

BASELINE BOND SURVEY

CONDUCTED FOR THE
FOUNTAIN VALLEY SCHOOL
DISTRICT

PRESENTED BY
TIMOTHY McLARNEY PH.D.

8/1/2016





PURPOSE OF STUDY

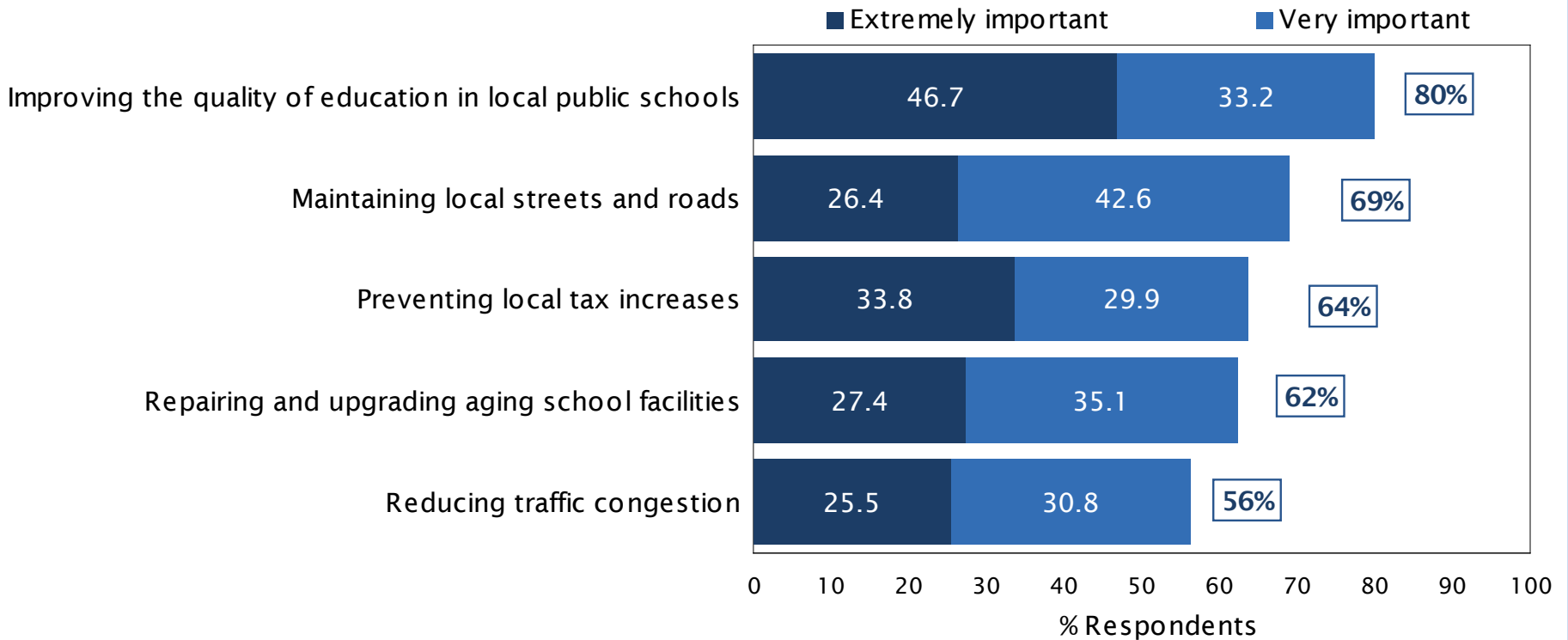
- Determine if a bond measure is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach



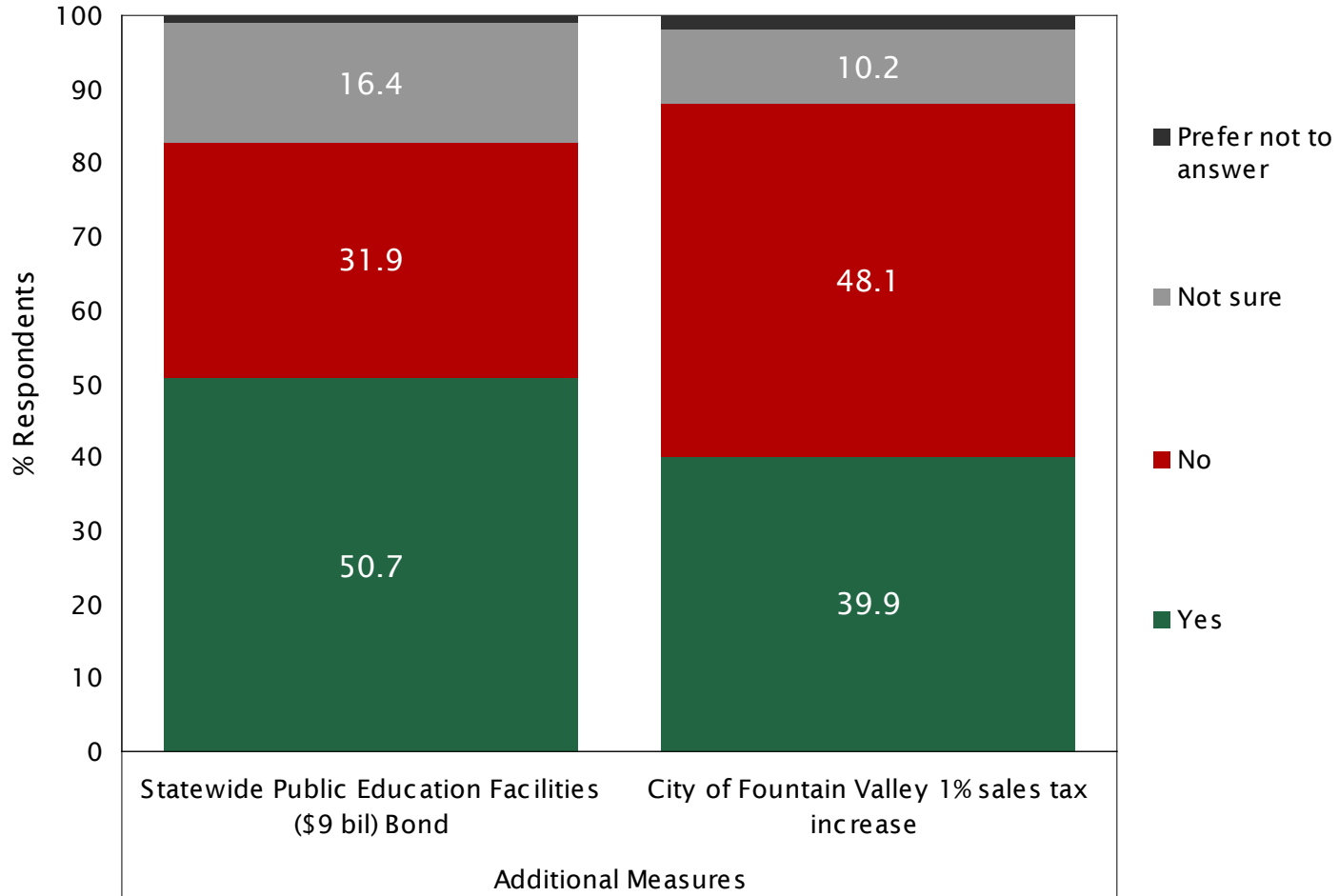
METHODOLOGY OF STUDY

- Conducted June 22nd to July 7th, 2016
- Random Sample: 498 District voters likely to participate in November 2016 election
- Mixed-Method approach
 - Recruited via phone and email
 - Data collection via phone and online
 - 17-minute average interview length
- Overall margin of error is $\pm 4.4\%$

IMPORTANCE OF ISSUES



ADDITIONAL MEASURES





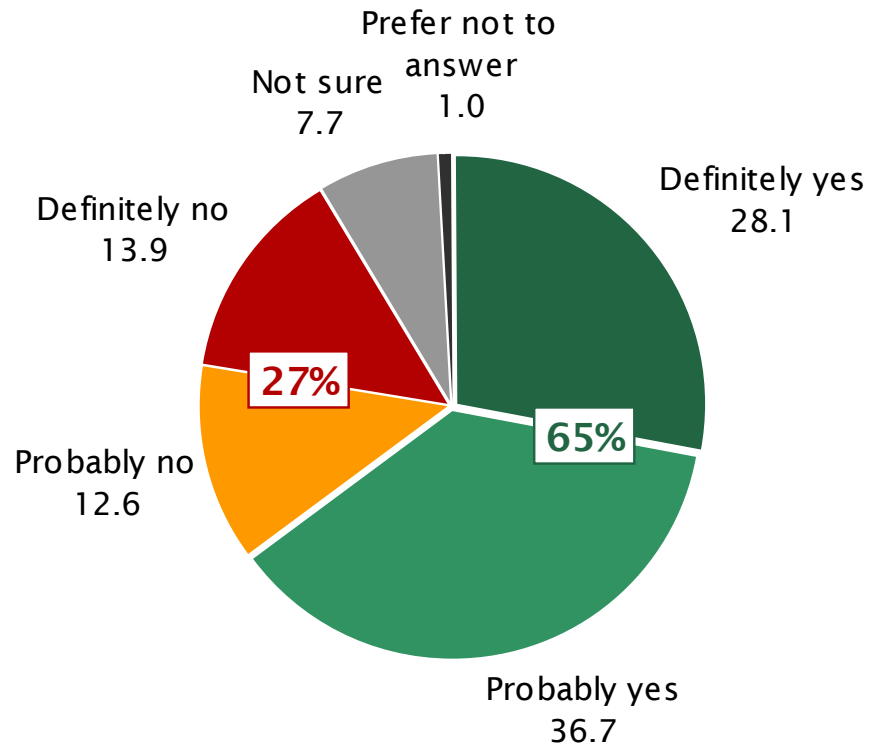
INITIAL BALLOT TEST

In order to:

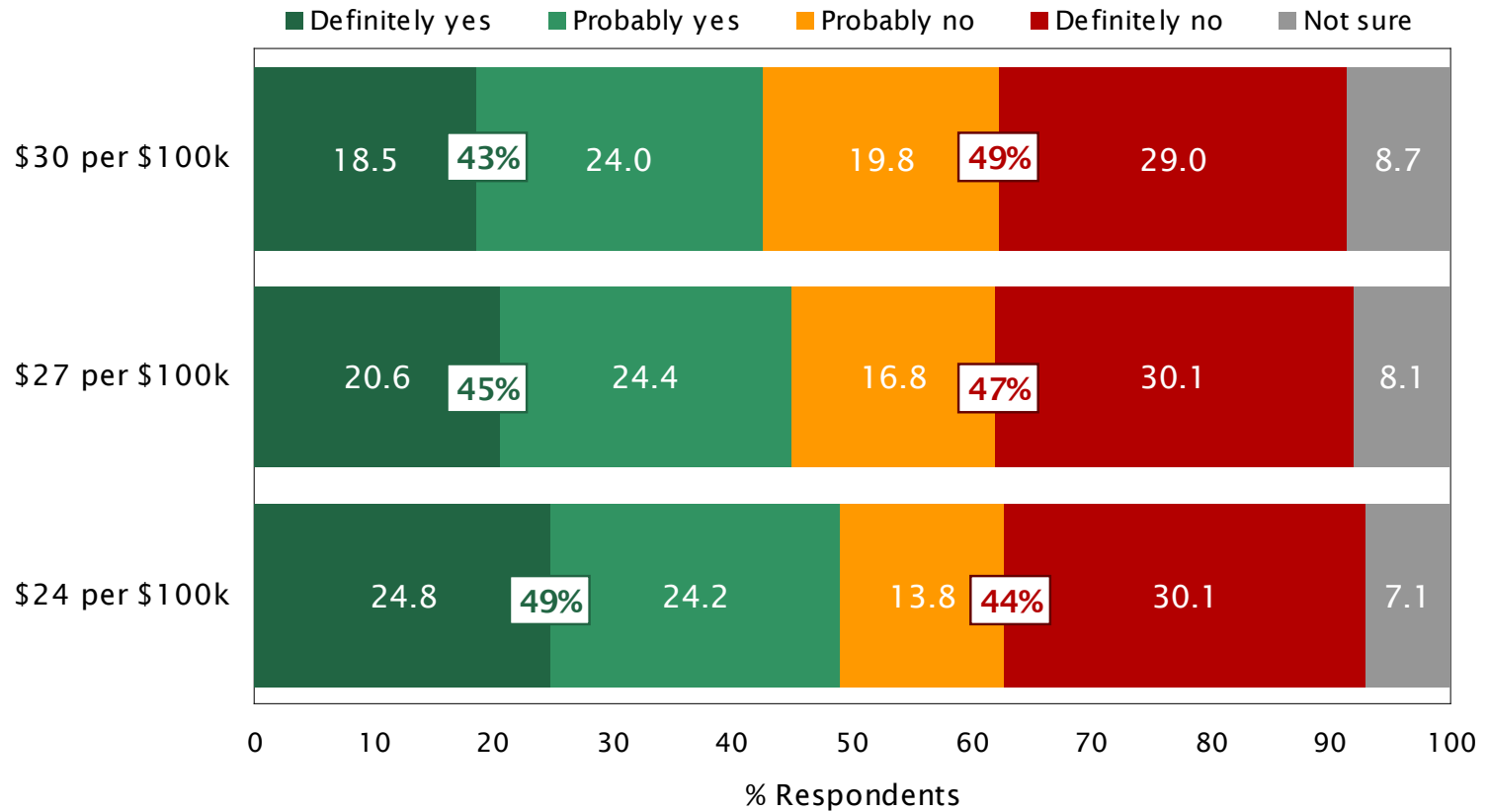
- Repair and modernize aging classrooms and school facilities, including repairing deteriorating roofs, plumbing, electrical and air conditioning systems
- Improve student safety and campus security
- And upgrade classrooms, science labs, libraries, facilities and technology that support student achievement in reading, math, arts, science and technology

Shall the Fountain Valley School District issue 63 million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrators, and all money staying local? If the election were held today, would you vote yes or no on this measure?

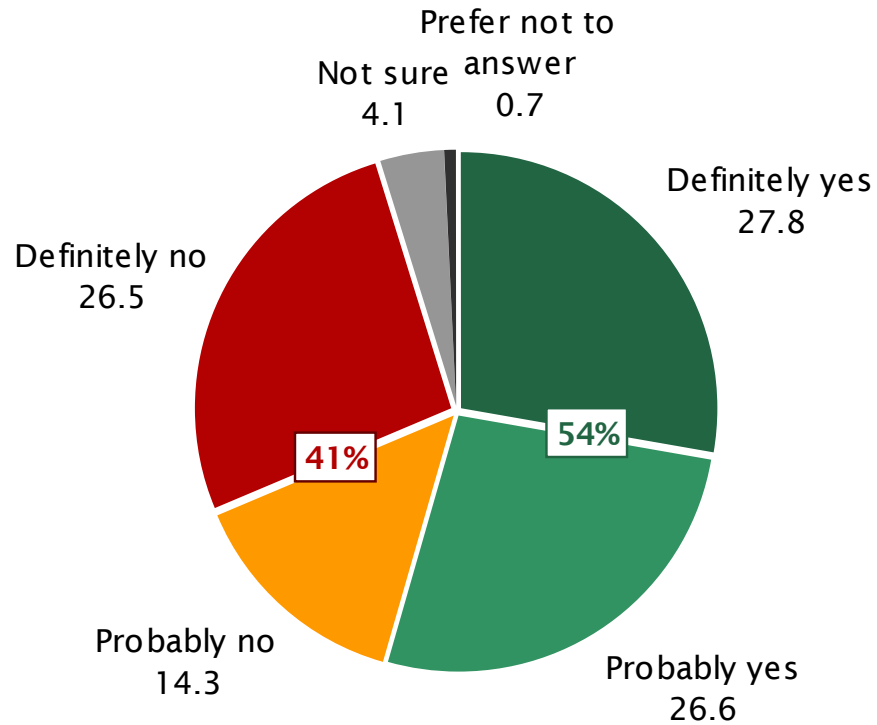
INITIAL BALLOT TEST



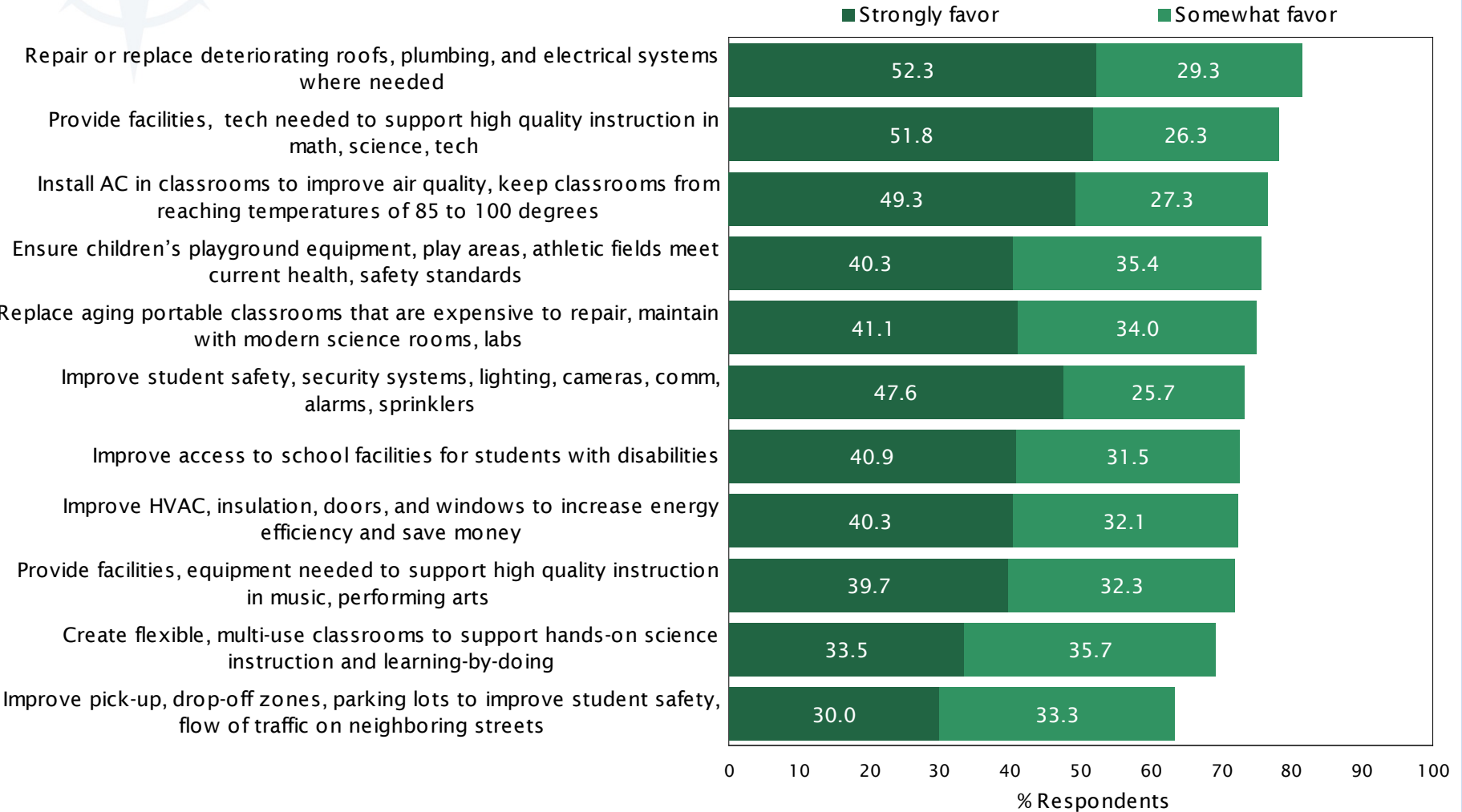
TAX THRESHOLD



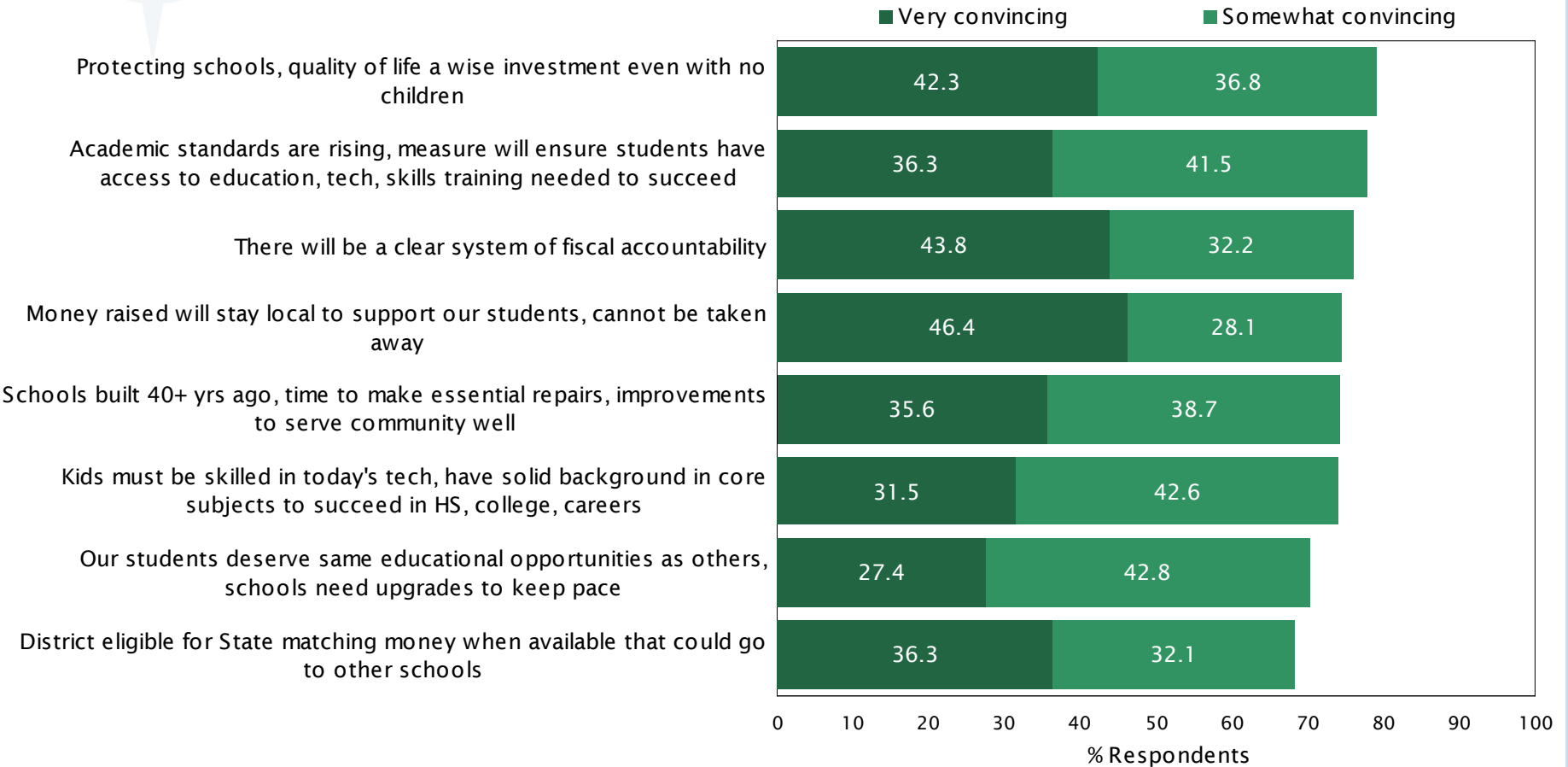
SUPPORT: AVERAGE OF \$98 PER YEAR



PROJECTS & PROGRAMS

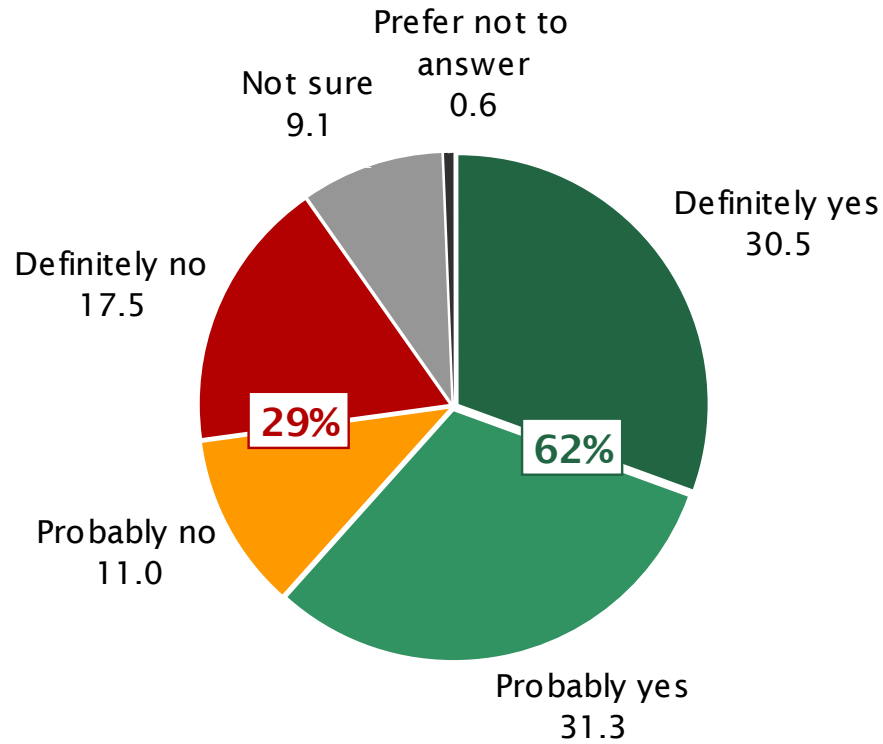


POSITIVE ARGUMENTS

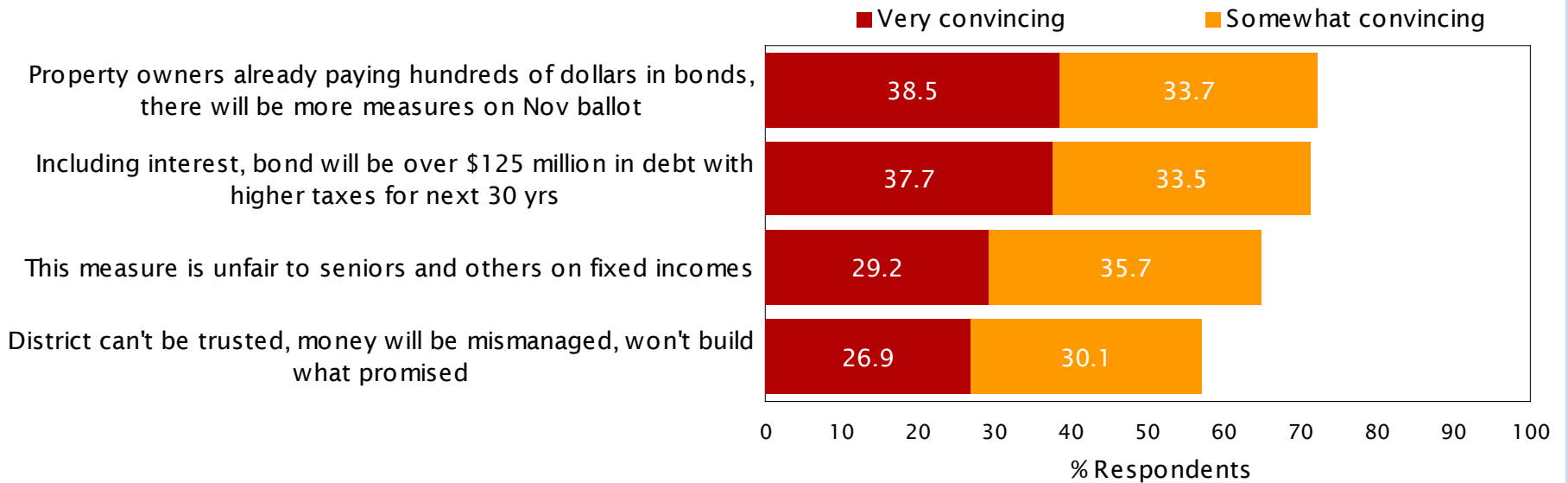




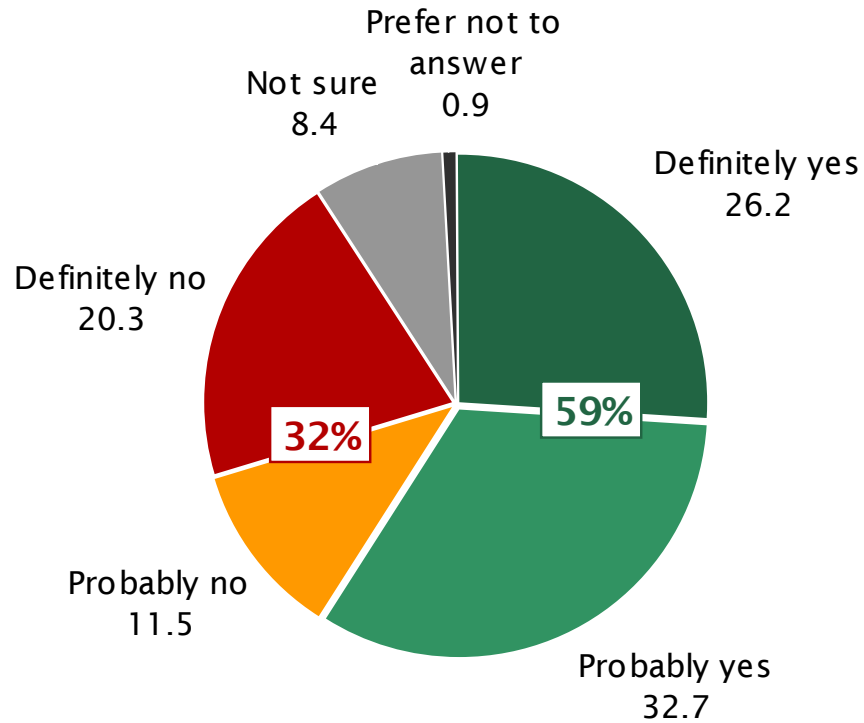
INTERIM BALLOT TEST



NEGATIVE ARGUMENTS



FINAL BALLOT TEST





KEY CONCLUSIONS

- Is it feasible to move forward with a bond measure?

Yes.

- Voters perceive that improving the quality of education is the most important issues facing the community
- Strong natural support for bond (65%)
- Popular projects
- Strong positive arguments
- All ballot tests are above 55% required for passage of a Prop. 39 bond



CONSIDERATIONS

- Poll is a snapshot in time, not a crystal ball
- Price tag: important to keep the tax rate in a range that voters view as affordable
- Project List: strongest support for repairing existing facilities, upgrading classrooms and facilities to support STEM, AC installation.
- November will be a noisy, challenging election environment with overlapping, competing measures.
 - Outreach & education are critical so voters understand the need, the plan, accountabilities, and the benefits to their particular communities.

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