

G.O. Bond Survey Results Presentation for Simi Valley Unified School District

by

Isom Advisors,
a Division of Urban Futures, Inc.

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Methodology



There are 65,332 registered voters in the District

Simi Valley Unified SD

- ❖ The Simi Valley Unified School District is currently assessing the feasibility of placing a general obligation bond measure on an upcoming ballot.
- ❖ A survey was conducted from Monday October 12th through Thursday October 15th to assess support for the proposed bond measure.
- ❖ The survey tested voter attitudes regarding the District, projects to be funded by the proposed measure, and tax tolerances.
- ❖ 400 individual voters were contacted, which resulted in an overall margin of error of +/- 4.88%.
- ❖ The 400 voters were comprised of 200 likely June 2016 (high propensity) voters and 200 likely November 2016 (low/mid propensity) voters to help further assess a June 2016 versus a November 2016 election.

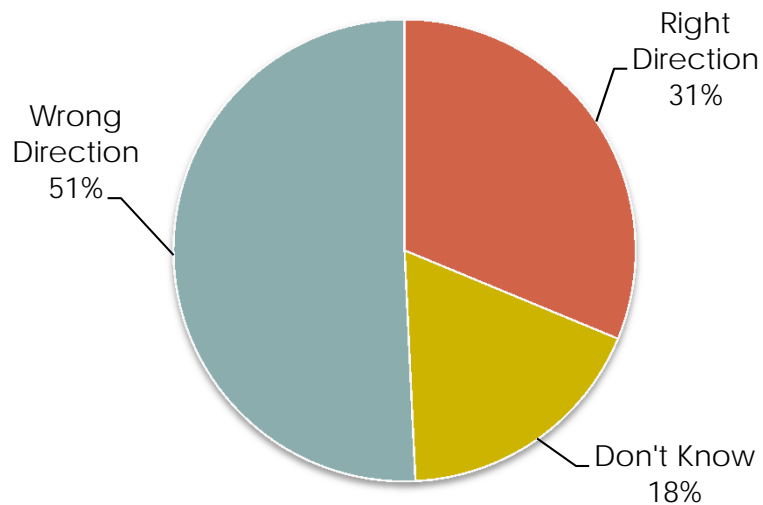
Voter Attitudes and Benchmark

General Questions

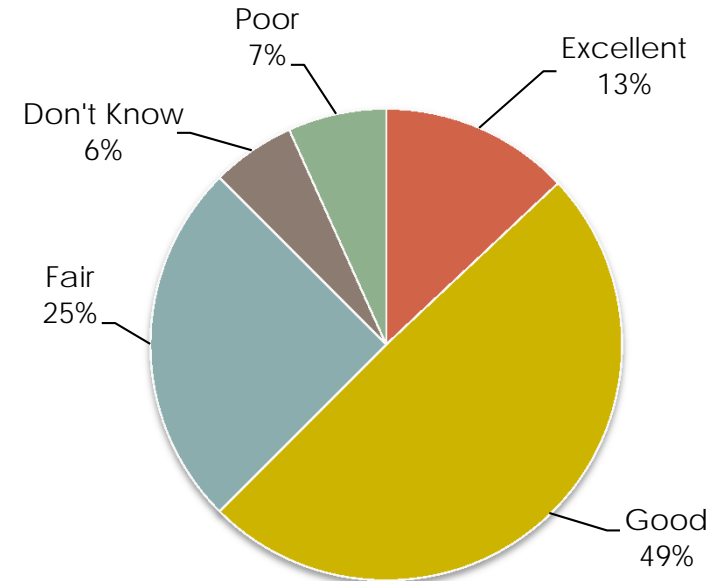
Majority of voters are satisfied with education in the District

Simi Valley Unified SD

- ❖ Would you say that education in California is headed in the right direction or the wrong direction?



- ❖ How would you rate the quality of education provided by the Simi Valley Unified School District?



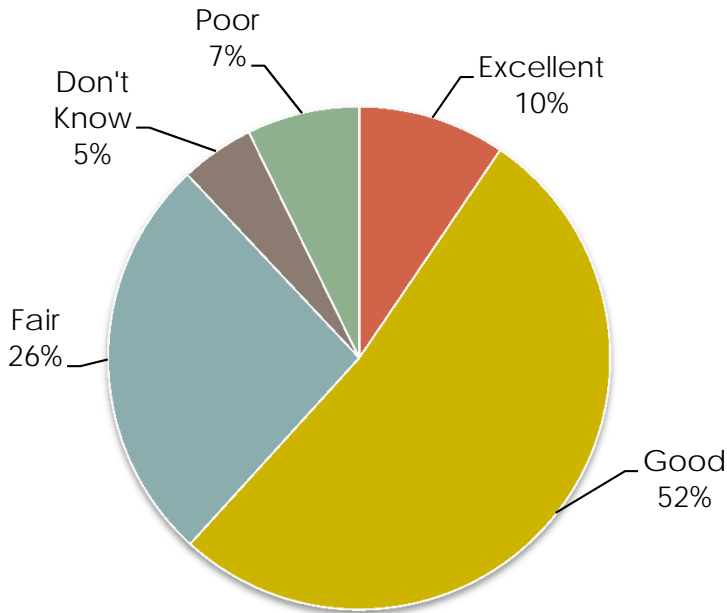
General Questions



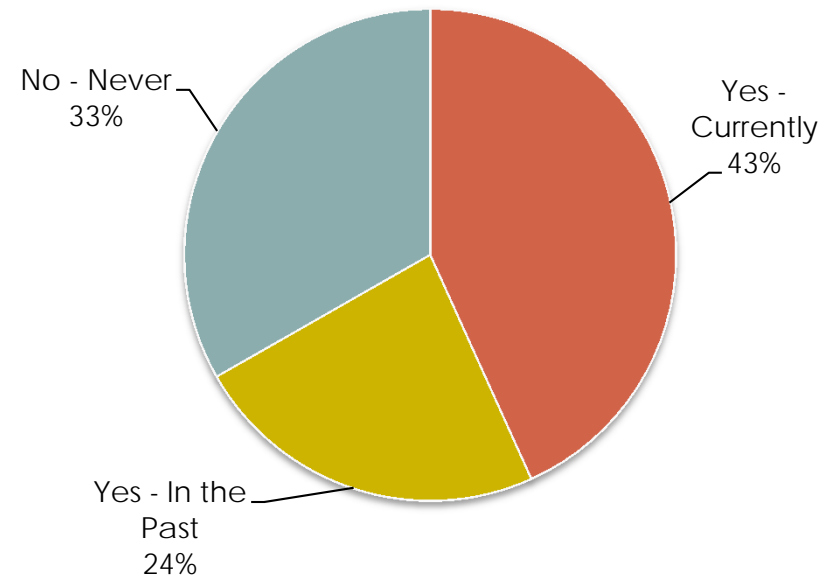
Majority of voters have a connection to the District

Simi Valley Unified SD

❖ How would you rate the condition of the school facilities in the District?



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



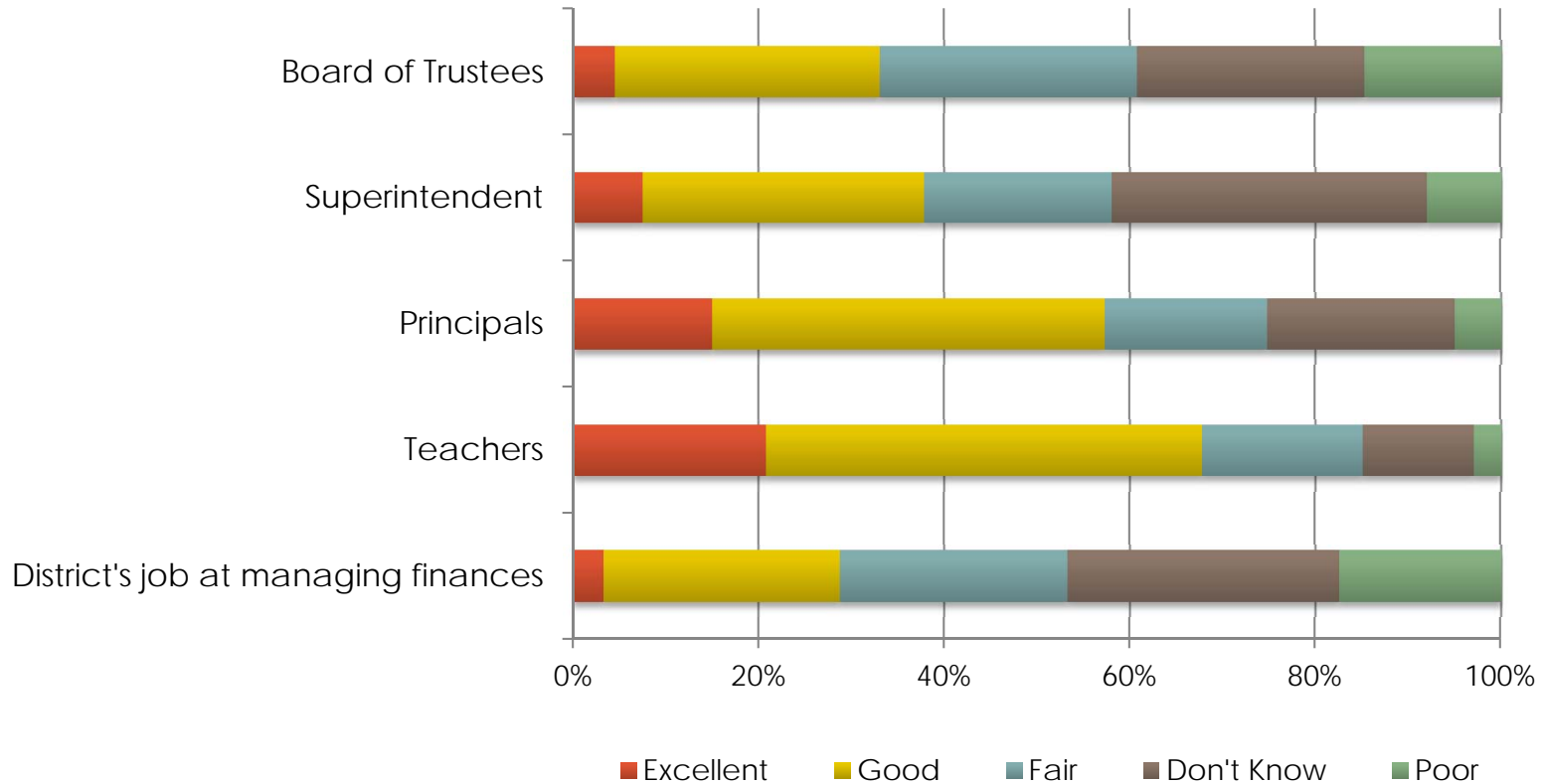
General Questions



Voters are supportive of the District

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



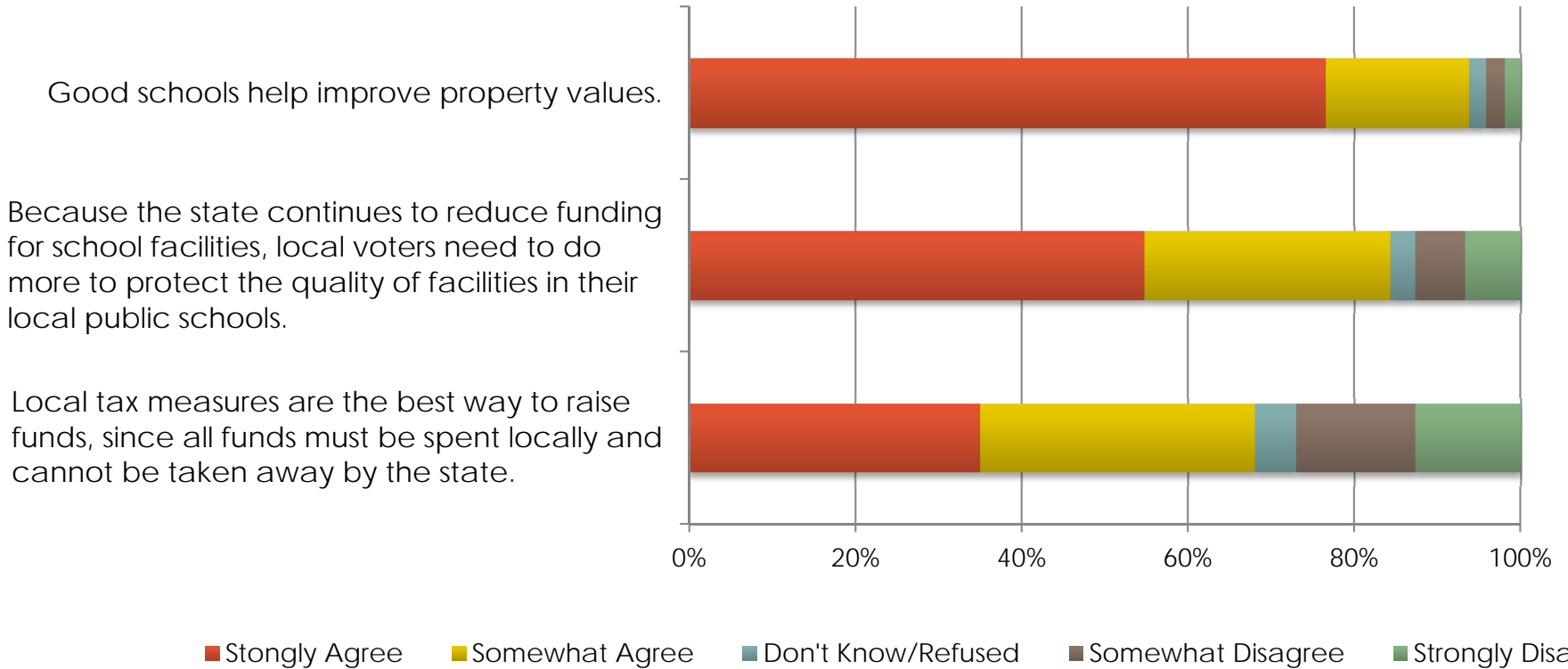
General Questions



Majority of voters believe in more local funding

Simi Valley Unified SD

- ❖ Now I would like to read you some statements about the Simi Valley Unified School District as well as other community related issues. For each of the following statements please tell me if you Agree or Disagree.



Ballot Measure (Pre-Benchmark)

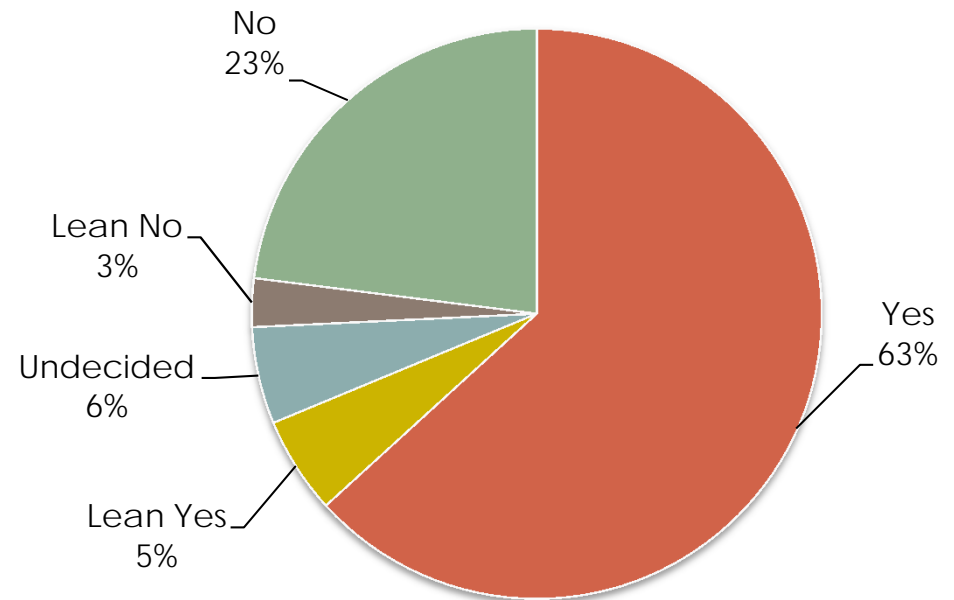


Support for measure is above the Prop. 39 55% threshold

Simi Valley Unified SD

- ❖ At this time, the 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. If the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?

"To improve the quality of education; modernize and upgrade classrooms, restrooms and school facilities; construct new classrooms to replace old portables; replace leaky roofs; improve student access to computers and modern technology; upgrade or replace outdated electrical and plumbing systems; and make health, safety and security improvements, shall Simi Valley Unified School District issue \$284,000,000 of bonds at legal interest rates, include an independent citizens' oversight committee, NO money for administrative salaries, or be taken by the state?"



G.O. Bond Projects

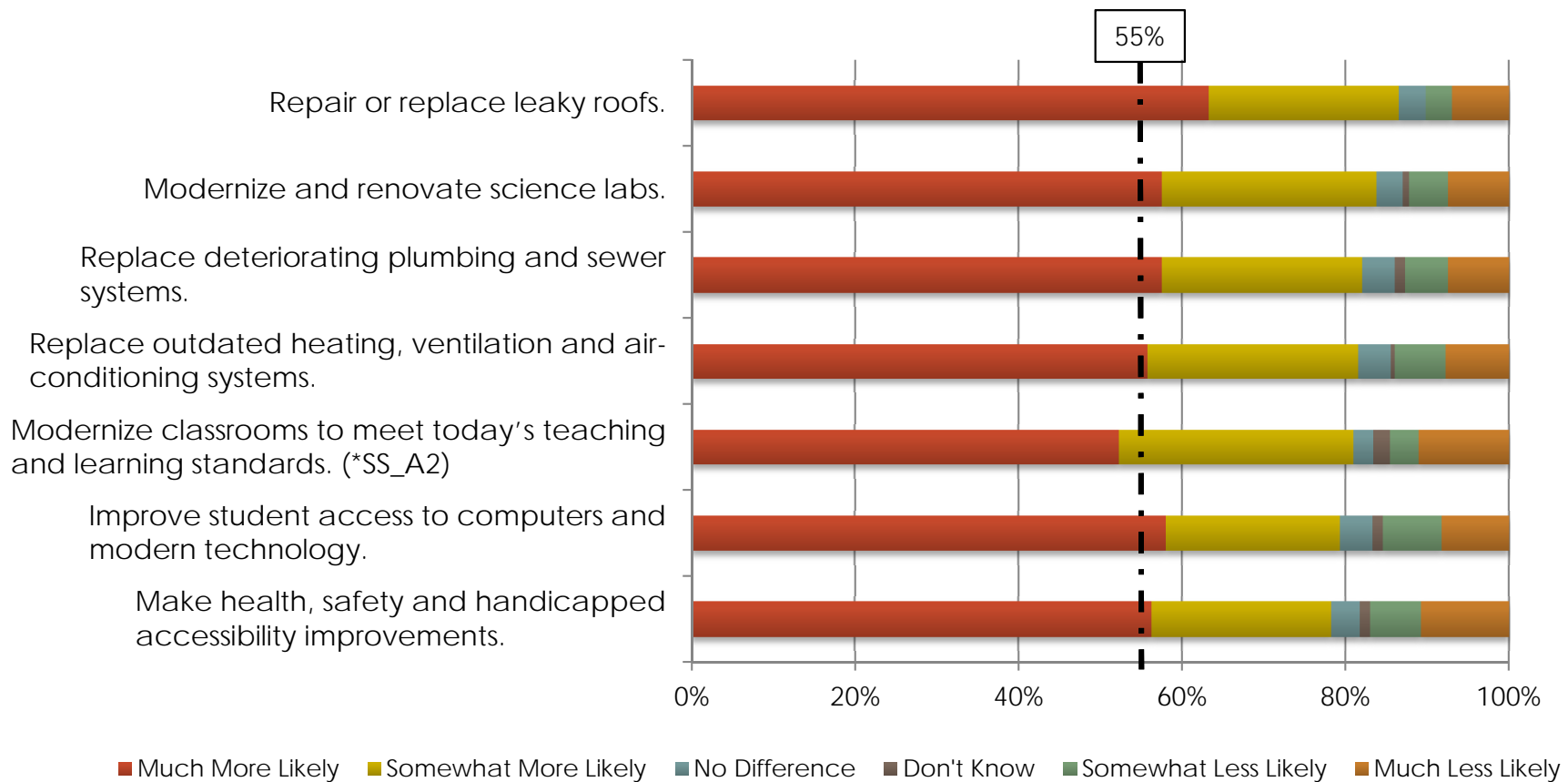
G.O. Bond Project



The following projects received over 75% support

Simi Valley Unified SD

- ❖ 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:



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

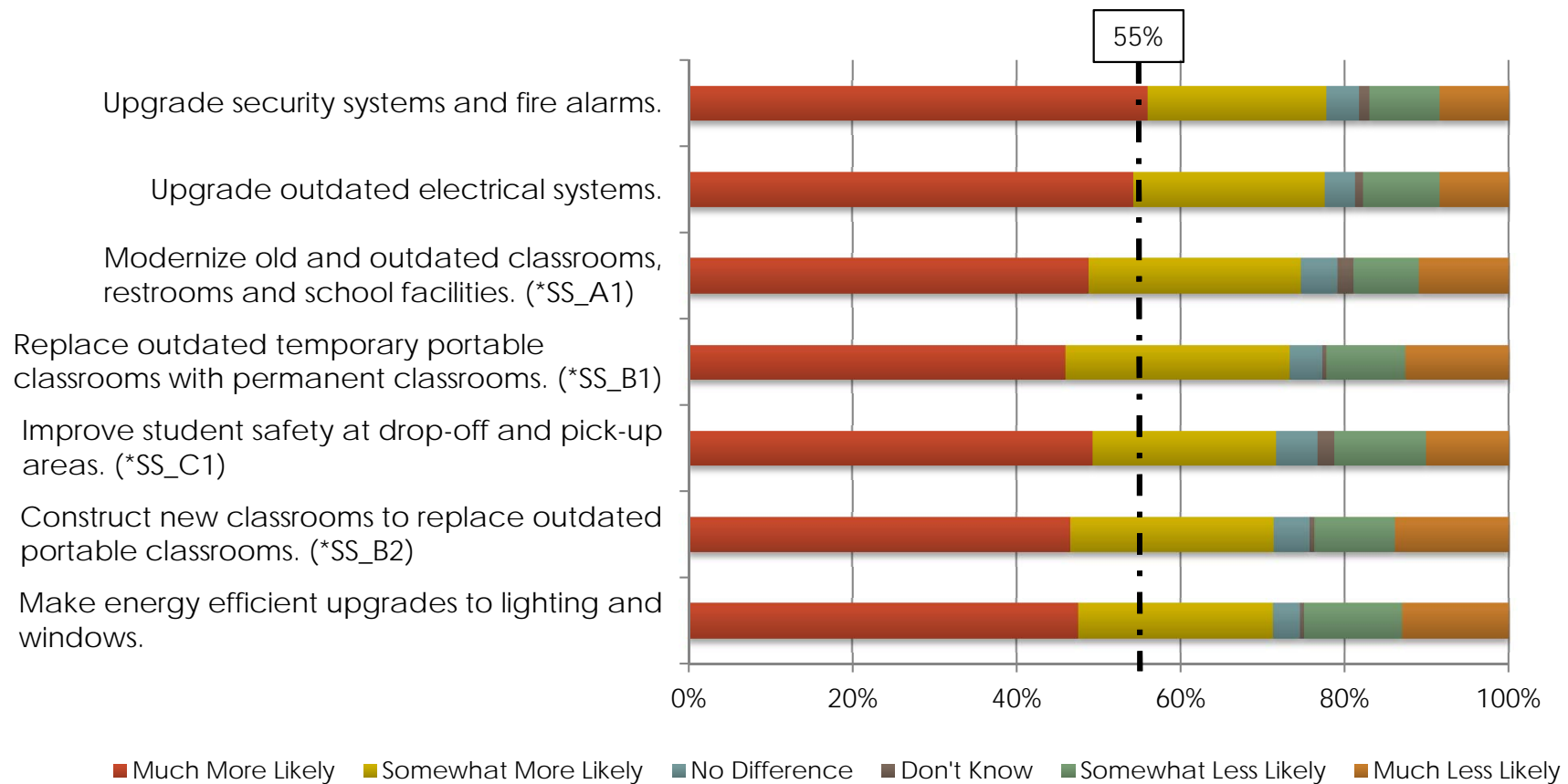
G.O. Bond Project



The following projects received over 70% support

Simi Valley Unified SD

- ❖ 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:



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

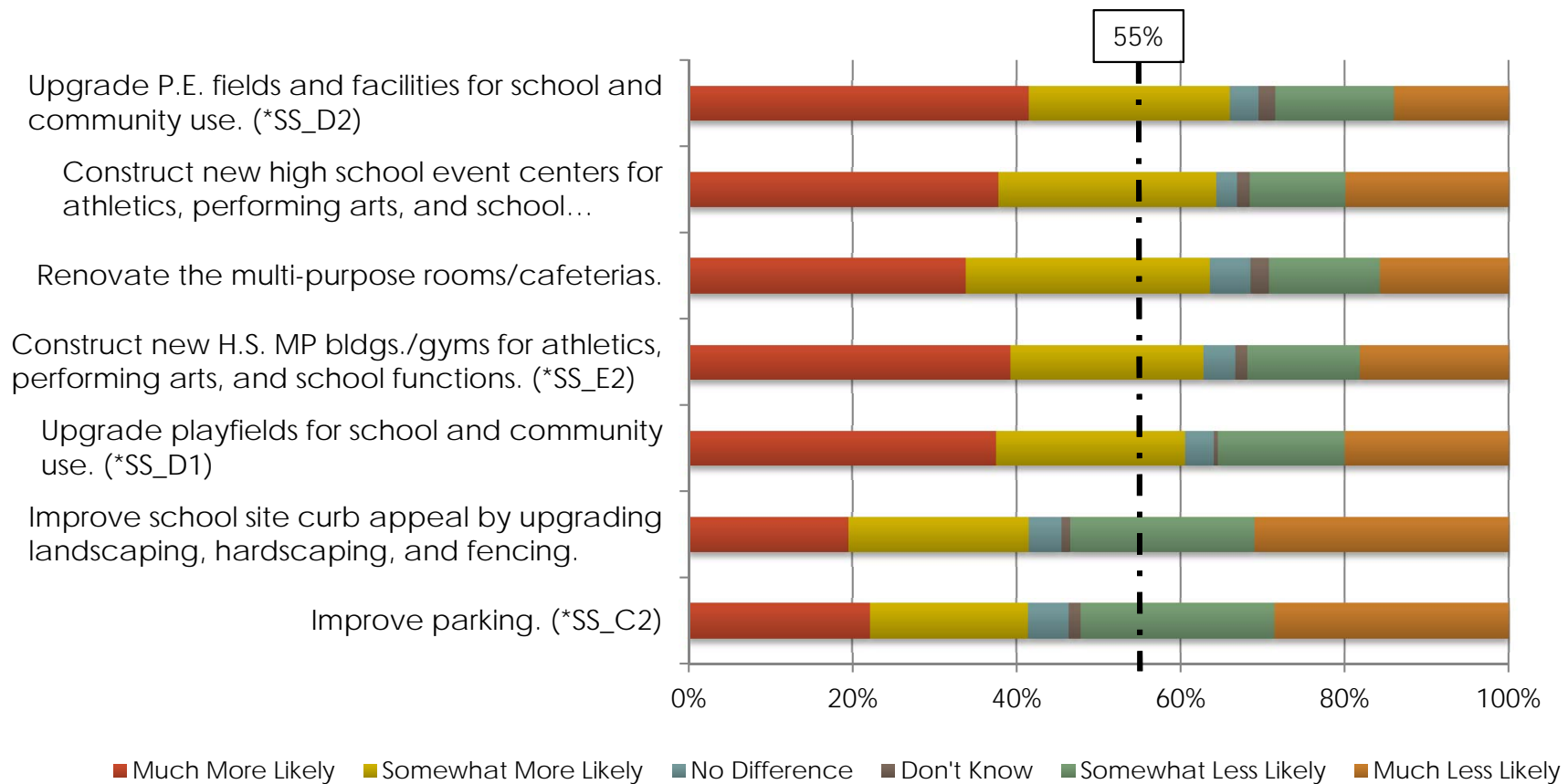
G.O. Bond Project



Only two projects received less than 55% support

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- ❖ 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:



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

Tax Tolerances

Tax Tolerances



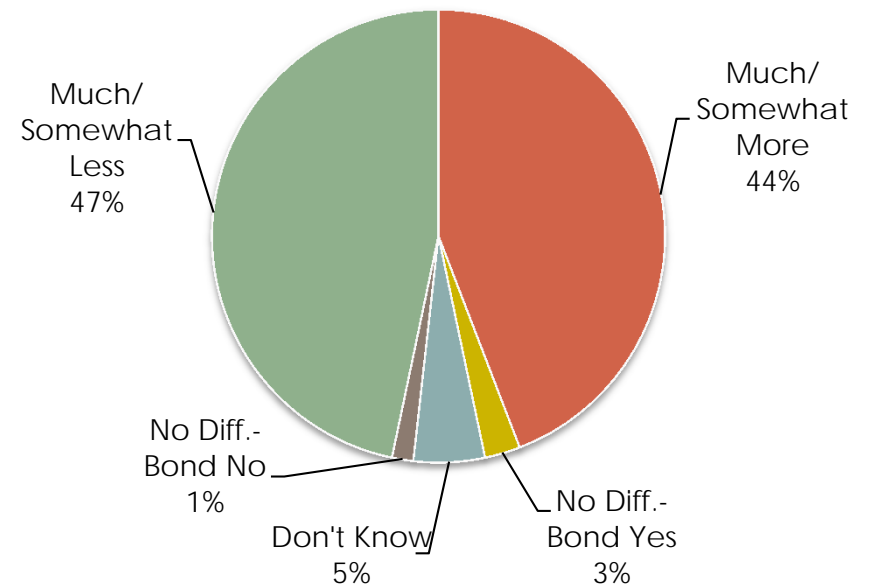
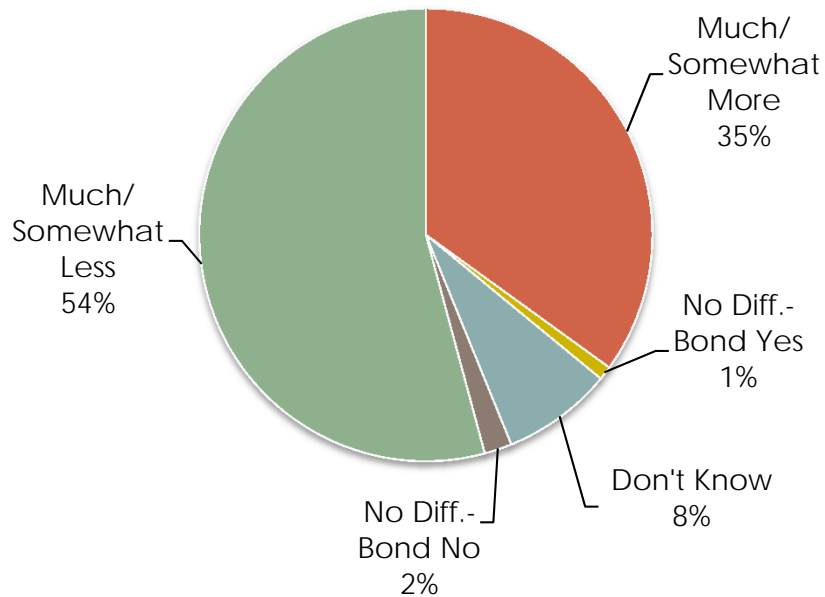
There is tax rate sensitivity at the \$59 tax rate

Simi Valley Unified SD

- ❖ The proposed measure would cost property owners \$59.00 per \$100,000 of assessed valuation per year/\$5.00 per \$100,000 of assessed valuation per month, would you be More or Less Likely to vote "yes" in Favor of or "no" to Oppose the measure?

*SSA: \$59.00/year

*SSB: \$5.00/month



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

Tax Tolerances



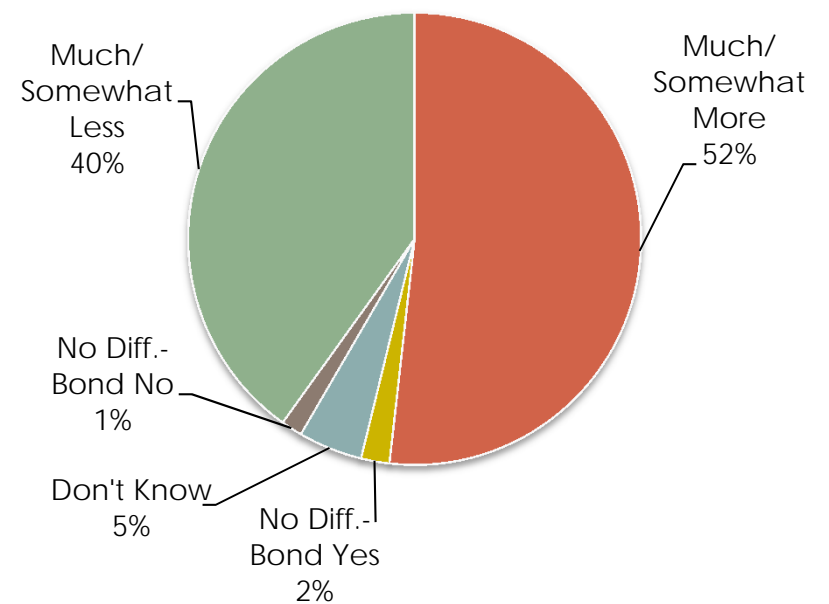
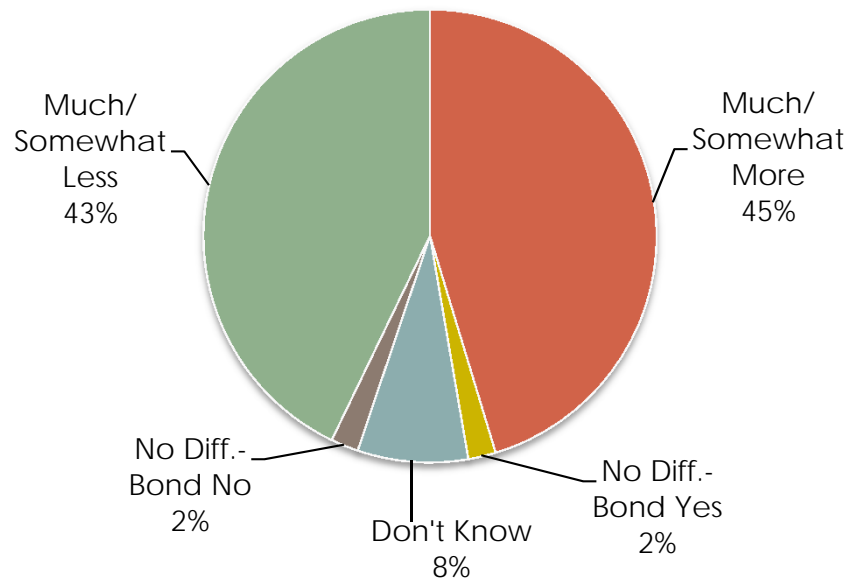
Voters support is greater on a per month basis

Simi Valley Unified SD

- ❖ The proposed measure would cost property owners \$49.00 per \$100,000 of assessed valuation per year/\$4.00 per \$100,000 of assessed valuation per month, would you be More or Less Likely to vote "yes" in Favor of or "no" to Oppose the measure?

*SSA: \$49.00/year

*SSB: \$4.00/month



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

Tax Tolerances

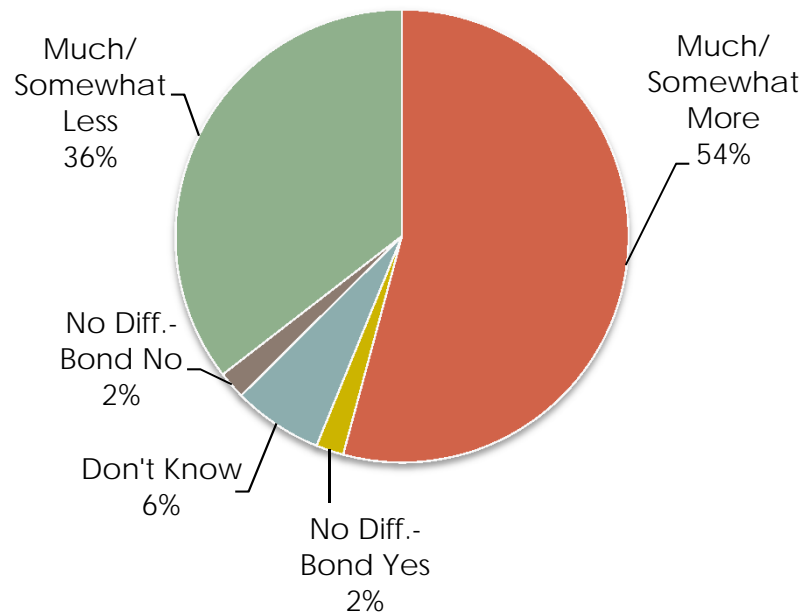


There is over 55% support at the \$39 tax rate

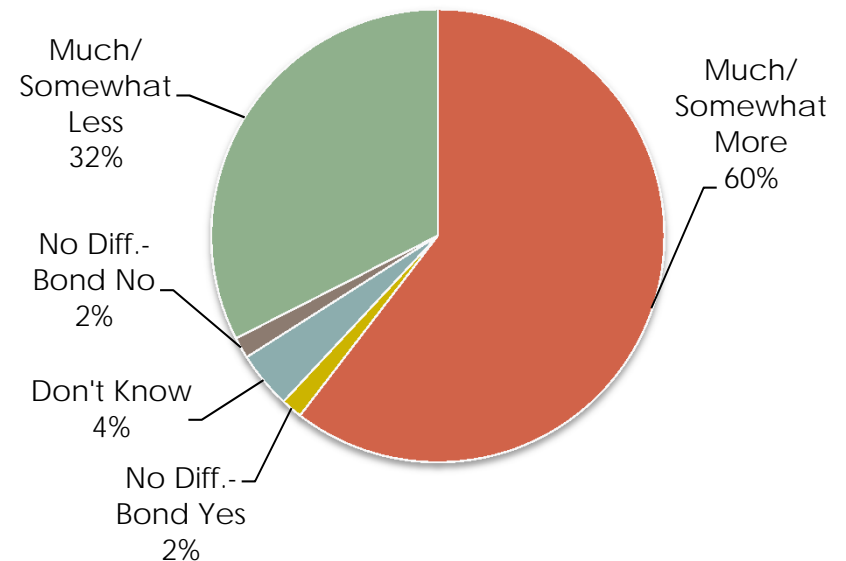
Simi Valley Unified SD

- ❖ The proposed measure would cost property owners \$39.00 per \$100,000 of assessed valuation per year/\$3.00 per \$100,000 of assessed valuation per month, would you be More or Less Likely to vote "yes" in Favor of or "no" to Oppose the measure?

*SSA: \$39.00/year



*SSB: \$3.00/month



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

Post Benchmark

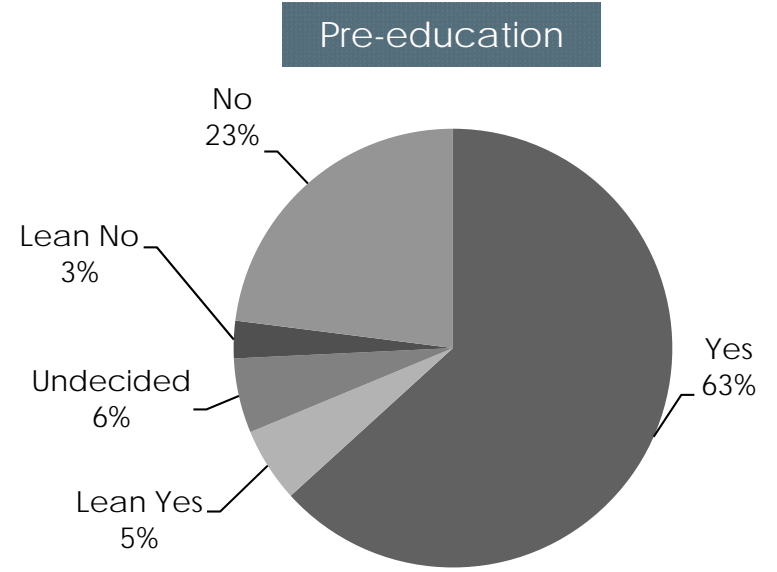
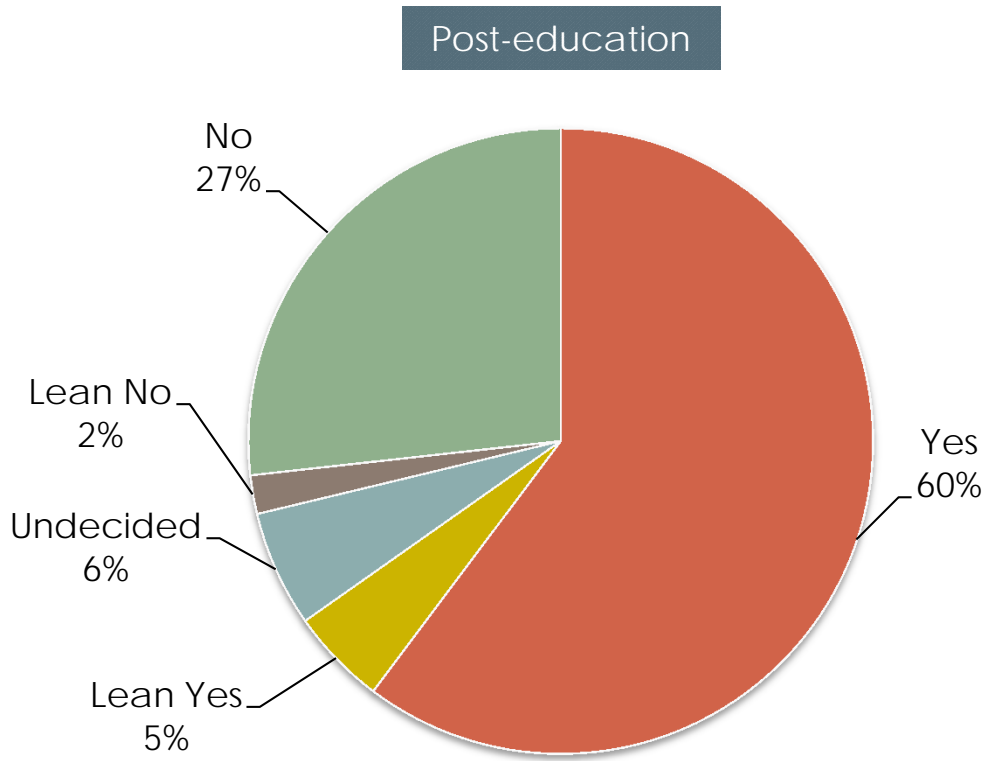
Ballot Measure (Post-education)



Support decreased slightly after voter education

Simi Valley Unified SD

- ❖ 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?



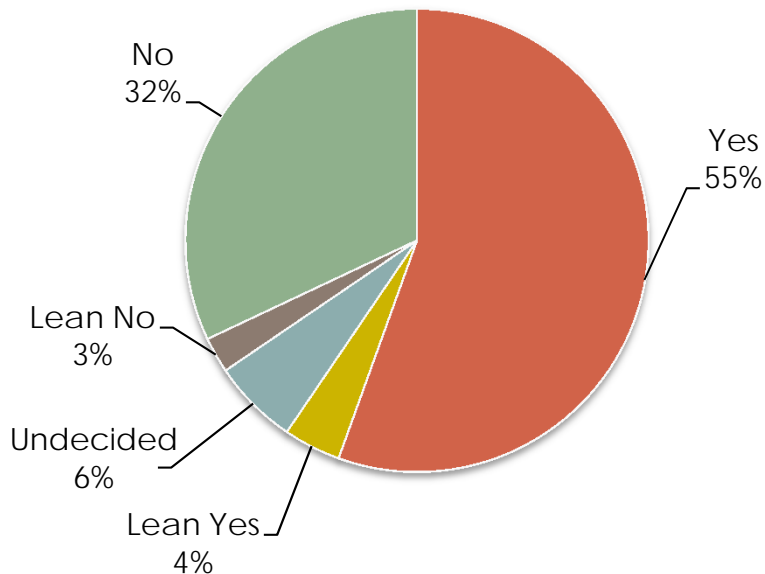
Ballot Measure (Post-education)

Support is greatest among likely November voters

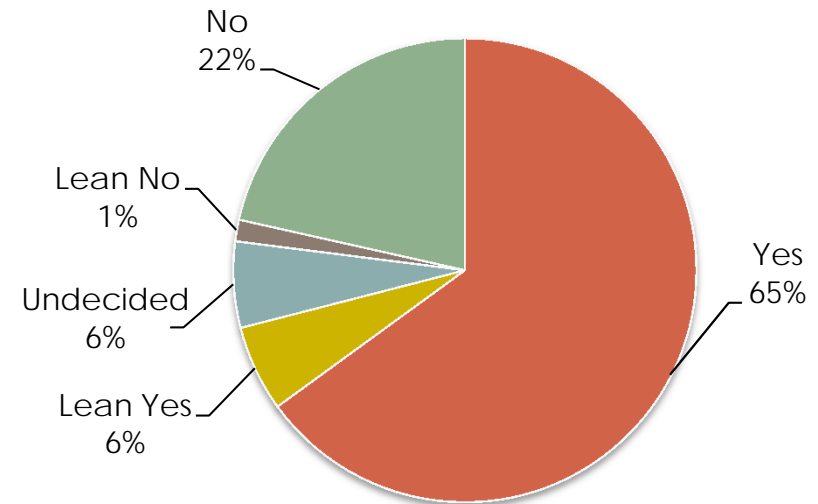
Simi Valley Unified SD

- ❖ 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?

June 2016 Likely Voters



November 2016 Likely Voters



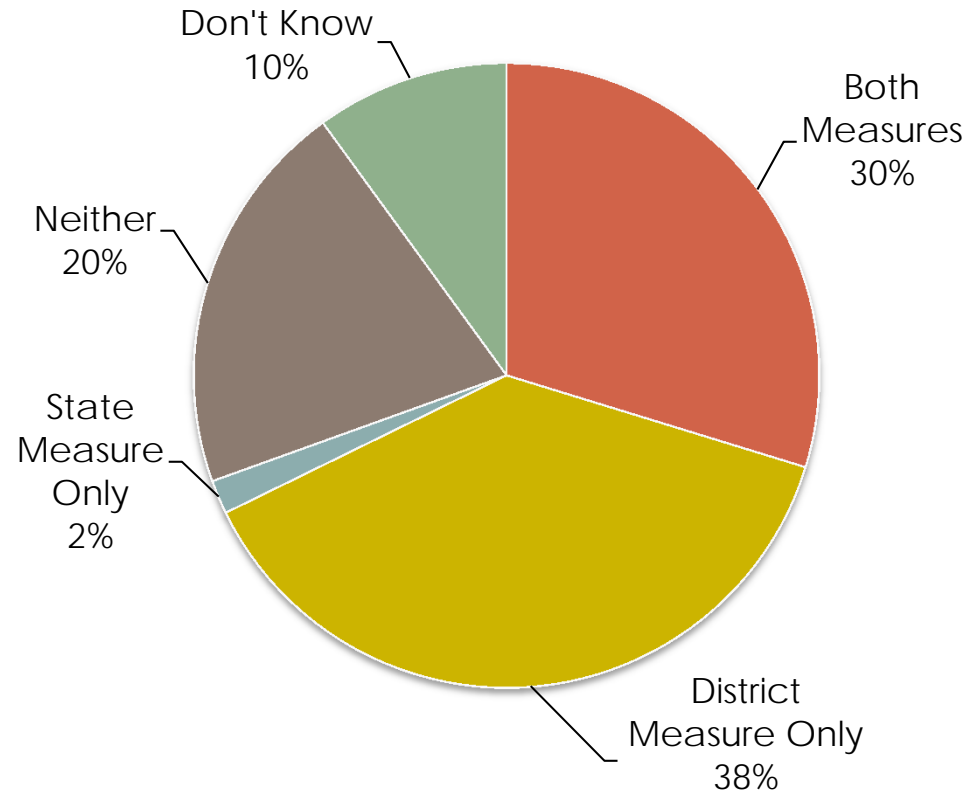
School District vs. State



The greatest support is for the District's measure

Simi Valley Unified SD

- ❖ There is also discussion of the state of California placing a bond measure on an upcoming ballot. If the election were held today and both measures were on the ballot would you vote for...



Conclusions and Recommendations

Conclusions and Recommendations



District has over 55% support for a bond measure

Simi Valley Unified SD

- ❖ Well over half of voters surveyed believe the District provides an “Excellent” or “Good” education.
- ❖ All of the bond projects tested, except two, received over 60% voter support.
- ❖ Support for a bond measure before voter education was 68% (63% Yes/5% Lean Yes), and after education it decreased slightly to 65% (60% Yes/5% Lean Yes).
- ❖ On a per year basis, voters indicated tax rate sensitivity at \$59 and \$49. However, on a per month basis support increases to almost 55% at \$4.00 per month.
- ❖ There is over 55% voter support for a bond measure from both June 2016 likely voters and November 2016 likely voters. However, support is greatest from November 2016 likely voters, with 71% voter support (65% Yes/6% Lean Yes).
- ❖ We recommend the District to continue to reach out to and educate the community to increase support after education, and plan on placing a bond measure on the November 2016 ballot.