June 6, 2018

San Leandro Unified School District
Parcel Tax
Survey Results Presentation

Prepared by:

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Survey Methodology

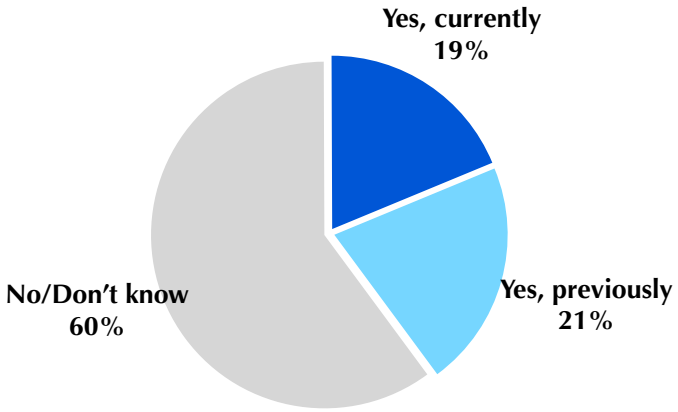
Survey of randomly selected, representative sample of likely voters

- **Telephone survey was conducted from May 30th through June 1st**
- **303 completed surveys for likely November 2018 voters**
- **The average length of the survey was 7.5 minutes**
- **Margin of error for the survey is +/- 5.7%**

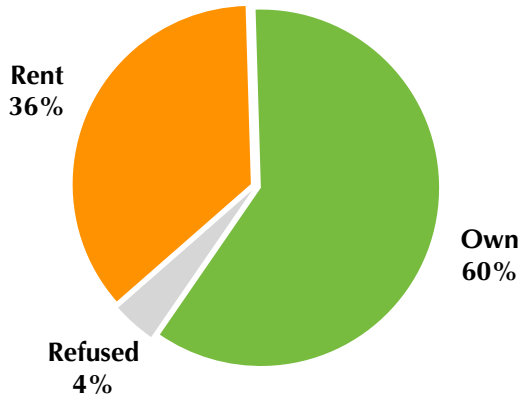
Demographics

60% of District Voters Have Never Had Children/Grandchildren in the District

Do you have or have you ever had any children or grandchildren who are now attending or attended school in the San Leandro Unified School District?



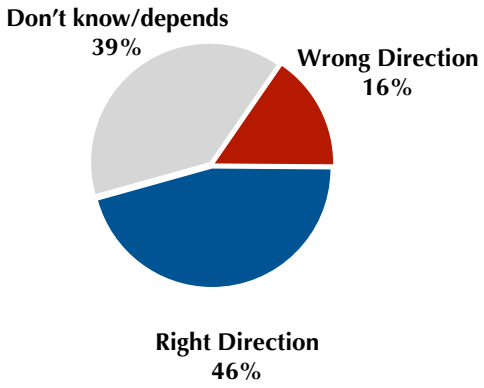
Do you currently rent or own your home?



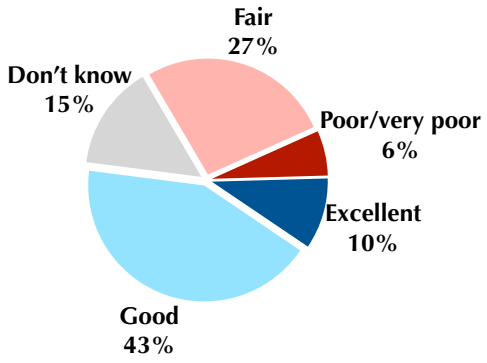
Core Values

Community Perceptions

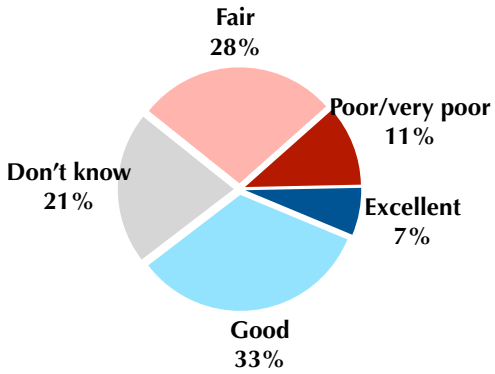
Would you say that education at the schools in your community is headed in the right direction or the wrong direction?



Either from what you know or what you've heard, how would you rate the quality of education provided by the San Leandro Unified School District compared to the quality of education in the surrounding communities? Would you rate the quality as excellent, good, fair, poor, or very poor?



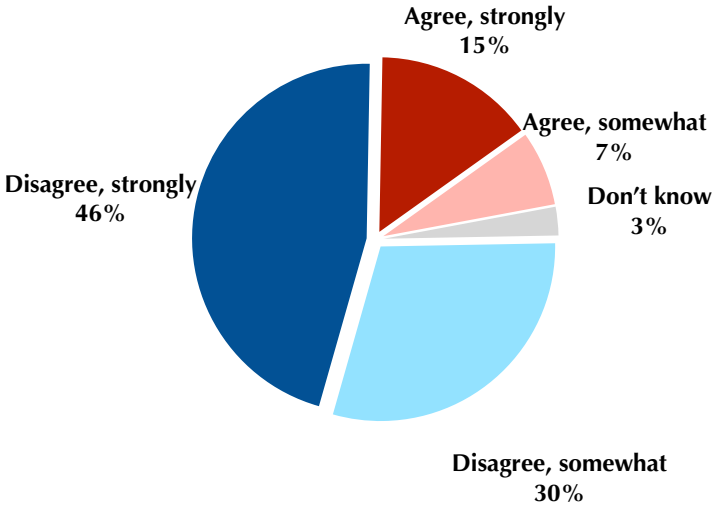
Either from what you know or what you've heard, how would you rate the quality of fiscal responsibility of the San Leandro Unified School District compared to the quality of fiscal responsibility in the surrounding communities? Would you rate the quality as excellent, good, fair, poor, or very poor?



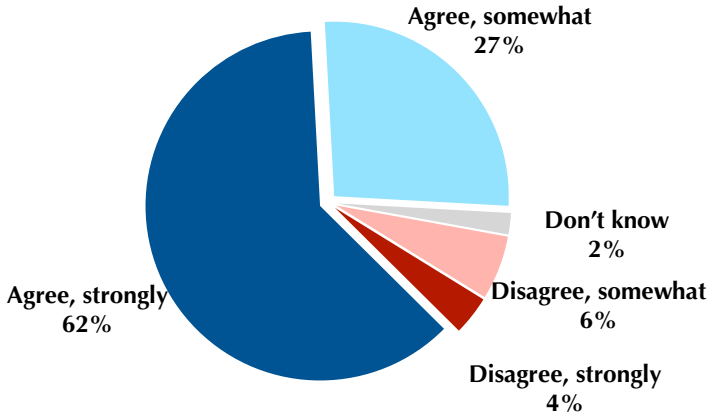
Core Values

New Tax Attitude & Schools Impact to Housing Values

I would never vote for a tax increase no matter what it was used for. Do you agree or disagree with that statement?



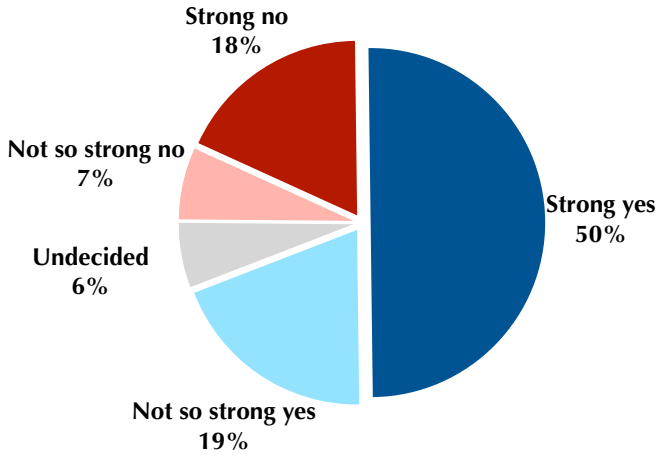
Quality schools improve housing values. Do you agree or disagree with that statement?



Voter Attitudes

Voter Support Before Information (Ballot Language A)

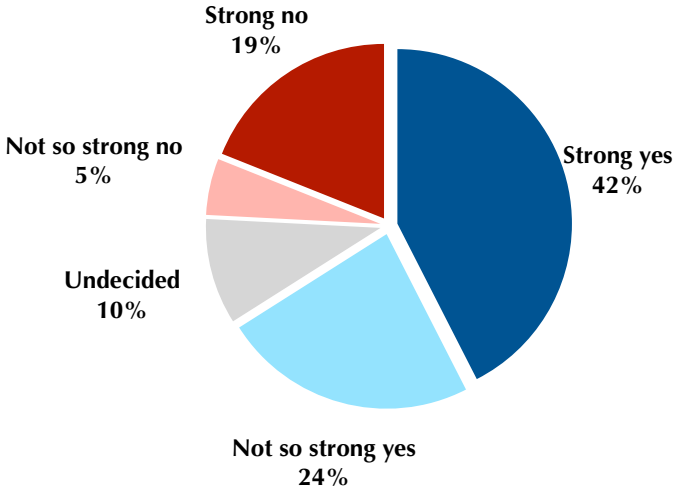
The San Leandro Unified School District is considering placing a parcel tax measure on an upcoming ballot to maintain school programs. Let me read you the proposed language for the measure: ``To maintain quality education for San Leandro Unified School District students by supporting and improving core education programs including math, science, technology and the arts; attracting/ retaining highly qualified teachers and classroom aides; and providing manageable class sizes shall a $107 per parcel tax for 7 years be adopted with approximately $2 million raised annually, senior citizens exemptions, independent taxpayer oversight and no money used for administrative salaries or taken by the State and spent elsewhere?´´ If the election were held today, would you vote ``yes´´ to approve or ``no´´ to reject the measure?



Voter Attitudes

Voter Support Before Information (Ballot Language B)

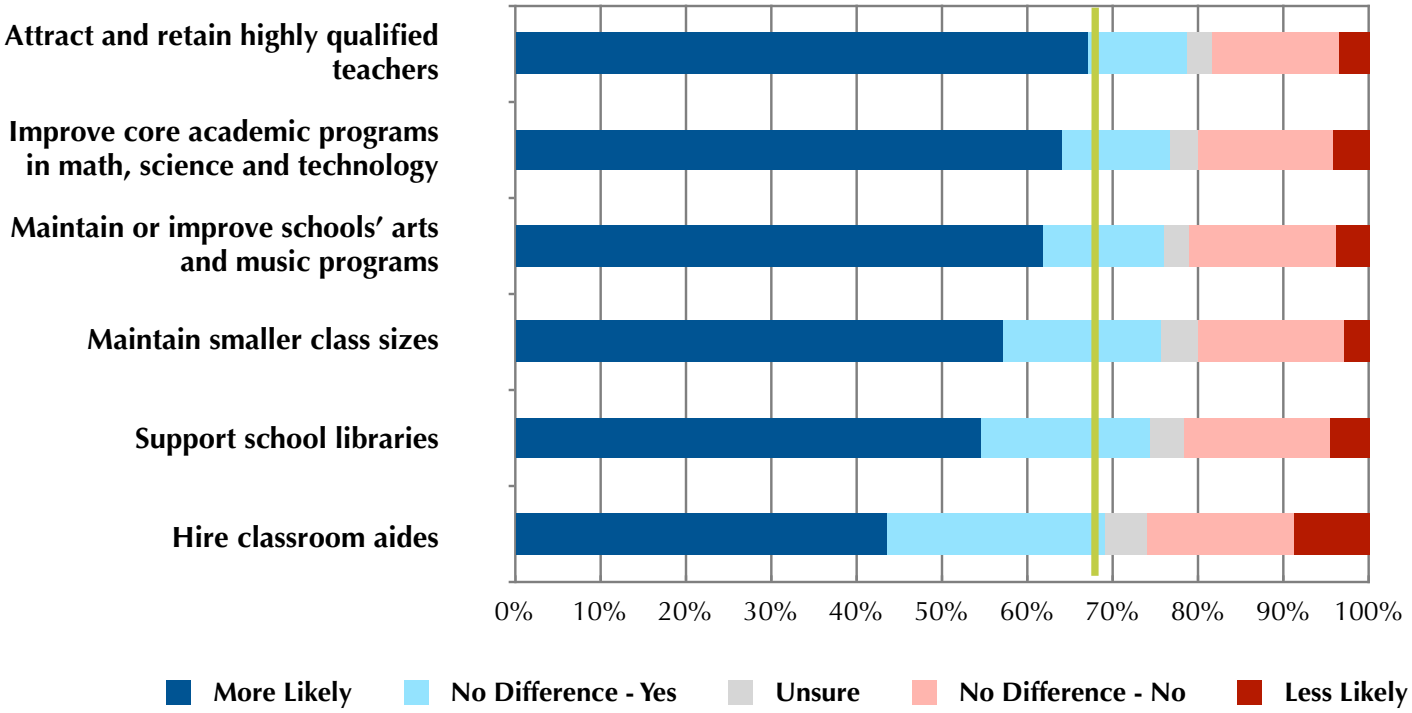
The San Leandro Unified School District is considering placing a parcel tax measure on an upcoming ballot to maintain school programs. Let me read you the proposed language for the measure: ``To maintain quality education for San Leandro Unified School District students by supporting and improving core education programs including math, science, technology and the arts; attracting/ retaining highly qualified teachers and classroom aides; and providing manageable class sizes shall a 3.3 cent per building square foot tax for 7 years be adopted with approximately $2 million raised annually, senior citizens exemptions, independent taxpayer oversight and no money used for administrative salaries or taken by the State and spent elsewhere?´´ If the election were held today, would you vote ``yes´´ to approve or ``no´´ to reject the measure?



Voter Attitudes

Impact of Specific Uses

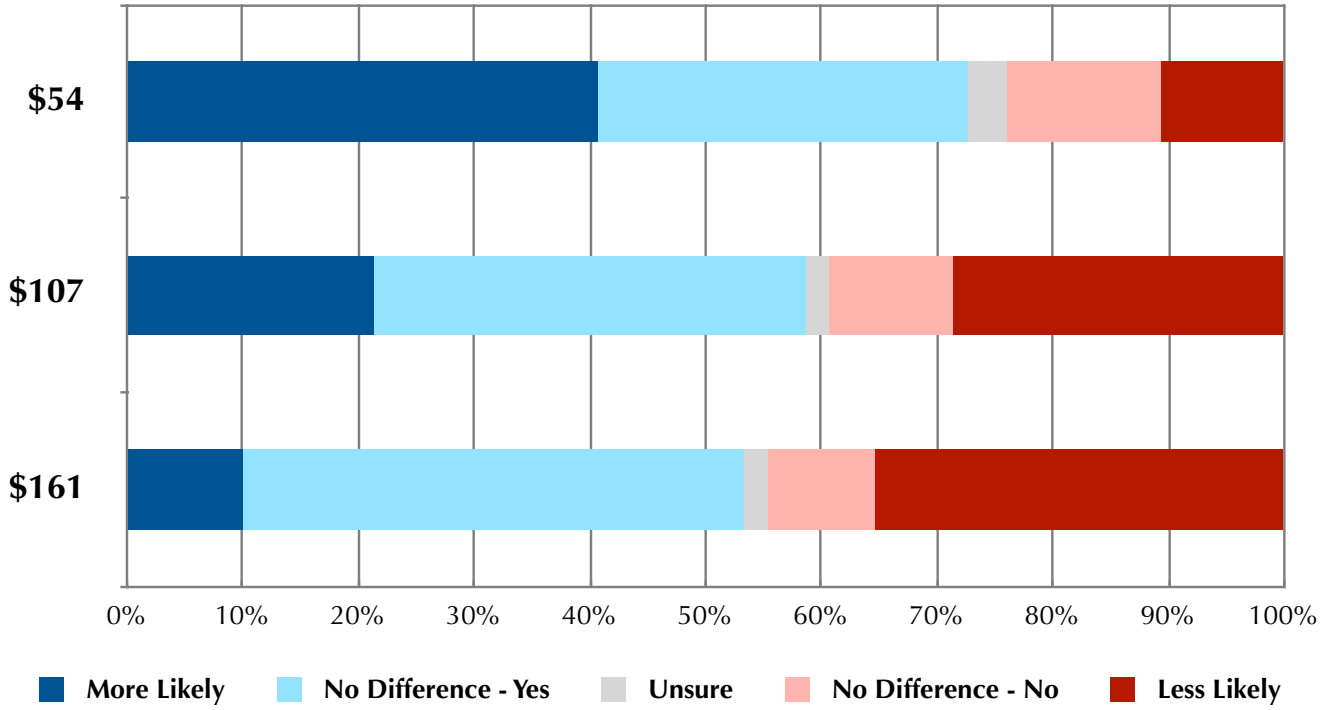
For each statement, please tell me, if it were true, would it make you more or less likely to vote for the parcel tax if you knew funds would be used to:



Voter Attitudes

Tax Rate Sensitivity - Flat Tax Per Parcel

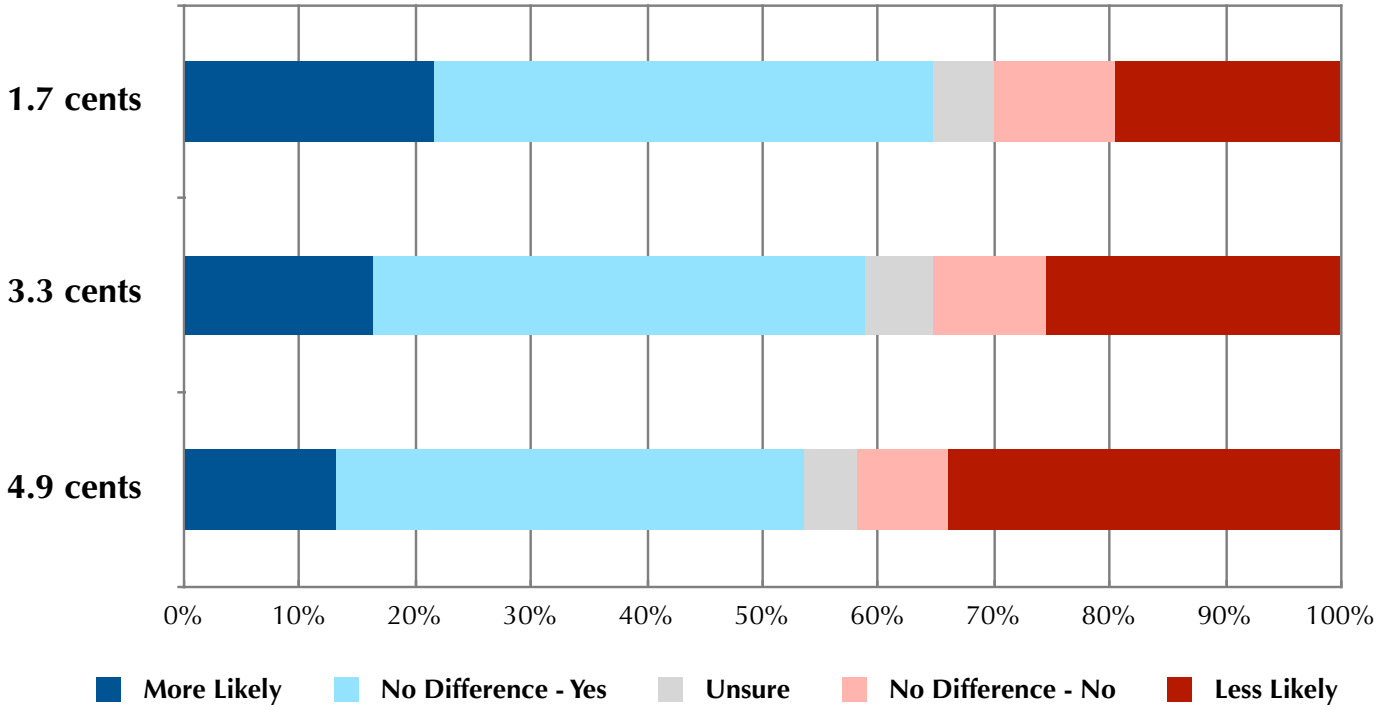
The measure would cost property owners ___ per year. Would this make you more likely or less likely to vote for the parcel tax or would it make no difference?



Voter Attitudes

Tax Rate Sensitivity - Tax Per Building Square Foot

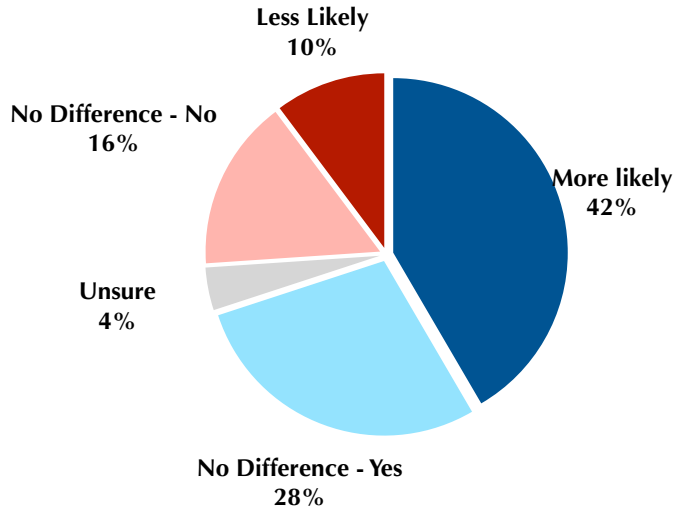
The measure would cost property owners ___ per building square foot per year. Would this make you more likely or less likely to vote for the parcel tax or would it make no difference?



Voter Attitudes

Tax Exemption for Seniors

The measure would exempt senior citizens from the tax. Would this make you more likely or less likely to vote for the parcel tax or it would make no difference?

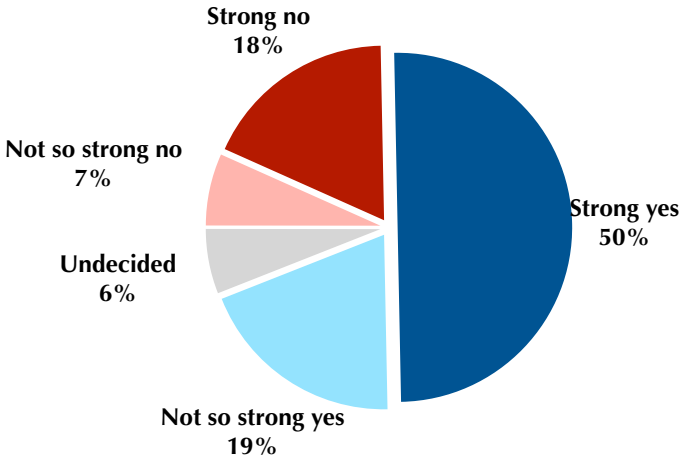


Voter Attitudes

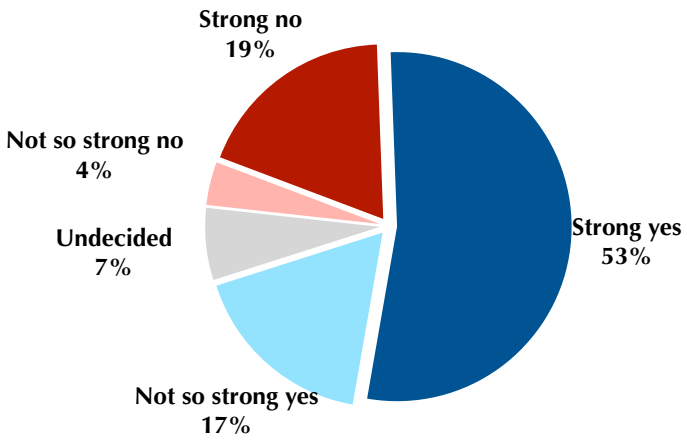
Voter Support Post-Information (Ballot Language A)

Now that you have heard a lot more information regarding the proposed San Leandro Unified School District parcel tax measure, if the election were held today, would you vote ``yes´´ to approve or ``no´´ to reject the measure?

Pre-Information



Post-Information

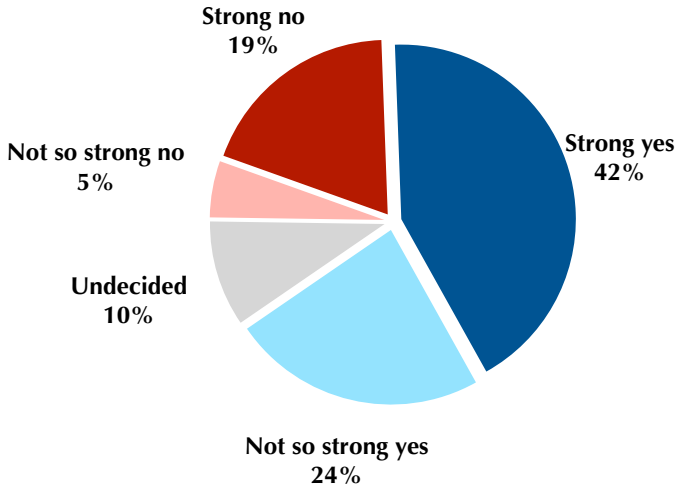


Voter Attitudes

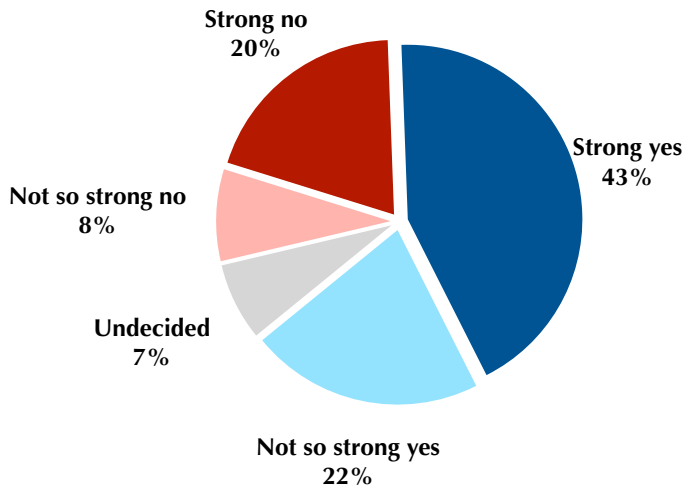
Voter Support Post-Information (Ballot Language B)

Now that you have heard a lot more information regarding the proposed San Leandro Unified School District parcel tax measure, if the election were held today, would you vote ``yes´´ to approve or ``no´´ to reject the measure?

Pre-Information



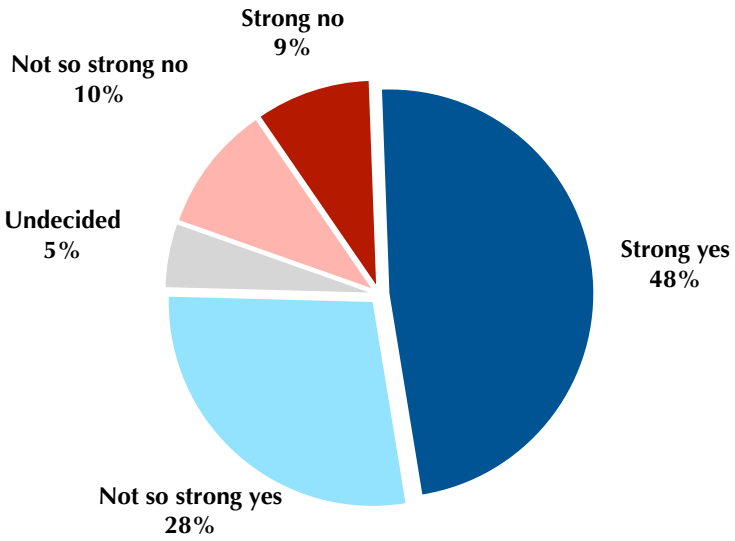
Post-Information



Voter Attitudes

Voter Turnout Critical to Parcel Tax Success

Unreliable



Very Reliable/Reliable

