



Survey Results Presentation for South San Francisco Unified School District

by

Isom Advisors,
a Division of Urban Futures, Inc.

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Methodology

There are 46,302 registered voters in the District

South San Francisco Unified School District

- ❖ The South San Francisco Unified School District is currently assessing the feasibility of placing a general obligation bond measure on an upcoming ballot.
- ❖ A survey was conducted from Wednesday February 23rd through Monday February 28th to assess support for the proposed bond measure, the funds of which would be used for capital improvements to classrooms and school facilities.
- ❖ The survey tested voter attitudes regarding the District, projects, and tax tolerances for a possible school facilities improvement bond program.
- ❖ 400 households were contacted by phone, which resulted in an overall margin of error of +/- 4.88%.

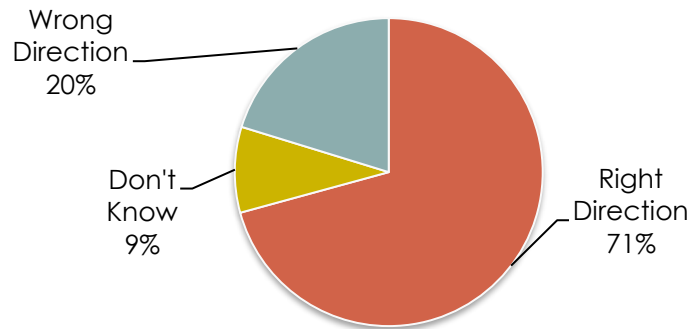


General Questions

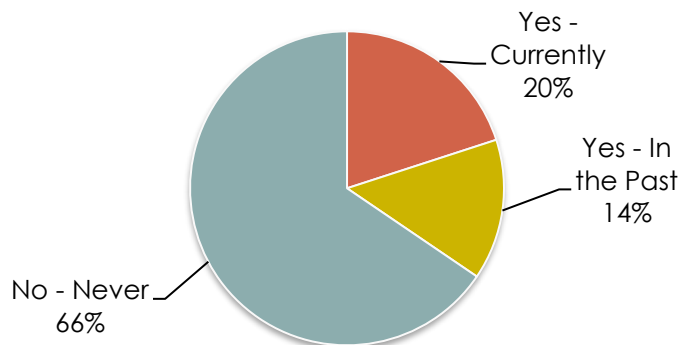
Majority of voters satisfied with the quality of education

South San Francisco Unified School District

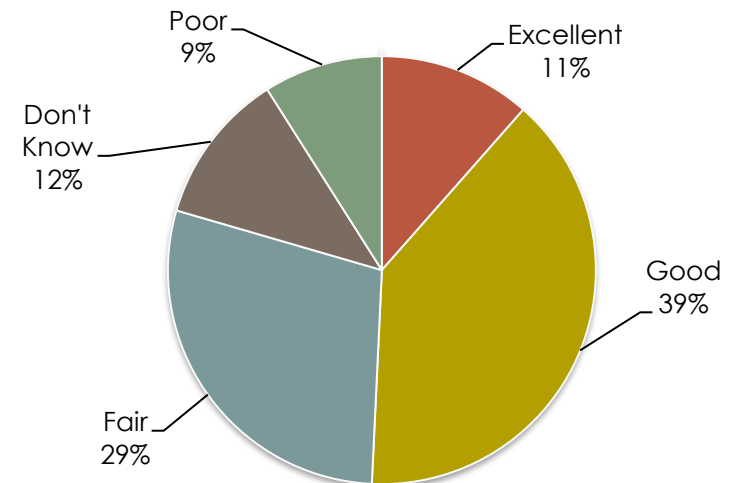
- ❖ Would you say things in South San Francisco are generally headed in the right direction, or do you feel that they are on the wrong track ?



- ❖ Do you have any children or grandchildren who are now attending school in the South San Francisco Unified School District?



- ❖ How would you rate the quality of education provided by the South San Francisco Unified School District?



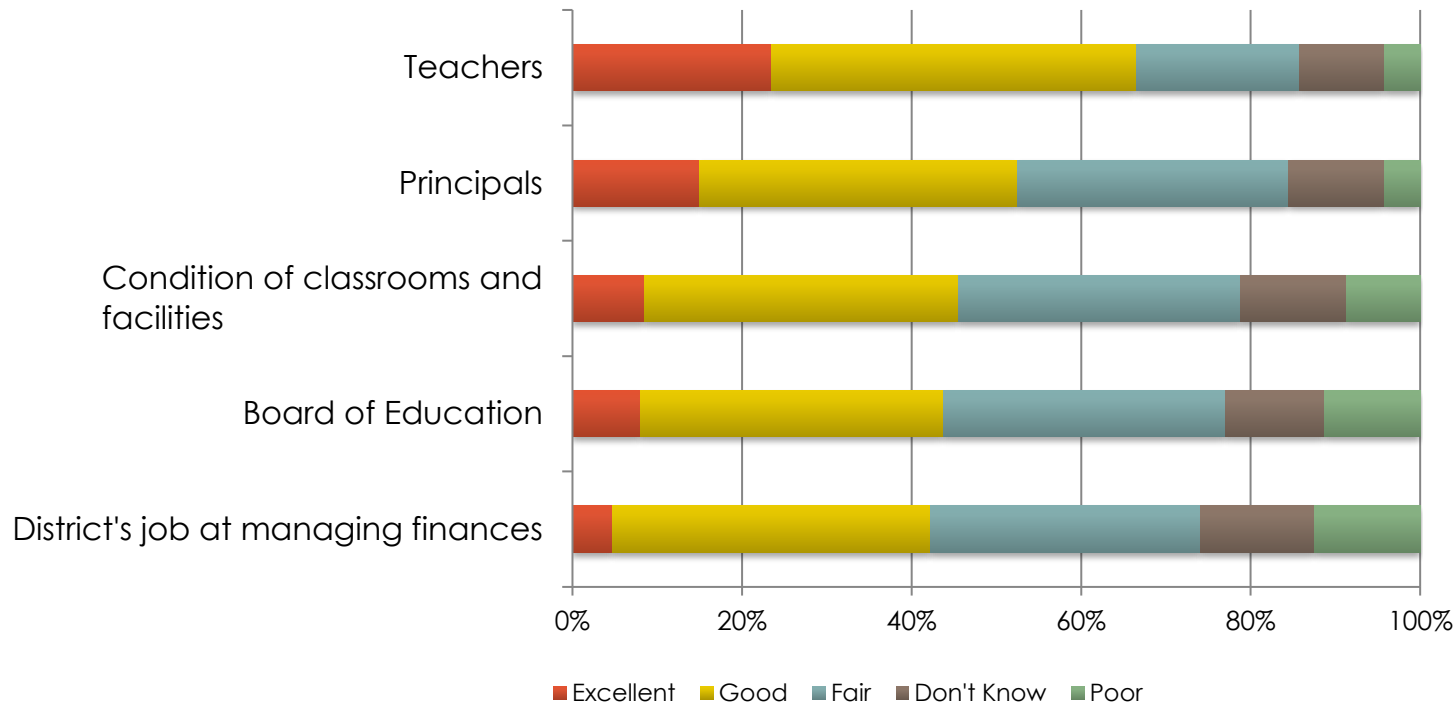


General Questions

Voters are supportive of the District

South San Francisco Unified School District

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



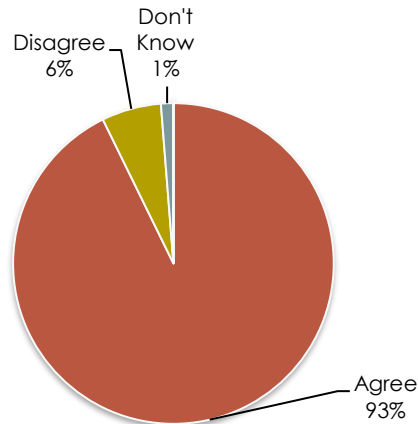


General Questions

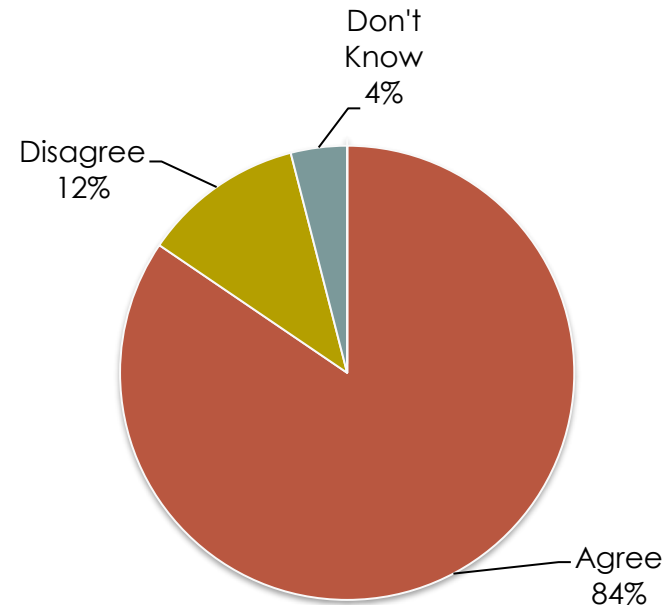
Majority of voters believe in more funding

South San Francisco Unified School District

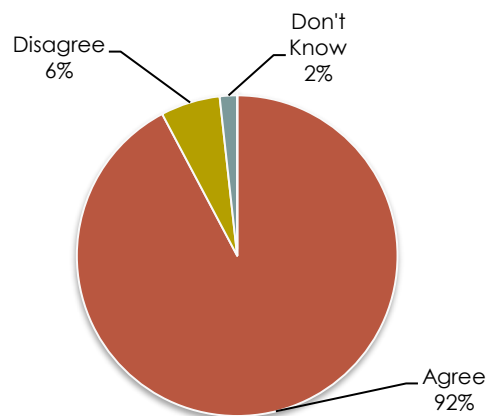
❖ Good schools help improve property values?



❖ Because the state continues to reduce funding for facility improvements, local voters need to do more to protect the quality of facilities in their local public schools. ?



❖ Improved facilities help improve learning for students .





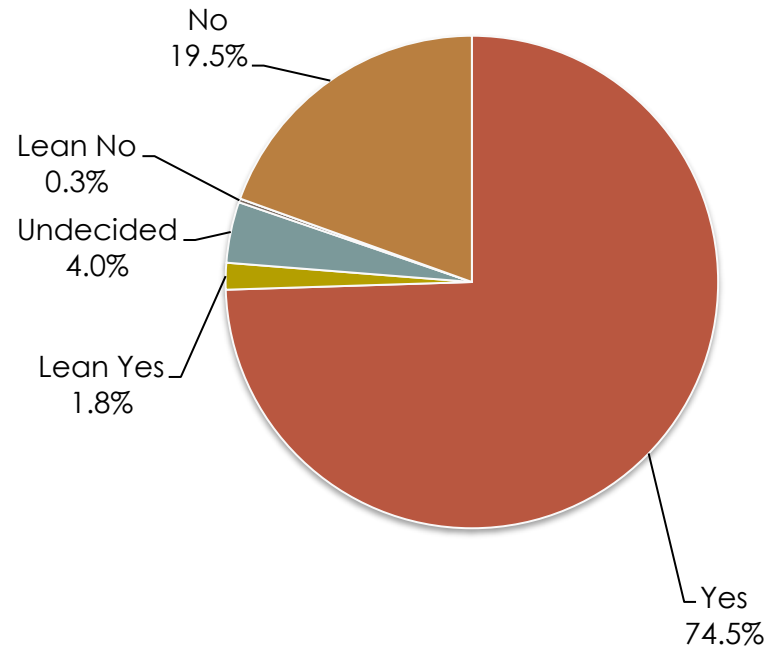
Ballot Measure

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

South San Francisco Unified School District

- ❖ At this time, the South San Francisco Unified 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 modernize classrooms, restrooms, and school facilities; make health, safety and security improvements, equip schools with 21st century learning technology, and construct local affordable rental housing for teachers and staff, shall South San Francisco Unified School District measure authorizing \$436.0 million in bonds, at legal rates, be adopted levying an estimated 6 cents per \$100 of assessed value generating on average \$27 million annually while bonds are outstanding, with a citizens' oversight committee and independent audits on all bond money?”



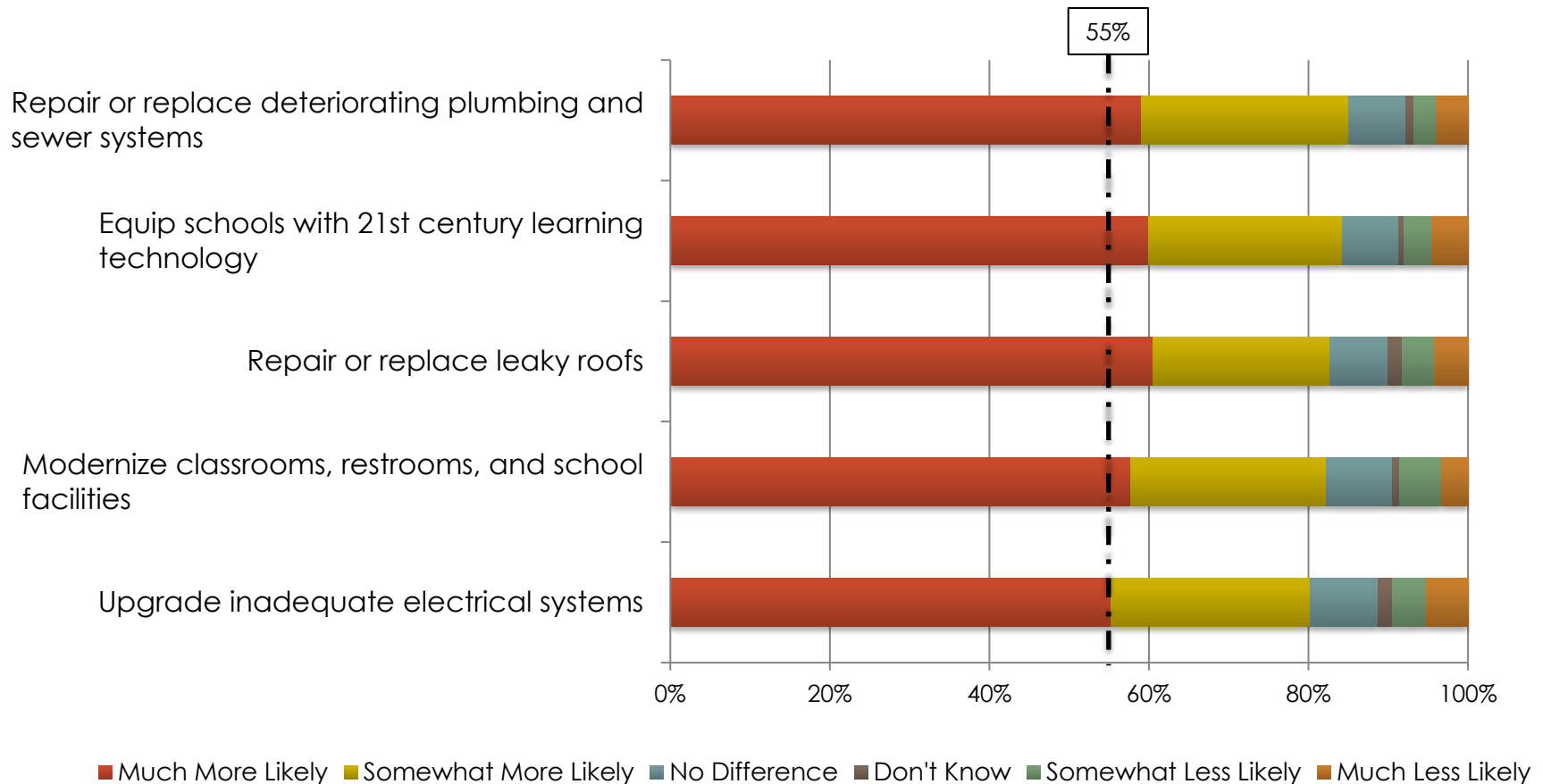


G.O. Bond Projects

All projects tested below received 80% support and above

South San Francisco Unified 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:



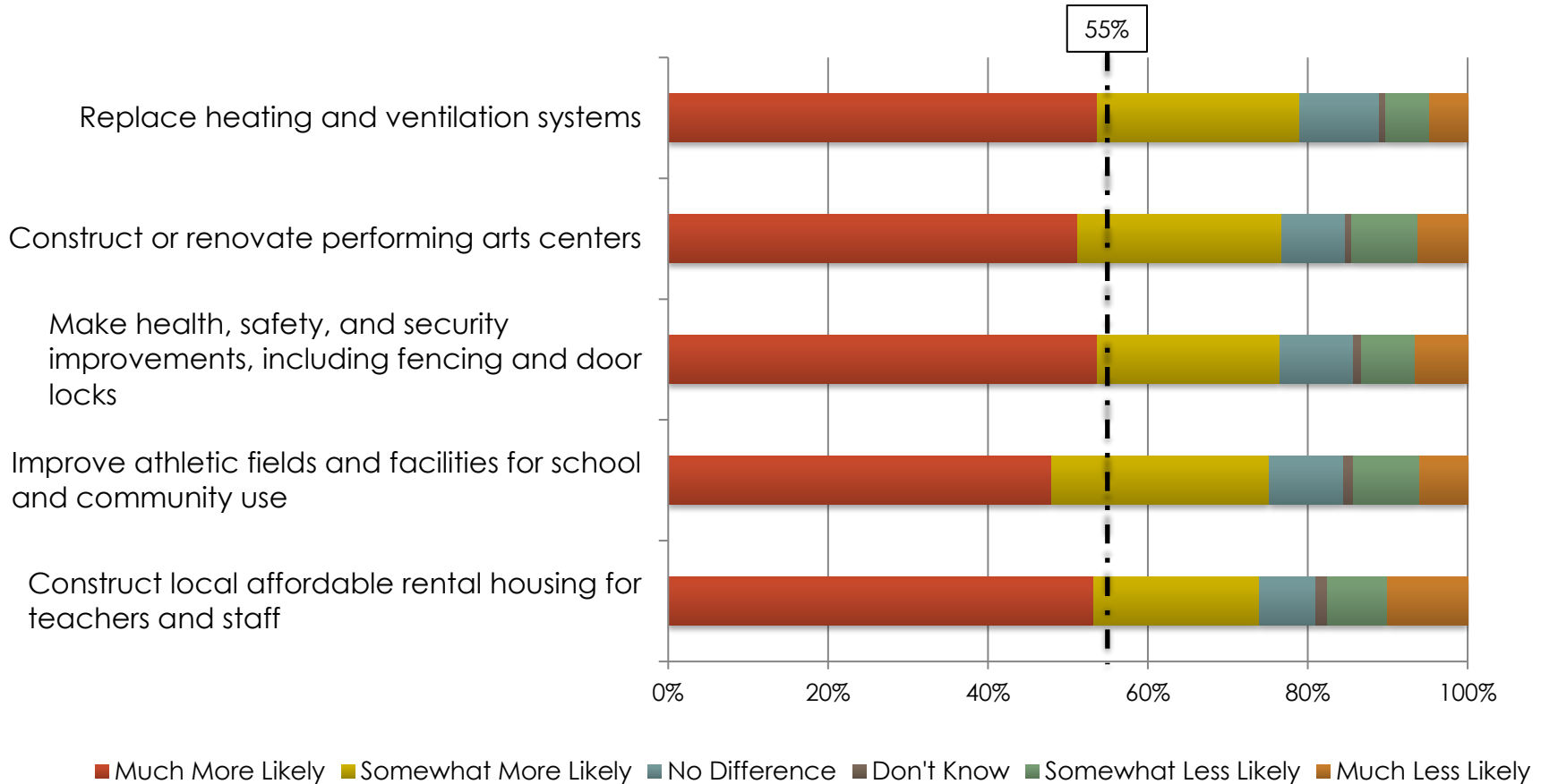


G.O. Bond Projects

All projects tested below received 70% support and above

South San Francisco Unified 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:





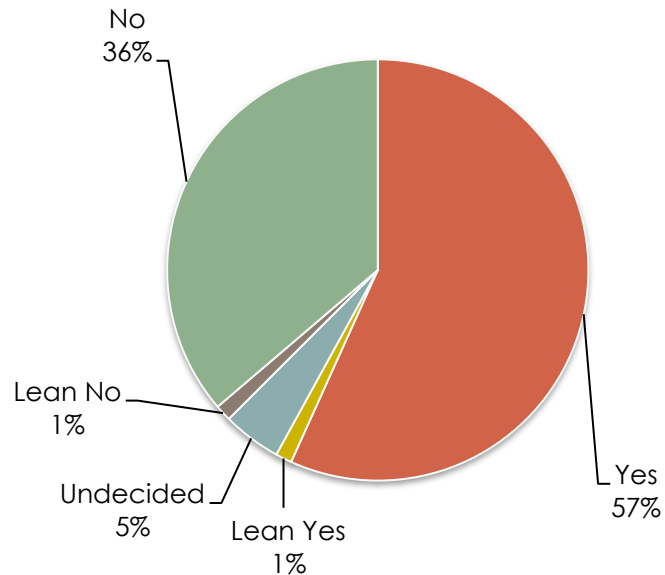
Tax Tolerances

Voters were supportive of tax rates tested

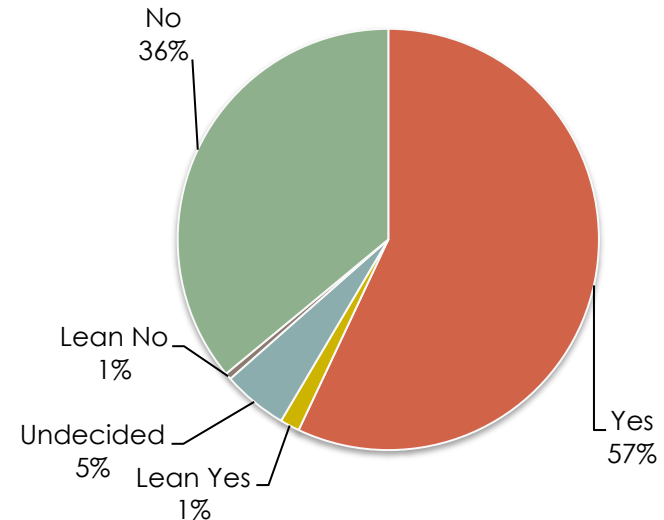
South San Francisco Unified School District

- ❖ The proposed measure would cost property owners \$60/\$48 per \$100,000 of assessed value per year?

\$60 year



\$48 year



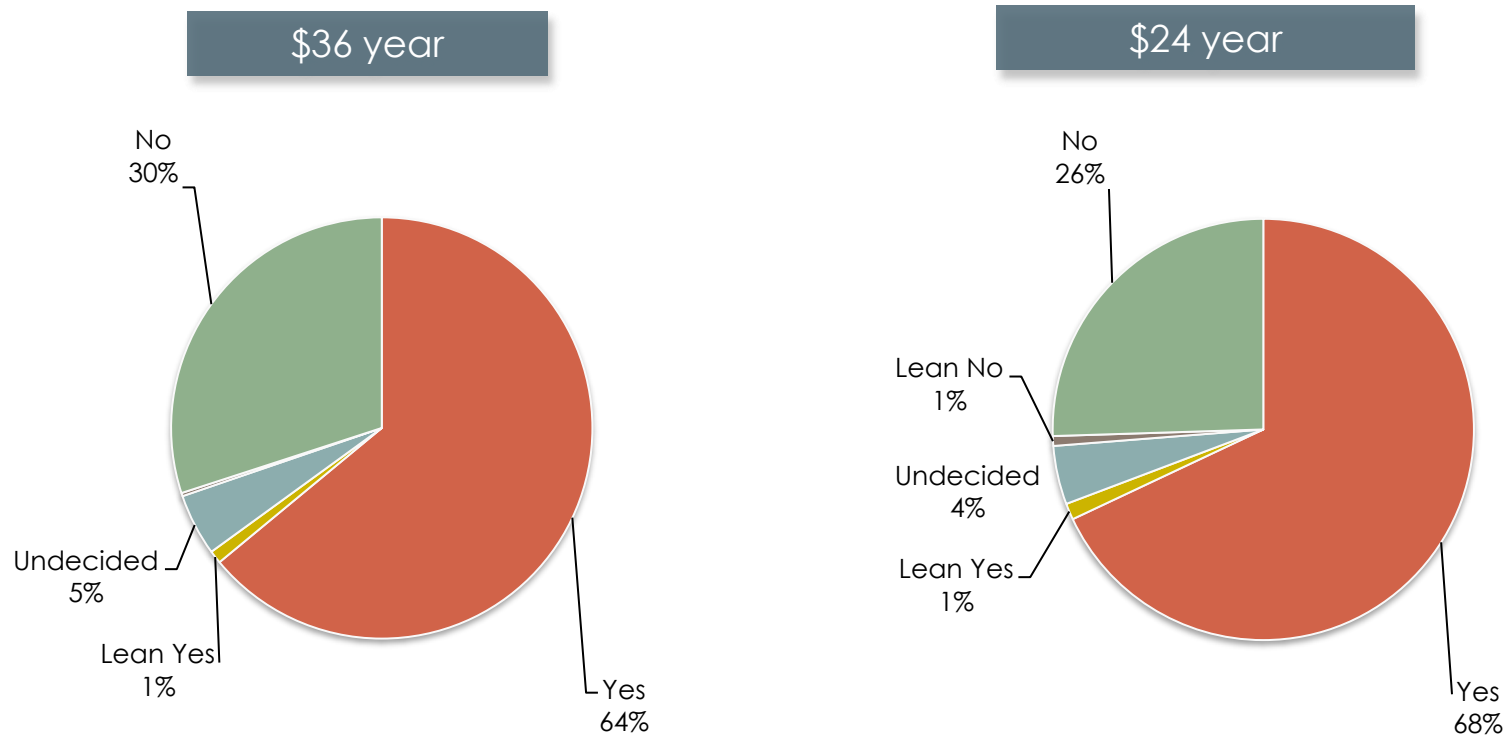


Tax Tolerances

Support increased with lower rates

South San Francisco Unified School District

- ❖ The proposed measure would cost property owners \$36/\$24 per \$100,000 of assessed value per year?



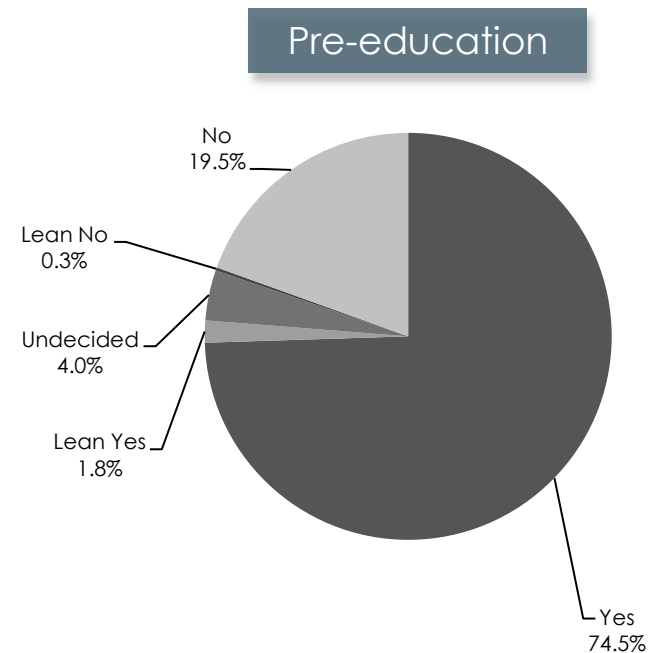
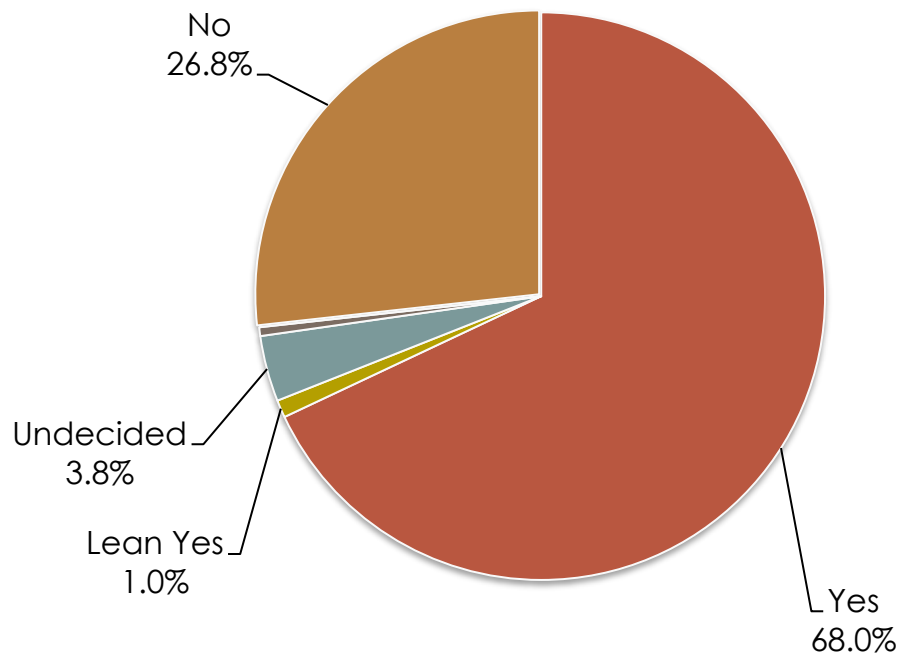


Ballot Measure

Support decreased after voter education

South San Francisco Unified 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?



Conclusions and Recommendations

Conclusions & Recommendations



Majority of voters believe in more funding

South San Francisco Unified School District

- ❖ Initial support for the measure was 74.5% Yes (1.8% Lean Yes), with 4.0% Undecided; after education support for the measure was 68.0% Yes (1.0% Lean Yes), with 3.8% Undecided.
- ❖ All projects received over 70% voter support.
- ❖ Voters were supportive of all tax rates tested.
- ❖ Support is above the 55% voter approval threshold; we recommend the District continue to reach out to stakeholders and educate the community and consider placing a bond measure on the November 2022 ballot.