

# Parcel Tax Survey Results Presentation for Ventura Unified School District

by

Isom Advisors,  
a Division of Urban Futures, Inc.

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# Methodology

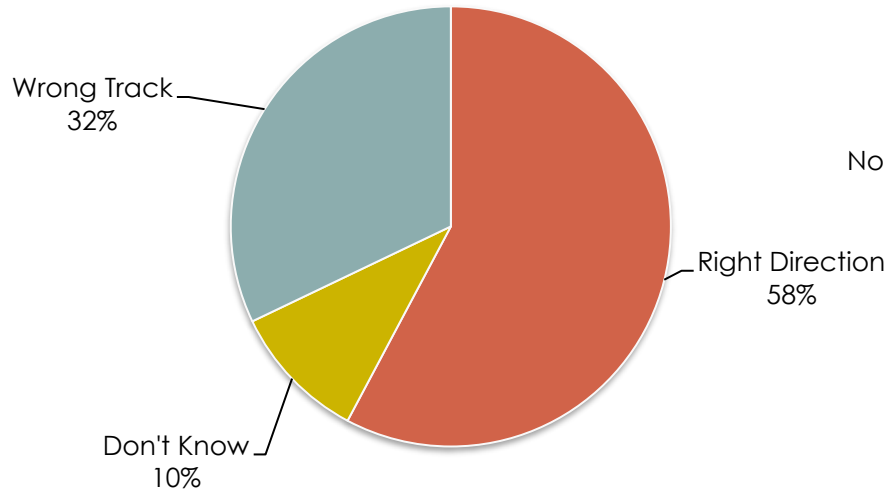
There are 81,905 registered voters in the City of Ventura

- ❖ The Ventura Unified School District is currently assessing the feasibility of placing a parcel tax on an upcoming ballot.
- ❖ A survey was conducted from Wednesday February 11th through Friday February 20th to assess support for the proposed parcel tax .
- ❖ The survey tested voter attitudes regarding the District, proposed project funding and tax tolerances.
- ❖ 405 households were contacted, which resulted in an overall margin of error of +/- 4.86%.

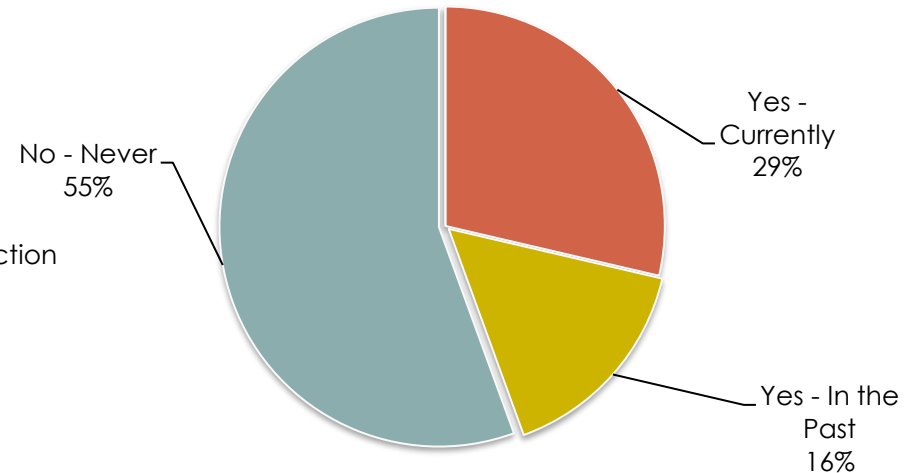
# General Questions

## Majority of voters satisfied with the quality of education

- ❖ Overall, would you say things in the City of Ventura are generally headed in the right direction, or do you feel that they are pretty seriously on the wrong track ?



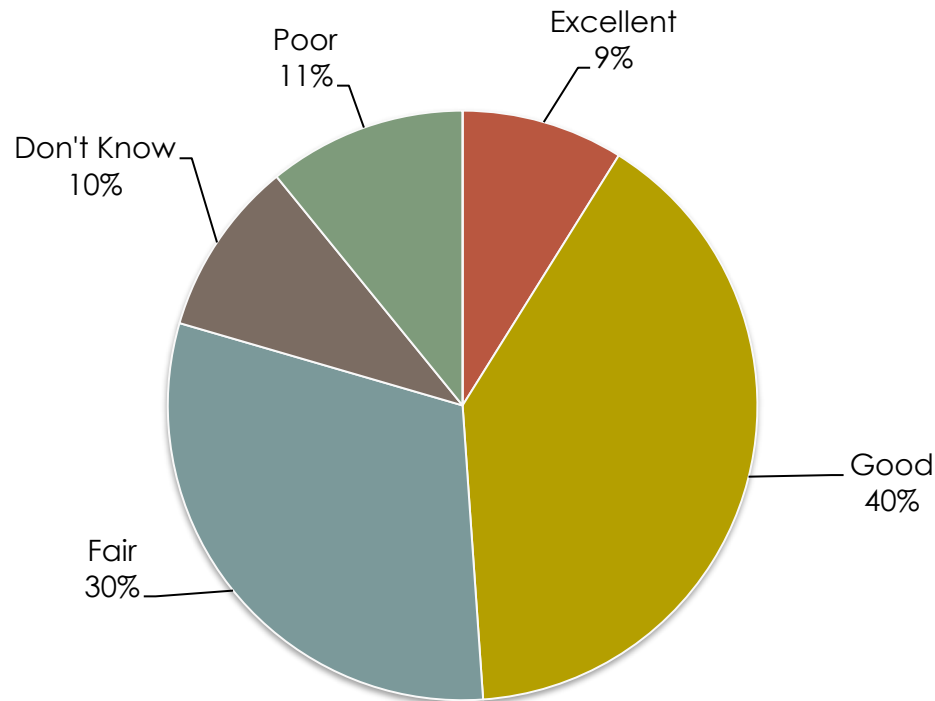
- ❖ Do you have any children or grandchildren who are now attending school in the Ventura Unified School District?



# General Questions

## Majority of voters satisfied with the quality of education

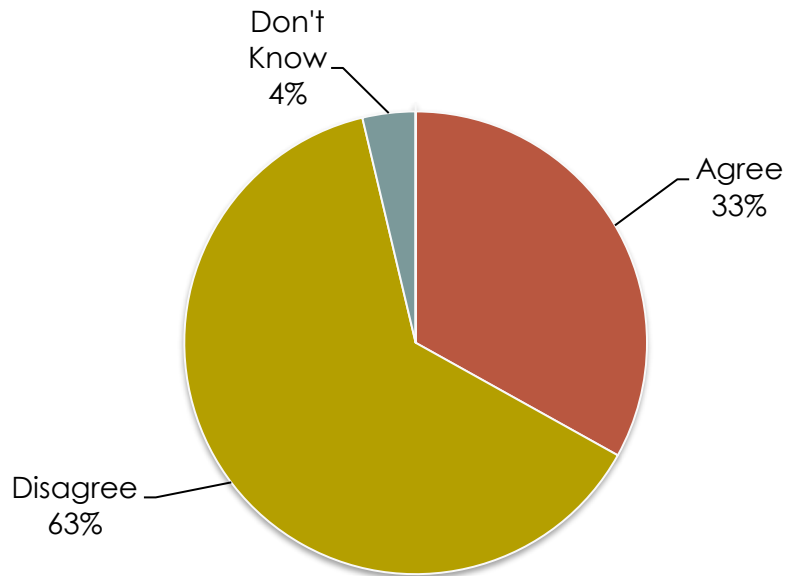
- ❖ From what you know or what you've heard, would you rate the quality of education provided by the Ventura Unified School District as Excellent, Good, Fair, or Poor?



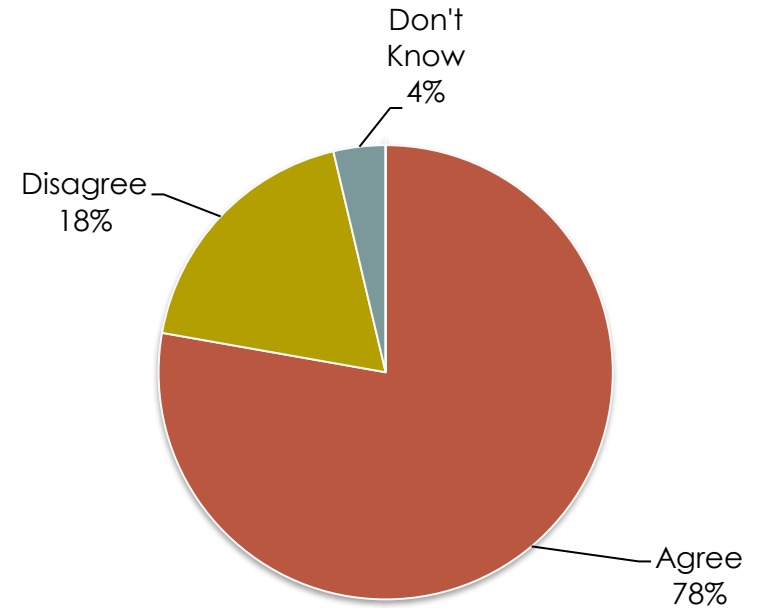
# General Questions

## Majority of voters believe in more funding for local schools

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



- ❖ Because the state continues to underfund schools, local voters need to do more to protect the quality of educational programs in their local public schools?

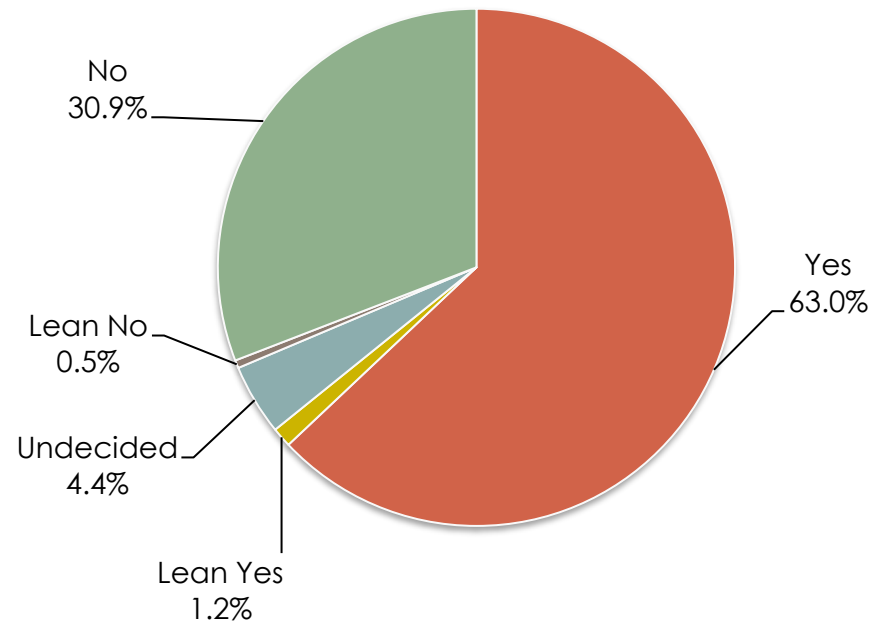


# Parcel Tax Support

Support for parcel tax is below the required 2/3rds vote

- ❖ The District is considering placing a parcel tax on a future ballot. The parcel tax that was approved in 2020 has since expired. This new parcel tax will help the District maintain essential educational funding as well as avoid some of the cuts to be made to programs and instructional staff. If the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?

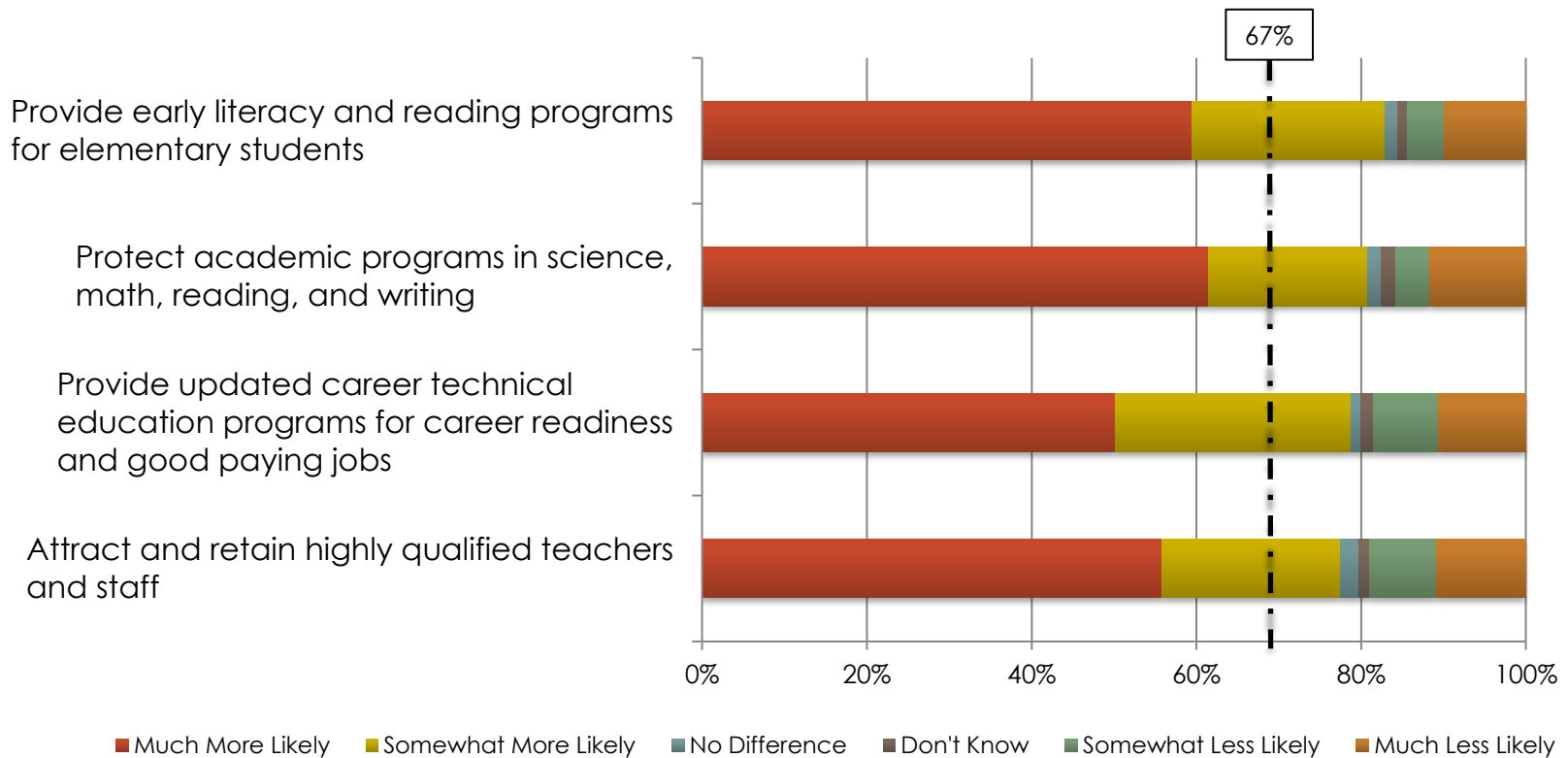
"To provide stable funding the State cannot take away; protect academic programs in reading, writing, math and science; attract and retain qualified teachers and staff; increase campus security; provide early literacy and reading programs; improve student access to technology and libraries; and maintain student mental health services; shall Ventura Unified School District's measure be adopted for six years at the rate of \$59 per parcel raising approximately \$2.1 million annually with exemptions for senior citizens and with local citizens' oversight?"



# Parcel Tax Projects

All projects tested below received 75% support and above

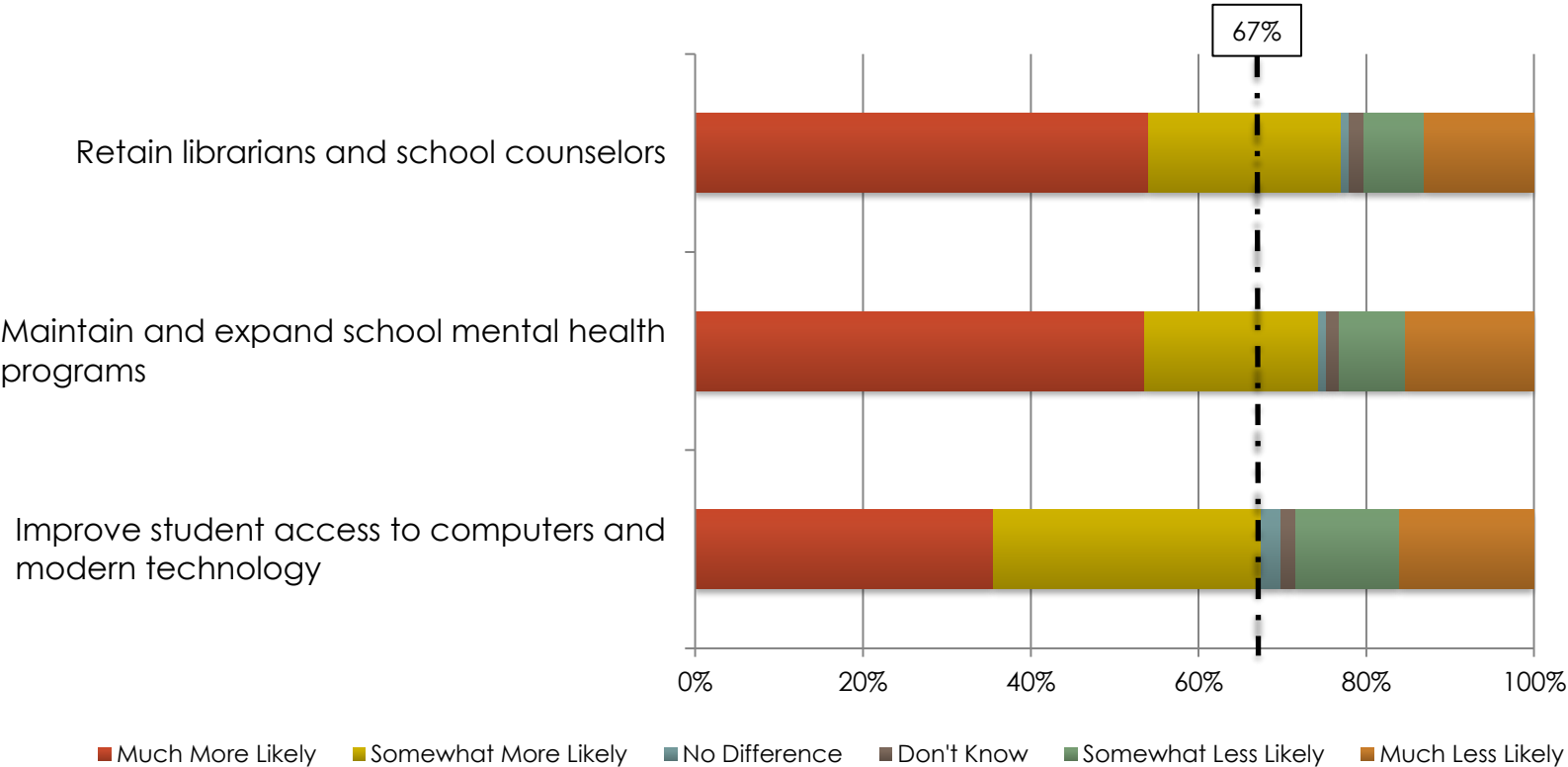
- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:



# Parcel Tax Projects

All projects tested below received 2/3rds support and above

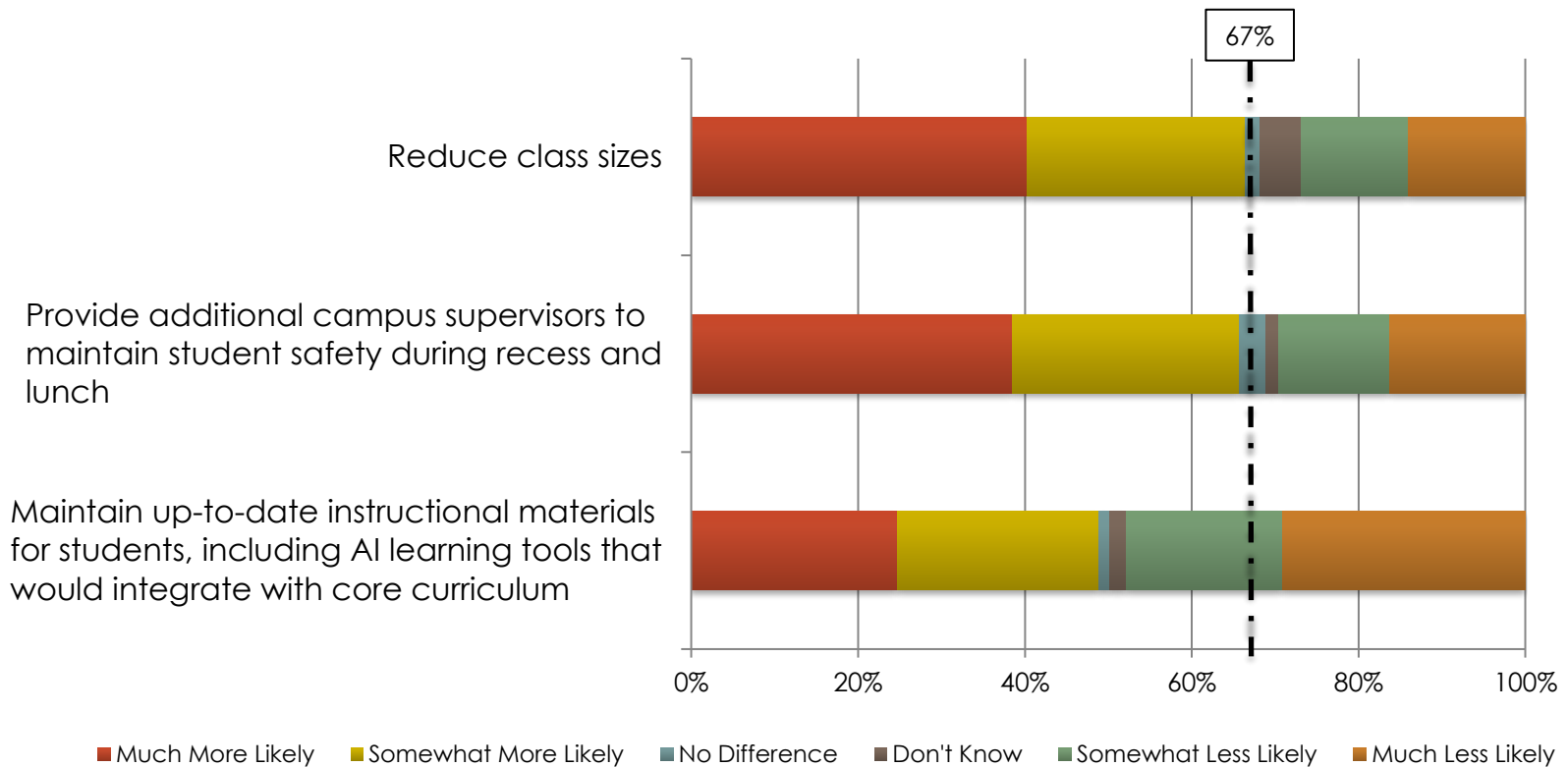
- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:



# Parcel Tax Projects

These projects received below 2/3rds support

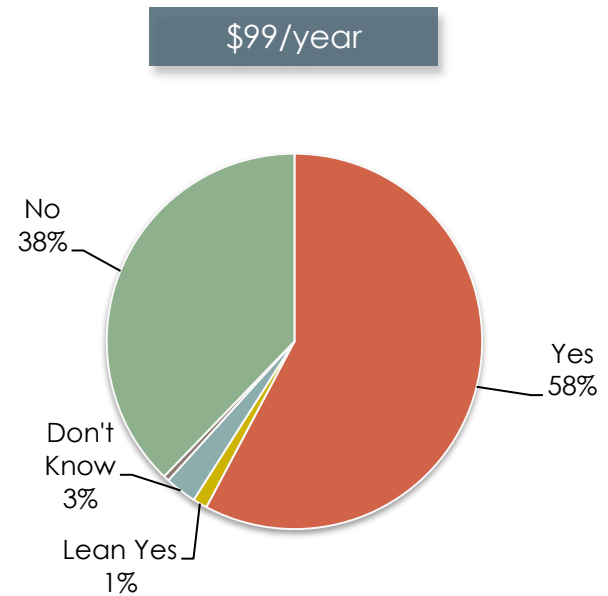
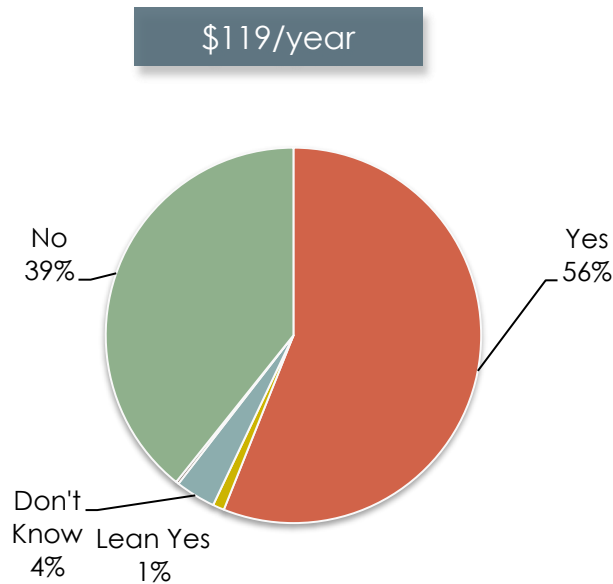
- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:



# Tax Tolerances

Voters in the District were sensitive to highest tax rates tested

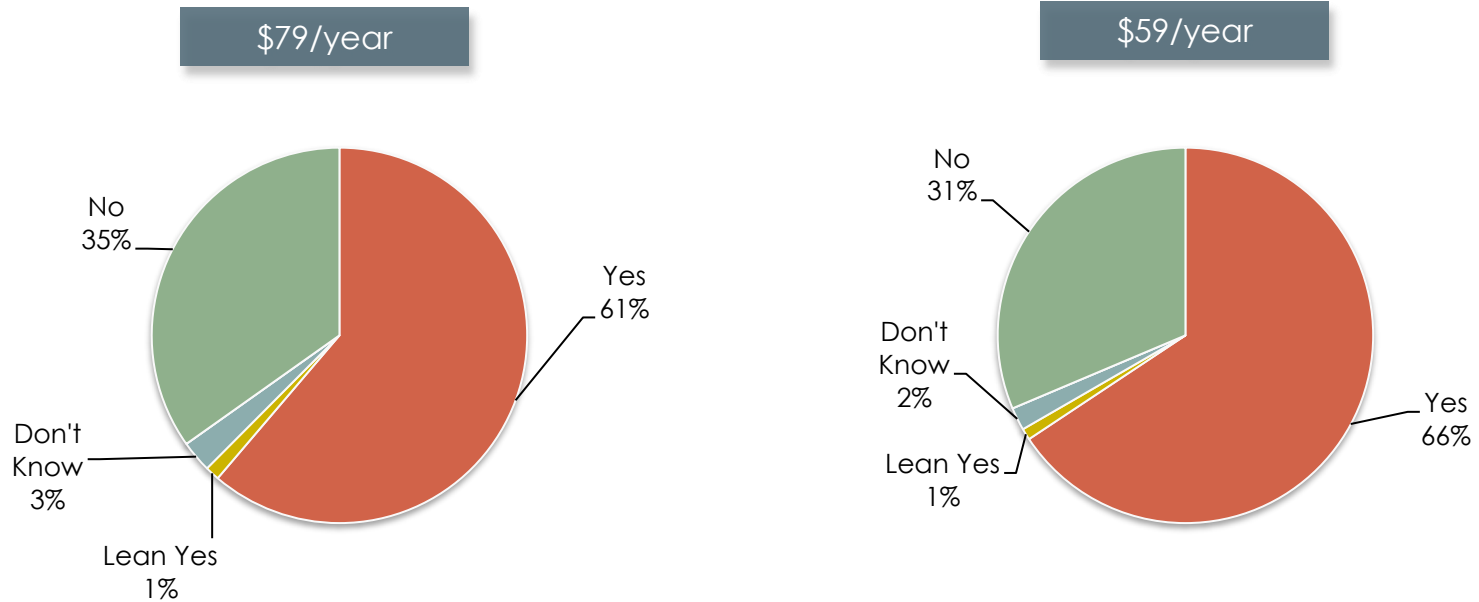
- ❖ The proposed measure would cost property owners \$119/\$99 per parcel for six years, would you vote “yes” in Favor of or “no” to Oppose the measure?



# Tax Tolerances

Strongest support for \$59 tax rate

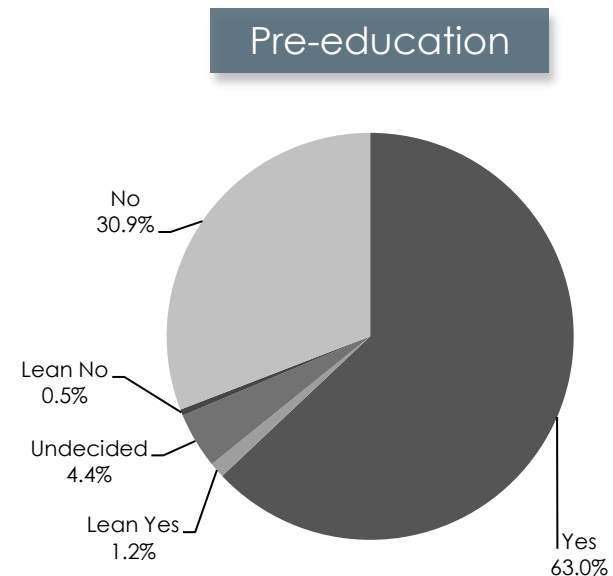
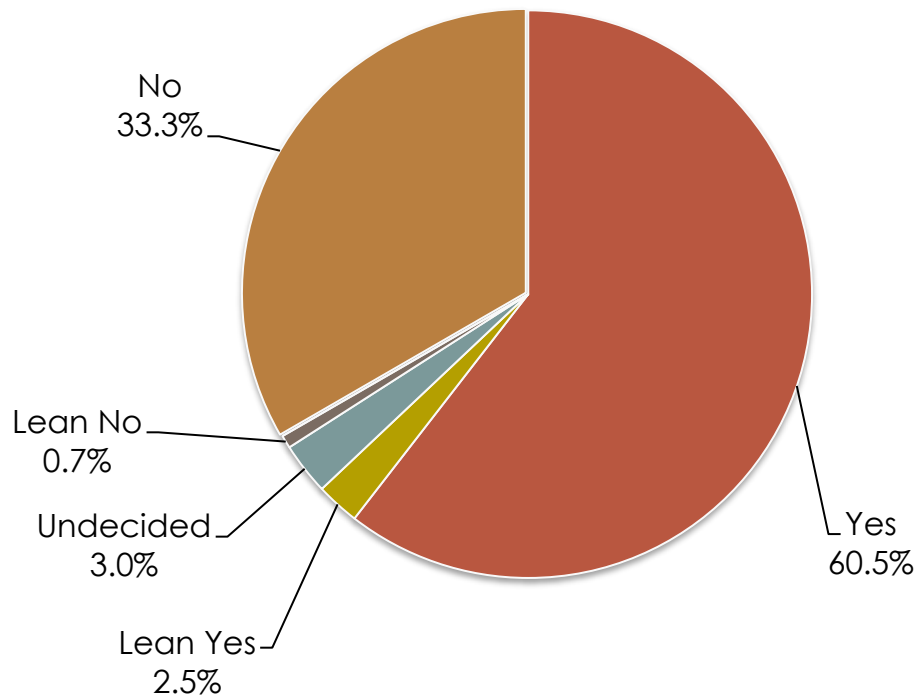
- ❖ The proposed measure would cost property owners \$79/\$59 per parcel for six years, would you vote "yes" in Favor of or "no" to Oppose the measure?



# Parcel Tax: Voter Education

Support decreased after voter education

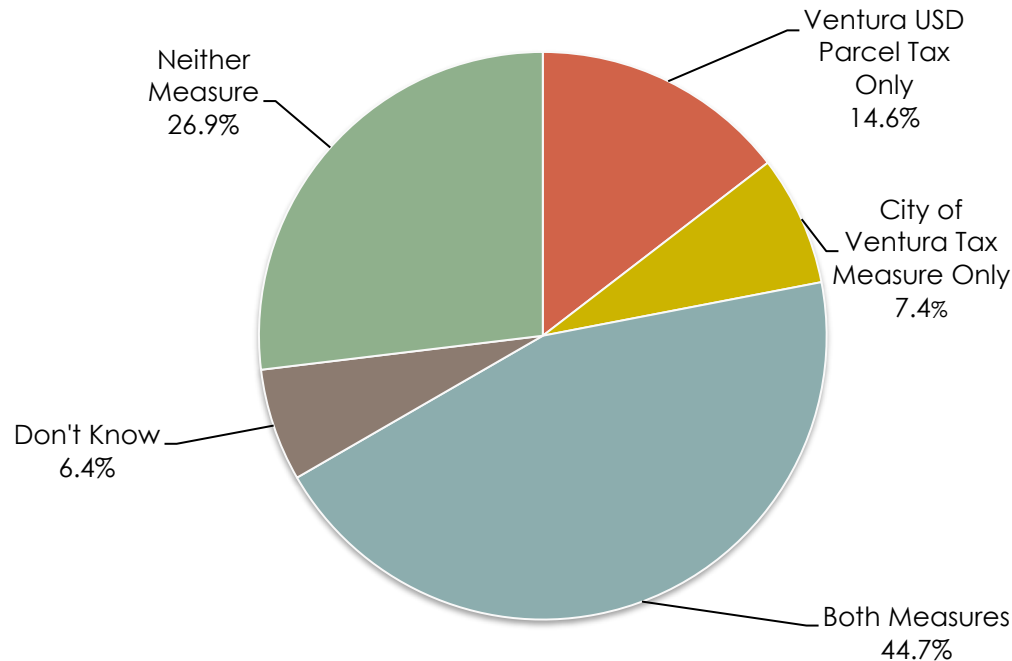
- ❖ Now that you have heard some more information regarding the proposed parcel tax measure, projects, and cost, if the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?



# VUSD Parcel Tax or City Tax Measure?

Majority of voters would support both

- ❖ Additionally, the City of Ventura is considering placing a bond or tax measure on the same ballot that would address city infrastructure, street maintenance, public safety, and homeless initiatives. If an election were held today and both the Ventura Unified School District's parcel tax measure and City of Ventura's bond or tax measure were on the same ballot, would you vote for...



# Support by Voter Propensity (Post Benchmark)

Greater support is found among lower propensity voters

- ❖ Now that you have heard some more information regarding the proposed measure, 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?

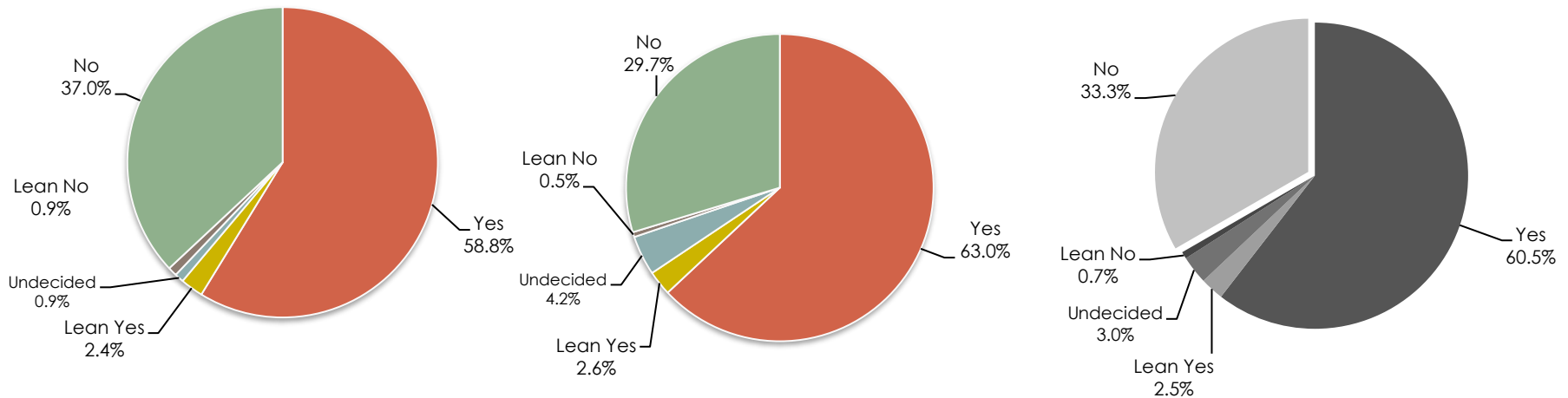
June 2026 Likely Voters

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November "Only" 2026 Voters

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Post Benchmark



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# Conclusions and Recommendations

# Conclusions & Recommendations

Majority of voters believe in more funding

- ❖ Nearly half of voters believe the District provides an “Excellent” or “Good” education.
- ❖ **Support for a parcel tax before voter education was 63.0% (1.2% Lean Yes), with 4.4% Undecided; after information, support for the parcel tax decreased to 60.5% (2.5% Lean Yes), with 3.0% Undecided.**
- ❖ Most parcel tax programs tested received 2/3rds voter support or above.
- ❖ There was some tax rate sensitivity to the tax rates tested. The \$59 tax rate received strongest support.
- ❖ Support is below the 2/3rds voter approval threshold. Based on survey responses, the only recommendation would be to consider a parcel tax at the lowest tax rate pending significant support from stakeholders.