



GODBE RESEARCH
Gain Insight



Santa Barbara School Districts

Bond Measure Feasibility Survey

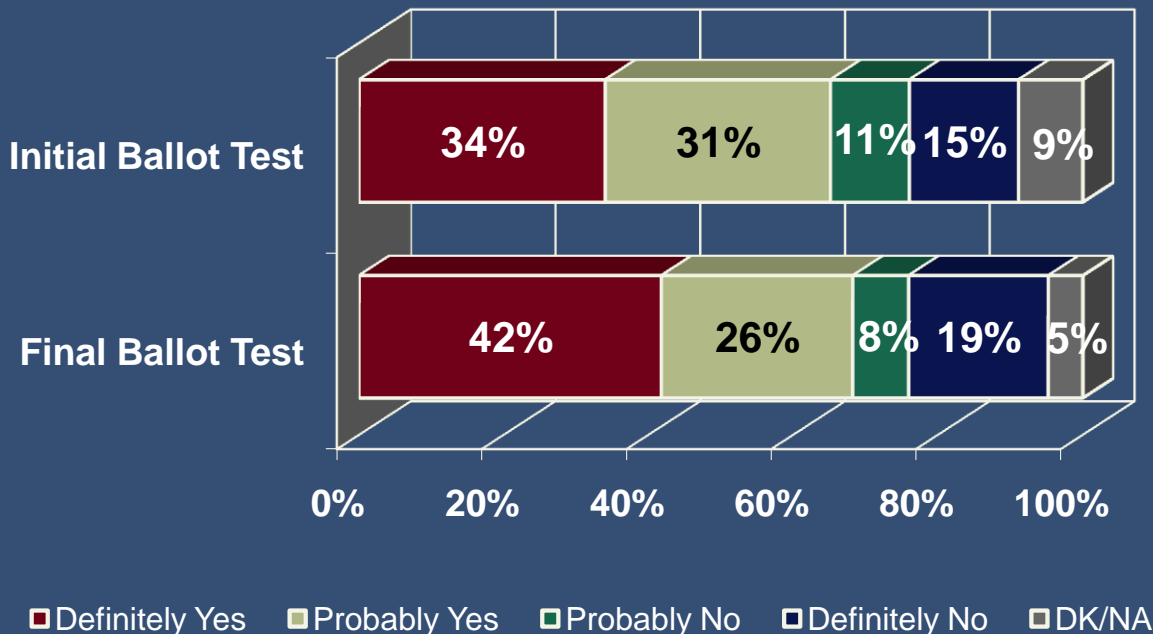
June 2010

The Santa Barbara School Districts commissioned Godbe Research to conduct a survey of voters in the School Districts to assess potential voter support for two bond measures to improve the quality of education in the High School District and the Elementary School District. The survey was also designed to:

- Assess voter support for alternate parcel tax measures;
- Prioritize potential projects to be funded based on voter reception;
- Test the influence of supporting and opposing arguments on potential voter support for the measures; and
- Identify any differences in voter support due to geographic, demographic, and/or voter behavioral characteristics.

- Data Collection Telephone Interviewing
- Universe 33,554 voters likely to vote in the November 2010 election
- Fielding Dates June 12 to 16, 2010
- Interview Length 20 minutes
- Sample Size 600 (400 voters residing in the Elementary School District)
- Margin of Error $\pm 4.0\%$ at the overall level
 ± 4.9 percent for the ESD voter sample of 400

Support for High School District Bond Measure

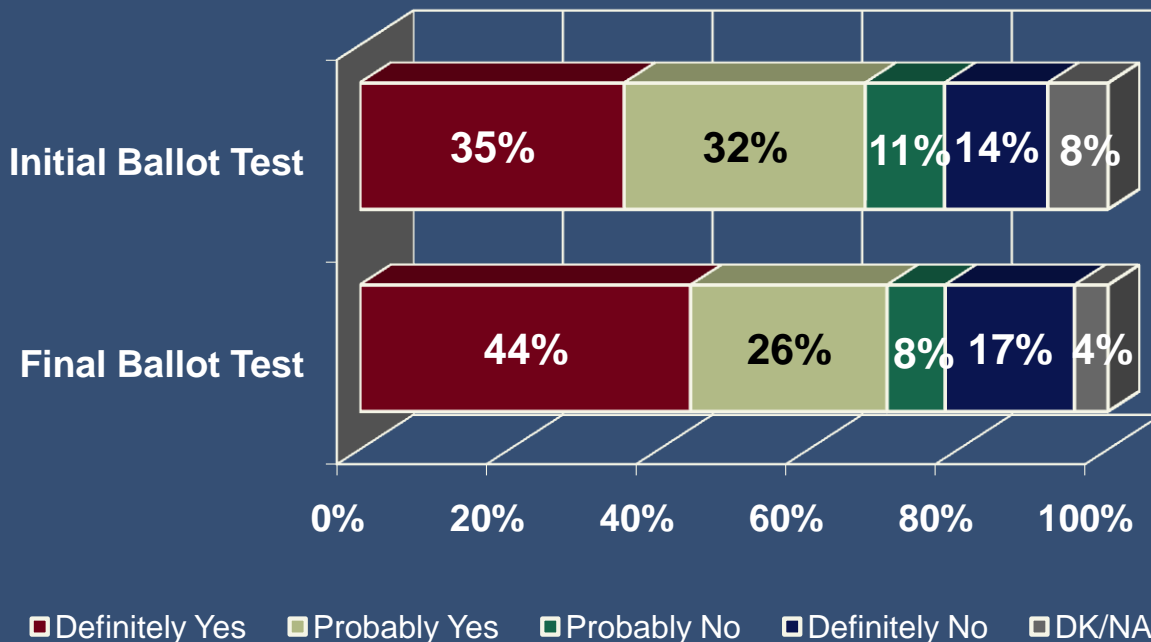


In order to improve quality of education by:

- Providing adequate classrooms, science labs, libraries, and technology;
- Creating facilities for educational academies;
- Repairing or replacing outdated electrical, plumbing, heating and ventilation systems;
- Repairing and replacing deteriorated portable classrooms; and
- Renovating aging kitchens and infrastructure;

shall Santa Barbara High School District issue \$75 million dollars in bonds at legal interest rates, with no money for administrators' salaries and a citizens' oversight committee to ensure funds are spent only on local school improvements?

Support for Elementary School District Bond Measure

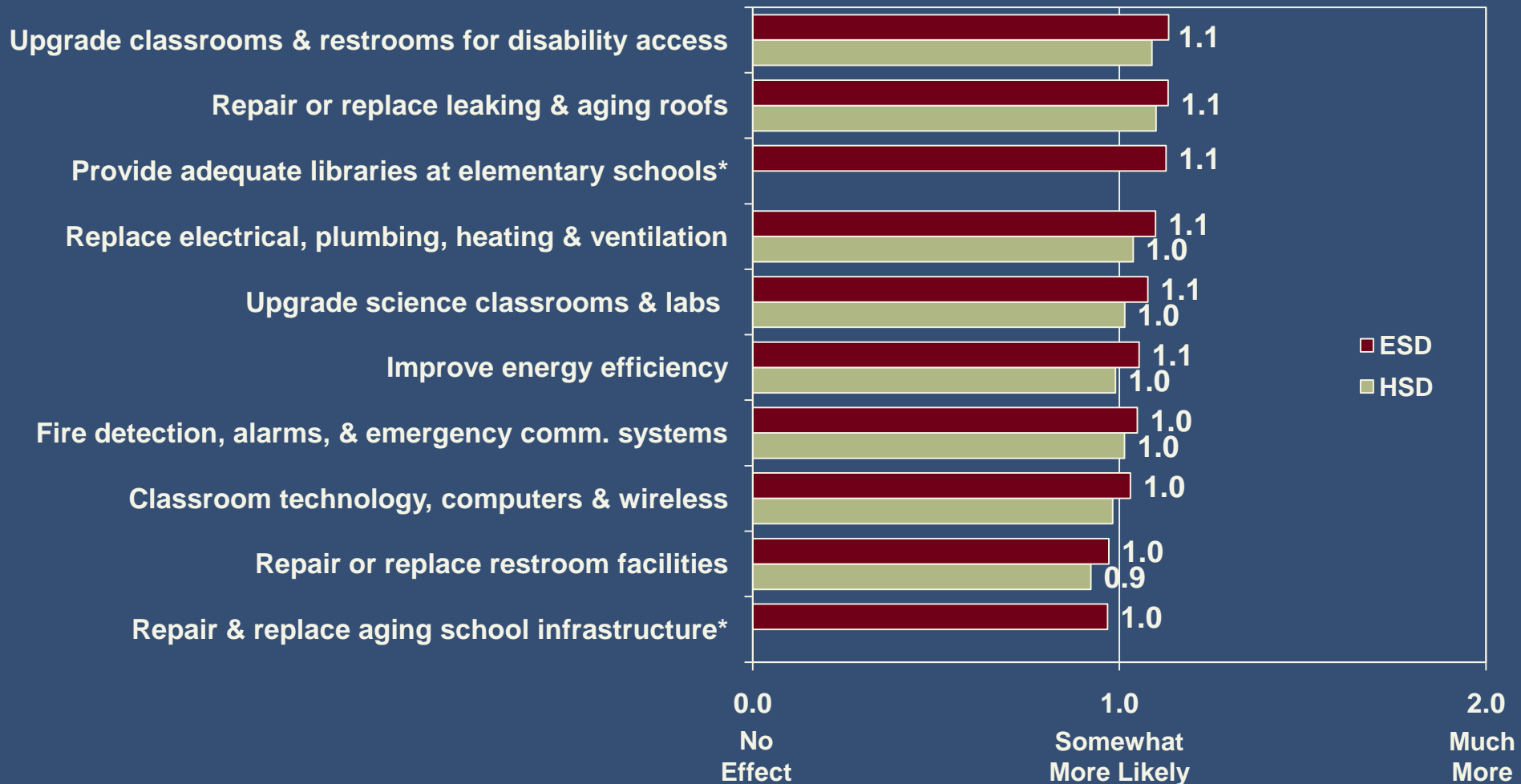


In order to improve quality of education by:

- Providing adequate classrooms, science labs, and technology;
- Repairing or replacing outdated electrical, plumbing, heating and ventilation systems;
- Providing adequate libraries at all schools;
- Repairing and replacing deteriorated portable classrooms; and
- Repairing aging infrastructure;

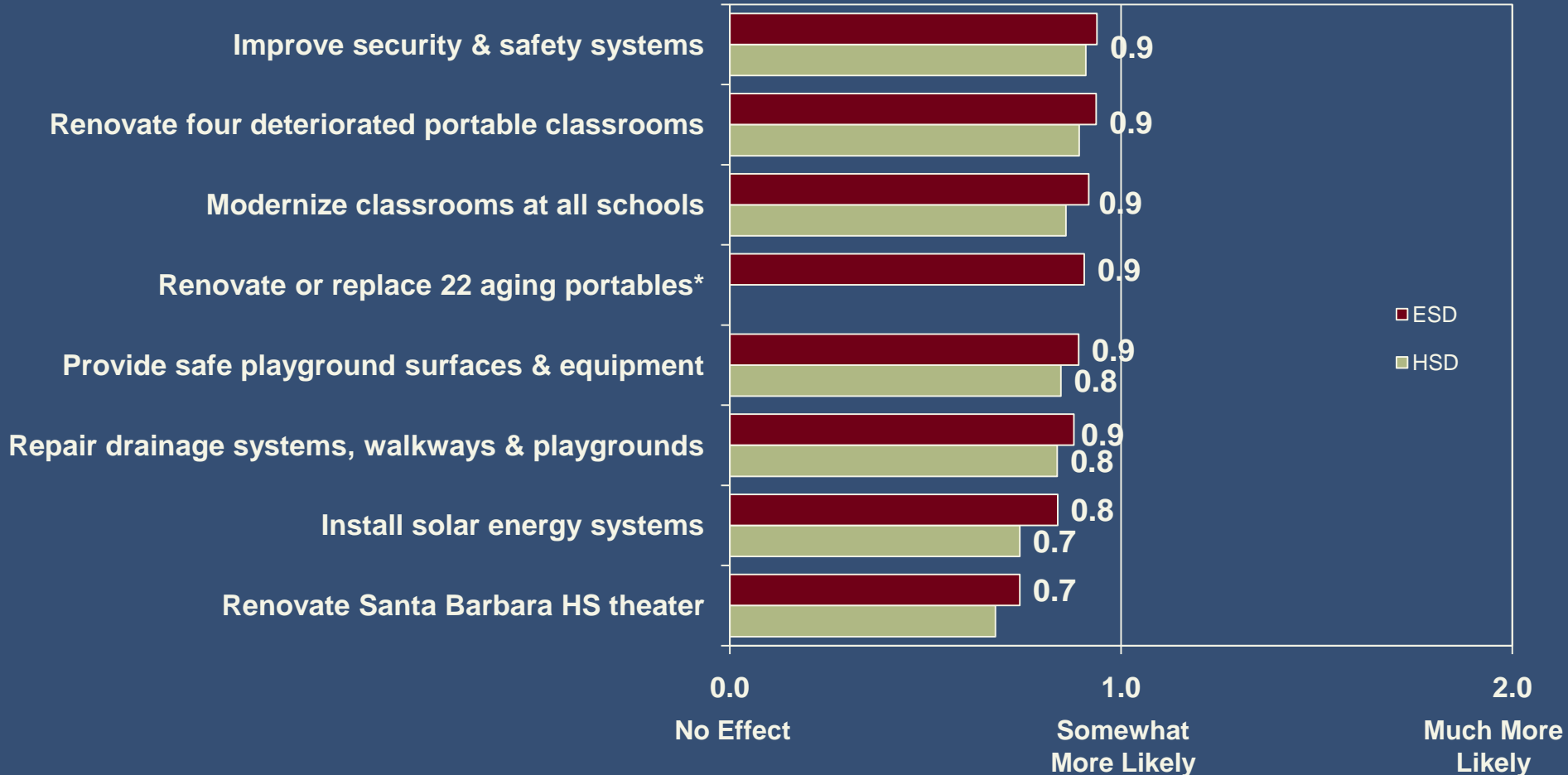
shall Santa Barbara Elementary School District issue \$35 million dollars in bonds at legal interest rates, with no money for administrators' salaries and a citizens' oversight committee to ensure funds are spent only on local school improvements?

Measure Features I



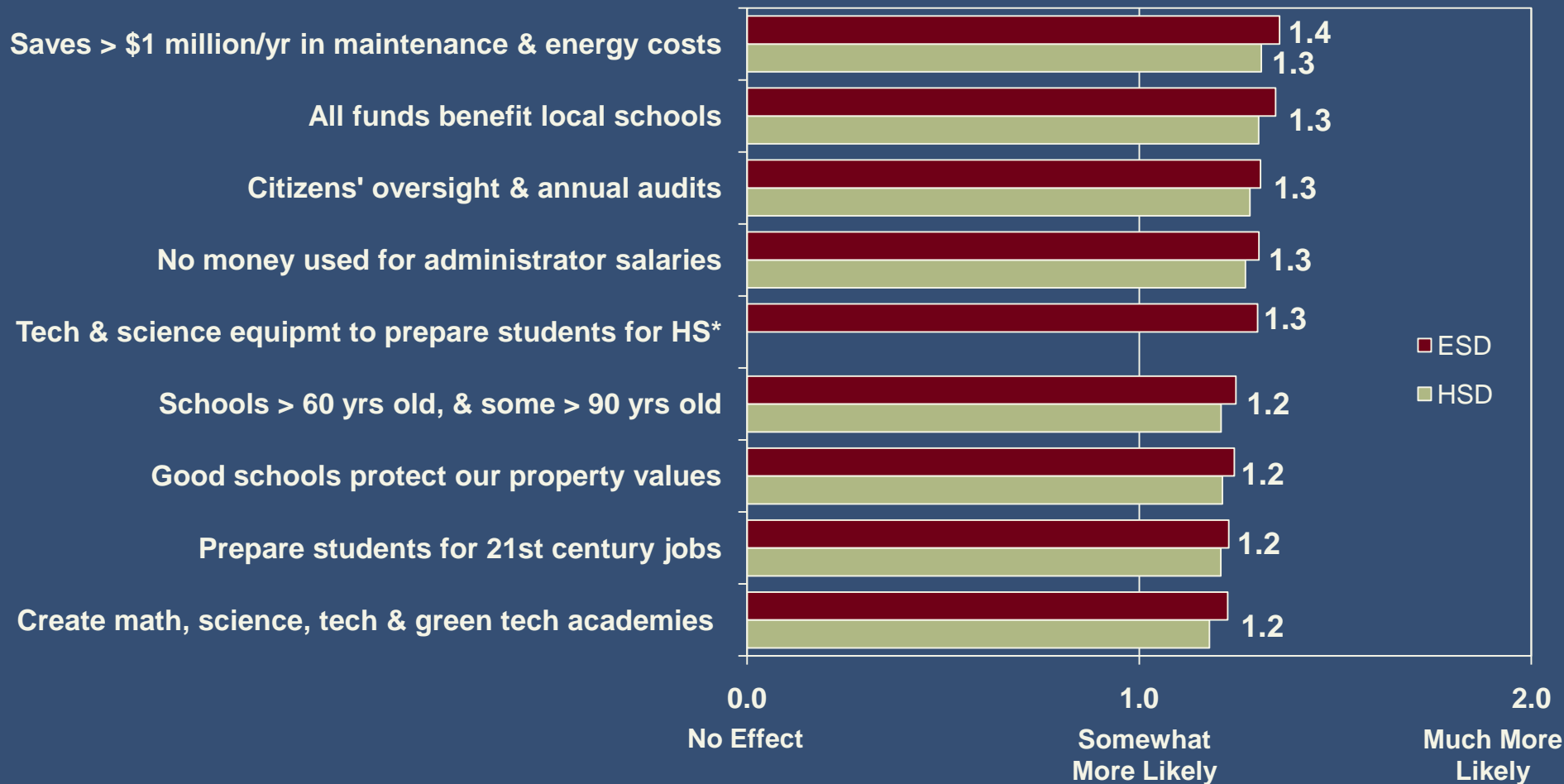
Note: * Asked to voters living in the Elementary School District only (n = 400). The above rating questions have been abbreviated for charting purposes. For the exact wording, please see the Topline Report. The responses were recorded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Measure Features II



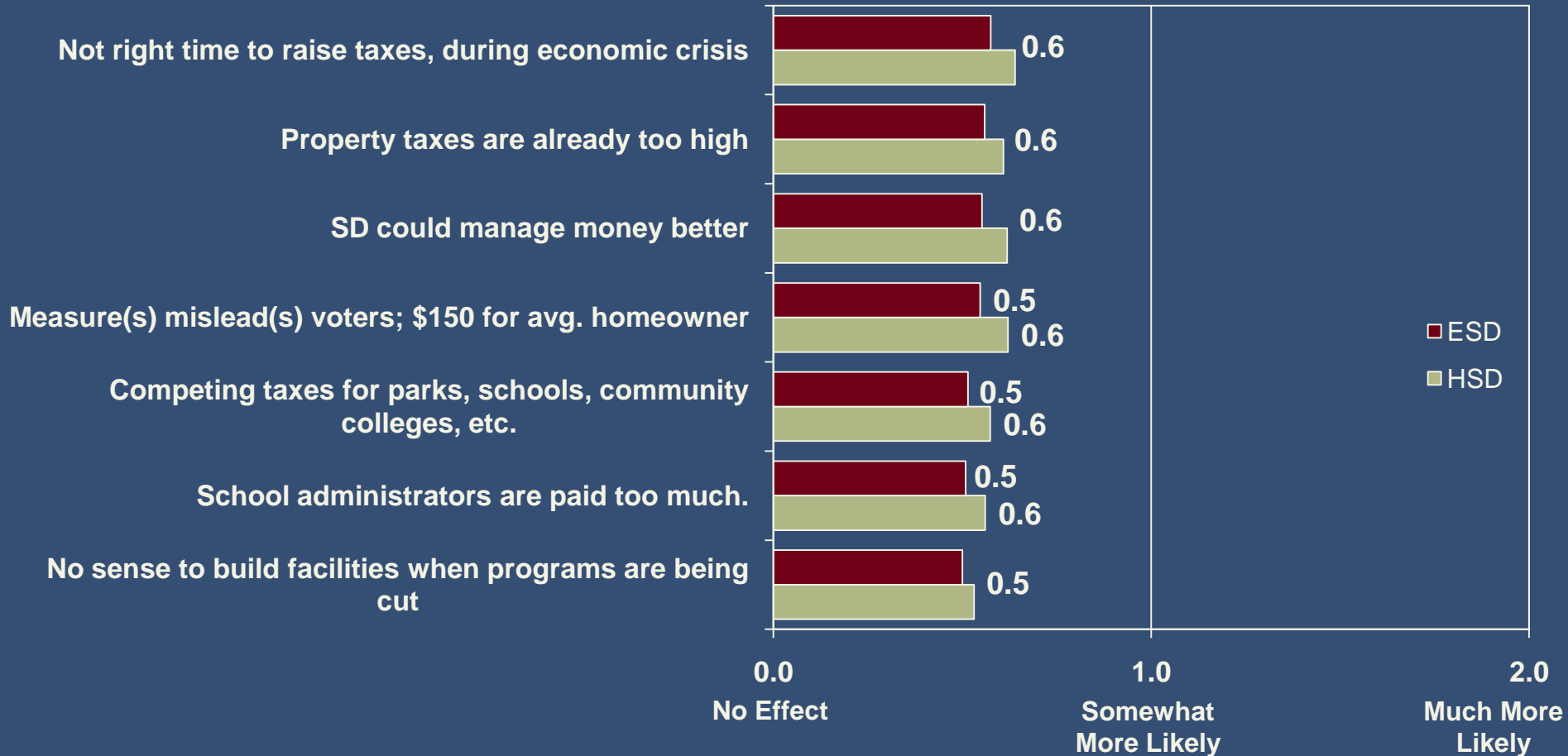
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Positive Arguments



Note: * Asked to voters living in the Elementary School District only (n = 400). The above rating questions have been abbreviated for charting purposes. For the exact wording, please see Appendix D. The responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Negative Arguments

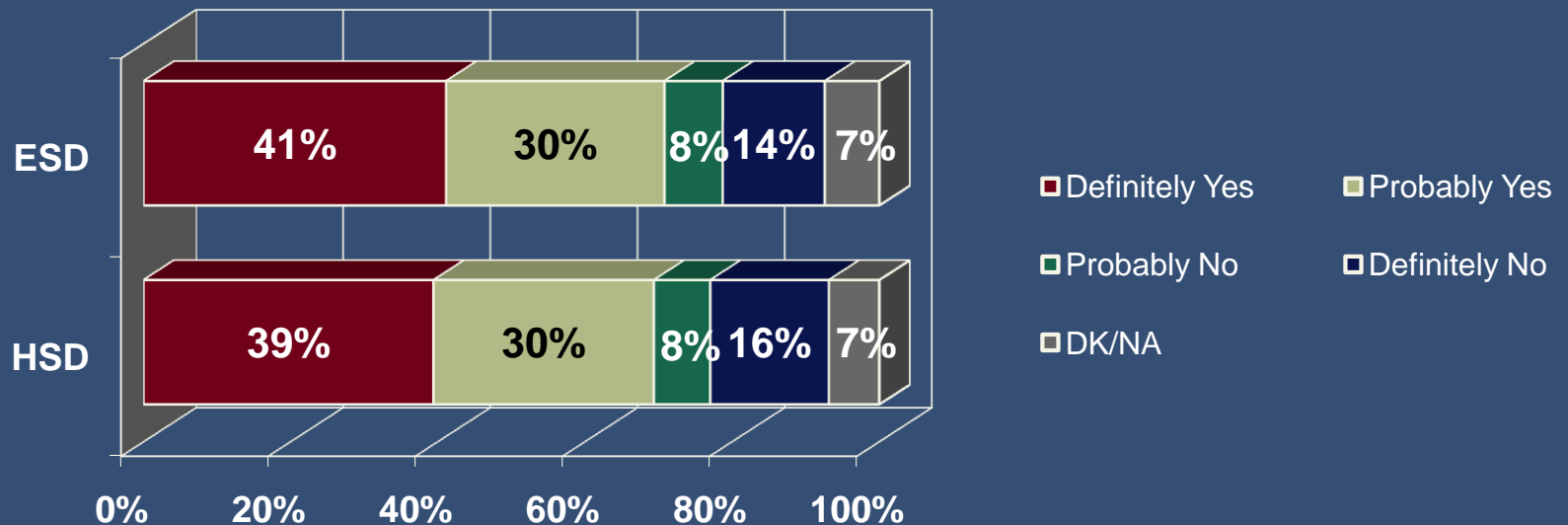


Note: The above rating questions have been abbreviated for charting purposes. For the exact wording, please see Appendix D. The responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Support Without Raising Property Tax Rate

The bond measure(s) that we have been discussing (is/are) extension(s) of the District's current bond measure(s) that (was/were) approved by voters in 2000 (and 1998) WITHOUT RAISING THE APPROVED PROPERTY TAX RATE. In other words, the bond measure(s) will raise (\$75/\$110) million dollars to improve the quality of education by repairing or replacing classrooms and school facilities, and it will NOT raise the 2000 (and 1998) authorized local property tax rates.

If the election were held today, would you vote yes or no on (this/these) measure(s)?



Alternate Parcel Tax Proposal

To improve the quality of public education, including

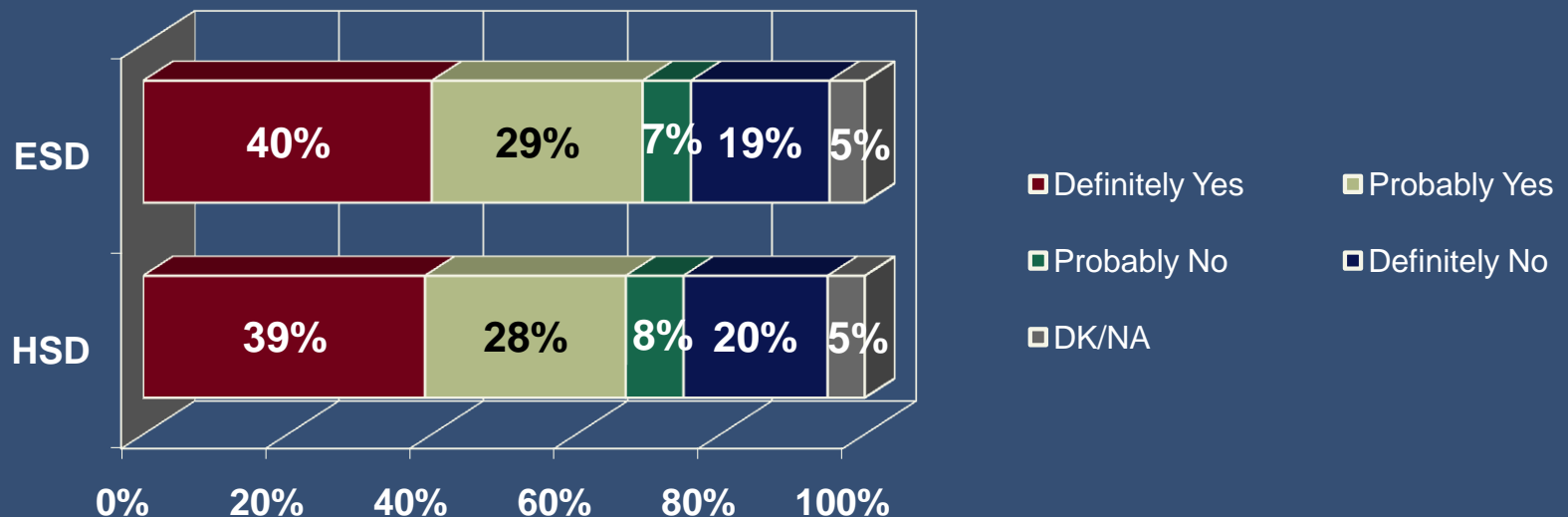
- Restoring and maintaining art, music and theater programs;
- Providing after-school programs;
- Restoring reduced class sizes;
- Restoring and enhancing electives, including foreign languages; and
- Improving math and science education;

shall the Santa Barbara High School District be authorized to levy a parcel tax of \$35 dollars per year, with annual audits, expenditure monitored by an independent citizens' oversight committee, and an exemption for senior citizens?

To improve the quality of public education, including

- Maintaining music programs;
- Enhancing art and theater programs;
- Restoring smaller class sizes;
- Reinstating and keeping school librarians; and
- Improving math and science education;

shall the Santa Barbara Elementary School District be authorized to levy a parcel tax of \$41 dollars per year, with annual audits, expenditure monitored by an independent citizens' oversight committee, and an exemption for senior citizens?



- The survey found adequate support among likely November 2010 voters for two different Proposition 39 bond measures to improve the quality of education, and fund school improvements in the Santa Barbara Elementary School District and the High School District.
 - Initial support for a \$75 million bond measure for the High School District was at 65 percent, whereas 26 percent of the voters were opposed, and 9 percent were undecided. After simulated information, support for this bond amount remained statistically similar at 68 percent. Given the 4 percent margin of error, support among all likely November 2010 voters could be as low as 64 percent.
 - Initial support for a \$35 million elementary school bond measure was at 67 percent, with 25 percent reporting opposition. At the end of the survey, total support for this bond was statistically similar at 70 percent. With a margin of error of 5 percent for this sample of voters, support among all likely November 2010 voters in the Elementary School District could be as low as 65 percent, much more than the requisite 55 percent threshold.
- The results suggest consistent voter support for both bond measures, when informed that the measures were an extension of those approved in 2000 and 1998, and would not increase the approved property tax rate.
 - Approximately 7 out of 10 voters continued to support each of the bond measures upon hearing this information.
- The survey results indicate potential voter support for an alternate proposal to levy parcel taxes for the Elementary School District and the High School District, respectively. While the support is above the two-thirds majority necessary for approval, it is within the margin of error.
 - Total support for an annual parcel tax of \$35 in the High School District was at 67 percent. Given the 4 percent margin of error, this level of support could be as low as 63 percent, just below the requisite two-thirds threshold.
 - Total support in the Elementary School District for a \$41 parcel tax was at 69 percent, which could be as low as 64 percent.

Summary and Recommendations II

- Voter communications and the ballot question should emphasize the projects that are the highest priority to voters in the School District:

For the high school measure:

- Repair or replace leaking and aging roofs;
- Upgrade classrooms and restrooms to provide access for students with disabilities;
- Replace outdated electrical, plumbing, and heating and ventilation systems;
- Upgrade science classrooms and labs in all schools;
- Provide modern fire detection, alarms, and emergency communications systems at all schools;
- Improve energy efficiency; and
- Provide modern classroom technology, computers and wireless connections at all schools.

For the elementary school measure:

- Upgrade classrooms and restrooms to provide access for students with disabilities;
- Repair or replace leaking and aging roofs;
- Provide adequate libraries at all elementary schools;
- Replace outdated electrical, plumbing, and heating and ventilation systems;
- Upgrade science classrooms and labs in all schools; and
- Improve energy efficiency.

Summary and Recommendations III

- If the Santa Barbara School Districts decide to place the bond measures on the ballot, then substantial communications are needed to:
 - Communicate the need for the bonds by an independent campaign committee after the measure has been placed on the ballot.
 - Address and head off potential voter concerns around the historic economic crisis, by explaining the critical need for funding from these measures to repair and upgrade local school facilities, as part of maintaining the highest quality of education.

- An education campaign should emphasize the key supporting messages that speak to the benefits of the measures:

Accountability and proper management of funds

- Every penny from the measure(s) will benefit local schools. No funds will go to the State or other communities.
- The measure(s) require(s) citizens' oversight and annual audits to keep the School District accountable for how the funds are spent.
- By law, no money from the measure(s) can be used for administrator salaries or administration.

Generate critically needed funds for school facilities that improve the quality of education

- The measure(s) will save more than one million dollars a year in maintenance costs and energy savings which can go toward maintaining math, science, music, and art education at all schools
- The new elementary and middle school classrooms will have modern technology and science equipment to better prepare students for high school.
- Most local schools are over 60 years old, and some are close to 90 years old. New classrooms and labs are needed for student safety and modern technology.
- The classrooms, computers, and technology funded by the measure(s) will better prepare our students to go on to college and high-paying, 21st century jobs
- Renovated and new classrooms and labs can be used to create math, science, technology, and green technology academies at Santa Barbara high schools.

Protect property values

- The quality of local schools contributes to the value of our homes. Good schools make our neighborhoods more desirable and protect our property values.



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