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## San Mateo-Foster City School District: Community Priorities Survey

September 2016

The San Mateo-Foster City School District commissioned Godbe Research to conduct a independent public opinion research survey of local voters with the following research objectives:

- Assess community interest for a school funding measure to protect local schools from damaging program cuts by renewing local funding that cannot be taken by the State;
- Identify community priorities;
- Test informational and critical statements;
- Identify the impact of CPI adjustments and the duration of the measure; and
- Identify demographic and behavioral characteristics to validate the representativeness of the sample and segmentation purposes.

- Data Collection Telephone and Internet Interviewing
- Universe 21,013 likely February 2017 mail ballot voters in the San Mateo-Foster City Elementary School District
- Fielding Dates September 10 through September 18, 2016
- Interview Length 18 minutes
- Sample Size 510
- Margin of Error  $\pm 4.3\%$  Entire Sample  
 $\pm 6.1\%$  Split Samples

The data have been weighted to reflect the actual population characteristics of likely voters in the San Mateo-Foster City Elementary School District in terms of their gender, age, and political party type.



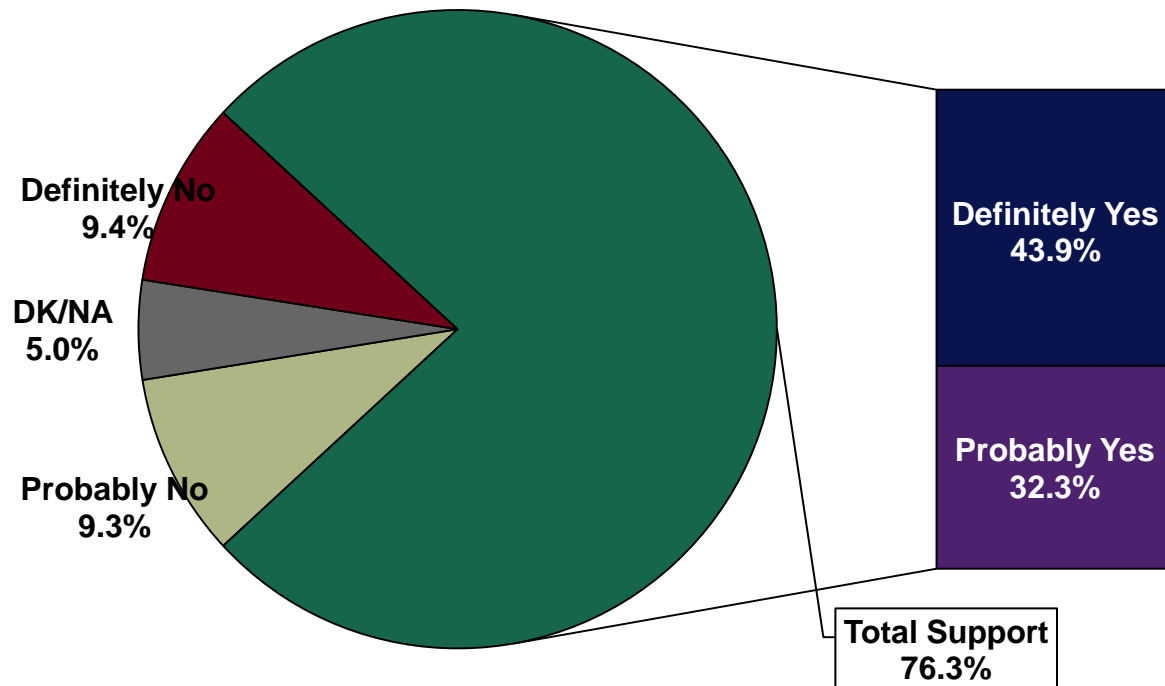
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## Key Findings

# Uninformed Support for the Conceptual Quality Education Renewal Measure

## Split Sample A, No CPI Adjustment

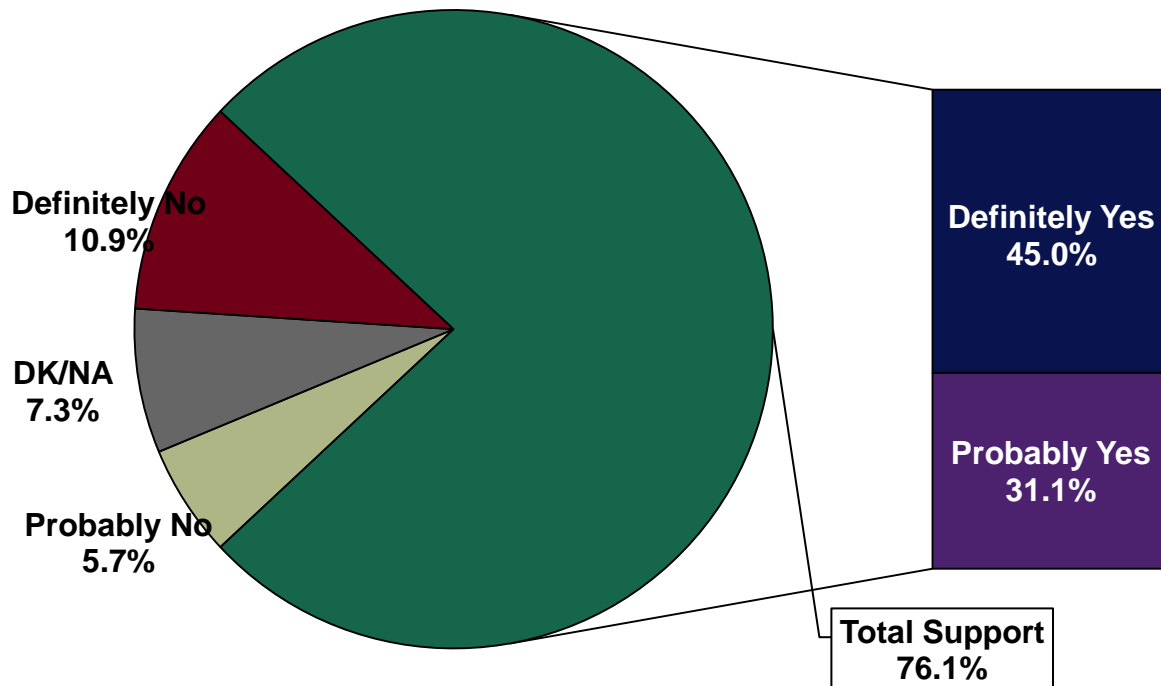


San Mateo – Foster City Elementary School District Quality Education Renewal Measure. To protect local schools from damaging program cuts by renewing local funding that cannot be taken by the State, to:

- Protect math and science programs;
- Attract and retain qualified teachers;
- Keep school libraries open; and,
- Support art, drama and music programs;

shall San Mateo – Foster City Elementary School District renew without increasing its expiring voter approved education tax at \$209.92 per parcel annually with a senior exemption, annual audits, and citizens' oversight?

# Uninformed Support for the Conceptual Quality Education Renewal Measure Split Sample B, With CPI Adjustment

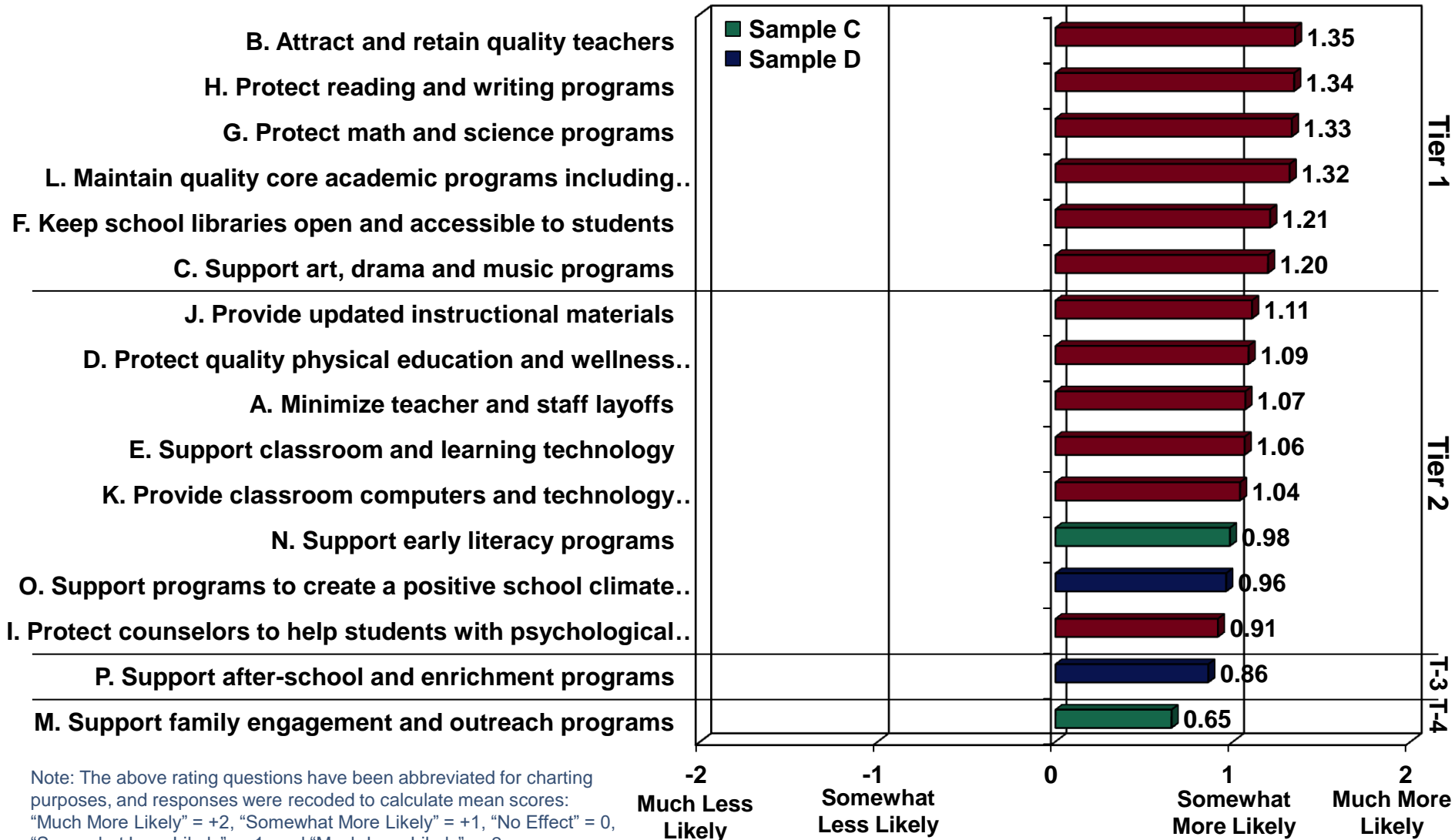


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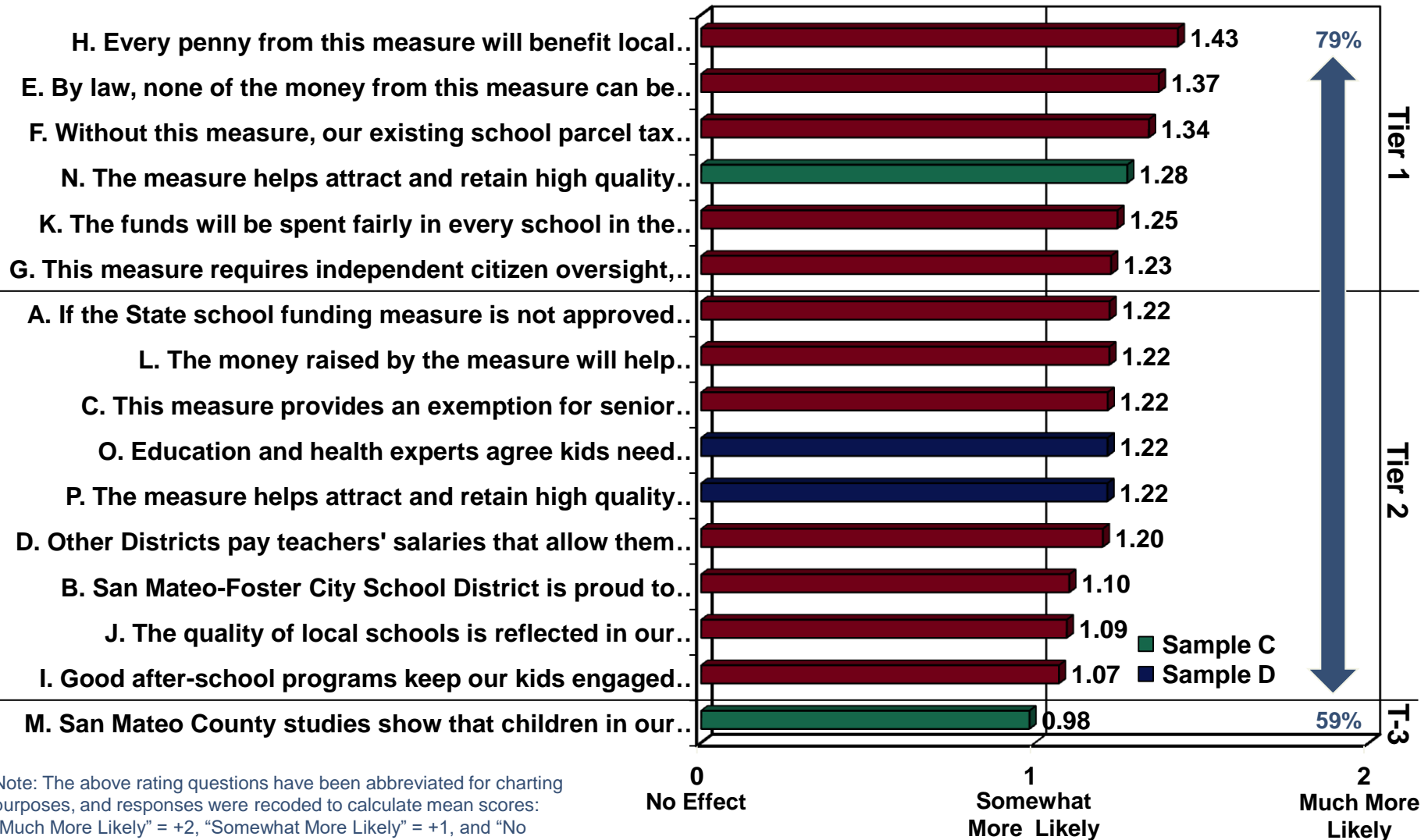
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# Community Priorities for Education



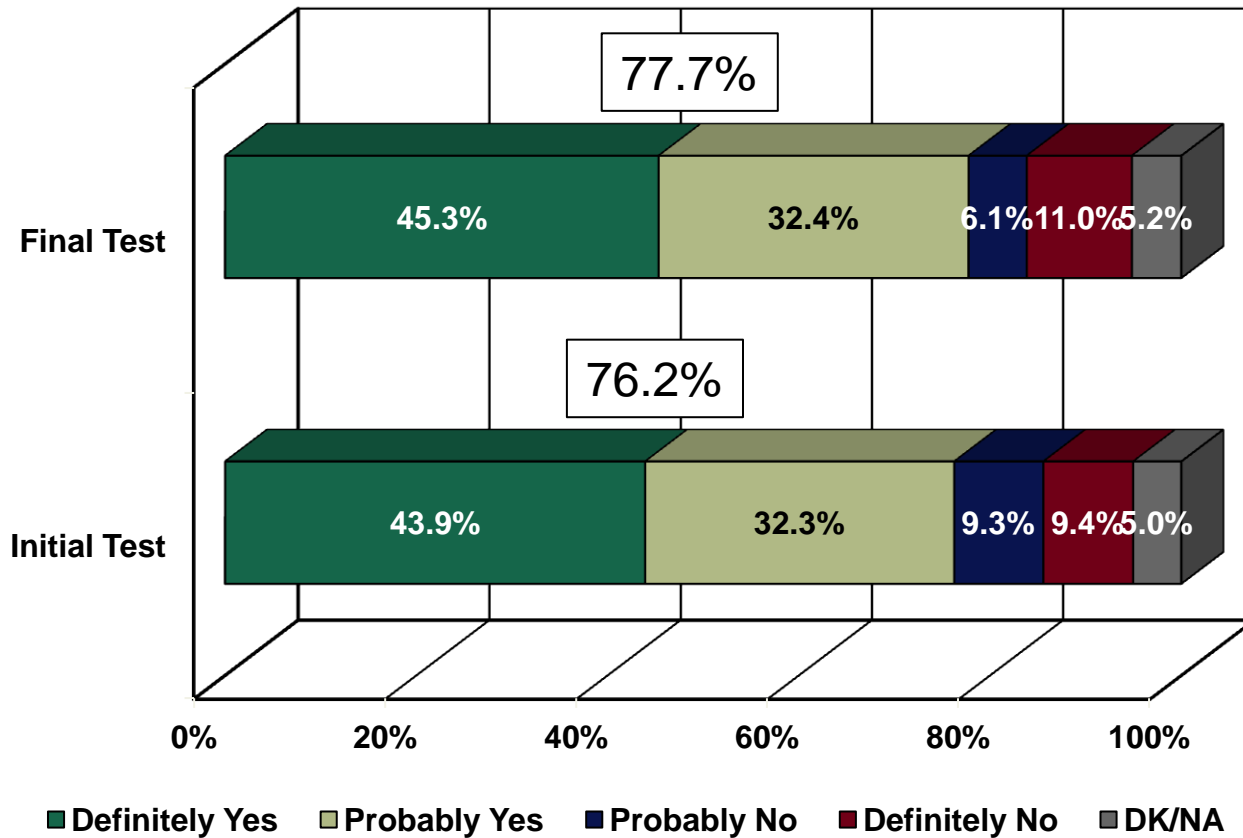
# Themes of Interest





# Informed Interest for the Conceptual Quality Education Renewal Measure

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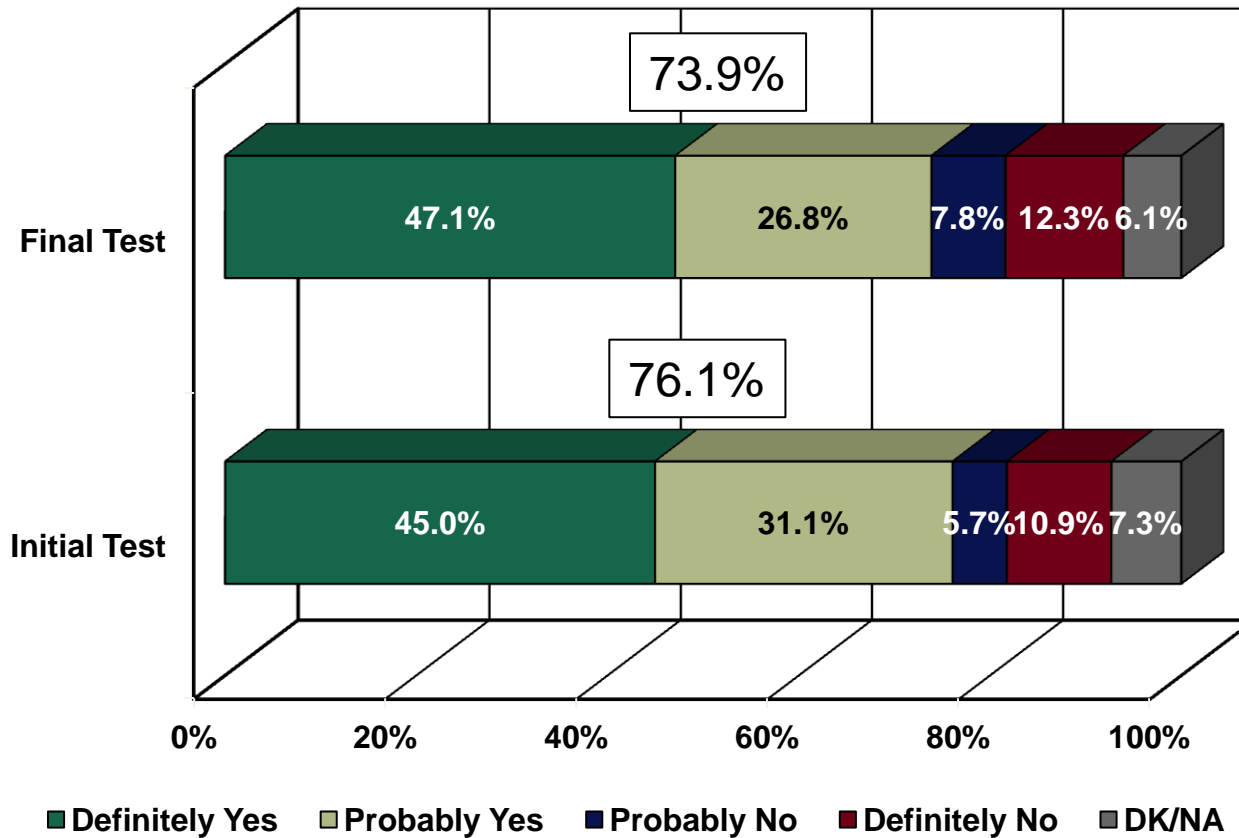
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# Summary and Recommendations

- Respondents are interested in protecting “core academic programs” in schools inclusive of quality teachers, reading, writing, math and science, keeping libraries open and supporting art, drama and music programs.
- As equitable spending in San Mateo and Foster City is a top issue of concern, the community will need to be assured that schools in both communities get their fair share, as in past measures.
- Additionally, residents remain very interested in fiscal accountability.
- The District should continue to solicit input from residents, parents and community stakeholders as they evaluate financial priorities and budgetary decisions.



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