



GODBE RESEARCH
Gain Insight



Albany Unified School District: Community Survey Results for Potential Bond Measure

September 2015

Executive Summary & Recommendations

- Given the very strong survey findings, and allowing for the 2/3rds and 55 percent majorities required for approval respectively, TBWB and Godbe Research recommend that the Albany Unified School District begin the process to prepare for a June 2016 bond measure election.
- The survey revealed a excellent base of voter support for two concurrent bond measures.
 - Support for the Marin and Ocean View Elementary School Improvement Bond Measure on the final test was 77.5% for June 2016, and 79.9% for the November 2016 – exceeding the 2/3 majority required by more than the margin of error.
 - Simultaneously, support for the Albany Middle School Improvement Bond Measure on the final test was 80.1% for June 2016, and 82.7% for November 2016 – exceeding the 55% majority required by substantially more than the margin of error.
- Top tier features of the measures (summarized below) are key to success.
 - Update classrooms facilities to meet modern learning standards
 - Relieve school overcrowding
 - Construct additional classrooms to accommodate growing enrollment
 - Expand Albany High School to relieve overcrowding
 - Improve seismic and school safety
 - Relieve Albany Middle School overcrowding by constructing on San Gabriel campus
 - Relieve overcrowding at Albany Middle School
 - Improve energy efficiency for environmental purposes

Executive Summary & Recommendations

- Top positive statements for the measures (summarized below) are critical to communicate to respondents:
 - Every penny will benefit local schools, can't be taken by State
 - The number of students increased by average of 275 every 5 years
 - The measures will help district qualify for fair share of state matching funds
 - By law, no funds from the measures can be used for administrator salaries
 - Our local schools among highest performing in state
 - High-quality local schools contribute to value of homes
 - Interest rates still at historic lows, now is time to invest
- After respondents were presented with various tax rates and negative statements, support is statistically consistent from the initial to final tests and suggests that the two measures can easily co-exist at the \$70 million and \$25 million bond amounts.

Overview and Research Objectives

The Albany Unified School District commissioned Godbe Research and TBWB Strategies to conduct a survey of local voters with the following research objectives:

- Assess potential voter support for two bond measures to improve Marin and Ocean View elementary schools and relieve overcrowding at Albany Middle School, with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support;
- Identify the rate at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection Telephone and Internet Interviewing
- Universe 8,626 likely November 2016 voters in the Albany Unified School District, with a subsample of those likely to vote in the June 2016 election (4,560).
- Fielding Dates August 27 through September 4, 2015
- Interview Length 23 minutes
- Sample Size
 - n=378 Likely November 2016 voters
 - n=254 Likely June 2016 voters
 - n=266 Online
 - n=112 Phone
- Margin of Error
 - ± 4.93% Likely November 2016 voters
 - ± 5.98% Likely June 2016 voters

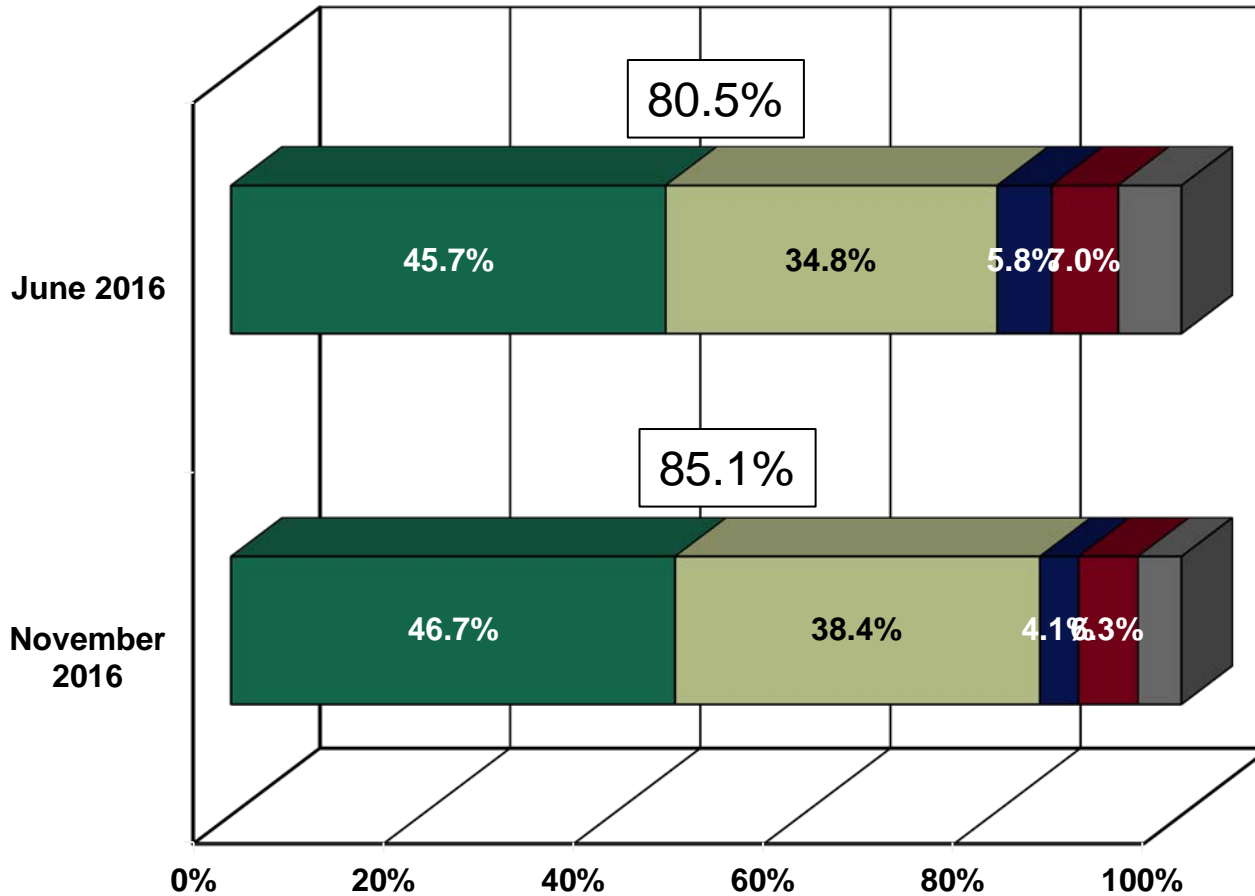


GODBE RESEARCH
Gain Insight



Key Findings

Q1. Uninformed Support: Marin and Ocean View Elementary Schools



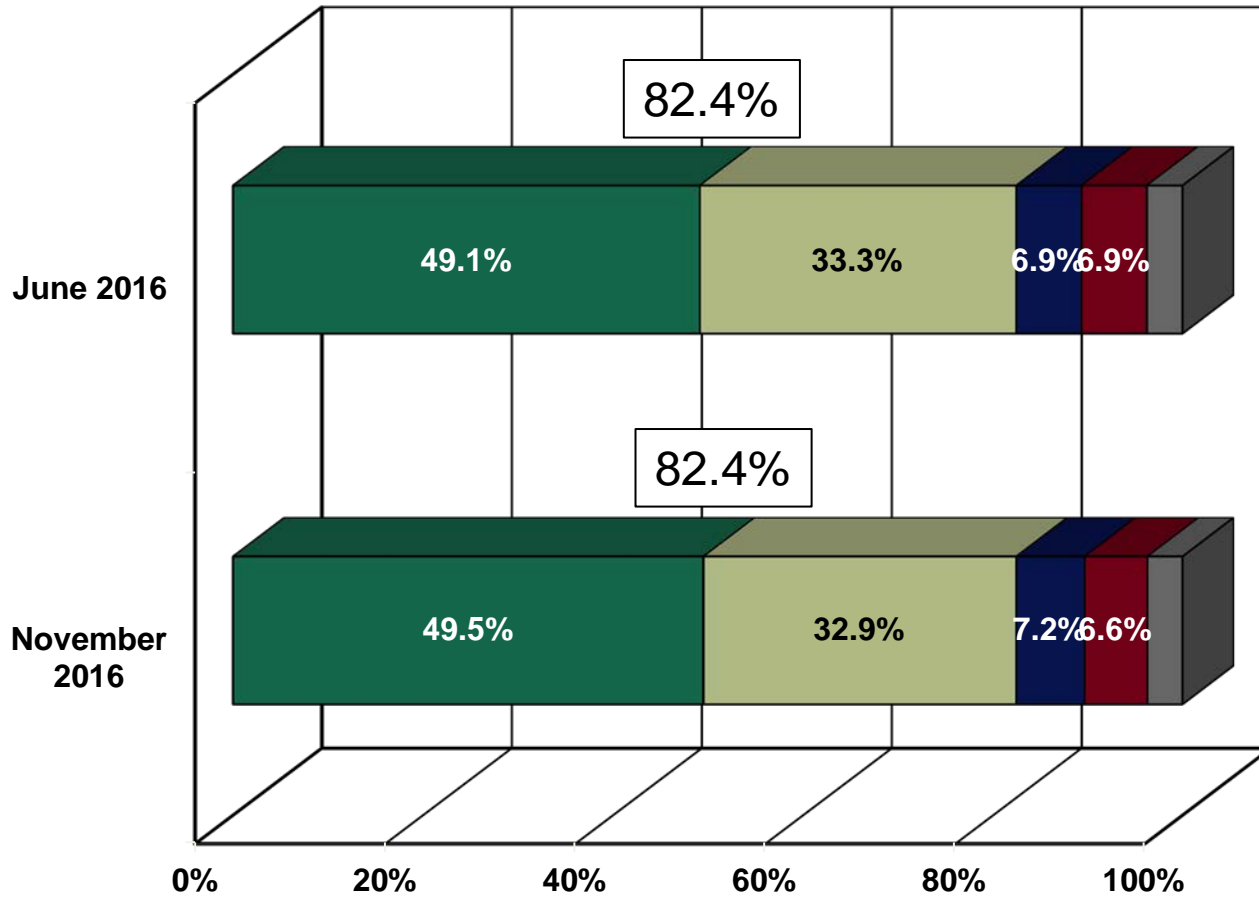
■ Definitely Yes ■ Probably Yes ■ Probably No ■ Definitely No ■ Not sure [DK/NA]

To improve Marin and Ocean View elementary schools,

- update classrooms and school facilities to meet modern learning standards in subjects like science, technology, engineering and math,
- relieve school overcrowding,
- improve seismic, school safety and accessibility, and
- replace outdated and inefficient heating, ventilation, electrical and plumbing systems,

shall Albany Unified School District issue \$70 million of bonds at legal rates, with independent citizen oversight, no money for administrators' salaries, and all funds staying in Albany to benefit local schools?

Q2. Uninformed Support: Albany Middle School



■ Definitely Yes
 ■ Probably Yes
 ■ Probably No
 ■ Definitely No
 ■ Not sure [DK/NA]

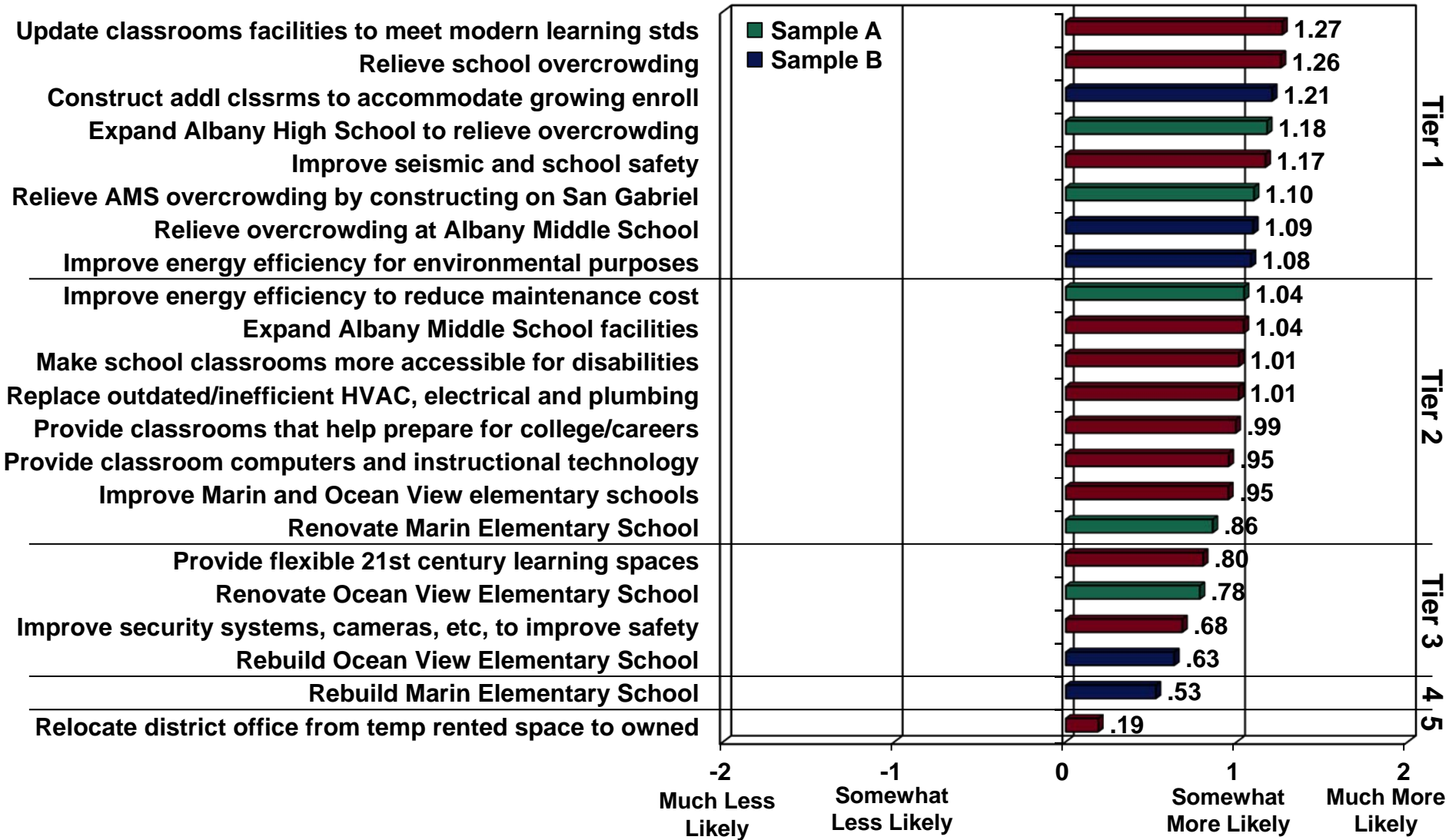
To relieve Albany Middle School overcrowding,

- construct classrooms, science labs, and flexible learning spaces for performing arts that meet seismic, safety and accessibility codes,
- replace old portables with modern classrooms, and
- acquire technology and equipment at all schools to support science, engineering, math and core academic instruction,

shall Albany Unified School District issue \$25 million of bonds at legal rates, with independent citizen oversight, no money for administrators' salaries, and all funds benefitting Albany schools?

Q3. Features of the Measure

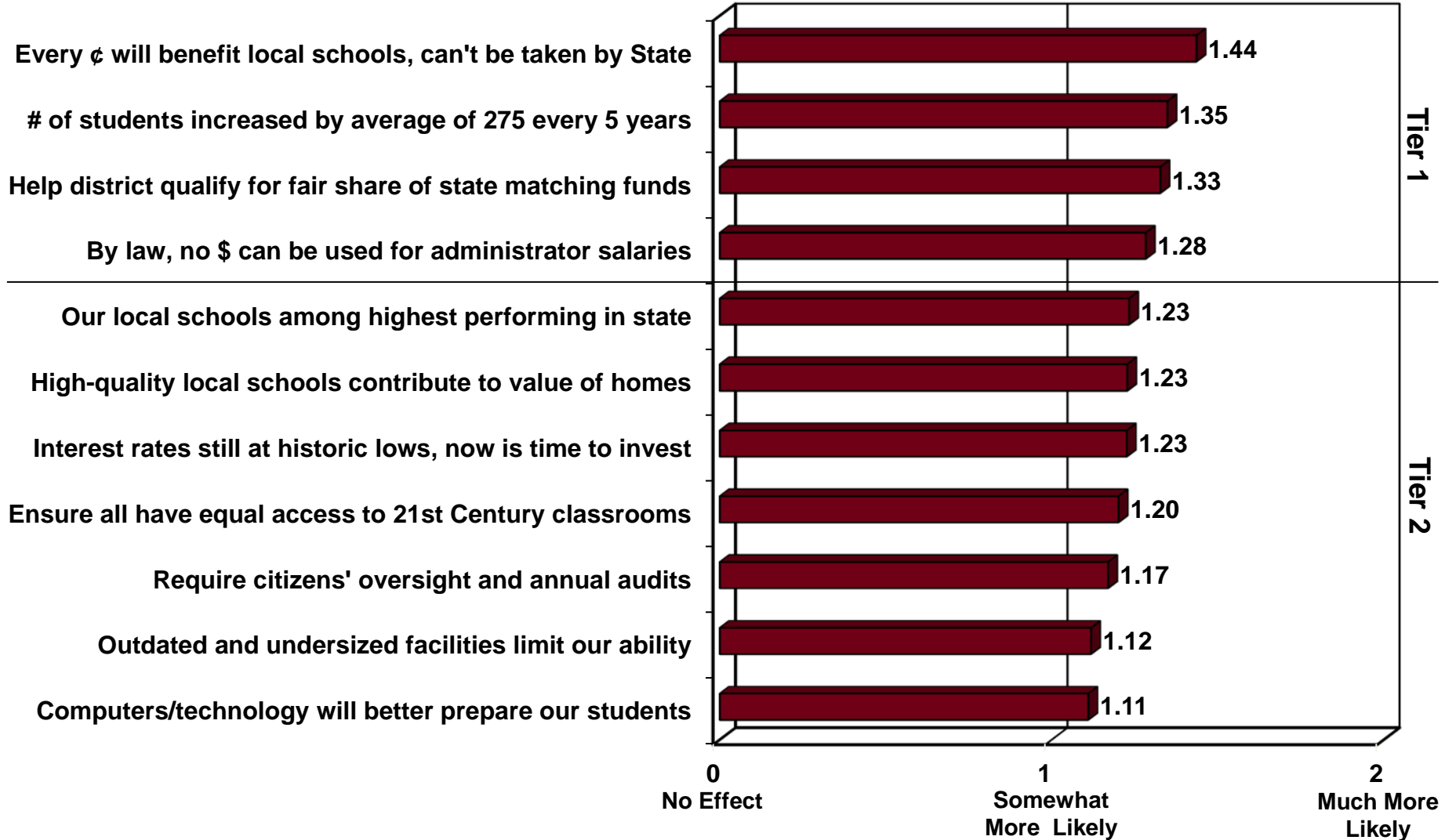
November 2016 (n=378)



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.

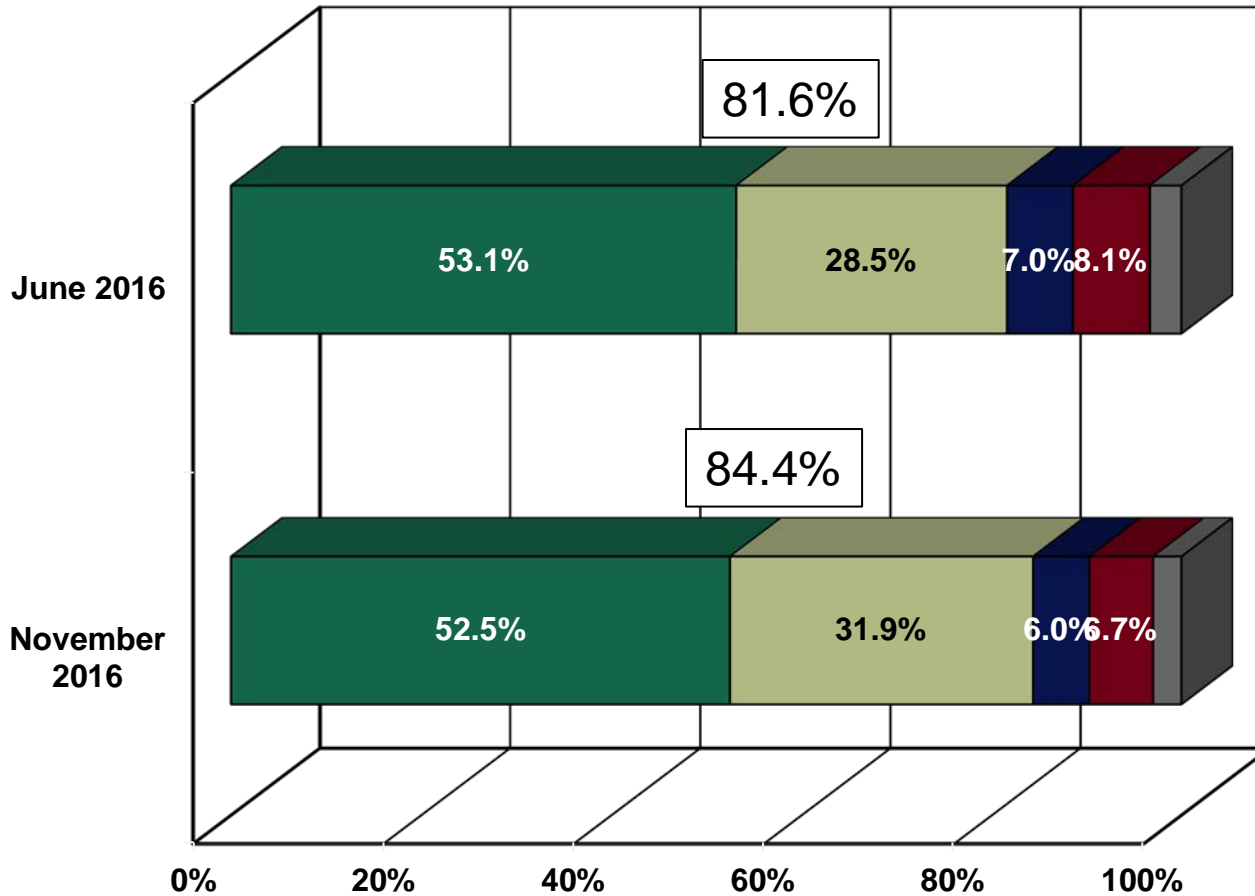
Q4. Influence of Supporting Statements

November 2016 (n=378)



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.

Q5. Interim Support: Marin and Ocean View Elementary Schools



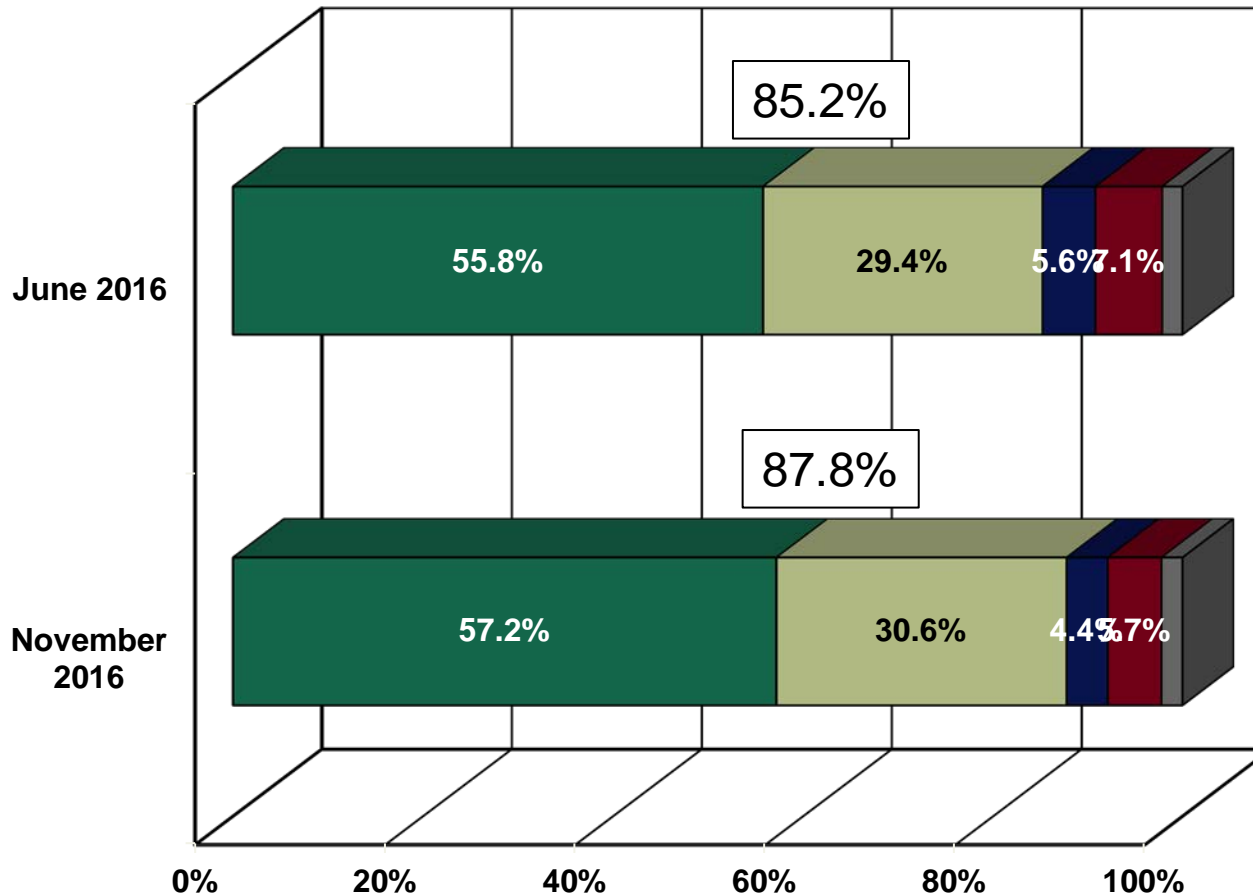
■ Definitely Yes
 ■ Probably Yes
 ■ Probably No
 ■ Definitely No
 ■ Not sure [DK/NA]

To improve Marin and Ocean View elementary schools,

- update classrooms and school facilities to meet modern learning standards in subjects like science, technology, engineering and math,
- relieve school overcrowding,
- improve seismic, school safety and accessibility, and
- replace outdated and inefficient heating, ventilation, electrical and plumbing systems,

shall Albany Unified School District issue \$70 million of bonds at legal rates, with independent citizen oversight, no money for administrators' salaries, and all funds staying in Albany to benefit local schools?

Q6. Interim Support: Albany Middle School



■ Definitely Yes
 ■ Probably Yes
 ■ Probably No
 ■ Definitely No
 ■ Not sure [DK/NA]

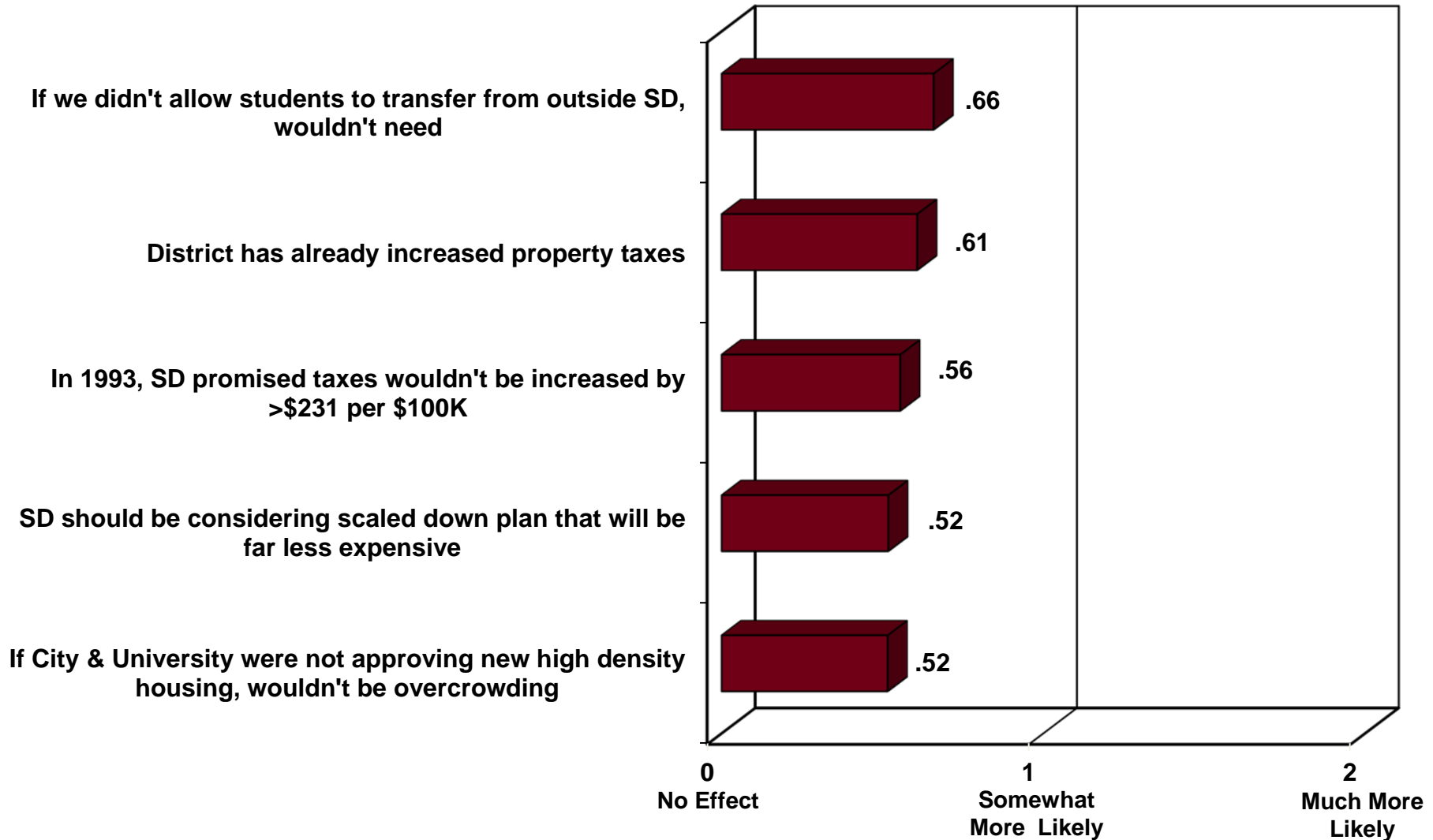
To relieve Albany Middle School overcrowding,

- construct classrooms, science labs, and flexible learning spaces for performing arts that meet seismic, safety and accessibility codes,
- replace old portables with modern classrooms, and
- acquire technology and equipment at all schools to support science, engineering, math and core academic instruction,

shall Albany Unified School District issue \$25 million of bonds at legal rates, with independent citizen oversight, no money for administrators' salaries, and all funds benefitting Albany schools?

Q7. Potential Opposition Statements

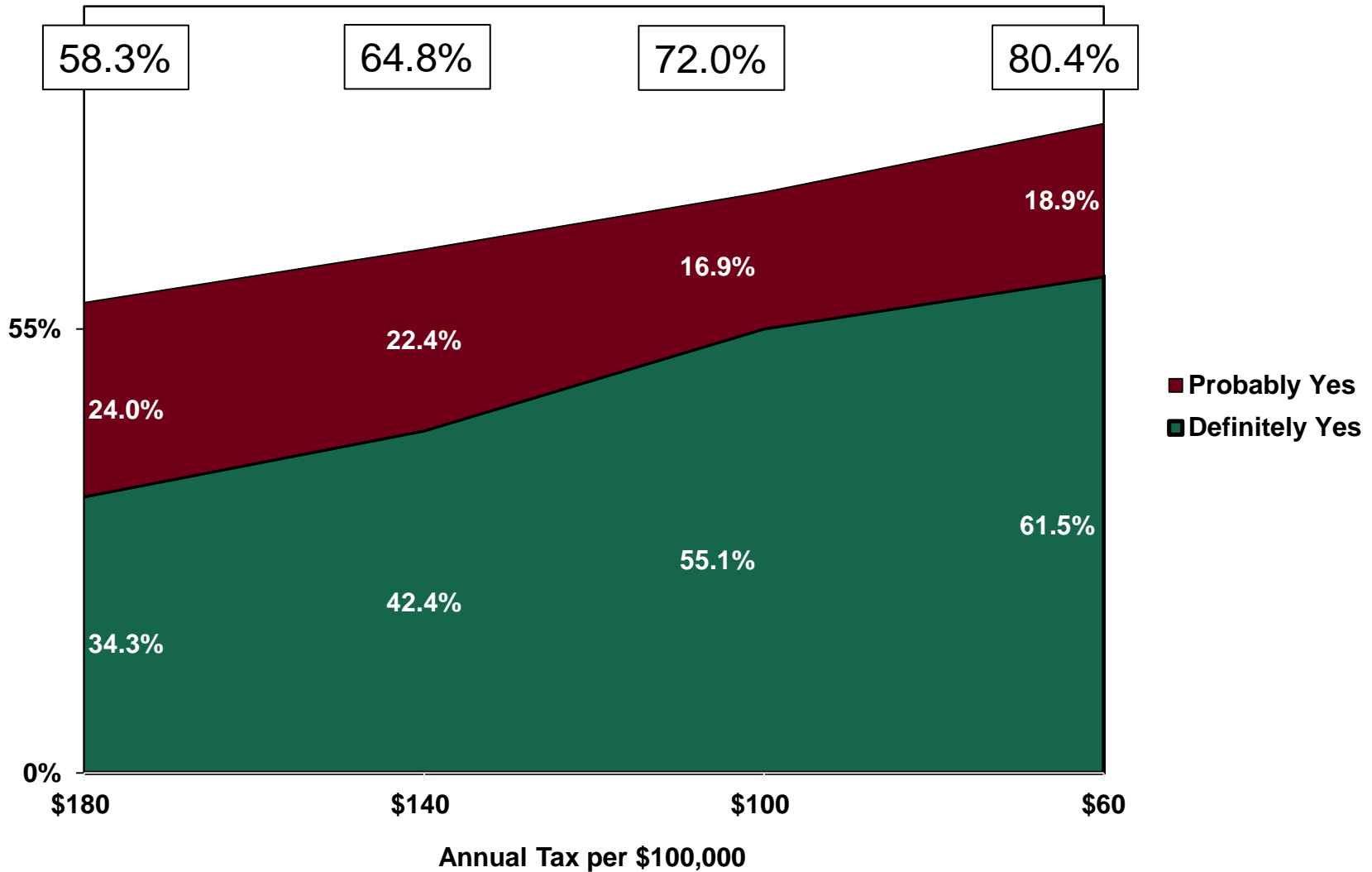
November 2016 (n=378)



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.

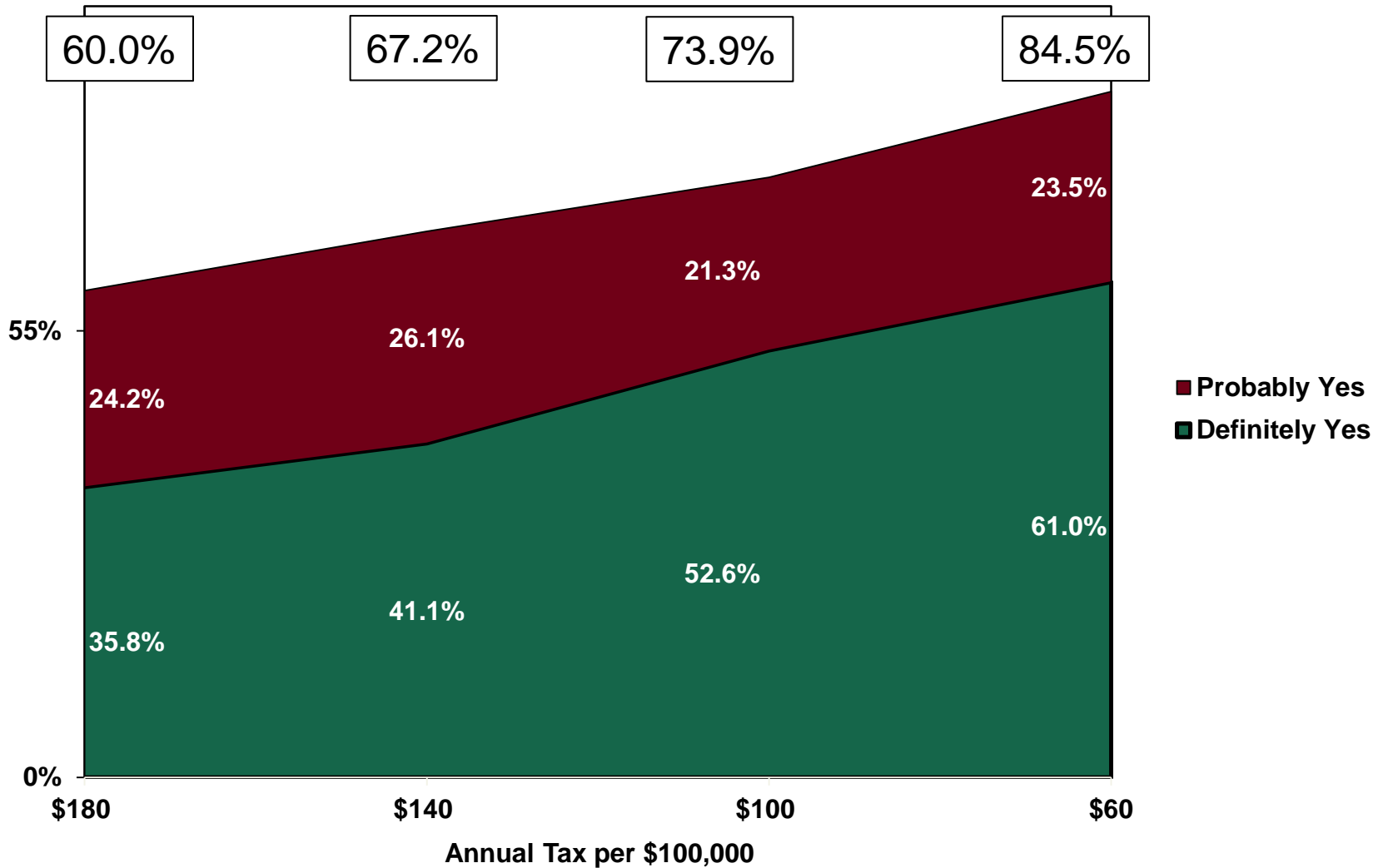
Q8. Support for Different Rates

June 2016 (n=254)

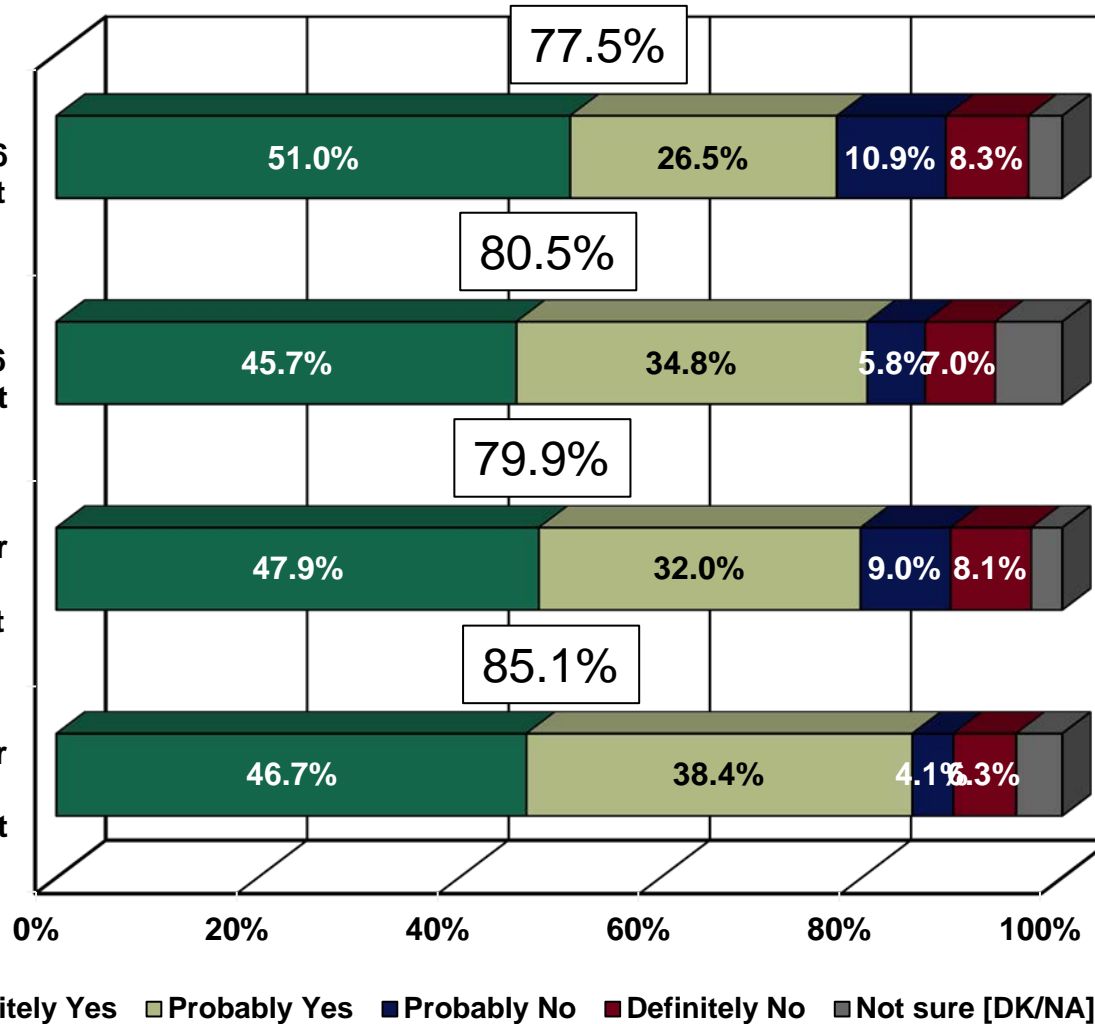


Q8. Support for Different Rates

November 2016 (n=378)



Q9. Informed Support: Marin and Ocean View Elementary Schools

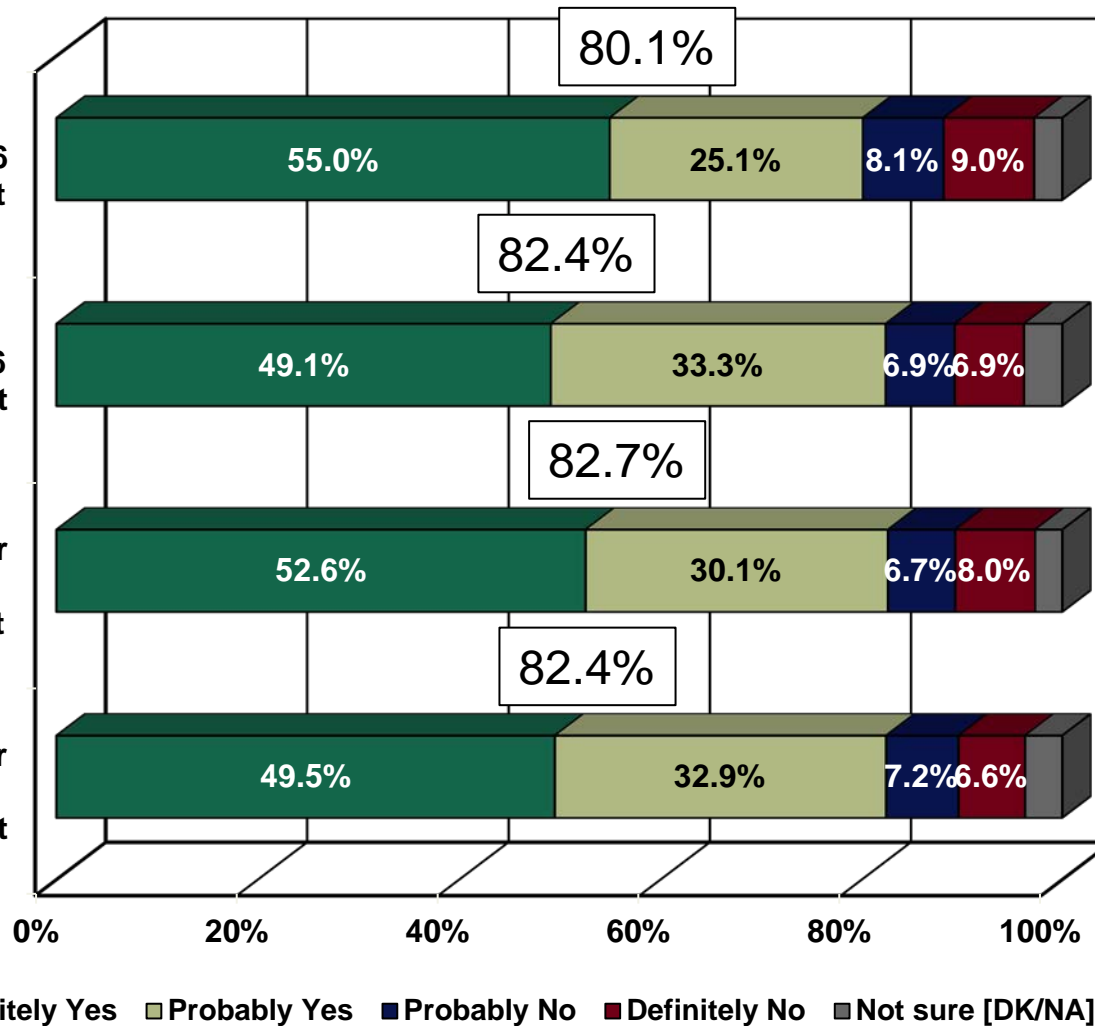


To improve Marin and Ocean View elementary schools,

- update classrooms and school facilities to meet modern learning standards in subjects like science, technology, engineering and math,
- relieve school overcrowding,
- improve seismic, school safety and accessibility, and
- replace outdated and inefficient heating, ventilation, electrical and plumbing systems,

shall Albany Unified School District issue \$70 million of bonds at legal rates, with independent citizen oversight, no money for administrators' salaries, and all funds staying in Albany to benefit local schools?

Q10. Informed Support: Albany Middle Schools

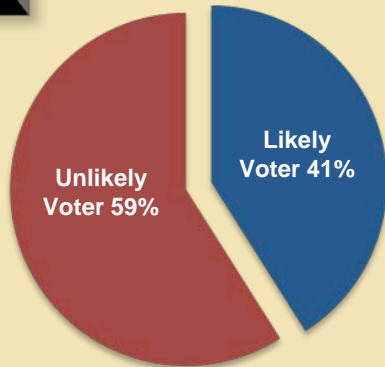


To relieve Albany Middle School overcrowding,

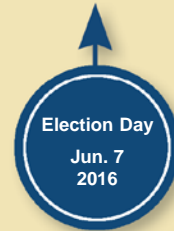
- construct classrooms, science labs, and flexible learning spaces for performing arts that meet seismic, safety and accessibility codes,
- replace old portables with modern classrooms, and
- acquire technology and equipment at all schools to support science, engineering, math and core academic instruction,

shall Albany Unified School District issue \$25 million of bonds at legal rates, with independent citizen oversight, no money for administrators' salaries, and all funds benefitting Albany schools?

June 2016 Bond Planning Timeline



AUSD Registered Voters: 10,419
AUSD Expected Voter Turnout: 4,302 (41%)
AUSD Votes Needed to Win: 2,367 (55%)
AUSD Votes Needed to Win: 2,870 (66.7%)

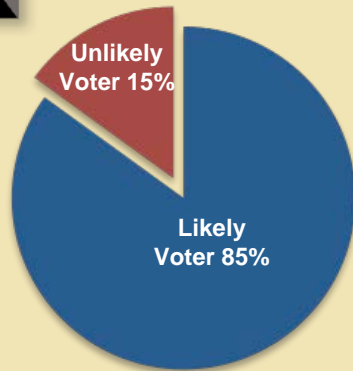


- Poll
- Election timing
- Tax rate
- Projects
- Political landscape
- Competing issues
- Potential controversy

- Write resolutions
- Ballot questions
- Non-advocacy communication
- Consensus building
- Board vote

- Private fundraising
- Direct mail
- Website
- Endorsements
- Phone banks
- Lawn signs
- GOTV

November 2016 Bond Planning Timeline



AUSD Registered Voters: 10,419
AUSD Expected Voter Turnout: 8,876 (85%)
AUSD Votes Needed to Win: 4,882 (55%)
AUSD Votes Needed to Win: 5,921 (66.7%)



- Poll
- Election timing
- Tax rate
- Projects
- Political landscape
- Competing issues
- Potential controversy

- Write resolutions
- Ballot questions
- Non-advocacy communication
- Consensus building
- Board vote

- Private fundraising
- Direct mail
- Website
- Endorsements
- Phone banks
- Lawn signs
- GOTV



GODBE RESEARCH
Gain Insight



www.godberesearch.com

California and Corporate Offices
1660 South Amphlett Boulevard, Suite 205
San Mateo, CA 94402

Nevada Office
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

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