



GODBE RESEARCH
Gain Insight



Portola Valley School District: 2018 Revenue Measure Feasibility Tracking Survey

June 6, 2018

Portola Valley School District commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess potential voter support for a bond measure to repair aging schools with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

- Data Collection Landline (31), cell phone (81), text to online (108), and email to online (30) interviewing
- Universe 3,523 likely November 2018 voters in the Portola Valley School District
- Fielding Dates May 14 through May 30, 2018
- Interview Length 15 minutes
- Sample Size 250
- Margin of Error $\pm 5.97\%$

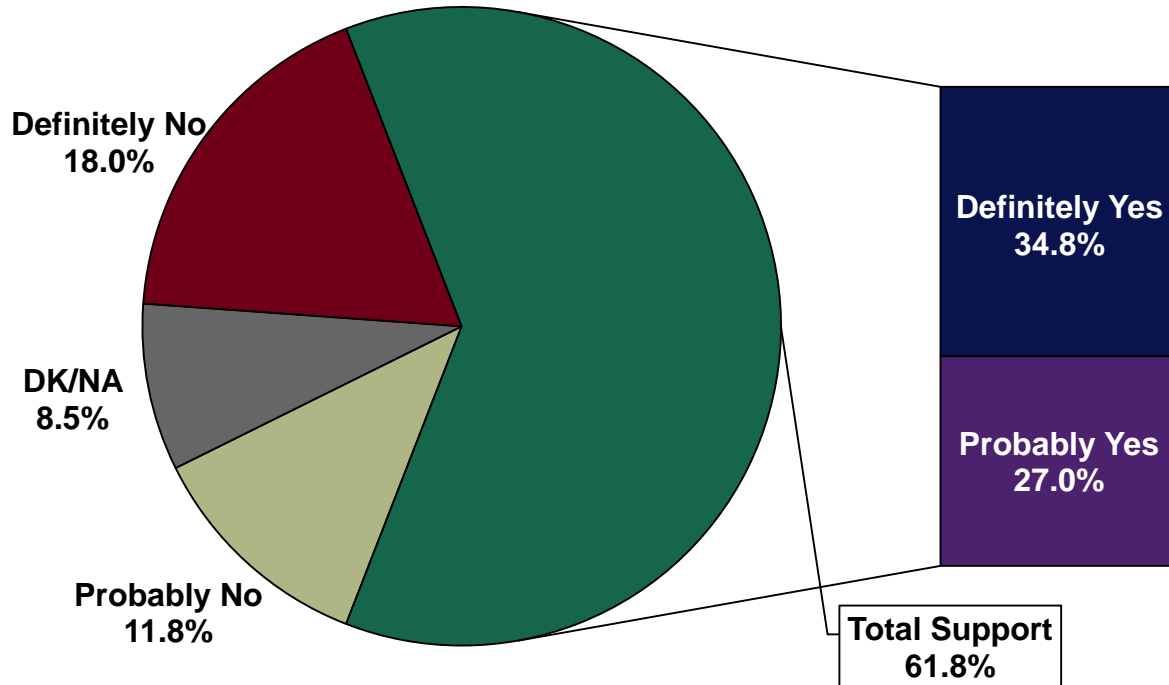


GODBE RESEARCH
Gain Insight



Key Findings

Uninformed Support for Bond Measure (n=250)



To repair aging schools with funding that cannot be taken by the State, including:

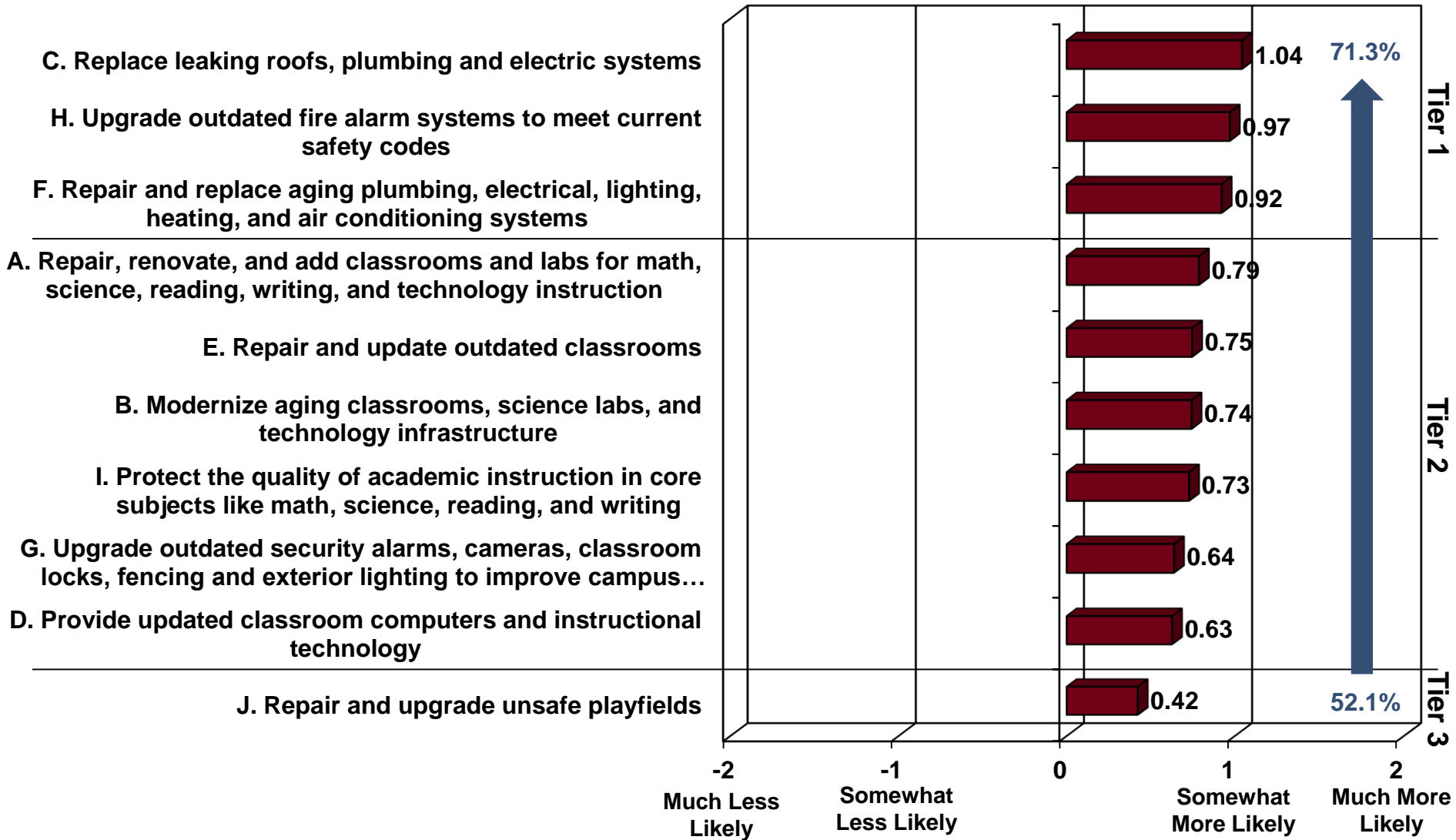
- replacing leaking roofs, plumbing and electric systems;
- repairing, renovating, and adding classrooms and labs for math, science, reading, writing, and technology instruction; and
- acquire, repair, construct classrooms, equipment, and facilities;

shall Portola Valley School District issue \$48.5 million dollars in bonds at legal rates, levying \$3.8 million dollars annually with rates averaging \$30 dollars per \$100,000 assessed value while bonds are outstanding, with citizen oversight, audits, no funds for administrator salaries?

2017 Survey:

Total Yes	54.8%
Total No	33.1%

Features of the Measure (n=250)



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.

Informational Statements – Tier 1

(n=250)

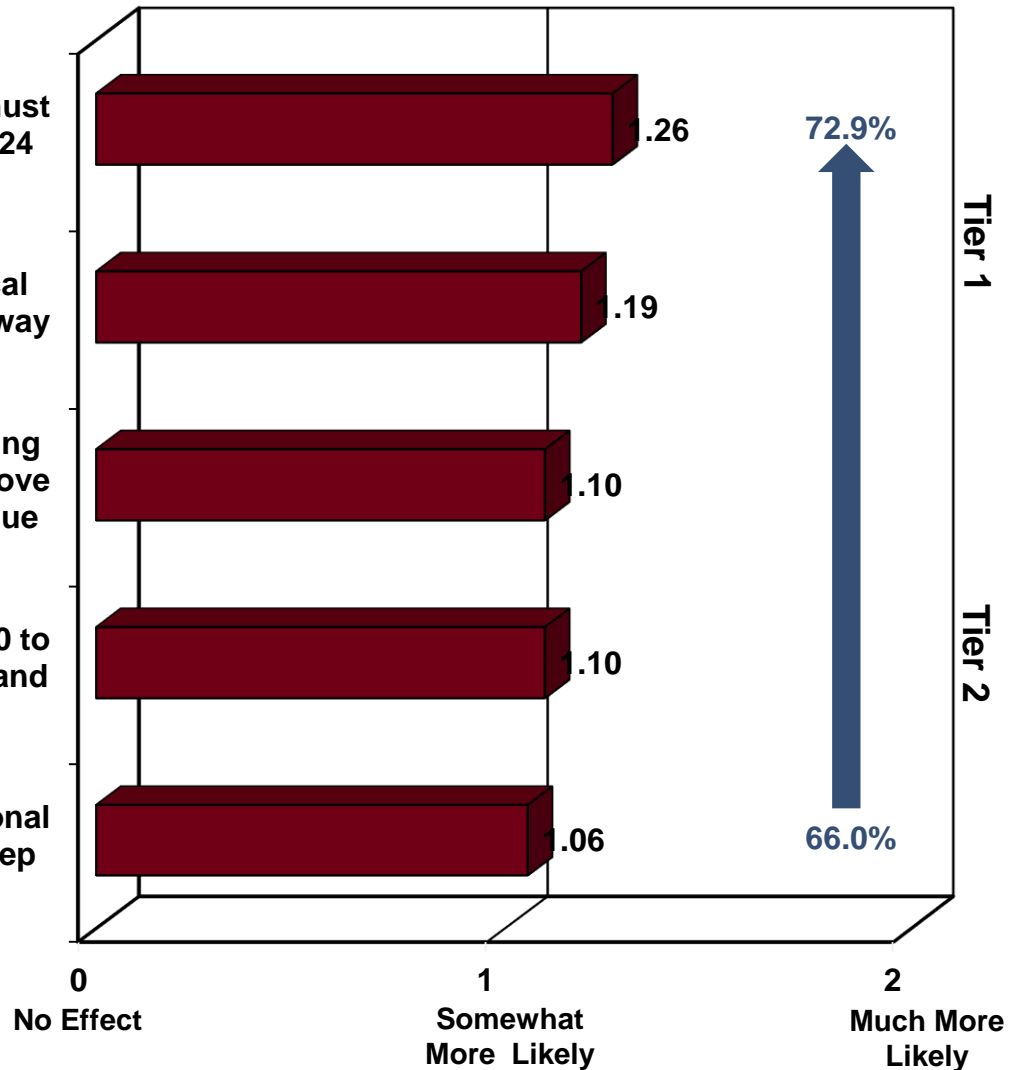
K. To get our fair share of State matching funds, we must pass a local bond first. If we do, we could get up to \$24 million dollars from the State

A. Every penny from these measures will benefit local schools, be controlled locally, and cannot be taken away by the state

G. Even if you do not have school-age children, updating local schools is a wise investment. Good schools improve the quality of life in our community and protect the value of our homes

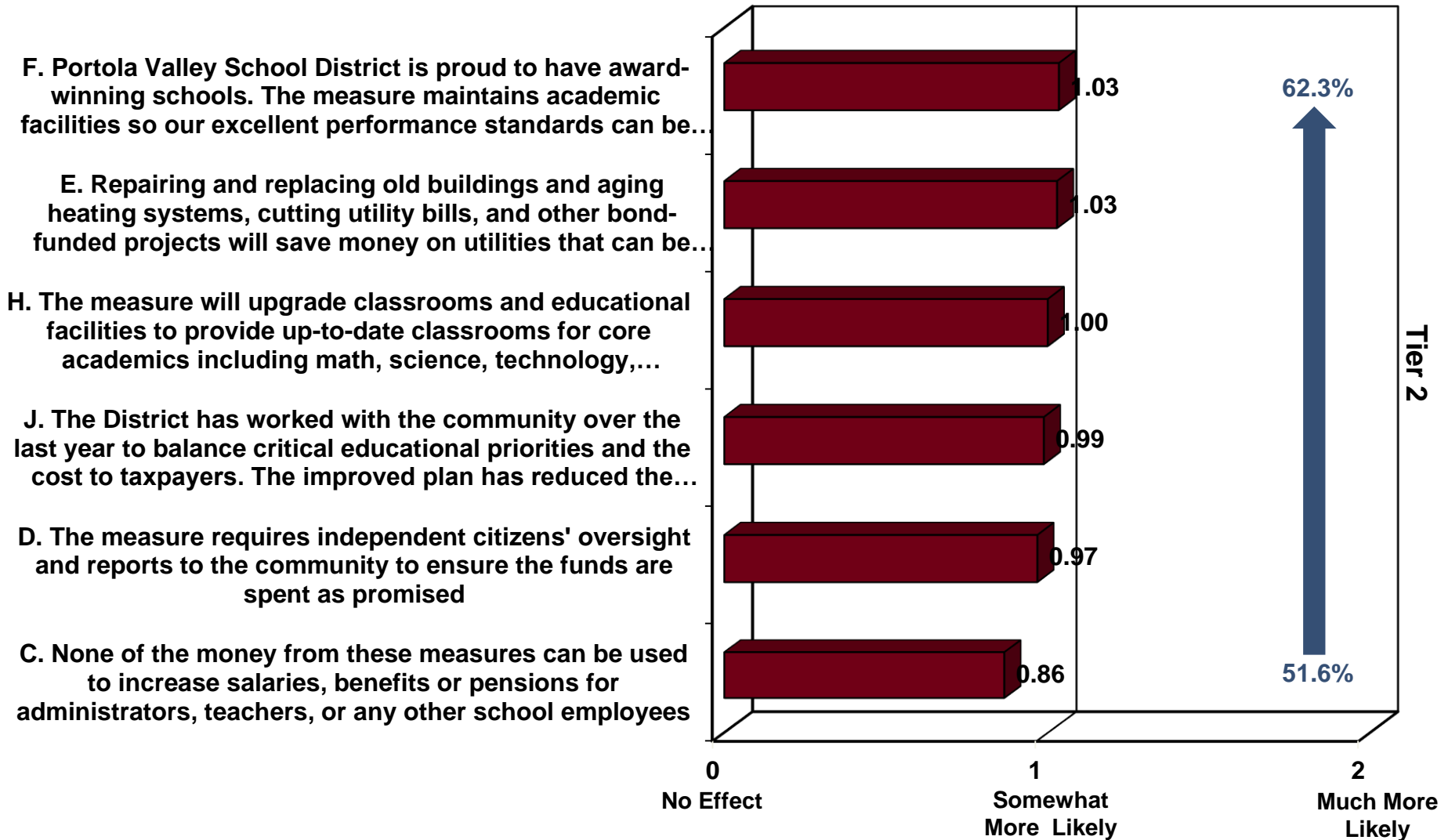
I. The District's school facilities and classrooms are 30 to 60 years old and need upgrades to ensure the health and safety of all students

B. The measures will upgrade classrooms and educational facilities to meet current health and safety codes to keep our students safe



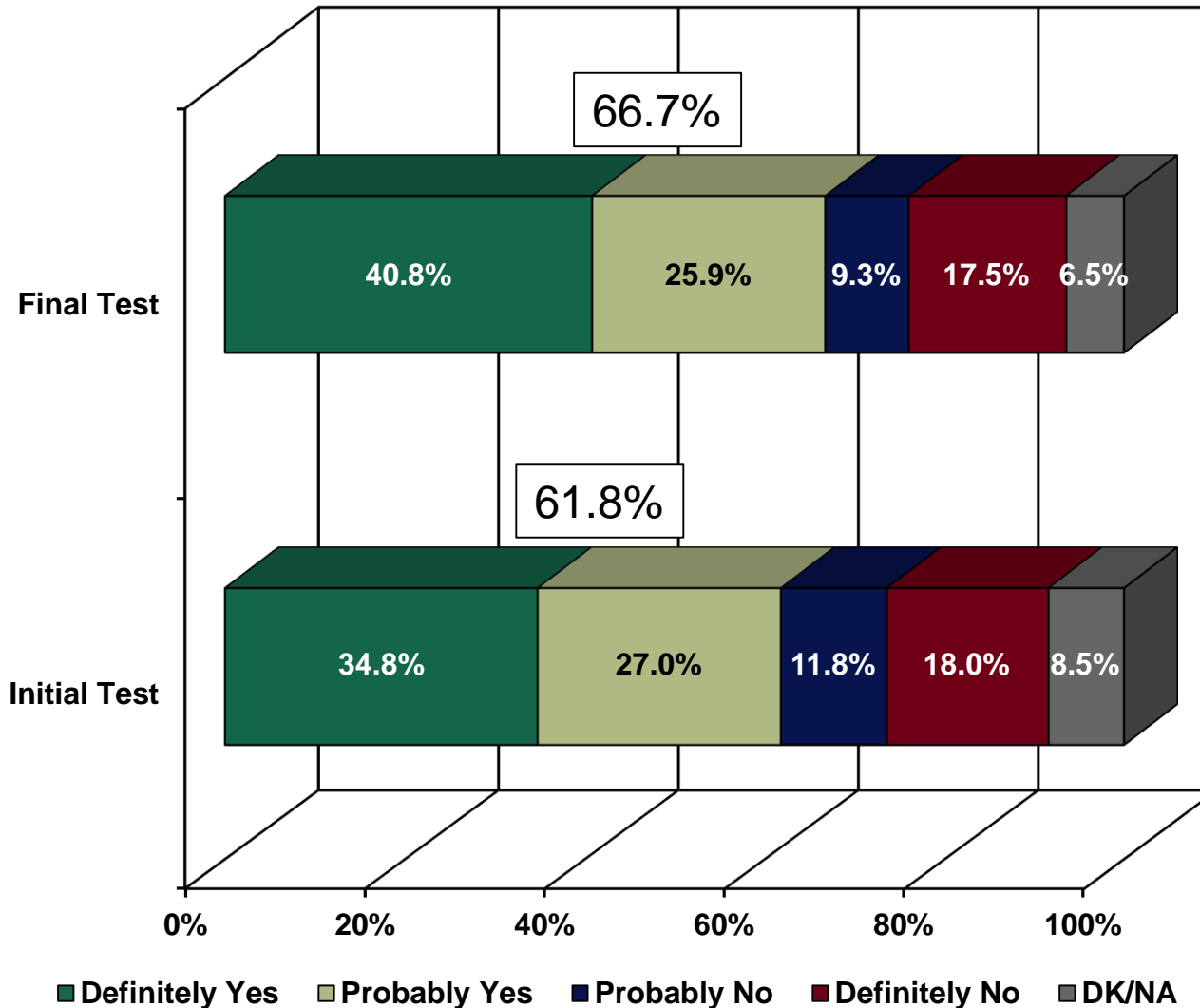
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Informational Statements – Tier 2 (n=250)



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.

Informed Support (n=250)



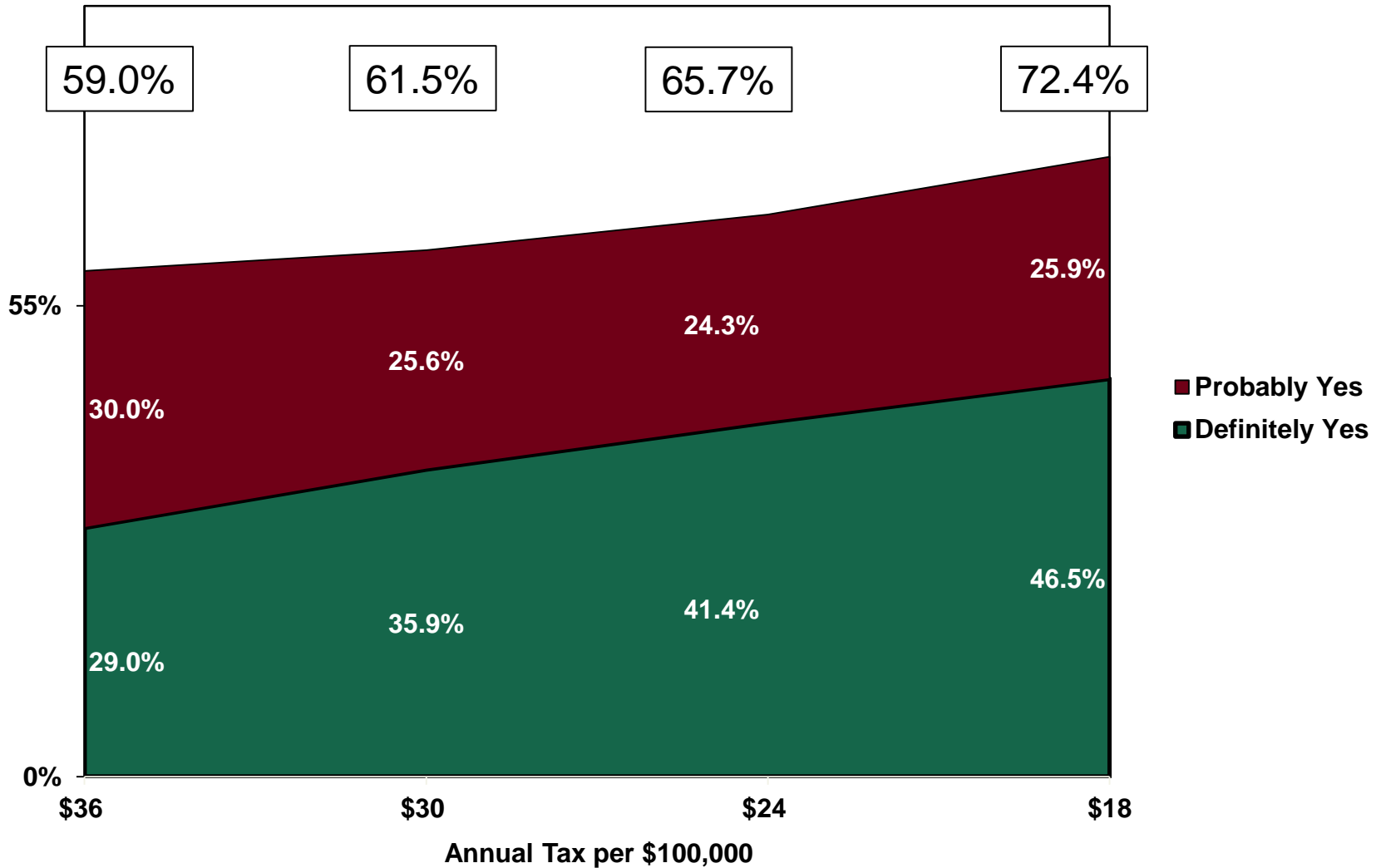
To repair aging schools with funding that cannot be taken by the State, including:

- replacing leaking roofs, plumbing and electric systems;
- repairing, renovating, and adding classrooms and labs for math, science, reading, writing, and technology instruction; and
- acquire, repair, construct classrooms, equipment, and facilities;

shall Portola Valley School District issue \$48.5 million dollars in bonds at legal rates, levying \$3.8 million dollars annually with rates averaging \$30 dollars per \$100,000 assessed value while bonds are outstanding, with citizen oversight, audits, no funds for administrator salaries?

2017 Survey:
Total Yes 50.9%

Support for Different Rates (n=250)



- The survey revealed a base of voter support for a \$48.5 million bond measure.
 - Support for a \$48.5 million measure in the November 2018 election was 61.8% on the uninformed test and 66.7% on the informed test for November 2018.
 - The tax rate analysis suggests that a single bond priced at \$30 per \$100,000 of assessed valuation has a reasonable chance of success.
- Top tier features of the measure (listed below) suggest that the ballot measure priorities should be carefully considered.
 - Replace leaking roofs, plumbing and electric systems
 - Upgrade outdated fire alarm systems to meet current safety codes
 - Repair and replace aging plumbing, electrical, lighting, heating, and air conditioning systems
 - Repair, renovate, and add classrooms and labs for math, science, reading, writing, and technology instruction
 - Repair and update outdated classrooms
 - Modernize aging classrooms, science labs, and technology infrastructure
 - Protect the quality of academic instruction in core subjects like math, science, reading, and writing

- Top tier informational statements (listed below) are important to voters.
 - To get our fair share of State matching funds, we must pass a local bond first. If we do, we could get up to \$24 million dollars from the State
 - Every penny from these measures will benefit local schools, be controlled locally, and cannot be taken away by the state
 - Even if you do not have school-age children, updating local schools is a wise investment. Good schools improve the quality of life in our community and protect the value of our homes
 - The District's school facilities and classrooms are 30 to 60 years old and need upgrades to ensure the health and safety of all students
 - The measures will upgrade classrooms and educational facilities to meet current health and safety codes to keep our students safe
 - Portola Valley School District is proud to have award-winning schools. The measure maintains academic facilities so our excellent performance standards can be preserved
 - Repairing and replacing old buildings and aging heating systems, cutting utility bills, and other bond-funded projects will save money on utilities that can be used for classroom programs
- Given the survey findings, the 55 percent majority required for approval, Godbe Research recommends that the Portola Valley Elementary School District consider placing a single bond measure on the November 2018 ballot.



GODBE RESEARCH
Gain Insight



www.godberesearch.com

California and Corporate Offices
1575 Old Bayshore Highway, Suite 102
Burlingame, CA 94010

Nevada Office

59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest Office

601 108th Avenue NE, Suite 1900
Bellevue, WA 98004