



GODBE RESEARCH
Gain Insight



Tamalpais Union High School District: 2019 Parcel Tax Survey

August 2019

Overview and Research Objectives

Tamalpais Union High School District commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the public's perceptions of whether the District is providing a quality education to students, effectively managing public funds, and if the District needs additional funding;
- Assess potential voter support for a parcel tax measure to maintain high quality education with local funding that cannot be taken by the State;
- Prioritize educational programs to be funded with the proceeds;
- Test the influence of informational and critical statements;
- Determine rate sensitivity; and
- Identify demographic and voter behavioral characteristics to validate the representativeness of the sample.

Methodology Overview

- Data Collection
Landline (116), cell phone (56), text to online (476), and email to online (163) interviewing
- Universe
73,048 likely November 2020 voters in the Tamalpais Union High School District, with a subsample of those likely to vote in the March 2020 election (61,752)
- Fielding Dates
July 22 through July 28, 2019
- Interview Length
22 minutes
- Sample Size
811 Likely November 2020 voters
695 Likely March 2020 voters
- Margin of Error
± 3.42% Likely November 2020 voters
± 3.70% Likely March 2020 voters



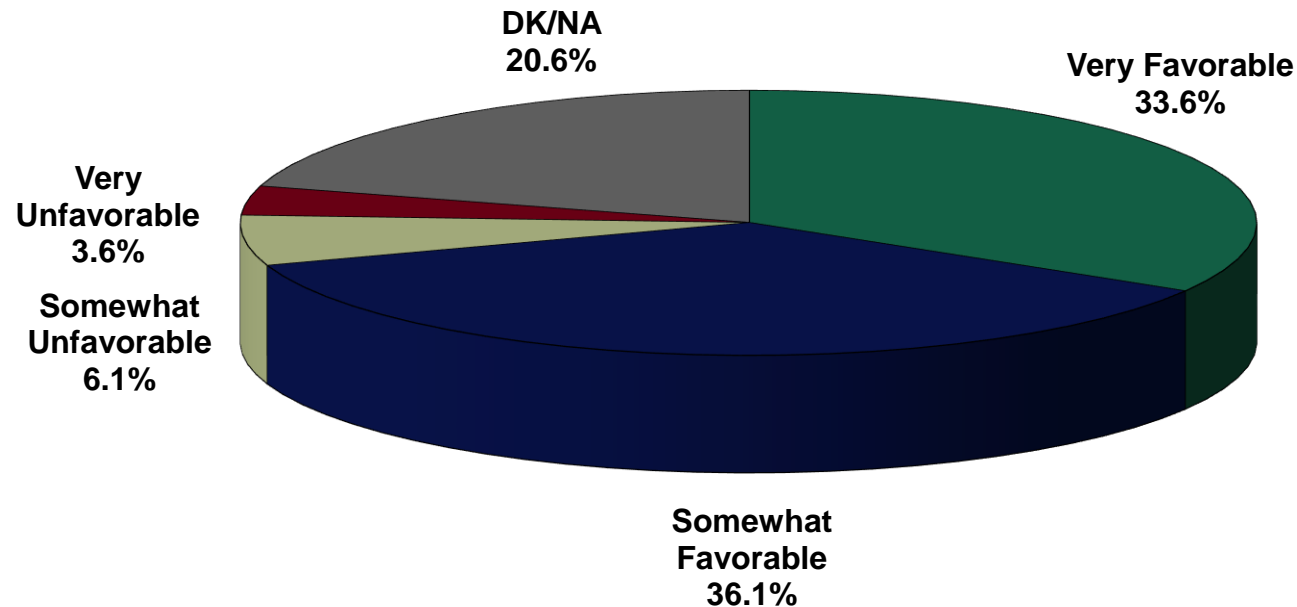
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Key Findings

Opinion on Whether TUHSD is Providing a Quality Education

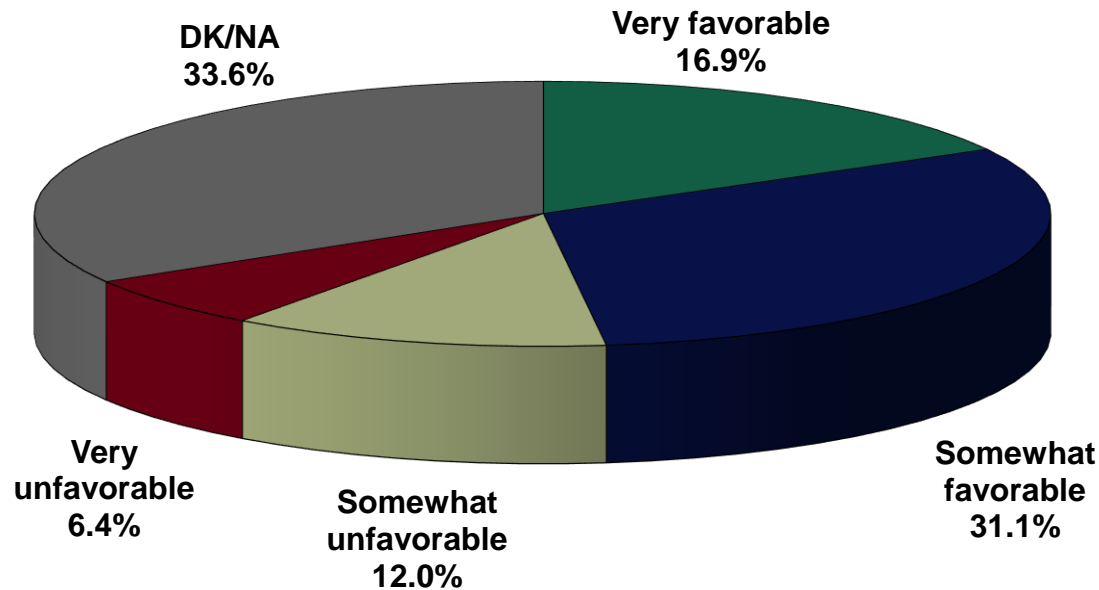
March 2020 (n=695)



Total Favorable	69.7%
Total Unfavorable	9.7%
Ratio Fav to Unfav	7.2

Opinion on Whether TUHSD Effectively Manages Public Funds

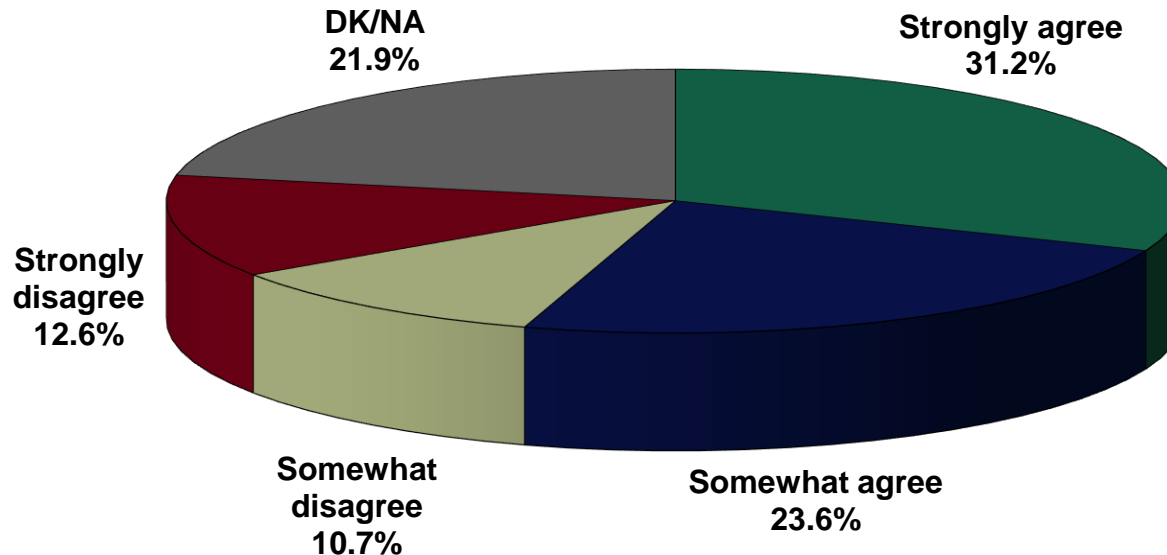
March 2020 (n=695)



Total Favorable	48.0%
Total Unfavorable	18.4%
Ratio Fav to Unfav	2.6

Agreement on Whether TUHSD Needs Additional Funding

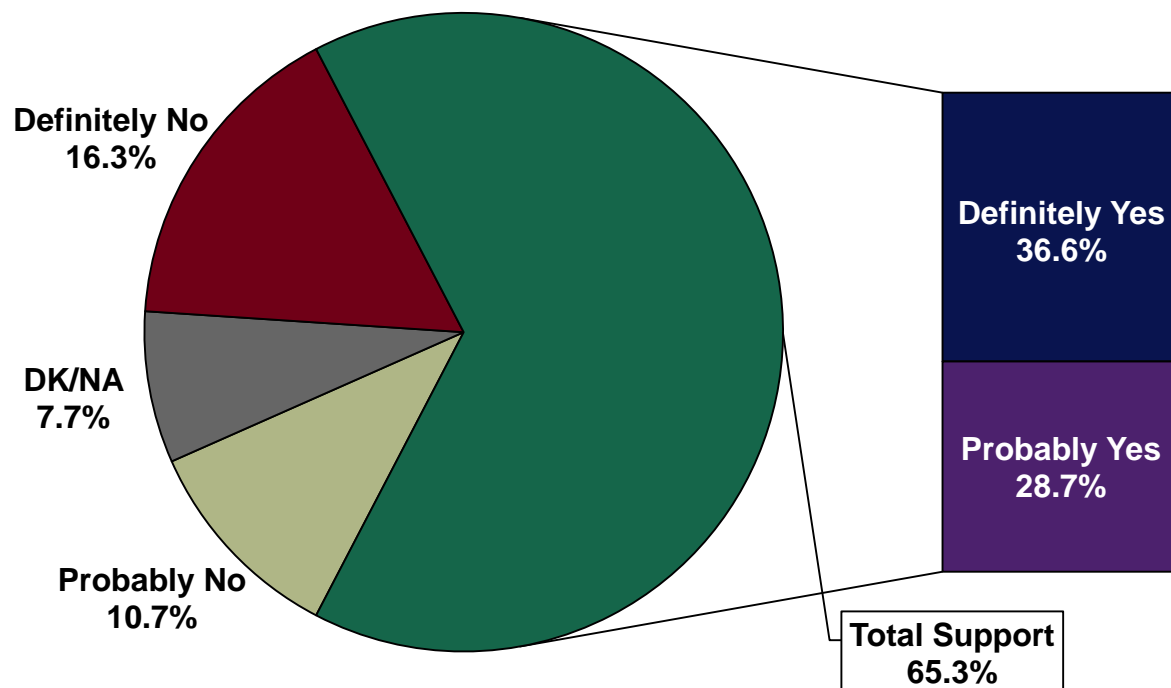
March 2020 (n= 695)



Total Agree	54.8%
Total Disagree	23.3%
Ratio Agree to Disagree	2.3

Uninformed Support for Parcel Tax

March 2020 (n= 695)



To maintain high quality education with local funding that cannot be taken by the state, shall Tamalpais Union High School District:

- attract and retain highly qualified teachers;
- maintain excellent science, technology, engineering, math, reading and writing instruction; and
- protect art and music;

by adopting a measure renewing funding at the current \$445 rate and adding \$190 per parcel, providing \$25 million dollars annually for 10 years, with senior exemptions, cost of living adjustments, independent oversight and all funds for Tamalpais Union High School District students?

Features of the Measure I

March 2020 (n= 695)

A. Maintain high quality science, technology, engineering, math, reading, and writing instruction

M. Attract and retain high quality teachers

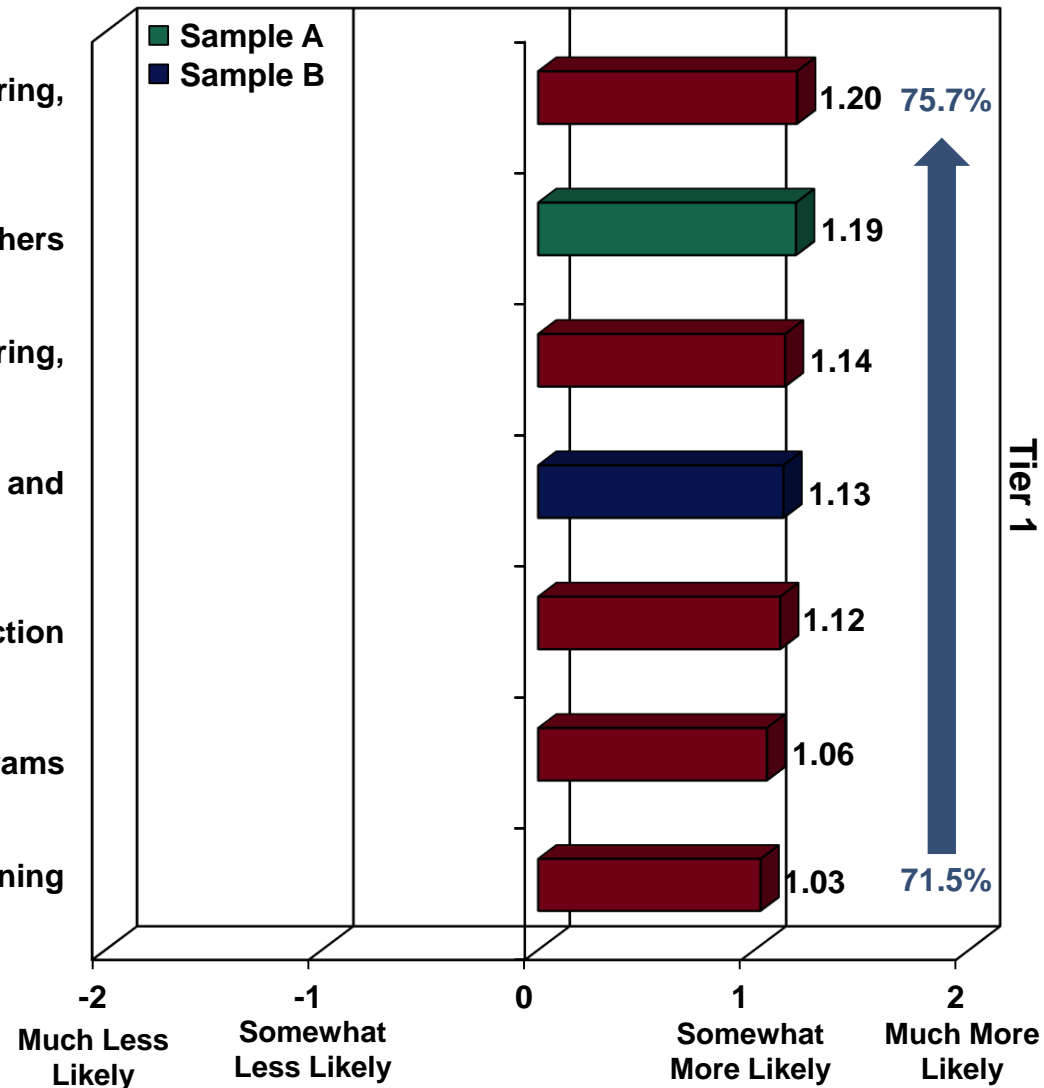
I. Maintain electives in science, technology, engineering, and software coding

N. Attract and retain high quality teachers, counselors and staff

B. Maintain hands-on science instruction

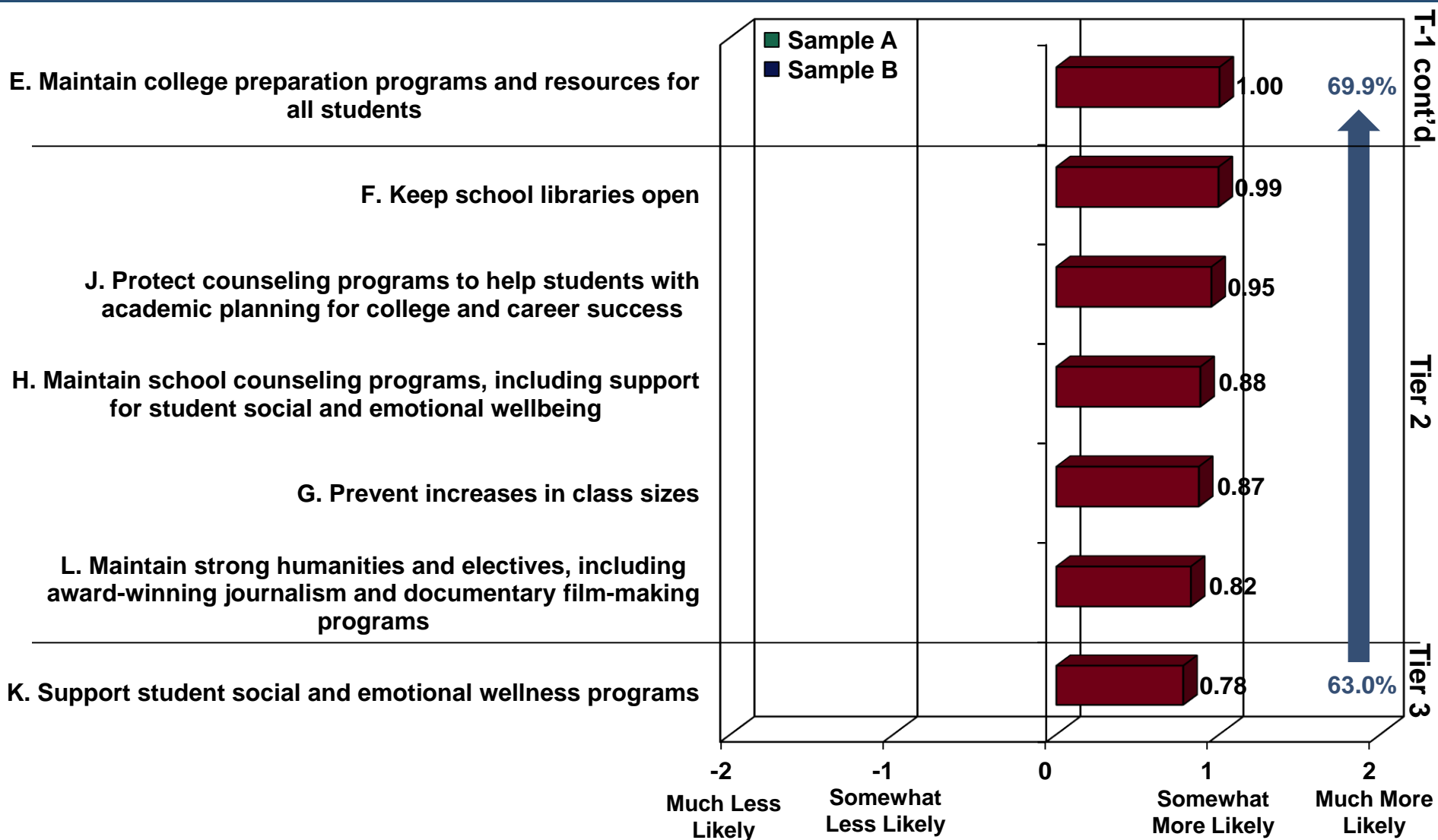
C. Support music and art programs

D. Maintain career-development and vocational job-training programs for high school students



Features of the Measure I1

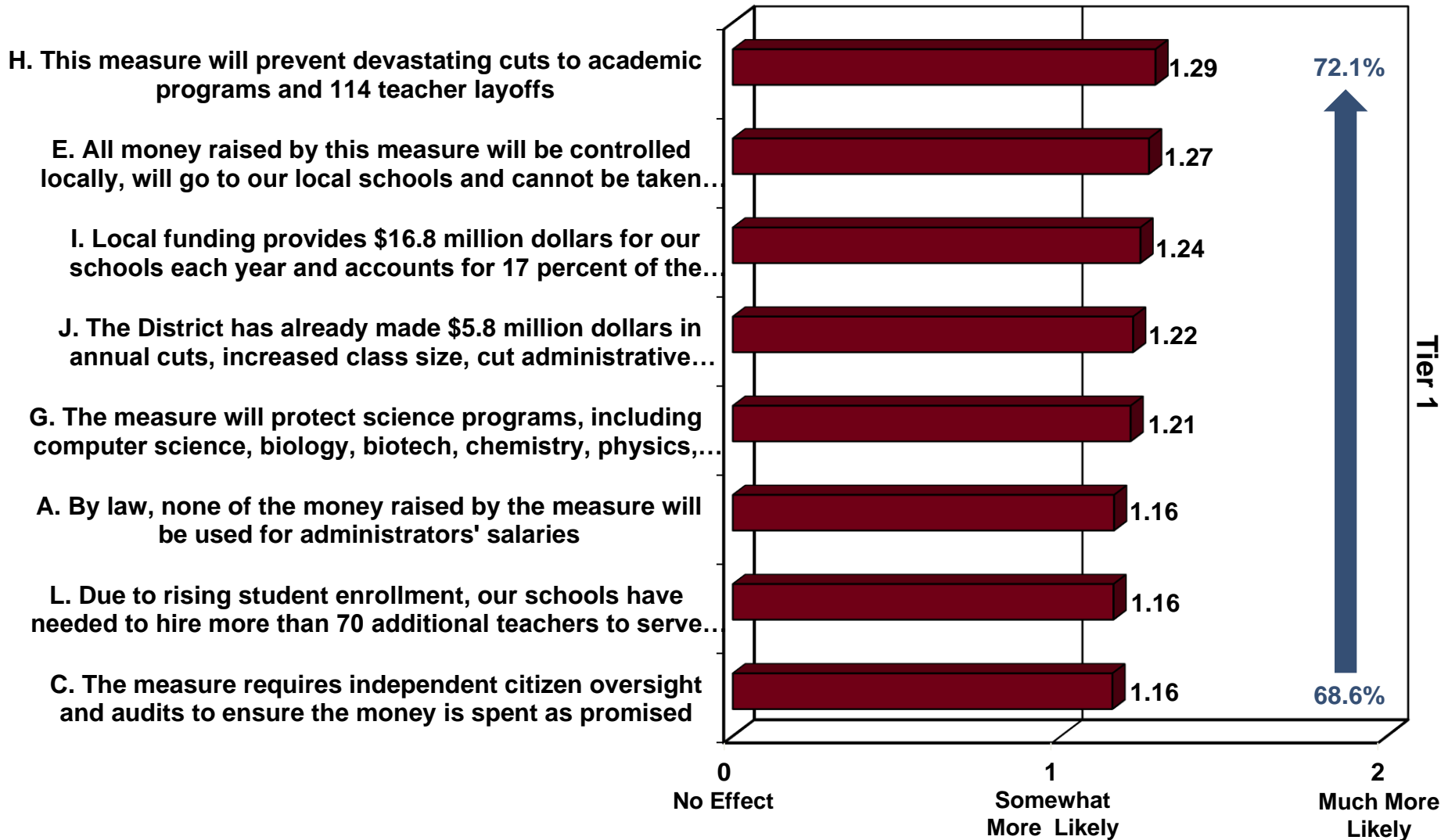
March 2020 (n= 695)



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.

Informational Statements I

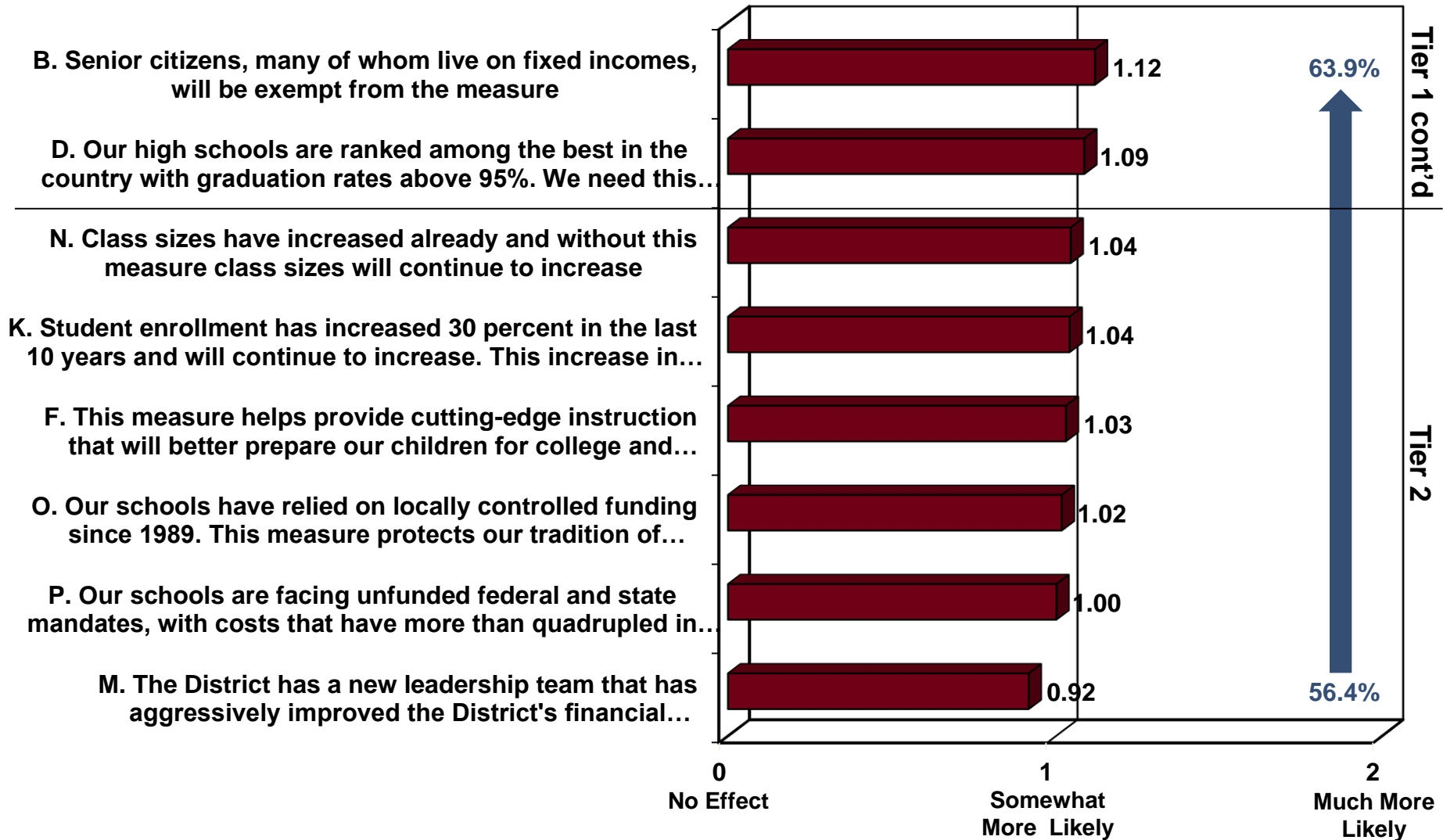
March 2020 (n= 695)



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.

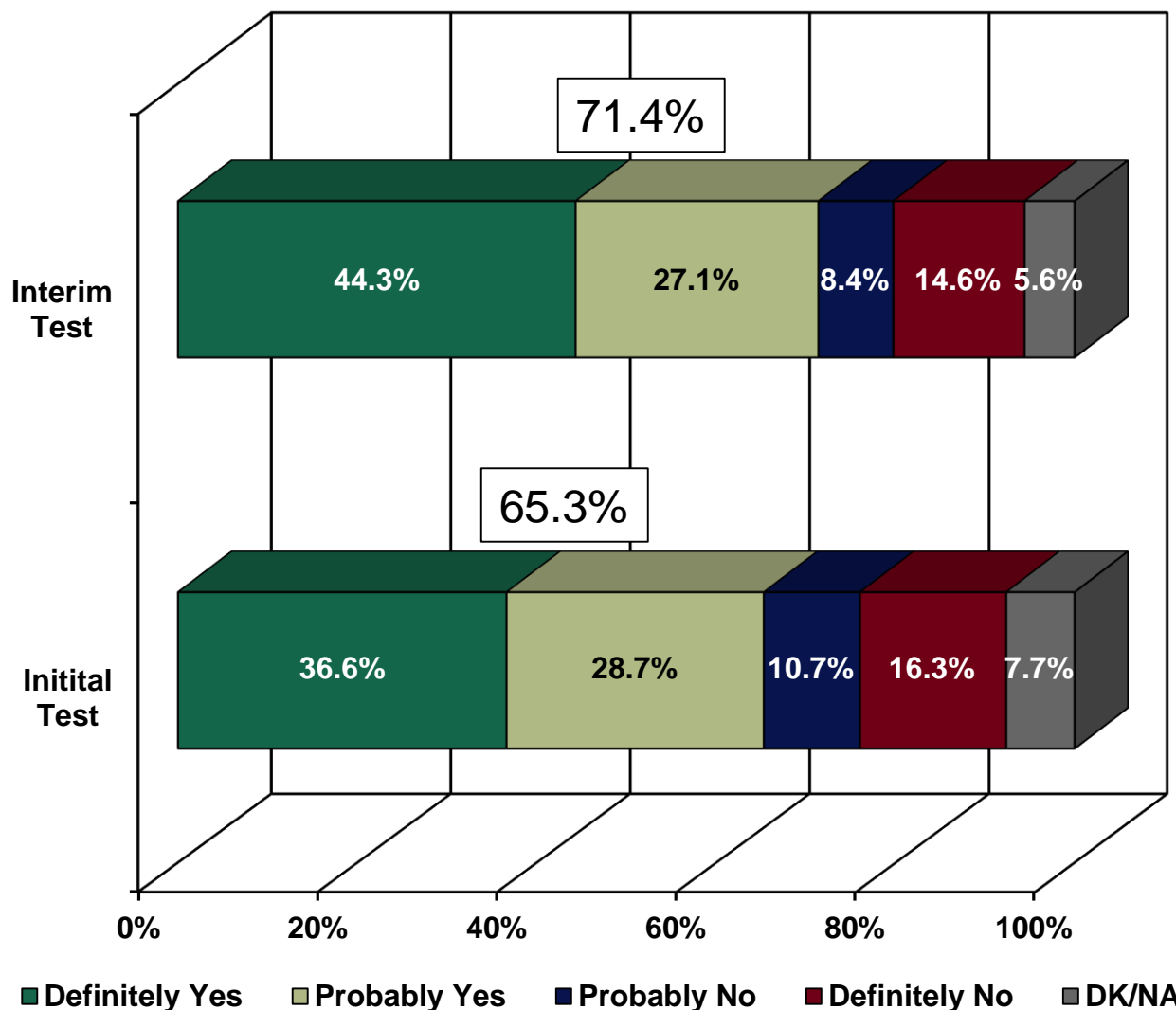
Informational Statements II

March 2020 (n= 695)



Interim Support for Parcel Tax

March 2020 (n= 695)



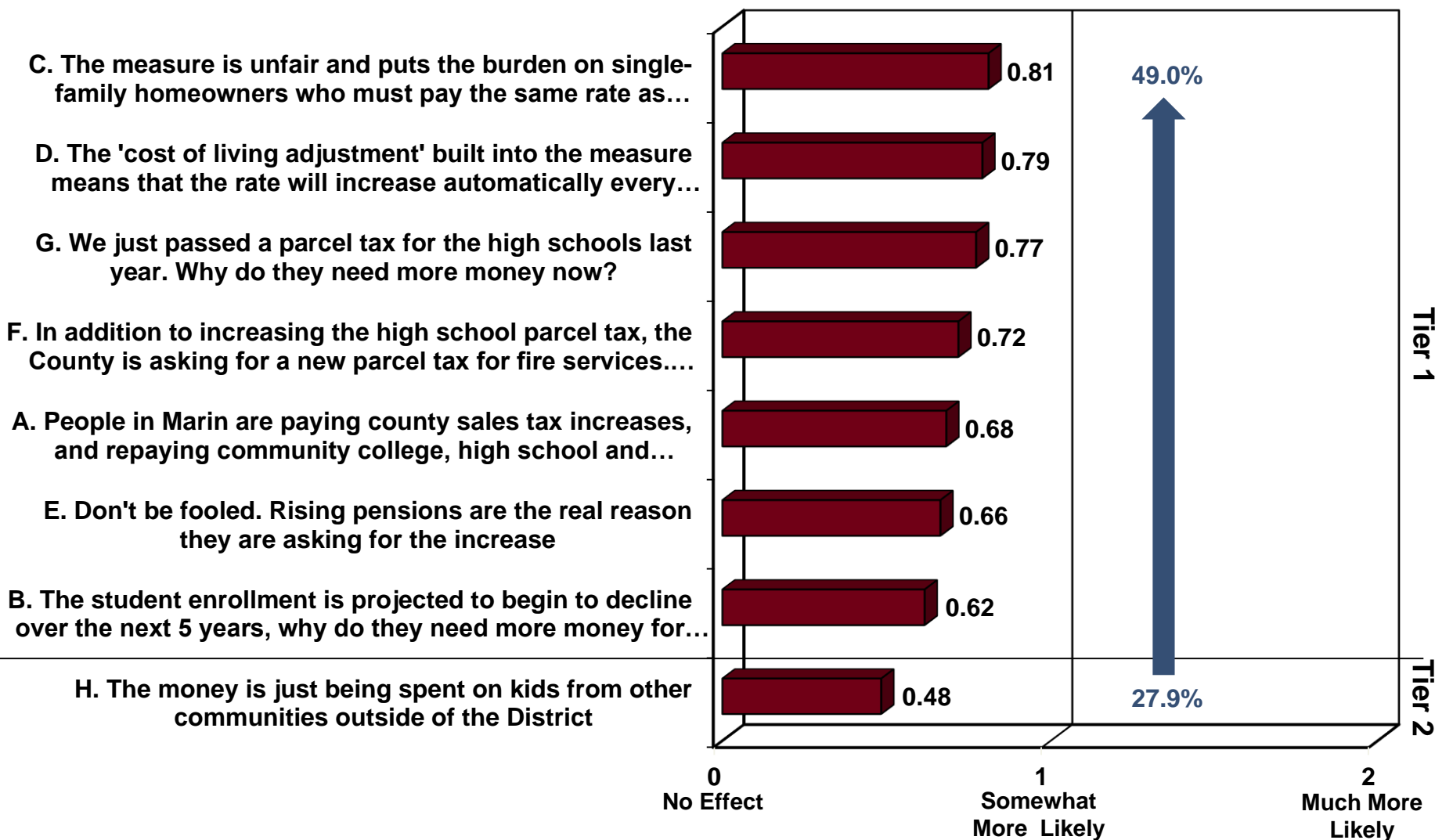
To maintain high quality education with local funding that cannot be taken by the state, shall Tamalpais Union High School District:

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- maintain excellent science, technology, engineering, math, reading and writing instruction; and
- protect art and music;

by adopting a measure renewing funding at the current \$445 rate and adding \$190 per parcel, providing \$25 million dollars annually for 10 years, with senior exemptions, cost of living adjustments, independent oversight and all funds for Tamalpais Union High School District students?

Q8. Critical Statements

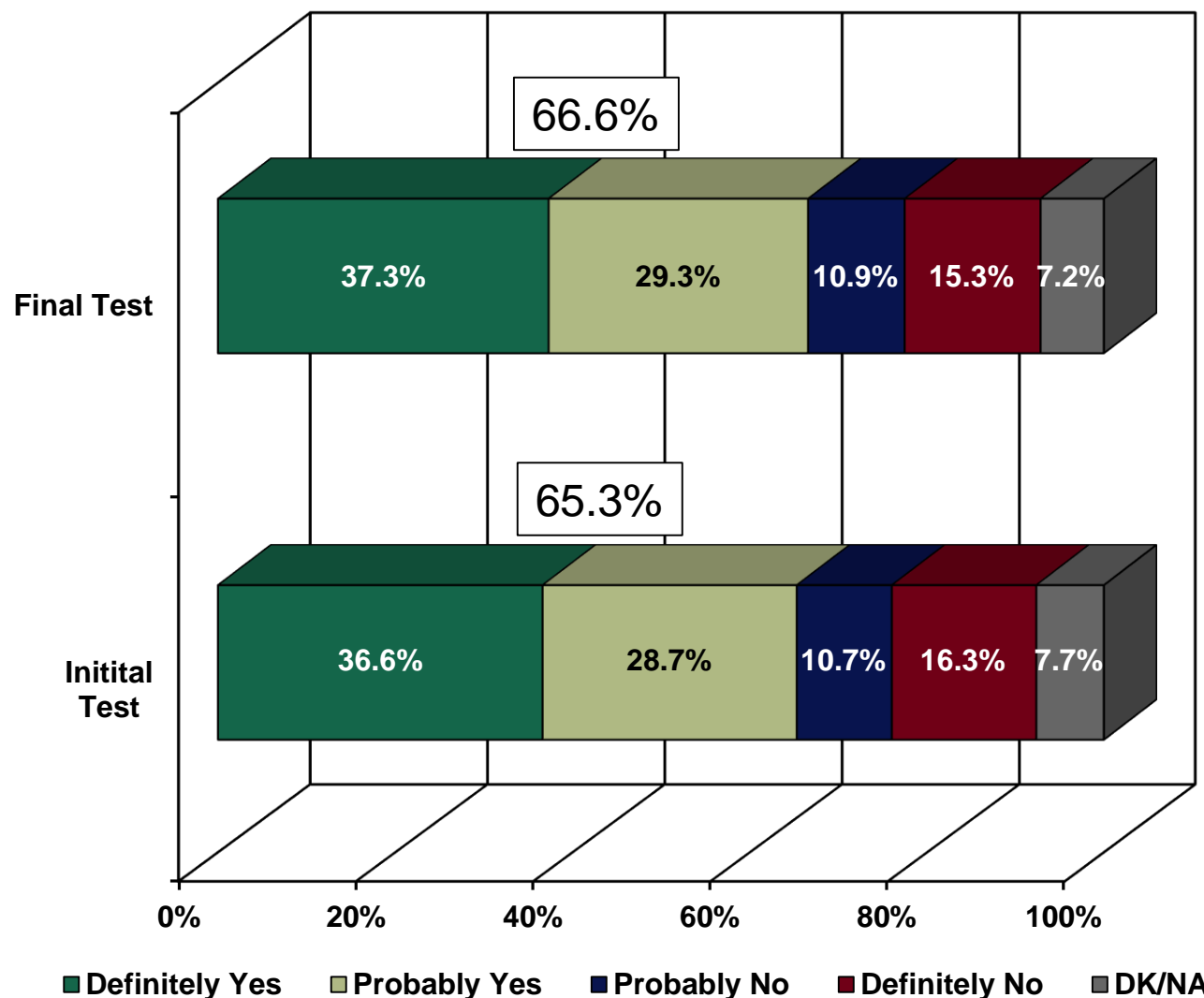
March 2020 (n= 695)



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Informed Support for Parcel Tax

March 2020 (n= 695)



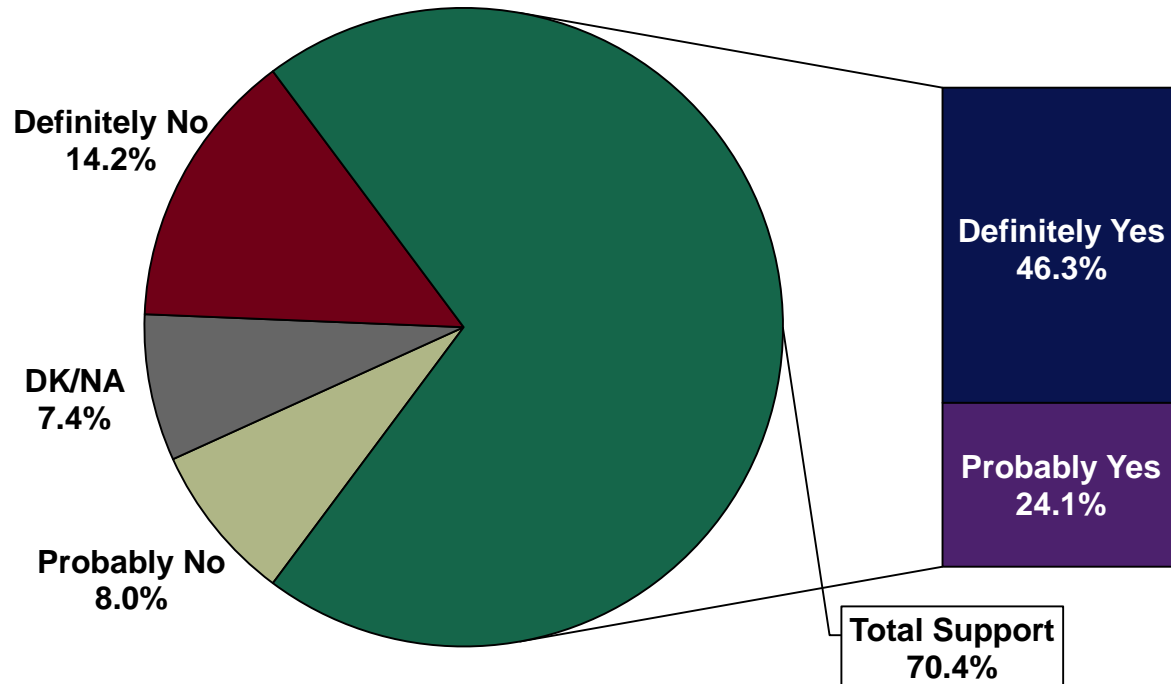
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Q10. Support for Alternative \$90 Increase in Parcel Tax

March 2020 (n= 695)

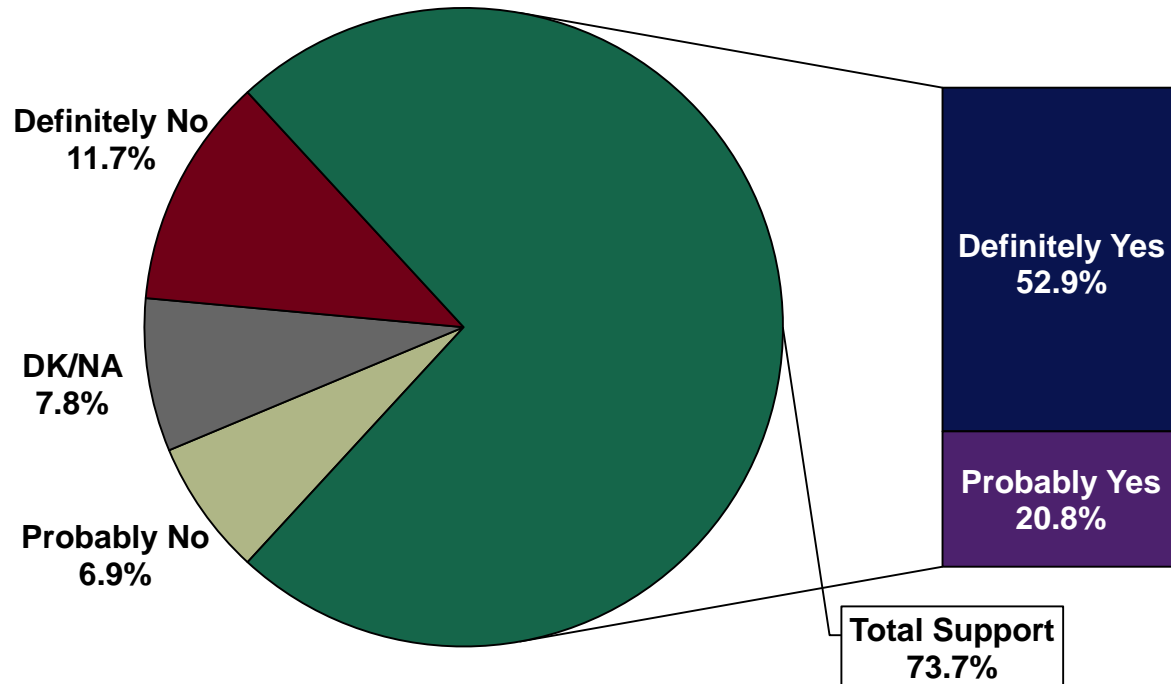


INSTEAD of adding \$190 to the current \$445 per parcel rate to attract and retain highly qualified teachers; maintain excellent science, technology, engineering, math, reading and writing instruction; and protect art and music programs; an alternative would be to add \$90 to the current \$445 rate for 10 years.

If the election were held today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this measure?

Q11. Support for Alternative Current Rate Extension Parcel Tax

March 2020 (n= 695)



INSTEAD of adding \$90 to the current \$445 per parcel rate to attract and retain highly qualified teachers; maintain excellent science, technology, engineering, math, reading and writing instruction; and protect art and music programs, an alternative would be to just extend the current \$445 rate, without an increase, for 10 years.

If the election were held today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this measure?

Summary & Recommendations

- The survey revealed a very solid base of voter support for a parcel tax measure in the Tamalpais Union High School District .
 - Support for the measure in the March 2020 election was 65.3% on the uninformed test, 71.4% on the interim test and 66.6% on the informed test.
 - Respondent support increased to 70.4% when the tax increase was reduced to \$90, and to 73.7% when the tax was extended at the current rate.
- Top tier features of the measure (listed below) suggest that some of the items in the ballot question could be revised:
 - Maintain high quality science, technology, engineering, math, reading, and writing instruction.
 - Attract and retain high quality teachers.
 - Maintain electives in science, technology, engineering, and software coding.
 - Attract and retain high quality teachers, counselors and staff.
 - Maintain hands-on science instruction.
 - Support music and art programs.
 - Maintain career-development and vocational job-training programs for high school students.
 - Maintain college preparation programs and resources for all students.

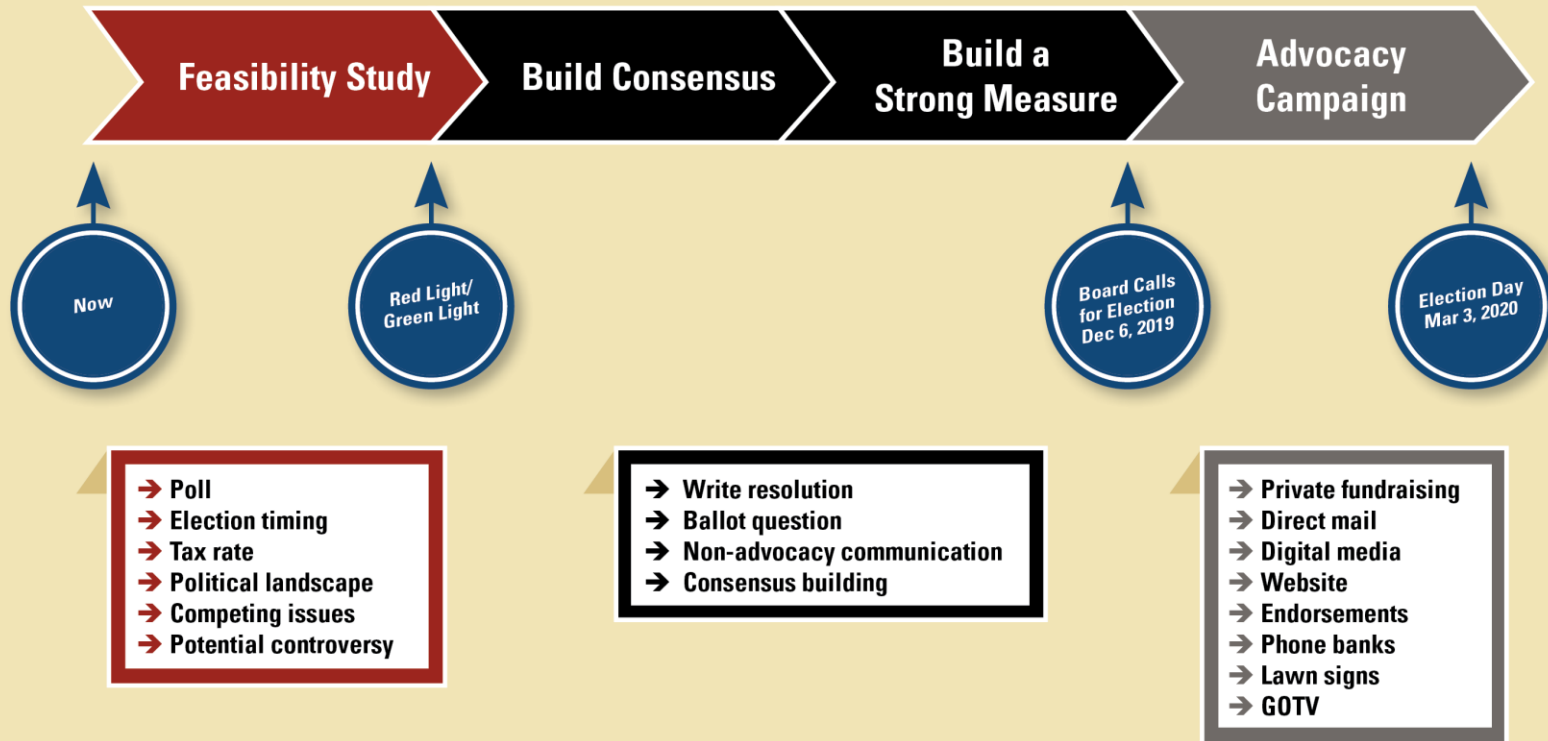
Summary & Recommendations

- Key informational statements that are important to voters include:
 - This measure will prevent devastating cuts to academic programs and 114 teacher layoffs.
 - All money raised by this measure will be controlled locally, will go to our local schools and cannot be taken away by the State.
 - Local funding provides \$16.8 million dollars for our schools each year and accounts for 17 percent of the school budget. Without the measure 114 teaching and counseling positions will be eliminated.
 - The District has already made \$5.8 million dollars in annual cuts, increased class size, cut administrative staff, and reduced benefits, but will need to make an additional \$18 million dollars more annually if the measure fails.
 - The measure will protect science programs, including computer science, biology, biotech, chemistry, physics, physiology, forensics, web tech design, robotics, and space tech engineering.
 - By law, none of the money raised by the measure will be used for administrators' salaries.
 - Due to rising student enrollment, our schools have needed to hire more than 70 additional teachers to serve those students. We are a local community-funded district and do not receive additional State funding as more students attend our schools.
 - The measure requires independent citizen oversight and audits to ensure the money is spent as promised.

Summary & Recommendations

- Given the survey findings and the two-thirds majority required for approval, TBWB and Godbe Research recommend that the Tamalpais Union High School District continue the process to prepare for a March 2020 parcel tax measure election.

March 2020 Parcel Tax Planning Timeline





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