

G.O. Bond Survey Results Presentation for Cardiff School District

by

Isom Advisors,
a Division of Urban Futures, Inc.

June 9, 2016



Methodology



There are 7,110 registered voters in the District

Cardiff School District

- ❖ The Cardiff School District is currently assessing the feasibility of placing a general obligation bond measure on an upcoming ballot.
- ❖ A survey was conducted from Friday May 20th through Thursday June 2nd to assess support for the proposed bond measure.
- ❖ The survey tested voter attitudes regarding the District, projects, tax tolerances, and a possible local school facilities improvement bond program.
- ❖ 308 households were contacted which results in a margin of error of +/- 5.37%.

Survey Demographics

Voter Demographics

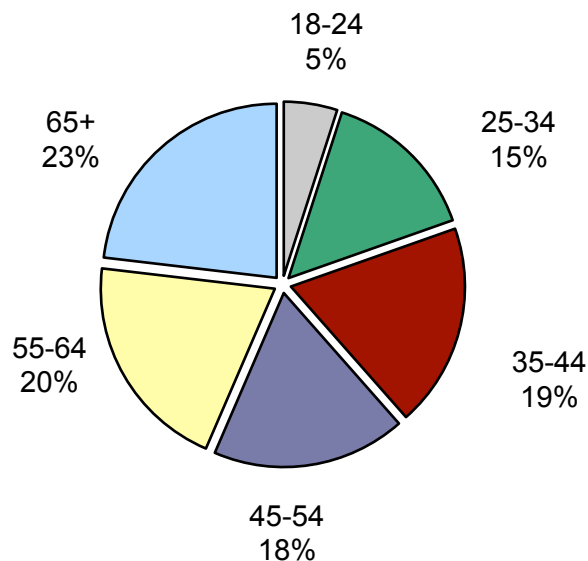


Survey sample reflects likely November voters

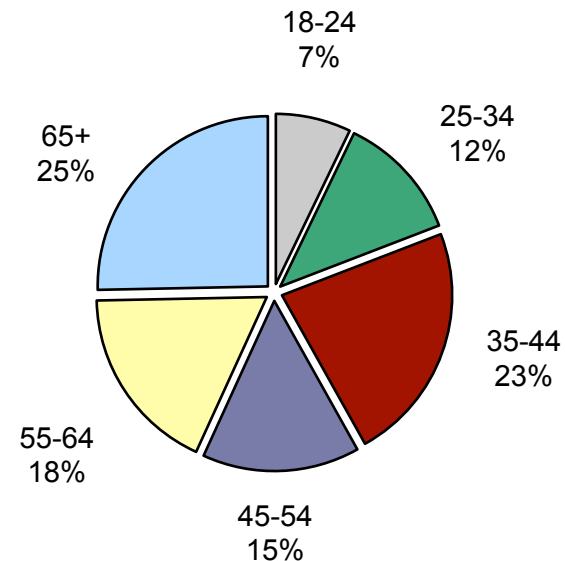
Cardiff School District

- ❖ Survey sample is designed to reflect likely November voters and considers age, party, ethnicity, gender, homeownership, and vote-by-mail status

District Age Demographics



Survey Age Demographics



Source: Political Data

Voter Demographics



Voter demographics are favorable to bond programs

Cardiff School District

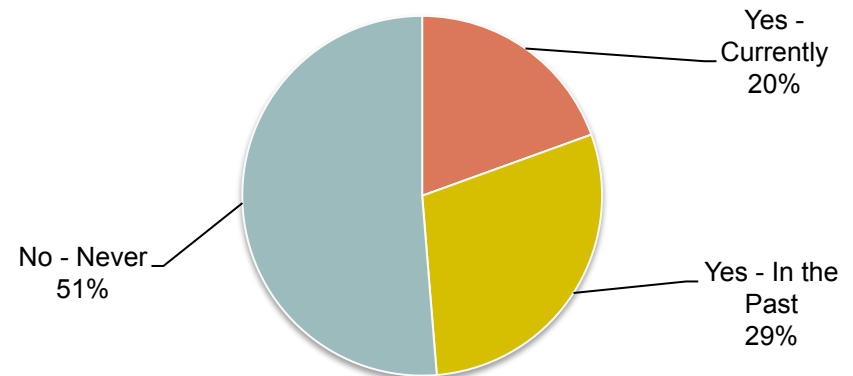
- ❖ Survey sample is slightly skewed with more homeowners and absentee voters.

- ❖ Most survey respondents do not have kids in school; most have no connection to the school

Party/VBM/Homeowners		
	<u>Total District %</u>	<u>Survey %</u>
Republicans	29%	30%
Democrats	39%	44%
Other	32%	26%
VBM Voters	61%	69%
Homeowner	56%	69%

Gender/Race		
	<u>Total District %</u>	<u>Survey %</u>
Male	48%	47%
Female	52%	53%
Latino Voters	6%	5%

Source: Political Data



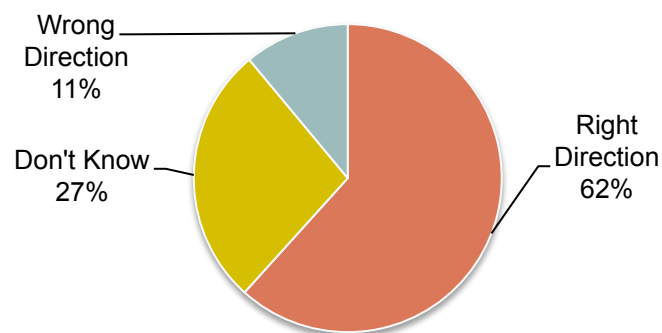
General Questions



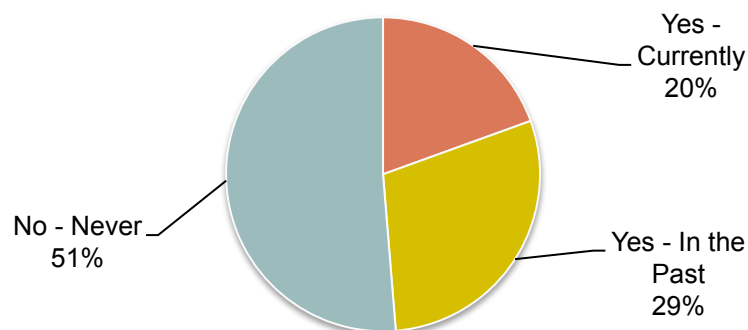
Majority of voters satisfied with the quality of education

Cardiff School District

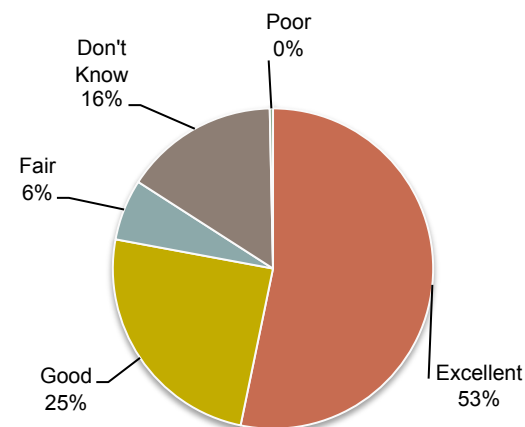
- ❖ Would you say that education at the schools in your community is headed in the right direction or the wrong direction?



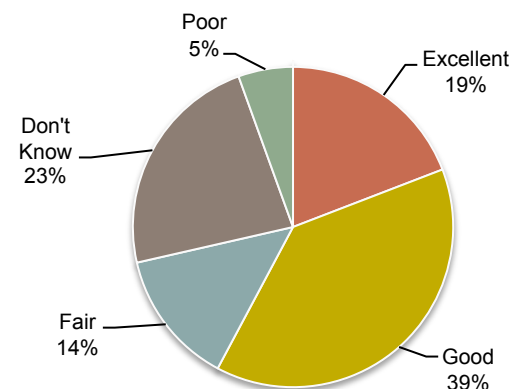
- ❖ Do you have any children or grandchildren who are now attending school in the Cardiff School District?



- ❖ How would you rate the quality of education provided by the Cardiff School District?



- ❖ How would you rate the classrooms and facilities in the Cardiff School District?



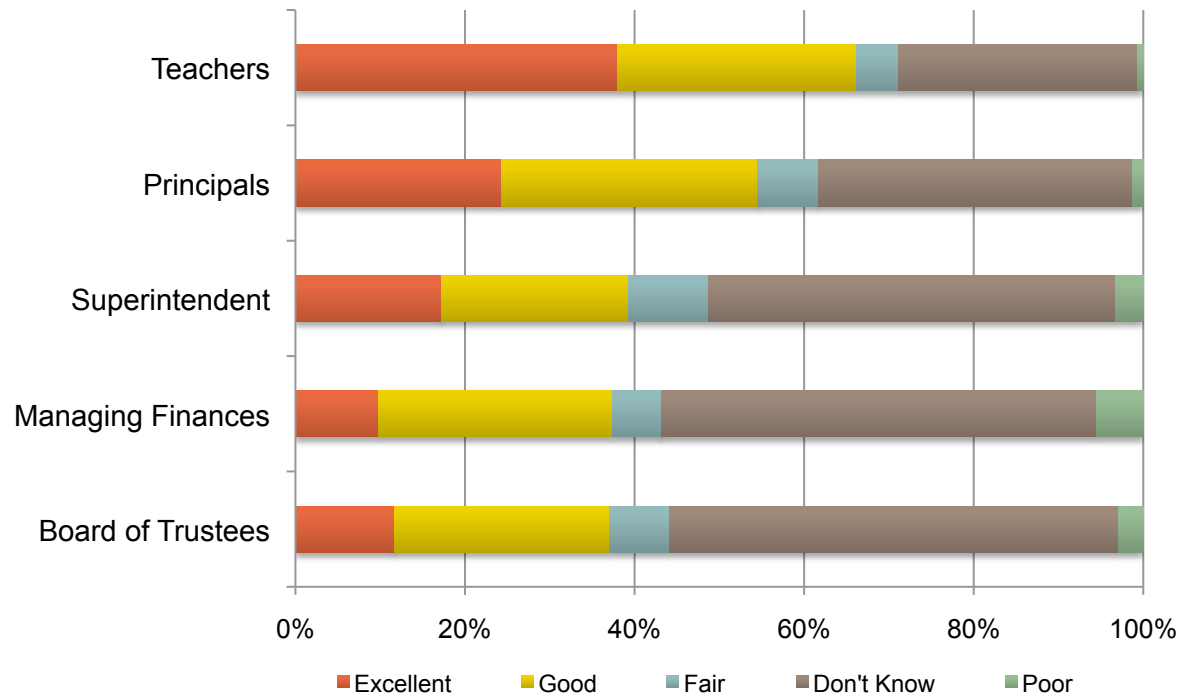
General Questions



Voters are supportive of the District

Cardiff School District

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



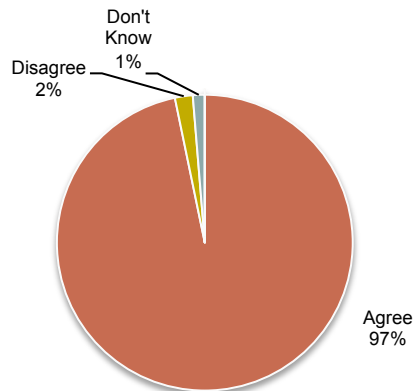
General Questions



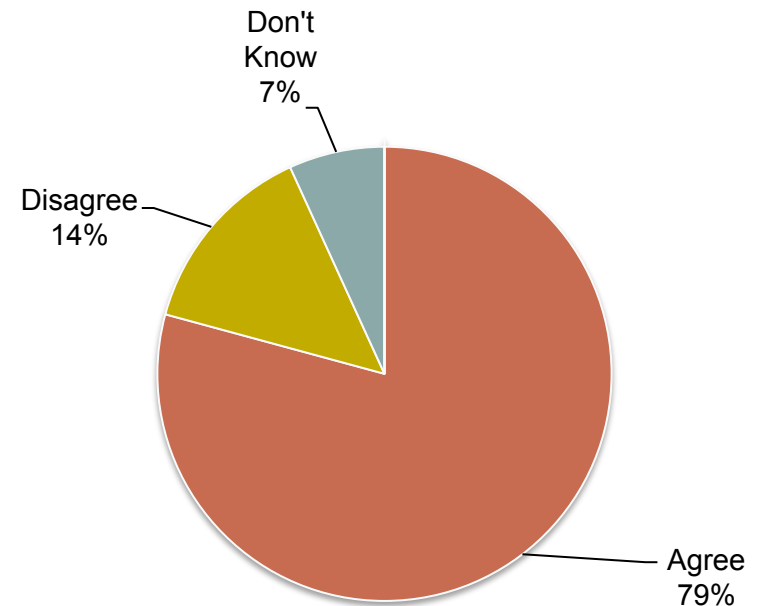
Voters believe in the need for more funding

Cardiff School District

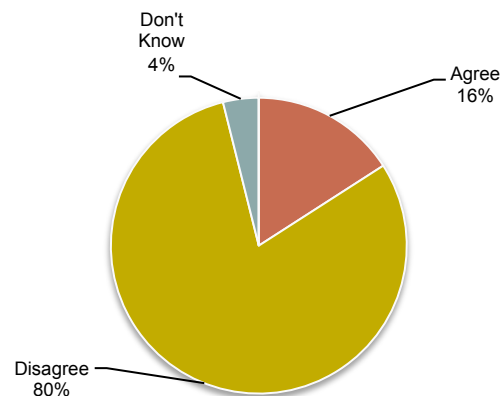
- ❖ Good schools improve property values?



- ❖ Because the state continues to reduce funding for facility improvements such as the renovation and modernization of classrooms, local voters need to do more to protect the quality of facilities in their local public schools.



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



Ballot Measure

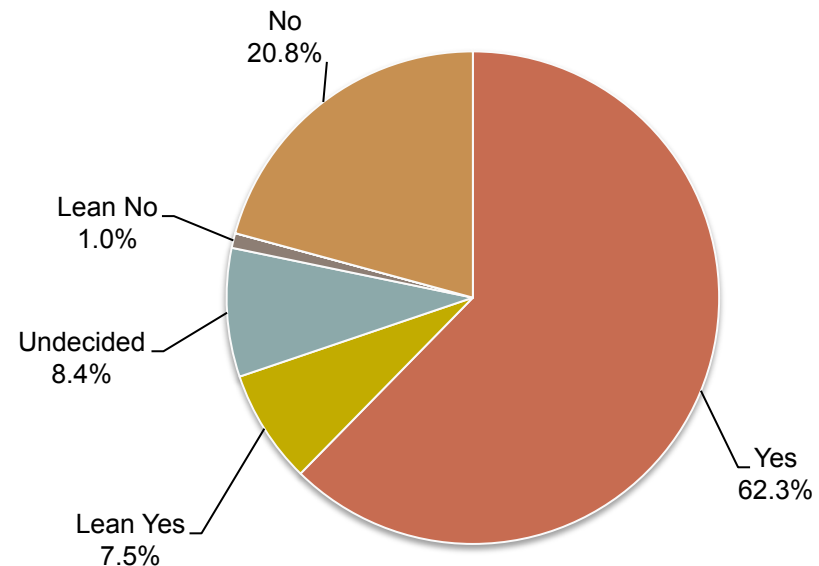


Support for measure is well above the Prop. 39 55% threshold

Cardiff School District

- ❖ At this time, the Cardiff 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 with local funding that cannot be taken by the State; repair or replace leaky roofs; modernize/construct classrooms, restrooms and school facilities; replace deteriorating plumbing and sewer systems; upgrade inadequate electrical systems; make health and safety improvements; and replace temporary portables with permanent classrooms; shall the Cardiff School District issue \$22,000,000 of bonds at legal interest rates, have an independent citizens' oversight committee and have NO money used for administrative or teacher salaries?"



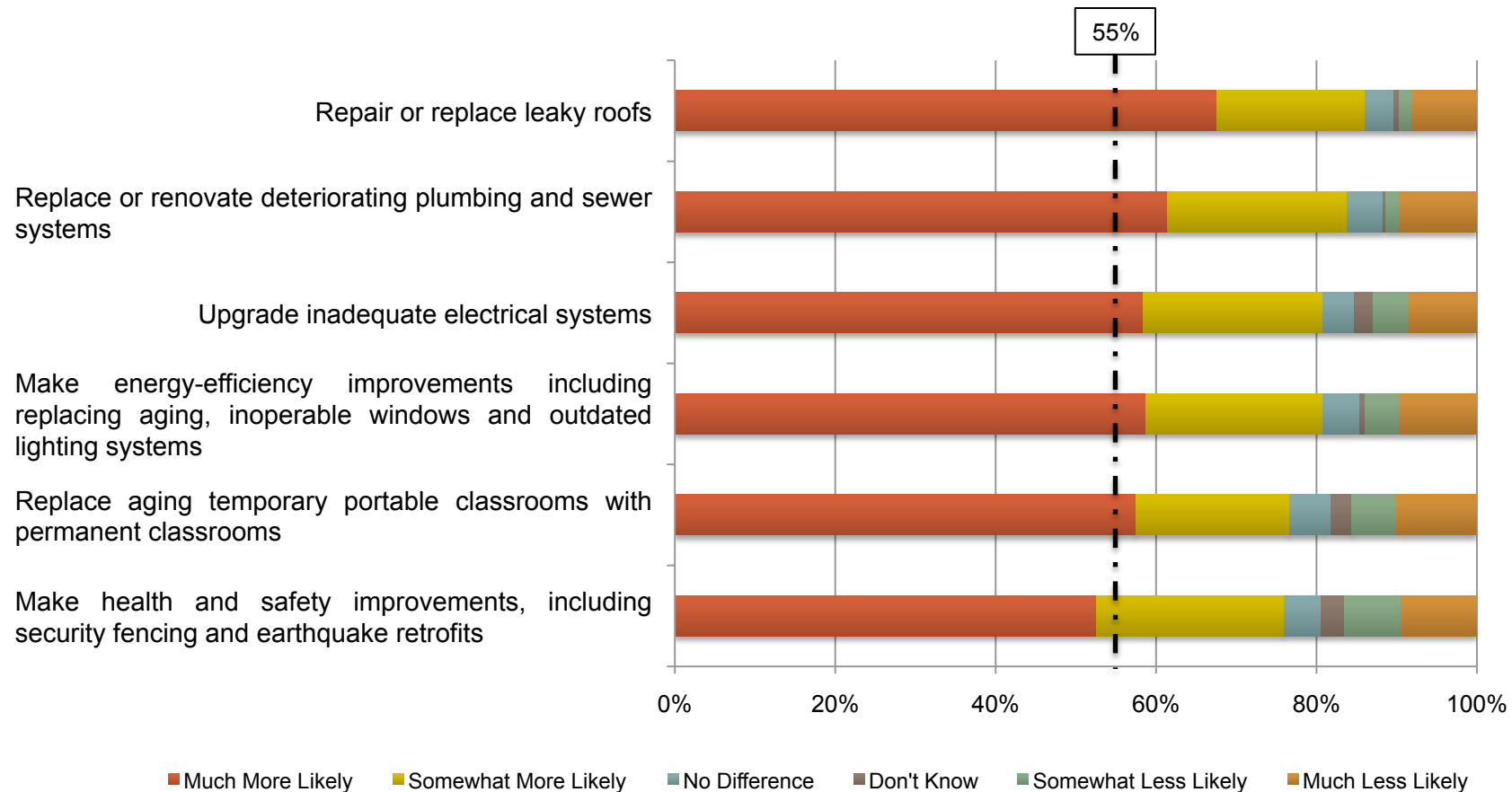
G.O. Bond Projects



All projects tested below received 75% support and above

Cardiff School District

- ❖ 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:



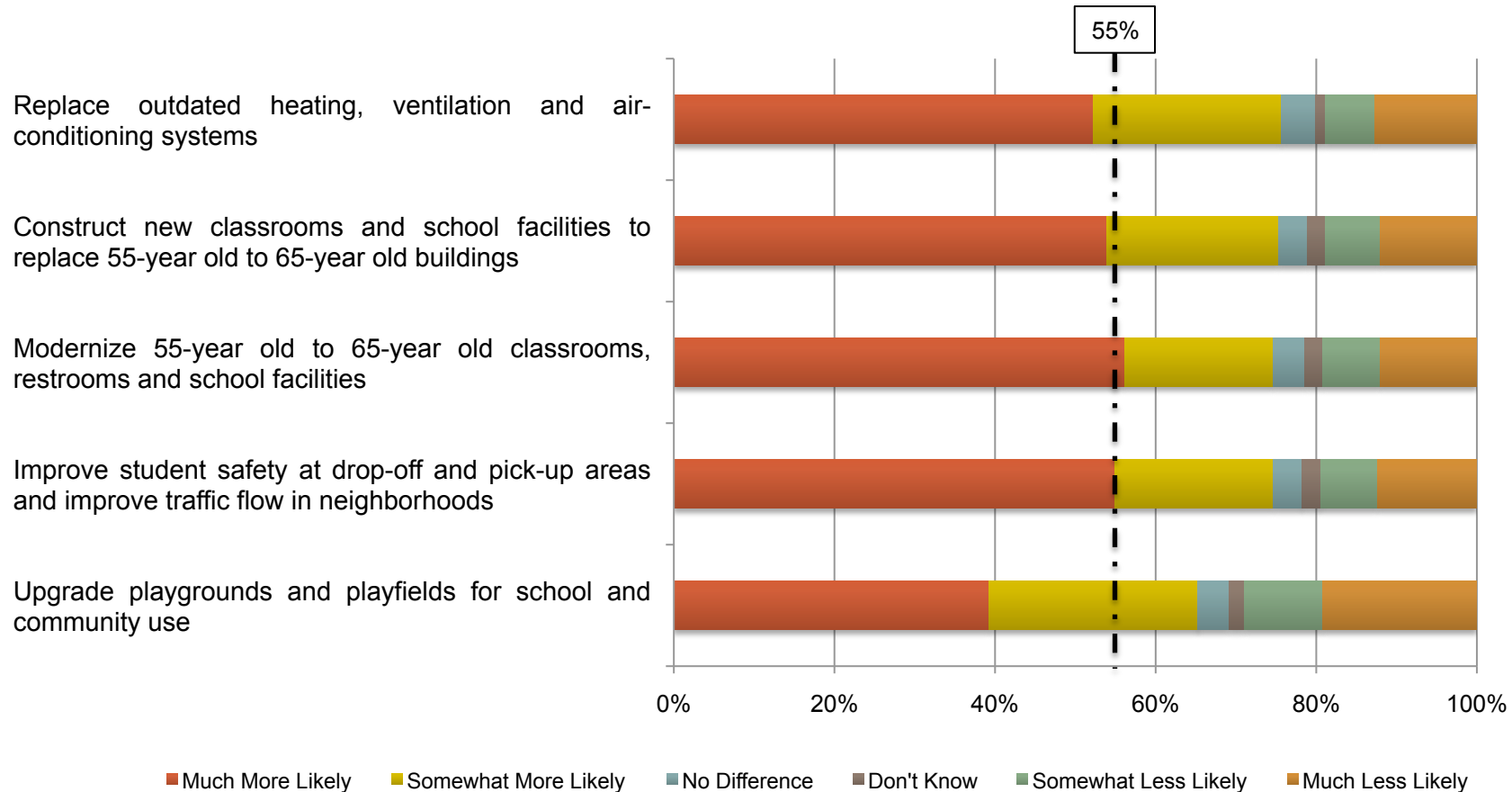
G.O. Bond Projects



All projects tested below received 65% support and above

Cardiff School District

- ❖ 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:



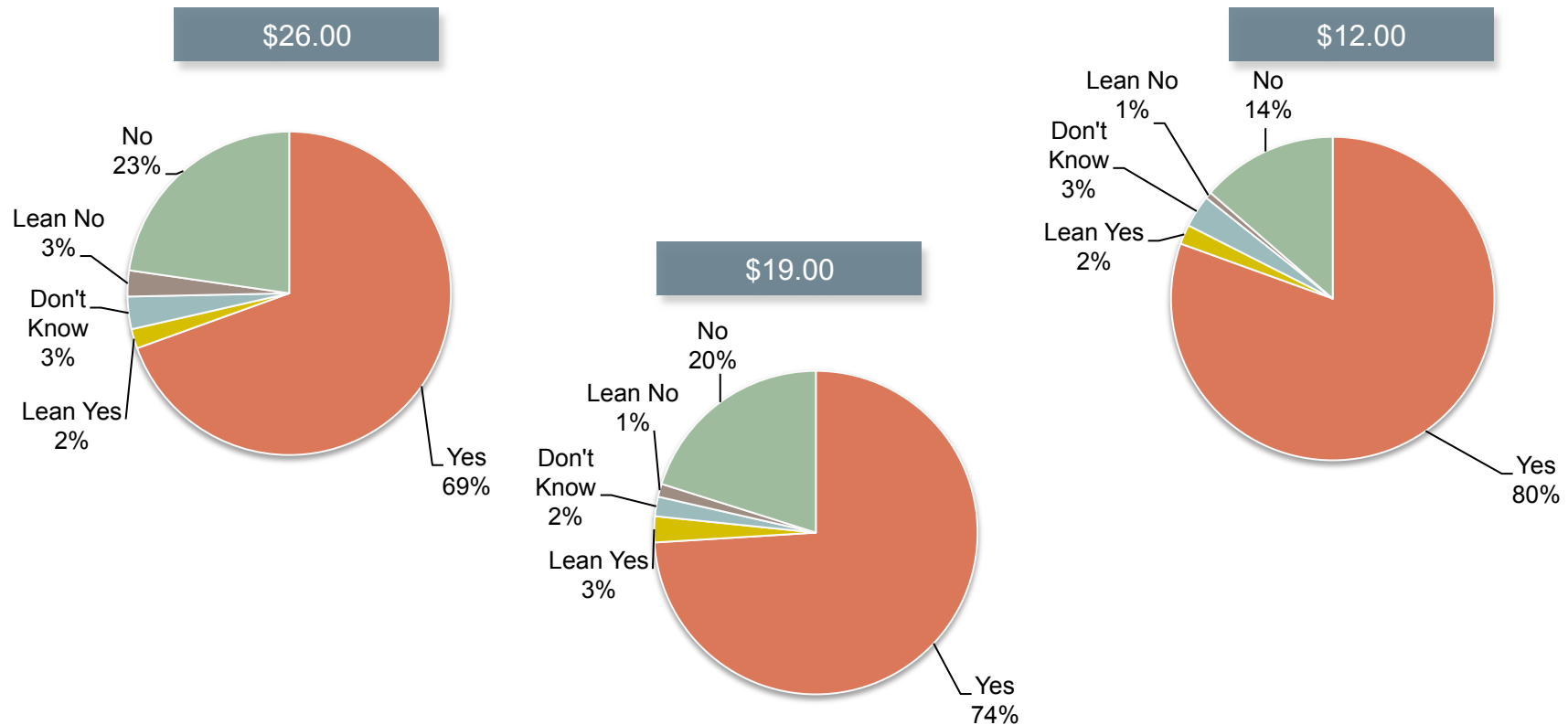
Tax Tolerances (SSA)



Voters are supportive of all tax rates tested

Cardiff School District

- ❖ The proposed measure would cost property owners \$26/\$19/\$12 *per \$100,000 of assessed valuation per year*, would you be More or Less Likely to vote “yes” in Favor of or “no” to Oppose the measure?



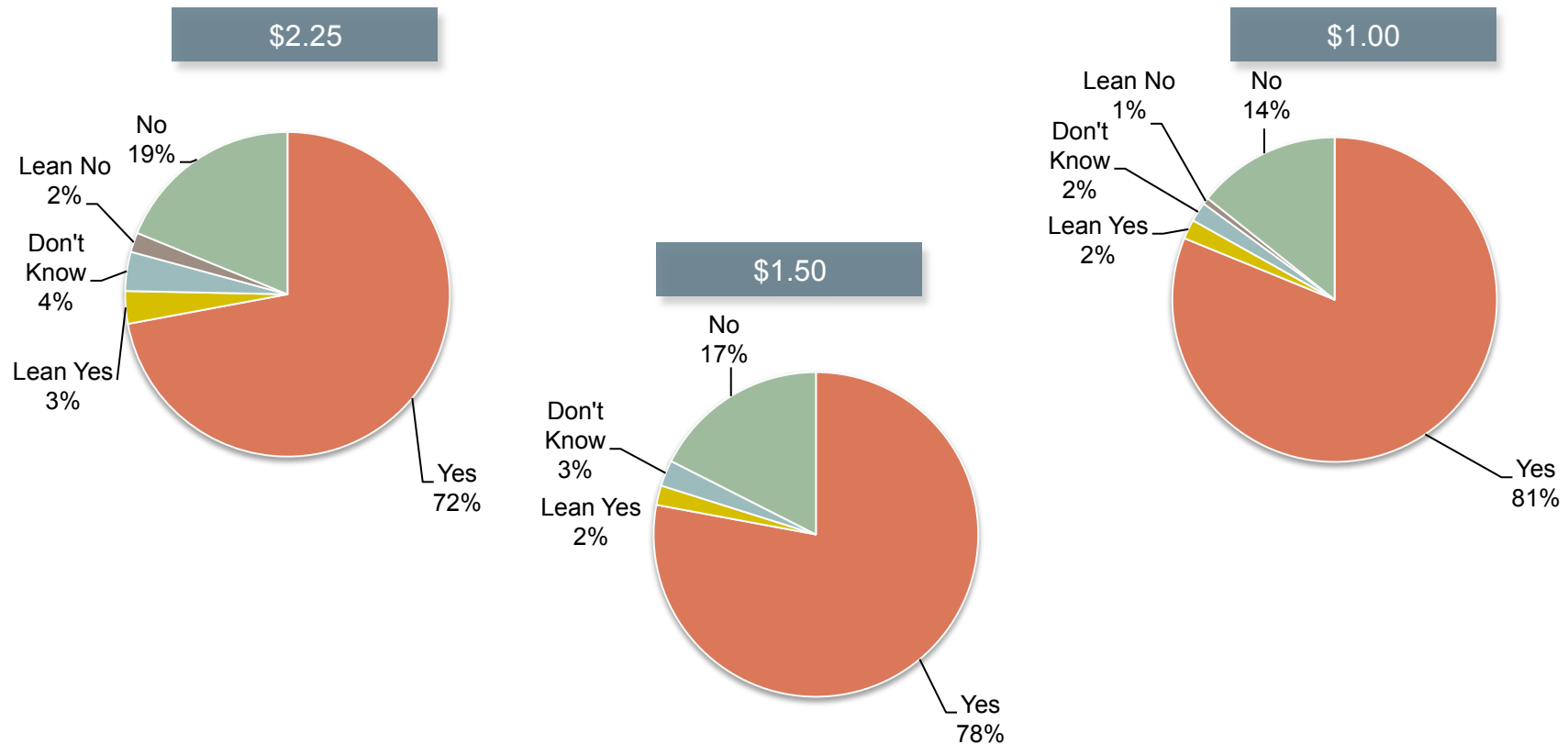
Tax Tolerances (SSB)



Support increases when cost is broken down by month

Cardiff School District

- ❖ The proposed measure would cost property owners \$2.25/\$1.50/\$1.00 *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?



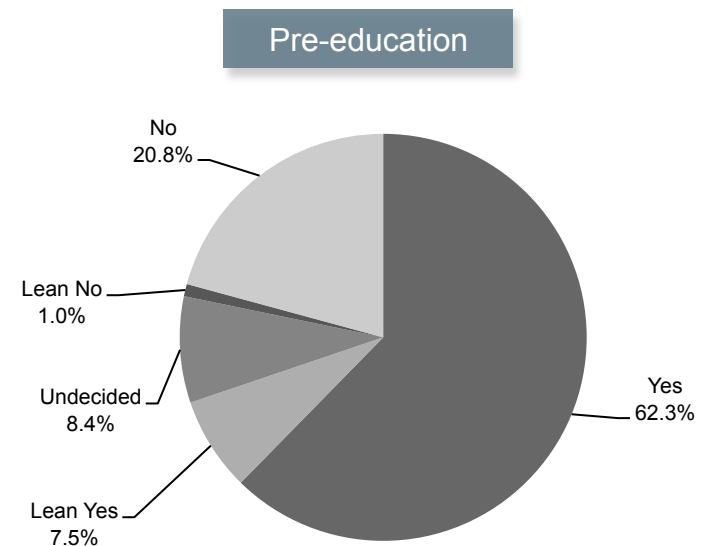
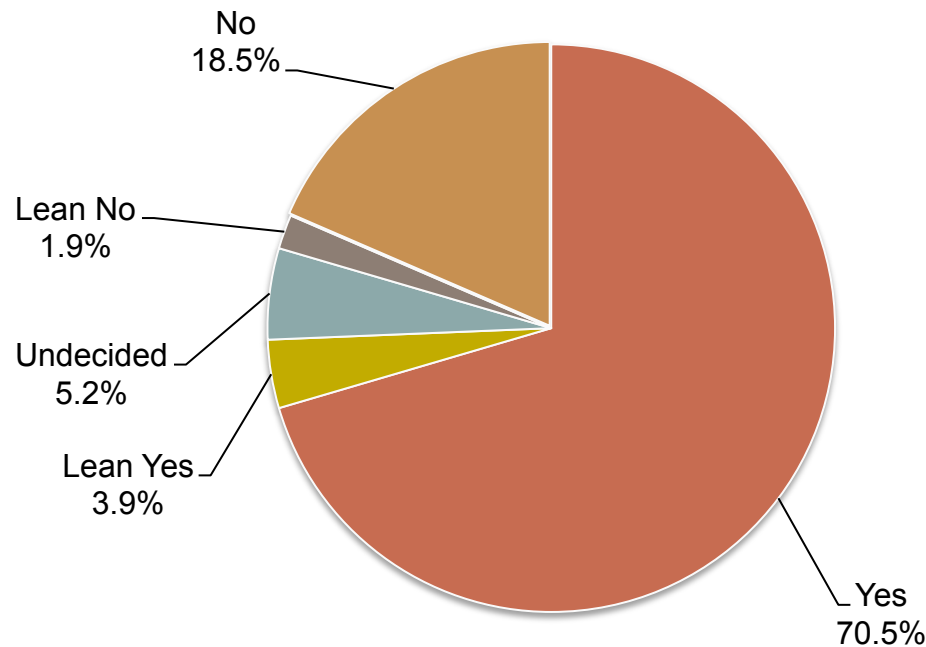
Ballot Measure



Support increases after voter education

Cardiff School District

- ❖ 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?



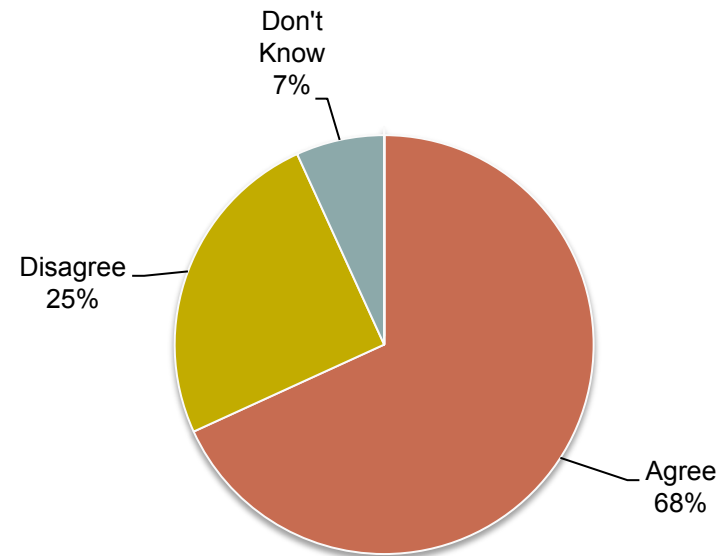
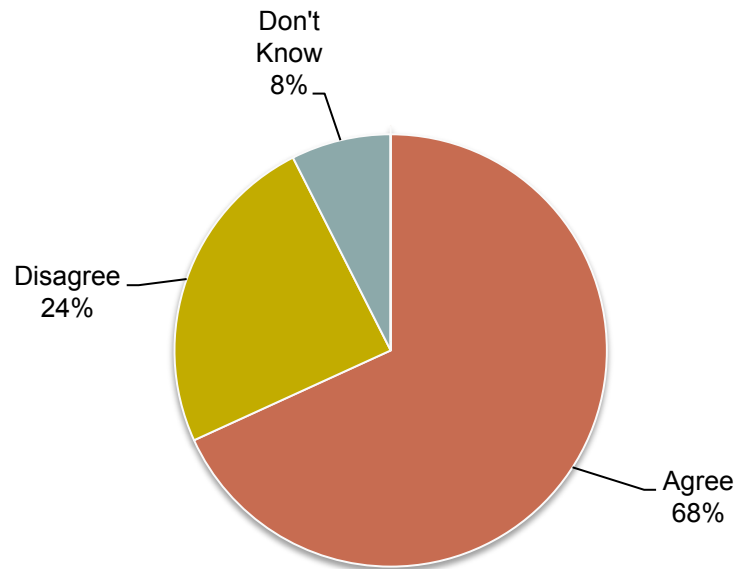
Additional Questions



Renovate and repair or construct new facilities

Cardiff School District

- ❖ The District would like to know your opinion on whether to renovate and repair the existing 55 to 65-year-old Cardiff Elementary School facilities OR to replace the older facilities with new classrooms and buildings? The following are some statements that people may make on this topic. For each of the following statements please tell me if you Agree or Disagree.
- ❖ The original Cardiff Elementary School was built in 1914. In 1950, the District built a new school, which is the current Cardiff campus. It has been over 60 years and it is now time to replace the outdated classrooms and facilities at Cardiff School.
- ❖ 42-year-old Ada Harris Elementary School, the other local school, was rebuilt in 2002 to replace a severely outdated old school. We now need to rebuild our other campus, Cardiff Elementary to provide similar facilities to all students in the District.



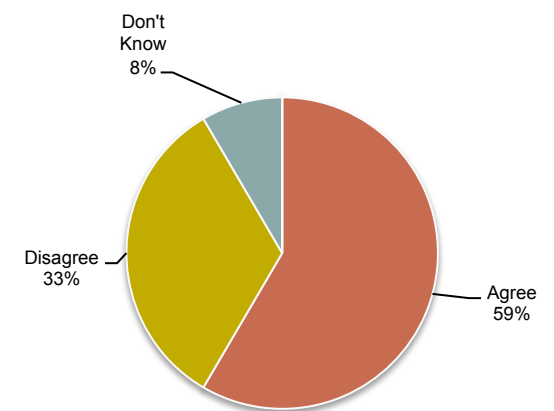
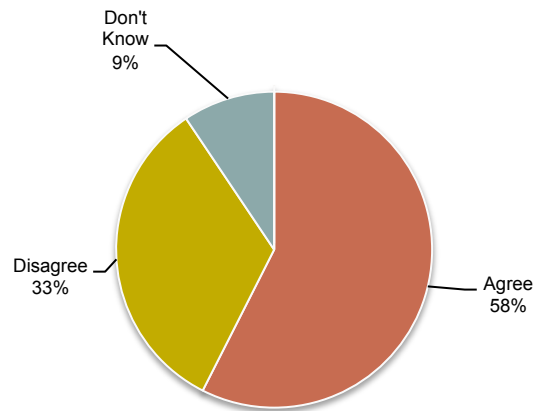
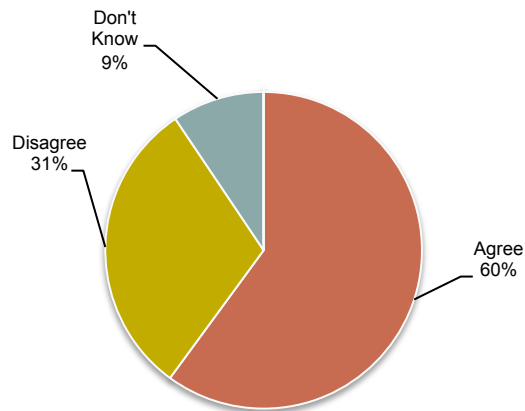
Additional Questions



Renovate and repair or construct new facilities

Cardiff School District

- ❖ Rebuilding a new school is expensive. Even though a majority of Cardiff Elementary is between 55 and 65-years old, we should instead modernize and renovate the school to save money and taxes.
- ❖ Even though it might cost more, I would be willing to pay more to rebuild Cardiff Elementary, because a new school will save money in the long run over continually repairing and upgrading outdated classrooms.
- ❖ The difference in the tax rate between building a new Cardiff Elementary School and renovating and modernizing the 65-year-old school is \$12 per \$100,000 of assessed value per year. That's an affordable long-term investment in maintaining our community school. I would support rebuilding a new school.



Conclusions and Recommendations

Conclusions & Recommendations



Majority of voters believe in more funding

Cardiff School District

- ❖ 79% of District voters believe in the need for more funding.
- ❖ Initial support for the measure was 62.3% Yes (7.5% Lean Yes), with 8.4% Undecided; after education support for the measure was 70.5% Yes (3.9% Lean Yes), with 5.2% Undecided.
- ❖ All facility projects tested received over 65% support.
- ❖ Voters were supportive of all tax rates tested.
- ❖ Support is well above the 55% voter approval threshold; we recommend the District continue to reach out and educate the community and plan on placing a bond measure on the November 2016 ballot.