
March 2014
Overview and Research Objectives

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.
Process & Methodology
The Research Process

Kick-Off Meeting

Review Existing Data

Draft Survey

Develop Sample Design

Field Survey

Pretest & Program

Analysis & Reporting

Presentation of Findings

Post-Project Support
Revenue Measure Feasibility Survey Structure

- District Climate
  - First Ballot Test
    - Tax Threshold
      - Projects & Programs
      - Positive Arguments
      - Duration*
      - Negative Arguments
        - Second Ballot Test
          - Demographics
          - Voting Behavior
Survey Outputs

- Bond Measure Feasibility
- Tax Rate Sensitivity / Affordability
- Voters’ Project & Program Priorities
- Simulates Impact of Pro & Con Information
- Segmentation of Demographic & Behavioral Groups
<table>
<thead>
<tr>
<th><strong>WUSD Methodology Overview</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data Collection</strong></td>
</tr>
<tr>
<td><strong>Universe</strong></td>
</tr>
<tr>
<td><strong>Fielding Dates</strong></td>
</tr>
<tr>
<td><strong>Interview Length</strong></td>
</tr>
<tr>
<td><strong>Sample Size</strong></td>
</tr>
<tr>
<td><strong>Margin of Error</strong></td>
</tr>
</tbody>
</table>

Note: The data have been weighted to reflect the actual population characteristics of likely voters in the Washington Unified School District in terms of their gender, age, and political party type.
Key Findings
Opinion on Whether WUSD is Providing a Quality Education (n=401)

Don’t know/No opinion 36.7%

Very unfavorable 5.8%

Somewhat unfavorable 9.3%

Refused 0.2%

Very favorable 16.5%

Somewhat favorable 31.4%

Fav to Unfav Ratio: 3.2 to 1
Opinion on Whether WUSD is Effectively Managing Public Funds (n=401)

Don’t know/No opinion 45.2%
Very favorable 12.9%
Somewhat favorable 23.9%
Somewhat unfavorable 6.2%
Very unfavorable 10.7%
Refused 1.1%

Fav to Unfav Ratio: 2.2 to 1
Opinion on Whether WUSD Needs Additional Funding (n=401)

- Strongly agree: 34.3%
- Somewhat agree: 20.5%
- Somewhat disagree: 10.8%
- Strongly disagree: 12.2%
- Don’t know/No opinion: 21.6%
- Refused: 0.6%

Agree – 54.8%
Disagree – 23.0%
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?

**Total Support [VALUE]**

- **Definitely Yes** 34.8%
- **Definitely No** 15.2%
- **Probably Yes** 33.0%
- ** Probably No** 11.1%
- **DK/NA** 6.0%
Features of the Measure  
(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, “No Effect” = 0, “Somewhat Less Likely” = -1, and “Much Less Likely” = -2.
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)

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.

- We have city Mello Roos, school property taxes
  - Mean score: 0.84

- District built new HS in 2008, but was over budget
  - Mean score: 0.79

- Public employee salaries, benefits are out of control
  - Mean score: 0.78

- Economic recovery is very fragile, wrong time
  - Mean score: 0.78

- Housing developers, not taxpayers should pay
  - Mean score: 0.66
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?
Support for Different Rates (n=401)

- **23.9%**
- **29.6%**
- **36.7%**
- **41.8%**
- **50.2%**

- **25.4%**
- **22.1%**
- **22.4%**
- **21.5%**
- **21.1%**

- **55.0%**

- **49.3%**
- **51.7%**
- **59.1%**
- **63.3%**
- **71.3%**

- **$66**
- **$60**
- **$48**
- **$36**
- **$24**

- **0.0%**

- **Annual Tax per $100,000 Assessed Value**

- **$66**
- **$60**
- **$48**
- **$36**
- **$24**

- **Probably Yes**
- **Definitely Yes**
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?