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# Pacifica Elementary School District: 2017 Revenue Measure Feasibility Survey

September 2017

# Overview and Research Objectives

Pacifica Elementary 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 and effectively managing taxpayer funds;
- Assess potential support for a bond measure to repair and improve local schools with funding that cannot be taken by the State;
- Identify respondent project and program priorities to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate at which respondents support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

# Methodology Overview

- Data Collection Landline, cell phone, text to online, and email to online interviewing
- Universe 11,899 likely November 2018 voters in the Pacifica Elementary School District, with a subsample of those likely to vote in the June 2018 election (7,882).
- Fielding Dates August 10 through August 20, 2017
- Interview Length 20 minutes
- Sample Size 319 Likely June 2018 voters  
454 Likely November 2018 voters
- Margin of Error ± 5.38% Likely June 2018 voters  
± 4.51% Likely November 2018 voters

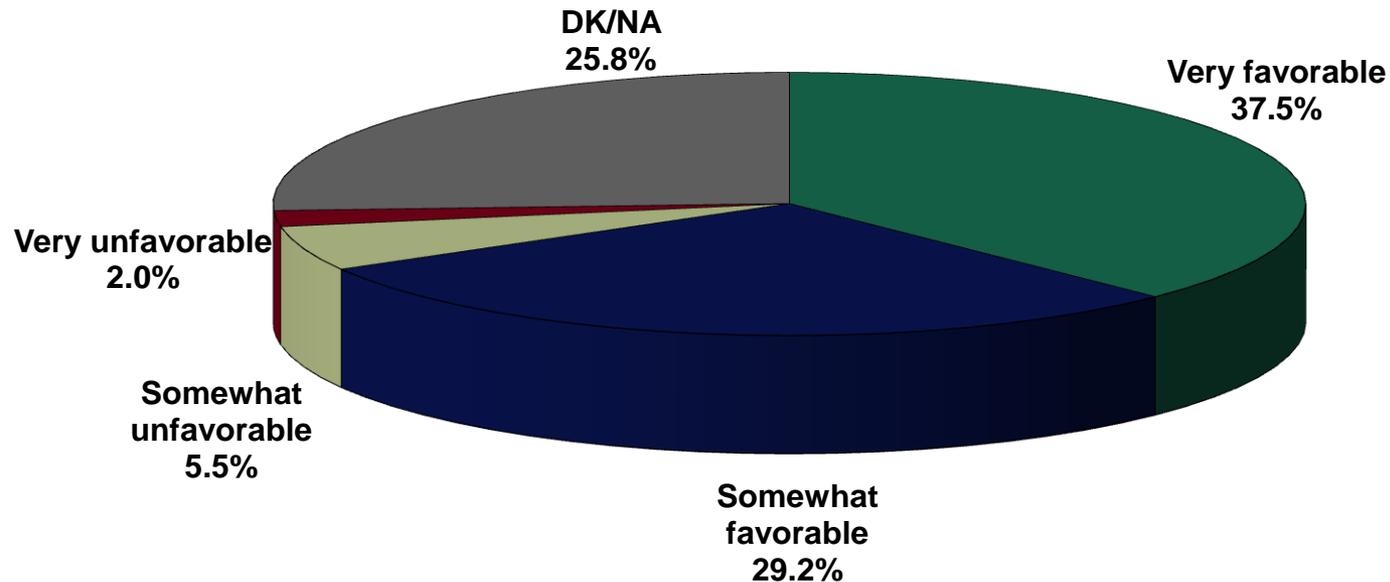


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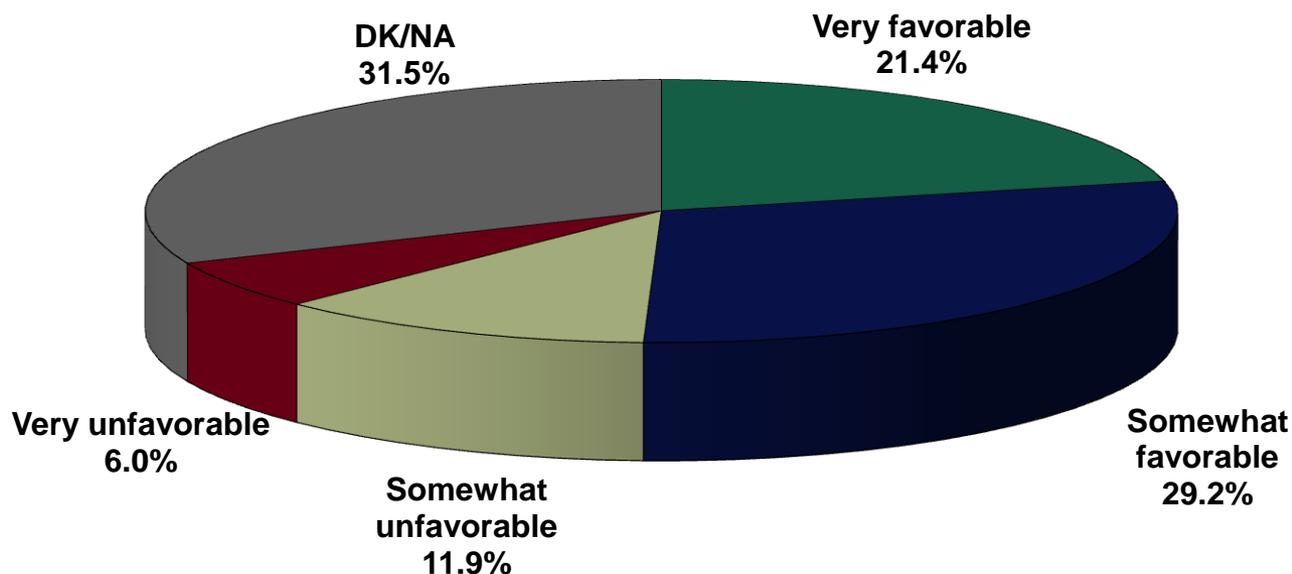
## Key Findings

# Q1. Opinion on Whether PESD is Providing a Quality Education, June 2018 (n=319)



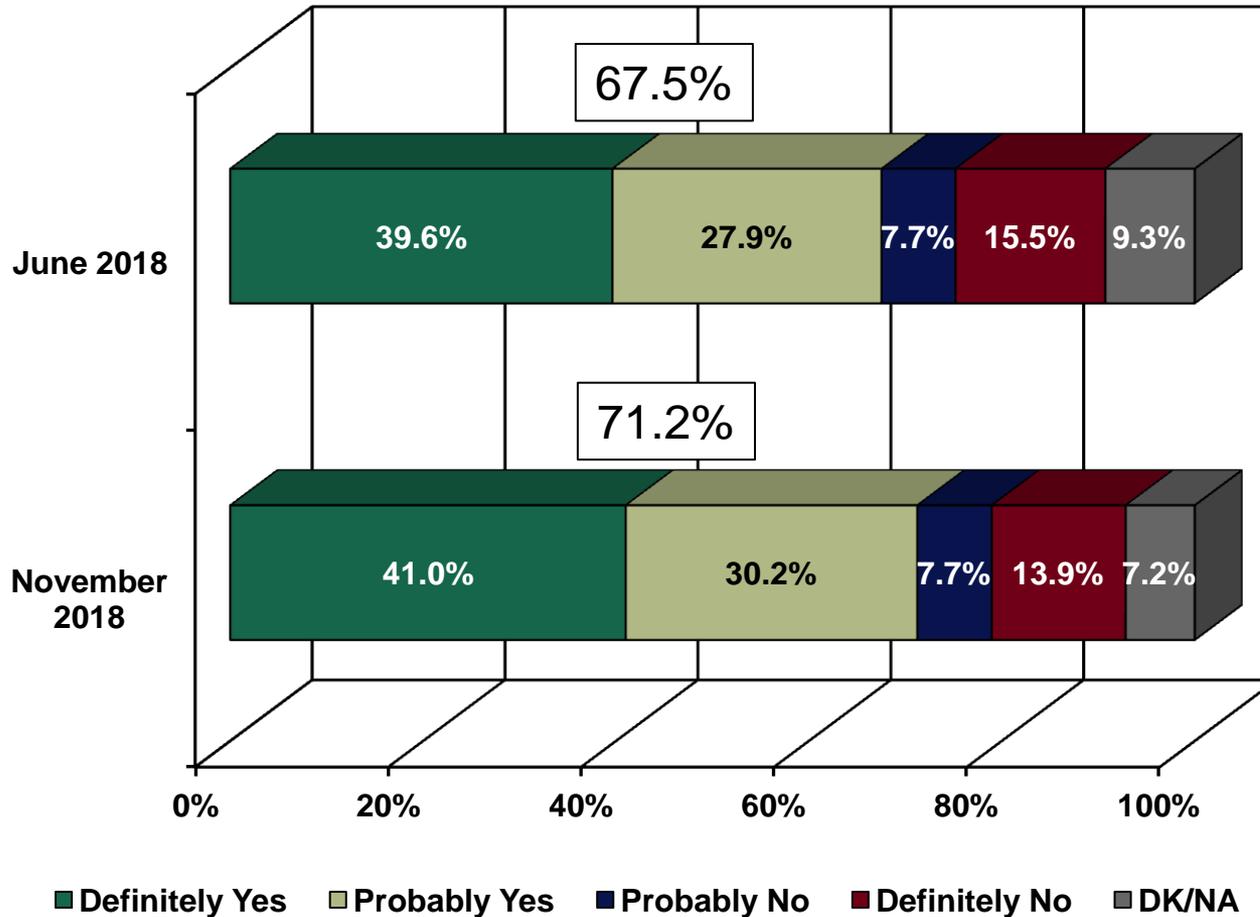
Total favorable = 66.7%  
Total unfavorable = 7.5%  
Ratio Fav to Unfav = 8.9 to 1

## Q2. Opinion on Whether PESD is Effectively Managing Public Funds, June 2018 (n=319)



Total favorable = 50.6%  
Total unfavorable = 17.9%  
Ratio Fav to Unfav = 2.8 to 1

# Q3. Uninformed Support



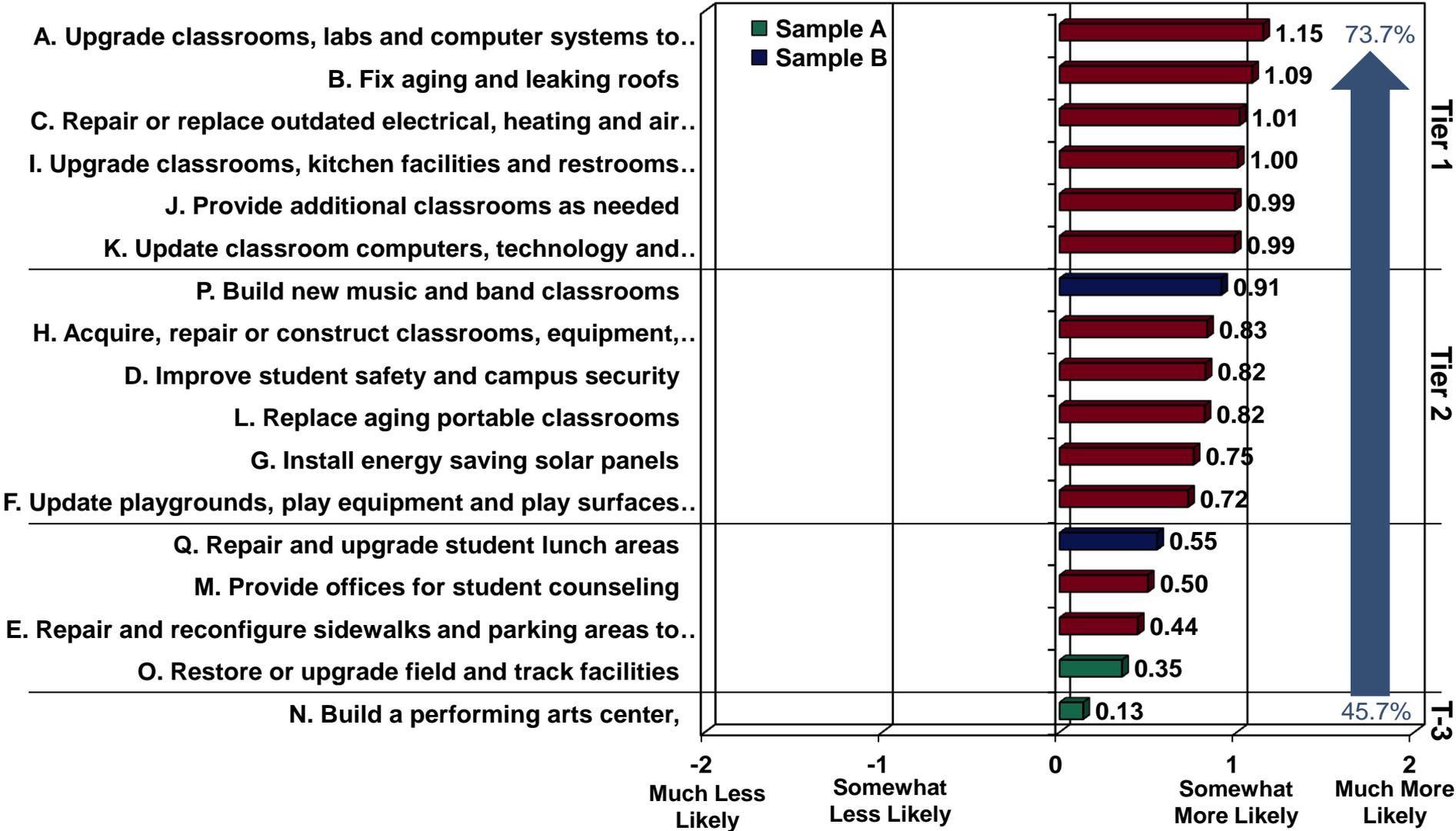
To repair and improve aging local schools with funding that cannot be taken by the State, shall Pacifica Elementary School District

- fix aging and leaking roofs,
- improve student safety and campus security,
- upgrade classrooms, labs and computer systems to support programs in science, technology, English, arts and math, and
- acquire, repair, construct classrooms, equipment, sites and facilities,

by issuing \$55 million dollars in bonds at legal rates, with independent citizens' oversight, no money for administrators, and all funds staying local?

# Q4. Features of the Measure

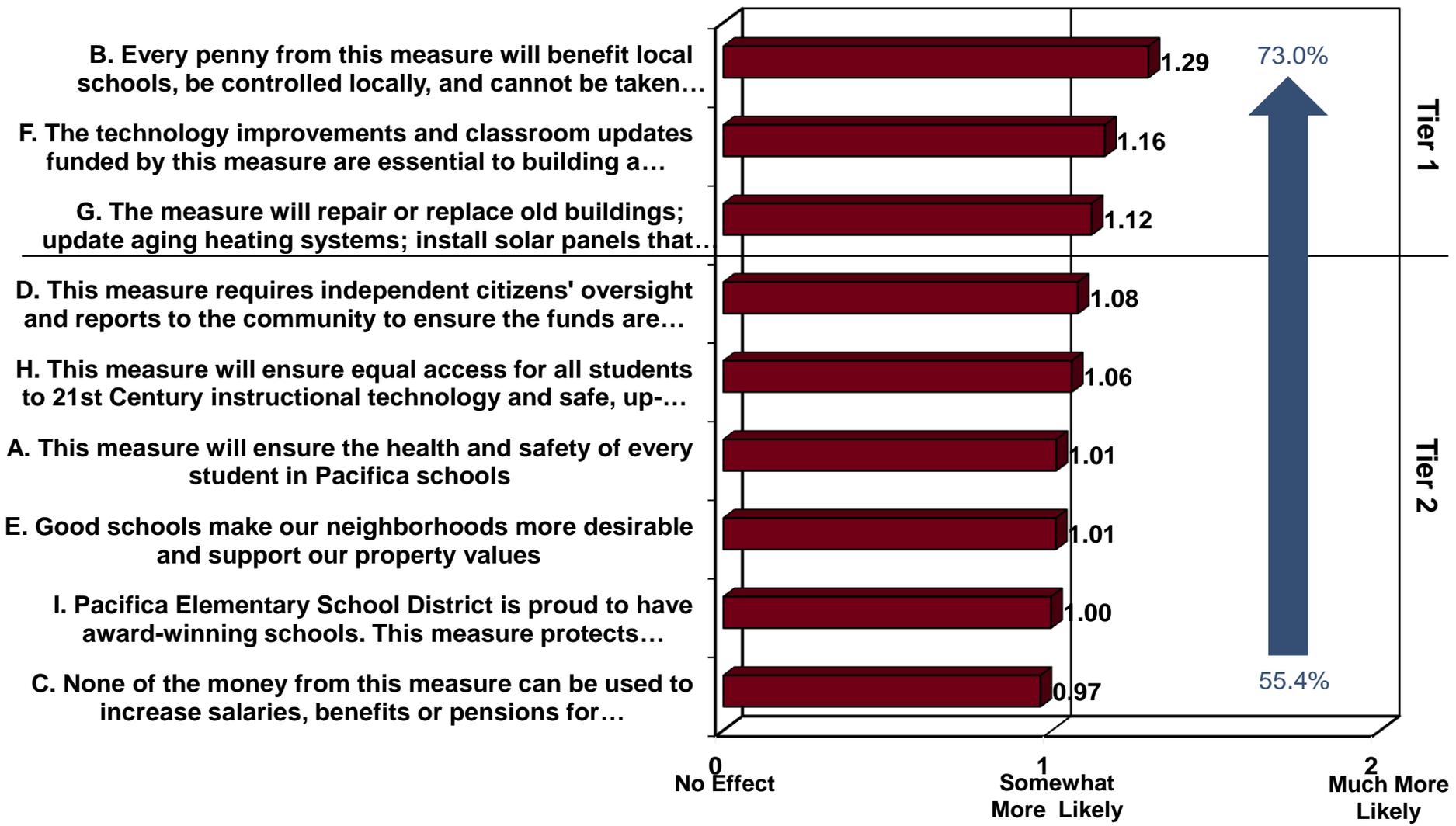
June 2018 (n=319)



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.

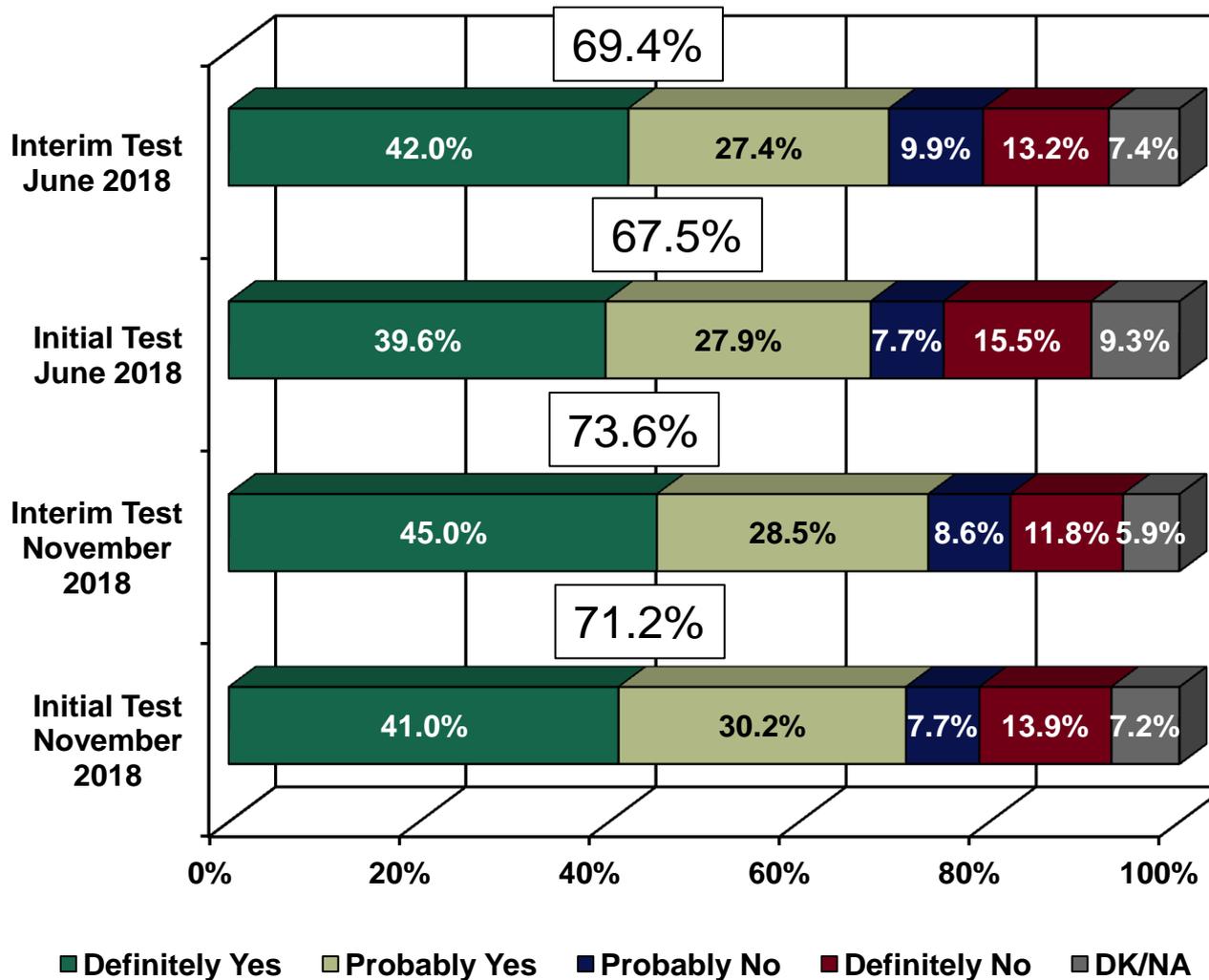
# Q5. Influence of Informational Statements

June 2018 (n=319)



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.

# Q6. Interim Support

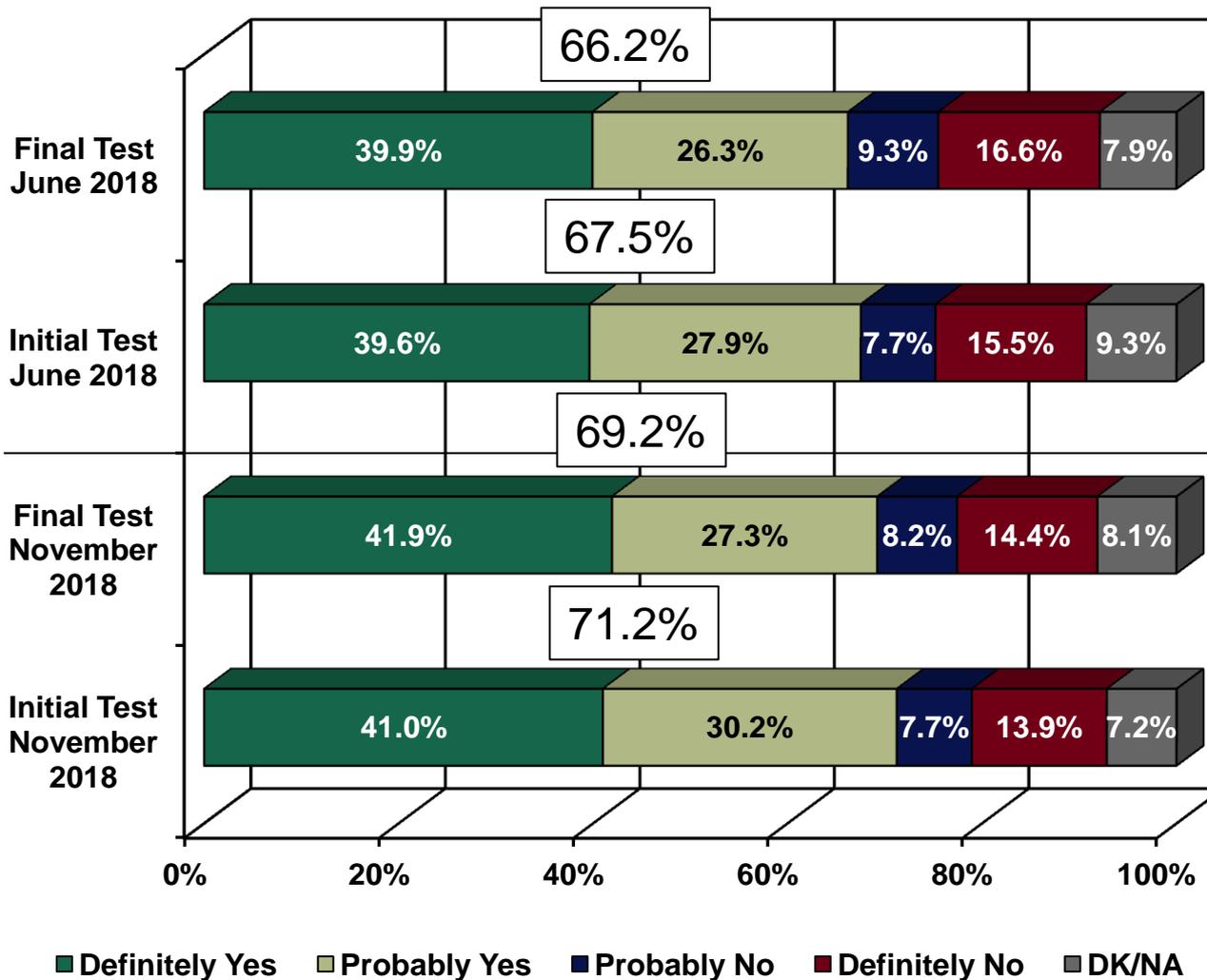


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# Q8. Informed Support



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# Summary & Recommendations

- The survey revealed a very solid base of voter support for a bond measure.
  - Support for the measure in the June 2018 election was 67.5% on the uninformed test, 69.6% on the interim test and 66.2% on the informed test.
  - Similarly, support for the measure in the November 2018 election was 71.2% on the uninformed test, 73.6% on the interim test and 69.2% on the informed test. It is important to note that the higher turnout election, while not statistically different, is numerically higher.
- Top tier features of the measure (listed below) suggest that some of the items in the ballot question could be revised to increase support:
  - Upgrade classrooms, labs and computer systems to support programs in science, technology, English, arts and math
  - Fix aging and leaking roofs
  - Repair or replace outdated electrical, heating and air conditioning systems
  - Upgrade classrooms, kitchen facilities and restrooms to meet current health and safety codes
  - Provide additional classrooms as needed
  - Update classroom computers, technology and networking

# Summary & Recommendations

- Top tier informational statements are:
  - Every penny from this measure will benefit local schools, be controlled locally, and cannot be taken away by the state
  - The technology improvements and classroom updates funded by this measure are essential to building a strong academic foundation, preparing our students for high school, and eventually college and the competitive 21st century job market
  - The measure will repair or replace old buildings; update aging heating systems; install solar panels that will cut utility bills; and other bond-funded projects will save money that can be used for classroom programs
  - This measure requires independent citizens' oversight and reports to the community to ensure the funds are spent as promised
  - This measure will ensure equal access for all students to 21st Century instructional technology and safe, up-to-date classrooms and schools
  - This measure will ensure the health and safety of every student in Pacifica schools
  - Good schools make our neighborhoods more desirable and support our property values
- Given the survey findings, the 55 percent majority required for approval, TBWB and Godbe Research recommend that the Pacifica School District begin the process to prepare for a June 2018 bond measure election.

# Potential Bond Planning Timeline



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

- Write resolution
- Ballot question
- Non-advocacy communication
- Consensus building
- Board vote

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

\* To be confirmed by County

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## Next Steps



- **Now – Oct 2017:** District begins to engage and inform internal school community:
  - Parents
  - Students
  - Staff
  - PTAs and Boosters
- **Oct - Nov 2017:** District begins external communication including sending an informational mailer to all registered voters and parents outlining need for local funding:
  - Elected leaders
  - Community leaders
  - Business leaders
  - Voters at-large
- **Dec. 2017:** Continue outreach, begin drafting resolution calling June election

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## Next Steps



- **Jan – Feb 2018:** Continue outreach
- **Jan. 2018:** Draft resolution presented to Board for feedback
- **Feb. 2018:** Second informational mailer inviting community to Board meeting where resolution will be considered
- **Before March 9, 2018:** Board adopts resolution calling June election



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[www.godberesearch.com](http://www.godberesearch.com)

California and Corporate Offices  
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