



## MEMORANDUM

September 29, 2016

TO: San Mateo - Foster City School District

FROM: Bryan Godbe  
President  
Godbe Research

RE: 2016 Survey – Summary of the Results

---

### ***Introduction:***

Consistent with the District's previous community engagement to understand resident attitudes about local school funding, the San Mateo - Foster City School District commissioned Godbe Research to conduct a telephone survey to assess resident priorities.

Among other findings, the survey also indicates that respondents:

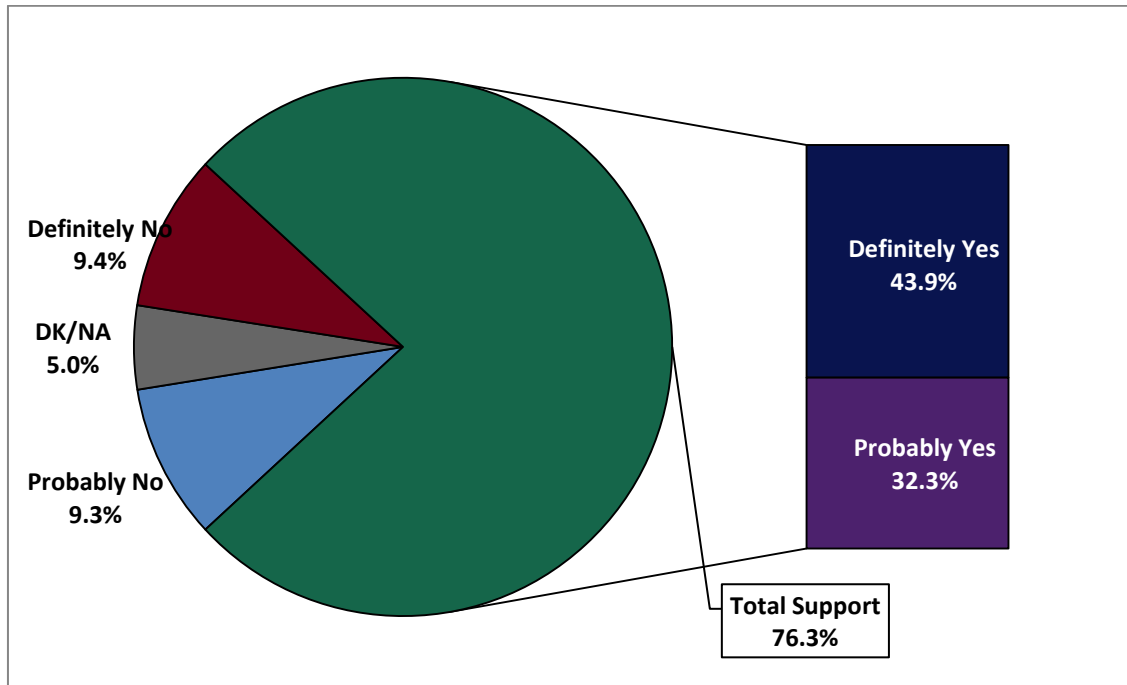
- Are interested in a measure to renew existing educational funding to maintain key student programs above the two-thirds majority requirement.
- Are interested in protecting "core academic programs" in schools inclusive of quality teachers, reading, writing, math and science, keeping libraries open and supporting art, drama and music programs.
- Need to be assured that schools in both communities get their fair share of funding and support, as past research has shown.
- Are very interested in fiscal accountability.

### ***Methodology Overview:***

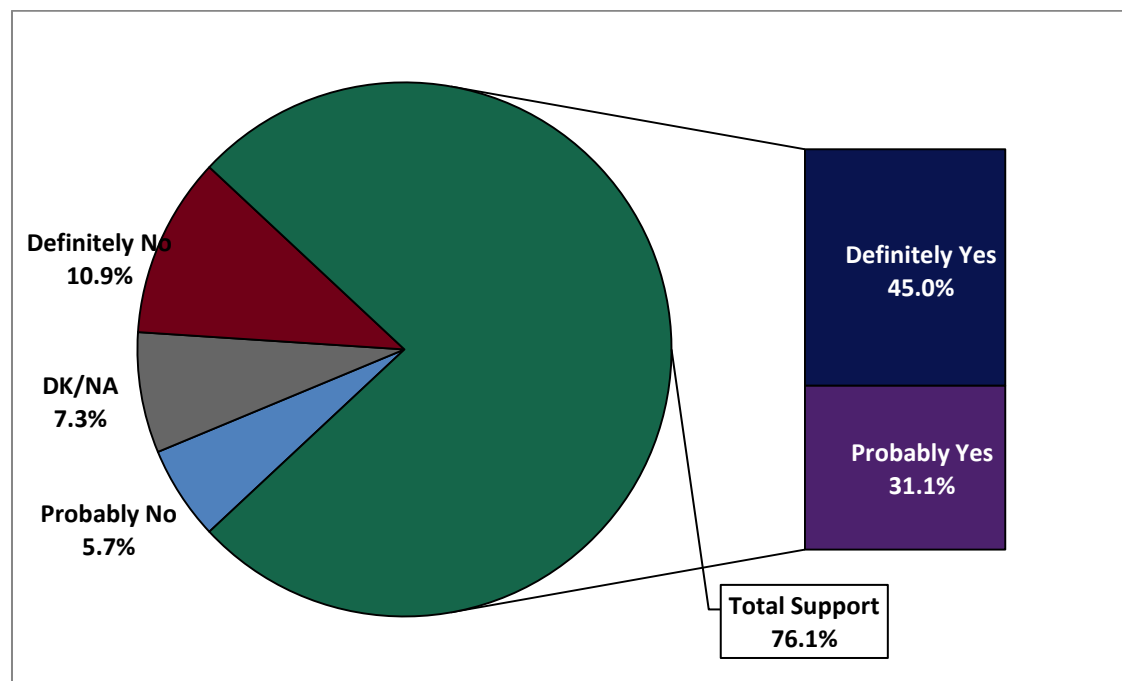
Interviews were conducted from September 10 to September 18, 2016, and the average phone interview time was approximately 18 minutes. A total of 510 San Mateo - Foster City School District respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 4.3 percent.

***The survey results indicate a strong interest for a renewal of an existing local educational funding measure, above the two-thirds majority level.***

Initial interest for a renewal of an existing local educational funding measure was supported by respondents at 76.3% for the renewal without a CPI-based adjustment and at 76.1% with the CPI-based adjustment. This difference is not statistically significant.



**Renewal Without CPI Adjustment**



**Renewal With CPI Adjustment**

### ***Respondents identified a variety of key priorities:***

Survey respondents were presented with a variety of educational needs to determine their importance and the survey results suggest a clear priority:

Attract and retain quality teachers	1.35
Protect reading and writing programs	1.34
Protect math and science programs	1.33
Maintain quality core academic programs including science, technology, engineering and math instruction	1.32
Keep school libraries open and accessible to students	1.21
Support art, drama and music programs	1.20

### ***Understanding the impacts of the measure strongly increases interest:***

Survey respondents were also presented with a variety of statements about the measure, which significantly increased interest for the measure – between 79 and 71 percent:

Every penny from this measure will benefit local elementary and middle schools, and cannot be taken away by the State	1.43
By law, none of the money from this measure can be used for administration or administrator salaries	1.37
Without this measure, our existing school parcel tax will expire in June, and our schools will lose almost \$7 million dollars in annual funding. Our local elementary and middle schools cannot absorb such deep cuts	1.34
The measure helps attract and retain high quality teachers by supporting the critical educational programs they need to help our children succeed	1.28
The funds will be spent fairly in every school in the district	1.25
This measure requires independent citizen oversight, annual audits, and reports to the community to ensure the School District uses the funds as promised.	1.23
If the State school funding measure is not approved by the voters, the San Mateo-Foster City School District could be forced to slash \$2.3 million dollars from its budget.	1.22
The money raised by the measure will help elementary and middle schools in Foster City and San Mateo	1.22
This measure provides an exemption for senior citizens, so that this measure is not a burden to those living on a fixed income	1.22

### ***Conclusion:***

The results show constituents value the educational programs the District delivers. Residents are interested in a potential renewal of a local educational funding measure, and there is a clear sense of the respondents' program priorities for the funds generated by the measure.