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Novato Unified School District: 2022 Revenue Measure Feasibility Survey

April 27, 2022

Presented by Charles Heath

Methodology Overview

- Data Collection Landline (38), cell (70), text to online (325), and email to online (127) interviewing
- Universe 24,779 Likely November 2022 Voters
- Fielding Dates March 7 to March 13, 2022
- Interview Length 18 minutes
- Sample Size 560
- Margin of Error $\pm 4.09\%$

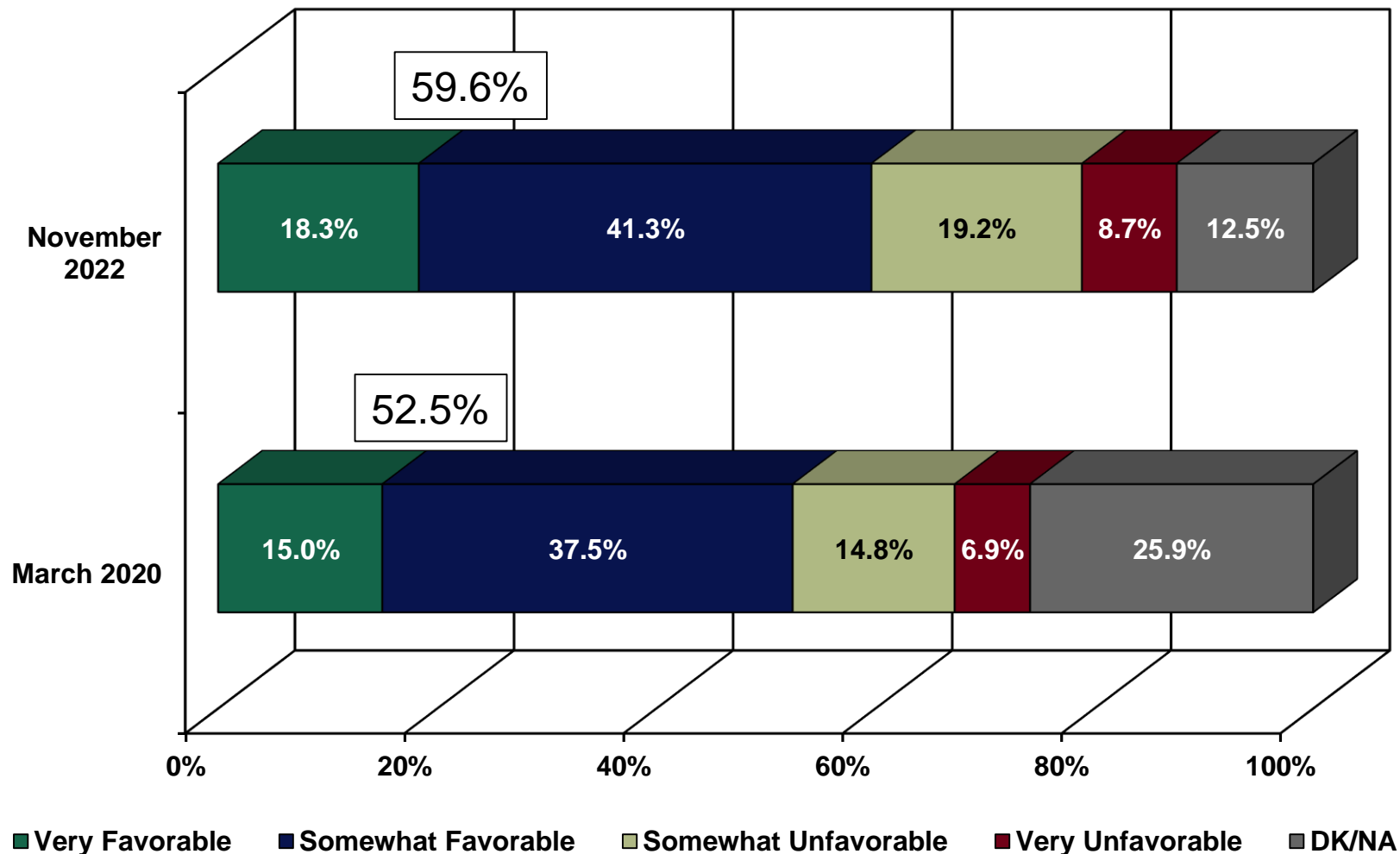


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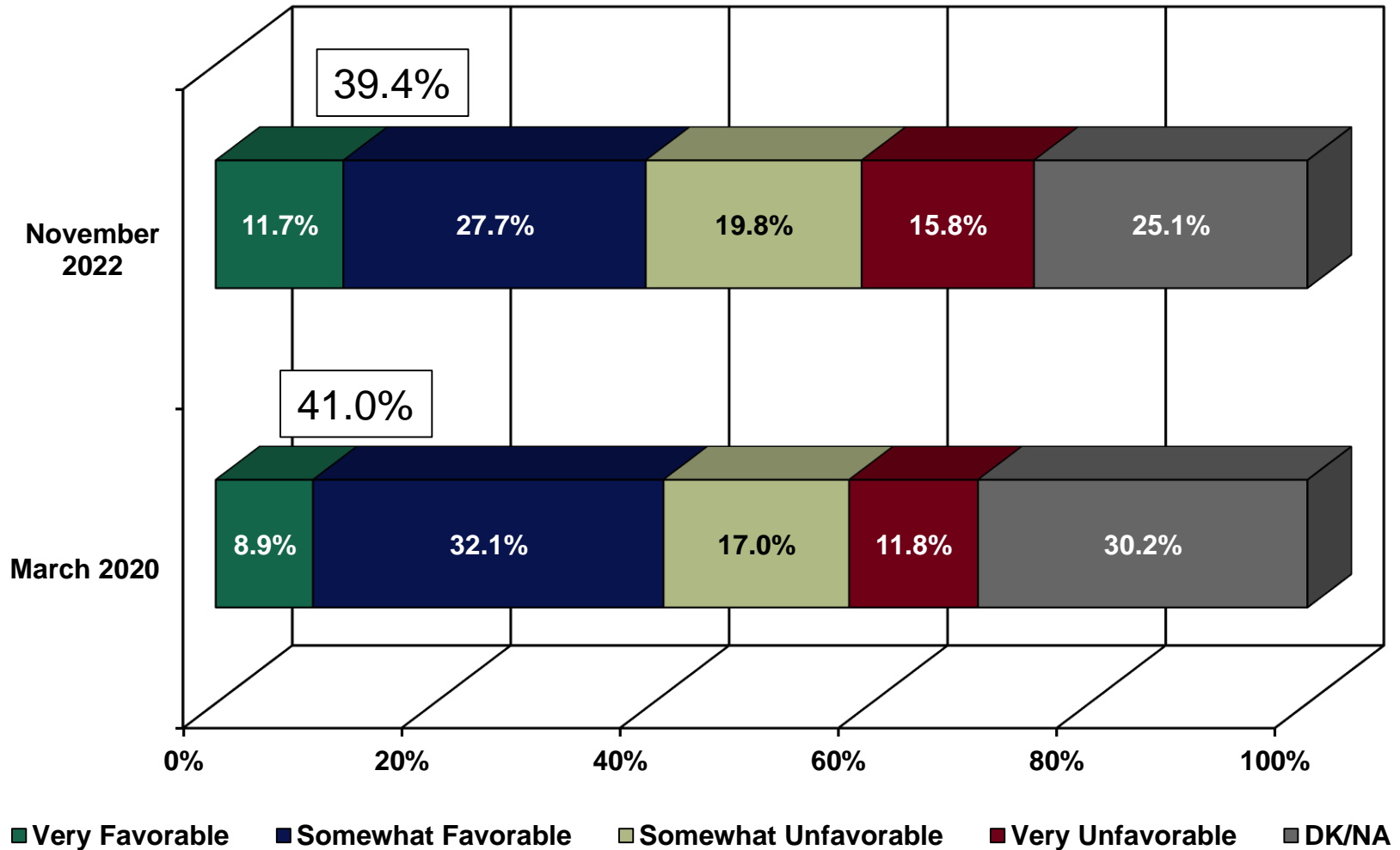


Key Findings

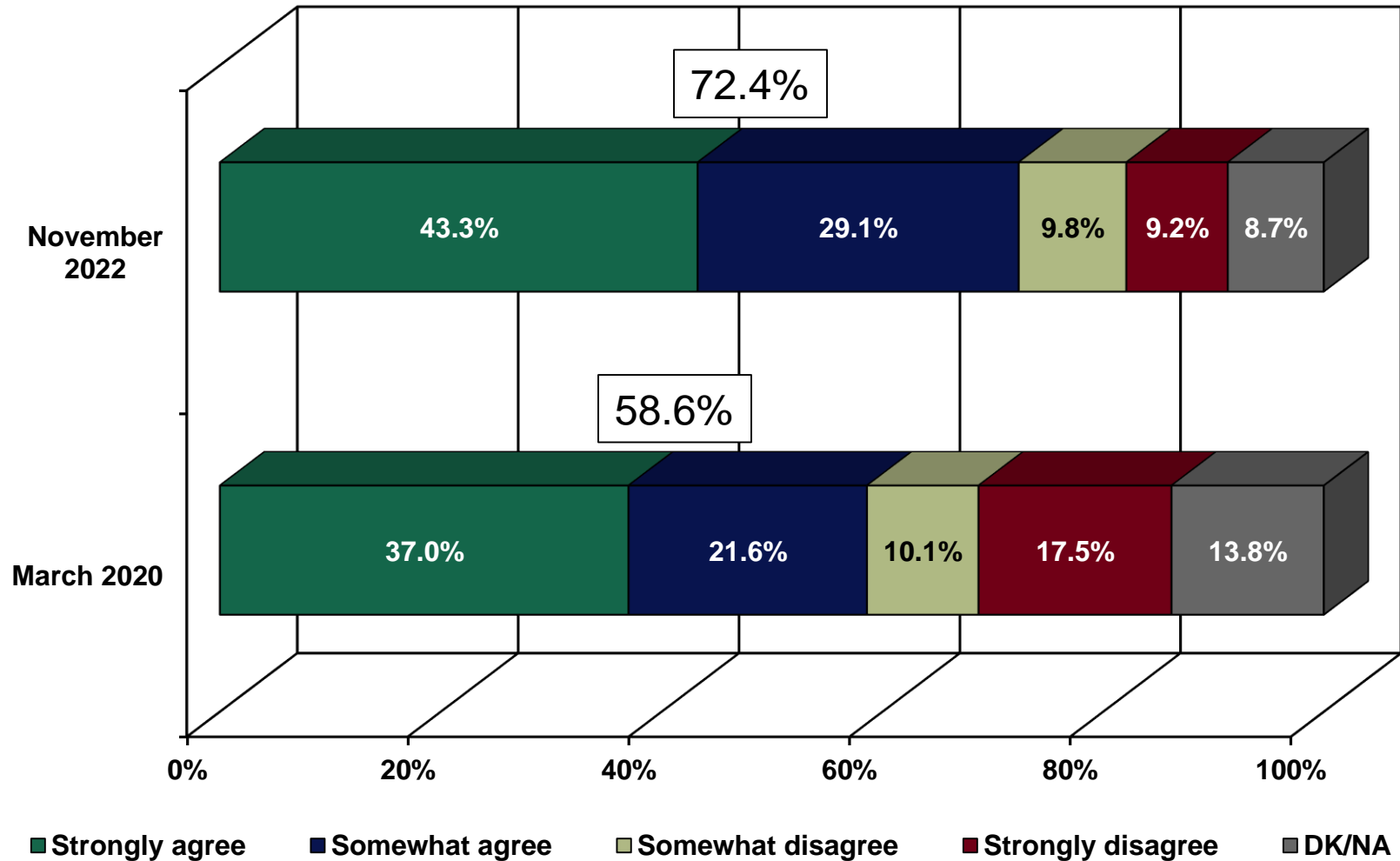
Favorability Rating of Job NUSD is Doing to Provide a Quality Education



Favorability Rating of District's Management of Public Funds

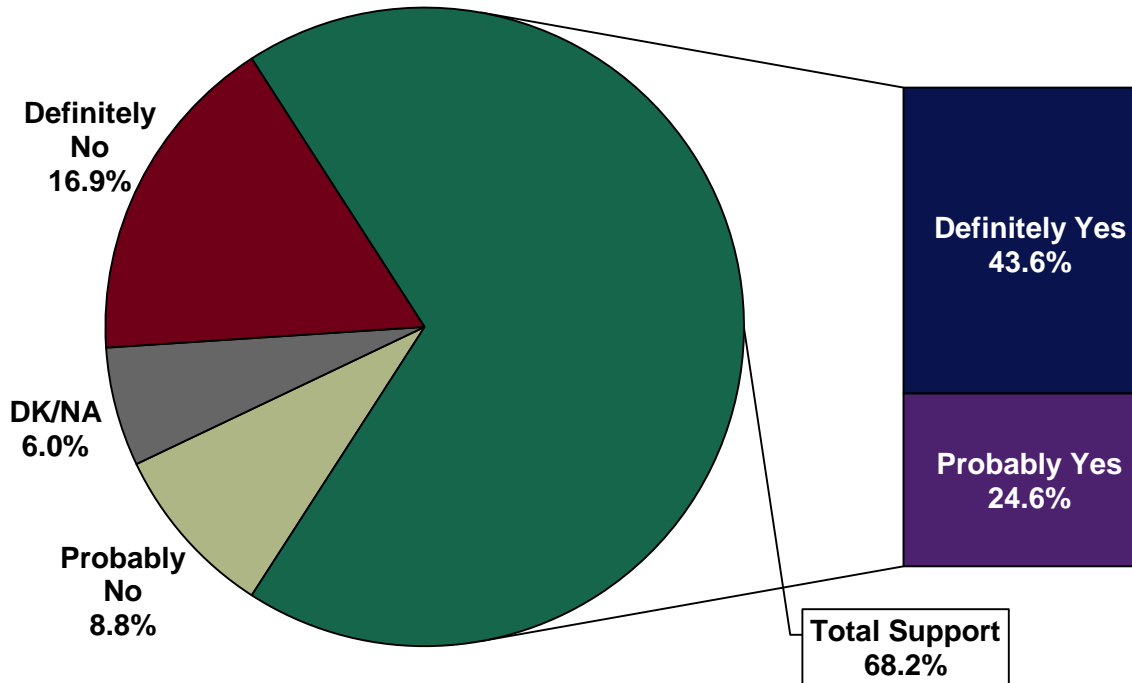


Agreement With Statement NUSD Needs Additional Funding



Initial Support for Parcel Tax Measure

Likely November 2022 Voters



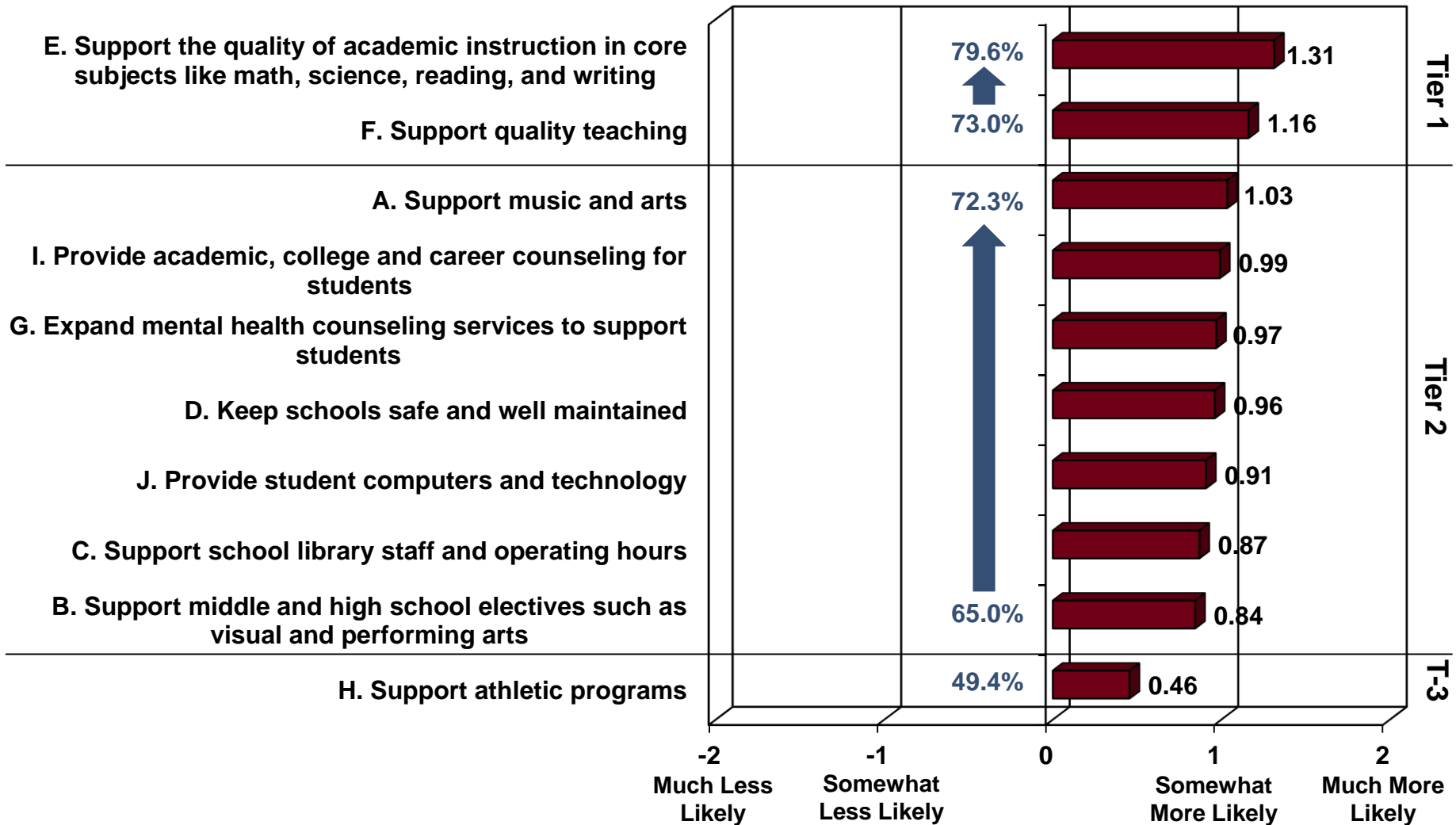
To ensure quality education and maintain stable local funding that cannot be controlled by the State, shall the Novato Unified School District measure be adopted to support:

- 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

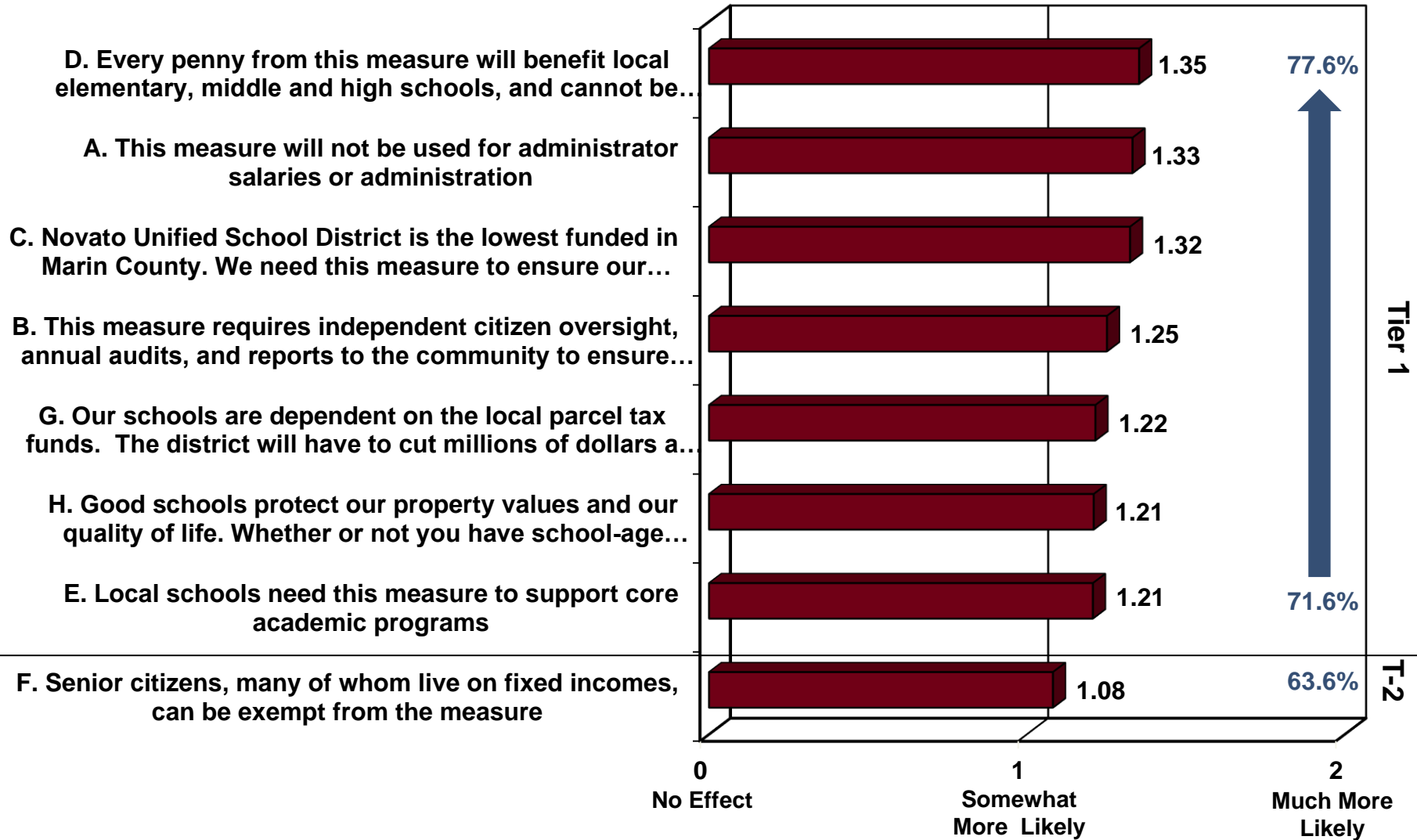
Likely November 2022 Voters



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

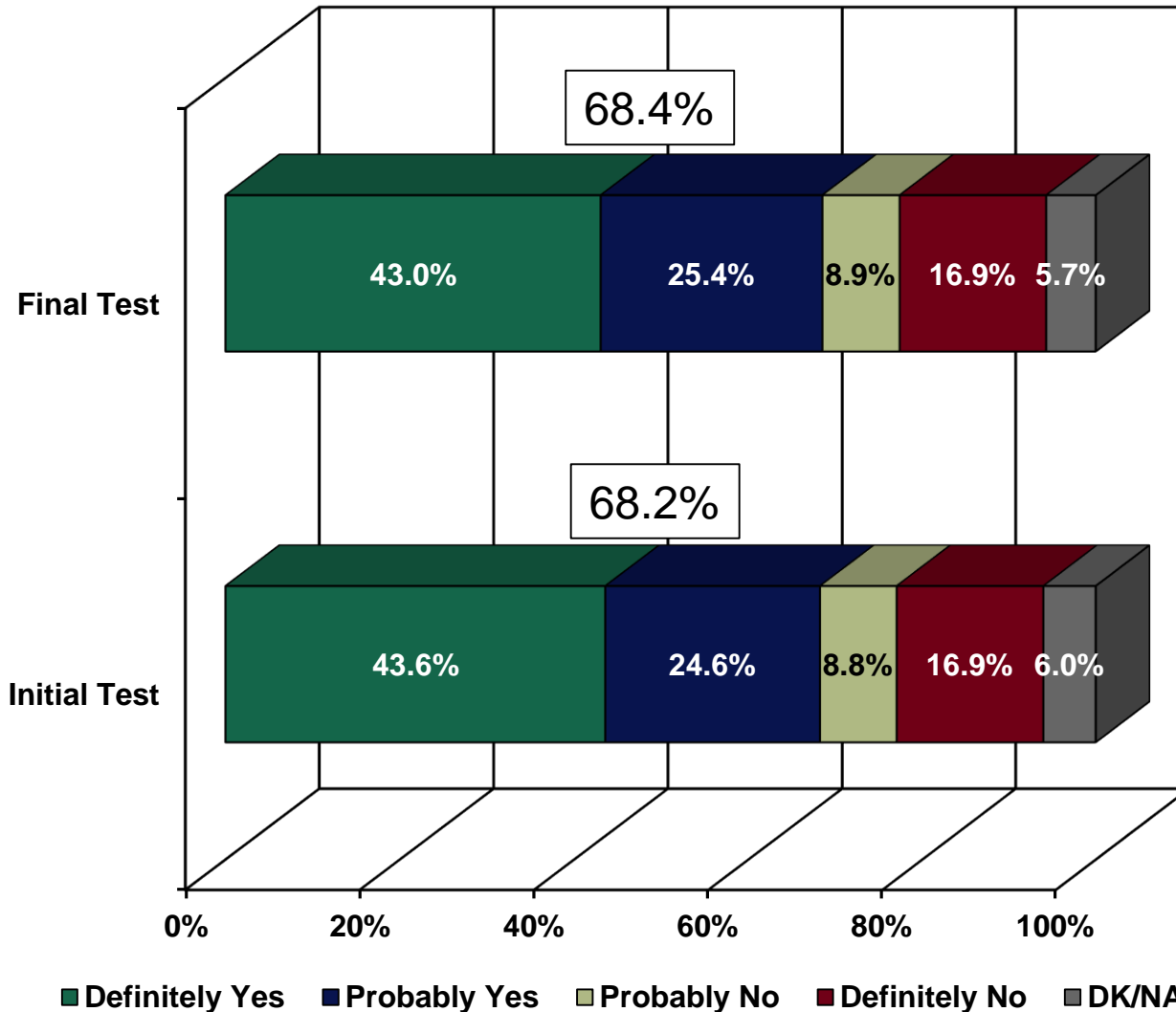
Likely November 2022 Voters



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Informed Support for Parcel Tax Measure

Likely November 2022 Voters

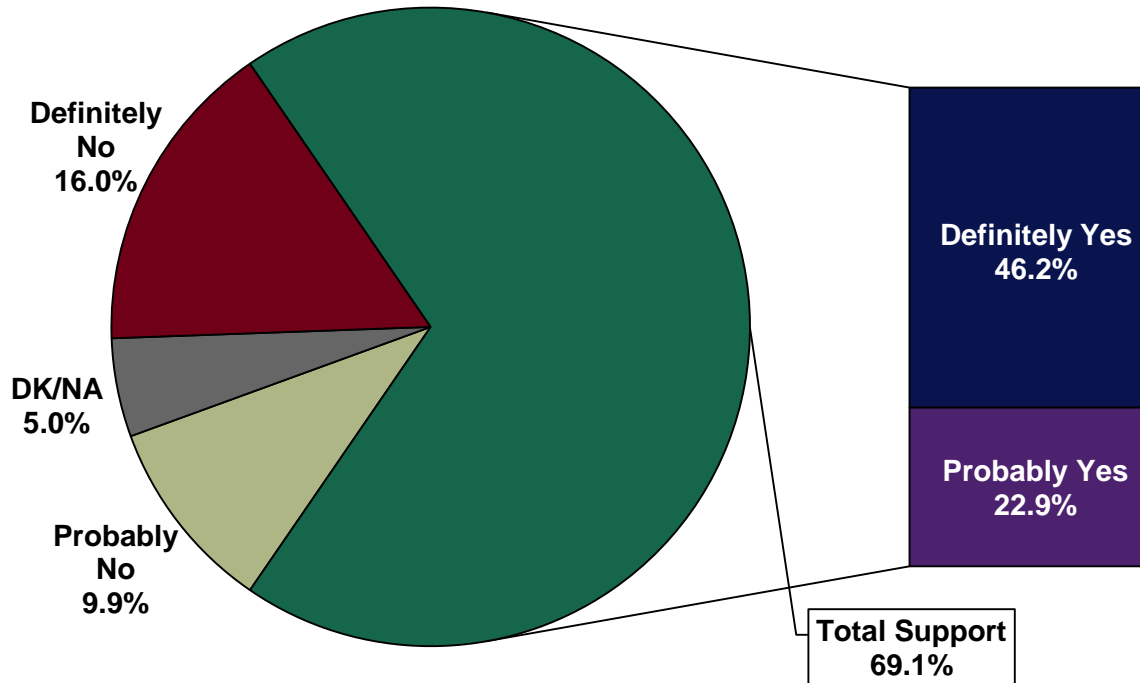


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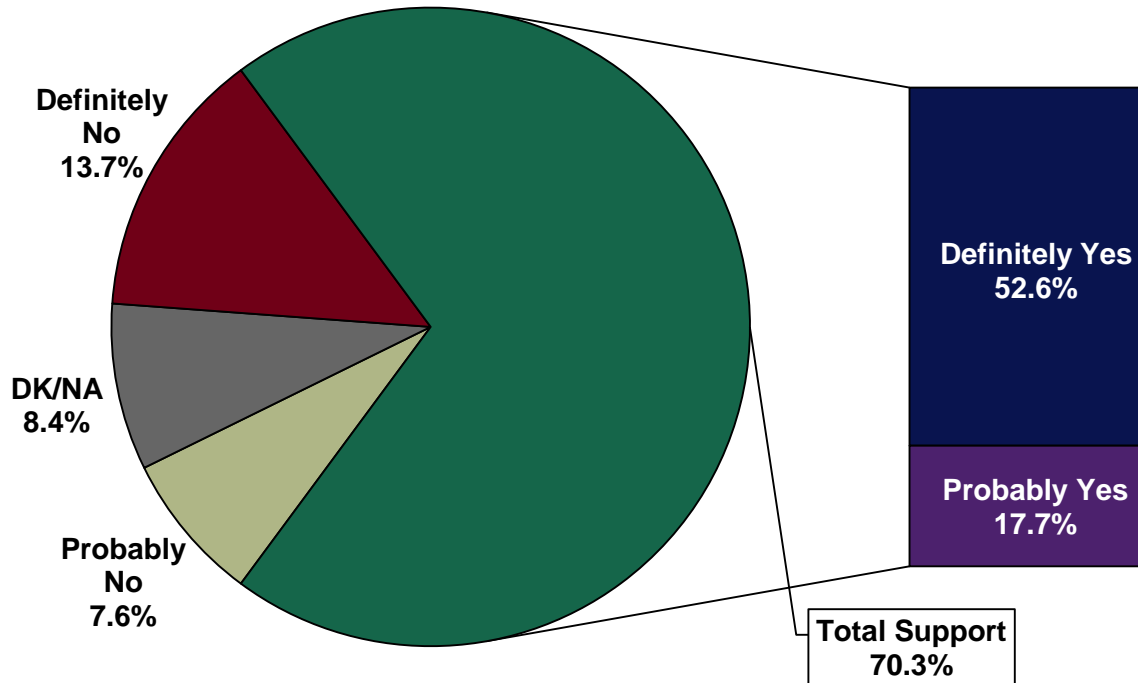
Support for Alternative 8 Year Duration Measure Sample A



INSTEAD of lasting until ended by voters, what if the measure to support the quality of academic instruction in core subjects like math, science, reading and writing; quality teaching; and music and art programs lasted for 8 years?

Support for Alternative Capped at Current Rate Measure

Sample B



INSTEAD of having an annual adjustment in the tax rate, what if the measure to support the quality of academic instruction in core subjects like math, science, reading and writing; quality teaching; and music and art programs was capped at the current rate and would never increase?

- 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?



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