



# Bond Measure Feasibility Study for Davis Joint USD

*Presented May 3, 2018*

- ▶ Live telephone survey of likely November 2018 voters
- ▶ Conducted April 18-24, 2018
- ▶ 400 interviews; overall margin of error  $\pm 4.9$  percentage points
- ▶ Interviews were conducted by trained, professional interviewers; landlines and mobile phones included
- ▶ Where applicable, results compared with the following:

Methodology	Dates	Sample Size	Margin of Error	EMC #
Telephone Survey	Feb 5-11, 2018	400	$\pm 4.9$ percentage points	18-6643

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

# Project Purpose

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- ▶ The primary purpose of this voter opinion research is to identify the level of support for a potential \$150,900,000 bond measure for the November 2018 ballot, to provide funding to upgrade school safety and security systems and update classrooms and other academic facilities.

# Key Findings

- ▶ Voters continue to recognize the high quality of education provided by Davis public schools, and they rate the quality and safety of schools and grounds positively as well.
- ▶ Support for a bond measure for school updates is above the 55% threshold for passage, but total support is somewhat soft.
- ▶ Among voters, modernizing classrooms and labs to meet current academic standards and basic repairs to keep schools in good condition are high priorities for bond expenditures.
- ▶ Reassuring voters that all funds will be spent locally on Davis schools and that funds will modernize classrooms and bring school facilities up to date helps solidify support for the measure.

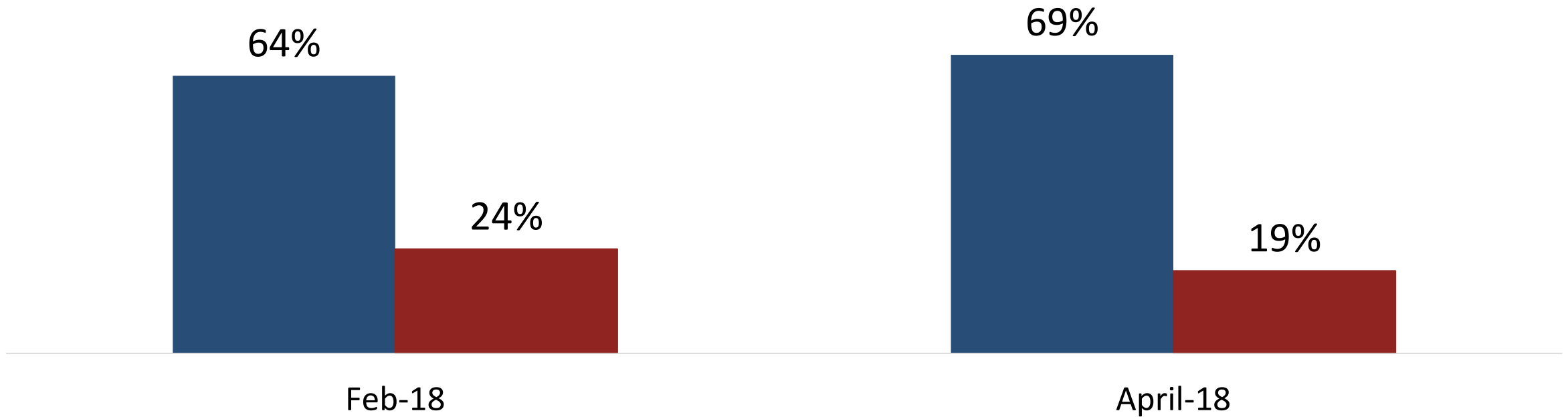


**Issue Environment**

# Davis Right Direction/Wrong Track

*The vast majority of Davis voters are optimistic about the direction of the area.*

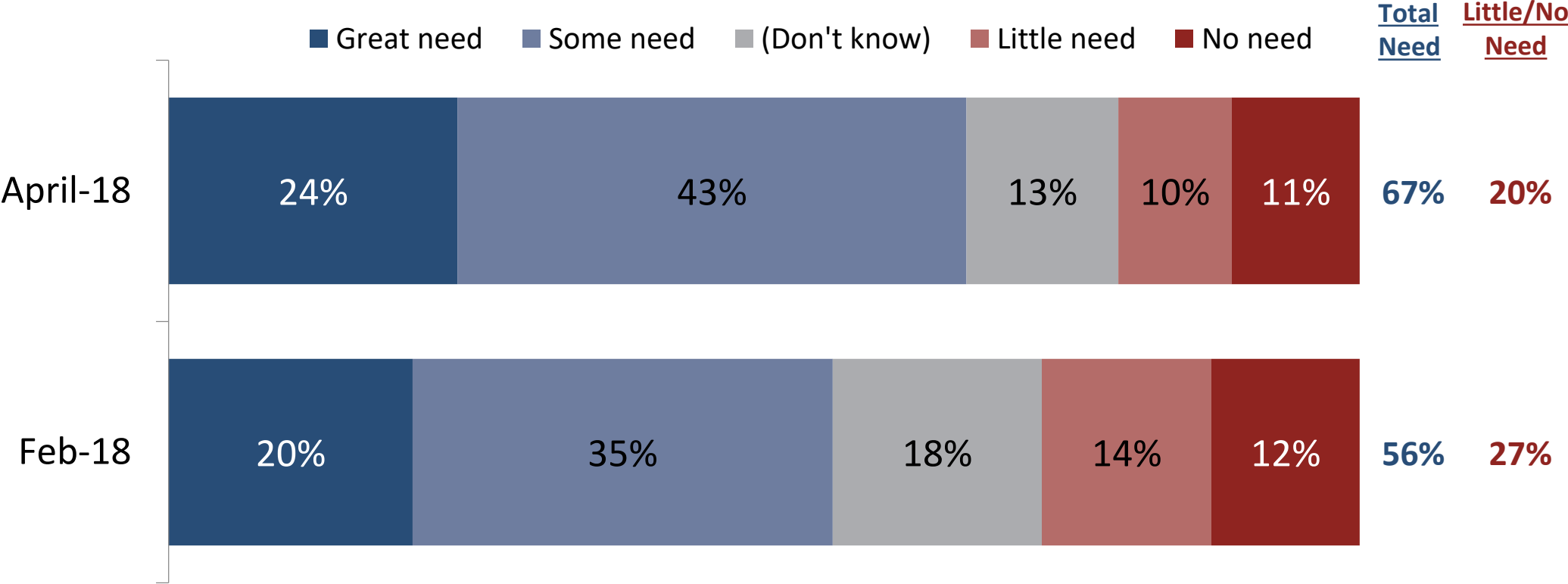
■ Right Direction ■ Wrong Track



Q4. Do you think things here in Davis are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

# Davis JUSD Need for Funding

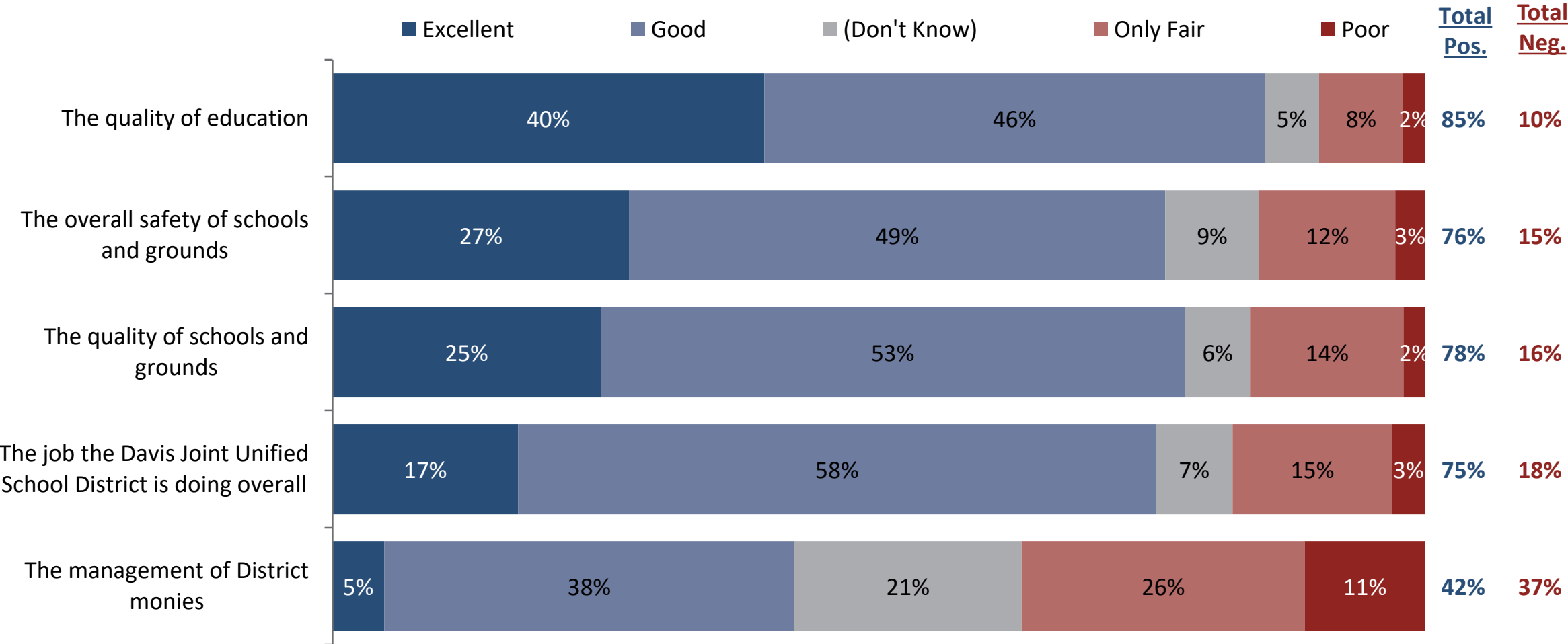
Two thirds now say there is at least some need for additional funding for Davis public schools.



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?

# District Ratings

*The District receives high marks for quality of education and the quality and safety of schools and grounds.*





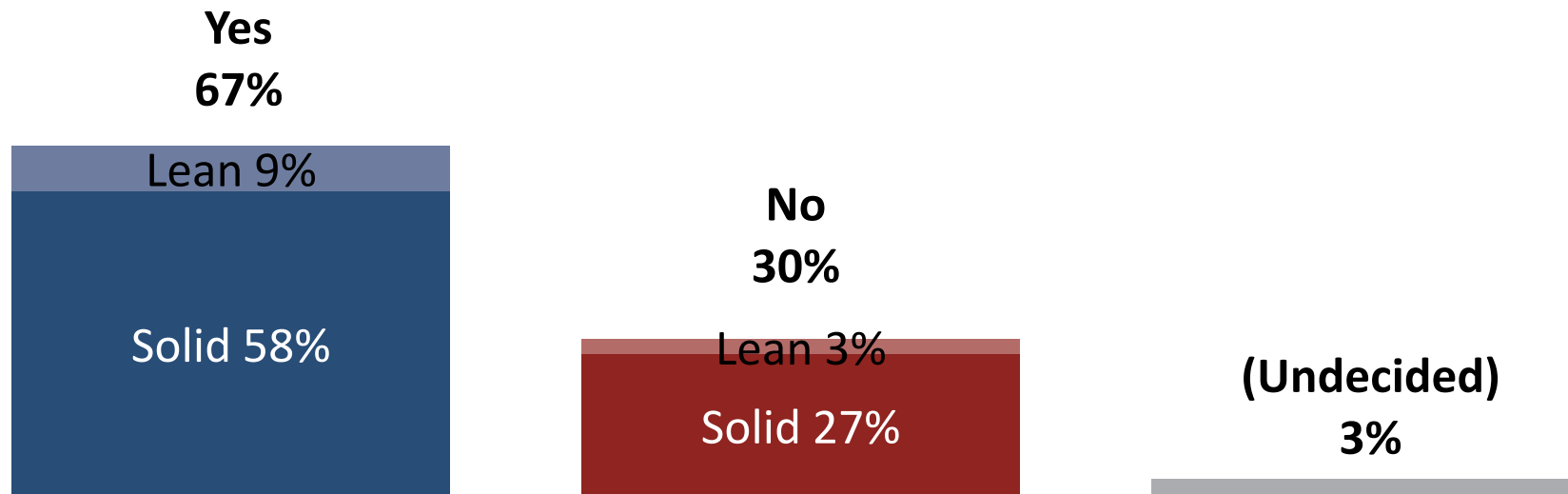


**Bond Measure**

# Initial Vote

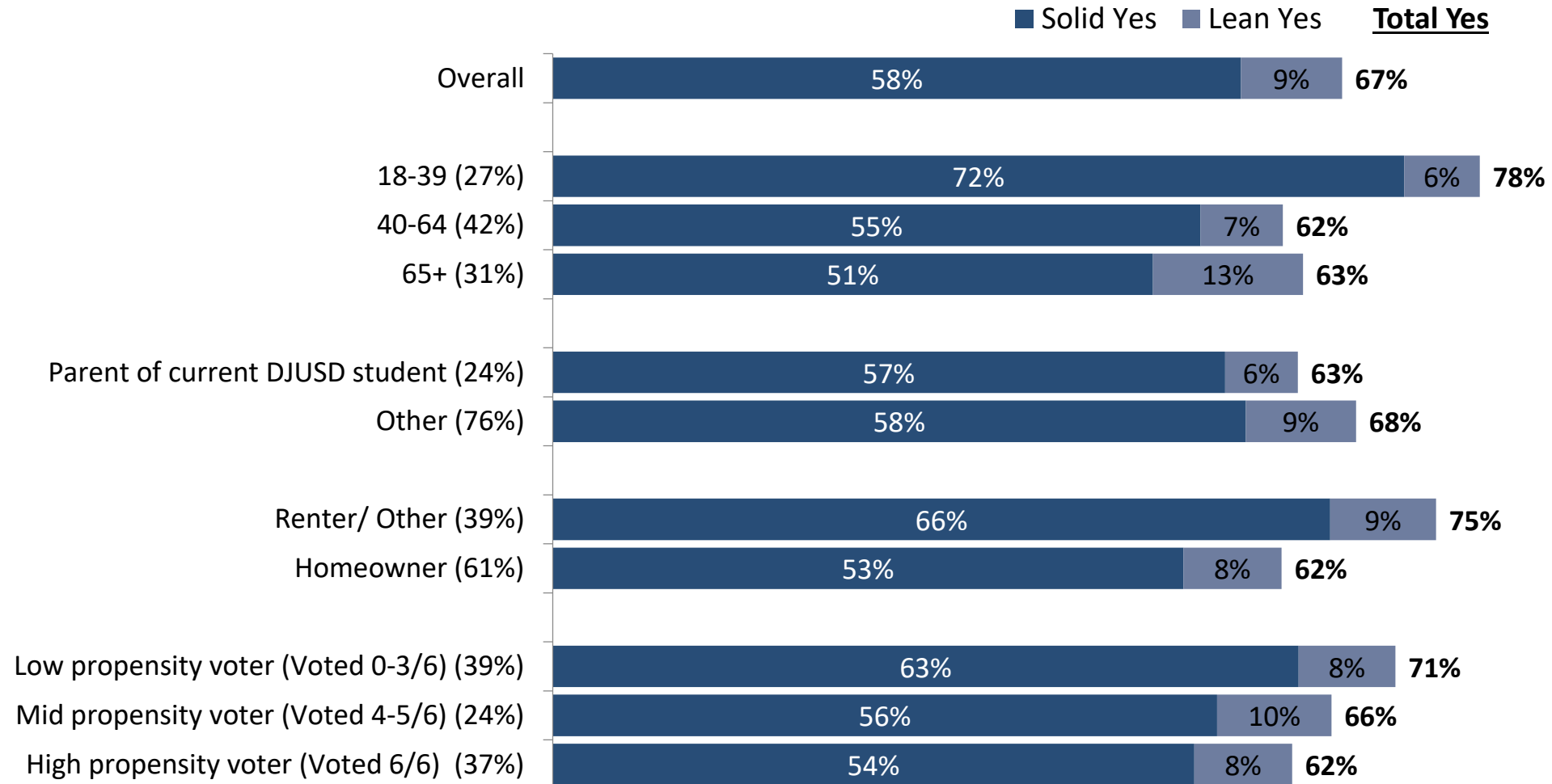
*Initial support for a bond measure is above the 55% threshold needed for passage, but total support may be somewhat soft.*

**To upgrade school safety and security systems, update classrooms, science labs, innovation labs and facilities to meet current academic standards, and equip classrooms with twenty-first century learning technology, shall Davis Joint Unified School District issue \$150,900,000 in bonds, at legal interest rates, raising an average of \$10,000,000 annually to repay bonds while they are outstanding, at an estimated rate of \$60 per \$100,000 of assessed value, with citizen oversight, annual audits, no funds for administrator salaries, and funds staying local?**



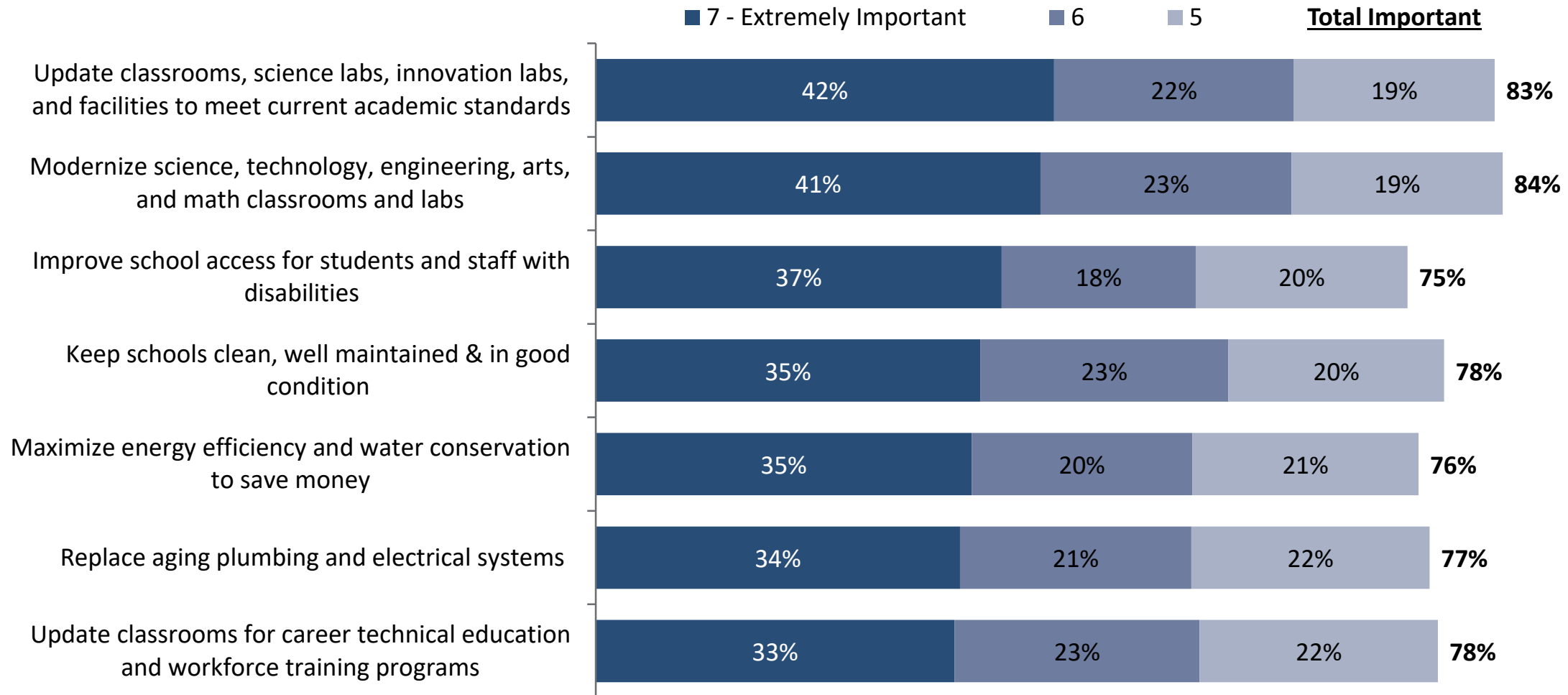
# Bond Measure Initial Support, by Subgroup

*Solid support among high propensity voters is just under the 55% threshold.*



# Measure Components

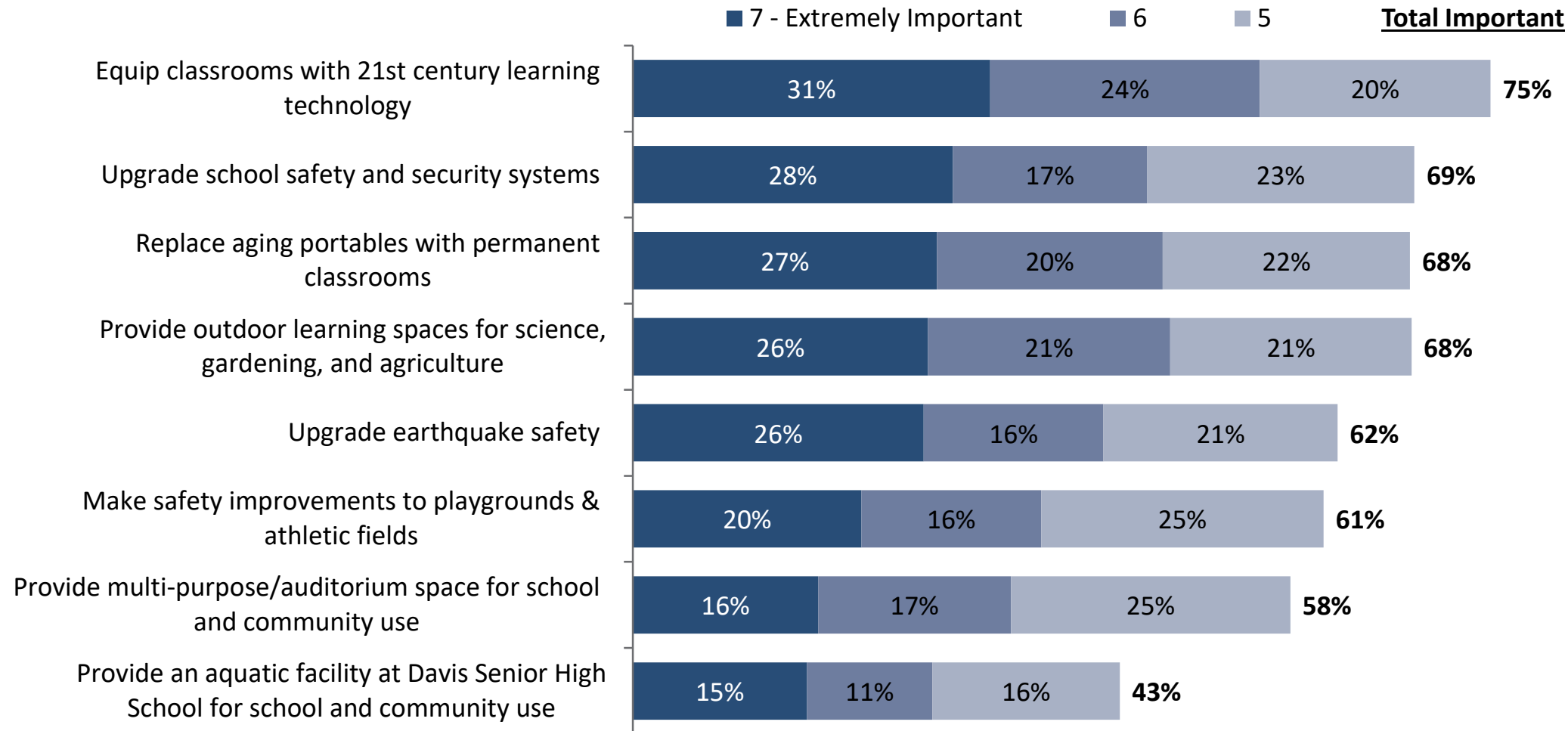
*Measure components that emphasize updating and modernizing classrooms are particularly important to voters. Basic repairs like plumbing and electrical and keeping schools in good condition are also high priorities.*



Q12-Q26. I'm going to read you a list of items that could be included in the Davis Joint Unified School District bond 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 an important, and 7 means extremely important.

# Measure Components

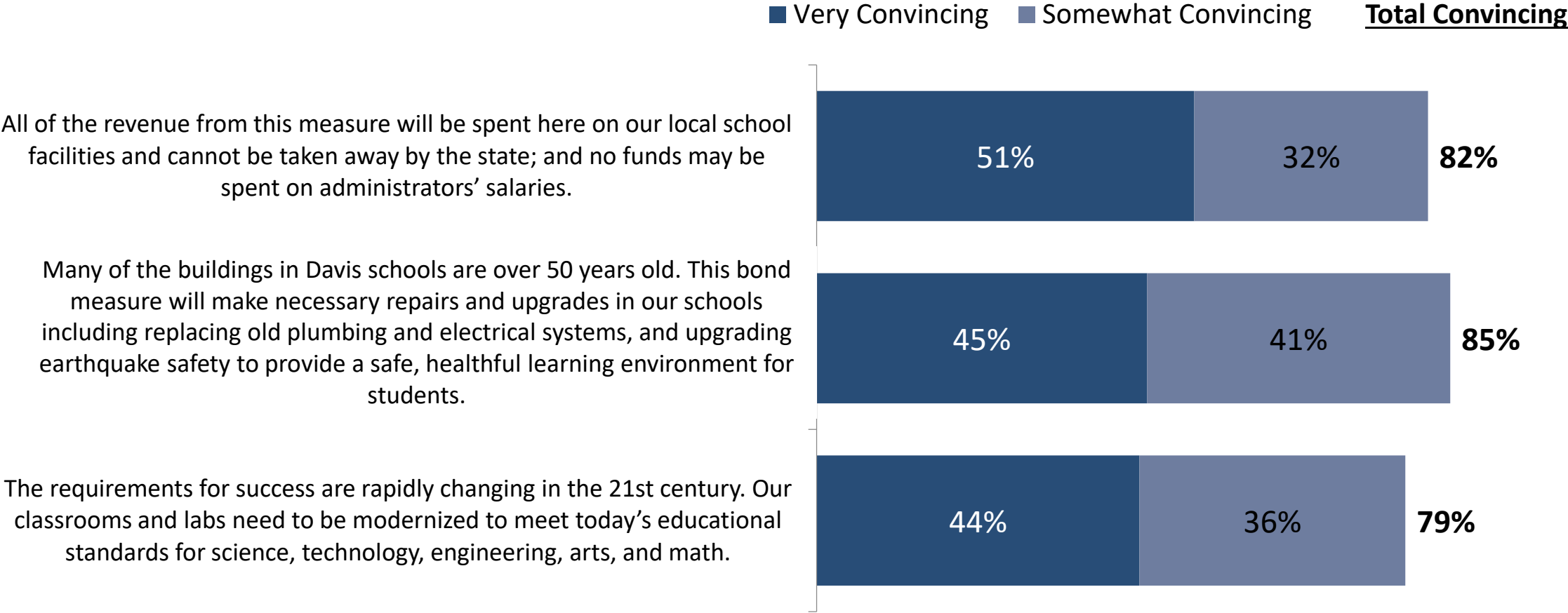
*Other projects are also important to most.*



Q12-Q26. I'm going to read you a list of items that could be included in the Davis Joint Unified School District bond 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 an important, and 7 means extremely important.

# Support Messages

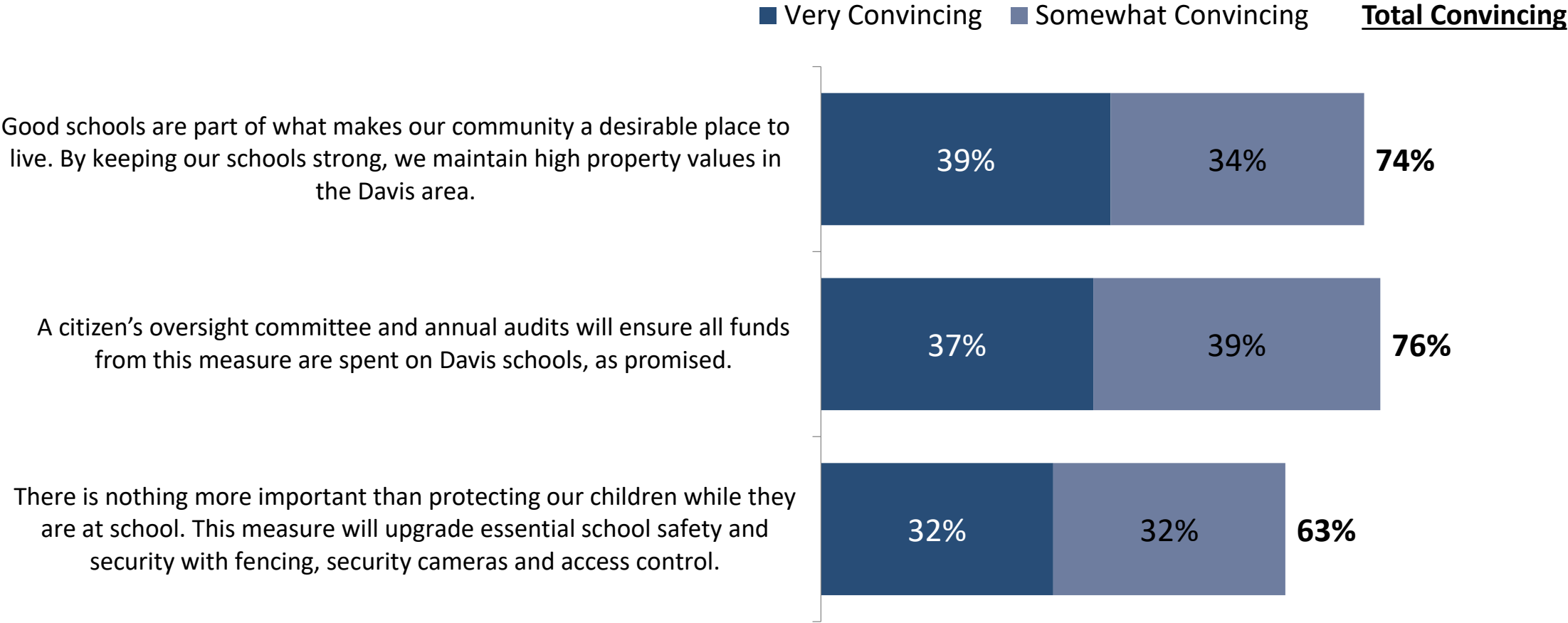
*Voters react positively to messages about the revenue staying local, upgrading aging buildings, and modernizing classrooms and labs to keep pace with today’s standards.*



Q27-Q32. Next I’d like to read you statements from people who SUPPORT the potential bond measure. After each one, please tell me how convincing that statement is as a reason to vote FOR the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

# Support Messages

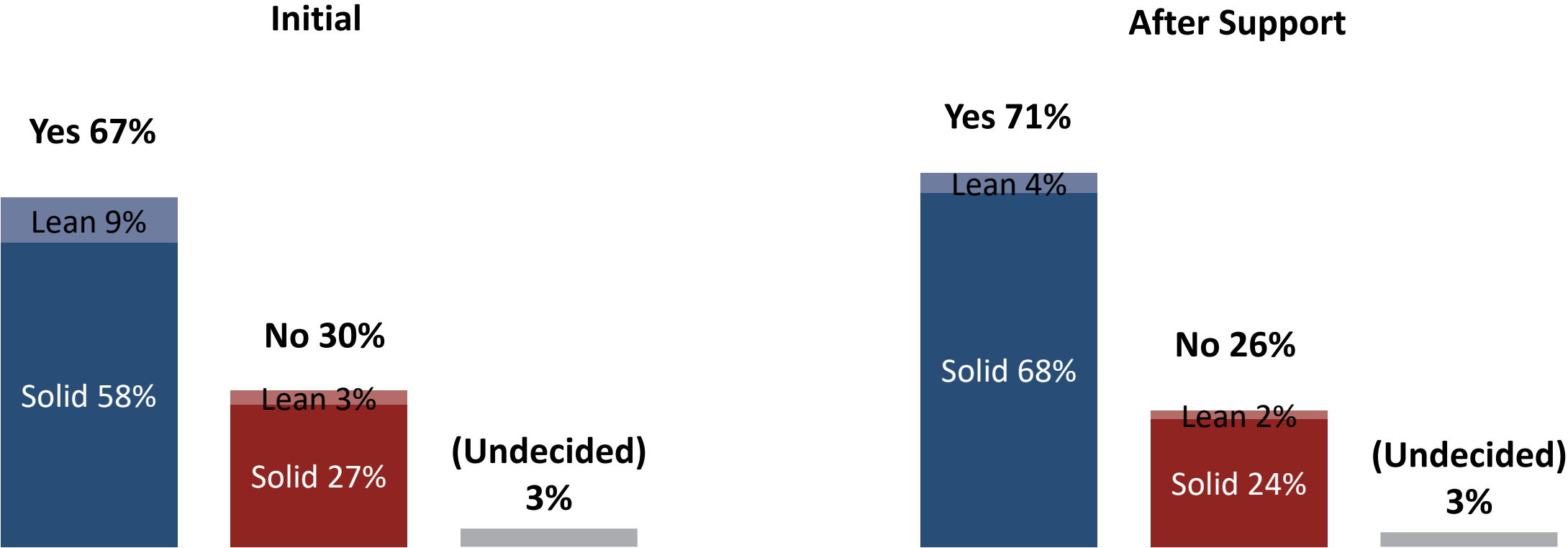
*Good schools as a part of maintaining the community as a desirable place to live, and proper oversight are also compelling reasons to support the bond measure for most.*



Q27-Q32. Next I'd like to read you statements from people who SUPPORT the potential bond measure. After each one, please tell me how convincing that statement is as a reason to vote FOR the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

# Vote After Support

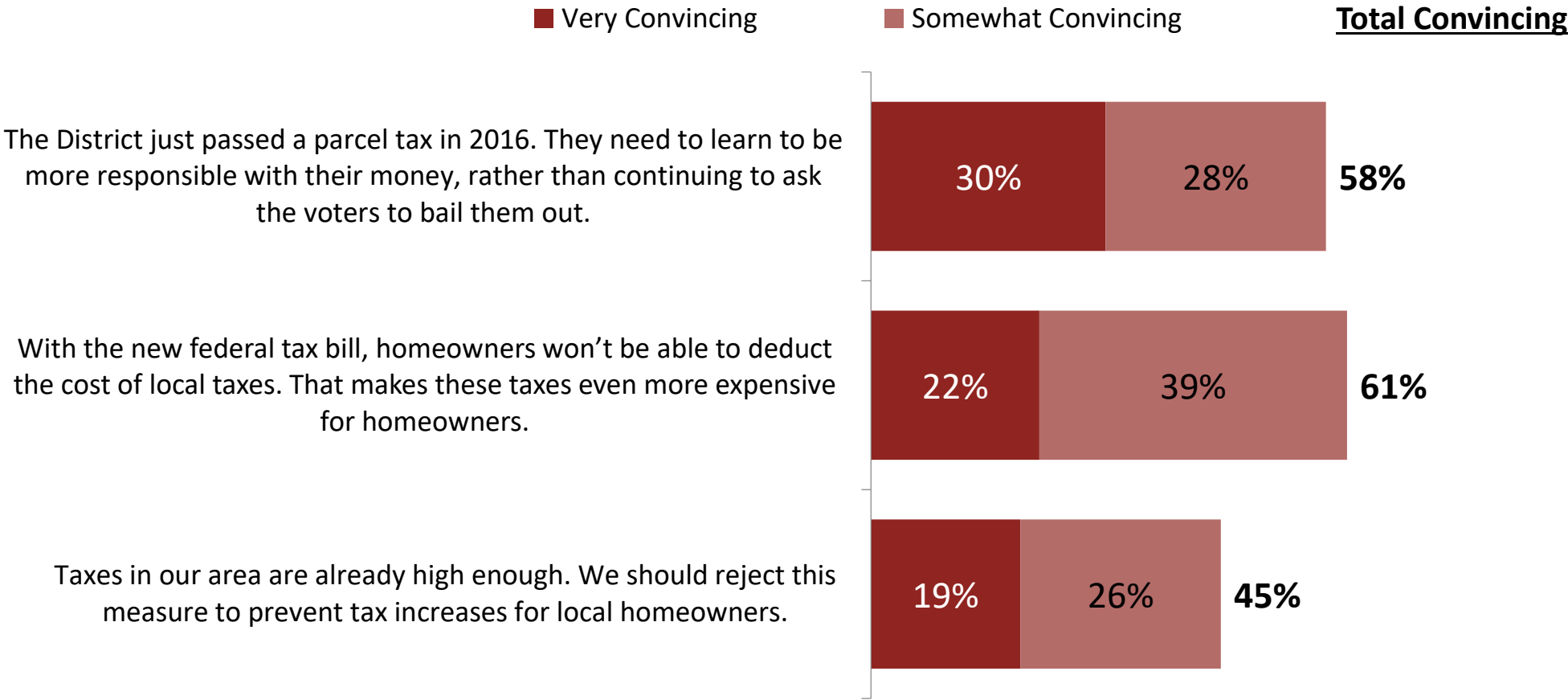
*After the presentation of additional information, solid support for the measure increases by 10 percentage points.*





# Opposition Statements

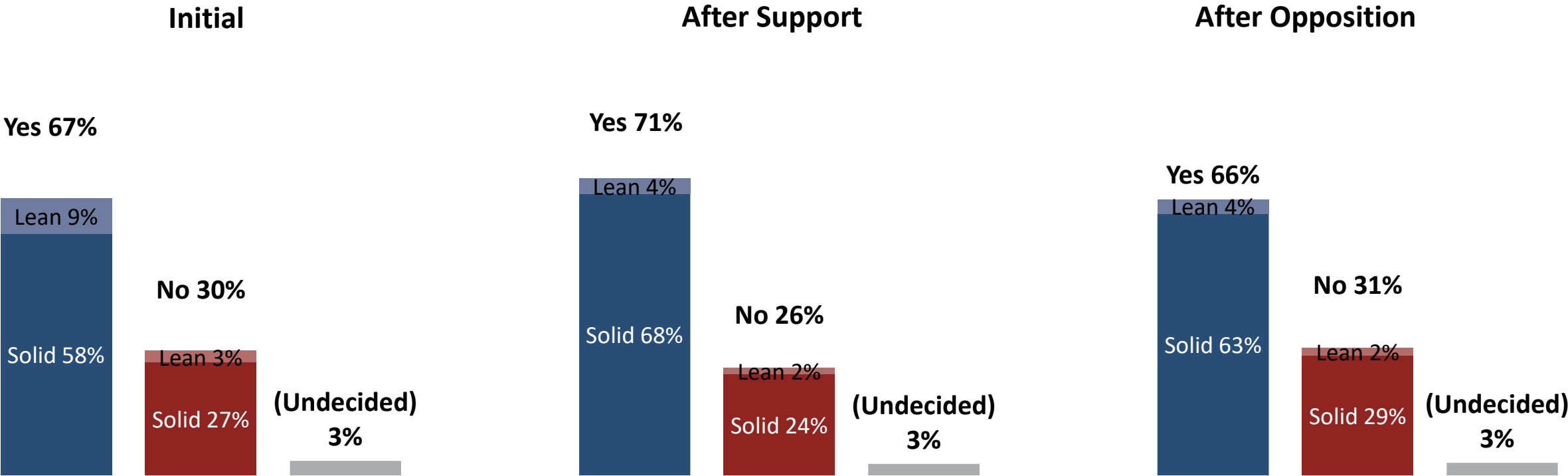
*Many voters react strongly to an opponents’ message about DJUSD’s prior parcel tax, and the federal tax change also resonates as a reason to oppose the measure.*



Q34-Q36. Next I'd like to read you statements from people who OPPOSE the bond measure. After each one, please tell me how convincing that statement is as a reason to vote AGAINST the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

# Vote After Opposition

*After opposition messages, support for a bond declines but remains above 55%.*



- ▶ Voters understand the high quality of education provided by local schools and are willing to invest in keeping them up to date.
- ▶ A bond measure appears viable for the November 2018 ballot.
- ▶ Although some voters initially appear somewhat hesitant to support the measure, information about how the bond will help modernize classrooms and keep schools in good repair helps solidify support substantially.
- ▶ A significant portion of voters are sensitive to opposition messages emphasizing how this measure will add to the tax burden. A strong, privately funded communications effort is therefore recommended to ensure voters are aware of the benefits this measure will provide for local students.



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