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## San Mateo – Foster City Elementary School District: 2018 Revenue Measure Feasibility Survey

March 26, 2018

The San Mateo – Foster City Elementary School District commissioned Godbe Research to conduct a survey of local residents with the following research objectives:

- Assess potential voter support for a parcel tax measure to provide necessary funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential support;
- Identify the rate and duration issues; and
- Identify any differences in support due to demographic and/or behavioral characteristics.

- Data Collection Landline (130), text to online (263), and email to online (197) interviewing
- Universe 46,205 likely November 2018 voters in the San Mateo – Foster City Elementary School District, with subsamples of those likely to vote in the Mail Ballot election (26,930) and June 2018 (20,287) elections
- Fielding Dates February 22 through March 1, 2018
- Interview Length 21 minutes
- Sample Size  
590 Likely November 2018 voters  
509 Likely Mail Ballot voters  
407 Likely June 2018 voters
- Margin of Error  
± 4.01% Likely November 2018 voters  
± 4.30% Likely Mail Ballot voters  
± 4.81% Likely June 2018 voters

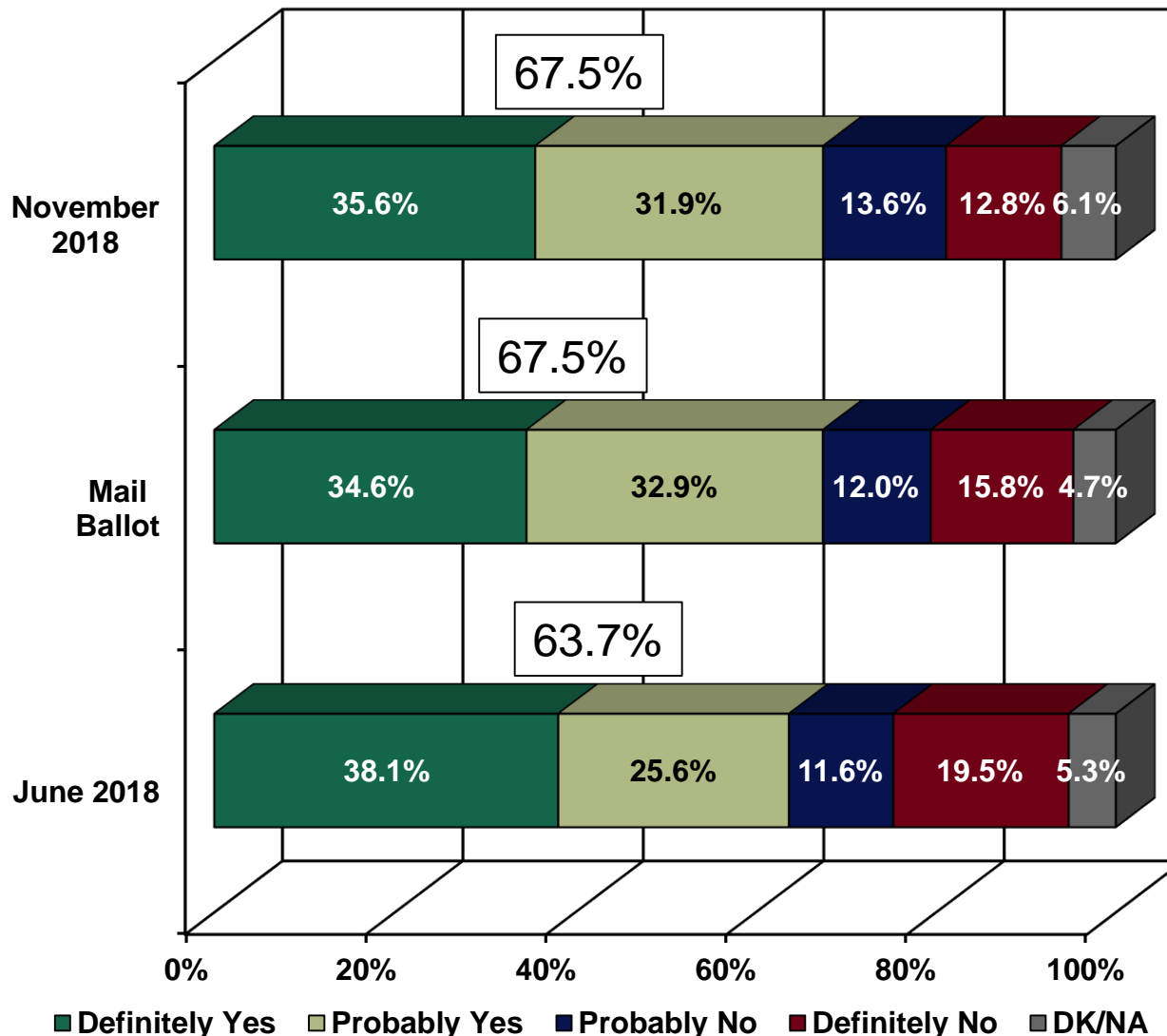


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## Key Findings

# Q1. Uninformed Support: \$398 Parcel Tax Sample A

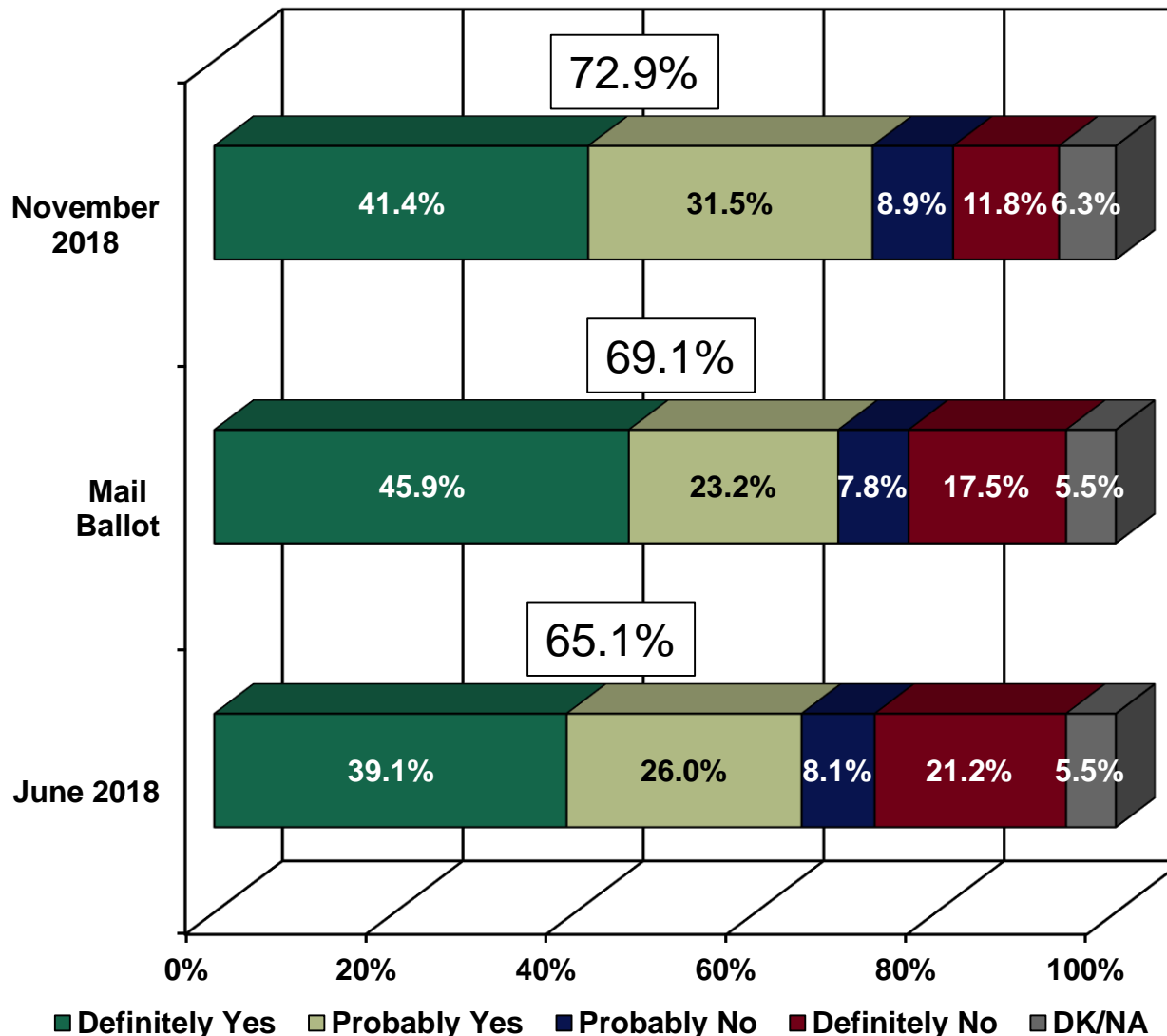


San Mateo-Foster City Elementary School District Excellence in Education Measure. To provide necessary funding, that cannot be taken away by the state, to:

- Attract and retain excellent teachers;
- Enhance outstanding math, science, technology, reading and writing programs;
- Reduce class sizes; and
- Support art, drama and music programs;

shall San Mateo-Foster City Elementary School District's measure levying an ongoing \$398 educational parcel tax, raising \$13 million dollars annually, no funds for administrators' salaries, requiring independent citizen oversight ensuring funds are spent as promised in Foster City and San Mateo classrooms, be adopted?

## Q2. Uninformed Support: \$298 Parcel Tax Sample B



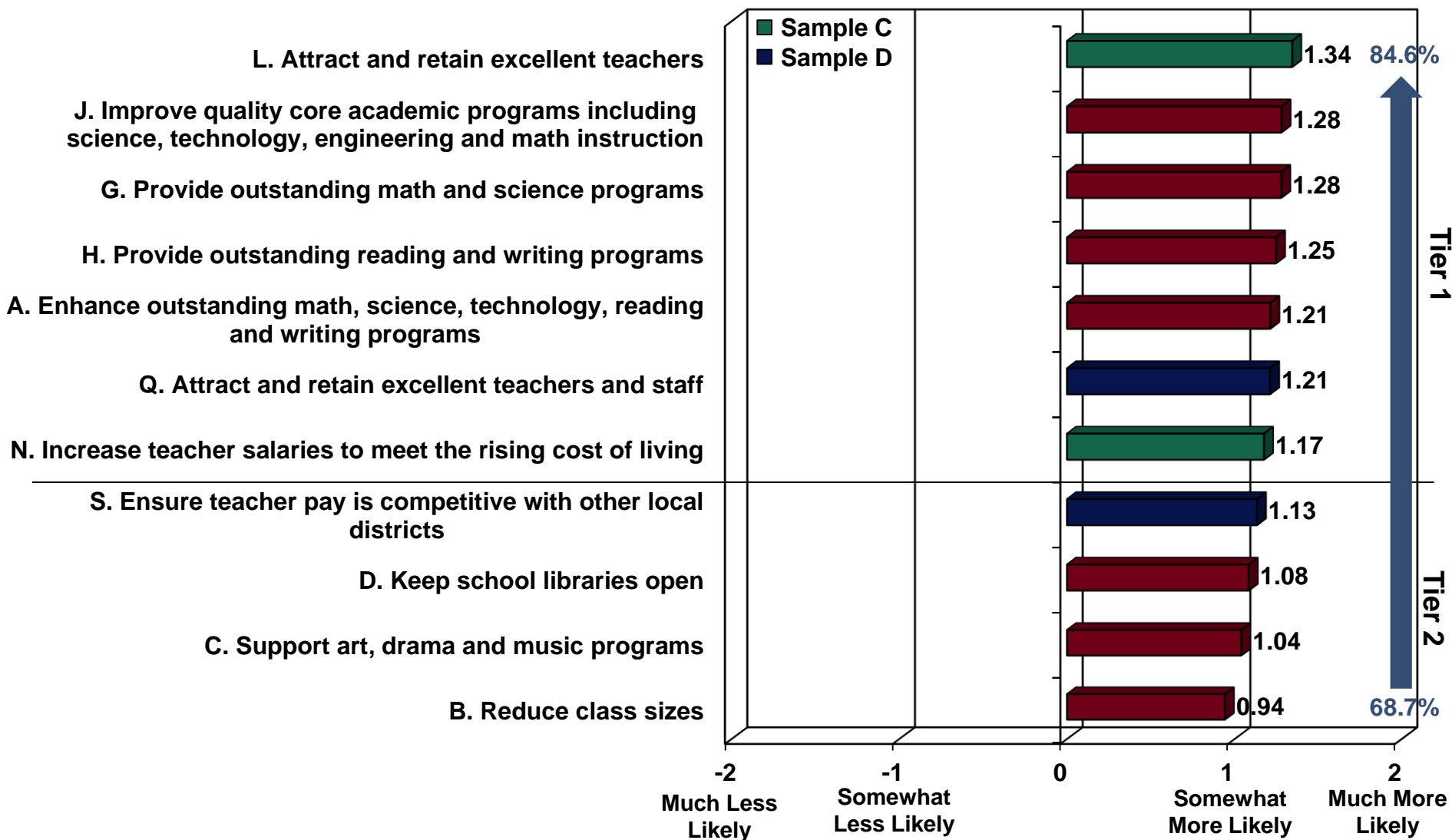
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# Q3. Features of the Measure I

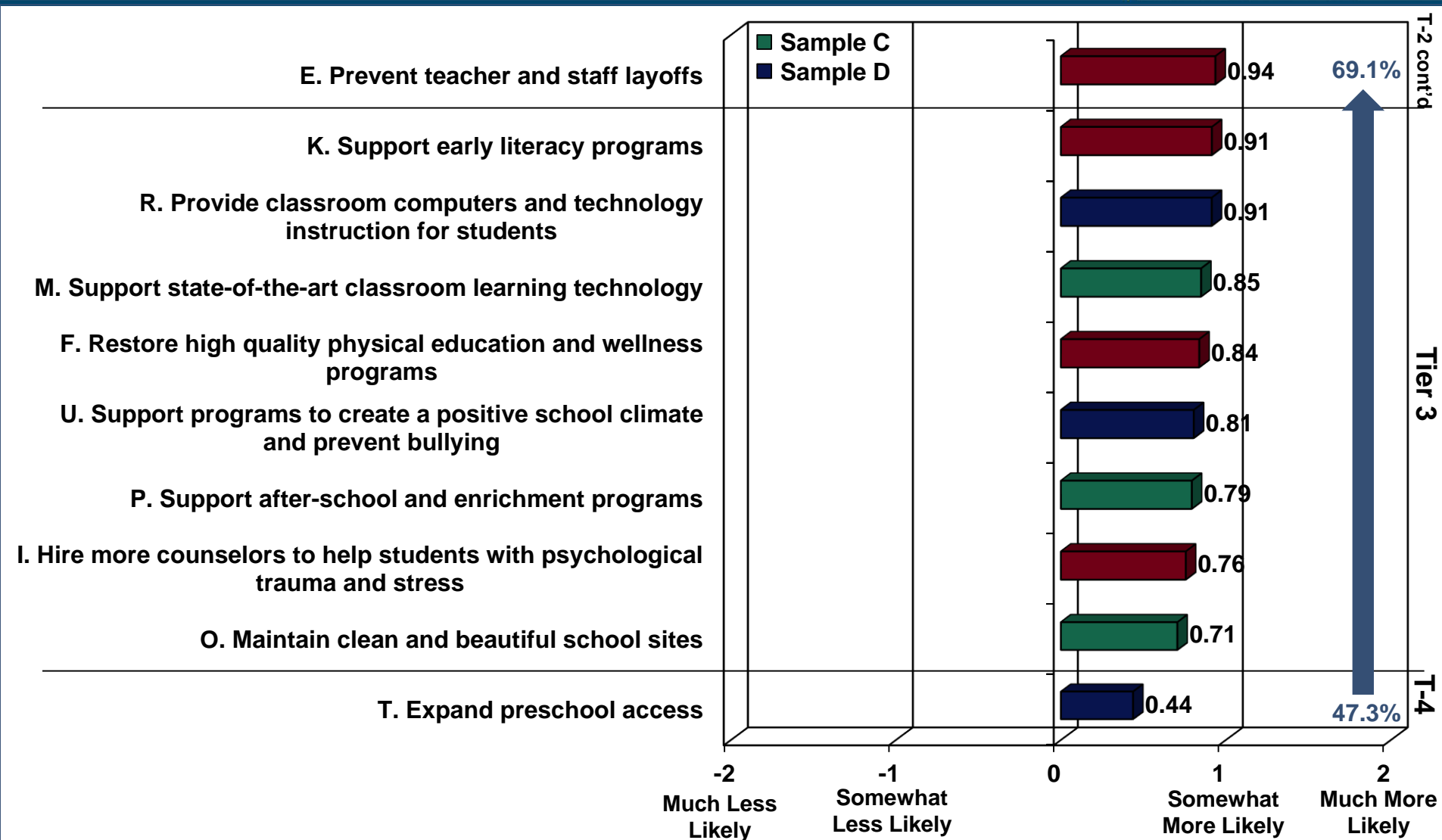
November 2018 (n=590)



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.

# Q3. Features of the Measure II

November 2018 (n=590)

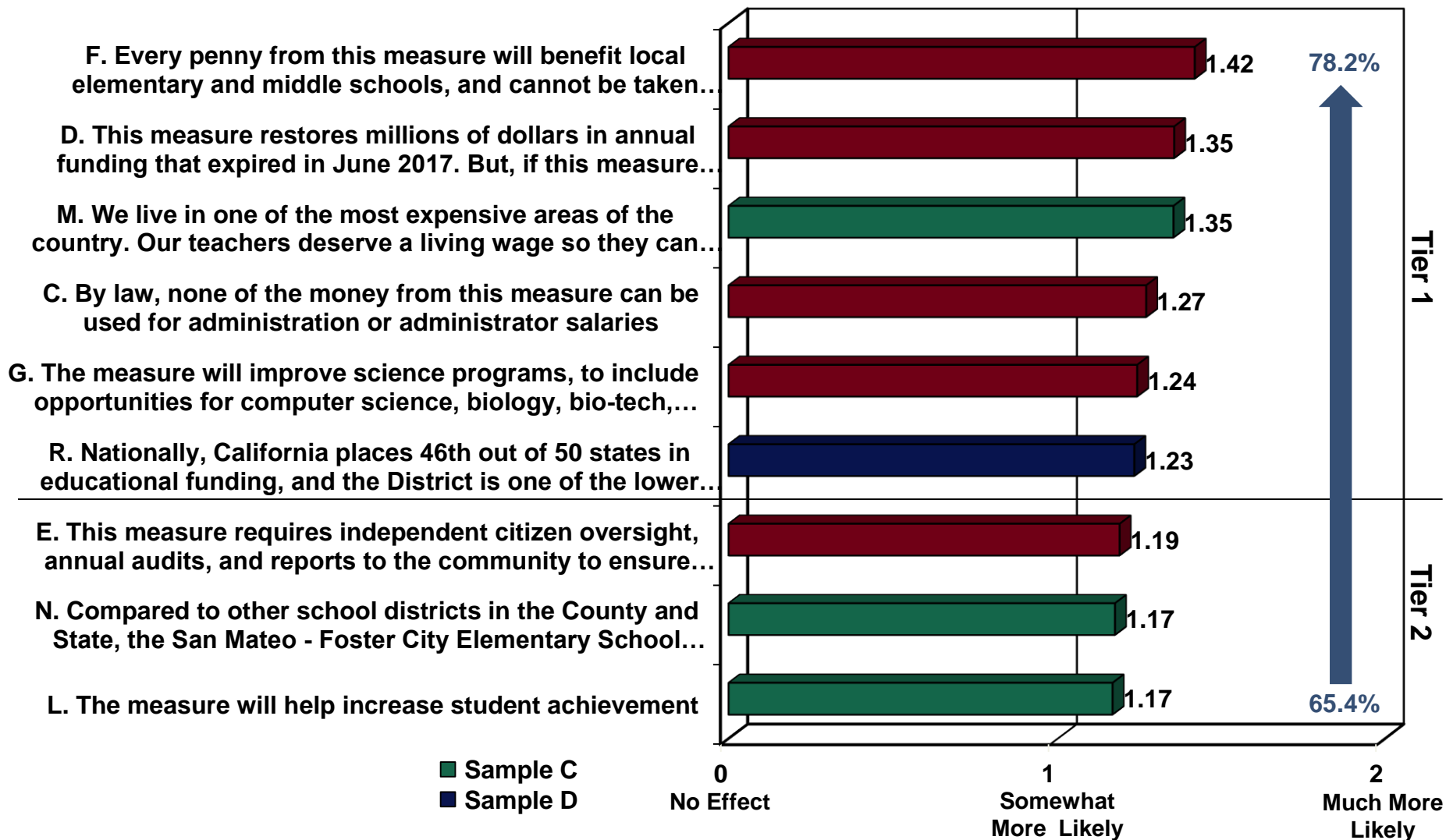


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# Q4. Informational Statements I

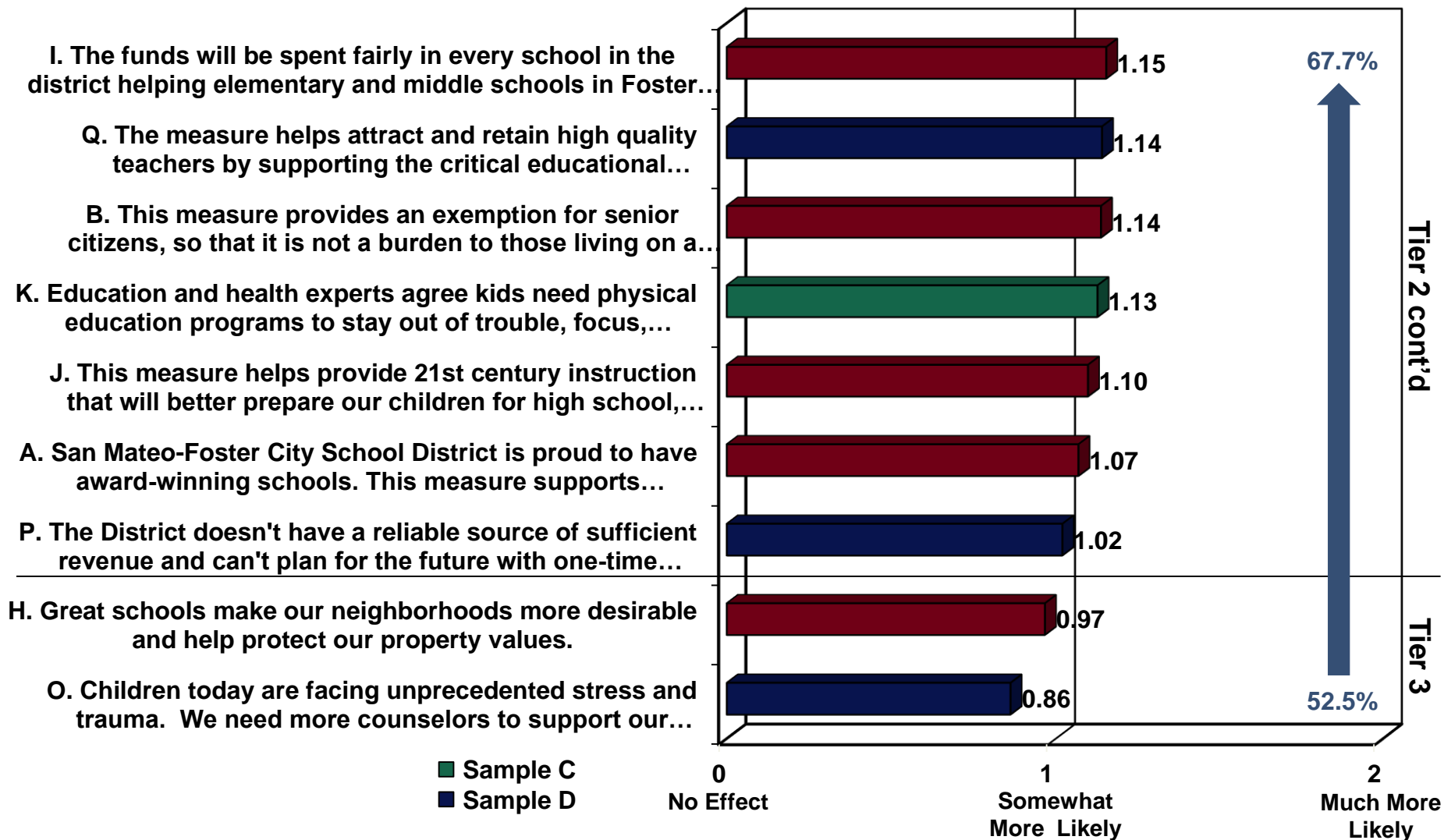
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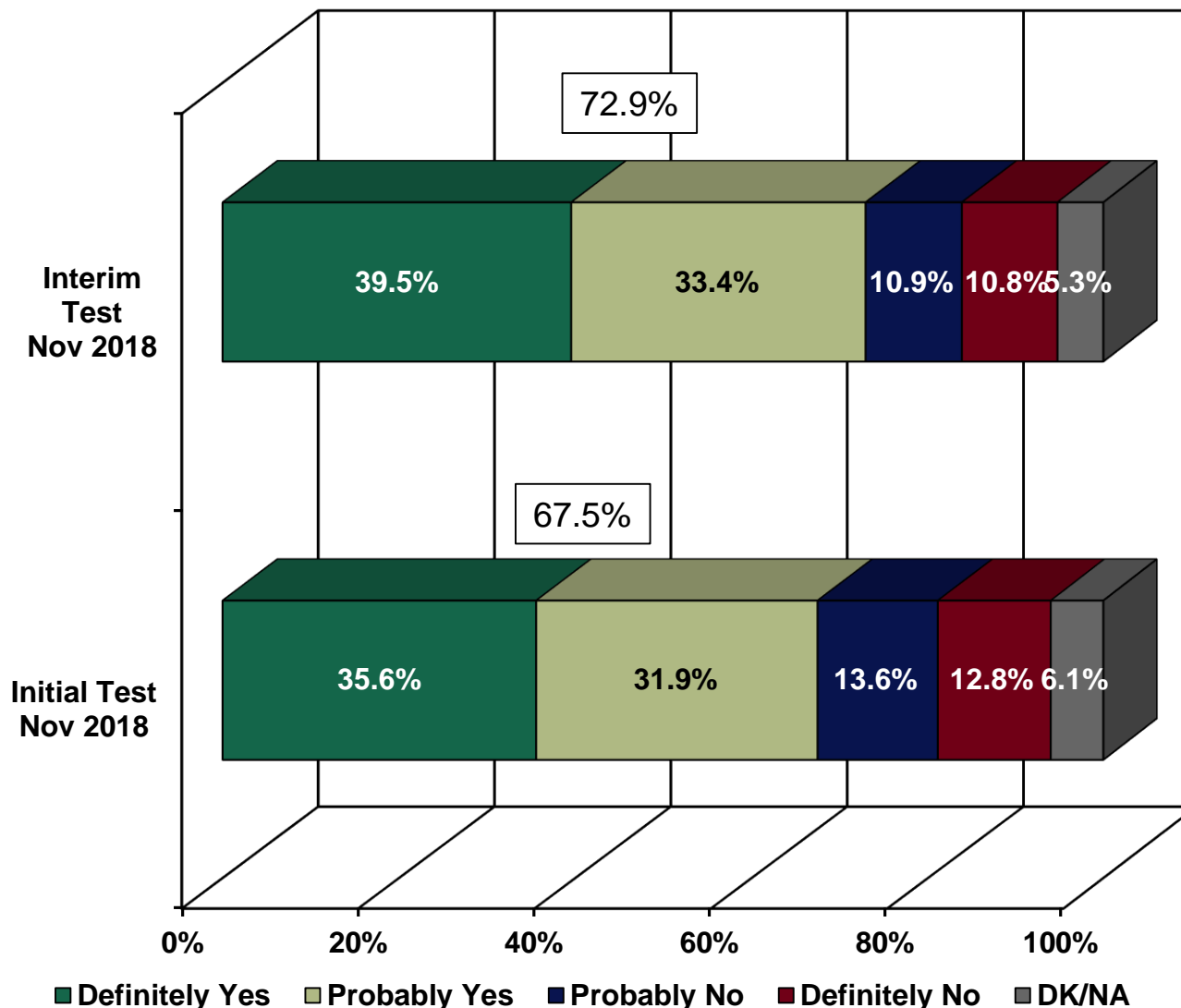
# Q4. Informational Statements II

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# Q5. Interim Support: \$398 Parcel Tax Sample A

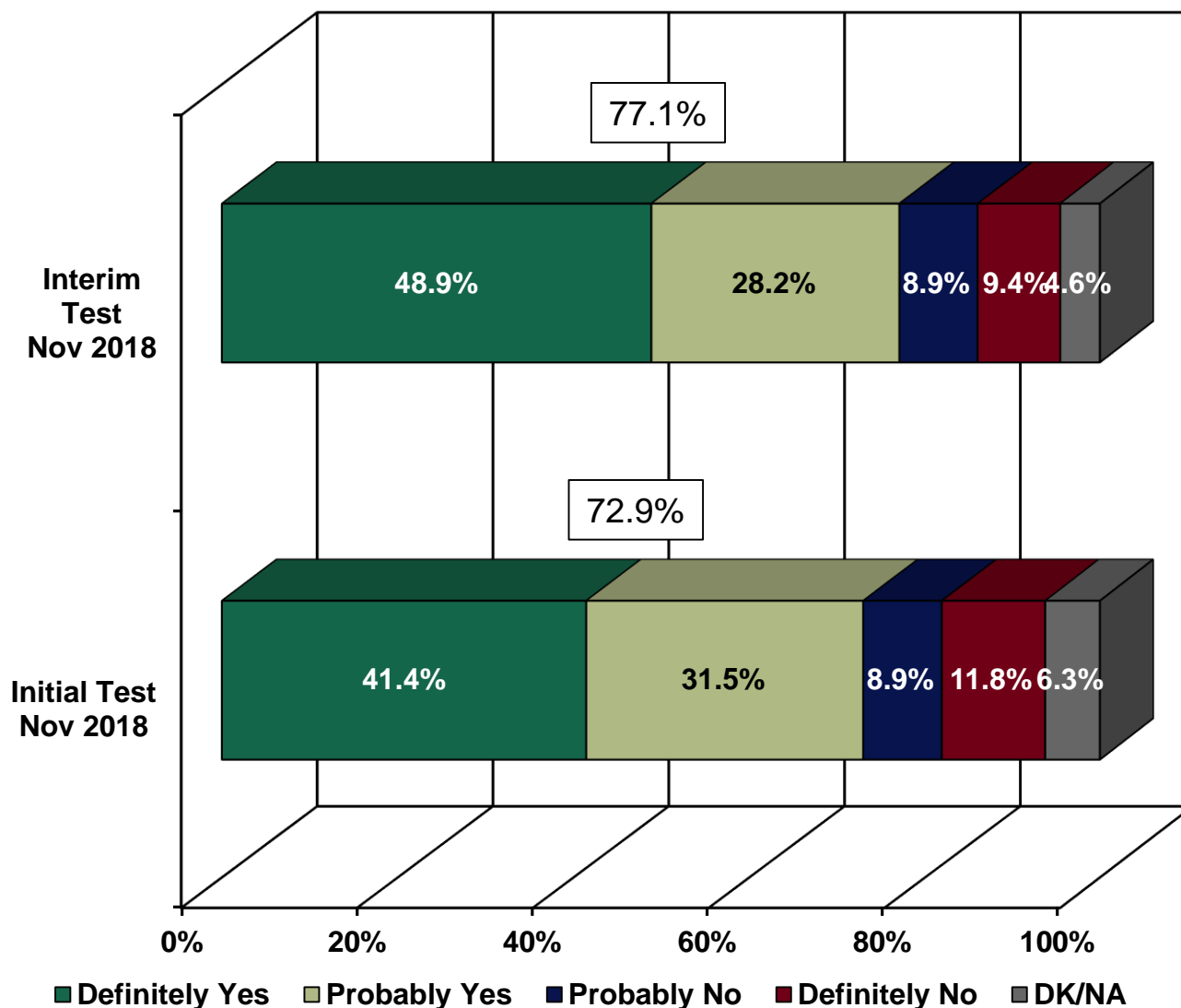


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# Q6. Interim Support: \$298 Parcel Tax Sample B



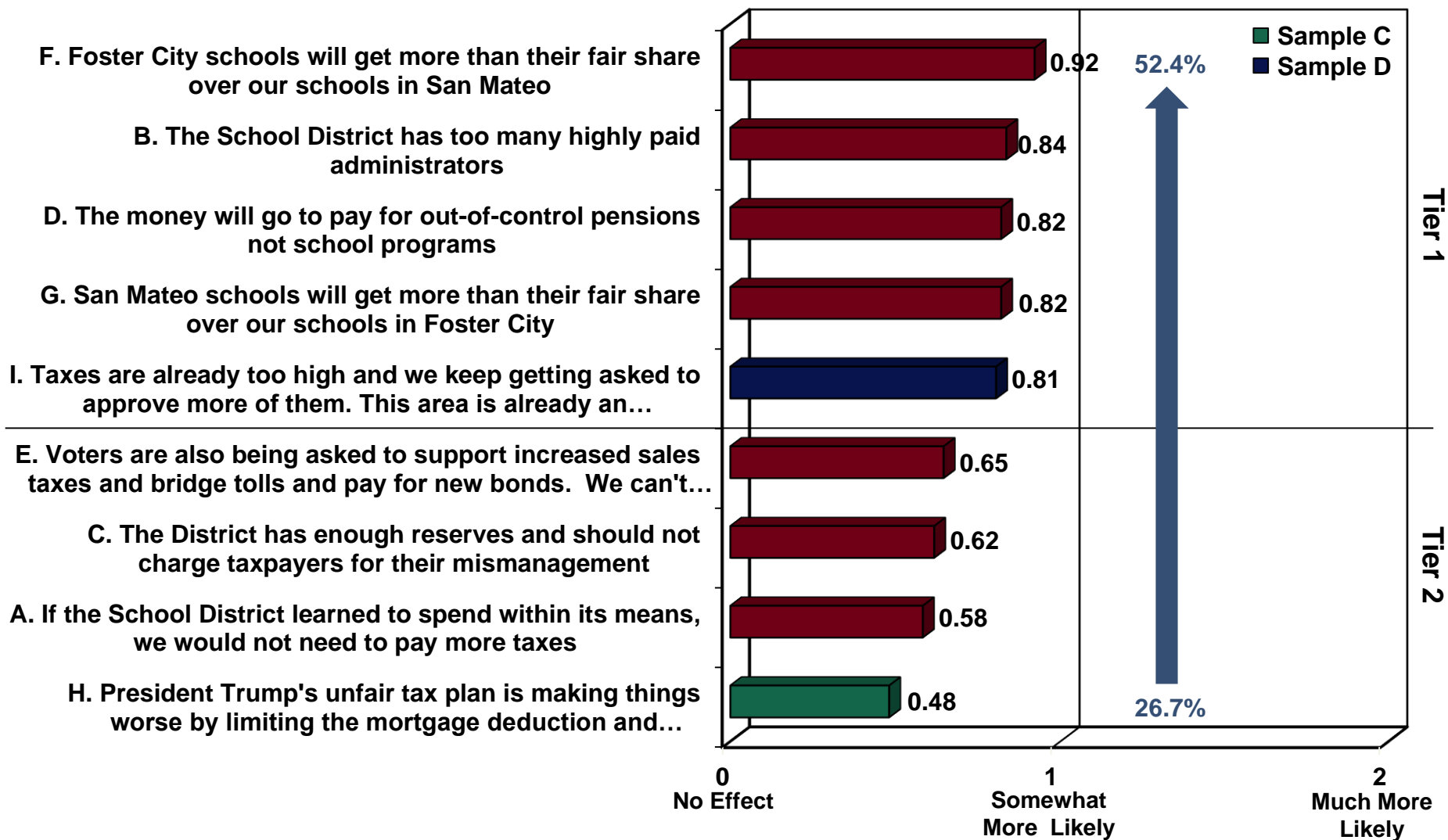
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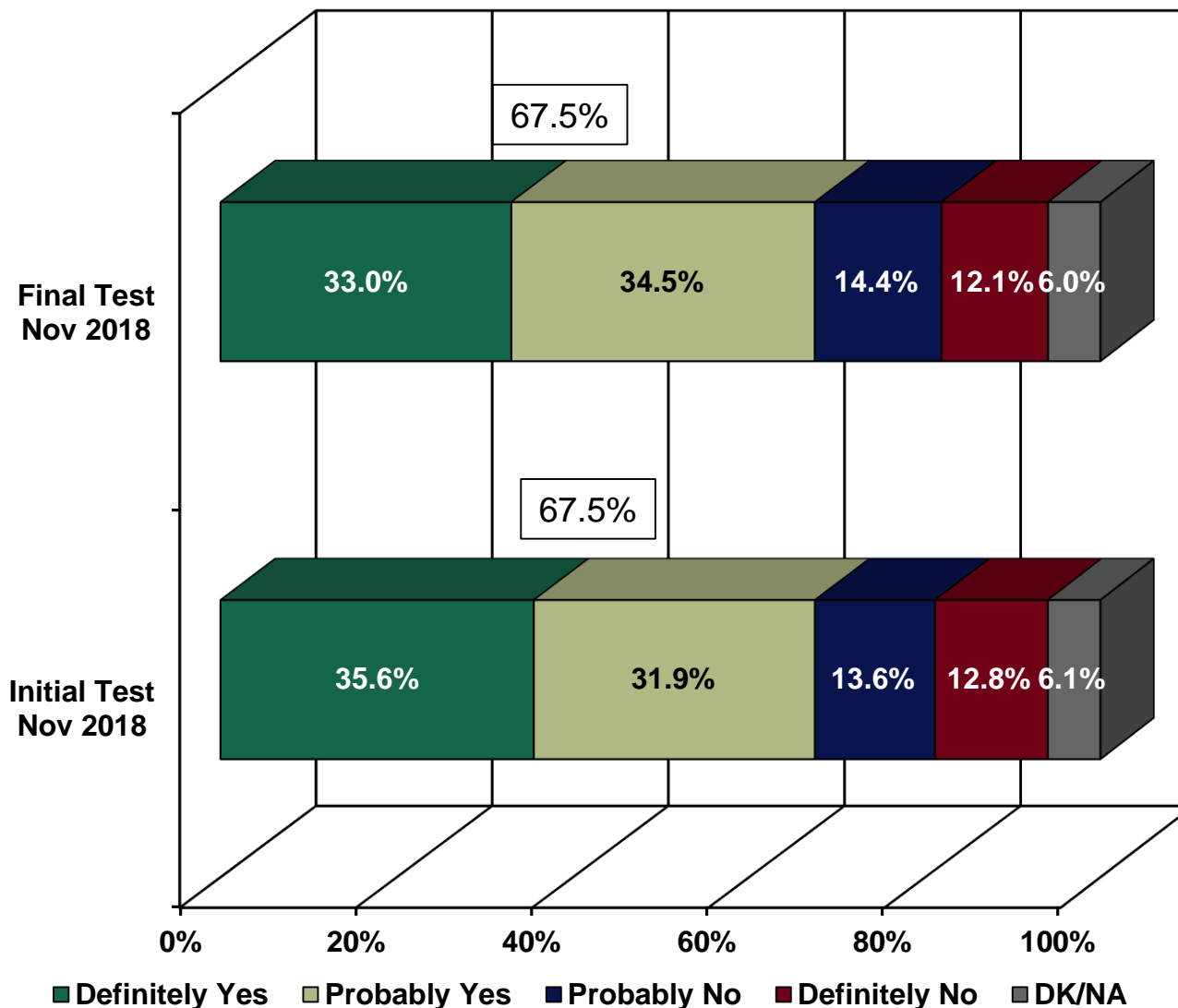
# Q7. Critical Statements

November 2018 (n=590)



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## Q8. Informed Support: \$398 Parcel Tax Sample A

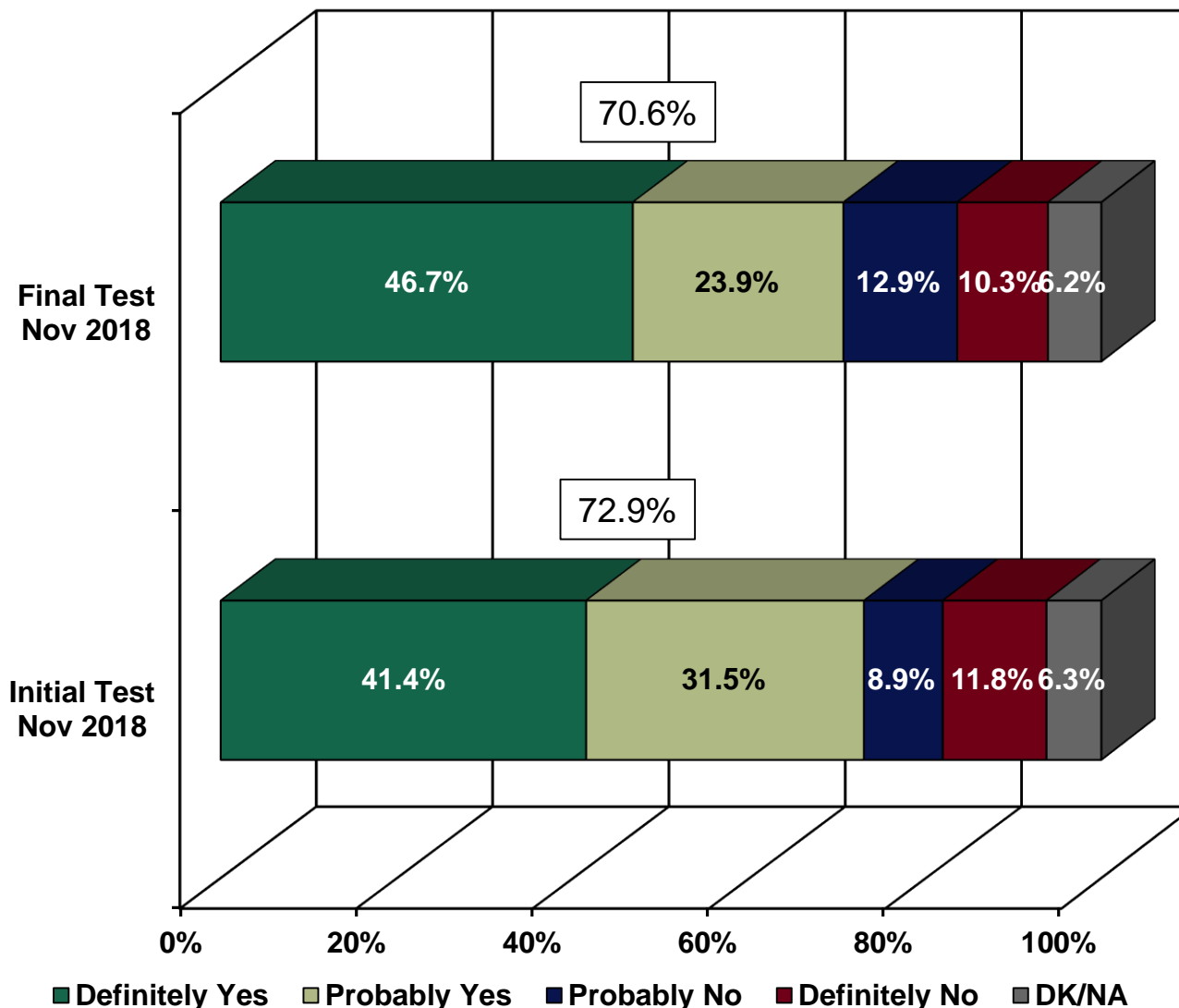


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# Q9. Informed Support: \$298 Parcel Tax Sample B

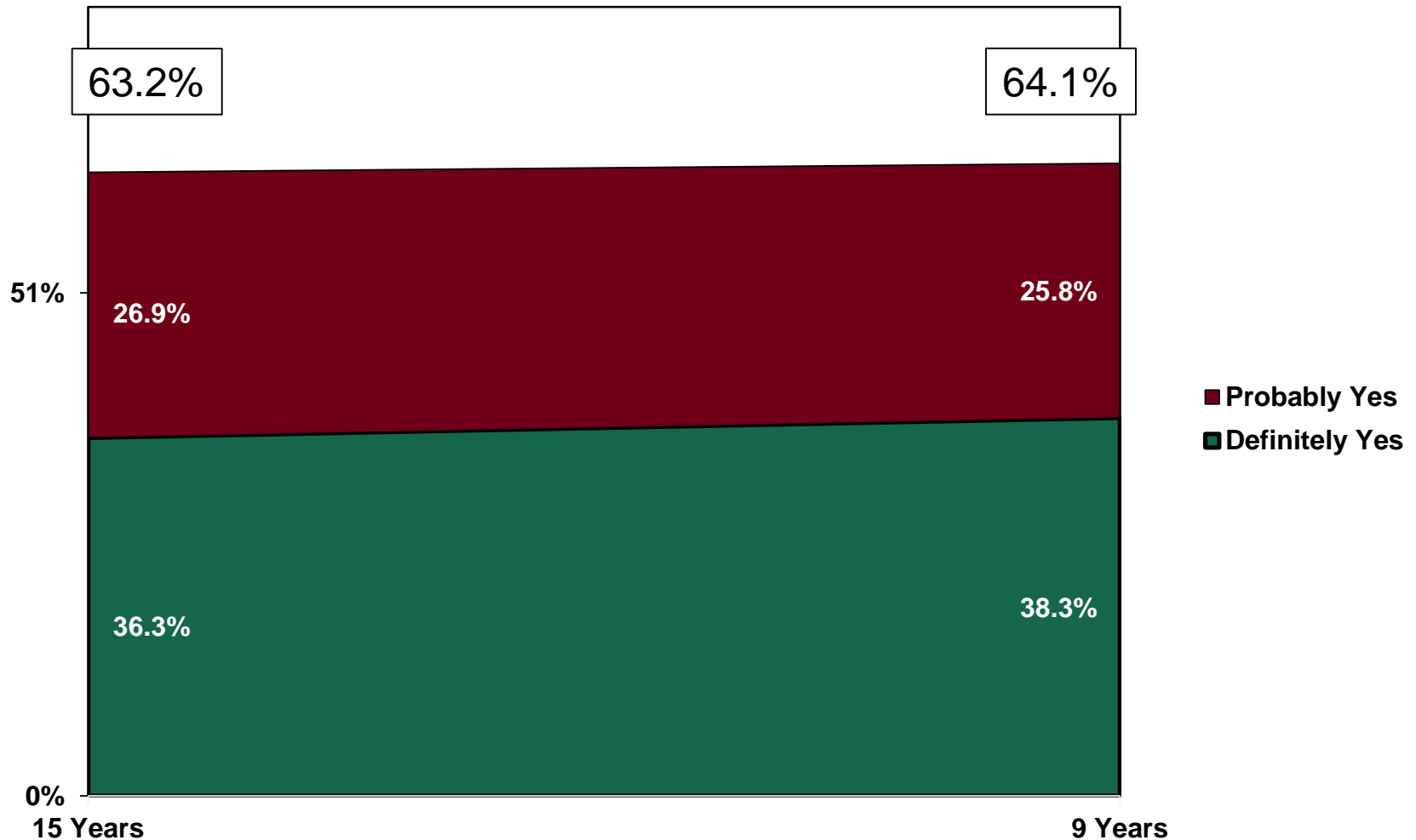


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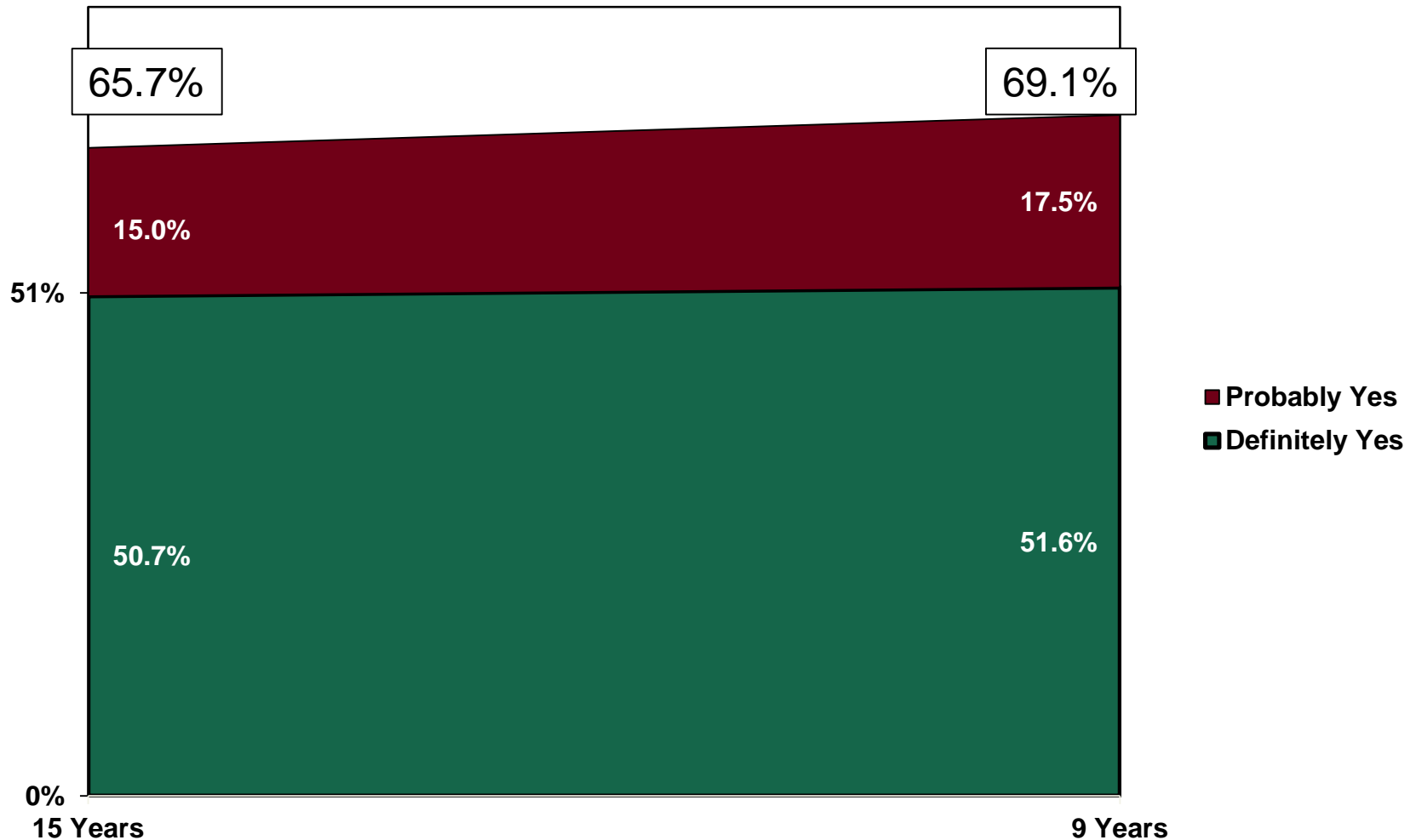
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# Q10. Support for Different Durations: \$398 Parcel Tax November 2018 (n=590)





# Q11. Support for Different Durations: \$298 Parcel Tax November 2018 (n=590)



# Summary & Recommendations

- The survey revealed a solid base of voter support for a parcel tax measure.
  - Support for the measure at \$298 in the November 2018 election was 73.0% on the uninformed test, 77.1% on the interim test and 70.6% on the informed test.
  - Similarly, support for the measure at \$398 in the November 2018 election was 67.5% on the uninformed test, 72.9% on the interim test and 67.5% on the informed test. It is important to note that at the higher rate, while not statistically different, the support was consistently numerically lower.
- Top tier features of the measure (listed below) suggest that the ballot question could be revised somewhat.
  - Attract and retain excellent teachers
  - Improve quality core academic programs including science, technology, engineering and math instruction
  - Provide outstanding math and science programs
  - Provide outstanding reading and writing programs
  - Enhance outstanding math, science, technology, reading and writing programs
  - Attract and retain excellent teachers and staff
  - Increase teacher salaries to meet the rising cost of living
  - Ensure teacher pay is competitive with other local districts

# Summary & Recommendations

- Keep school libraries open
- Support art, drama and music programs
- Top tier informational items were:
  - Every penny from this measure will benefit local elementary and middle schools, and cannot be taken away by the State
  - This measure restores millions of dollars in annual funding that expired in June 2017. But, if this measure fails, the district is facing cuts averaging more than \$5 million dollars a year over the next 2 years
  - We live in one of the most expensive areas of the country. Our teachers deserve a living wage so they can afford to stay here
  - By law, none of the money from this measure can be used for administration or administrator salaries
  - The measure will improve science programs, to include opportunities for computer science, biology, bio-tech, chemistry, physics, physiology, forensics, web tech design, robotics, and space tech engineering
  - Nationally, California places 46th out of 50 states in educational funding, and the District is one of the lower funded elementary school districts in the County
- Given the survey findings, Godbe Research and BMWL recommend that the San Mateo Foster City Elementary School District continue the process to prepare for a November 2018 election.



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