MILPITAS
UNIFIED SCHOOL DISTRICT

TBWB
STRATEGIES

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Hybrid Telephone/Web Survey of Milpitas Unified School District Voters
October 2017

Methodology

- Hybrid web/telephone survey of likely voters in the Milpitas Unified School District
- Interviewing conducted by trained, professional interviewers
- Interviews conducted in English, Spanish, Chinese, and Vietnamese.
- Interviews conducted from October 11th to October 19th
  - n=400: MoE ± 4.9 percentage points
- Demographics weighted to be reflective of a likely June 2018 electorate or November 2018 electorate as noted
- Where applicable, results compared with previous surveys:

Dates	Number of Interviews	Margin of Error	Methodology	Weighted Universe
October 2017	400	± 4.9 percentage points	Phone & Online	Likely June 2018
November 2015	300	± 5.7 percentage points	Phone Only	Likely June 2016
May 2015	300	± 5.7 percentage points	Phone Only	Likely June 2016
November 2013	400	± 4.9 percentage points	Phone Only	Likely June 2014
November 2011	400	± 4.9 percentage points	Phone Only	Likely June 2012

Please note that due to rounding, percentages may not add up to exactly 100%

Key Findings

- A majority of voters have a positive opinion of the District and the quality of education in local schools.
- Anti-growth sentiment continues to be on the rise.
- A strong majority of voters are aware of the need for additional funding for school facilities.
- Initial support for a bond measure for local schools is above the 55% threshold needed for passage.
- Voters prioritize necessary repairs and upgrades as well as relieving overcrowding in schools.

Issue Environment

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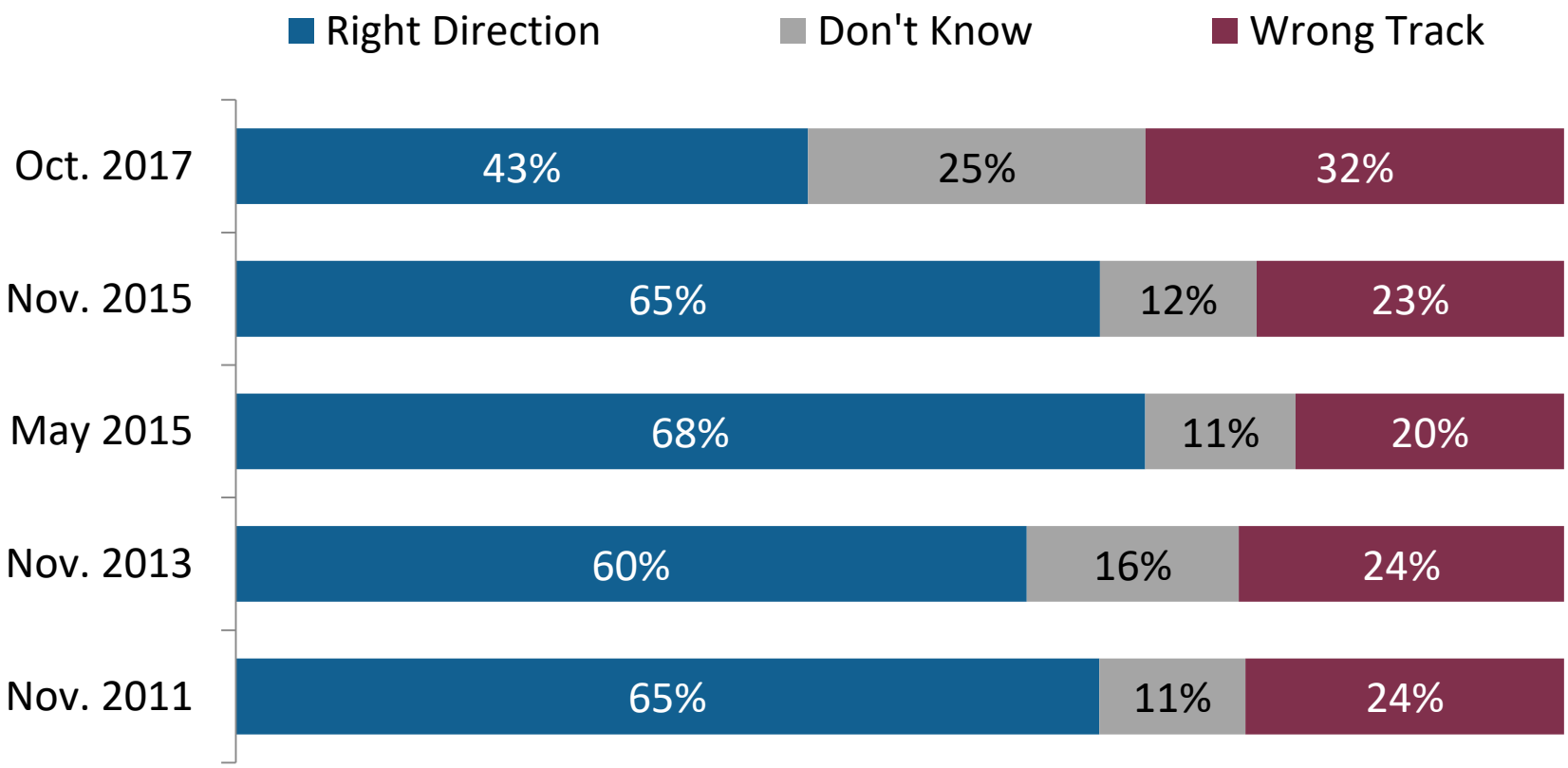
Right Direction/Wrong Track

Voter optimism is weaker than in past polling; this may be partly related to the change in survey methodology.



Q4. Do you think things in your area are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

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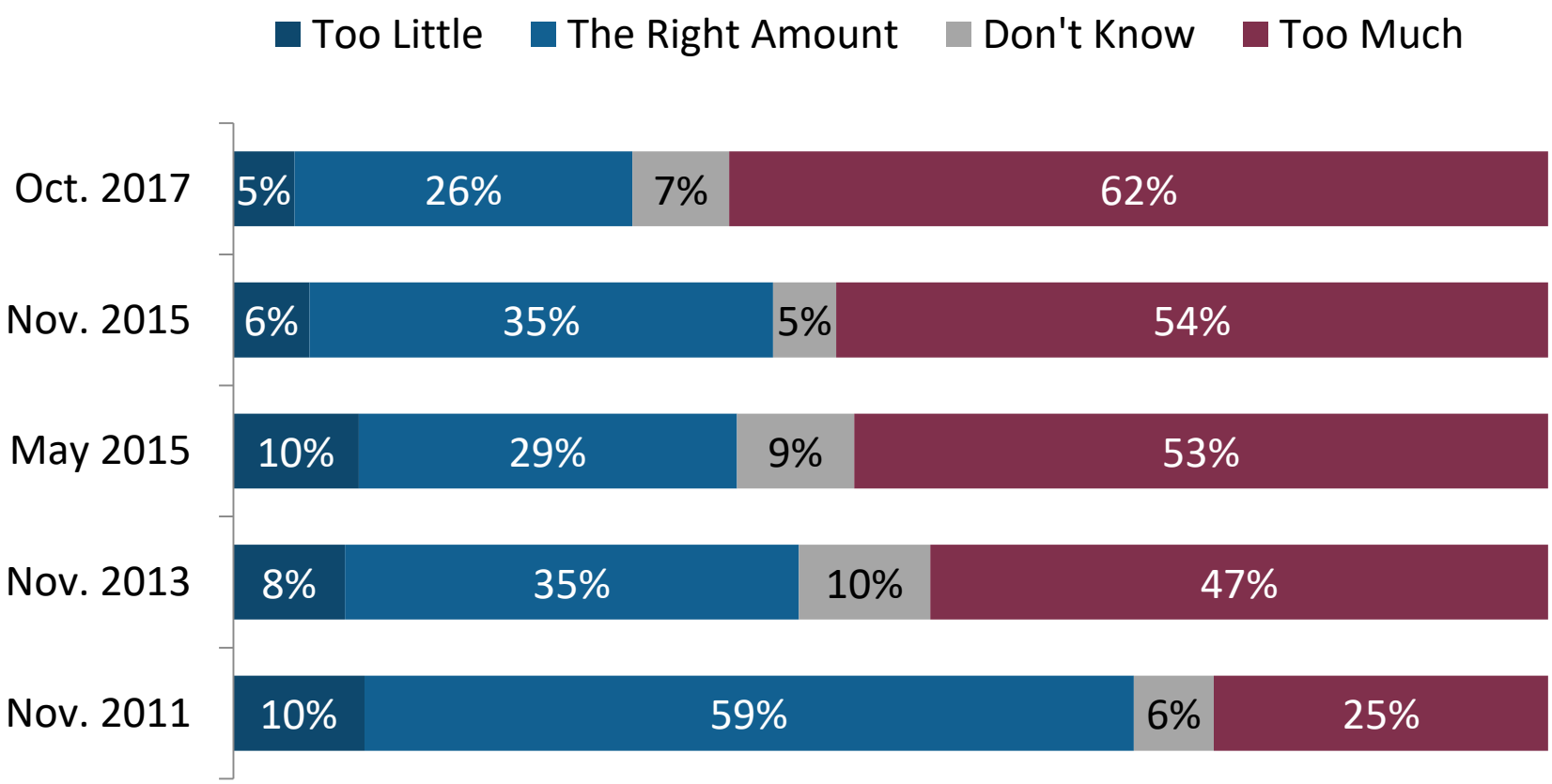
Residential Growth & Development

Anti-growth sentiment is continuing to rise.



Note: Methodology change from phone-only surveys to hybrid phone/web may impact changes over time

Q5. Thinking about residential growth and development in the Milpitas area, would you say that there is currently too much, too little, or the right amount of growth and development in your community?

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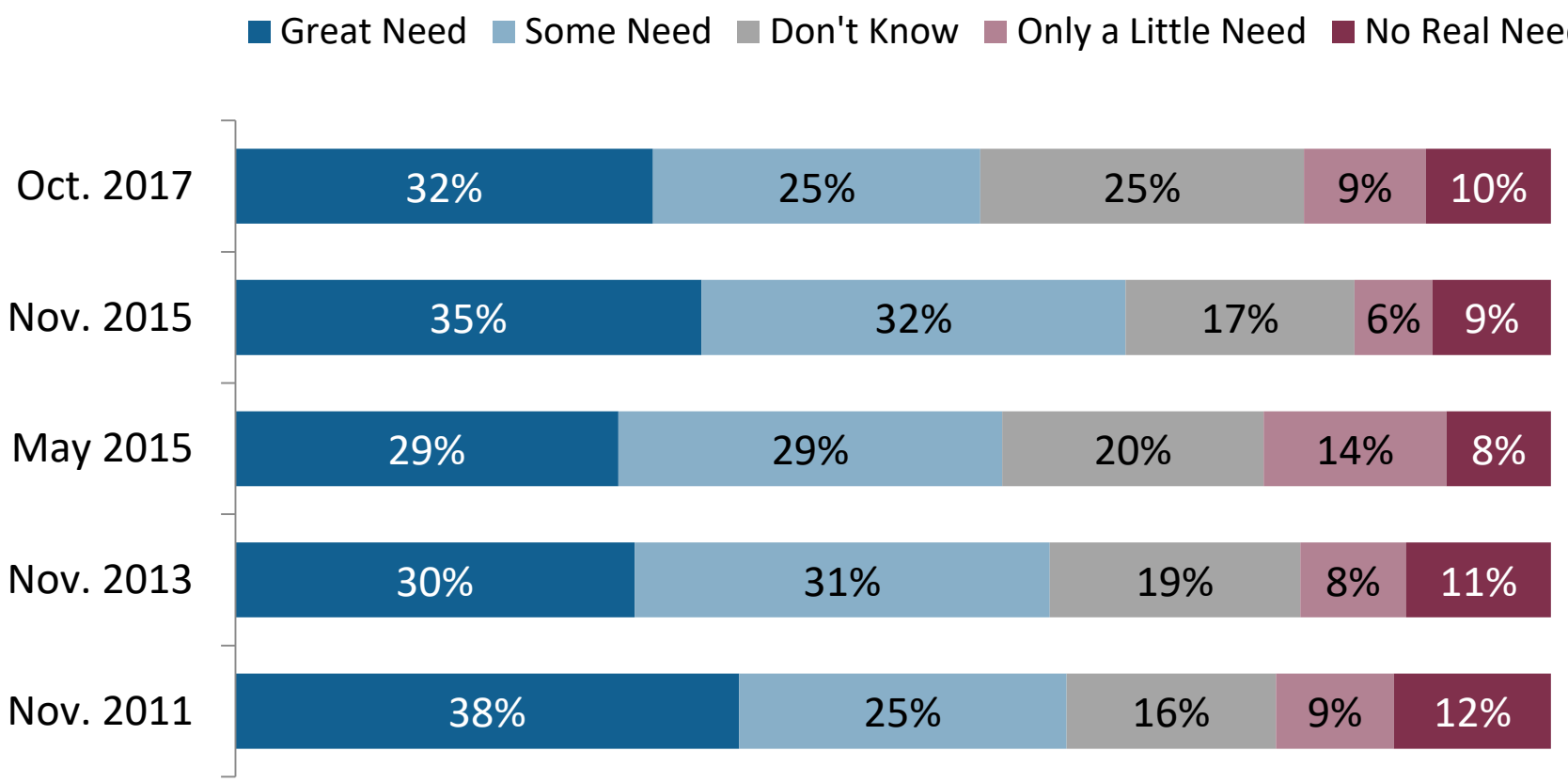
District Need for More Money (General)

Over half are aware of the District's need for more money.



Note: Methodology change from phone-only surveys to hybrid phone/web may impact changes over time

Q6. As you may know, you live in the Milpitas Unified School District. Would you say that public schools in Milpitas Unified School District have a great need for more money, some need for more money, only a little need or no real need for more money?

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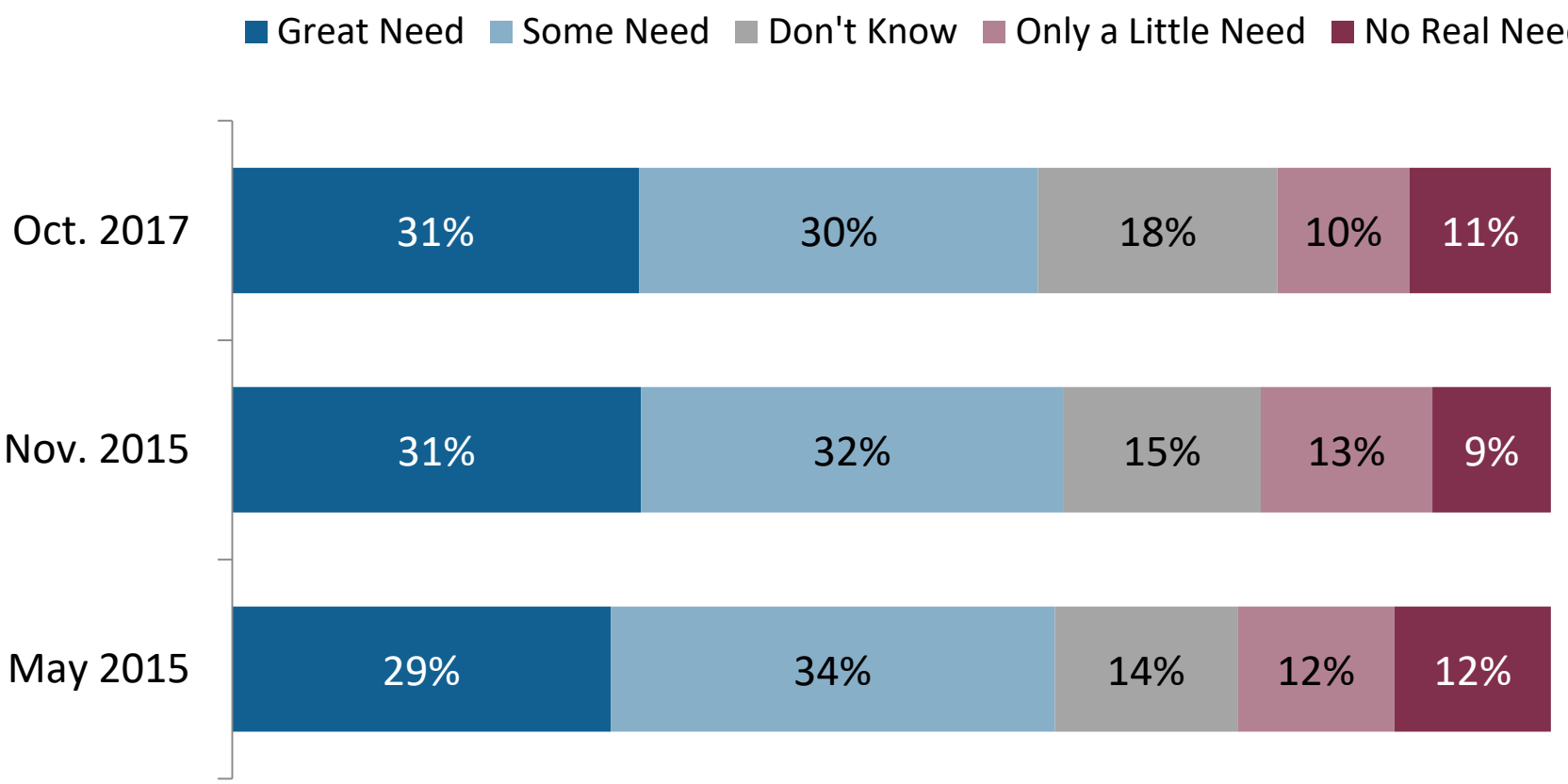
District Need for Money for Facilities

Roughly 6 in 10 voters are aware of the District's need for money for facilities.



Note: Methodology change from phone-only surveys to hybrid phone/web may impact changes over time

*Q7. And thinking specifically about school **facilities, buildings and grounds**, would you say that the schools in Milpitas Unified School District have a great need for more money, some need, a little need or no real need for more money for facilities?*

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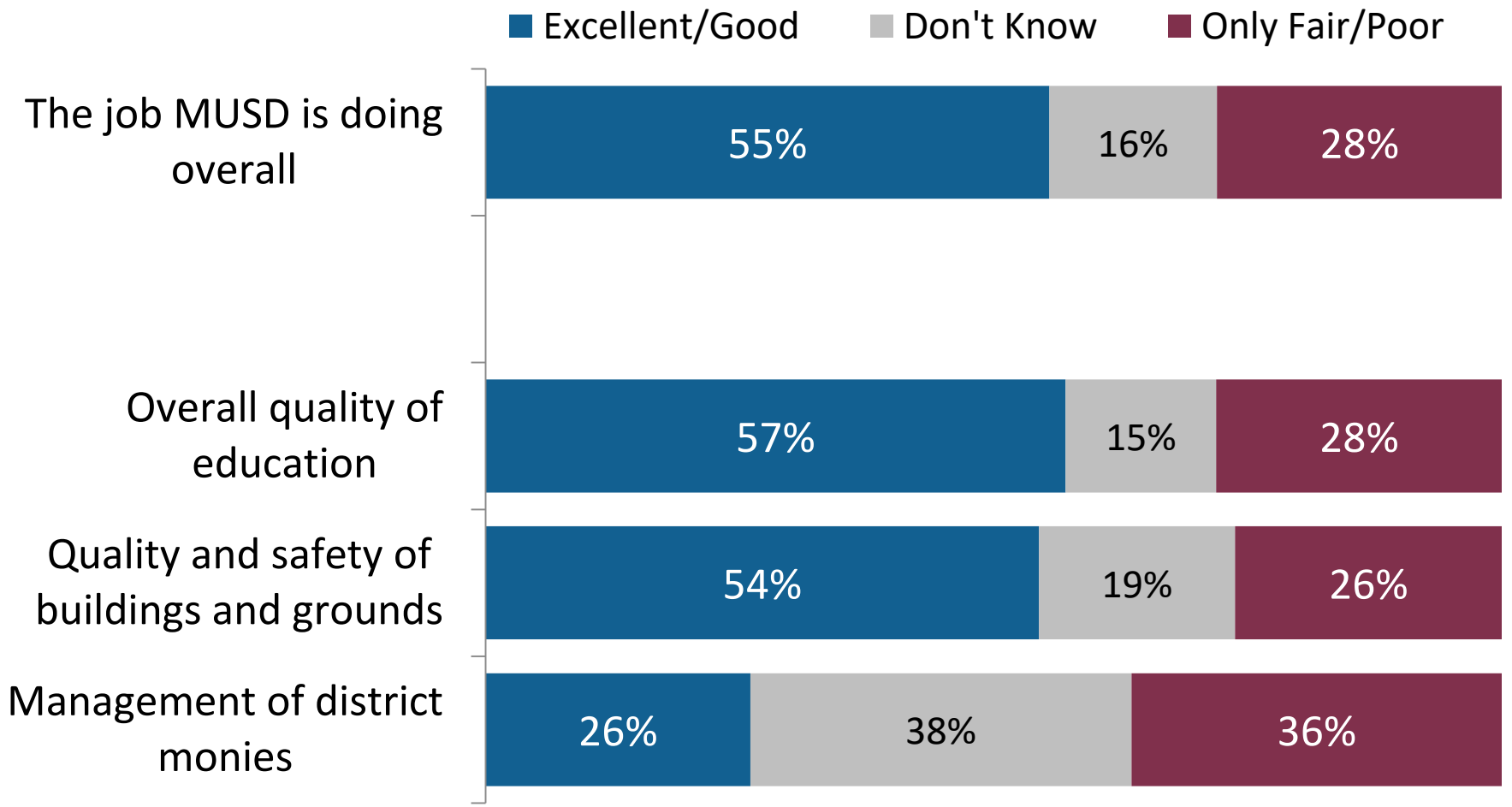
District Ratings

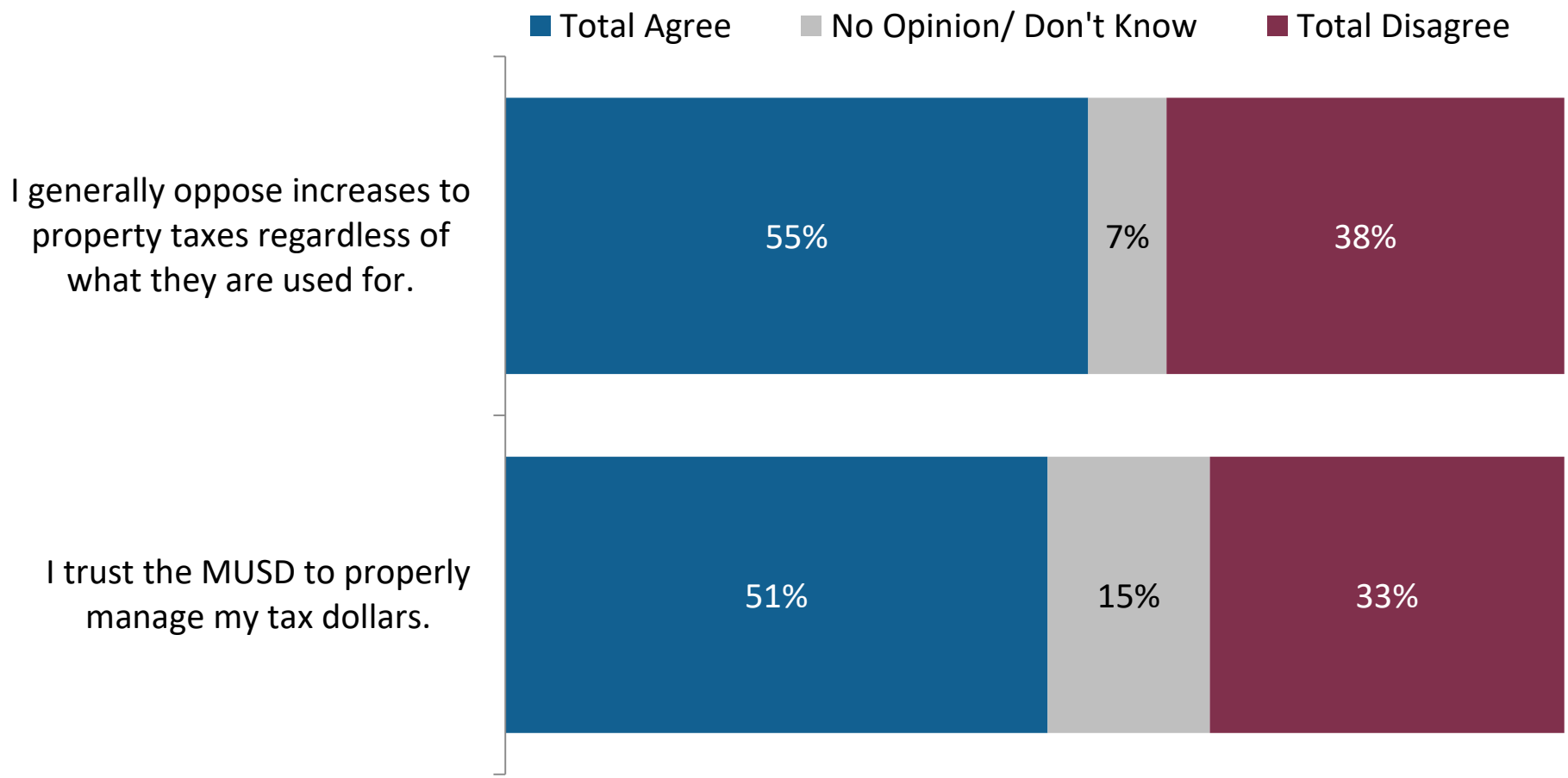
A majority give positive ratings of the overall quality of education.



Q8-11. Now, regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate the following areas relating to the Milpitas Unified School District…

Tax Sentiment

About half say they trust the District to properly manage tax dollars, while over half are sensitive to tax increases.



Q13. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: I generally oppose increases to property taxes regardless of what they are used for.

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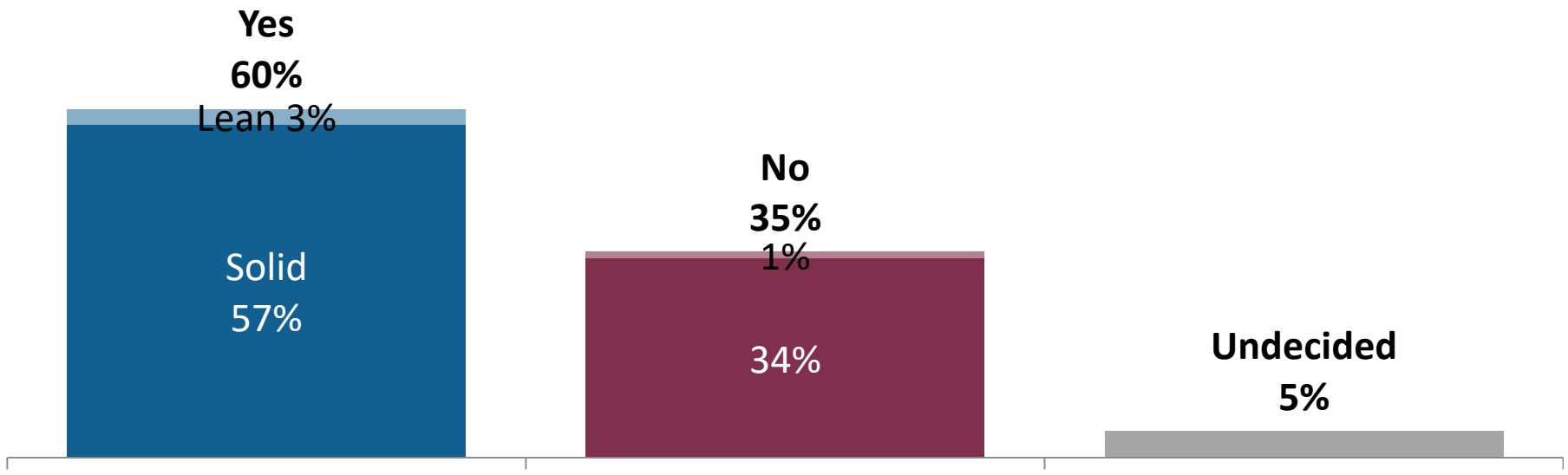
Bond Measure

Initial Vote – June 2018 Model

On the initial vote, total support exceeds the necessary 55% threshold.

*To expand, upgrade and provide additional classrooms and science labs to accommodate higher student enrollment and relieve overcrowding in Milpitas elementary, middle and high schools; update infrastructure to support instructional technology; improve student safety and school security; maximize energy and water efficiency; and repair, construct, and acquire equipment for classrooms, sites and facilities, shall Milpitas Unified School District issue **$284,000,000** in bonds at legal rates, with citizen oversight, annual audits, no funds for administrators' salaries and all funds benefiting local schools?*



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Q12. If the election were held today, would you vote Yes to approve or No to reject this measure?

Initial Vote – June vs. November

Support for a bond measure is higher among a November '18 electorate than among a June '18 electorate.

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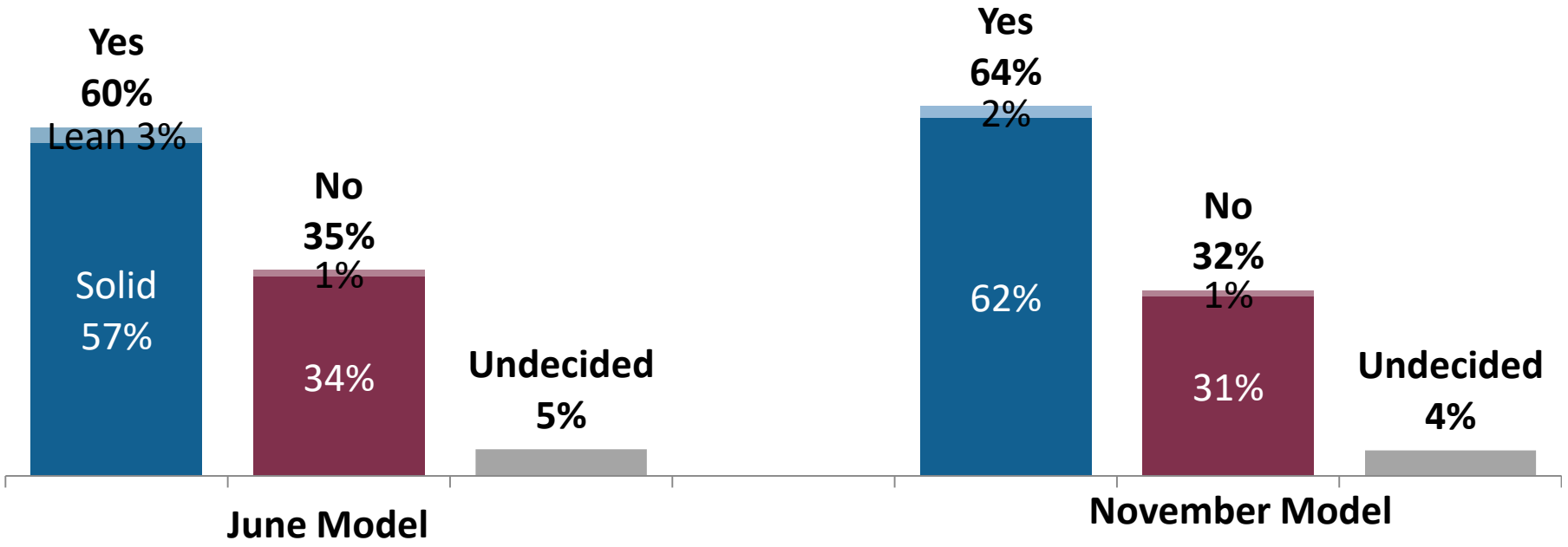

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Q12. If the election were held today, would you vote Yes to approve or No to reject this measure?

Additional Information

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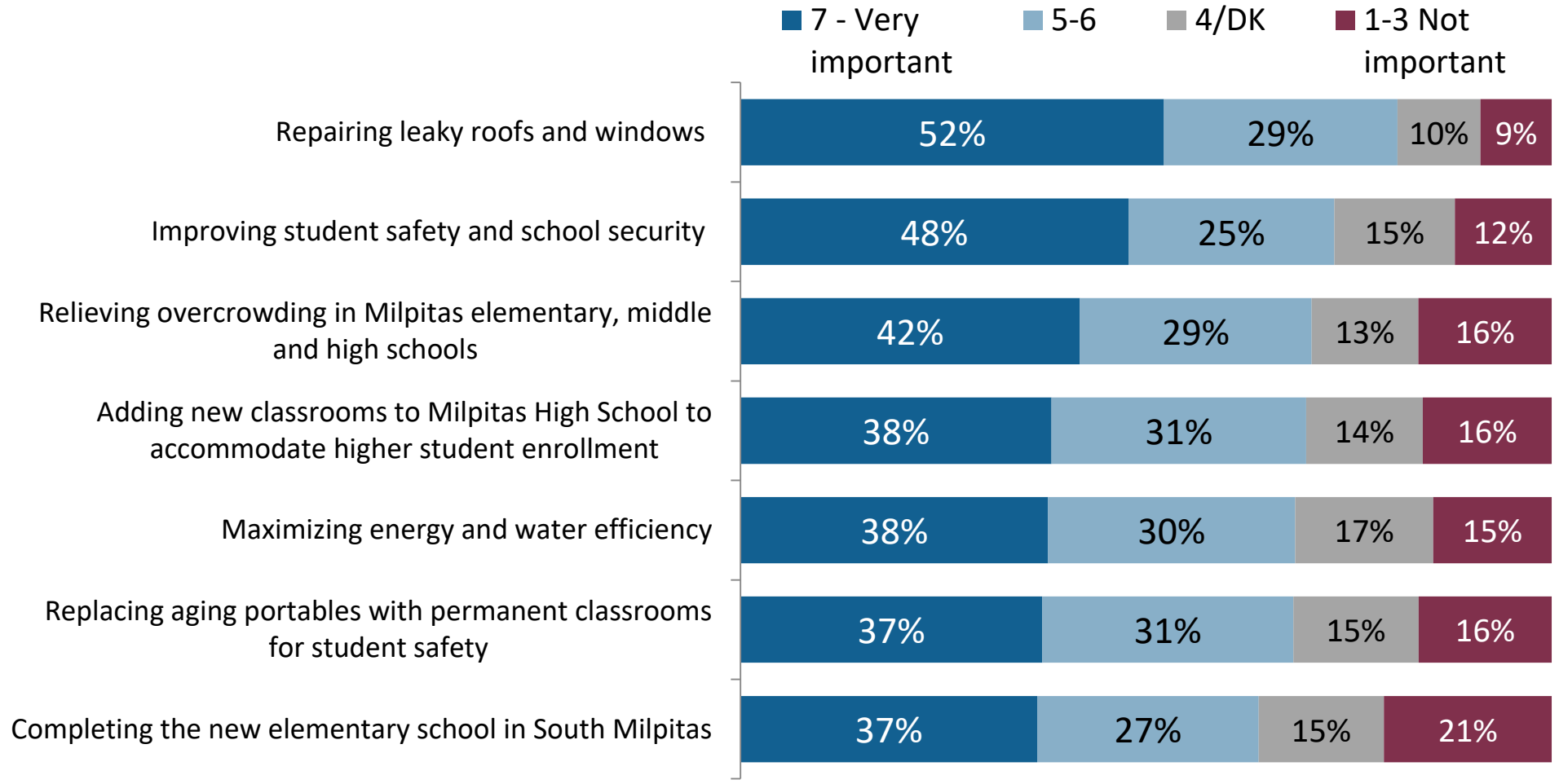
Measure Elements

Basic repairs, student safety and security, and relieving overcrowding are important priorities to voters.



Q15-Q28: I'm going to read you a list of projects that could be funded by a Milpitas Unified School District bond measure. On a scale of one to seven, where one is not important at all and seven is very important, please tell me how important each of the projects is to you.

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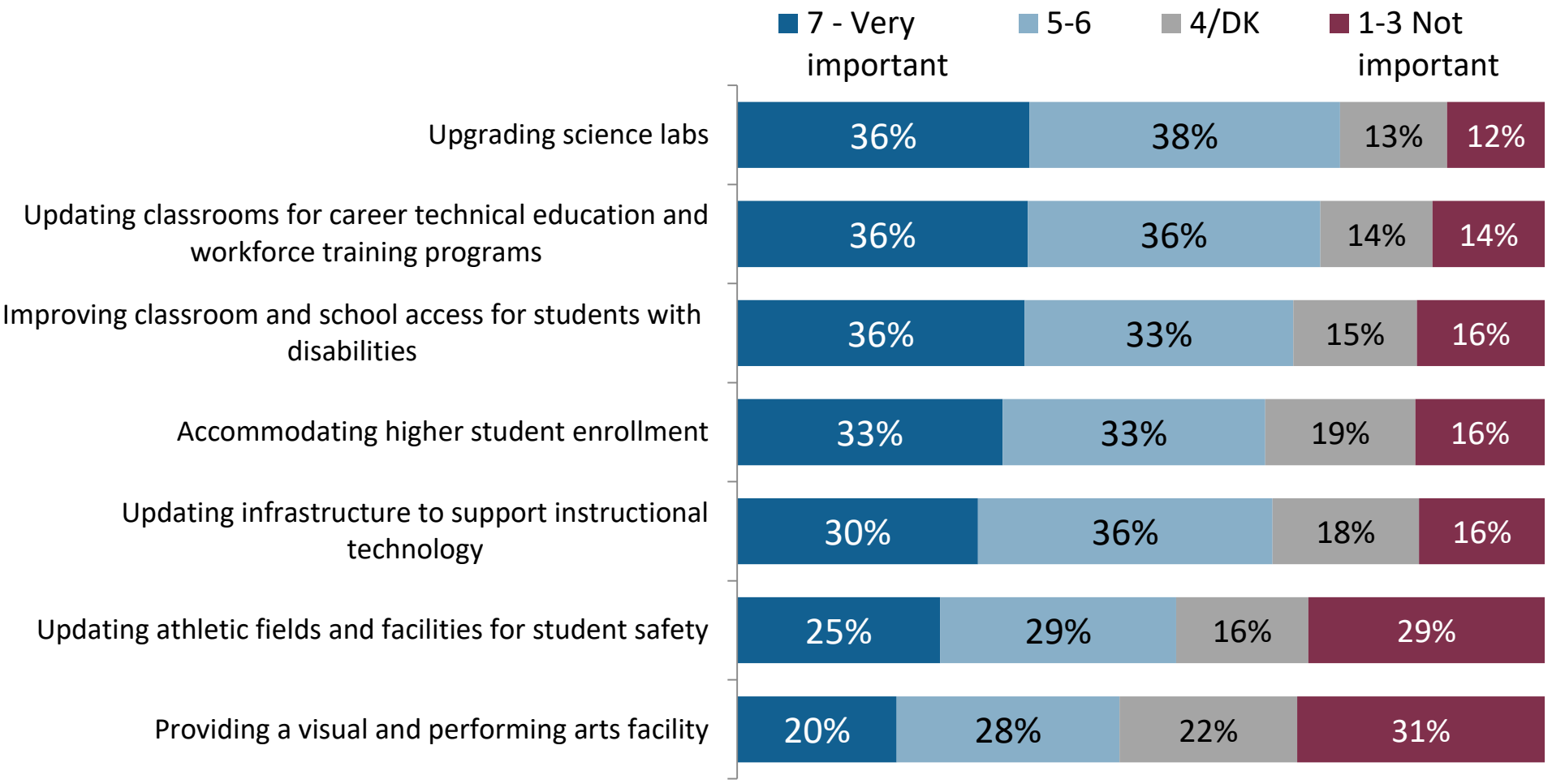
Measure Elements, Continued

Most measure elements are viewed as important, though some with less intensity.



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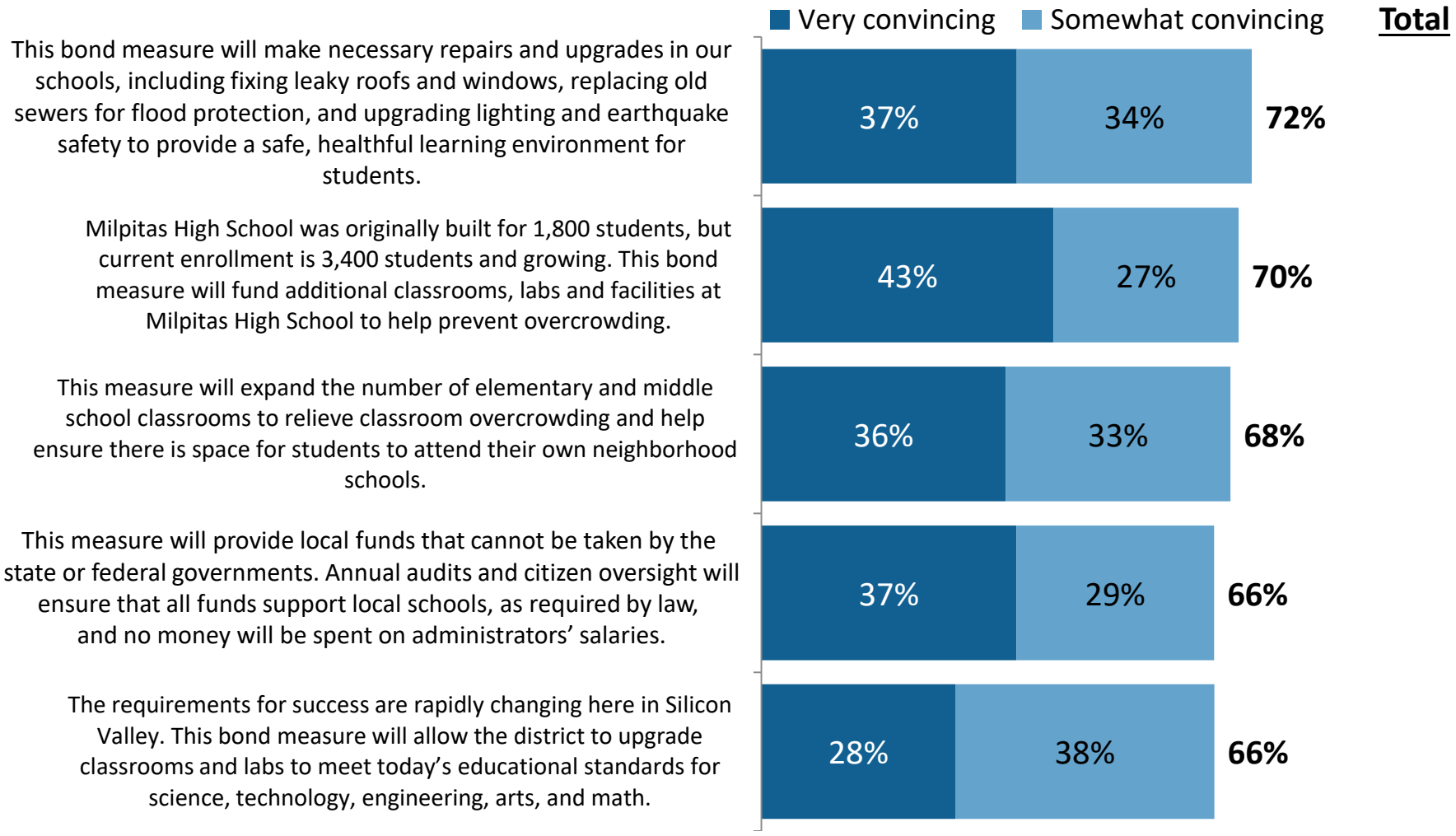
Additional Information

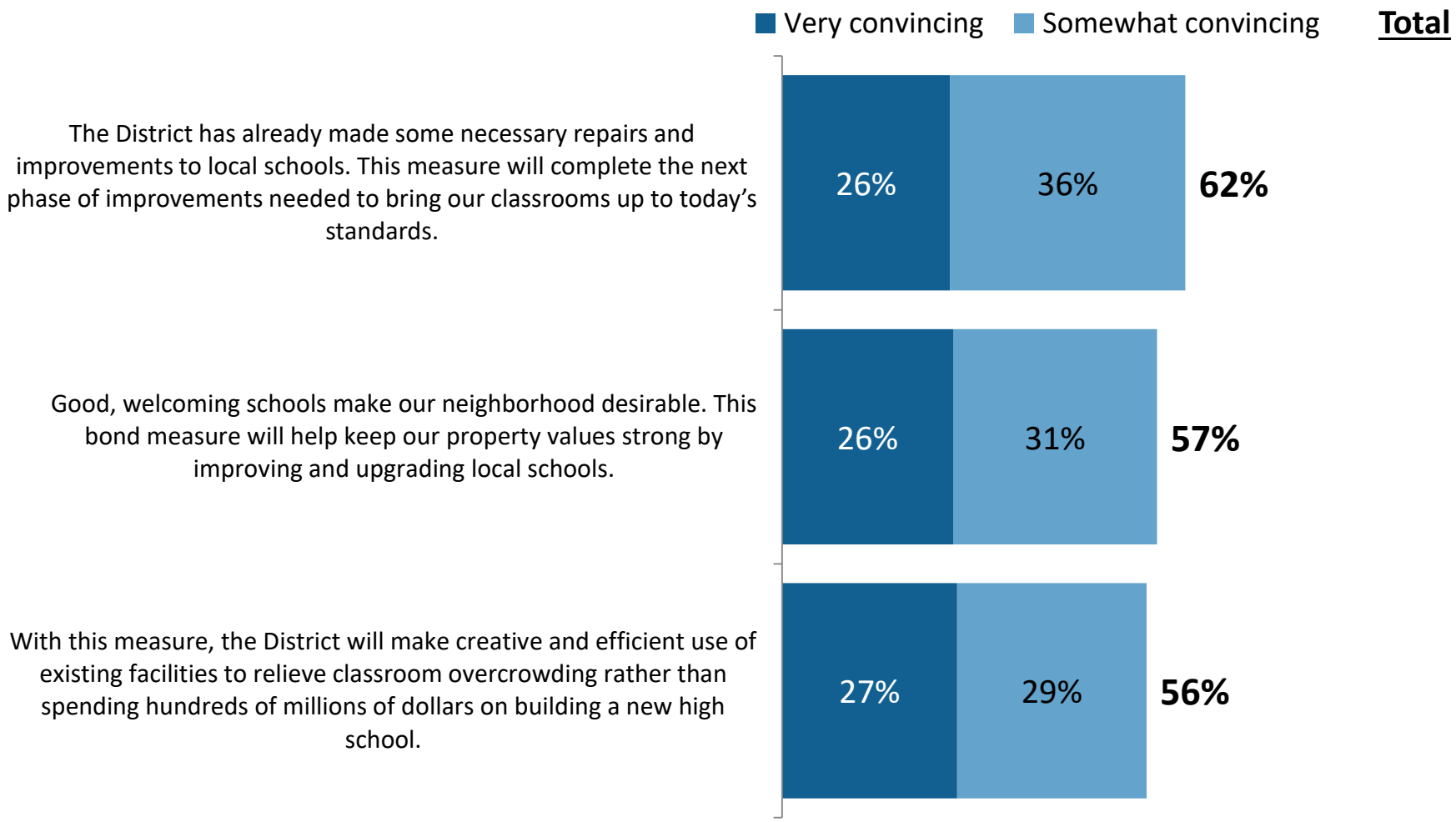
Information about necessary repairs/upgrades and overcrowding is compelling as a reason to support a bond measure.



Q29-38. Here are some things that supporters of the proposed bond measure for the Milpitas Unified School District have said. After each one, please indicate how convincing that statement is as a reason to vote for the measure.

Additional Information, Continued

Other information is also convincing to a majority of voters.



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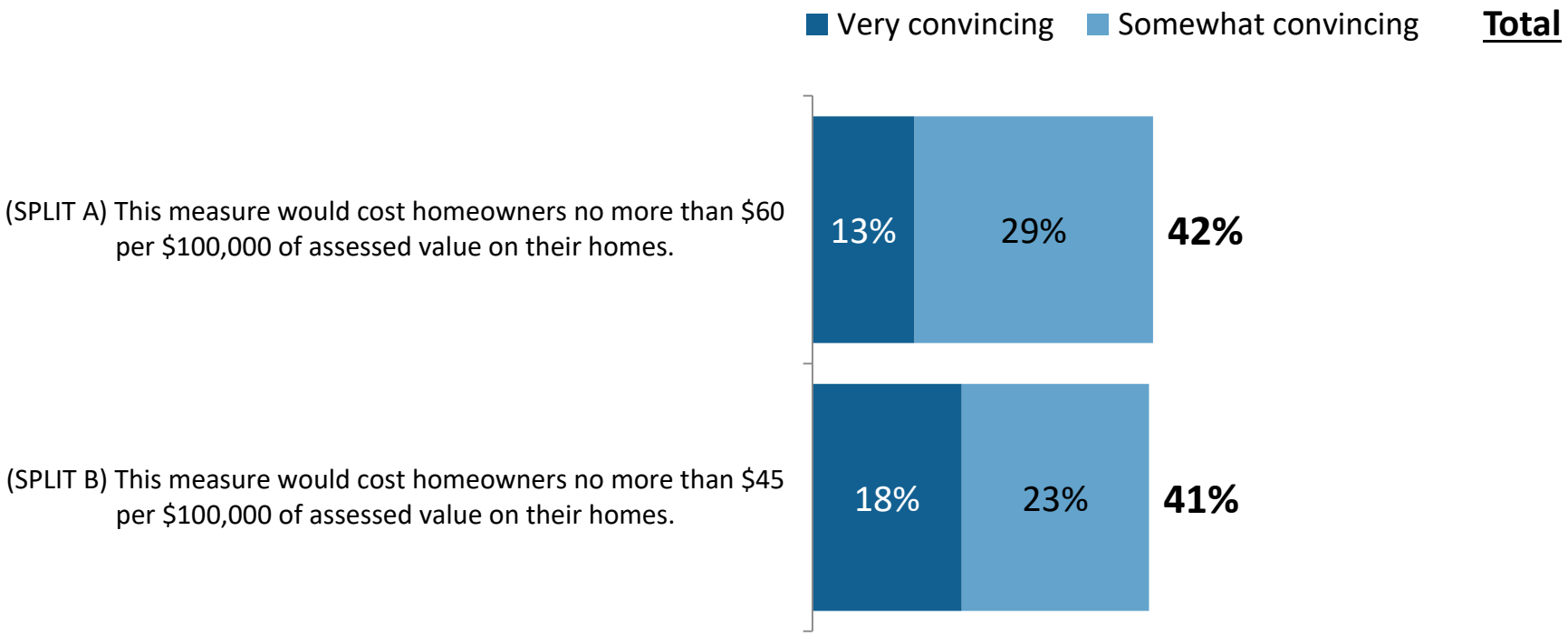
Measure Cost Information

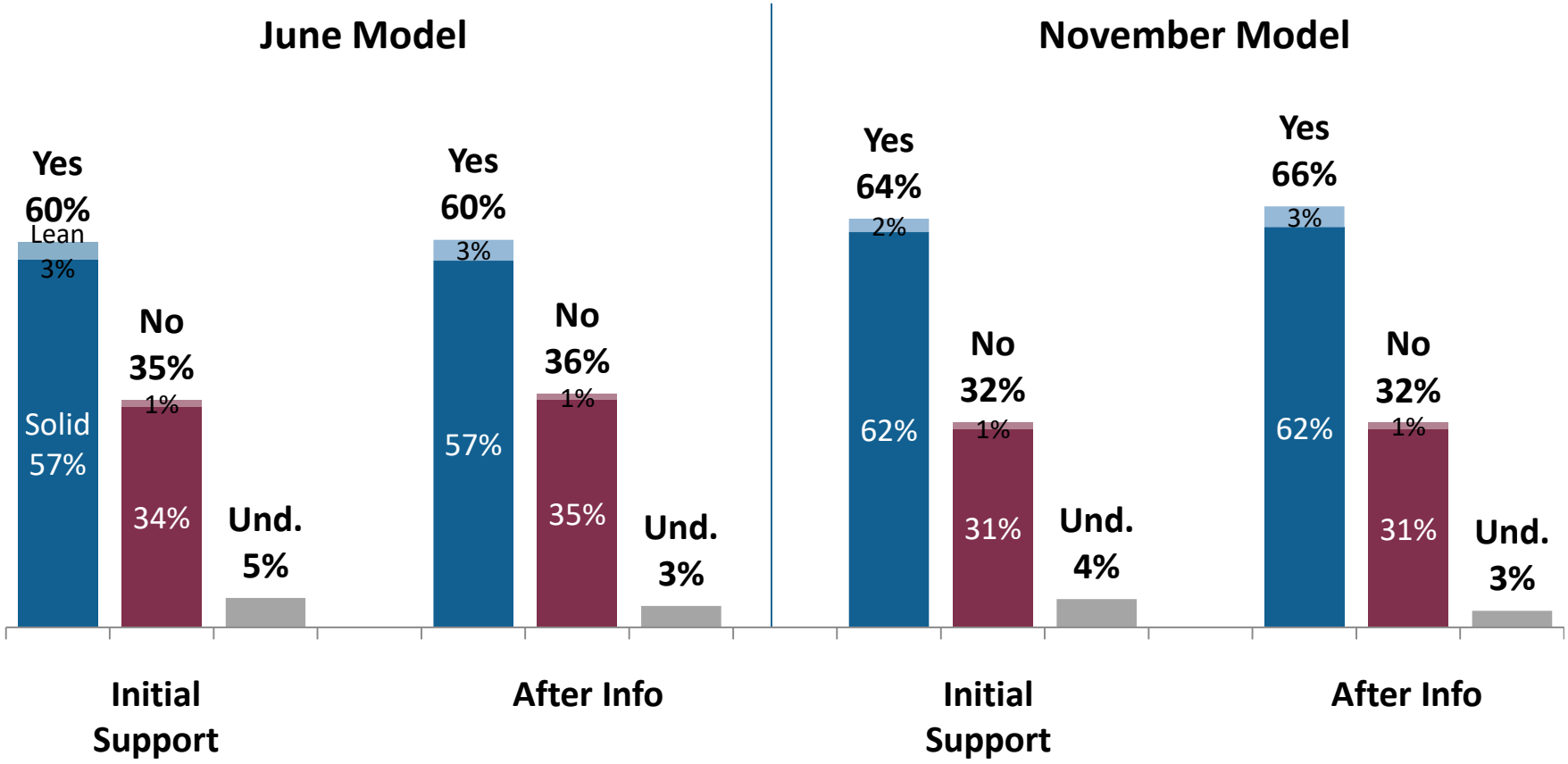
Hearing the cost to homeowners is a convincing reason to support the measure for under half. There is little difference between those who heard the different costs.



Q29-38. Here are some things that supporters of the proposed bond measure for the Milpitas Unified School District have said. After each one, please indicate how convincing that statement is as a reason to vote for the measure.

Bond – After Info

Hearing more information does not significantly change overall support.



Q39. …would you vote yes to approve or no to reject the measure?

Summary of Messages

Many find additional positive and negative information about a potential measure convincing.

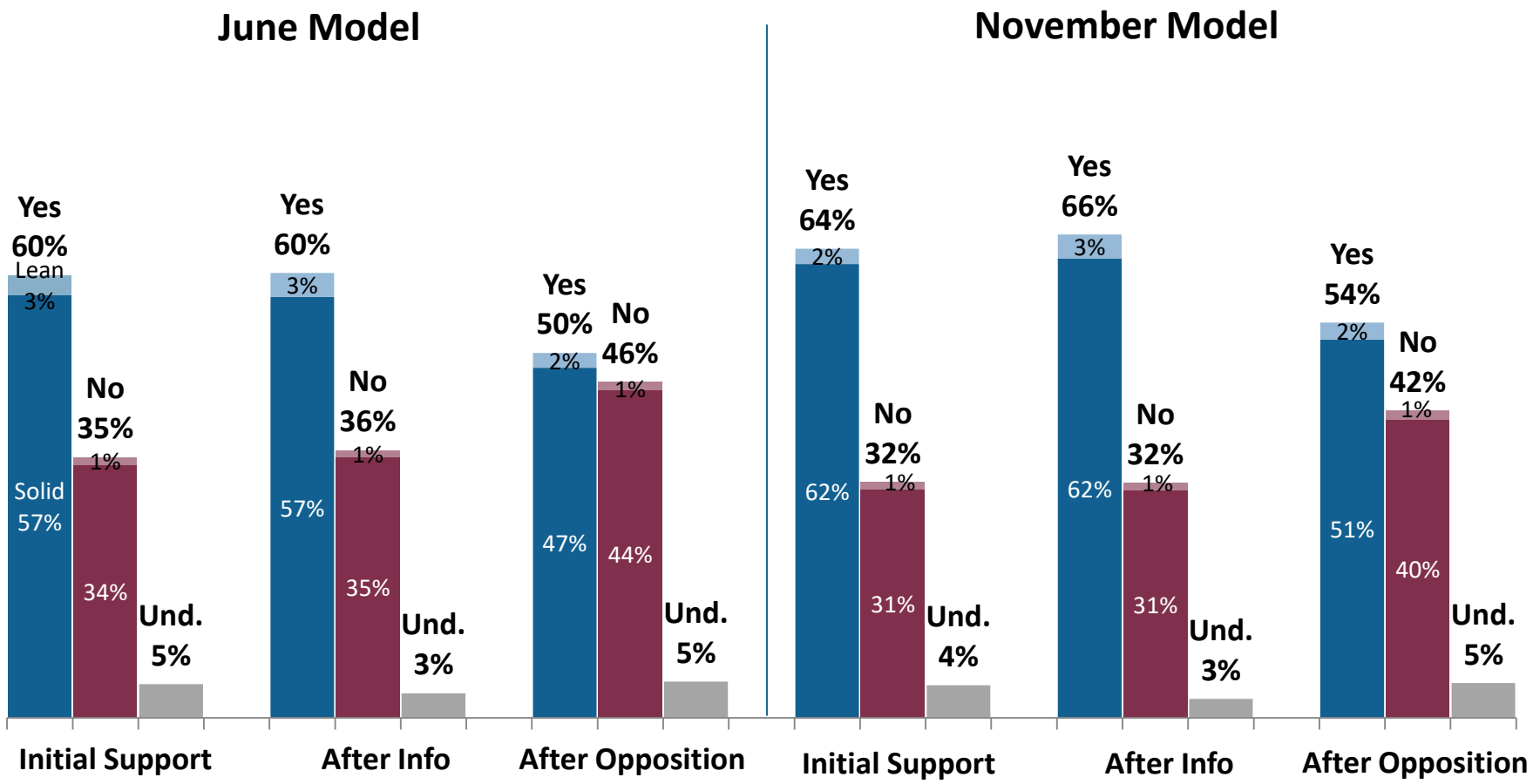
Positive Information	% Convincing
Necessary Repairs: This bond measure will make necessary repairs and upgrades in our schools to provide a safe, healthful learning environment for students.	72%
High School Overcrowding: Milpitas High School was originally built for 1,800 students. This bond measure will help prevent overcrowding.	70%
Neighborhood Schools: This measure will expand the number of elementary and middle school classrooms to help ensure students can attend their own neighborhood schools.	68%

Potential Opponents' Messages	% Convincing
2012 Repeat: Repeat of a bond measure that passed in 2012. We shouldn't give the District more money to pay for the same projects that they should have already completed.	69%
Too Many Taxes: There are too many taxes in our area. Homeowners are already paying a parcel tax and a bond for the District.	68%
Money Management: We can't trust the school district to manage money properly. They need to do a better job managing the money they have instead of asking taxpayers for even more.	64%

Note: Messages have been paraphrased

Vote Progression Through Survey

Potential opposition messages are effective. Support falls well below 55% among likely June '18 voters.



Q44. Based on what you've heard, would you vote yes to approve or no to reject a measure that reads…If the election were held today, would you vote yes to approve or no to reject the measure?

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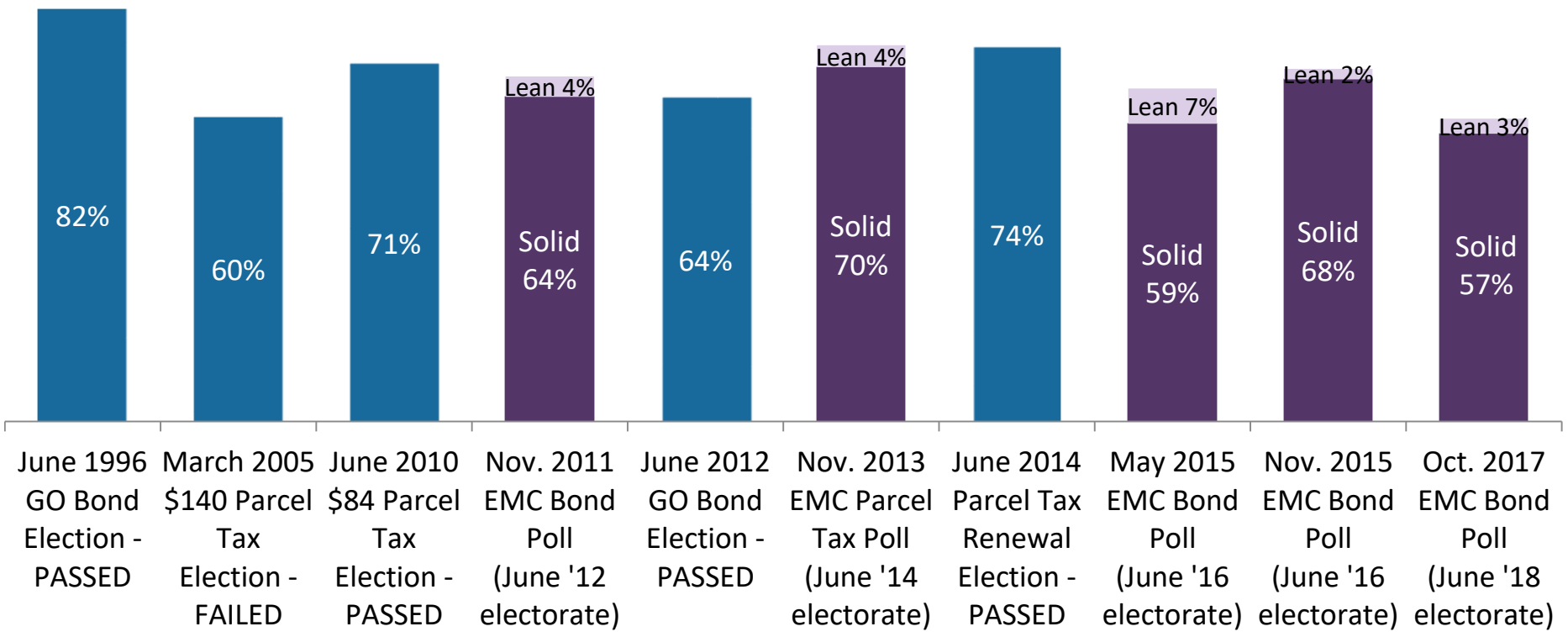
Overview of Recent Polling and Election Results

An overview of recent polling and elections in the district shows that election results track with poll results and that the community has been generally supportive of local school measures.

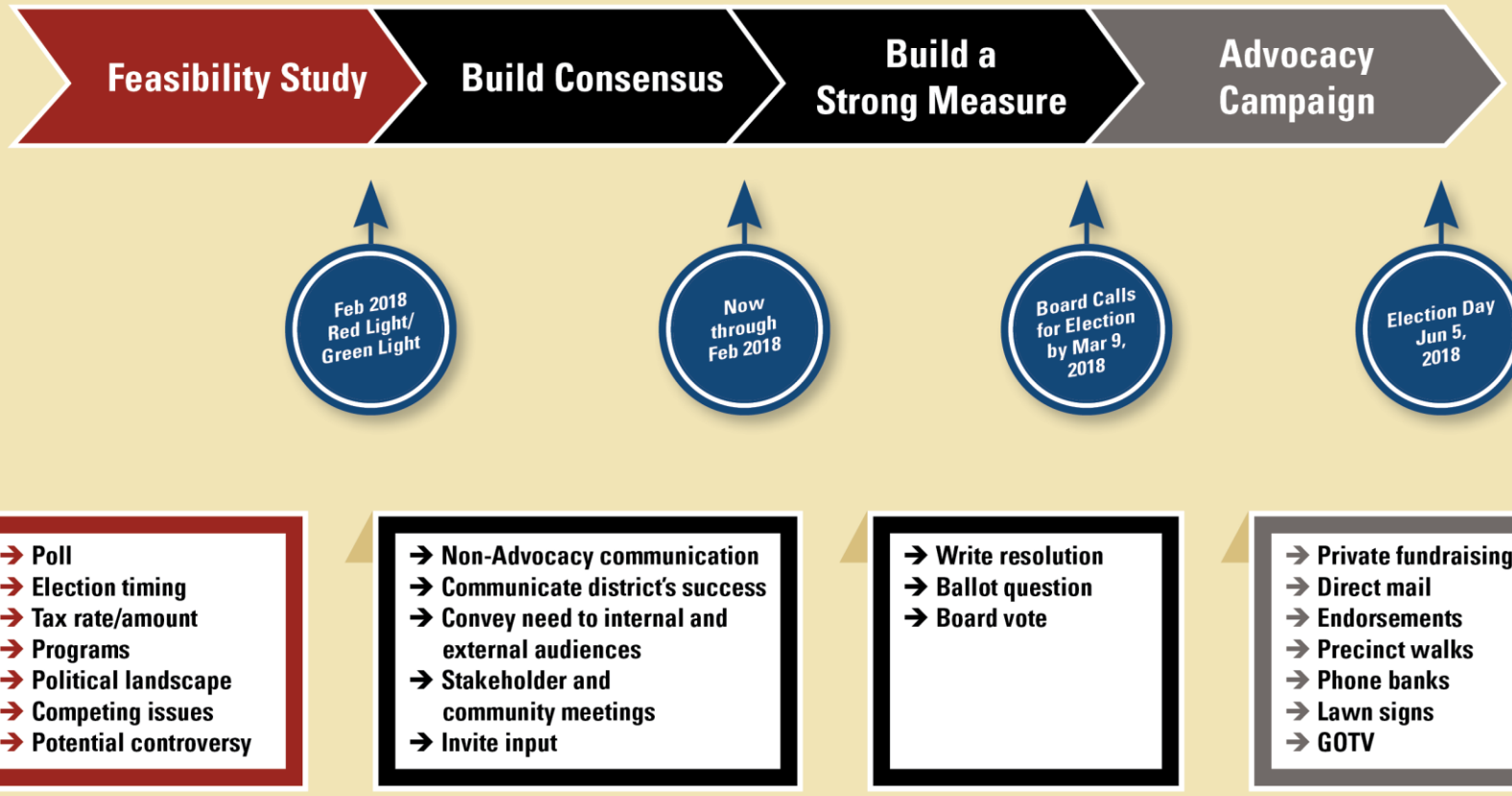


Election results are in blue and poll results are in purple.

Conclusions and Recommendations

- Although local voters are divided about how things are going in the community and many appear to be unhappy with local growth and development, a majority rate the Milpitas Unified School District positively and support an investment in the schools.
- A bond measure appears feasible for the 2018 ballot. However, an opposition campaign could be impactful.
- A June election would be difficult and may not be viable.
- A privately funded outreach effort would be essential to help voters understand the bond would provide for necessary repairs and upgrades in local schools and ease overcrowding in the high school, middle and elementary schools.

Timeline


Feasibility Study
Build Consensus
Build a Strong Measure
Advocacy Campaign
Feb 2018 Red Light/ Green Light
Now through Feb 2018
Board Calls for Election by Mar 9, 2018
Election Day Jun 5, 2018
→ Poll
→ Election timing
→ Tax rate/amount
→ Programs
→ Political landscape
→ Competing issues
→ Potential controversy
→ Non-Advocacy communication
→ Communicate district's success
→ Convey need to internal and external audiences
→ Stakeholder and community meetings
→ Invite input
→ Write resolution
→ Ballot question
→ Board vote
→ Private fundraising
→ Direct mail
→ Endorsements
→ Precinct walks
→ Phone banks
→ Lawn signs
→ GOTV

Feasibility

- Poll results indicate that November 2018 voters are more supportive of a measure than June 2018 voters
- A successful June election would require an aggressive independent campaign that could change who votes in the election
- A measure is more likely to be successful in November
- Political landscape in November is different than June

Next Steps

- Continue outreach to community to provide information about needs and potential plan
- Seek feedback and incorporate input into final plan
- Communicate with:
  - Internal Stakeholders: Teachers, staff and parents
  - Community leaders: Elected officials, community groups and leaders
  - Voters

Contact Information

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