



Survey of Voters
RE: Potential Bond Measure
Sierra Sands Unified School District
Summary of Results – February 8, 2022

- ▶ Survey of voters in Sierra Sands Unified School District
- ▶ Survey data has been weighted to reflect a likely June 2022 electorate
- ▶ Mixed-mode methodology (telephone/web)
 - Phone interviews conducted by trained, professional interviewers; landlines & mobile phones included
 - Email and text invitations were sent to complete the survey online
- ▶ Conducted October 19-26, 2021
- ▶ 300 interviews; overall margin of error ± 5.7 percentage points
- ▶ Where applicable, results compared with a previous mixed-mode survey (tel/web) among likely voters in the District conducted Jan. 14-20, 2020: n=314, margin of error ± 5.5 % pts

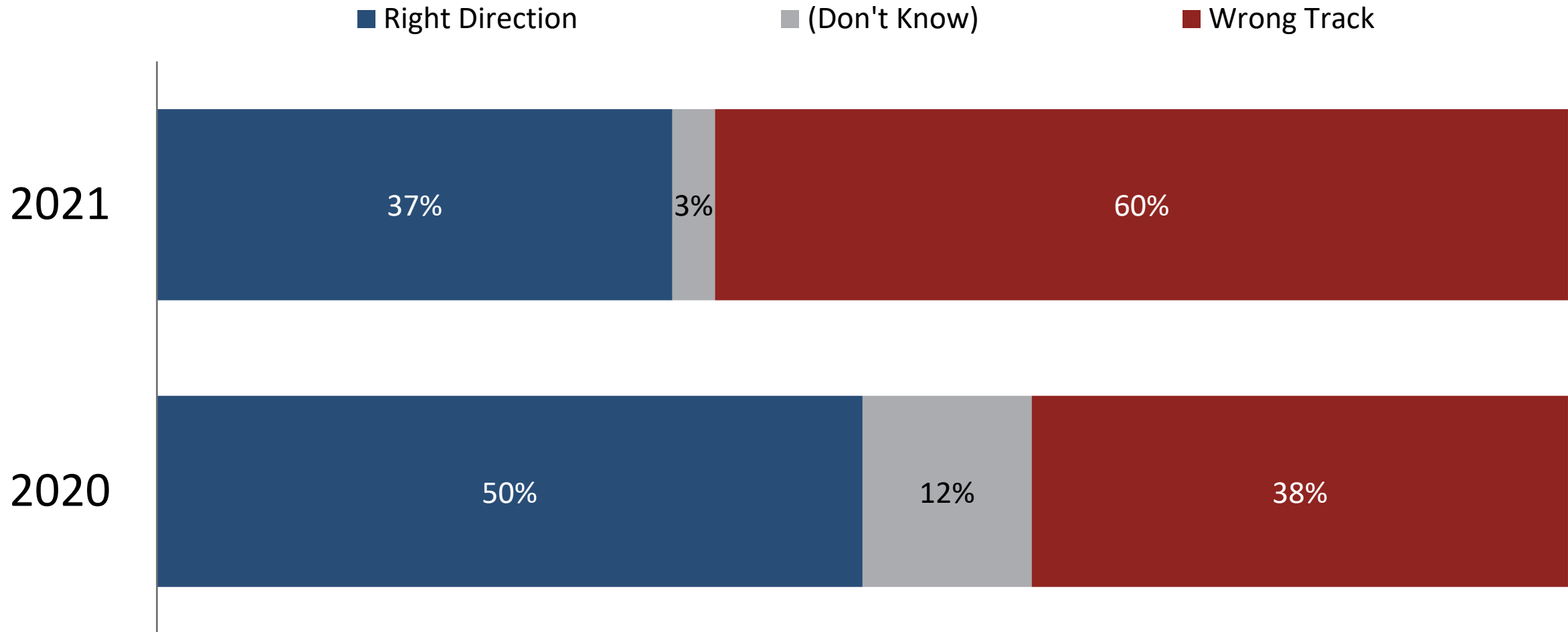
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Sierra Sands Unified School District continues to be viewed positively by local voters and perceptions of the condition of local school buildings and grounds as well as financial management have improved.
- ▶ Although two-thirds continue to see at least some need for more money for SSUSD schools, that perception has softened since January 2020.
- ▶ Support today for a bond measure for SSUSD hovers near the 55% threshold needed to pass.
- ▶ The potential bond projects tested are important to many—particularly expanding STEAM and CTE programs and keeping schools clean and well-maintained.
- ▶ There are a variety of reasons to support the measure that voters find compelling; support solidifies but does not increase after respondents hear about these reasons.
- ▶ Support for a measure drops after respondents are presented with reasons to oppose it.

Right Direction/Wrong Track: Your Area

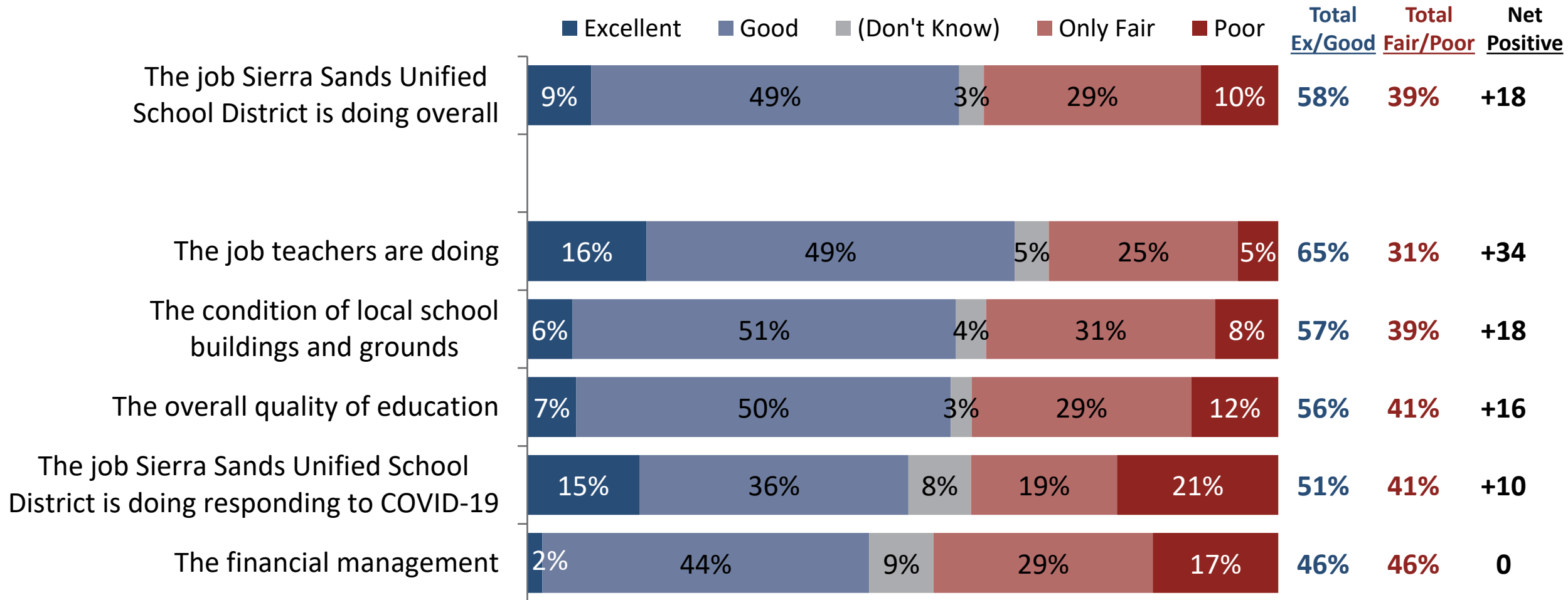
Voters feel less optimistic about how things are going in the area compared to 2020.



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

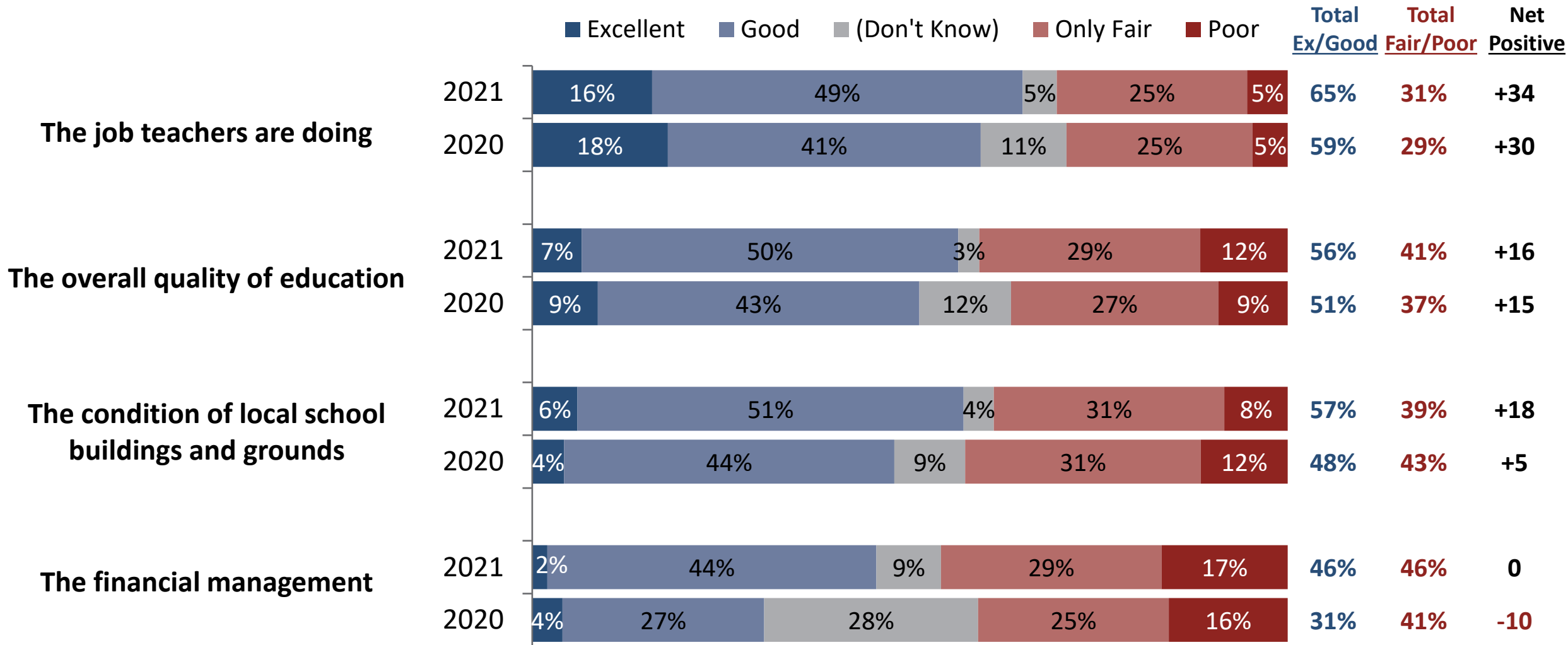
Perceptions of how the District is doing on its core responsibilities are generally positive—particularly the job teachers are doing. Voters are more divided on financial management and the job the District is doing responding to COVID-19.



Q6-11. 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 Sierra Sands Unified School District.

District Ratings, Over Time

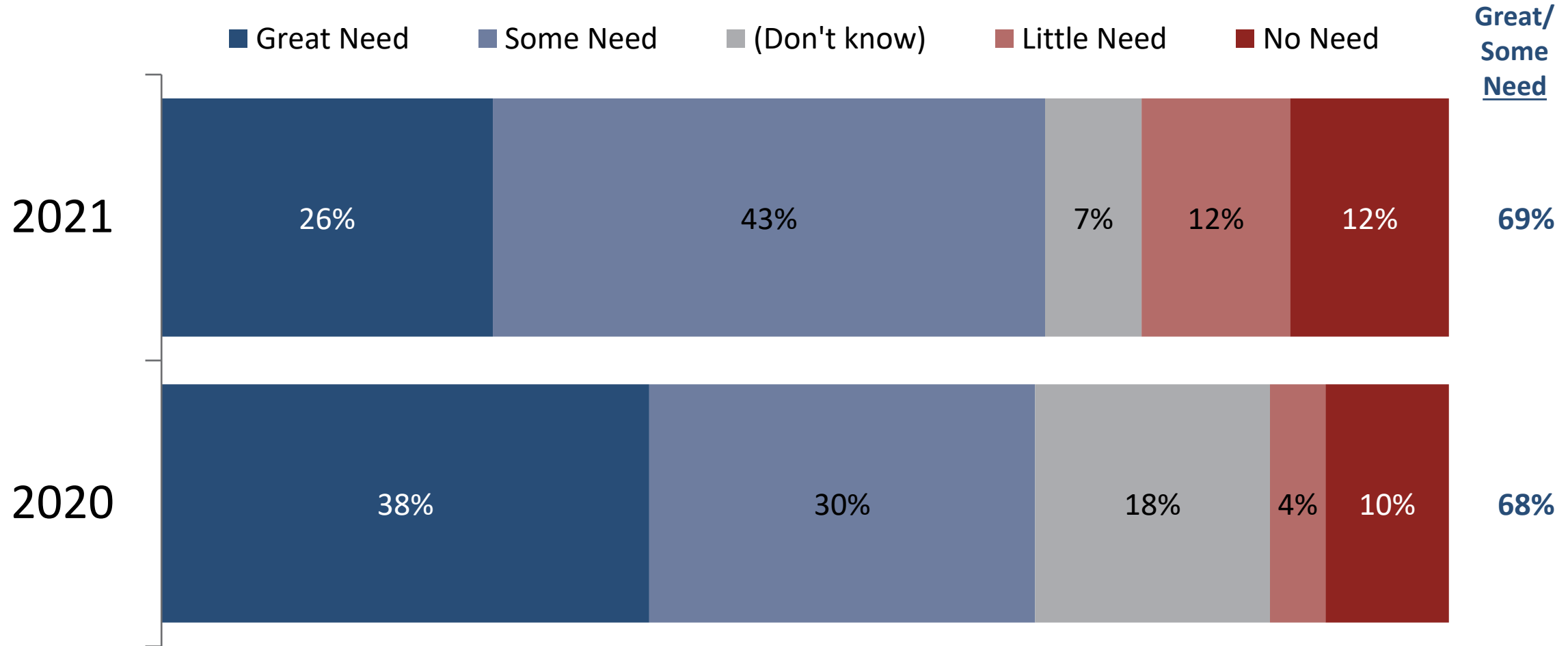
Perceptions of the condition of local school buildings and grounds as well as financial management have improved.



Q6-11. 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 Sierra Sands Unified School District.

Perceived Need for Funding, Over Time

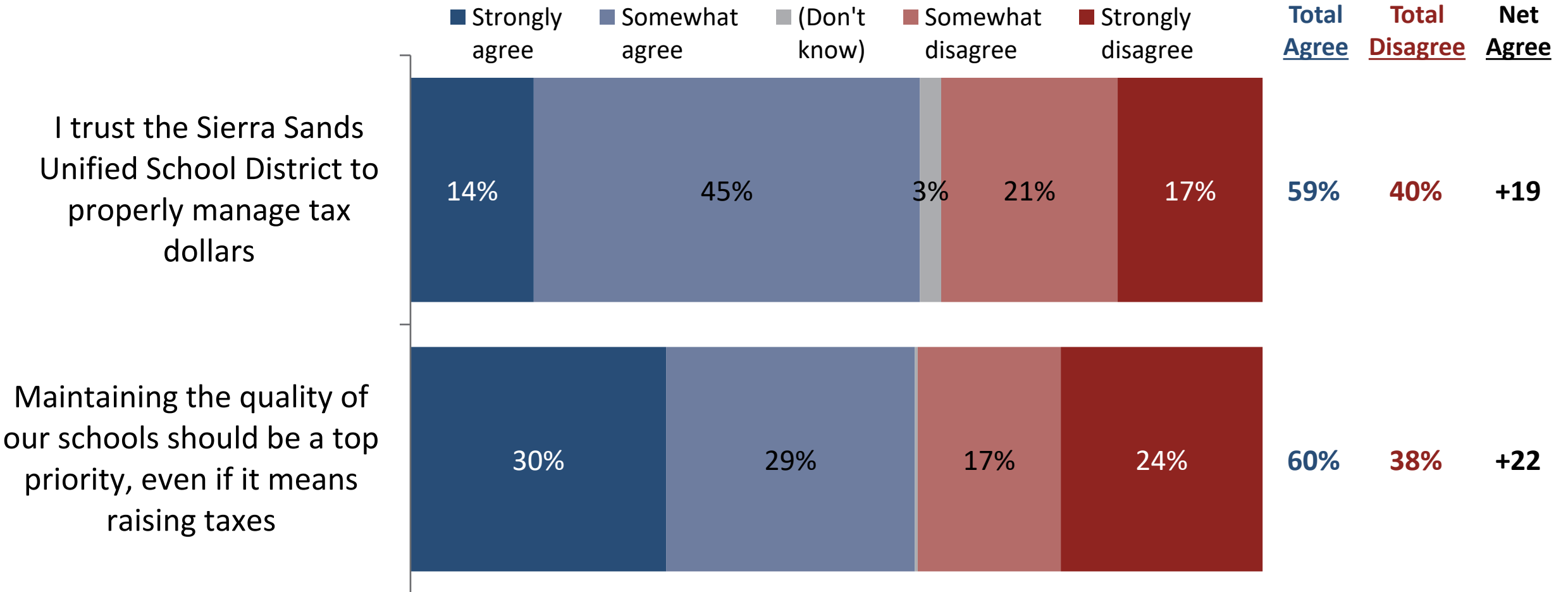
Although two-thirds continue to see at least some need for more money for SSUSD schools, that perception has softened noticeably since January 2020.



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

Tax Sentiment

Over half trust the District to properly manage tax dollars and many believe that maintaining quality schools should be a priority.

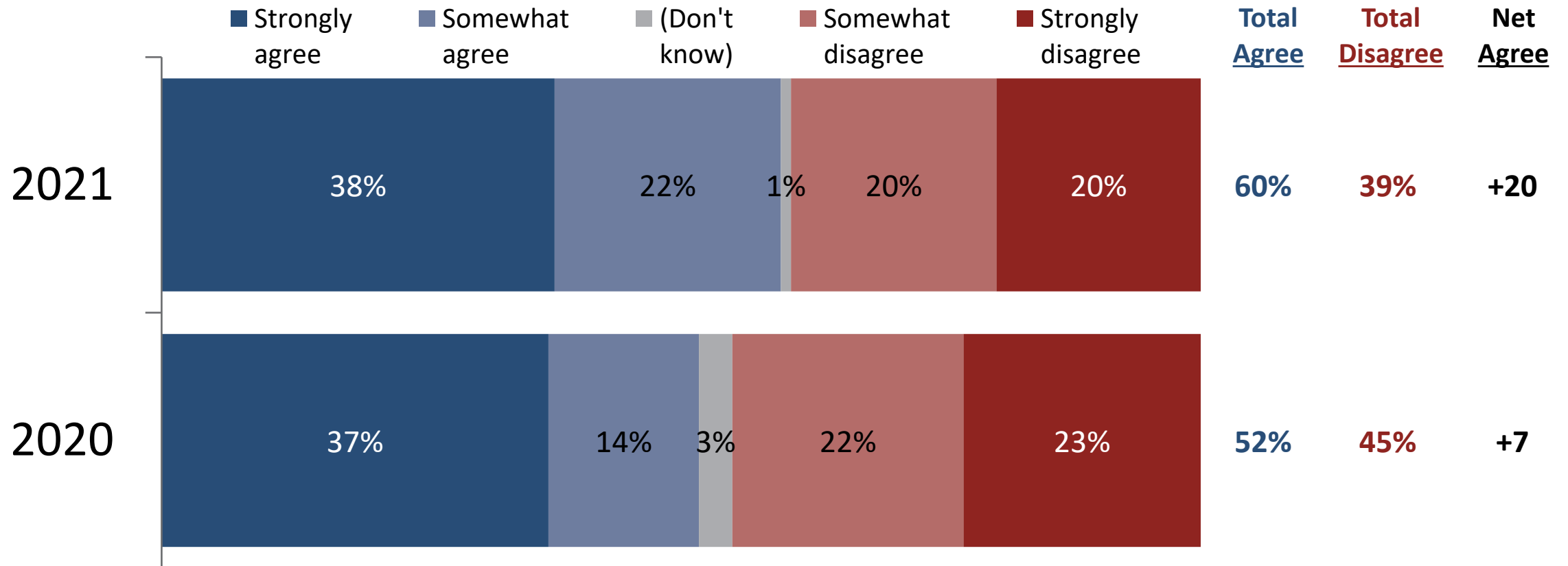


Q15-16. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Tax Sentiment, Over Time

Sensitivity to new taxes has increased slightly with three-in-five expressing resistance to tax increases.

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



Q14. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

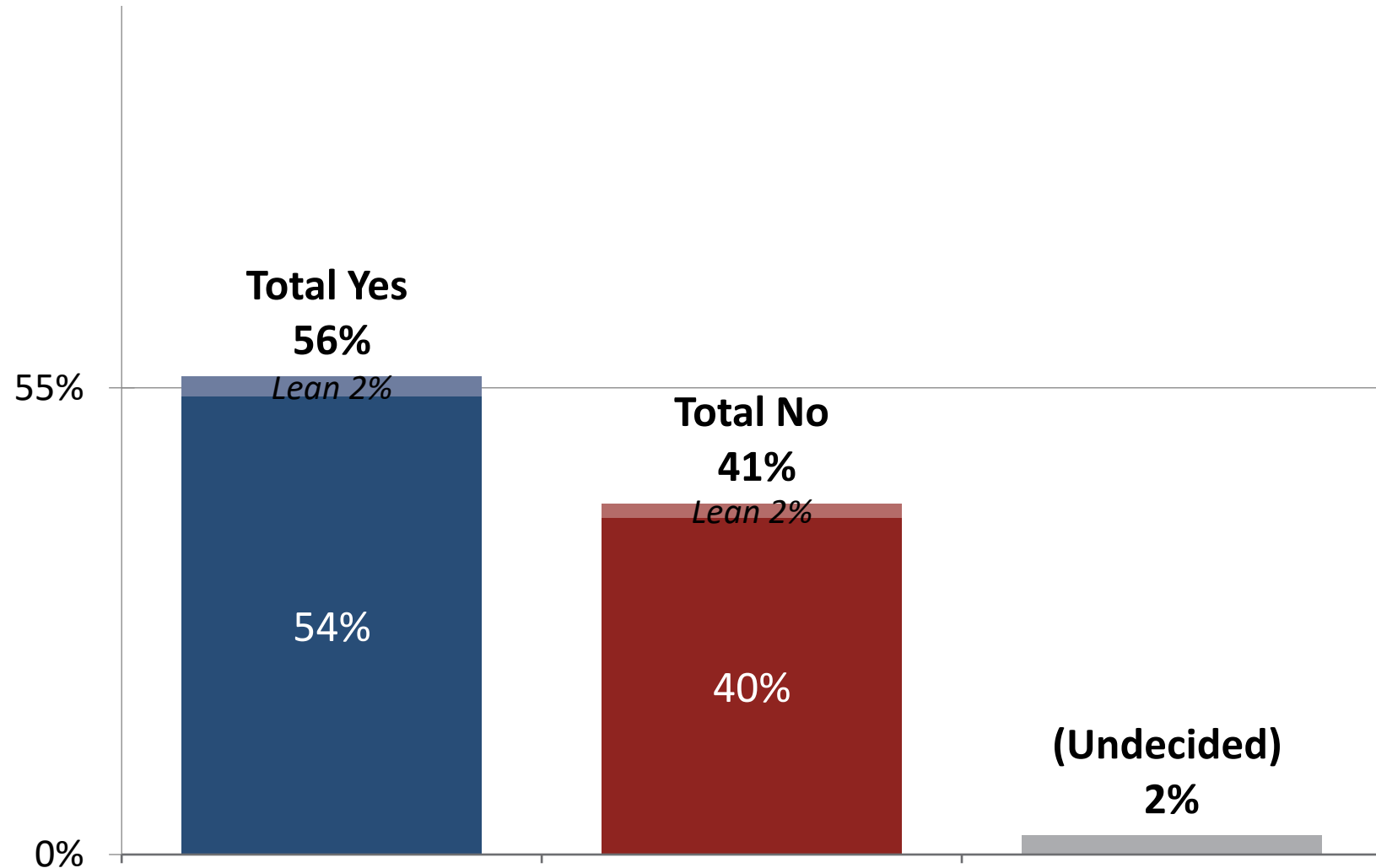


Potential Bond Measure

Potential Bond Measure: Support Today

Support today for the bond measure tested is right near the 55% threshold needed for passage.

To update and reconstruct local schools to expand science, technology, engineering, arts and math programs; provide equitable access to modernized classrooms/facilities; improve school safety and energy efficiency; construct and equip classrooms/facilities; shall Sierra Sands Unified School District issue \$52,800,000 in bonds, at legal rates, raising an annual average of \$2,800,000, at approximately \$60 per \$100,000 dollars of assessed valuation while bonds are outstanding, with independent oversight, audits, no money for administrators' salaries/pensions, and all funds remaining local?



Q12. Now I'd like to ask you about a measure that may appear on the ballot next year that reads as follows:.... If the election were held today, would you vote yes to approve this measure or no to reject it?

Potential Bond Measure: Support Today

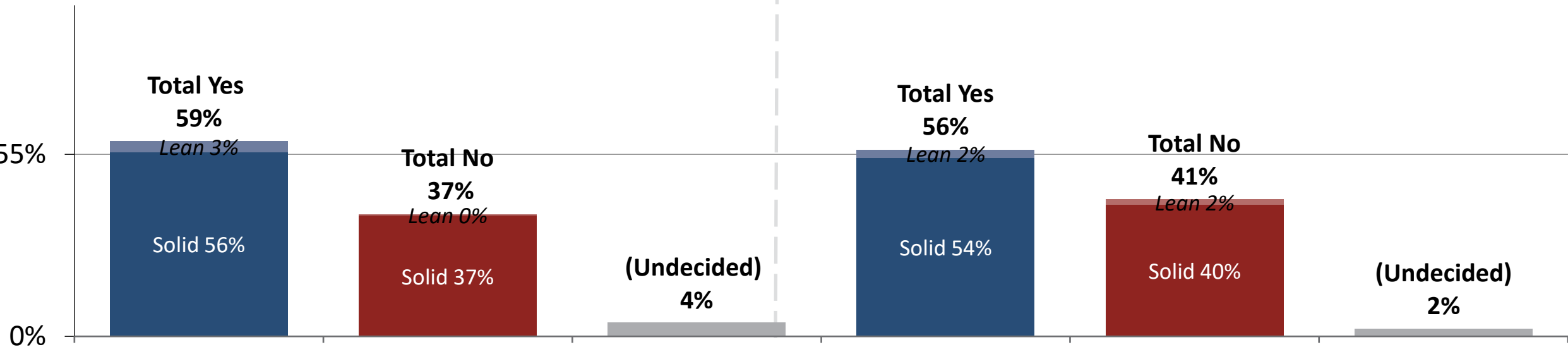
Support for the measure tested today is similar to what was tested in January 2020.

2020

To update and reconstruct local schools to expand science, technology, engineering, arts and math programs; provide **updated classrooms/labs for 21st century learning**; improve school **earthquake** safety/disabled access; and construct and equip classrooms/facilities; shall Sierra Sands Unified School District issue **\$45,700,000** in bonds, at legal rates, **repaying** an annual average of **\$2,690,000**, at approximately \$60 per \$100,000 assessed valuation while bonds are outstanding, with independent oversight, audits, no money for administrators' salaries/pensions, and all funds remaining local?

2021

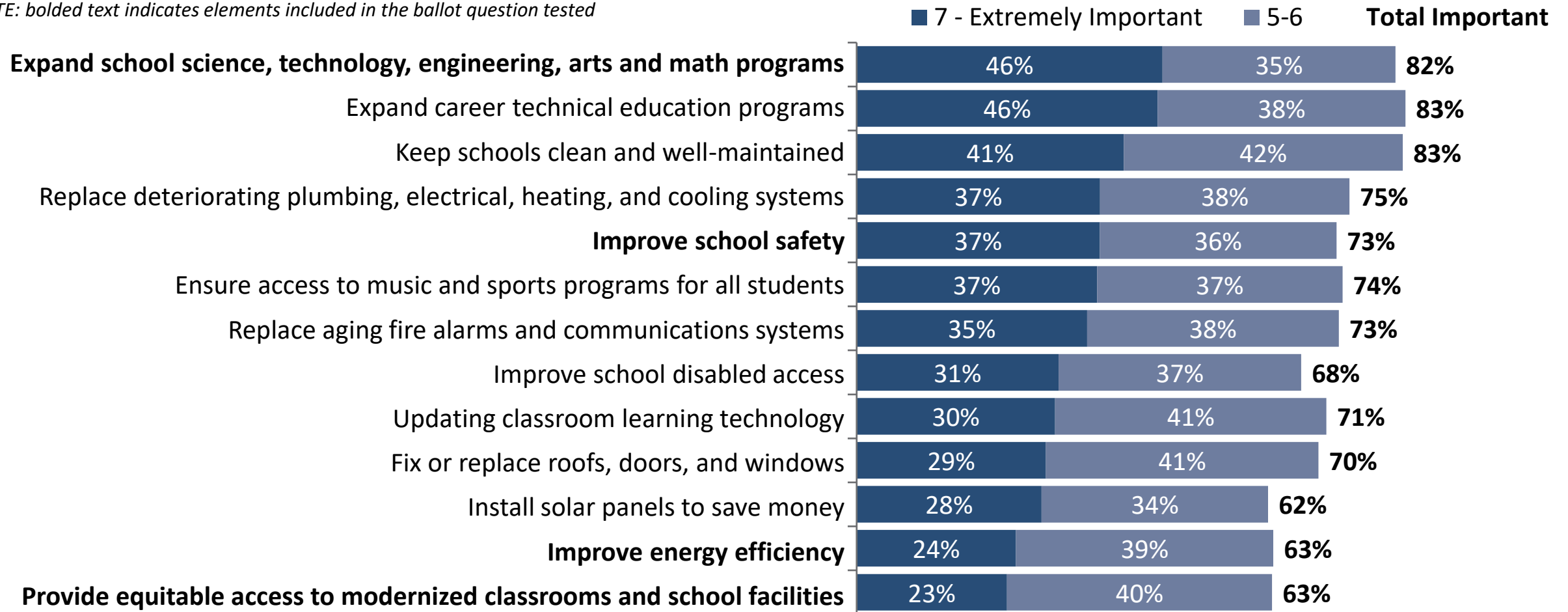
To update and reconstruct local schools to expand science, technology, engineering, arts and math programs; provide **equitable access to modernized classrooms/facilities**; improve school safety **and energy efficiency**; construct and equip classrooms/facilities; shall Sierra Sands Unified School District issue **\$52,800,000** in bonds, at legal rates, raising an annual average of **\$2,800,000**, at approximately \$60 per \$100,000 of assessed valuation while bonds are outstanding, with independent oversight, audits, no money for administrators' salaries/pensions, and all funds remaining local?



Potential Bond Projects

The projects tested are all important to more than half—particularly expanding STEAM and CTE programs, as well as keeping school clean and well-maintained.

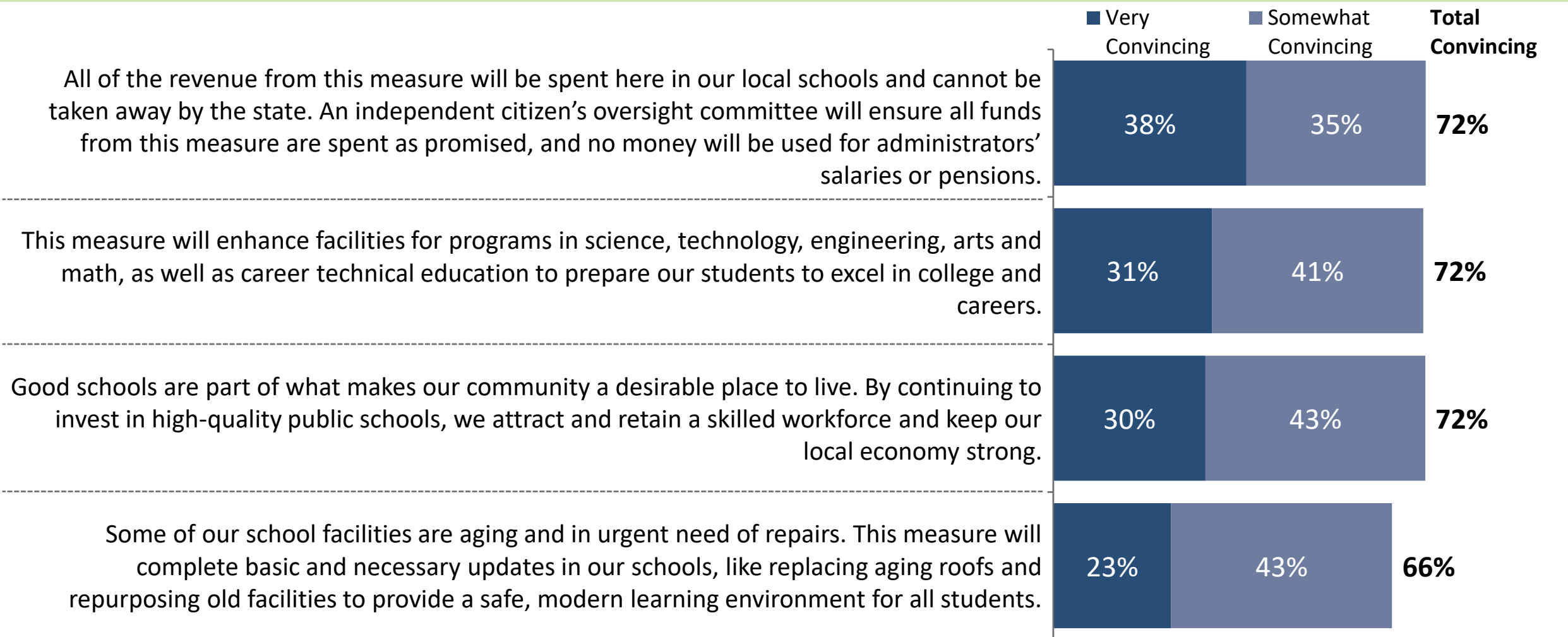
NOTE: *bolded text indicates elements included in the ballot question tested*



Q17-29. Now I would like to read you a list of components that could be included in the Sierra Sands Unified School District measure. On a scale of one to seven, where 1 is not important at all and 7 is extremely important, please indicate how important each of the following is to you.

Additional Information

Messages that focus on accountability provisions, enhanced facilities for STEAM and CTE programs, and good schools contributing to making the community a desirable place to live are particularly compelling reasons to support the measure.

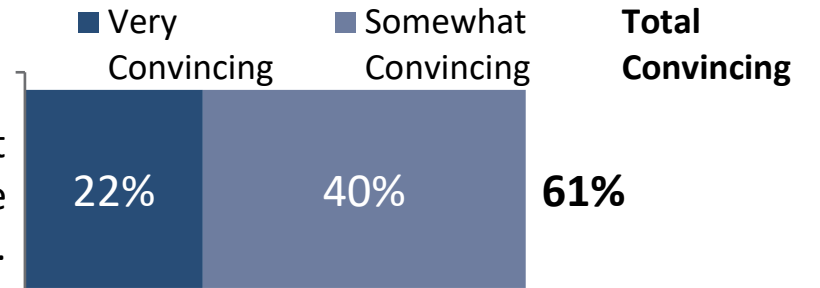


Q30-37. Next I'd like to read you statements from people who SUPPORT the proposed measure for the Sierra Sands Unified School District. After each one, please tell me how convincing that statement is as a reason to vote FOR the measure.

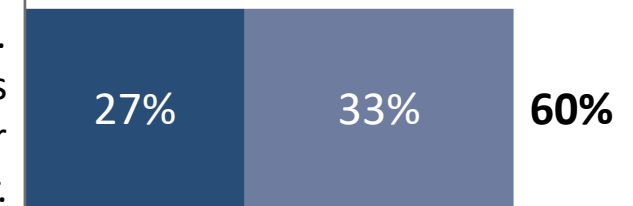
Additional Information

Other information is also compelling to more than half.

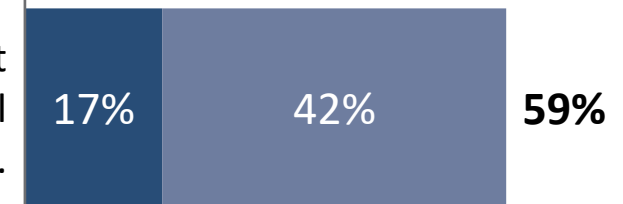
This measure will allow the District to make smart investments in solar energy which will not only improve efficiency now, but also generate a 25-year funding stream to go back into the classroom and enhance schools and facilities for the next generation.



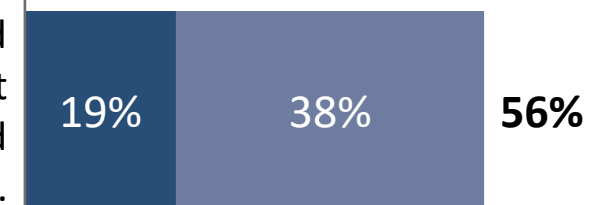
The COVID-19 crisis has highlighted the essential role that schools play in our community. Beyond providing high-quality education for all students, they also provide a space for students to learn, socialize, and stay active while parents go to work. They need and deserve our support now more than ever.



With this measure, by repurposing instead of rebuilding Monroe Middle School, the District will leverage grants and other available funding to arrive at the best outcomes for our local students while minimizing the financial burden on residents.

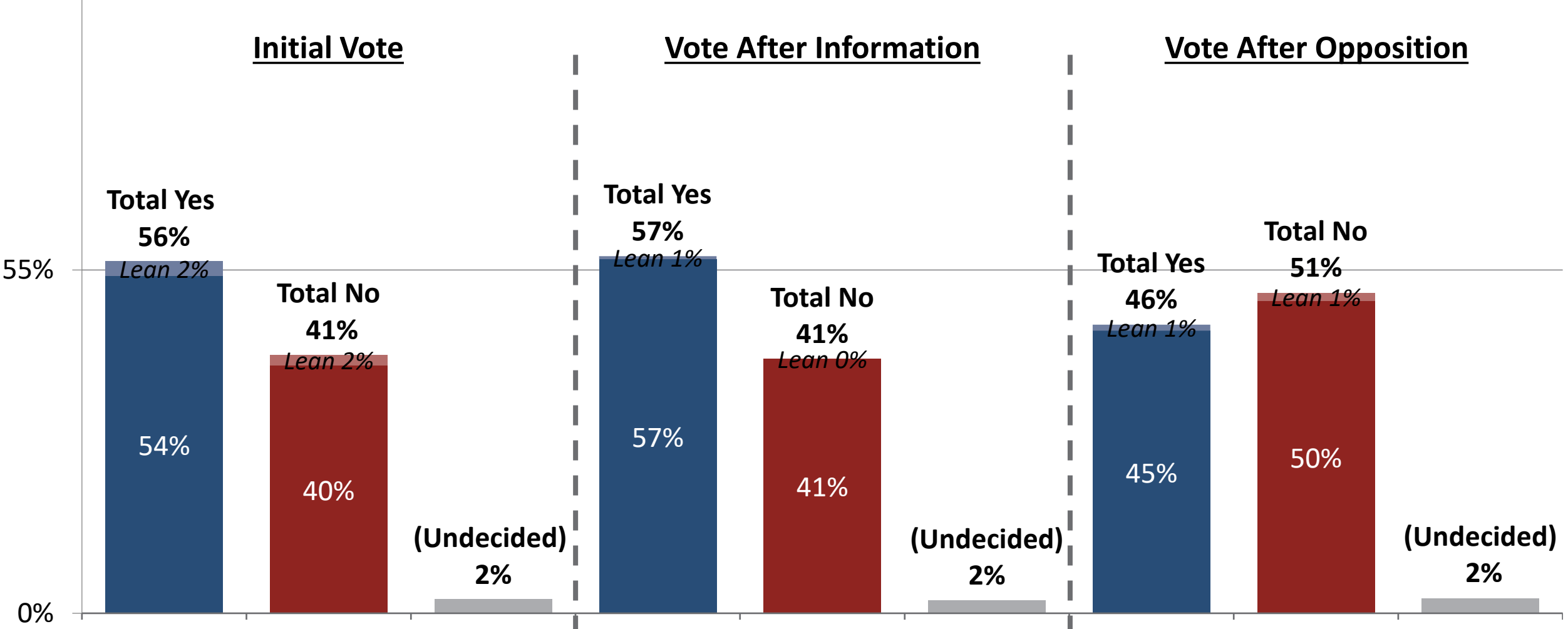


Most of our local schools have been updated, but some students are still learning in old and outdated classrooms and facilities. This measure provides a long-term solution to ensure that all students in our schools have access to updated and modernized school facilities and programs.



Vote Progression

Support for the measure solidifies but does not increase after respondents are presented with additional information and is impacted by opposition messages.



Q43. Now, given everything you've heard, would you vote yes to approve or no to reject the \$52,800,000 bond measure for the Sierra Sands Unified School District?

Conclusions & Recommendations

- ▶ Opinions of the District continue to be mostly positive. With shifts in perception of the school grounds and financial management, it seems some are aware of recent school improvements.
- ▶ Although many continue to see a need for additional money for local schools and value quality schools in the community, there is also some tax aversion.
- ▶ A bond measure for SSUSD appears feasible yet challenging for the June 2022 ballot.
- ▶ The success of a measure could depend on voters' awareness of the fiscal accountability provisions of a measure, the benefits to STEAM and CTE programs, and the value to the community of having high-quality local schools.



Jessica Polsky-Sanchez
jessica@emcresearch.com
510.550.8933

Questions to Consider

- ◆ **To what extent do your views match those of voters surveyed in terms of:**
 - ▶ **Awareness?**
 - ▶ **Priorities?**
 - ▶ **Opinions?**

- ◆ **Is there any information that you know that the community doesn't know?**
 - ▶ **Do you believe knowledge of this information explains any surprises in the survey?**

- ◆ **How would you suggest raising public awareness and understanding about the District's facilities needs and funding methods?**

