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# Hillsborough City School District: 2021 Bond Measure Feasibility Survey

January 2022

# Overview and Research Objectives

The Hillsborough City School District commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess opinion on the districts' efforts to address the coronavirus crisis;
- Gauge the public's perceptions of whether the District is providing a quality education to students, effectively managing taxpayer funds, and needs additional funding;
- Assess potential voter support for a bond measure to protect quality education and upgrade aging school facilities with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

# Methodology Overview

- Data Collection Landline (8), cell (72), text to online (140), and email to online (36) interviewing
- Universe 4,566 Likely November 2022 Voters (Likely June 2022 subset)
- Fielding Dates December 1 to December 9, 2021
- Interview Length 22 minutes
- Sample Size n=256 Likely November 2022 Voters
- Margin of Error  $\pm 5.95\%$  Likely November 2022 Voters



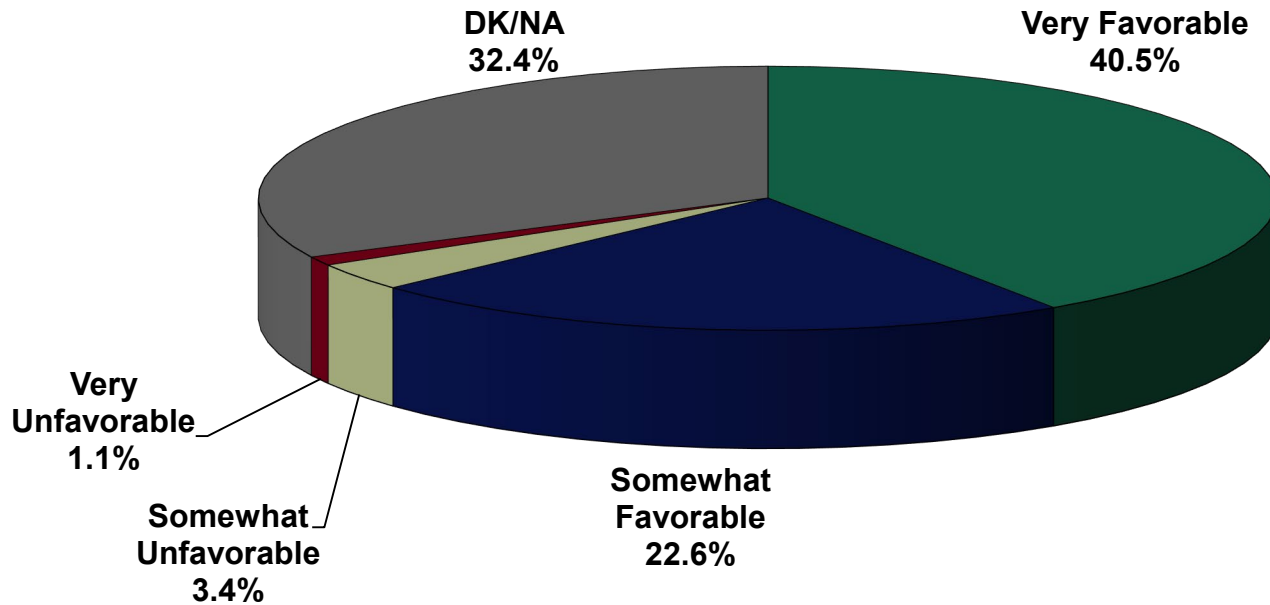
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## Key Findings

# Q1. Favorability Rating of the District in Addressing Coronavirus

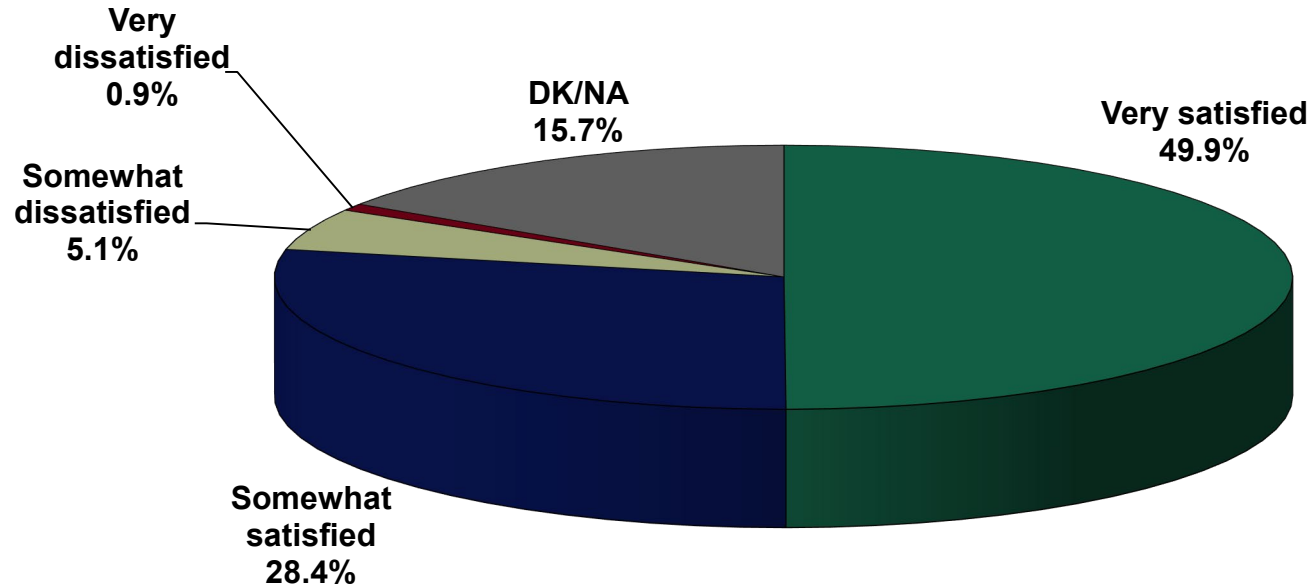
## Likely November 2022 Voters



### November 2022

Total Favorable	63.1%
Total Unfavorable	4.5%
Ratio Fav to Unfav	14.0

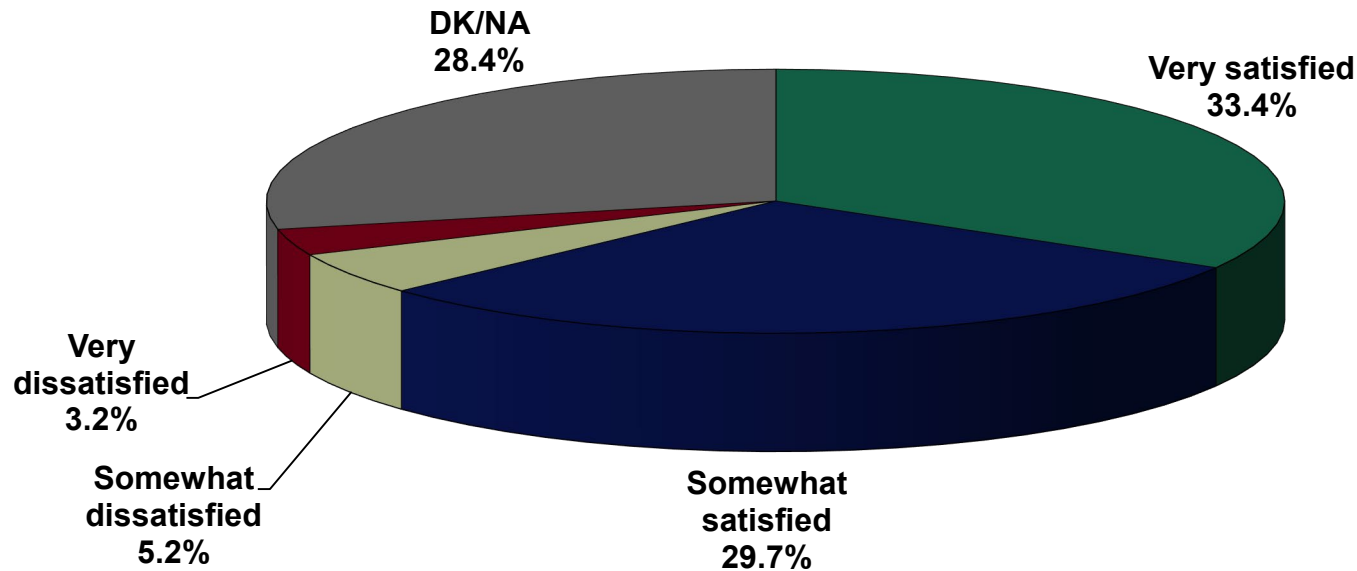
# Q2. Satisfaction With Job HCSD is Doing to Provide a Quality Education Likely November 2022 Voters



	<u>November 2020</u>	<u>November 2022</u>
Total Satisfied	62.1%	78.4%
Total Dissatisfied	8.7%	5.9%
Ratio Sat to Dissat	7.1	13.2

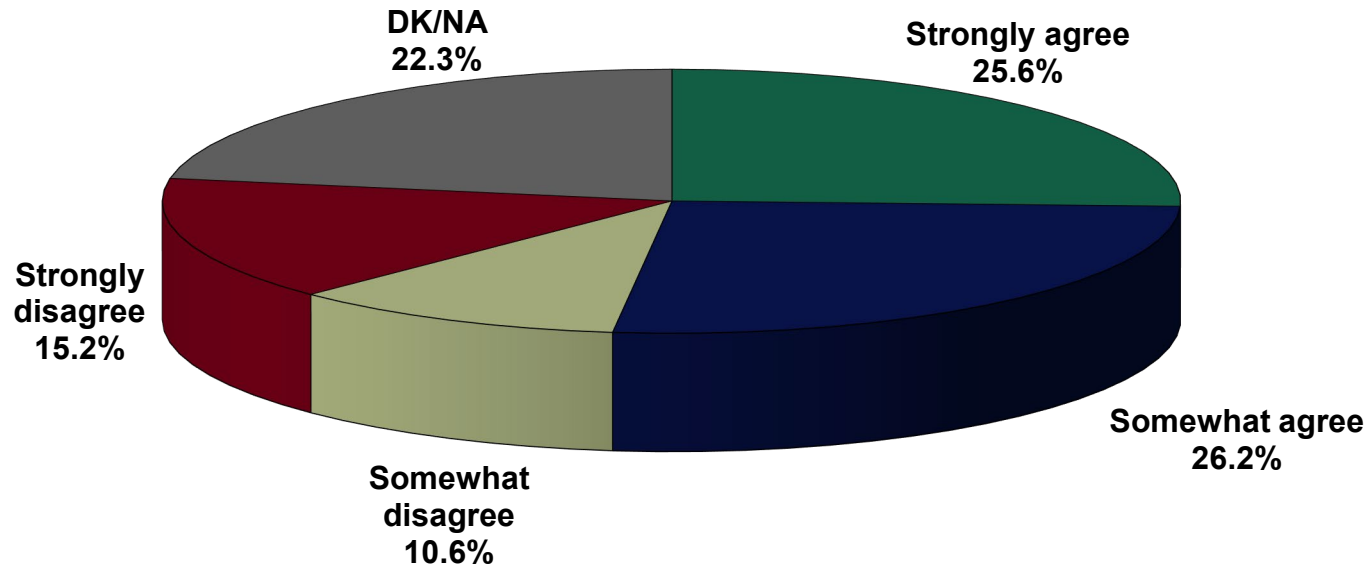
# Q3. Satisfaction With District's Management of Public Funds

## Likely November 2022 Voters



	<u>November 2020</u>	<u>November 2022</u>
Total Satisfied	55.2%	63.1%
Total Dissatisfied	12.6%	8.5%
Ratio Sat to Dissat	4.4	7.5

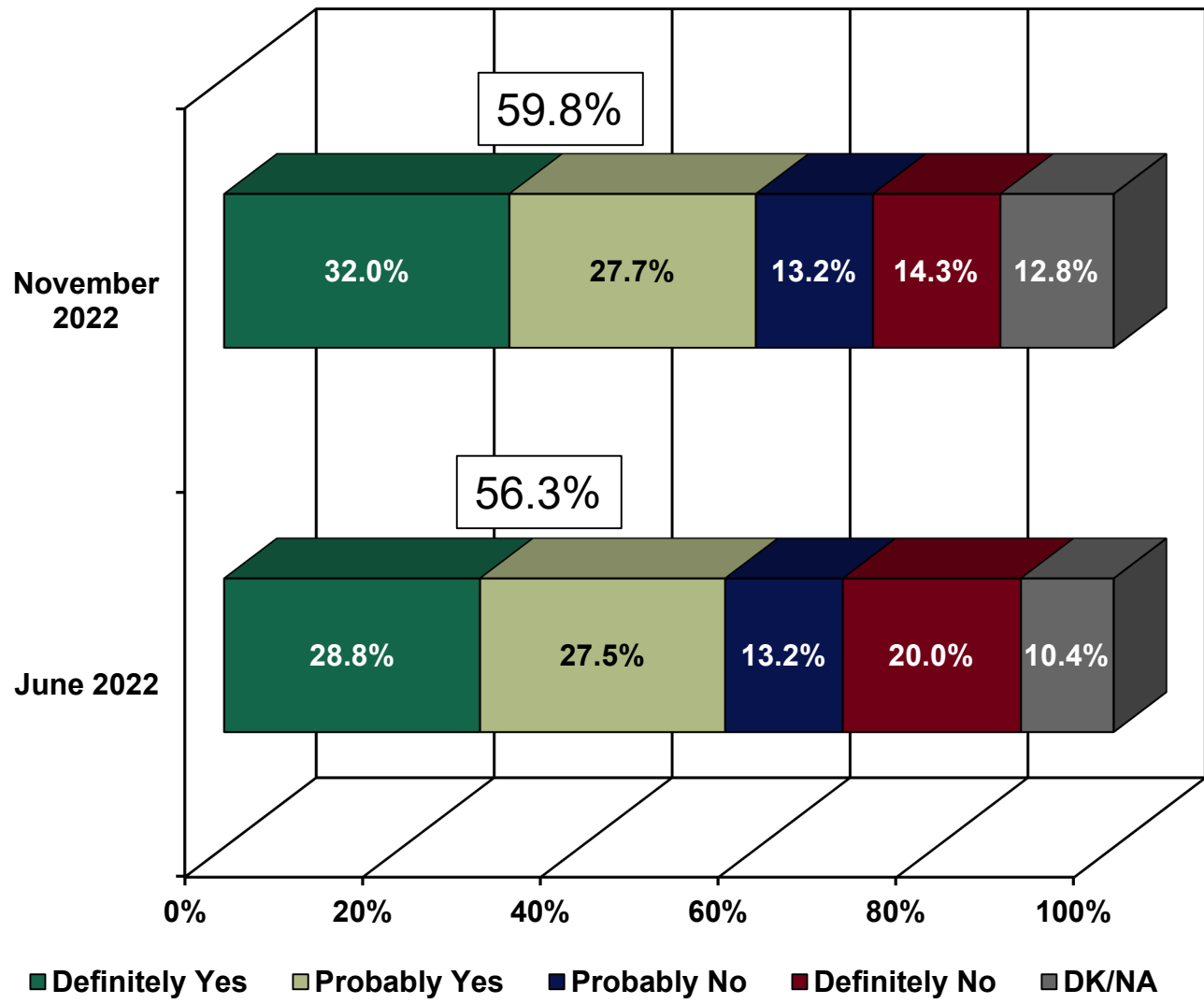
# Q4. Agreement With Statement That HCSD Needs Additional Funding Likely November 2022 Voters



	<u>November 2020</u>	<u>November 2022</u>
Total Agree	38.1%	51.8%
Total Disagree	38.5%	25.8%
Ratio Agree to Disagree	1.0	2.0



# Q5. Uninformed Support for Bond Measure



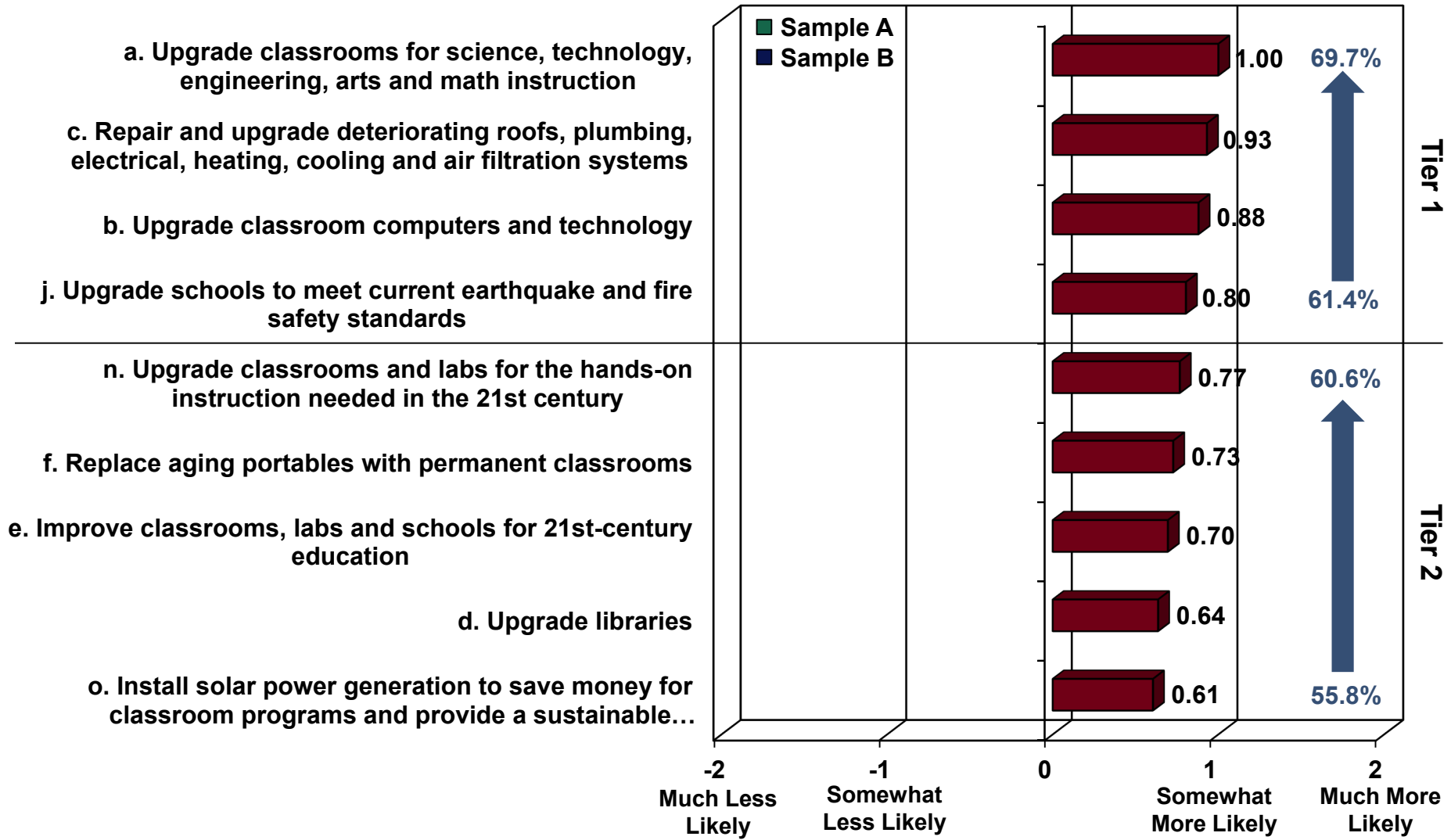
To protect quality education and upgrade aging school facilities, shall Hillsborough City School District adopt a measure to:

- upgrade classrooms for science, technology, engineering, arts and math instruction;
- upgrade schools to meet current earthquake/ fire safety;
- replace outdated portables with permanent classrooms; and
- repair, replace deteriorating roofs, plumbing, electrical, heating/ cooling systems;

by issuing \$121 million dollars in bonds at legal rates, raising \$6.6 million dollars annually, averaging 3 cents per \$100 of assessed value while bonds are outstanding, with independent oversight/ audits?

# Q6. Features of the Measures I

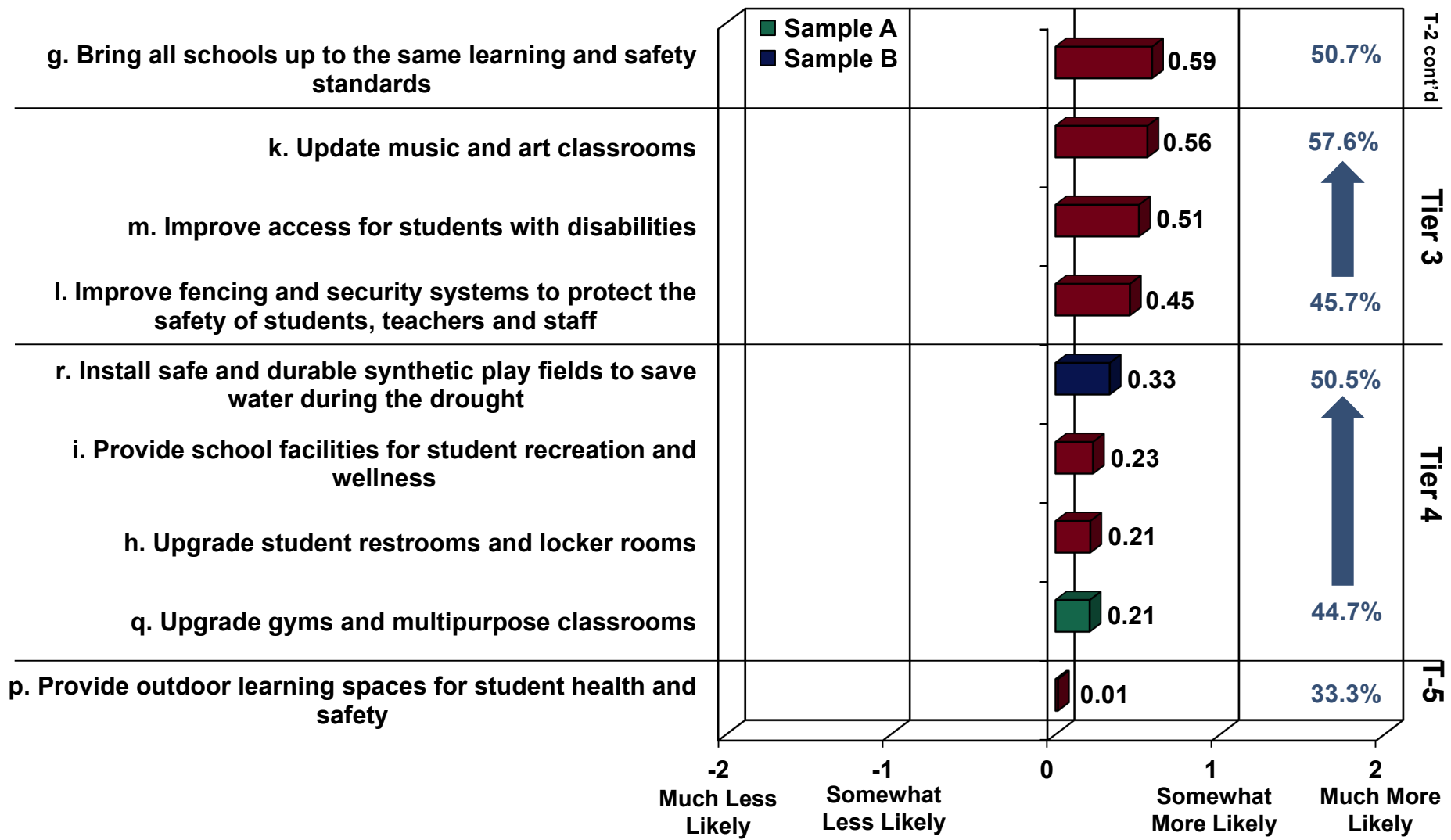
## Likely June 2022 Voters



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.

# Q6. Features of the Measures II

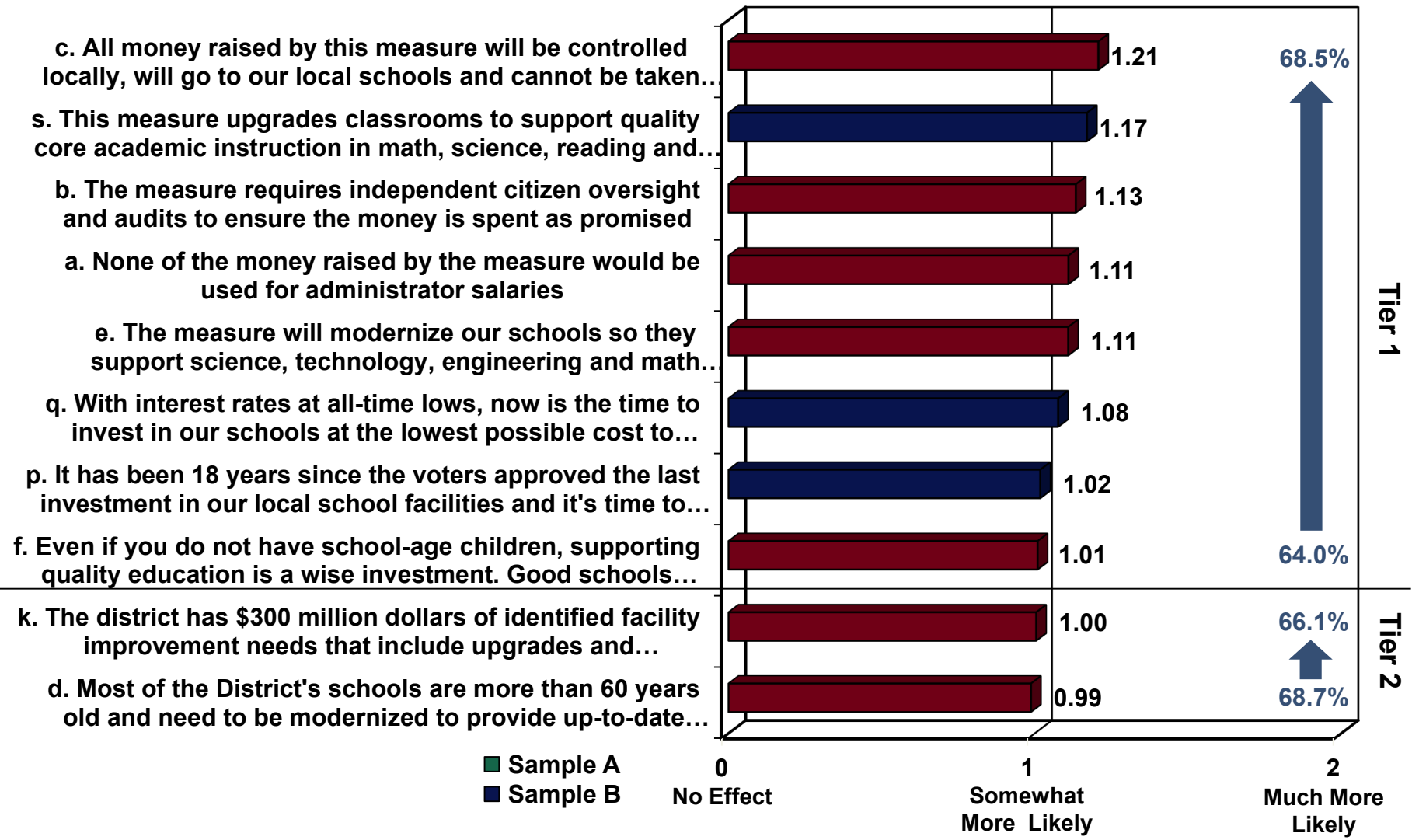
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# Q7. Informational Statements I

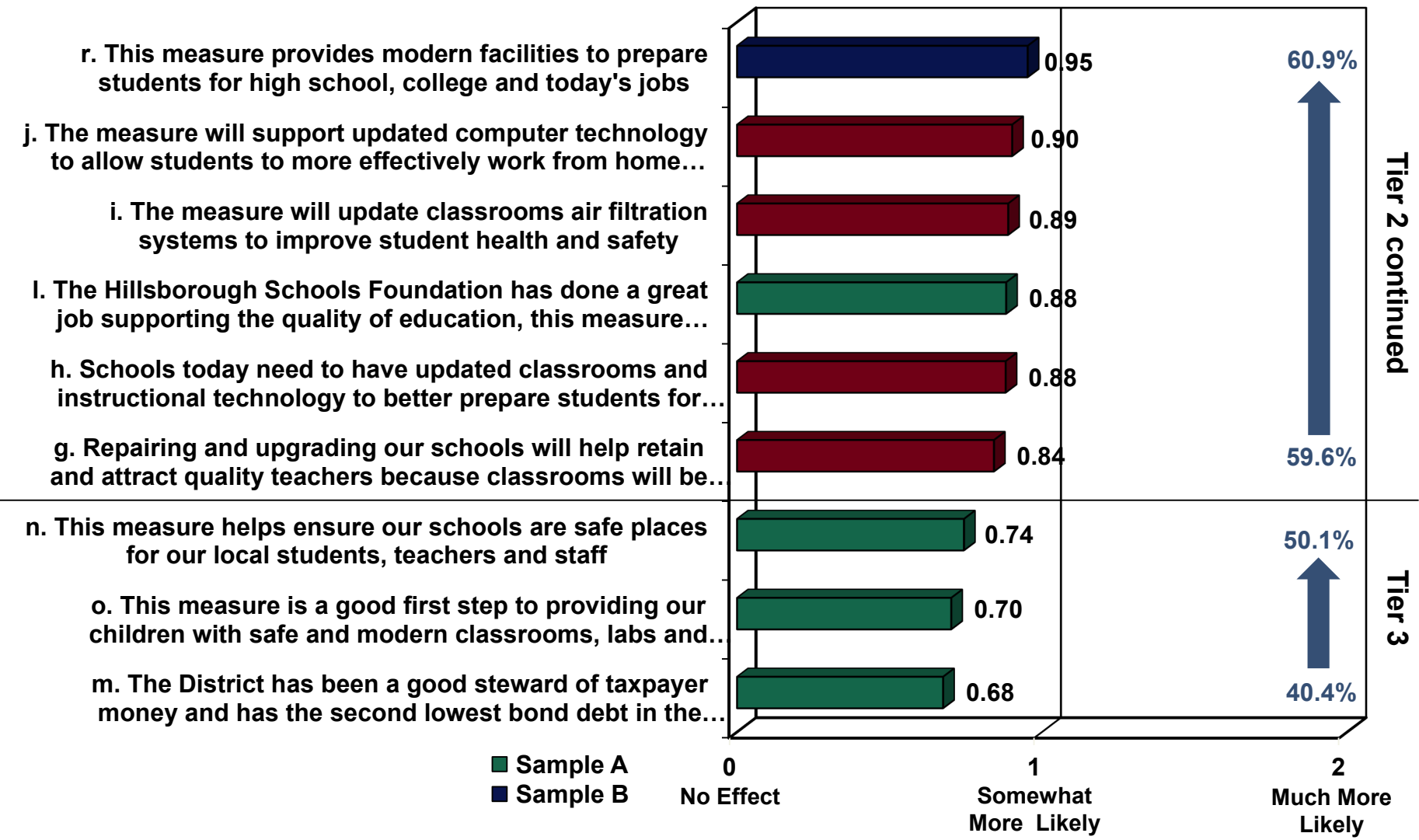
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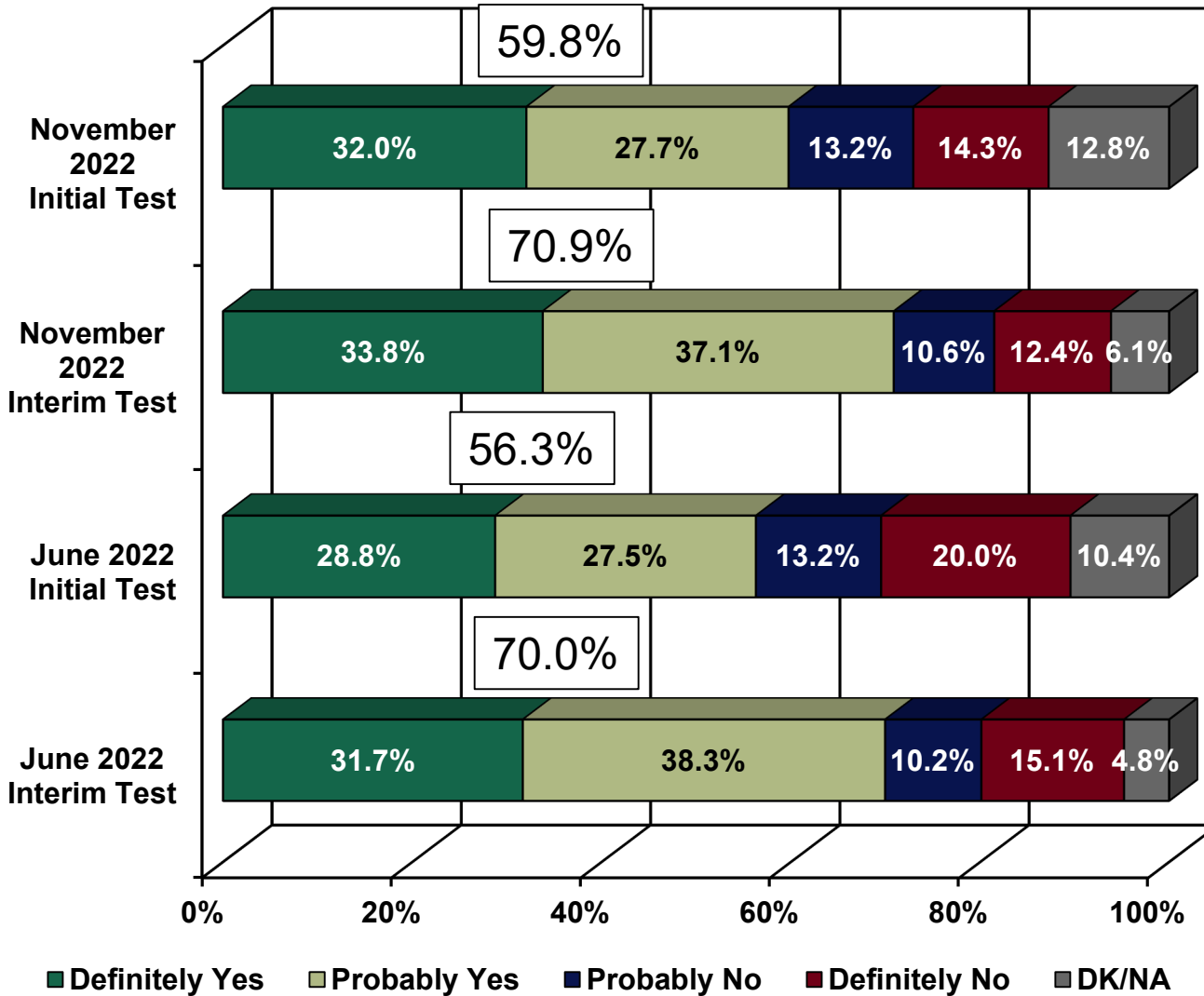
# Q7. Informational Statements II

## Likely June 2022 Voters



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# Q8. Interim Support for Bond Measure



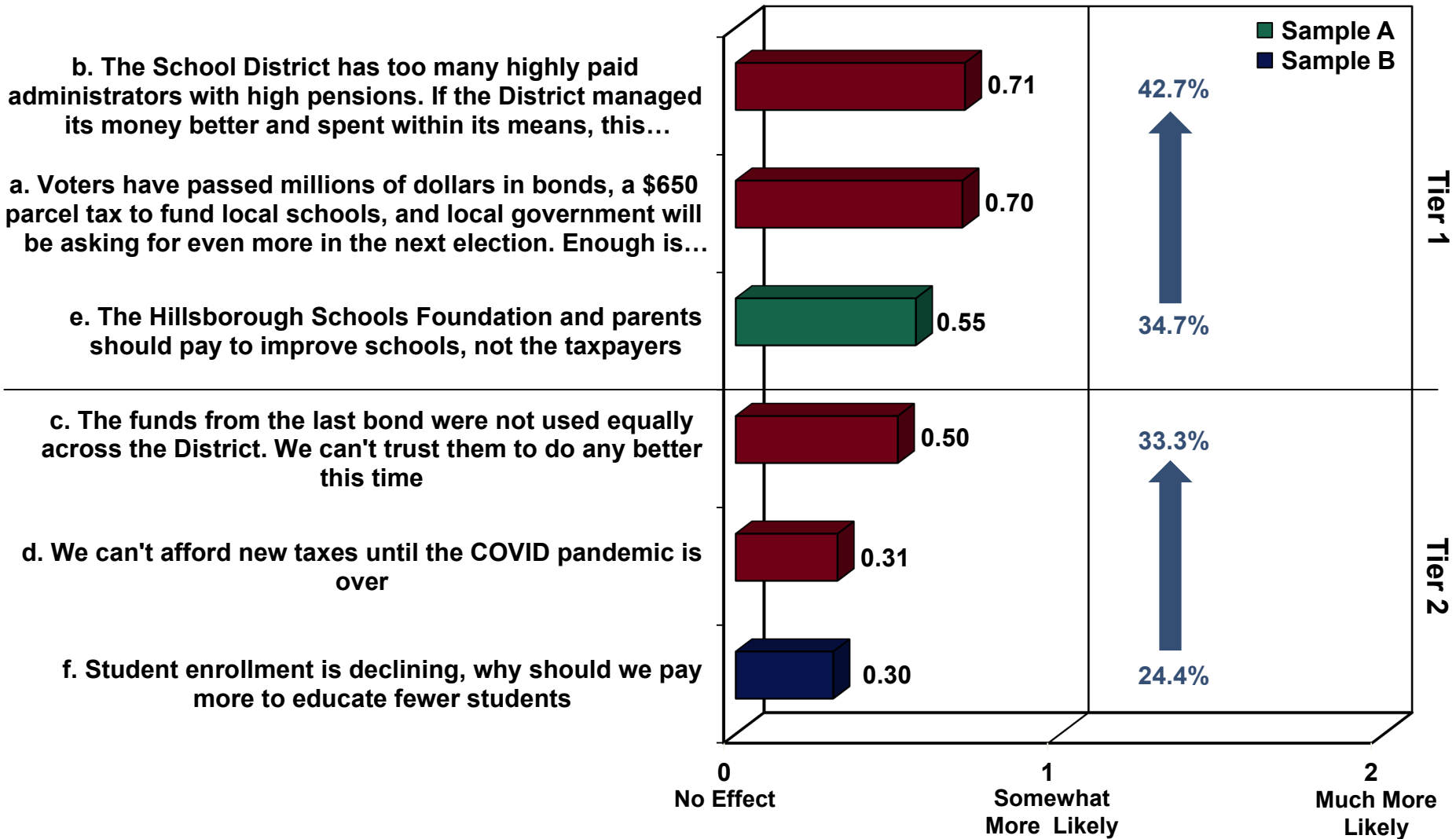
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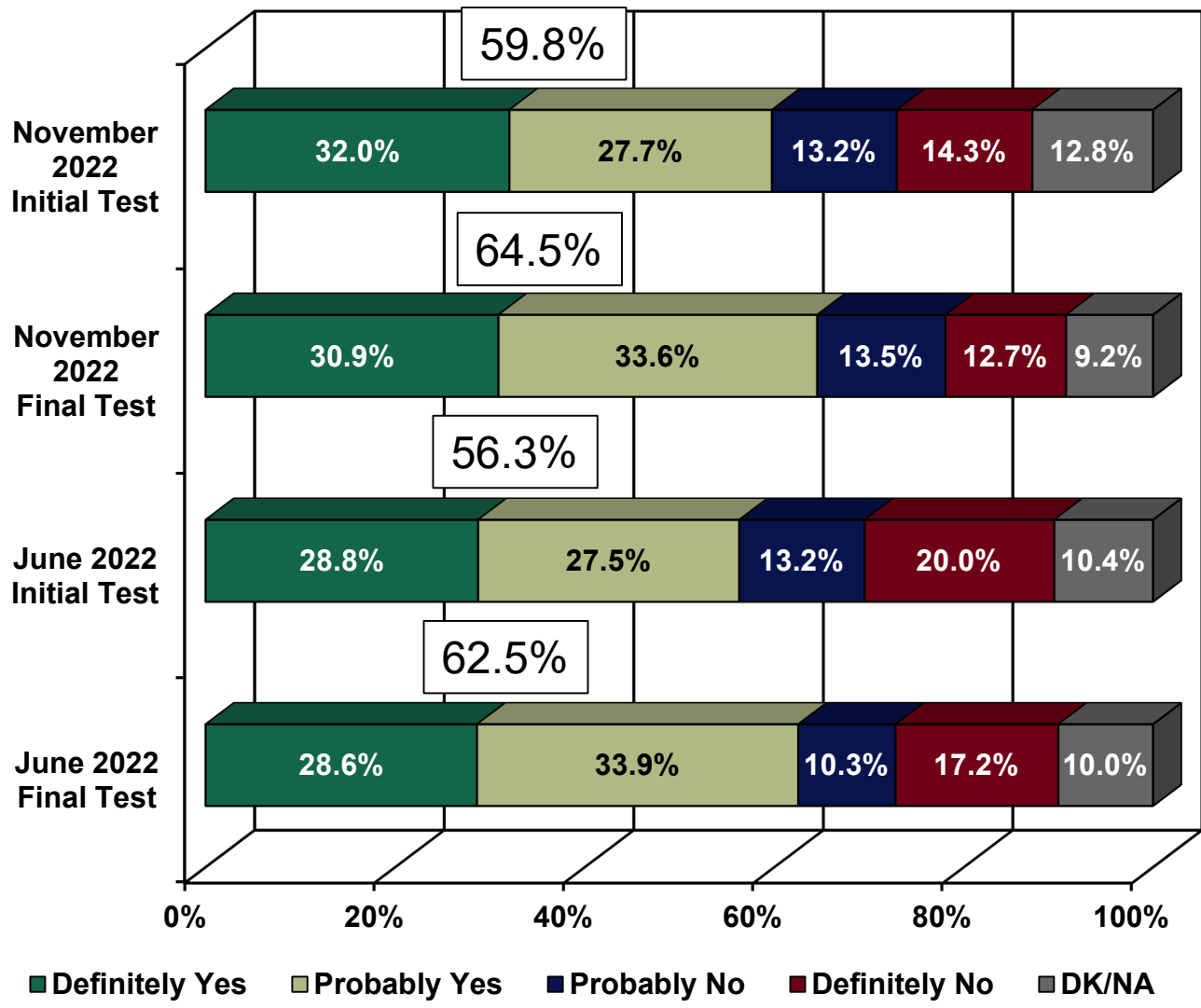
# Q9. Critical Statements

## Likely June 2022 Voters



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# Q10. Informed Support for Bond Measure



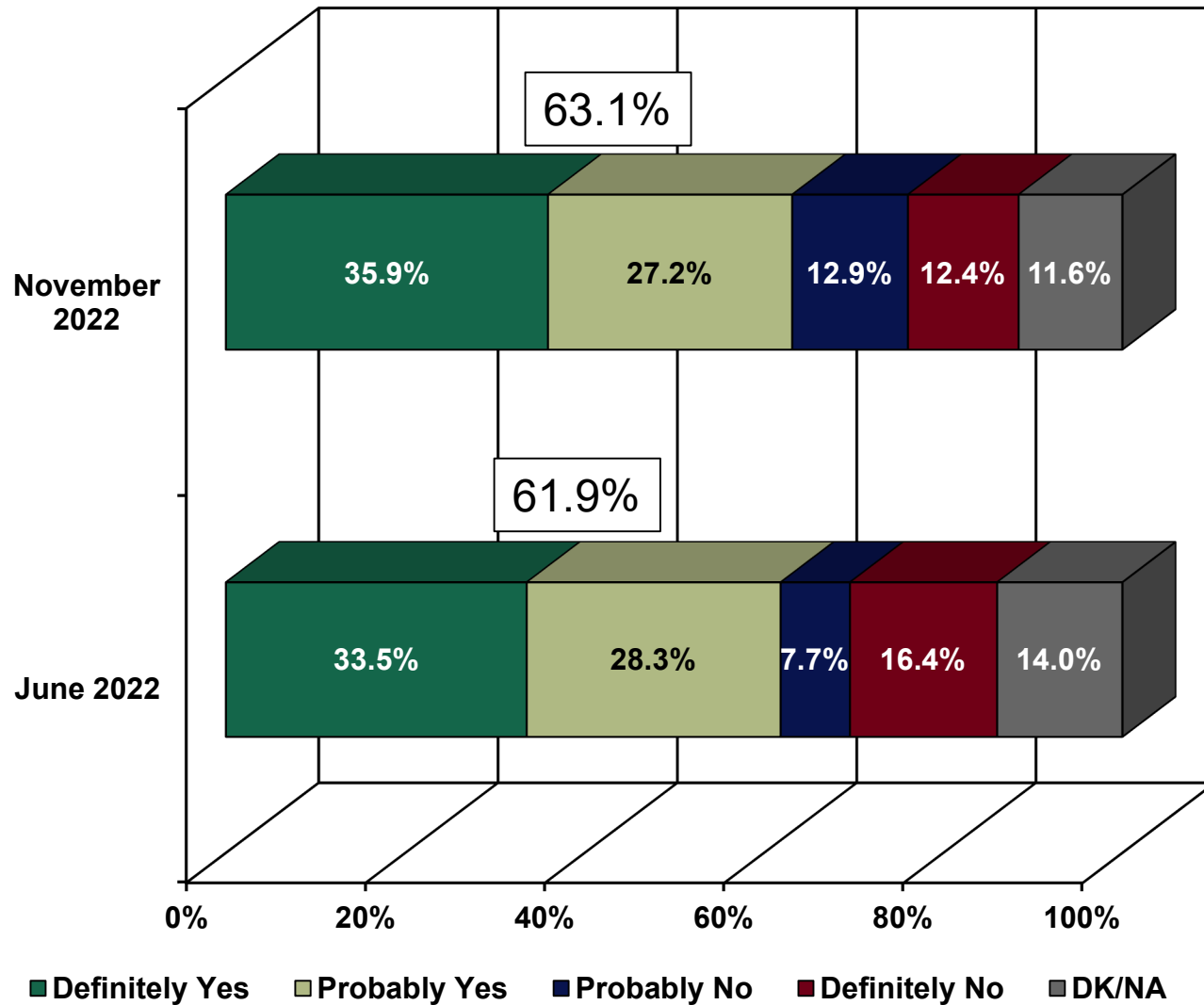
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by issuing \$121 million dollars in bonds at legal rates, raising \$6.6 million dollars annually, averaging 3 cents per \$100 of assessed value while bonds are outstanding, with independent oversight/ audits?



# Q11. Support for Alternative 2.4 Cent Bond Measure



**INSTEAD** of a \$121 million dollar bond measure that would levy 3 cents per \$100 of assessed value, an alternative measure, that would upgrade classrooms for science, technology, engineering, arts and math instruction; upgrade schools to meet current earthquake and fire safety; replace outdated portables with permanent classrooms; and repair or replace deteriorating roofs, plumbing, electrical, heating and cooling systems, would be a \$98 million dollar bond measure that would levy 2.4 cents per \$100 of assessed value.

If the election were held today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this measure?

# Summary & Recommendations

- The survey revealed a solid base of voter support for a bond measure in either June or November 2022 elections.
  - Support for the measure in the June 2022 election was 56.3% on the uninformed test, 70.0% on the interim test and 62.5% on the informed test.
  - Similarly, support for the measure in the November 2022 election was 59.8% on the uninformed test, 70.9% on the interim test and 64.5% on the informed test.
  - It is important to note that the higher turnout election, while not statistically different, was numerically higher.
- Top tier features of the measure for the June 2022 universe (listed below) suggest that some of the items in the ballot question could be reordered to increase support.
  - Upgrade classrooms for science, technology, engineering, arts and math instruction
  - Repair and upgrade deteriorating roofs, plumbing, electrical, heating, cooling and air filtration systems
  - Upgrade classroom computers and technology
  - Upgrade schools to meet current earthquake and fire safety standards
  - Upgrade classrooms and labs for the hands-on instruction needed in the 21st century
  - Replace aging portables with permanent classrooms
  - Improve classrooms, labs and schools for 21st-century education

# Summary & Recommendations

- Top tier informational statements for the June 2022 universe (listed below) are:
  - All money raised by this measure will be controlled locally, will go to our local schools and cannot be taken away by the State
  - This measure upgrades classrooms to support quality core academic instruction in math, science, reading and writing
  - The measure requires independent citizen oversight and audits to ensure the money is spent as promised
  - None of the money raised by the measure would be used for administrator salaries
  - The measure will modernize our schools so they support science, technology, engineering and math education
  - With interest rates at all-time lows, now is the time to invest in our schools at the lowest possible cost to taxpayers
  - It has been 18 years since the voters approved the last investment in our local school facilities and it's time to upgrade our schools
  
- Given the survey findings and the 55 percent majority required for approval, TBWB and Godbe Research recommend that the Hillsborough City School District begin the process to prepare for a June 2022 bond measure election.



# 2022 Bond Measure Planning Timeline

2022 Election Dates: June 7 & November 8





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