

BASELINE BOND SURVEY

CONDUCTED FOR THE
ALTA LOMA SCHOOL DISTRICT

PRESENTED BY
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10/4/2023





PURPOSE OF STUDY

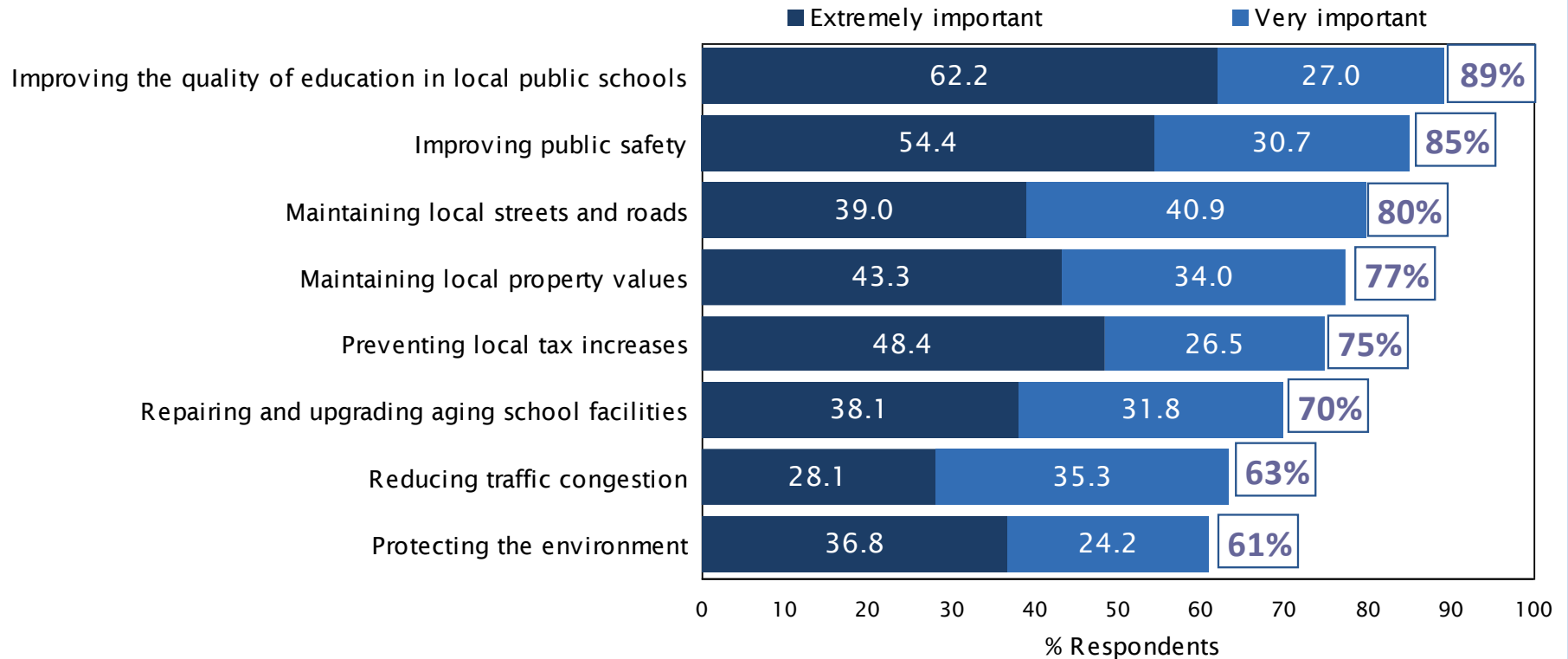
- Determine if a bond measure is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach



METHODOLOGY OF STUDY

- **How did we select voters to survey?**
 - Stratified & Clustered Random Sample of likely voters (2024) using age, gender, partisanship, household party type, and sub-geographies
 - Ensures balanced, representative sample of likely voters
- **How did we recruit participation?**
 - Personalized email, text, and telephone calls
 - PINs to restrict access and ensure one complete per respondent
- **How were voters able to share their opinions?**
 - Secure, PIN-protected website that scales to the device
 - Telephone (land line or mobile)
 - English & Spanish
- **What was the sample size?**
 - 411 completed interviews
 - Overall margin of error of $\pm 4.8\%$ @ 95% level of confidence

IMPORTANCE OF ISSUES





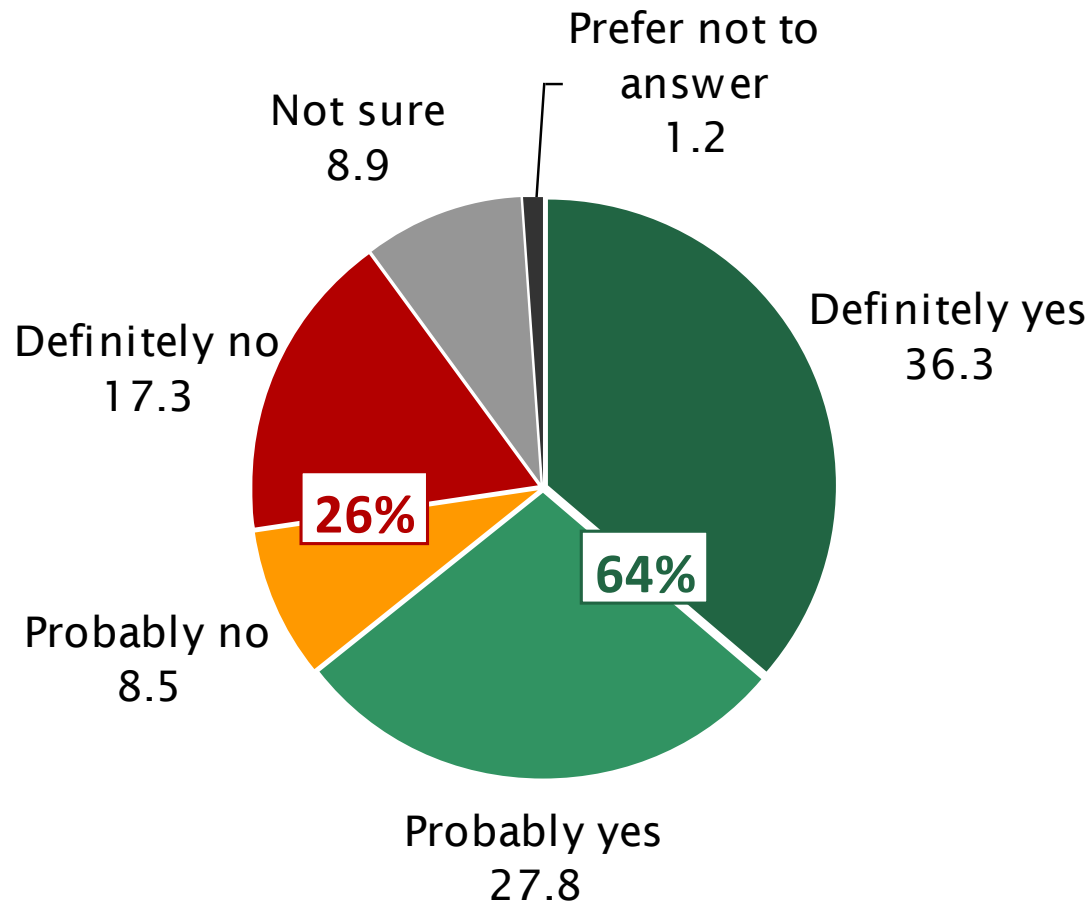
INITIAL BALLOT TEST

In order to:

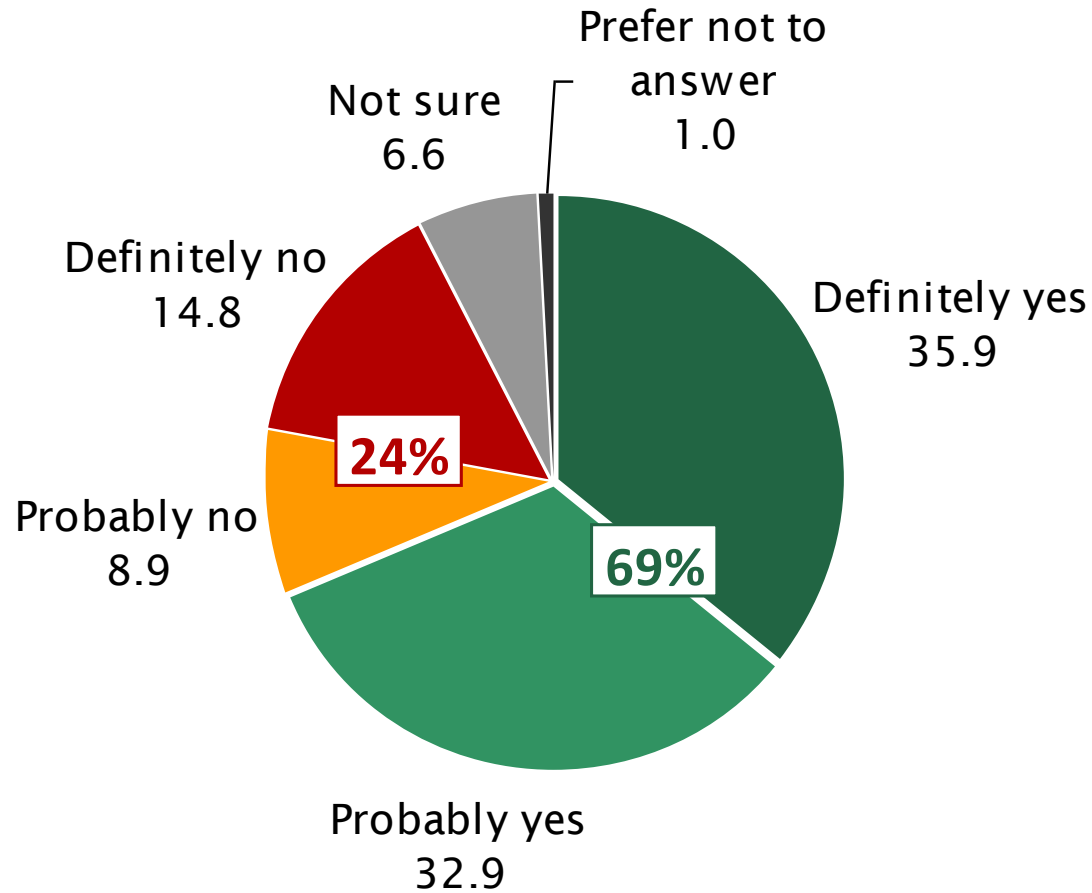
- Repair and upgrade classrooms, labs, and school facilities to support student achievement in math, science, technology, arts, and engineering
- Fix deteriorating roofs, plumbing, ventilation, and electrical systems
- Update instructional technology
- And improve student safety/security systems

Shall the Alta Loma School District measure be adopted authorizing \$71 million in bonds at legal rates (without increasing current tax rates), levying approximately 3 cents per 100 dollars assessed value (\$5 million annually) while bonds are outstanding, with citizen oversight and all money staying local? If the election were held today, would you vote yes or no on this measure?

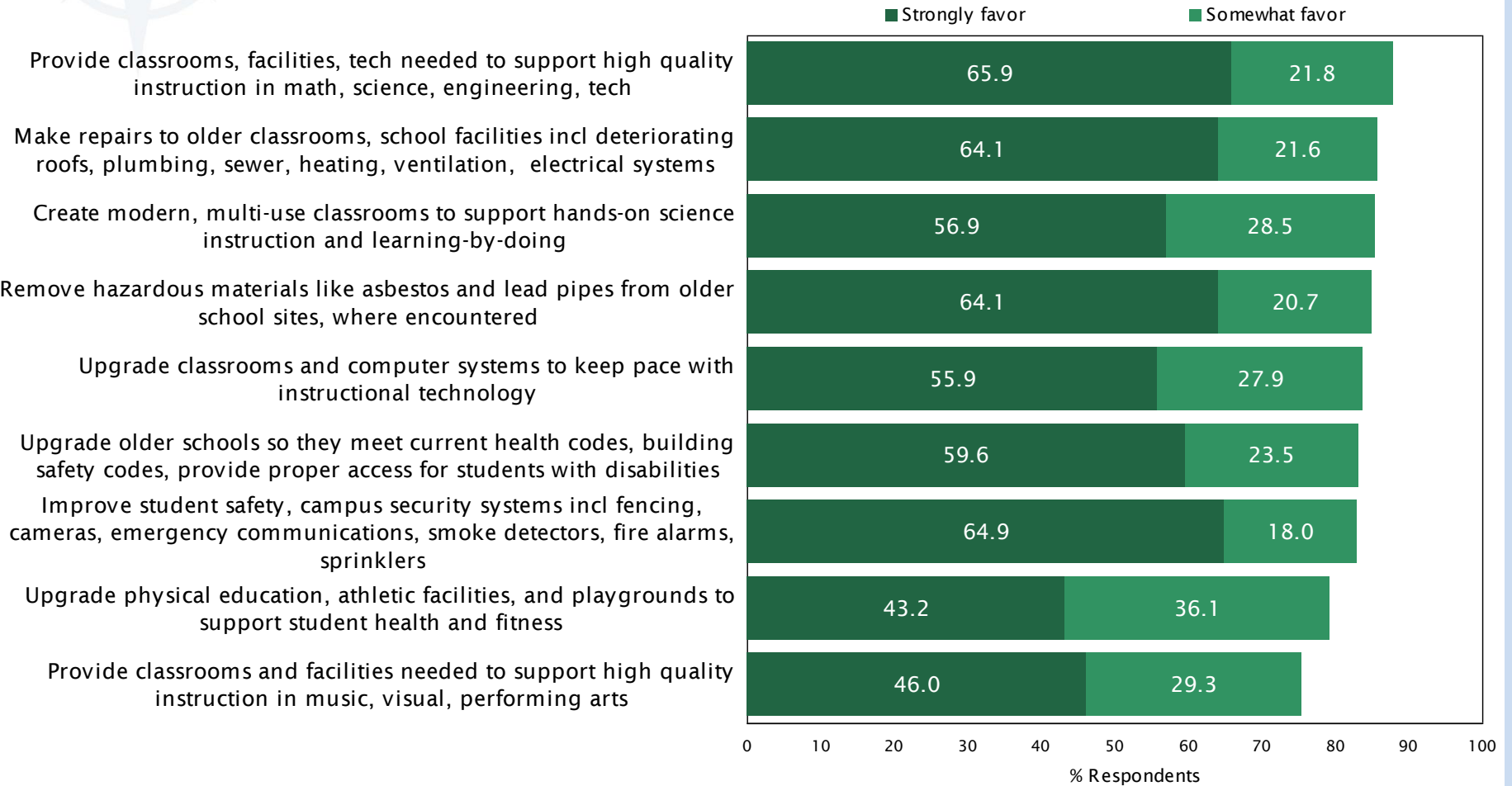
INITIAL BALLOT TEST



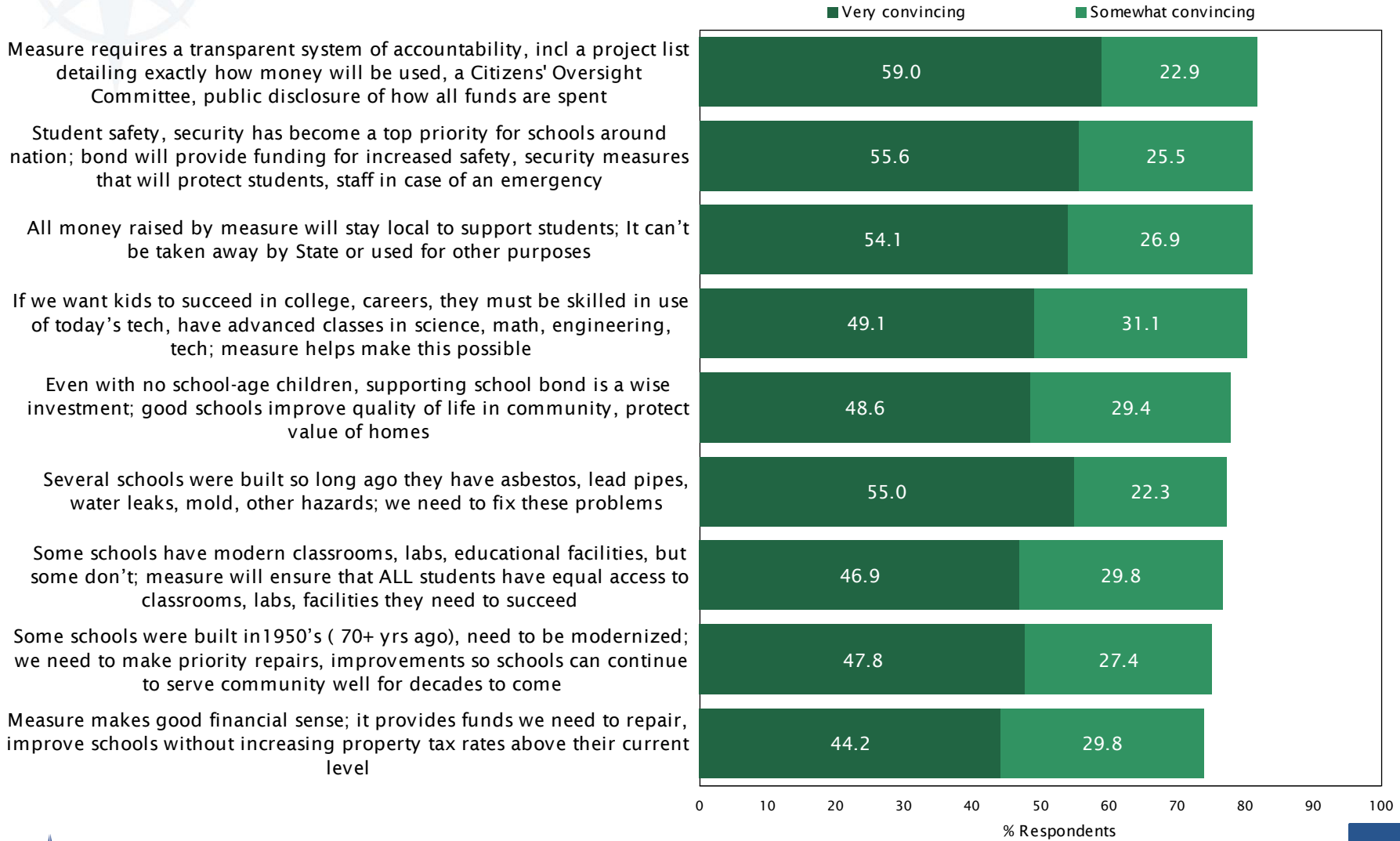
INITIAL BALLOT TEXT EXTENSION INFO



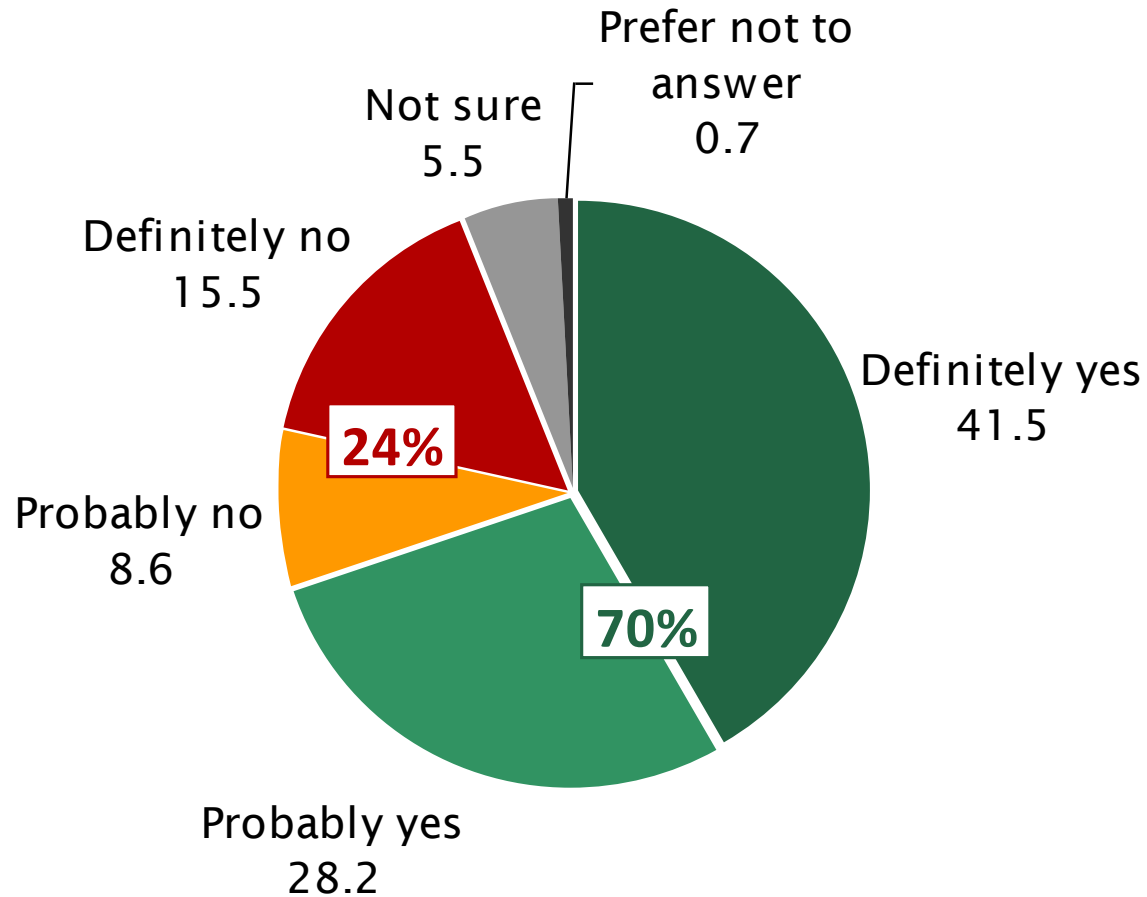
PROJECTS & IMPROVEMENTS



POSITIVE ARGUMENTS



INTERIM BALLOT TEST



NEGATIVE ARGUMENTS

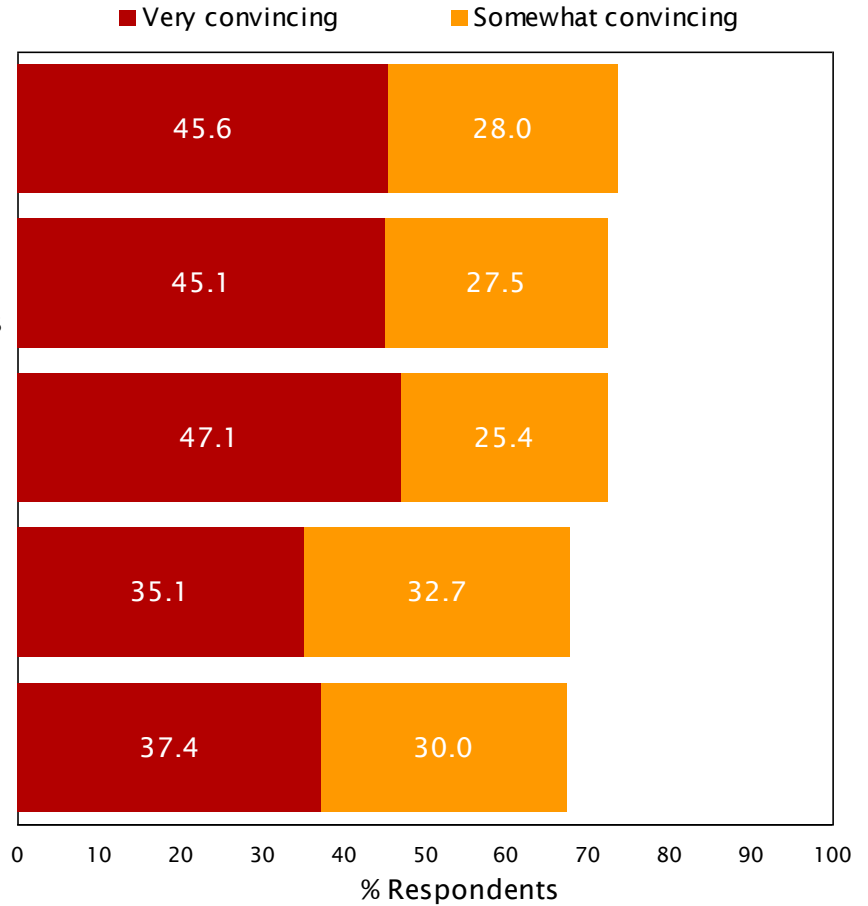
District passed a \$58M bond in 2016 to fix schools; property owners will be paying on that bond for another 30 yrs; now they want more money? That's not fair to taxpayers

Residents, local businesses have been hit hard by pandemic, inflation, high gas prices; many are struggling to stay afloat; now is not the time to raise taxes

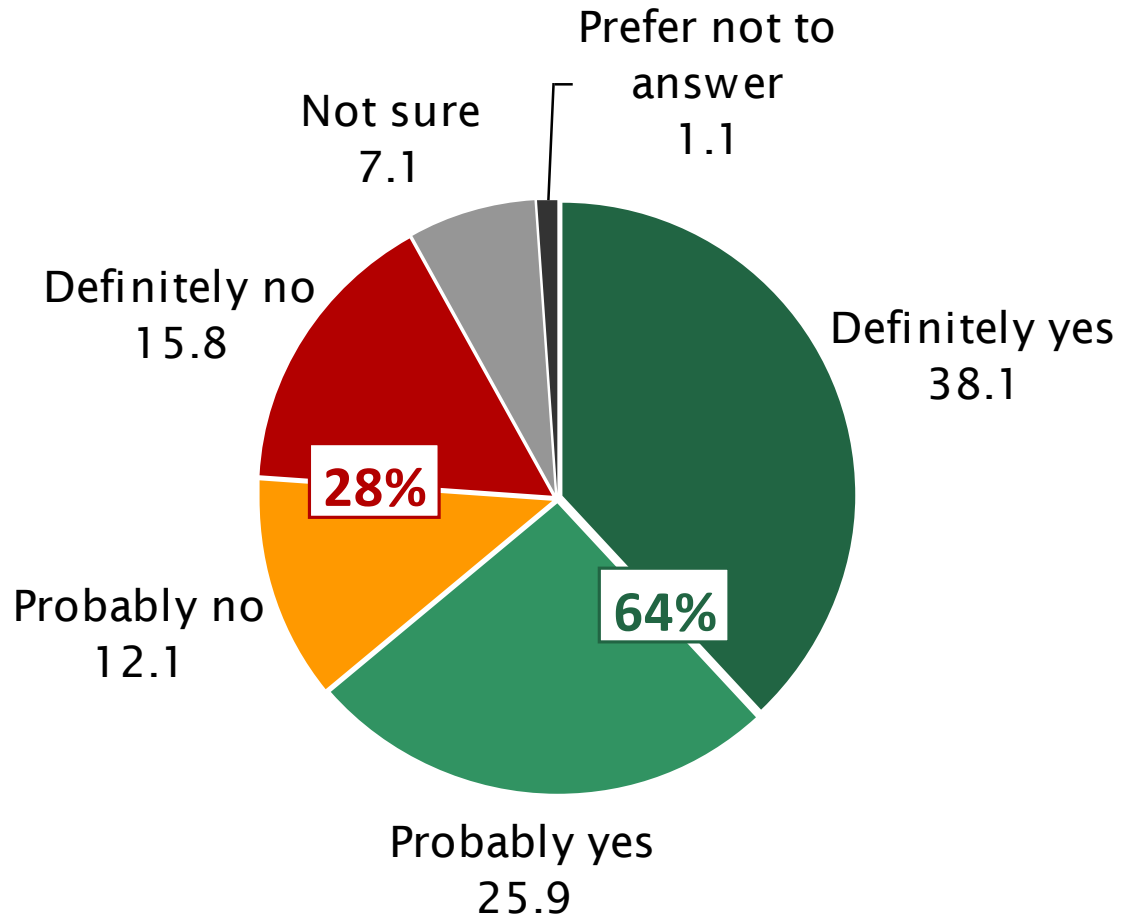
Property owners are already paying too many taxes - incl multiple school bonds and local taxes; enough is enough; we can't afford to keep raising taxes

Community is already an expensive place to live, especially for young families, seniors, those on fixed incomes; passing bond will make it even less affordable

There is no guarantee how money will be spent; some schools will get more than their fair share from bond, while others will get less

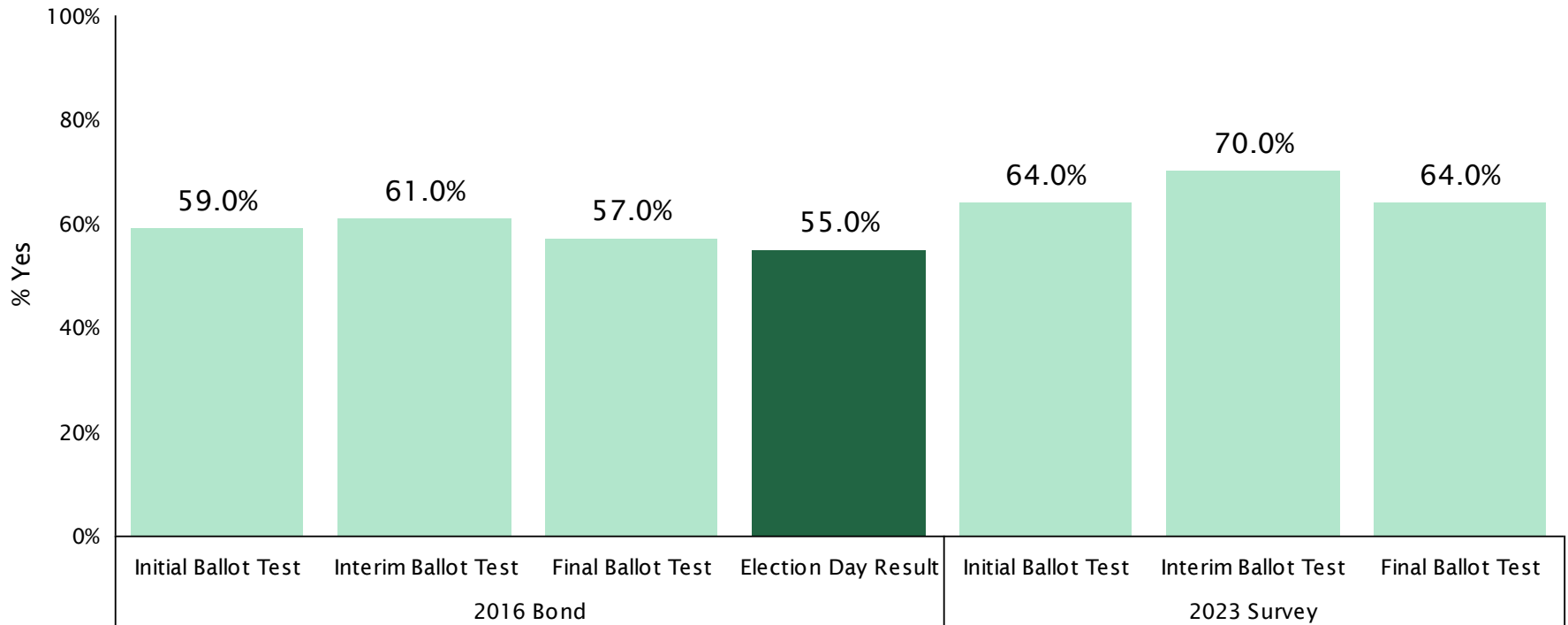


FINAL BALLOT TEST





HISTORICAL COMPARISON





KEY CONCLUSIONS

Does a bond appear to be feasible for a 2024 ballot? Yes.

Positive Signs

- Voters rank improving the quality of education in local schools as the *most* important issues facing the community
- Strong *natural* support for bond measure (64%)
- Popular projects and improvements
- Strong positive arguments
- All ballot tests are above 55%, even after opposition arguments

Challenges

- Clarity around tax extension – not capturing 5% bump in ballot statement
- Receptiveness to potential opposition arguments
- High propensity voters are less supportive (~4%)
- Unknowns: trajectory of economy, inflation, other measures
- Electoral climate: Hyper-partisanship & statewide initiatives



OBSERVATIONS & RECOMMENDATIONS

- **Snapshot in time, not a crystal ball**
- **Election Date:** November '24
- **Project Priorities:** STEM, modern classrooms, facility repairs at older schools to bring them up to code, removal of hazardous materials, instructional technology, safety & security
- **District Communications:** Begin a conversation with the community to build awareness of facility needs and consensus on a bond proposal.
- **Independent Campaign:** Need to have solid independent campaign to navigate through the election cycle, communicate key messages, turn out supporters, and weather uncertainties.