



EMC
research

DRAFT

Hybrid Web/Telephone Survey of
Fremont Union High School District
Special Election Voters

December 2017-January 2018

- ▶ Hybrid telephone and online survey of Fremont Union High School District special election voters
- ▶ 506 total interviews; overall margin of error ± 4.4 percentage points
- ▶ Survey conducted December 7th – 14th, 2017
- ▶ Interviews conducted by trained professional interviewers
- ▶ Where applicable results compared to previous surveys;
 - May 2014; n=604, MoE: $\pm 4.0\%$, The Center for Community Opinion
 - June 2013; n=404, MoE: $\pm 4.9\%$, The Center for Community Opinion

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

Key Findings

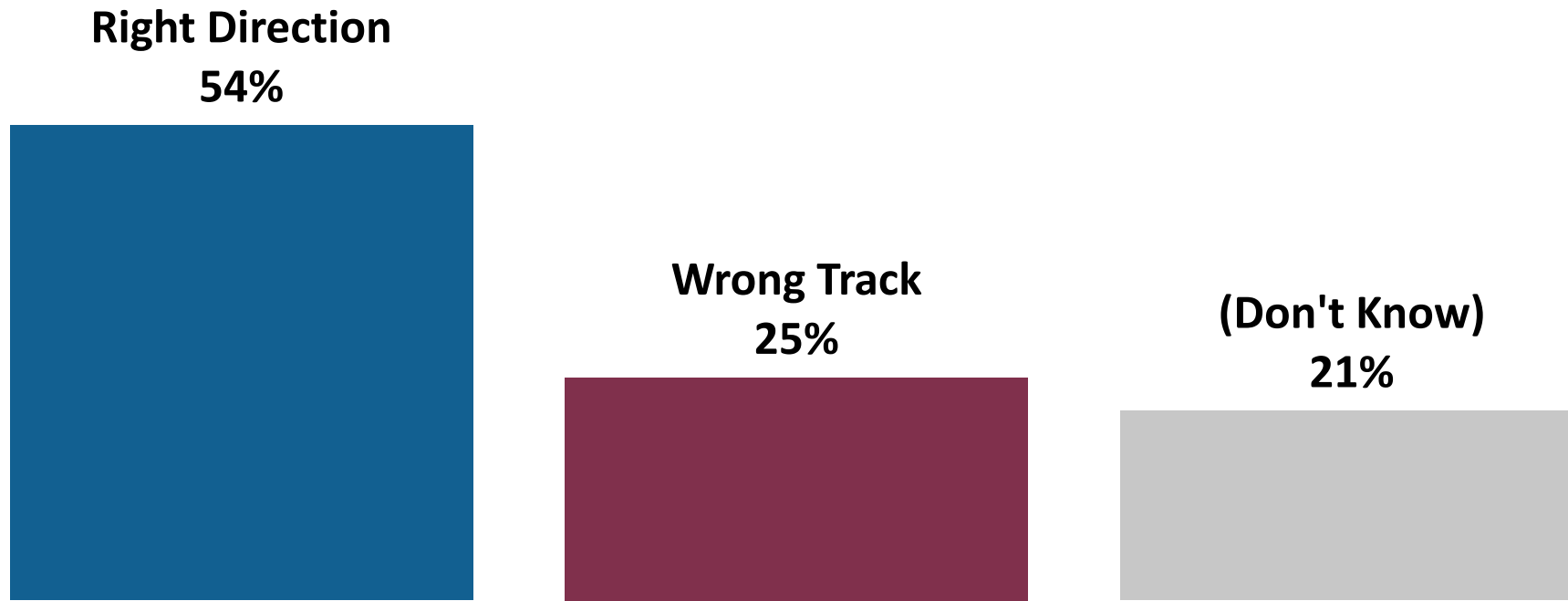
- ▶ The vast majority of respondents are aware of the high quality of education provided by Fremont Union HSD high schools.
- ▶ The District's ratings on financial management and the condition of classrooms, school buildings, and other school facilities have improved steadily over time as voter awareness of the District appears to have increased.
- ▶ Although a majority see a need for additional funding for the high schools, support for a parcel tax measure based on square footage of building area falls short of the necessary two-thirds.
- ▶ Maintaining strong core academics, preparing students for college and careers, and attracting and retaining quality teachers are top voter priorities.
- ▶ Information about the particular benefits of a square footage measure – such as ensuring that businesses would pay their fair share – does not resonate as strongly as messages about attracting and retaining high quality teachers, ensuring the revenue will be spent locally and continuing the tradition of academic excellence in local high schools.



Issue Environment

Right Direction/Wrong Track

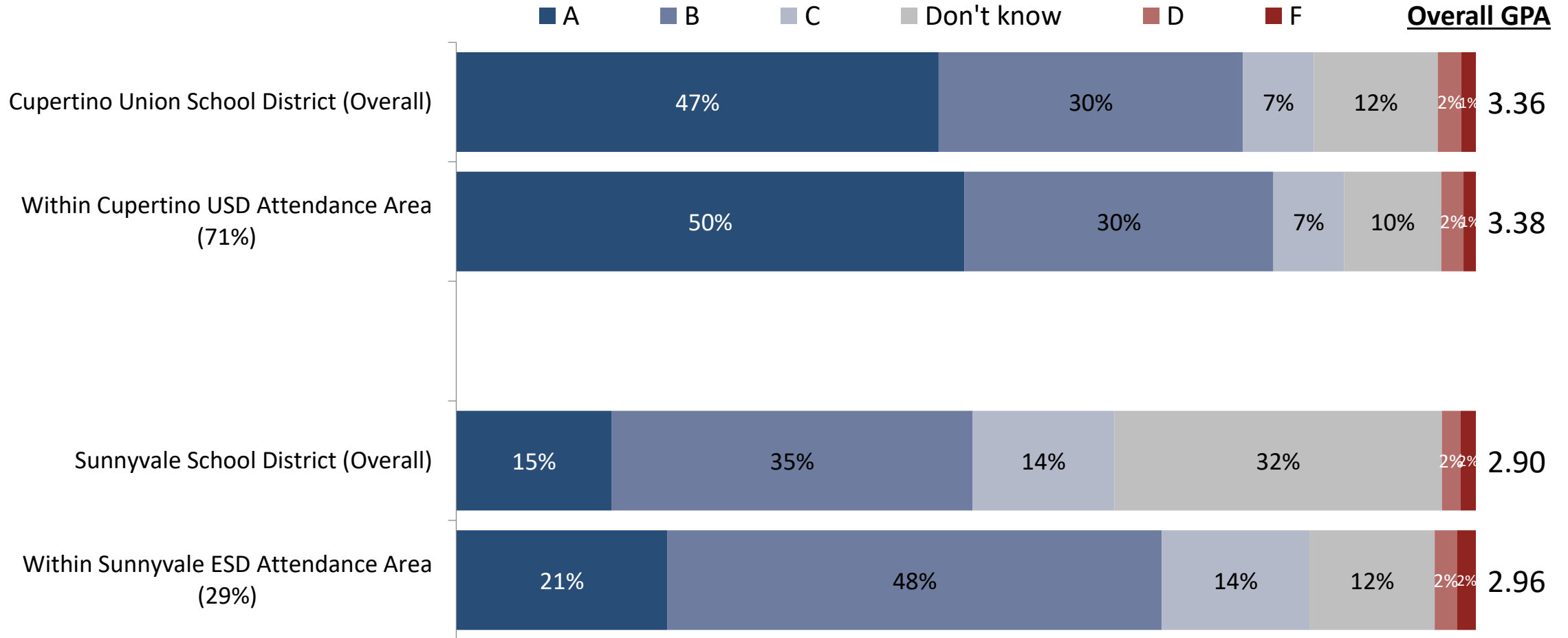
Just over half of voters believe that things in the area are going in the right direction.



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

Elementary School District Ratings

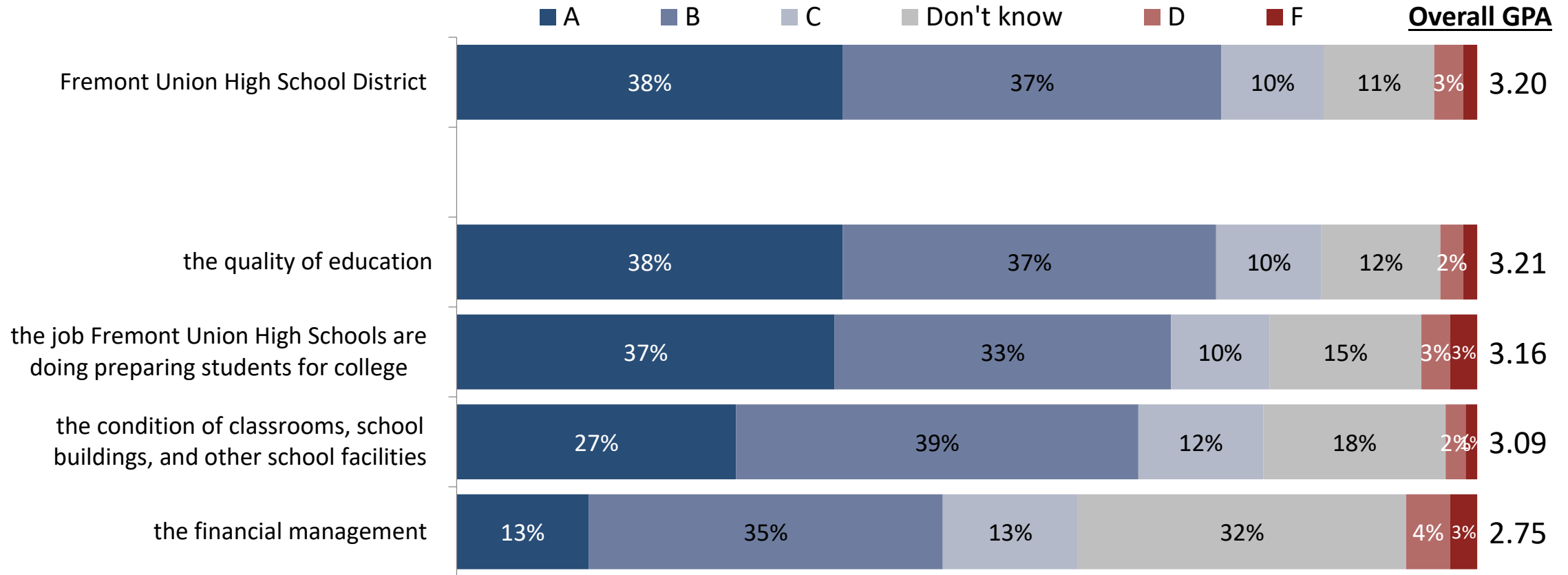
Voters give Cupertino Union SD a very strong “grade” while Sunnyvale SD is less well-known.



Q8-10. Students are often given the grades A, B, C, D, and F to denote the quality of their work. Suppose the schools in your community were graded in the same way. Regardless of whether you have children in school, what grade would you give each of the following school districts? A, B, C, D or F?

Fremont Union High School District Ratings

FUHSD gets high marks, particularly on providing quality education and preparing students for college.

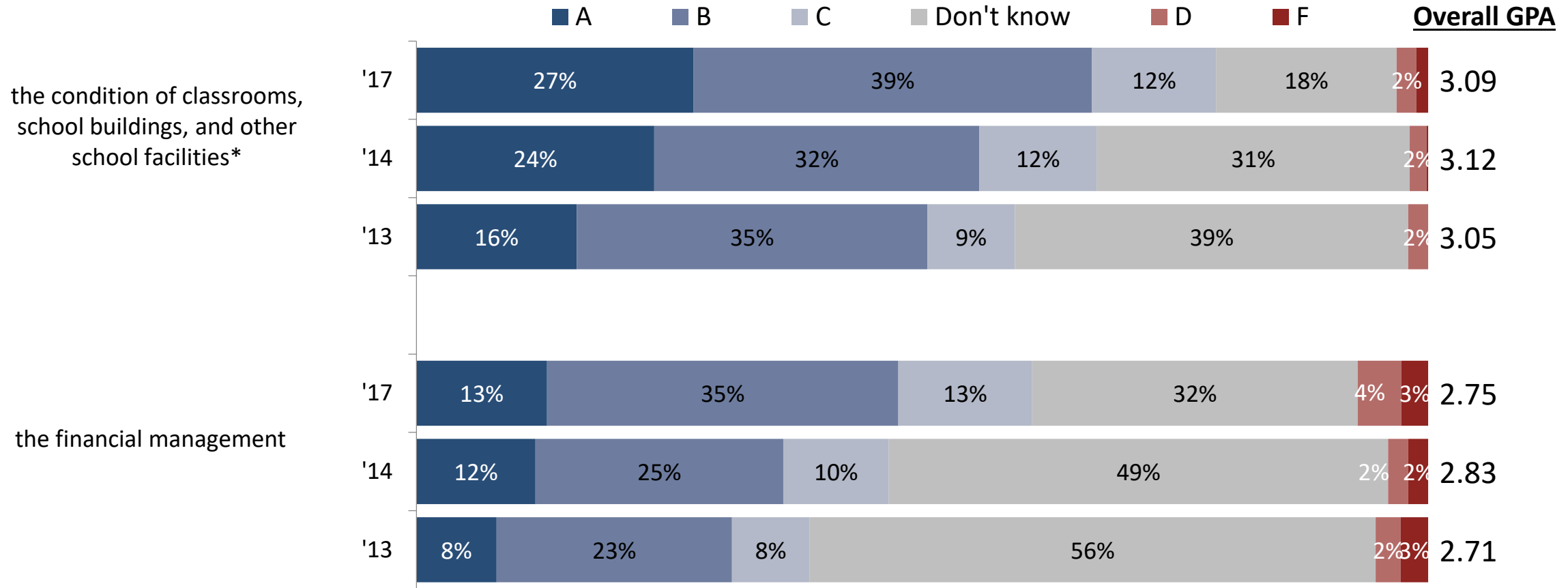


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Q11-14. Using the same grading system, please grade the following areas relating to the Fremont Union High School District.

Fremont Union High School District Ratings – Over Time

The District's ratings on financial management and the condition of classrooms, school buildings, and other school facilities have improved steadily over time, largely due to increased awareness.



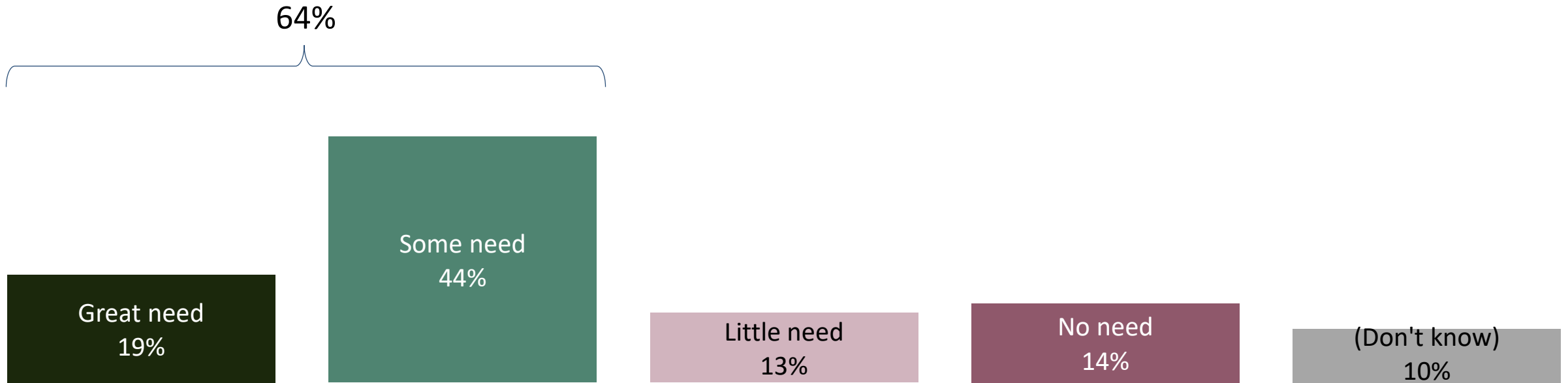
Q11-14. Using the same grading system, please grade the following areas relating to the Fremont Union High School District

*Asked as “the condition of facilities” in 2014 and “condition of classroom buildings and facilities” in 2013.

Note: Methodology change from phone-only surveys to hybrid phone/web may impact changes over time

FUHSD Need for Additional Funding

Just under two-thirds perceive a need for additional funding for the District.

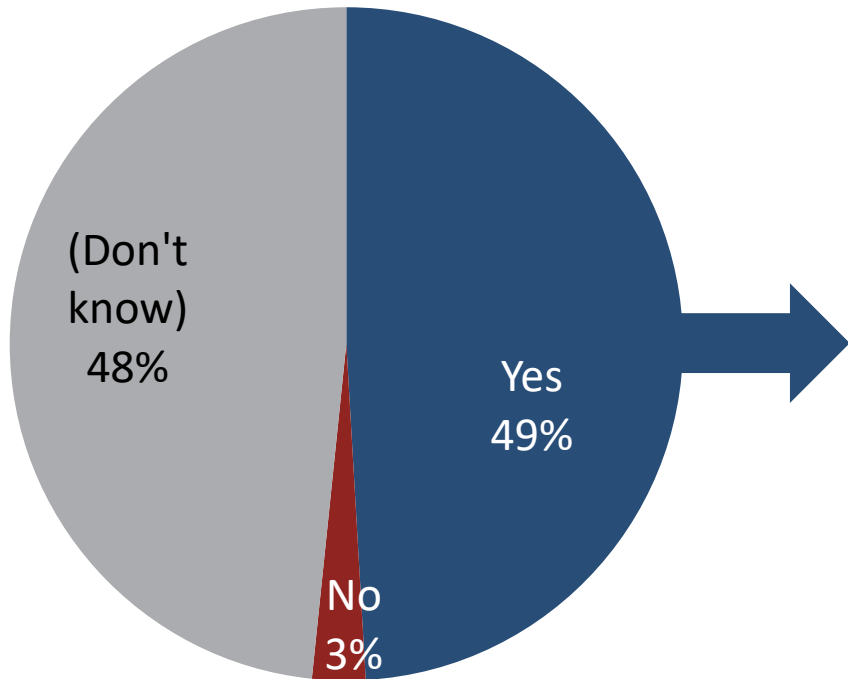


Q5. Would you say high schools in the district have a great need for more money, some need, a little need or no real need for more money?

Awareness of Parcel Tax

Almost half of voters know that there is an existing parcel tax for the District.*

As you may know, some school districts have a parcel tax in place and others do not. Is there, or is there not, a parcel tax for Fremont Union High School District?



Approximately how much do homeowners in the Fremont Union High School District pay each year for the school parcel taxes?* n=256	% of those aware of PT	% of all respondents
\$100 or less	29%	14%
\$101-\$200	14%	7%
\$201-\$300	7%	4%
\$301-\$400	1%	0%
\$401-\$500	2%	1%
\$500 or more	7%	3%
(Don't know)	40%	20%

Q6. Some school districts have a parcel tax in place and others do not. Is there a parcel tax for FUHSD?

Q7. How much do homeowners in the FUHSD pay each year for the school parcel taxes?

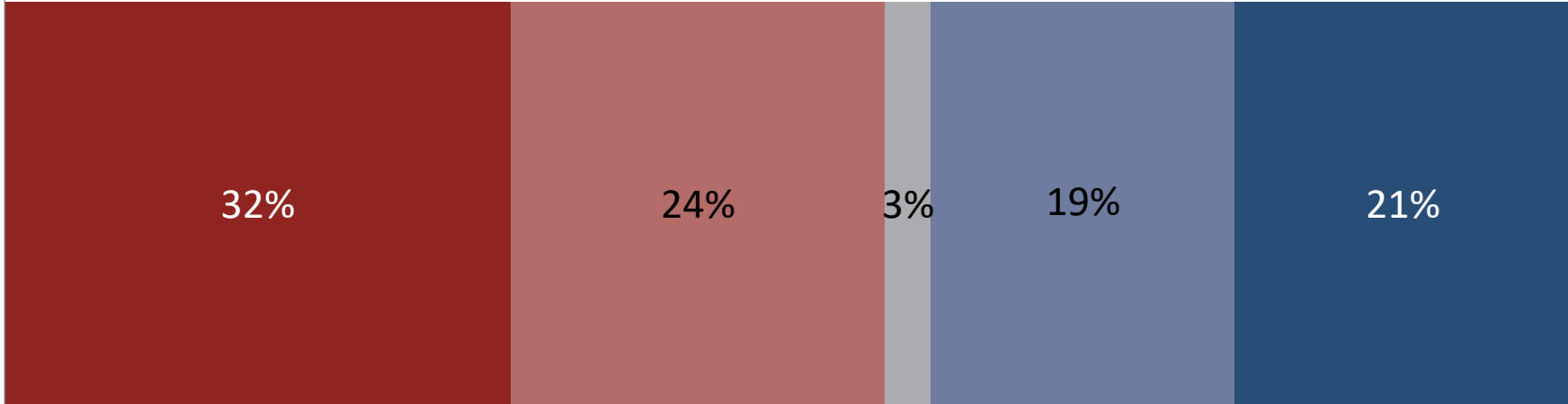
*Online participants may have been able to look up the parcel tax rate online while taking the survey.

Attitudes about Taxes

Over half show sensitivity to any tax increase.

■ Strongly Agree ■ Somewhat Agree ■ (Don't know) ■ Somewhat Disagree ■ Strongly Disagree

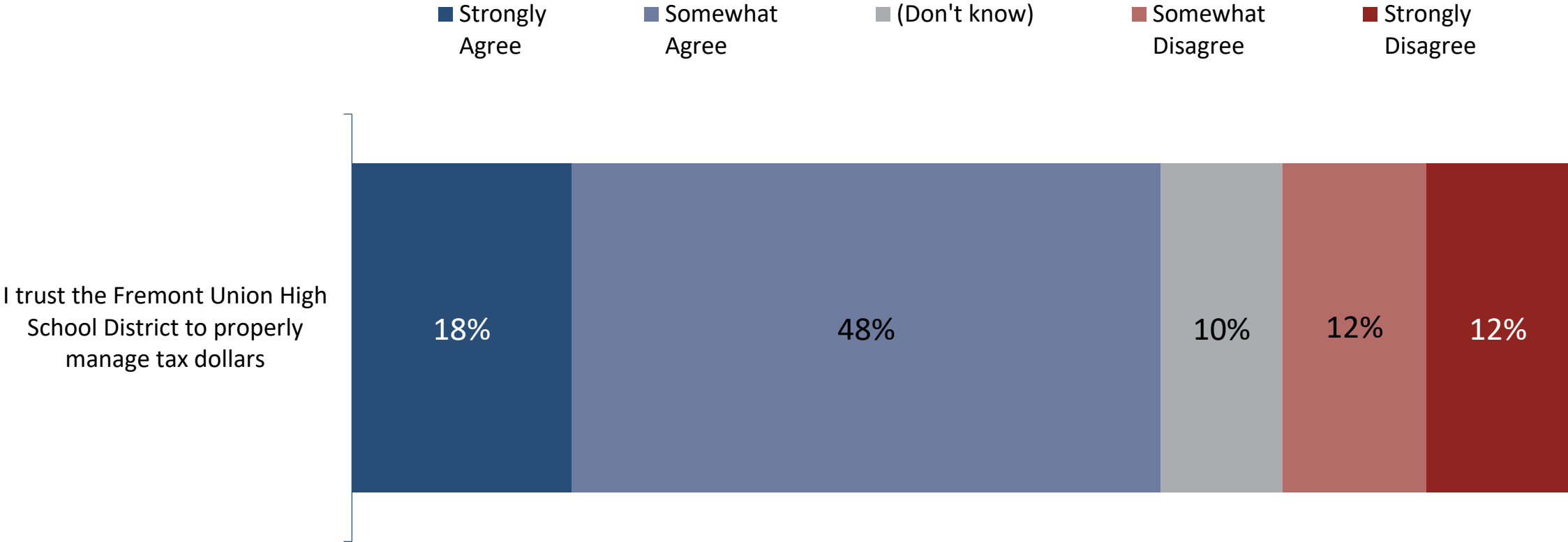
Taxes in this area are already high enough; I'll vote against any tax increase



Q16-17. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Trust in FUHSD

A strong majority trust the District to properly manage tax dollars.



Q16-17. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

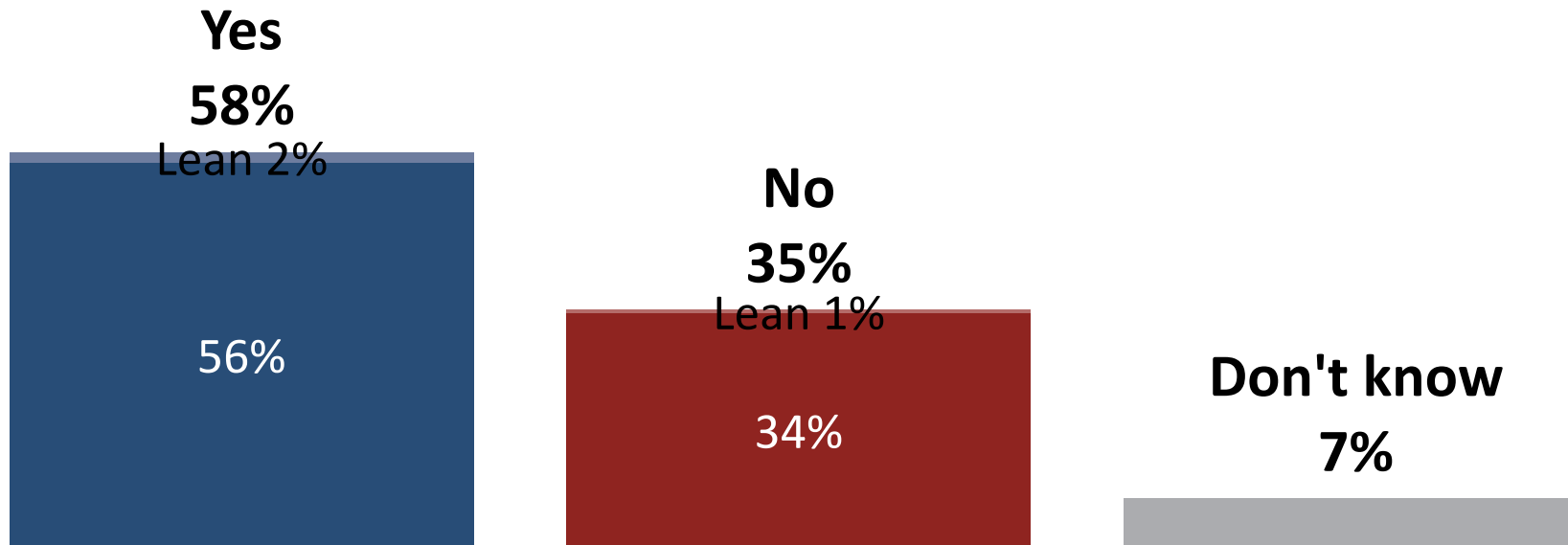


Initial Support for Square-footage Parcel Tax Measure

Initial Vote

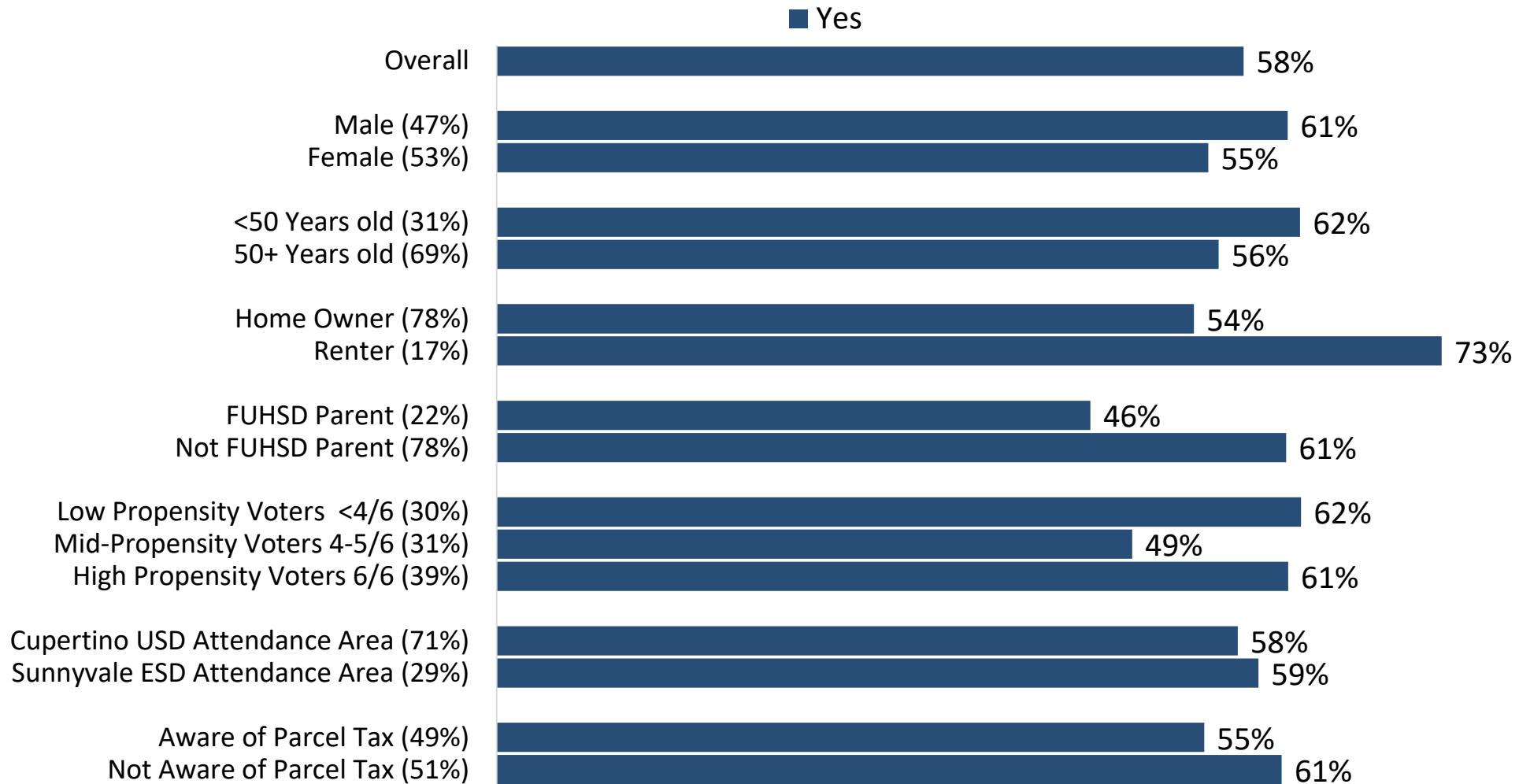
Initial support for the replacing the parcel tax with a tax based on building square footage is below two-thirds.

To attract and retain high quality teachers and staff, continue outstanding education in local high schools including strong academic programs in science, math, technology and engineering, and prepare students for college and careers and replace the existing school parcel tax; shall Fremont Union High School District levy at 5.6 cents per square foot of building area per year, providing approximately \$10 million annually for 8 years, with citizen oversight, exemptions for seniors, and all funds benefiting local high schools?



Initial Support by Subgroups

There is majority support, but less than two-thirds, among most demographic subgroups.

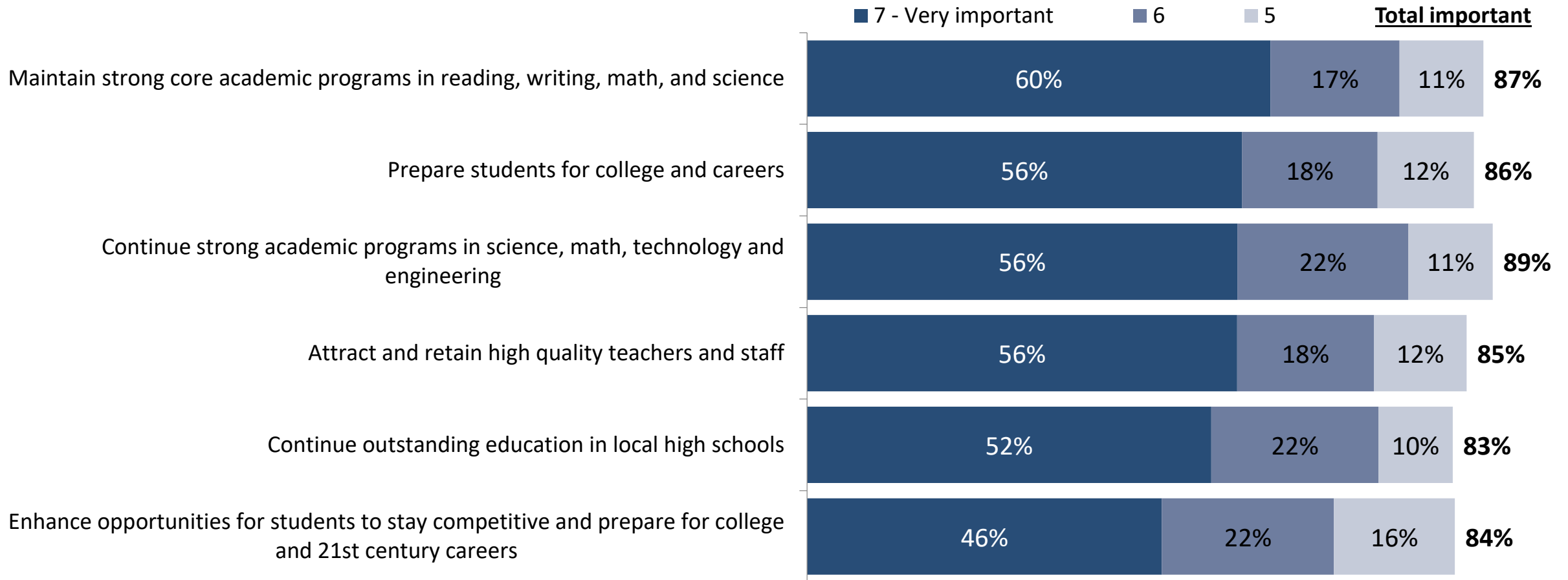




Measure Components

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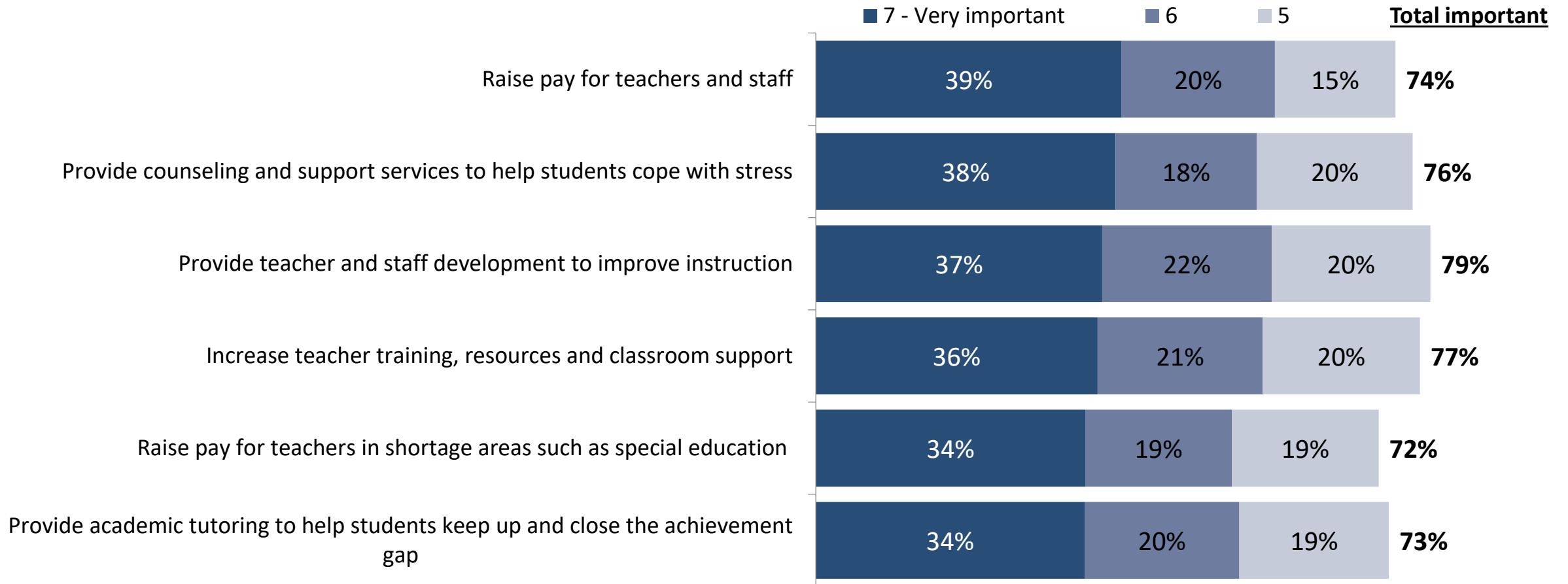
Maintaining strong core academics, preparing students for college and careers, and attracting and retaining quality teachers are top priorities.



Q18-29. I'm going to read you a list of components that could be included in a Fremont Union High School District measure. After each one, please rate how important that item is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Measure Components, cont.

Other components are also important to the vast majority.



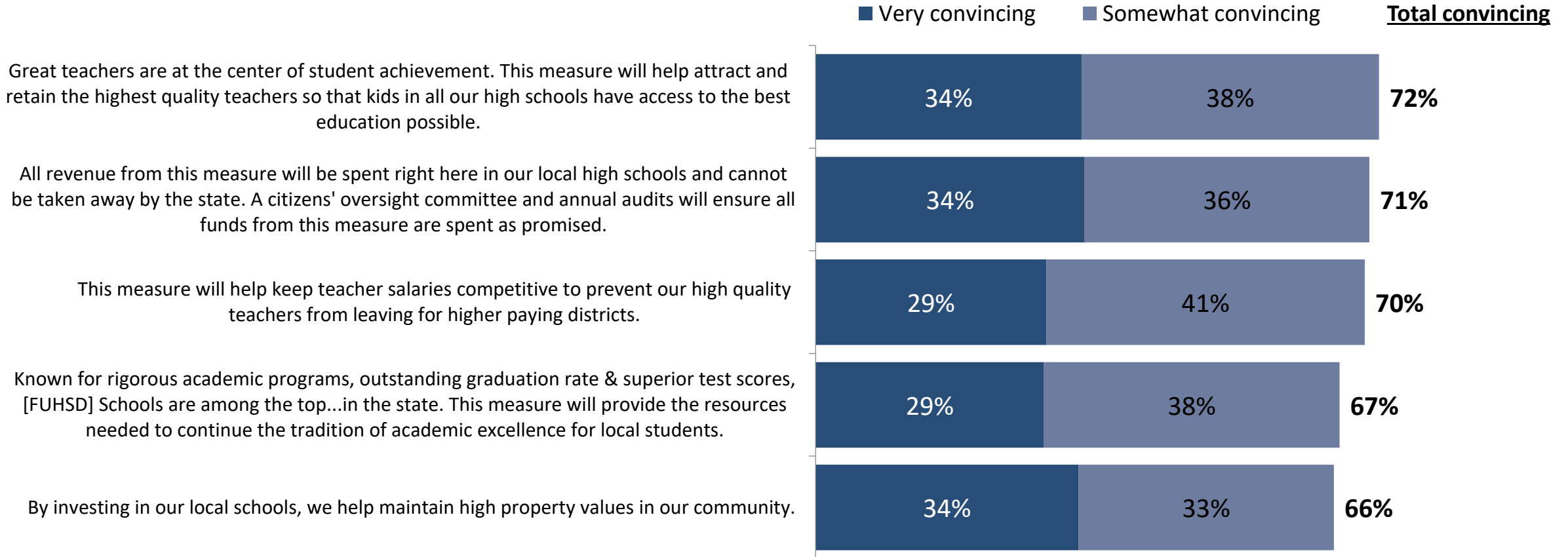
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Additional Information

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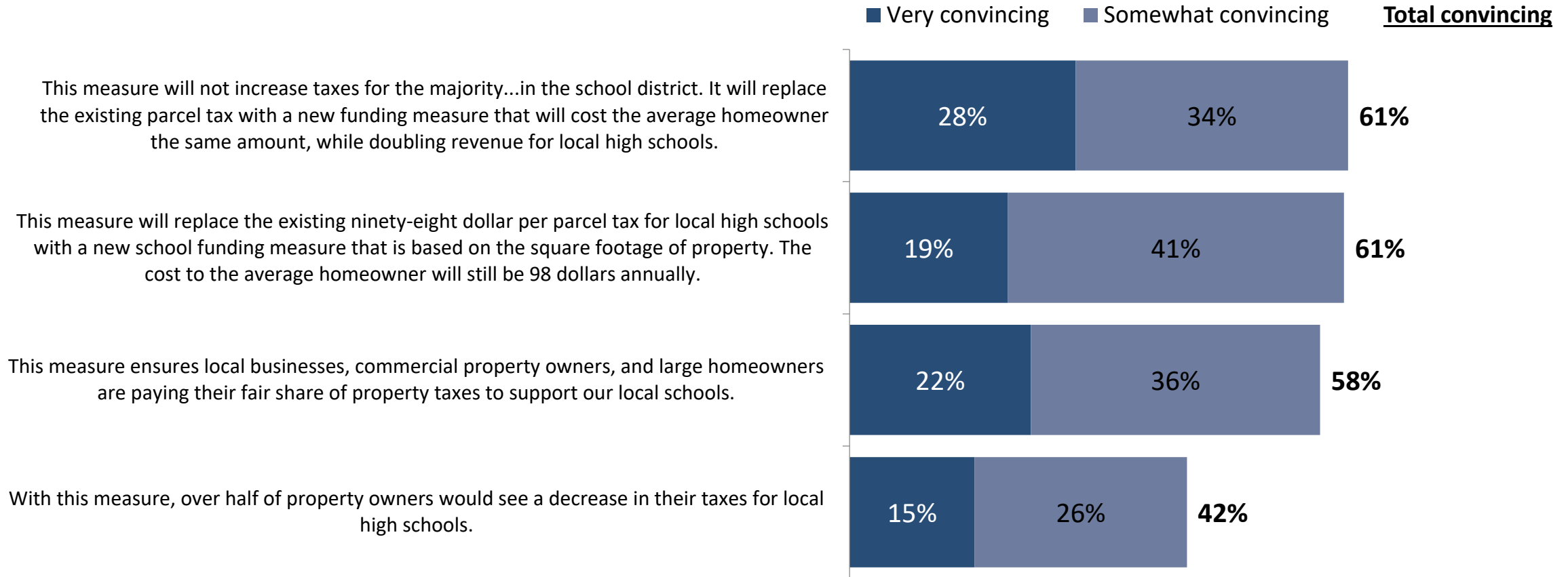
Messages about how the measure will attract and retain high quality teachers and that the revenue will be spent locally are very convincing reasons to support a measure.



Q30-38. Next, I'd like to read you statements from people who support a school funding measure for Fremont Union High School District. . After each one, please tell me how convincing that statement is as a reason to vote for the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

Additional Information

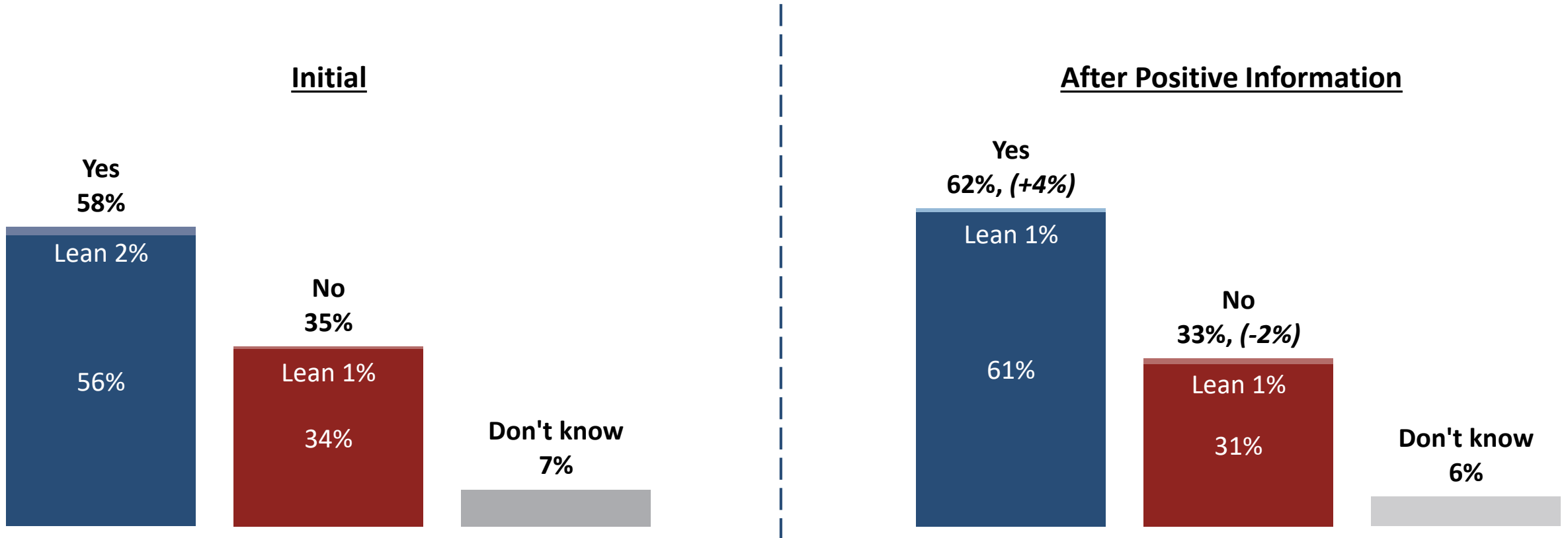
Messages explaining the particular benefits of the square footage measure do not resonate as strongly.



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Vote After Positive Information

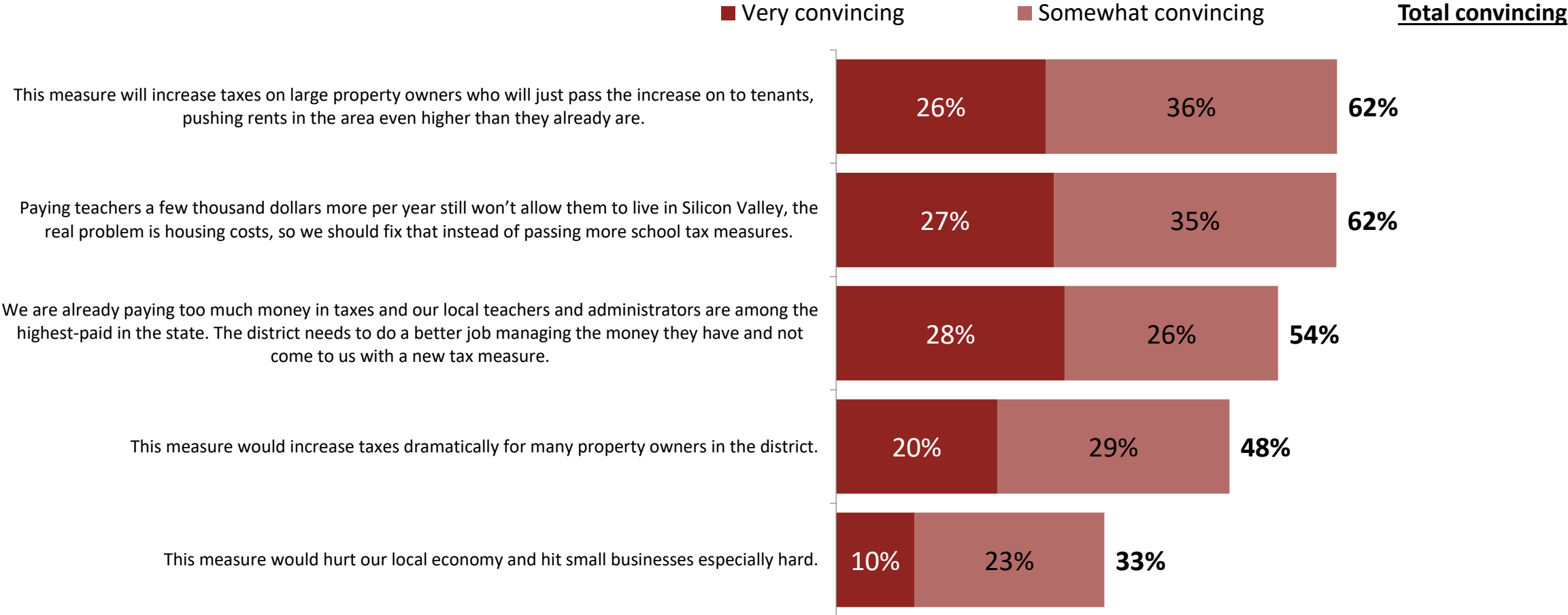
Support increases slightly after additional information has been provided, but remains under two-thirds.



Q39. Given what you've heard, would you vote yes to approve or no to reject a measure that reads... (IF UNDECIDED/NOT SURE) Well which way do you lean -- towards voting yes or no on the measure?

School Funding Measure Negative Statements

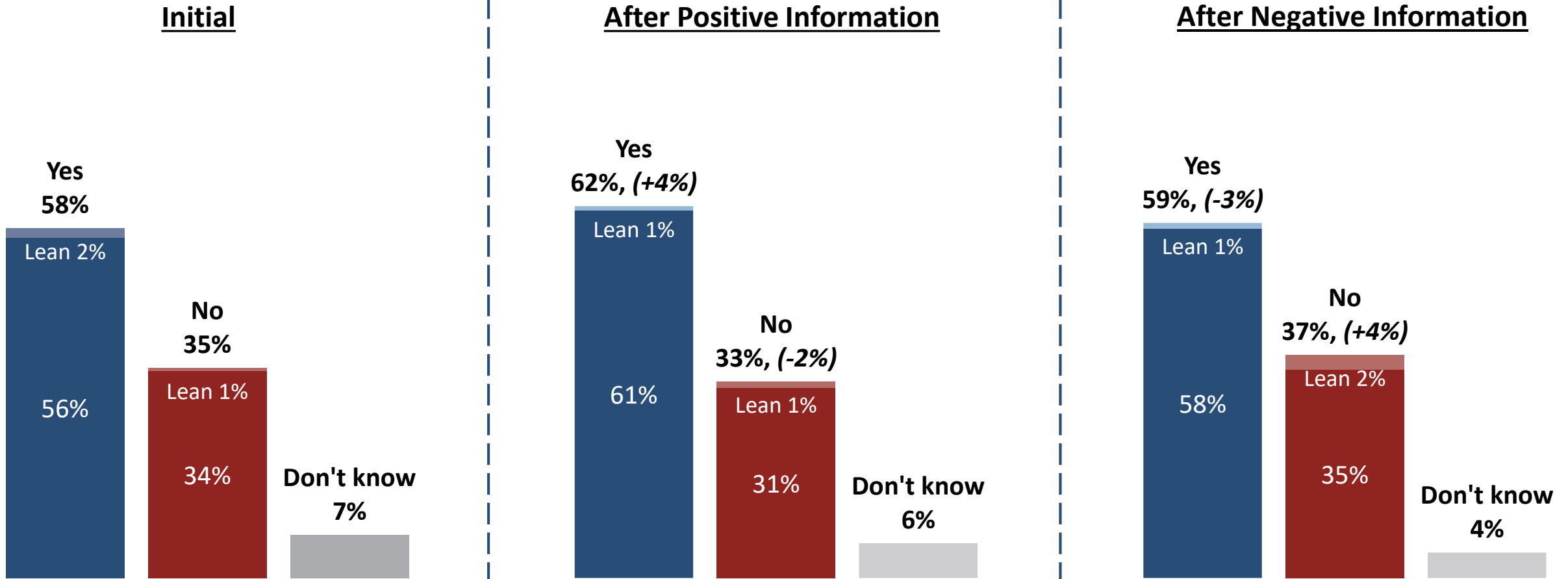
Messages surround housing costs are convincing reasons to oppose the measure.



Q40-44. Next, I'd like to read you some things people have said in opposition to a school funding measure for Fremont Union High School District. After each one, please tell me how convincing that statement is as a reason to vote against the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

Vote After Opposition Statements

After opposition messaging, support drops back down to initial levels.



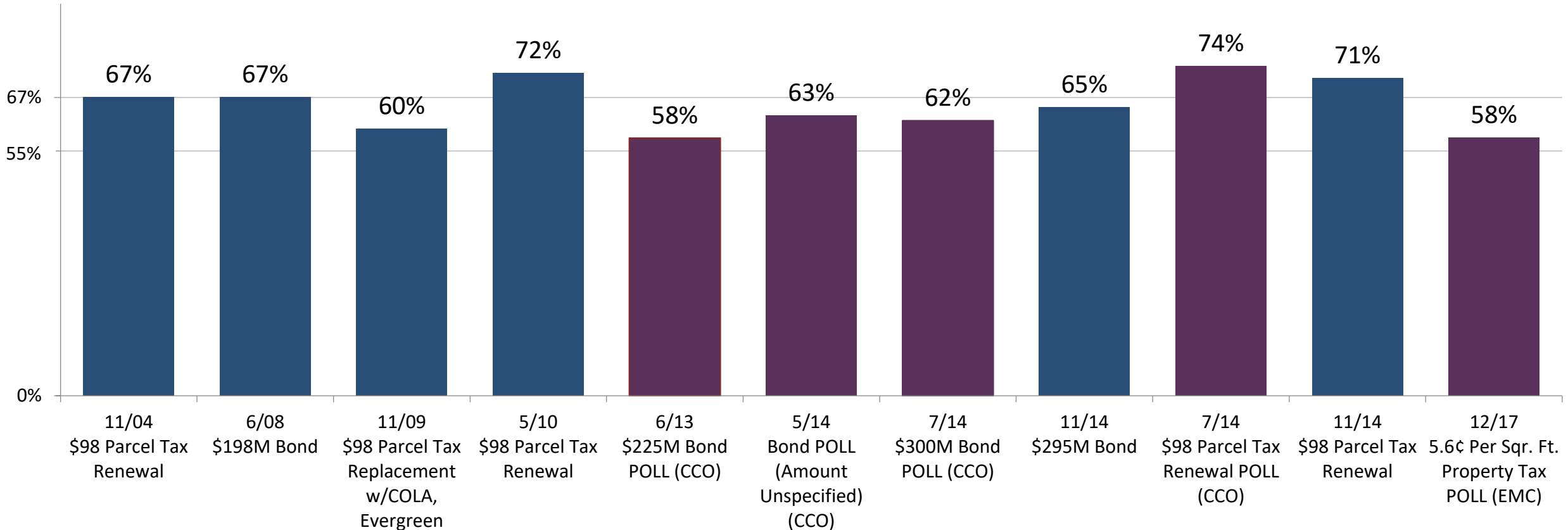
Q39. Given what you've heard, would you vote yes to approve or no to reject a measure that reads... (IF UNDECIDED/NOT SURE) Well which way do you lean -- towards voting yes or no on the measure?

FUHSD Polling & Election Results

Historical Election and Poll results demonstrate some fluctuation in support for revenue measures for FUHSD over the years.

■ Election: Passed
■ Poll Results

% Total Yes



66.7% - threshold for parcel tax to pass

55% - threshold for GO bond to pass

Conclusion & Recommendations

- ▶ The high quality of education provided by the FUHSD schools is evident and valued by the community.
- ▶ While a parcel tax measure based on square footage is supported by a majority of likely voters, support falls short of the two-thirds needed for passage.
- ▶ Explaining the benefits of a square footage measure structure does not increase support to two-thirds.
- ▶ Tax sensitivity is fairly high, but voters may be more receptive to a more traditional parcel tax structure. Therefore, additional research is recommended to determine whether a flat parcel tax measure is viable.



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