

Novato Unified School District: 2022 Revenue Measure Feasibility Survey

April 27, 2022

Presented by Charles Heath

## Methodology Overview

#### GODBE RESEARCH Gain Insight

Landline (38), cell (70), text to online (325), and

email to online (127) interviewing

March 7 to March 13, 2022

18 minutes

24,779 Likely November 2022 Voters

- Data Collection
- Universe
- Fielding Dates
- Interview Length
- Sample Size 560
- > Margin of Error  $\pm 4.09\%$

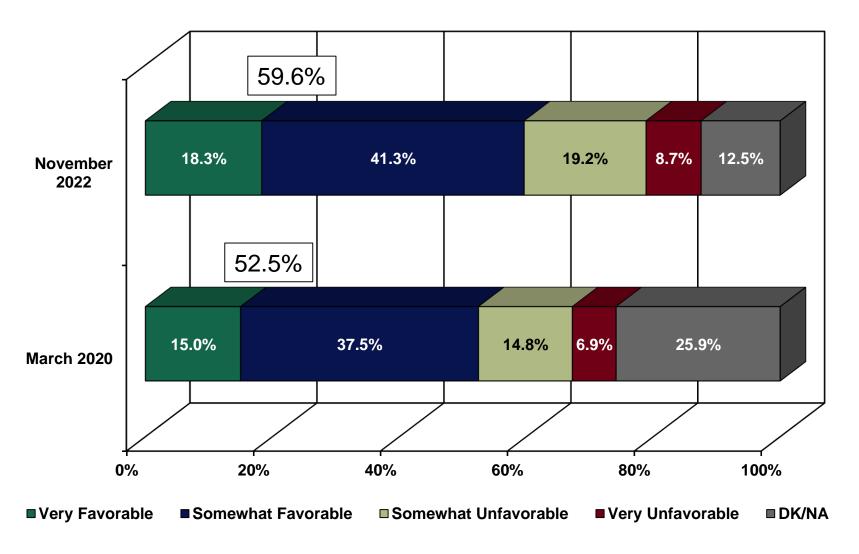
The data have been weighted to reflect the actual population characteristics of likely voters in the Novato Unified School District in terms of their gender, age, and political party type.



## Key Findings

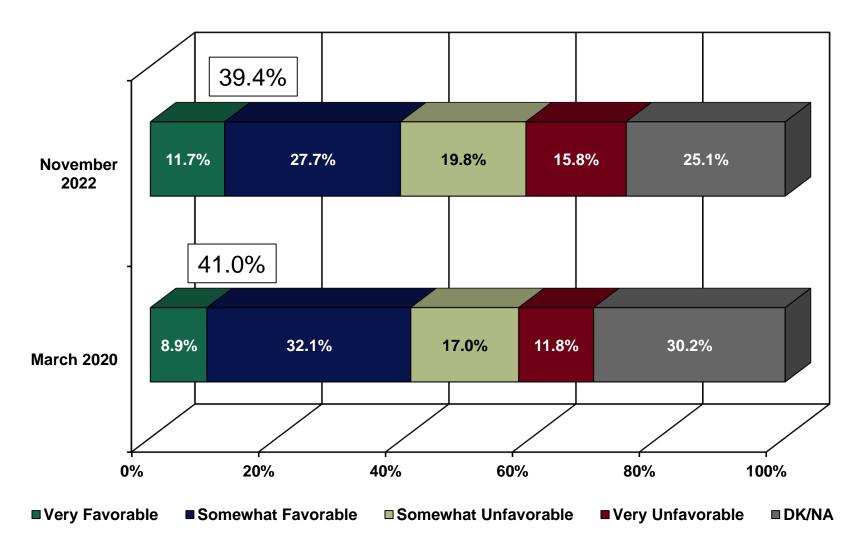
## Favorability Rating of Job NUSD is Doing to Provide a Quality Education

GODBE RESEARCH Gain Insight

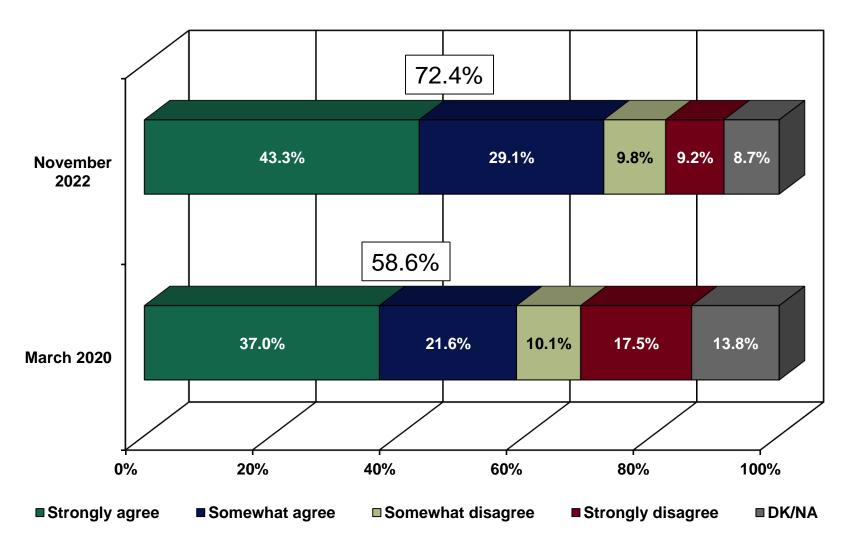


Page 4 April 27, 2022

# Favorability Rating of District's Management of Public Funds

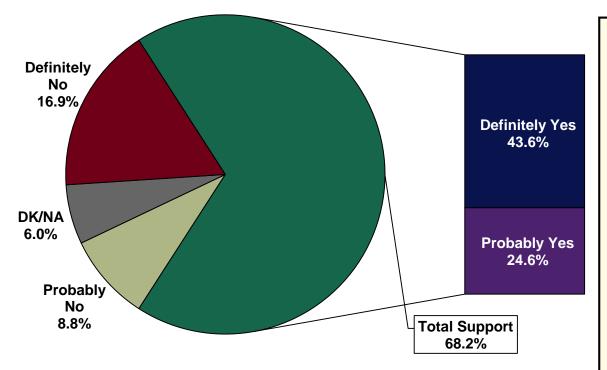


## Agreement With Statement NUSD Needs Additional Funding



Page 6 April 27, 2022

### Initial Support for Parcel Tax Measure Likely November 2022 Voters



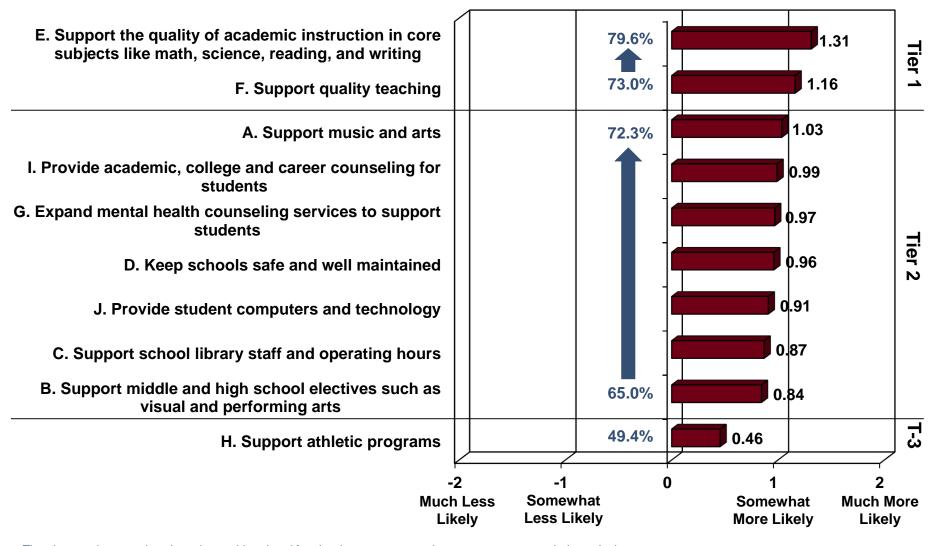
To ensure quality education and maintain stable local funding that cannot be controlled by the State, shall the Novato Unified School District measure be adopted to support:

- the quality of academic instruction in core subjects like math, science, reading and writing;
- quality teaching; and
- music and art programs;

by renewing the current \$251 per parcel rate, providing \$4.1 million dollars annually, until ended by voters, with senior exemptions, annual adjustments, independent citizens oversight, and all funding for Novato students?

## Features of the Measure Likely November 2022 Voters

#### GODBE RESEARCH Gain Insight



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

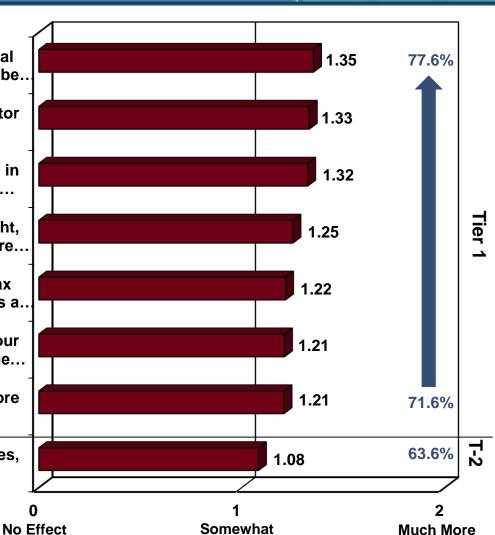


## Informational Statements Likely November 2022 Voters

#### GODBE RESEARCH Gain Insight

D. Every penny from this measure will benefit local elementary, middle and high schools, and cannot be. A. This measure will not be used for administrator salaries or administration C. Novato Unified School District is the lowest funded in Marin County. We need this measure to ensure our... B. This measure requires independent citizen oversight, annual audits, and reports to the community to ensure... G. Our schools are dependent on the local parcel tax funds. The district will have to cut millions of dollars a. H. Good schools protect our property values and our guality of life. Whether or not you have school-age... E. Local schools need this measure to support core academic programs

F. Senior citizens, many of whom live on fixed incomes, can be exempt from the measure



More Likelv

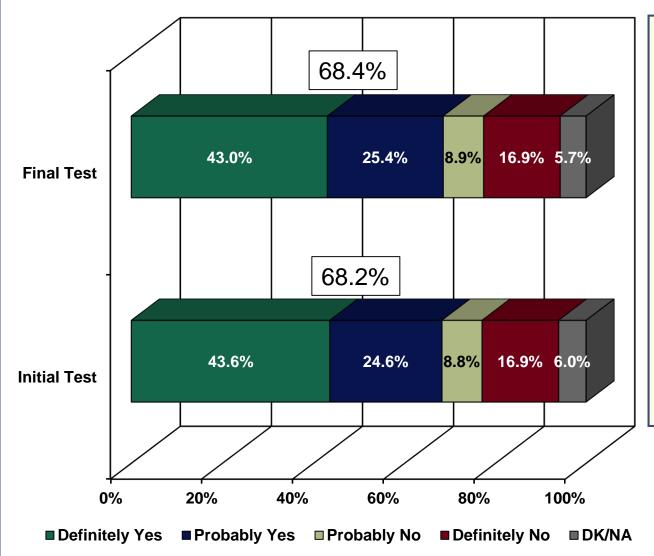
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.



Likely

## Informed Support for Parcel Tax Measure Likely November 2022 Voters

GODBE RESEARCH Gain Insight

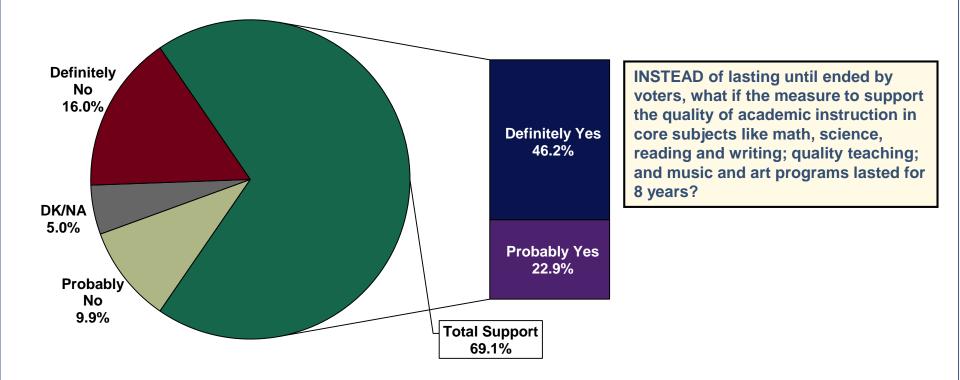


To ensure quality education and maintain stable local funding that cannot be controlled by the State, shall the Novato Unified School District measure be adopted to support:

- the quality of academic instruction in core subjects like math, science, reading and writing;
- quality teaching; and
- music and art programs;

by renewing the current \$251 per parcel rate, providing \$4.1 million dollars annually, until ended by voters, with senior exemptions, annual adjustments, independent citizens oversight, and all funding for Novato students?

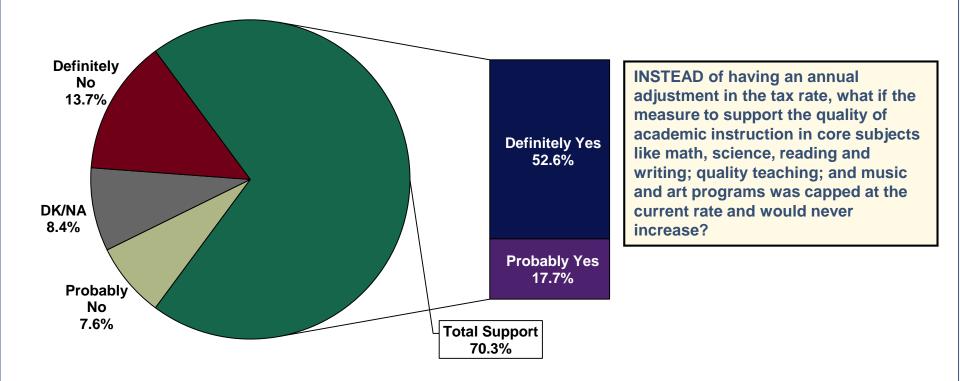
## Support for Alternative 8 Year Duration Measure Sample A



**GODBE RESEARCH** 

Gain Insight

## Support for Alternative Capped at Current Rate Measure Sample B





- > 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 needs and funding methods?



#### www.godberesearch.com

California and Corporate Offices 1220 Howard Avenue, Suite 250 Burlingame, CA 94010

Nevada Office 59 Damonte Ranch Parkway, Suite B309 Reno, NV 89521

۲