



**Hayward Unified School District
Revenue Measure Feasibility Survey
Executive Summary
February 11, 2026**

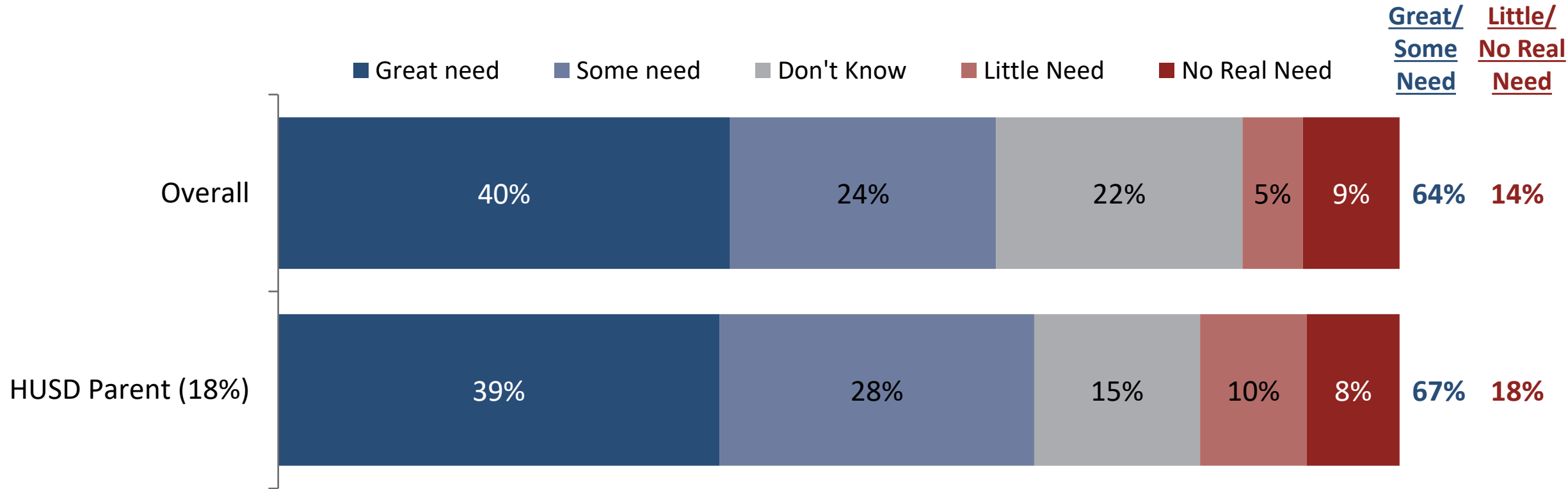
- ▶ Survey of likely voters in Hayward Unified School District
- ▶ Survey conducted January 21-27, 2026 in English and Spanish
- ▶ Mixed mode telephone and web (email-/text-to-web) methodology
 - Phone interviews conducted by trained, professional interviewers; landlines and mobile phones included
 - Email and text invitations were sent with a link to an online survey
- ▶ 600 interviews; overall margin of error ± 4.0 percentage points
- ▶ Split sample methodology utilized to test two different parcel tax options:
 - **Split A:** Square Footage Rate Parcel Tax; 300 interviews; margin of error ± 5.7 percentage points
 - **Split B:** Flat Rate Parcel Tax; 300 interviews; margin of error ± 5.7 percentage points

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

Need for Funding

Awareness of need is limited and lacks intensity; parents are not more aware than the electorate as a whole.

As you may know, you live in the Hayward Unified School District, which is the public school system in your area. Would you say that schools in the Hayward Unified School District have a great need for more money, some need for more money, only a little need for more money, or no real need for more money?



Ballot Measures Text

Each survey respondent heard or read **only one version** of the measure, assigned at random.

SPLIT A: Square Footage Rate Parcel Tax

*Shall the measure to support student learning/achievement and prevent deep cuts by: attracting/retaining highly qualified teachers; sustaining reading, writing, math, art, music, science instruction, student/family support programs; and preparing students for college/careers, by levying **30¢/building square foot** with caps for 12 years, providing approximately **\$34,500,000 annually** that cannot be taken by the State, with annual adjustments, senior exemptions, and oversight, be adopted?*

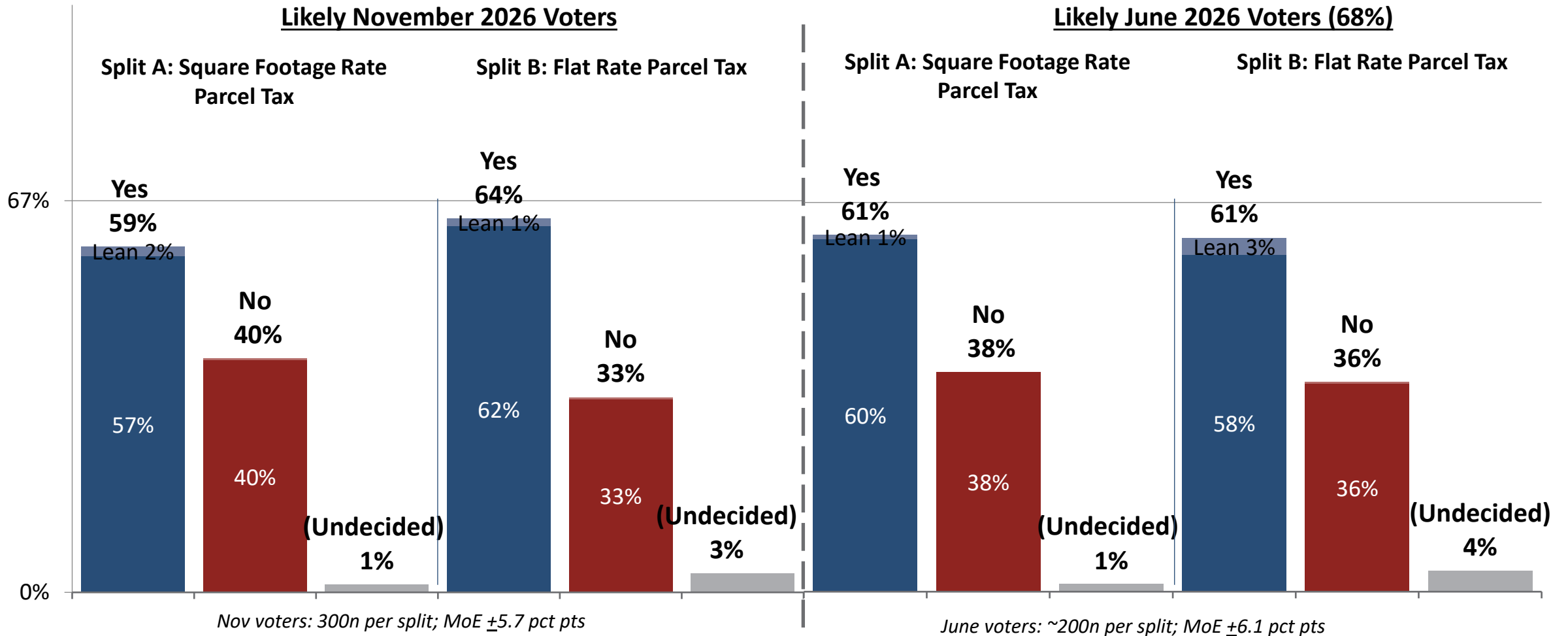
SPLIT B: Flat Rate Parcel Tax

*Shall the measure to support student learning/achievement and prevent deep cuts by: attracting/retaining highly qualified teachers; sustaining reading, writing, math, art, music, science instruction, student/family support programs; and preparing students for college/careers, by levying **\$225/parcel** for 12 years, providing approximately **\$9,300,000 annually** that cannot be taken by the State, with annual adjustments, senior exemptions, and oversight, be adopted?*

Per Split: 300 interviews; margin of error ± 5.7 percentage points

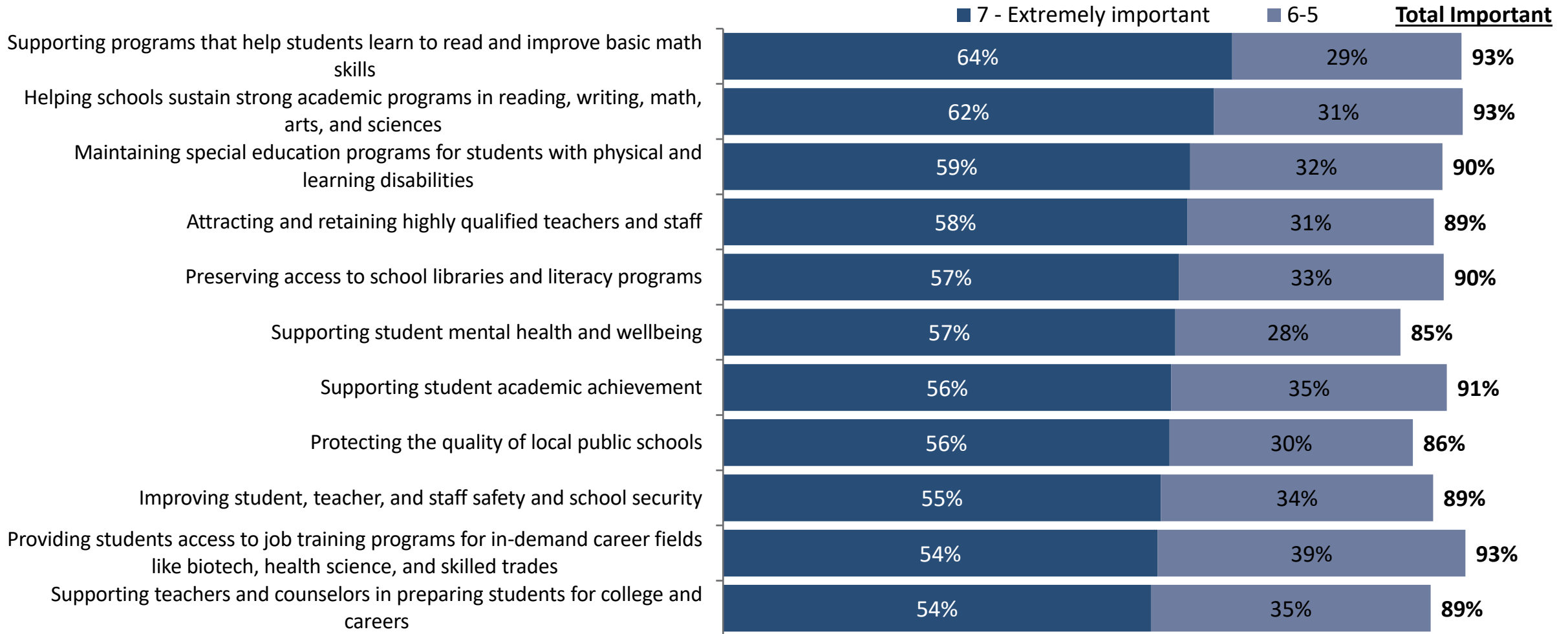
Initial Vote

Initial support for the measures tested fall short of the two-thirds threshold, with no statistical difference between November and June.



Top Measure Priorities

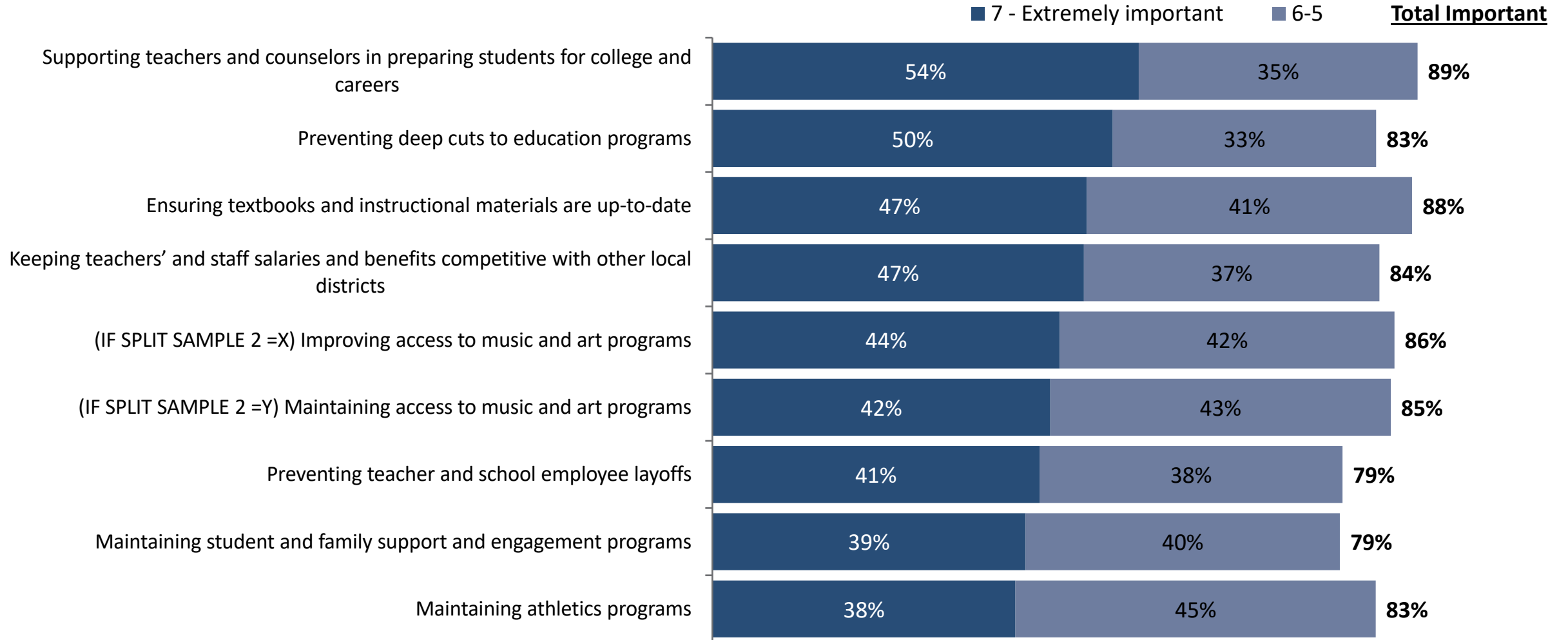
Programs that ensure students are learning strong academic skills are a high priority for voters, along with maintaining programs that ensure all students can access learning.



Q7.-Q25. Now you will be asked about a list of items that could be included in the ballot measure for Hayward Unified School District. After each one, please rate how important that item is to you.

Other Measure Priorities

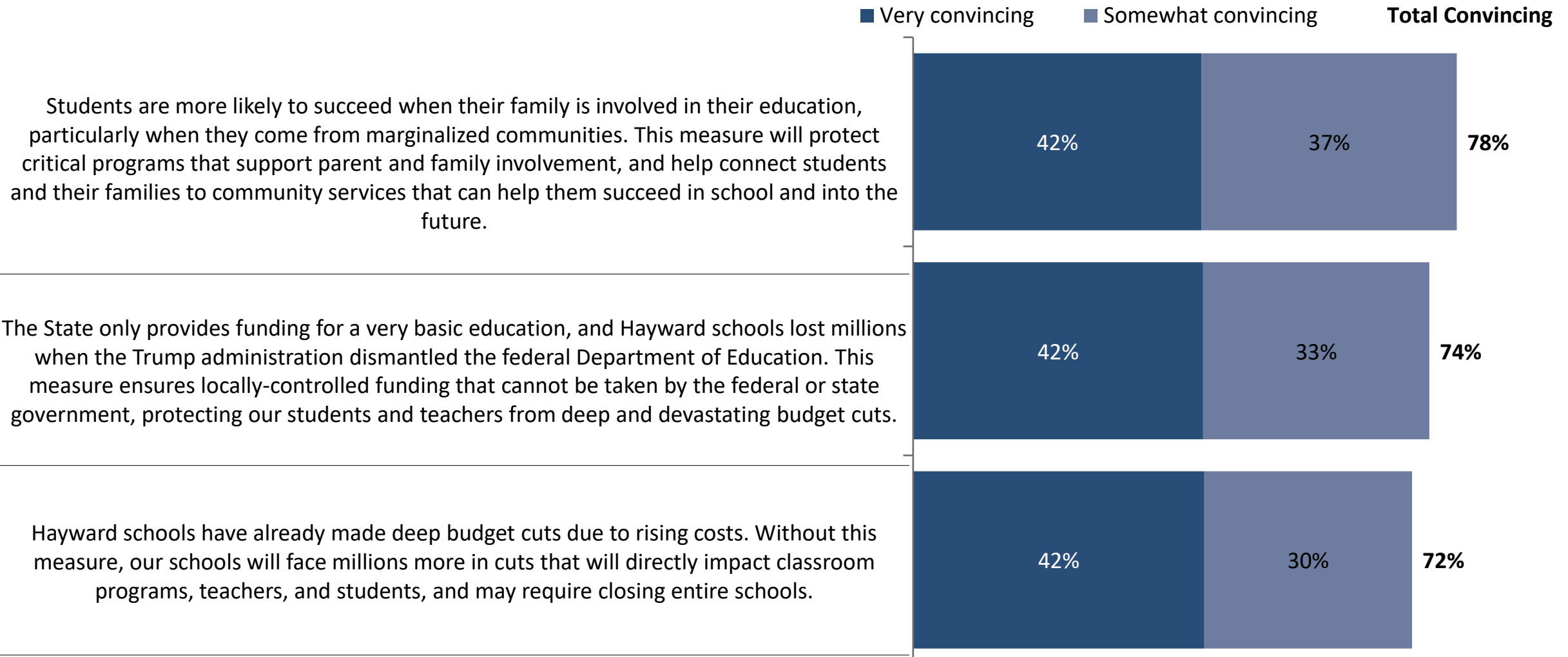
Other priorities have narrower audiences, although all are supported by a broad majority of voters.



Q7.-Q25. Now you will be asked about a list of items that could be included in the ballot measure for Hayward Unified School District. After each one, please rate how important that item is to you.

Top Additional Information

The messages that resonate most intensely with voters are those focused on family involvement to support student success, ensuring locally-controlled funding, and preventing additional cuts that impact students, teachers, and classroom programs.



Other Additional Information

Other messages that resonate with voters include supporting strong academics to prepare students for college and careers, preserving athletics programs to keep students engaged, and supporting library services to aide reading and literacy.

■ Very convincing ■ Somewhat convincing **Total Convincing**

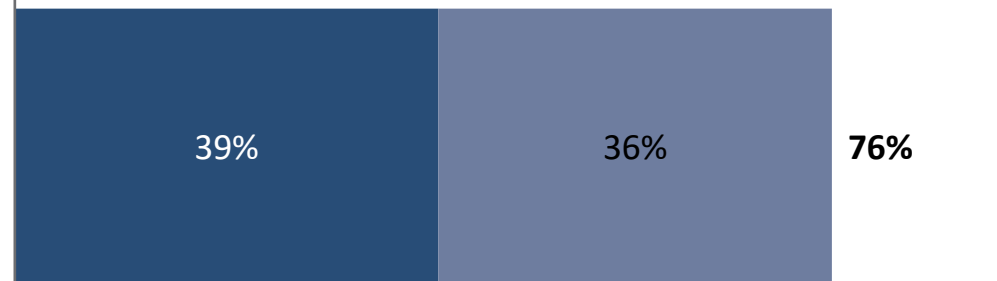
This measure will support strong academics, updated textbooks and technology, job training, and advanced courses to prepare high school students to compete for college and good jobs.



Participating in school sports and athletics keeps many students engaged in their education, keeps them motivated to attend class and helps prevent high school drop outs. This measure will help preserve these programs for students.



Our school libraries have already seen deep staffing cuts, and the city's library hours reductions have further limited student access to books, materials, and a quiet place to read and study. This measure would allow the District to restore some school library services that help students learn to read and improve literacy.



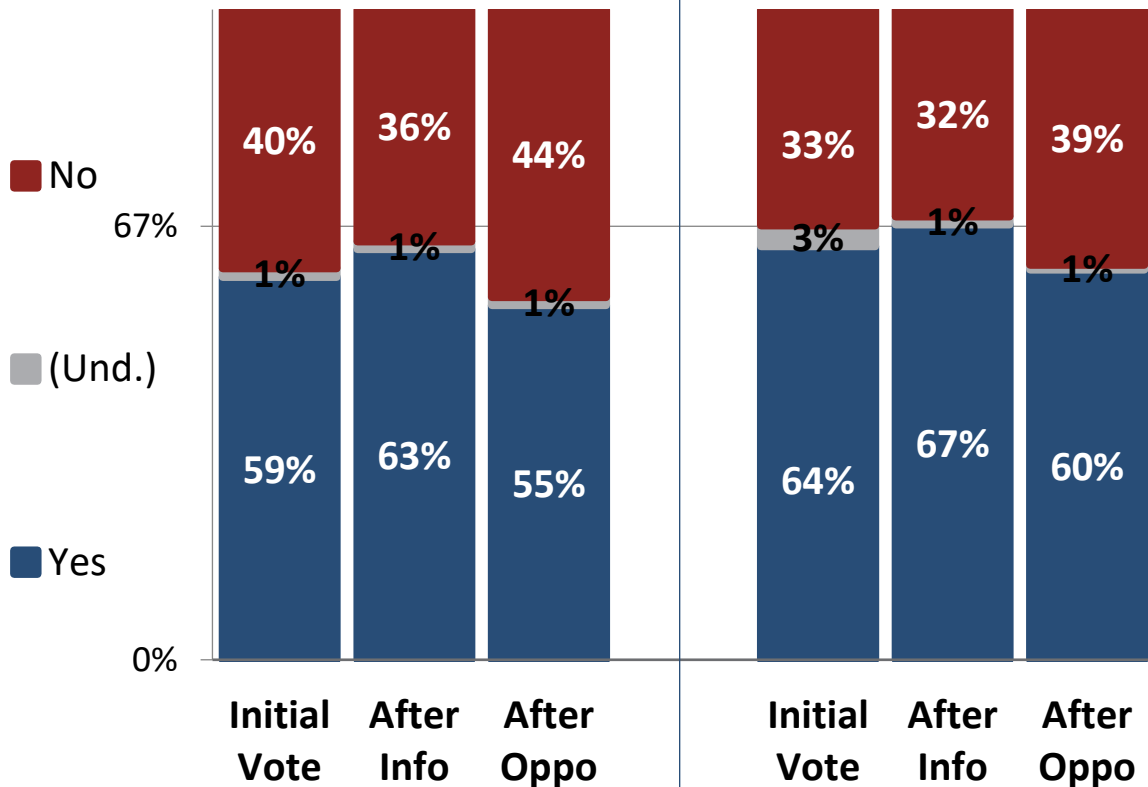
Vote After Additional Information

Support for a measure does shift with additional information; support for the flat rate parcel tax is more resilient.

Likely November 2026 Voters

Split A: Square Footage Rate Parcel Tax

Split B: Flat Rate Parcel Tax

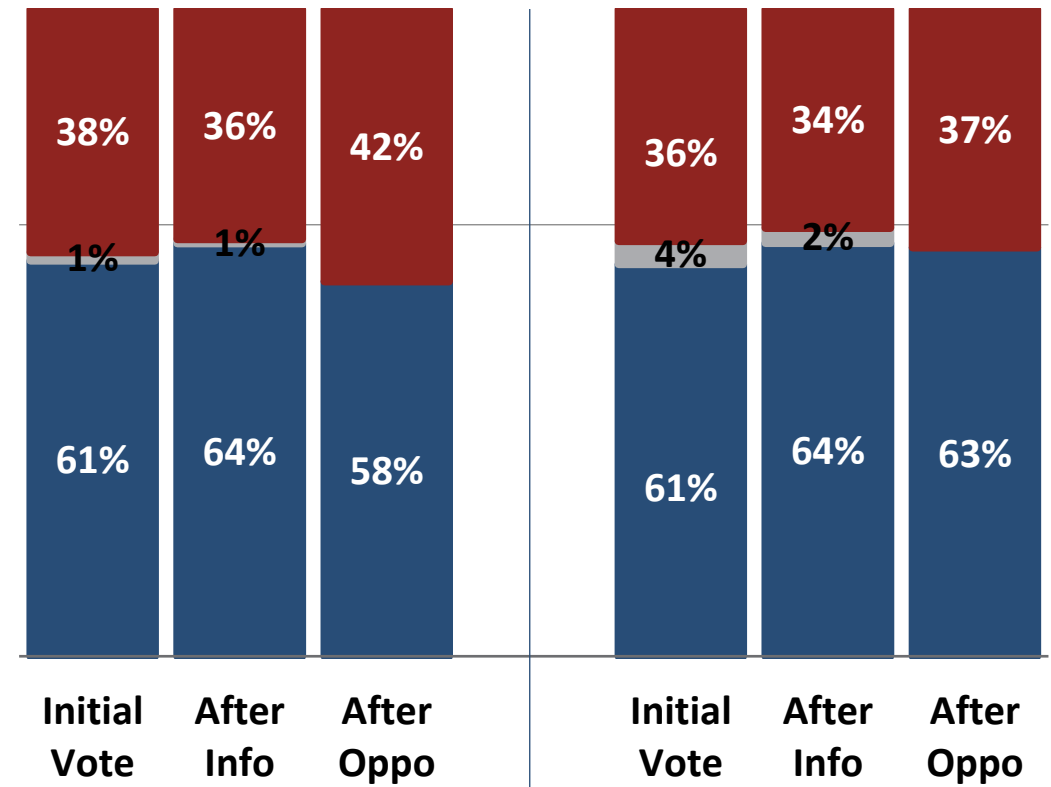


Nov voters: 300n per split; MoE ±5.7 pct pts

Likely June 2026 Voters (68%)

Split A: Square Footage Rate Parcel Tax

Split B: Flat Rate Parcel Tax



June voters: ~200n per split; MoE ±6.1 pct pts

Ballot Measure Alternatives

Split A: Square Footage Rate Parcel Tax

30¢/4-Year Alternative

What if instead of lasting for 12 years, this measure would automatically expire in just 4 years?



15¢/12-Year Alternative

What if instead of costing property owners 30¢ per building square foot annually, the measure cost 15¢?



9¢/12-Year Alternative

What if instead of costing property owners 15¢ per building square foot annually, the measure cost 9¢?

Split B: Flat Rate Parcel Tax

\$225/4-Year Alternative

What if instead of lasting for 12 years, this measure would automatically expire in just 4 years?



\$175/12-Year Alternative

What if instead of costing property owners \$225 per parcel annually, the measure cost \$175?



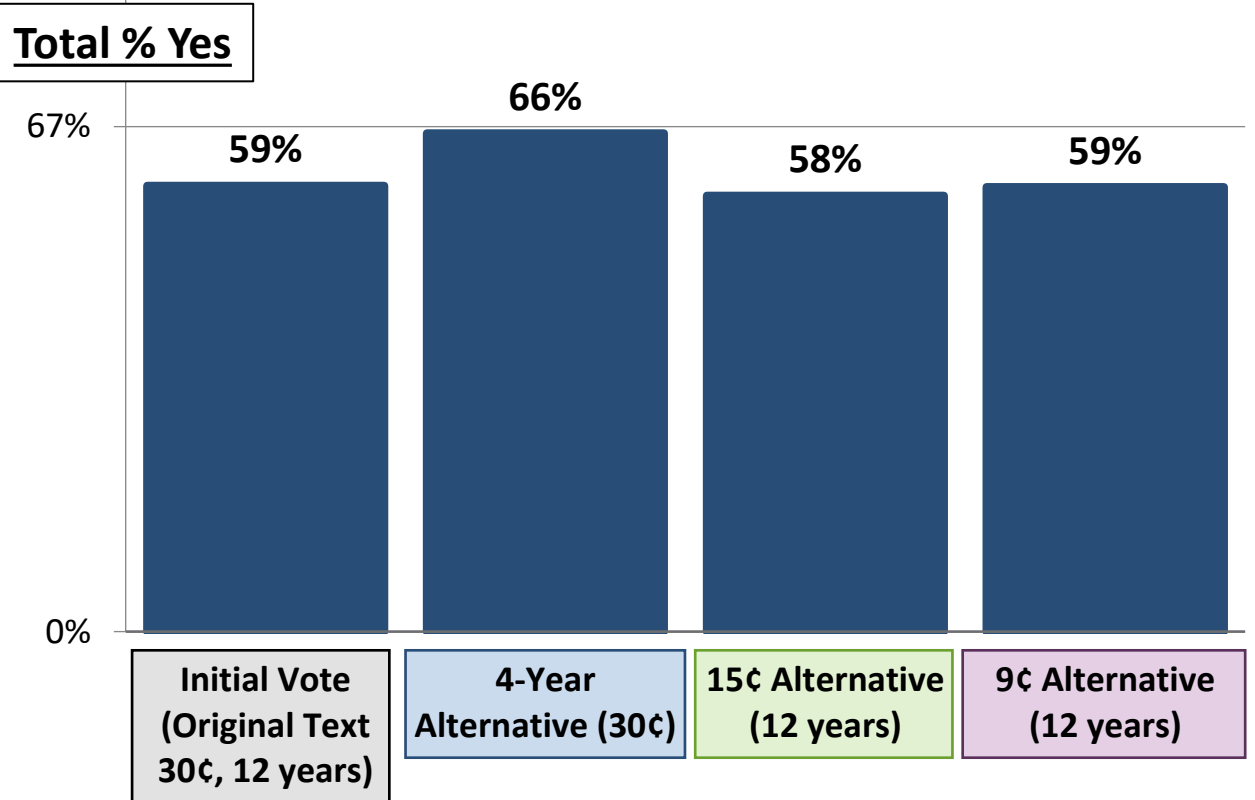
\$88/12-Year Alternative

What if instead of costing property owners \$175 per parcel annually, the measure cost \$88?

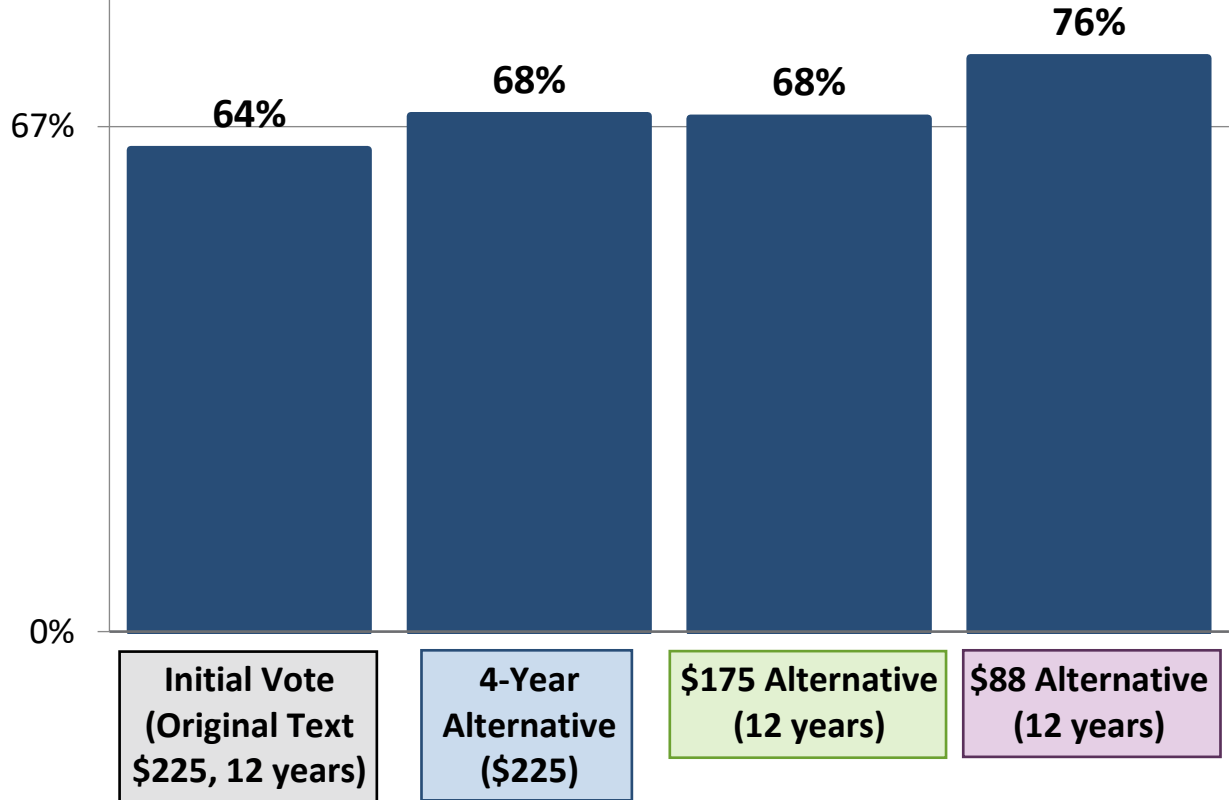
Ballot Measure Alternatives

The flat rate parcel tax becomes more palatable to voters as lower tax rates and shorter terms are explored; voters are more resistant to the square footage rate model throughout.

Split A: Square Footage Rate Parcel Tax



Split B: Flat Rate Parcel Tax



Conclusions

- ▶ A **flat rate revenue measure is potentially viable** for 2026; a **lower tax rate at either a shorter or longer term** could help the measure right-size for the current climate.
- ▶ There is **no significant difference in support between a June and November 2026 electorate**.
- ▶ Voters are looking for a measure that supports **core academic programs to improve student learning and prepare students for their futures, prevents more cuts** that will further undermine the quality of schools and education, and ensures **programs that keep students engaged** and supported are sustained.



Parcel Tax Planning Timeline

Feasibility Assessment

Awareness Building

Measure Development

Advocacy Campaign



- ✓ Voter Survey
- ✓ Election Timing
- ✓ Tax Rate/Structure
- ✓ Funding Priorities
- ✓ Political Landscape

- ✓ Non-advocacy Communications
- ✓ Stakeholder Outreach
- ✓ Resolution
- ✓ Ballot Question

- ✓ Fundraising
- ✓ Endorsements
- ✓ Direct Mail
- ✓ Digital
- ✓ Texting
- ✓ Canvassing
- ✓ Lawn Signs
- ✓ GOTV



Potential 2026 Election Dates

2026

✓ June 2– Statewide Primary Election
(Deadline to Qualify: March 6)

Funds received in
FY2026-27

✓ August 25 – Mail Ballot Special Election
✓ November 3 – Statewide General Election
(Deadline to Qualify: August 7)

Funds received in
FY2027-28



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