

# SMMUSD Bond Survey

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Consultant Draft

# Methodology

N = 433 in Santa Monica (+/- 4.7% MOE)

N = 90 in Malibu (+/- 10.2% MOE)

Three modes for fielding:

November general election, 62% turnout sample

texts to voters with cell phone numbers listed in the voter file with a link to an online survey (59%)

Emails to voters with email addresses in the voter file with a link to an online survey (7%)

Telephone calls to voters with landline and cell phone numbers listed in the voter file (34%)

# Overview

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Santa Monica bond seems likely to pass with initial support at 66% at \$485 million. This is well ahead of the 54% support found in SM in the 2012 bond survey for a \$385 million bond

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Malibu bond starts in the mid-50s

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Top priorities are repairing aging schools and improving educational quality

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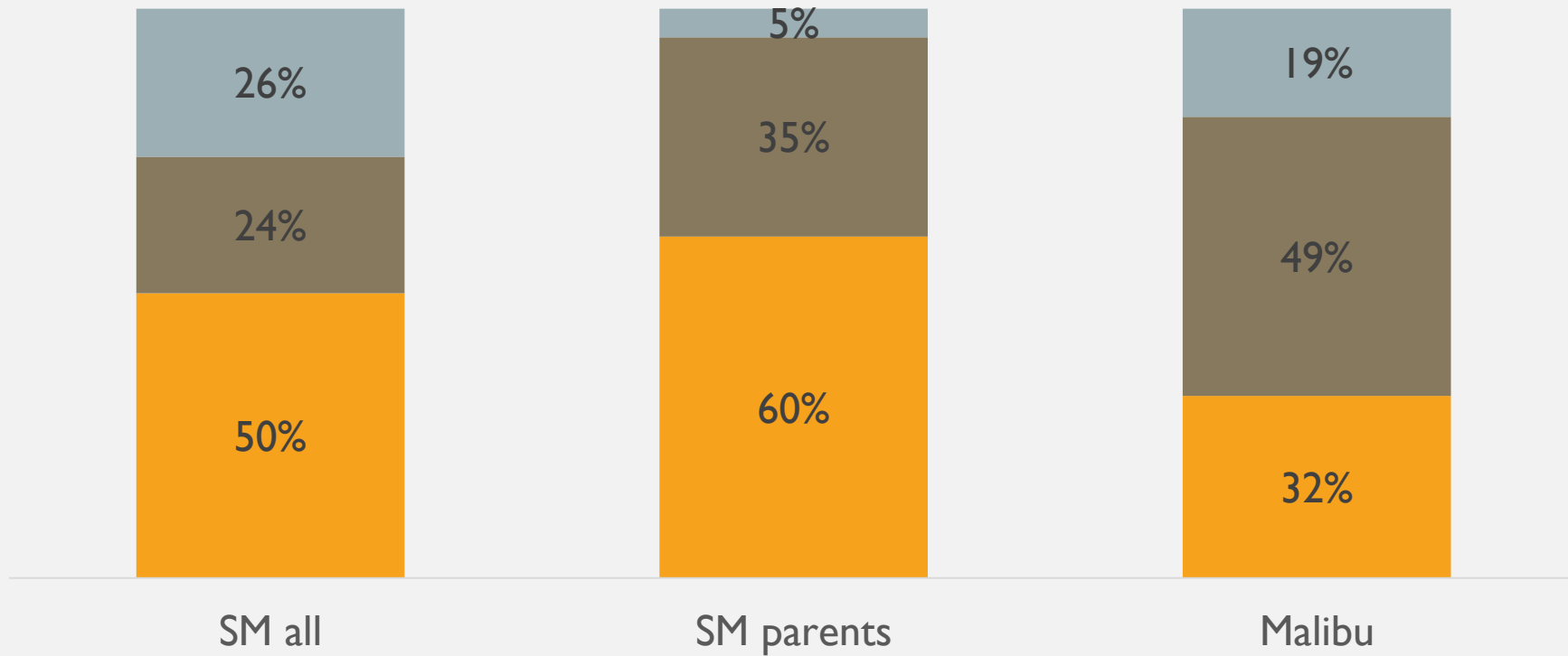
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Renters lead the way at 71% yes, along with younger homeowners at 74% yes

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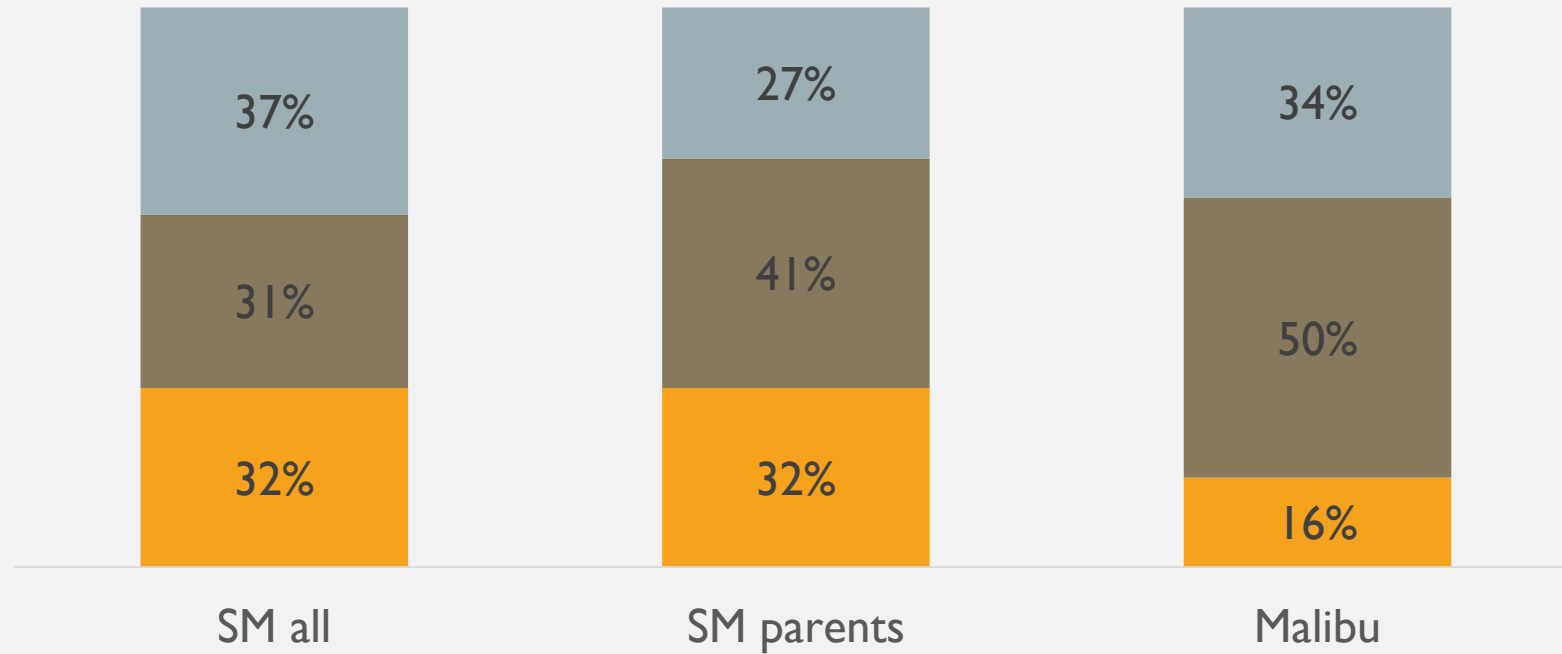
# SMMUSD JOB RATING

■ Excellent/pretty good   ■ Poor/only fair   ■ Can't rate

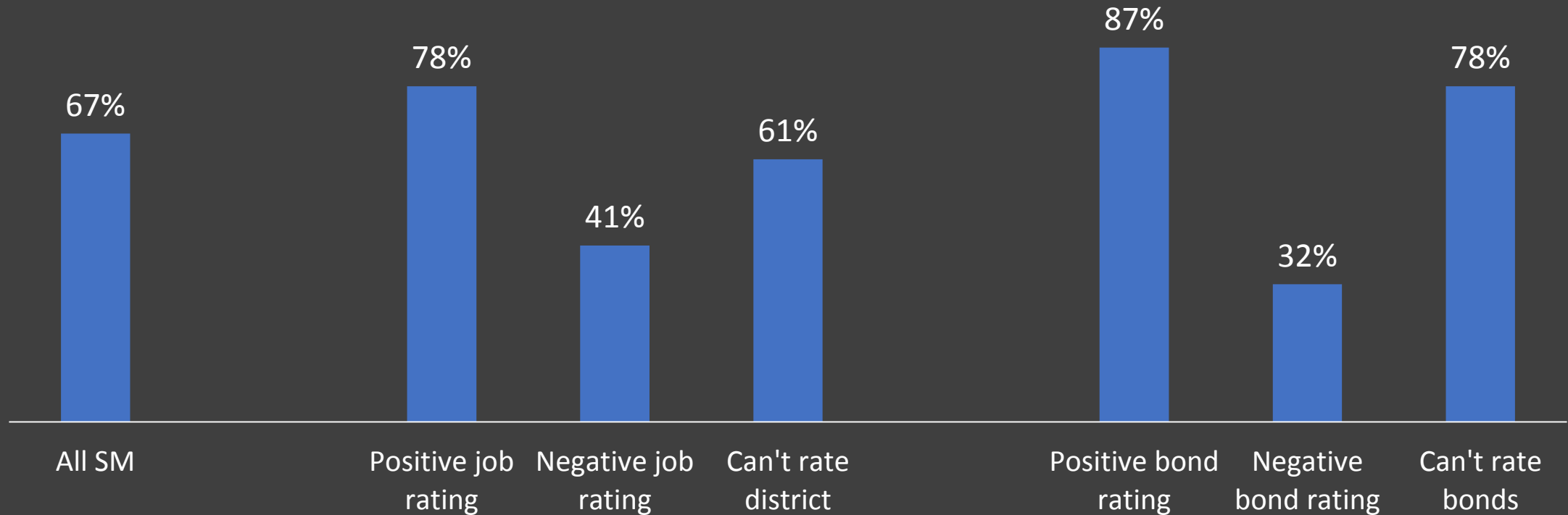


# RATING THE JOB THE DISTRICT HAS DONE IN SPENDING FUNDS FROM PAST BONDS

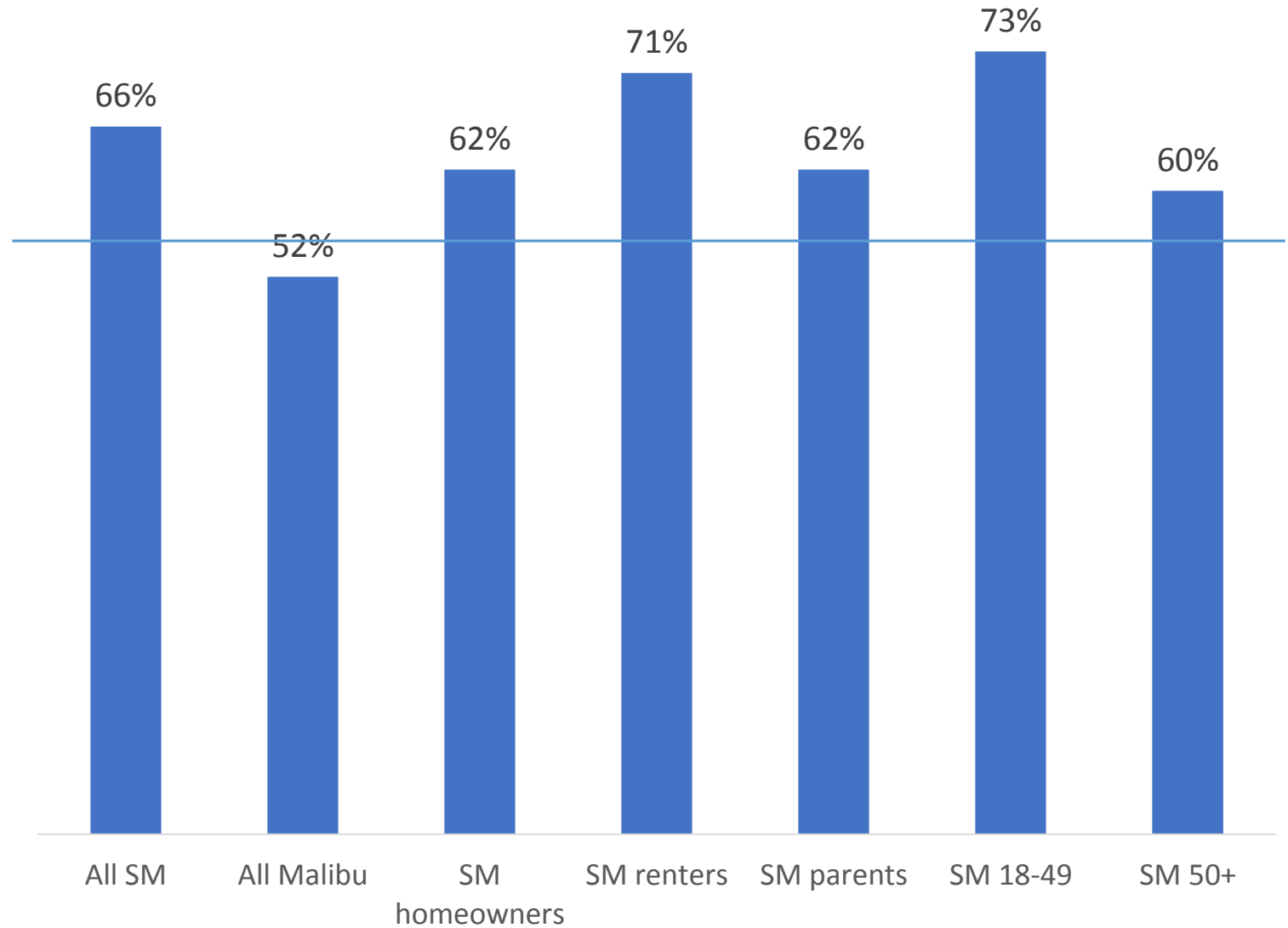
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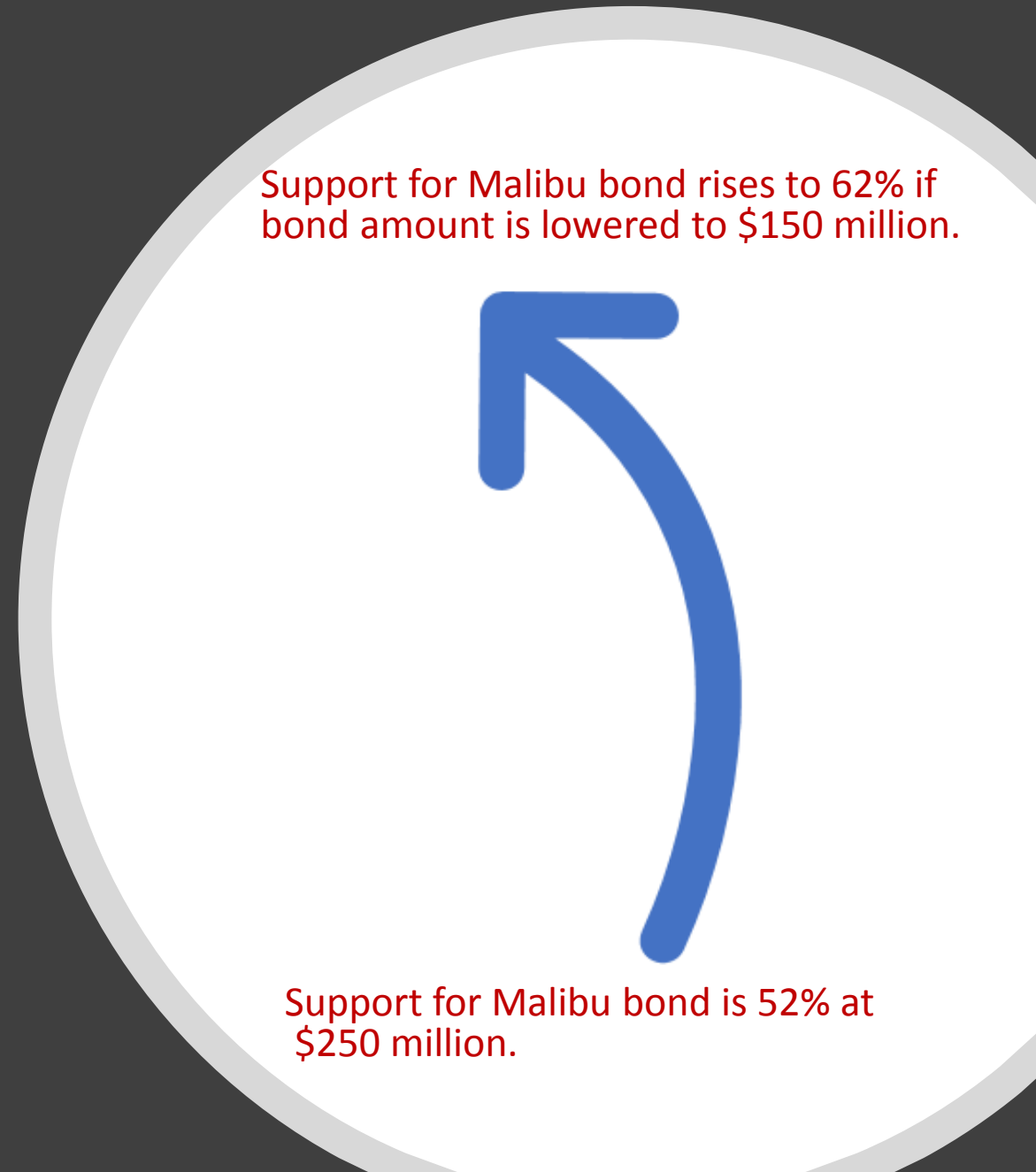
# Correlation between Ratings and Support for Bond



# % Yes on \$485 Million/\$250 Malibu Bond



Lowering the bond amount in Malibu increases likelihood of winning





# Key voter groups in Santa Monica

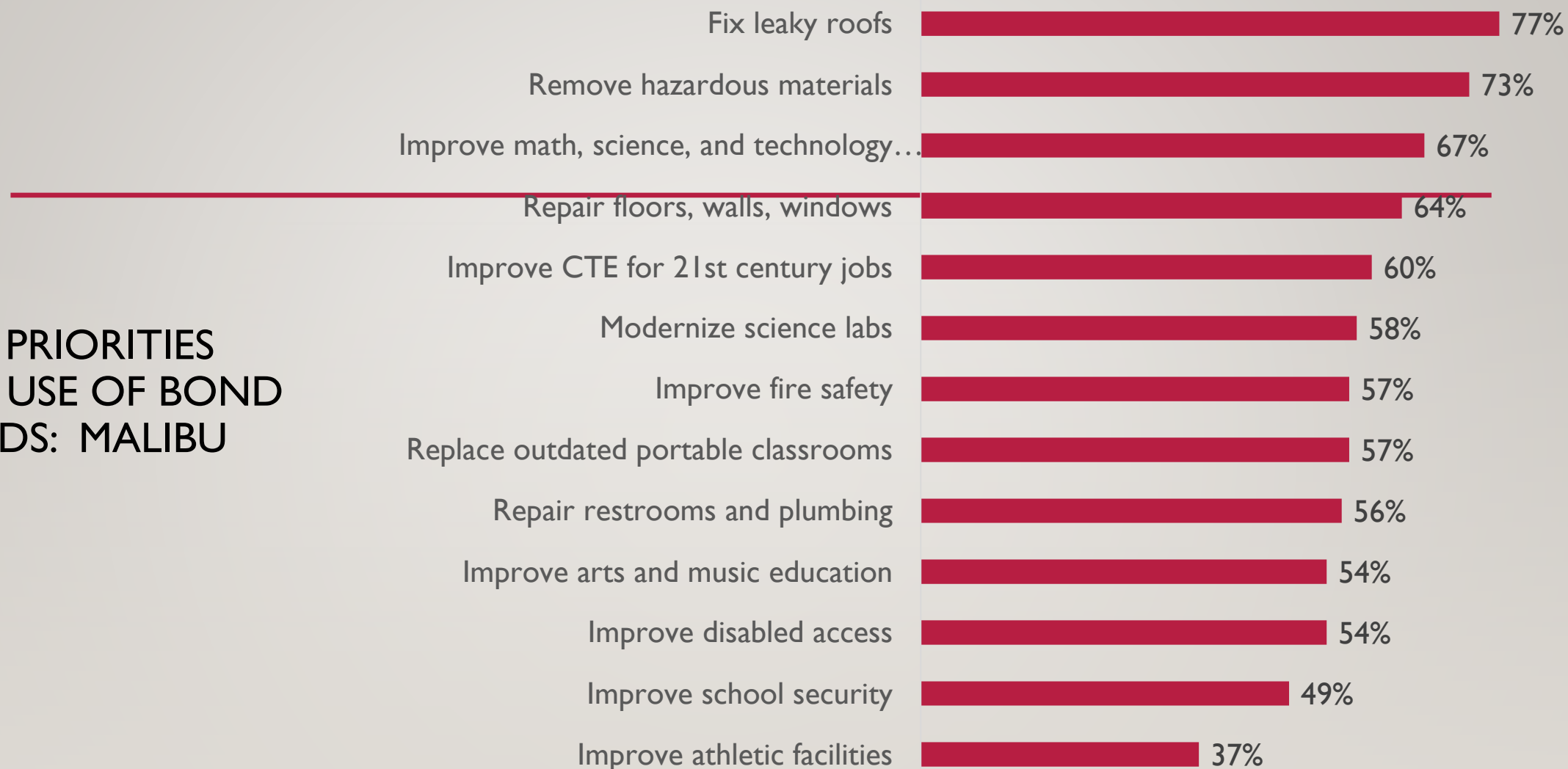
Moderate support	Least familiar with SMMUSD
50+ homeowners	18-34
Independent voters	Renters
Highest income voters	Not parents
November, 2014 voters	Undecided on the bond

## % Rating Each Bond Use as Very Important: Santa Monica



## TOP PRIORITIES FOR USE OF BOND FUNDS: SANTA MONICA

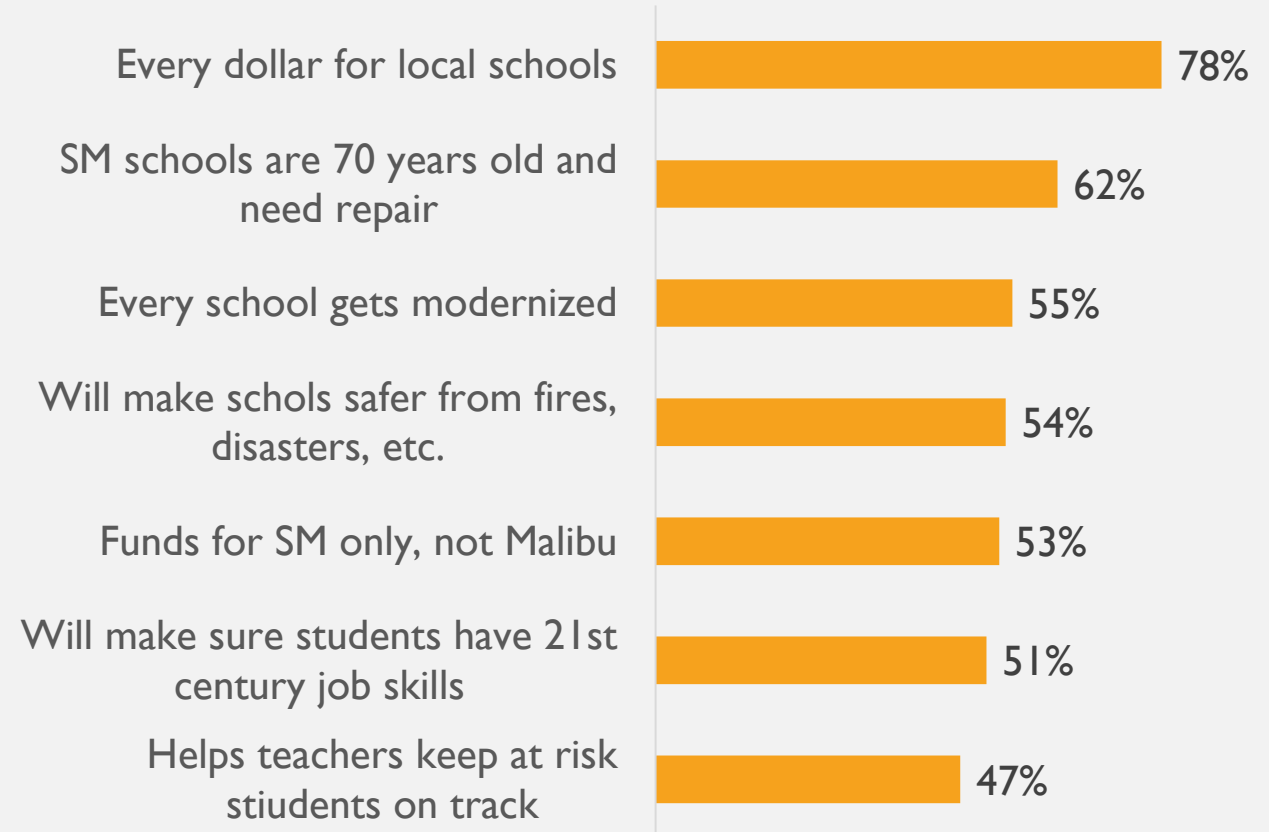
## % Rating Each Use of Bond as Very Important: Malibu



### TOP PRIORITIES FOR USE OF BOND FUNDS: MALIBU

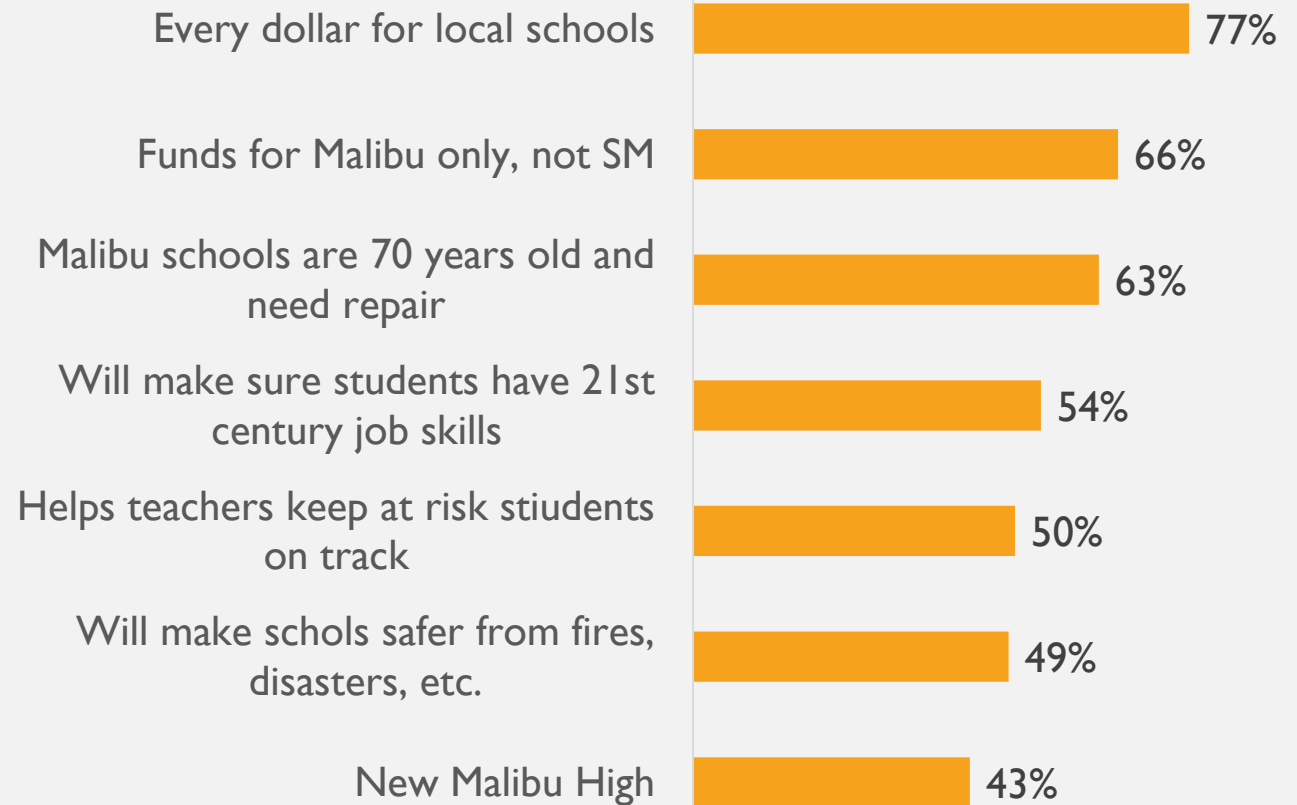
REASONS TO  
VOTE YES:  
SANTA MONICA

% Rating Each Statement As Very Important in  
Deciding How to Vote: Santa Monica



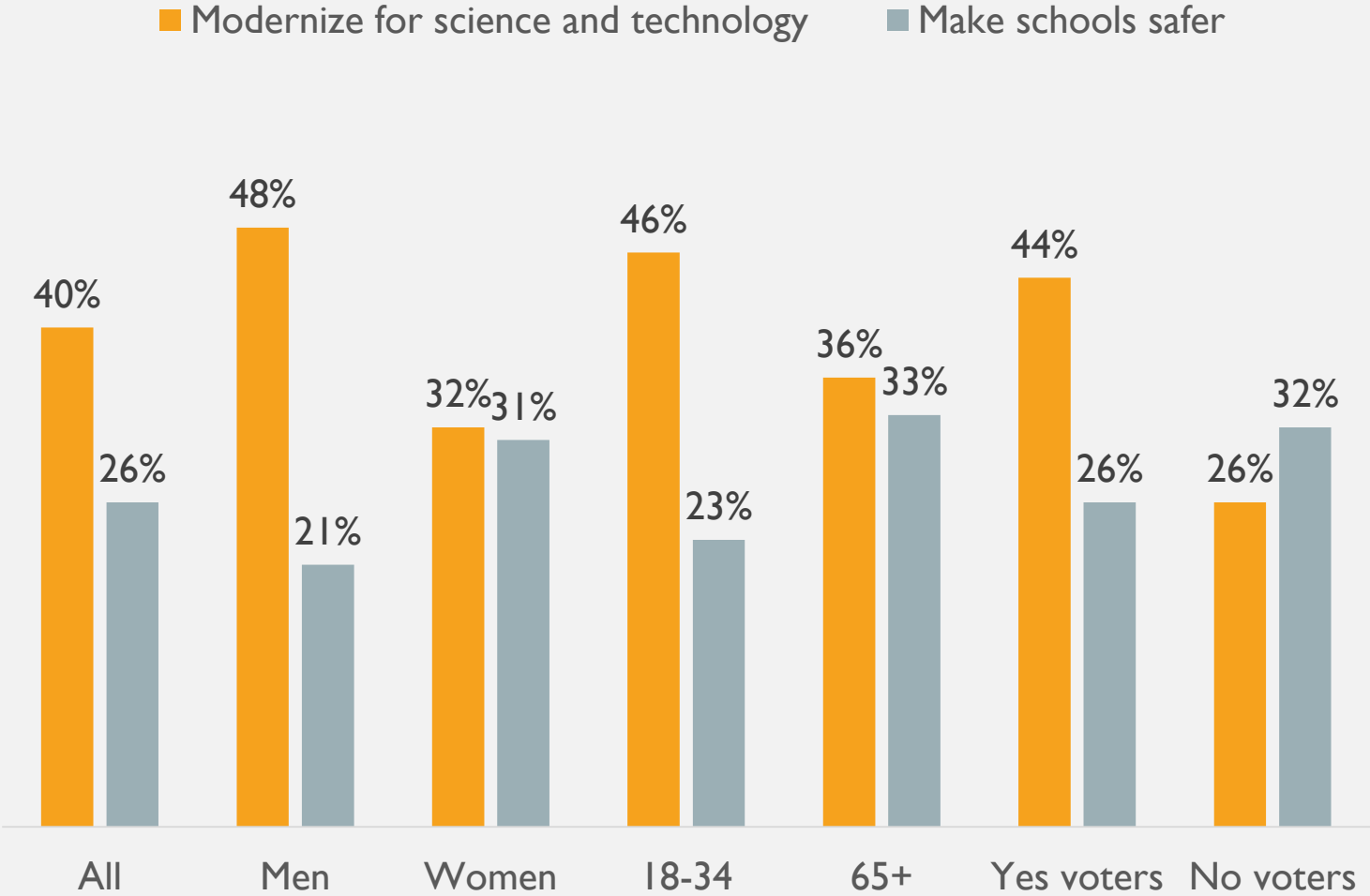
## REASONS TO VOTE YES: MALIBU

### % Rating Each Statement As Very Important in Deciding How to Vote: Malibu

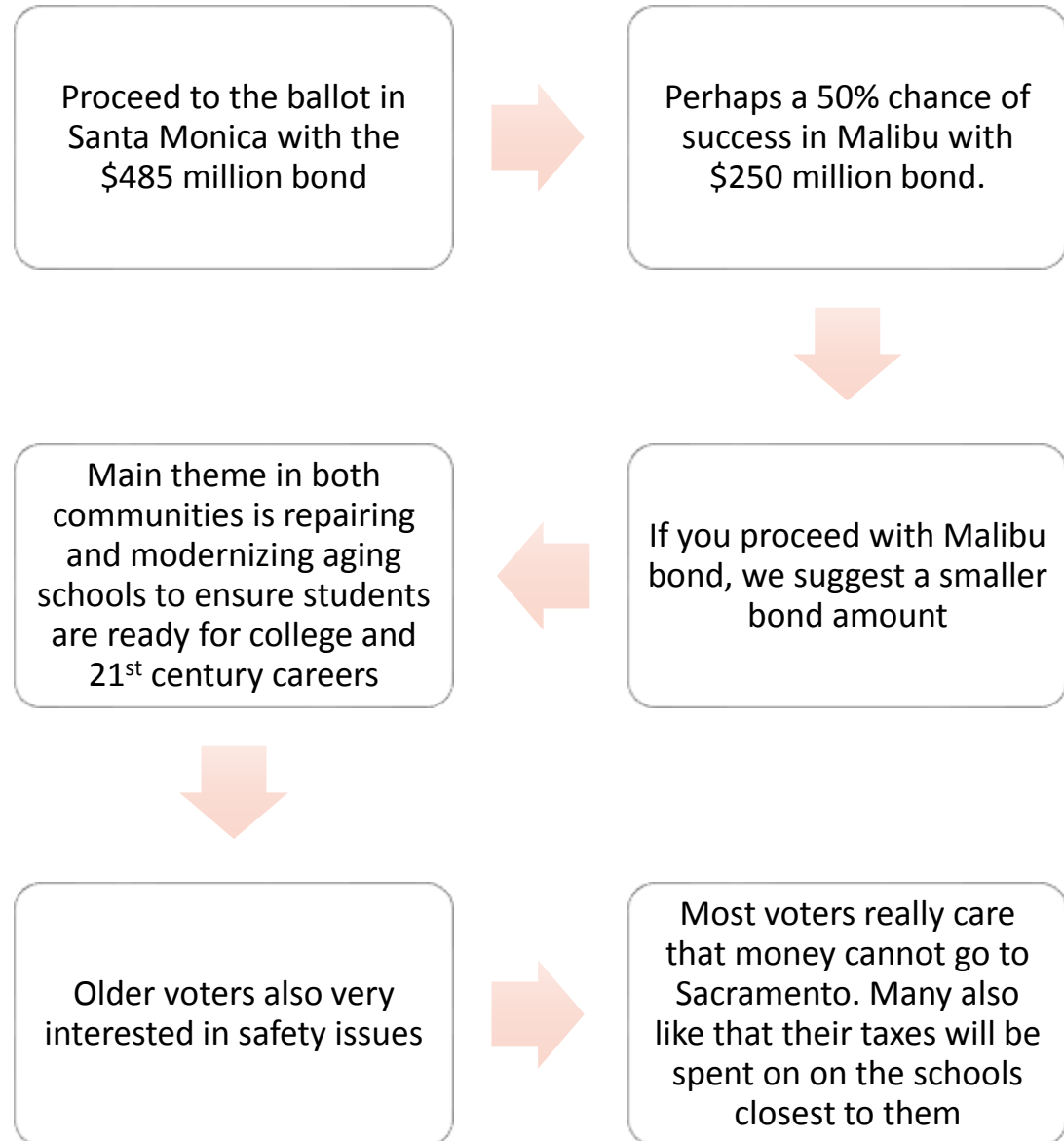


DIFFERENCES BY  
GENDER, AGE, AND  
ATTITUDES ABOUT  
THE BOND ON TOP  
PRIORITY FOR USE  
OF BOND FUNDS

Most Important Use of Bond

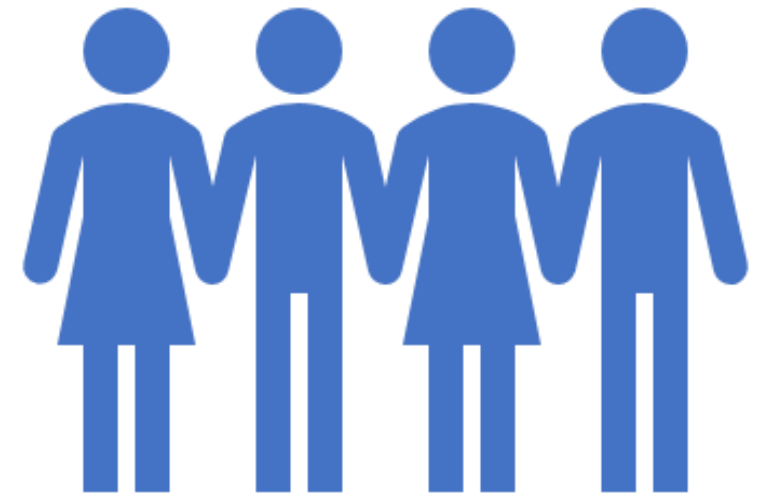


# Recommendations



# Proposed 75 word ballot language (SM)

- To improve, repair, and modernize outdated Santa Monica school facilities including classrooms, science labs, music and art facilities, and instructional technology; fixing roofs and restrooms, and improve fire and other safety systems; shall the Santa Monica School Facilities Improvement District of the Santa Monica Malibu Unified School District issue \$485 million of bonds at legal interest rates, averaging \$27 million annually to repay issued bonds through final maturity, from levies estimated at \$0.04/\$100 of assessed value, with citizens' oversight, annual audits, and all funds benefitting Santa Monica schools?







Thank you