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Portola Valley Elementary School District: 2017 Revenue Measure Feasibility Survey

October 25, 2017

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

- Gauge the public's perceptions of whether the District is providing a quality education to students and effectively managing public funds;
- Assess potential voter support for bond measures to repair and improve aging schools to protect quality academic instruction with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments 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, cell phone, text to online, and email to online interviewing
- Universe 3,252 likely November 2018 voters in the Portola Valley Elementary School District, with a subsample of those likely to vote in the June 2018 election (2,232).
- Fielding Dates September 23 through October 4, 2017
- Interview Length 23 minutes
- Sample Size 254 Likely November 2018 voters
153 Likely June 2018 voters
(n=59 Landline, n=56 Cell Phone, n=16 Online from email, n=123 Online from text)
- Margin of Error $\pm 5.90\%$ Likely November 2018 voters
 $\pm 7.65\%$ Likely June 2018 voters

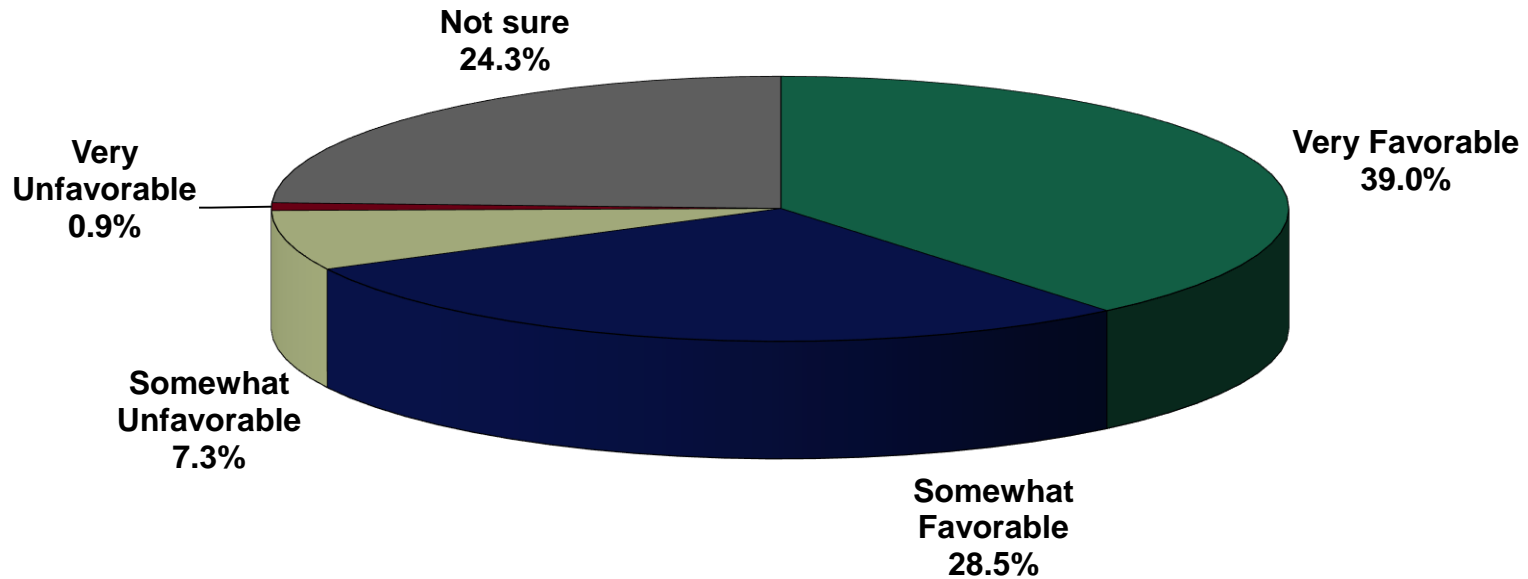


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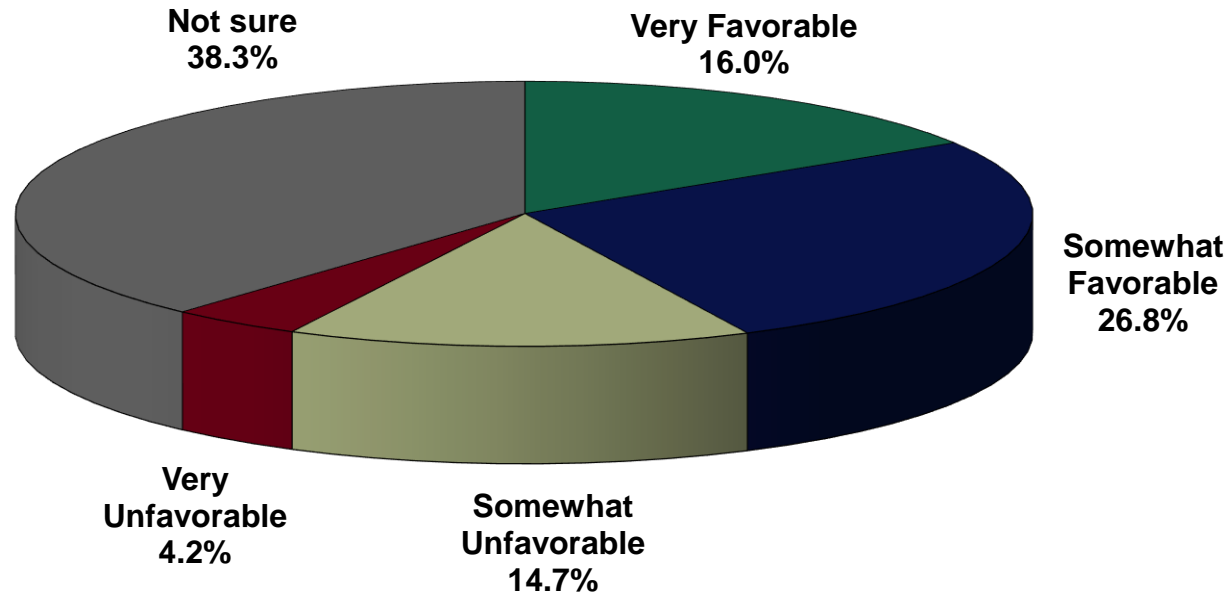
Key Findings

Opinion on Whether PVESD is Providing a Quality Education / November 2018 (n=254)



Total Favorable = 67.4%
Total Unfavorable = 8.3%
Ratio Fav to Unfav = 8.2

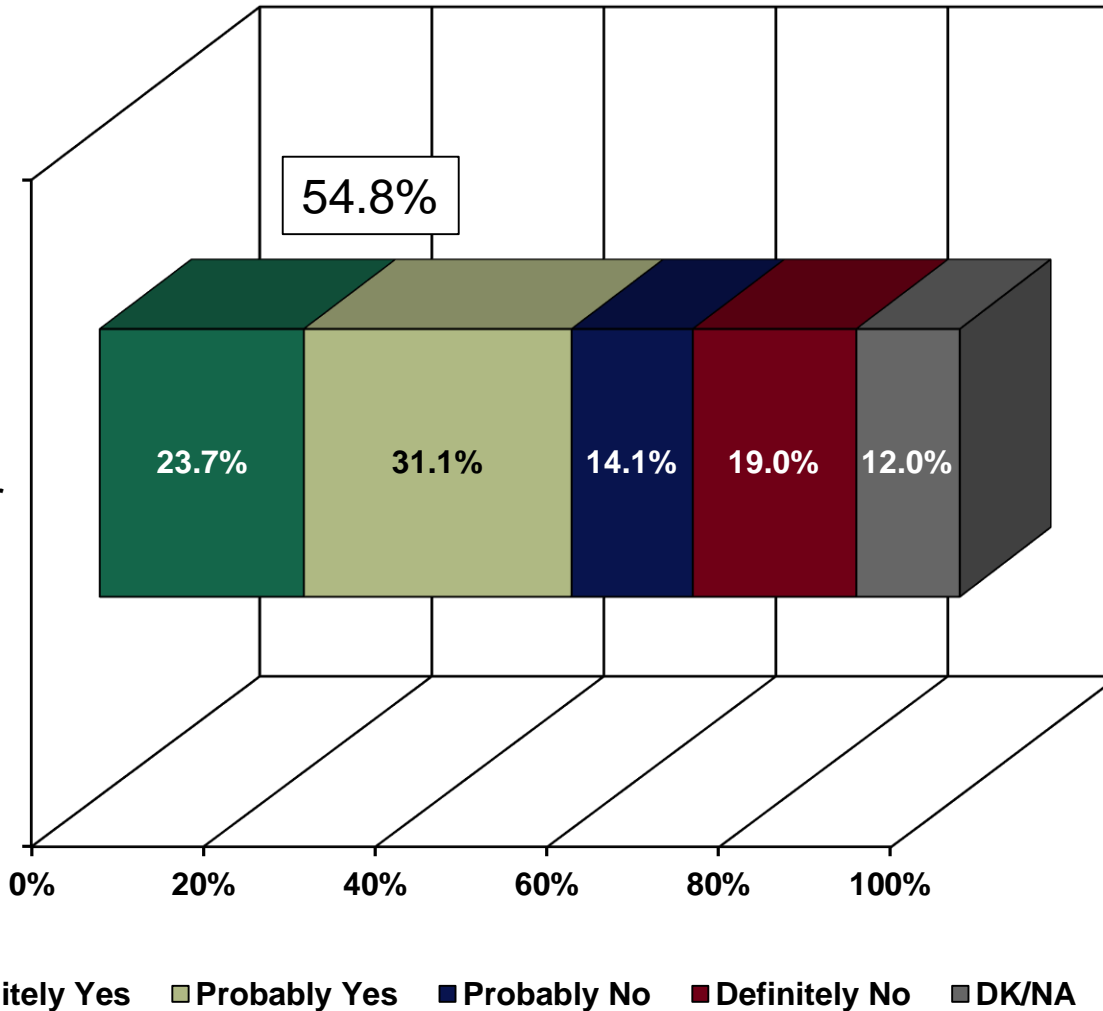
Opinion on Whether PVESD is Effectively Managing Public Funds / November 2018 (n=254)



Total Favorable = 42.8%
Total Unfavorable = 18.9%
Ratio Fav to Unfav = 2.3

Uninformed Support for \$40M Bond Measure

November 2018 (n=254)



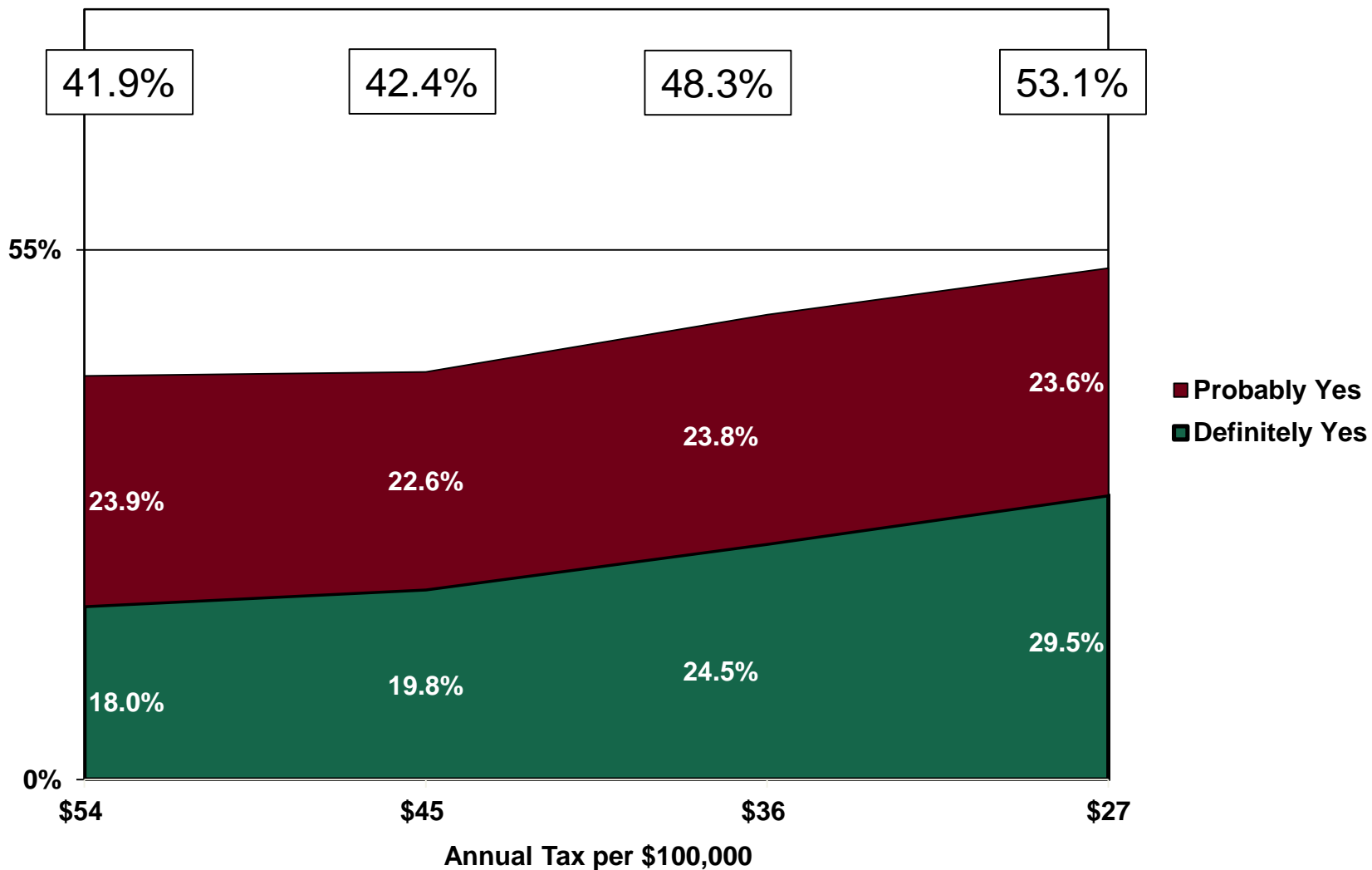
To repair aging schools to protect quality academic instruction with funding that cannot be taken by the State, shall Portola Valley Elementary School District:

- repair, replace, and add new classrooms for math, science, reading, writing, and technology instruction.
- replace leaking roofs,
- renovate and replace aging restrooms,
- build new science classrooms, and
- acquire, repair, construct classrooms, equipment, sites and facilities,

by issuing \$40 million dollars in bonds at legal rates, with independent citizens' oversight, no money for administrators, and all funds staying local?

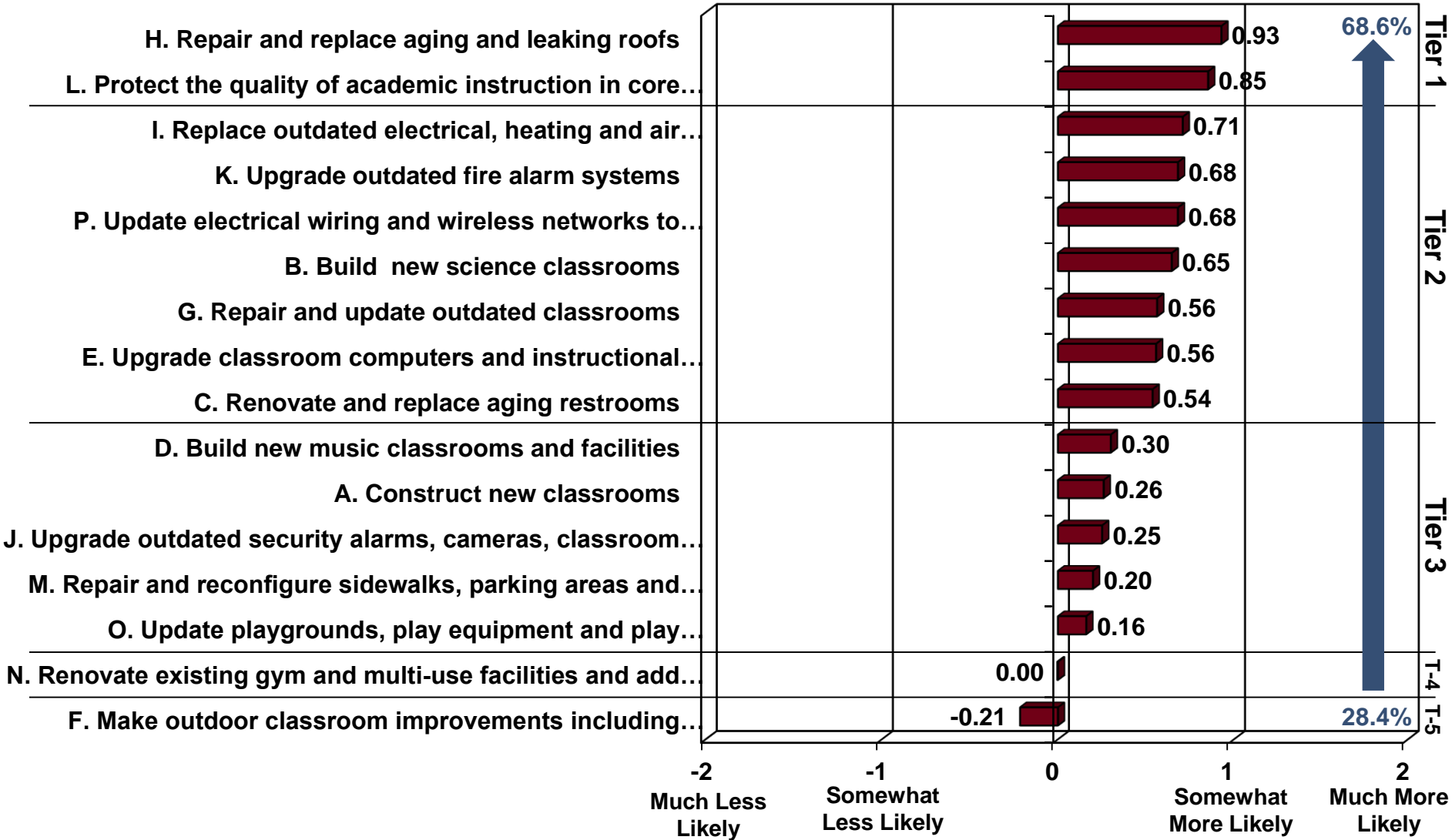
Support for Different Rates

November 2018 (n=254)



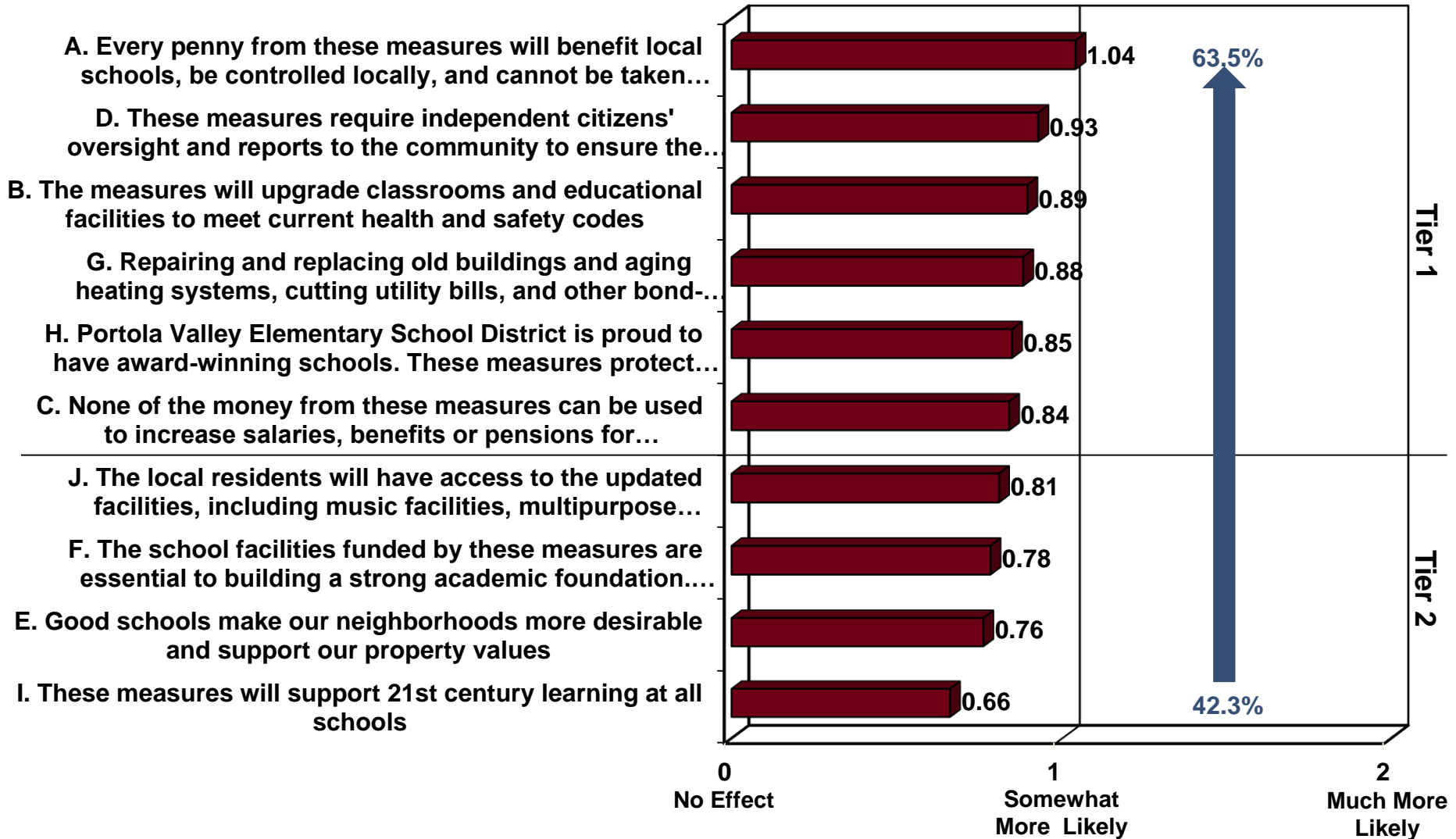
Features of the Measure

November 2018 (n=254)



Influence of Informational Statements

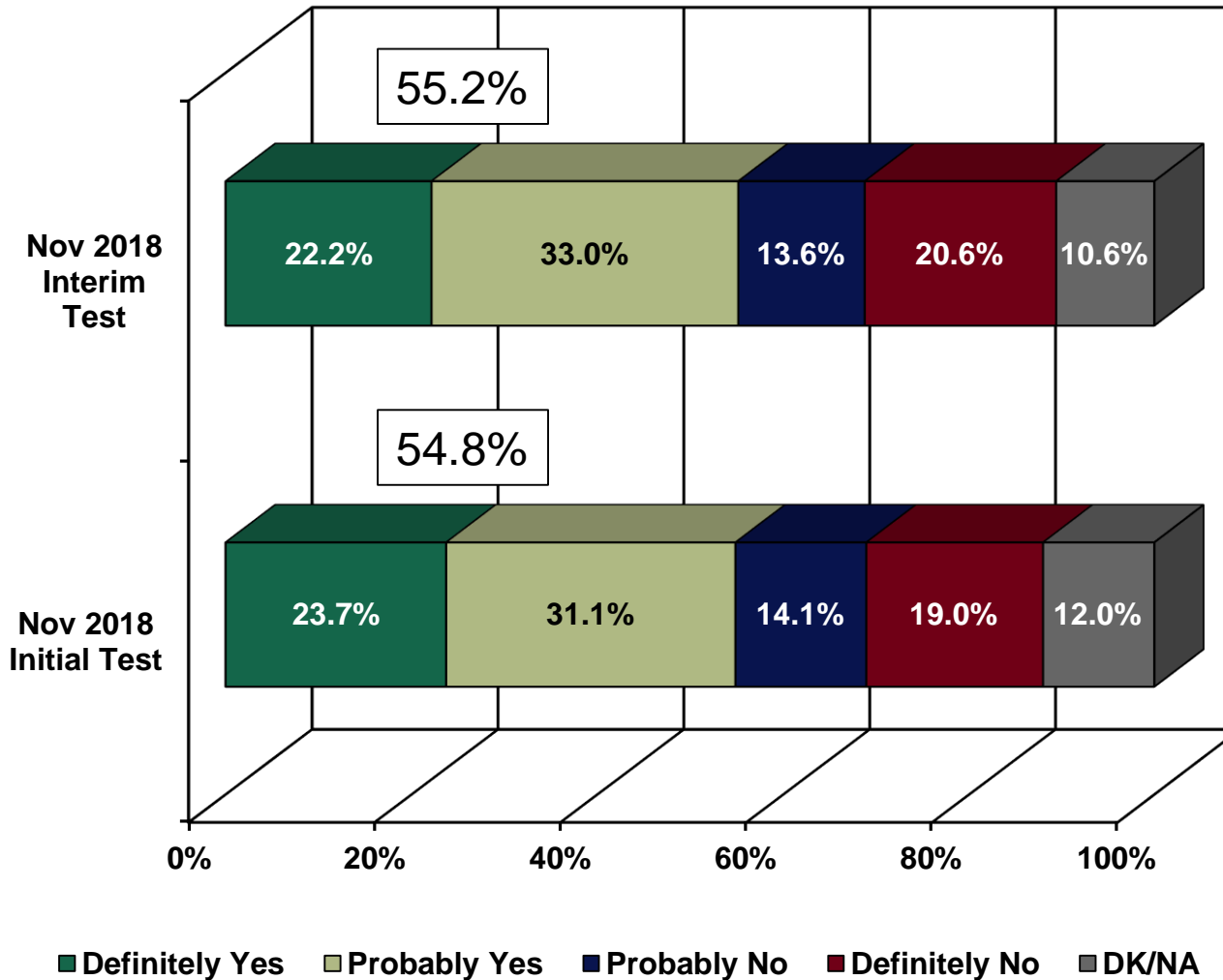
November 2018 (n=254)



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.

Interim Support for \$40M Bond Measure

November 2018 (n=254)



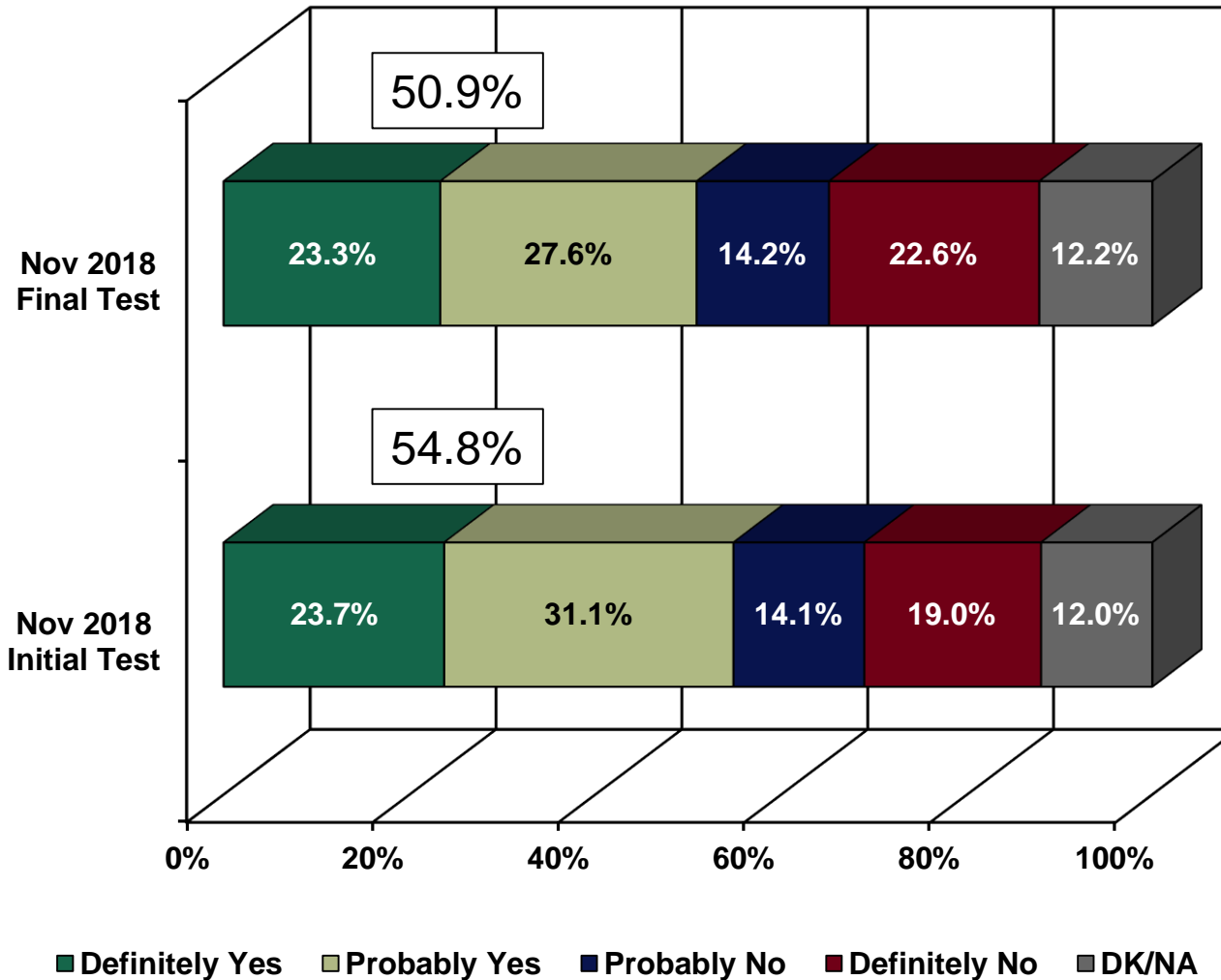
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Informed Support for \$40M Bond Measure

November 2018 (n=254)



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- The survey revealed a base of voter support for a single bond measure.
 - Support for a \$40 million dollar measure in the November 2018 election was 54.8% on the uninformed test, 55.2% on the interim test and 50.9% on the informed test for November 2018.
 - The tax rate analysis suggests that a single bond priced below \$30 per \$100,000 of assessed valuation has the best chance of success.
- Top tier features of the measure (listed below) suggest that some of the items in the ballot question could be revised to increase support.
 - Repair and replace aging and leaking roofs.
 - Protect the quality of academic instruction in core subjects like math, science, reading, and writing.
 - Replace outdated electrical, heating and air conditioning systems.
 - Upgrade outdated fire alarm systems.
 - Update electrical wiring and wireless networks to support new classroom computers and instructional technology.
 - Build new science classrooms.
 - Repair and update outdated classrooms.

- Top tier informational statements (listed below) are important to voters.
 - Every penny from these measures will benefit local schools, be controlled locally, and cannot be taken away by the state.
 - These measures require independent citizens' oversight and reports to the community to ensure the funds are spent as promised.
 - The measures will upgrade classrooms and educational facilities to meet current health and safety codes.
 - 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 continue the process to prepare for a November 2018 single bond measure election.
 - Part of the preparation must include substantial community conversations and outreach and should include a tracking survey in June or July to determine final feasibility.



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