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Gain Insight



Modesto City High School District: 2021 Bond Measure Feasibility Survey

October 2021

Overview and Research Objectives

The Modesto City High School District commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess opinion on the State's, County's and School District's efforts to address the Coronavirus crisis;
- Gauge the public's perceptions of whether the District is providing a quality education, effectively managing taxpayer funds, and needs additional funding;
- Assess potential voter support for a bond measure to improve and update the quality of schools with funding that cannot be taken by the State;
- Test the influence of informational statements on potential voter support; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Universe 79,607 Likely Nov 2022
- Fielding Dates September 16 to September 23, 2021
- Interview Length 25 minutes
- Sample Size n=801 Likely Nov 2022 Voters
- Data Collection Landline (95), cell (27), text to online (572), and email to online (107) interviewing
- Margin of Error Likely Nov 2022 Voters + 3.45%



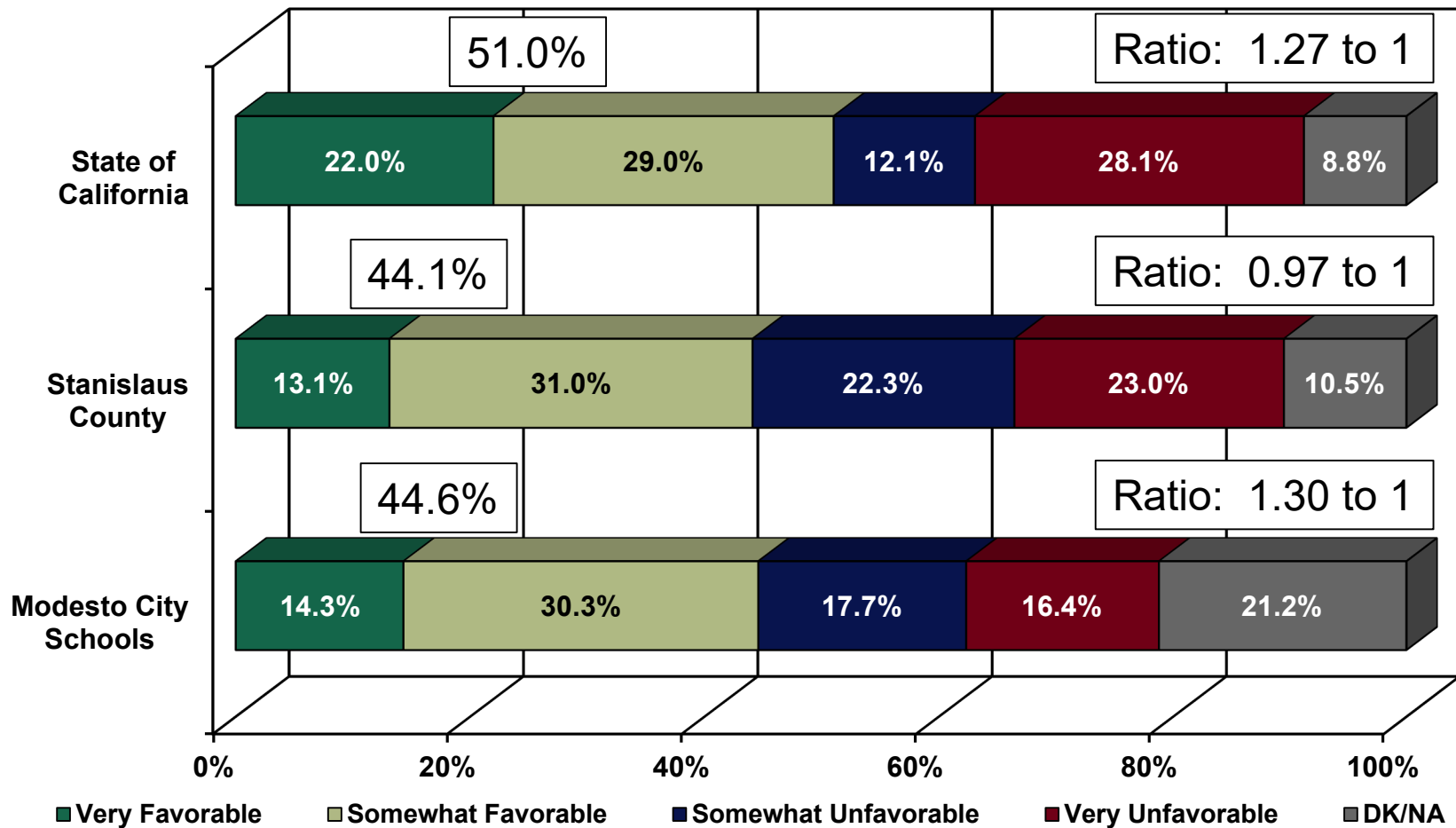
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Key Findings

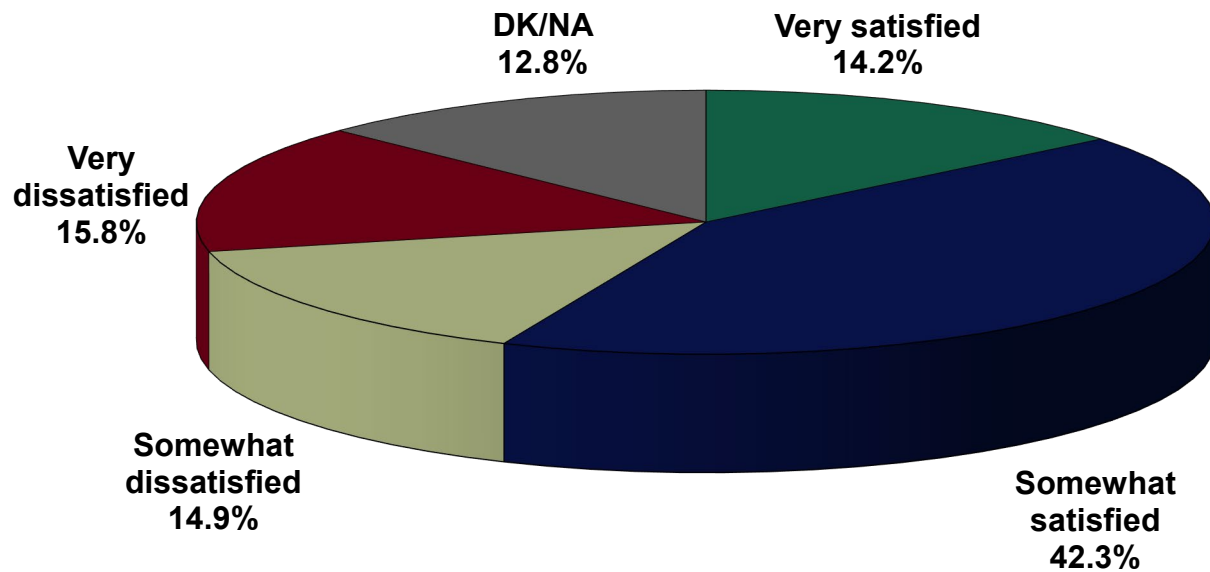
Favorability Rating of How Agencies are Addressing Coronavirus

Likely November 2022 Voters



Satisfaction With Job MCS is Doing to Provide a Quality Education

Likely November 2022 Voters

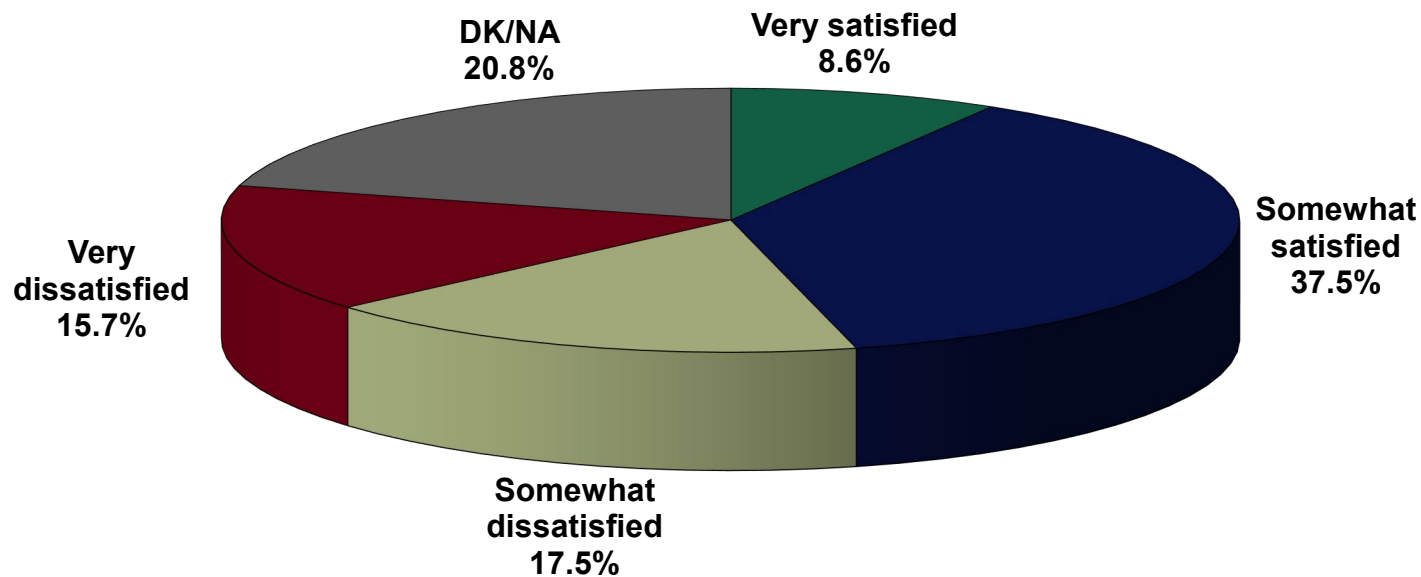


November 2022

Total Satisfaction	56.5%
Total Dissatisfaction	30.7%
Ratio Sat to Dissat	1.84

Satisfaction With District's Management of Public Funds

Likely November 2022 Voters

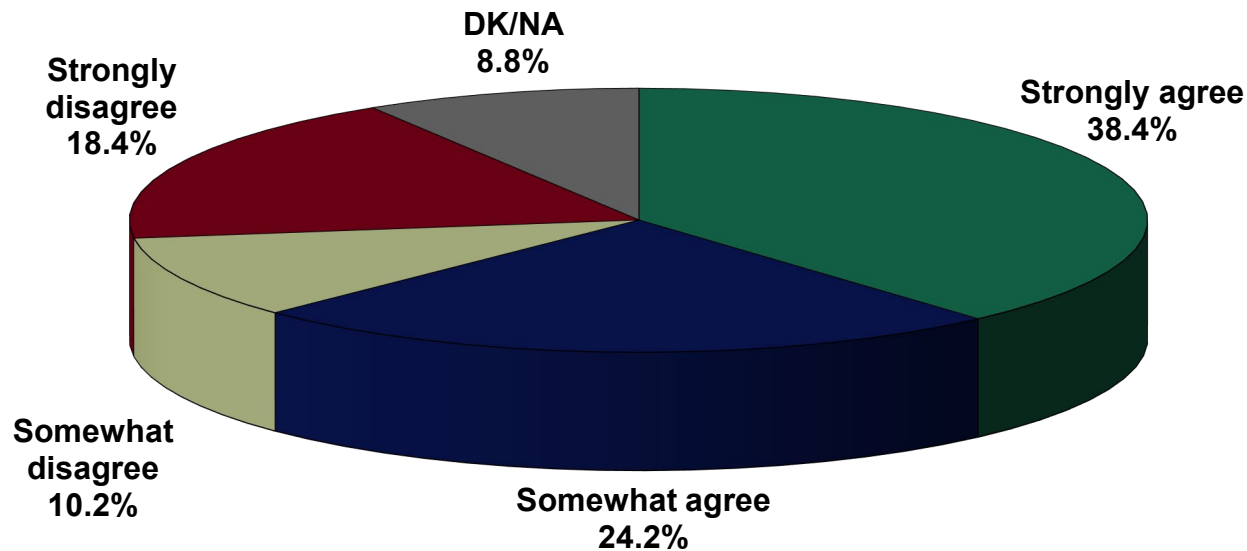


November 2022

Total Satisfaction	46.1%
Total Dissatisfaction	33.1%
Ratio Sat to Dissat	1.39

Opinion on Whether District Needs Additional Funds

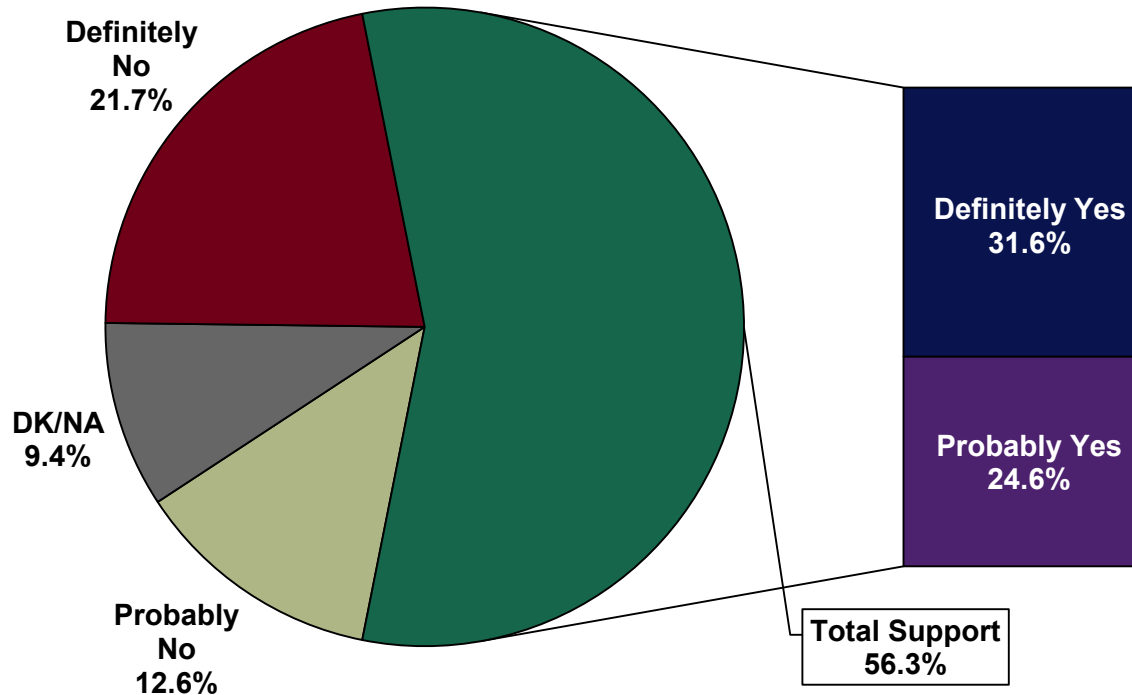
Likely November 2022 Voters



November 2022

Total Agree	62.6%
Total Disagree	28.6%
Ratio Agree to Disagree	2.19

Uninformed Support for Bond Measure Likely November 2022 Voters



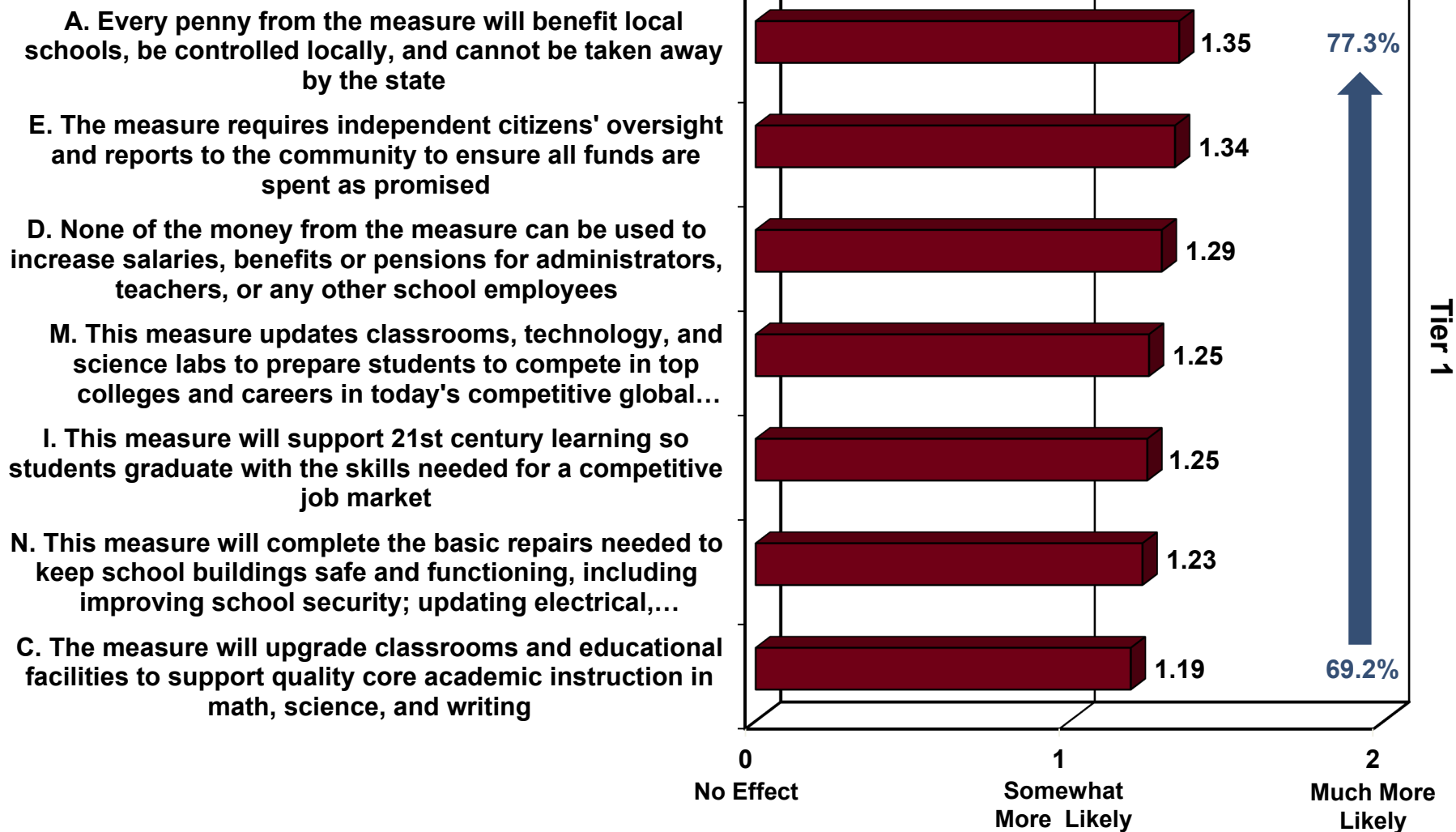
To:

- upgrade local high schools for quality education, prepare students for college, and good jobs;
- replace aging portables and update classrooms, and science labs for quality math, science, and writing instruction; and
- improve access for students with disabilities;

shall Modesto City High School District issue \$198 million dollars in bonds at legal rates, providing approximately \$9.7 million dollars annually at an estimated 2.9 cents per \$100 assessed value while bonds are outstanding, with citizen oversight, annual audits, no funds for administrator salaries, and funds used locally?

Informational Statements I

Likely November 2022 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, and "No Effect" = 0.

Informational Statements II

Likely November 2022 Voters

G. Repairing and replacing old buildings and aging heating and cooling systems will reduce utility costs and create savings that can be used for classroom programs

B. The measure will upgrade classrooms and educational facilities to ensure the health and safety of all students

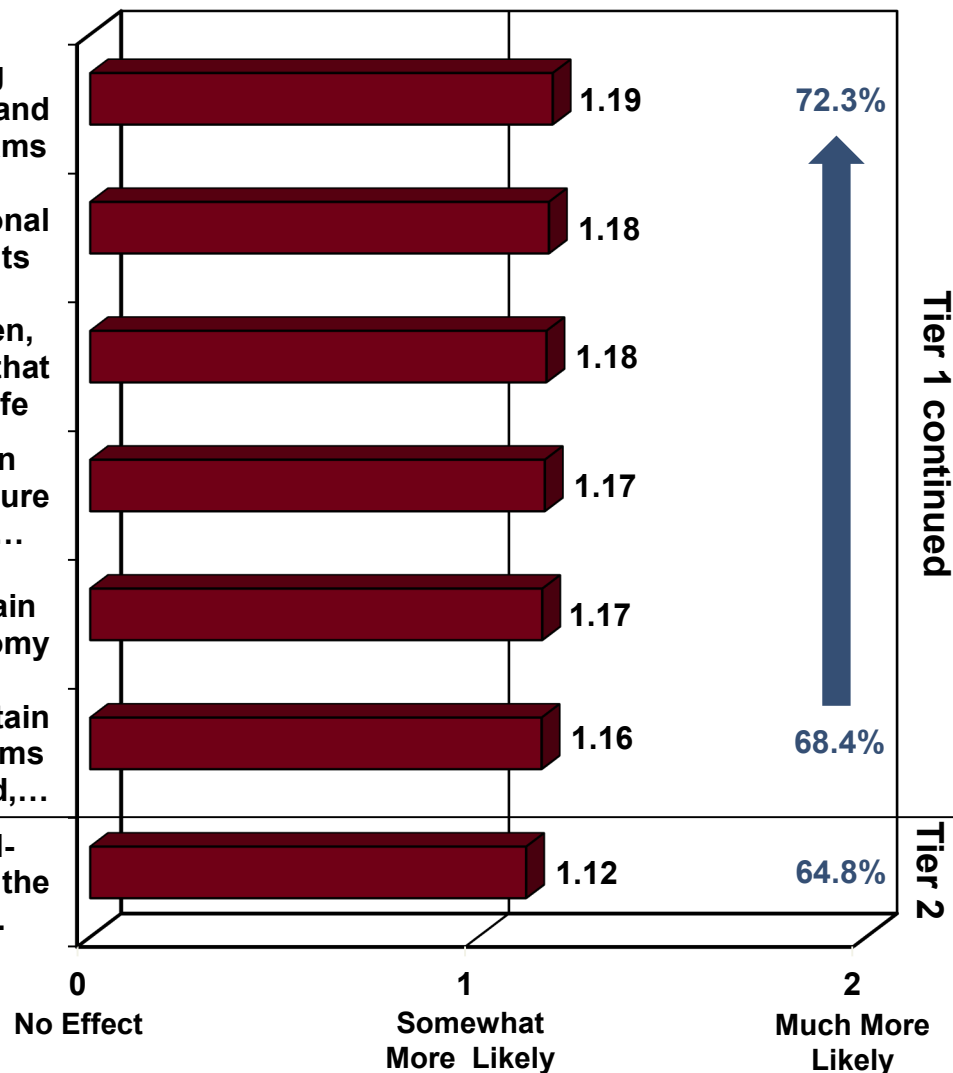
F. Whether or not you have school-age children, supporting local schools is a wise investment that improves our property values and quality of life

J. Many local elementary schools have already been upgraded but most high schools have not. This measure will ensure all students attend school in safe and...

L. This measure will help ensure our high schools train the workers local businesses need for a strong economy

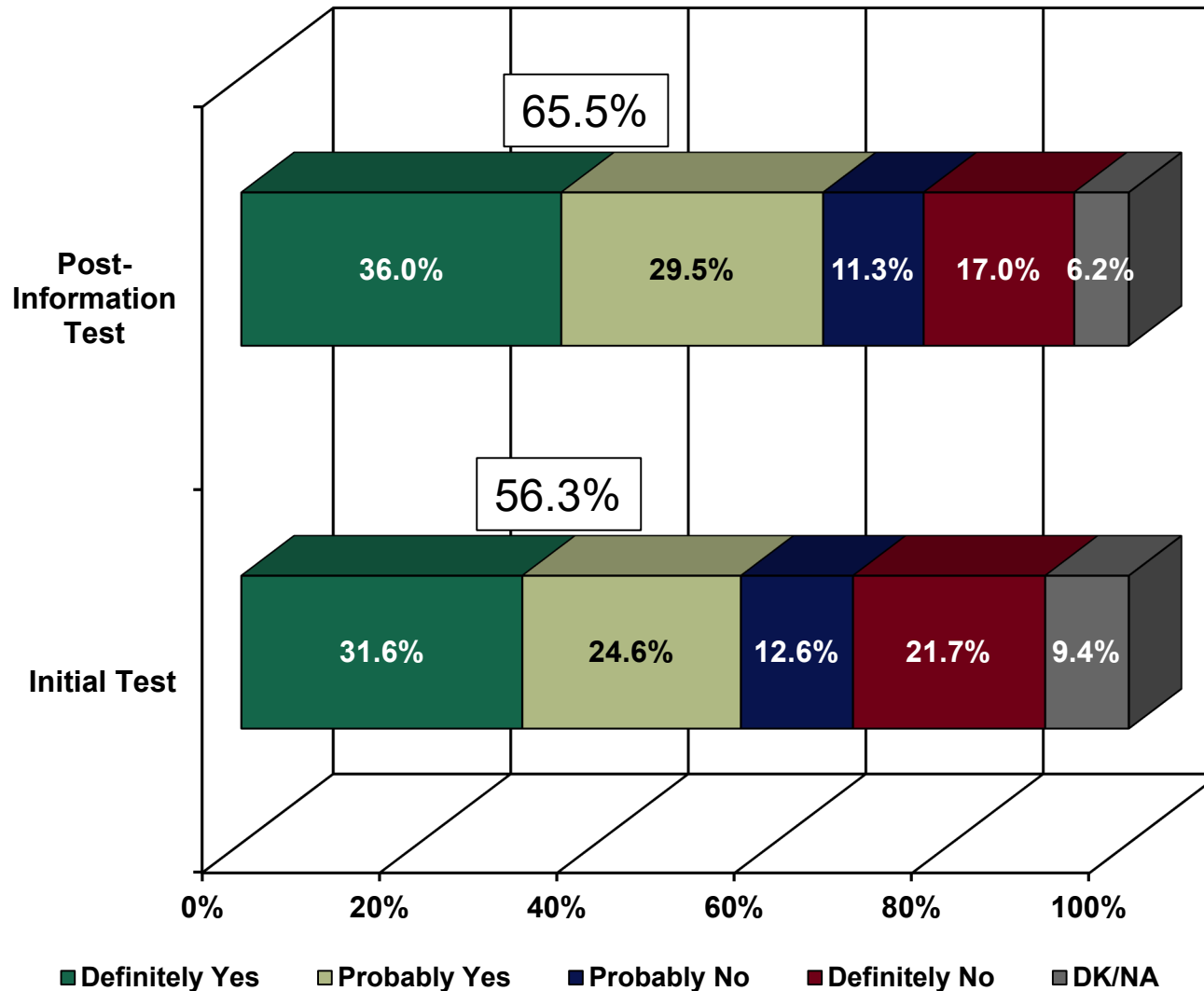
K. This measure will help local schools attract and retain high-quality teachers and staff by providing classrooms and school facilities that are modern, well-equipped,...

H. The Modesto City Schools is proud to have award-winning schools that prepare students for college and the workforce. This measure will help maintain high...



Post-Information Support for Bond Measure

Likely November 2022 Voters



To:

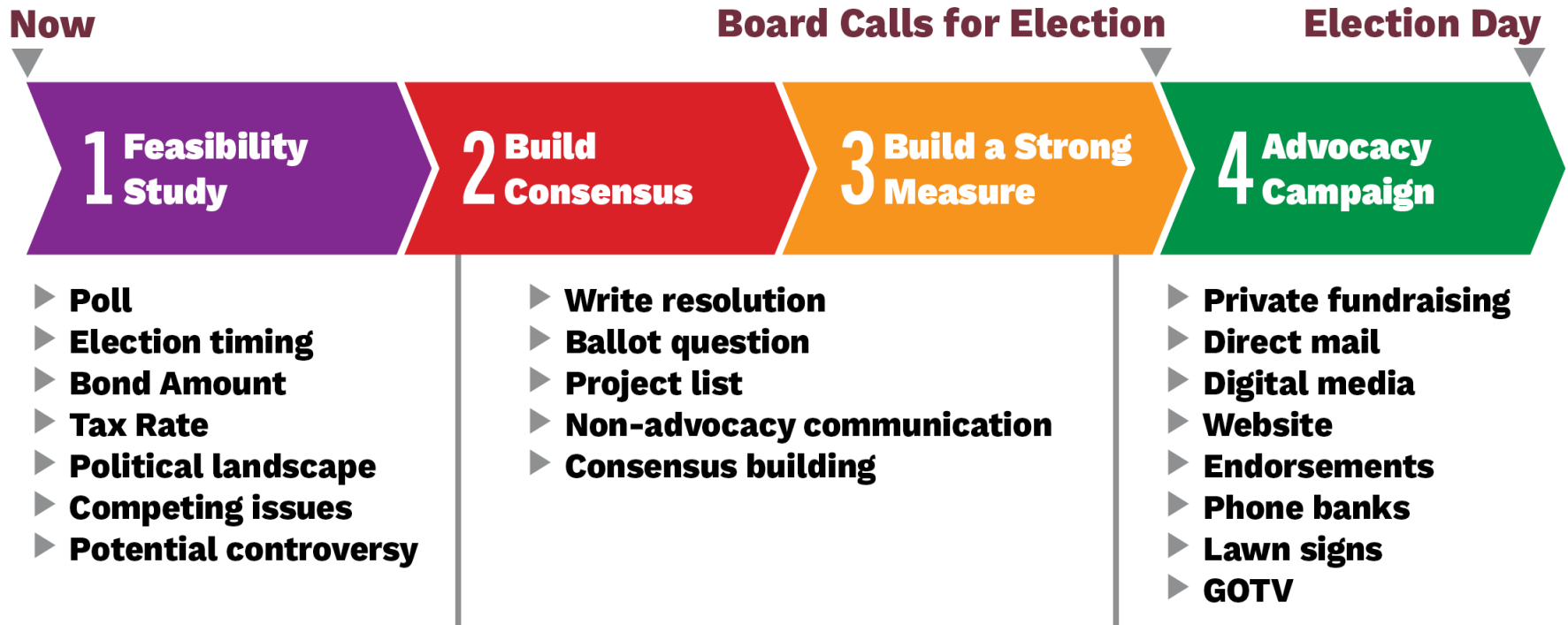
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Summary & Recommendations

- The survey revealed a solid base of voter support for a bond measure, after respondents are provided with information about the measure (56.3% on the first test and 65.5% on the post-information test).
- Top informational statements were:
 - Every penny from the measure will benefit local schools, be controlled locally, and cannot be taken away by the state
 - The measure requires independent citizens' oversight and reports to the community to ensure all funds are spent as promised
 - None of the money from the measure can be used to increase salaries, benefits or pensions for administrators, teachers, or any other school employees
 - This measure updates classrooms, technology, and science labs to prepare students to compete in top colleges and careers in today's competitive global economy
 - This measure will support 21st century learning so students graduate with the skills needed for a competitive job market
 - This measure will complete the basic repairs needed to keep school buildings safe and functioning, including improving school security; updating electrical, ventilation, and fire systems
- Clearly the voters want additional information about the measure from the District before it is placed on the ballot in 2022.

2022 Bond Measure Planning Timeline



Recommended Next Steps

- Begin public information and outreach to raise awareness of high school facility needs and potential bond measure
 - Informational communications sent to all registered voters via direct mail and digital channels
 - Updates to the District's website and social media accounts
 - Development of an FAQ and informational presentation
 - Presentations to stakeholder groups and opinion leaders

Recommended Next Steps

- Spring tracking poll to measure impact of informational outreach, confirm support levels and refine measure
- Using feedback from tracking poll and public outreach, begin craft necessary legal documents, including:
 - Resolution calling election
 - 75-word ballot question
 - Bond project list
 - Tax rate statement



Recommended Next Steps

- Board adopts resolution calling election in June 2022
- Adopted resolution calling election submitted to Registrar of Voters prior to July 6 deadline
- Final phase of informational outreach effort to announce measure that has been placed on the ballot and provide voting information
- Transition to independent advocacy campaign