Bond Feasibility Survey

Conducted for the
Santa Clara Unified
School District

Presented By
Timothy McLarney Ph.D.

9-28-2017

TrueNorth Research

PURPOSE OF STUDY

- Determine if a bond measure is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach

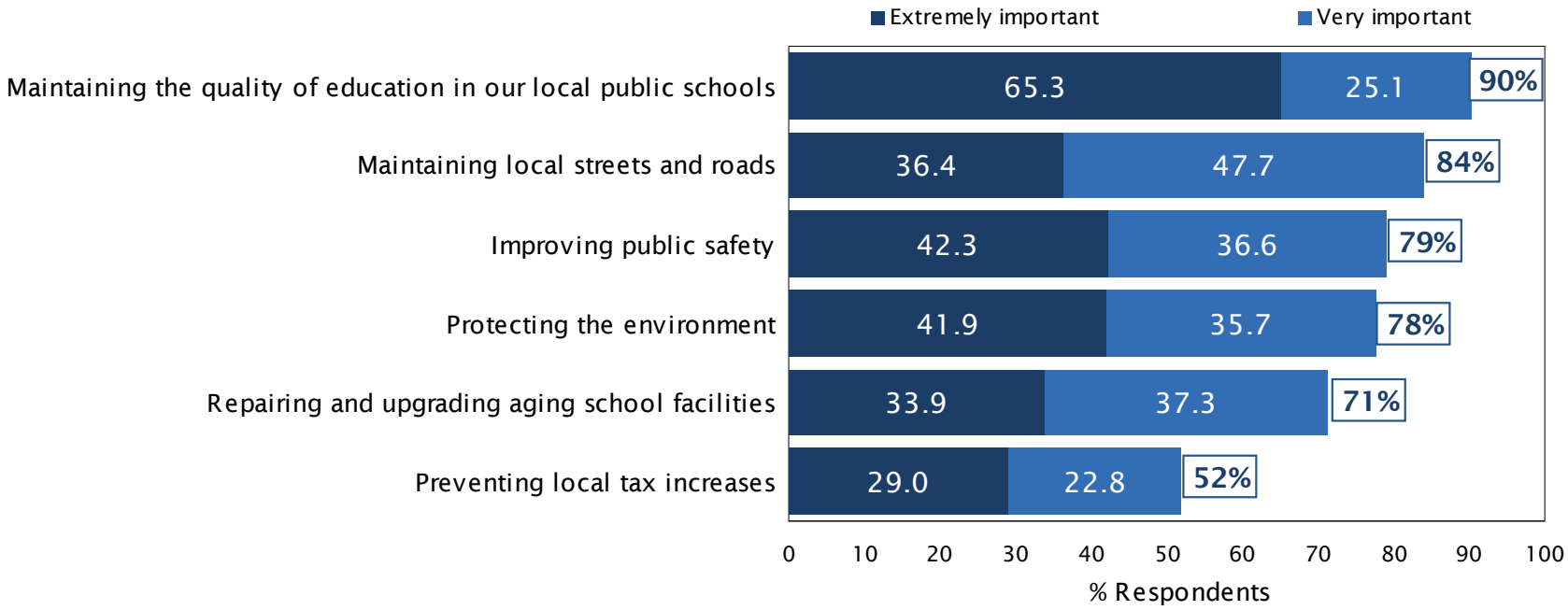
TRUENORTH RESEARCH

METHODOLOGY OF STUDY

- Conducted August 15th to August 23rd, 2017
- 698 District voters likely to participate in November 2018 election, with June 2018 subset
- Mixed-Method approach
  - Recruited via phone and email
  - Data collection via phone and online
  - 17-minute average interview length
- Overall margin of error is ± 3.42%

TRUENORTH RESEARCH

IMPORTANCE OF ISSUES



TRUENORTH RESEARCH

INITIAL BALLOT TEST

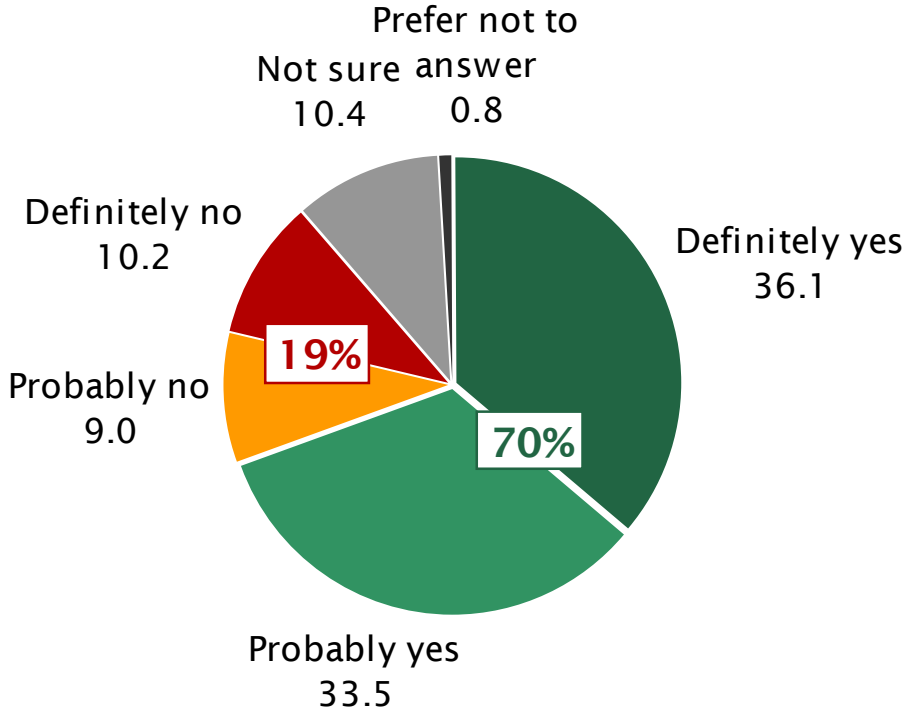
In order to:

- Upgrade classrooms, science labs, libraries, career training facilities, and instructional technology to support student achievement in math, science, engineering, technology, and the arts
- Acquire, renovate, construct and equip classrooms, sites and facilities to relieve overcrowding
- And improve older schools so they meet the same safety and academic standards as newer schools

Shall the Santa Clara Unified School District issue <**425/875**> million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrator salaries, and all money staying local?

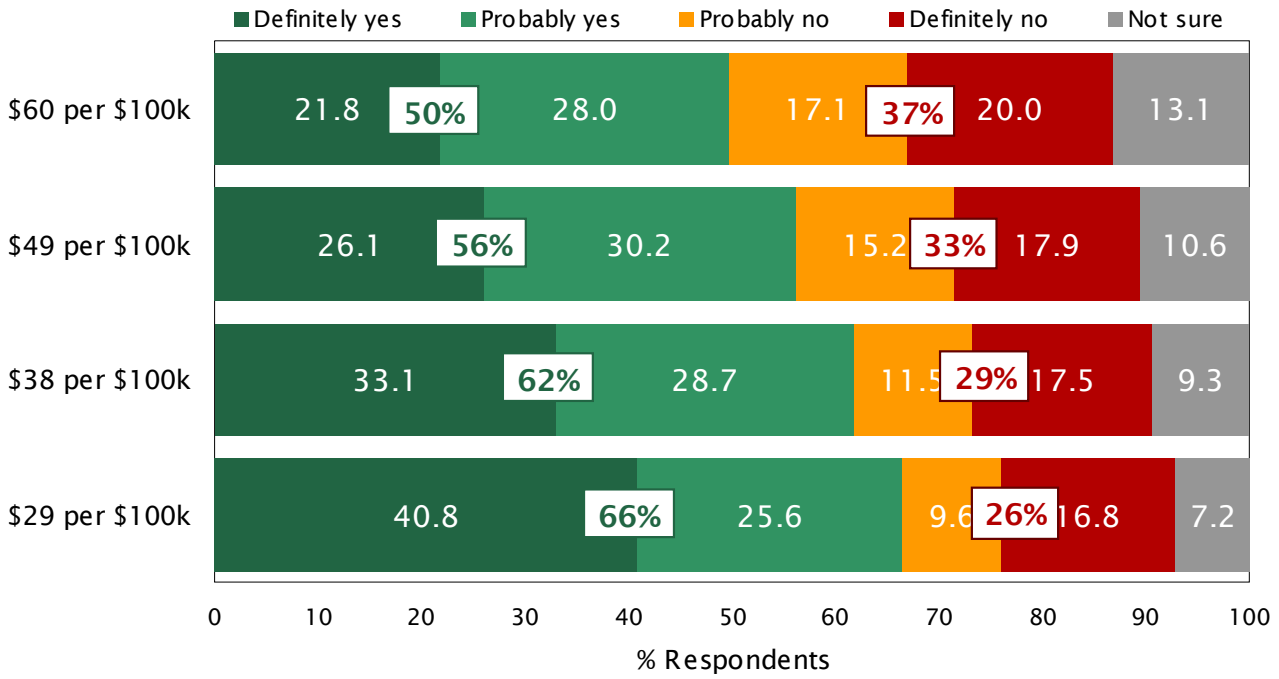
TRUENORTH RESEARCH

INITIAL BALLOT TEST

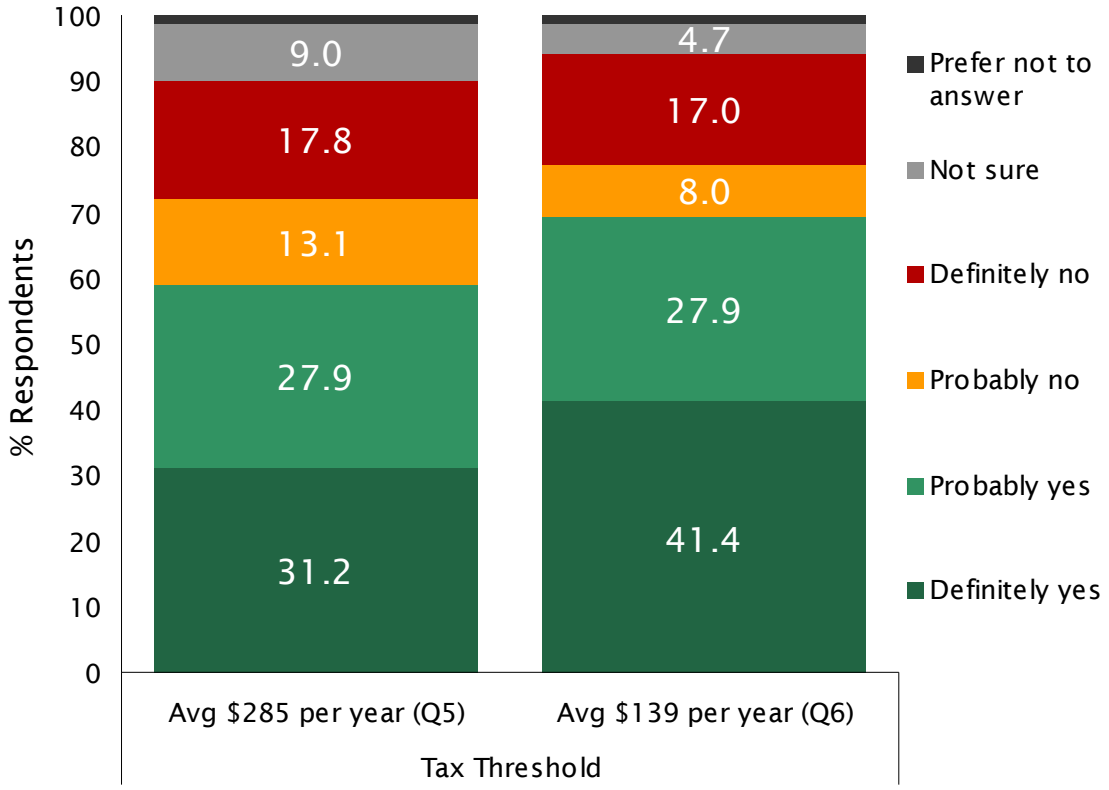


TRUENORTH RESEARCH

TAX THRESHOLD

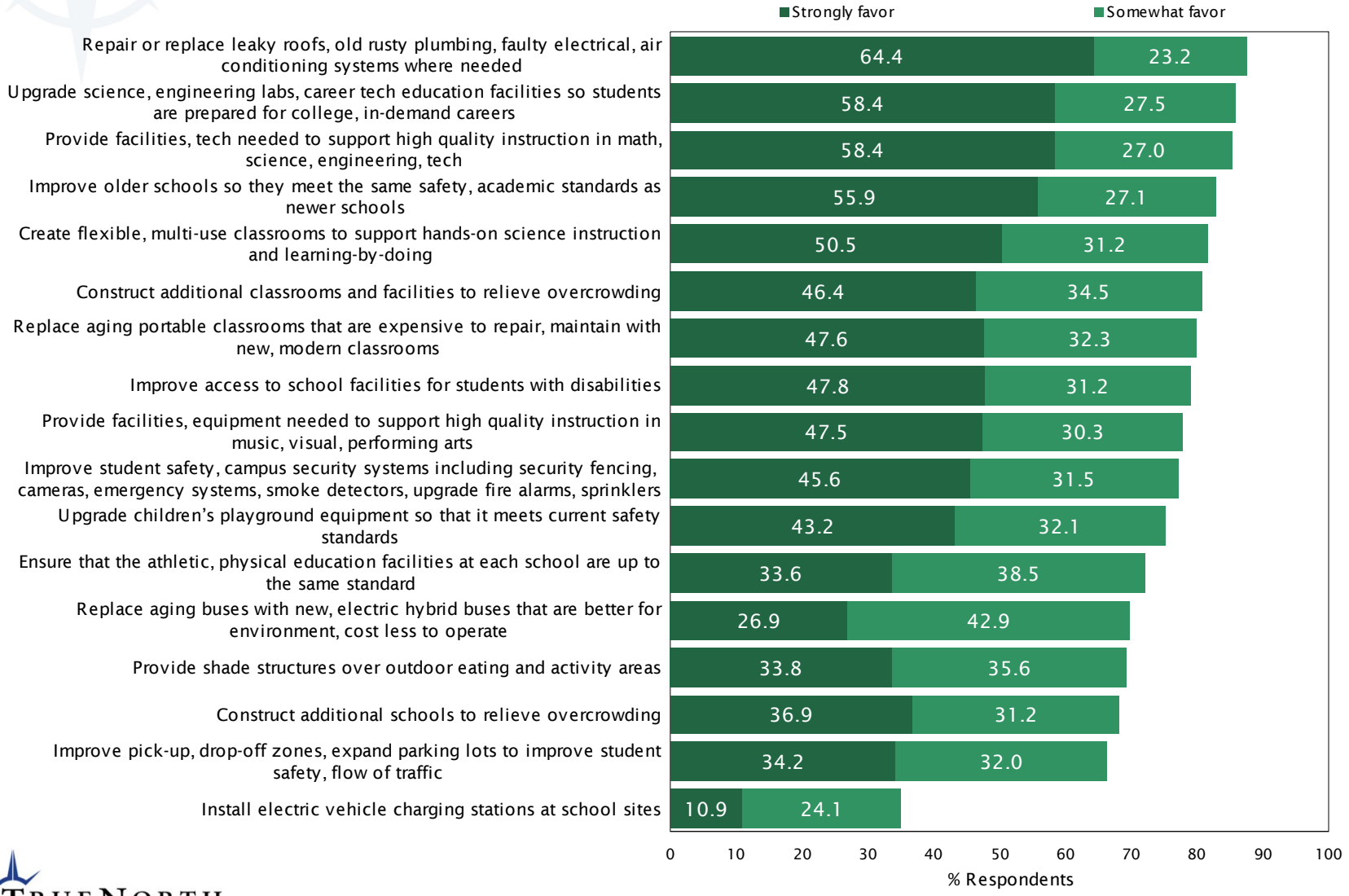


SUPPORT FOR MEASURE AT $285 & $139 PER YEAR FOR TYPICAL OWNER



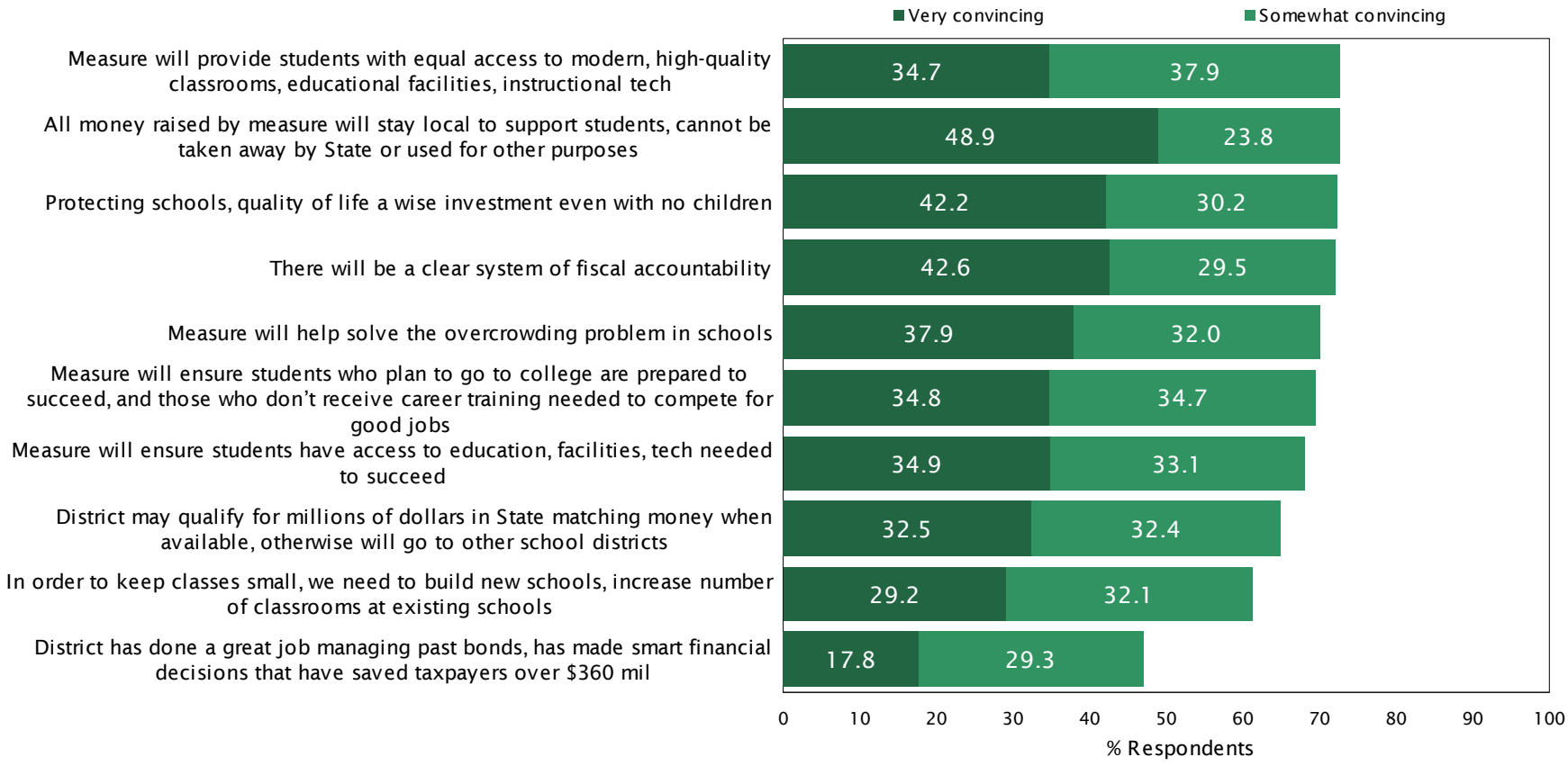
TRUE NORTH RESEARCH

PROJECTS & PROGRAMS



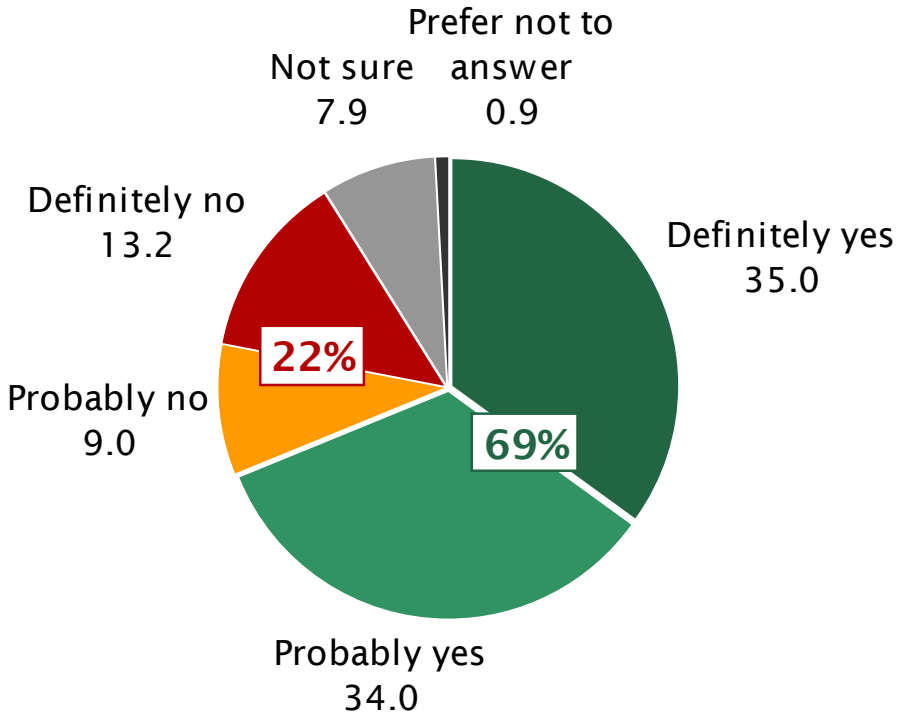
TRUE NORTH RESEARCH

POSITIVE ARGUMENTS

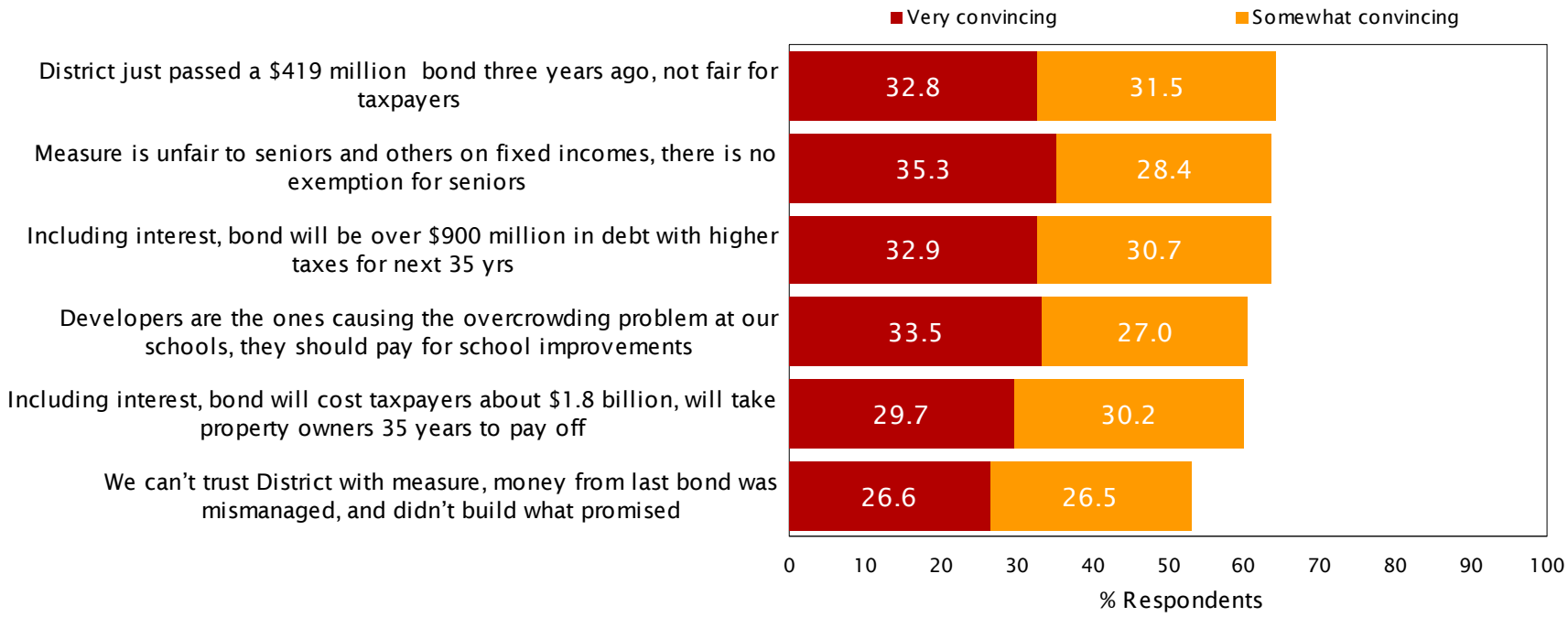


TRUENORTH RESEARCH

INTERIM BALLOT TEST

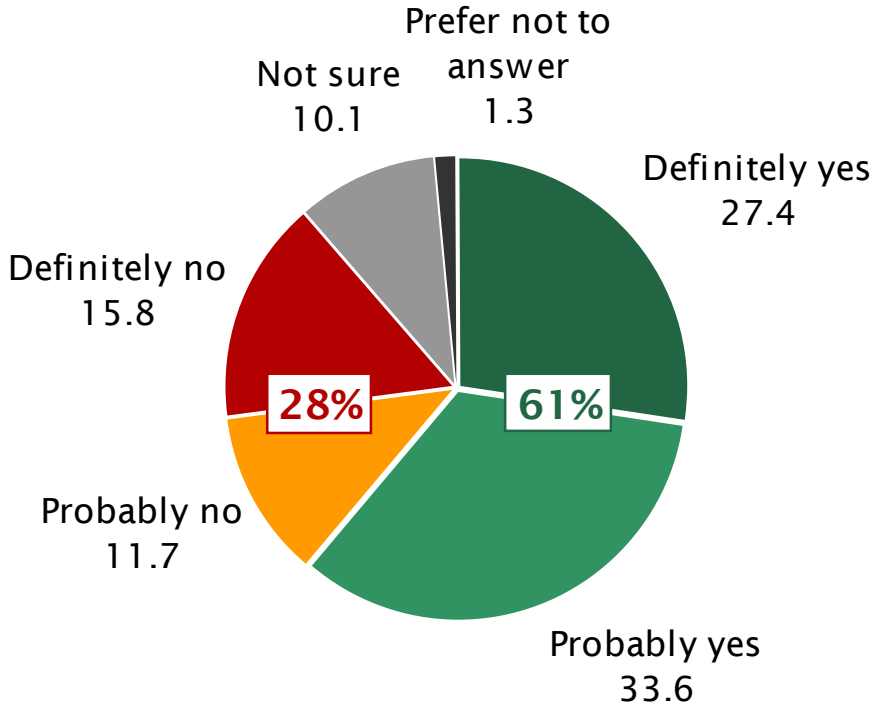


NEGATIVE ARGUMENTS



TRUENORTH RESEARCH

FINAL BALLOT TEST



TRUENORTH RESEARCH

KEY CONCLUSIONS

- Is it feasible to move forward with a bond measure? ***Yes***.
  - Voters perceive that improving the quality of education is the most important issues facing the community
  - Strong natural support for bond (70%)
  - Popular projects
  - Strong positive arguments
  - All ballot tests above 55% threshold

TRUENORTH RESEARCH

CONSIDERATIONS & TAKE-AWAYS

- Poll is a **snapshot** in time, not a crystal ball
- **Election Timing**: Both June '18 & November'18 are feasible
- **Price Tag**: Tax Rate Range $49 to $54 per $100K AV
- **Priorities:** Facility repairs, STEM classrooms and labs, career tech, and equity across schools
- **Education & Outreach**: Voter outreach & education are critical so voters understand the need, the plan, accountabilities, and the benefits.

TRUENORTH RESEARCH