



GODBE RESEARCH  
Gain Insight



## 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.



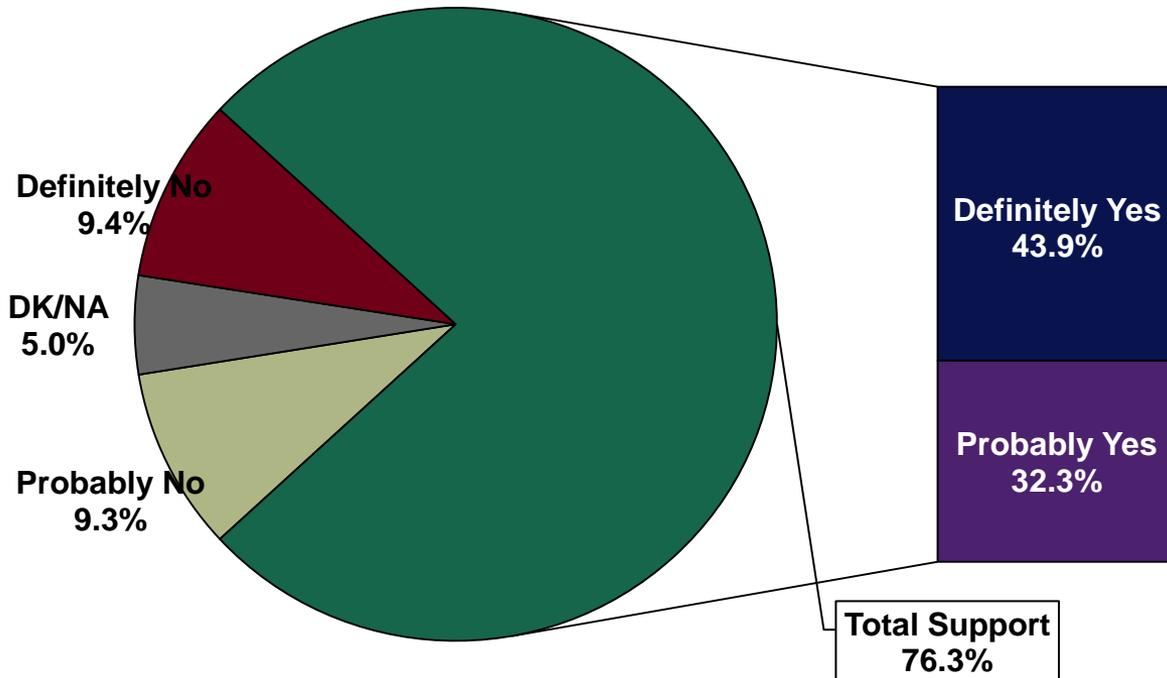
GODBE RESEARCH  
Gain Insight



## Key Findings

# Uninformed Support for the Conceptual Quality Education Renewal Measure

## Split Sample A, No CPI Adjustment



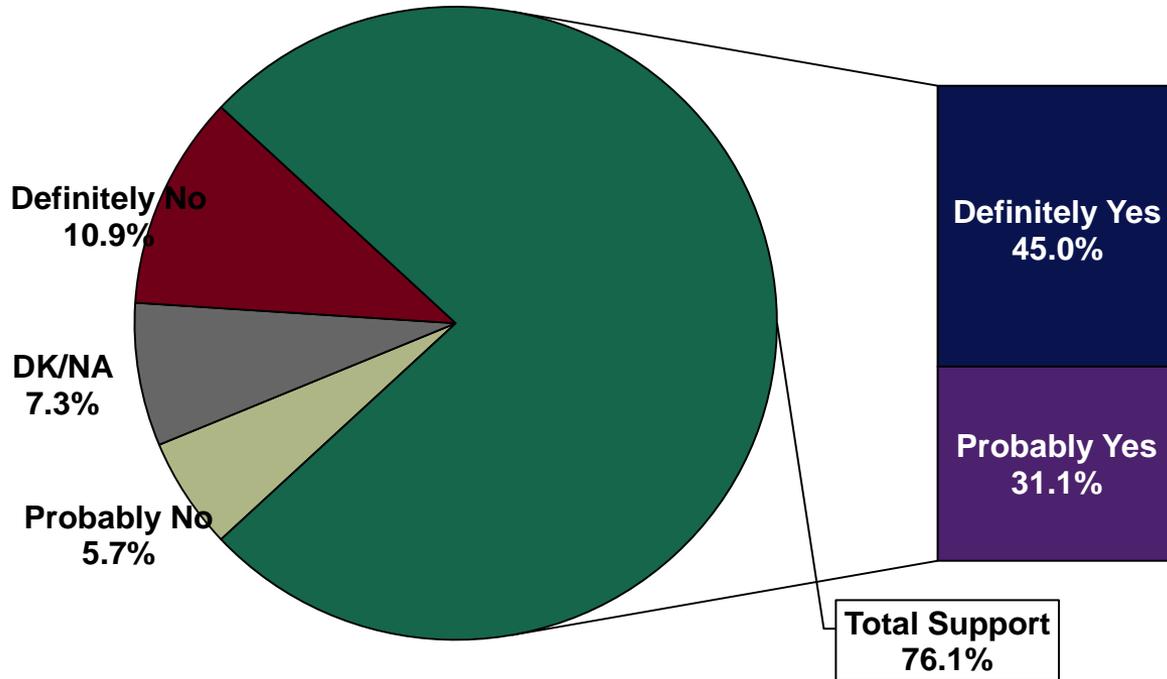
San Mateo – Foster City Elementary School District Quality Education Renewal Measure. To protect local schools from damaging program cuts by renewing local funding that cannot be taken by the State, to:

- 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

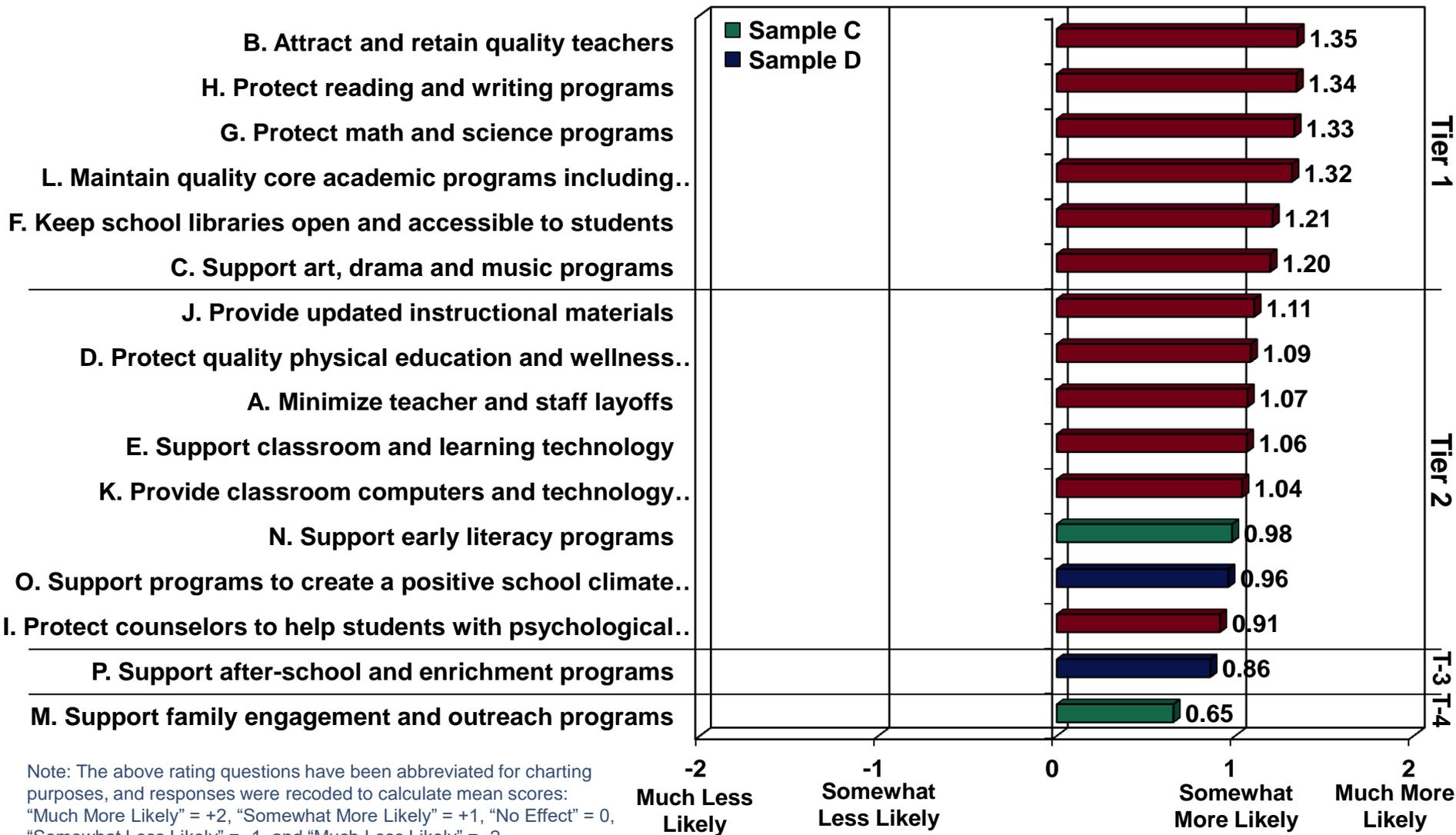


San Mateo – Foster City Elementary School District Quality Education Renewal Measure. To protect local schools from damaging program cuts by renewing local funding that cannot be taken by the State, to:

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

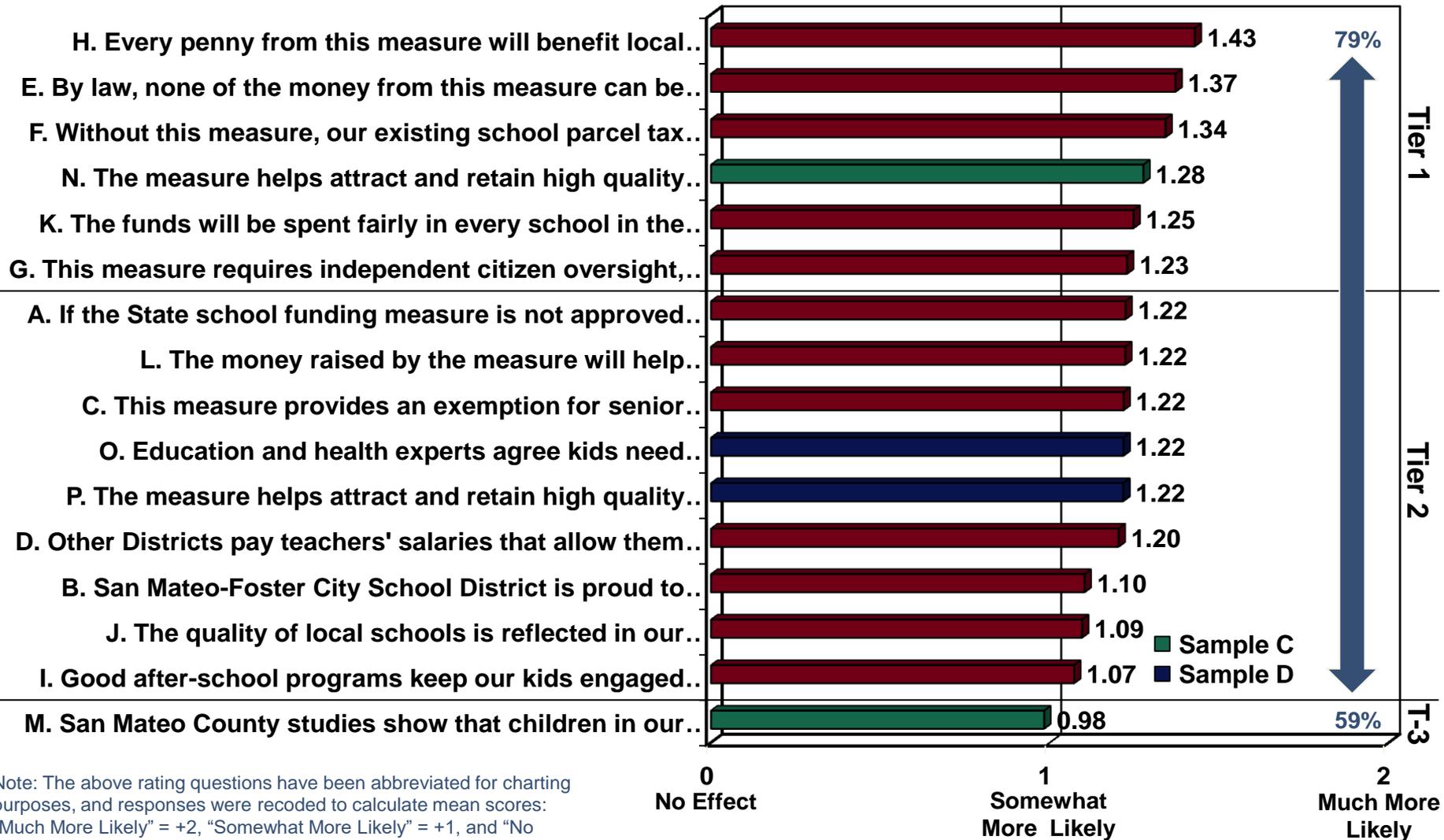
shall San Mateo – Foster City Elementary School District renew without increasing its expiring voter approved education tax at \$209.92 per parcel annually, with CPI adjustments, a senior exemption, annual audits, and citizens' oversight?

# Community Priorities for Education



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.

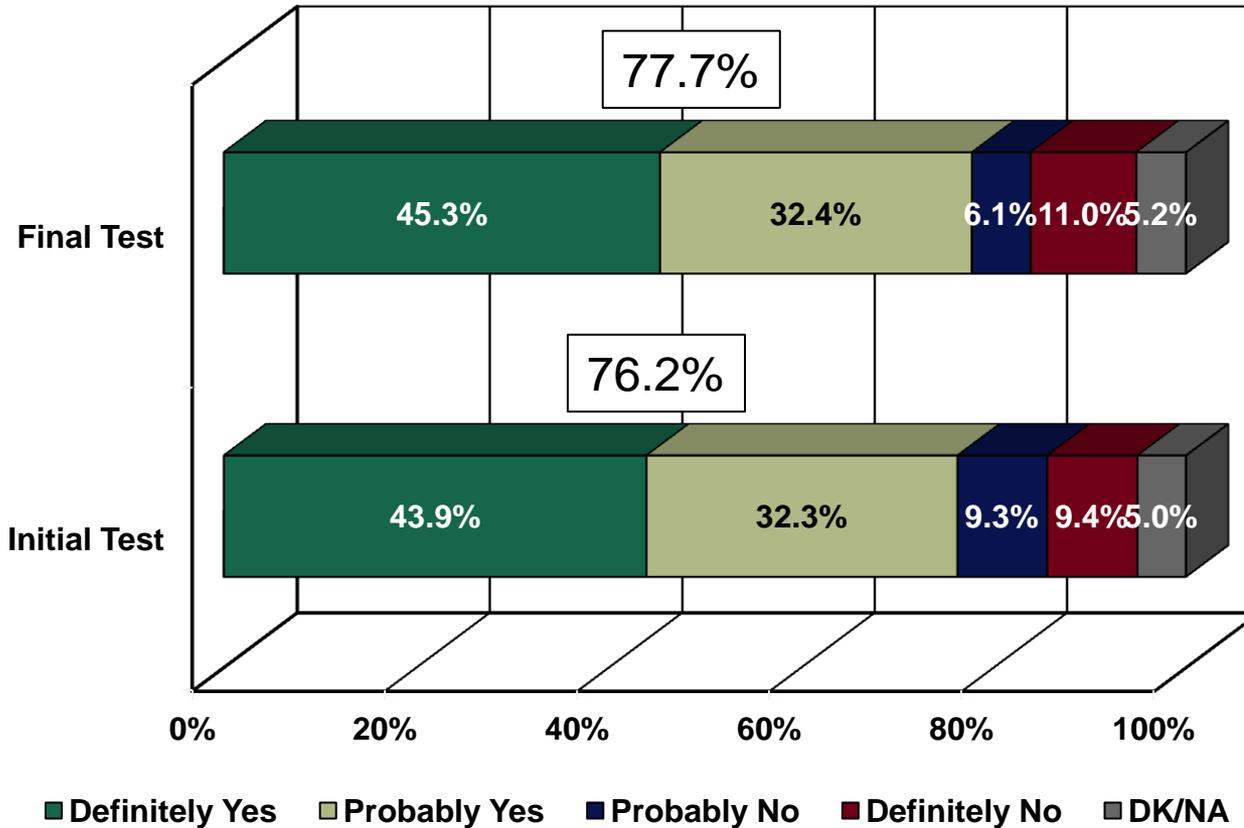
# Themes of Interest



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.

# Informed Interest for the Conceptual Quality Education Renewal Measure

## Split Sample A, No CPI Adjustment



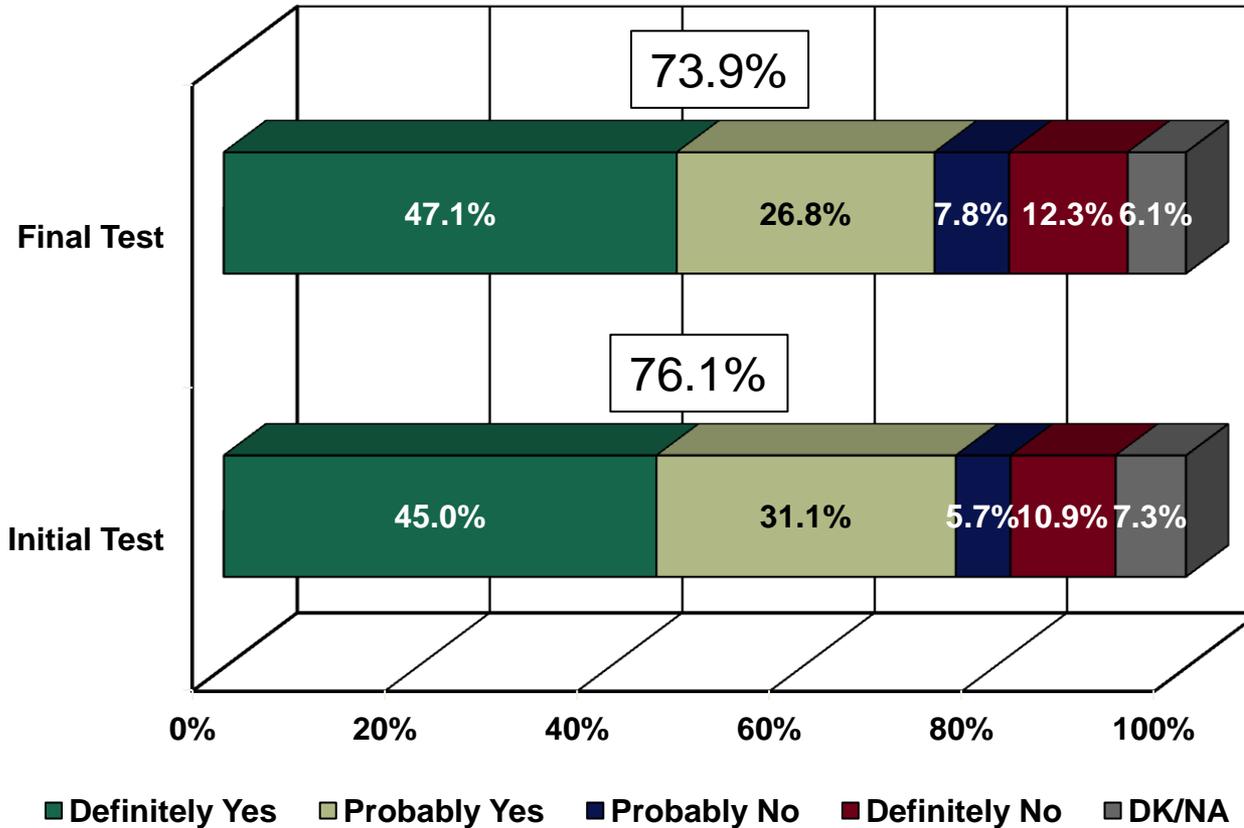
San Mateo – Foster City Elementary School District Quality Education Renewal Measure. To protect local schools from damaging program cuts by renewing local funding that cannot be taken by the State, to:

- 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?

# Informed interest for the Conceptual Quality Education Renewal Measure

## Split Sample B, With 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 CPI adjustments, a senior exemption, annual audits, and citizens' oversight?

- 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.



**GODBE RESEARCH**  
Gain Insight



**[www.godberesearch.com](http://www.godberesearch.com)**

**California and Corporate Offices**  
1575 Old Bayshore Highway, Suite 102  
Burlingame, CA 94010

**Nevada Office**

59 Damonte Ranch Parkway, Suite B309  
Reno, NV 89521

**Pacific Northwest Office**

601 108th Avenue NE, Suite 1900  
Bellevue, WA 98004