



DJUSD

DAVIS JOINT UNIFIED
SCHOOL DISTRICT

EMC
research

Survey of Likely 2020 Voters
Davis Joint Unified School District
Executive Summary, June 6 2019

Methodology

- ▶ Mixed-mode survey of Davis Joint Unified School District likely 2020 voters
 - Voters were contacted for phone interviews via landline and cell phone, and to complete a web version of the survey via email and text invitation

- ▶ Survey conducted May 7 - 13, 2019
- ▶ 611 interviews; overall margin of error ± 4.0 percentage points
- ▶ A split-sample methodology was used to gather unbiased feedback about two different parcel tax measures:
 - Sample A: Flat \$198 Per Parcel; n=306; margin of error ± 5.6 percentage points
 - Sample B: 10 cents Per Square Foot; n=306; margin of error ± 5.6 percentage points

- ▶ Where applicable, results compared with previous surveys

Methodology	Dates	Target Universe	Sample Size	Margin of Error
Mixed-Mode Phone, Email/Text-to-Web	May 7 – 13, 2019	Likely November 2020	611	± 4.0 percentage points
Telephone	April 18 – 24, 2018	Likely November 2018	400	± 4.9 percentage points
Telephone	February 5 – 11, 2018	Likely November 2018	400	± 4.9 percentage points
Telephone	May 15 – 22, 2018	Likely November 2016	400	± 4.9 percentage points

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

Key Findings

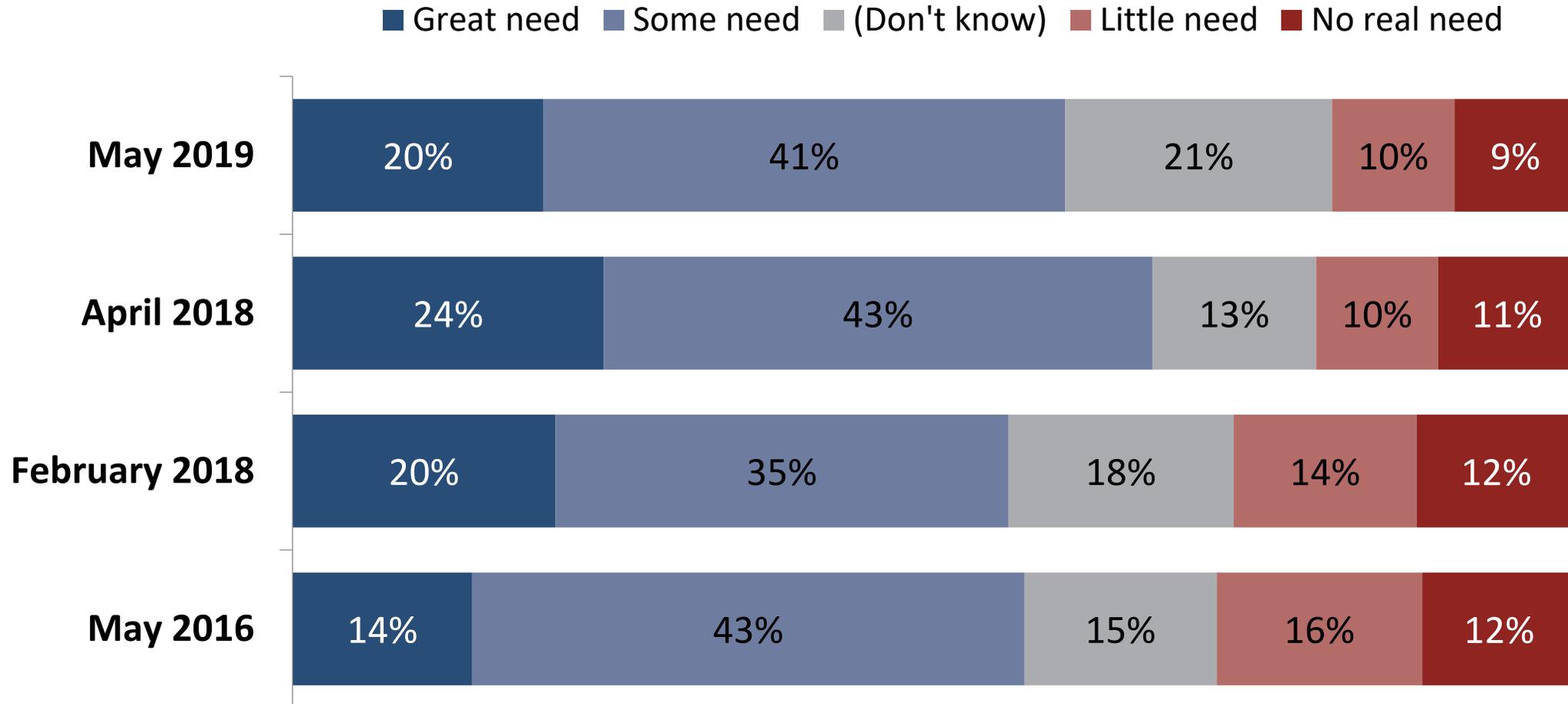
- ▶ Voters in the Davis Joint Unified School District acknowledge the high quality of education provided by local schools, and the vast majority believe investing in quality schools is worthwhile, even if that means raising taxes.
- ▶ Support for a \$198 parcel tax is very similar to previous polling – coming in very close to the two-thirds threshold for passage.
- ▶ Support for a square footage parcel tax measure is slightly lower than support for a flat tax measure. Confusion about how the measure works, or how much it costs, could make it more susceptible to opposition.
- ▶ Additional information impacts support. Once voters hear about the benefits of locally sourced school funding that keeps school quality high and maintains important academic programs, support surpasses the two-thirds threshold for passage.
- ▶ Voters' priorities are clear – they want the District's focus to be on keeping quality education through quality educators, and maintaining strong academic programs in reading, math, the arts and sciences.



Issue Environment

Davis Joint USD Need for Funding

A majority of voters believes that there is a need for additional funding for local schools.

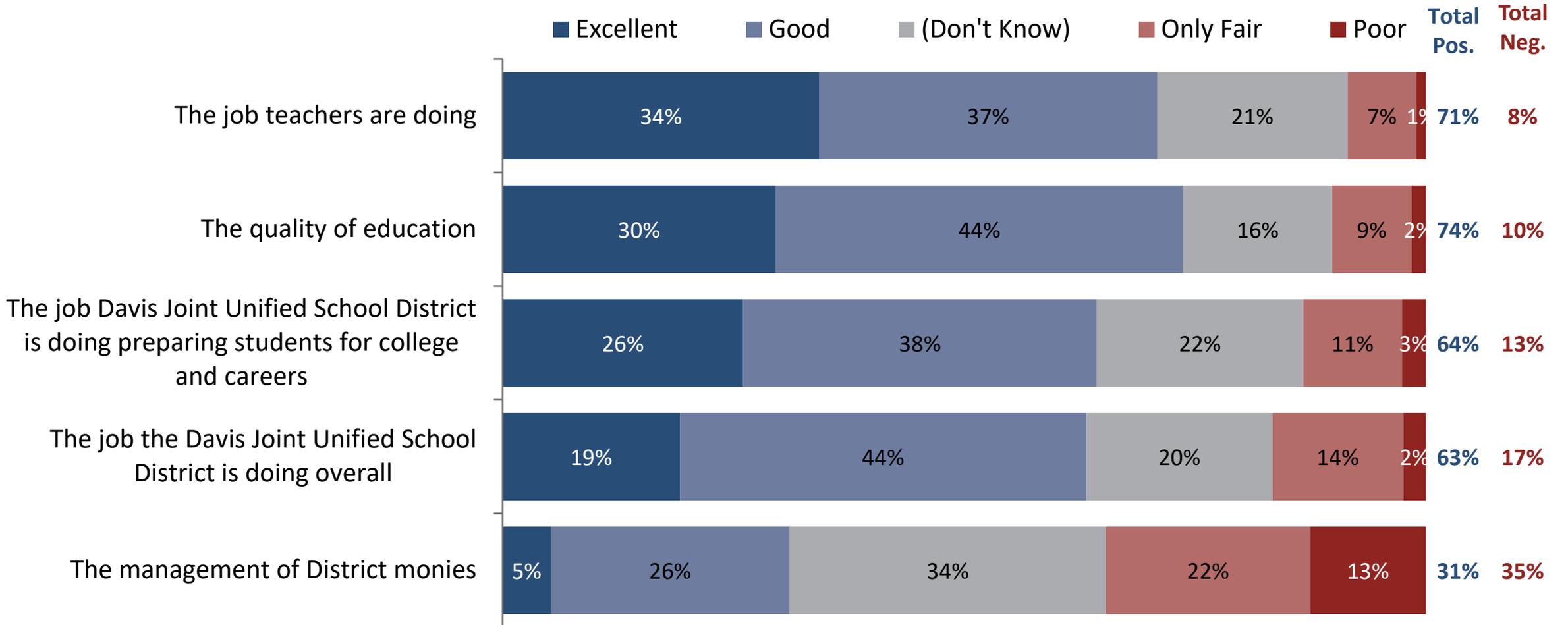


Q5. Would you say that public schools in the Davis Joint Unified School District have a great need for more money, some need for more money, only a little need for more money, or no real need for more money?

*Change in methodology may impact changes in results over time

District Ratings

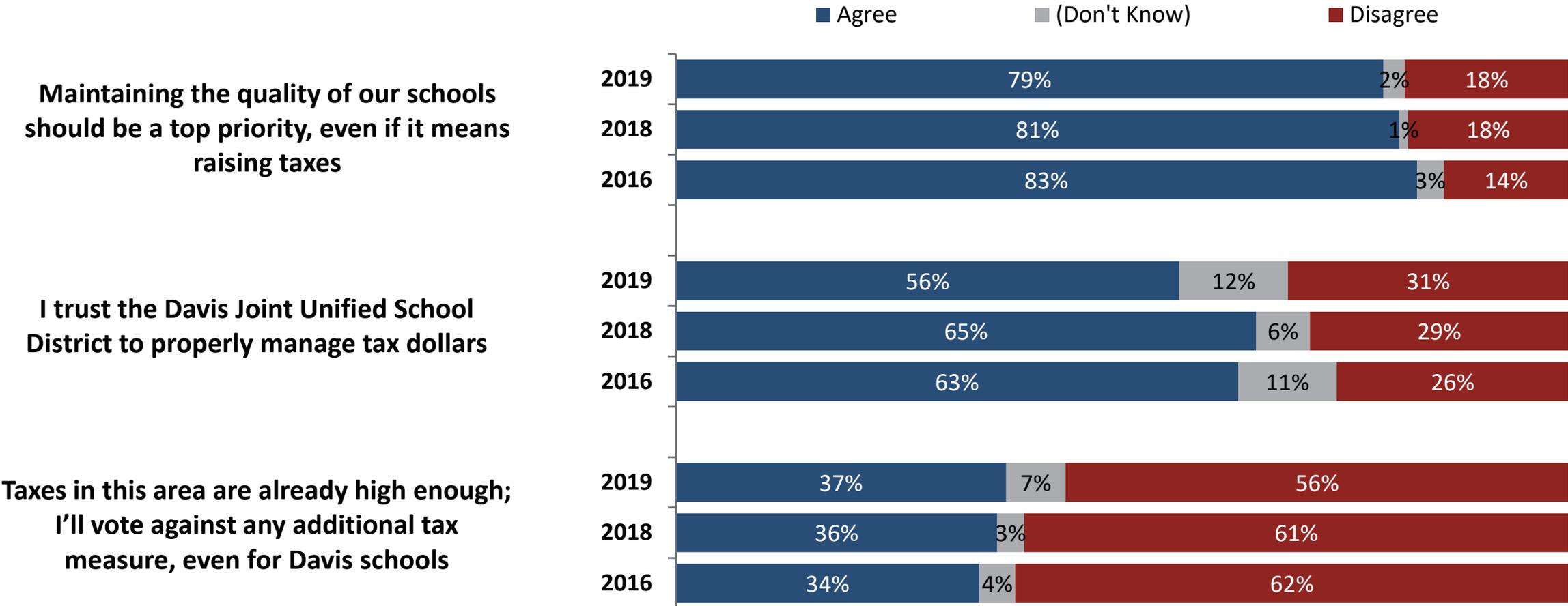
Voters acknowledge the high quality of education provided by local schools.



Q6-Q10. 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 Davis Joint Unified School District.

Tax Sentiment

There is widespread agreement that maintaining high quality schools should be a top priority, even if it means raising taxes, and a majority trusts the District to manage tax dollars. Opinions have remained very consistent over time.



Q13 – 15. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

*Change in methodology may impact changes in results over time

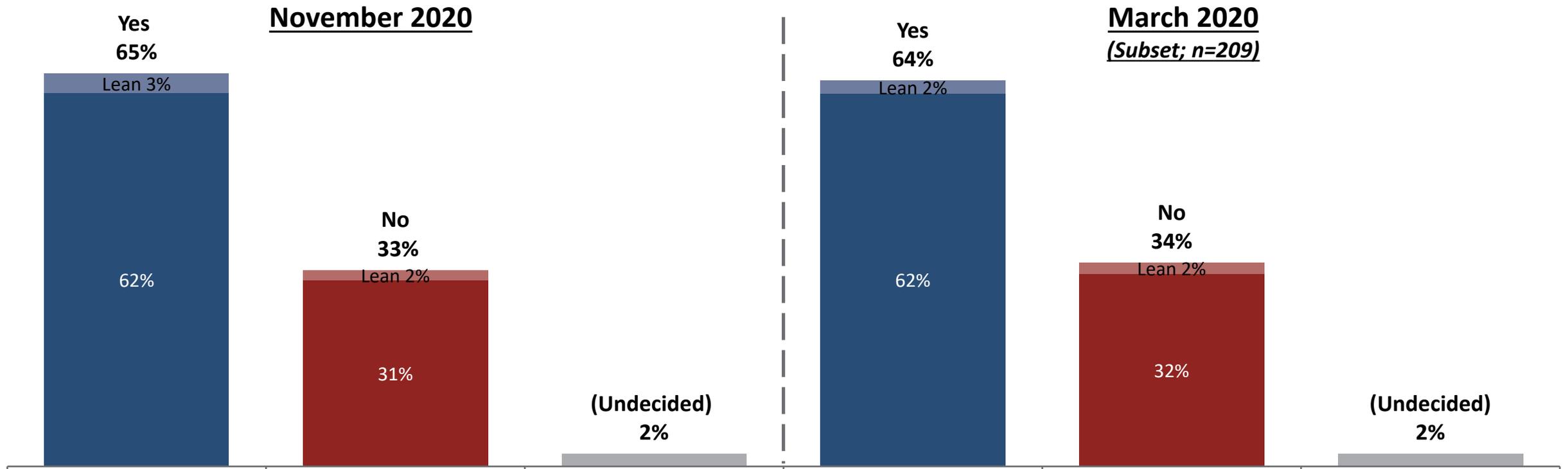


Potential Parcel Tax Measure

Initial Support for Flat Parcel Tax

Initial support for a \$198 parcel tax is near the two-thirds threshold needed for passage.

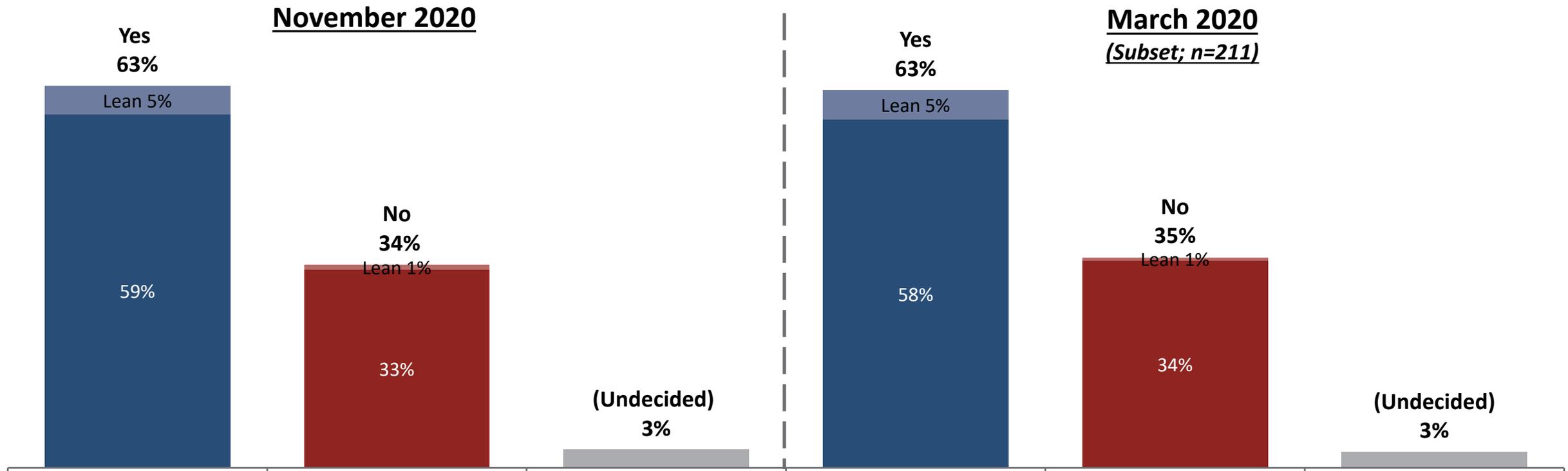
To maintain quality education in local public schools by attracting and retaining high performing teachers and educational staff, providing training, resources and classroom support, and sustaining strong academic programs in reading, writing, math, the arts and sciences, shall a Davis Joint Unified School District measure to levy **\$198 per parcel per year**, until repealed, adjusted annually for inflation, be adopted, raising **\$3,000,000 annually** with exemptions for seniors and others allowed by law, with no funds for executive management?



Initial Support for Square Footage Parcel Tax

Initial support for a square footage parcel tax measure is slightly lower and softer than the flat tax.

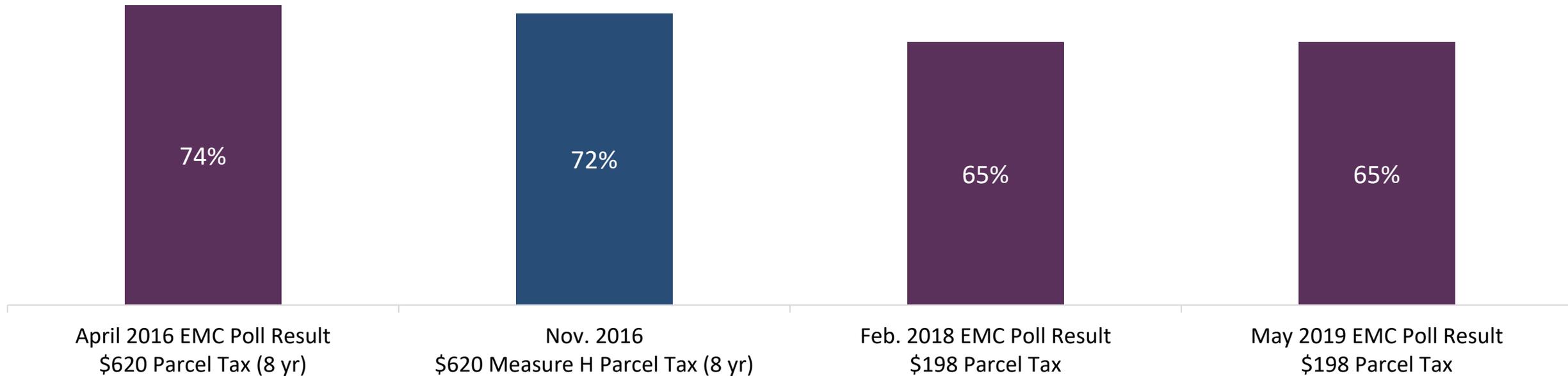
To maintain quality education in local public schools by attracting/ retaining high performing teachers and educational staff, providing training, resources/ classroom support, sustaining strong academic programs in reading, writing, math, arts and sciences, shall a Davis Joint Unified School District measure to levy **at 10 cents per square foot of building area per year**, until repealed, adjusted annually for inflation, be adopted, raising **\$4,200,000 annually** with exemptions for seniors and others allowed by law, with no funds for executive management?



Historical Election & Poll Results

Historically, support for parcel tax measures in the District has fluctuated near the two-thirds threshold.

*Blue bars indicate election results;
purple bars are the results of polls

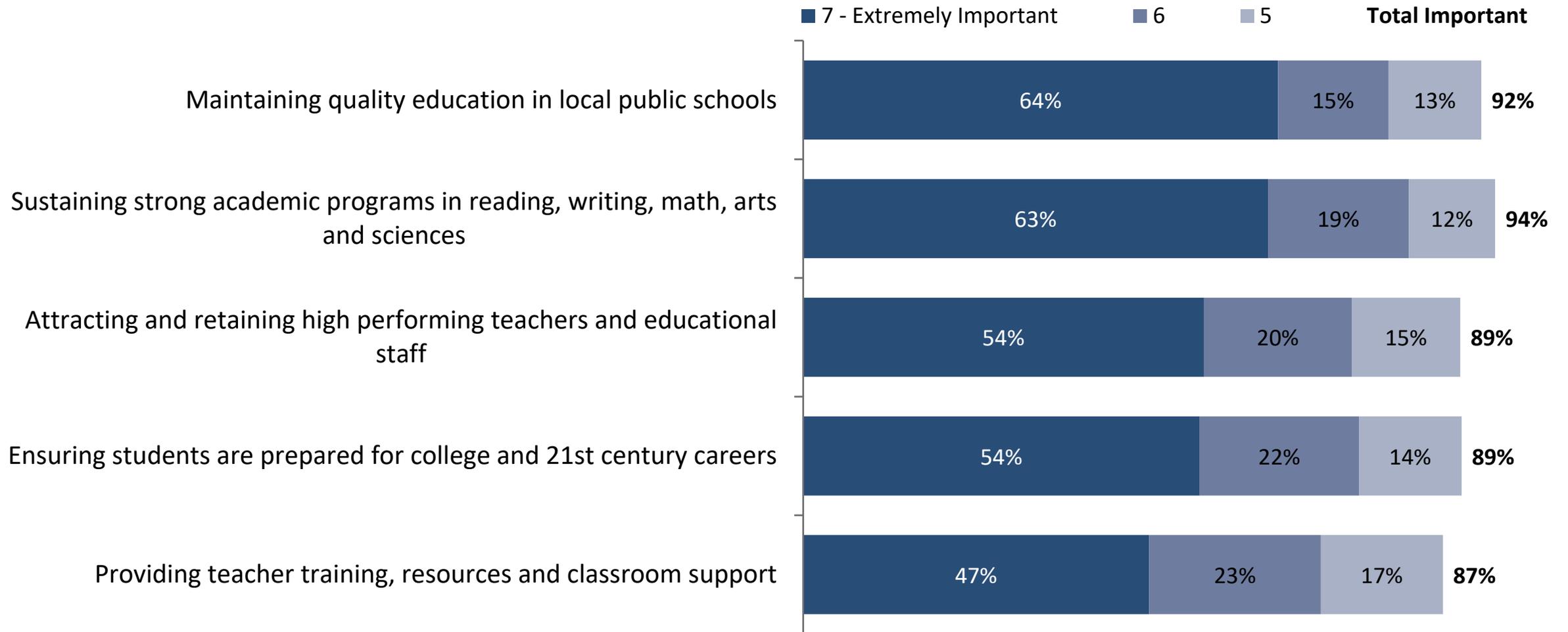




Measure Components and Messages

Measure Components

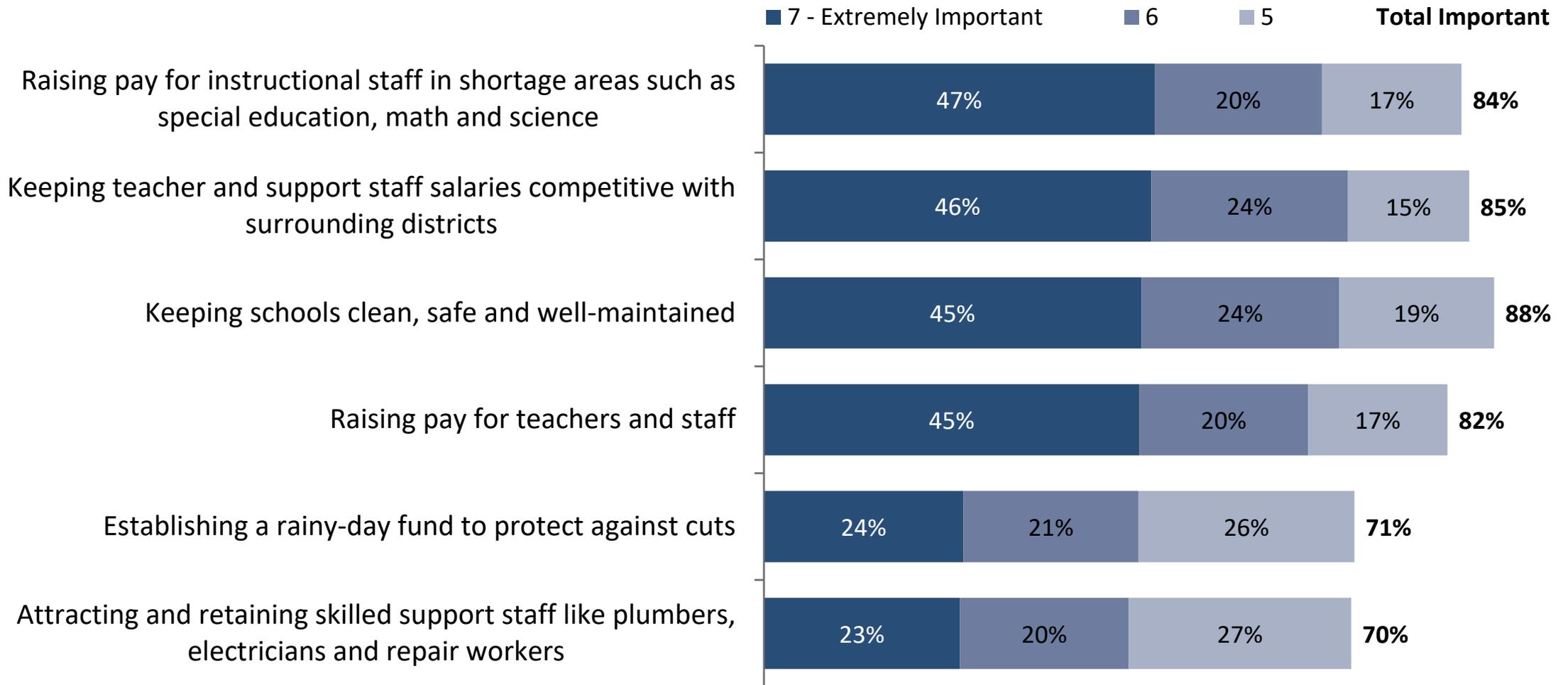
Measure components that emphasize the maintenance of high quality education, sustaining strong academic programs, and attracting and retaining high performing teachers and staff are particularly important to voters.



Q16 – 26. I’m going to read you a list of components that could be included in a Davis Joint Unified School District measure. 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.

Measure Components

A rainy-day fund and attracting skilled support staff are seen as less important than other projects tested.



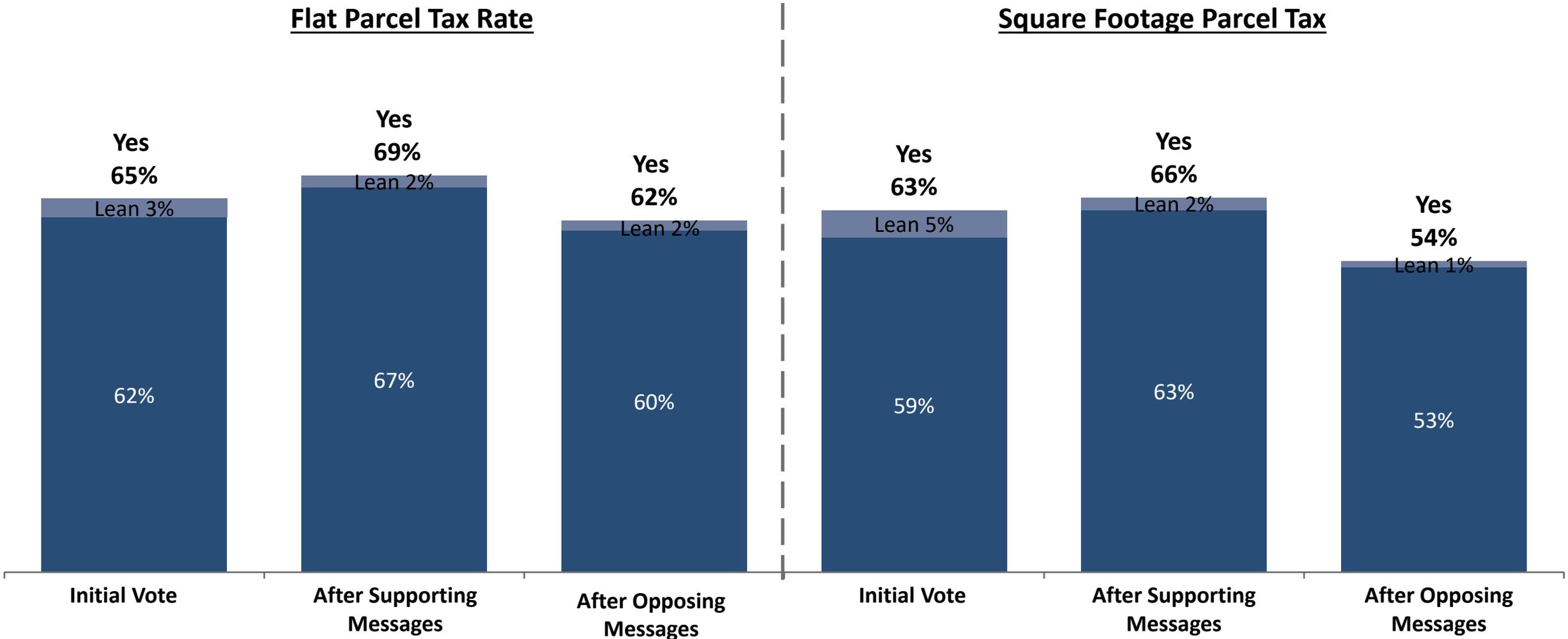
Q16 – 26. I’m going to read you a list of components that could be included in a Davis Joint Unified School District measure. After each one, please rate how important that item is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Vote Progression (All Respondents)

Additional information impacts support for a measure.

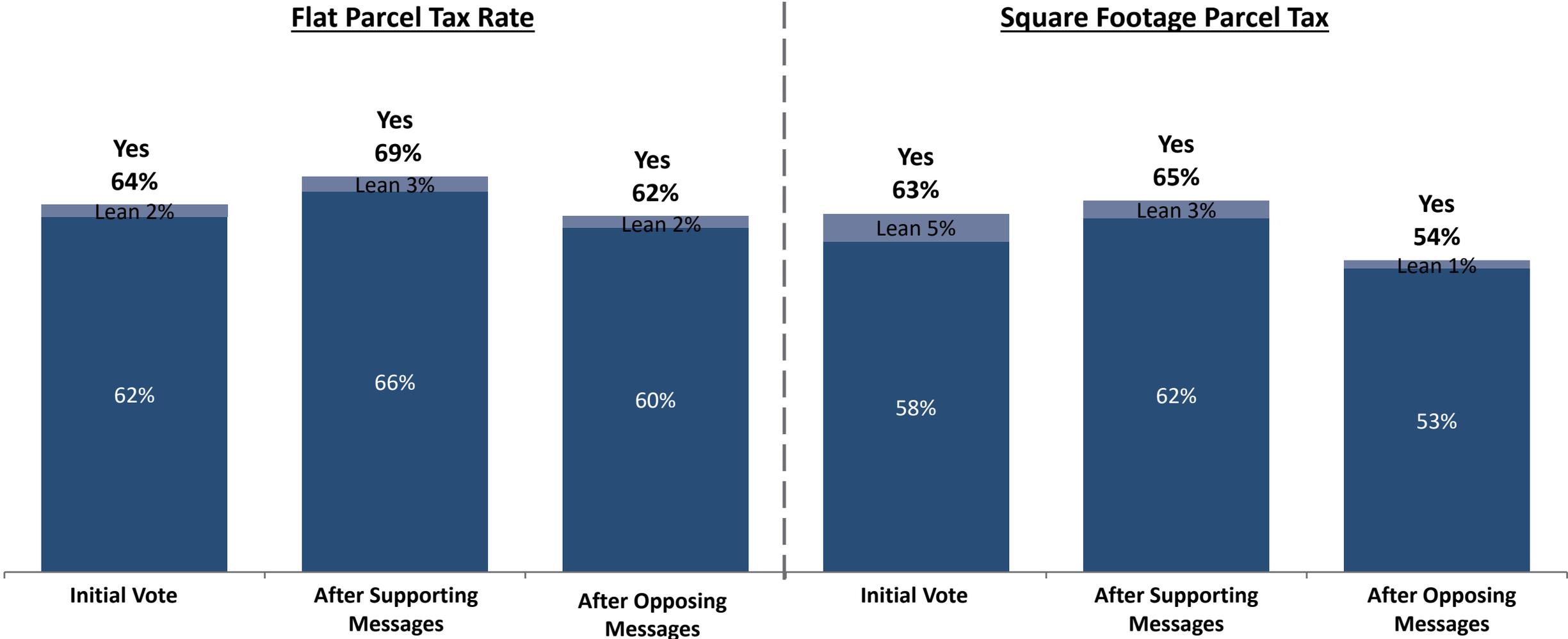
Flat Parcel Tax Rate

Square Footage Parcel Tax



Vote Progression (March Subset)

The vote progression among the subset of likely March voters is nearly identical to the overall sample of likely November voters.



Conclusions & Recommendations

- ▶ Passage of a parcel tax measure is feasible for a 2020 ballot, however, a robust, privately funded communications effort will be critical to ensure voters understand the educational benefits of a parcel tax measure.
- ▶ Increasing awareness about how a parcel tax will maintain quality education in local schools by attracting and retaining outstanding teachers and educational support staff would be essential to solidifying support.
- ▶ A flat parcel tax measure appears to be slightly more digestible to voters, as a square footage measure may be confusing.

DJUSD 2020 Parcel Tax Timeline



- Poll
- Election timing
- Tax Rate
- Programs
- Political Landscape
- Competing issues
- Potential controversy

- Write resolution
- Ballot question
- Non-advocacy communication
- Consensus building
- Board vote

- Private fundraising
- Direct mail
- Website
- Endorsements
- Phone banks
- Lawn signs
- GOTV



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