

G.O. Bond Survey Results Presentation for Exeter Unified School District

by

Isom Advisors,
a Division of Urban Futures, Inc.

July 2026



Methodology

There are 9,410 registered voters in the District

Exeter Unified School District

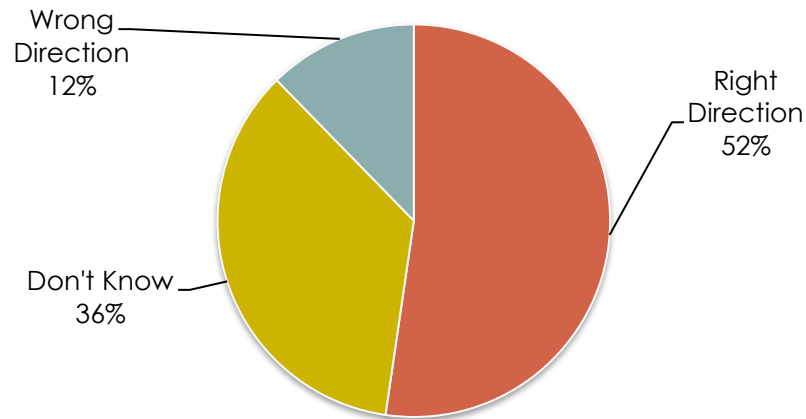
- ❖ The Exeter Unified School District is currently assessing the feasibility of placing a general obligation bond measure on an upcoming ballot.
- ❖ A survey was conducted from Friday June 19th through Wednesday June 24th to assess support for the proposed bond measure.
- ❖ The survey tested voter attitudes regarding the District, projects, tax tolerances, and a possible local school facilities improvement bond program.
- ❖ 130 households were contacted (137 individuals), which represents approximately 4% of the District's registered voters who have a working phone number.

General Questions

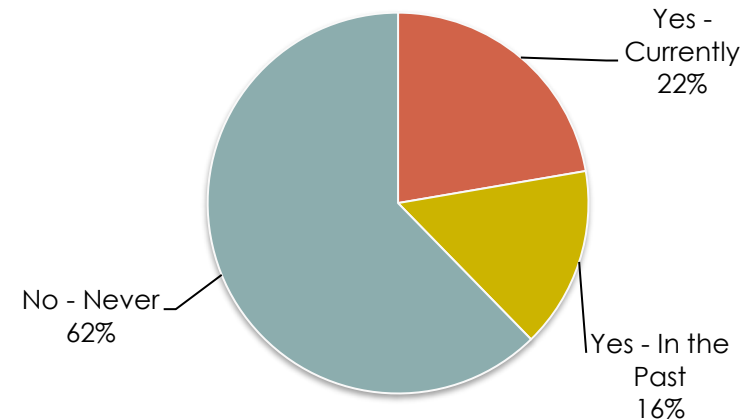
Majority of voters believe education is headed in the right direction

Exeter Unified School District

- ❖ Would you say that education at the schools in your community is headed in the right direction or the wrong direction?



- ❖ Do you have any children or grandchildren who are now attending school in the Exeter Unified School District?



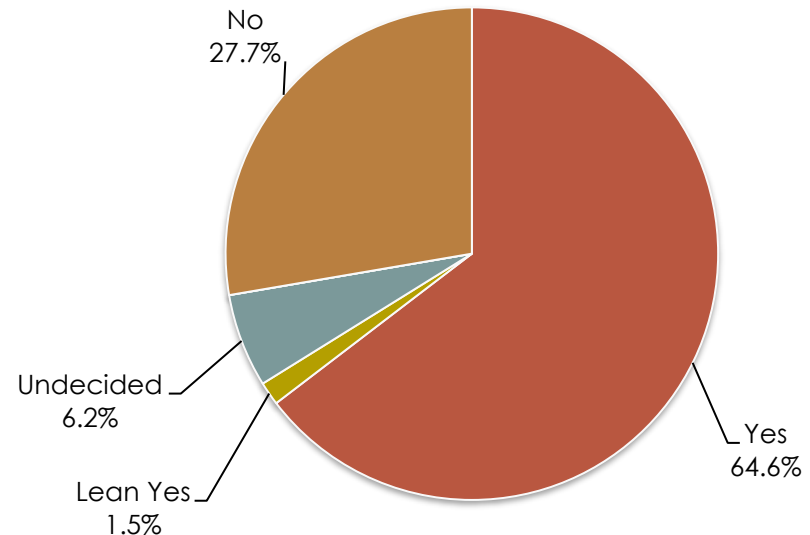
Ballot Measure

Support for measure is above the Prop. 39 55% threshold

Exeter Unified School District

- ❖ At this time, the Exeter Unified School District is looking to make classroom and school facility improvements and is considering placing a school improvement bond measure before voters in your community on an upcoming ballot. Let me read you the proposed measure:

"To improve the quality of education; modernize/renovate outdated classrooms, restrooms, and school facilities; make health, safety and security improvements; and repair or replace leaky roofs; shall Exeter Unified School District's measure be adopted authorizing \$23,000,000 of bonds at legal rates, generating on average \$1,425,000 annually as long as bonds are outstanding at a rate of approximately \$38.70 per \$100,000 assessed value, with annual audits, independent citizens' oversight, NO money for salaries and all money staying local?"

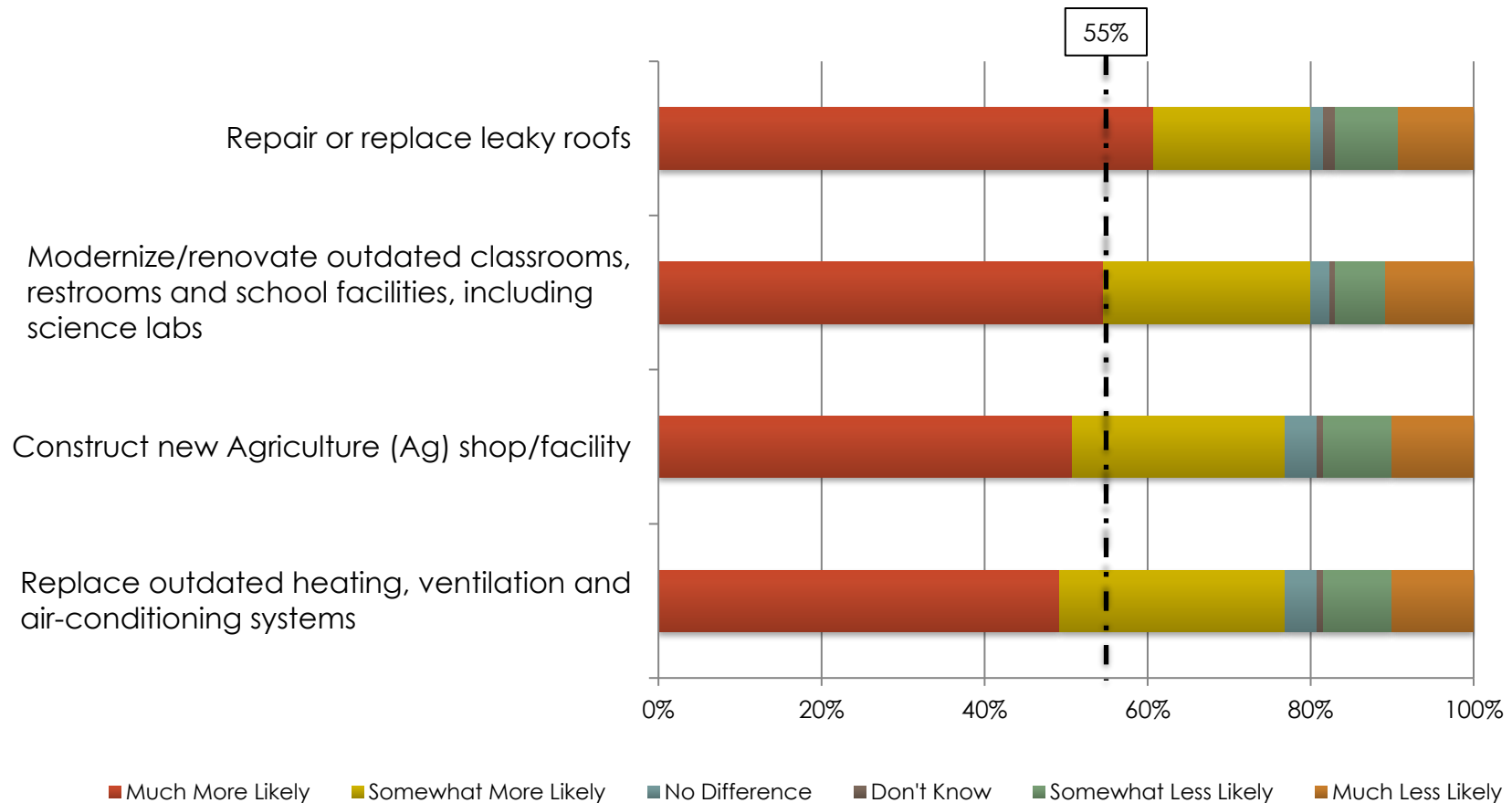


G.O. Bond Projects

All projects tested below received 75% support and above

Exeter Unified School District

- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:

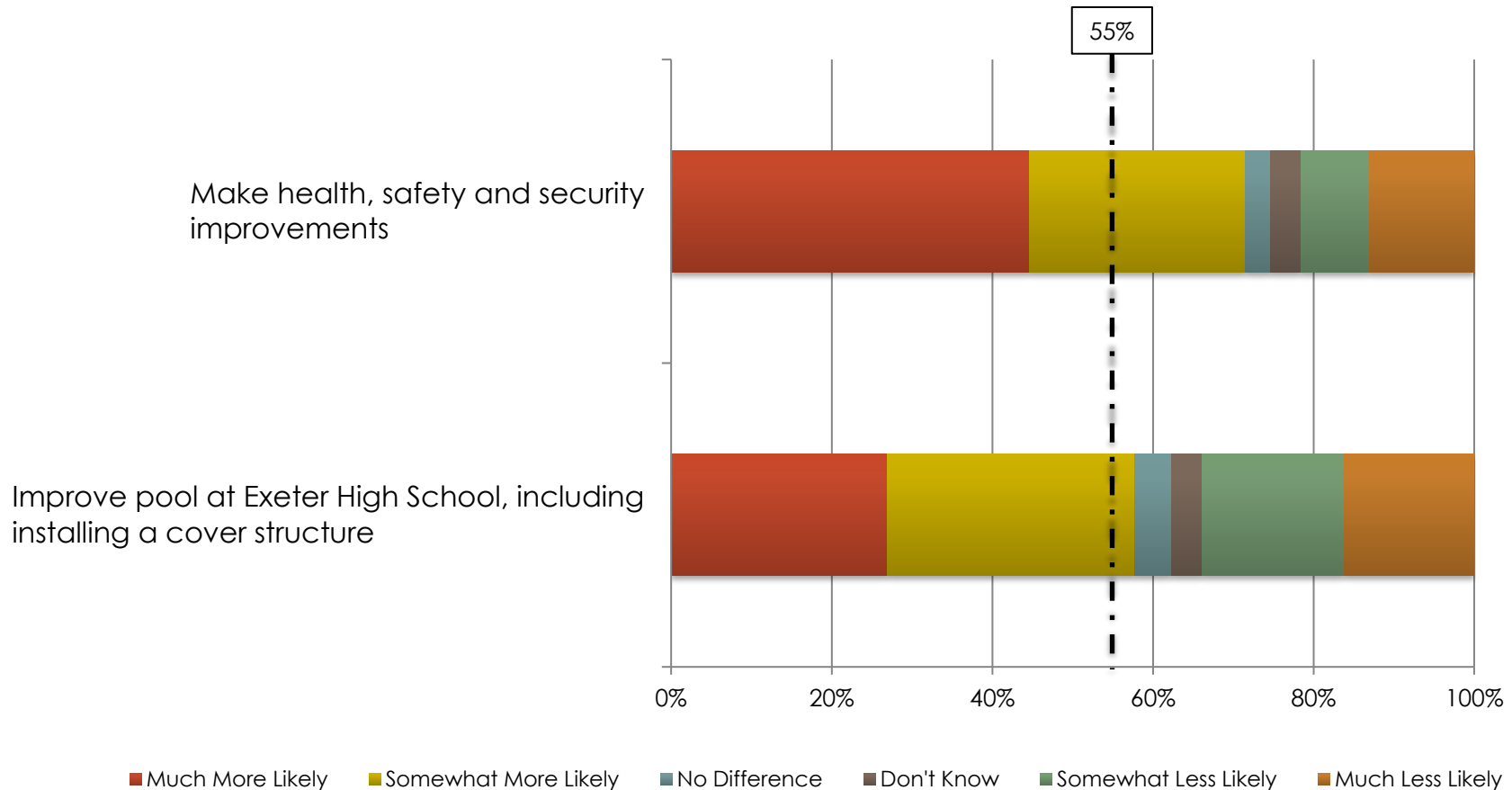


G.O. Bond Projects

All projects tested below received 55% support and above

Exeter Unified School District

- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:

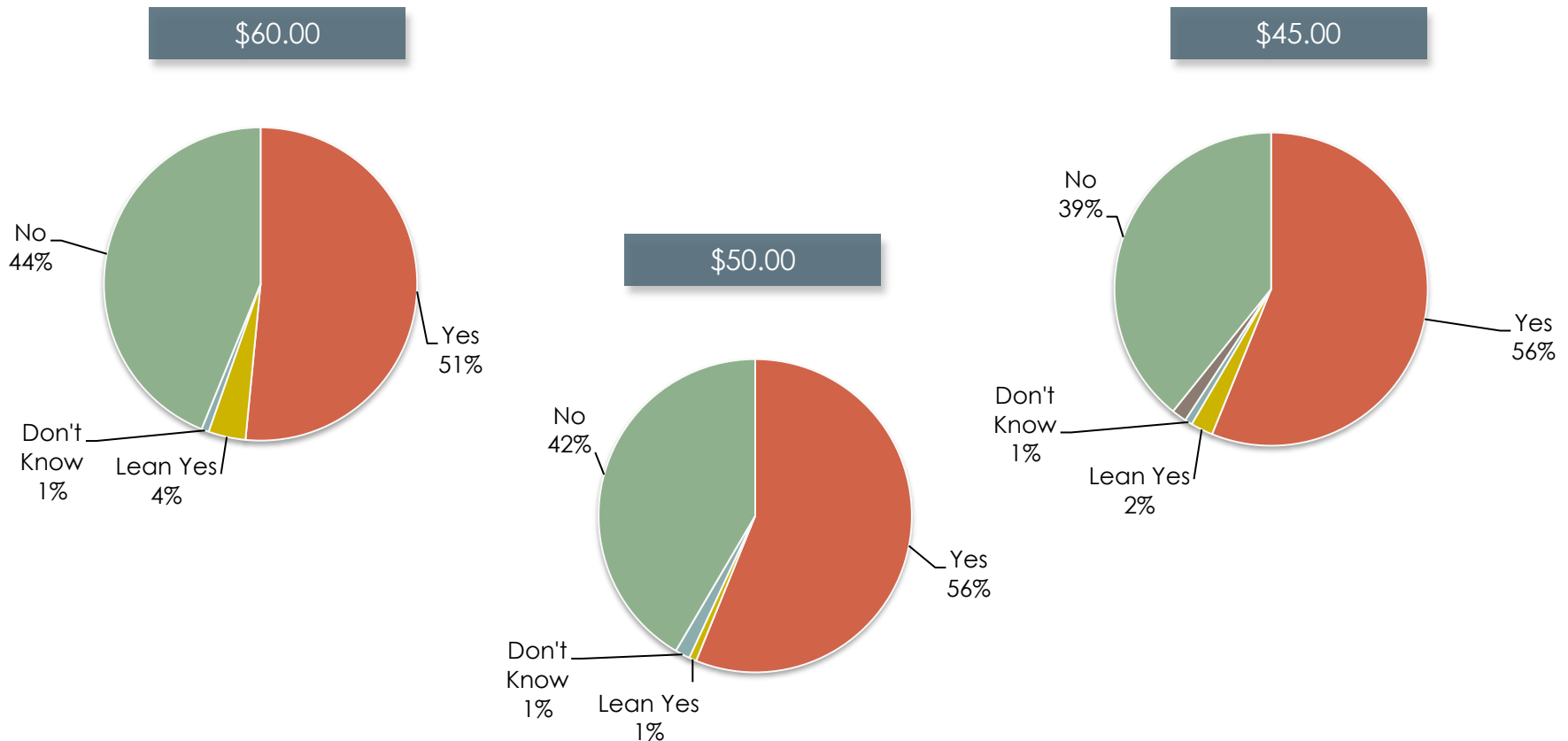


Tax Tolerances

There was some sensitivity to highest rate tested

Exeter Unified School District

- ❖ The proposed measure would cost property owners \$60/\$50/\$45 per \$100,000 of assessed valuation per year, would you be More or Less Likely to vote "yes" in Favor of or "no" to Oppose the measure?

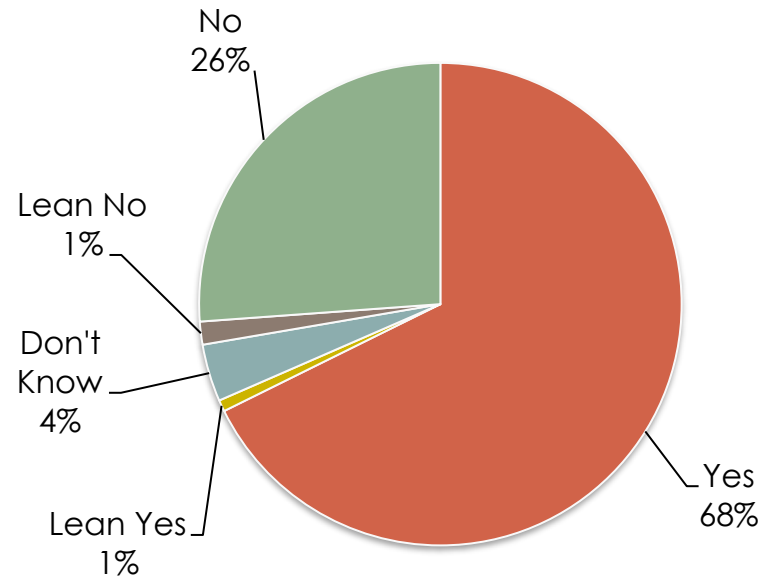


Tax Rate Extension

Strong support for extending the tax rate

Exeter Unified School District

- ❖ The proposed measure will not increase taxes, but rather extend the tax rate property owners are currently paying, would you be More or Less Likely to vote "yes" in Favor of or "no" to Oppose the measure?

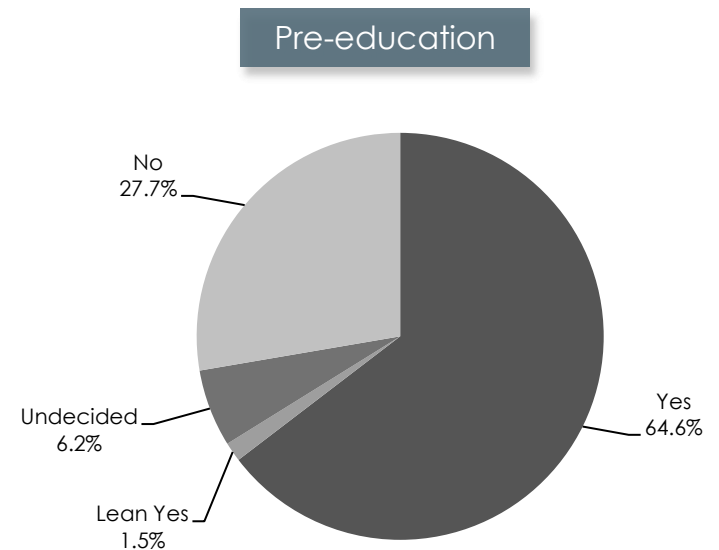
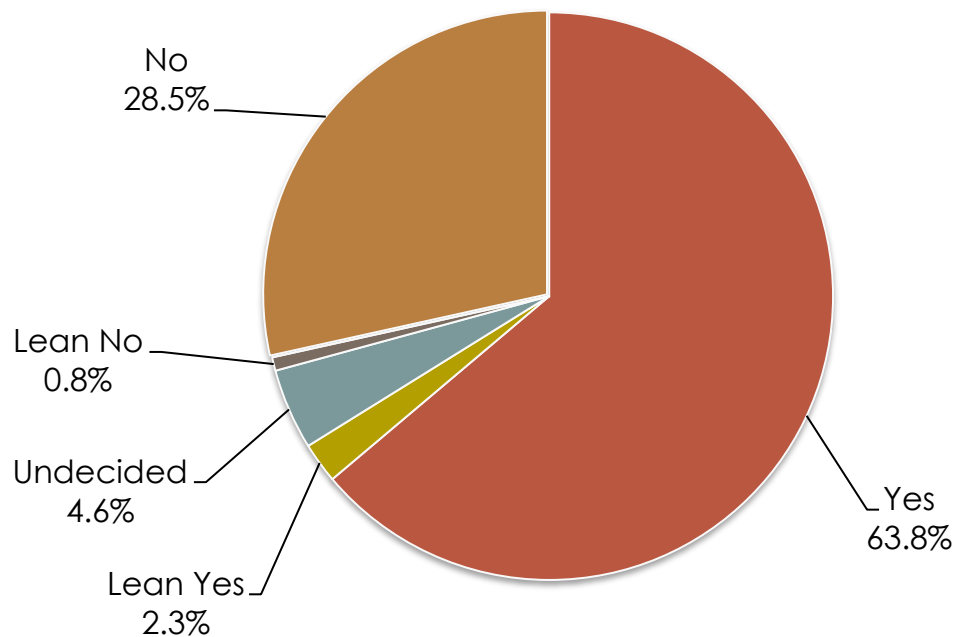


Ballot Measure

Support remains strong after voter education

Exeter Unified School District

- ❖ Now that you have heard some more information regarding the proposed projects and cost, if the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?



Conclusions, Recommendations & Next Steps

Conclusions and Recommendations

Majority of voters believe in more funding

Exeter Unified School District

- ❖ Initial support for the measure was 64.6% Yes (1.5% Lean Yes), with 6.2% Undecided; after education support for the measure was 63.8% Yes (2.3% Lean Yes), with 4.6% Undecided.
- ❖ All facility projects tested received over 55% support.
- ❖ There was some sensitivity to highest tax rate tested, but support increased with lower rates.
- ❖ Extending the tax rate received strong support.
- ❖ Support is above the 55% voter approval threshold; we recommend the District continue to reach out and educate the community and plan on placing a bond measure on the November 2026 ballot.

Timeline – 2026 Election

Following these steps is the key to the District's success

Exeter Unified School District

Task	Responsible Party	Nov 2026
Board Meeting - Approve “exploring” feasibility of a Bond	District	Fall 2025
Prepare and Conduct Survey	Isom	November 2025
Board Meeting – Survey Results Presentation	Isom	January 2026
Update needs list/master plan	District	January 2026
Initiate public information program, speaking with elected officials, stakeholders, teachers/staff, community service groups to discuss proposed tax measure	District	March – June
Prepare Resolution for Calling Election, including Ballot Language, and Project List to reflect community feedback	Isom / Attorneys	June
Finalize Capital and Financing Plan based on Community Outreach	All	June
Board Meeting – Adopt Resolution Calling Election	District	June
Deadline to Submit Resolution Calling Election	District	August 7, 2026
Prepare and Submit Argument in Favor of Measure	Election Consultant/District	August
Form campaign committee and conduct campaign kick-off meeting	Campaign Committee	August
Run Campaign	Campaign Committee	August – November
Election Day		November 3, 2026