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State of California School Bond Measure Feasibility Survey

**Interviews Conducted:
January 30-February 9, 2014**

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Public Opinion Research & Strategy

SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

220-3787

Summary of Key Findings

- There has been a dramatic improvement in voter mood over the past several years; today, 44% think the state is headed in the “right direction” compared to just 8% in 2010.
- Voters continue to perceive the quality of education in California’s public schools as a top concern. Public schools and community colleges also have a significant need for additional funds, with half (48%) saying K-12 schools have a “great” need, with a total of 75% saying a great/some need for additional funding.
- This mindset is also demonstrated by the fact that a near majority (47%) disagree that Prop. 30 has addressed the state’s education funding problems.

Summary of Key Findings, continued

- In particular, voters believe that funds must be directed towards upgrading vocational/career education programs, repairing classrooms and science labs and upgrading technology.
- Based solely on a summary of the bond measure, nearly six-in-ten (58%) vote “definitely” or “probably” yes to approve an \$8 billion statewide school bond, with an additional six percent leaning towards voting yes. A total of three-in-ten oppose this bond measure and six percent are undecided.
- Perception of need for funding drives support -- more than eight-in-ten voters who think K-12 schools or community colleges have a “great” need for funding support the bond.

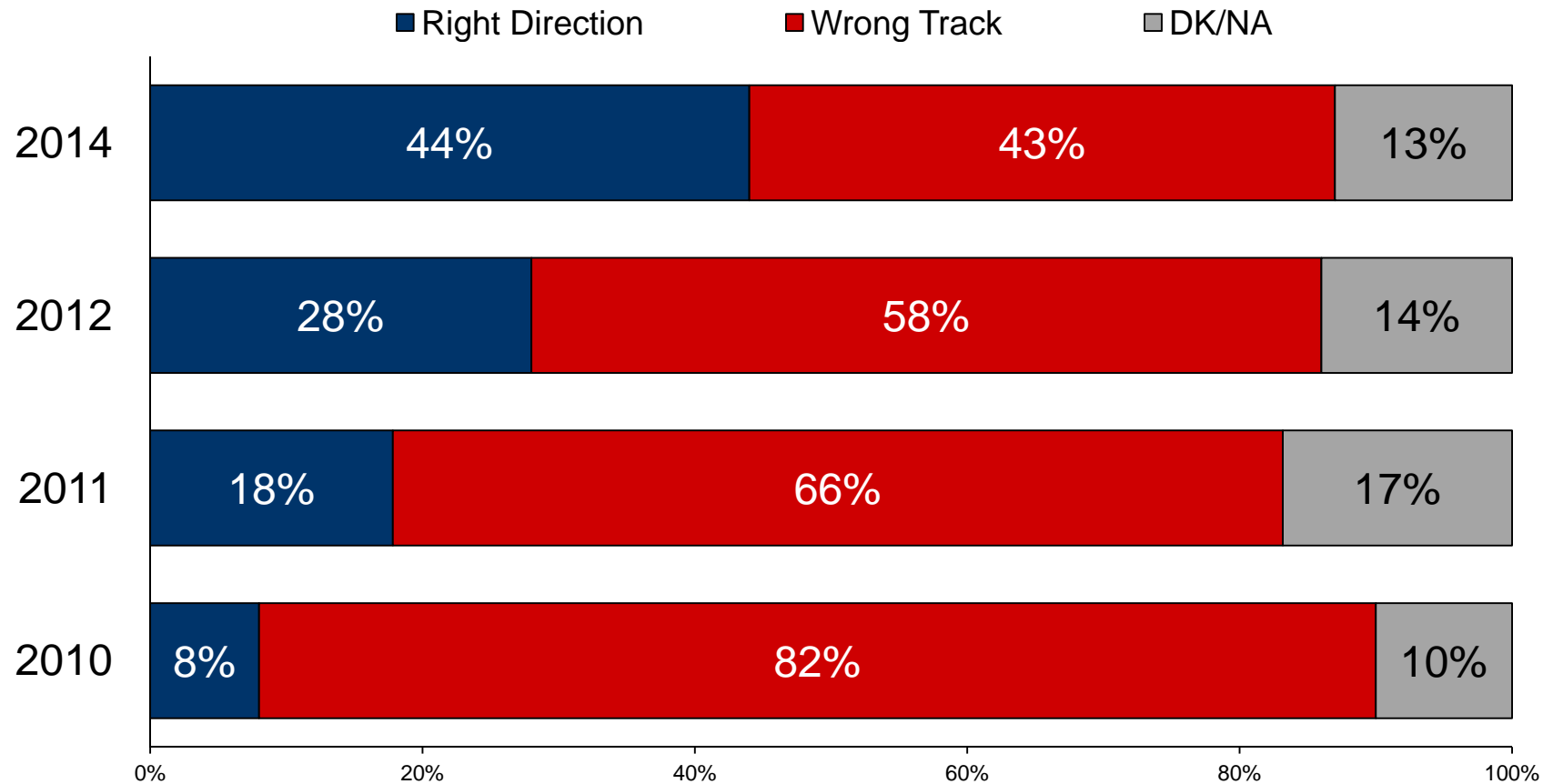
Summary of Key Findings, continued

- Consistent with past research, messages in support of the school bond measure continue to resonate strongly with voters and help to solidify support.
- While opposition messages that raise the fiscal impact of a statewide bond measure tested strongly, these statements had only a minor impact on voter support for the bond measure.
- At the end of the survey, 54% would vote “definitely” or “probably” yes on the school bond measure if the election were held today, with an additional eight percent leaning towards voting yes.

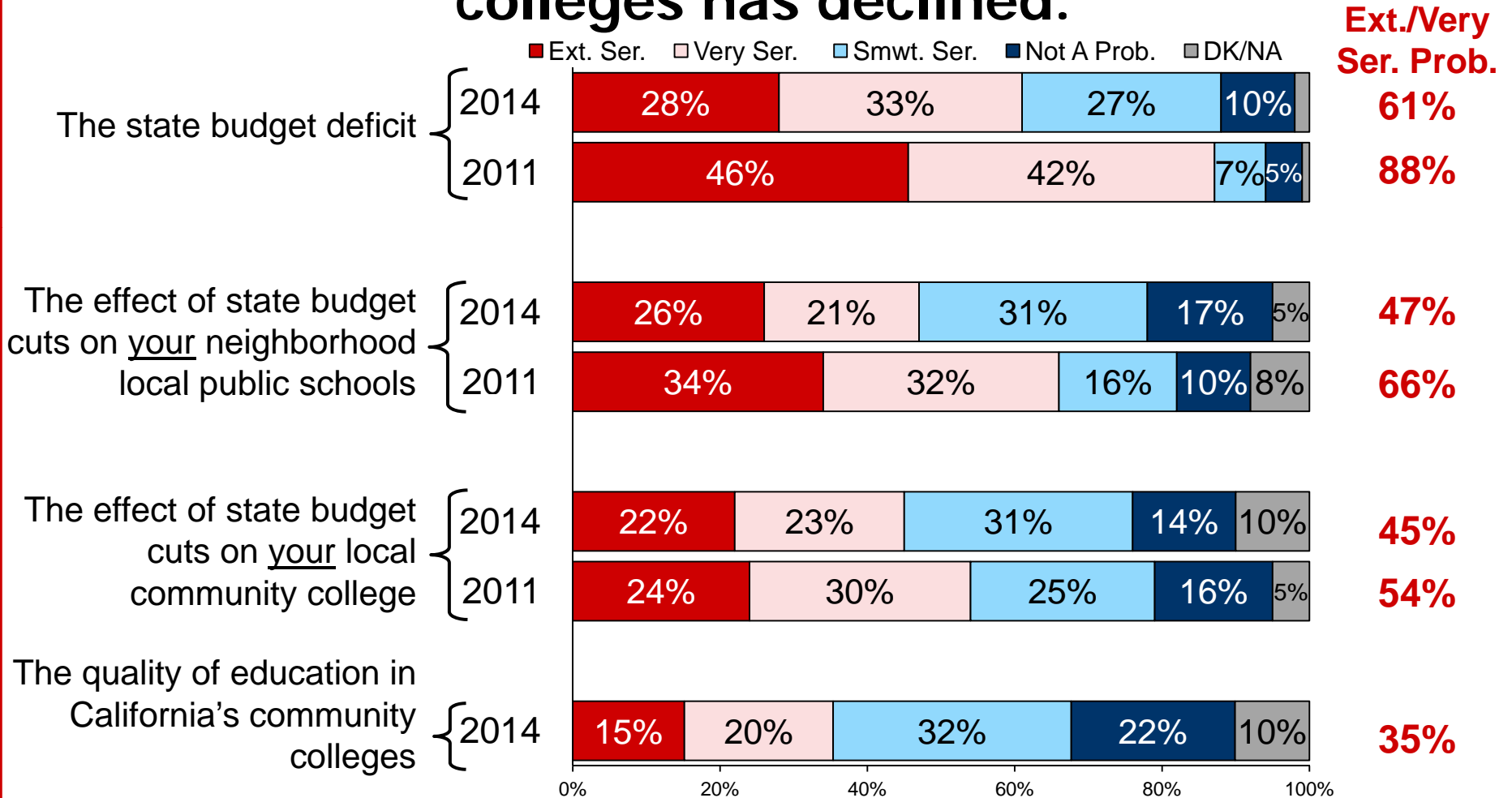
Survey Research Methodology

- Survey of 861 randomly-selected California voters likely to cast a vote in the November 2014 Statewide Gubernatorial Election.
- Interviews were conducted via landline and cellular telephones
- Survey was conducted January 30-February 9, 2014.
- Full sample margin of error is ± 3.4 percent at the 95 percent confidence interval; the margin of error for population subgroups will be higher.
- Results from prior California statewide school bond surveys are shown for comparison purposes.

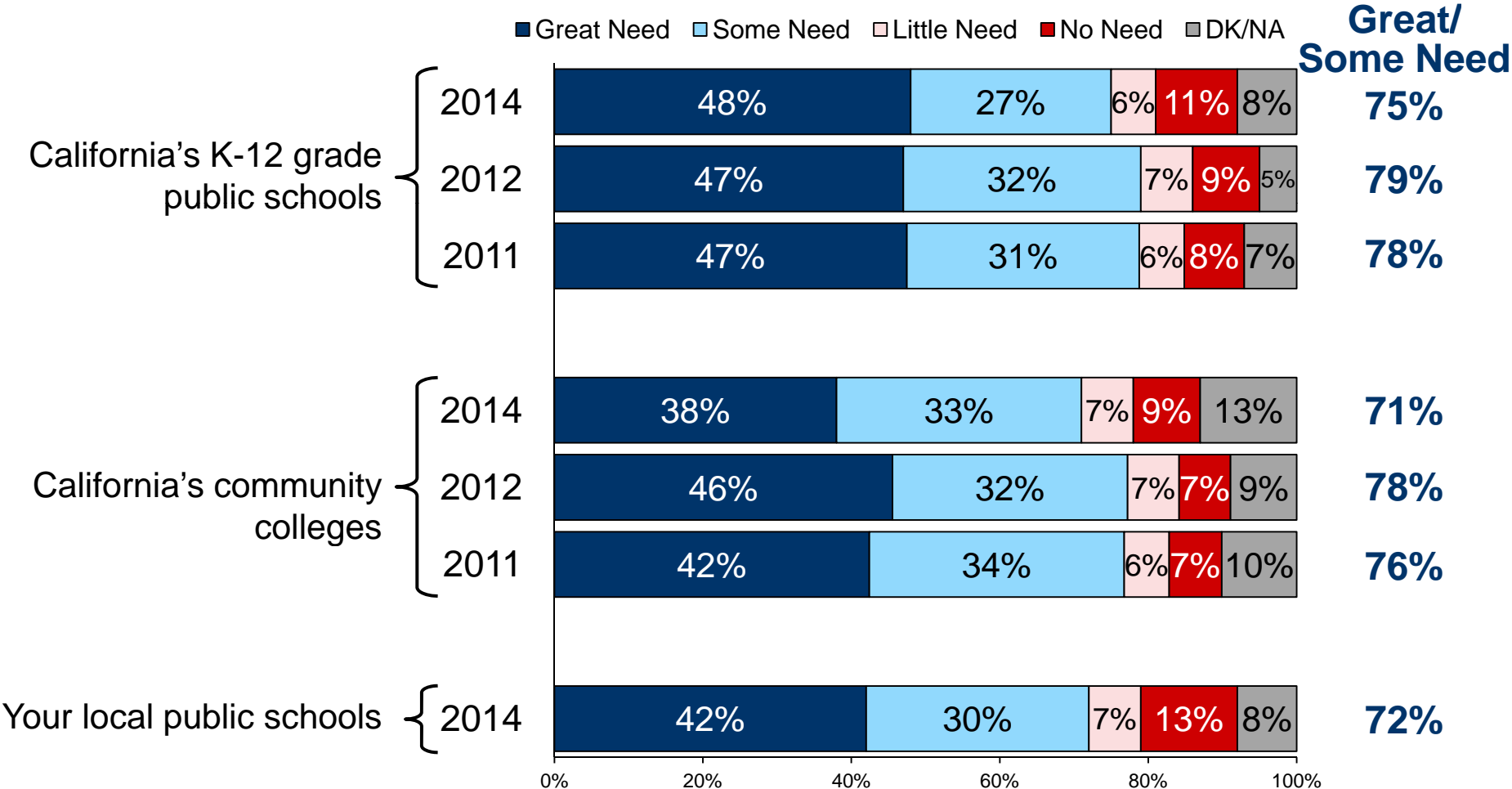
There has been a dramatic improvement in voter mood over the past several years, and today an equal number of voters think that California is headed in the right direction and on the wrong track.



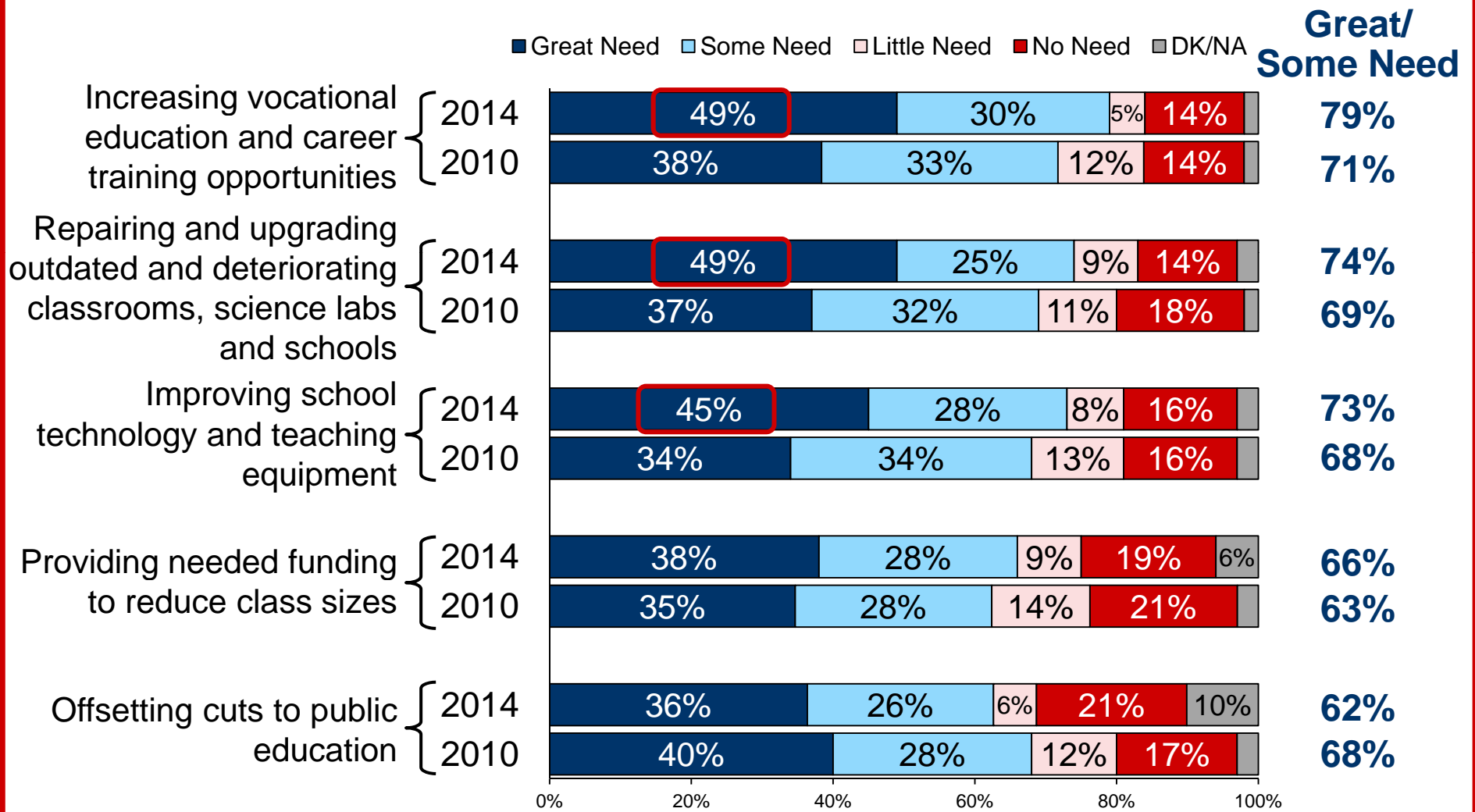
Two-thirds regard the quality of education in K-12 schools as a highly serious problem, though concern about cuts to schools and community colleges has declined.



Even after the passage of Prop 30, perception of need remains high as more than seven-in-ten voters think their local schools, California's K-12 schools and community colleges have a significant need for funding.



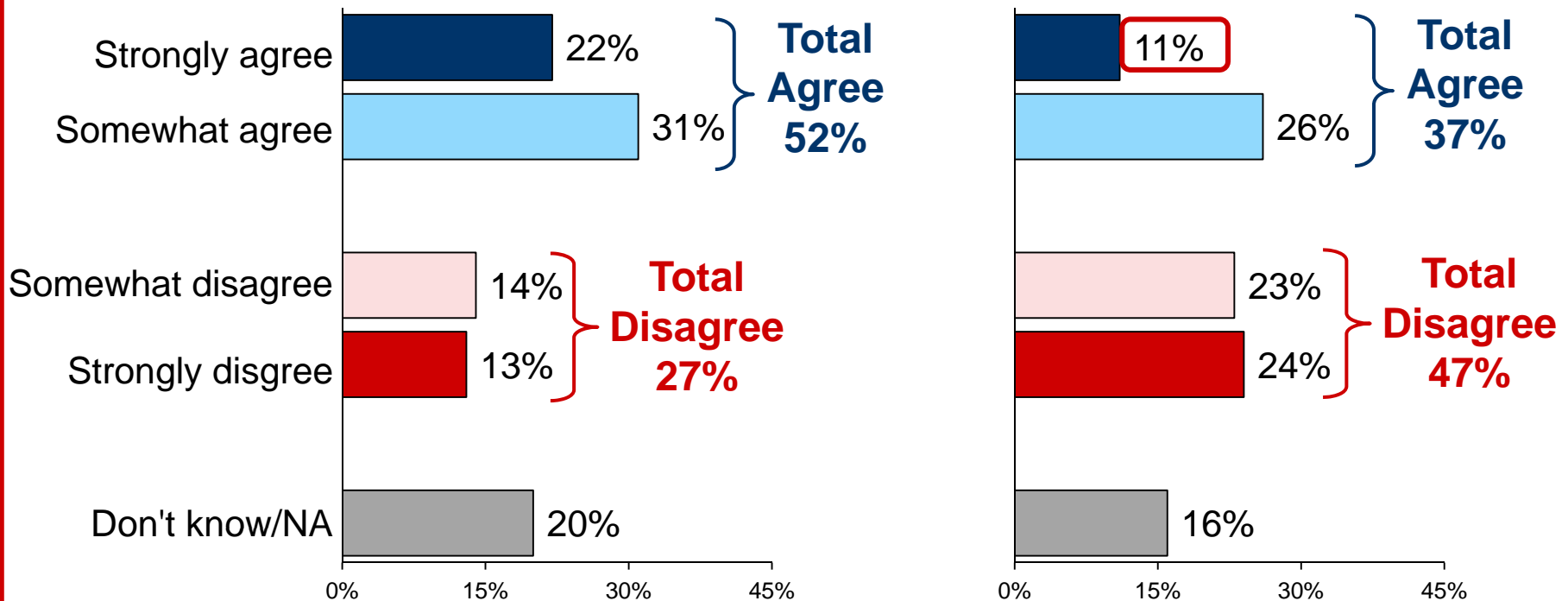
Specifically, voters perceive an acute funding need to repair deteriorating schools, improve career education programs, and upgrade classroom technology.



A majority thinks Prop 30 has provided additional funds to public schools, but nearly half disagree that it resolved education funding problems.

Prop 30, the voter approved increases to state taxes, has raised additional funding for California's public schools and colleges

*Prop 30, the voter approved increases to state taxes, has addressed California's public education funding problems

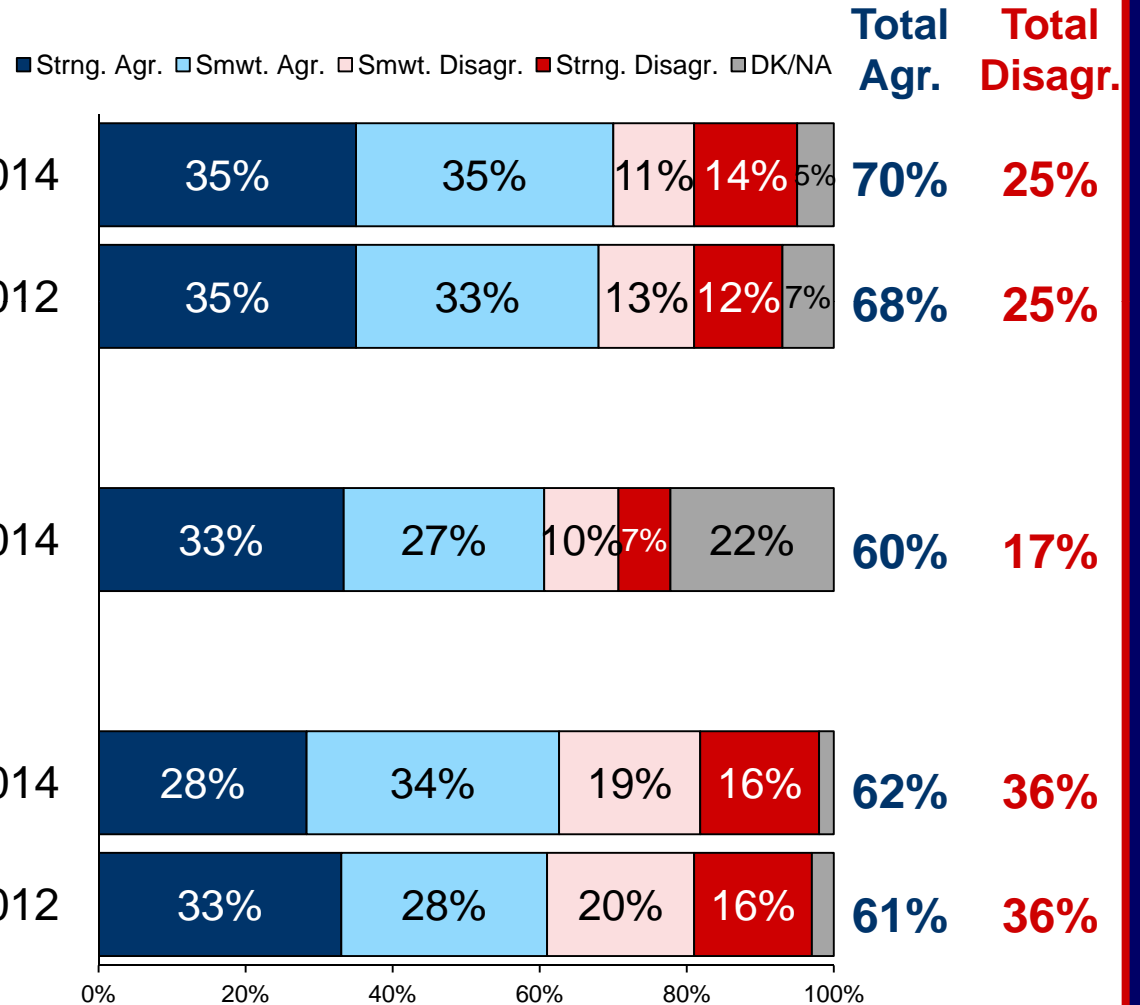


Consistent with past research, more than two-thirds agree that many California public schools need significant health and safety improvements.

Many schools and community colleges throughout California are old, outdated and need upgrades to meet current health and safety standards, including retrofitting for earthquake safety and the removal of lead paint, asbestos and other hazardous materials

Voters in my area approved a local school bond measure within the past several years

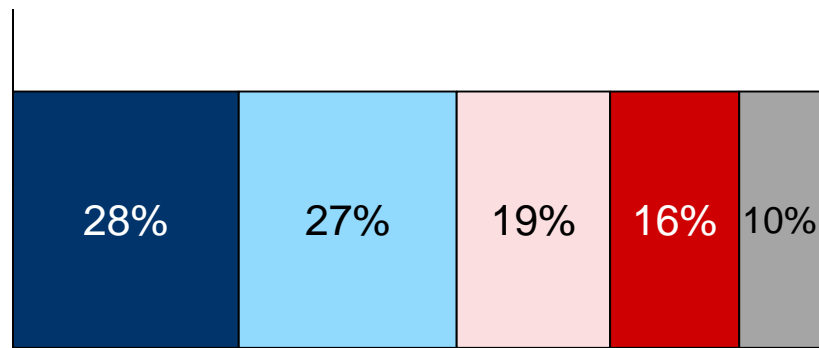
Repairing and upgrading neighborhood schools and community colleges is a top priority that must be funded despite the state's fiscal problems



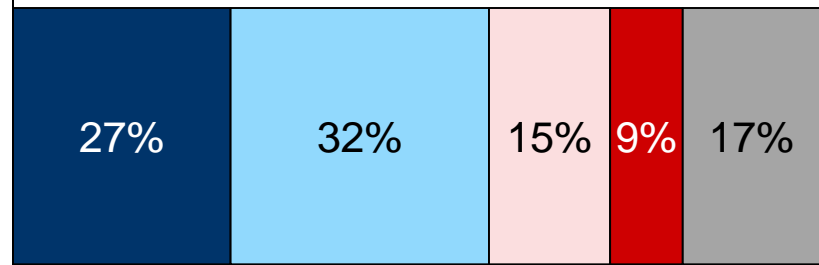
Majorities also agree that many schools lack technology and that local districts passing bond measures are eligible for state matching grants.

■ Strng. Agr.
 ■ Smwt. Agr.
 ■ Smwt. Disagr.
 ■ Strng. Disagr.
 ■ DK/NA
 Total Agr. 55%
Total Disagr. 35%

Many California students lack access to computers and essential classroom technology because of outdated wiring and electrical systems in public schools and community colleges



When a local school district passes a local bond measure it can receive dollar-for-dollar matching grant funds from the state to fund repairs and upgrades



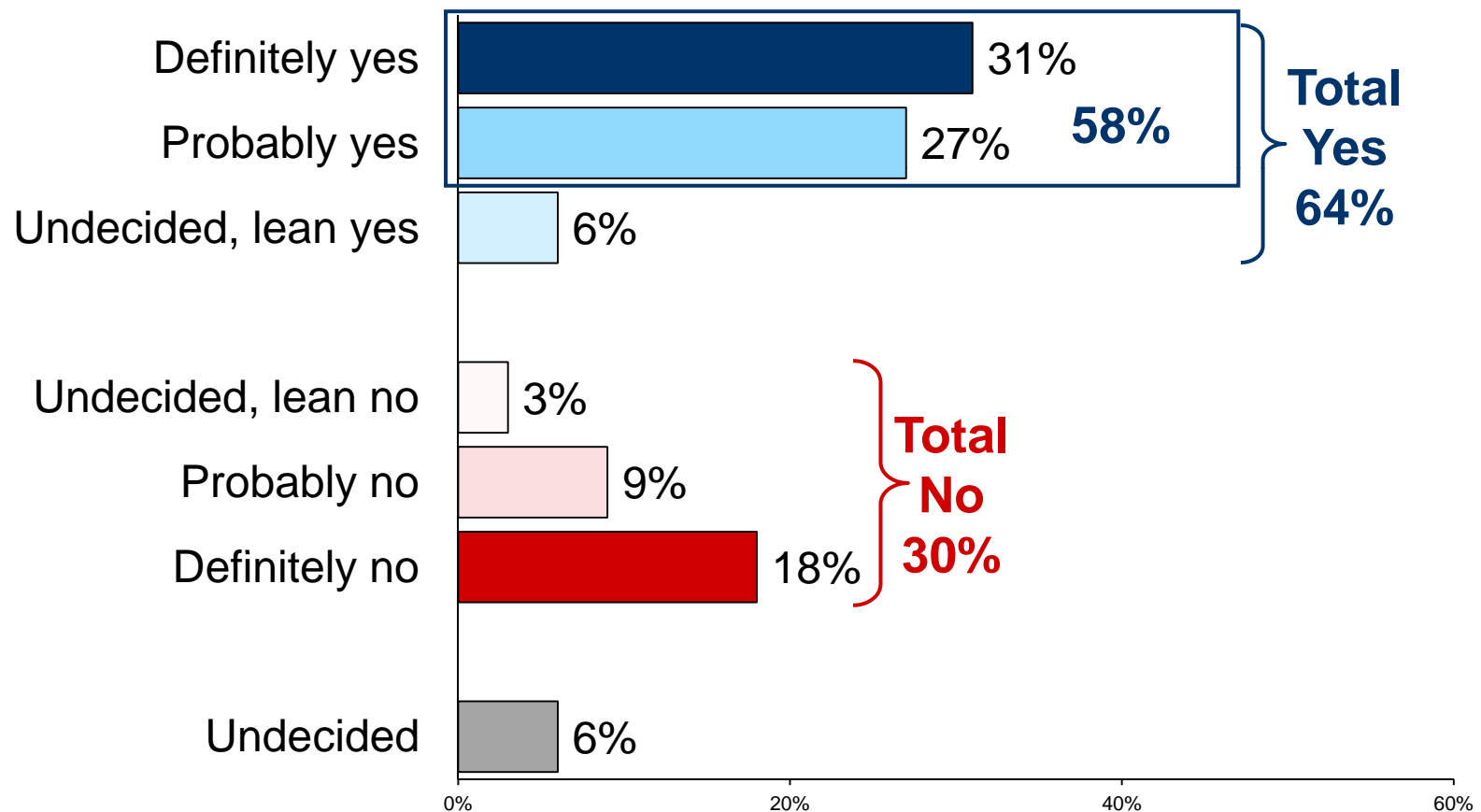
0% 20% 40% 60% 80% 100%

Statewide School Bond Measure Summary Statement

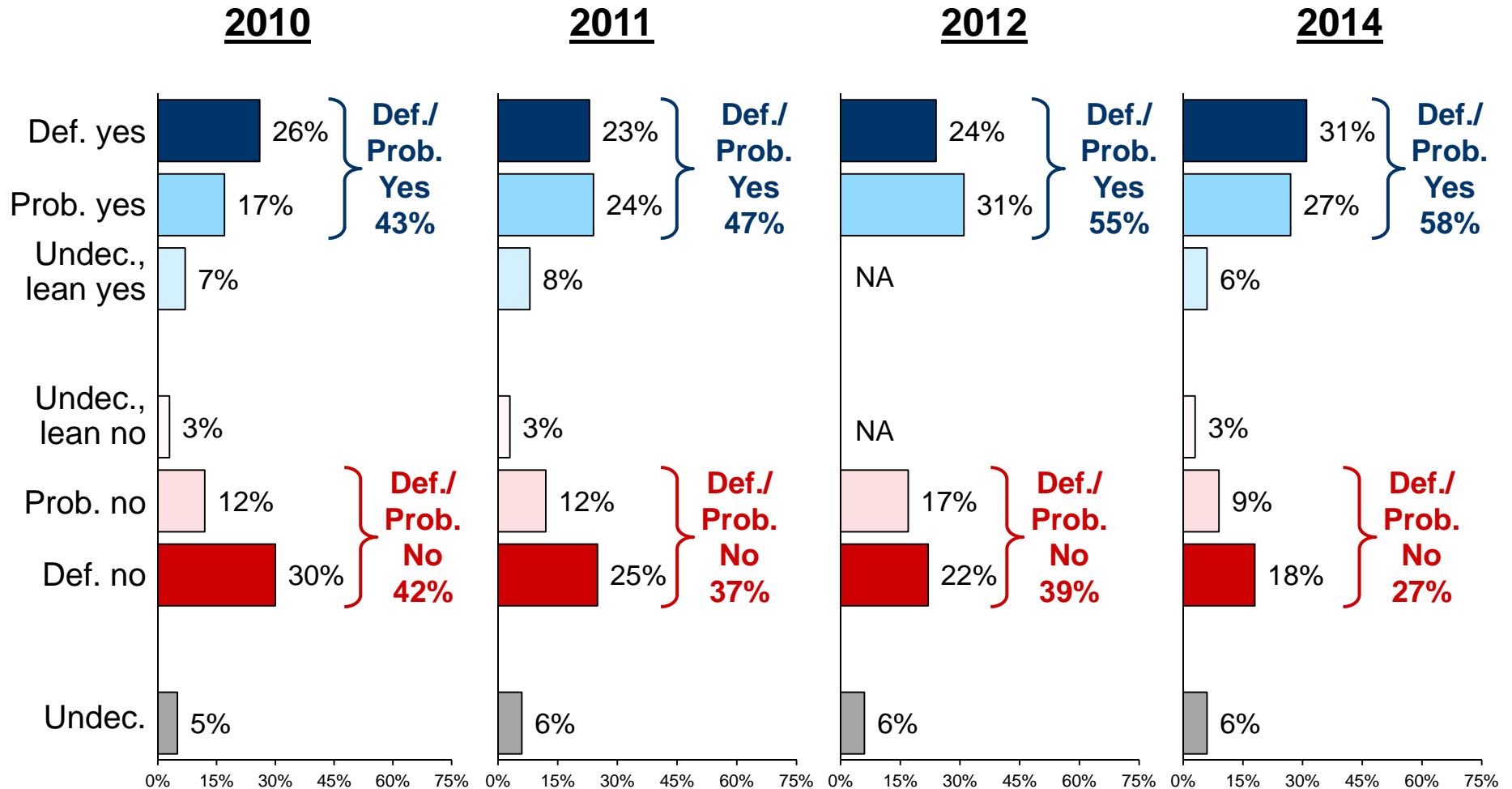
KINDERGARTEN-COMMUNITY COLLEGE PUBLIC EDUCATION FACILITIES BOND ACT OF 2014. To provide safe and up-to-date local neighborhood public schools and community colleges throughout the state by repairing deteriorating classrooms, bathrooms, leaky roofs, removing mold and other hazardous materials, retrofitting older school buildings to meet state earthquake safety standards; upgrading wiring and electrical systems for new technology, labs, and libraries; improving student/returning veterans' vocational and career education training opportunities; and for the acquisition and construction of public local K-12 schools and community colleges; requiring annual independent financial and performance audits, no money for administrators' salaries or pensions, all funds raised controlled by neighborhood schools and local community colleges, not the state government. Should the state sell \$8 billion in general obligation bonds?

The Independent Fiscal Impact Statement reads as follows: State costs of about \$14 billion to pay off both the principal -- \$8 billion -- and interest -- \$6 billion -- costs on the bonds. Payments of about \$700 million per year when fully issued.

Nearly six-in-ten say they would definitely or probably vote in favor of the school bond measure, and another six percent lean toward voting yes compared to just three-in-ten who oppose.



Support for a statewide school bond measure is fifteen points higher today than in 2010.

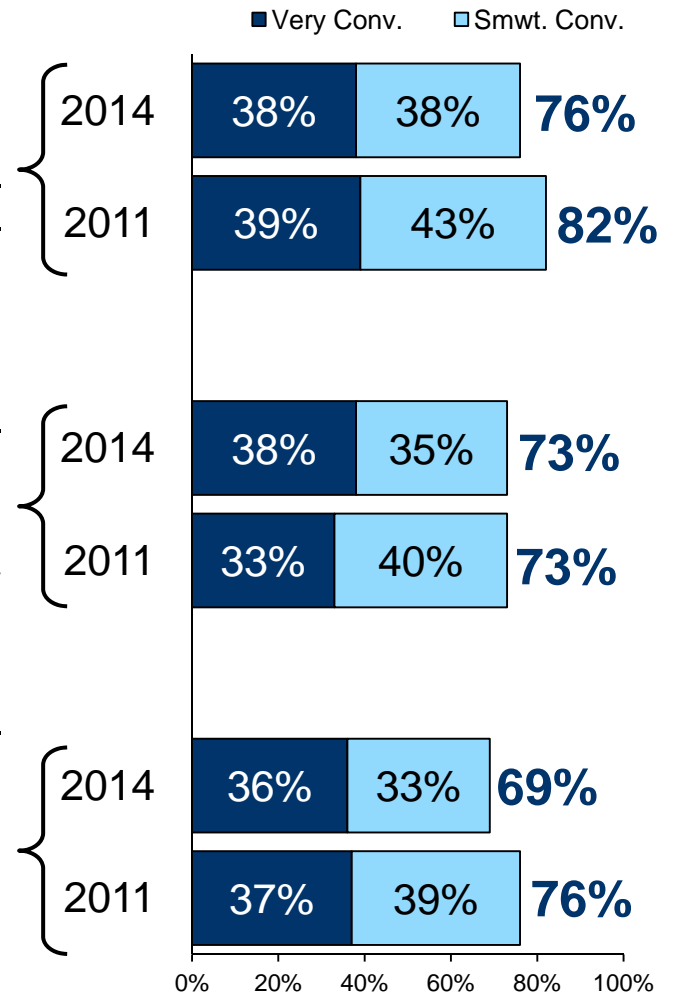


The messages in favor continue to test strongly and resonate well with voters as convincing reasons to vote in favor of the school bond measure.

(VOC-ED) Students who do not go to a four-year college need a vocational education that provides the job training, technical knowledge and specialized skills to compete for good-paying jobs. This bond measure will allow local high schools and community colleges to upgrade vocational education programs so students and returning veterans can train and learn the skills they need to get a job in a competitive global economy.

(INVESTMENT) A school bond is a good financial investment because good neighborhood schools and community colleges strengthen property values, create construction jobs and create new economic opportunities for local small businesses. In addition, if we don't do something now, the problems will only get worse and cost even more to fix later.

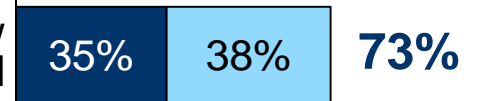
(WORKFORCE) A well-educated and skilled workforce is essential to California's long-term economic security. This bond measure will fund upgrades to classroom technology, computer systems, science labs, libraries and career education programs so California produces the educated workers needed to retain and attract good companies, good-paying jobs and compete in the 21st Century global economy.



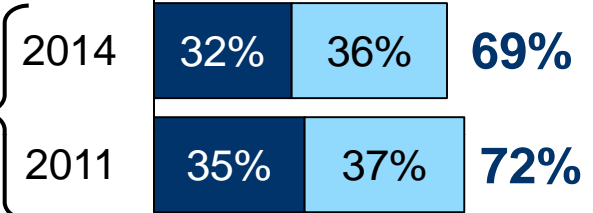
Supportive Messages, Continued

^(VETERANS) California's community colleges serve thousands of returning veterans, many who face challenges to complete their education and re-enter the civilian workforce. This measure will allow local community colleges to improve programs to make sure local veterans get the help they need to get a college degree or find stable, good-paying jobs.

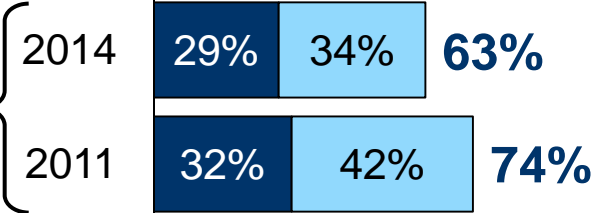
■ Very Conv. □ Smwt. Conv.



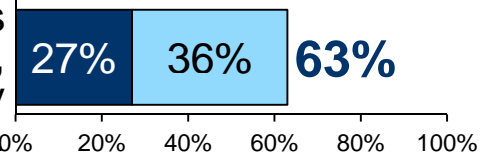
^(LOCAL CONTROL) This measure is written to ensure local control by giving parents, teachers and principals greater say in determining how school bond funds are used, not state officials. In addition, not one dollar can be taken by the state, which means all funds raised will go toward improving local neighborhood schools and community colleges.



^(REPAIRS) Too many schools and community colleges have leaky roofs, bathrooms that do not work, wiring that is old and potentially hazardous, smoke and fire alarms that don't work, and the buildings are not retrofitted for earthquakes. This measure will repair aging and deteriorating classrooms and schools so that students and teachers have safe and healthy learning environments.

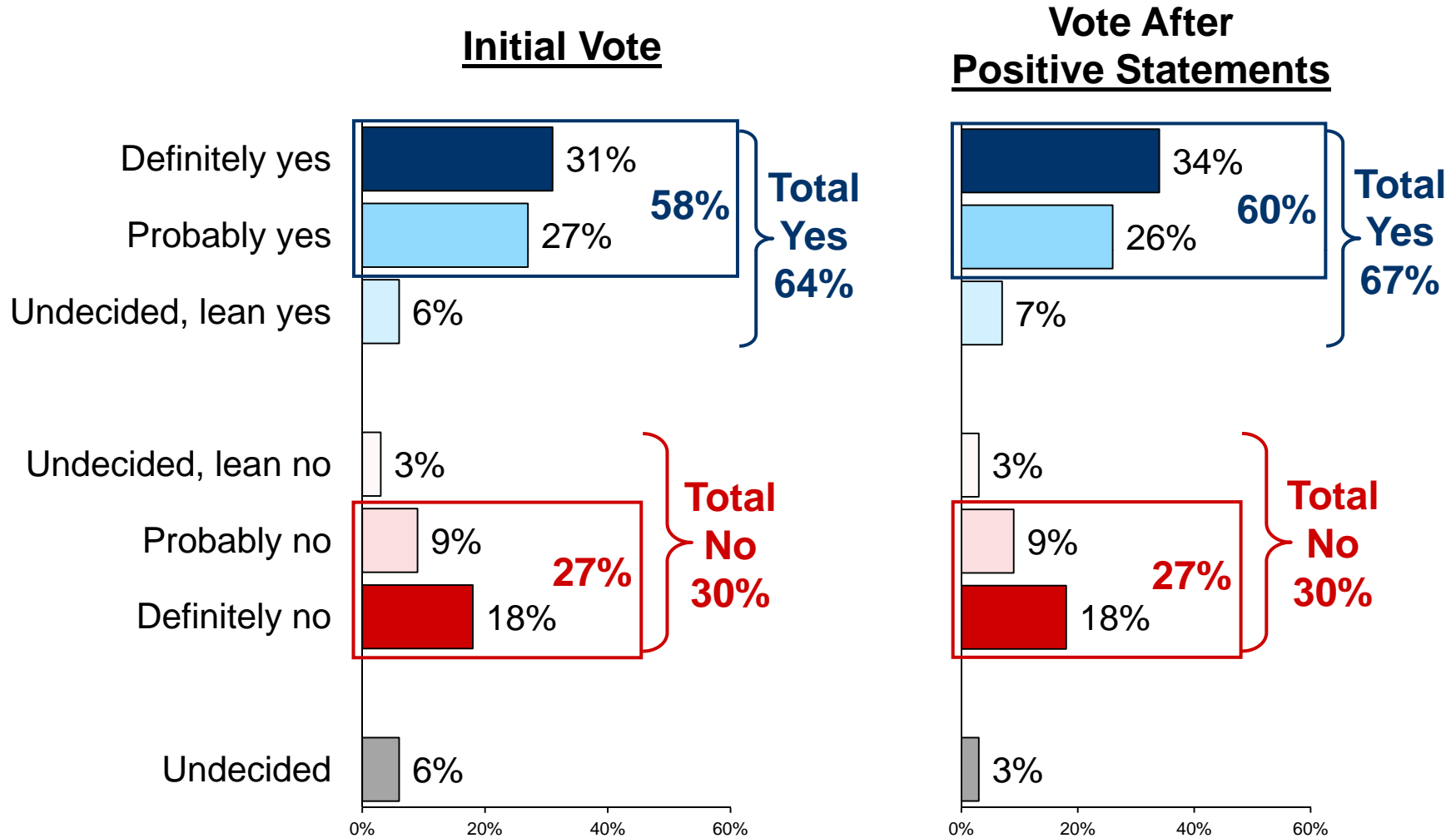


(ACCOUNTABILITY) This school bond measure requires strict oversight and accountability to ensure all funds are used to repair and improve public schools and community colleges as promised. This includes mandatory independent performance audits, public expenditure reports, citizens' oversight, and the law prohibits any bond funds from being used for salaries or pensions

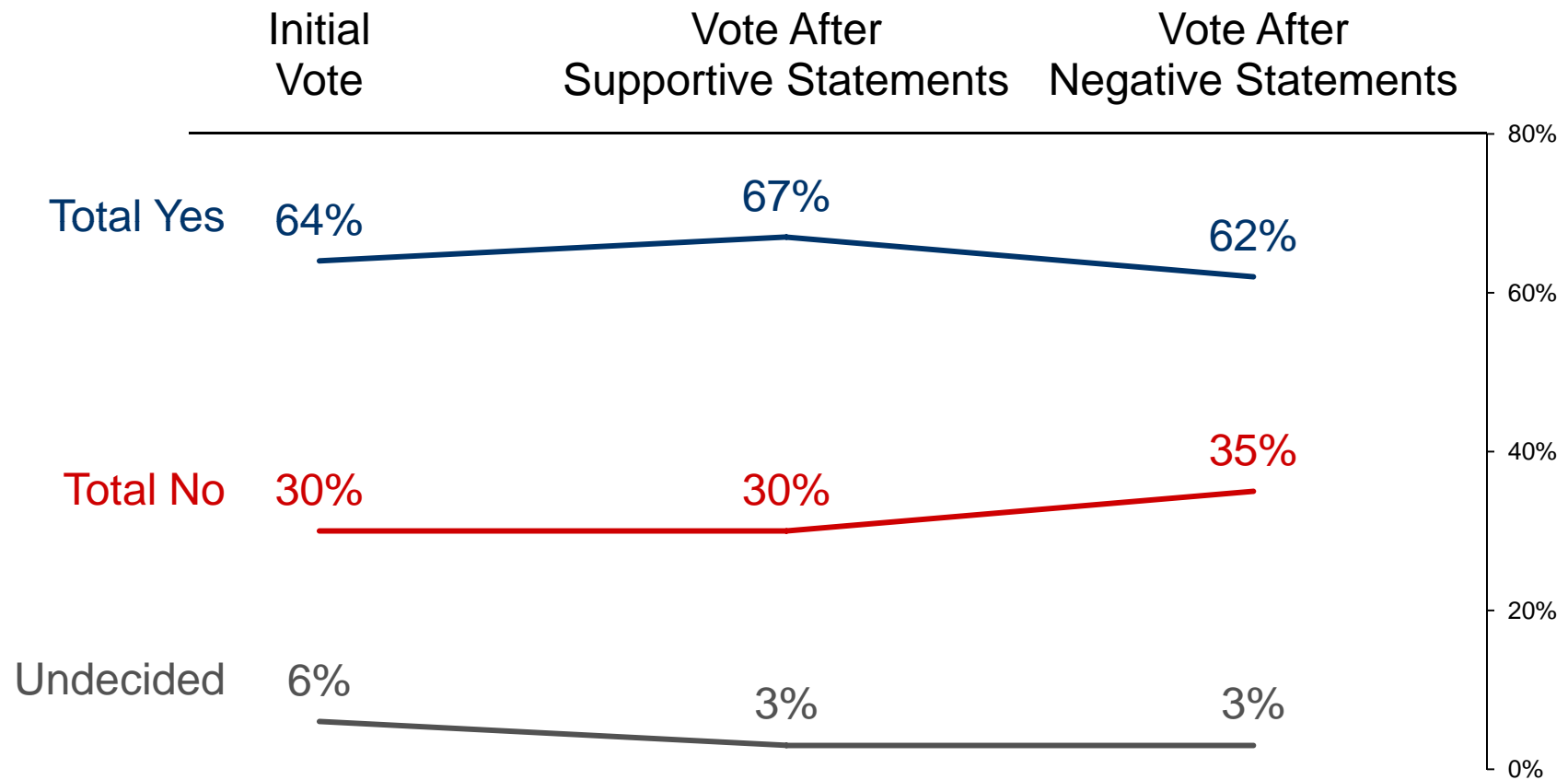


16. I am going to read you some statements made by people who support a statewide school bond measure to repair, upgrade and improve California's K-thru-12 public schools and community colleges. Please tell me whether you find it very convincing, somewhat convincing, or not convincing to vote yes in favor. ^Not part of Split Sample

There is a modest increase in total support and intensity for the school bond measure after hearing these statements.

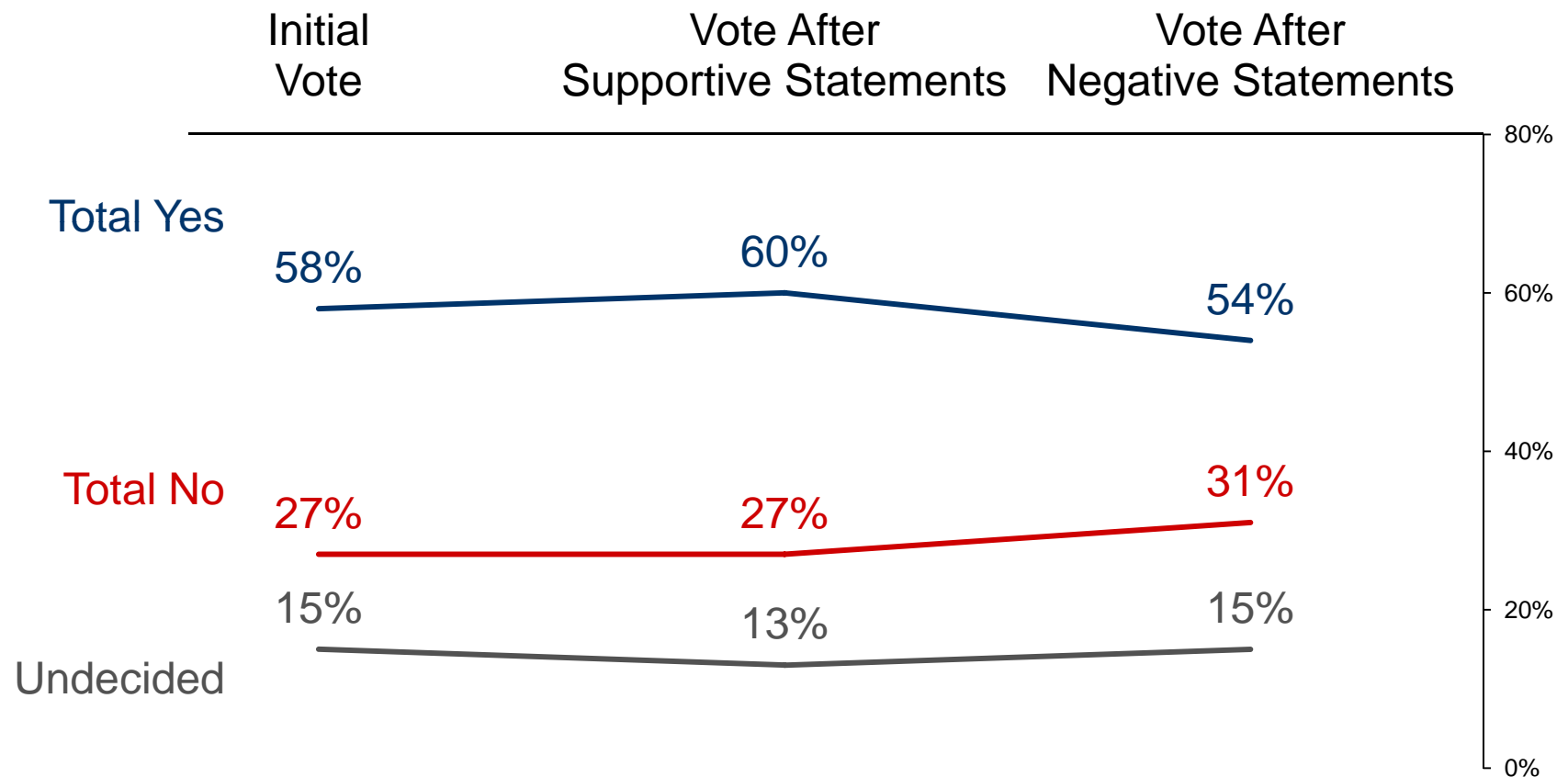


Support falls five points after the simulation of a well-funded no campaign, but six-in-ten continue to vote in favor of the school bond measure.



Even without the leaners, the school bond measure is still support by a solid majority of voters.

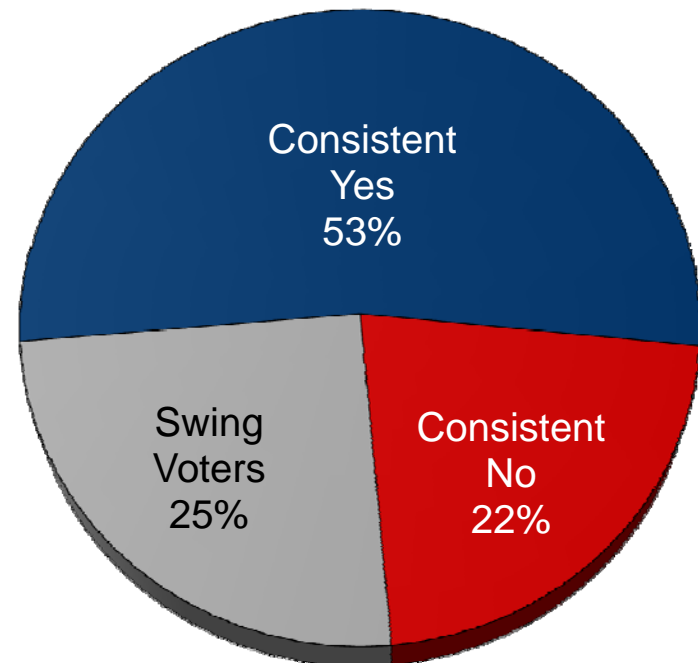
Without Leans



Segmenting the Electorate

- **Consistent Yes:** Includes voters who said consistently they would vote yes on the Kindergarten-Community College Public Education Facilities Bond Act of 2014
- **Consistent Oppose:** Includes voters who said consistently they would vote no on the Kindergarten-Community College Public Education Facilities Bond Act of 2014
- **Swing Voters:** Voters who did not meet either of these criteria, and either switched positions or remained consistently undecided.

The following slide highlights the demographic groups with a disproportionate tendency to fall into each of these categories.



- › Letters to the Governor
- › Streamlining Committee
- › Bond Pledges

Next Steps

- › Movement of Bond
 - Through the Legislature
 - › To the Governor
 - To the BALLOT

What You Can Do



MAKE A PLEDGE!

