

Agenda Item B-19



**Results of Community Survey
Regarding School Facility
Investment and Potential
2020 Bond Measure**

October 2, 2019

Facility Improvement Funding

- The community has been supportive of local bond measures to support school facility improvements
 - 2016 – Measure X, \$225 million (67%)
 - 2010 – Measure Q, \$280 million (76%)
 - 2001 – Measure K, \$199 million (67%)
- Substantial needs remain and additional funding will be necessary to continue school facility improvements
 - Current projections estimate Measure X funding will be completely committed in late 2021, pending Board approval of projects
 - State facility funding programs require local match funding
- State school bond measure likely on the March 2020 ballot



Community Survey Indicates Strong Support for Potential Bond

- There is support for a school bond in all Trustee areas
- Perception of Fresno Unified
 - Survey: 45% “excellent/good”
 - Previous surveys: 32% in 2016; 35% in 2010
- Perception that Fresno Unified needs funding
 - Survey: 76% “great need/some need”
 - Previous survey: 68% in 2016

Source: FM3 survey of 764 likely voters conducted August 21-28, 2019

Potential Bond Amounts in Survey

- The Board sets the amount of a bond measure
 - Amounts in the August survey preliminary/exploratory
 - Follow-up survey could be conducted with other amounts

- **\$160 million**
 - Survey: 75% “definitely/probably/lean” YES
 - Estimated to maintain existing tax rate of \$188.86 per \$100,000 of assessed value

- **\$240 million**
 - Survey: 72% “definitely/probably/lean” YES
 - Estimated to increase tax rate approximately 10%

Source: FM3 survey of 764 likely voters conducted August 21-28, 2019

Tax Rate Impacts

- Tax rate estimates are based on assumptions about financial variables
 - Growth in district assessed value
 - Interest rates at the time bonds are sold
- Board approves individual bond issuances
 - Amount
 - Frequency
 - Structure
- Fresno Unified tax rate has been stable for 11 consecutive years

Potential Uses of Bond Funding

Most important to voters for use of bond funds:

- ❑ Attracting and retaining qualified teachers
- ❑ Replacing heating and air conditioning systems
- ❑ Removing lead and asbestos hazards
- ❑ Fixing restrooms and plumbing systems
- ❑ Increasing opportunities for career-technical education
- ❑ Maintaining playgrounds and green spaces
- ❑ Updating electrical systems and classroom technology
- ❑ Creating special education facilities
- ❑ Replacing portables with new classrooms
- ❑ Upgrading security cameras, lighting, gates and fencing

Source: FM3 survey of 764 likely voters conducted August 21-28, 2019

Community Survey - Potential 2020 Bond Measure

10/02/2019

Potential 2020 Bond

- Potential Bond Election Date
 - March 3, 2020 or November 3, 2020
- Potential Bond Amount
 - To be set by Board
- Potential Investment Priorities
 - To be identified by Board



Fresno Unified School District Bond Measure Feasibility Issues Survey

*Summary of Findings from a Survey of Fresno USD
Voters Conducted August 21-28, 2019*

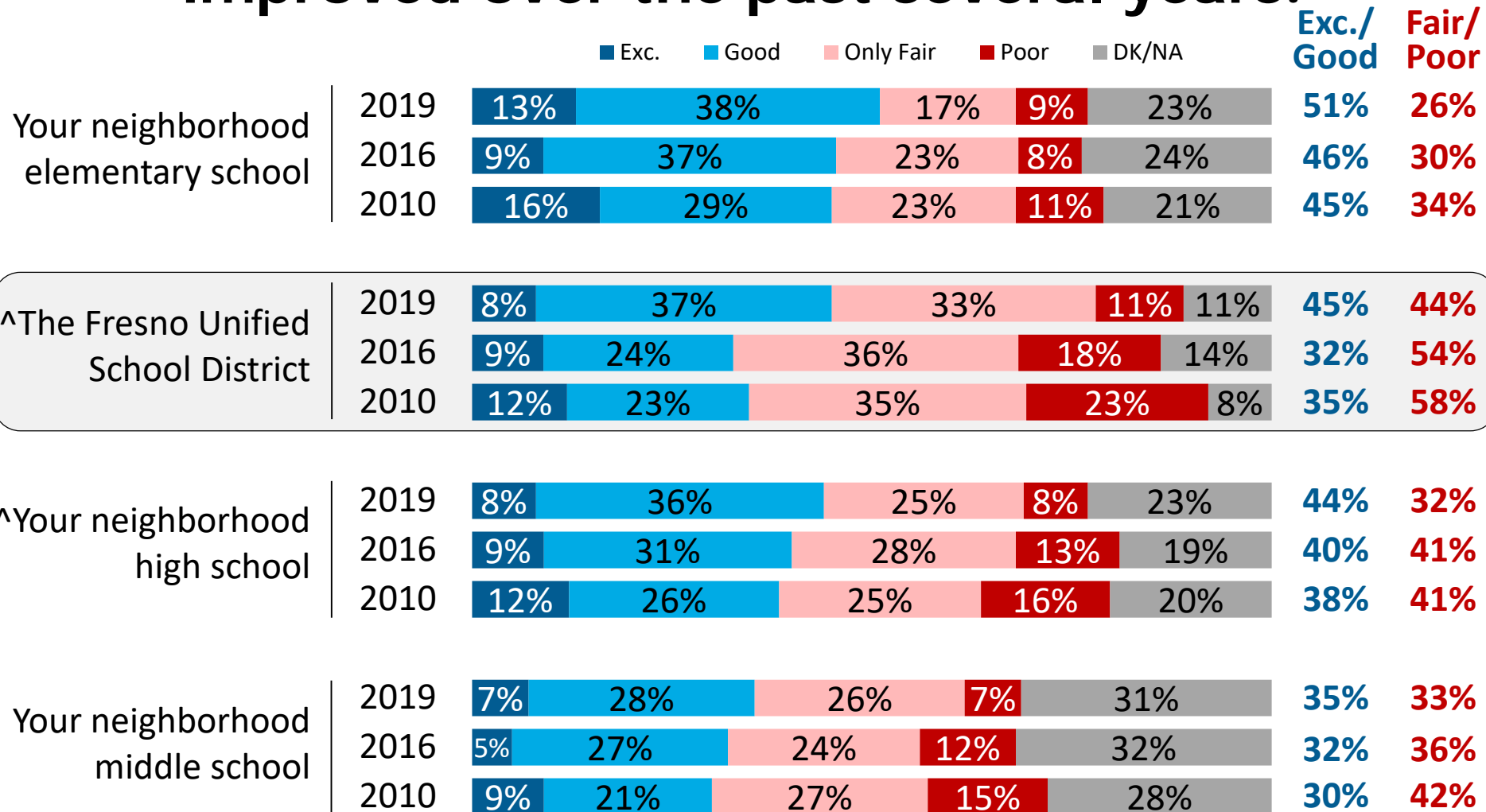


FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

Methodology

- Survey of 764 likely November 2020 voters in the Fresno Unified School District
- Interviews were conducted online and via landline and cell phones by live interviewers
- Interviews were conducted in English and Spanish
- Survey was conducted August 21-28, 2019
- The margin of sampling error is +/-4.0% at the 95% confidence level interval
- Margins of error for population subgroups will be higher
- Some percentages do not sum to 100% due to rounding
- Results from previous Fresno USD surveys shown for comparison purposes

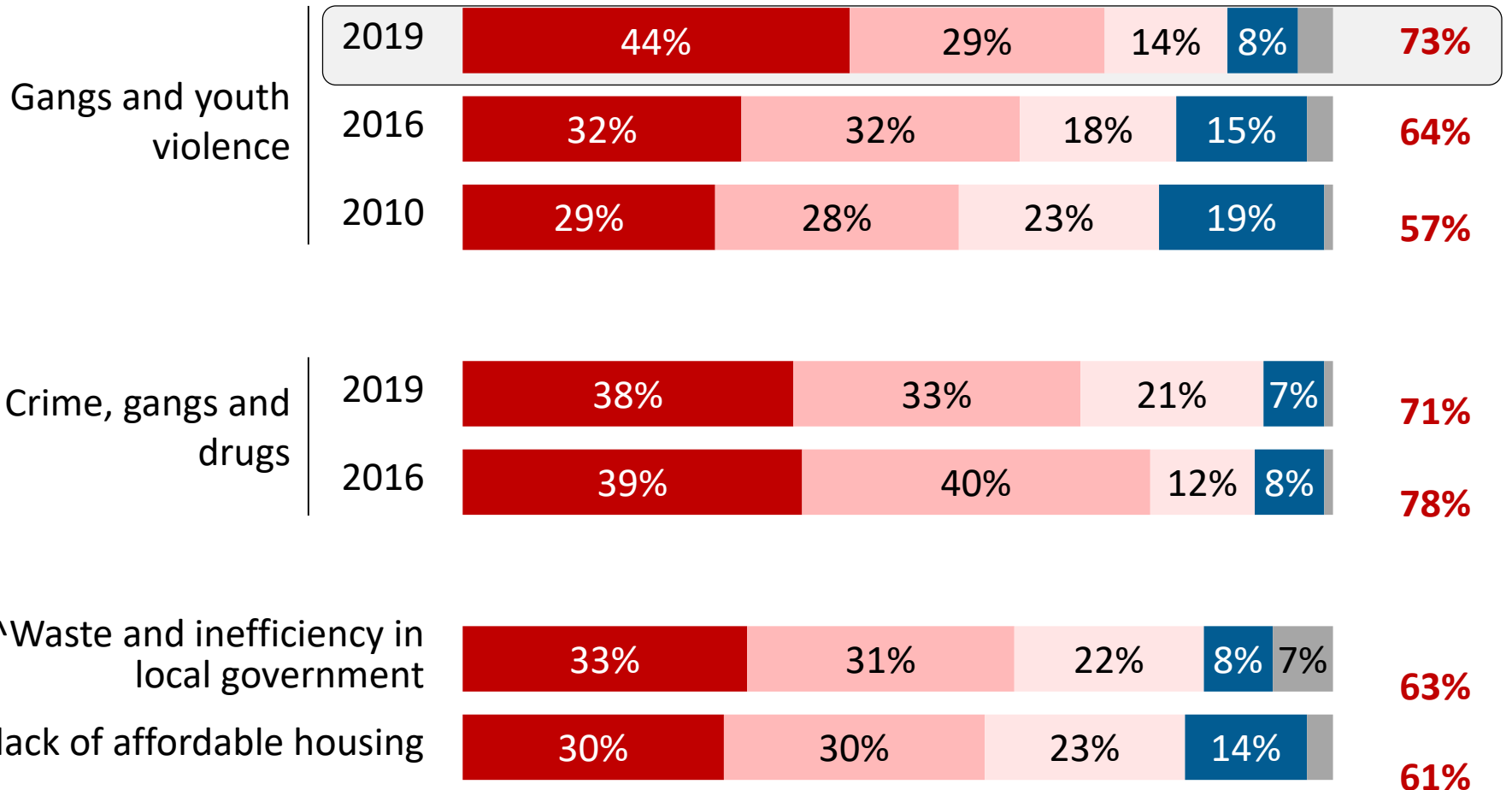
Opinions of local schools and the Fresno Unified School District have improved over the past several years.



Q1. I'm going to mention a list of institutions and organizations. After each one please tell me if you feel that institution or organization is doing an excellent job, a good job, only a fair job or a poor job. ^Not Part of Split Sample

Today, more voters express a high degree of concern about “gangs and youth violence.”

■ Ext. Ser. ■ Very Ser. ■ Smwt. Ser. ■ Not Too Ser. a Prob. ■ DK/NA **Ext./Very Ser. Prob.**

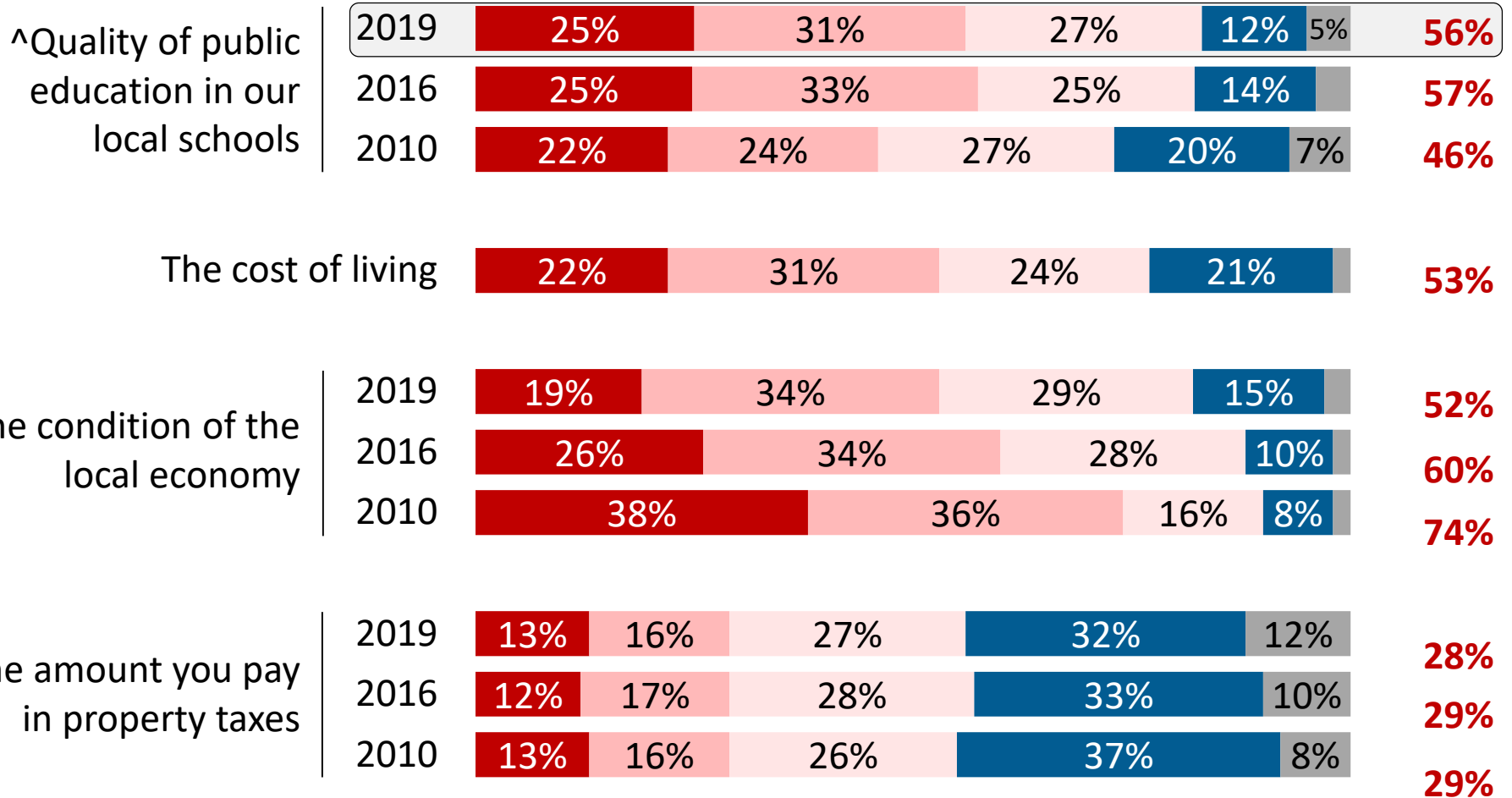


Q7. I would like to read you some problems facing your area that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in your area. ^Not Part of Split Sample

Consistent with the 2016 survey, a majority regards the quality of local schools as a highly serious problem.

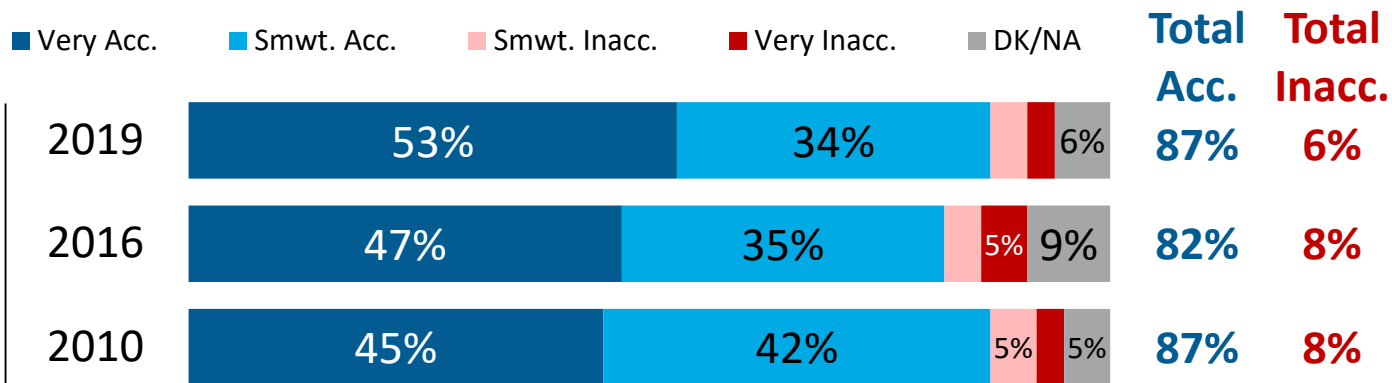
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Ext./Very Ser. Prob.

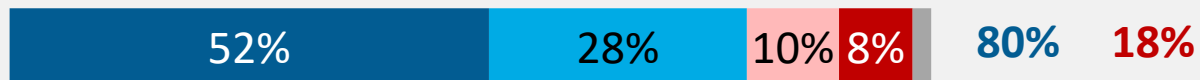


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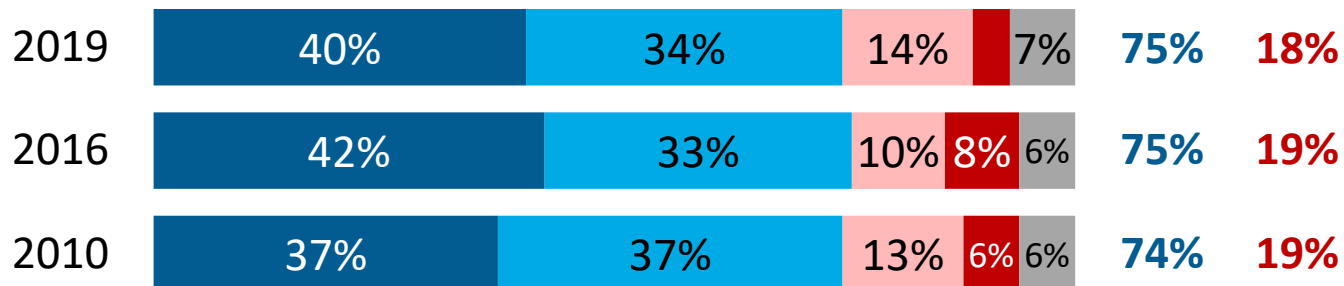
Voters continue to see a value in investing in school repairs, and most identify school safety to be a bigger concern now than in the past.



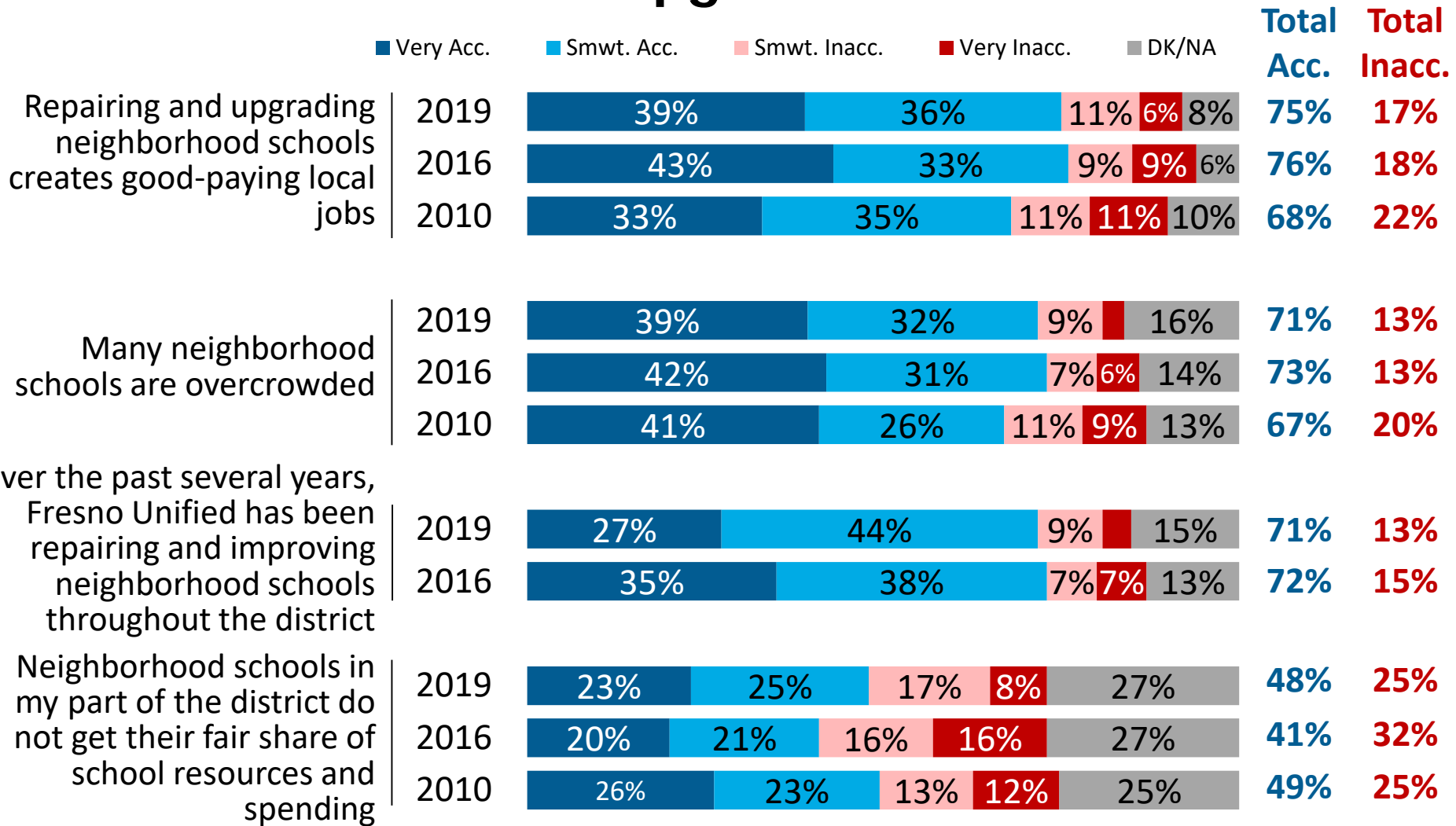
I am more concerned about the security of school campuses than I was in previous years



^Many of our local schools are old, deteriorating and in need of repair

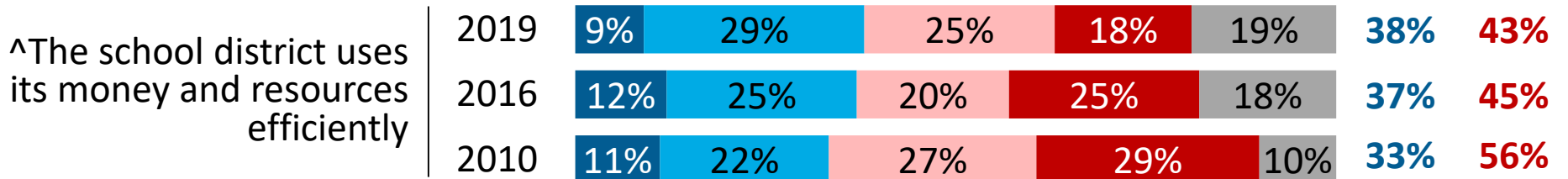
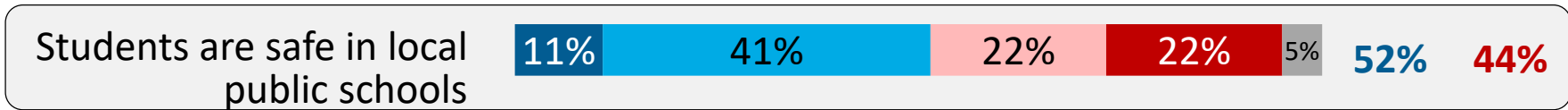
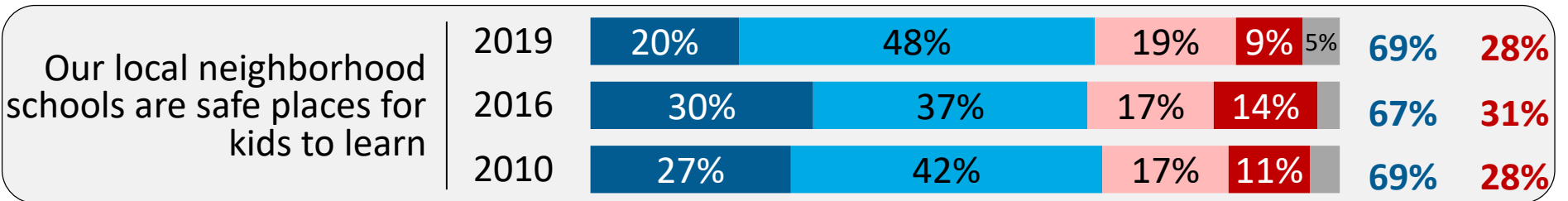
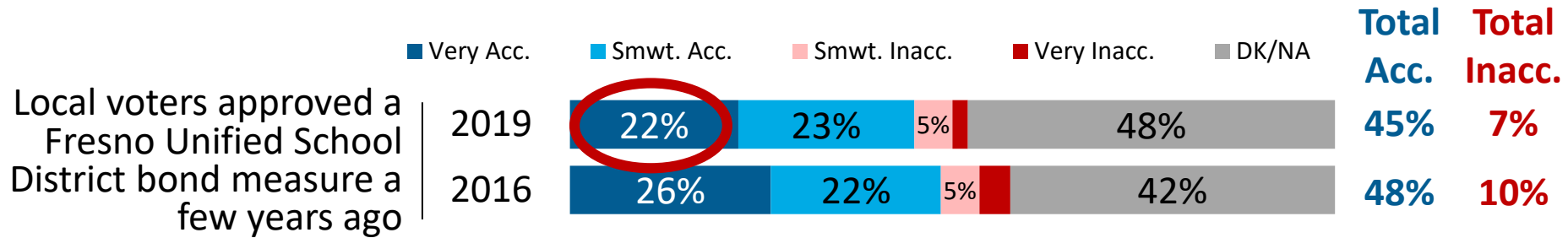


Opinions are generally holding steady on the issue of overcrowding and awareness of the district's upgrades to schools.

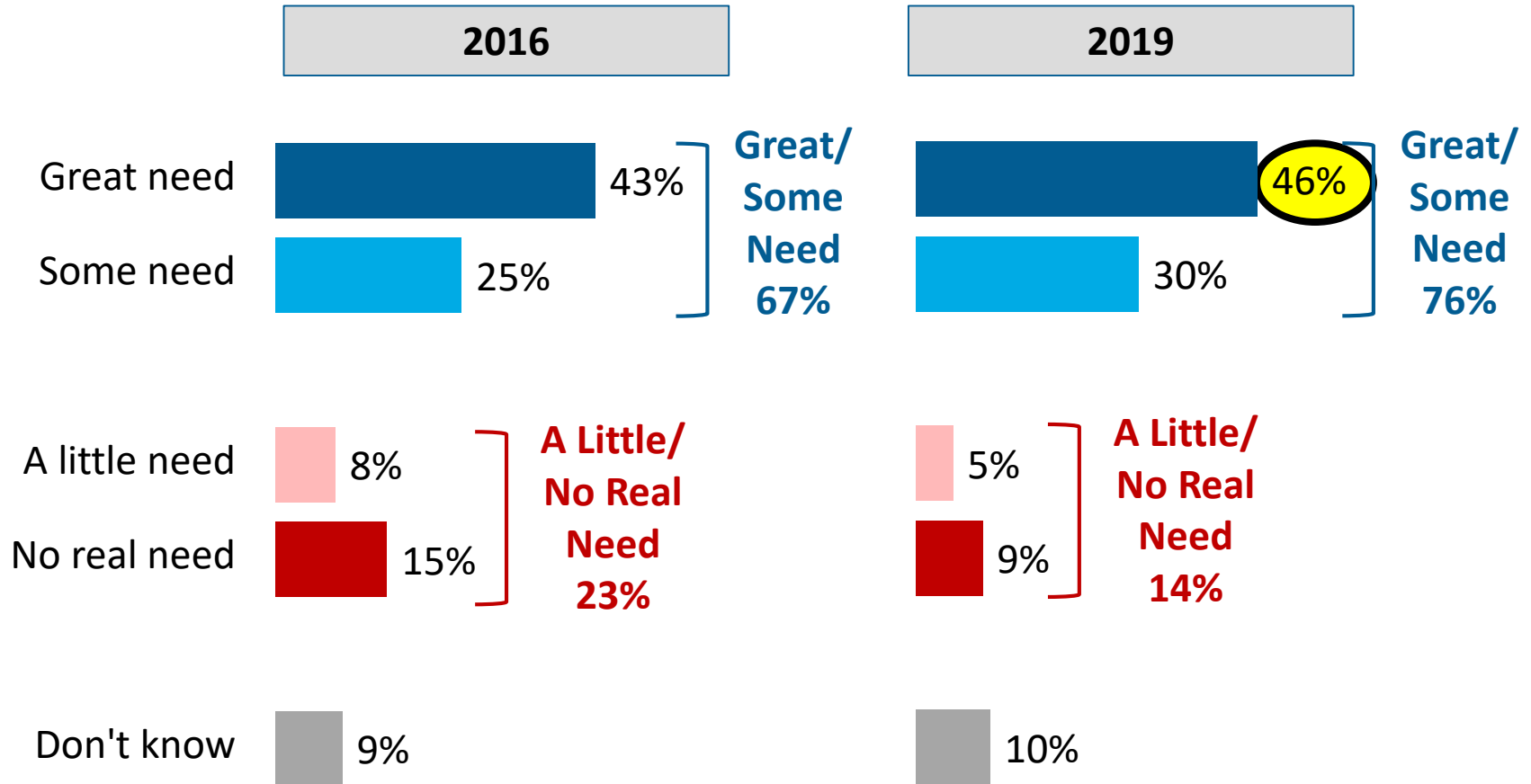


Q8. I would like to read you some statements about local public education and schools in your community. Please tell me if you think each of the following statements is accurate or inaccurate. Split Sample

Depending on how the statement is worded voters hold different views of school safety.



Today, three in four voters think Fresno USD has a significant need for additional funds with nearly half saying the district has a “great” need.



Simulated Fresno USD Bond Measure Language

FRESNO UNIFIED SCHOOL DISTRICT CLASSROOM IMPROVEMENT, STUDENT SAFETY, AND CAREER EDUCATION MEASURE

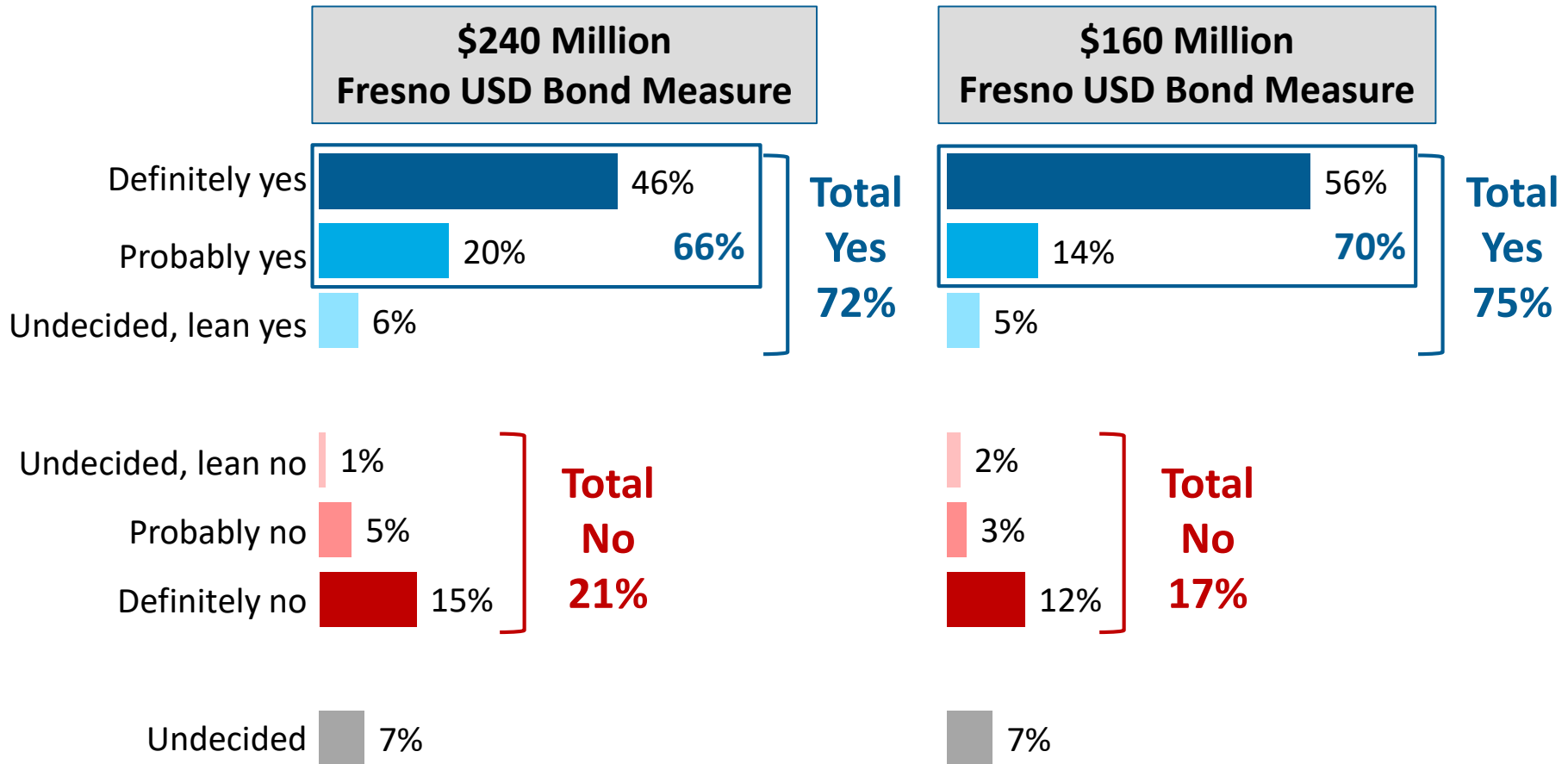
To provide quality neighborhood schools by retaining/attracting teachers; upgrading vocational, career education, science, math classrooms/labs, campus security/fire safety systems;

shall Fresno Unified School District issue \$240 million in bonds at legal rates, levy \$60 per \$100,000 of assessed valuation, \$19 million annually while bonds are outstanding, requiring audits, citizens oversight, all funds for local schools

to meet earthquake safety/handicapped accessibility standards; remove lead paint/asbestos; and repair/construct/acquire facilities/equipment?

There is solid support for a Fresno USD bond measure as voters support a \$240 million local school bond by more than three to one.

Likely November 2020 Voters

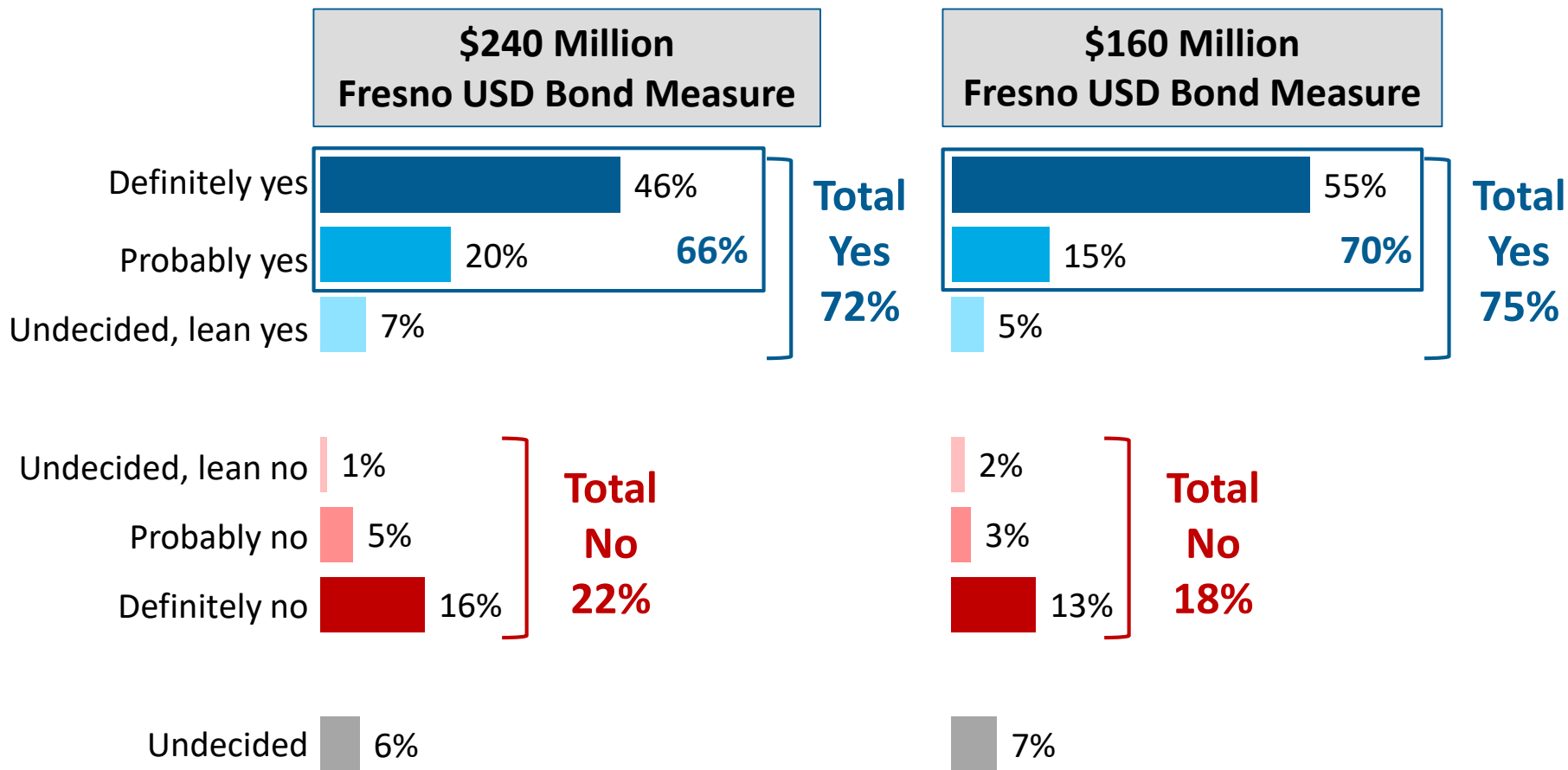


Q3. If the election were held today, would you vote yes in favor of it or no to oppose this school bond measure?

Q4. If instead of \$240 million, this Fresno Unified School District bond measure was for (ASK SPLIT SAMPLE A ONLY: "\$160 million with no tax rate increase,") (ASK SPLIT SAMPLE B ONLY: "\$160 million,") and the election were held today, would you vote yes in favor of it or no to oppose? Asked Only of Those Who Would Not Vote Definitely Yes

Support is equally strong and intense among Fresno USD voters likely to cast a ballot in the March 2020 primary election.

Likely March 2020 Voters

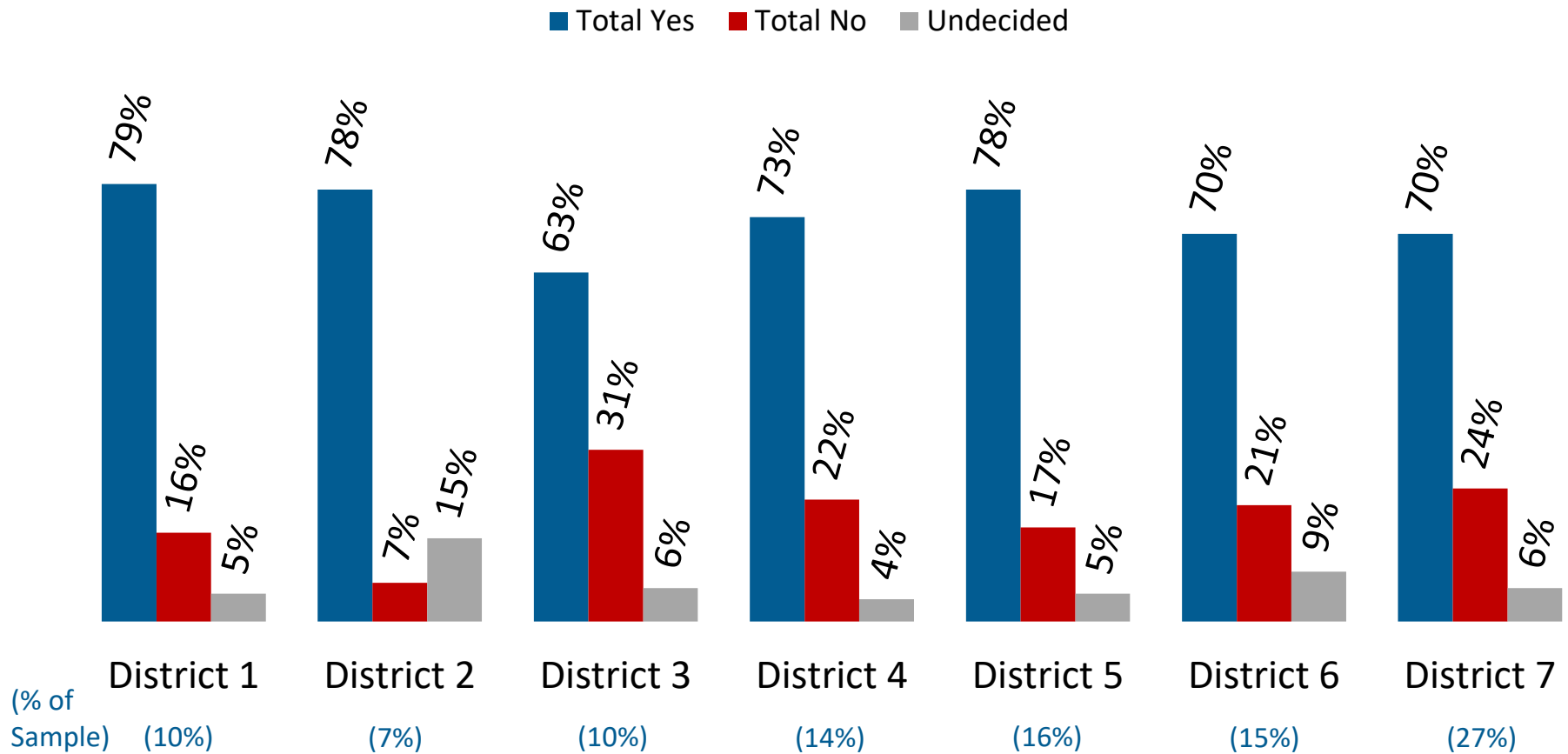


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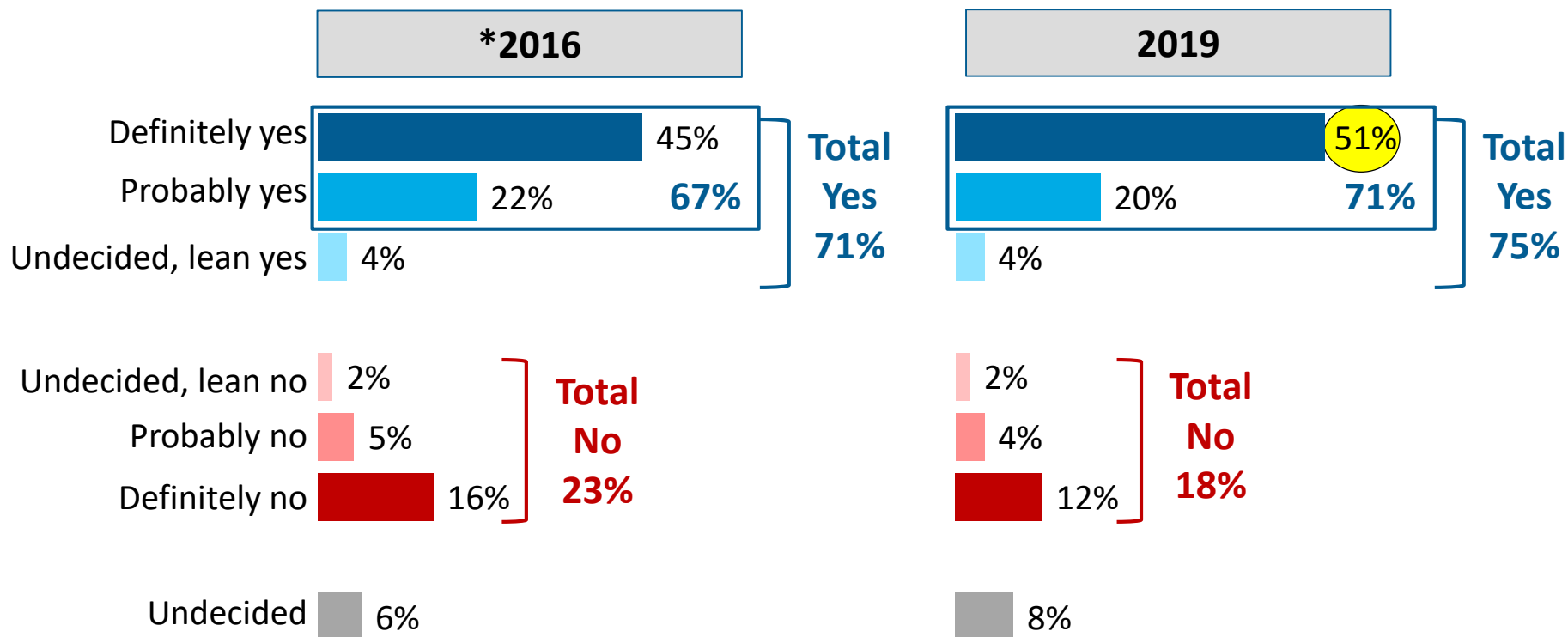
Voters in all the Fresno Unified Board member districts support a local school bond measure.

Initial Vote on \$240 Million Bond by School Board Member District



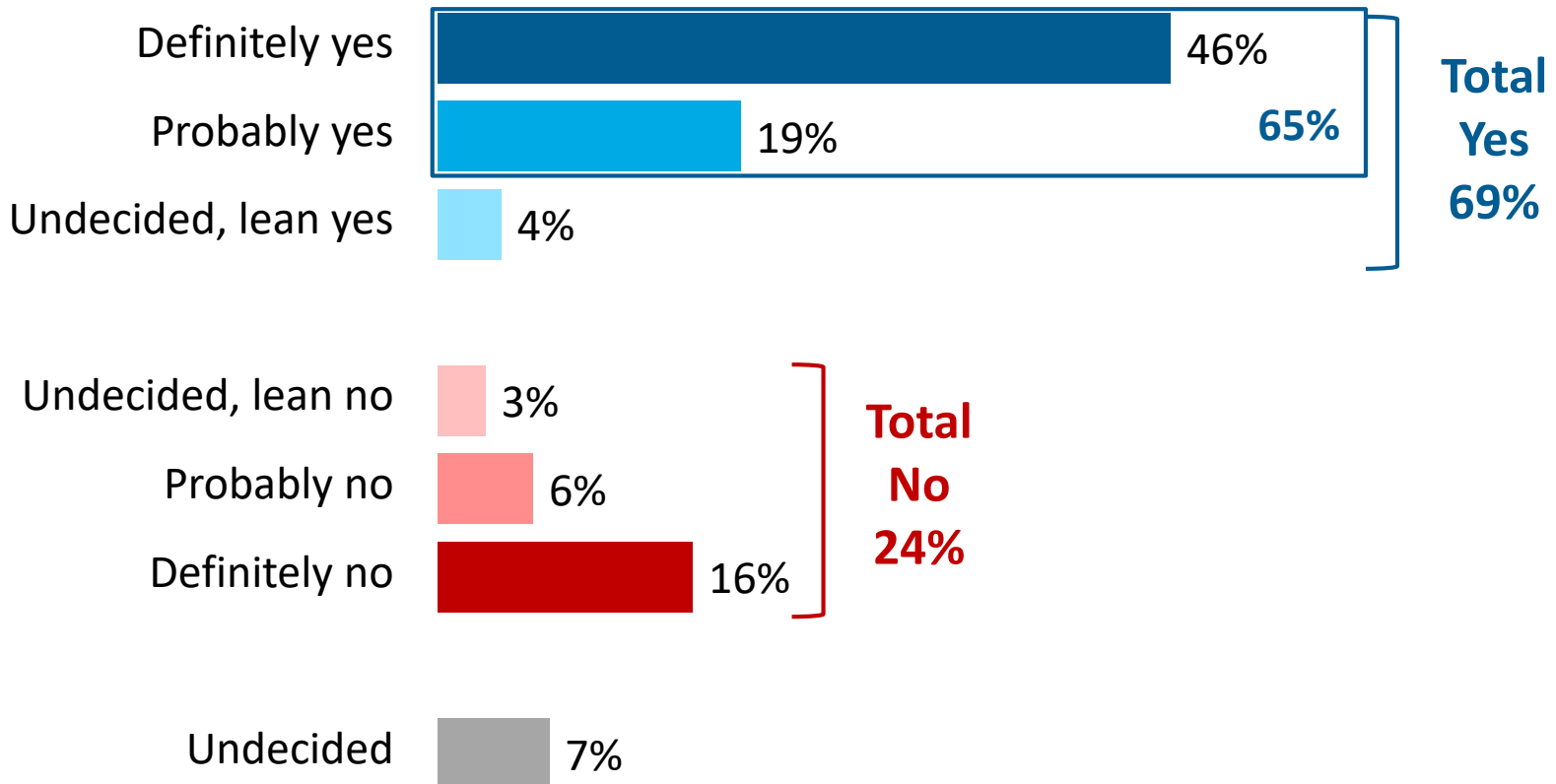
Support for the bond intensifies if the current school bond property assessment tax rate does not increase...

A Fresno USD property owner currently pays \$188 per year per \$100,000 of assessed value to fund upgrading and improving neighborhood schools. If local voters approve this Fresno USD school bond measure it would maintain this neighborhood school property assessment fee, but **would not increase the tax rate local property owners currently pay.**



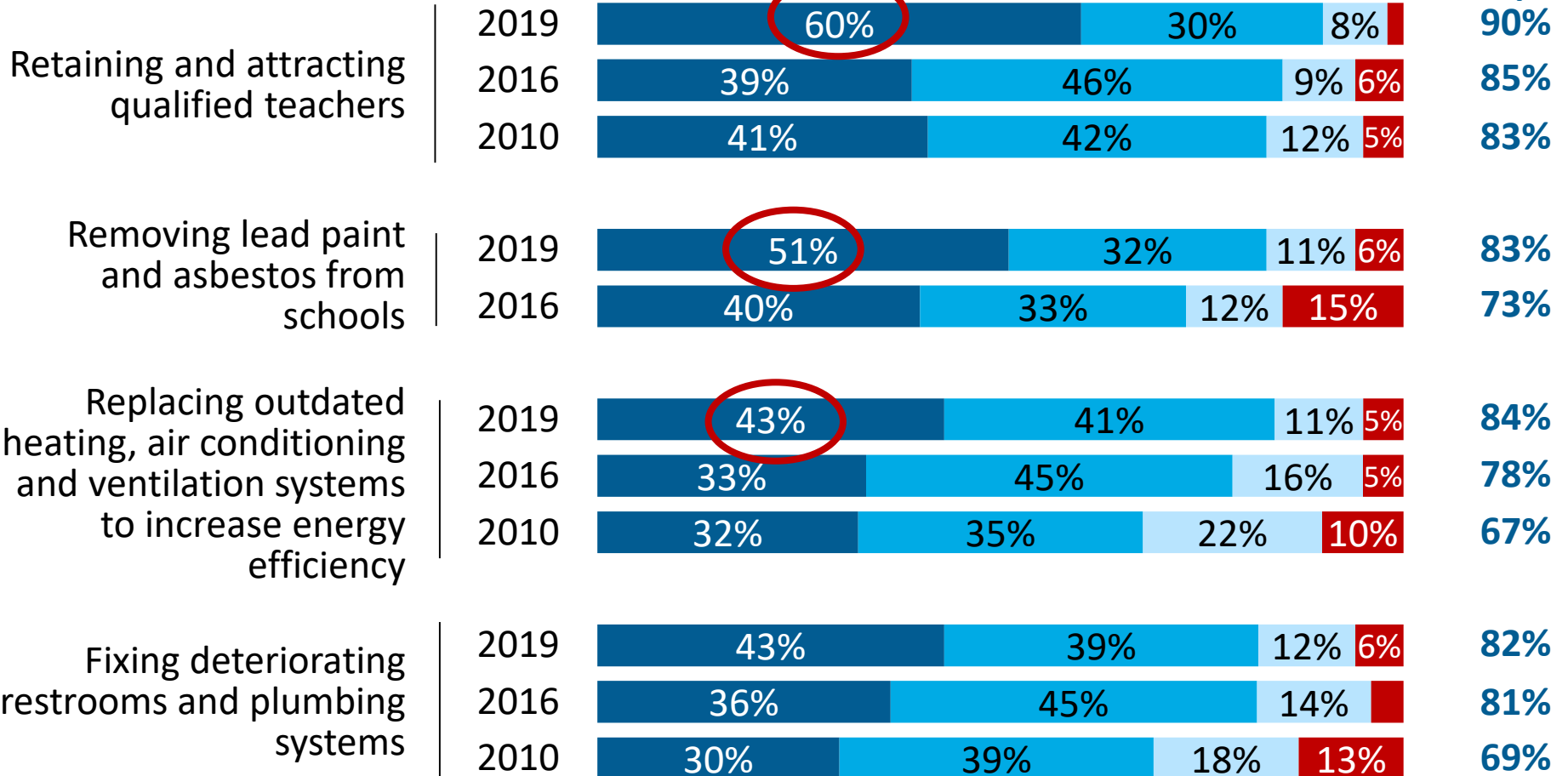
...but there is still very strong support for the bond measure if the current property assessment tax rate were to increase \$18 per year.

A Fresno USD property owner currently pays \$188 per year per \$100,000 of assessed value to fund upgrading and improving neighborhood schools. If local voters approve this Fresno USD school bond measure it would increase the neighborhood school property assessment fee \$18.



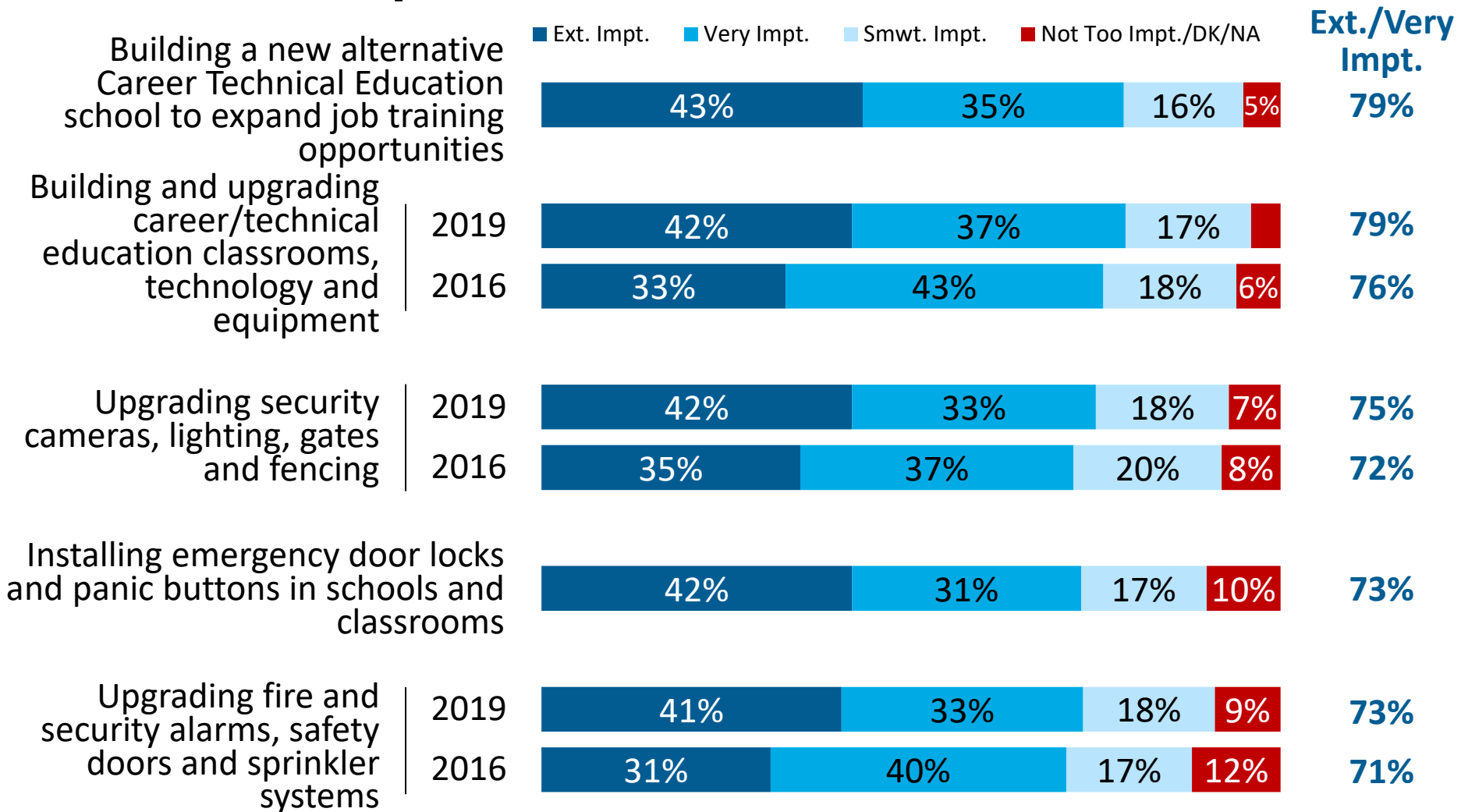
Retaining and attracting quality classroom teachers and making repairs to ensure healthy and clean schools and classrooms are top voter priorities.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./DK/NA **Ext./Very Impt.**



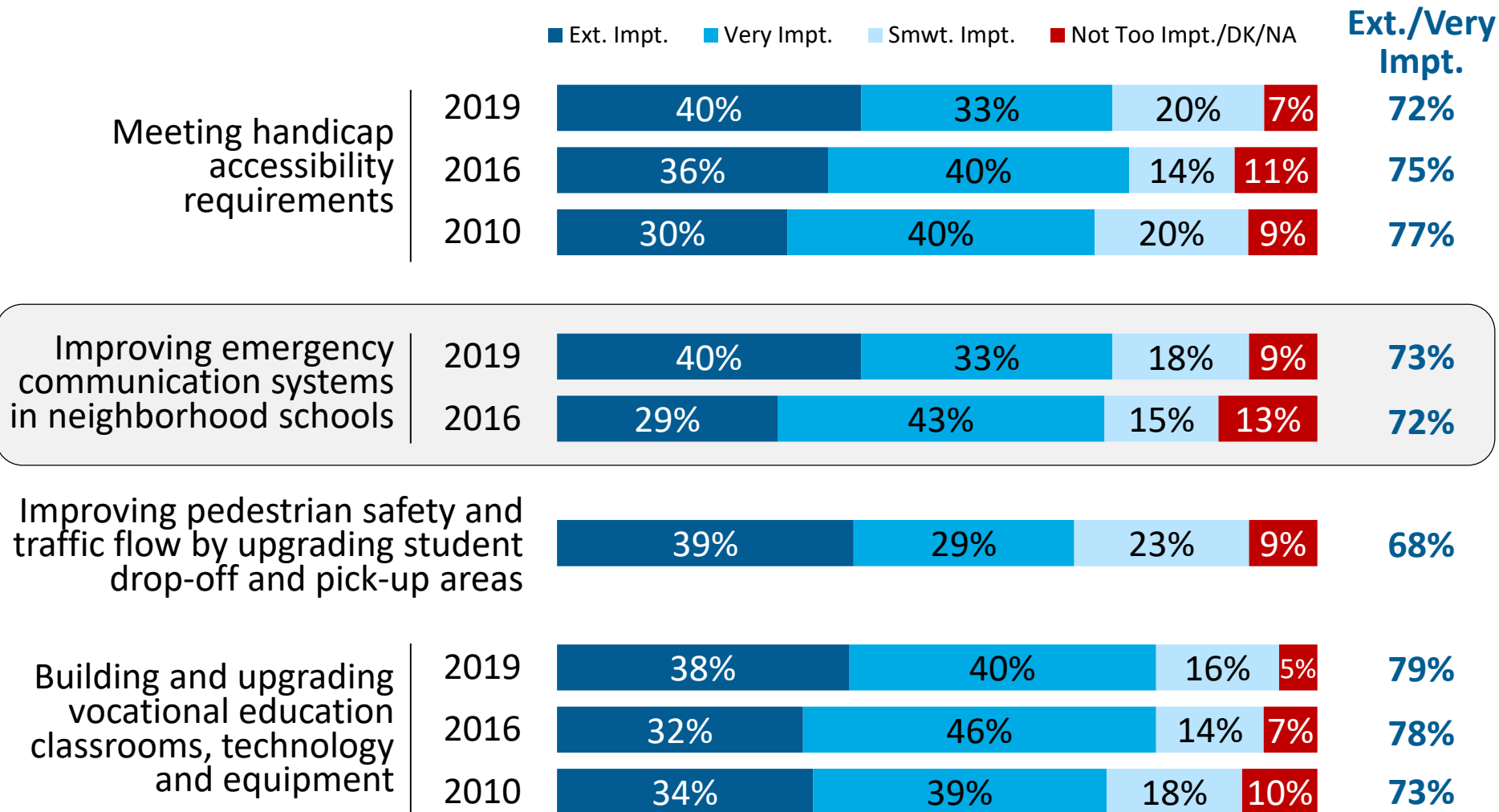
Q9. I am going to read you some of the projects, improvements and provisions that might be included in this school bond measure. Please tell me how important it is to you that each project, improvement and provision be included: extremely important, very important, somewhat important, or not too important. Split Sample

Voters also identify improving career education programs and investing in school safety as highly important uses of bond funds.



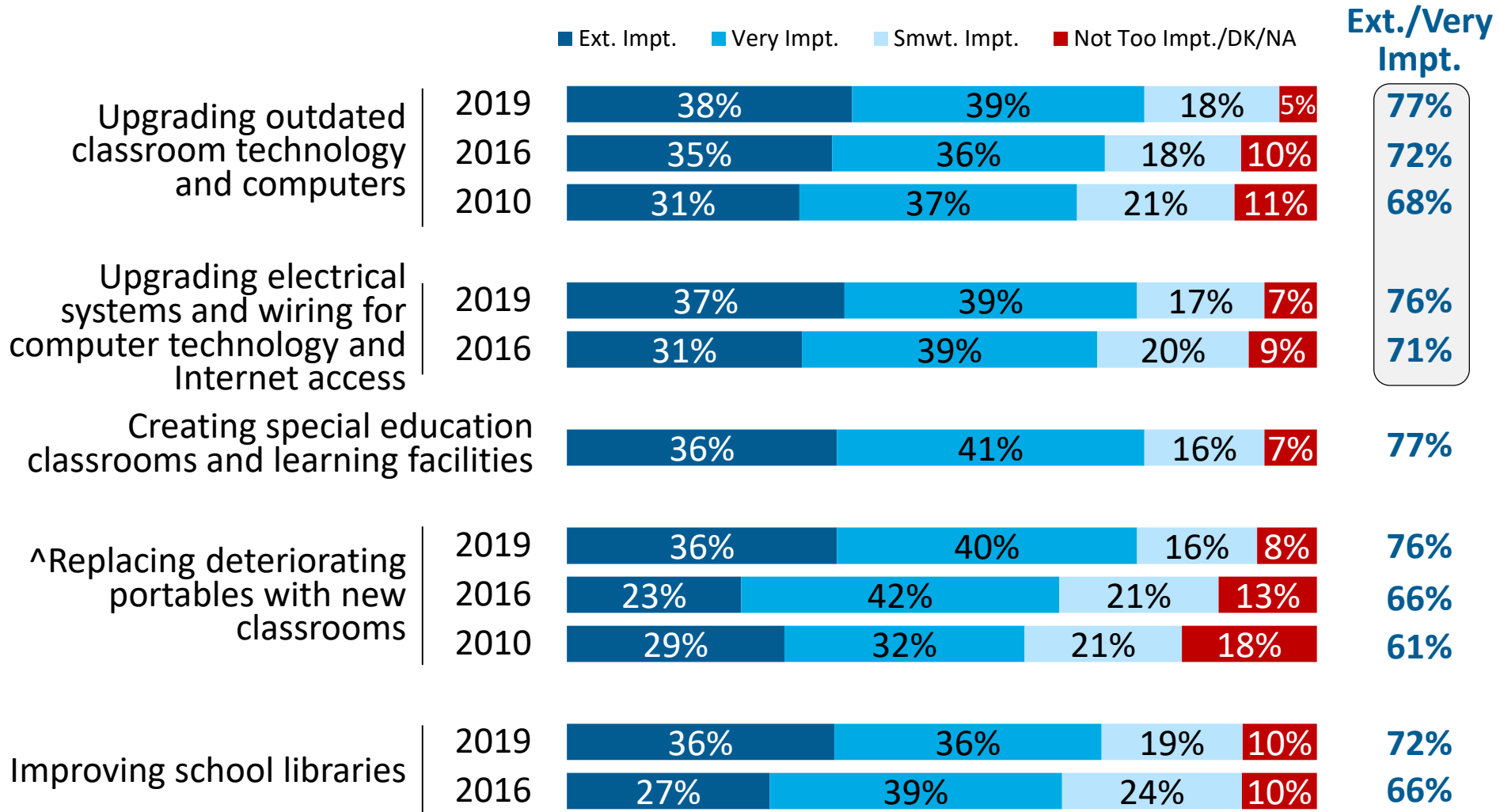
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This year, voters have a more intense reaction to upgrading emergency communications.



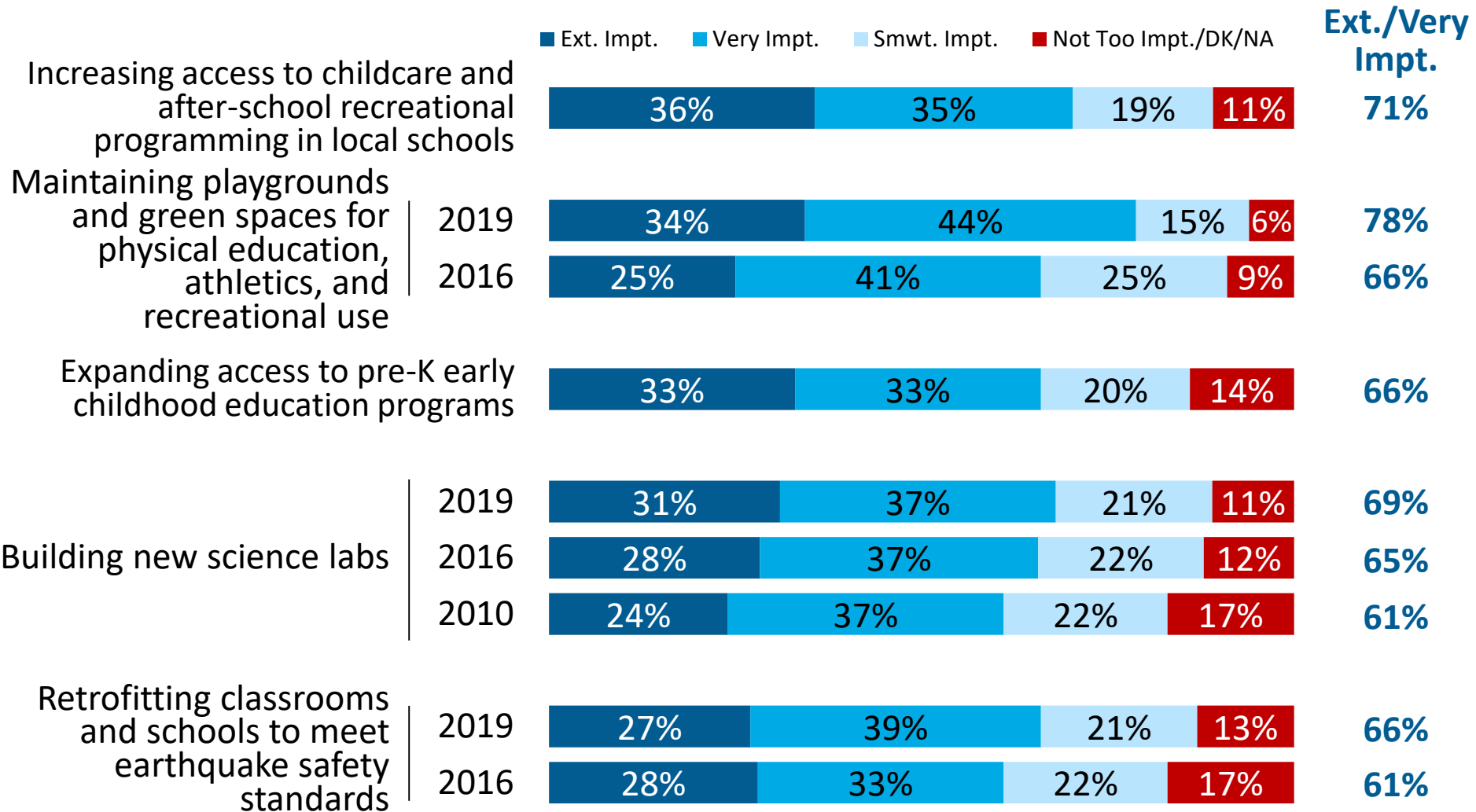
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Upgrading classroom technology continues to gain in importance with Fresno USD voters.



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Seven in ten view increasing access to after-school programs as highly important.



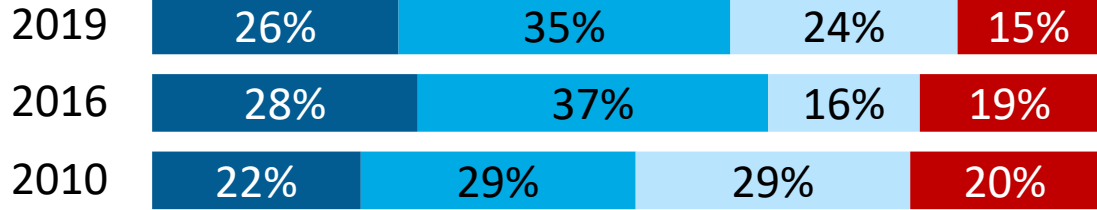
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Building new facilities for performing arts and athletics at high schools were less important uses of bond funds to Fresno USD voters.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./DK/NA

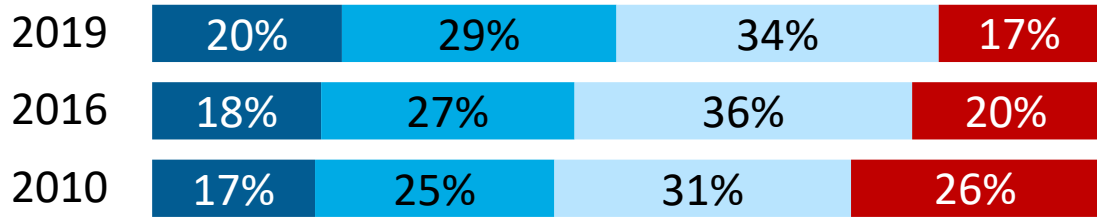
Ext./Very Impt.

Improving water conservation by upgrading school campus irrigation systems



61%
65%
51%

Upgrading school athletic facilities, including stadiums, gyms, pools, playing fields and tracks



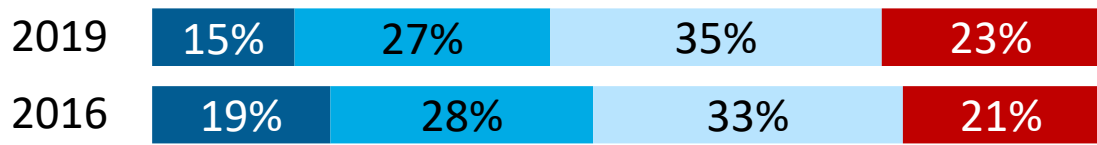
50%
45%
42%

Building new theaters and performing arts centers at local high schools



49%

Building new high school gyms for athletics and physical education programs



42%
47%

Q9. I am going to read you some of the projects, improvements and provisions that might be included in this school bond measure. Please tell me how important it is to you that each project, improvement and provision be included: extremely important, very important, somewhat important, or not too important. Split Sample

A plurality prefers the larger \$240 million bond that will fund more repairs and improvements.

Demographic Group	A \$240 million bond measure that would provide significantly more funding to make health and safety repairs to neighborhood schools and improvements to classrooms by increasing the current school property assessment fee \$18 per year per \$100,000.	A \$160 million bond measure that would fund some safety repairs and classroom upgrades to neighborhood schools and would maintain the current school property assessment fee with no tax rate increase.	Both/ Neither/ Don't Know
All Voters	40%	35%	25%
Children			
Have Children at Home	42%	33%	24%
Have Adult Children	41%	33%	26%
Do Not Have Children	36%	43%	20%
Gender			
Men	42%	30%	28%
Women	38%	40%	22%
Party			
Democrats	49%	31%	21%
Independents	41%	40%	19%
Republicans	23%	40%	37%
Age			
18-49	41%	39%	20%
50-64	40%	30%	30%
65+	37%	35%	28%