

Cotati-Rohnert Park Unified School District: 2012 Parcel Tax Measure Feasibility Survey

February 2012

Overview and Research Objectives



- Assess potential voter support for a parcel tax measure to protect quality education with funding that cannot be taken by the State;
- \succ Identify the optimum tax amount at which voters will support the measure;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview



- Data Collection
- > Universe

- Fielding Dates
- Interview Length
- Sample Size

> Margin of Error

Telephone Interviewing

21,603 likely November 2012 voters in the Cotati-Rohnert Park Unified School District, with sub-samples of those likely to vote in the June 2012 and Mail Ballot 2012election.

February 12 through February 16, 2012

16 minutes

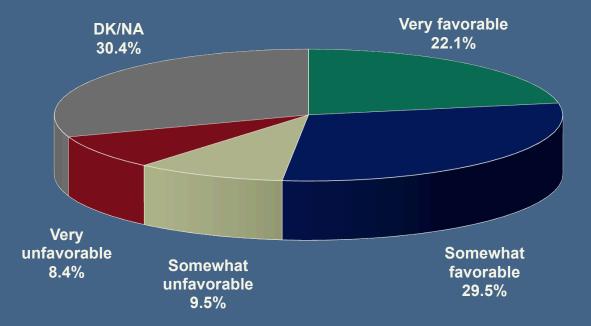
403 likely November 2012 voters316 likely June 2012 voters284 likely Mail Ballot 2013 voters

± 4.8% November 2012
± 5.4% June 2012
± 5.7% Mail Ballot 2013



Opinion on Whether CRPUSD is Providing a Quality Education (n=403)

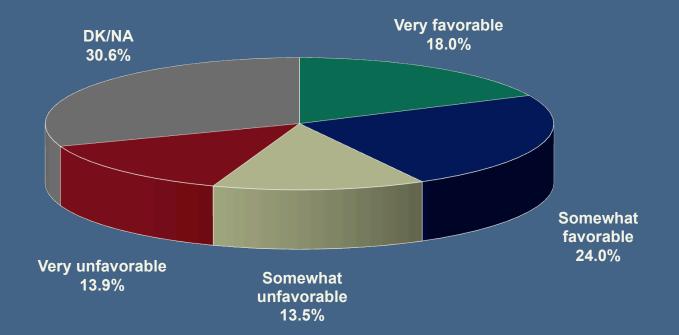




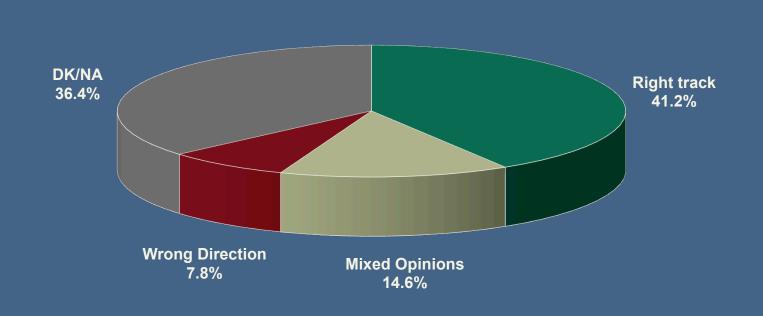
Page 5 February 2012

Opinion on Whether CRPUSD is Effectively Managing Public Funds (n=403)





Opinion on Direction of CRPUSD Management (n=403)

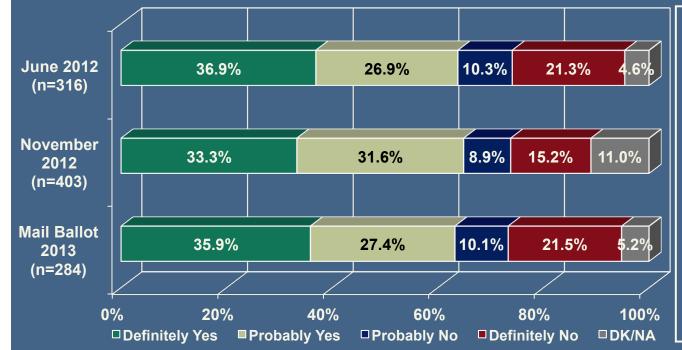




Page 7 February 2012

Uninformed Support



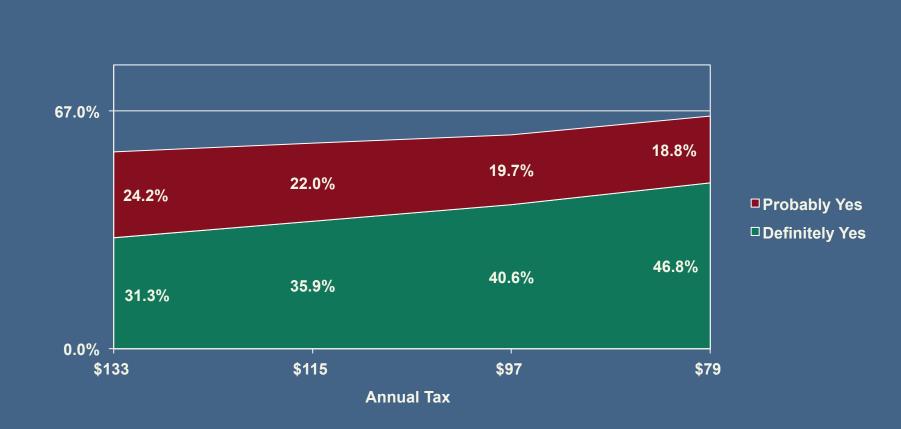


<u>Cotati-Rohnert Park Quality Teacher and</u> <u>Academic Instruction Preservation</u> <u>Measure</u>. To protect quality education with local funding that cannot be taken by the State, shall the Cotati-Rohnert Park Unified School District:

- Preserve math, science, reading and writing programs,
- Preparing local students for college and careers;
- Update classroom computers and instructional technology;
- Attract and retain qualified teachers; By levying \$133 per parcel annually for five years, exempting senior citizens, with independent citizen oversight, no money for administrators' salaries, and all funds staying local?

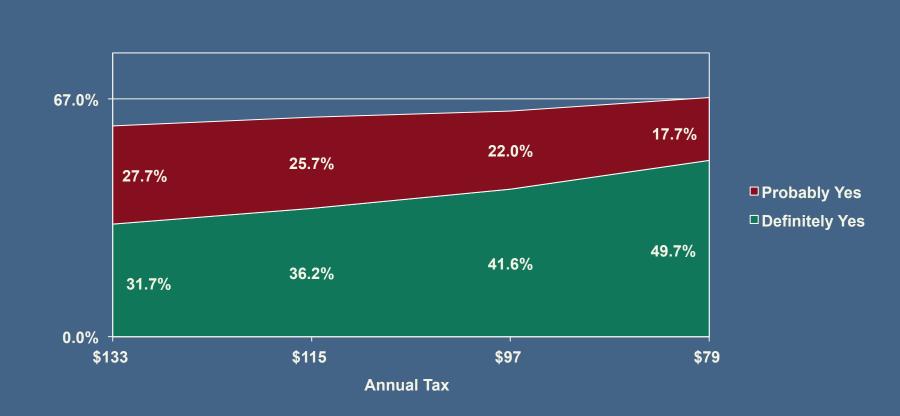
Support for Different Rates June 2012 (n=316)





Support for Different Rates November 2012 (n=403)

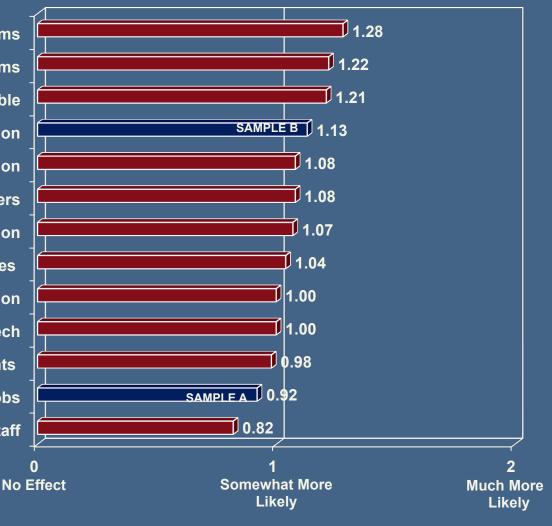




Features of the Measure (n=403)



Preserve reading and writing programs Preserve math and science programs Keep school libraries open and available Provide 21st century vocational education Protect art and music instruction Attract and retain qualified teachers Provide college preparation Reduce class sizes Maintain 21st century computer instruction Upgrade/support computer & instructional tech Support at-risk students Prepare students for high tech 21st-century jobs Prevent layoffs of teachers and staff



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.

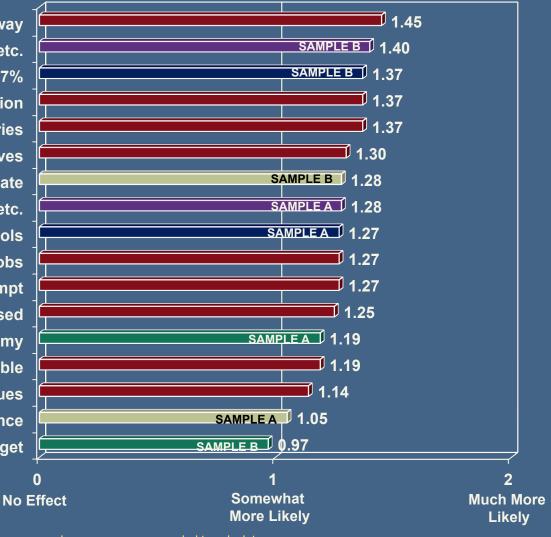
Page 11 February 2012

Influence of Supporting Statements (n=403)



\$ go to our local schools, cannot be taken away SD forced to close 2 elementary schools, etc. State cut funding to local schools by >27% Smaller class sizes ensure individual attention No \$ for administrators' salaries Maintain outstanding art, music & electives SD experienced dire cuts in funding from State SD forced to cut teachers, counselors, etc. State has cut \$8.4 million from local schools Prepare students for college & high paying jobs Senior citizens exempt

Oversight committee ensure \$ spent as promised Help protect teacher jobs & boost local economy Protect programs that keep kids out of trouble Good local schools help improve property values SD working hard to improve student performance SD cut salaries/benefits to balance budget

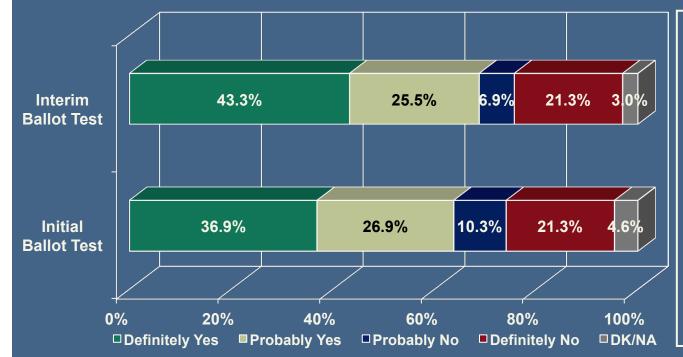


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Page 12 February 2012

Interim and Uninformed Support June 2012 (n=316)





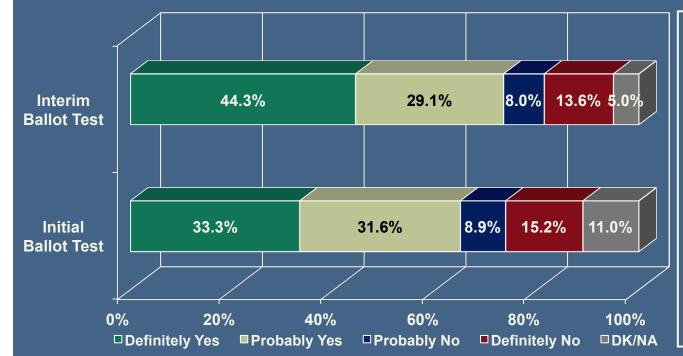
<u>Cotati-Rohnert Park Quality Teacher and</u> <u>Academic Instruction Preservation</u> <u>Measure</u>. To protect quality education with local funding that cannot be taken by the State, shall the Cotati-Rohnert Park Unified School District:

- Preserve math, science, reading and writing programs,
- Preparing local students for college and careers;
- Update classroom computers and instructional technology;
- Attract and retain qualified teachers;

By levying \$133 per parcel annually for five years, exempting senior citizens, with independent citizen oversight, no money for administrators' salaries, and all funds staying local?

Interim and Uninformed Support November 2012 (n=403)





<u>Cotati-Rohnert Park Quality Teacher and</u> <u>Academic Instruction Preservation</u> <u>Measure</u>. To protect quality education with local funding that cannot be taken by the State, shall the Cotati-Rohnert Park Unified School District:

- Preserve math, science, reading and writing programs,
- Preparing local students for college and careers;
- Update classroom computers and instructional technology;
- Attract and retain qualified teachers; By levying \$133 per parcel annually for five years, exempting senior citizens, with independent citizen oversight, no money for administrators' salaries, and all funds staying local?

Potential Opposition Statements (n=403)



SD has too many highly paid administrators Economic crisis, not right time to raise taxes State will have 4 new taxes on ballot in Nov. If SD learns to manage \$, not pay more taxes

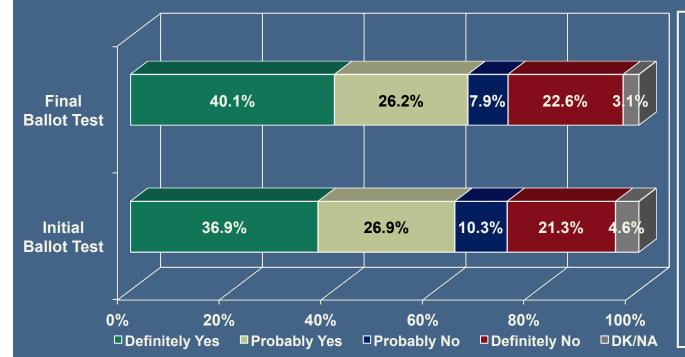
0.87 0.82 0.81 0.76 0.66 Until performance on track, shouldn't spend \$ Somewhat More **Much More** No Effect Likely Likely

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.

Page 15 February 2012

Informed and Uninformed Support June 2012 (n=316)





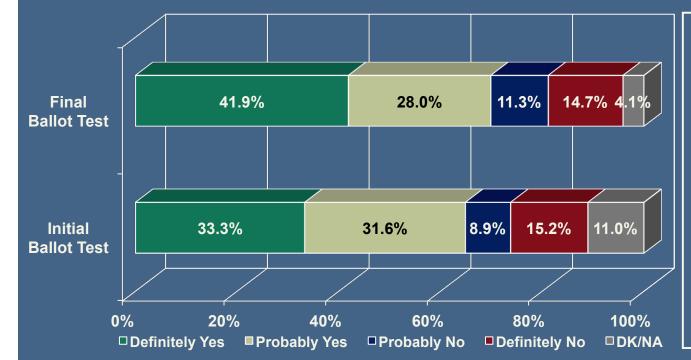
<u>Cotati-Rohnert Park Quality Teacher and</u> <u>Academic Instruction Preservation</u> <u>Measure</u>. To protect quality education with local funding that cannot be taken by the State, shall the Cotati-Rohnert Park Unified School District:

- Preserve math, science, reading and writing programs,
- Preparing local students for college and careers;
- Update classroom computers and instructional technology;
- Attract and retain qualified teachers;

By levying \$133 per parcel annually for five years, exempting senior citizens, with independent citizen oversight, no money for administrators' salaries, and all funds staying local?

Informed and Uninformed Support November 2012 (n=403)





<u>Cotati-Rohnert Park Quality Teacher and</u> <u>Academic Instruction Preservation</u> <u>Measure</u>. To protect quality education with local funding that cannot be taken by the State, shall the Cotati-Rohnert Park Unified School District:

- Preserve math, science, reading and writing programs,
- Preparing local students for college and careers;
- Update classroom computers and instructional technology;
- Attract and retain qualified teachers;

By levying \$133 per parcel annually for five years, exempting senior citizens, with independent citizen oversight, no money for administrators' salaries, and all funds staying local?



Summary and Recommendations

Summary and Recommendations



- The survey revealed a base of voter support for a parcel tax measure, and Godbe Research and TBWB Strategies recommend that Cotati-Rohnert Park Unified School District consider preparing for a parcel tax measure on the June 2012 ballot.
 - While support for the parcel tax is higher in the November election, the difference is not statistically significant, and could be easily outweighed by the crowded November ballot.
- The survey results indicate potential voter support for an affordable parcel tax measure, of approximately \$79, to maintain educational programs.
 - Specifically, support for the parcel tax was 65% when likely June voters were provided with information on an annual property tax rate of \$79; and, 67% among likely November voters at the same rate of \$79. Again, the difference between the two elections is not statistically significant. This suggests that a strategy focusing on turning out supporters at disproportional rates in the June election will be necessary. The duration of the measure should be set at five years.
- > The survey results indicate the Cotati-Rohnert Park Unified School District should:
 - Begin the necessary steps to place a parcel tax on the ballot in the June 2012 election.
 - Begin a community outreach and public information effort to explain the district's educational program needs.
 - Be prepared to head off voter concerns and explain why a parcel tax is needed now despite the economic downturn, and highlight improvements made in the district's management.



Cotati-Rohnert Park Unified School District: June 2012 Parcel Tax Election

