

MEASURE H EXTENSION SURVEY

CONDUCTED FOR THE
CAMBRIAN SCHOOL DISTRICT

PRESENTED BY
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5/15/2024





PURPOSE OF STUDY

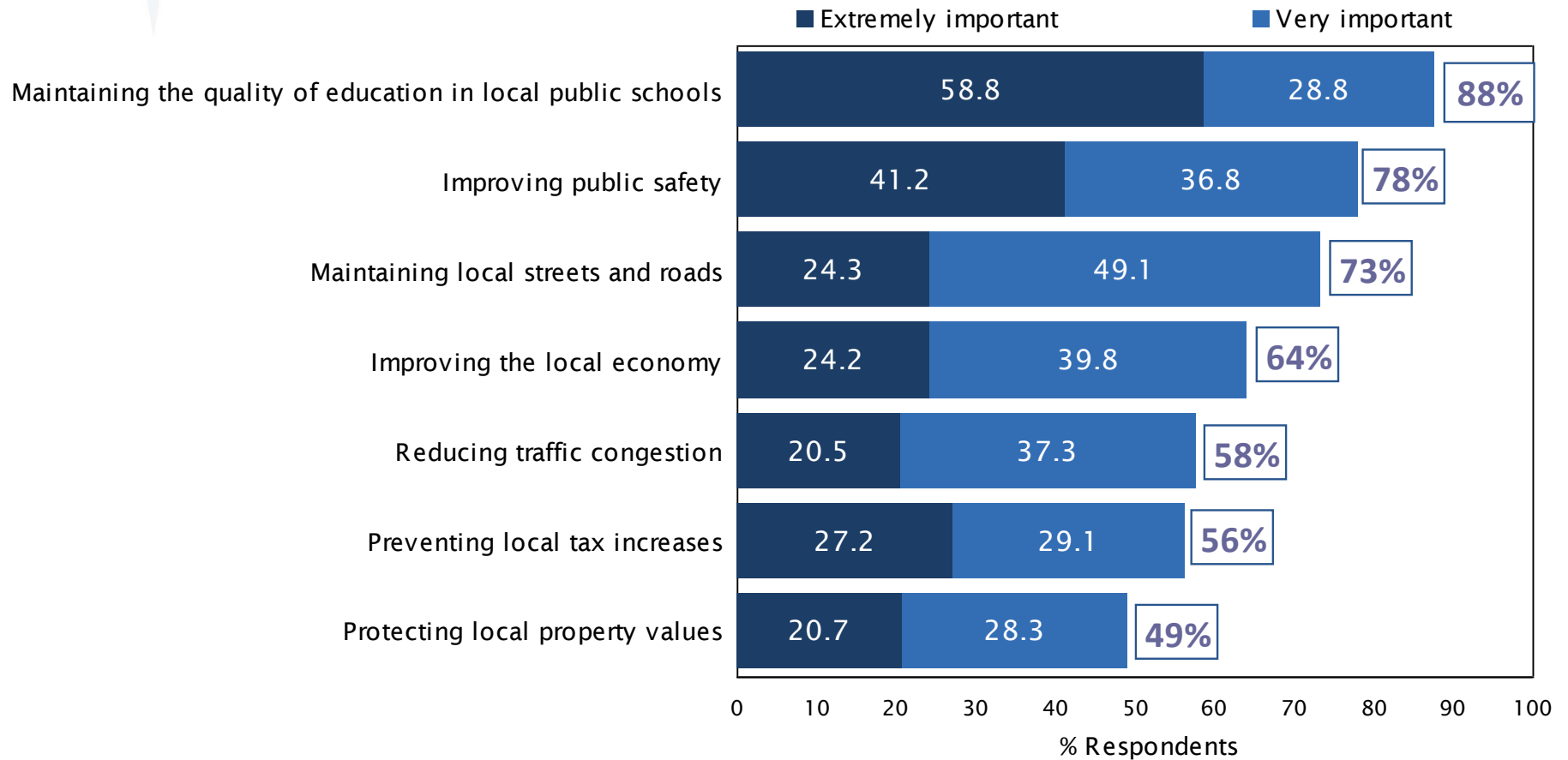
- Determine if an advisory measure to extend Measure H is feasible
- Identify how to create a measure that is consistent with community priorities
- Gather information needed for communications & outreach



METHODOLOGY OF STUDY

- **How did we select voters to survey?**
 - Stratified & Clustered Random Sample of likely voters (2024) using age, gender, partisanship, household party type, and sub-geographies
 - Ensures balanced, representative sample of likely voters
- **How did we recruit participation?**
 - Personalized email, text, and telephone calls
 - PINs to restrict access and ensure one complete per respondent
- **How were voters able to share their opinions?**
 - Secure, PIN-protected website that scales to the device
 - Telephone (land line or mobile)
- **What was the sample size?**
 - 405 completed interviews
 - Overall margin of error of $\pm 4.8\%$ @ 95% level of confidence

IMPORTANCE OF ISSUES





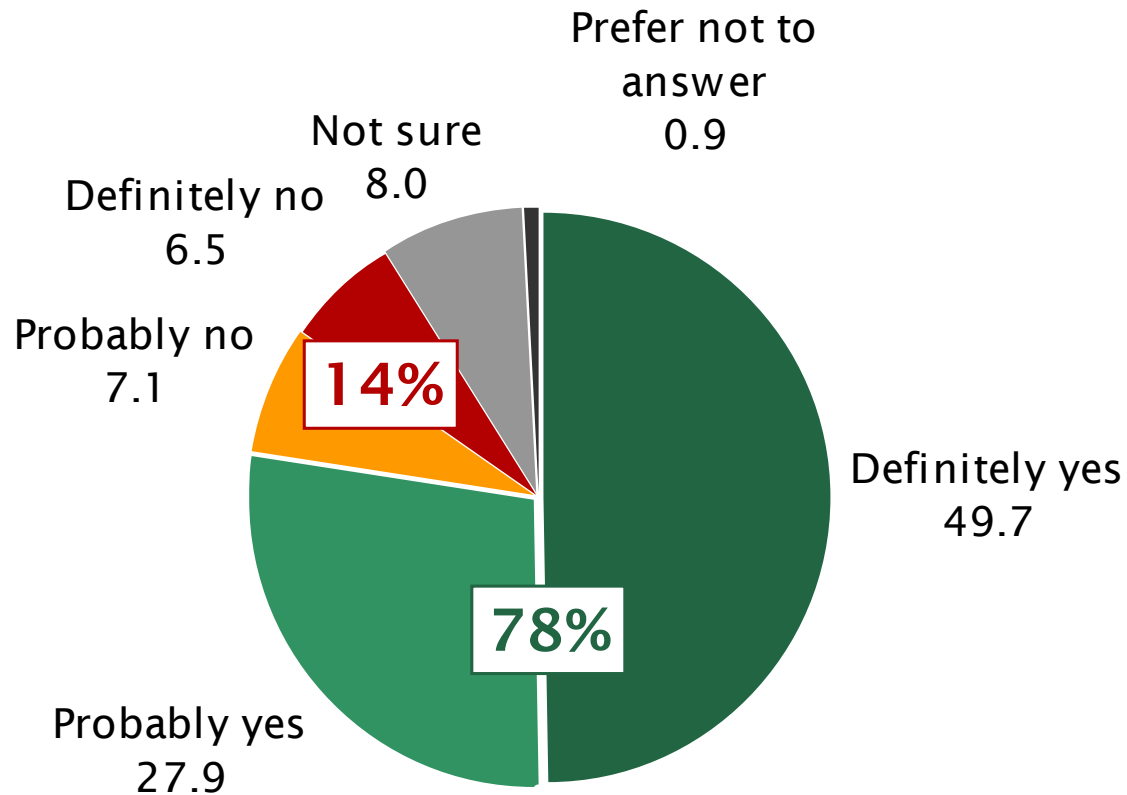
INITIAL BALLOT TEST

Advisory Vote Only. To continue to provide Cambrian neighborhood elementary and middle school students with stable funding for:

- Instruction in math, science, reading, engineering, technology, and arts
- Retaining highly qualified teachers
- And maintaining manageable class sizes

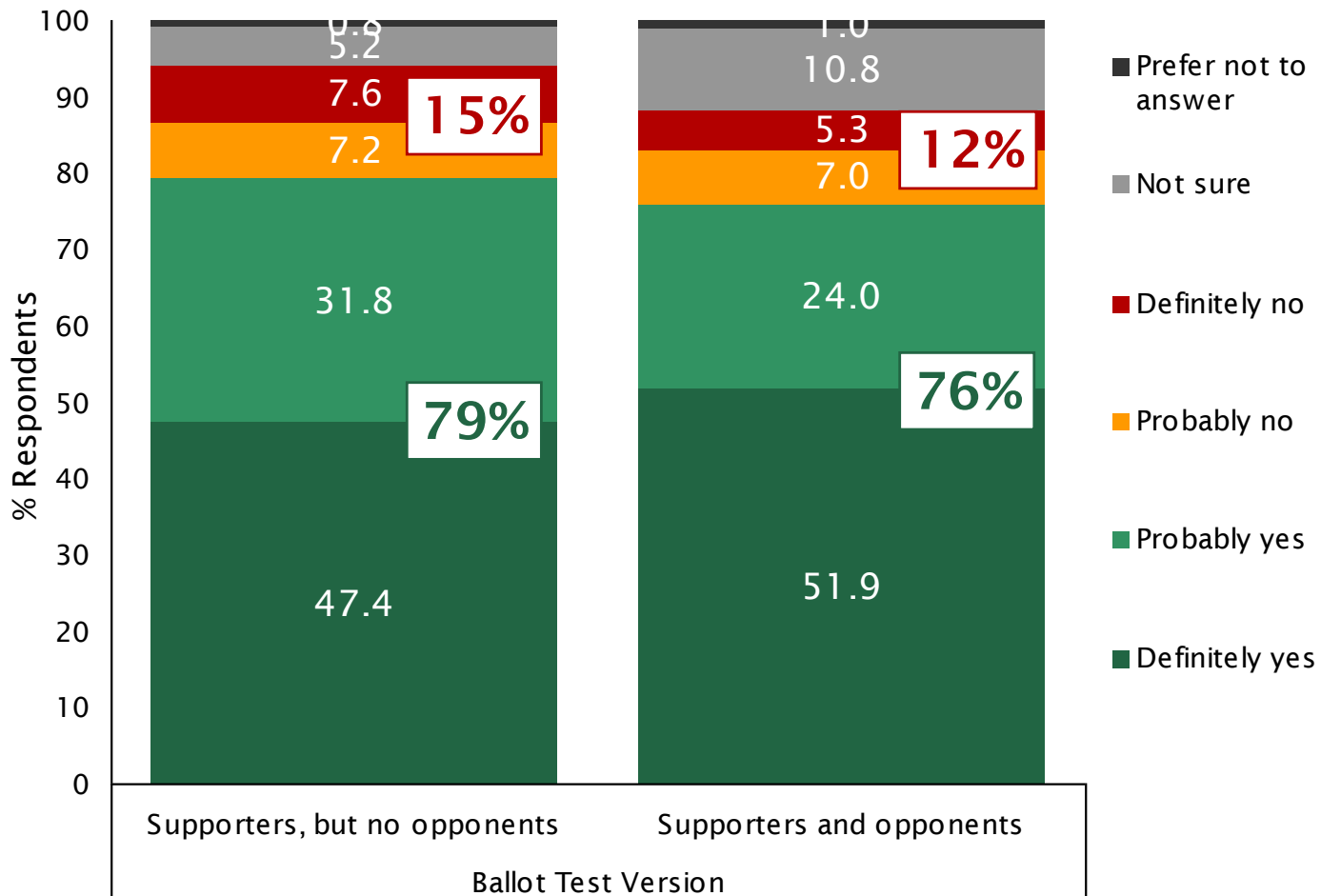
Should Cambrian School District continue the annual parcel tax that was approved by 67 percent of voters in 2018 (with no changes), with exemptions for seniors, no funds for administrators' salaries, and every dollar benefitting Cambrian children?

INITIAL BALLOT TEST



INITIAL BALLOT TEST

BY BALLOT TEST VERSION



PROGRAMS & SERVICES

Continue funding for advanced, core programs in math, science, engineering, technology at all schools

Attract and retain highly qualified teachers

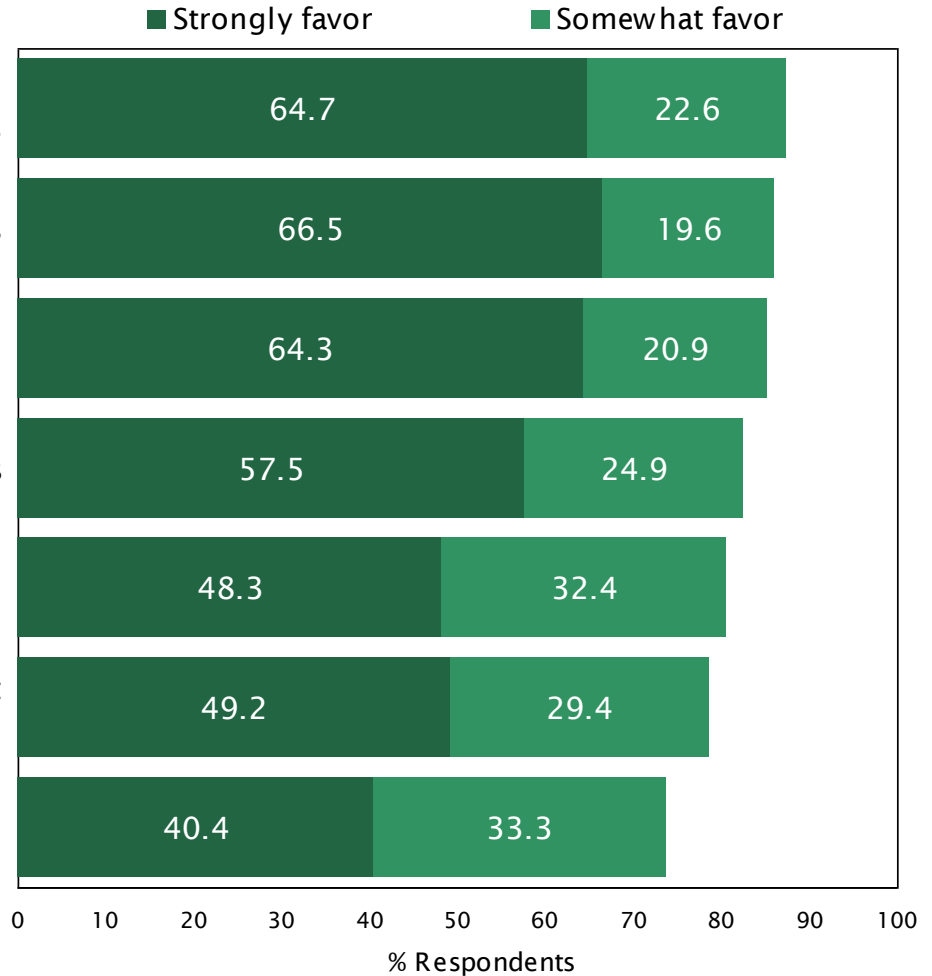
Continue funding for advanced and core programs in reading, music and the arts at all schools

Maintain manageable class sizes

Provide ongoing training and skills development for teachers and staff

Provide funding for physical education programs that promote student health and fitness

Attract and retain highly qualified support staff who specialize in technology



POSITIVE ARGUMENTS

All money raised by measure will stay local to support elementary and middle school students; it can't be taken away by State or used for other purposes

All money will be used to protect quality of edu in schools by attracting, retaining high quality teachers, class sizes manageable, advanced programs that enable students to compete for best colleges, careers

If we want kids to be prepared to succeed in HS, college, careers, need high-quality edu, advanced courses in math, science, engineering, tech; measure makes this possible

Measure requires a clear system of accountability, including annual independent audits to ensure money is spent properly

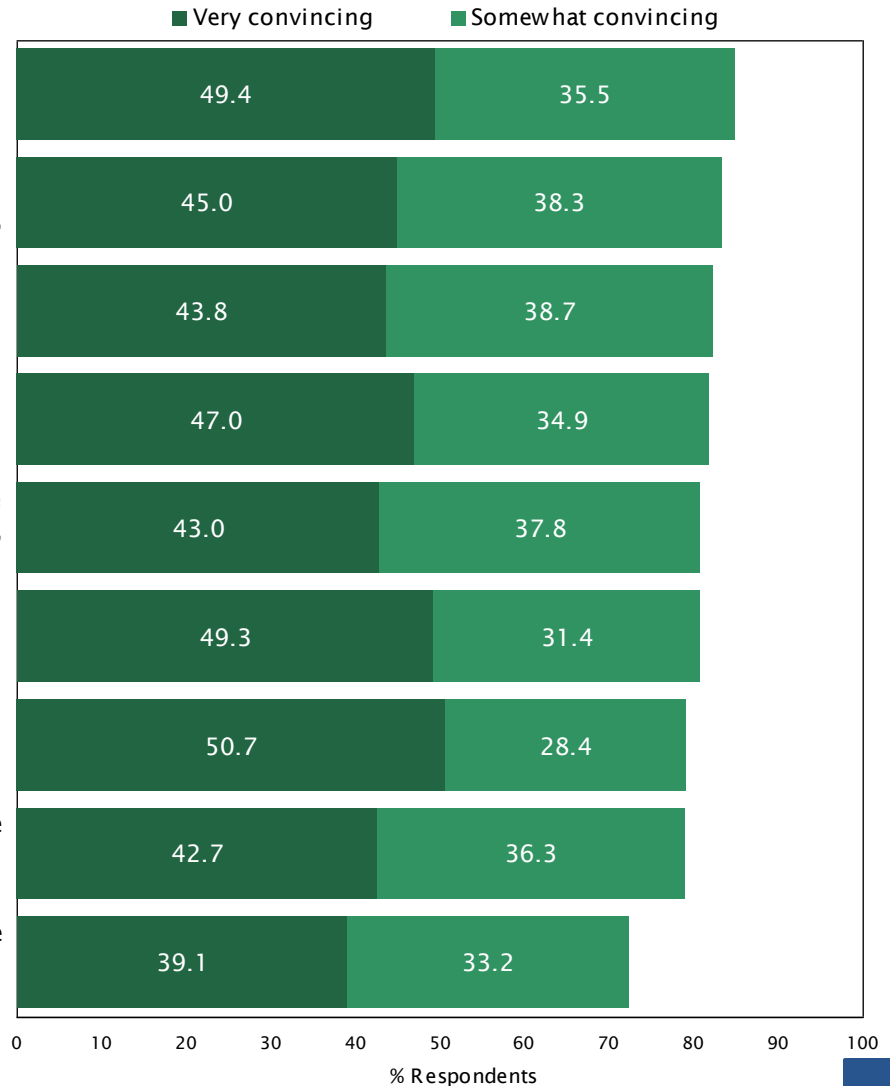
Even with no school-age children, supporting measure is a wise investment; good schools improve quality of life in community, protect value of homes

State provides only enough for basic edu; if we want schools to have advanced, high quality programs in science, tech, engineering, music, arts, need to renew this source of local funding

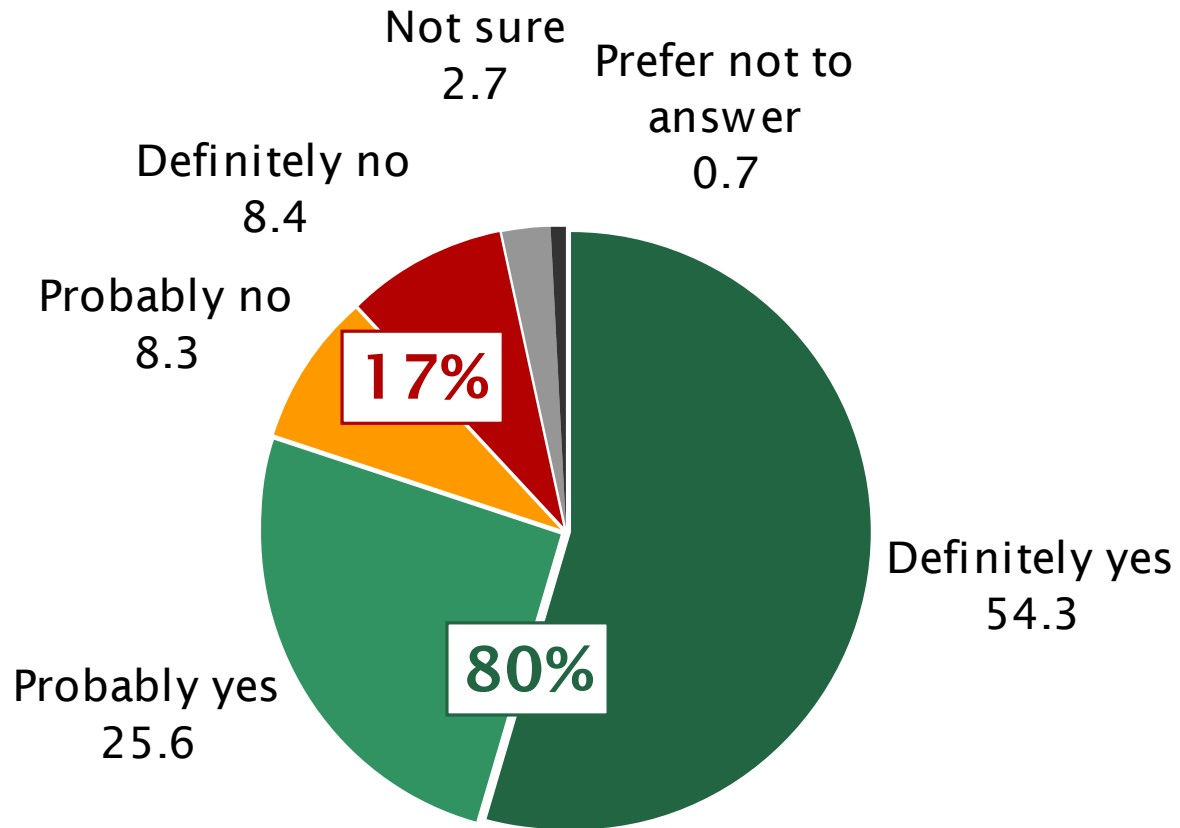
No money from measures will be used to pay for administrators' salaries; every penny will go into supporting classroom instruction

Measure provides an optional exemption for property owners who are 65 or older; we do not want measure to become a burden to those living on a fixed income

There is a lot at stake; if parcel tax were to expire, schools would have to cut teacher positions, support staff, eliminate select academic programs, increase class sizes



INTERIM BALLOT TEST



NEGATIVE ARGUMENTS

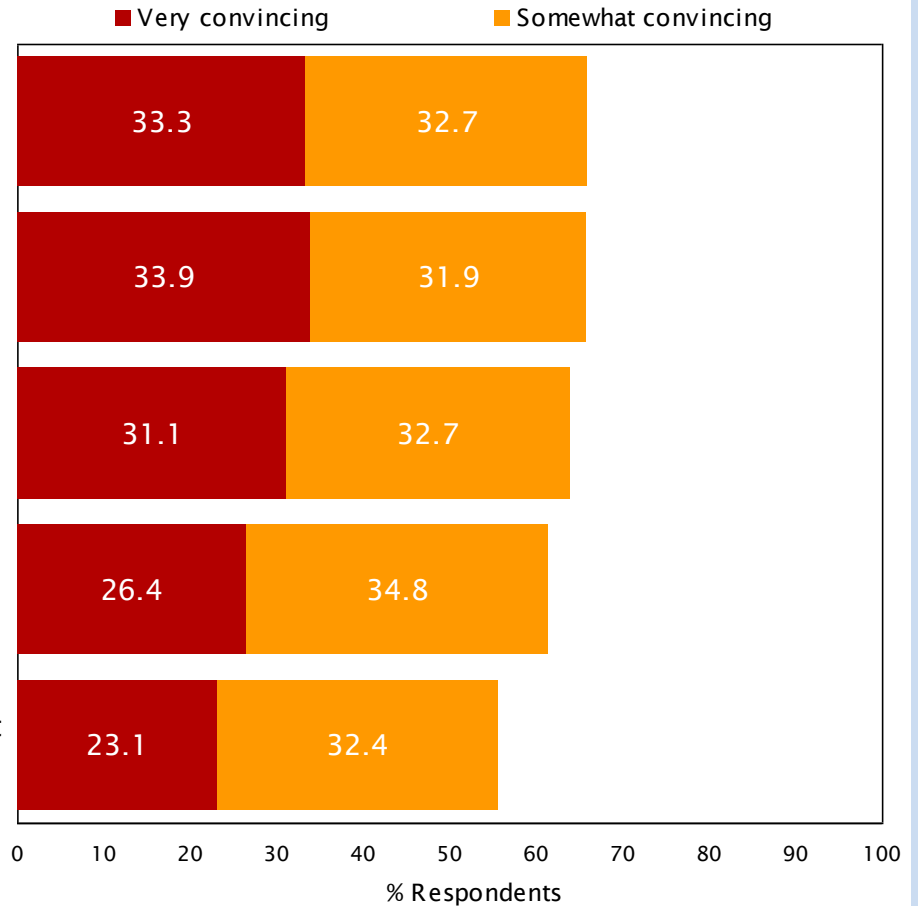
Residents already paying too many taxes, state, county, school bonds, other taxes; also a lot of new tax proposals on ballot this Nov; enough is enough; we can't afford to keep raising taxes

Local residents, businesses have been hit hard by inflation, high interest rates, high gas prices; many are struggling to stay afloat; now is not the time to raise taxes

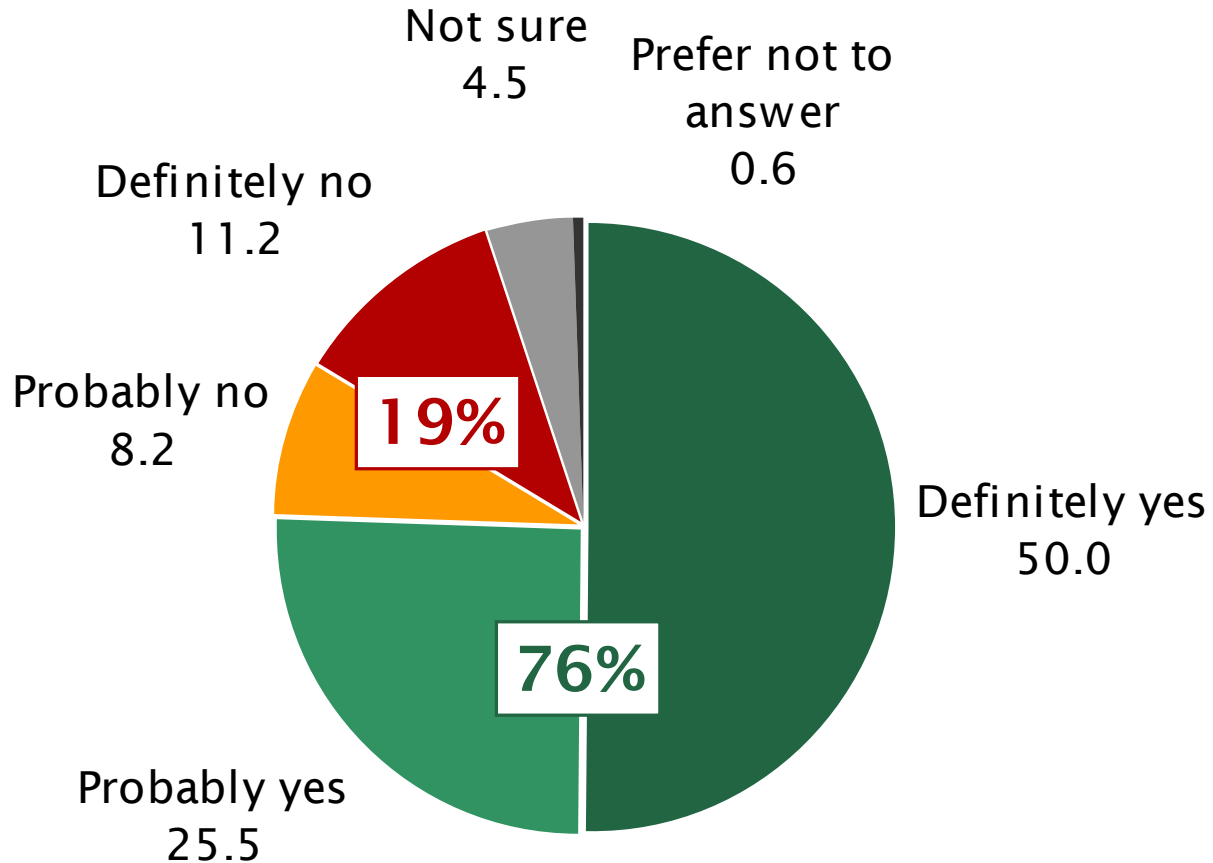
District just passed \$88M bond in 2020 for schools that property owners will be paying on for 30 more yrs; now they want more money? That's not fair to taxpayers

Community is already an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable

Don't be fooled, measure will increase your taxes; current tax rate is \$94, it automatically goes up every year



FINAL BALLOT TEST





KEY CONCLUSIONS

Does a Measure H advisory measure appear feasible for the November 2024 ballot? *Yes.*

Positive Signs

- Voters rank maintaining the quality of education in local schools as the *most* important issue facing the community
- Strong *natural* support for the measure (78%)
- Popular programs and services
- Strong positive arguments
- All ballot tests are well above the required simple majority even after opposition arguments

Challenges

- Electoral climate: Hyper-partisanship, statewide initiatives, overlapping local measures

Unknowns

- Trajectory of economy, inflation, other measures



OBSERVATIONS & RECOMMENDATIONS

- **Snapshot in time, not a crystal ball**
- **Measure Priorities:** Attract & retain highly qualified teachers, STEM, Reading/Music/Arts, manageable class sizes
- **District Communications:** Expand the conversation with the community to build awareness of need, how this measure protects to the quality of education, and consensus on a proposal.
- **Independent Campaign:** Need to have solid independent campaign to navigate through the election cycle, communicate key messages, turn out supporters, and weather uncertainties.