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Gain Insight



Washington Unified School District: 2014 Revenue Measure Feasibility Survey

March 2014

Washington Unified School District commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the public's perception of the District and the financial management of public funds;
- Assess potential voter support for a bond measure to protect quality education locally with funding that cannot be taken by the State;
- Identify the optimum tax amount at which voters will support the measure;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.



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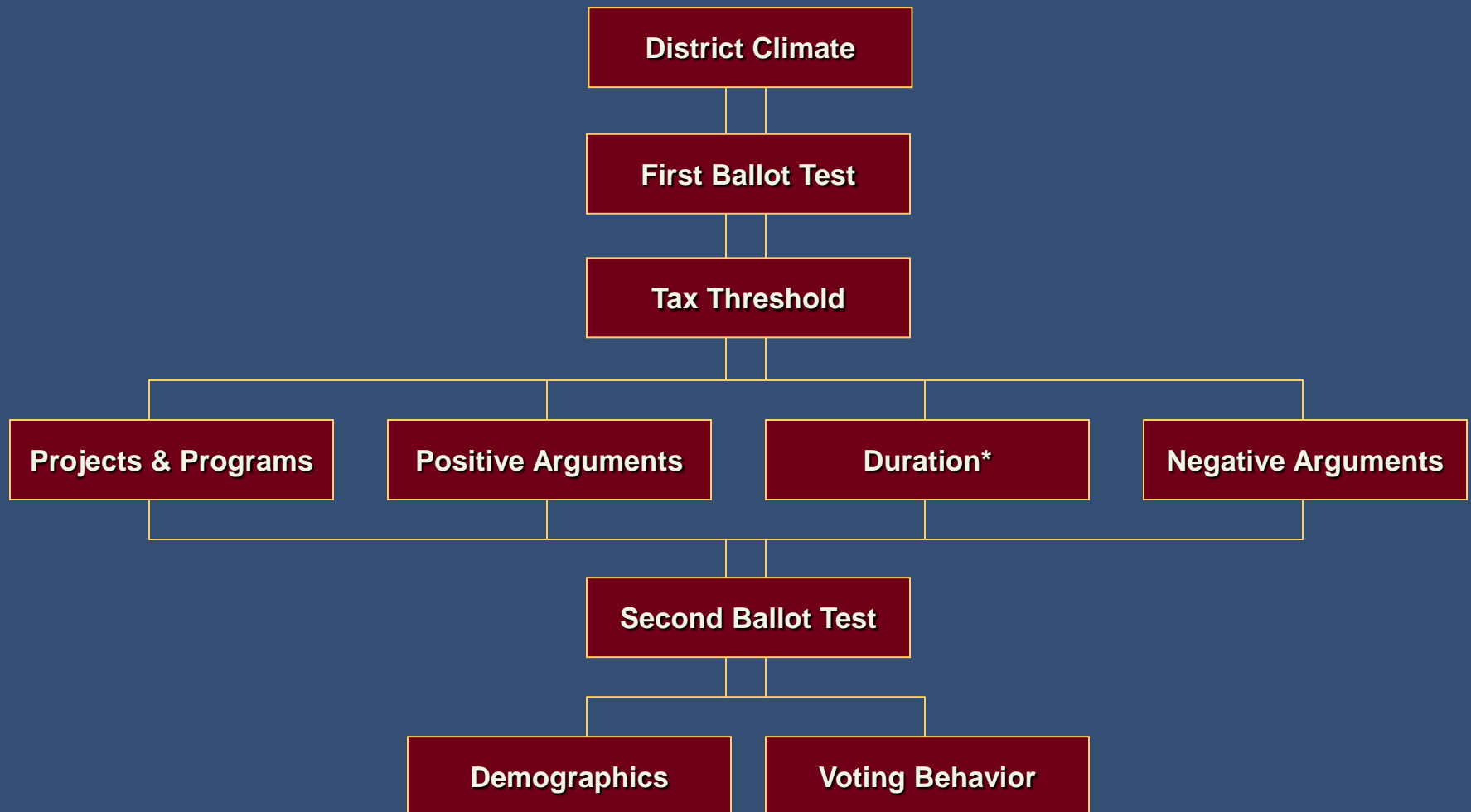


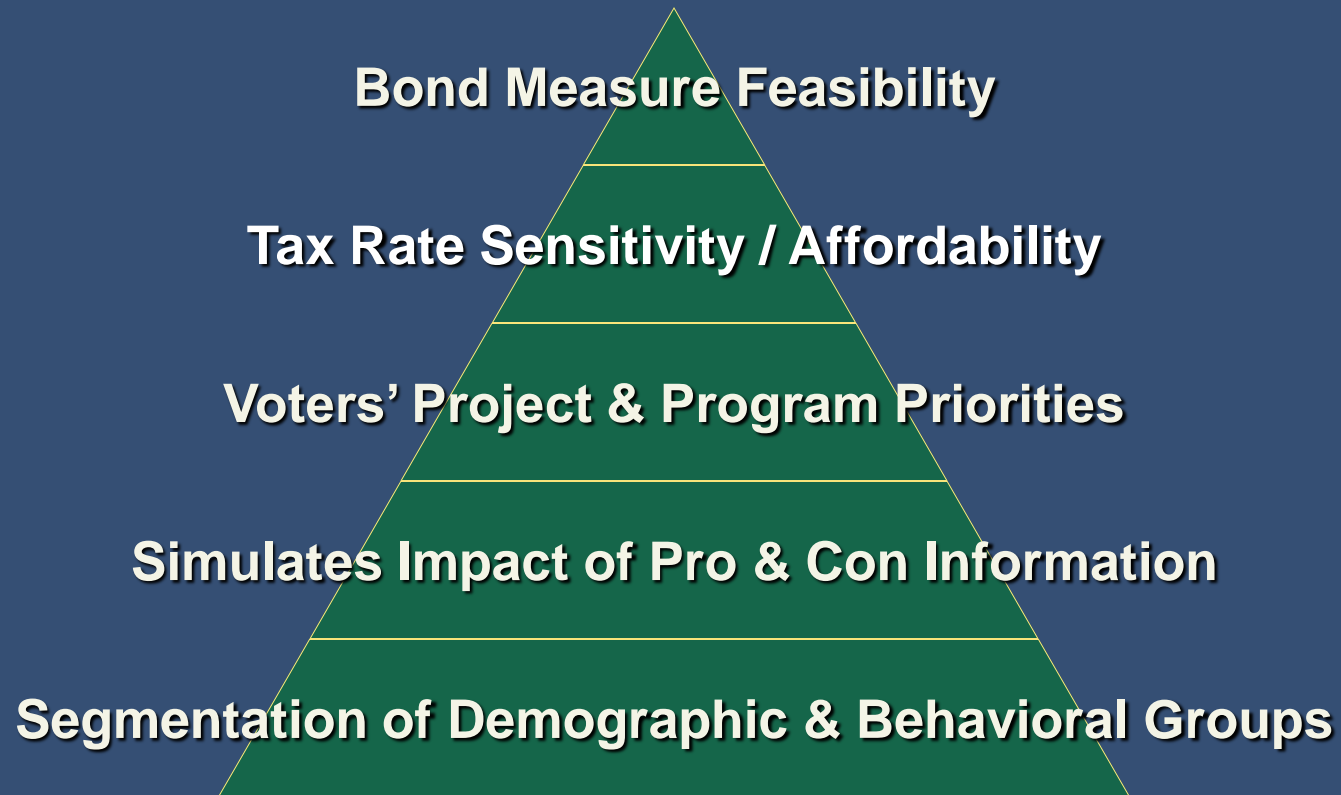
Process & Methodology

The Research Process



Revenue Measure Feasibility Survey Structure





WUSD Methodology Overview

- Data Collection Telephone Interviewing
- Universe 12,874 likely November 2014 voters in the Washington Unified School District.
- Fielding Dates February 18 through February 24, 2014
- Interview Length 18 minutes
- Sample Size 401 likely November 2014 voters
- Margin of Error $\pm 4.8\%$ November 2014

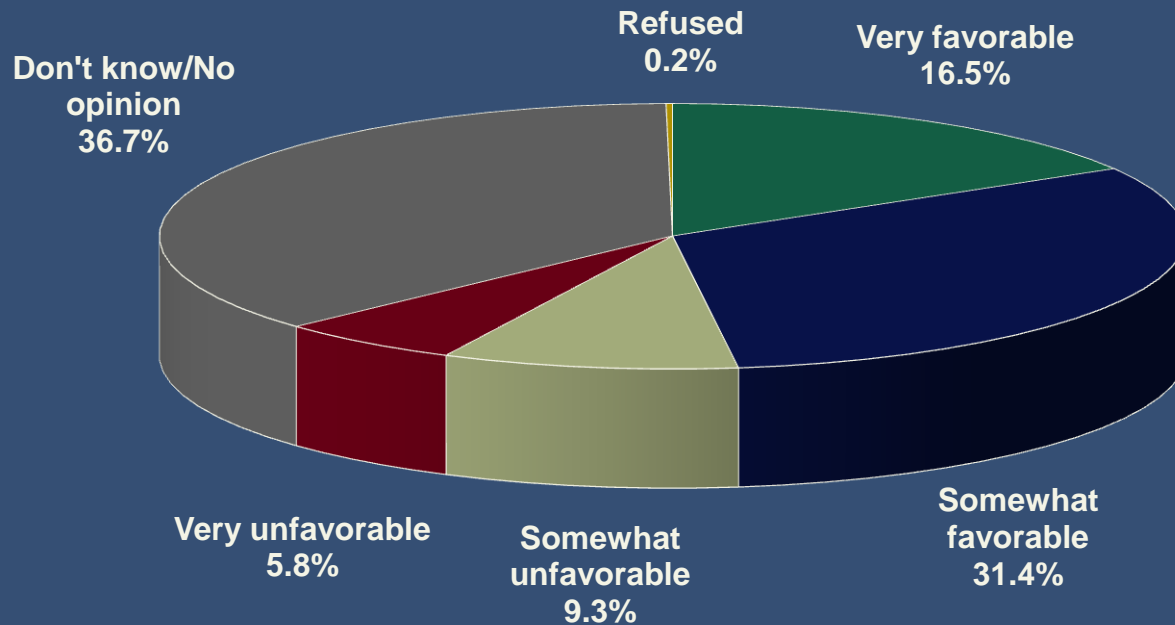


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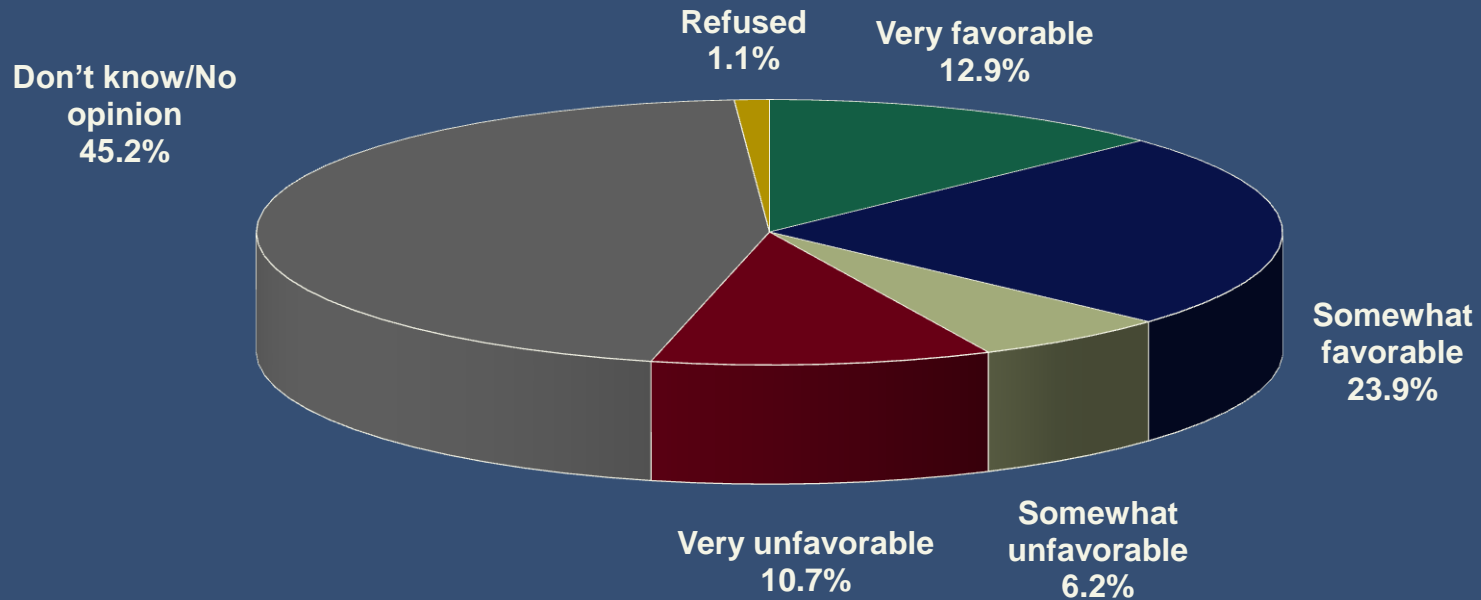
Key Findings

Opinion on Whether WUSD is Providing a Quality Education (n=401)



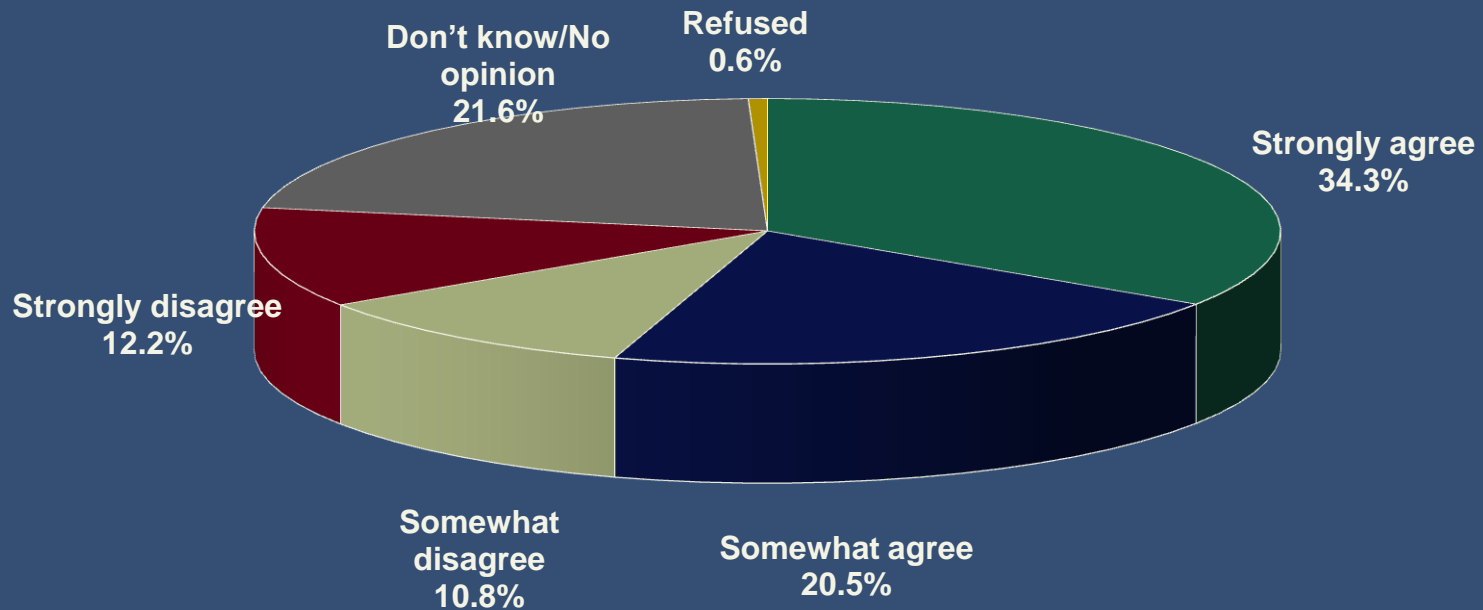
Fav to Unfav Ratio:
3.2 to 1

Opinion on Whether WUSD is Effectively Managing Public Funds (n=401)



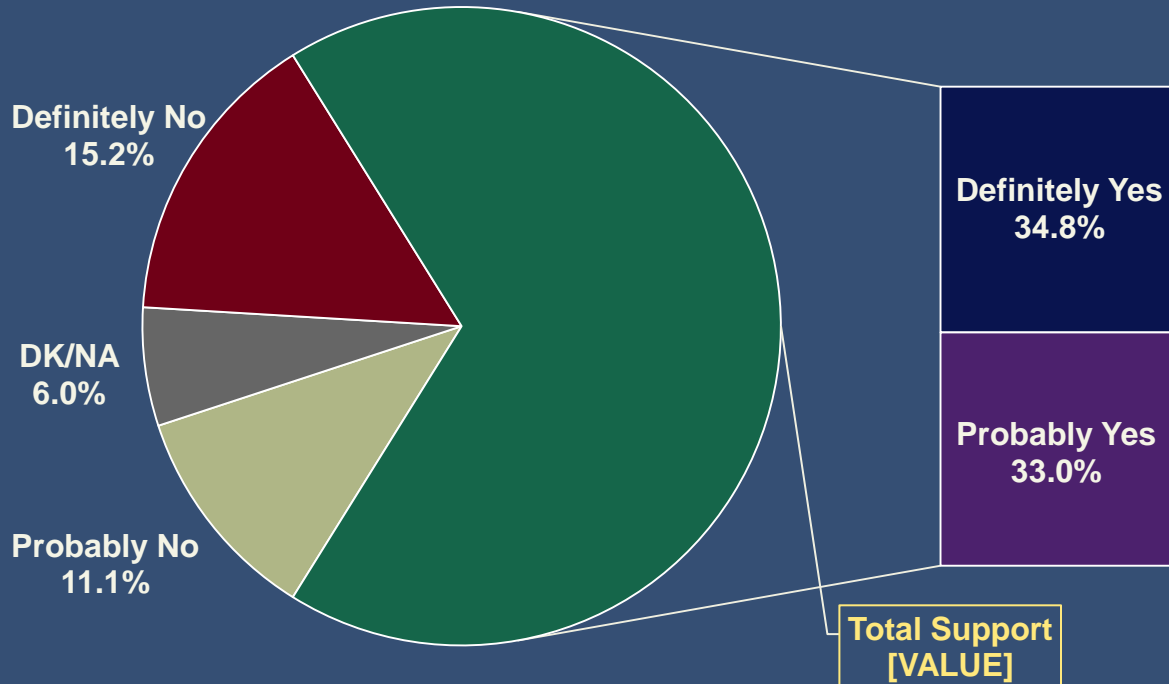
Fav to Unfav Ratio:
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Opinion on Whether WUSD Needs Additional Funding (n=401)



Agree – 54.8%
Disagree – 23.0%

Uninformed Support (n=401)

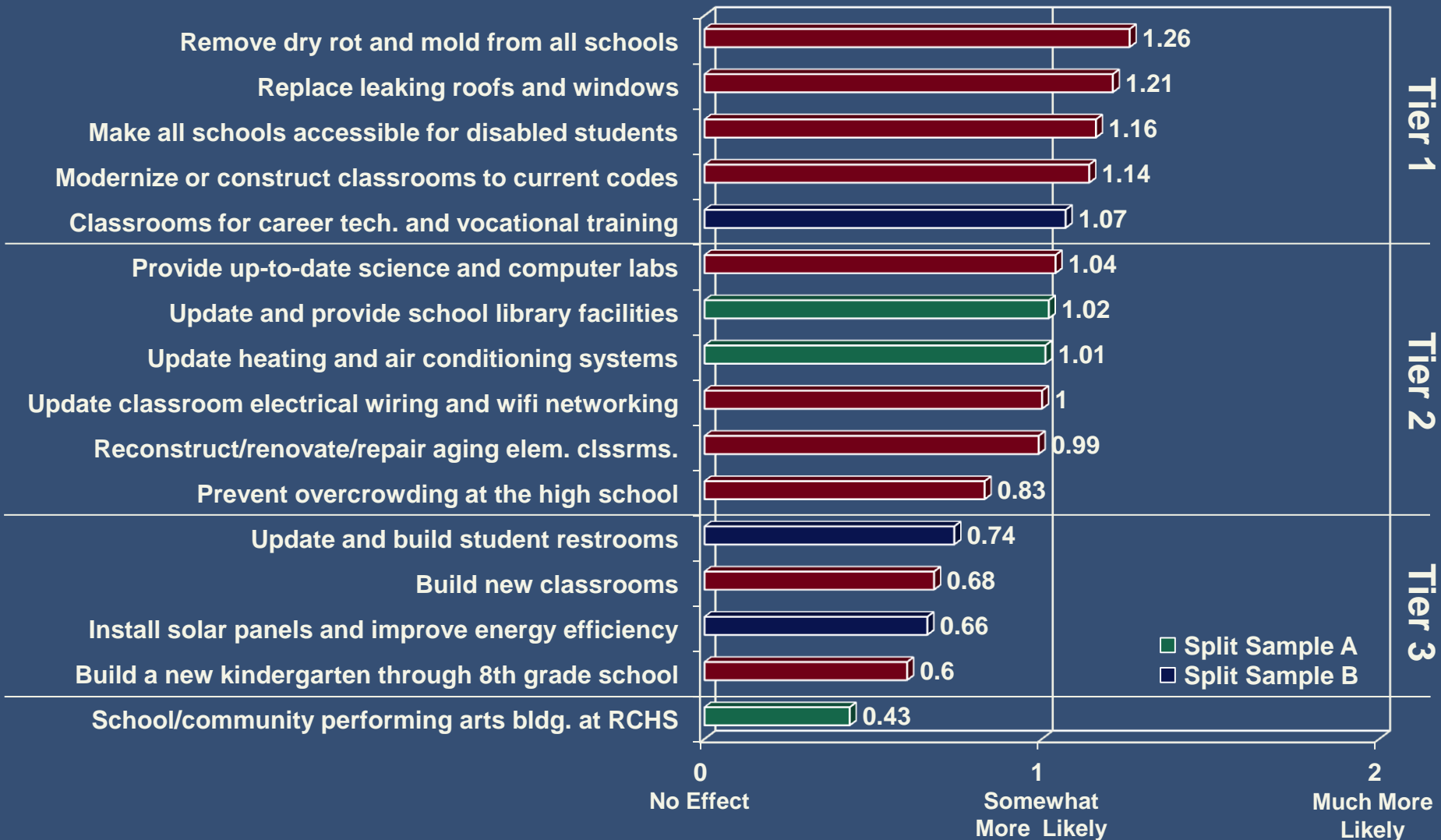


To protect quality education locally with funding that cannot be taken by the State, shall Washington Unified School District:

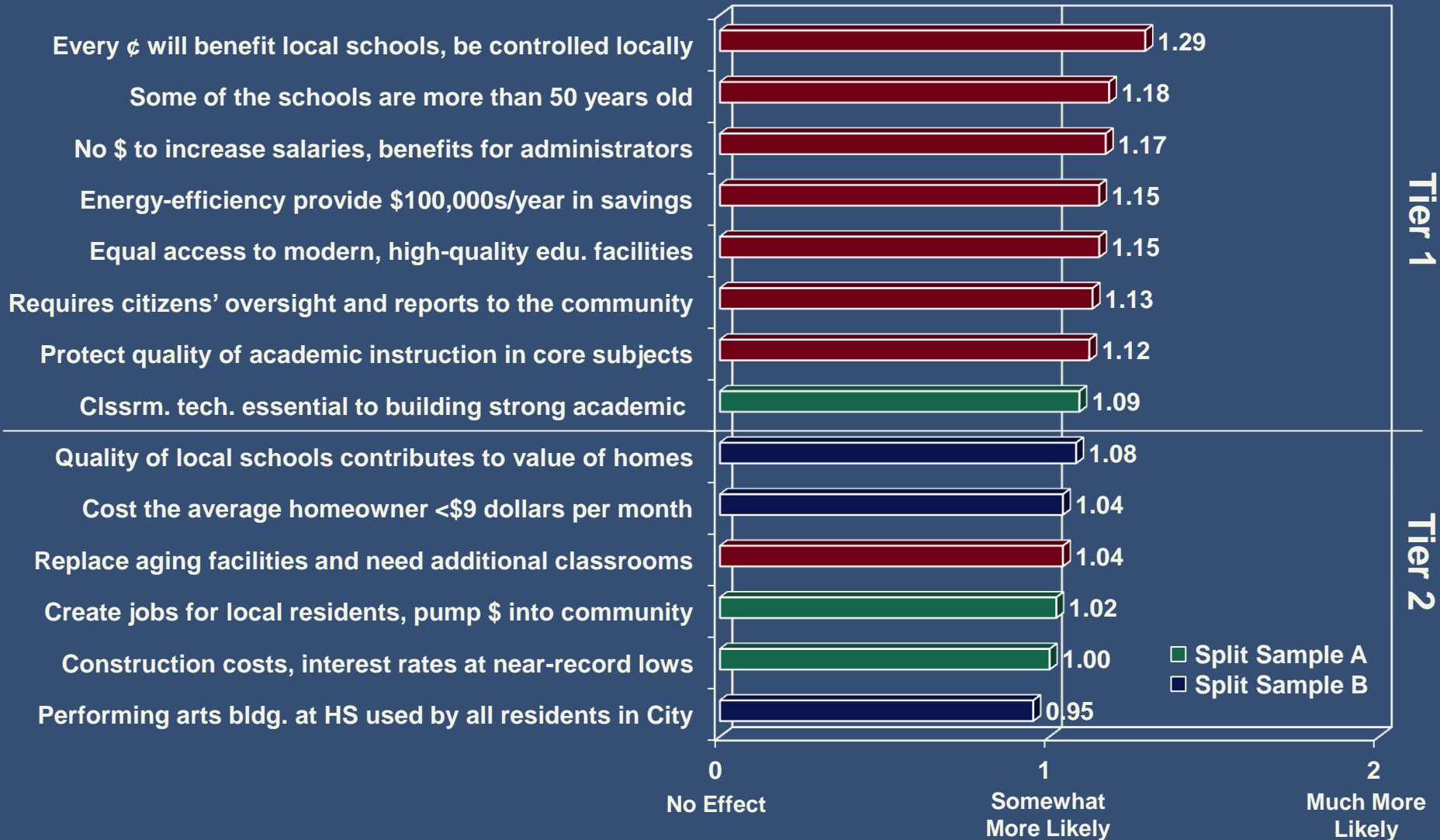
- Reconstruct, renovate and repair aging elementary school classrooms and other school facilities;
- Replace leaking roofs and windows;
- Provide new classrooms, science and computer labs, career technology education facilities; and
- Make classrooms accessible for students with disabilities;

by issuing \$75 million dollars in bonds at legal rates, with independent oversight, no money for administrators, and all funds staying local?

Features of the Measure (n=401)

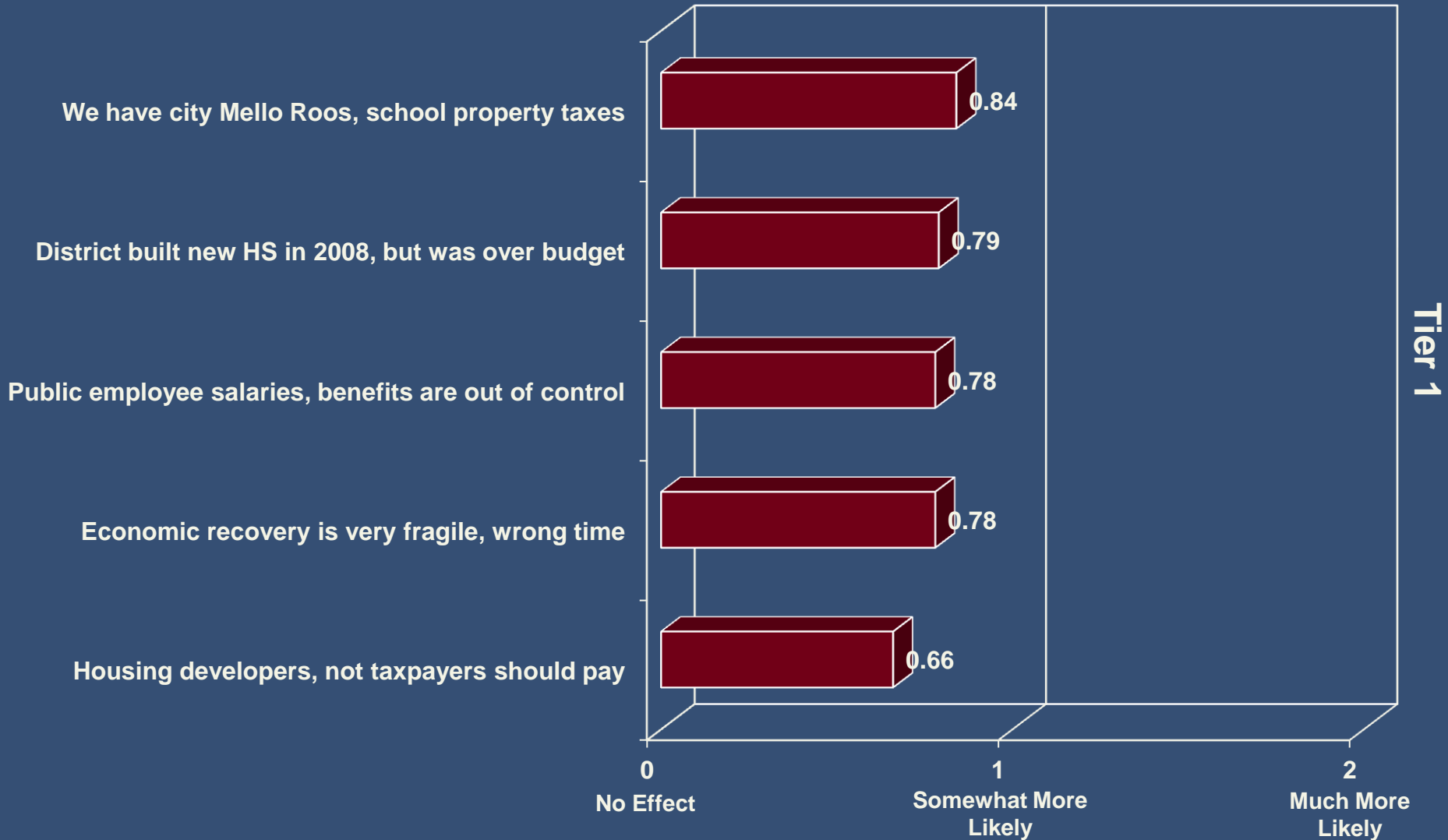


Influence of Supporting Statements (n=401)



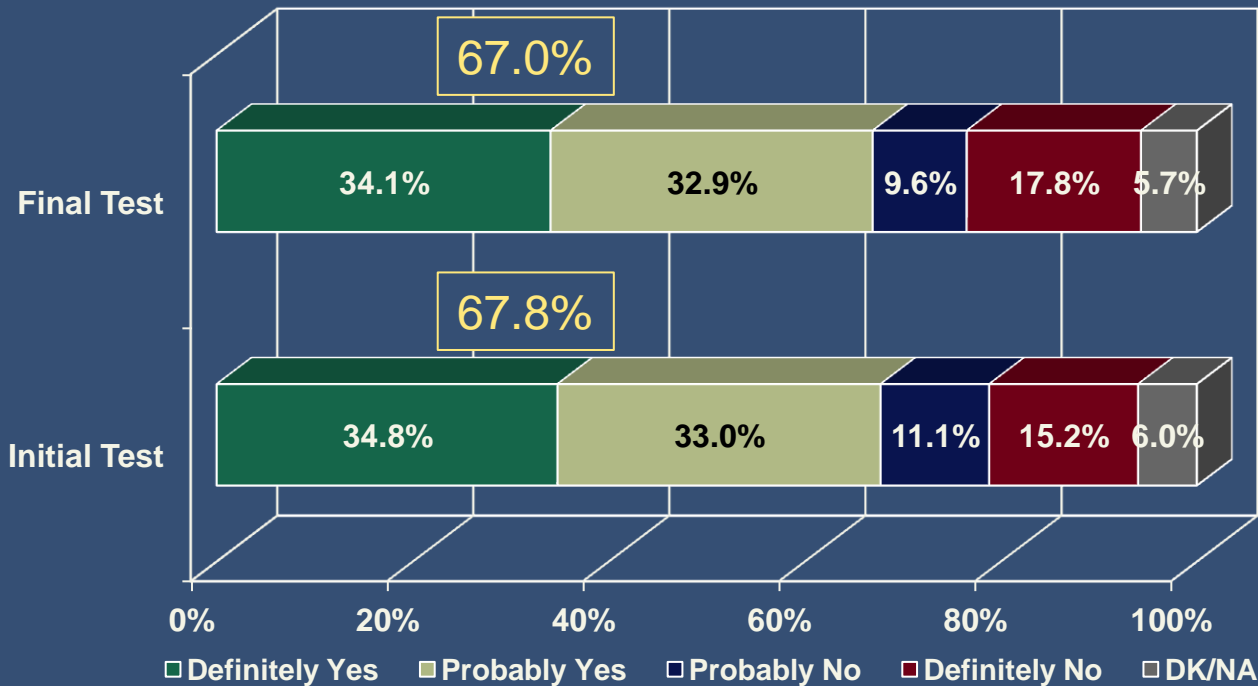
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Potential Opposition Statements (n=401)



Tier 1

Informed Support (n=401)

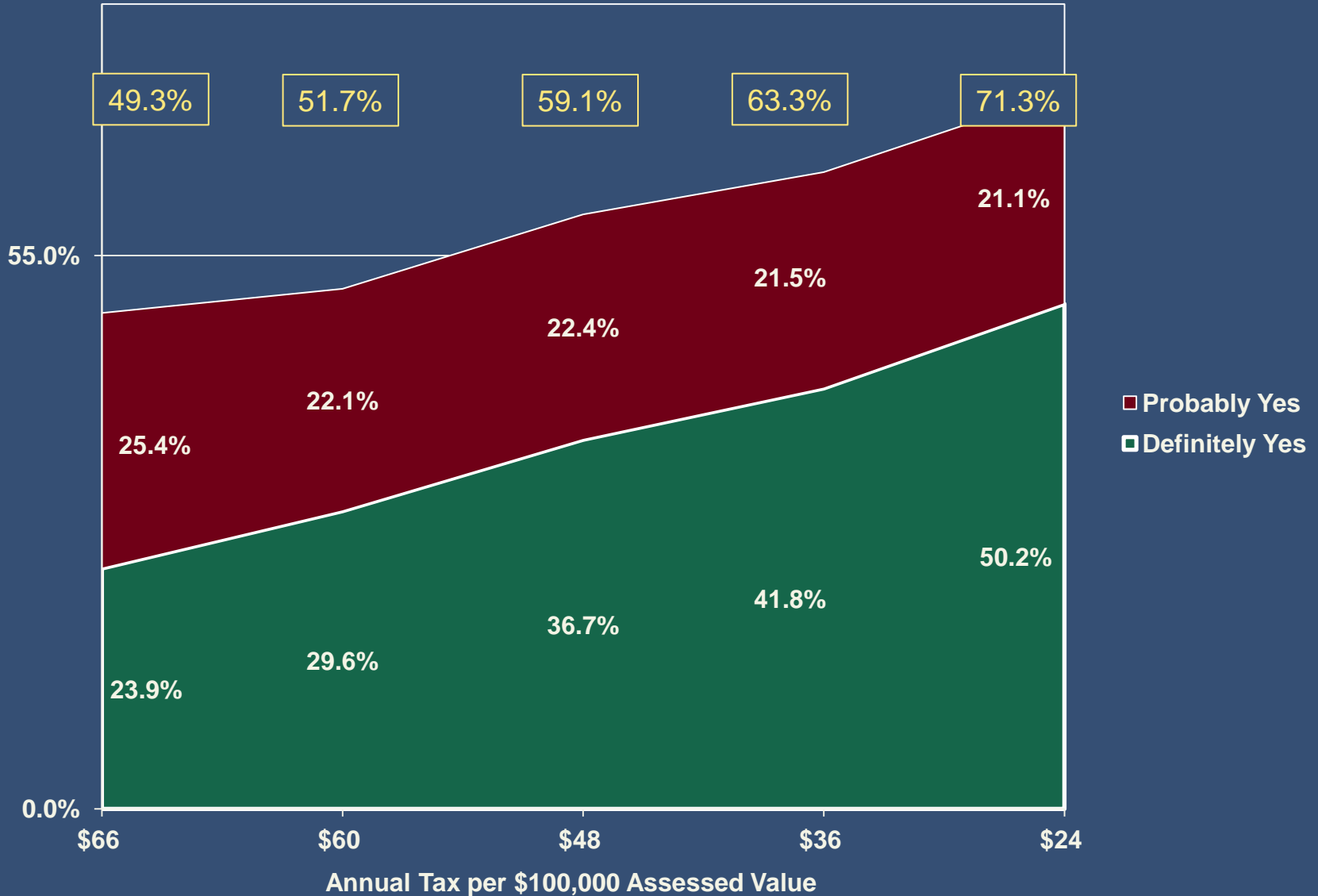


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Support for Different Rates (n=401)





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Summary

- The survey revealed a solid base of voter support for a bond measure.
 - Support for the measure was 67.8% on the first and 67.0.% on the second test for the November 2014 election.
- The data suggests that the ballot question could be improved and the survey showed that a variety of features tested well, including:
 - Remove dry rot and mold from all schools
 - Replace leaking roofs and windows
 - Make all schools accessible for disabled students
 - Modernize or construct classrooms to current codes
 - Classrooms for career tech. and vocational training
 - Provide up-to-date science and computer labs
 - Update and provide school library facilities
 - Update heating and air conditioning systems
 - Update classroom electrical wiring and wifi networking
- Tax rates cross the Proposition 39 threshold and cover the error rate at \$36 / \$100,000 of assessed valuation, and given the psychological ceilings could be as high as \$39 / \$100,000 of assessed valuation.
- The data suggest that the district should move forward with the steps necessary to place a bond measure on the November 2014 ballot.

Questions for Subgroup

- How do we prioritize our needs?
- What areas do we think are needed match with what the community thinks is needed?
- Does the community feel strongly that something different is needed than we expected?
- Is there information that we know that the community doesn't know?
How do we increase community knowledge about the District's needs?



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