

Tamalpais Union High School District: 2019 Parcel Tax Survey

August 2019



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

Universe

- Fielding Dates
- Interview Length
- Sample Size
- Margin of Error

Landline (116), cell phone (56), text to online (476), and email to online (163) interviewing

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)

July 22 through July 28, 2019

22 minutes

811 Likely November 2020 voters 695 Likely March 2020 voters

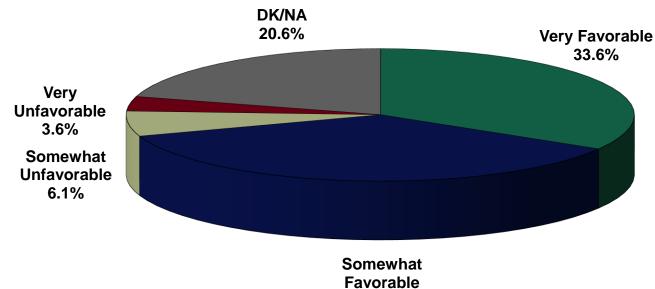
± 3.42% Likely November 2020 voters ± 3.70% Likely March 2020 voters



Key Findings

Opinion on Whether TUHSD is Providing a Quality Education March 2020 (n=695)





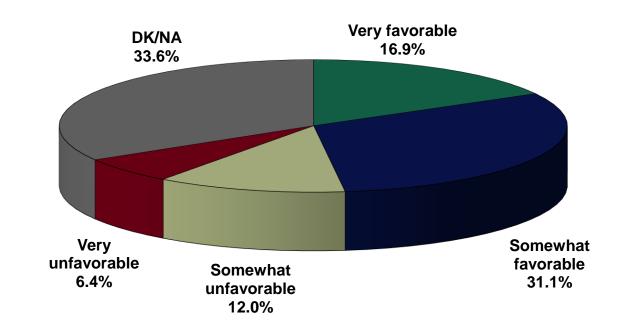
36.1%

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

Page 5 August 2019

Opinion on Whether TUHSD Effectively Manages Public Funds March 2020 (n=695)



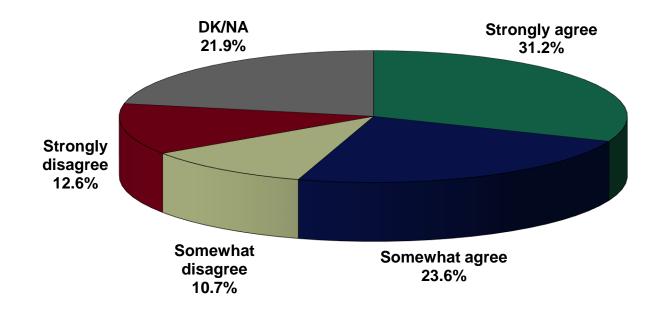


Total Favorable	48.0%
Total Unfavorable	18.4%
Ratio Fav to Unfav	2.6

Page 6 August 2019

Agreement on Whether TUHSD Needs Additional Funding March 2020 (n= 695)



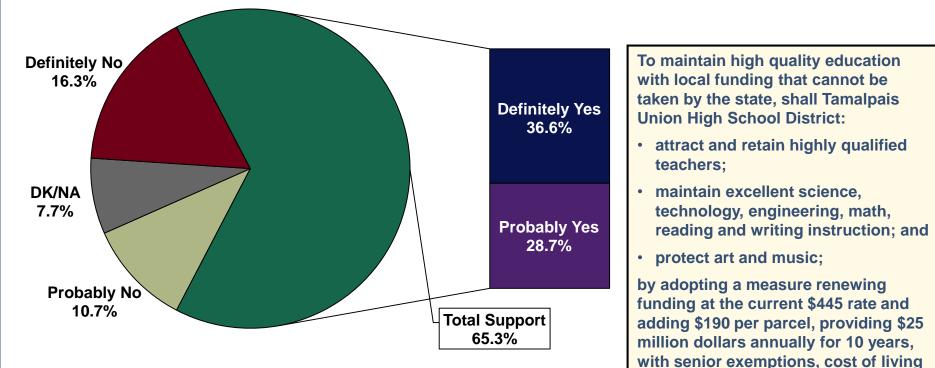


Total Agree	54.8%
Total Disagree	23.3%
Ratio Agree to Disagree	2.3

Page 7 August 2019

Uninformed Support for Parcel Tax March 2020 (n= 695)



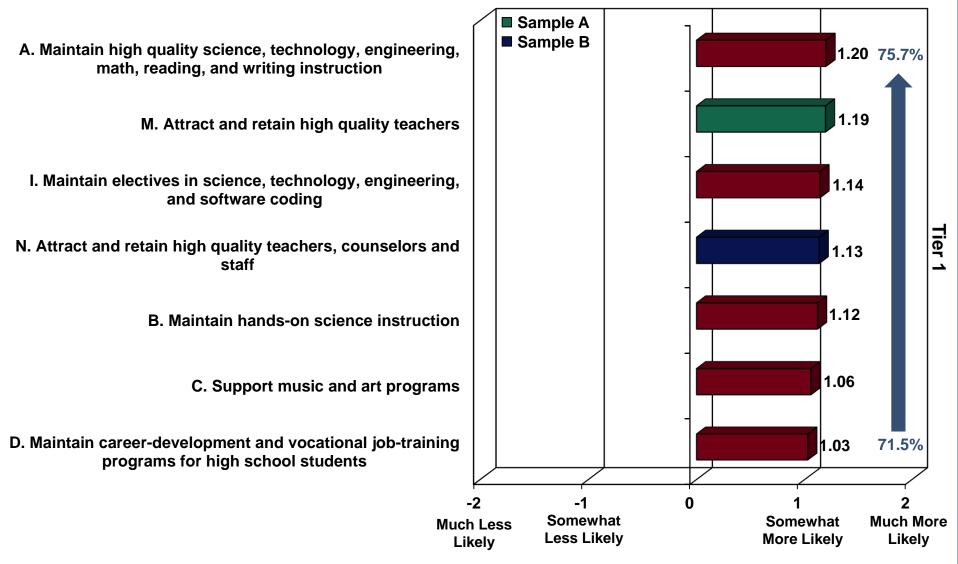


Page 8 August 2019

adjustments, independent oversight and all funds for Tamalpais Union High School District students?

Features of the Measure I March 2020 (n= 695)



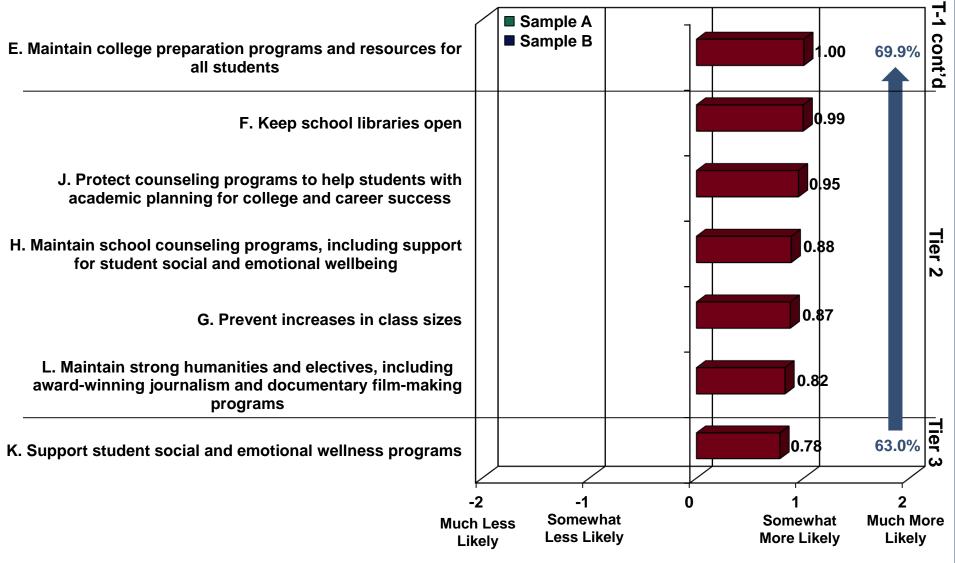


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.



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)



H. This measure will prevent devastating cuts to academic 1.29 72.1% programs and 114 teacher layoffs E. All money raised by this measure will be controlled 1.27 locally, will go to our local schools and cannot be taken. I. Local funding provides \$16.8 million dollars for our 1.24 schools each year and accounts for 17 percent of the. J. The District has already made \$5.8 million dollars in 1.22 Tier annual cuts, increased class size, cut administrative... G. The measure will protect science programs, including 1.21 computer science, biology, biotech, chemistry, physics,... A. By law, none of the money raised by the measure will 1.16 be used for administrators' salaries L. Due to rising student enrollment, our schools have 1.16 needed to hire more than 70 additional teachers to serve... C. The measure requires independent citizen oversight 1.16 68.6% and audits to ensure the money is spent as promised No Effect Somewhat **Much More** More 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 11 August 2019

Informational Statements II March 2020 (n= 695)



B. Senior citizens, many of whom live on fixed incomes, will be exempt from the measure

D. Our high schools are ranked among the best in the country with graduation rates above 95%. We need this..

N. Class sizes have increased already and without this measure class sizes will continue to increase

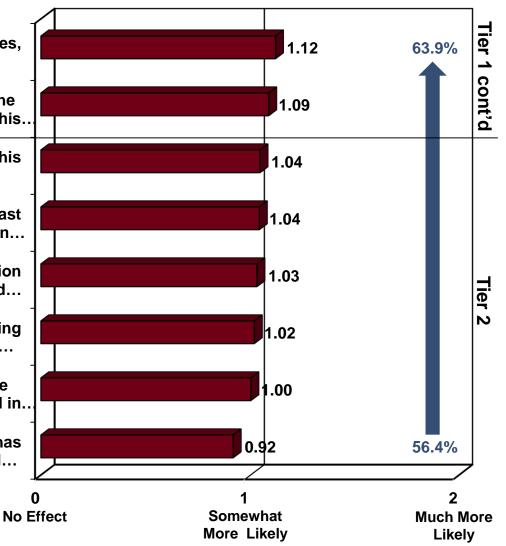
K. Student enrollment has increased 30 percent in the last 10 years and will continue to increase. This increase in...

F. This measure helps provide cutting-edge instruction that will better prepare our children for college and...

O. Our schools have relied on locally controlled funding since 1989. This measure protects our tradition of...

P. Our schools are facing unfunded federal and state mandates, with costs that have more than quadrupled in..

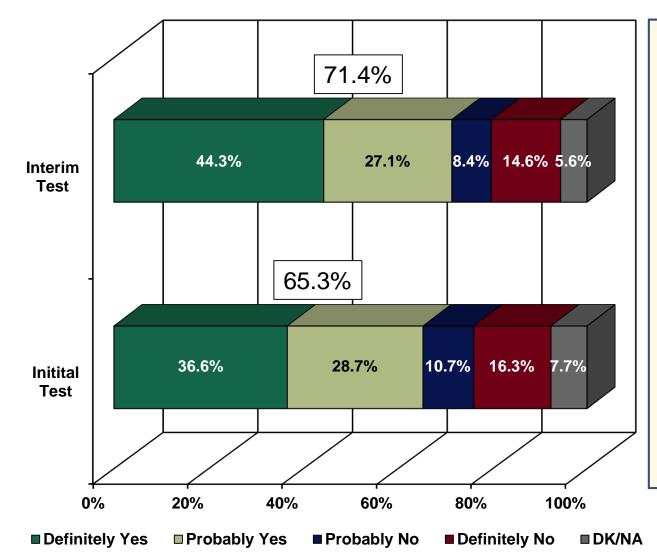
M. The District has a new leadership team that has aggressively improved the District's financial...



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.

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:

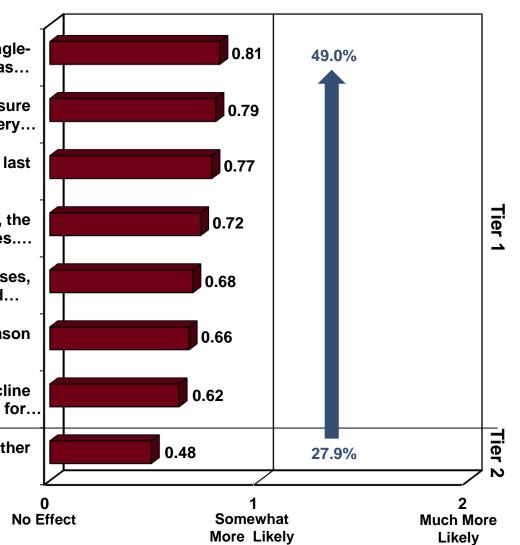
- attract and retain highly qualified teachers;
- maintain excellent science, technology, engineering, math, reading and writing instruction; and
- protect art and music;

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?

Q8. Critical Statements March 2020 (n= 695)



- C. The measure is unfair and puts the burden on singlefamily homeowners who must pay the same rate as...
- D. The 'cost of living adjustment' built into the measure means that the rate will increase automatically every...
- G. We just passed a parcel tax for the high schools last year. Why do they need more money now?
- F. In addition to increasing the high school parcel tax, the County is asking for a new parcel tax for fire services....
- A. People in Marin are paying county sales tax increases, and repaying community college, high school and...
 - E. Don't be fooled. Rising pensions are the real reason they are asking for the increase
- B. The student enrollment is projected to begin to decline over the next 5 years, why do they need more money for..
 - H. The money is just being spent on kids from other communities outside of the District

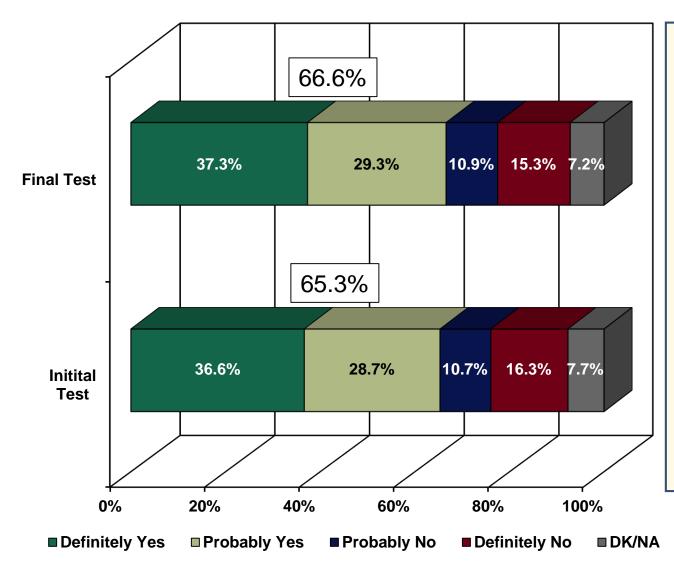


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.



Informed Support for Parcel Tax March 2020 (n= 695)





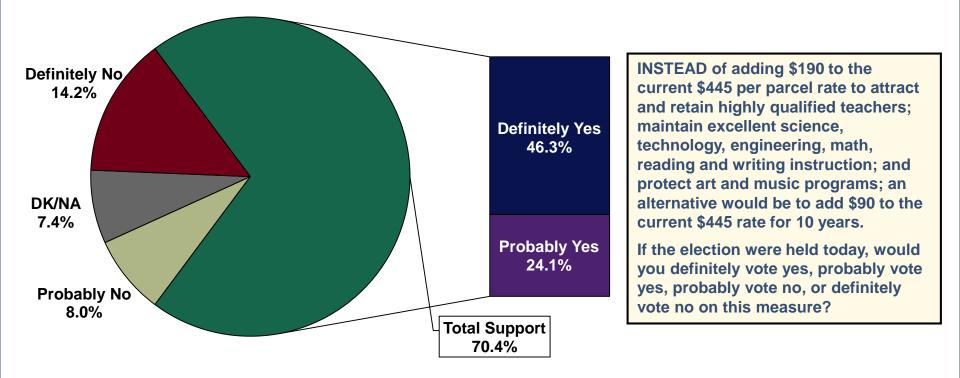
To maintain high quality education with local funding that cannot be taken by the state, shall Tamalpais Union High School District:

- 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?

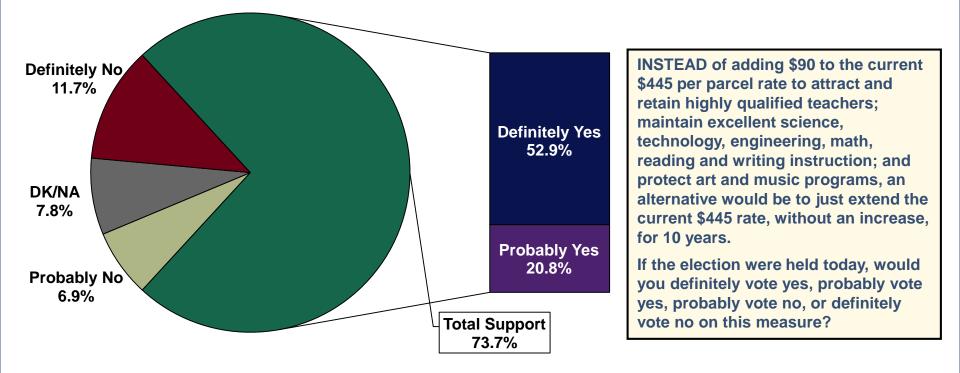
Q10. Support for Alternative \$90 Increase in Parcel Tax March 2020 (n= 695)





Q11. Support for Alternative Current Rate Extension Parcel Tax March 2020 (n= 695)





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

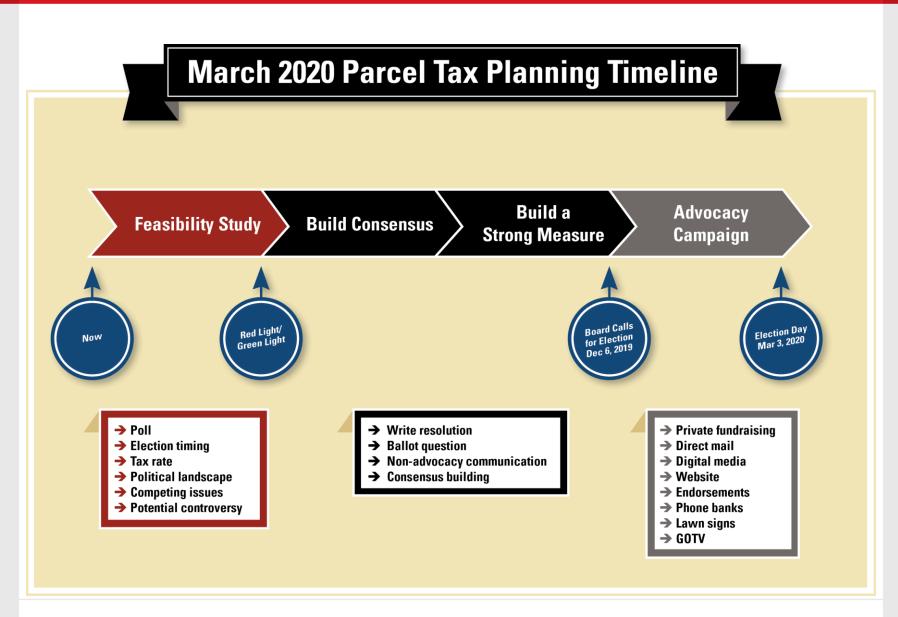


- > Key informational statements that are important to voters include:
 - This measure will prevent devastating cuts to academic programs and 114 teacher layoffs.
 - All money raised by this measure will be controlled locally, will go to our local schools and cannot be taken away by the State.
 - Local 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.



TBWB STRATEGIES



www.godberesearch.com

<u>California and Corporate Offices</u> 1575 Old Bayshore Highway, Suite 102 Burlingame, CA 94010 Nevada Office 59 Damonte Ranch Parkway, Suite B309 Reno, NV 89521

Pacific Northwest Office 601 108th Avenue NE, Suite 1900 Bellevue, WA 98004