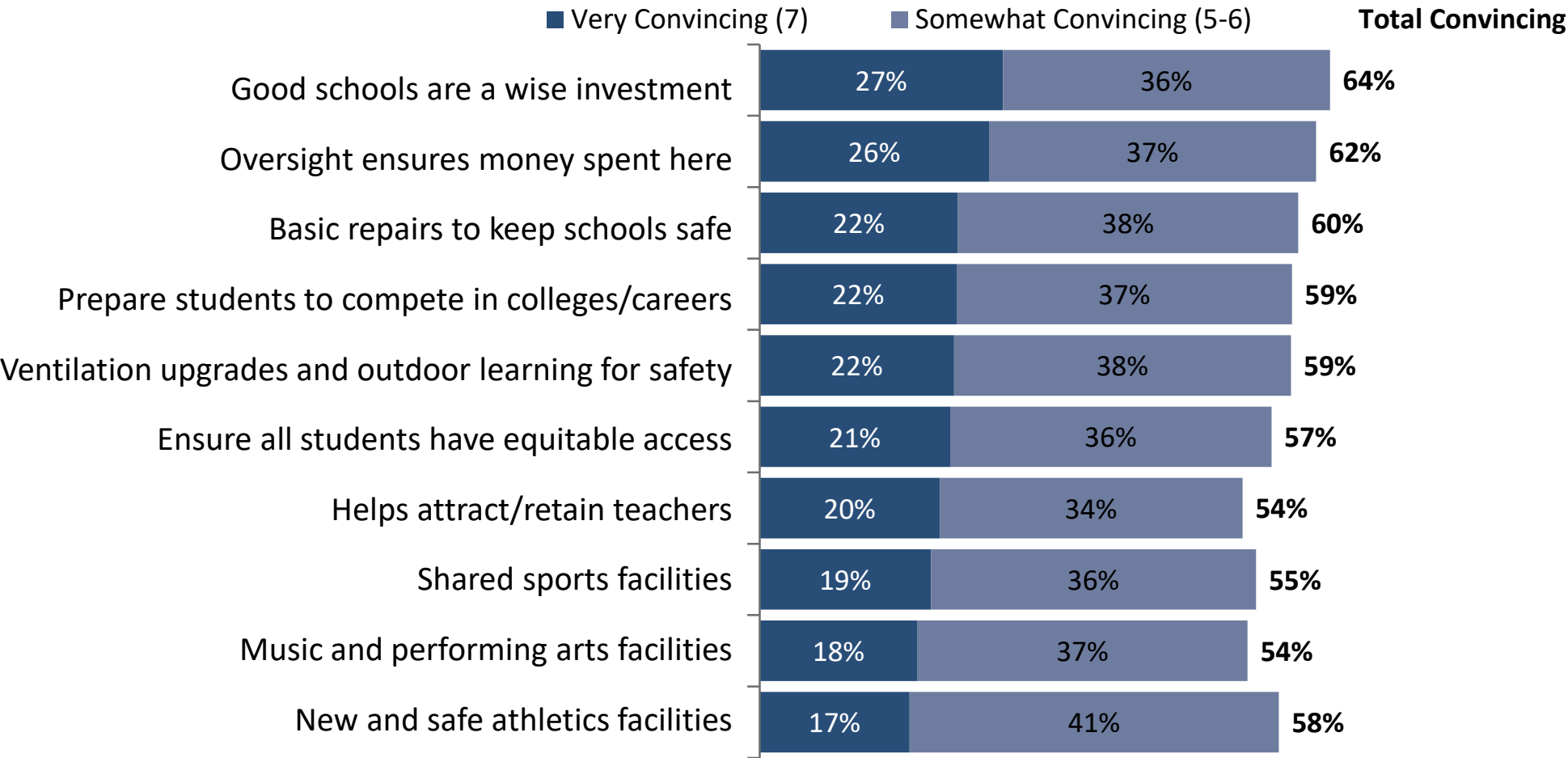


Q18-32. I'm going to read you a list of projects that could be funded by an Alameda Unified School District bond measure. After each one, please rate how important that project is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Impact of Information

Investing in schools, ensuring schools are in good repair, ensuring safe facilities, and strong oversight are all significant reasons voters support a potential bond measure.

Text of messages condensed
for presentation.

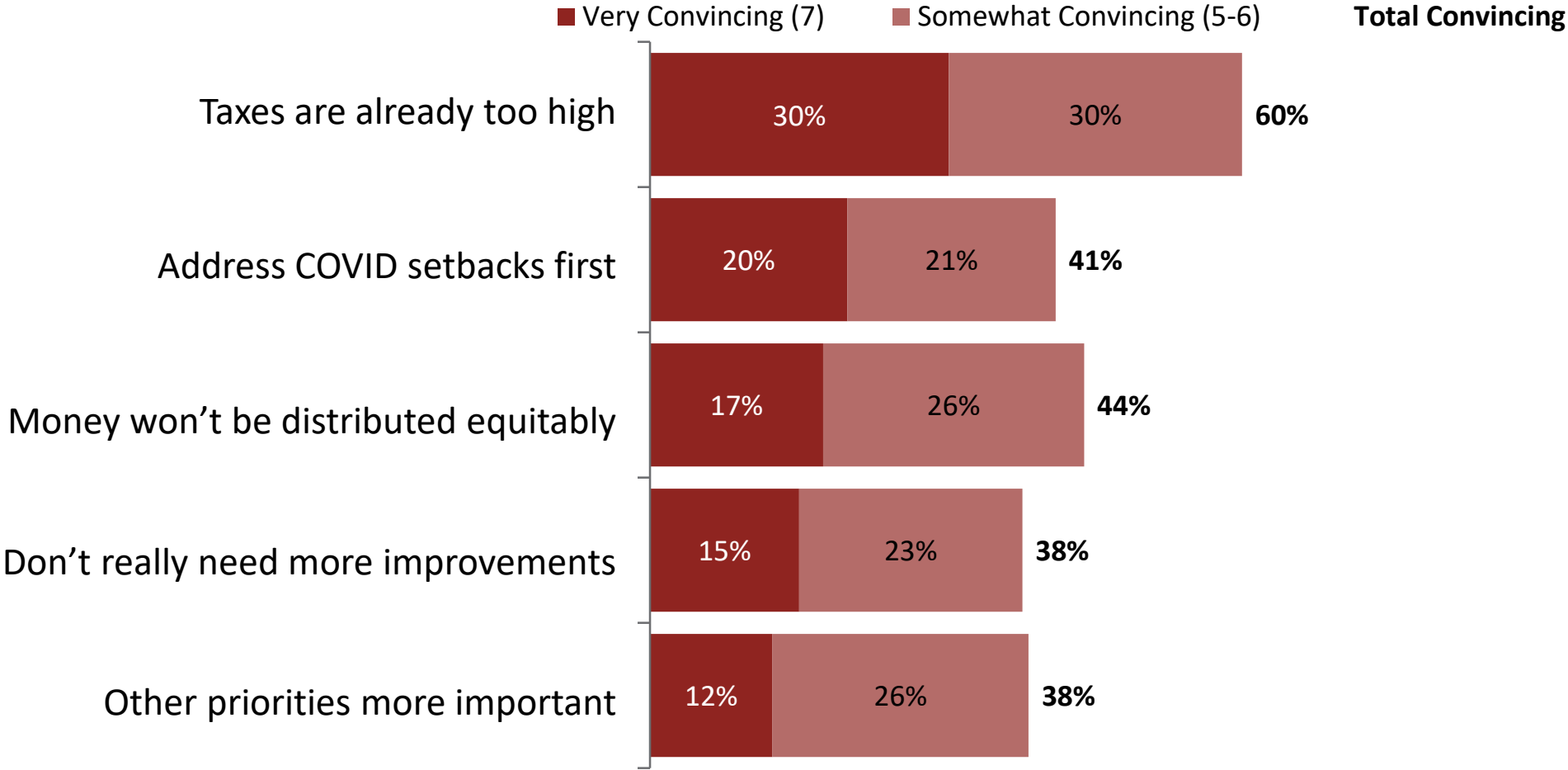


Q33-42. Next, I'd like to read you statements from people who support a bond measure for the Alameda Unified School District. After each, please tell me how convincing it is as a reason to vote for the bond measure, using a scale from 1 to 7, where 1 means not at all convincing and 7 means a very convincing.

Impact of Opposition

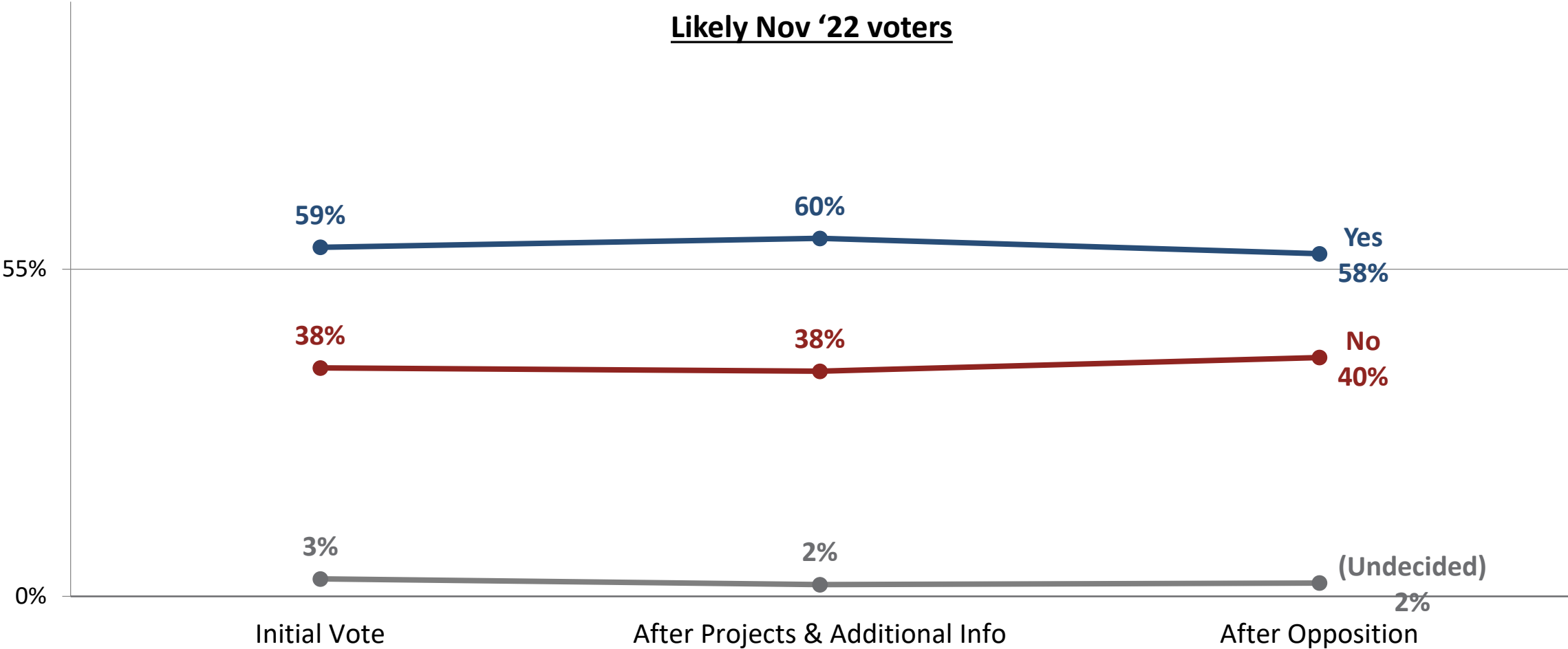
Reminding voters about the burden of school taxes on homeowners at a challenging time is compelling to many voters.

Text of messages condensed
for presentation.



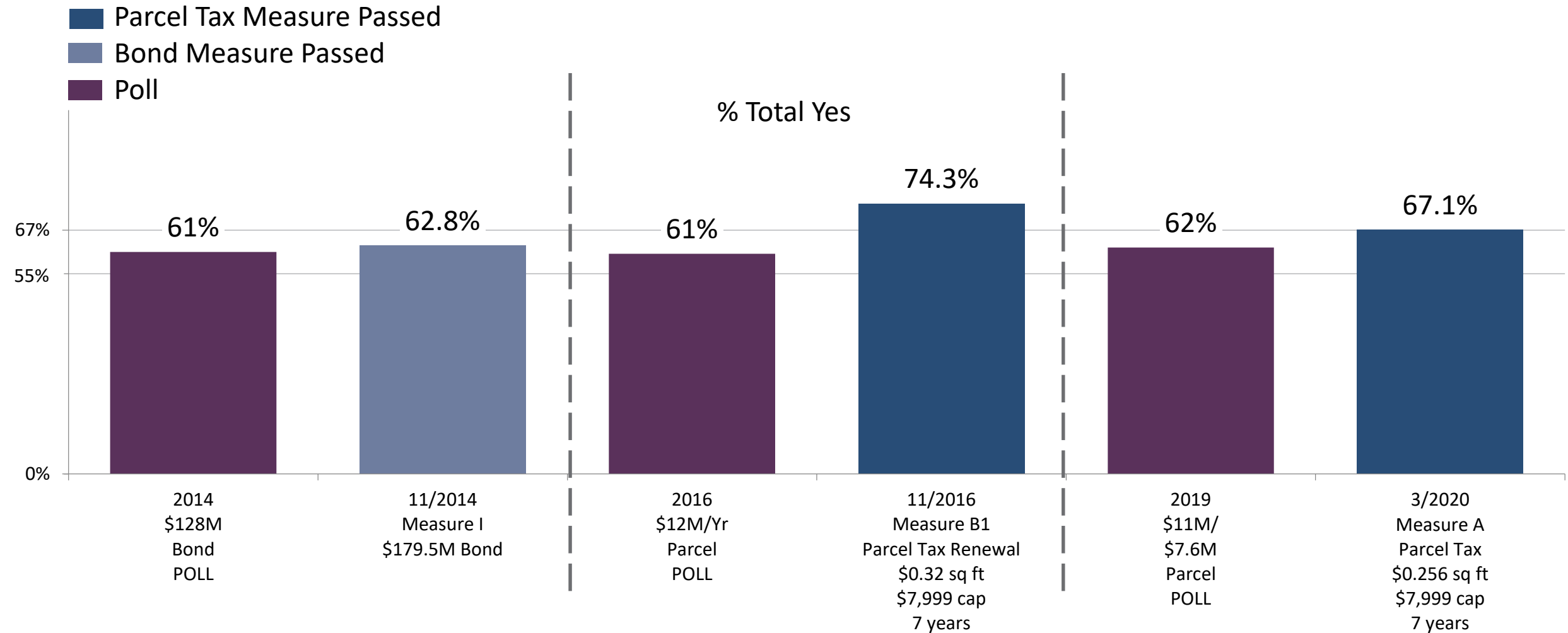
Vote Progression

Exposing survey participants to additional information does little to change the level of support or opposition to the potential measure. The June election model showed the same pattern.



AUSD Recent Ballot Measures

AUSD has historically outperformed polling numbers.



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

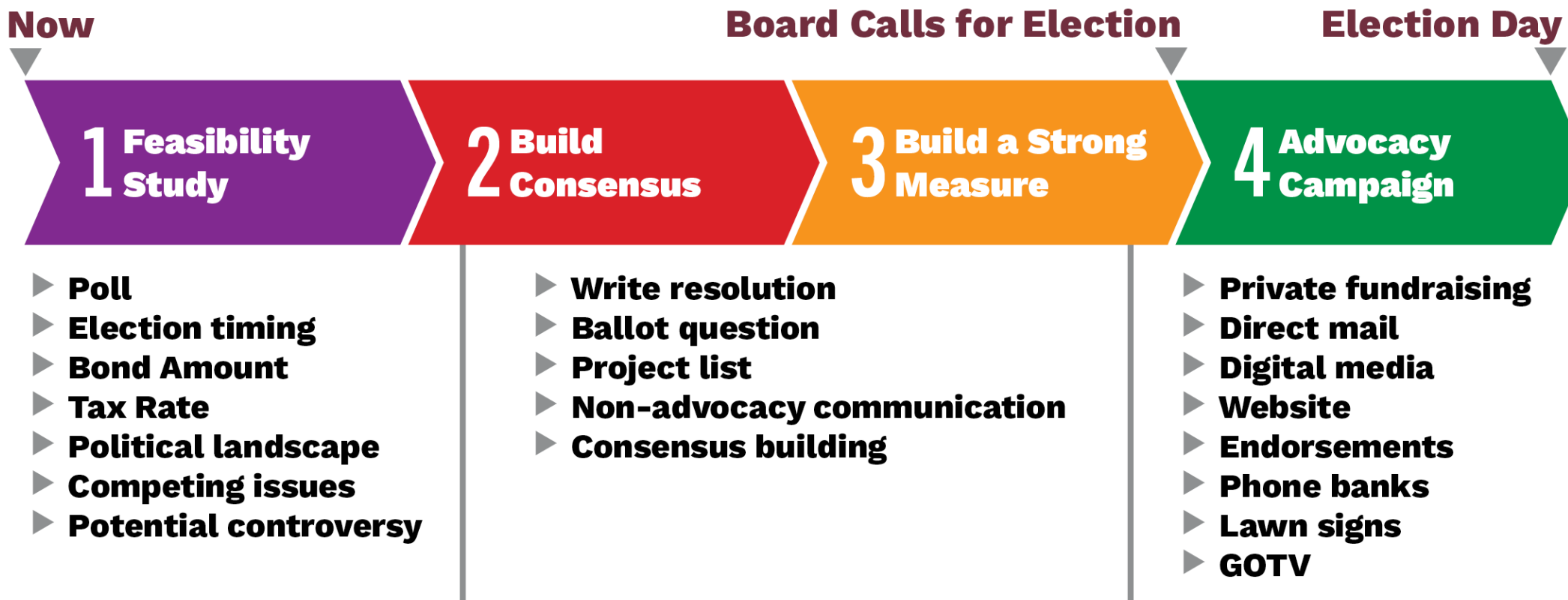
- ▶ A bond measure for the 2022 ballot appears to be feasible with a majority of voters identifying a need for additional funding, valuing investments in school facilities, and supporting the measure.
- ▶ There is little difference in support for the measure between likely November 2022 voters and likely June 2022 voters.
- ▶ Interest is high for a wide range of investments, including improvements to classrooms and science labs to support high-quality academic programs and prepare students for college and careers, keeping schools well maintained, addressing basic health and safety needs, and updating facilities used for programs like arts, music, and athletics.
- ▶ Sensitivity to taxes and general concerns about spending are potential vulnerabilities for a bond measure in the current environment, but support is consistently above the threshold even with that context.
- ▶ The District should continue to communicate the need for this measure by highlighting the connection between schools and community, the state of good repair needs that are important to ensure health and safety, and the enhancements it would bring to high-quality education in the District.

Recommended Next Steps

- ▶ Begin public outreach and engagement process in order to solicit community feedback, educate key stakeholders and develop the bond project list
 - Informational communications sent to all registered voters via direct mail and digital channels
 - Updates to the District's website and social media accounts
 - Development of an FAQ and informational presentation
- ▶ Site meetings to gather community input for bond priorities
- ▶ Using feedback from public outreach, begin crafting the necessary legal documents in early 2022, including:
 - 75-word ballot statement
 - Bond project list
 - Tax rate statement
- ▶ First reading of resolution in January for input from Board and public
- ▶ Board adopts resolution calling election ahead of the March 11 deadline



2022 Bond Measure Planning Timeline





PROPS & MEASURES
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