



GODBE RESEARCH
Gain Insight



Cotati-Rohnert Park Unified School District: 2012 Parcel Tax Measure Feasibility Survey

February 2012

Overview and Research Objectives

- Assess potential voter support for a parcel tax measure to protect quality education with funding that cannot be taken by the State;
- Identify the optimum tax amount at which voters will support the measure;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection Telephone Interviewing
- Universe 21,603 likely November 2012 voters in the Cotati-Rohnert Park Unified School District, with sub-samples of those likely to vote in the June 2012 and Mail Ballot 2012 election.
- Fielding Dates February 12 through February 16, 2012
- Interview Length 16 minutes
- Sample Size 403 likely November 2012 voters
316 likely June 2012 voters
284 likely Mail Ballot 2013 voters
- Margin of Error ± 4.8% November 2012
± 5.4% June 2012
± 5.7% Mail Ballot 2013

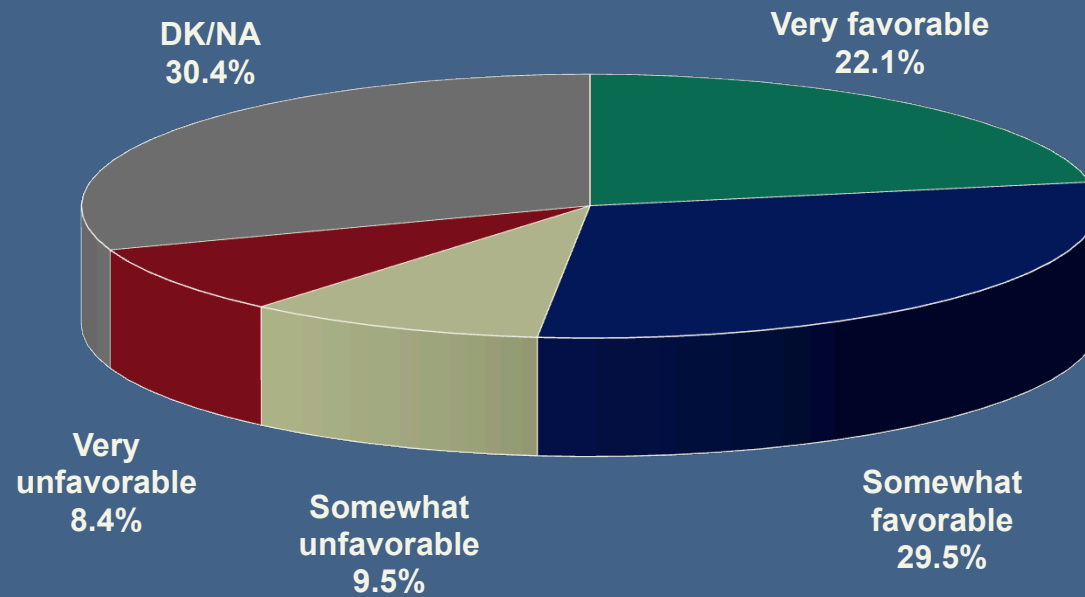


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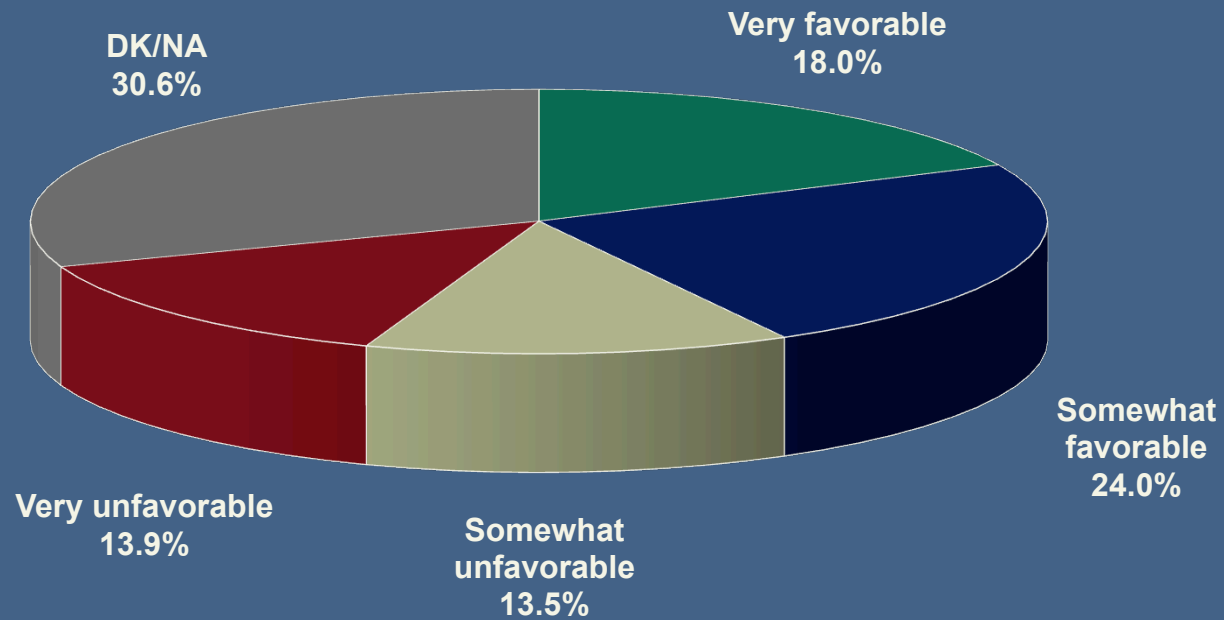


Key Findings

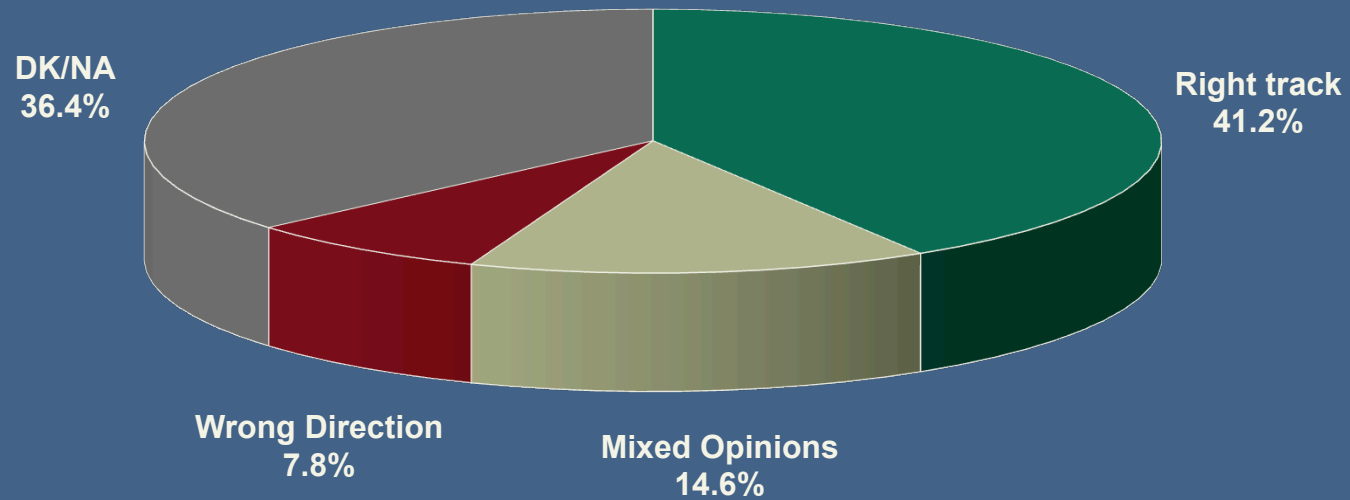
Opinion on Whether CRPUSD is Providing a Quality Education (n=403)



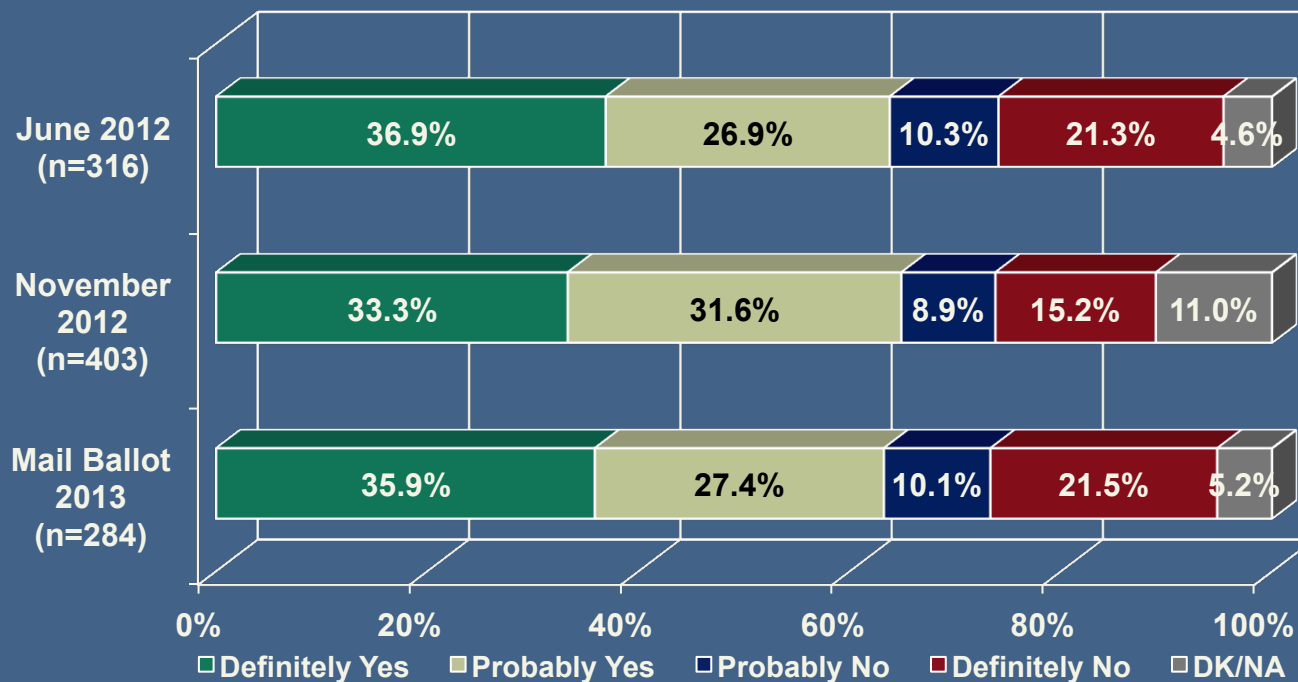
Opinion on Whether CRPUSD is Effectively Managing Public Funds (n=403)



Opinion on Direction of CRPUSD Management (n=403)



Uninformed Support



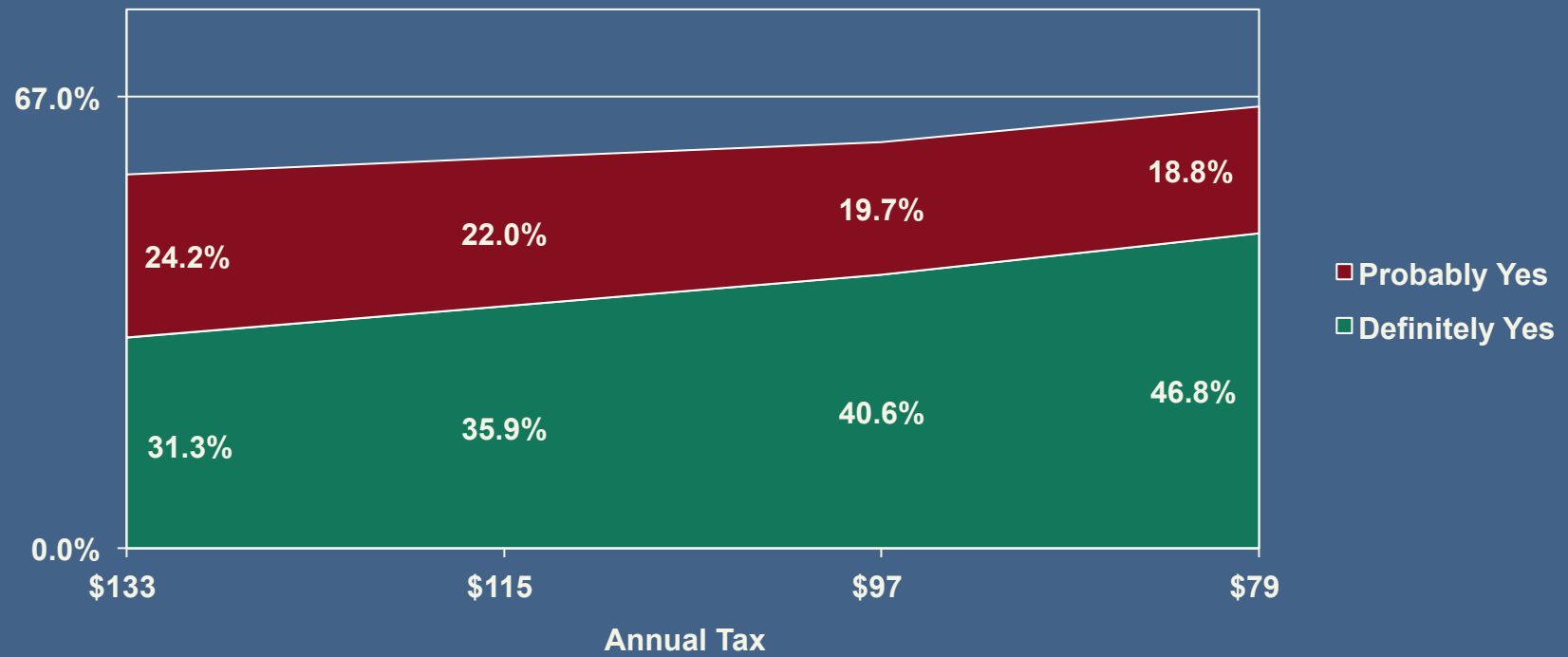
Cotati-Rohnert Park Quality Teacher and Academic Instruction Preservation Measure.

To protect quality education with local funding that cannot be taken by the State, shall the Cotati-Rohnert Park Unified School District:

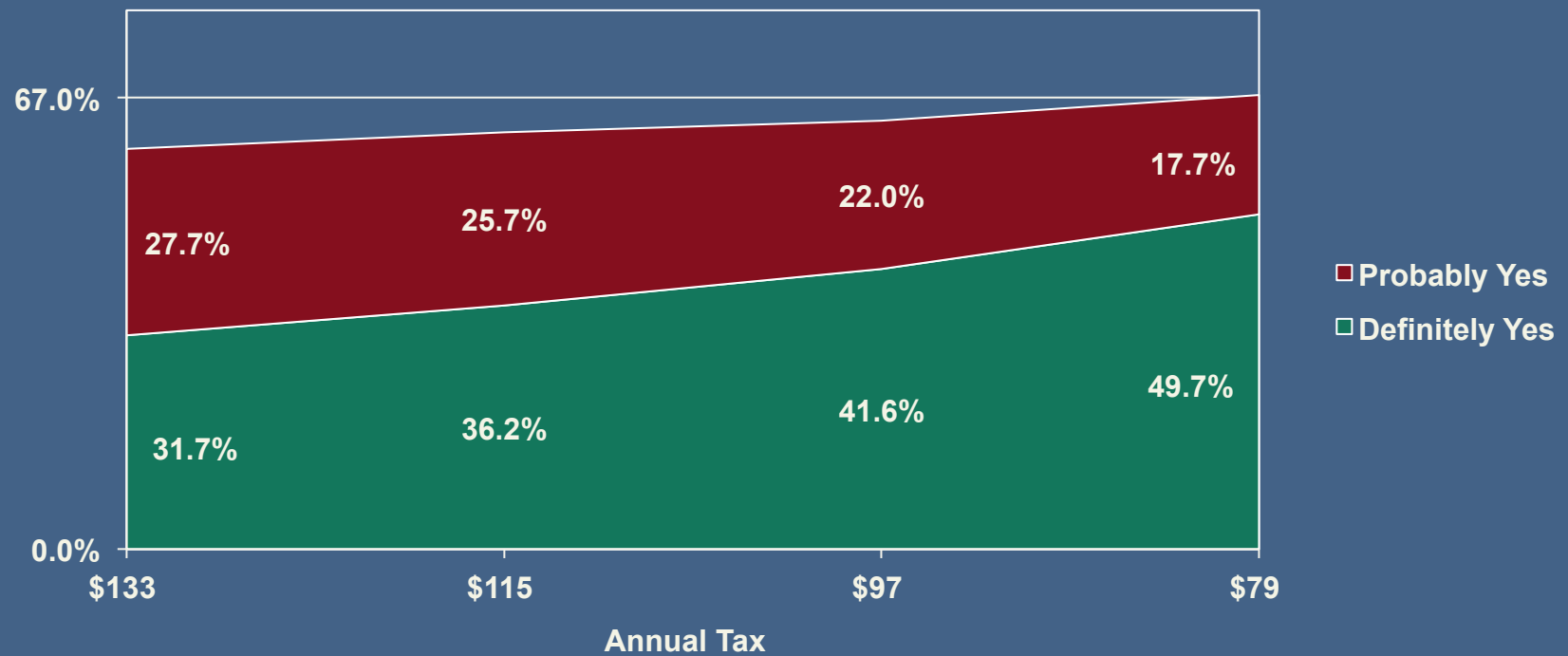
- Preserve math, science, reading and writing programs;
- Preparing local students for college and careers;
- Update classroom computers and instructional technology;
- Attract and retain qualified teachers;

By levying \$133 per parcel annually for five years, exempting senior citizens, with independent citizen oversight, no money for administrators' salaries, and all funds staying local?

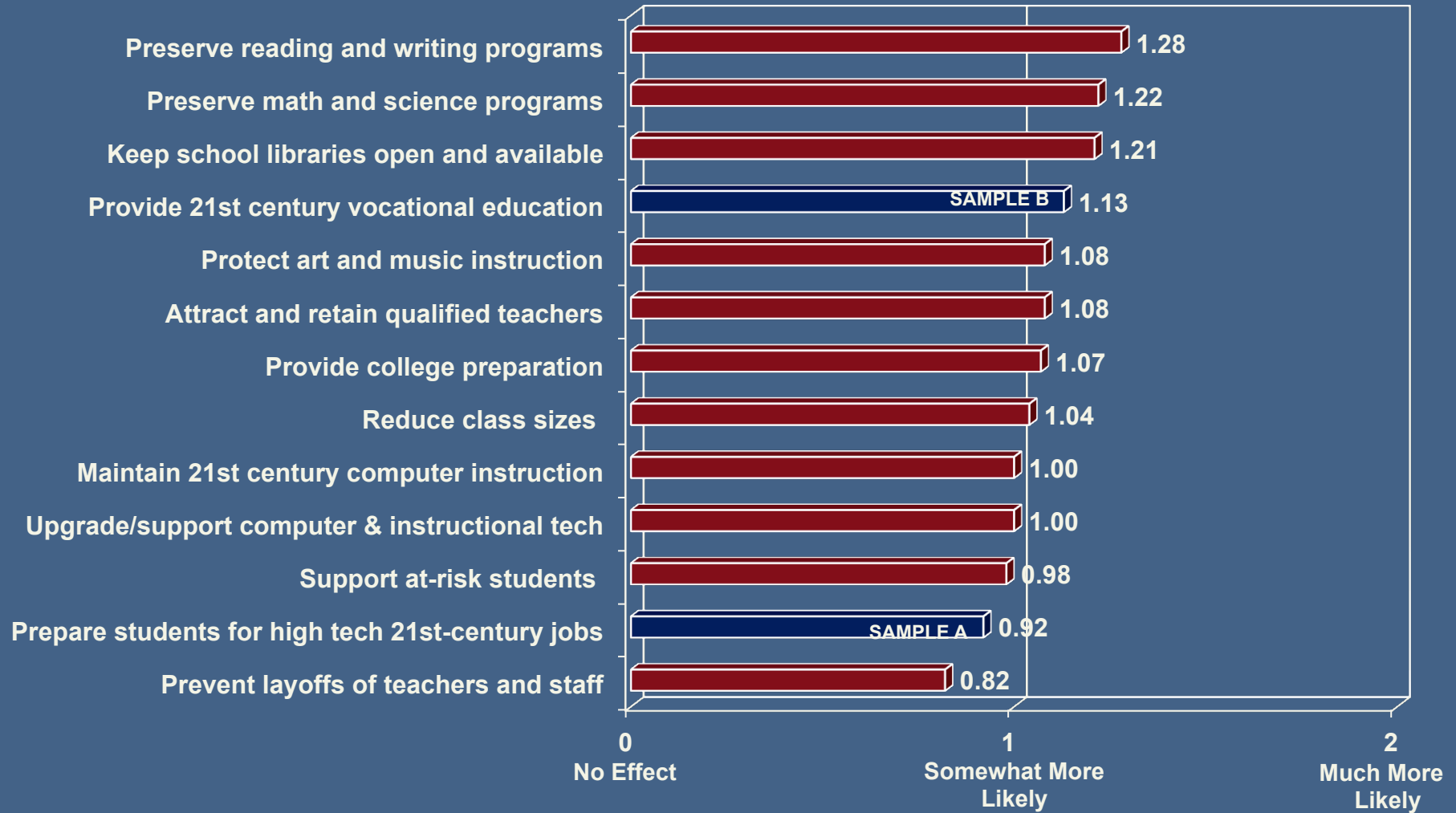
Support for Different Rates June 2012 (n=316)



Support for Different Rates November 2012 (n=403)

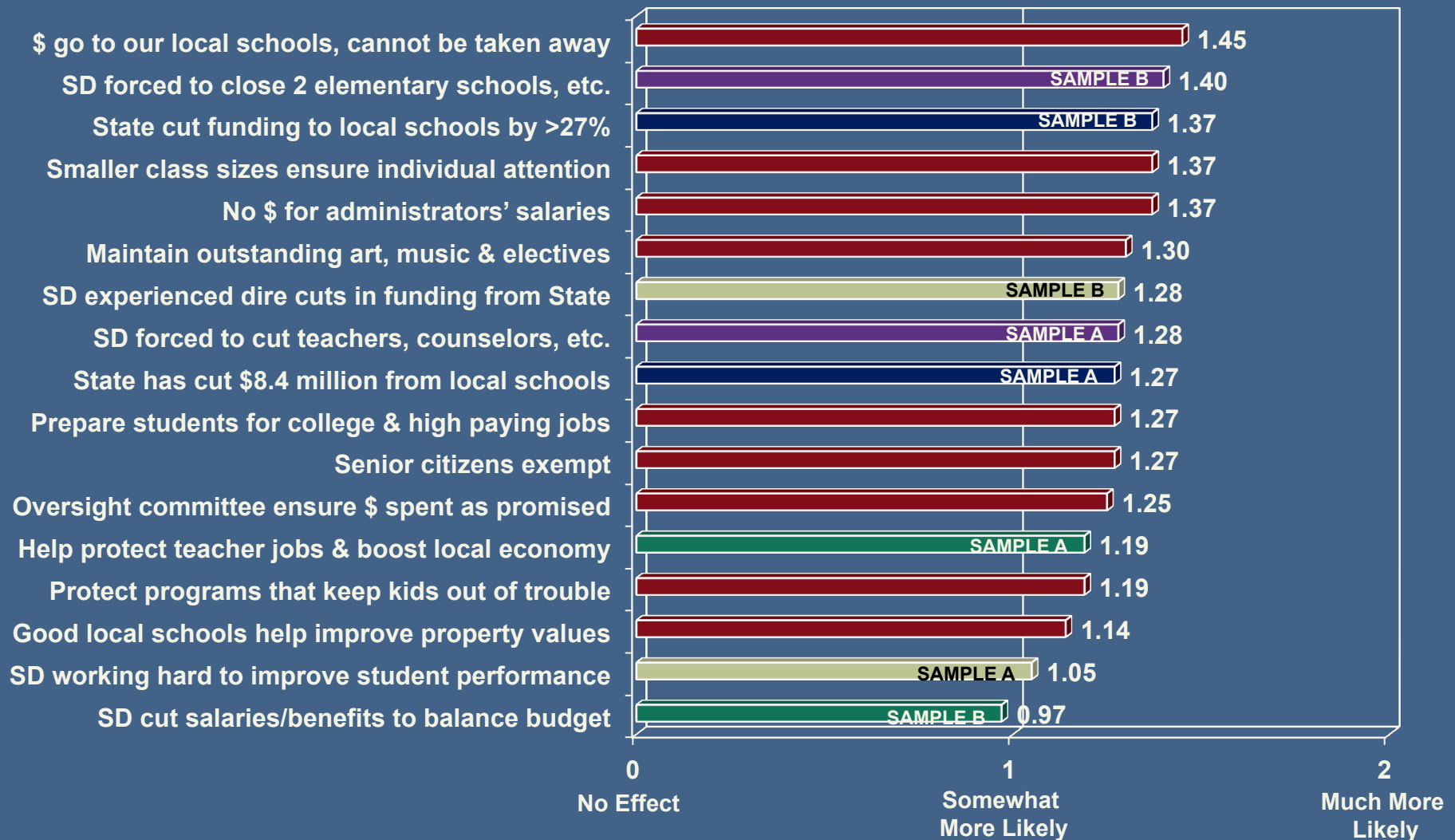


Features of the Measure (n=403)



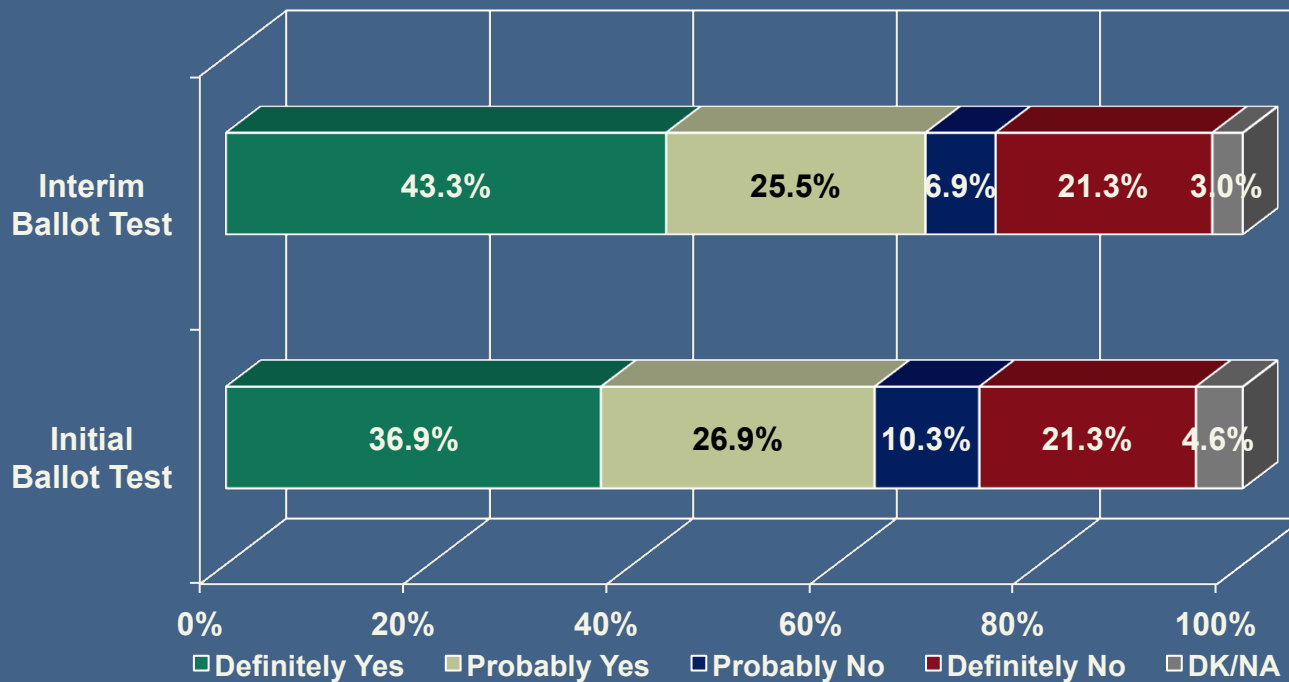
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Influence of Supporting Statements (n=403)



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Interim and Uninformed Support June 2012 (n=316)



Cotati-Rohnert Park Quality Teacher and Academic Instruction Preservation Measure. To protect quality education with local funding that cannot be taken by the State, shall the Cotati-Rohnert Park Unified School District:

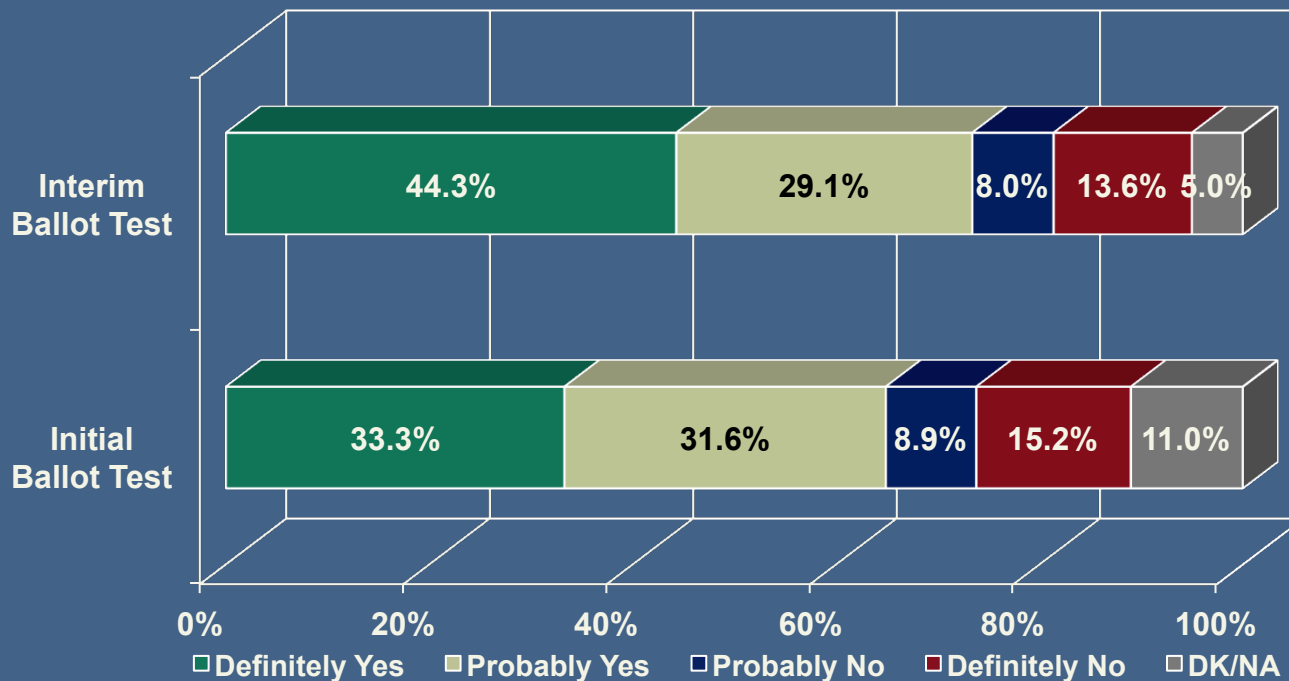
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Interim and Uninformed Support November 2012 (n=403)



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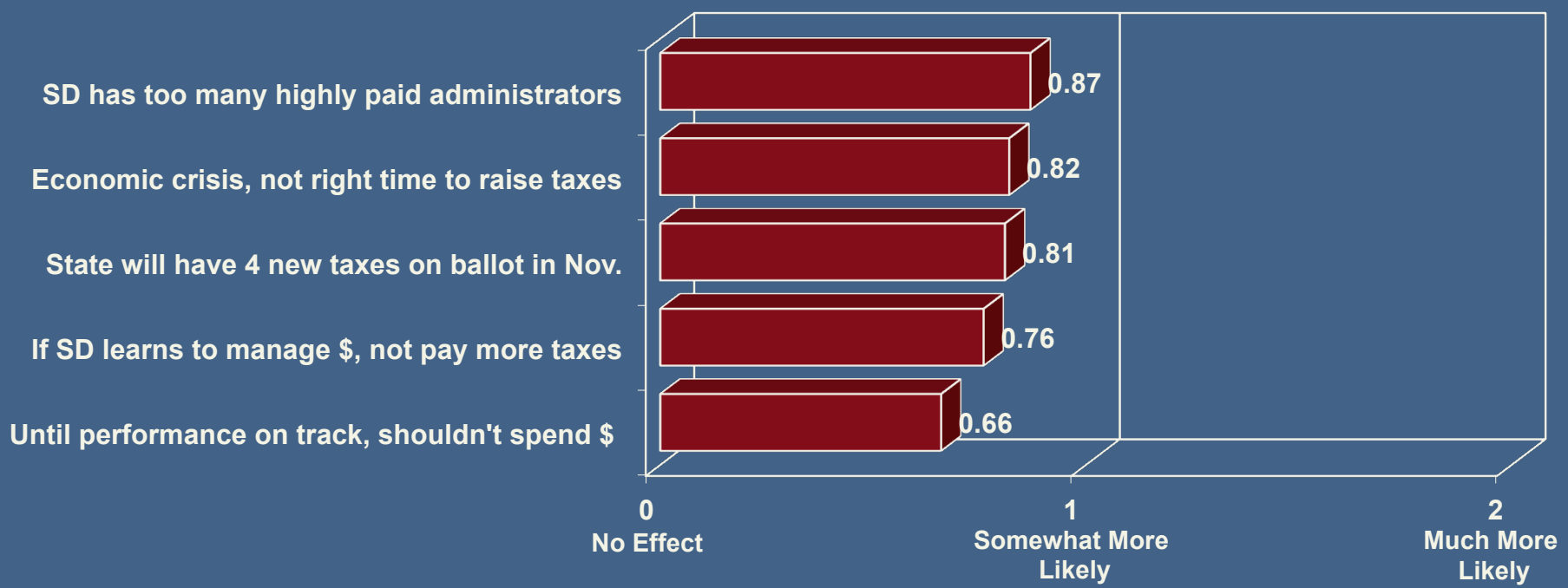
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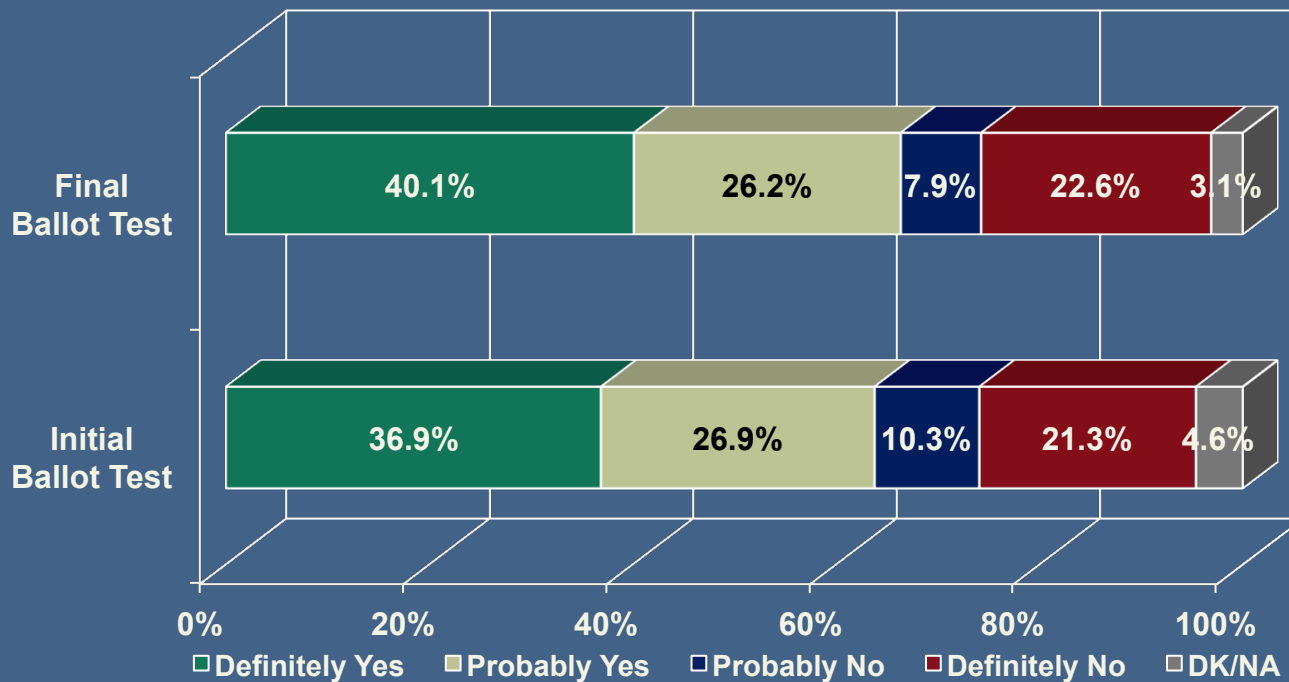
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Potential Opposition Statements (n=403)



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Informed and Uninformed Support June 2012 (n=316)

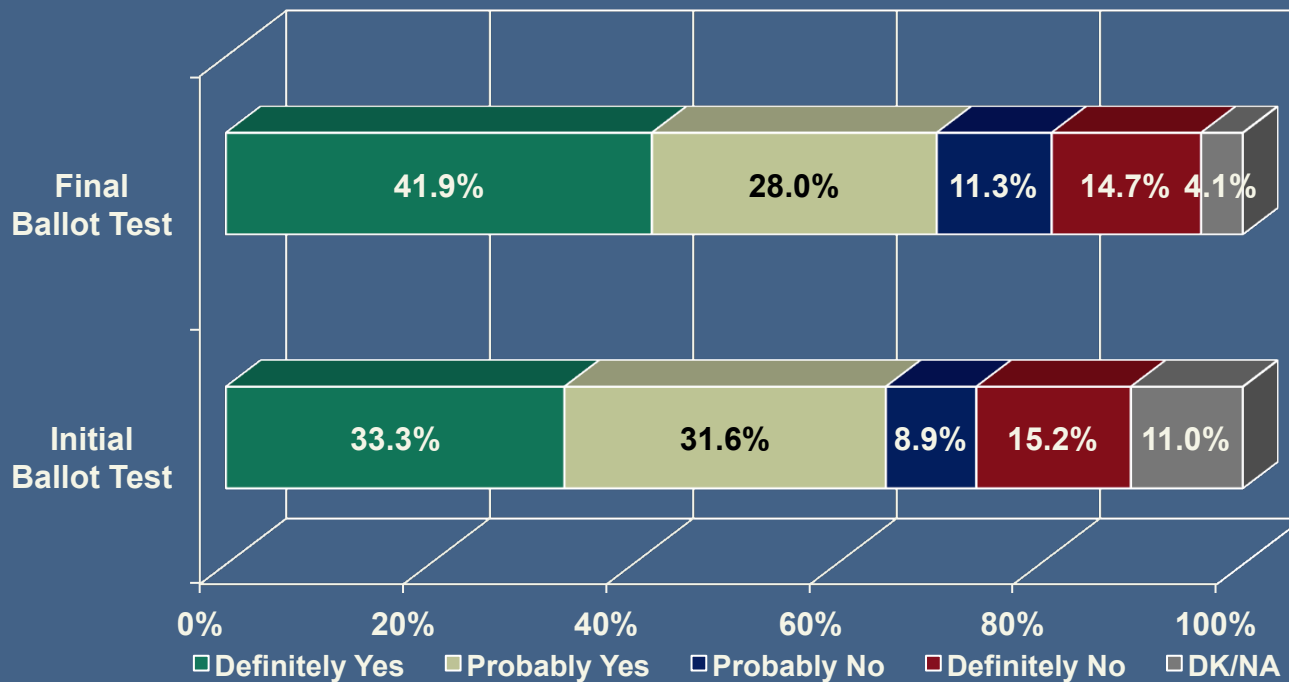


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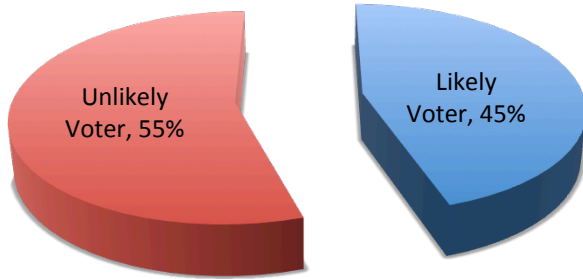


Summary and Recommendations

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- The survey revealed a base of voter support for a parcel tax measure, and Godbe Research and TBWB Strategies recommend that Cotati-Rohnert Park Unified School District consider preparing for a parcel tax measure on the June 2012 ballot.
 - While support for the parcel tax is higher in the November election, the difference is not statistically significant, and could be easily outweighed by the crowded November ballot.
- The survey results indicate potential voter support for an affordable parcel tax measure, of approximately \$79, to maintain educational programs.
 - Specifically, support for the parcel tax was 65% when likely June voters were provided with information on an annual property tax rate of \$79; and, 67% among likely November voters at the same rate of \$79. Again, the difference between the two elections is not statistically significant. This suggests that a strategy focusing on turning out supporters at disproportional rates in the June election will be necessary. The duration of the measure should be set at five years.
- The survey results indicate the Cotati-Rohnert Park Unified School District should:
 - Begin the necessary steps to place a parcel tax on the ballot in the June 2012 election.
 - Begin a community outreach and public information effort to explain the district's educational program needs.
 - Be prepared to head off voter concerns and explain why a parcel tax is needed now despite the economic downturn, and highlight improvements made in the district's management.

Cotati-Rohnert Park Unified School District: June 2012 Parcel Tax Election



Registered Voters: 24,408
 Expected Voter Turnout: 10,984 (45%)
 Votes Needed to Win: 7,326 (66.7%)



tel 415.291.1894
 fax 415.291.0724
 email info@tbwb.com

400 Montgomery St., Ste. 700
 San Francisco, CA 94104

www.tbwb.com