

# Survey Results Presentation for Ventura Unified School District

by

Isom Advisors,  
a Division of Urban Futures, Inc.  
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# Methodology

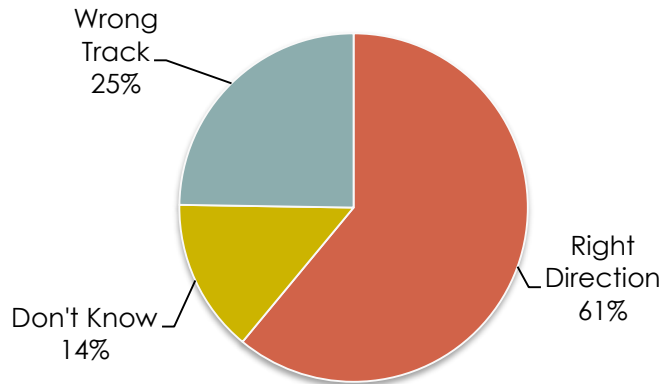
There are 71,063 registered voters in the District

- ❖ The Ventura Unified School District is currently assessing the feasibility of placing a general obligation bond measure on an upcoming ballot.
- ❖ A survey was conducted from Thursday August 15<sup>th</sup> through Wednesday August 21<sup>st</sup> to assess support for the proposed bond measure, the funds of which would be used for capital improvements to classrooms and school facilities
- ❖ The survey tested voter attitudes regarding the District, projects, and tax tolerances for a possible school facilities improvement bond program.
- ❖ 400 households were contacted, which resulted in an overall margin of error of +/- 4.89%.

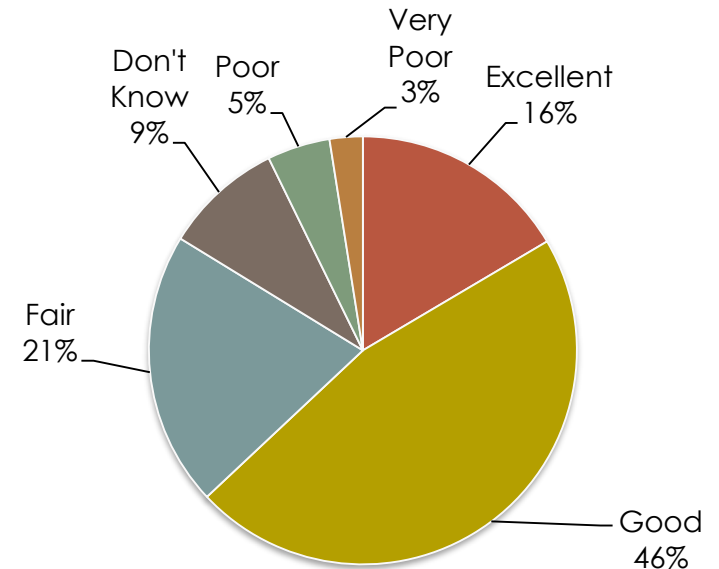
# General Questions

## Majority of voters satisfied with the quality of education

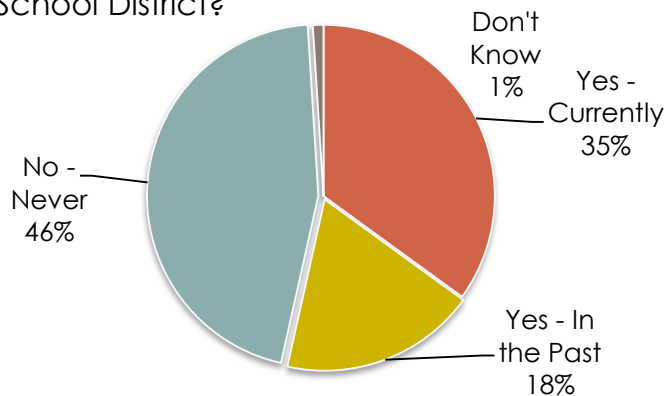
- ❖ Overall, things in Ventura are generally headed in the right direction or do you feel things are on the wrong track?



- ❖ From what you know or what you've heard, would you rate the quality of education provided by the Ventura Unified School District as Excellent, Good, Fair, or Poor?



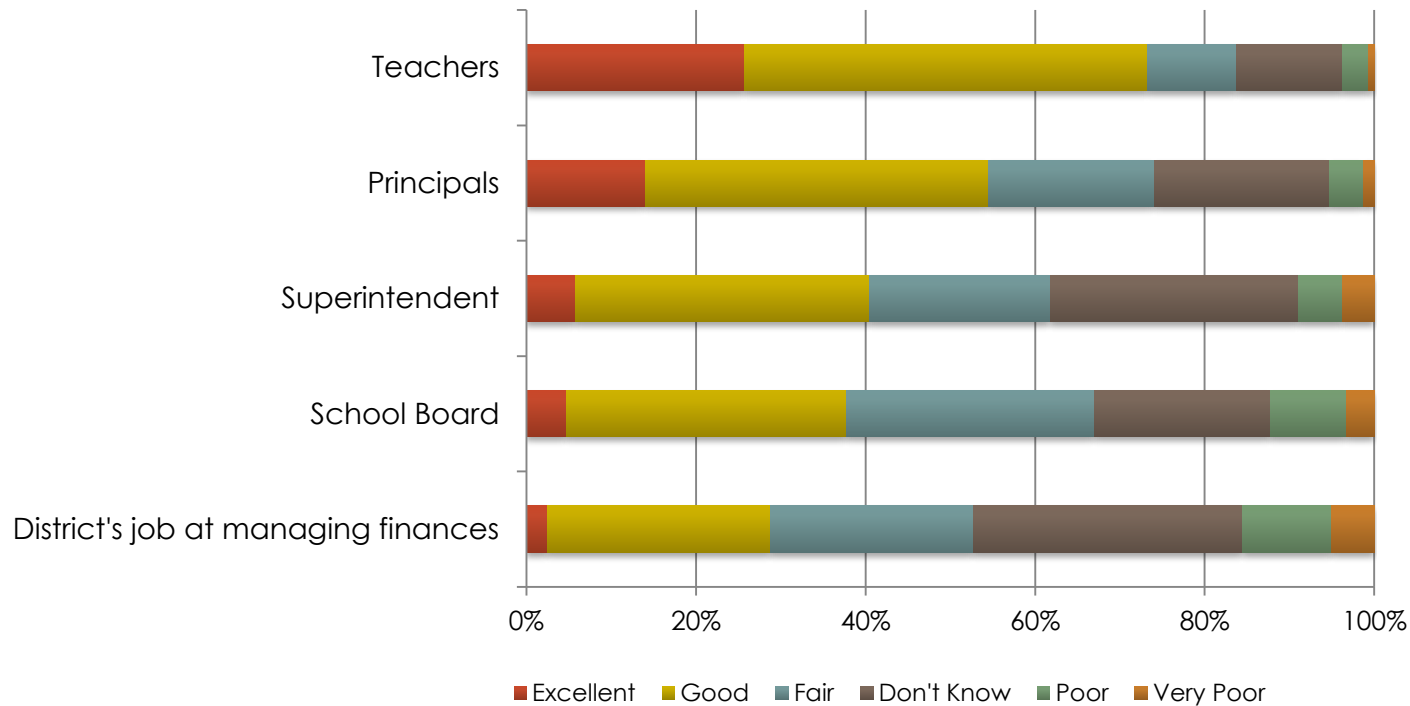
- ❖ Do you have any children or grandchildren who are now attending school in the Ventura Unified School District?



# General Questions

Voters are supportive of the District

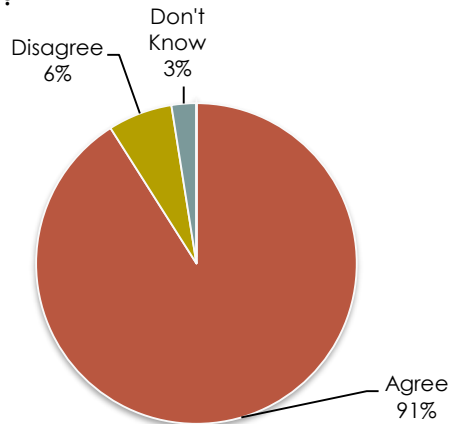
- ❖ Now I would like to ask you several questions regarding different aspects of the Ventura Unified School District. For each please tell me whether you would rate it is as Excellent, Good, Fair, or Poor?



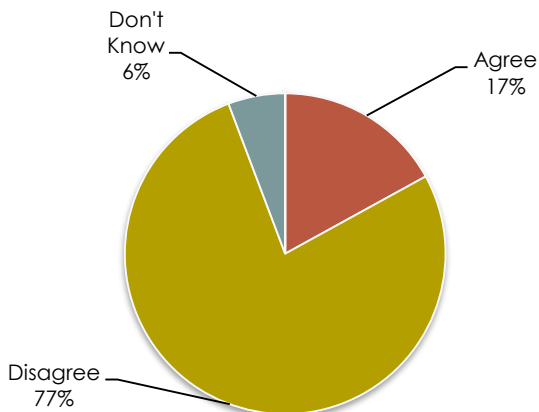
# General Questions

## Majority of voters believe in more funding

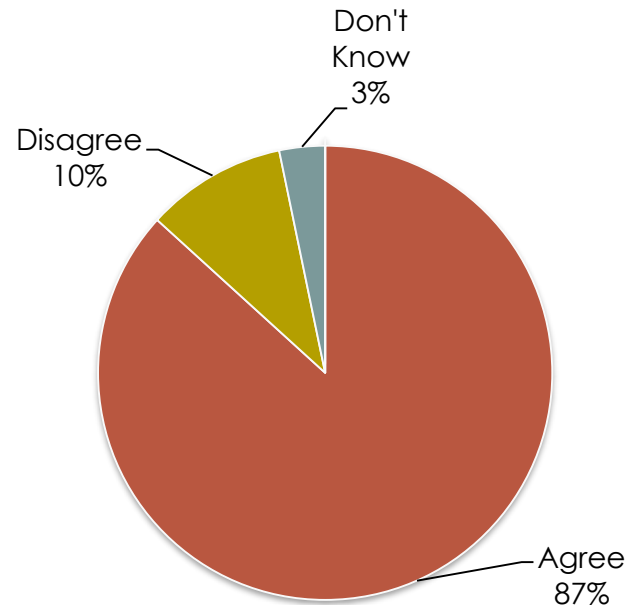
- ❖ Good schools help improve property values?



- ❖ I would never vote for a tax measure no matter what the money would be used for.



- ❖ Because the state continues to underfund public education, local voters need to do more to protect the quality of facilities in their local public schools?

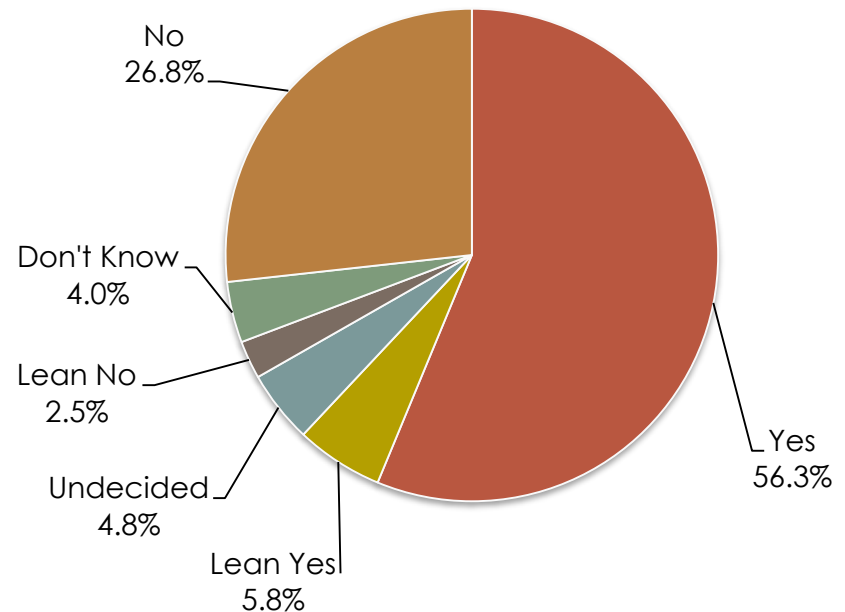


# Ballot Measure

Support for measure is above the Prop. 39 55% threshold

- ❖ At this time, the Ventura Unified School District is looking to make classroom and school facility improvements and is considering placing a school improvement bond measure before voters in your community on an upcoming ballot. Let me read you the proposed measure:

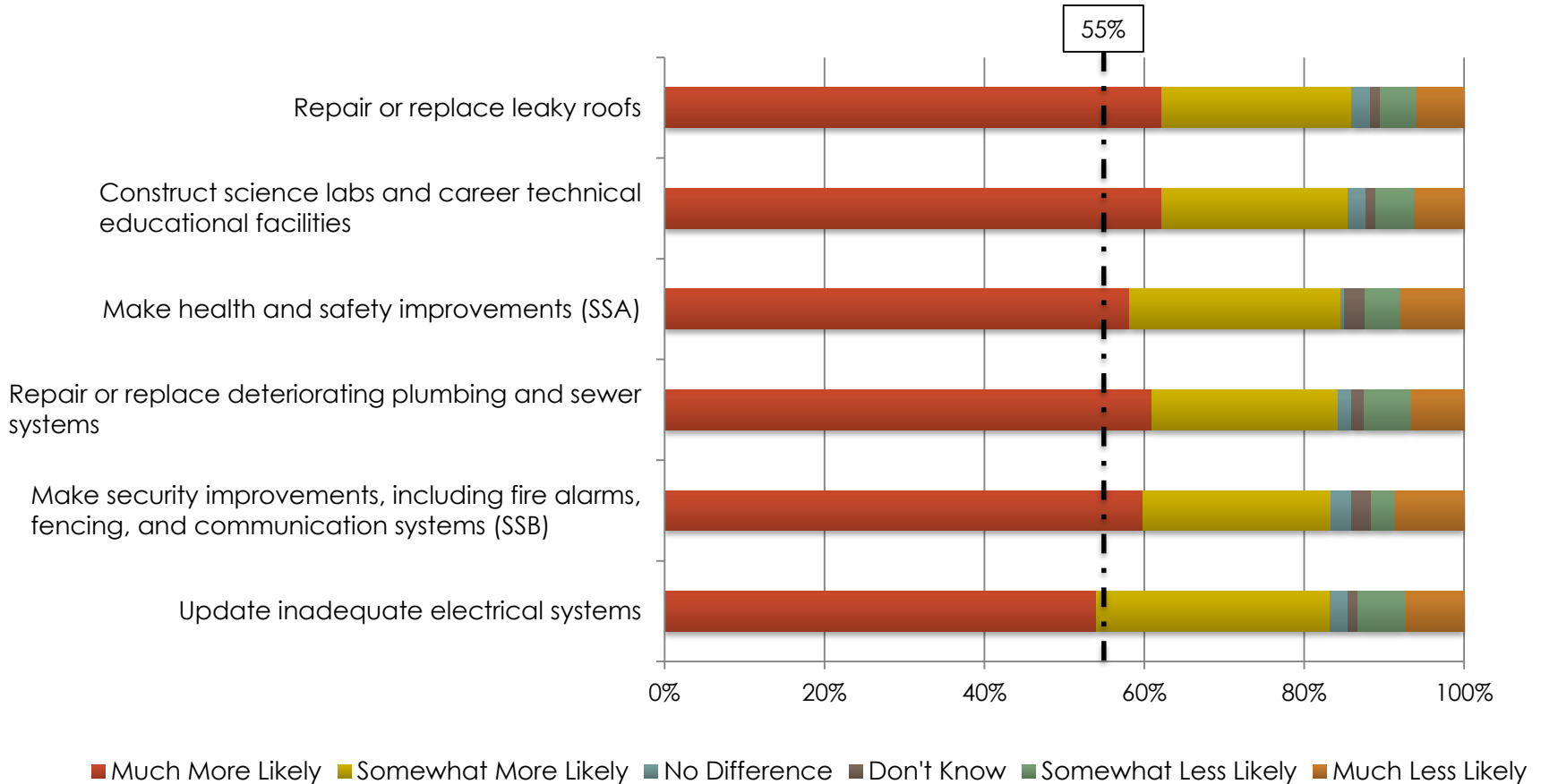
"To improve the quality of education; construct/modernize/renovate classrooms, restrooms and school facilities; repair or replace leaky roofs; and make health and safety improvements; shall Ventura Unified School District issue \$344,500,000 of bonds at legal interest rates, generating on average \$20,400,000 annually as long as bonds are outstanding at a rate of approximately 6 cents per \$100 assessed value, with annual audits, independent citizens' oversight committee, NO money for salaries and no money taken by the State?"



# G.O. Bond Projects

All projects tested below received 80% support and above

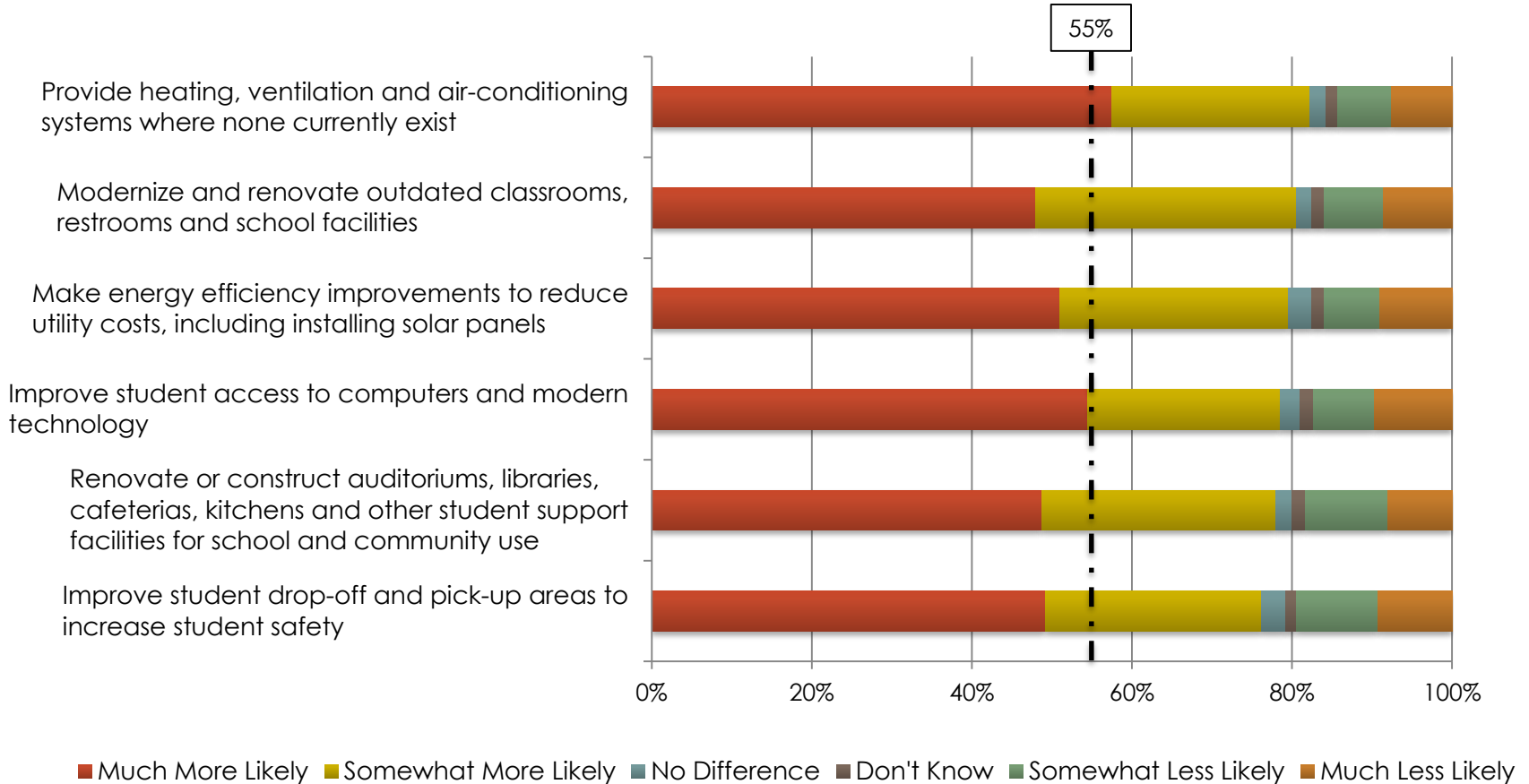
- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:



# G.O. Bond Projects

All projects tested below received 75% support and above

- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:

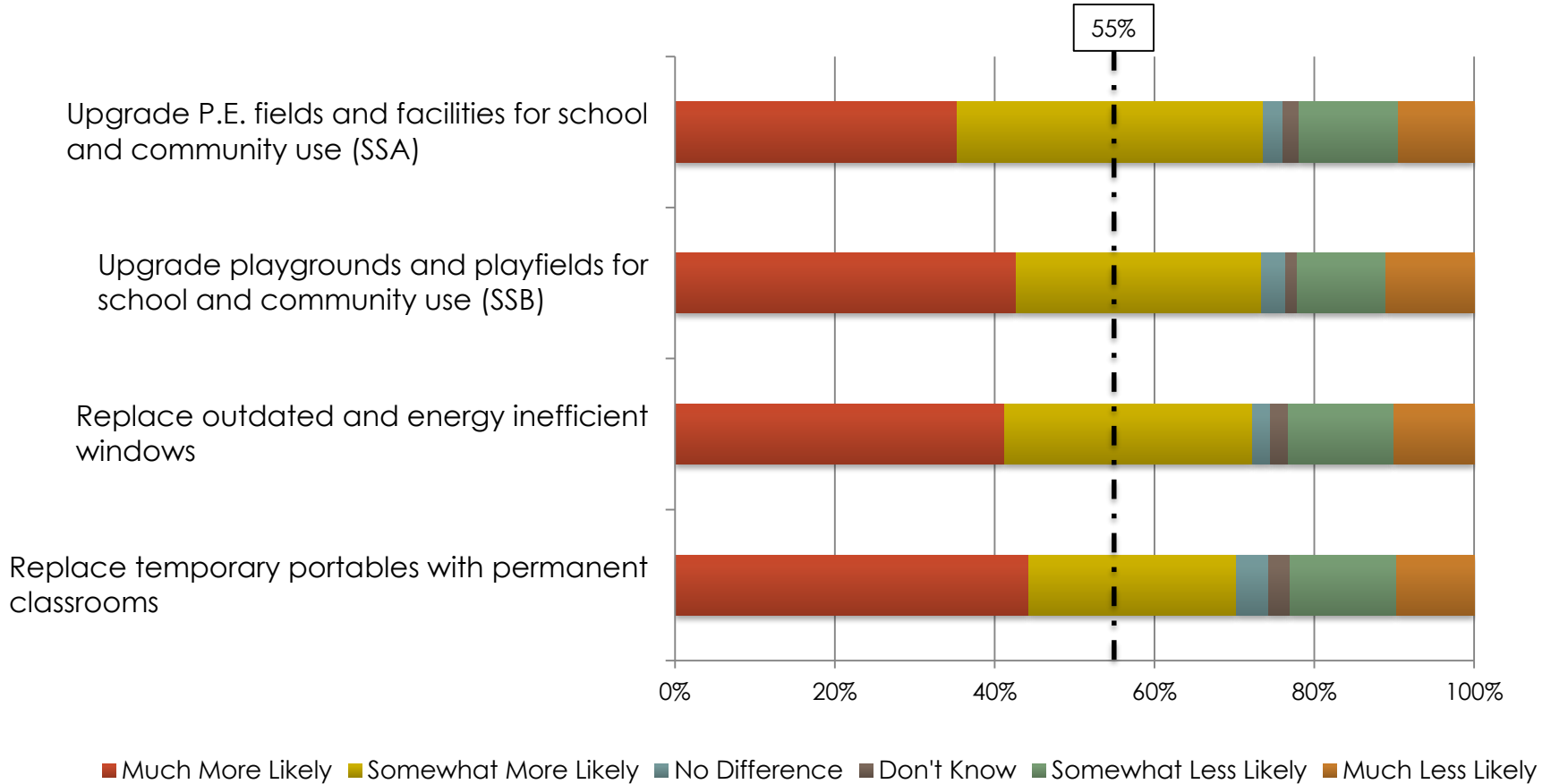




# G.O. Bond Projects

All projects tested below received 70% support and above

- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:

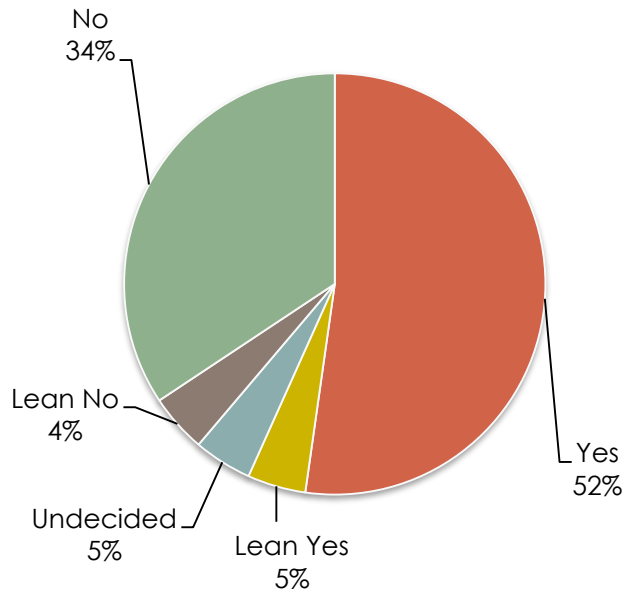


# Tax Tolerances

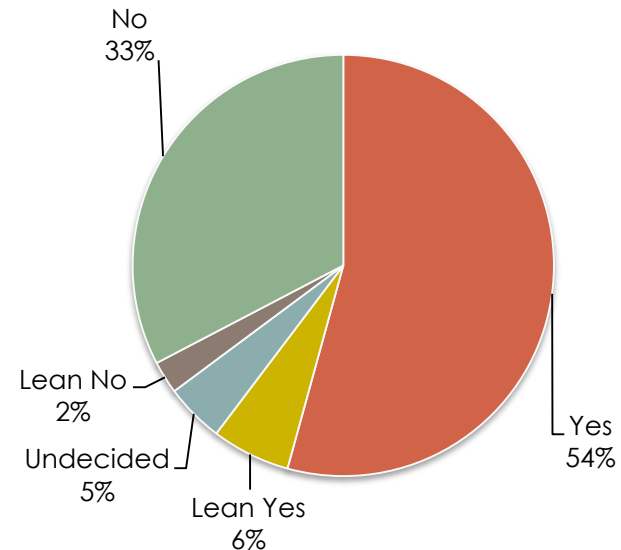
Voters were sensitive to highest tax rate

- ❖ The proposed measure would cost property owners \$60 per \$100,000 of assessed value per year or approximately \$5.00 per \$100,000 of assessed valuation per month?

\$60 year



\$5.00 month

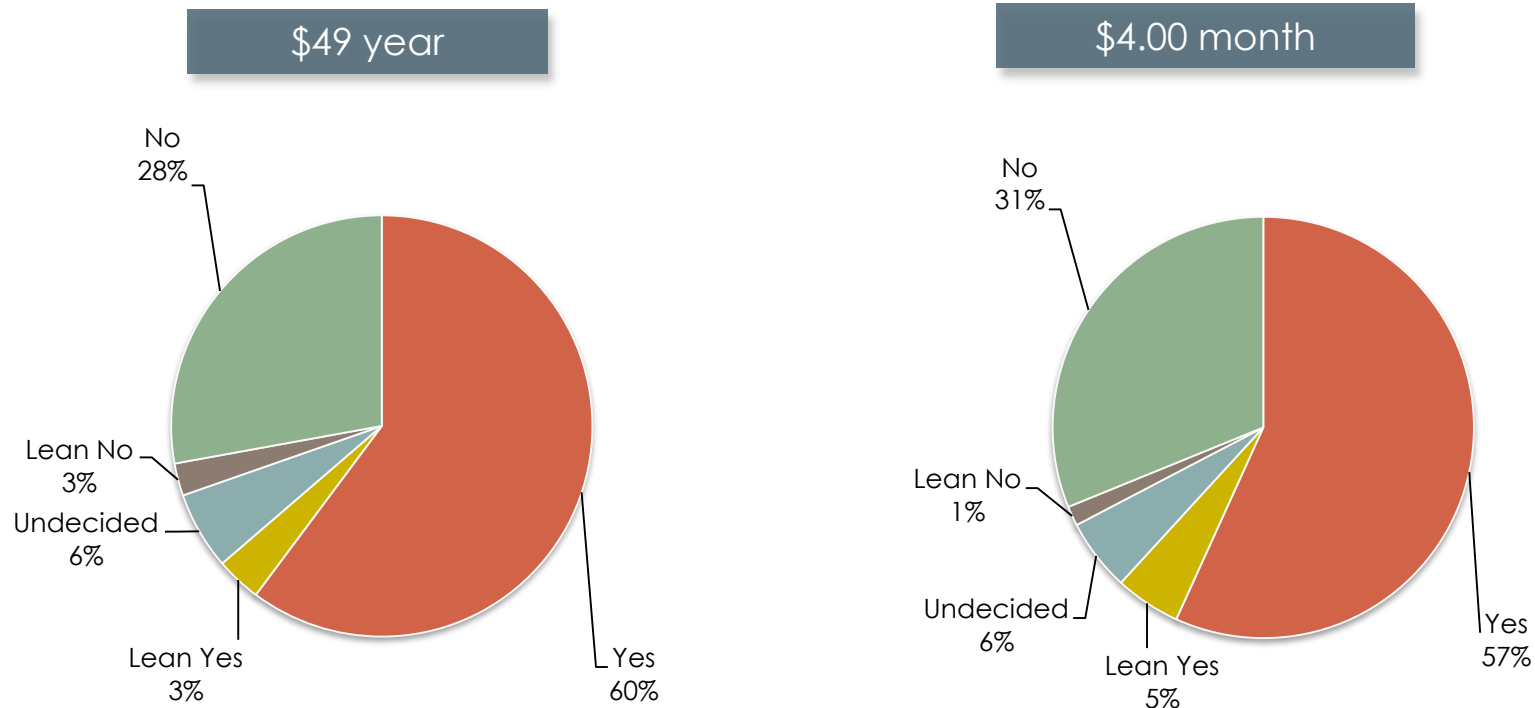


**\* \$60 provides an estimated \$344.5 million in funding**

# Tax Tolerances

Support increased with lower tax rates

- ❖ The proposed measure would cost property owners \$49 per \$100,000 of assessed value per year or approximately \$4 per \$100,000 of assessed valuation per month?



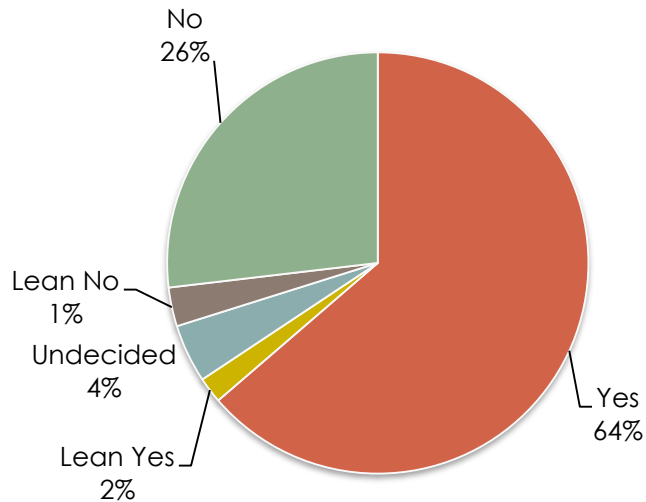
**\* \$49 provides an estimated \$281.1 million in funding**

# Tax Tolerances

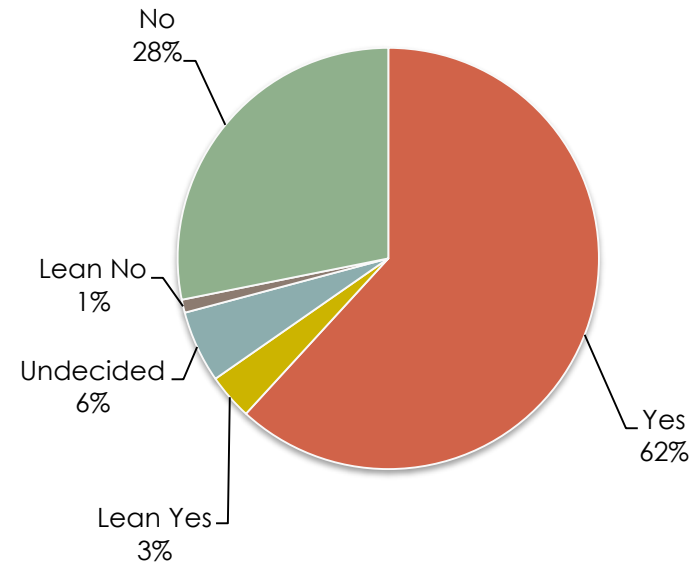
Support increased with lower tax rates

- ❖ The proposed measure would cost property owners \$42 per \$100,000 of assessed value per year or approximately \$3.50 per \$100,000 of assessed valuation per month?

\$42 year



\$3.50 month



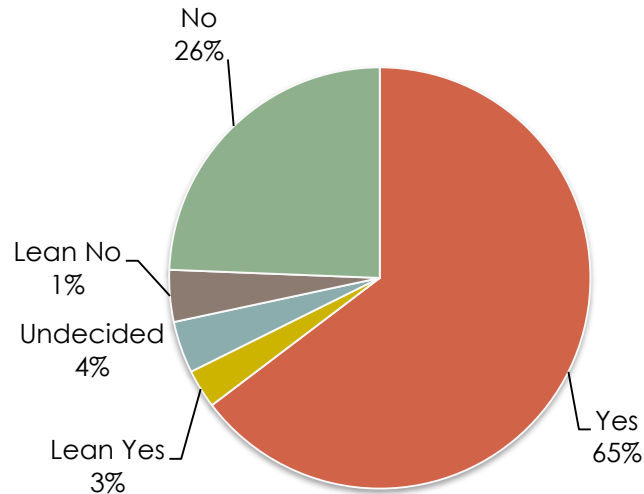
**\* \$42 provides an estimated \$241.1 million in funding**

# Tax Tolerances

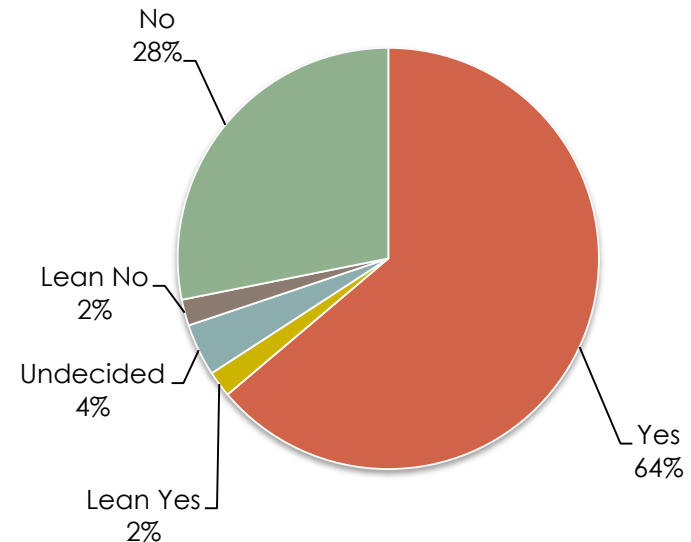
Support increased with lower tax rates

- ❖ The proposed measure would cost property owners \$36 per \$100,000 of assessed value per year or approximately \$3.00 per \$100,000 of assessed valuation per month?

\$36 year



\$3.00 month

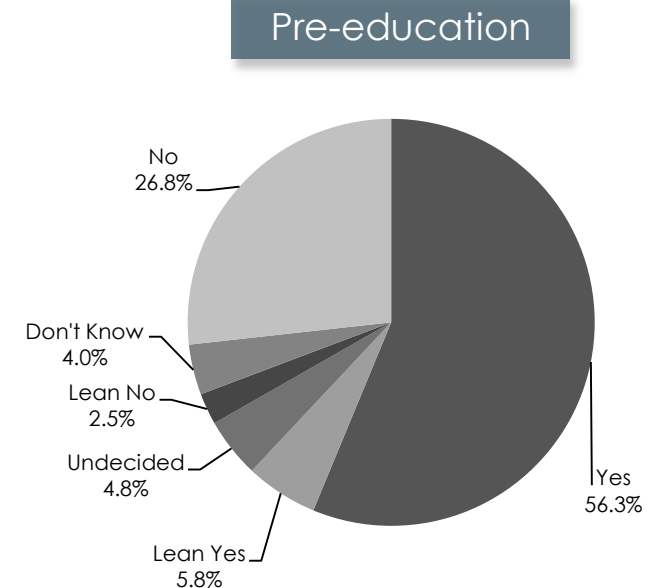
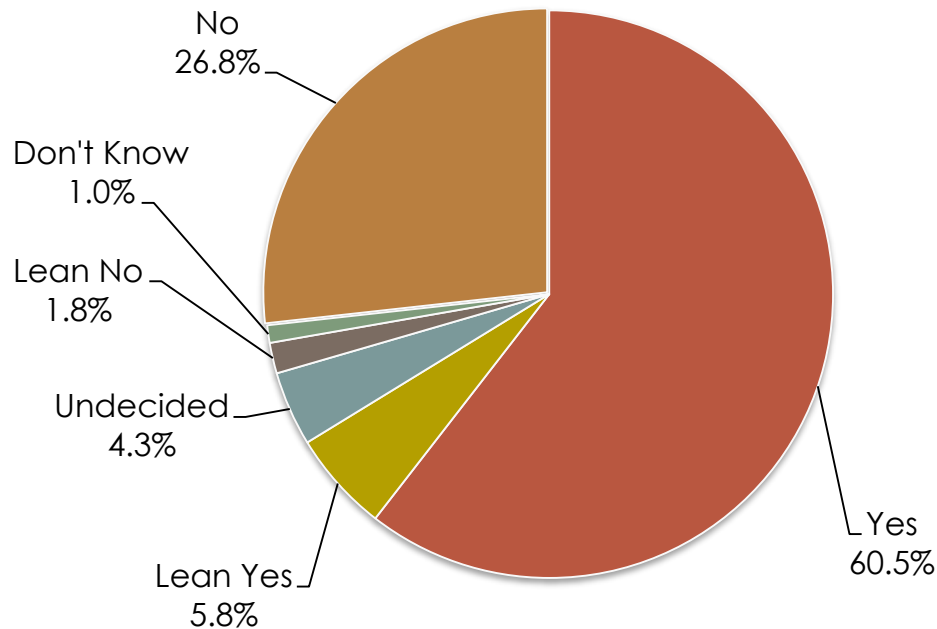


**\* \$36 provides an estimated \$206.7 million in funding**

# Ballot Measure

Support increased after voter education

- ❖ Now that you have heard some more information regarding the proposed projects and cost, if the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?

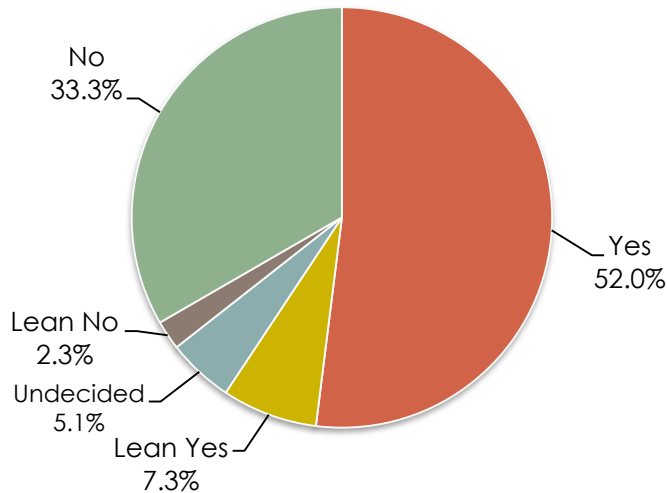


# Support by Voter Propensity

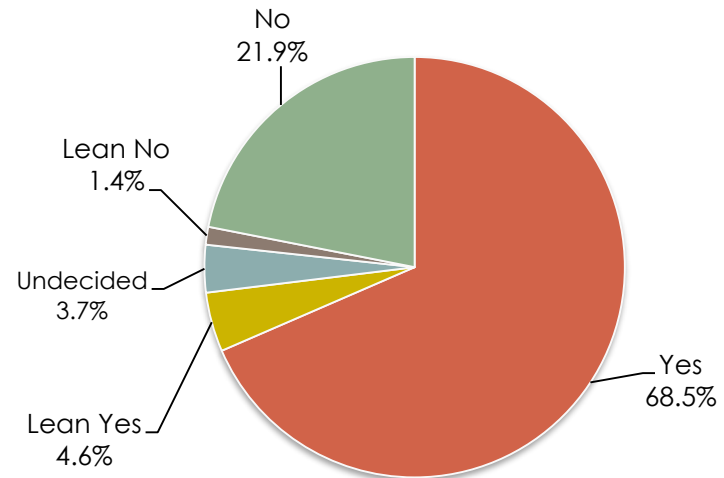
Greater support is found among lower propensity voters

- ❖ Now that you have heard some more information regarding the proposed measure, projects, and cost, if the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?

March 2020 Likely Voters



November "Only" 2020 Voters



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# Conclusions and Recommendations



# Conclusions & Recommendations

Majority of voters believe in more funding

- ❖ Majority of voters believe the District provides an “Excellent” or “Good” education.
- ❖ Initial support for the measure was 56.3% Yes (5.8% Lean Yes), with 4.8% Undecided; after education support for the measure was 60.5% Yes (5.8% Lean Yes), with 4.3% Undecided.
- ❖ All projects tested received over 70%.
- ❖ There was some tax rate sensitivity to the highest tax rate, but support increased with lower tax rates.
- ❖ Support is above the 55% voter approval threshold; we recommend the District continue to reach out to and educate the community and plan on placing a bond measure on an upcoming 2020 ballot.