



TeamCiv

EMC

research



San Ramon Valley
Unified School District

Survey of Likely San Ramon Valley Unified School District Voters

March 2023

Methodology

- ▶ Survey of San Ramon Valley Unified School District (SRVUSD) Likely Special Election Voters
- ▶ Mixed-mode (telephone, text- and email-to-web) methodology
 - Phone interviews conducted by trained, professional interviewers; landlines and mobile phones included
 - Voters were sent an invitation via email and text to complete the survey online
- ▶ Survey conducted March 26-30, 2023
- ▶ 600 interviews; overall margin of error ± 4.0 percentage points
 - Split A/B (n=300; MoE= ± 5.7 % points)
- ▶ Where applicable, results compared with prior surveys of SRVUSD voters:
 - Changes in the portion responding "Don't Know" may fluctuate over time due to evolving methodologies

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Mixed-Mode	March 26-30, 2023	Likely 2023 Special Election Voters	600	± 4.0 percentage points	23-8838
Mixed-Mode	December 9-15, 2019	Likely 2020 Special Election Voters	600	± 4.0 percentage points	19-7515
Phone	July 7-13, 2014	Likely 2015 Special Election Voters	600	± 4.0 percentage points	14-5267
Phone	September 18-20, 2012	Likely November 2012 Voters	404	± 4.9 percentage points	12-4748
Phone	January 11-15, 2012	Likely June 2012 Voters	600	± 4.0 percentage points	12-4574
Phone	December 1-7, 2008	Likely 2009 Special Election Voters	603	± 4.0 percentage points	08-4008
Phone	May 18-20, 2003	Likely November 2003 Voters	429	± 4.7 percentage points	03 -2828
Phone	May 26-30, 2002	Likely November 2002 Voters	400	+4.9 Percentage Points	02-2643

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

Key Findings

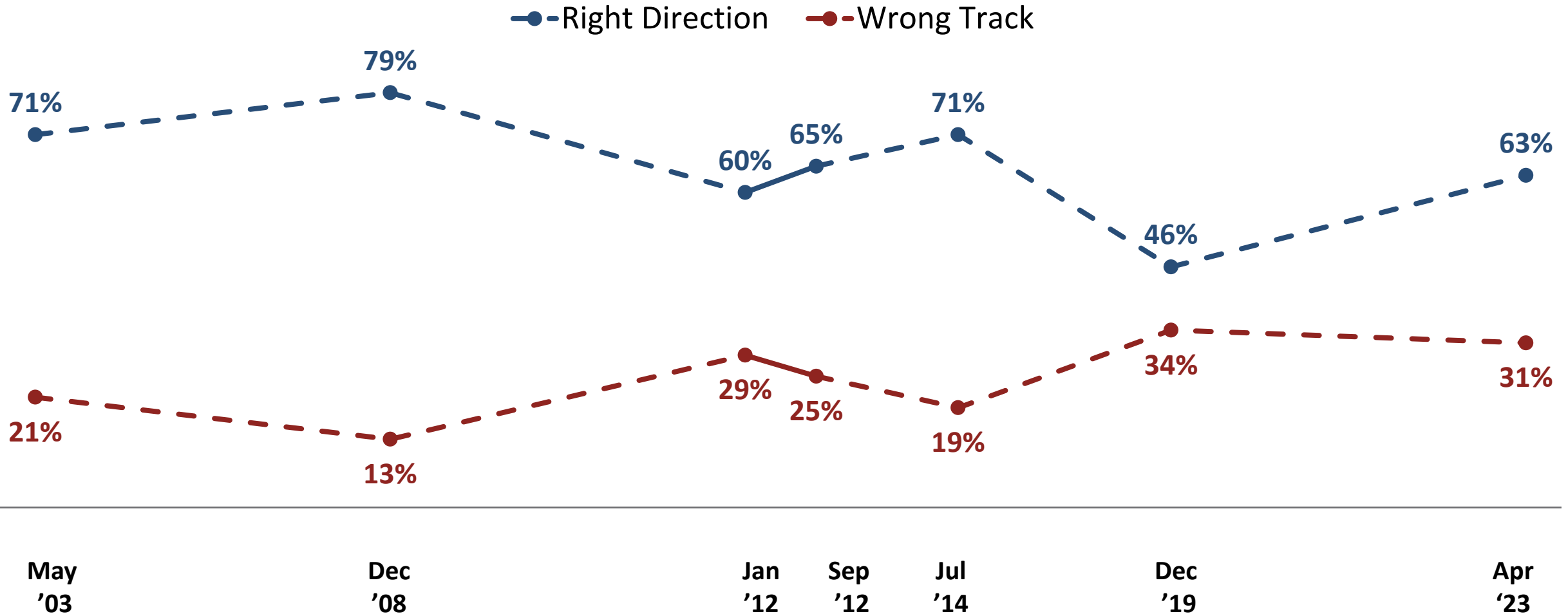
- ▶ San Ramon Valley Unified School District voters understand and value the local public schools, as the district continues to earn high marks for performance and quality and most voters believe maintaining the quality of the schools is a priority, even if it means raising taxes.
- ▶ Initial support for both a renewal of the District's parcel tax and a \$98 parcel tax measure is just above the two-thirds threshold needed to pass.
- ▶ Support for both measures remains near the two-thirds threshold once voters have more information about each one.
- ▶ Attracting and retaining highly qualified teachers and supporting core academic programs are top priorities, while other programs like literacy for the youngest learners and career technical education are also very important to most.



Issue Environment

Right Direction/Wrong Track Over Time

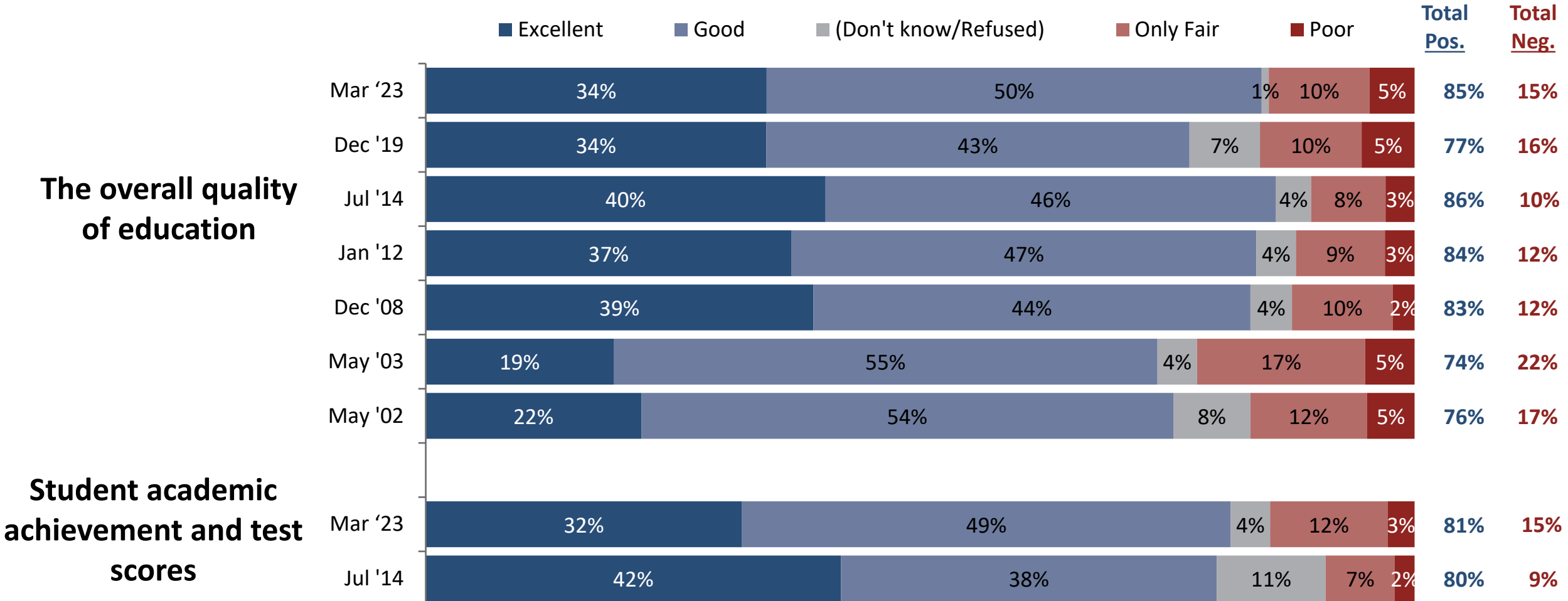
Voters' optimism is ticking upwards and has substantially increased since 2019.



Q4. Do you feel that things in your area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

District Ratings Over Time

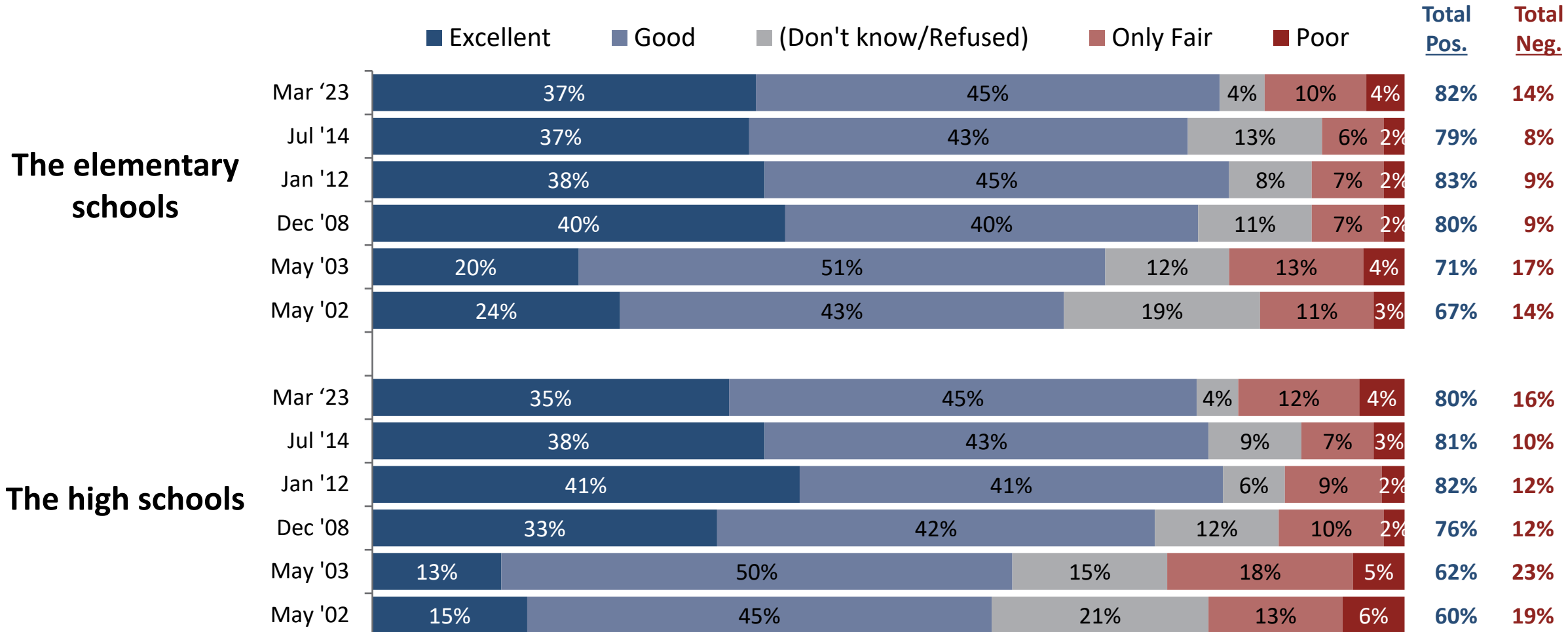
While ratings of the quality of education have improved modestly since 2019, perception of student academic achievement and test scores has softened slightly.



Q6-12. Regardless of whether or not you have children in school, using a scale of excellent, good, only fair, or poor, please rate the following areas relating to the San Ramon Valley Unified School District.

District Ratings Over Time

Voters have consistently rated the elementary and high schools very positively.

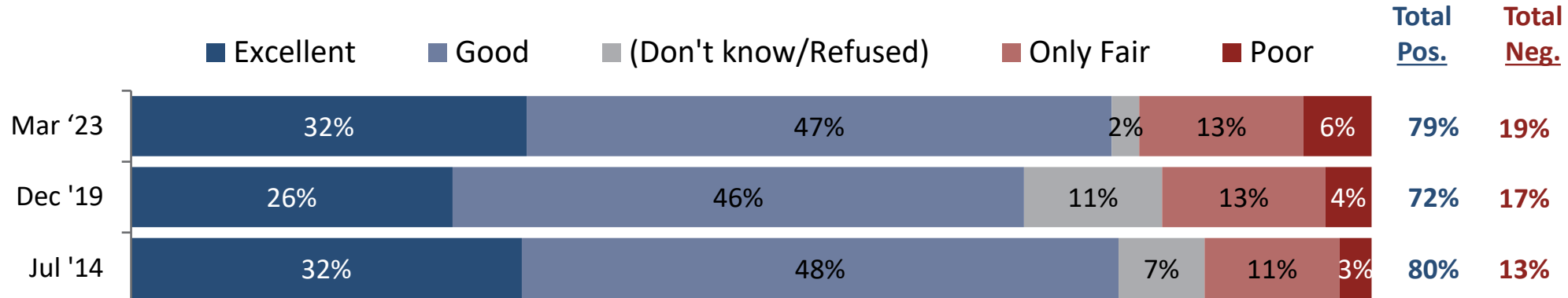


Q6-12. Regardless of whether or not you have children in school, using a scale of excellent, good, only fair, or poor, please rate the following areas relating to the San Ramon Valley Unified School District.

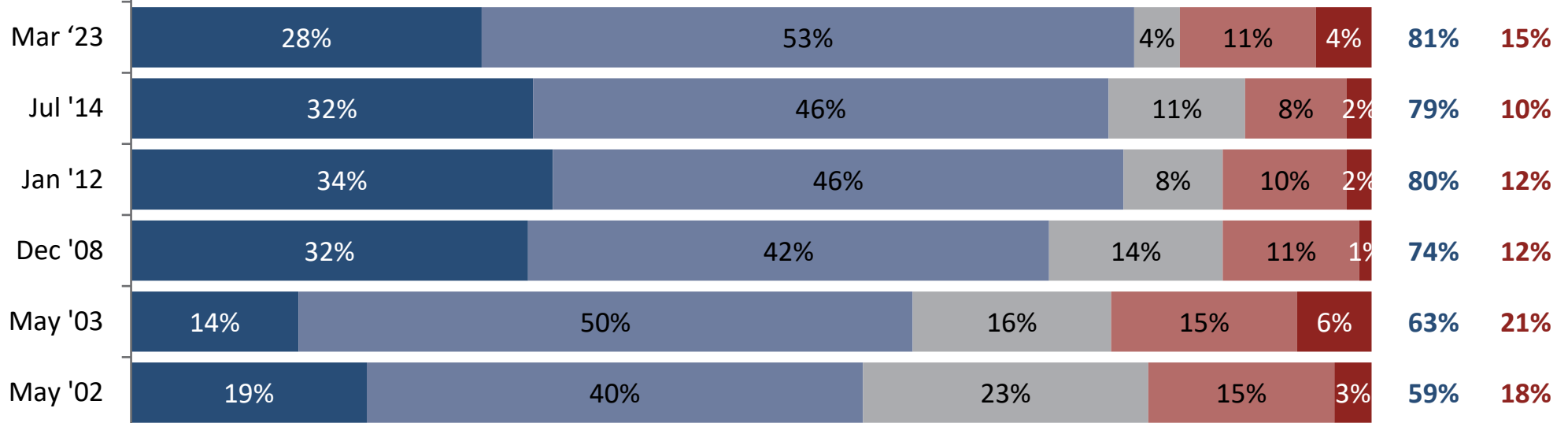
District Ratings Over Time

Ratings of middle schools and the jobs teachers are doing remain high.

The jobs teachers are doing



The middle schools

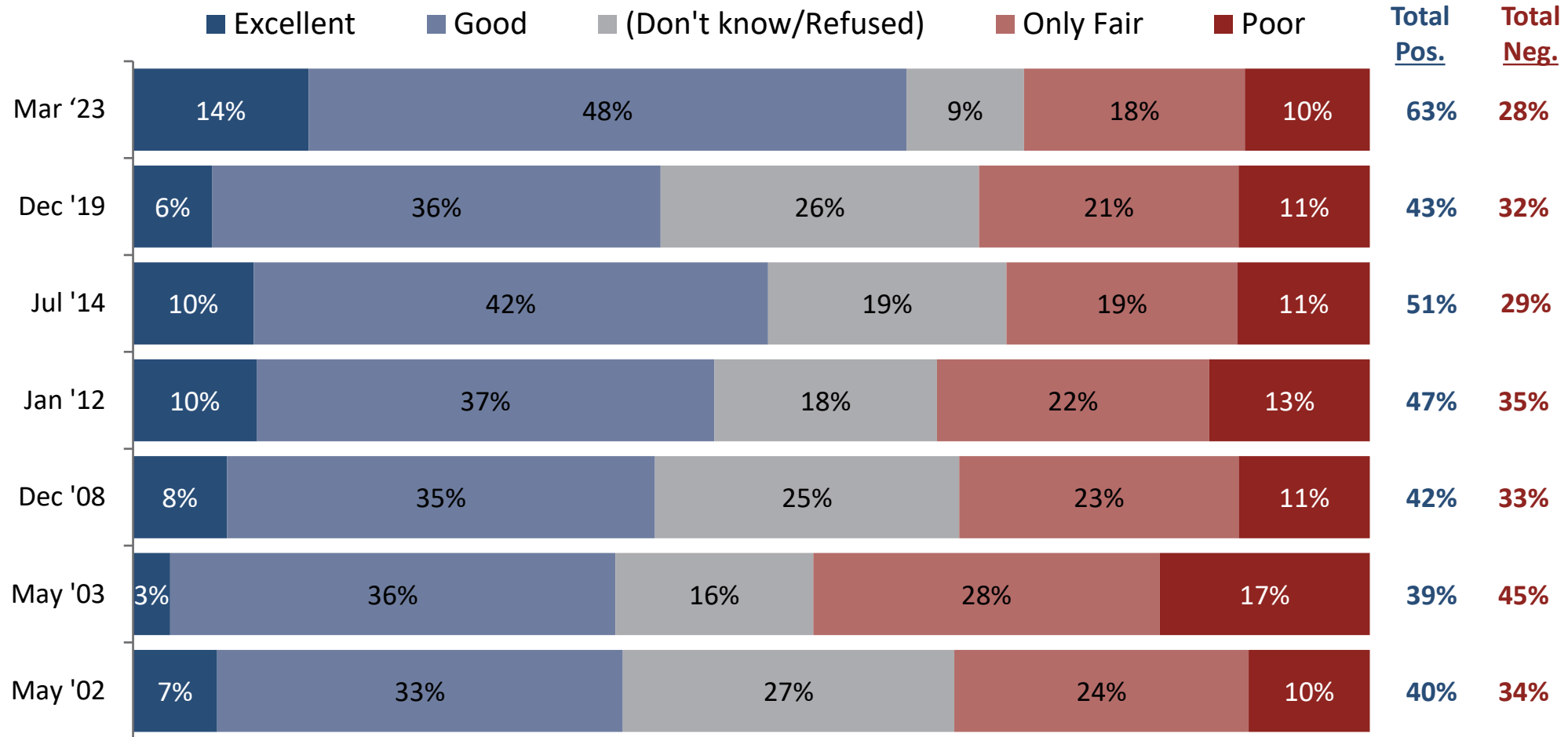


Q6-12. Regardless of whether or not you have children in school, using a scale of excellent, good, only fair, or poor, please rate the following areas relating to the San Ramon Valley Unified School District.

District Ratings Over Time

Ratings of the District's financial management have improved.

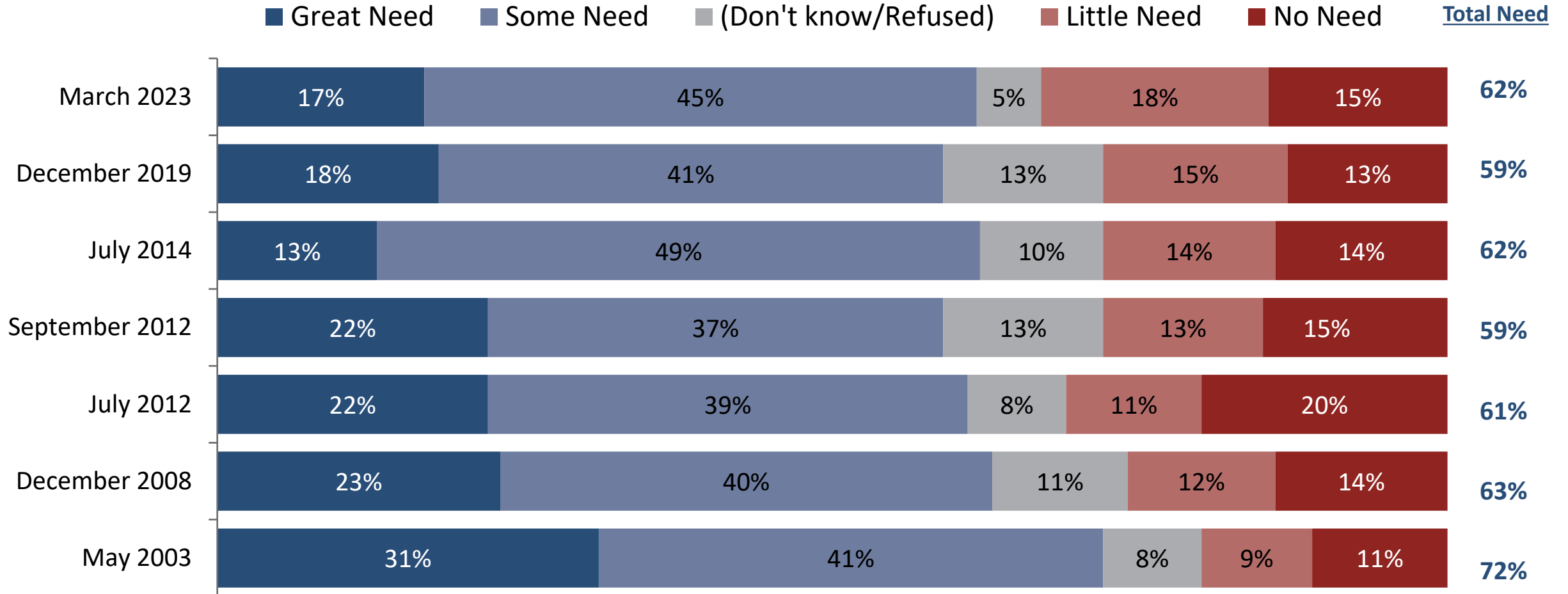
The financial management



Q6-12. Regardless of whether or not you have children in school, using a scale of excellent, good, only fair, or poor, please rate the following areas relating to the San Ramon Valley Unified School District.

Perceived Need for Money Over Time TeamCiv

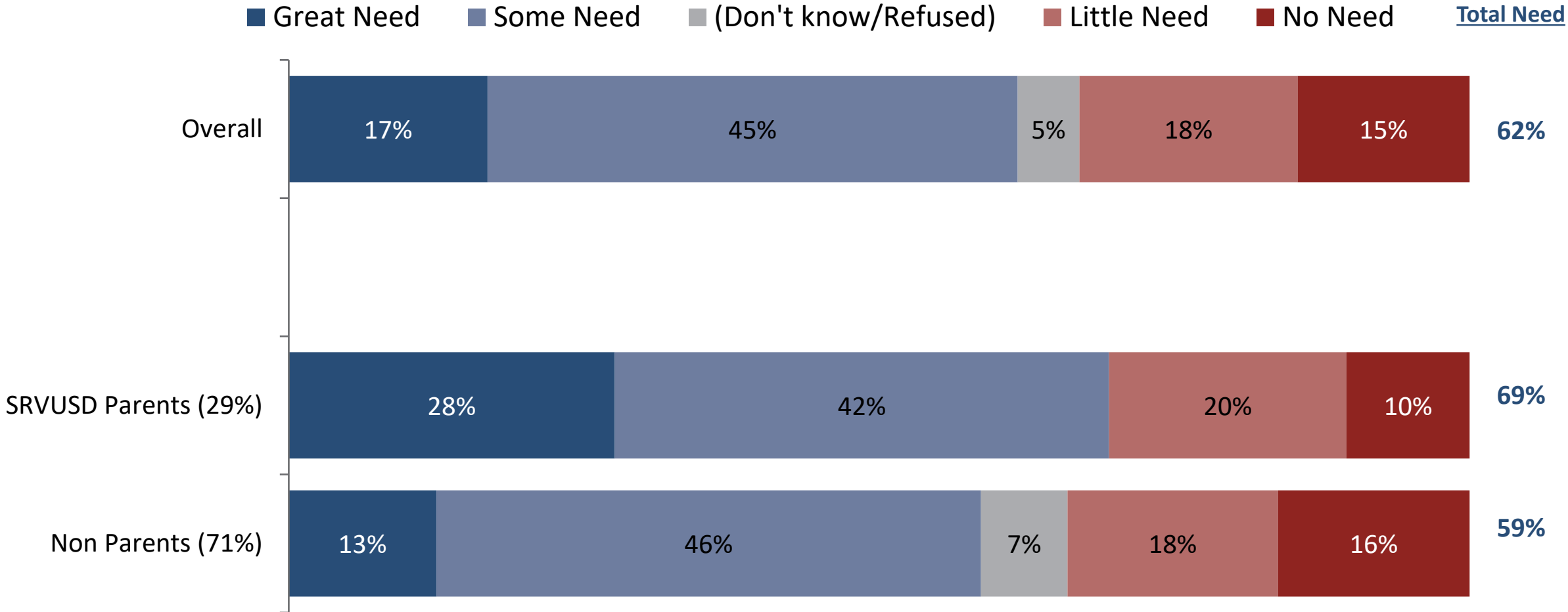
The perceived need for additional funding for public schools has been fairly consistent at just under two-thirds.



Q5. As you may know, you live in the San Ramon Valley Unified School District. Would you say that public schools in San Ramon Valley Unified School District have a great need for money, some need for money, only a little need or no real need for money?

Perceived Need for Money Among Parents

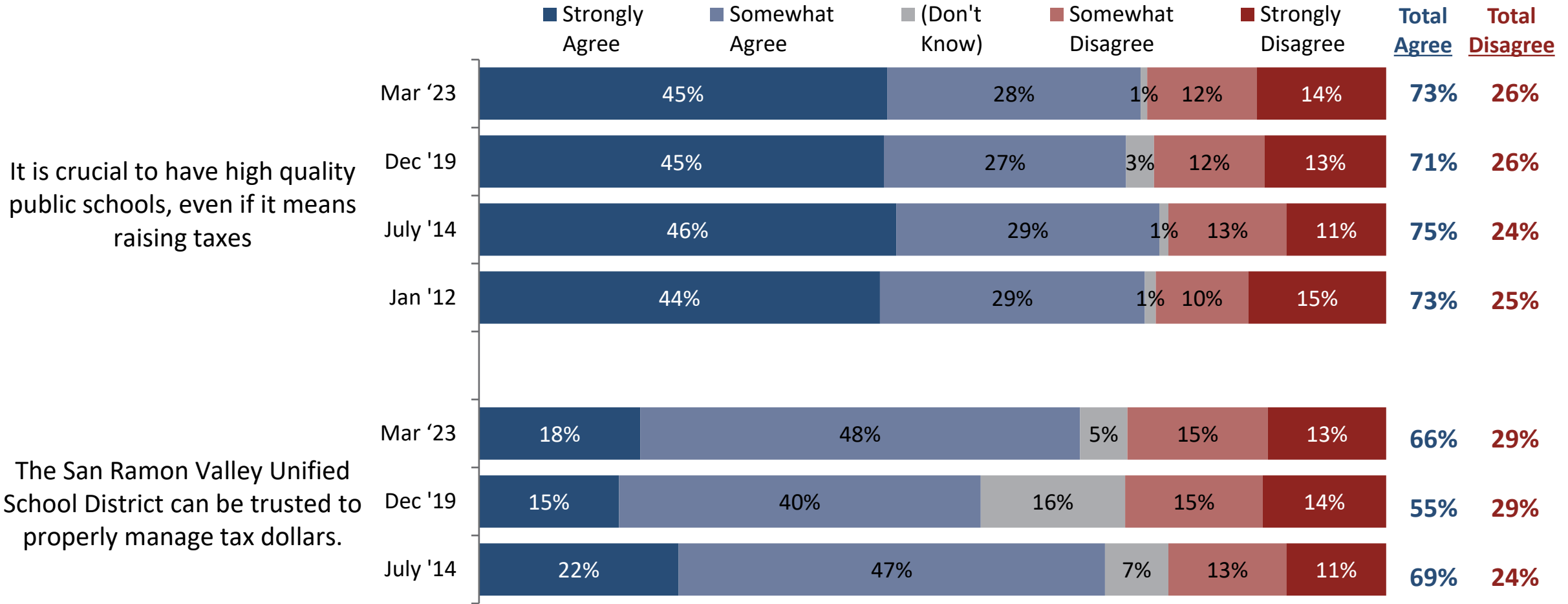
The perceived need for funding is higher among District voters who are SRVUSD parents.



Q5. As you may know, you live in the San Ramon Valley Unified School District. Would you say that public schools in San Ramon Valley Unified School District have a great need for money, some need for money, only a little need or no real need for money?

Tax Sentiment Over Time

Voters have consistently shown that they value high quality public schools, even if it means raising taxes, and trust in the district has increased modestly compared to 2019.

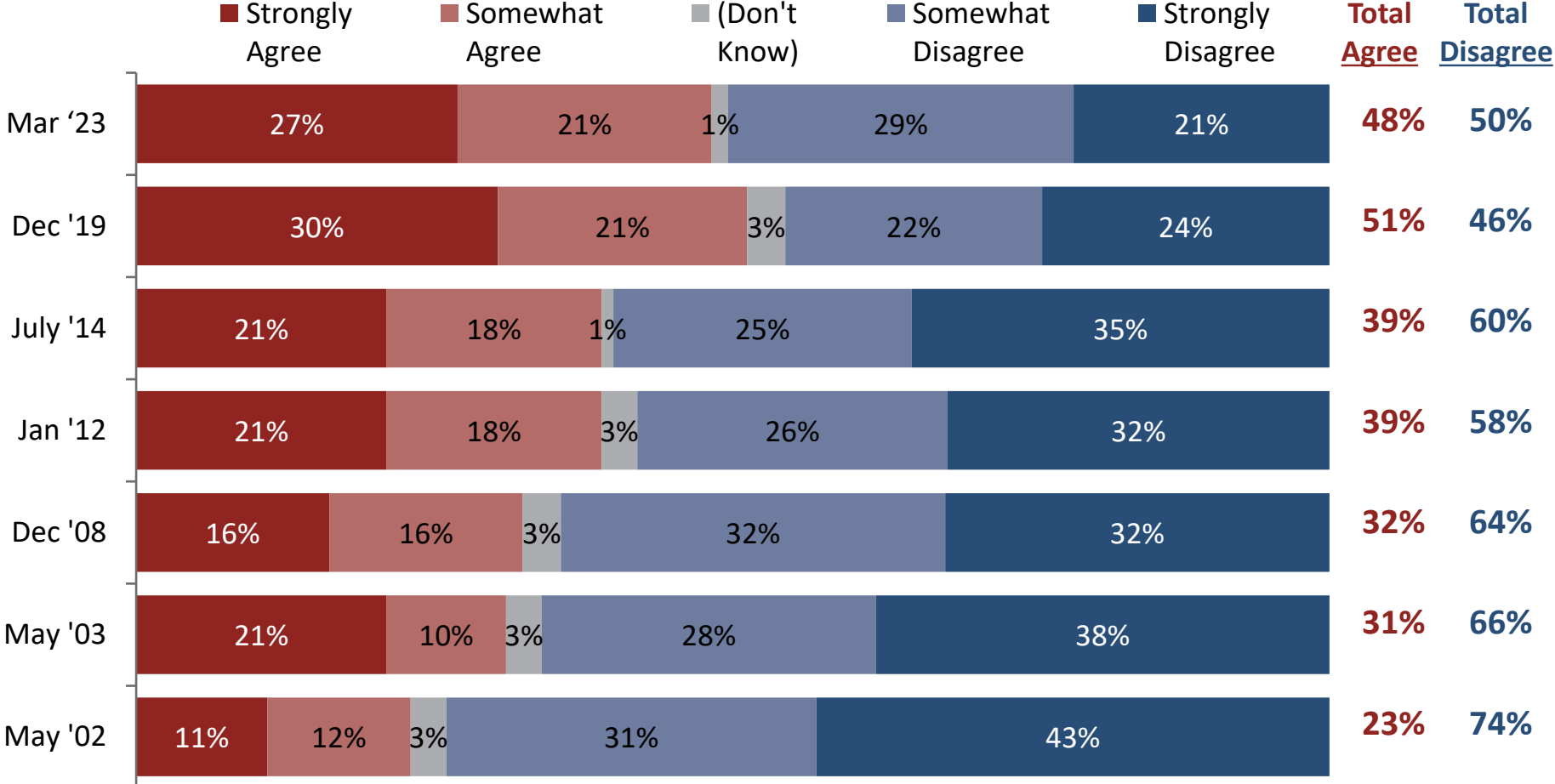


Q15-17. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Tax Sentiment Over Time

Anti-tax sentiment has been growing over time, but has softened slightly compared to 2019.

Taxes are already too high,
I would never vote for a tax
increase no matter how it might
be used.



Q15-17. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.



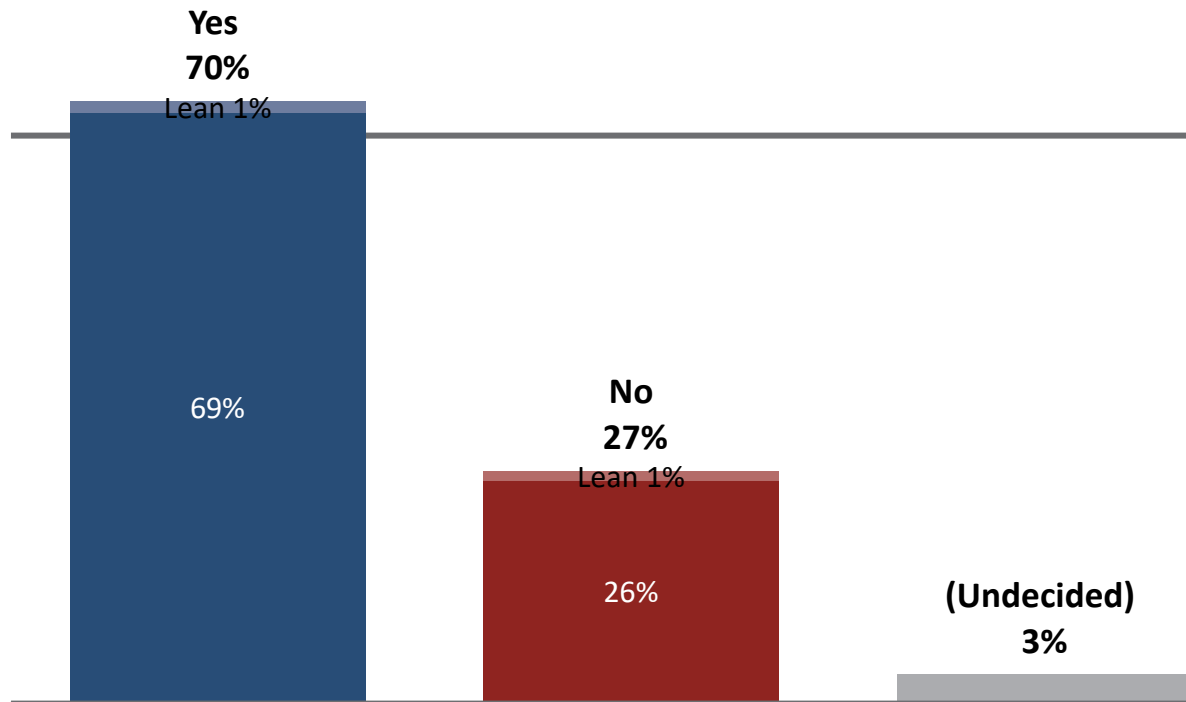
Potential Ballot Measures

PT Renewal and New PT Initial Vote

Both the parcel tax renewal and new parcel tax garner support just above the two-thirds threshold.

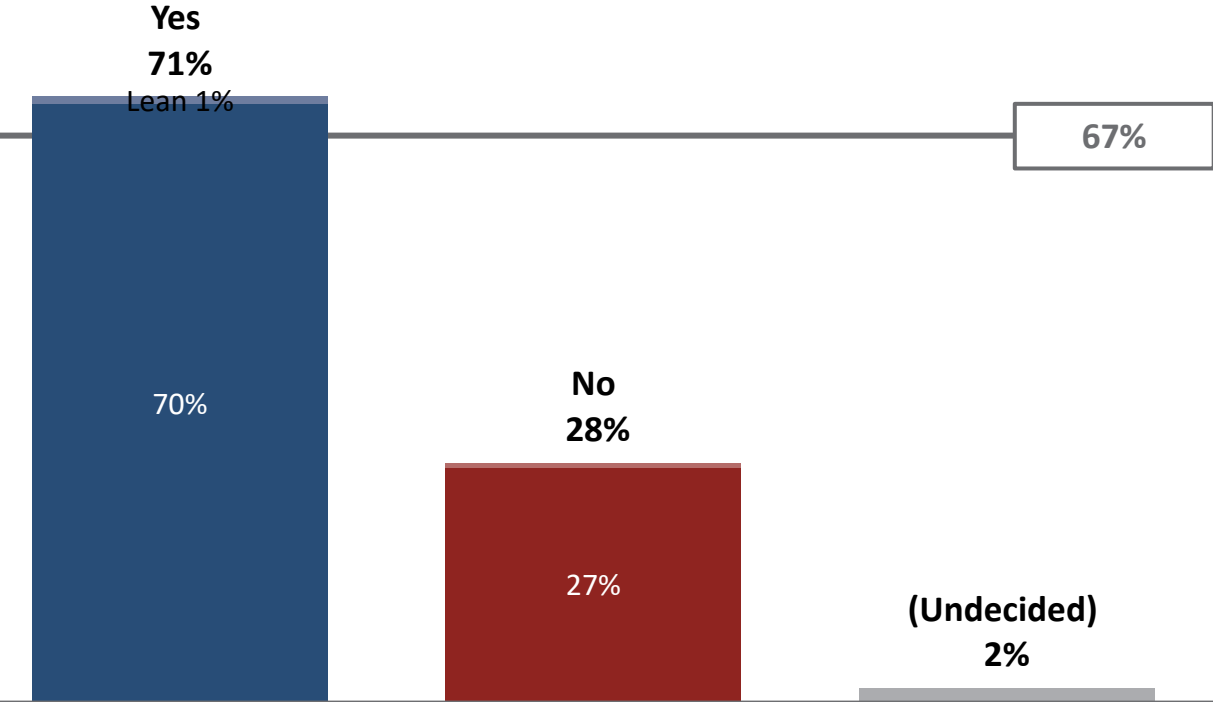
Renewal Measure

To renew expiring local school funding that cannot be taken by the State; attract and retain highly qualified teachers; support academic programs in science, technology, engineering, arts, and math; and prepare students to compete for college and careers; shall San Ramon Valley Unified School District's measure renewing its existing \$144 annual parcel tax be adopted at the same rate, providing approximately \$6.8 million annually until ended by voters, with annual adjustments, senior exemptions, independent oversight, no funds for administrator salaries?



\$98 Parcel Tax

To maintain high-quality local schools and protect essential educational programs from state cuts, including qualified classroom teachers specializing in students with special needs and counselors to support struggling students; smaller class sizes; enhanced school security and cybersecurity, technical and career-training programs and advanced college prep courses, shall San Ramon Valley Unified School District's measure levying \$98 per parcel annually be adopted, providing approximately \$4.6 million annually until ended by voters, with senior exemptions, independent oversight, no funds for administrator salaries?





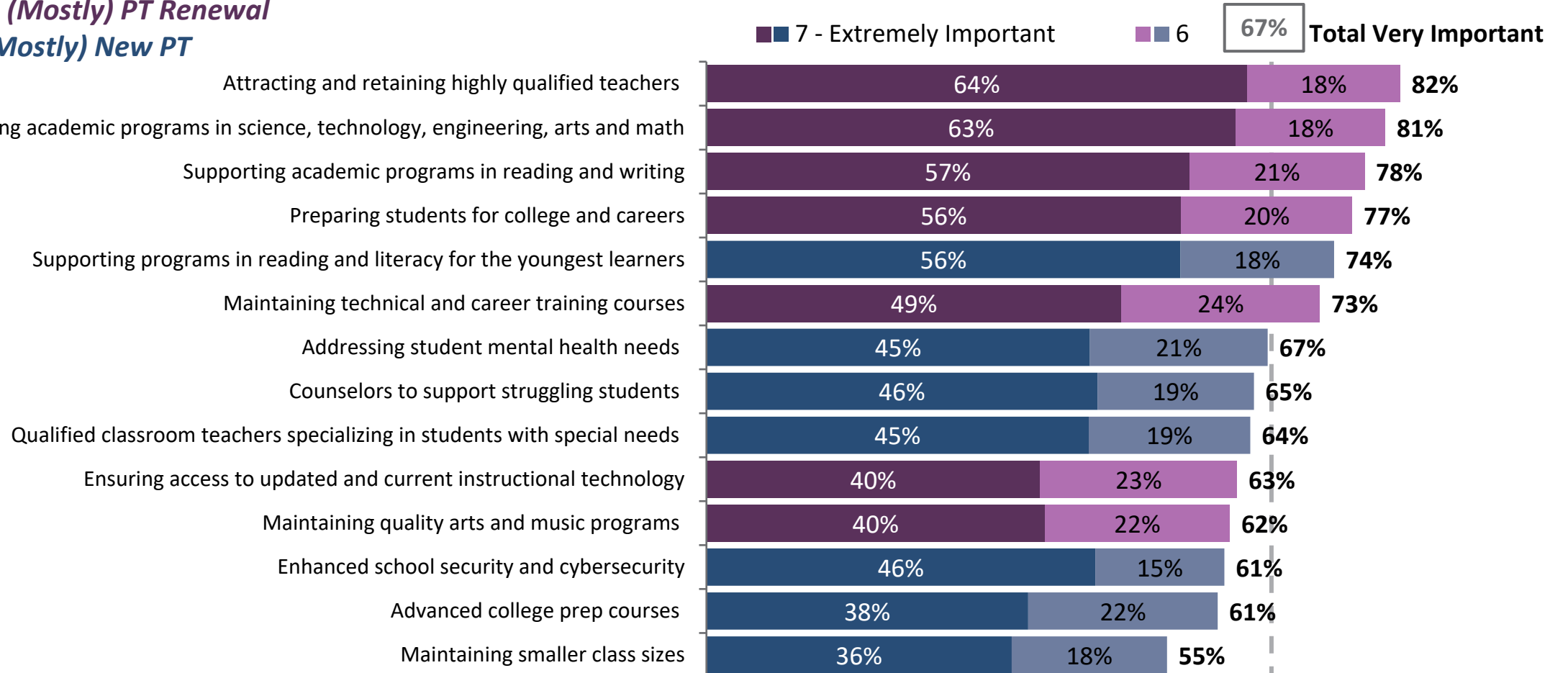
Priorities & Additional Information

Measure Components

Attracting and retaining highly qualified teachers and supporting STEAM programs are top priorities. Many of the items covered by the \$98 parcel tax are very important to most, but fewer than two-thirds.

Purple = (Mostly) PT Renewal

Blue = (Mostly) New PT



Q18-31. I'm going to read you a list of items that could be included in a bond measure for the San Ramon Valley School District. After each one, please rate how important that item is to you, using a scale of 1 to 7 where 1 means not at all important, and 7 means extremely important.

Additional Information

Property values, stable local funding, oversight, the renewal not being a new tax, a senior exemption, and maintaining student achievement are all convincing reasons to support the measure.

By maintaining high quality public schools in our neighborhoods, we protect our **local property values**. (75% Very/Somewhat Convincing)

These measures will include **citizen oversight, annual audits and an annual public report** to ensure the money is used efficiently and effectively, and no funds will be used for administrator salaries. (75% Very/Somewhat Convincing)

The renewal measure is NOT a new tax. It **renews an existing voter-approved parcel tax at the current rate to maintain vital funding for public schools. (73% Very/Somewhat Convincing)

These measures **shield our schools from the instability of the state budget situation by securing a stable local funding** source that the district can count on every year — money that will stay local and cannot be taken away by the State. (72% Very/Somewhat Convincing)

These measures will help **maintain high student achievement** and ensure that our district remains one of the highest performing school districts in the nation. (70% Very/Somewhat Convincing)

The renewal measure would include an exemption for property owners age **sixty-five and older and people with disabilities.* (68% Very/Somewhat Convincing)

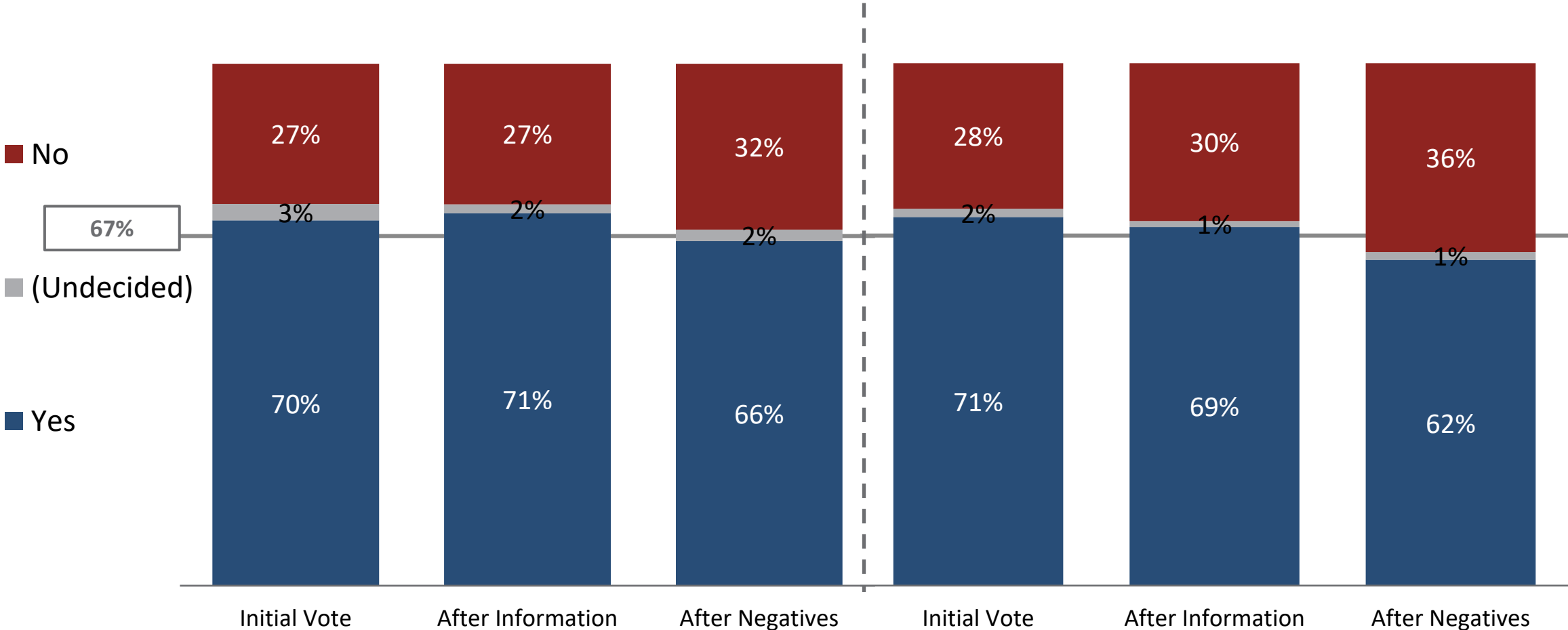
**Among respondents age 65+, 76% total convincing*

***Split sample; n=300*

Survey Vote Progression

\$144 Parcel Tax Renewal

\$98 Parcel Tax

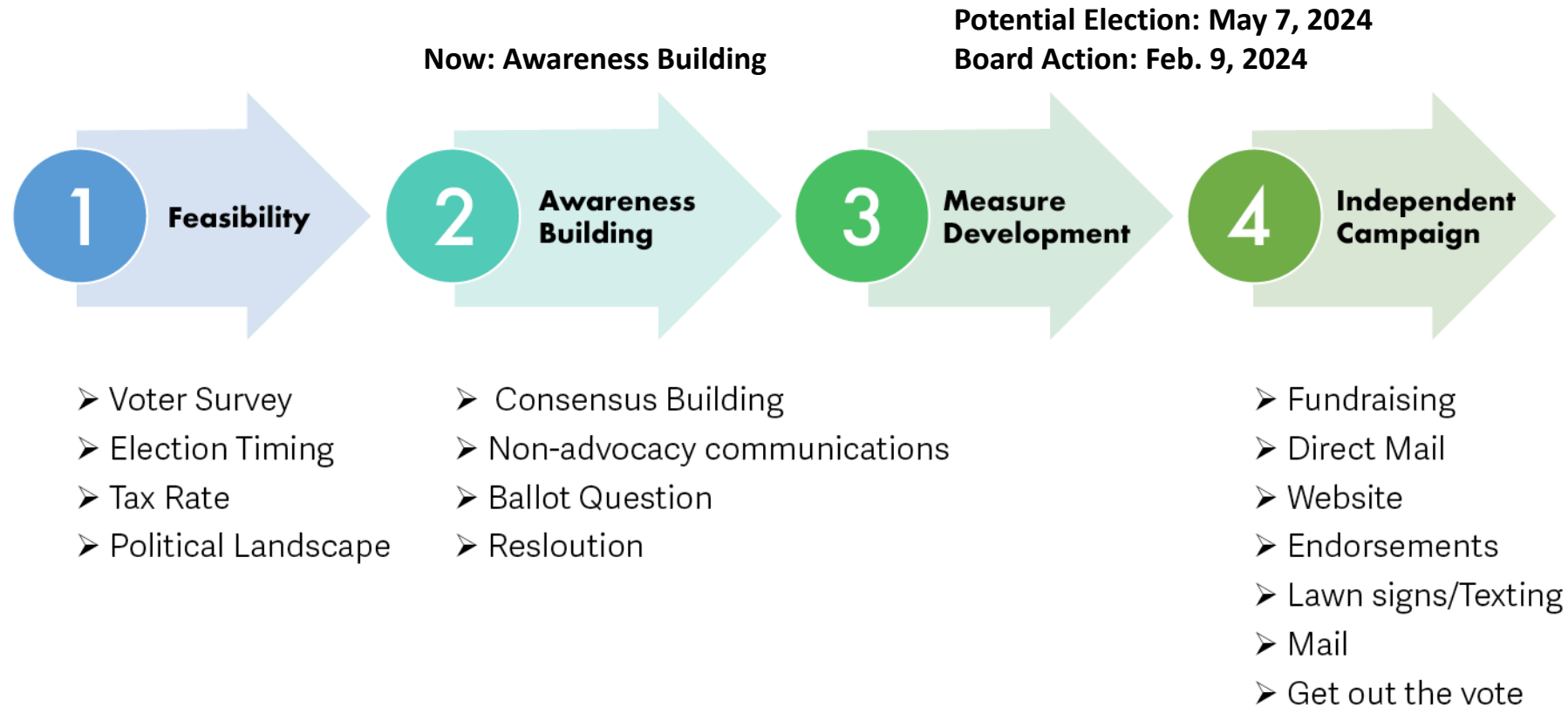


Q13/43/50. Given what you've heard, I'd like to ask you again about the measure that may appear on the ballot next year that reads:
 Q14/44/51. Given what you've heard, I'd like to ask you again about the measure that may appear on the ballot next year that reads:

Conclusions and Recommendations

- ▶ San Ramon Valley USD voters are willing to invest in high quality schools in order to protect local property values.
- ▶ Both a renewal of the District's current \$144 parcel tax and a \$98 parcel tax measure appear feasible, yet potentially challenging, for a future Special Election ballot.
- ▶ Initial support for both measures is just above the two-thirds threshold for passage, but support fluctuates, indicating some potential vulnerability.
- ▶ Reminding voters that these measures maintain and enhance essential funding for core academic programs, attracting and maintaining high quality teachers, and preparing students for college and careers while helping to protect local property values and shield schools from the instability of the state budget situation, is recommended.

Parcel Tax Measure Planning Timeline



Next Steps/Milestones

- Create public information for website, community input
- Engage community leaders and stakeholders with education & dialogue
- Prepare information for Back-to-School and other important community meetings
- Consider tracking survey in December or January
- Finalize resolution and measure specifics in time for Board Action in early 2024





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