



# Highlights of Folsom Cordova Unified School District Issues Survey



OPINION  
RESEARCH  
& STRATEGY



# Survey Specifics and Methodology

<b>Dates</b>	December 6-14, 2023
<b>Research Population</b>	Likely November 2024 Voters in Folsom Cordova Unified School District School Facilities Improvement District #4
<b>Total Interviews</b>	372
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 5.2\%$ at the 95% Confidence Level (Half Sample) $\pm 7.4\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Languages</b>	English & Spanish

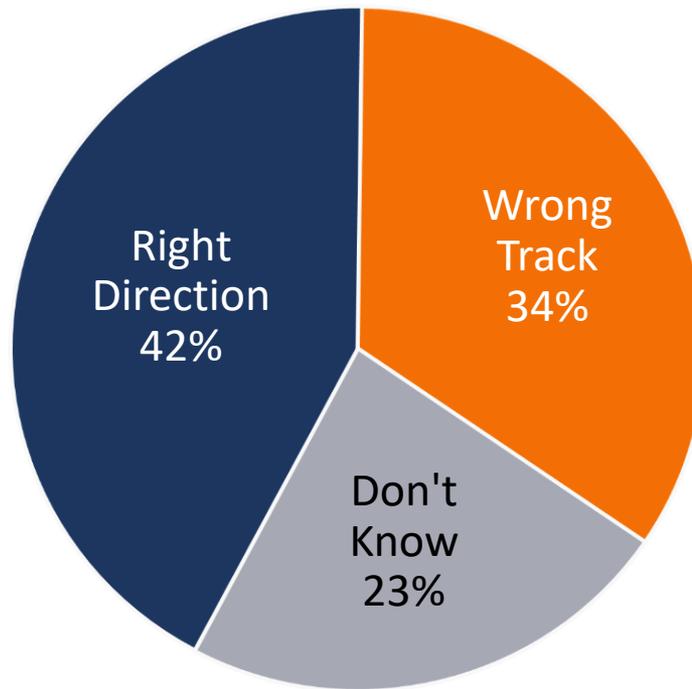
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



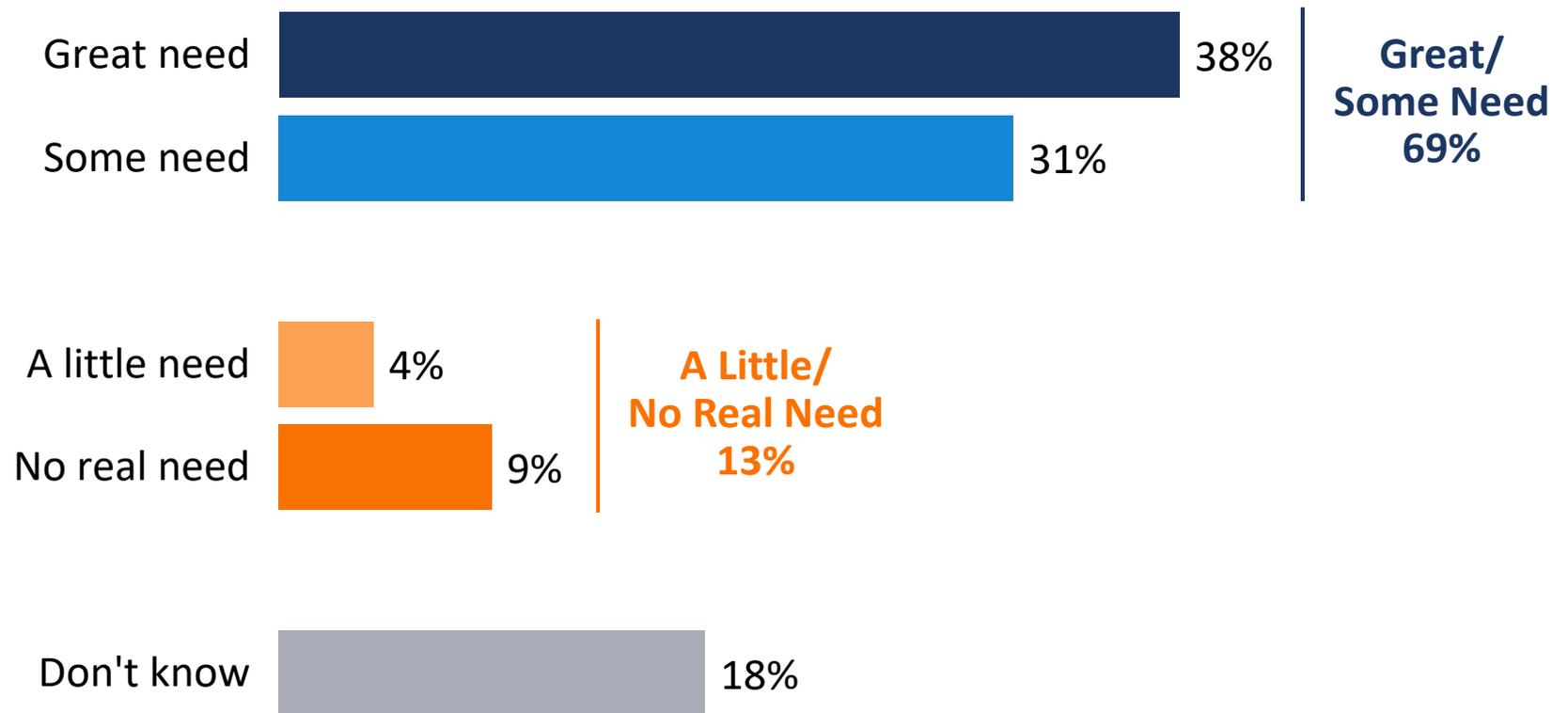
# **General Community Attitudes**

# Survey respondents are fairly divided about the direction of their community with a plurality saying things are headed in the right direction.

*Thinking about your local community in general, would you say things are going in the right direction, or would you say they are off on the wrong track?*



# Nearly seven-in-ten respondents perceive that FCUSD needs at least some additional funding.





# **Initial Attitudes on Potential School Education Funding Measure**

# Hypothetical Ballot Titles and Summaries Tested in the Survey

*(Language Reviewed by District Bond Counsel)*

## **MEASURE A: LOCAL MIDDLE/HIGH SCHOOL CLASSROOM REPAIR, UPGRADE, SAFETY MEASURE**

To repair/upgrade existing Rancho Cordova middle/high schools (grades 6-12), including vocational/career classrooms/labs, deteriorating classrooms, leaky roofs; improve safety/security systems; remove hazardous materials, lead paint; acquire, construct, repair, facilities, sites, equipment; shall Folsom Cordova Unified School District's School Facilities Improvement District 4's measure authorizing \$124,000,000 in bonds at legal rates, levying \$60 per \$100,000 of assessed valuation raising approximately \$8,500,000 annually while bonds are outstanding be adopted, requiring spending disclosure, oversight?

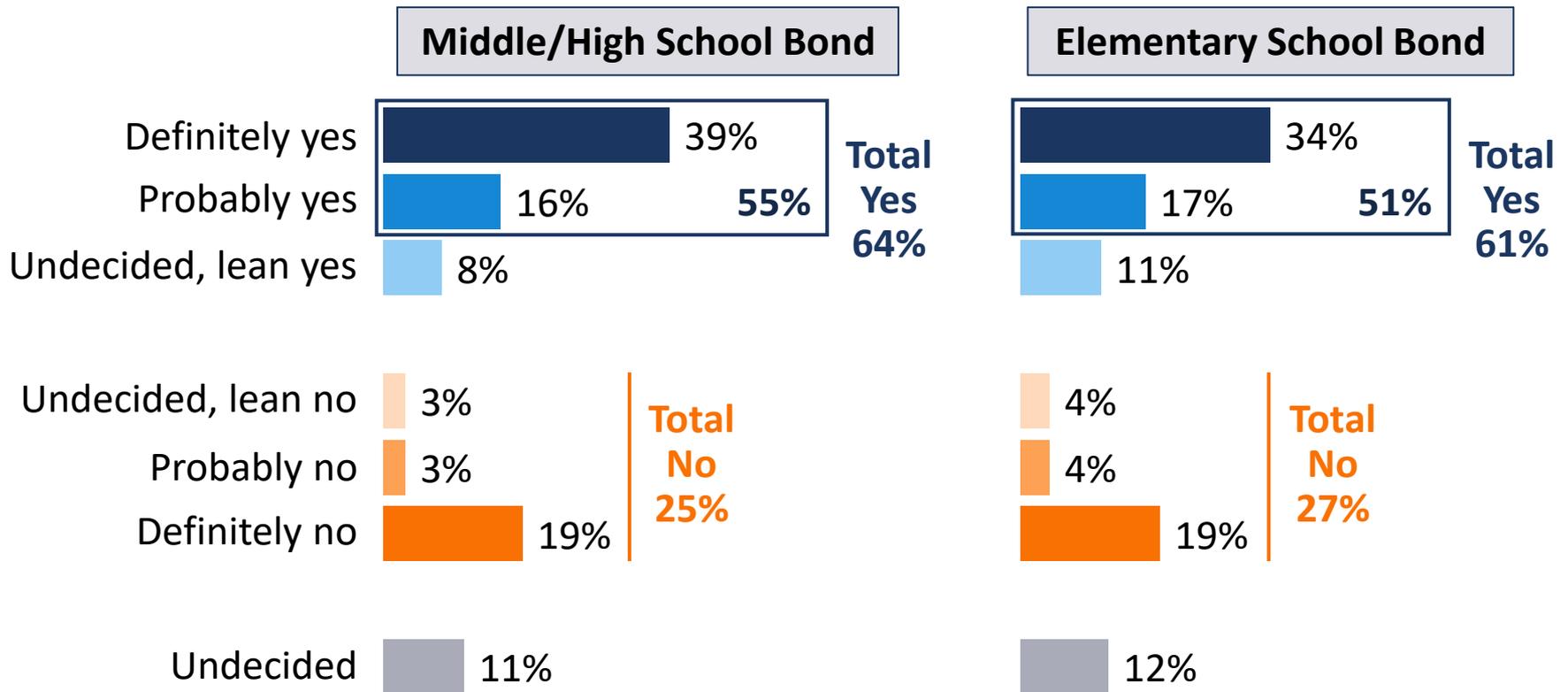
## **MEASURE B: LOCAL ELEMENTARY SCHOOL CLASSROOM REPAIR, UPGRADE, SAFETY MEASURE**

To repair/upgrade existing Rancho Cordova elementary schools (Prekindergarten–5<sup>th</sup> grade), including science, math, classrooms/technology, deteriorating classrooms, leaky roofs; improve safety/security, fire safety systems; remove hazardous materials, lead paint; acquire, construct, repair facilities, sites, equipment; shall Folsom Cordova Unified School District's School Facilities Improvement District 4's measure authorizing \$124,000,000 in bonds at legal rates, levying \$60 per \$100,000 of assessed valuation raising approximately \$8,500,000 annually while bonds are outstanding be adopted, requiring spending disclosure, oversight?

# At least six-in-ten voters support the middle/high school and elementary school bond measures.

**55% Threshold Needed for Passage**

(M.O.E.=±5.2%)

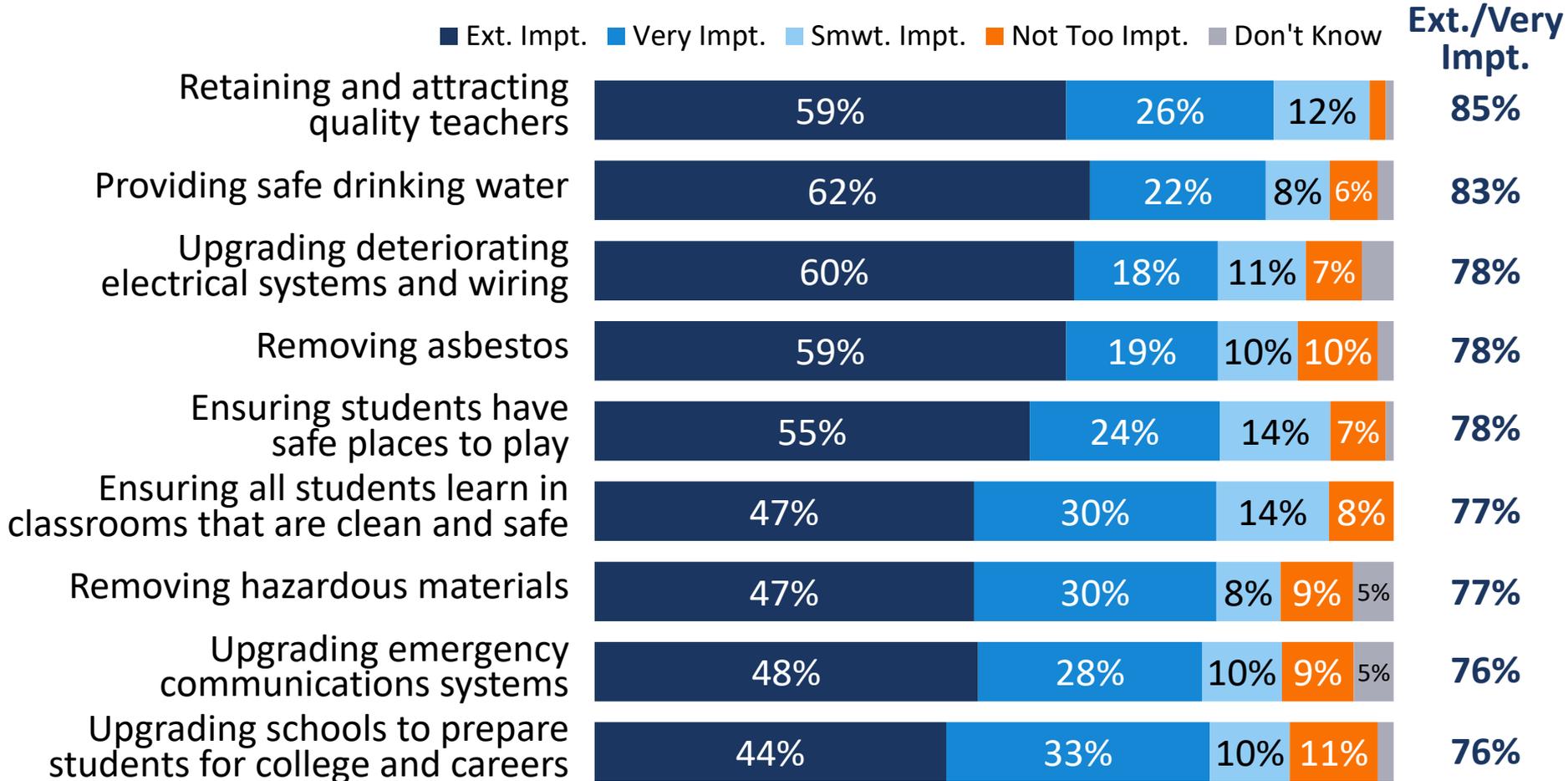




# Community Educational Priorities

# The top priorities for improvements from the measures include retaining/attracting quality teachers, health and safety repairs/upgrades, and preparing students for college and careers.

(Ranked by Extremely/Very Important)

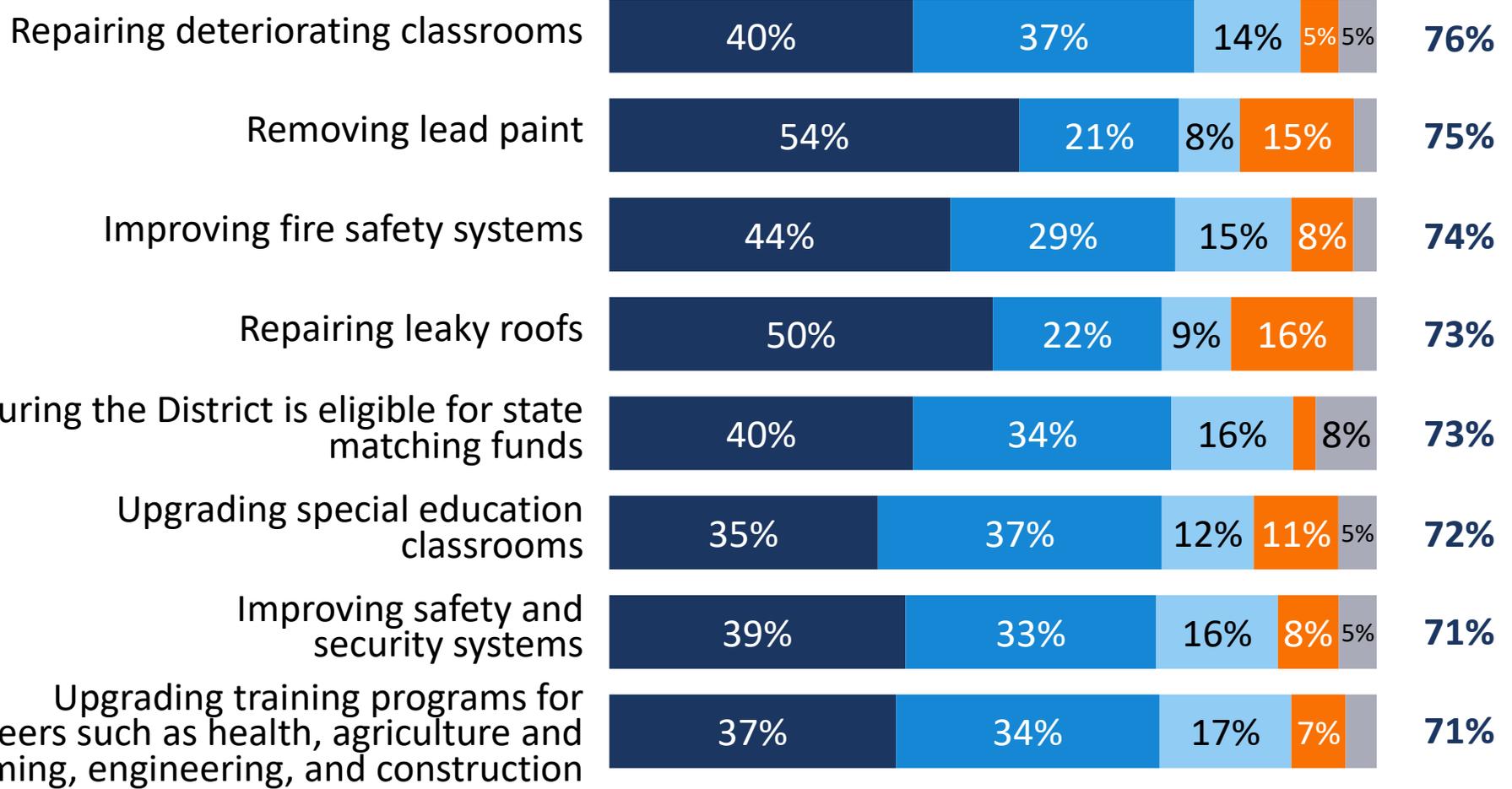


# Top Priorities, Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

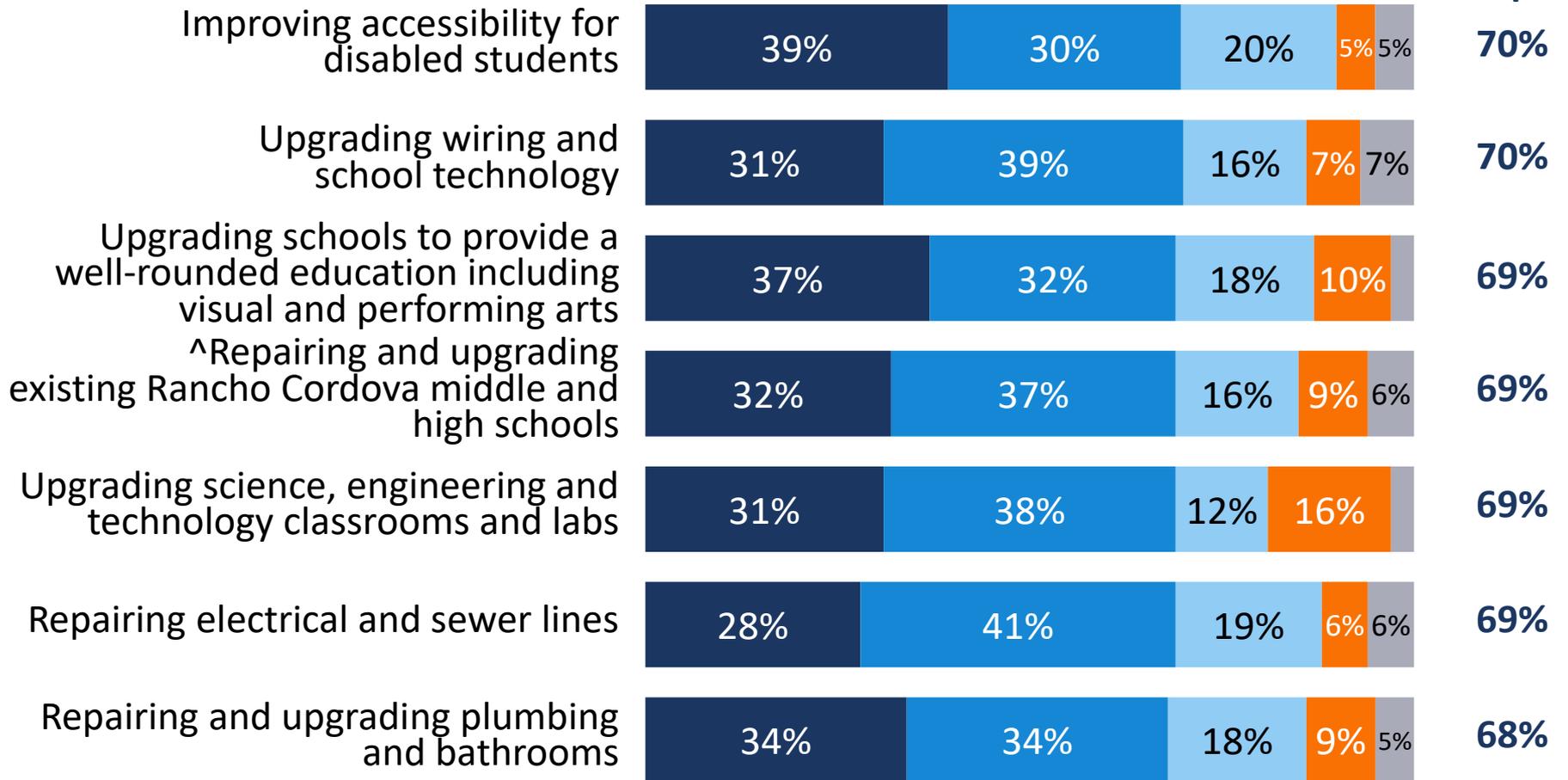
**Ext./Very Impt.**



# Additional Priorities

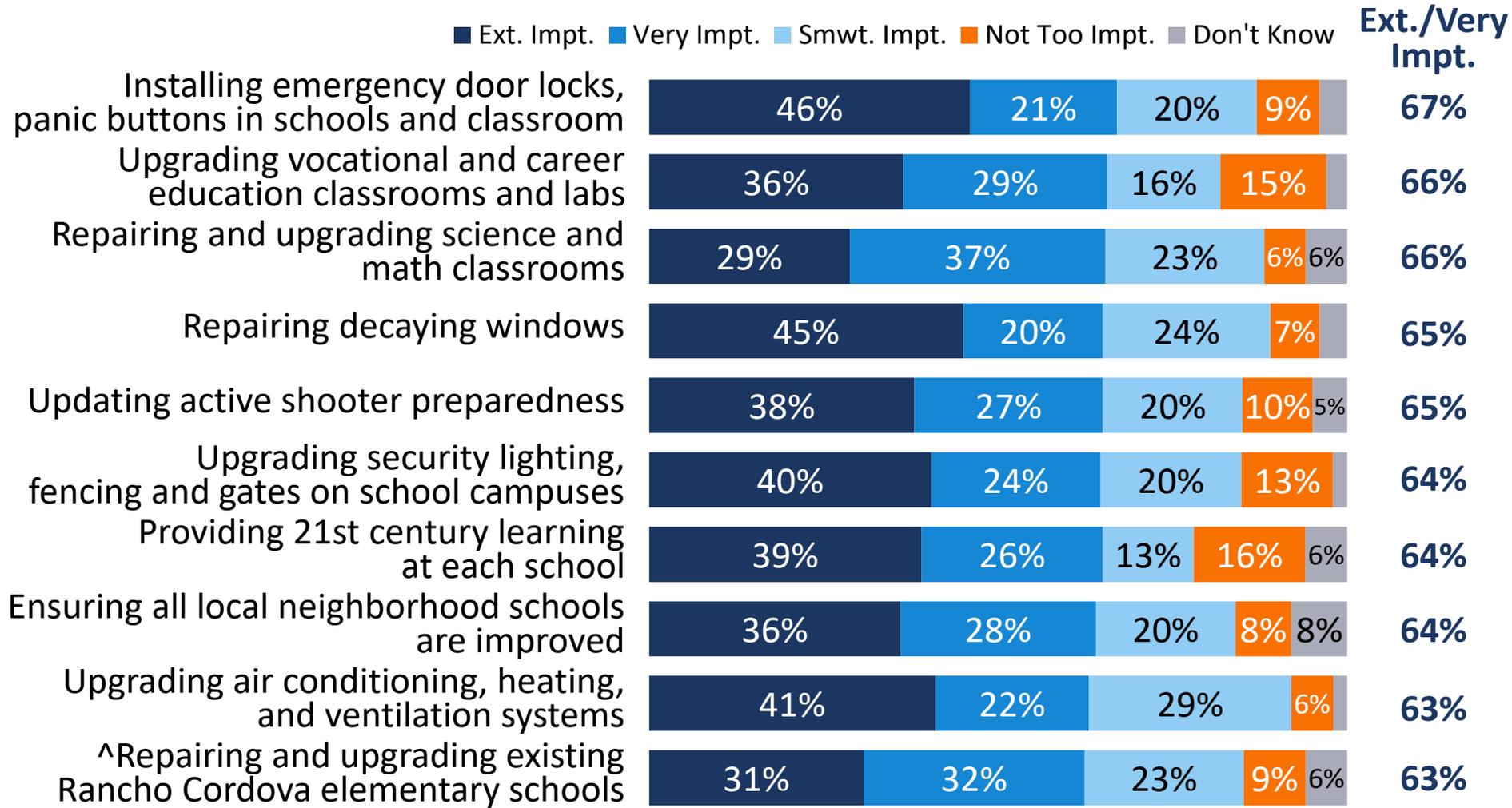
(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



# Additional Priorities, Continued

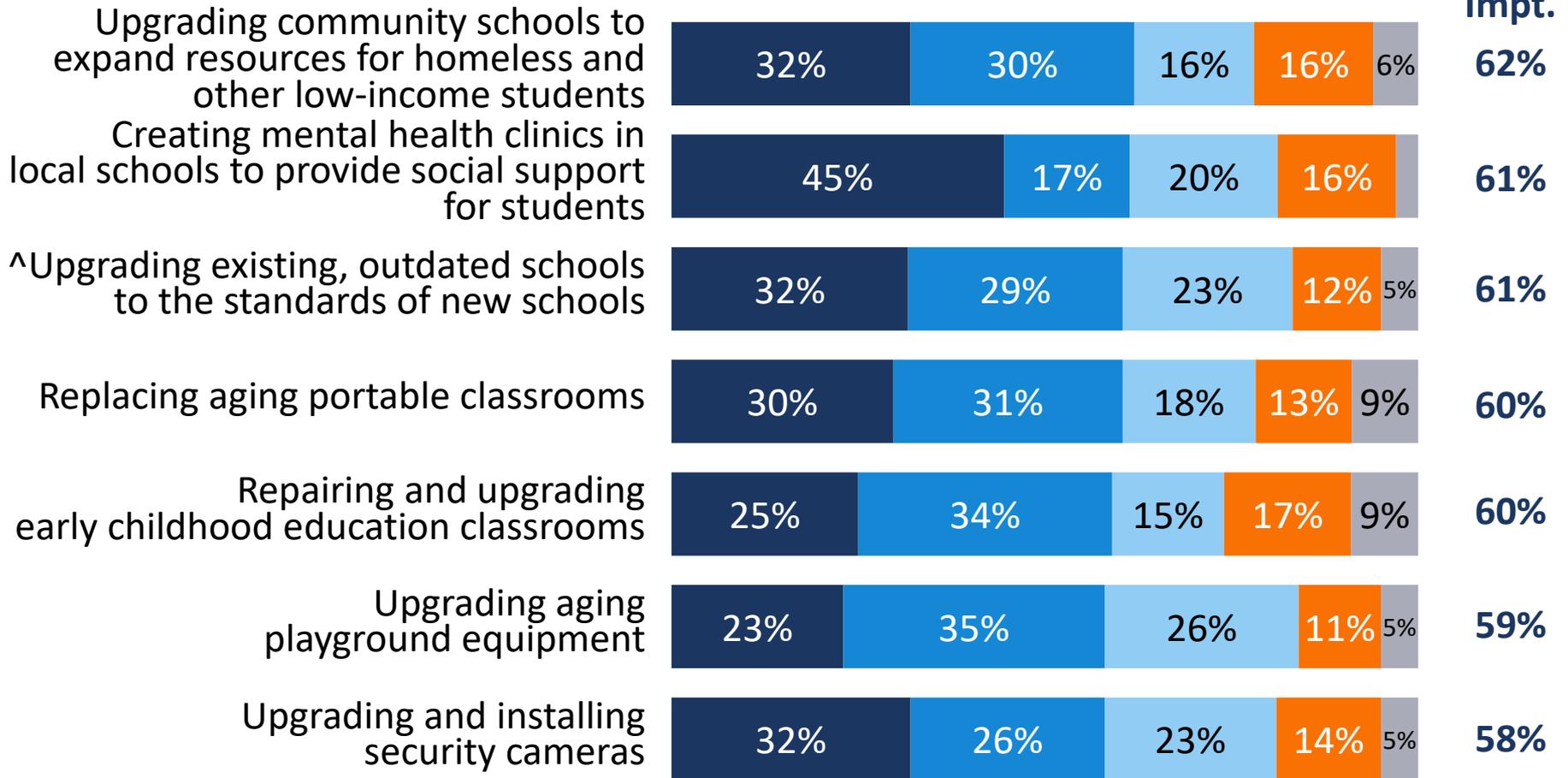
(Ranked by Extremely/Very Important)



# Additional Priorities, Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**





# **Educational Information**

# The most impactful informational statements about the measures reference effects on career education, school safety and health and safety repairs.

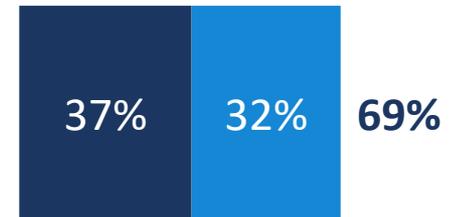
*(Ranked by Total More Inclined to Vote Yes)*

■ Much More Incl. ■ Smwt. More Incl.

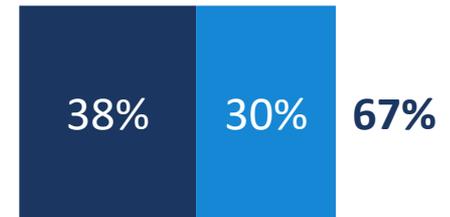
**^(CAREER EDUCATION)** The middle and high school bond measure will allow our local high schools to expand and upgrade vocational education and job training programs in high-need fields such as nursing and other medical careers, agriculture, engineering and others and will allow students who choose not to go to college to acquire real-world skills and technical knowledge to compete for a job when they graduate.



**^(SCHOOL SAFETY)** Many neighborhood schools in our area have outdated security and safety features, including a lack of security fencing and alarms, inadequate emergency communications systems and outdated fire safety systems. These measures will allow our schools to make needed safety upgrades that will help to keep our teachers and children safe.



**^(REPAIR SCHOOLS)** Many local schools were built close to 60 years ago and need basic health and safety improvements. These measures will address the most urgent and basic repairs such as leaking roofs, deteriorating water and sewer lines, and outdated restrooms; remove asbestos, lead paint and other hazardous materials; and make other needed repairs so every student learns in a classroom that is clean and safe.

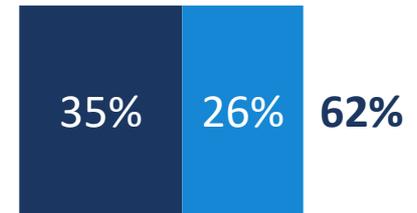


# Educational Themes, Continued

*(Ranked by Total More Inclined to Vote Yes)*

■ Much More Incl. ■ Smwt. More Incl.

**^(ACCOUNTABILITY)** These measures includes strict accountability requirements, such as public disclosure of all spending, and independent annual audits to make sure all funds are used effectively, efficiently, and as promised. All funds will be used for our local schools and cannot be taken by the County, state or federal governments or used in other parts of the school district.



**(CLASSROOM TECHNOLOGY)** Some of our local schools have outdated learning technology, equipment and science labs. These measures will upgrade classrooms and labs to ensure that all students have access to the up-to-date instructional technology to promote an education with a strong foundation in science, technology, engineering and math.



**(PROPERTY VALUES)** These measures to upgrade aging schools and classrooms will help improve our local schools. Good local schools will make our neighborhoods more desirable places to live, protecting everyone's property values, even residents without kids in schools.





# Conclusions

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- Bond measures for the middle/high schools and elementary schools Folsom Cordova USD's SFID #4 are viable for further planning.
- Both measures have viability that exceeds the 55% threshold from the start to finish of the survey.
- One of the reasons the measures are viable is that close to seven-in-ten perceive the District needs additional funding.

# Conclusions, Continued

- Respondents strongly value many of the potential school improvements that could be outcomes of the measures including:
  - Retaining and attracting quality teachers
  - School repairs
  - Health and safety improvements
  - Security upgrades
  - Preparing students for college and careers

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