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West Contra Costa Unified School District: Revenue Measure Tracking Survey

June 29, 2016

West Contra Costa Unified School District commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the public's perceptions of whether the District is providing a quality education to students and effectively managing public funds;
- Assess potential voter support for a parcel tax measure to maintain quality education with funding that cannot be taken by the State;
- Prioritize programs to be funded with the proceeds;
- Test the influence of supporting and opposing statements;
- Identify the rate and duration differences; and
- Segment the data by demographic and/or voter behavioral characteristics.

- Data Collection Telephone and Online Interviewing
- Universe 81,484 likely November 2016 voters in the West Contra Costa Unified School District
- Fielding Dates June 9 through June 20, 2016
- Interview Length 18 minutes
- Sample Size 581 (online=278; cell=119; landline=184)
- Margin of Error $\pm 4.05\%$ (split samples $\pm 5.7\%$)

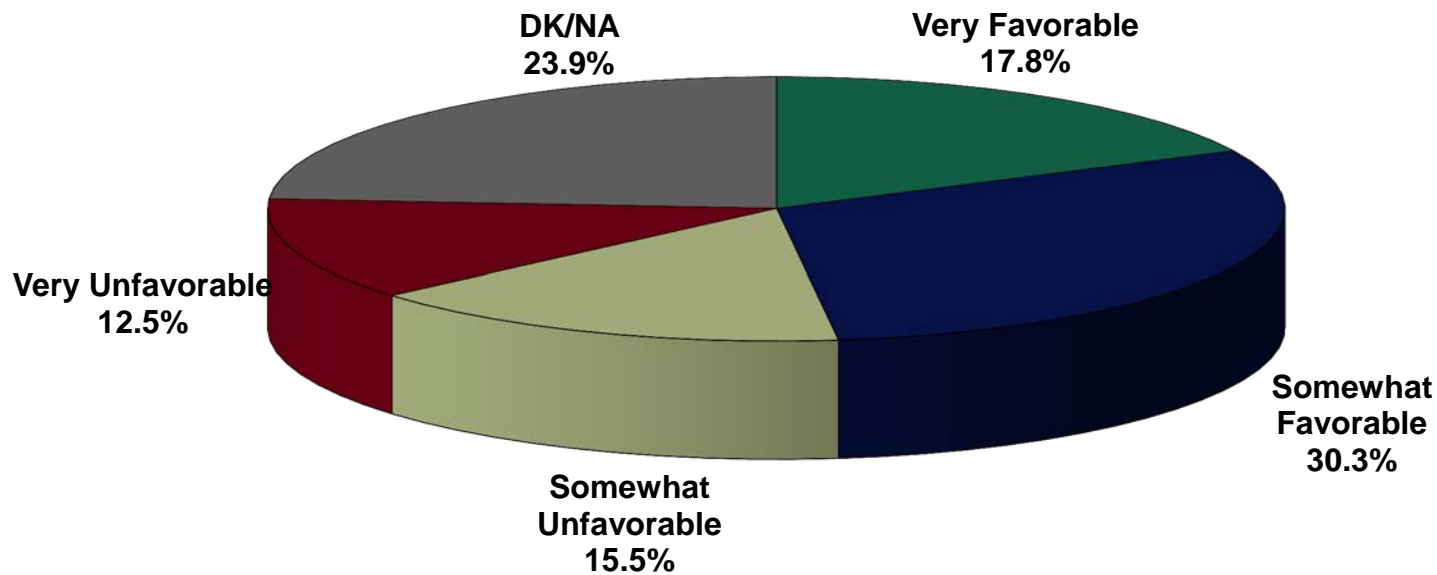


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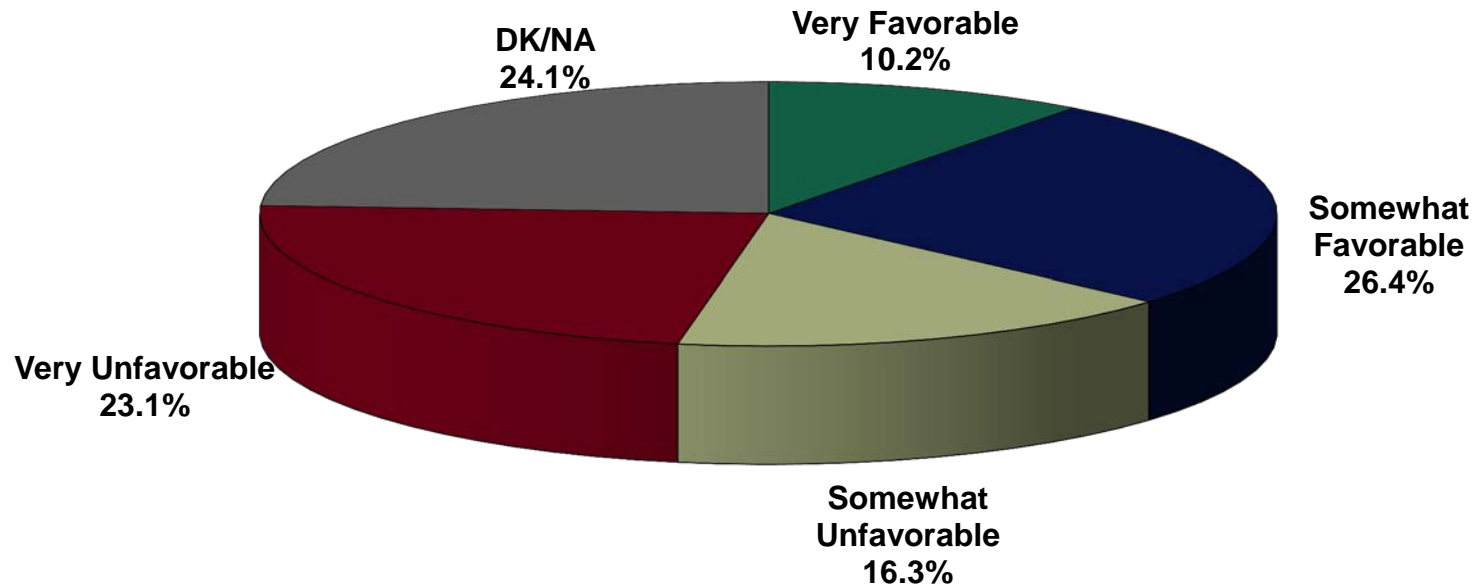
Key Findings

Q1. Opinion on Whether WCCUSD is Providing a Quality Education (n=581)



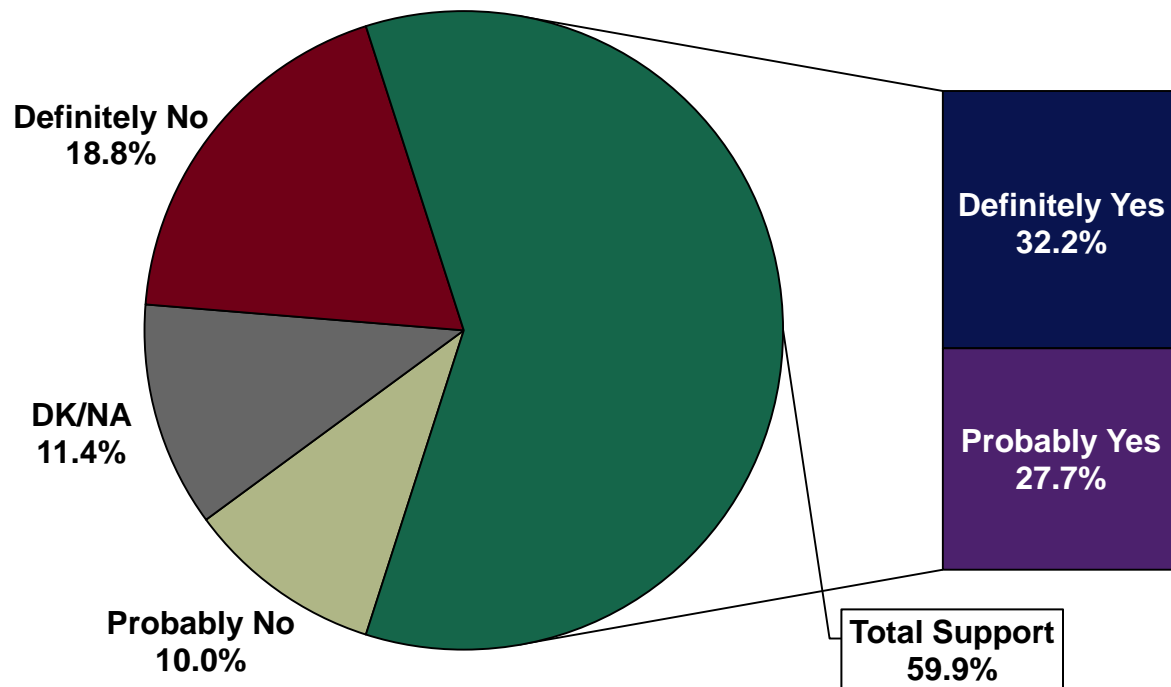
| | | |
|-------------|-------------|-------------|
| | <u>6/16</u> | <u>1/16</u> |
| Total Fav | 48.1% | 46.8% |
| Total Unfav | 28.1% | 34.7% |
| Ratio | 1.7 | 1.3 |

Q2. Opinion on Whether WCCUSD is Effectively Managing Public Funds (n=581)



| | | |
|-------------|-------------|-------------|
| | <u>6/16</u> | <u>1/16</u> |
| Total Fav | 36.6% | 31.7% |
| Total Unfav | 39.3% | 42.4% |
| Ratio | 0.9 | 0.7 |

Q3. Uninformed Support for 8.7¢ Parcel Tax Split Sample A (n=279)



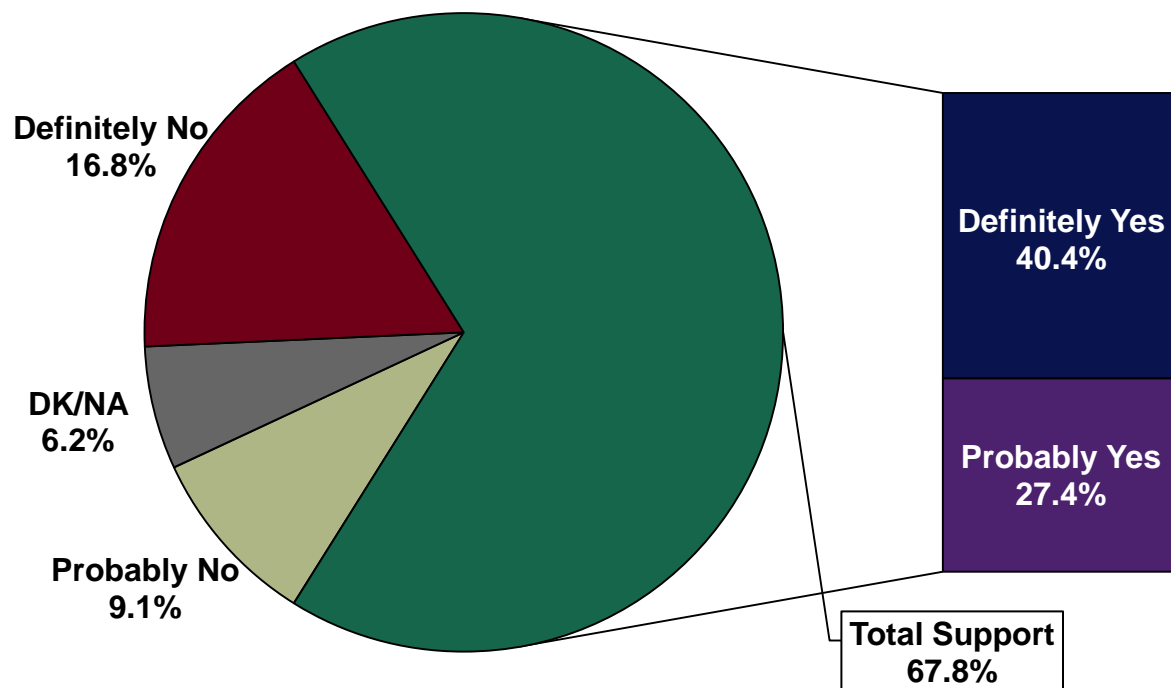
To maintain quality education with local funding the State cannot take away, including:

- protecting core academics, reading, writing, math, and science,
- attracting and retaining quality teachers,
- supporting science lab materials and activities,
- providing lower class sizes for students, and
- preparing students for college and the workforce,

shall West Contra Costa Unified School District extend and increase the existing school funding measure for 8 years, at 8.7 cents per square foot of building area, providing \$11.8 million dollars annually, exempting seniors and requiring independent citizen oversight?

| | | |
|-----------|-------------|-------------|
| | <u>6/16</u> | <u>1/16</u> |
| Total Yes | 59.9% | 57.1% |

Q4. Uninformed Support for 7.2¢ Parcel Tax Split Sample B (n=302)



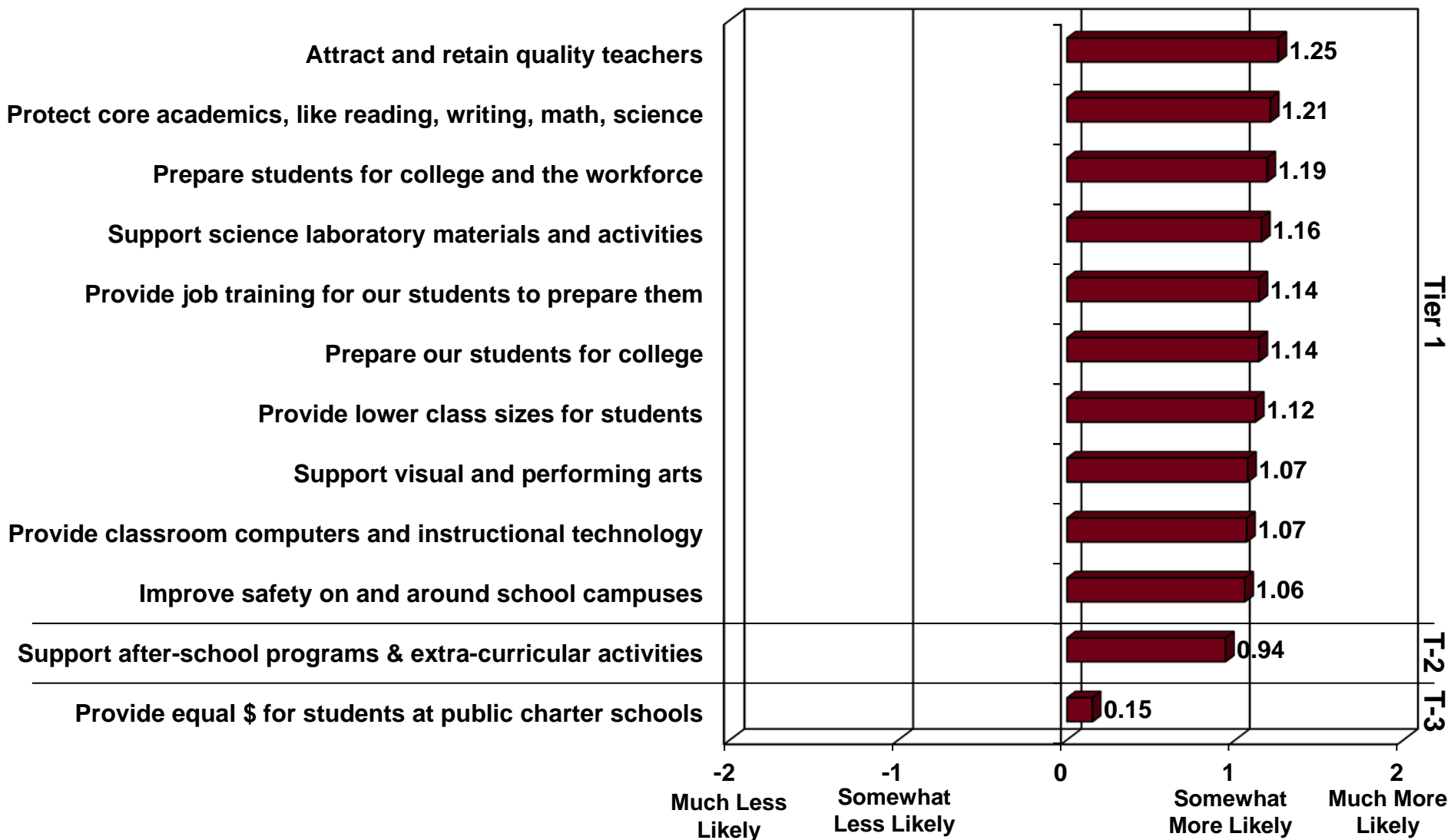
To maintain quality education with local funding the State cannot take away, including:

- protecting core academics, reading, writing, math, and science,
- attracting and retaining quality teachers,
- supporting science lab materials and activities,
- providing lower class sizes for students, and
- preparing students for college and the workforce,

shall West Contra Costa Unified School District extend the existing school funding measure for 8 years, at the current 7.2 cents per square foot of building area, providing \$9.8 million dollars annually, exempting seniors and requiring independent citizen oversight?

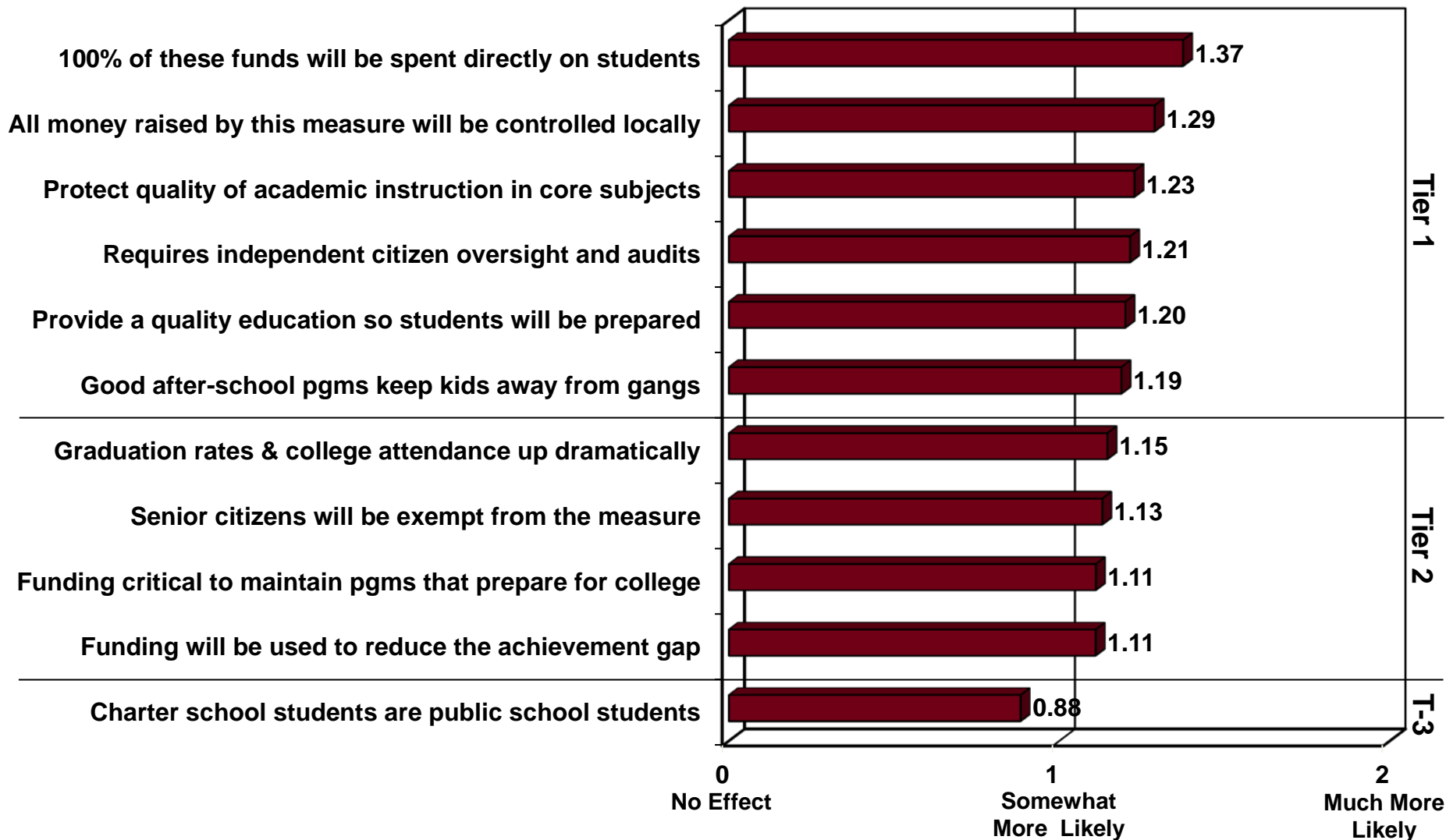
| | | |
|-----------|-------------|-------------|
| | <u>6/16</u> | <u>1/16</u> |
| Total Yes | 67.8% | n/a |

Q5. Features of the Measure (n=581)



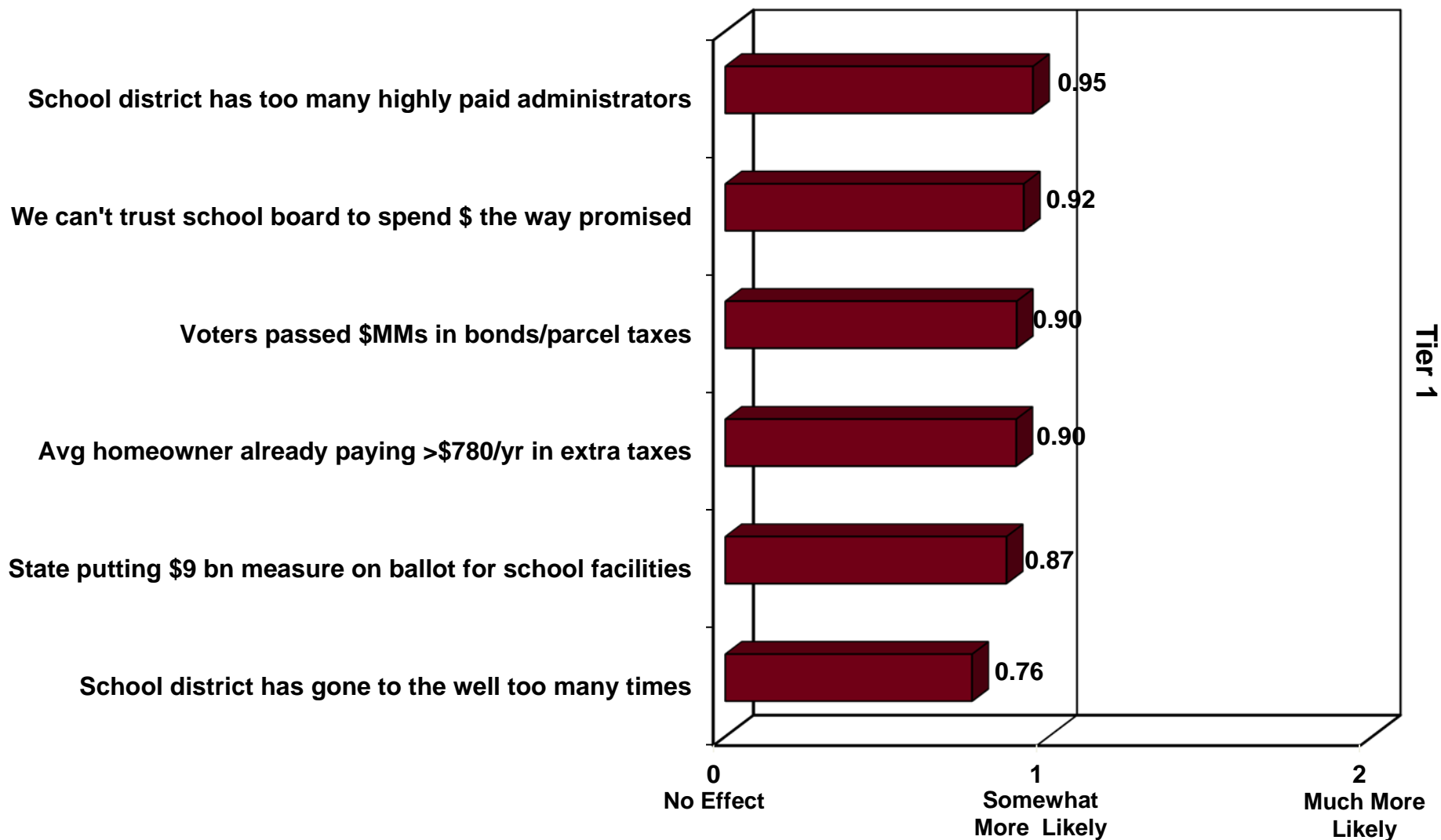
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q6. Influence of Supporting Statements (n=581)



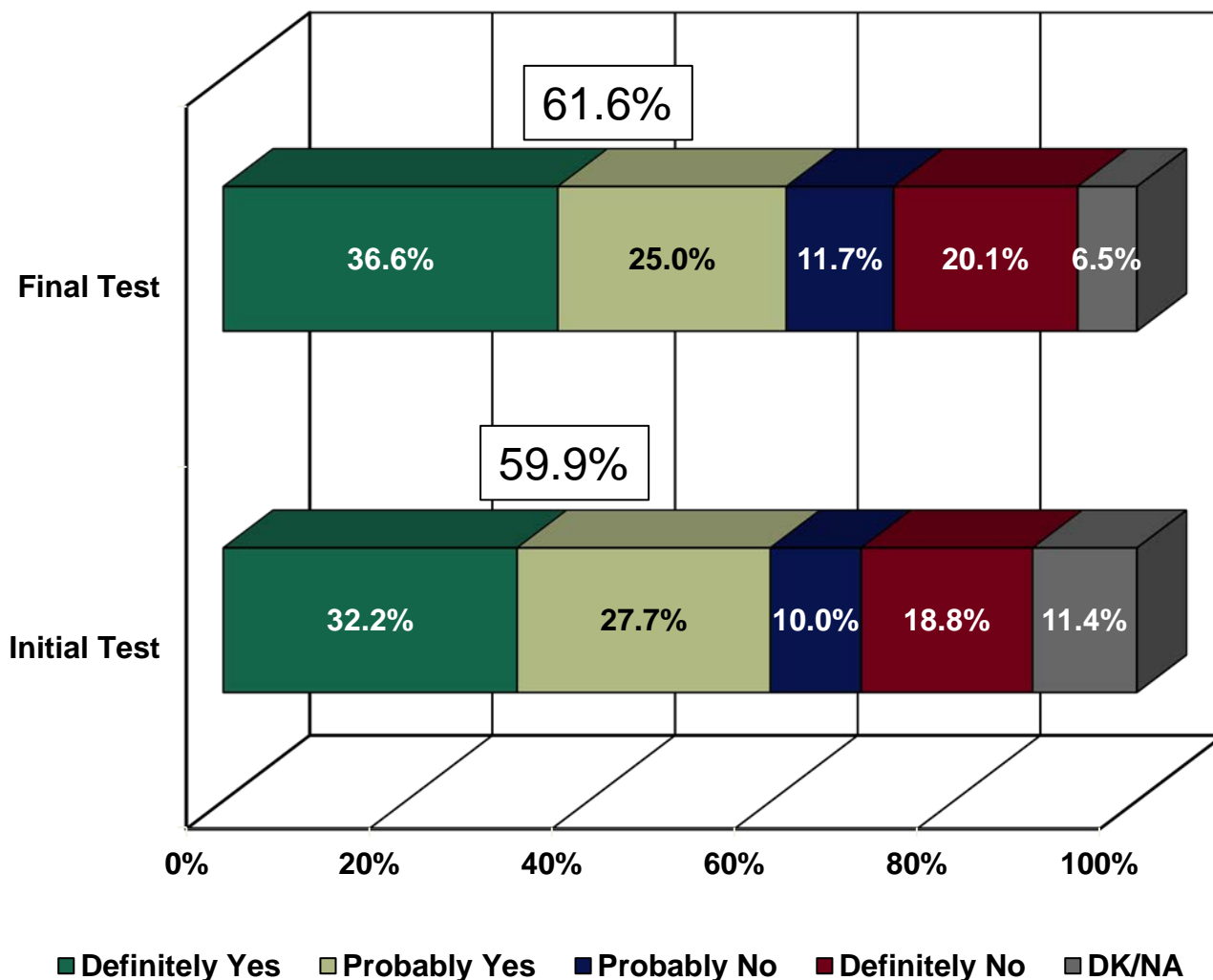
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q7. Potential Opposition Statements (n=581)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q7. Informed Support for 8.7¢ Parcel Tax Split Sample A (n=279)



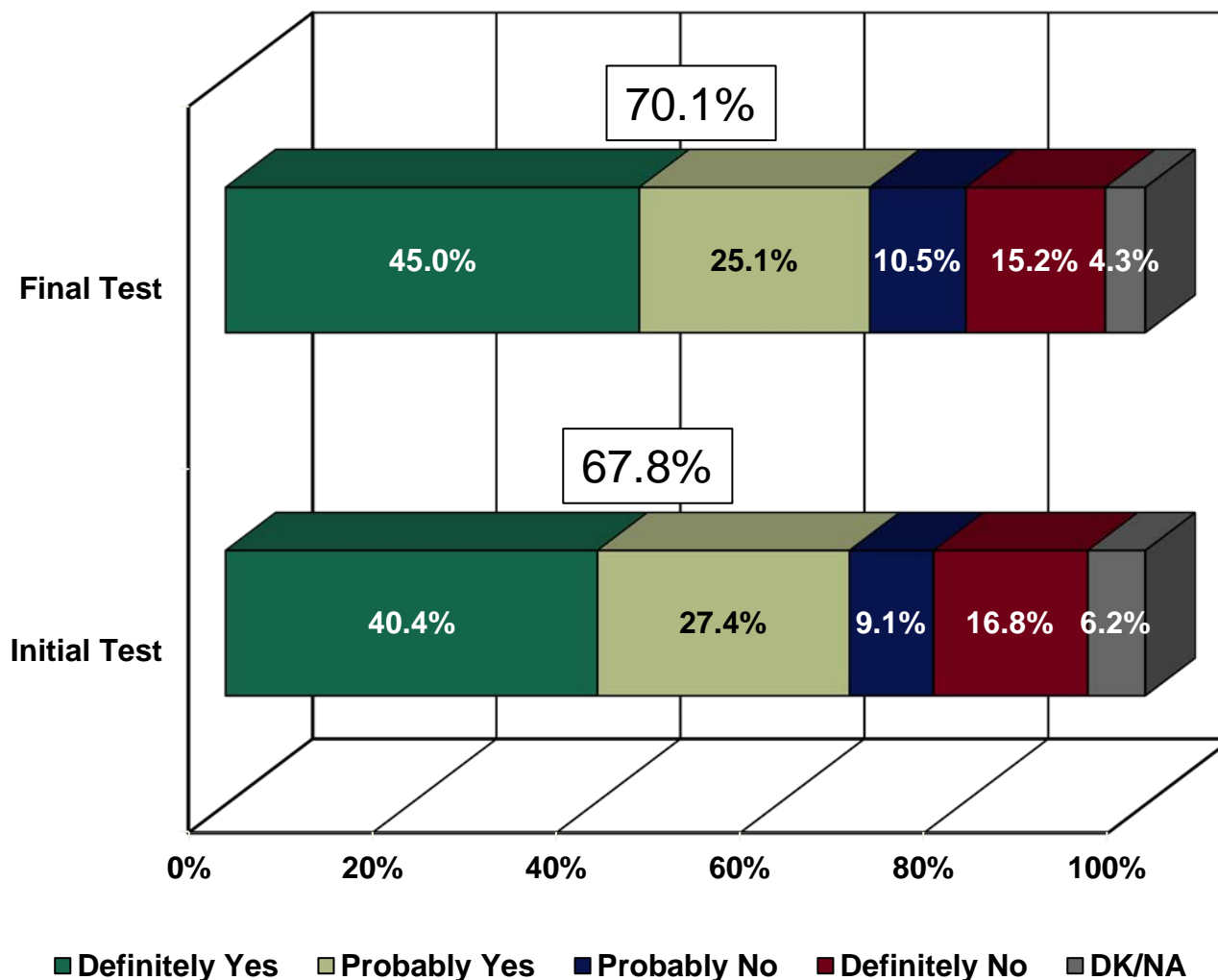
To maintain quality education with local funding the State cannot take away, including:

- protecting core academics, reading, writing, math, and science,
- attracting and retaining quality teachers,
- supporting science lab materials and activities,
- providing lower class sizes for students, and
- preparing students for college and the workforce,

shall West Contra Costa Unified School District extend and increase the existing school funding measure for 8 years, at 8.7 cents per square foot of building area, providing \$11.8 million dollars annually, exempting seniors and requiring independent citizen oversight?

| | | |
|-----------|-------------|-------------|
| | <u>6/16</u> | <u>1/16</u> |
| Total Yes | 61.6% | 60.7% |

Q8. Informed Support for 7.2¢ Parcel Tax Split Sample B (n=302)



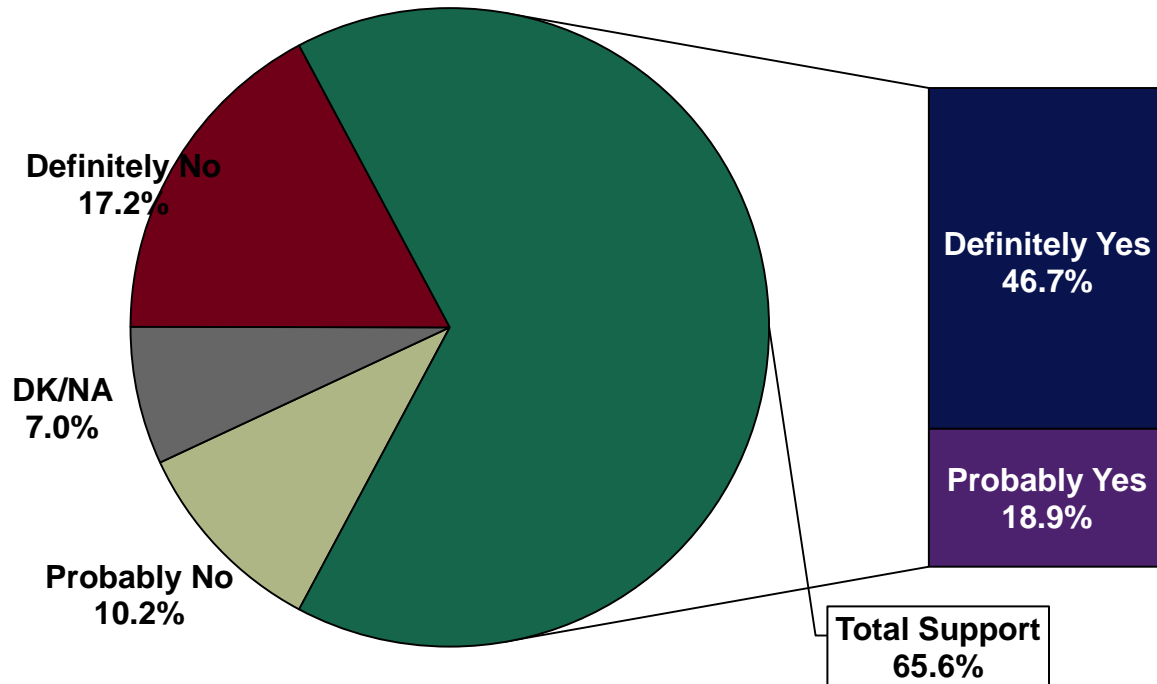
To maintain quality education with local funding the State cannot take away, including:

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- attracting and retaining quality teachers,
- supporting science lab materials and activities,
- providing lower class sizes for students, and
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shall West Contra Costa Unified School District extend the existing school funding measure for 8 years, at the current 7.2 cents per square foot of building area, providing \$9.8 million dollars annually, exempting seniors and requiring independent citizen oversight?

| | | |
|-----------|-------------|-------------|
| | <u>6/16</u> | <u>1/16</u> |
| Total Yes | 70.1% | 65.4% |

Q10. Support for Alternative Extension of Current Tax for 5 Years (n=581)



INSTEAD of extending the existing school parcel tax for 8 years, the alternative would be to end the measure after 5 years.

If the election were held today, would you vote yes or no on this measure?

| | | |
|-----------|-------------|-------------|
| | <u>6/16</u> | <u>1/16</u> |
| Total Yes | 65.6% | 60.8% |

Summary & Recommendations

- The survey revealed a slightly higher base of voter support for a parcel tax renewal.
 - Support for the measure in the November 2016 election at the 8.7 cent rate was 59.6% on the uninformed test and 61.6% on the informed test.
 - Contrastingly, support for the measure in the November 2016 election at the 7.2 cent rate was 67.8% on the uninformed test and 70.1% on the informed test.
- Top tier features of the measure (listed below) were all prioritized by more than two-thirds of respondents.
 - Attract and retain quality teachers
 - Protect core academics, like reading, writing, math, and science
 - Prepare students for college and the workforce
 - Support science laboratory materials and activities
 - Provide job training for our students to prepare them for the workforce
 - Prepare our students for college
 - Provide lower class sizes for students
 - Support visual and performing arts
 - Provide classroom computers and instructional technology
 - Improve safety on and around school campuses

Summary & Recommendations

- Further, top tier supporting statements (listed below) were also all prioritized by more than two-thirds of respondents.
 - 100% of these funds will be spent directly on students. None of the money raised by the measure will be used for administrators' salaries
 - All money raised by this measure will be controlled locally, will go to our local schools and cannot be taken away by the State
 - The measure will protect the quality of academic instruction in core subjects like math, science, reading, and writing
 - The measure requires independent citizen oversight and audits to ensure the money is spent as promised
 - The measure will provide a quality education so our students will be prepared for college and the competitive 21st century job market
 - Good after-school programs keep our kids away from gangs and drugs. The money from the measure will fund critical after-school programs
- Given the survey findings, the two-thirds majority required for approval, Godbe Research recommends that the West Contra Costa Unified School District continue the process to prepare for a November 2016 parcel tax renewal election at the 7.2 cent level.



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