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San Mateo – Foster City School District: 2020 Bond Measure Feasibility Survey

July 2020

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

- Assess opinion on State and local governments' and District's efforts to address the coronavirus crisis, as well as the future direction of the economy;
- Gauge the public's perceptions of whether the District is providing a quality education to students and effectively managing taxpayer funds;
- Assess potential voter support for a bond measure to upgrade schools with 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 voter support;
- Identify the rate at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

- The survey revealed base of voter support for a bond measure.
 - Support for the measure assuming a November 2020 election was 63.4% on the uninformed test and 64.1% on the informed test for November 2020, both above the 55% threshold required for a Proposition 39 bond measure.
- Top features of the measure (listed below in descending order of importance) were:
 - Upgrade classrooms for science, technology, engineering, math, art and music instruction
 - Provide modern science labs for the hands-on instruction needed in the 21st century
 - Repair deteriorating bathrooms, plumbing, sewer, electrical, heating and cooling systems
 - Provide student computers, classroom and school technology to support distance learning
 - Upgrade schools to meet current earthquake and fire, and health safety standards
 - Provide Wi-Fi in underserved areas so all students can access the internet for distance learning
 - Ensure handwashing stations in every classroom and throughout all schools for student and staff hygiene
 - Provide healthy and safe learning environments

➤ Top informational items include:

- All money raised by this measure will be controlled locally, will go to our local schools and cannot be taken away by the State
- None of the money raised by the measure would be used for administrator salaries
- The measure requires independent citizen oversight and audits to ensure the money is spent as promised
- The measure will support updated computer technology to allow students to more effectively work from home when health and safety requires it
- Even if you do not have school-age children, supporting quality education is a wise investment. Good schools maintain the quality of life in our community and protect the value of our homes
- The measure will modernize our schools so they support high demand for science, technology, engineering and math education
- Repairing, replacing and adding heating and air conditioning systems will ensure that classroom air is filtered to remove viruses, smoke and other air pollutants
- With interest rates at all-time lows, now is the time to invest in our schools at the lowest possible cost to taxpayers

Summary & Recommendations

- Given the survey findings, the 55 percent majority required for approval, Godbe Research recommends that the San Mateo – Foster City School District continue the process to prepare for a November 2020 bond measure election, assuming a strong effort to communicate the details of the measure.

Methodology Overview

- Data Collection Landline (39), text to online (663), and email to online (96) interviewing
- Universe 59,812 likely November 2020 voters in the San Mateo – Foster City School District
- Fielding Dates July 6 through July 11, 2020
- Interview Length 22 minutes
- Sample Size 798
- Margin of Error $\pm 3.45\%$



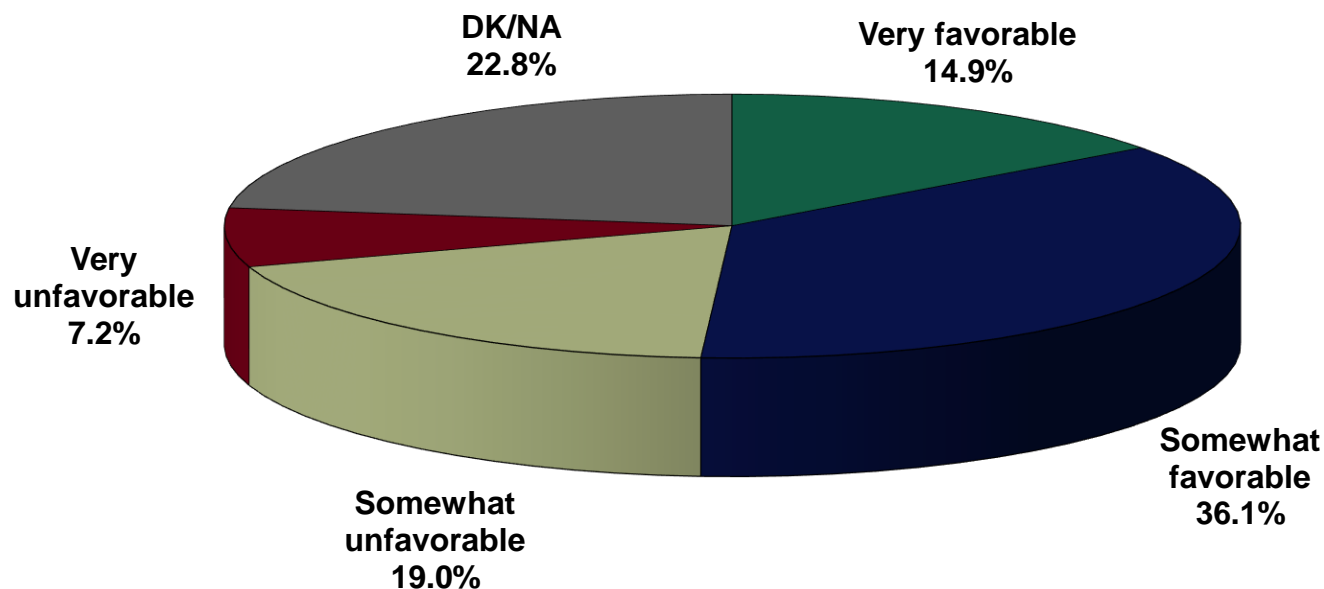
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Key Findings

Q1. Favorability Ratings on Job State/Local Govts and District are Doing to Address the Coronavirus Crisis

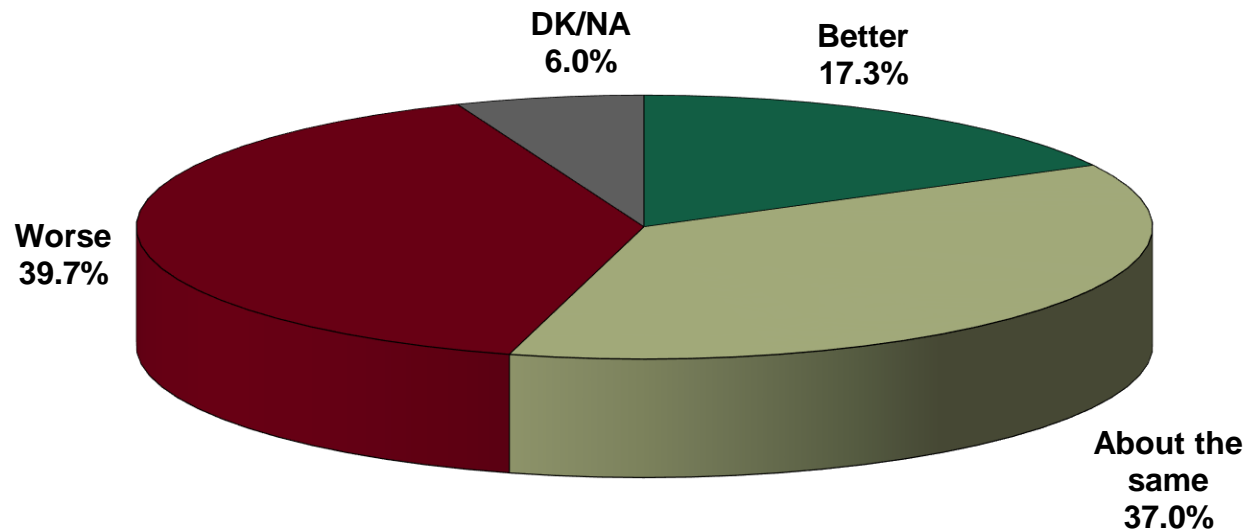
Likely November 2020 Voters



	<u>Nov '20</u>
Total Favorable	51.0%
Total Unfavorable	26.2%
Ratio Fav to Unfav	1.9

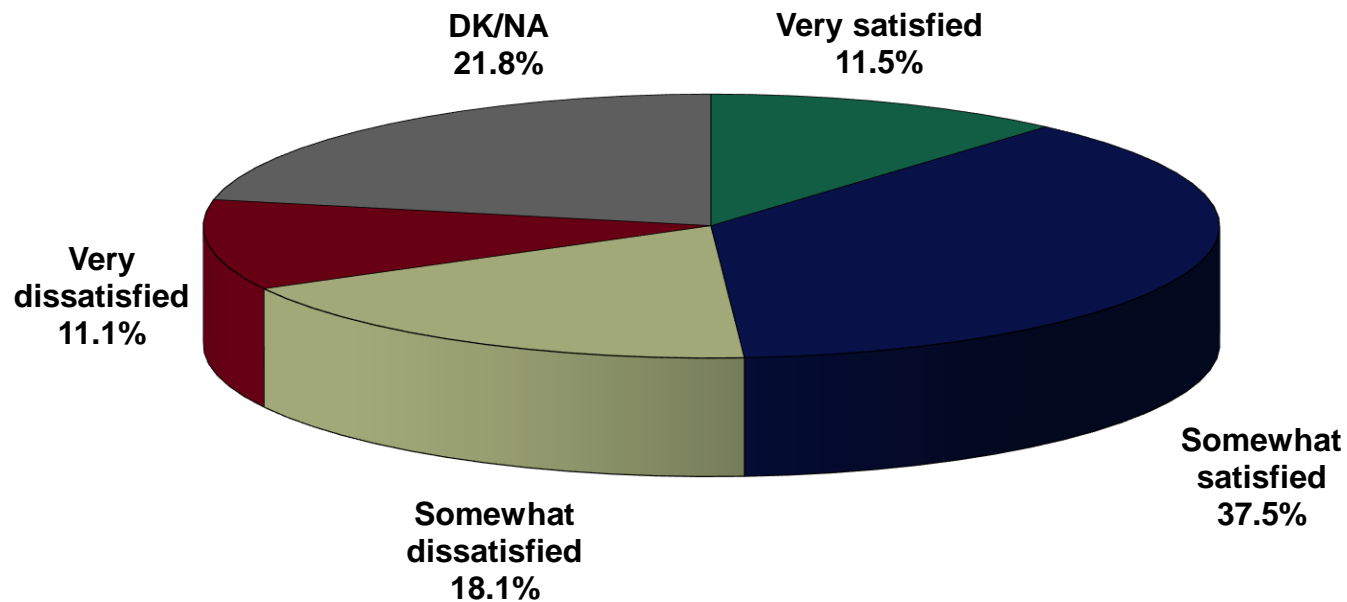
Q2. Opinion on Future Direction of the Economy

Likely November 2020 Voters



Q3. Satisfaction With Job SMFCSD is Doing to Provide a Quality Education Likely November 2020 Voters

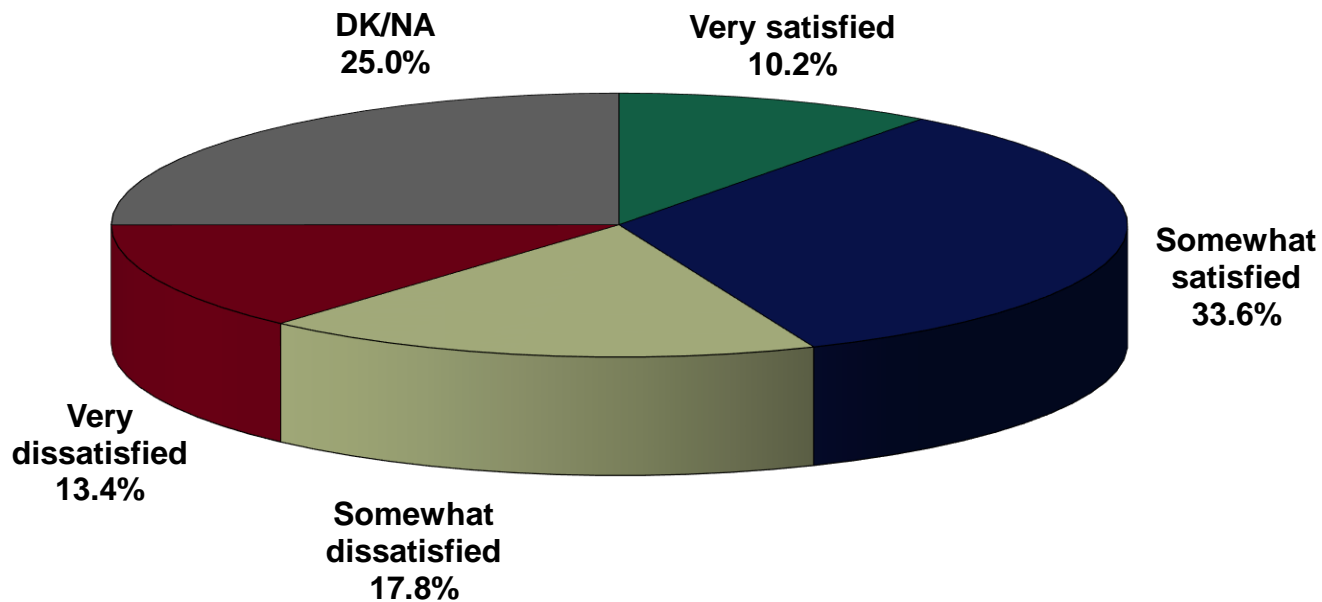
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	<u>Nov '20</u>
Total Satisfied	49.0%
Total Dissatisfied	29.2%
Ratio Sat to Dissat	1.7

Q4. Satisfaction With the District's Management of Public Funds

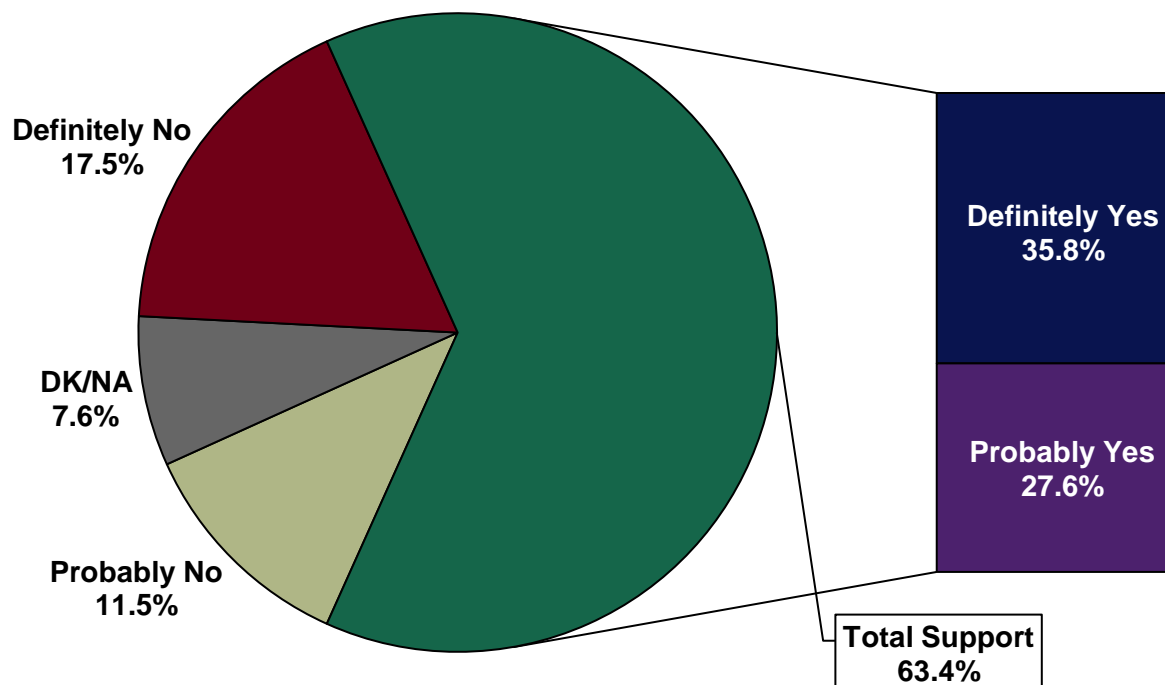
Likely November 2020 Voters



	<u>Nov '20</u>
Total Satisfied	43.8%
Total Dissatisfied	31.2%
Ratio Sat to Dissat	1.4

Q5. Uninformed Support for Bond Measure

Likely November 2020 Voters



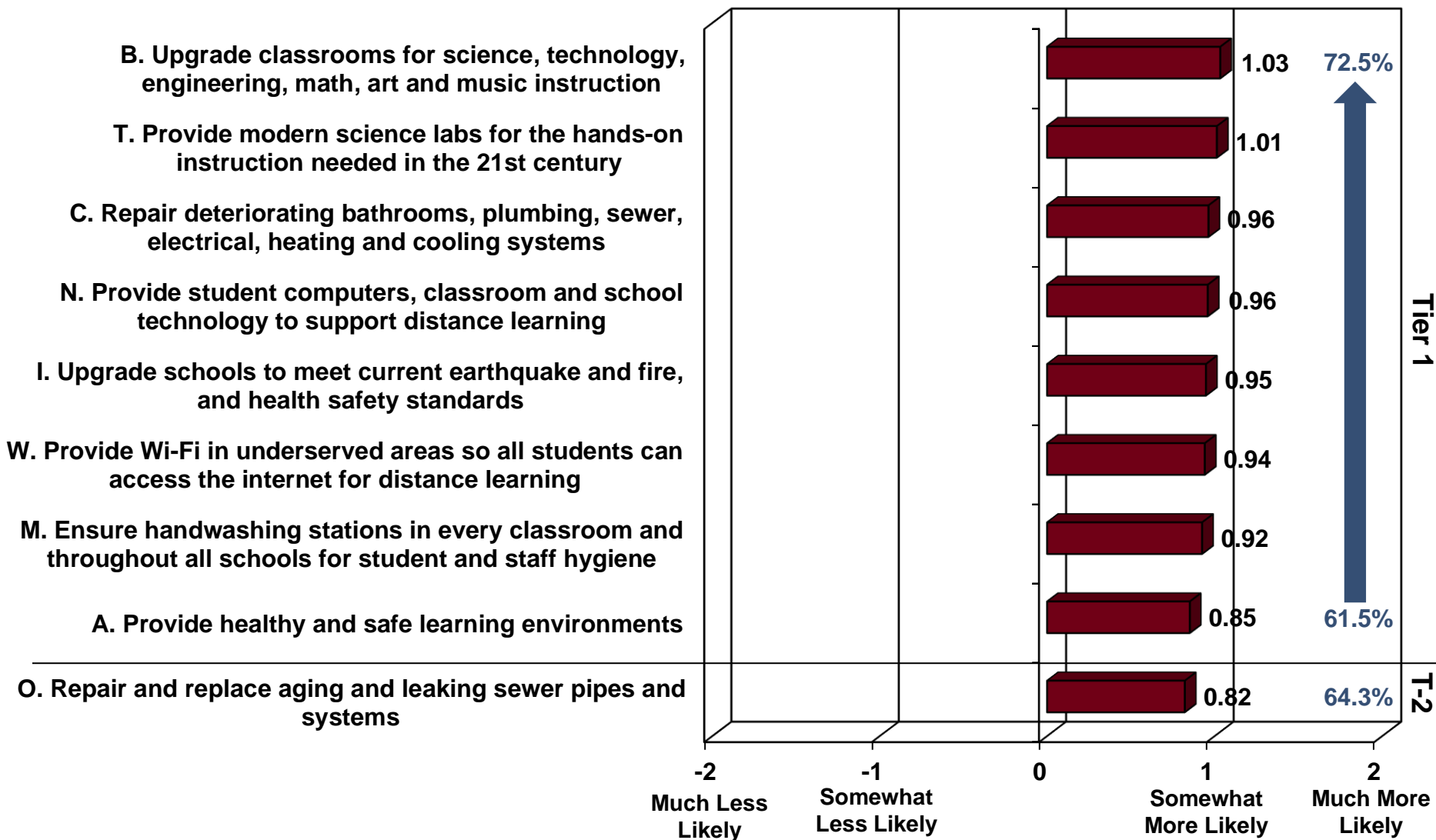
To upgrade classrooms for:

- healthy and safe learning environments;
- upgrade classrooms for science, technology, engineering, math, art and music instruction;
- repair deteriorating bathrooms, roofs, plumbing, sewer, electrical, heating and cooling systems;
- improve student safety and security;
- acquire, construct, repair classrooms, sites, facilities and equipment,

shall San Mateo-Foster City School District's measure authorizing \$409 million dollars in bonds at legal rates, levying on average 3 cents per \$100 assessed value, \$26.6 million dollars annually, while bonds are outstanding, be adopted, with independent oversight and audits?

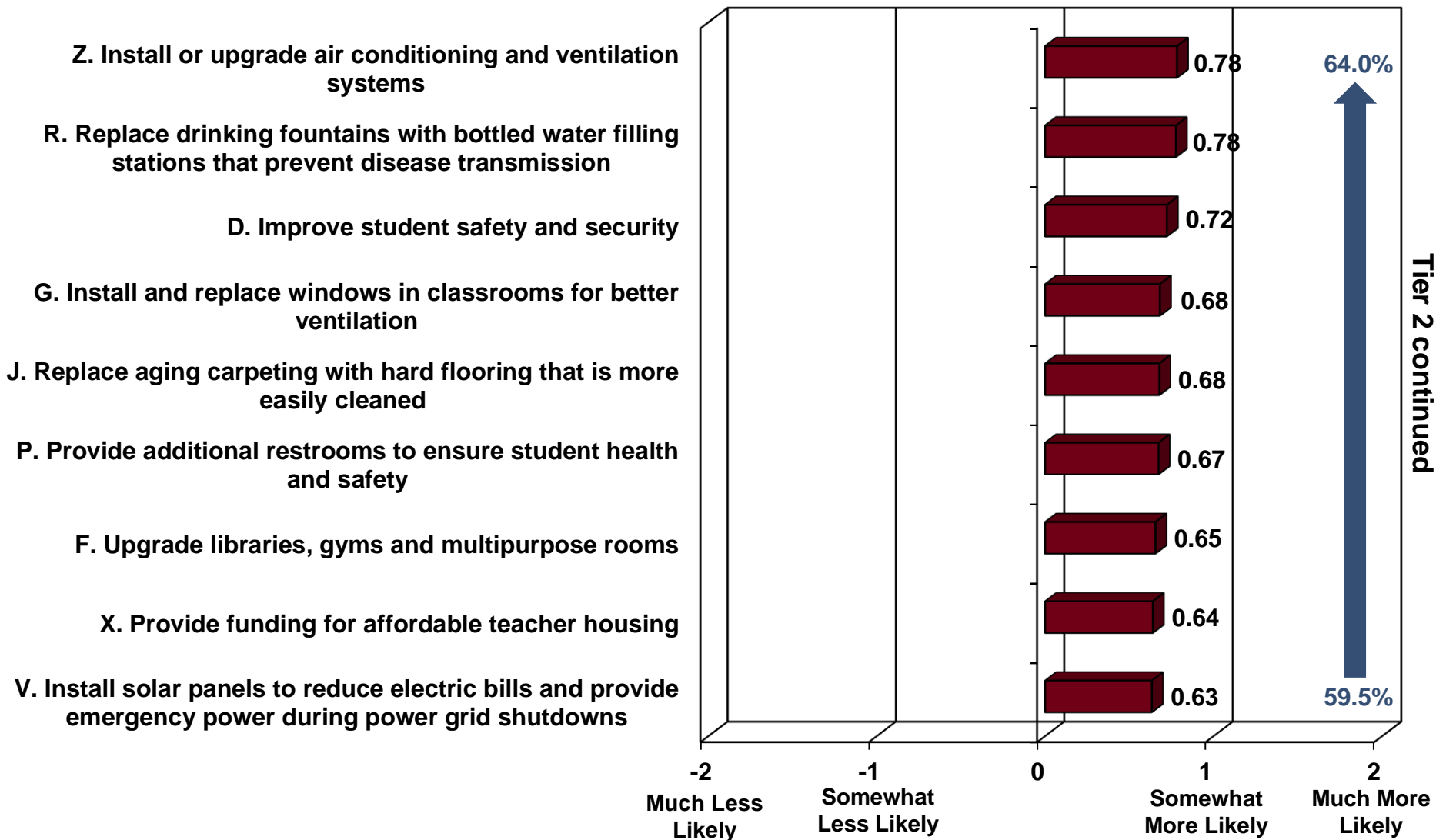
Q6. Features of the Measure I

Likely November 2020 Voters



Q6. Features of the Measure II

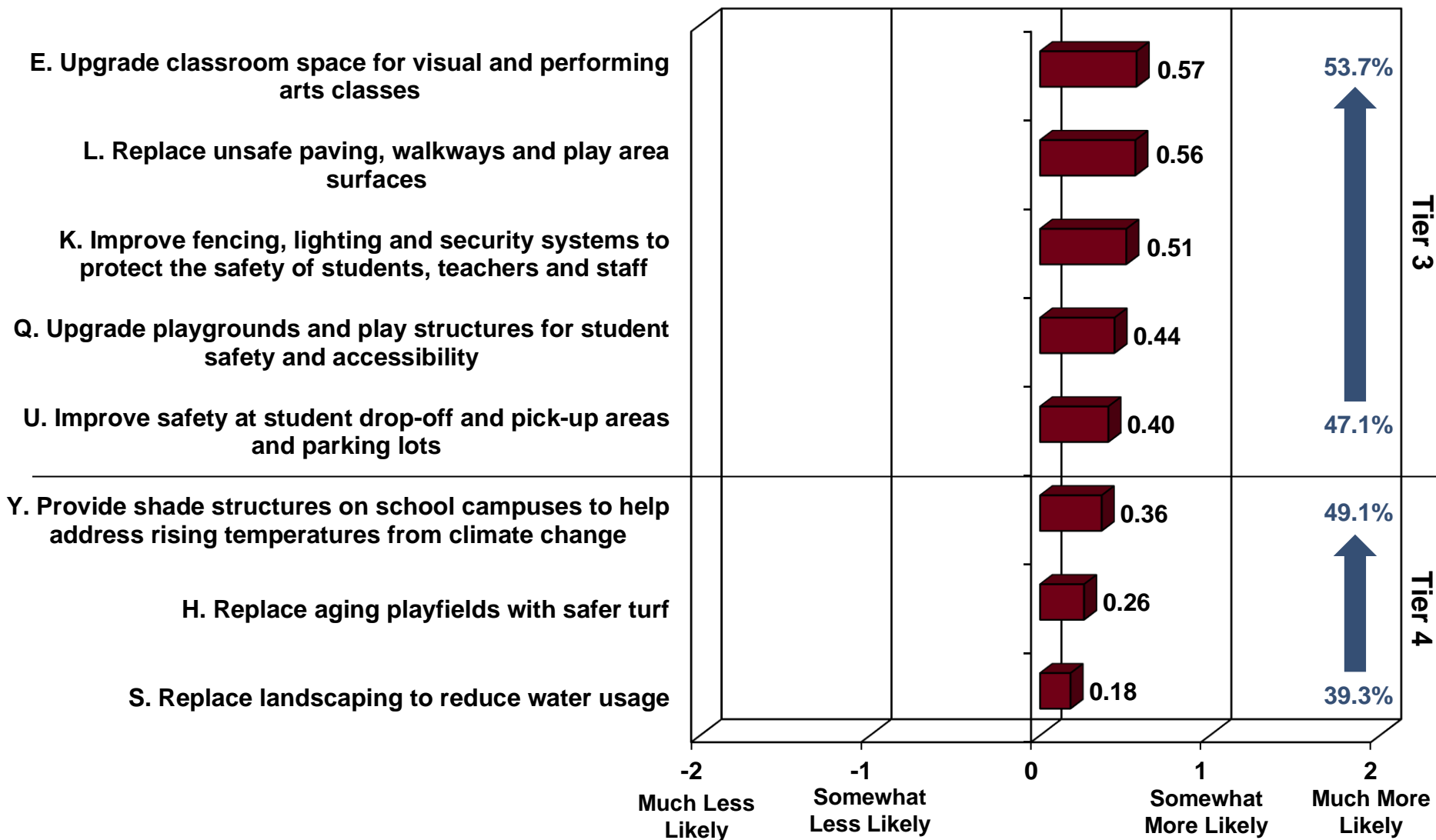
Likely November 2020 Voters



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.

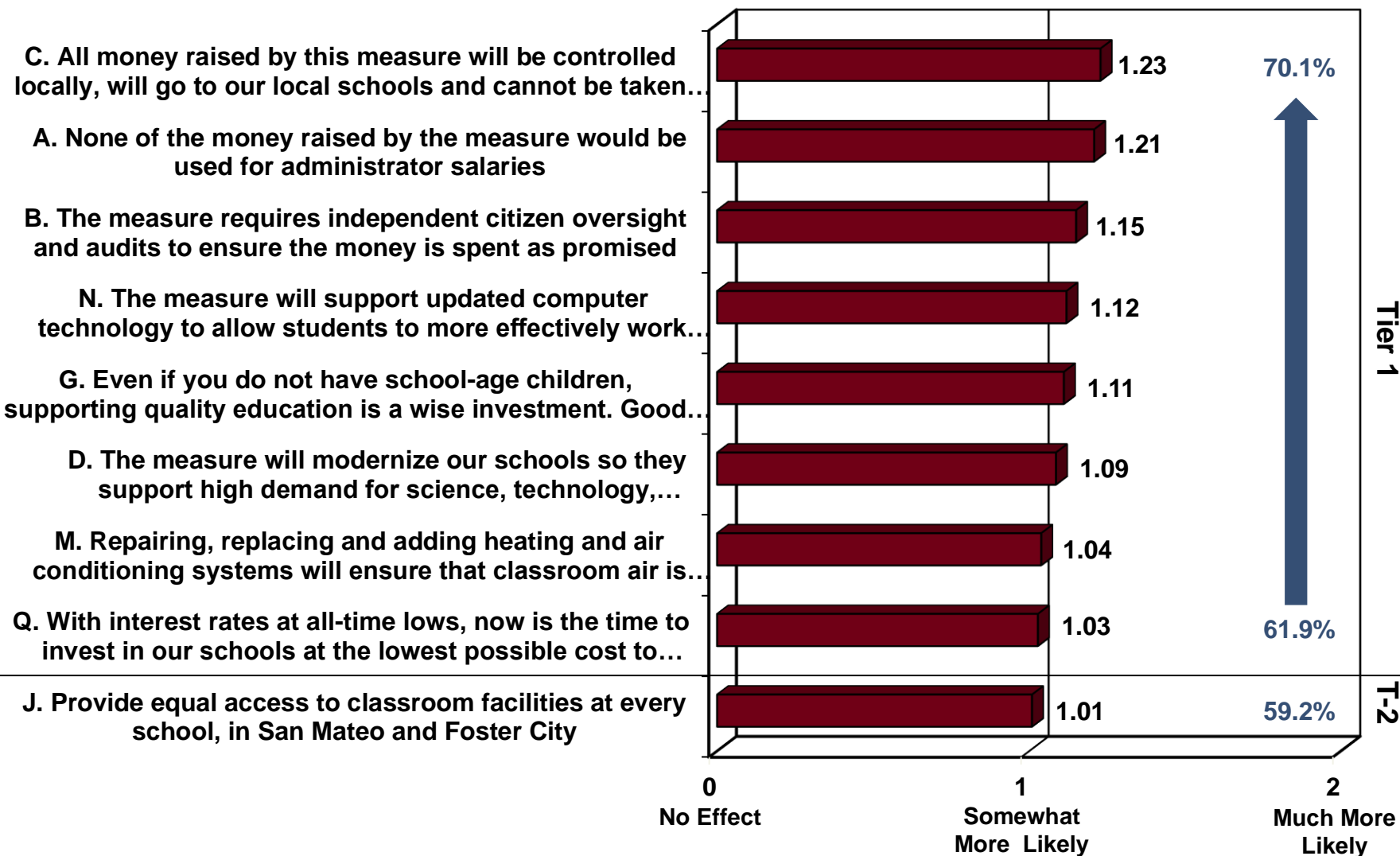
Q6. Features of the Measure III

Likely November 2020 Voters



Q7. Informational Statements I

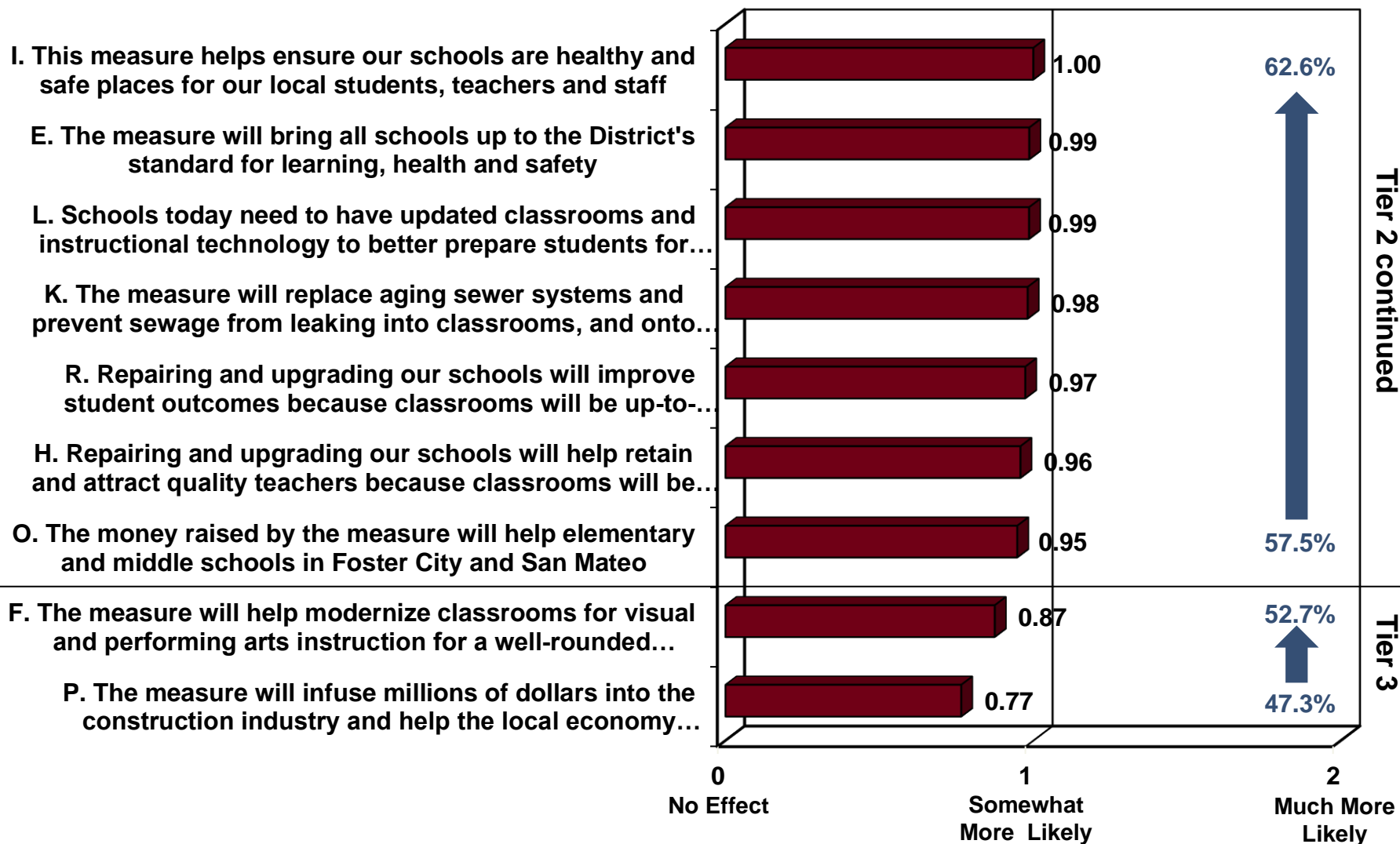
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Q7. Informational Statements II

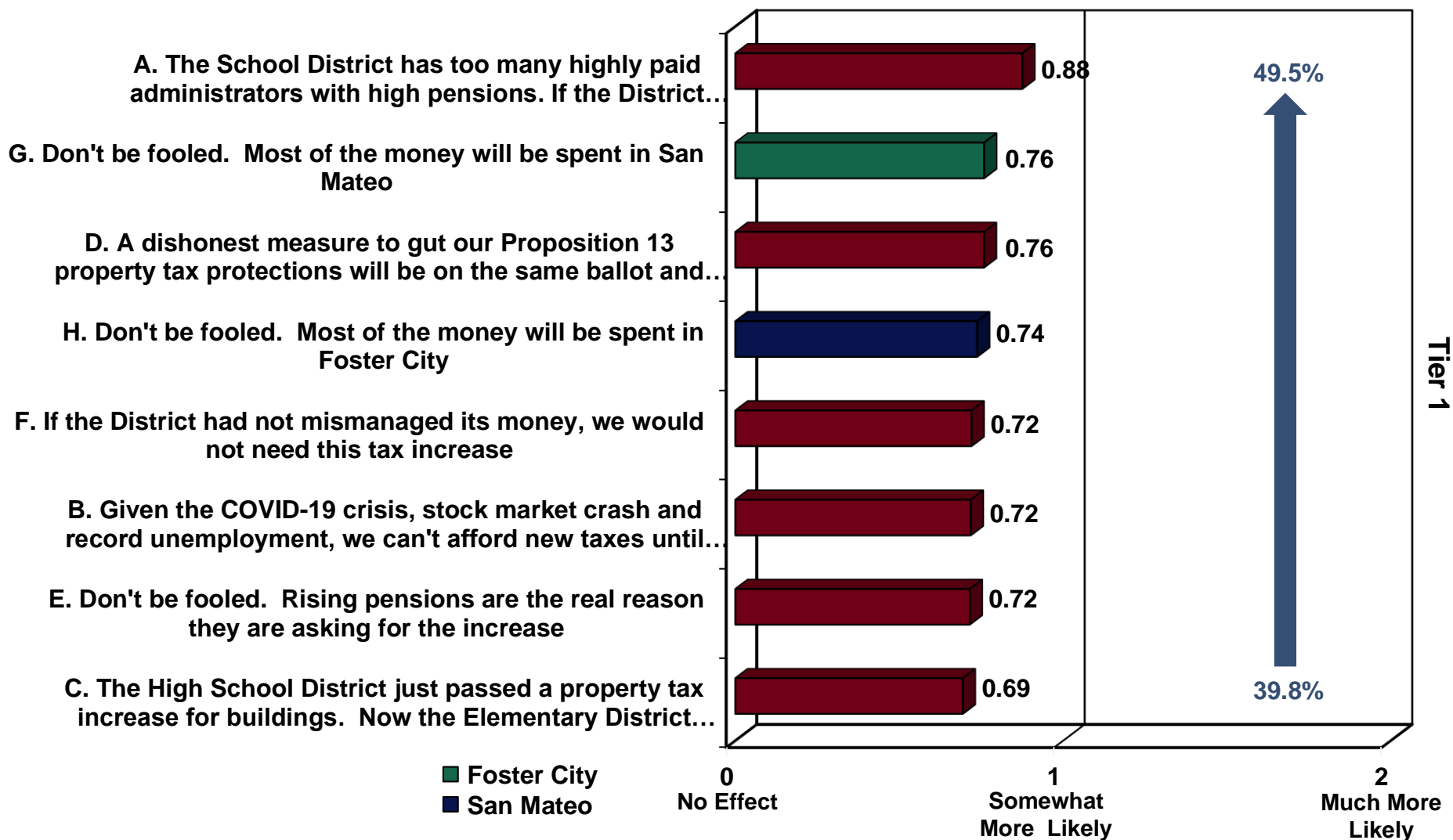
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Q8. Critical Statements

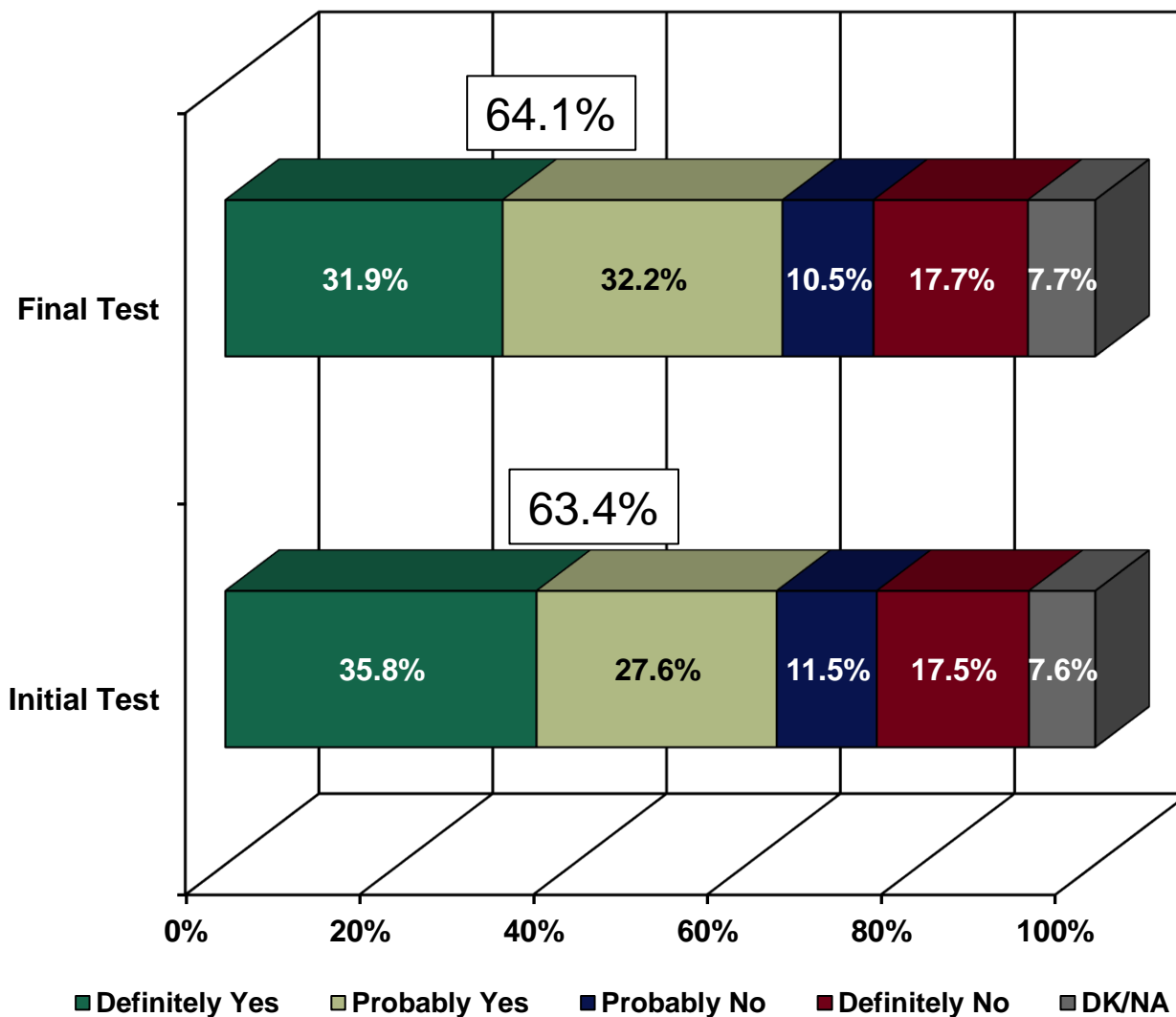
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Q9. Informed Support for Bond Measure

Likely November 2020 Voters



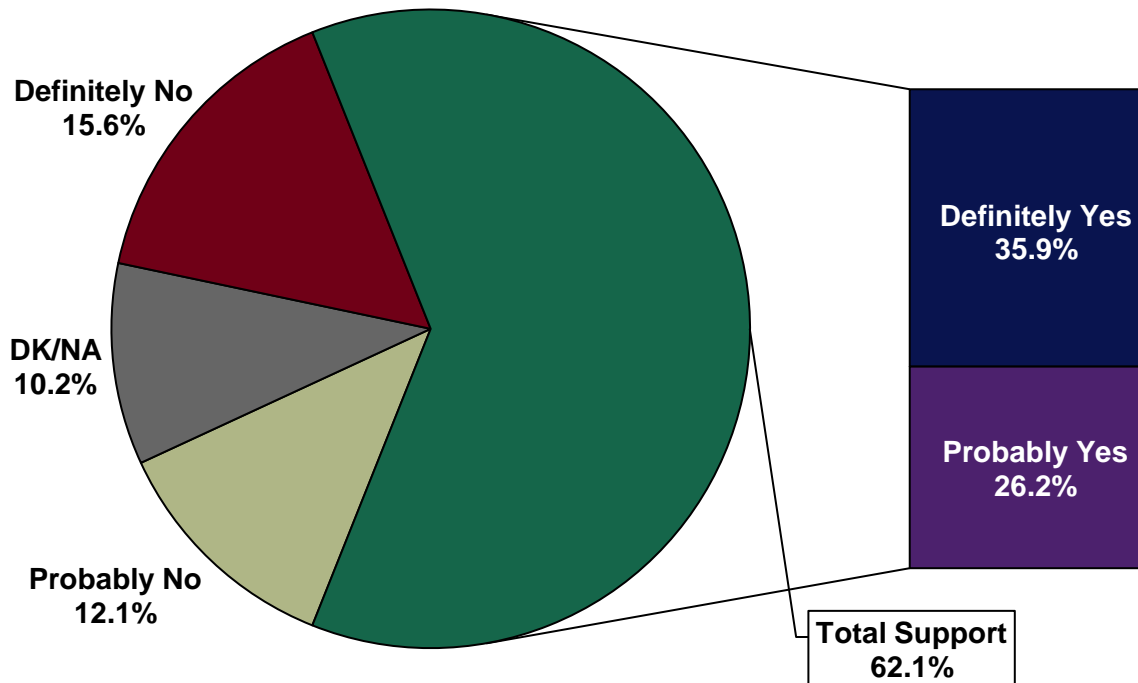
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Q10. Support for Alternative 2 Cents Per \$100 Measure

Likely November 2020 Voters



INSTEAD of a measure that would levy 3 cents per \$100 assessed value, to upgrade classrooms for: healthy and safe learning environments; upgrade classrooms for science, technology, engineering, math, art and music instruction; repair deteriorating bathrooms, plumbing, sewer, electrical, heating and cooling systems; and improve student safety and security; an alternative measure would levy 2 cents per \$100 of assessed value.



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