



# Survey of Campbell Union Elementary School District Likely Voters

August 2019

**T B W B** STRATEGIES

- ▶ Live telephone & email-to-web survey of likely March 2020 voters
- ▶ Survey conducted July 30 – August 4, 2019
- ▶ 458 interviews; overall margin of error  $\pm 4.57$  percentage points
- ▶ Interviews were conducted in English by trained, professional interviewers
- ▶ Where applicable, results compared with the following:

Methodology	Dates	Sample Size	Margin of Error	EMC #
Phone	March 8-14, 2016	400	$\pm 4.9$ percentage points	16-5909
Phone	September 17-24, 2014	407	$\pm 4.9$ percentage points	14-5298
Phone	October 22-26, 2009	400	$\pm 4.9$ percentage points	09-4155
Phone	January 27-29, 2003	404	$\pm 4.9$ percentage points	03-2772
Phone	October 15-18, 2001	400	$\pm 4.9$ percentage points	01-2433

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

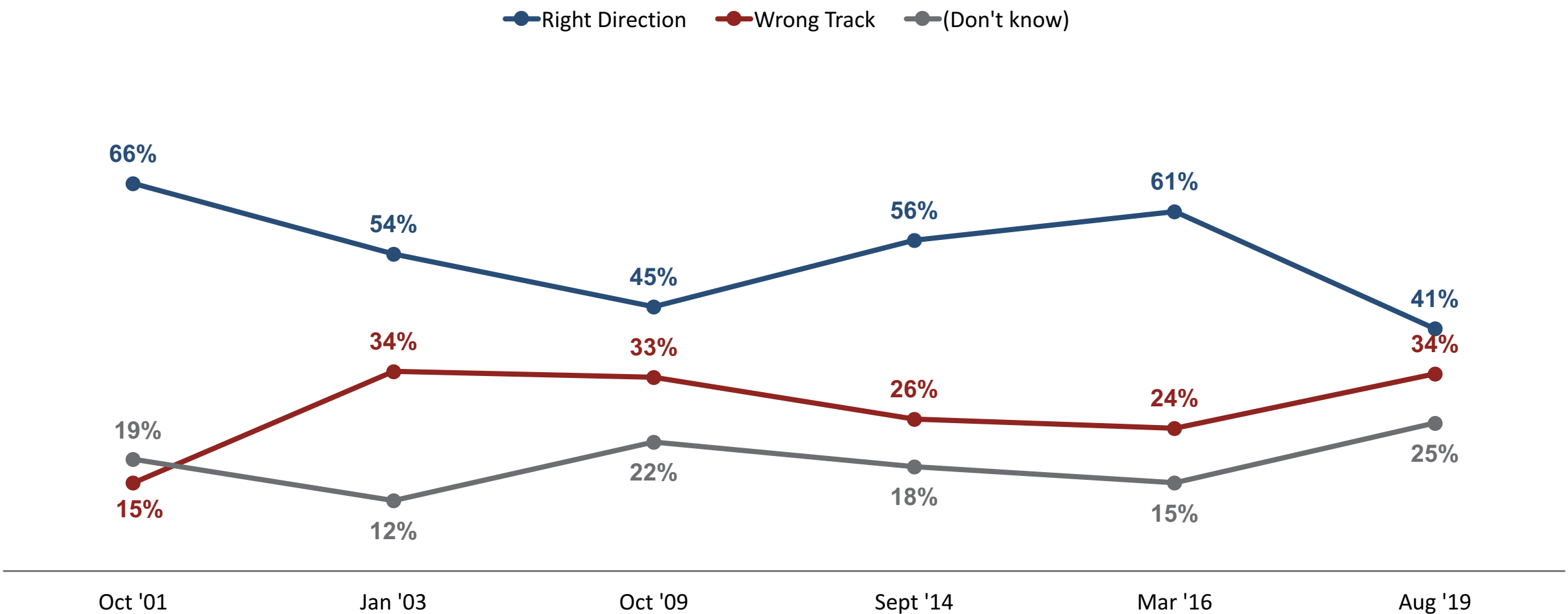
- ▶ Voters continue to recognize the need for additional funding for local schools and show high concern for the cost of living in the area.
- ▶ While there is some sensitivity to taxes, a strong majority believe that maintaining the quality of our schools is a priority, even if doing so requires increasing taxes.
- ▶ Initial support for a potential parcel tax measure is near the two-thirds threshold needed for passage.
- ▶ Top priorities for a school parcel tax measure include retaining highly qualified teachers and sustaining strong academic and advanced programs in reading, writing, math, arts, and science.
- ▶ Assurances that all revenue would be spent in local schools as promised, and focusing on retaining the highest quality teachers, are compelling reasons to support a potential measure.



**Mood of the Electorate**

# Right Direction/Wrong Track Trend

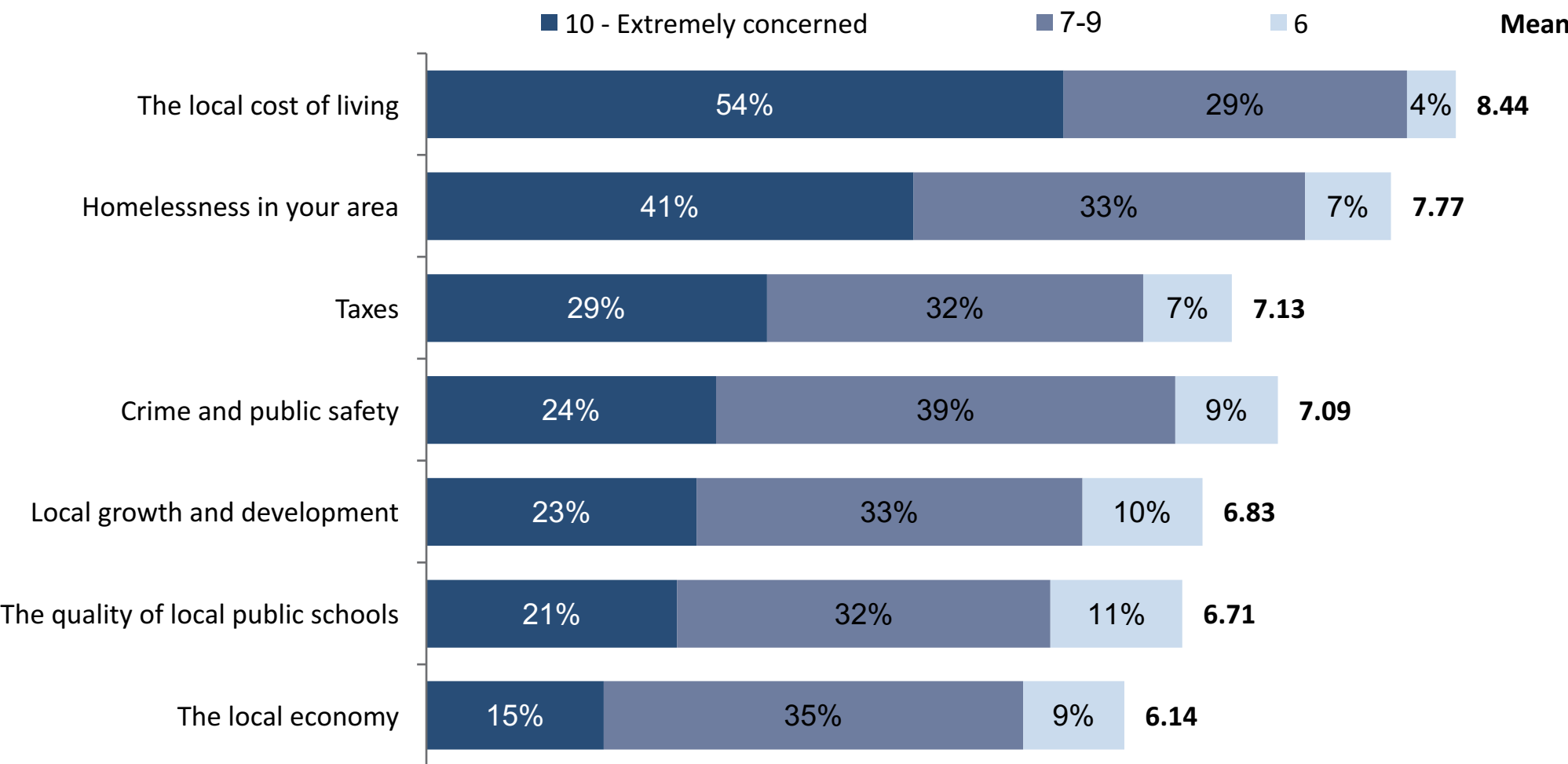
*Voters are more optimistic than pessimistic about the direction of things in Santa Clara County. While optimism has softened, the change in methodology may account for some of the difference in results.*



Q4. Do you feel that things in Santa Clara County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

# Concern for Local Issues

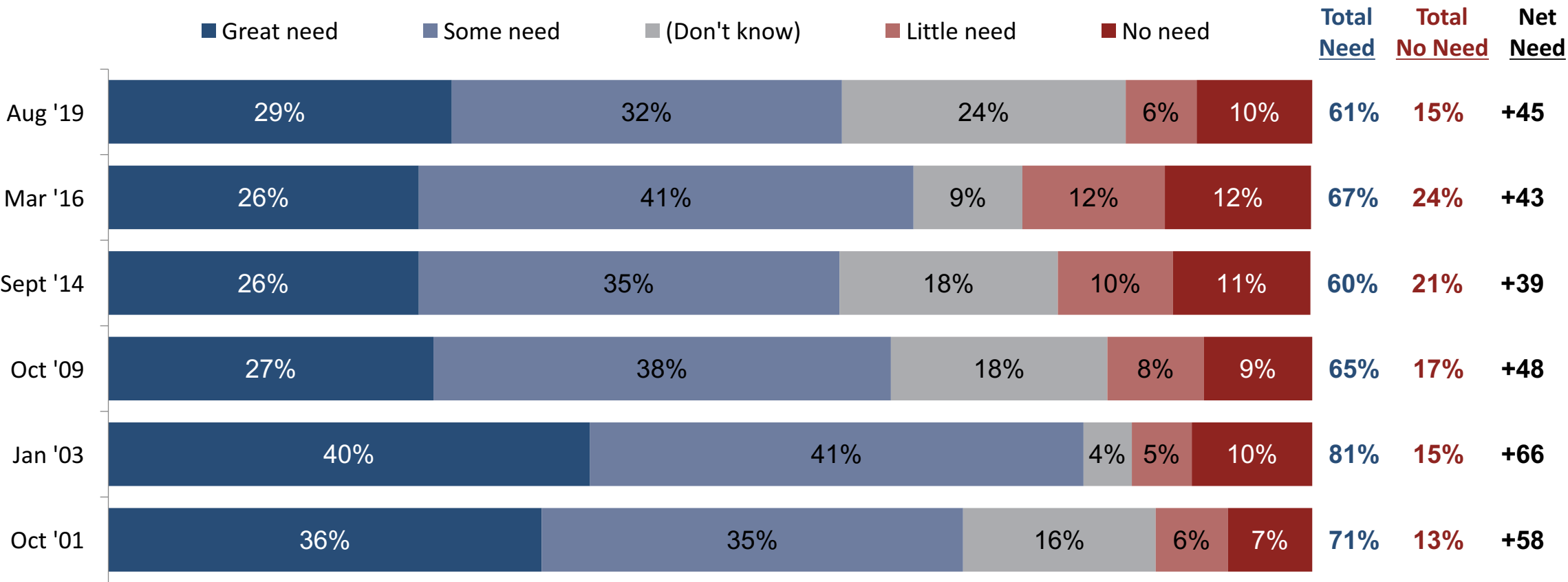
Over a majority of CUESD voters are extremely concerned about the cost of living in the area.



# Need for School Funding Trend

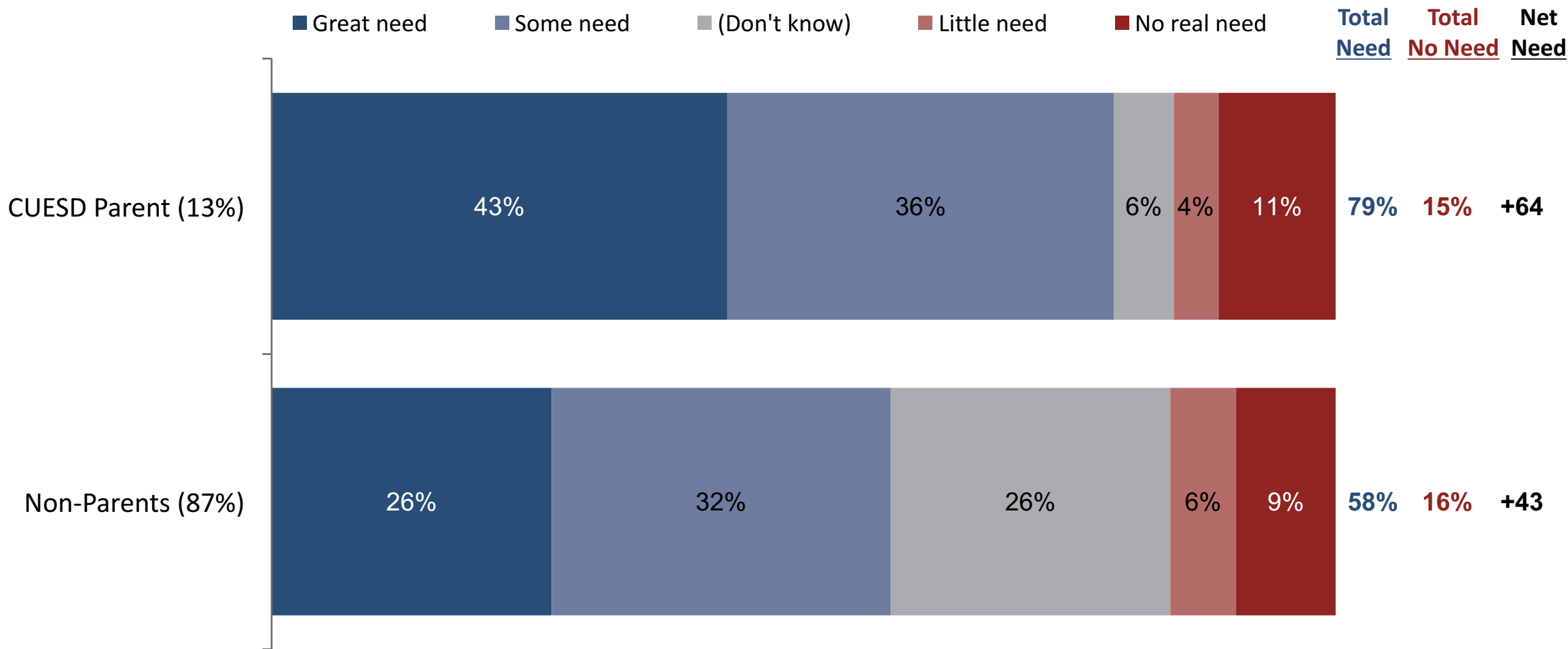
*Voters recognize the need for additional funding for local schools.*

Would you say that public schools in the Campbell Union Elementary School District have a great need for more money, some need for more money, little need for more money, or no real need for more money?



# Need For School Funding Among Parents **TBWB** STRATEGIES **EMC** research

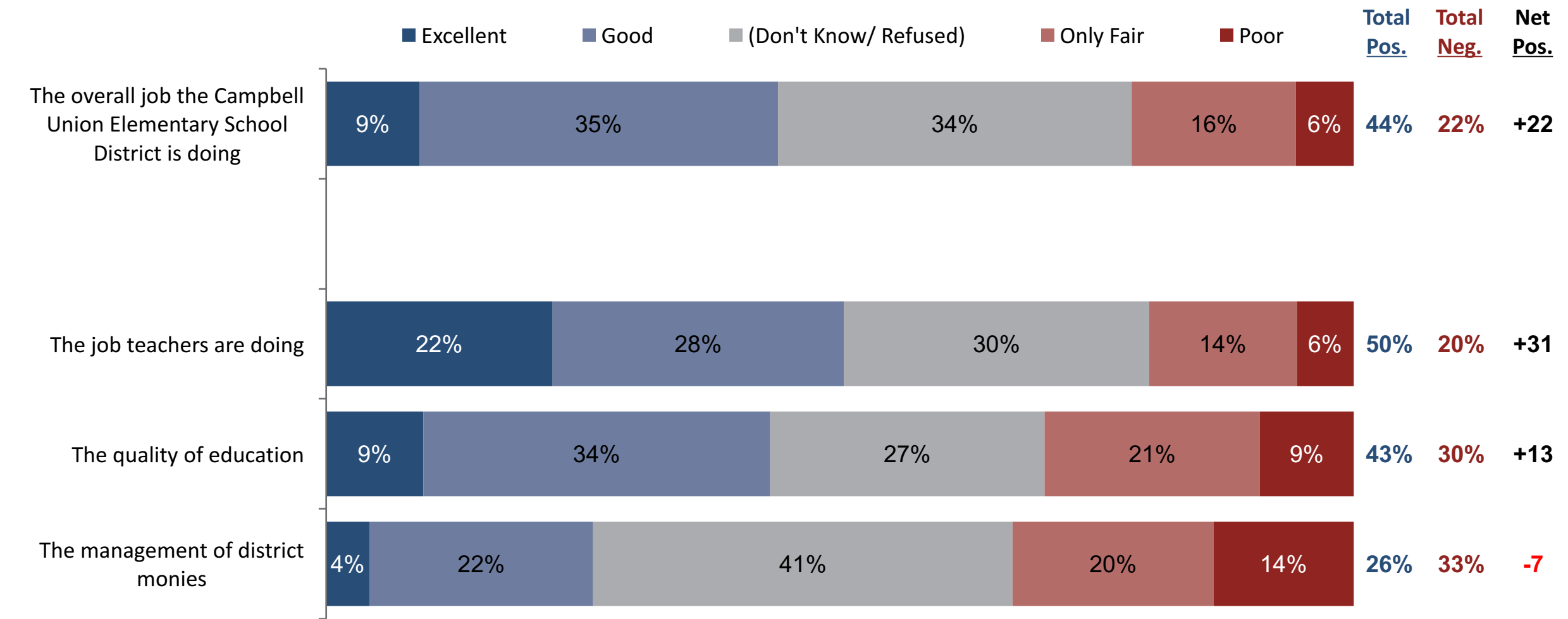
*District parents are widely aware of the need for additional funding.*





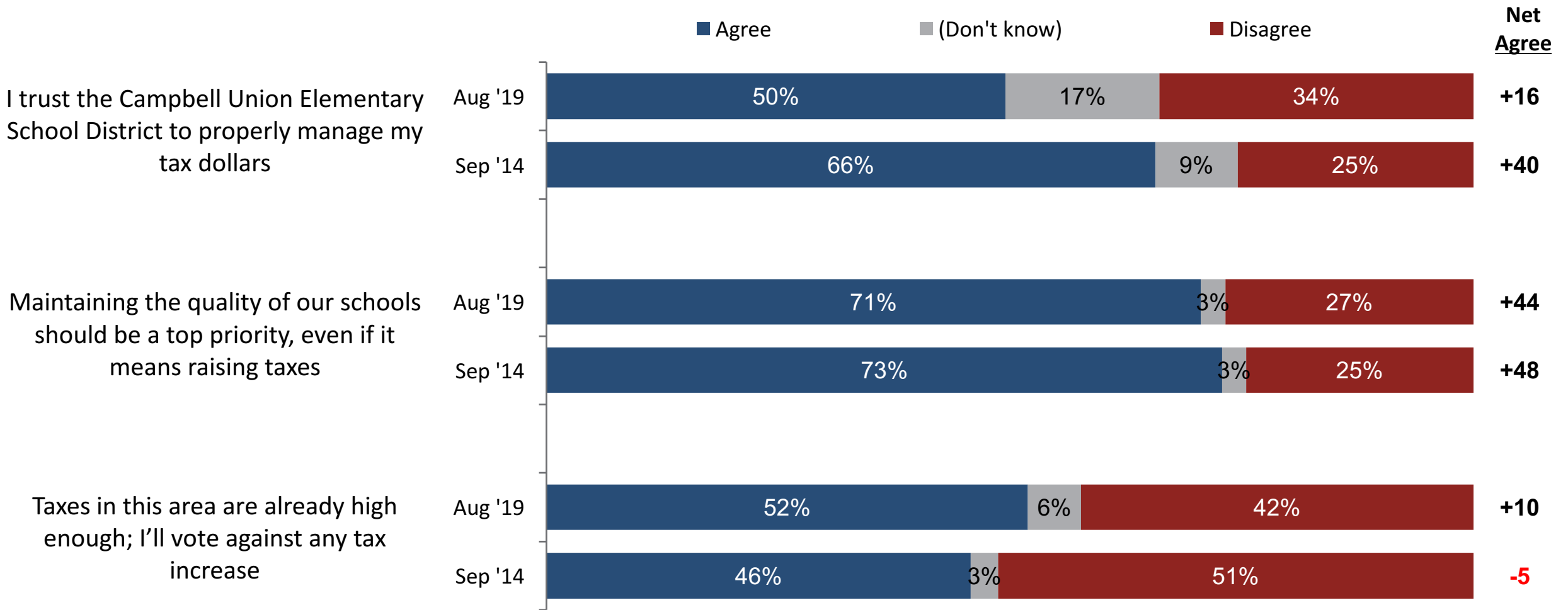
# District Job Ratings

A plurality of voters rate the quality of teachers and education provided by CUESD schools positively.



# Voter Attitudes Toward Taxes

*Voters continue to indicate a willingness to fund schools with over two-thirds of voters saying that maintaining the quality of our schools should be a priority even if it means raising taxes.*



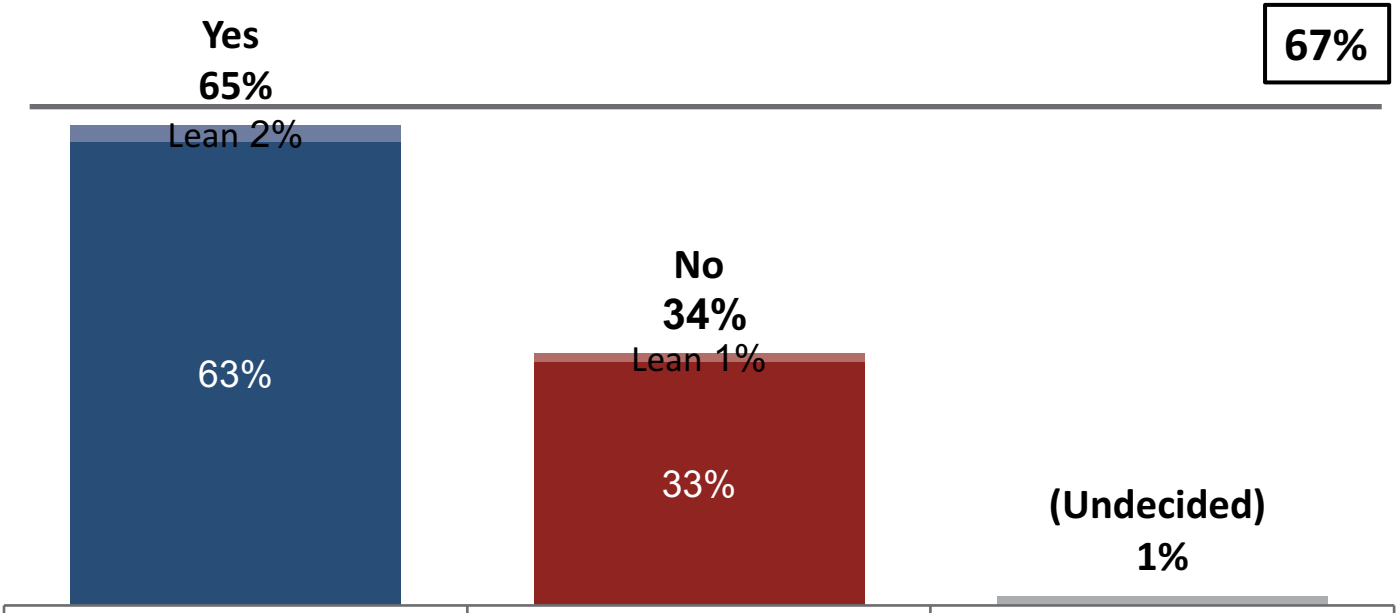


**Parcel Tax Measure**

# Initial Vote For Parcel Tax Measure **TBWB** STRATEGIES **EMC** research

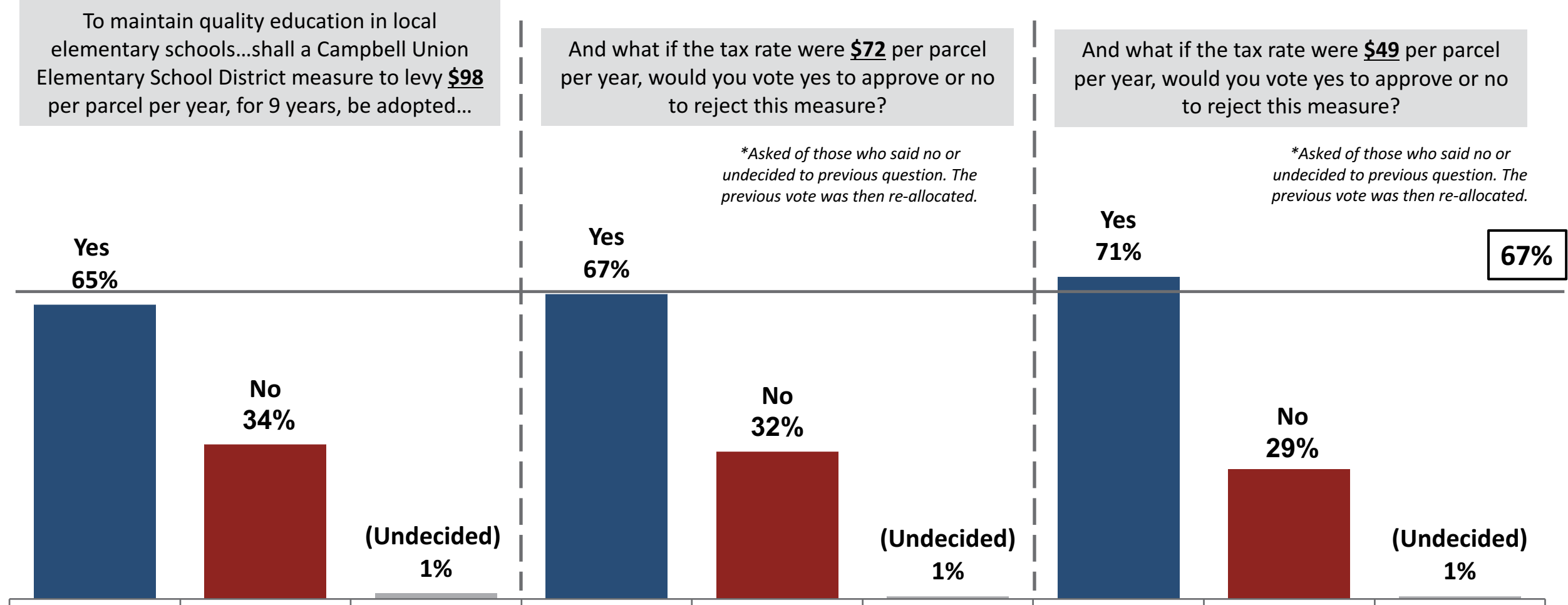
*Support for a parcel tax is currently below the two-thirds threshold needed for passage.*

To maintain quality education in local elementary schools by attracting/retaining high performing teachers, sustaining strong academic and advanced programs in reading, writing, math, arts and sciences; and providing support for struggling students and preventing additional budget cuts, shall a Campbell Union Elementary School District measure to levy \$98 per parcel per year, for 9 years, be adopted, raising \$2.36 million annually with exemptions for seniors, independent community oversight, no funds for administrators, and all funds benefiting local schools?



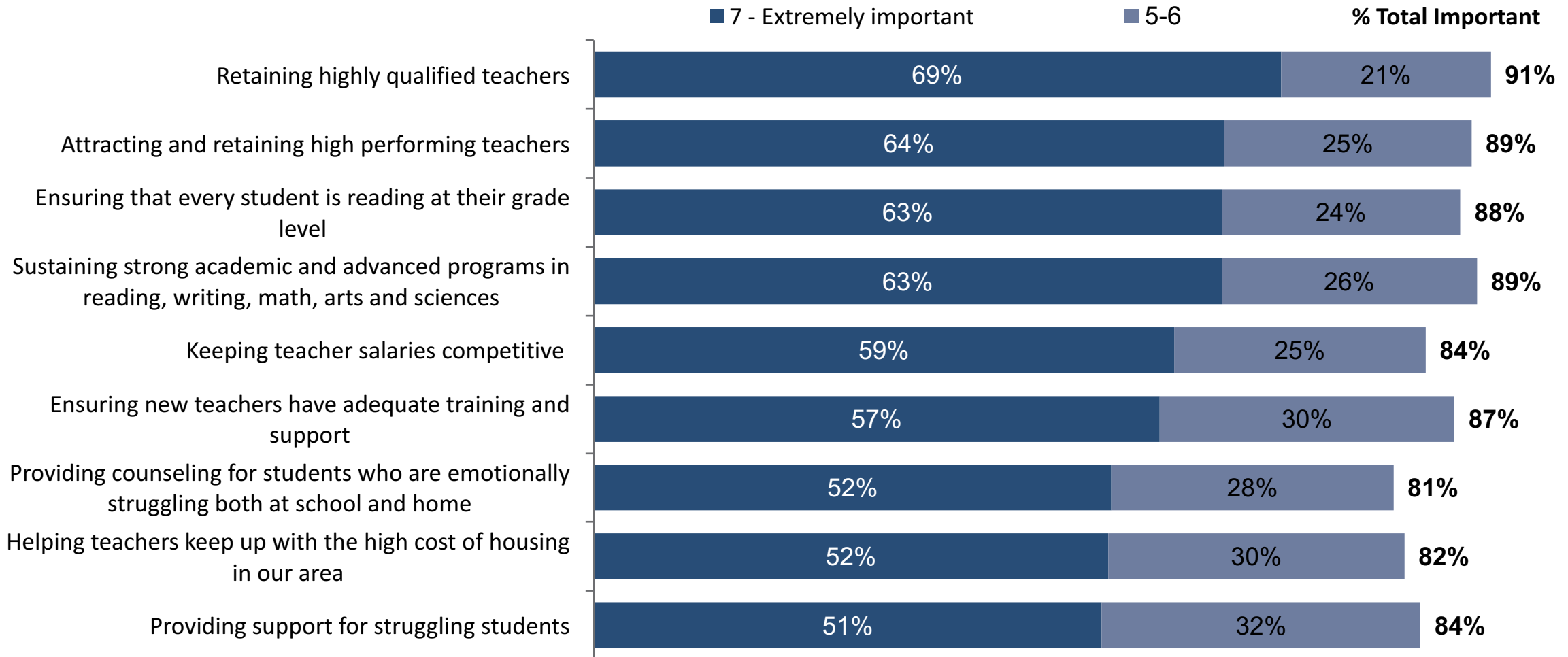
# Measure Vote by Tax Rate

Among those who voted against the measure or said they were undecided, there was a slight increase in support when asked if they would support it if the tax rate were a lower amount indicating there may be some cost sensitivity.



# Importance of Potential Priorities

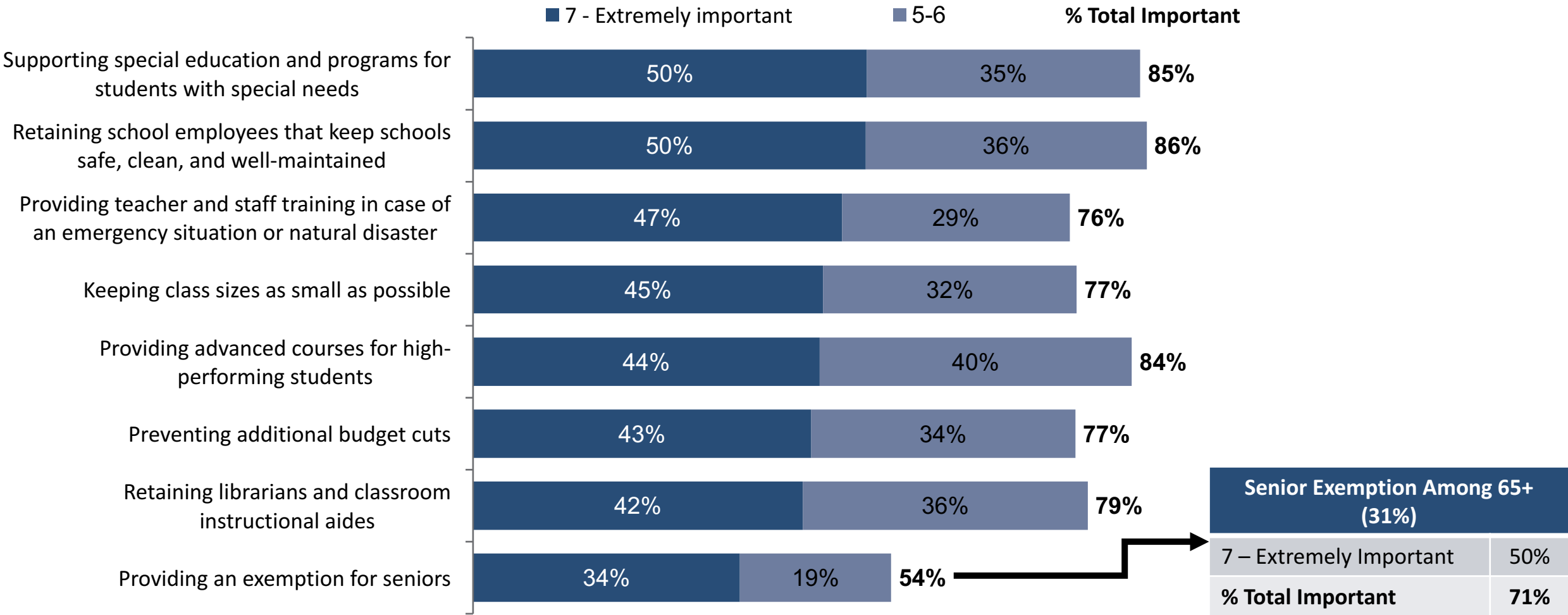
*Preserving strong academic programs and attracting and retaining highly qualified teachers are particularly important to voters.*



Q23-39. I'm going to read you a list of items that the Campbell Union Elementary School District parcel tax measure could pay for. On a scale of 1 to 7, where 1 is not important at all and 7 is very important, please tell me how important that item is to you.

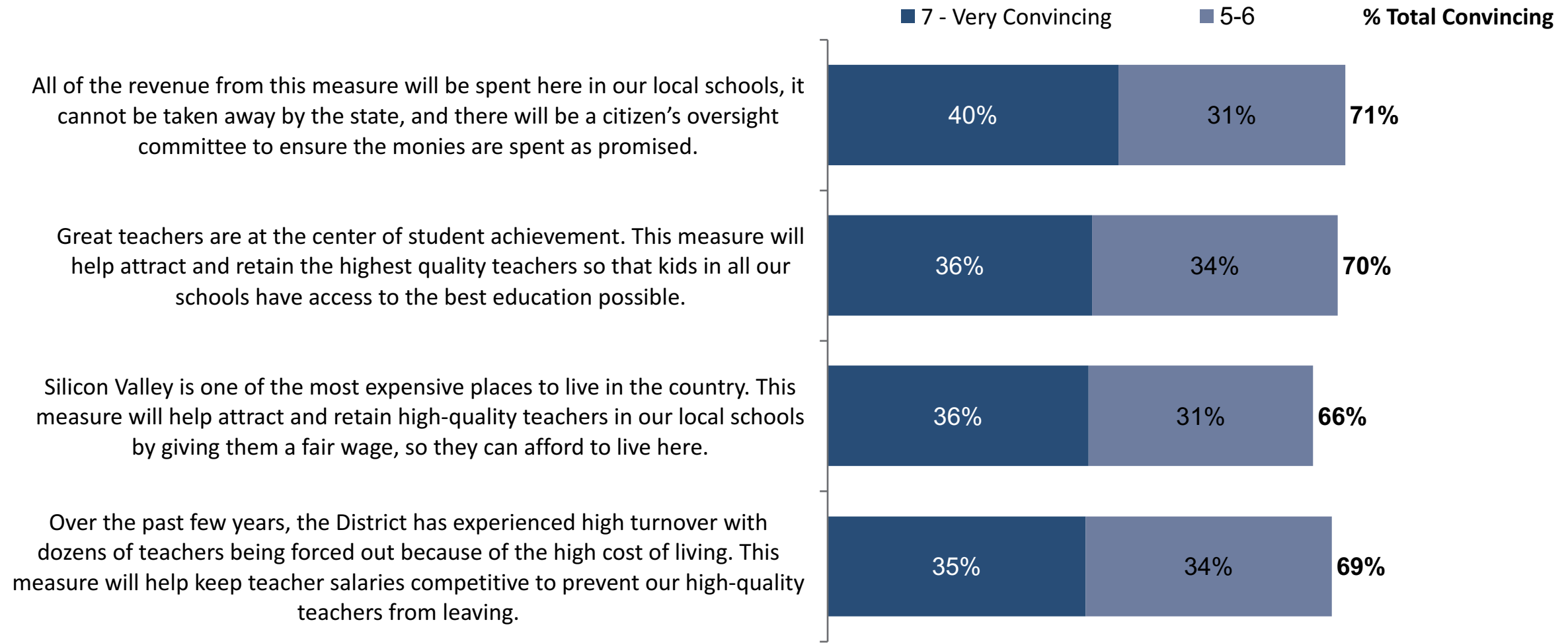
# Importance of Potential Priorities

*Supporting special education programs and retaining school safety staff are also important, while providing a senior exemption would be extremely important to many seniors.*



# Additional Information

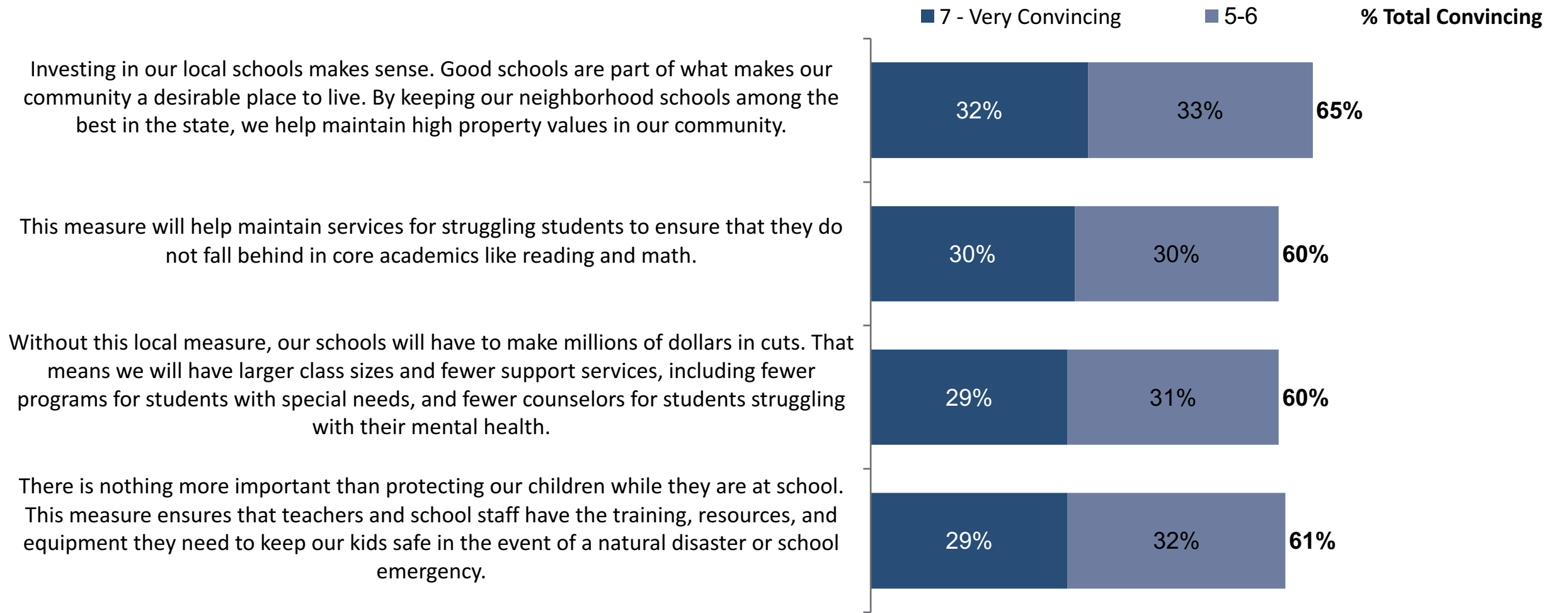
*Voters react positively to messages about the fiscal accountability features of a measure, and attracting and retaining teachers.*





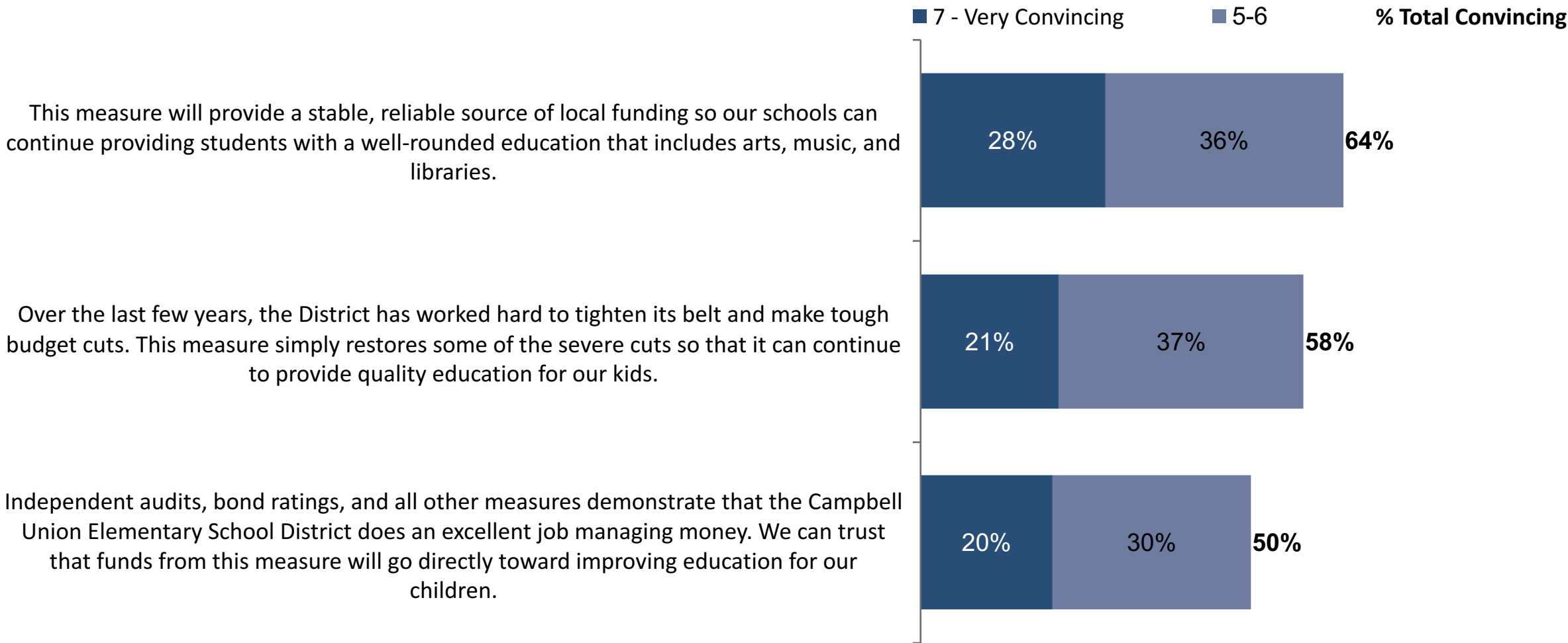
# Additional Information (Cont'd.)

*Other messages are also compelling to more than a majority of voters.*



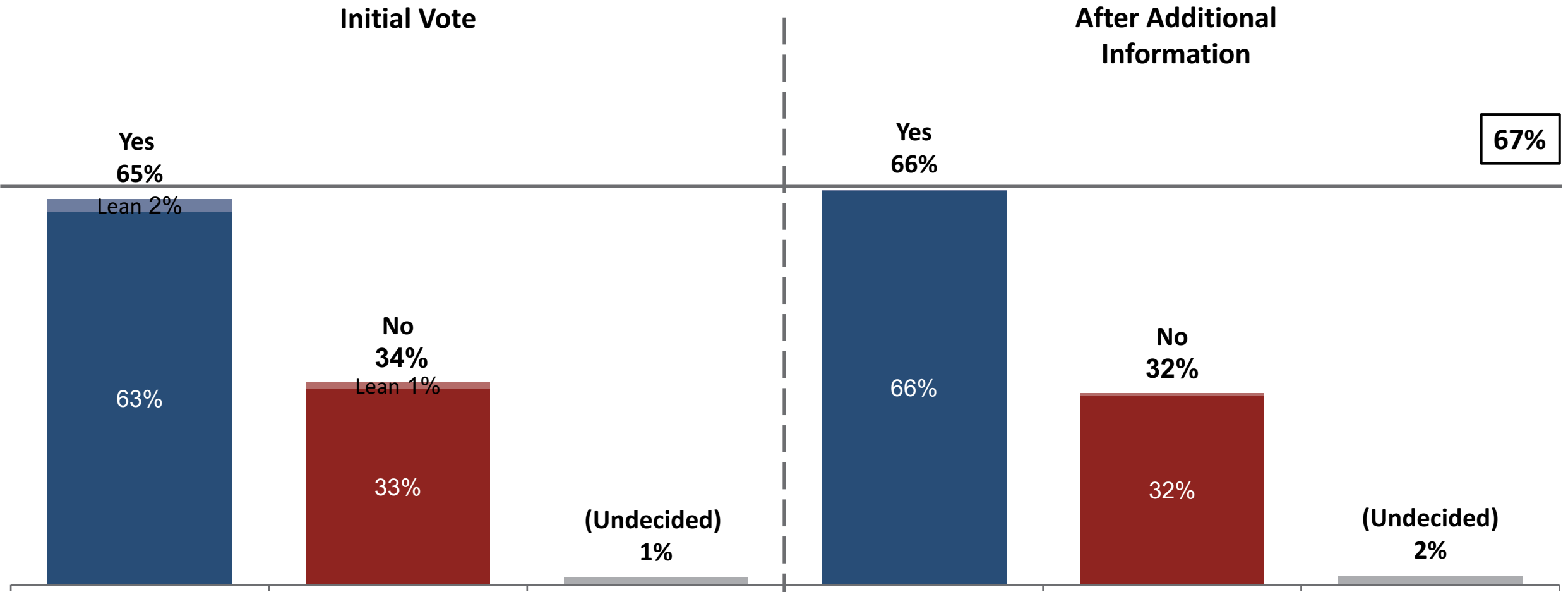
# Additional Information (Cont'd.)

*Information about the District’s fiscal accountability is less convincing.*



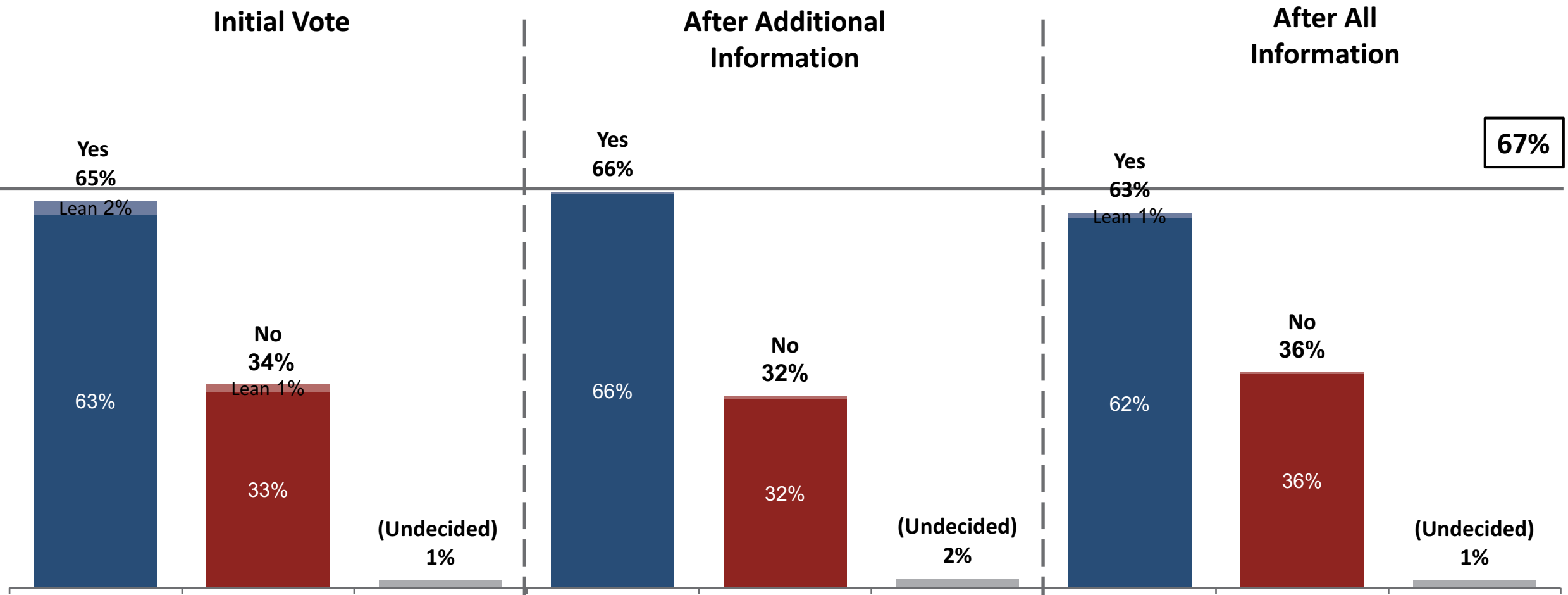
# Measure Vote After Additional Information

Total support for a parcel tax is just at the two-thirds threshold in the poll after additional information has been presented.



# Measure Vote After All Information

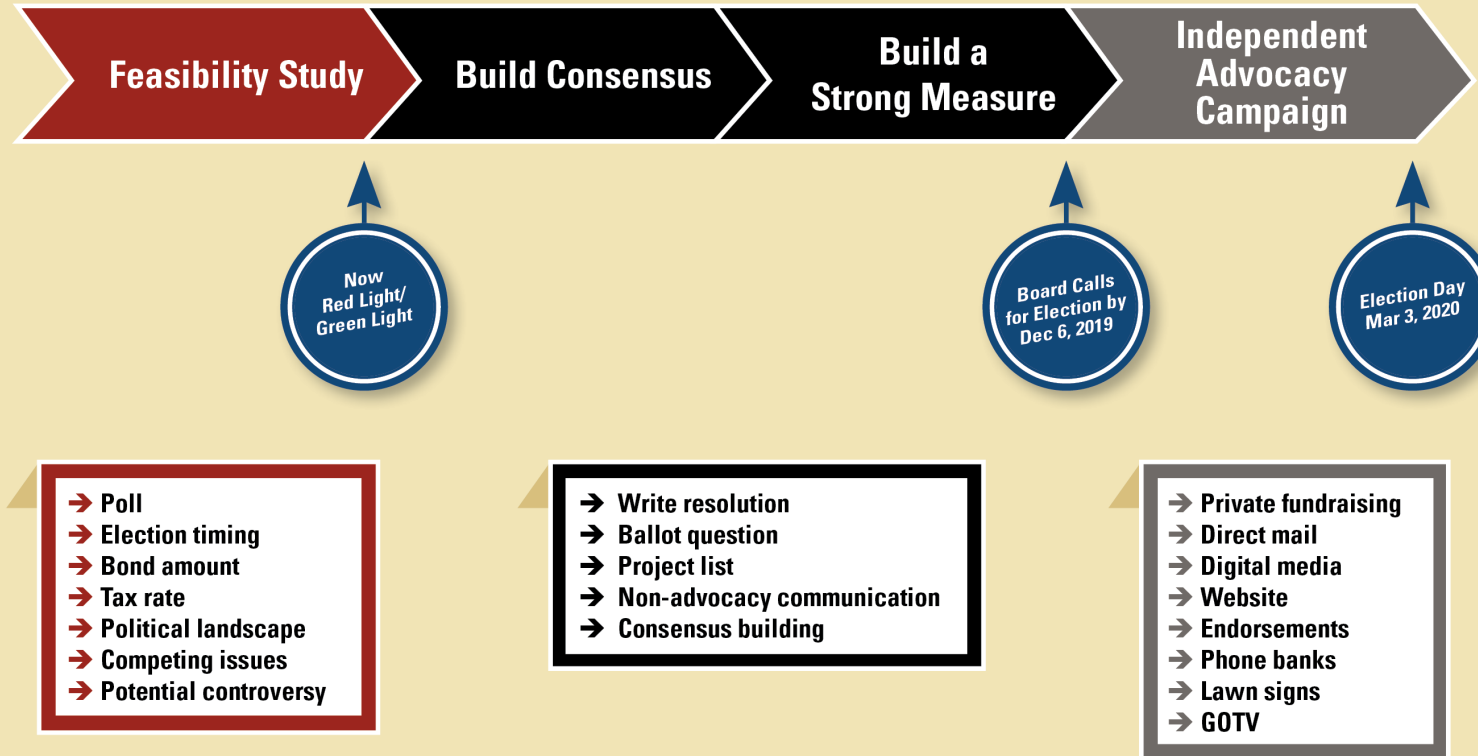
After hearing more about potential opposition to the measure, support decreases.



Q58. Now given everything you’ve heard, I’d like to read you the Campbell Union Elementary School District measure one final time.  
Would you vote yes to approve or no to reject a measure that reads:

- ▶ A parcel tax measure is potentially feasible for the March 2020 ballot.
- ▶ Increasing awareness about how a parcel tax measure will help ensure that kids in all our schools have access to the best education possible by retaining high-quality teachers would be essential to solidifying support.
- ▶ After public communication and outreach, the landscape should be re-evaluated before finalizing the tax amount.
- ▶ Refining the ballot language to emphasize positive outcomes (e.g. keeping teacher salaries competitive, attracting and retaining qualified teachers, and ensuring that students are reading at grade level) will be beneficial.
- ▶ A robust, privately-funded communications effort is strongly recommended to ensure voters understand the need for and benefits of a measure.

## March 2020 Parcel Tax Timeline





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