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Gain Insight



Tamalpais Union High School District: 2023 Bond Measure Tracking Survey

October 2023

Overview and Research Objectives

The Tamalpais Union High School District commissioned Godbe Research to conduct a tracking 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, effectively managing taxpayer funds, and needs additional funding;
- Assess opinion on the future direction of the economy;
- Assess potential voter support for a bond measure to repair and upgrade local high schools with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate at which voters will support the measure; and
- Identify demographic and/or voter behavioral characteristics to ensure the sample is representative of the community.

Methodology Overview

- Data Collection Landline (17), cell (38), text to online (273), and email to online (69) interviewing
- Universe 61,085 likely March 2024 voters in the Tamalpais Union High School District
- Fielding Dates October 2 through October 5, 2023
- Interview Length 20 minutes
- Sample Size n=397 Likely March 2024 voters
- Margin of Error $\pm 4.90\%$

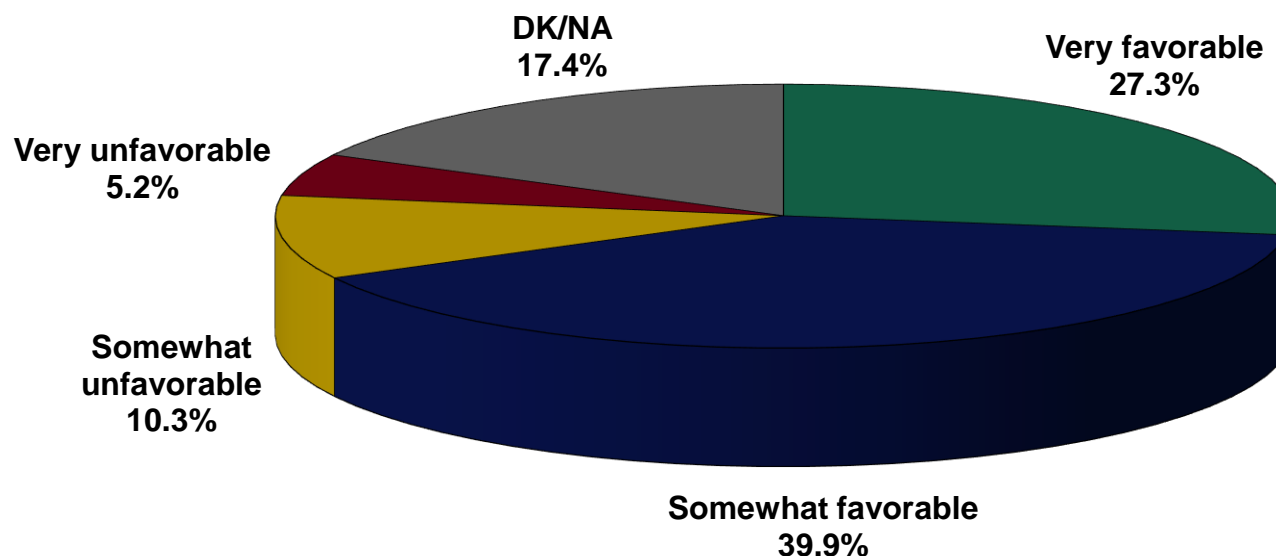


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Key Findings

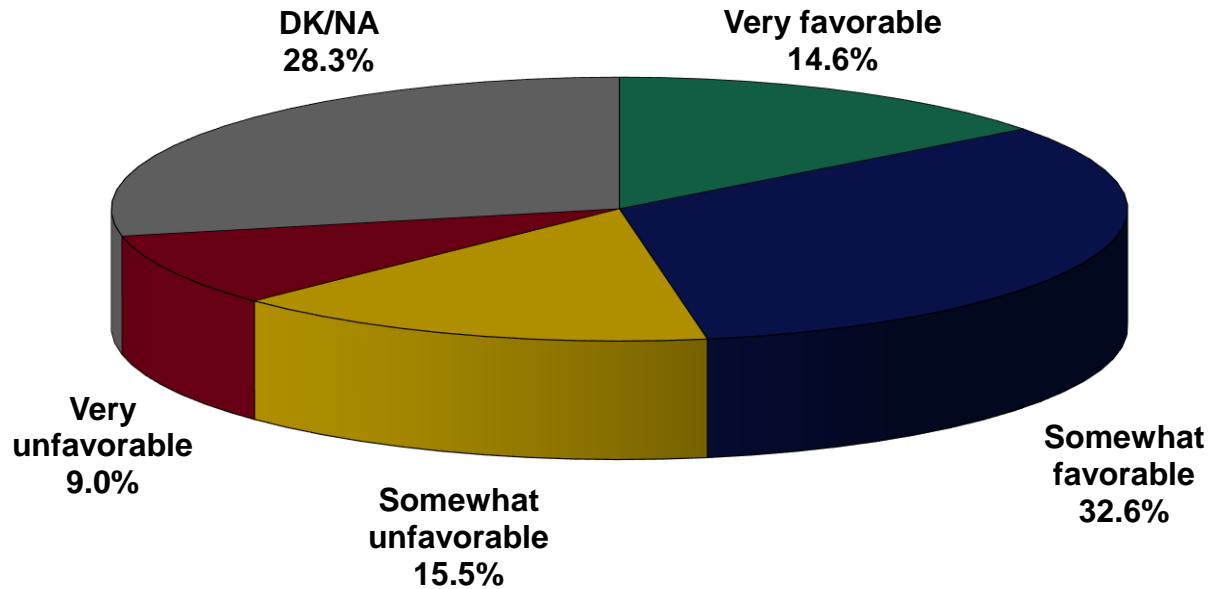
Q1. Favorability Rating of the Job TUHSD is Doing to Provide a Quality Education Likely March 2024 Voters



| | 10/23 Survey 3/24 Voters | 3/23 Survey 3/24 Voters | 6/20 Survey 11/20 Voters | 7/19 Survey 3/20 Voters | 7/18 Survey 11/18 Voters |
|--------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|
| Total Favorable | 67.2% | 67.6% | 59.1% | 69.8% | 69.4% |
| Total Unfavorable | 15.4% | 10.5% | 18.1% | 9.7% | 11.2% |
| Ratio Fav to Unfav | 4.35 | 6.45 | 3.3 | 7.2 | 6.2 |

Q2. Satisfaction With the District's Management of Public Funds

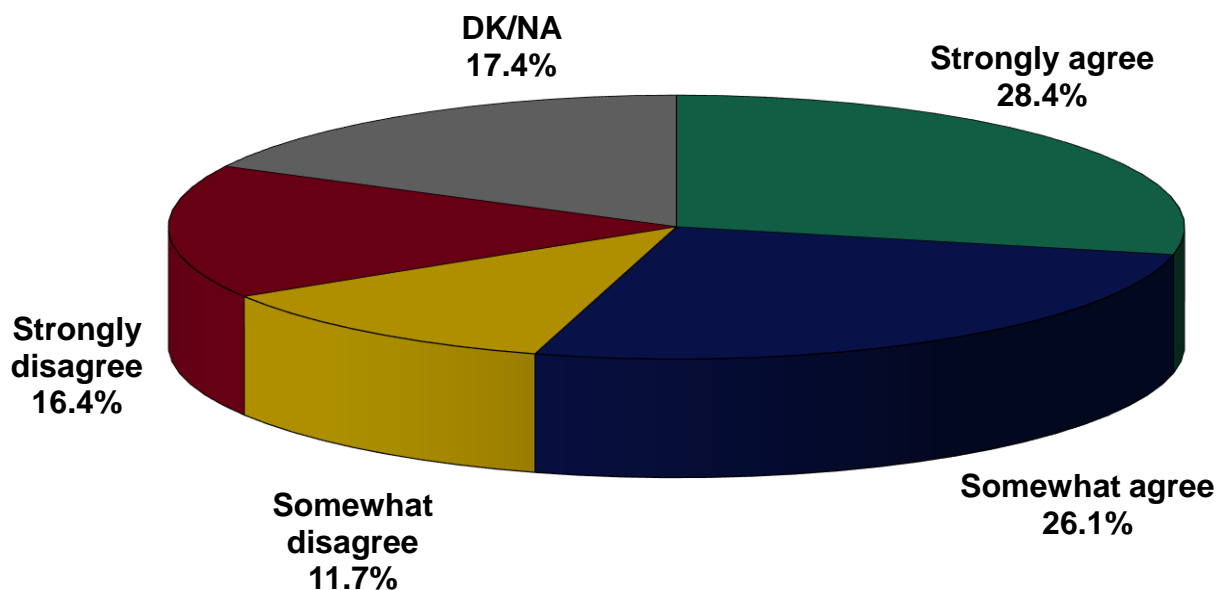
Likely March 2024 Voters



| | 10/23 Survey 3/24 Voters | 3/23 Survey 3/24 Voters | 6/20 Survey 11/20 Voters | 7/19 Survey 3/20 Voters | 7/18 Survey 11/18 Voters |
|--------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|
| Total Favorable | 47.2% | 51.8% | 43.1% | 48.0% | n/a |
| Total Unfavorable | 24.4% | 16.8% | 26.8% | 18.4% | n/a |
| Ratio Fav to Unfav | 1.93 | 3.08 | 1.6 | 2.6 | n/a |

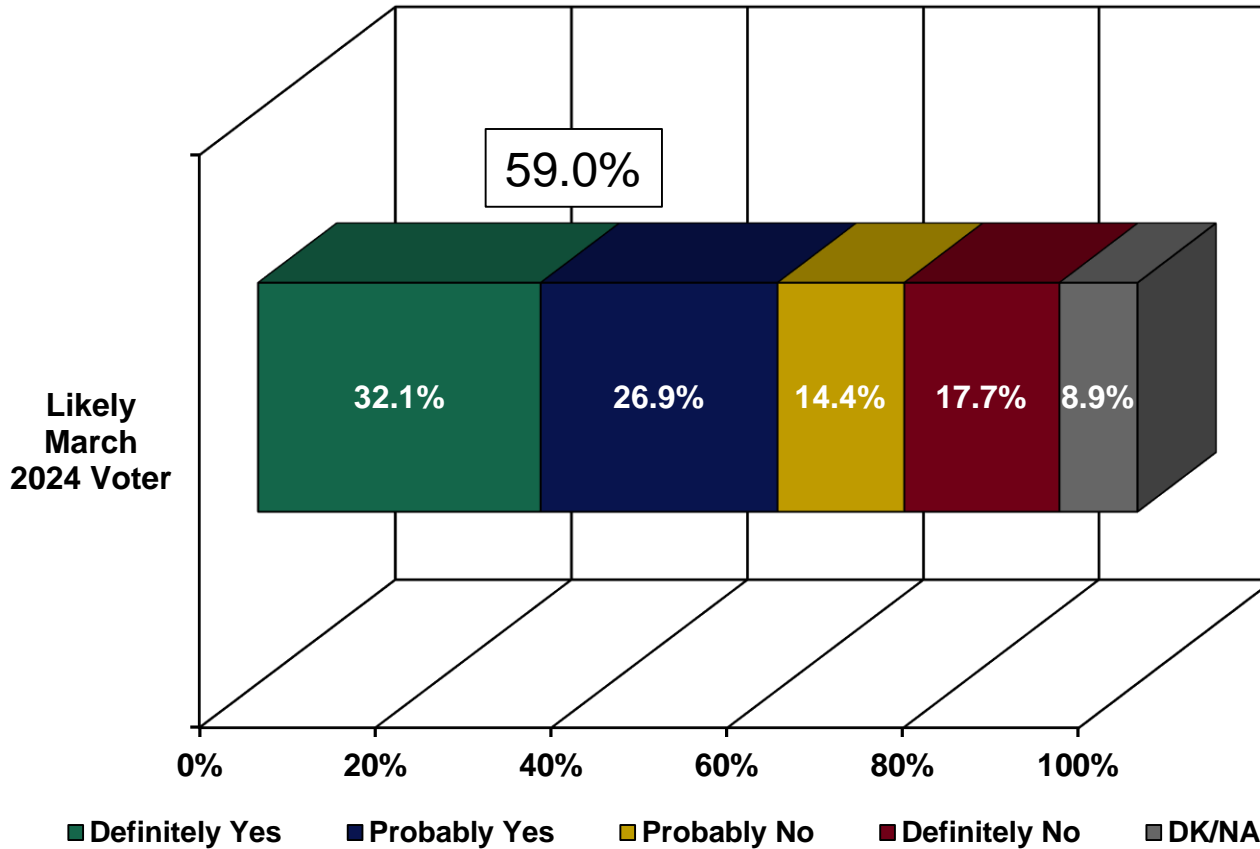
Q3. Agreement With Statement That District Needs Additional Funding

Likely March 2024 Voters



| | 10/23 Survey 3/24 Voters | 3/23 Survey 3/24 Voters | 6/20 Survey 11/20 Voters | 7/19 Survey 3/20 Voters | 7/18 Survey 11/18 Voters |
|-------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|
| Total Agree | 54.5% | 57.8% | 58.8% | 54.8% | n/a |
| Total Disagree | 28.1% | 22.6% | 27.4% | 23.3% | n/a |
| Ratio Agree to Disagree | 1.94 | 2.56 | 2.2 | 2.3 | n/a |

Q4. Initial Support for Bond Measure



To repair and upgrade local high schools by:

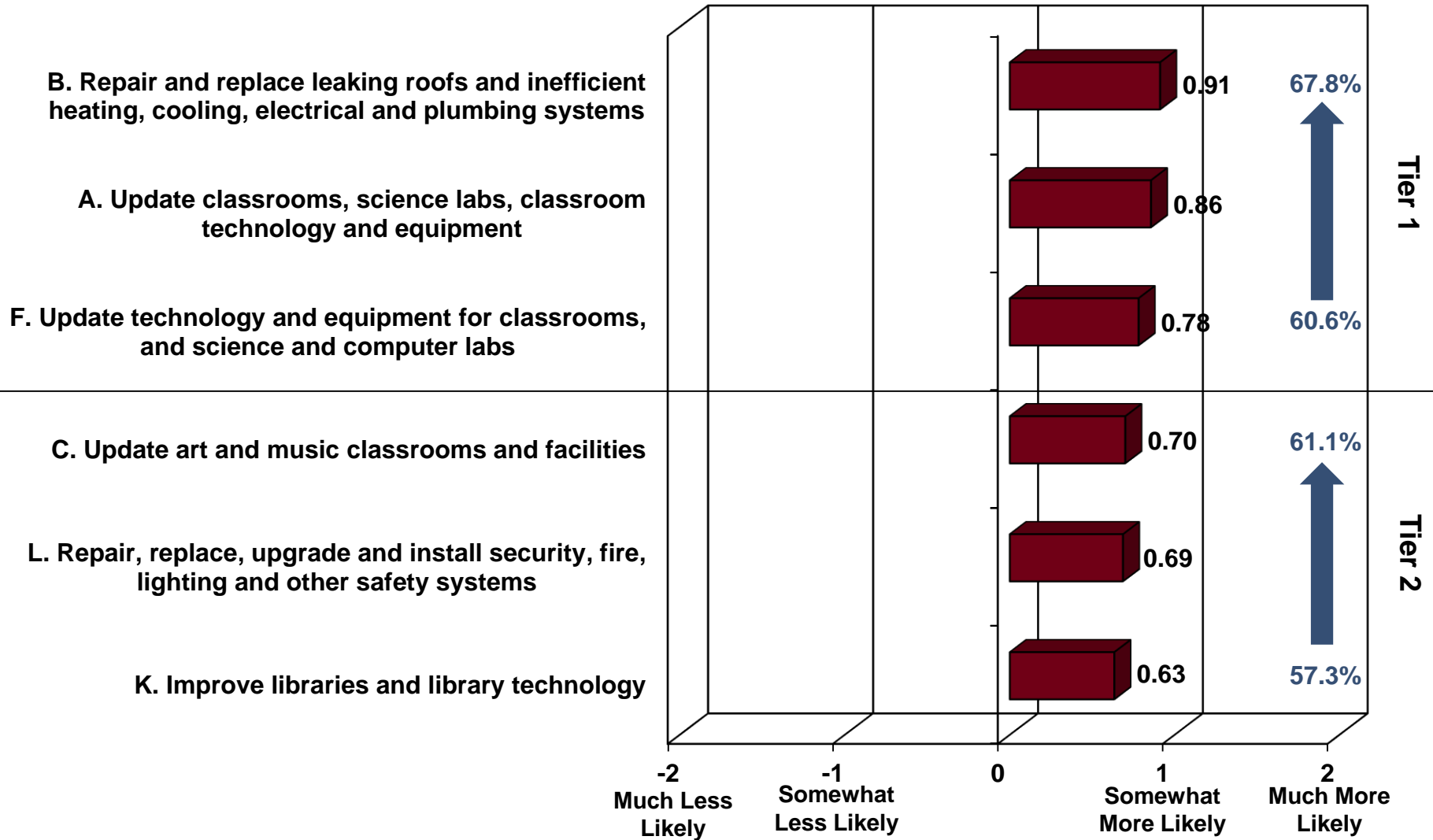
- updating classrooms/ science labs/ classroom technology/ equipment;
- repairing/ replacing leaking roofs and inefficient heating/ cooling/ electrical/ plumbing systems;
- updating art/ music classrooms/ facilities; and
- repairing/ replacing outdated portable classrooms,

shall Tamalpais Union High School District's measure be adopted authorizing \$517,000,000 in bonds at legal rates, levying 3¢ per \$100 assessed value while bonds are outstanding (\$37,000,000 annually) with independent oversight, annual audits, no funds for administrators and all funds locally controlled?

| | 10/23 Survey 3/24 Voters | 3/23 Survey 3/24 Voters |
|---------------|-----------------------------|----------------------------|
| Total Support | 59.0% | 58.7% |
| Total Oppose | 32.1% | 29.9% |

Q5. Features of the Measure I

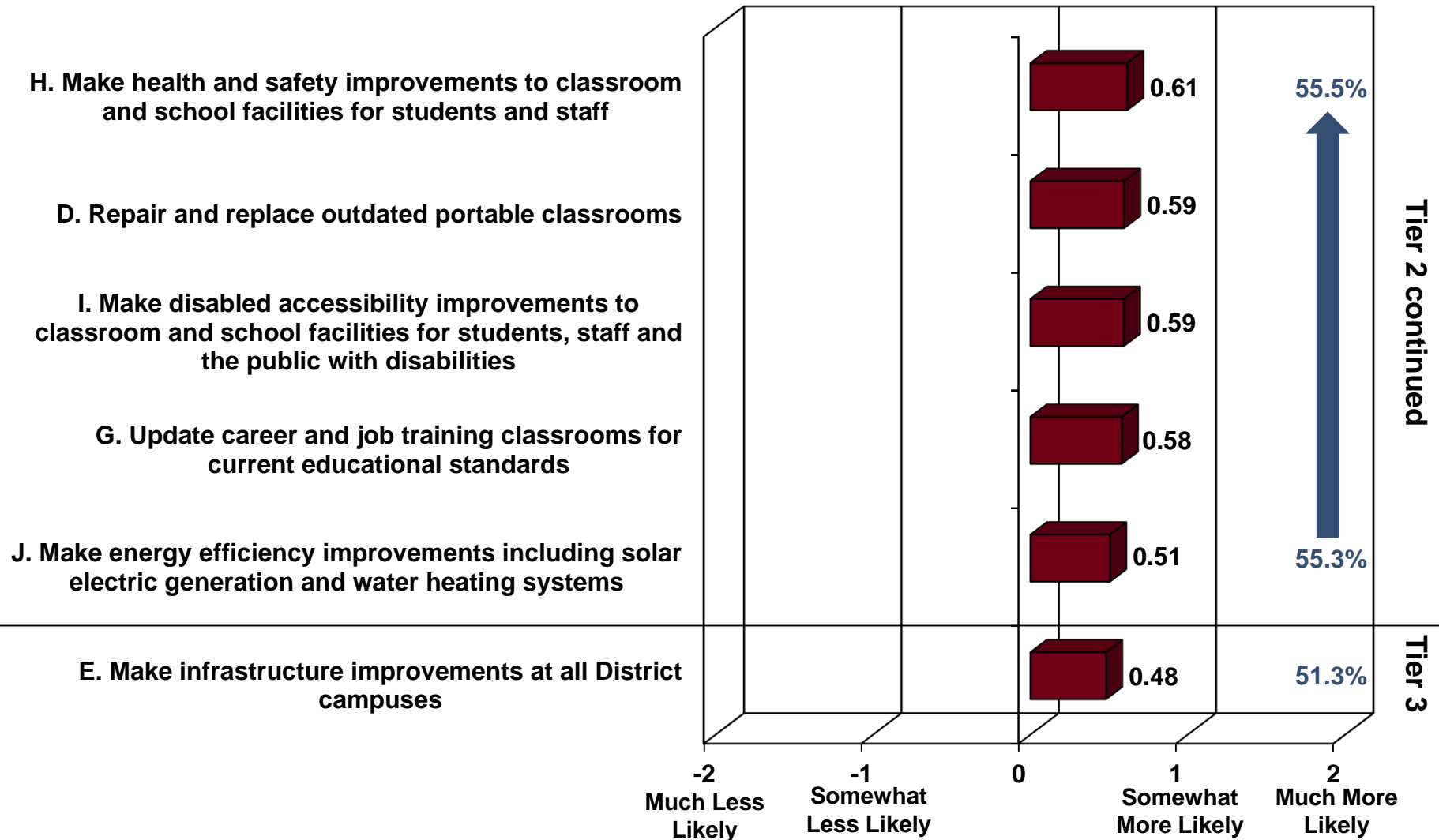
Likely March 2024 Voters



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. Features of the Measure II

Likely March 2024 Voters

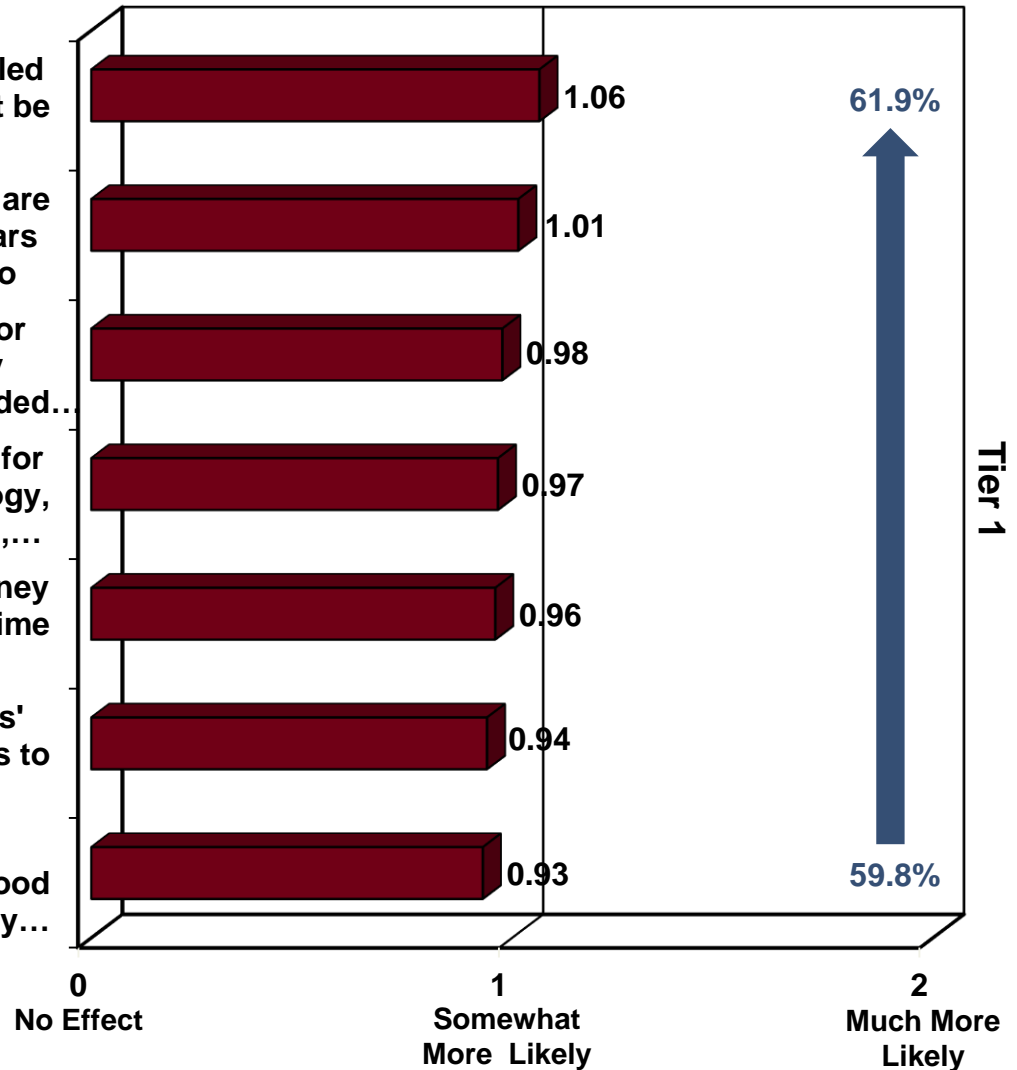


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q6. Informational Statements I

Likely March 2024 Voters

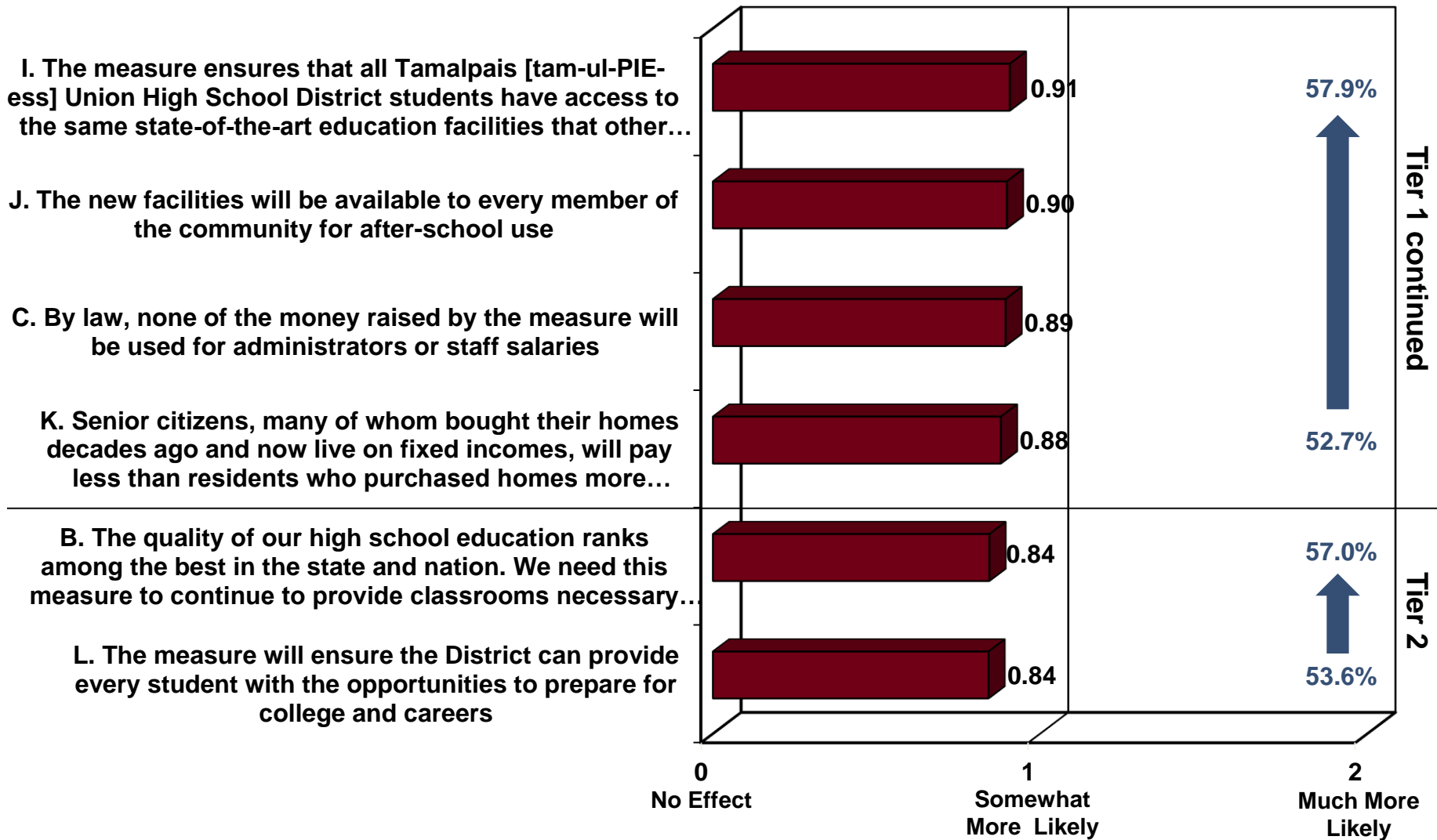
- E. All money raised by this measure will be controlled locally, will go to our local high schools and cannot be taken away by the State**
- A. Our schools are aging and in need of repair. Most are more than 60 years old and Tam High is over 100 years old, and the last upgrades were almost 20 years ago**
- H. Because the State does not provide funding for facilities, local schools cannot maintain quality educational programs without local funding provided...**
- G. The bond will provide sufficient classroom space for science programs, including computer science, biology, biotech, chemistry, physics, physiology, forensics,...**
- M. The School District has managed past bond money very well, and all projects have been delivered on time and on budget**
- D. The measure requires an independent citizens' oversight committee and mandatory annual audits to ensure the money is spent as promised**
- F. Even if you do not have school-age children, supporting quality education is a wise investment. Good schools improve the quality of life in our community...**



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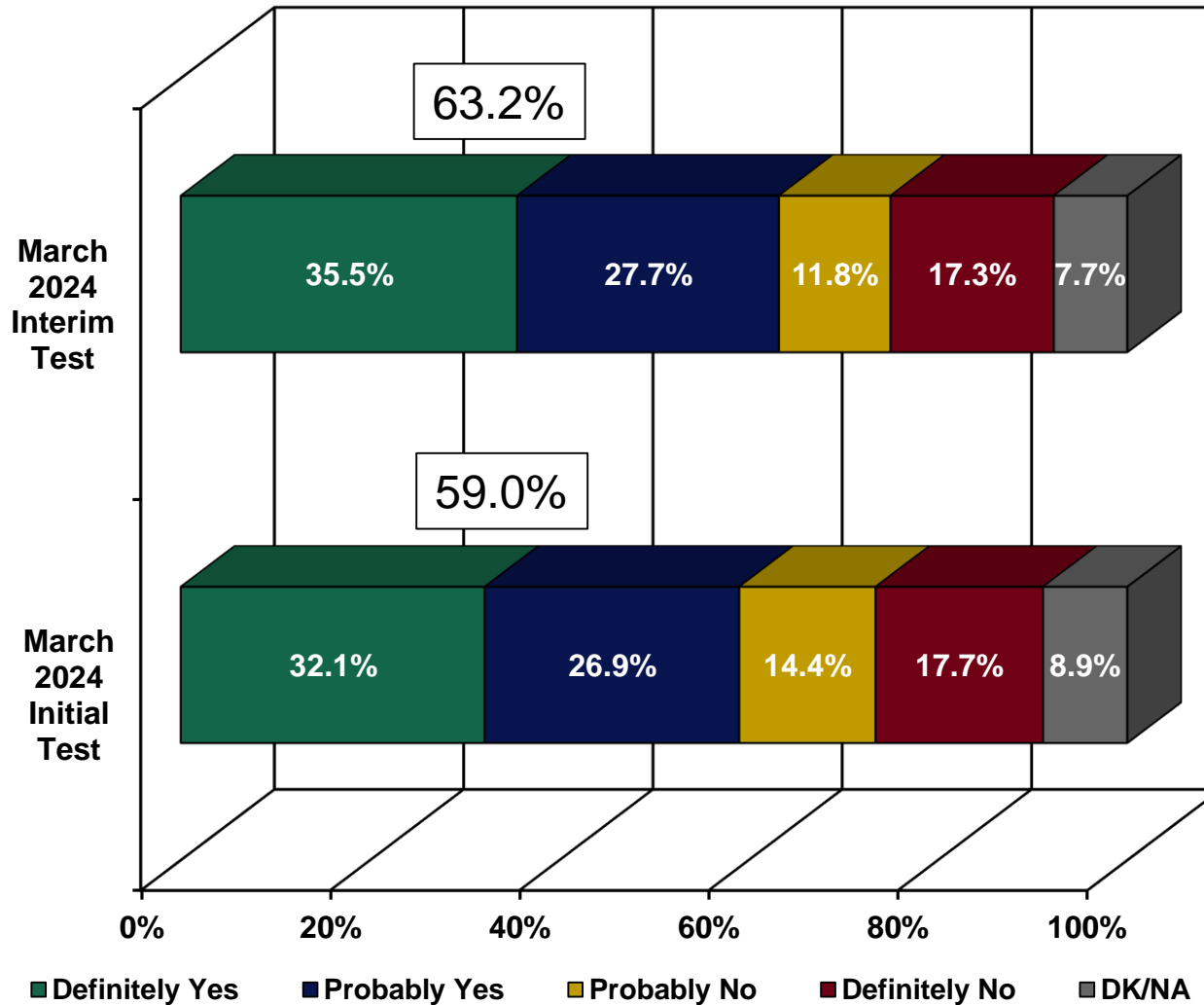
Q6. Informational Statements II

Likely March 2024 Voters



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.

Q7. Interim Support for Bond Measure



To repair and upgrade local high schools by:

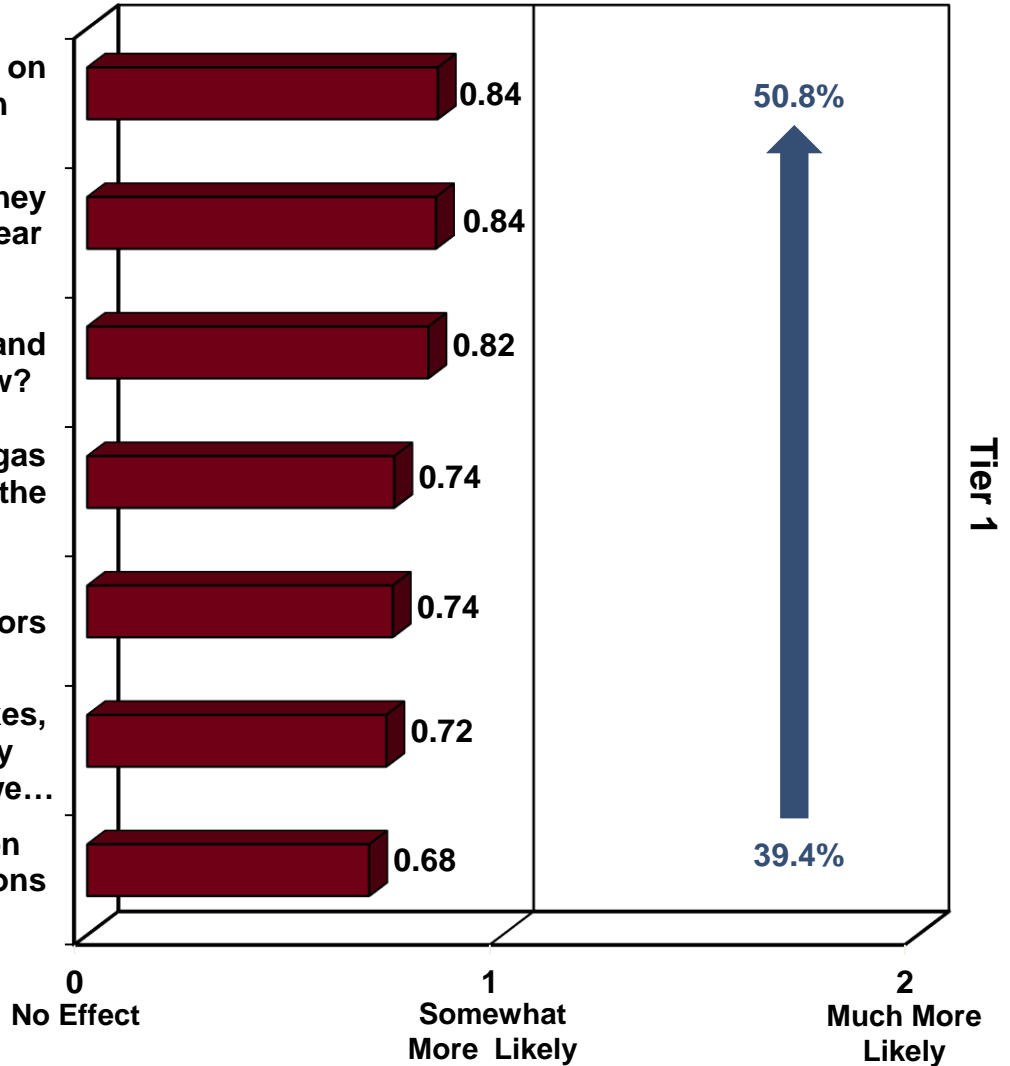
- updating classrooms/ science labs/ classroom technology/ equipment;
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Q8. Critical Statements

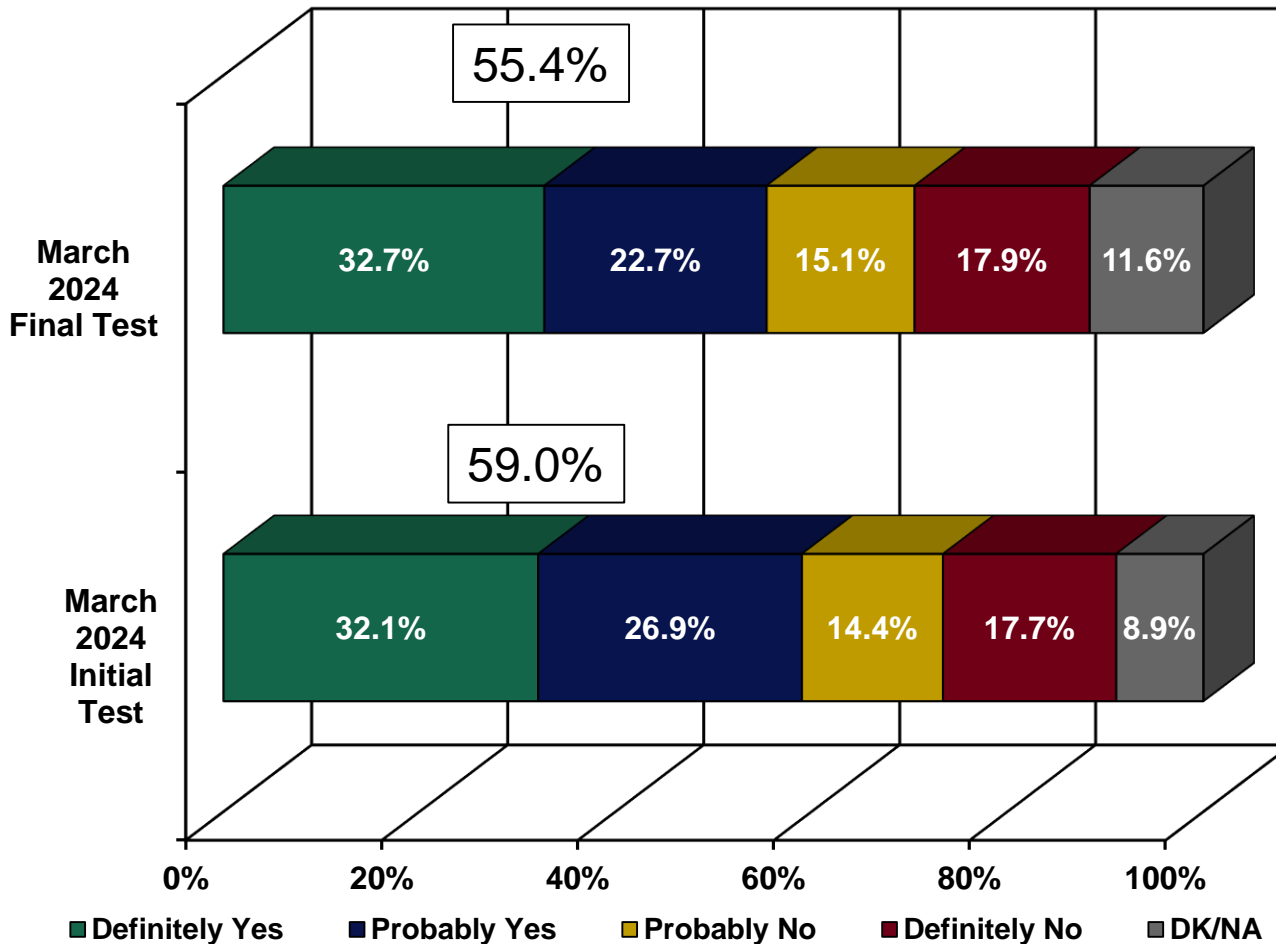
Likely March 2024 Voters

- G. The bond is just too big. The principal and interest on this bond will cost the local taxpayers over a billion dollars**
- B. The District just passed a \$469 property tax, now they want the median homeowner to pay another \$309 a year for a total of \$778 a year**
- C. We passed a parcel tax for the high schools in 2018 and then again in 2020. Why do they need more money now?**
- D. With residents and businesses struggling with high gas and grocery prices, high rents and inflation, now is not the time for a property tax increase**
- E. The District has too many highly paid administrators**
- F. Local voters have suffered with increased sales taxes, and community college, high school and elementary school district property taxes. Enough is enough, we...**
- A. Don't be fooled. Rising pensions are the real reason they are asking for a tax increase. We should get pensions under control before increasing taxes**



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.

Q9. Informed Support for Bond Measure



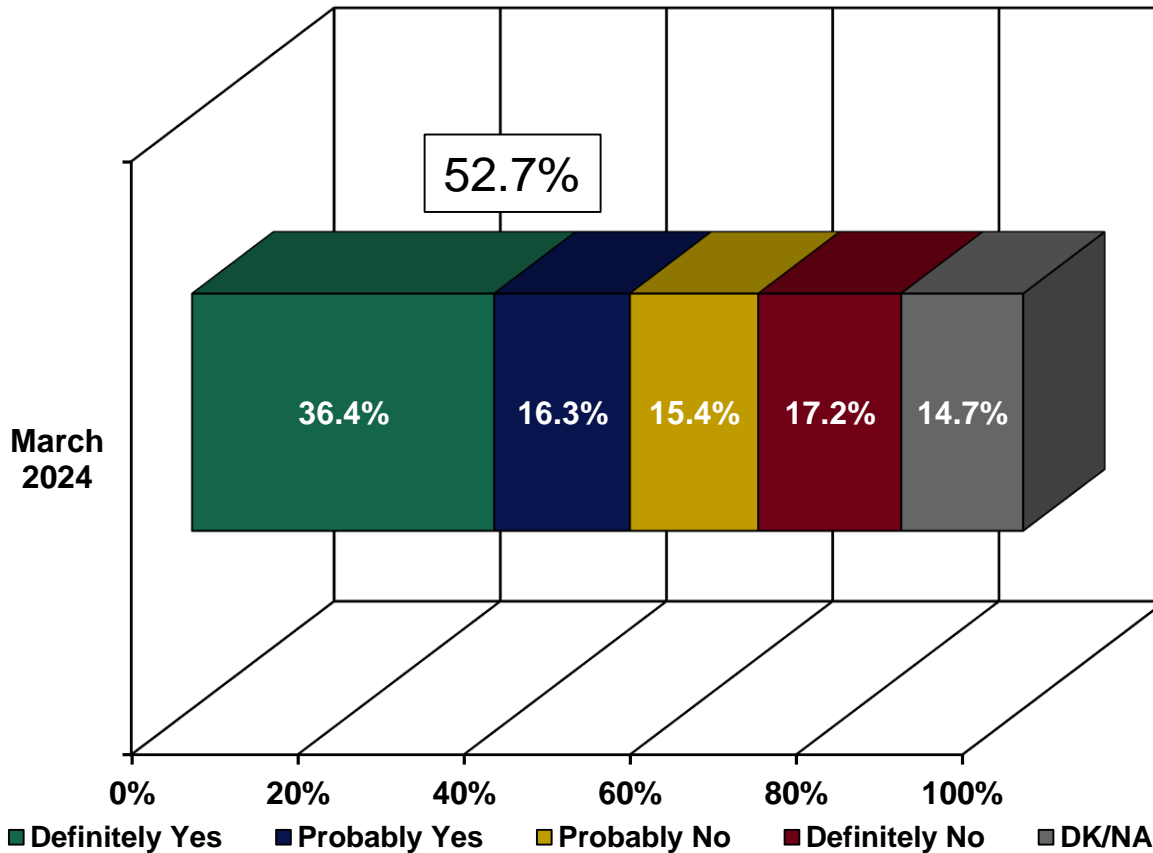
Average 2nd + 3rd Tests Yes = 59.3%

To repair and upgrade local high schools by:

- updating classrooms/ science labs/ classroom technology/ equipment;
- repairing/ replacing leaking roofs and inefficient heating/ cooling/ electrical/ plumbing systems;
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Q10. Support for Alternative 2.8¢ Measure

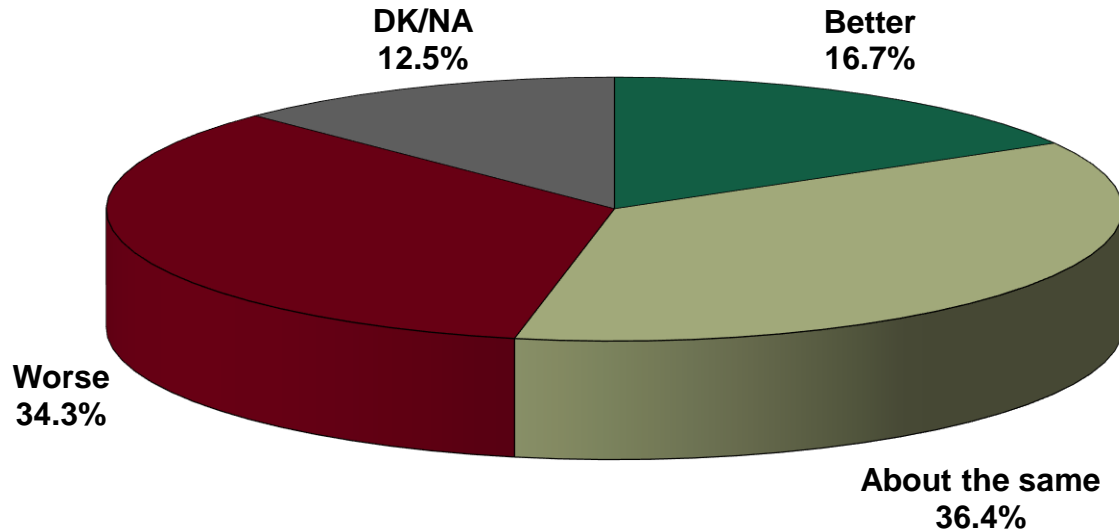


INSTEAD of levying a 3 cent per \$100 of assessed valuation, raising \$517 million dollars to repair and upgrade local high schools by: updating classrooms, science labs, classroom technology and equipment; repairing and replacing leaking roofs and inefficient heating, cooling, electrical and plumbing systems; updating art and music classrooms and facilities; and repairing and replacing outdated portable classrooms, what if the rate was 2.8 cents per \$100 of assessed valuation, on average, raising \$487 million dollars for classrooms, labs and school facilities?

| | 10/23 Survey 3/24 Voters | 3/23 Survey 3/24 Voters |
|---------------|-----------------------------|----------------------------|
| Total Support | 52.7% | 58.9% |
| Total Oppose | 32.6% | 29.2% |

Q11. Opinion on Future Economy

Likely March 2024 Voters



| | 10/23 Survey 3/24 Voters | 3/23 Survey 3/24 Voters |
|----------------|-----------------------------|----------------------------|
| Better | 16.7% | 25.0% |
| About the same | 36.4% | 37.9% |
| Worse | 34.3% | 27.9% |



Bond Measure Planning Process

Nov 14th: Take Action on Bond Resolution

1 Feasibility

- ✓ Voter Survey
- ✓ Election Timing
- ✓ Bond Amount
- ✓ Tax Rate
- ✓ Project Priorities
- ✓ Political Landscape

2 Awareness Building

- ✓ Non-advocacy Communications
- ✓ Consensus Building
- ✓ Ballot Question
- ✓ Resolution

3 Measure Development

4 Independent Campaign

- ✓ Fundraising
- ✓ Direct Mail
- ✓ Website
- ✓ Endorsements
- ✓ Lawn Signs/Texting
- ✓ Get Out The Vote



Next Steps

- ✓ Complete informational communications and outreach
- ✓ Take action on bond resolution on November 14th
- ✓ Deliver adopted bond resolution to Marin County Elections Office
- ✓ Transition to independent advocacy campaign



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