

BOND FEASIBILITY SURVEY

CONDUCTED FOR
NAPA VALLEY UNIFIED
SCHOOL DISTRICT

PRESENTED BY
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6/18/20



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

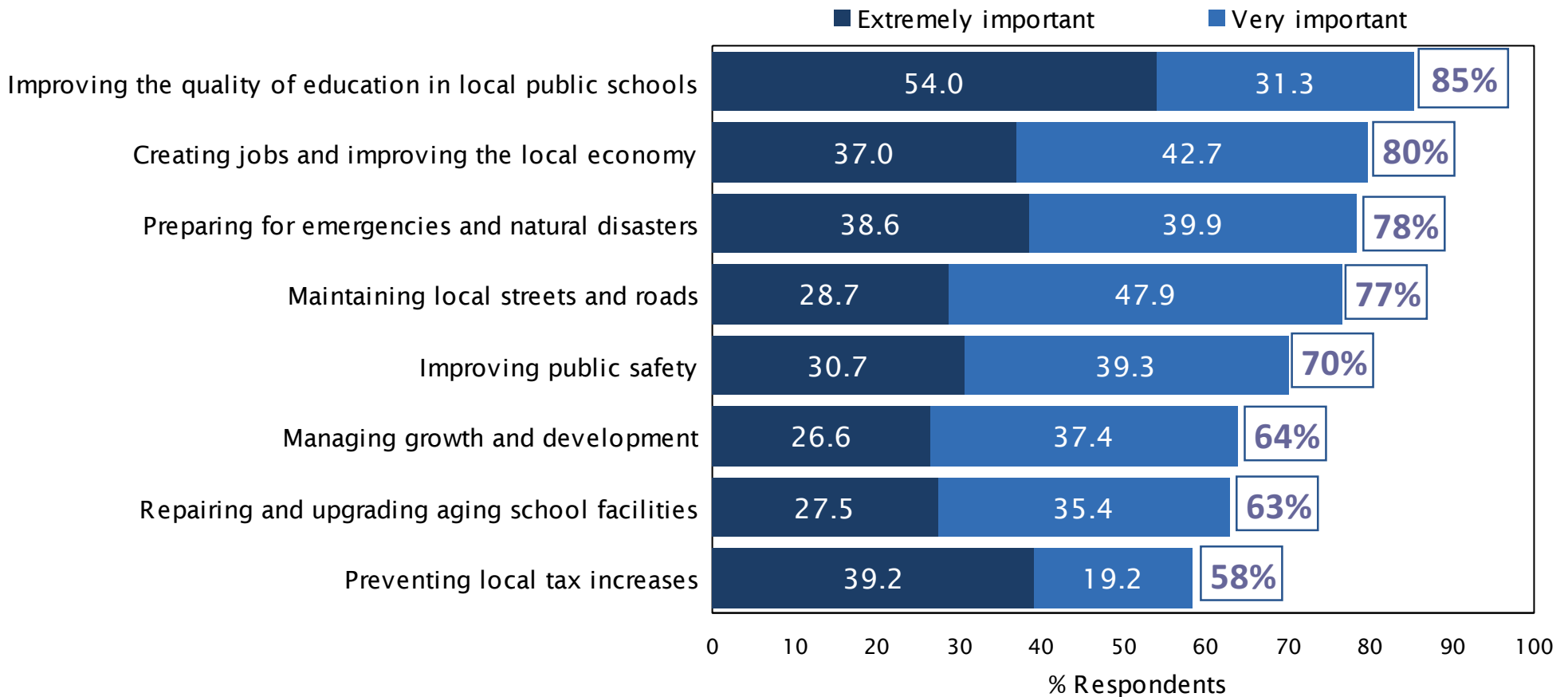


METHODOLOGY OF STUDY

- Conducted May 21st to May 31st, 2020
- Random Sample: 625 District voters likely to participate in November 2020 election
- Mixed-Method approach
 - Recruited via phone and email
 - Data collection via phone and online
 - 17-minute average interview length
- Overall margin of error is $\pm 3.9\%$

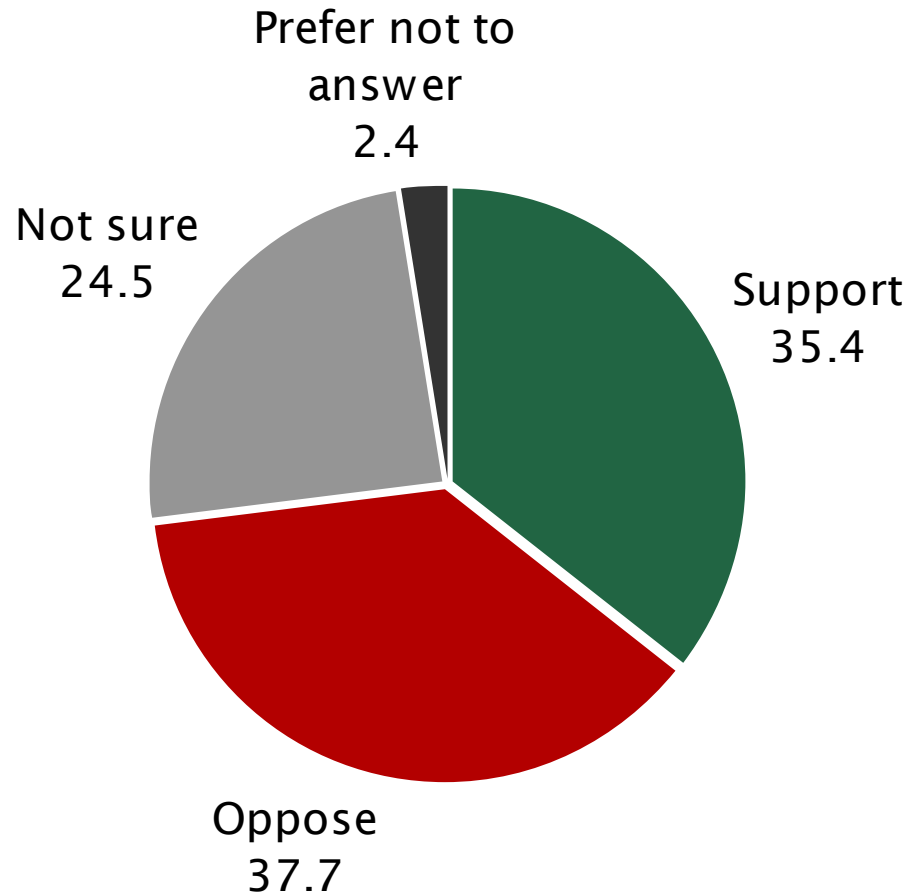


IMPORTANCE OF ISSUES



SUPPORT FOR SPLIT-ROLL MEASURE

AFTER PRO & CON ARGUMENTS





INITIAL BALLOT TEST

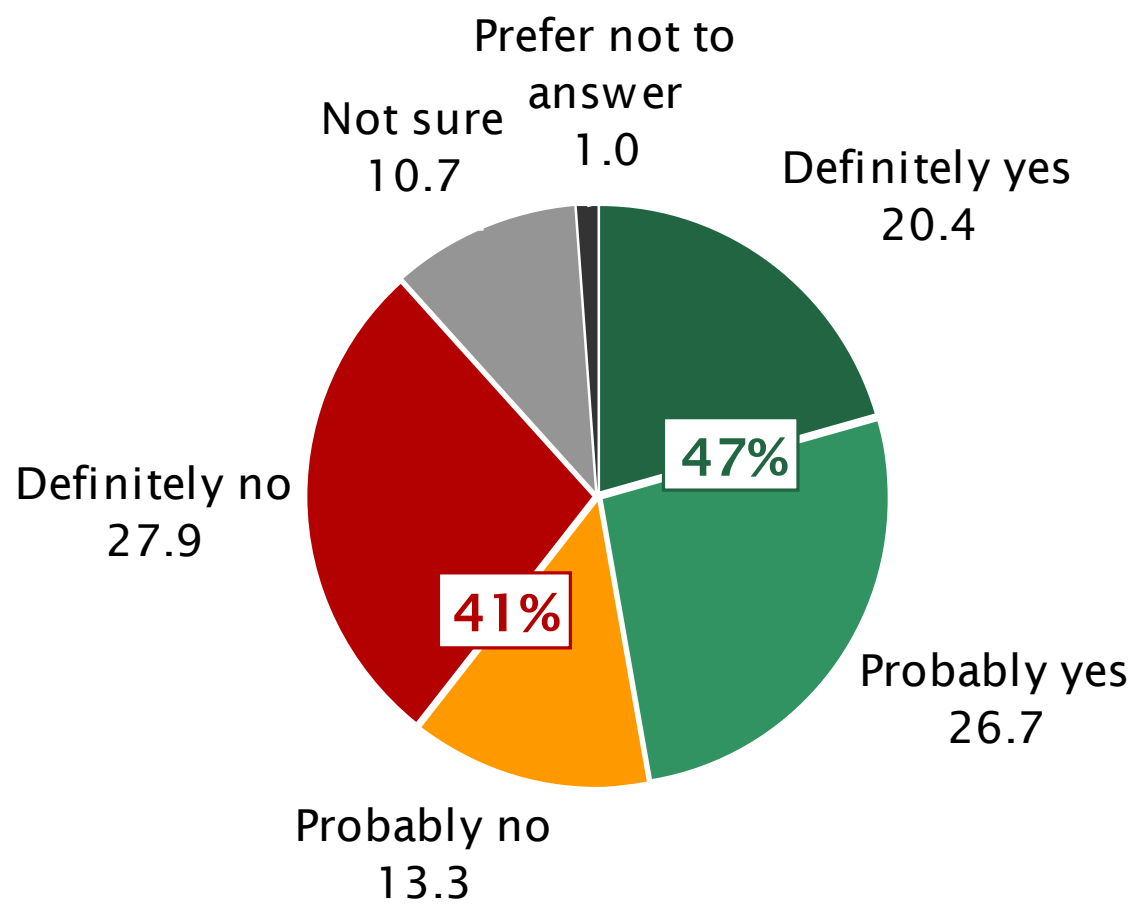
In order to:

- Repair, upgrade, construct and equip classrooms, science labs, career-training and school facilities that support college and career readiness in math, science, technology, engineering, arts, and skilled trades
- Remove asbestos and lead pipes from older schools
- And improve student and campus safety

shall Napa Valley Unified School District's measure authorizing 398 million dollars in bonds at legal rates, levying 5 cents per \$100 assessed value (20 million dollars annually) while bonds are outstanding be adopted, with independent citizen oversight, annual audits, no money for administrators, and all money locally-controlled? If the election were held today, would you vote yes or no on this measure?

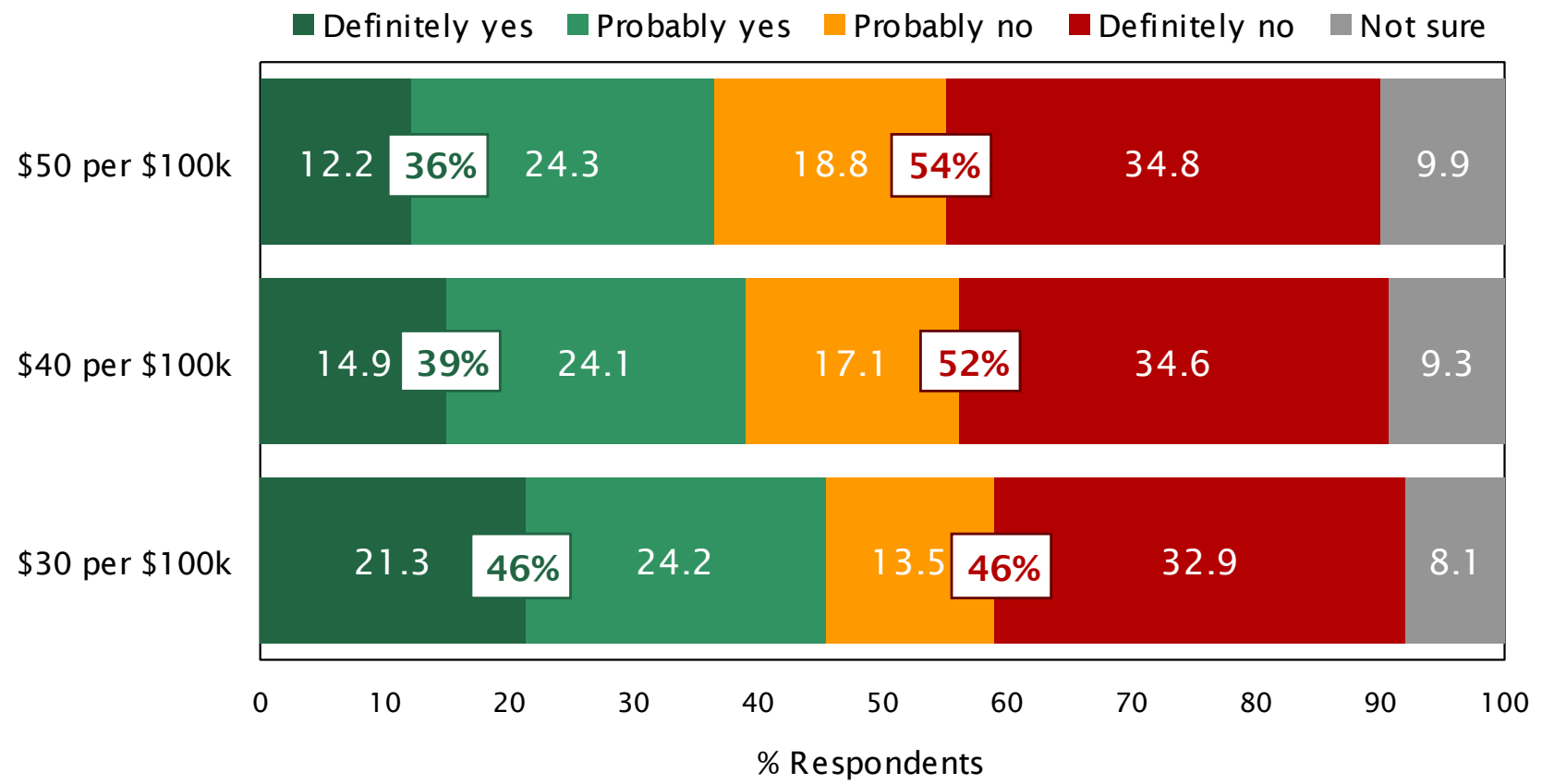


INITIAL BALLOT TEST



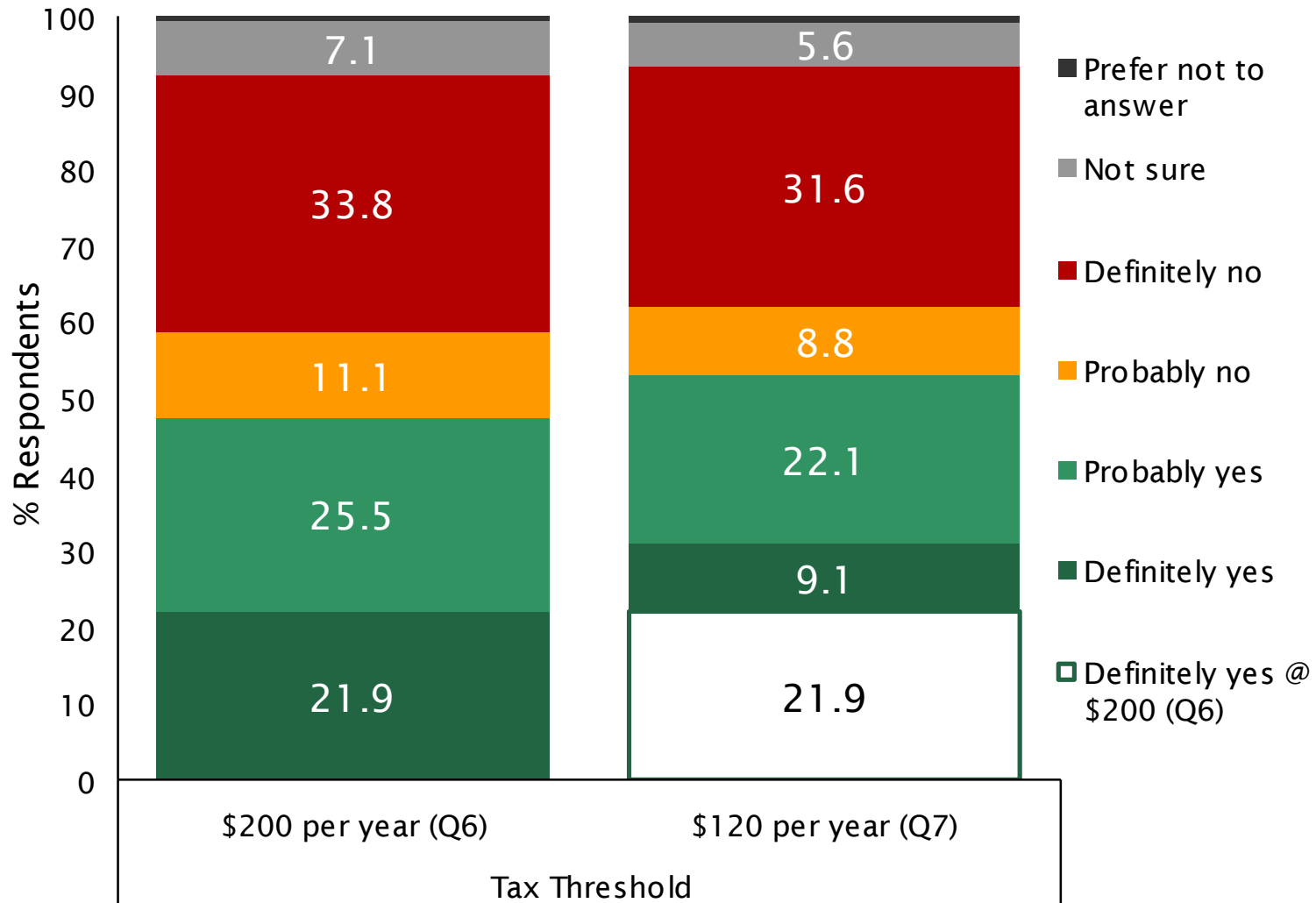


TAX THRESHOLD



SUPPORT FOR MEASURE

AT \$200 & \$120 PER YEAR FOR TYPICAL OWNER



PROJECTS & PROGRAMS TIER 1

Provide classrooms, labs, equipment for career, tech ed classes so students are prepared for college, in-demand jobs in fields like health sciences, engineering, tech, skilled trades

Provide classrooms, facilities, tech needed to support high quality instruction in math, science, engineering, tech

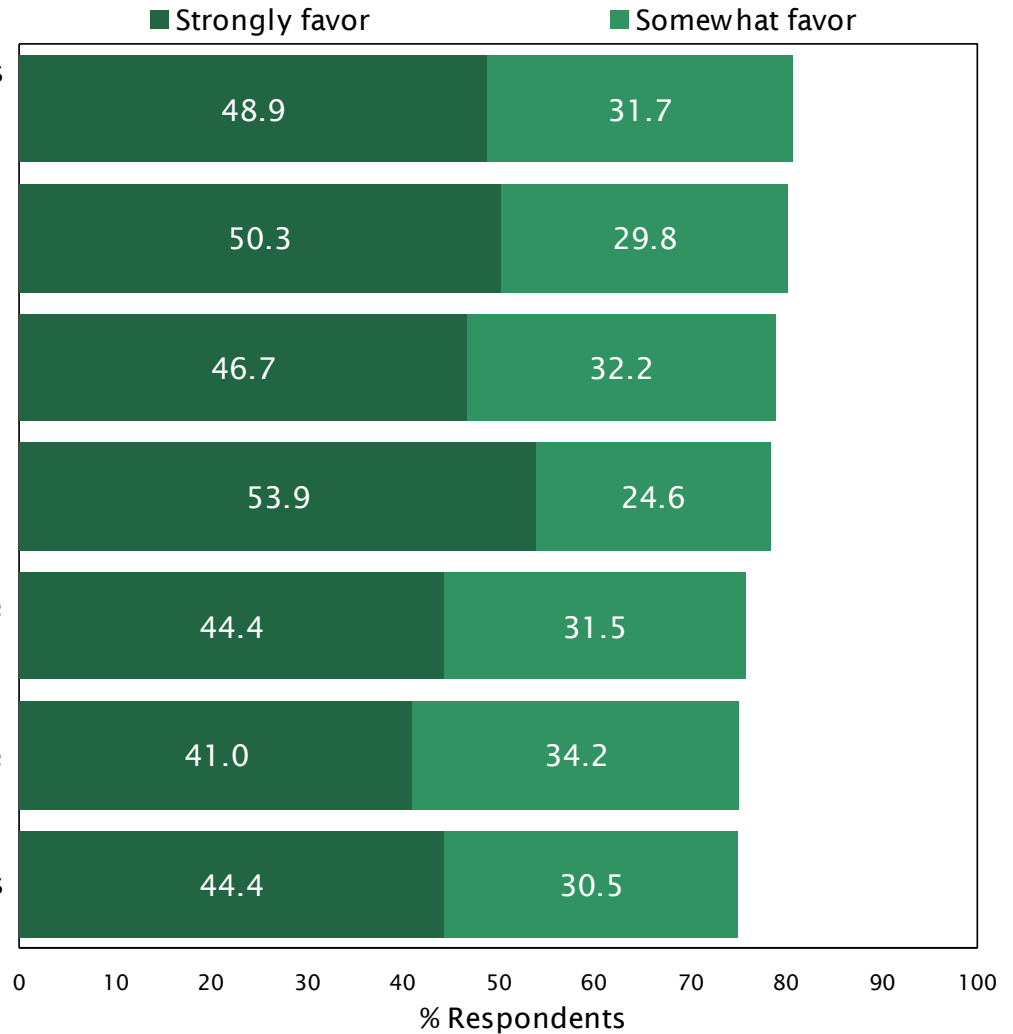
Repair, replace deteriorating roofs, plumbing, heating, ventilation, electrical systems where needed

Remove hazardous materials like asbestos, lead pipes from older school sites

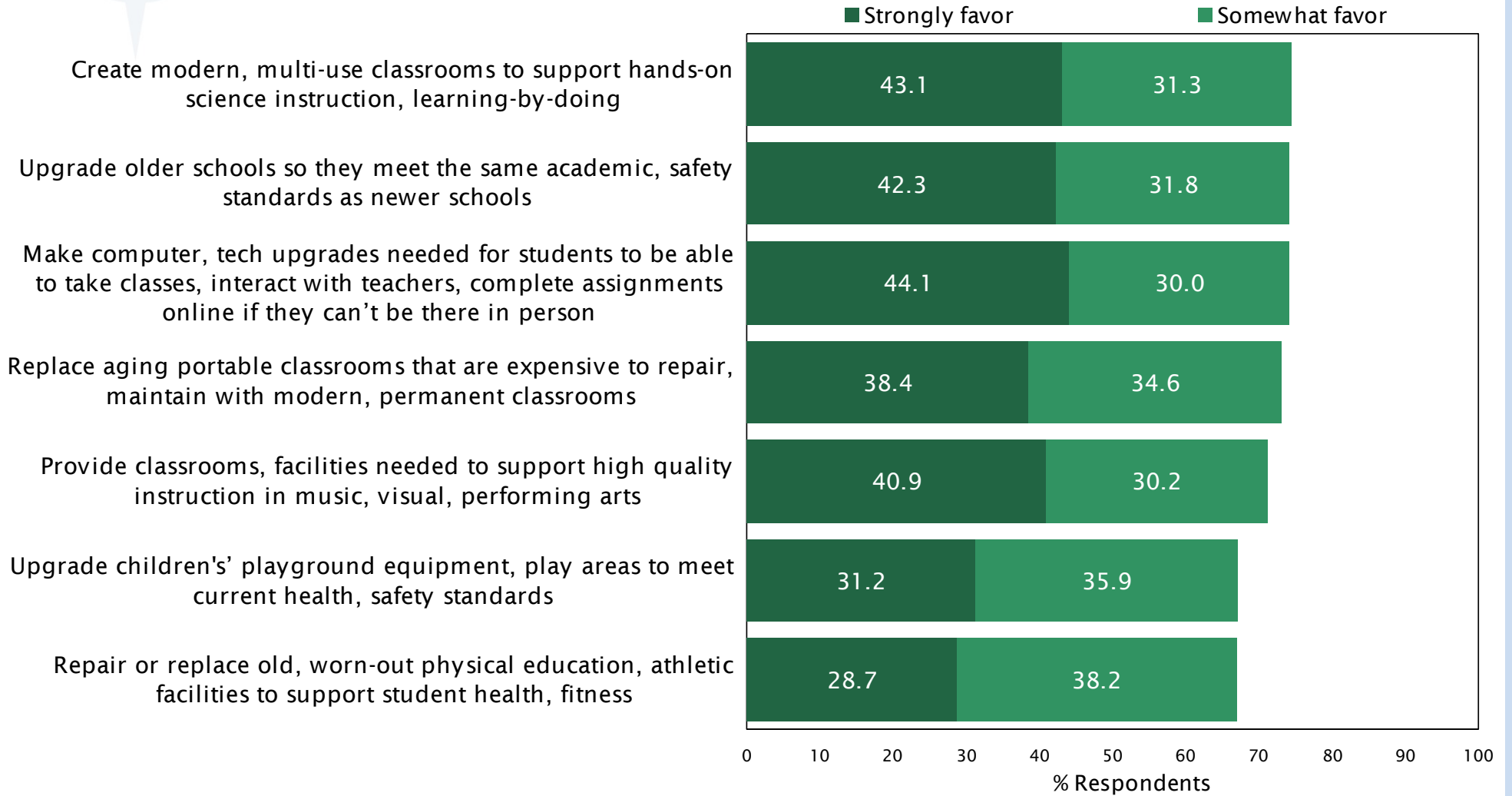
Retrofit older school buildings to ensure they are earthquake safe

Improve student safety, campus security systems incl cameras, emergency comm systems, intruder protection systems, smoke detectors, fire alarms, sprinklers

Improve access to school facilities for students with disabilities



PROJECTS & PROGRAMS TIER 2



POSITIVE ARGUMENTS TIER 1

Students deserve same opportunities as others in the region, high quality instruction in science, tech, math; bond will help improve quality of education in local schools

Most schools built 60+ yrs ago, it's time to make repairs, upgrades so schools meet today's requirements, can serve community for decades to come

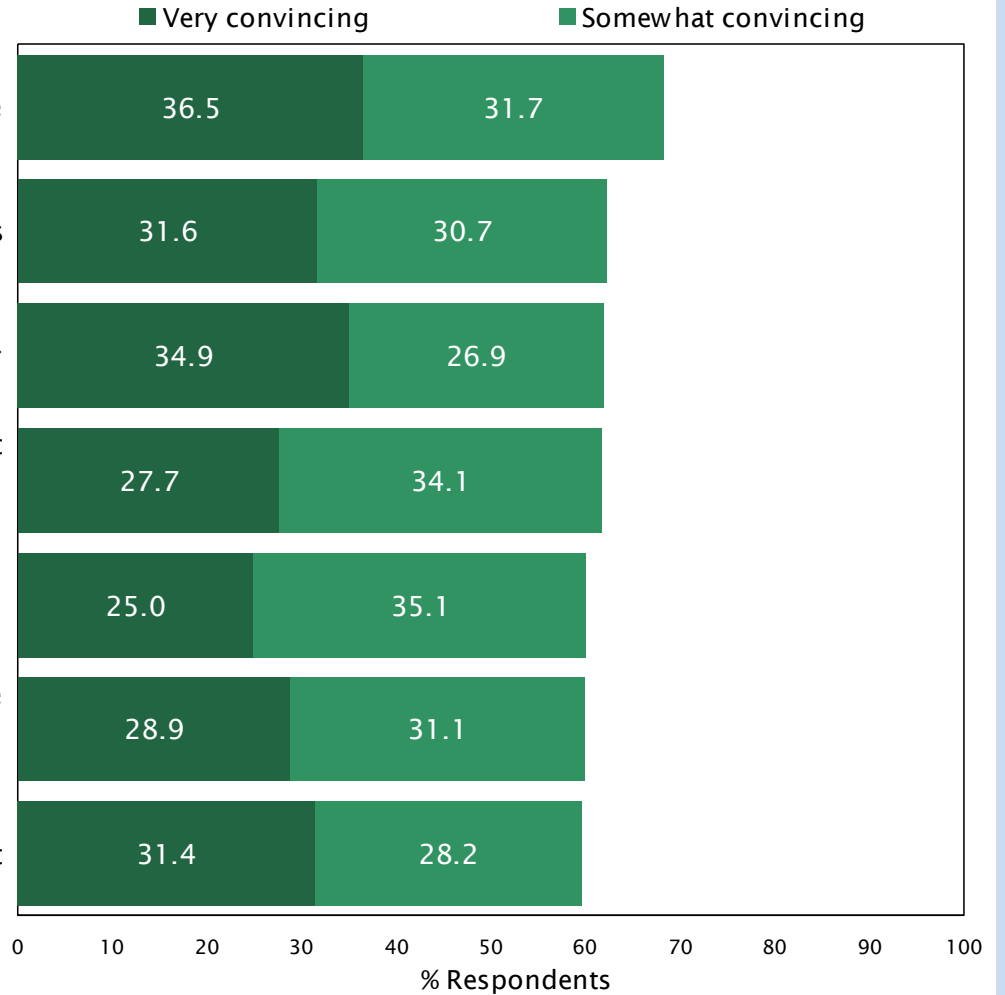
All money raised by measure will stay in community to support students, local economy; it cannot be taken away by State, used for other purposes

If we want kids to succeed in high school, college, careers, they must be skilled in the use of today's tech, solid background in science, math, engineering and tech

Modernizing older schools will reduce cost of ongoing maintenance, allow more of District's budget to be spent in classroom educating students

Even with no school-age children, supporting school bond is a wise investment; good schools improve quality of life in community, protect value of homes

Measure requires clear system of accountability, project list detailing how money will be used, Citizens' Oversight Committee, independent audits



POSITIVE ARGUMENTS TIER 2

Measure will ensure students who plan to go to college prepared to succeed, those who don't, receive career training they need to compete for good paying jobs

By law, no money from this measure can be used for administrators' salaries or benefits

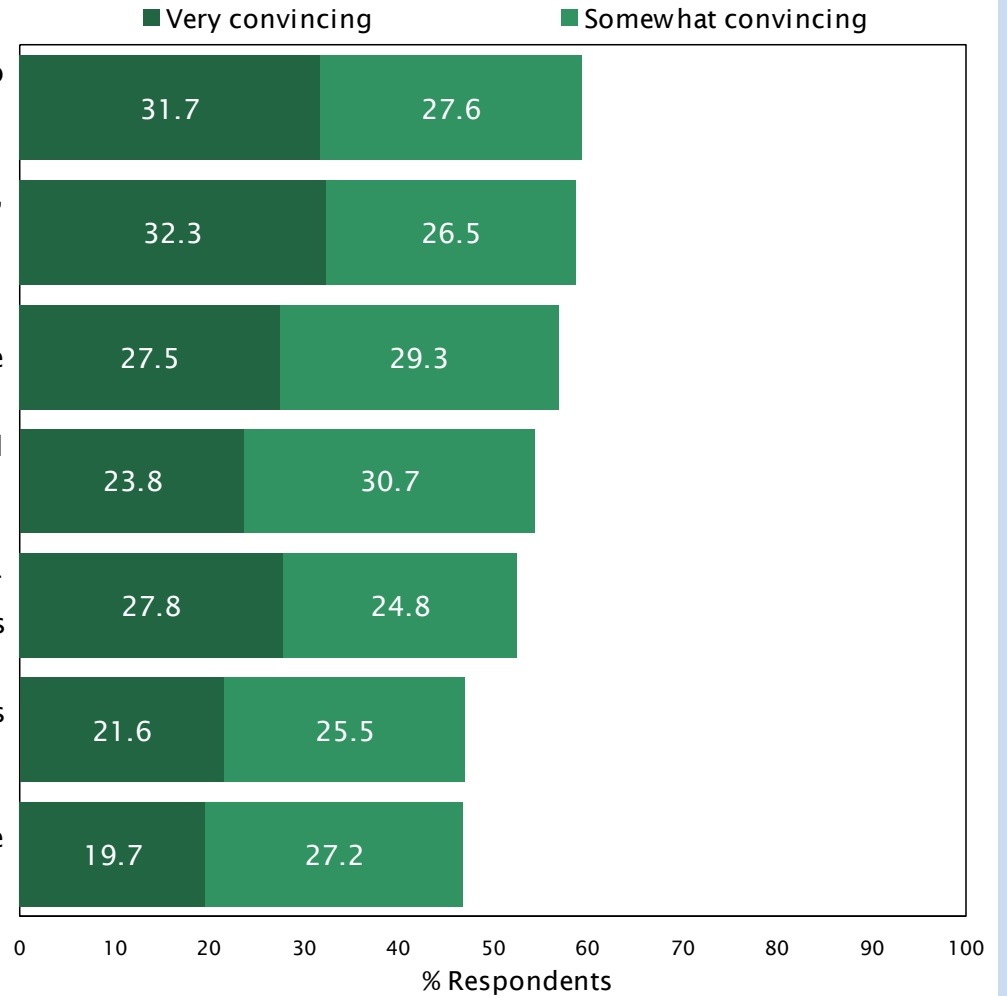
We need to pass bond to get our fair share of State funding for schools; if voters approve measure, schools will be eligible to receive about \$25M

Although schools in American Canyon newer than others, still need to be maintained; bond will provide funds to maintain American Canyon schools over time

Passing bond will stimulate local economy; it will create hundreds of good-paying local jobs, inject millions of dollars into local businesses

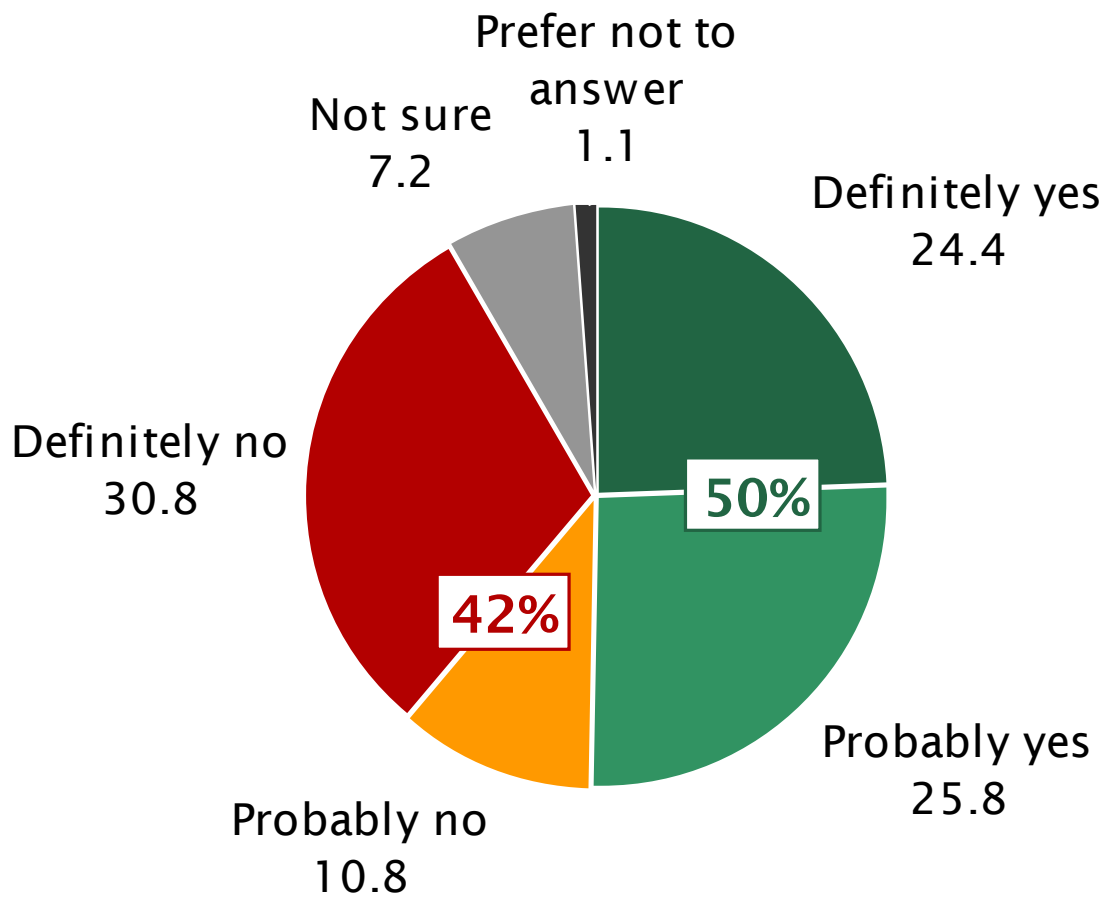
Passing bond will help revive economy by creating hundreds of new jobs, injecting more than \$300M into local businesses

If voters approve measure, every community in District will receive its fair share of bond funding





INTERIM BALLOT TEST



NEGATIVE ARGUMENTS

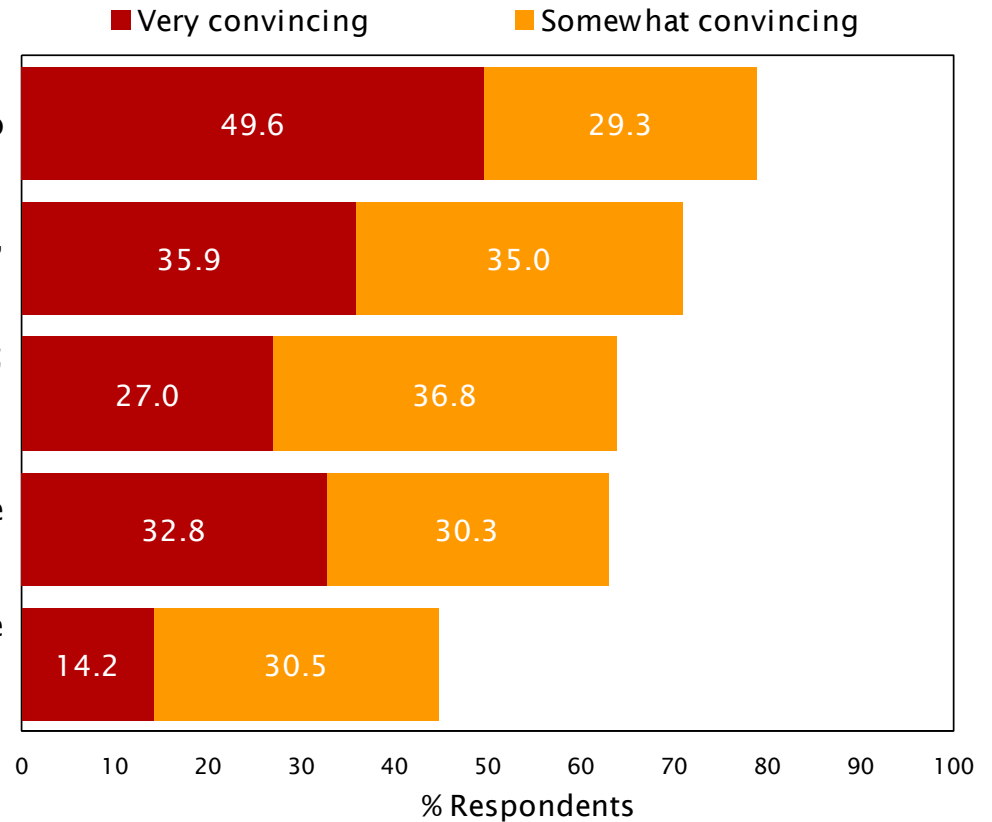
People are having a hard time making ends meet with high cost of living, economy in recession; now is NOT the time to be raising taxes

Don't be fooled; incl interest, bond will cost about \$800M, take taxpayers 40 yrs to pay off

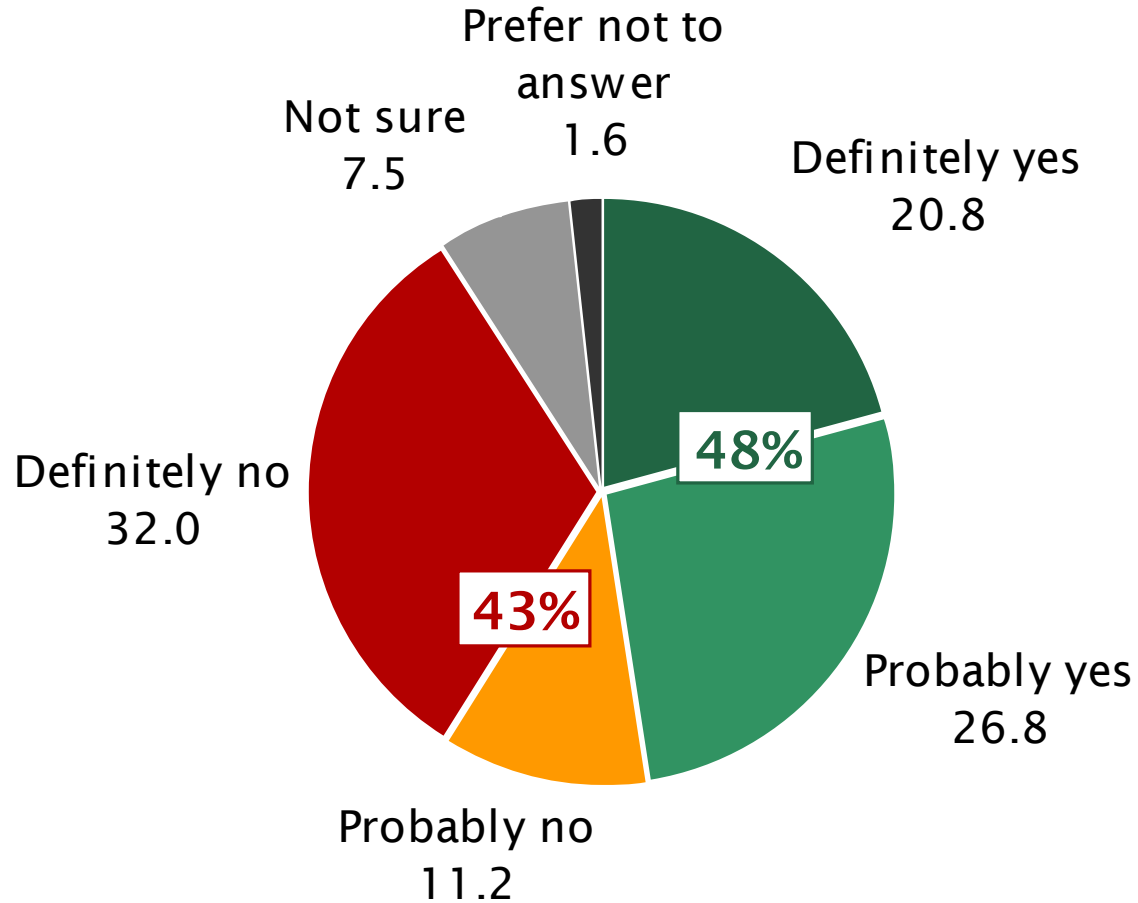
There is no guarantee that money will be distributed fairly; some schools will get more than their fair share from the bond, while others will get less

We can't trust District with this tax, they will mismanage money, not build what they promise

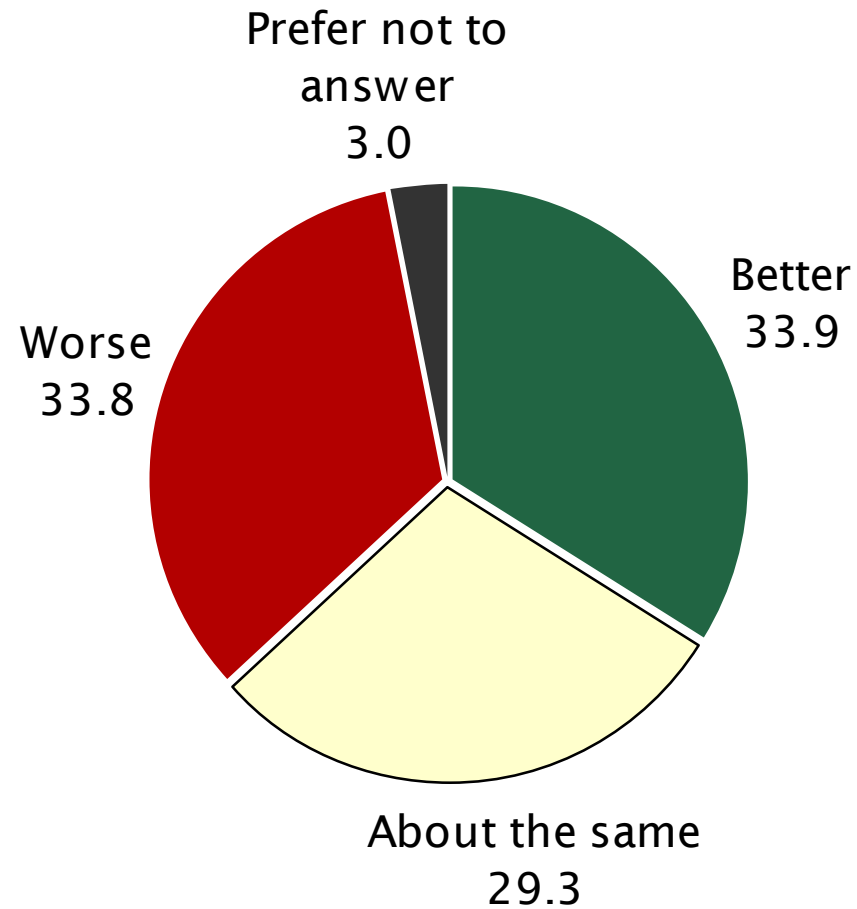
Improving public safety, emergency medical care should be highest priority right now; we can wait a few more yrs before upgrading schools



FINAL BALLOT TEST



OPINION OF ECONOMY IN SIX MONTHS





KEY CONCLUSIONS

Is it feasible to move forward with a bond measure for November 2020?

- We don't recommend placing a bond on the November 2020 ballot.

Positive Signs from Survey

- Voters consider improving the quality of education in local schools the most important issue facing the community
- Popular projects
- Positive arguments resonate

Challenges

- Lack of awareness of facility needs and how they connect to improving the quality of education in local schools
- Tax rate sensitivity/confusion
- Concerns about how the funds would be spent
- Disparities in perceived value/support for bond by geography
- November election cycle issues (Split-Roll/Prop 13 debate & Hyper-partisanship)



CONSIDERATIONS & RECOMMENDATIONS

Poll is a snapshot in time

- 2020 is proving to be a particularly stormy election cycle. Storms blow through eventually. We should be ready when the weather clears.

District Communications

- Improve community engagement and perceptions of the District, its schools, and the quality of education provided locally.
- Need to build awareness, understanding, and ultimately consensus around the District's facility challenges and connection to student achievement.
- Build support among constituencies that are generally the support base for bonds, but had tepid support in this study – Democrats, renters, women.
- Reach out to subgroups that had particularly low support for the bond – unincorporated areas and Republicans in particular. We can't rely solely on Democrats to carry the day.

Price Tag

- Need to keep the tax rate within voters' comfort zone. Multiple smaller bonds sequenced over time might be more achievable than a single big bond.