

Voter Attitudes Toward Oakland Linked Learning and Potential Ballot Measures

Summary of Results

**Survey Conducted:
January 2-5, 2014**

Fairbank, Maslin, Maullin, Metz & Associates - FM3

Public Opinion Research & Strategy

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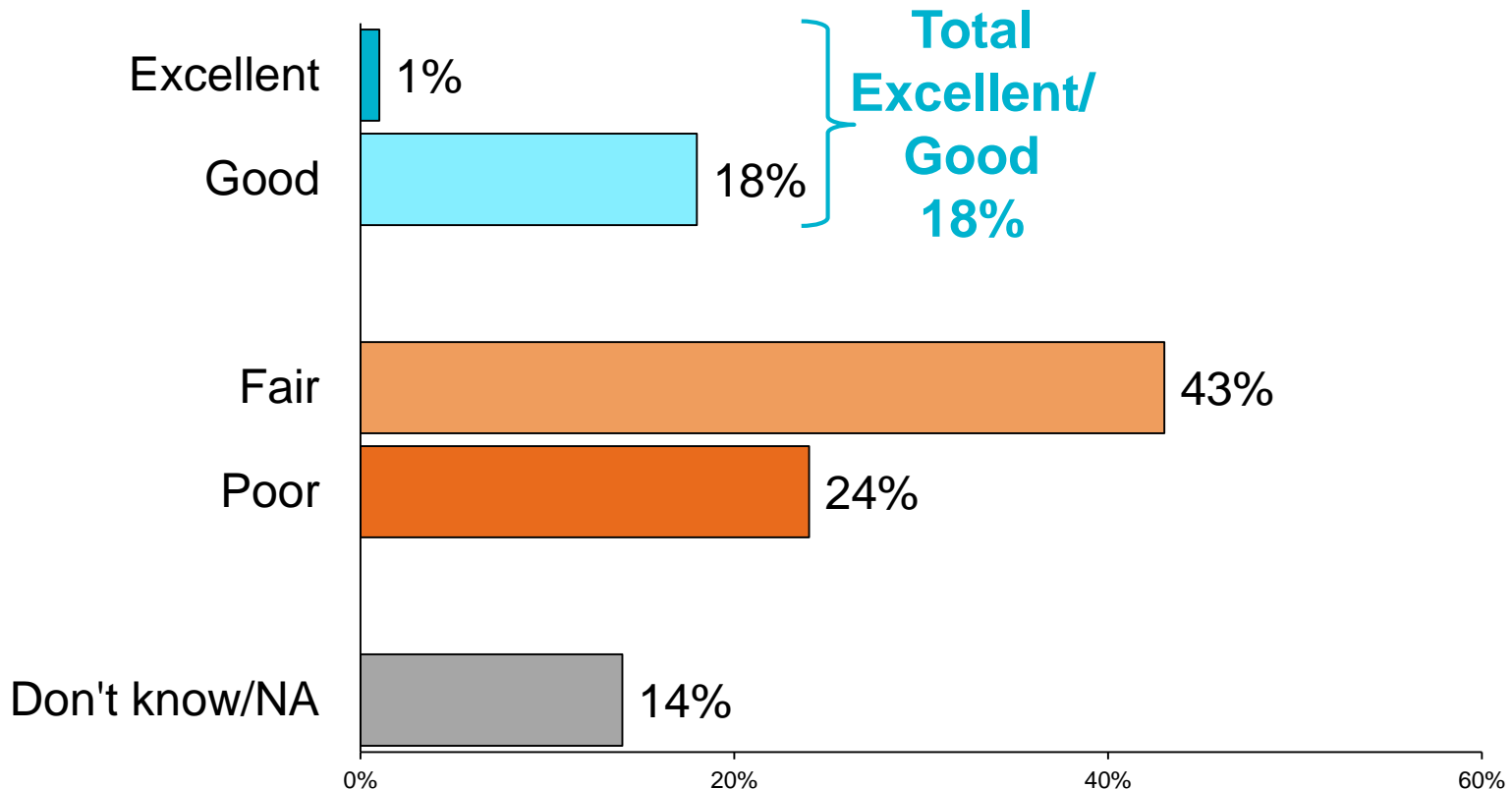
Methodology

- Telephone interviews with 500 Oakland voters likely to participate in the November 2014 election
- Interviews conducted January 2-5, 2014 on landline and cell phones
- Margin of sampling error of +/- 4.4%
- Some results may not sum to 100% due to rounding
- Selected comparisons to prior FM3 Oakland surveys

Contextual Issues

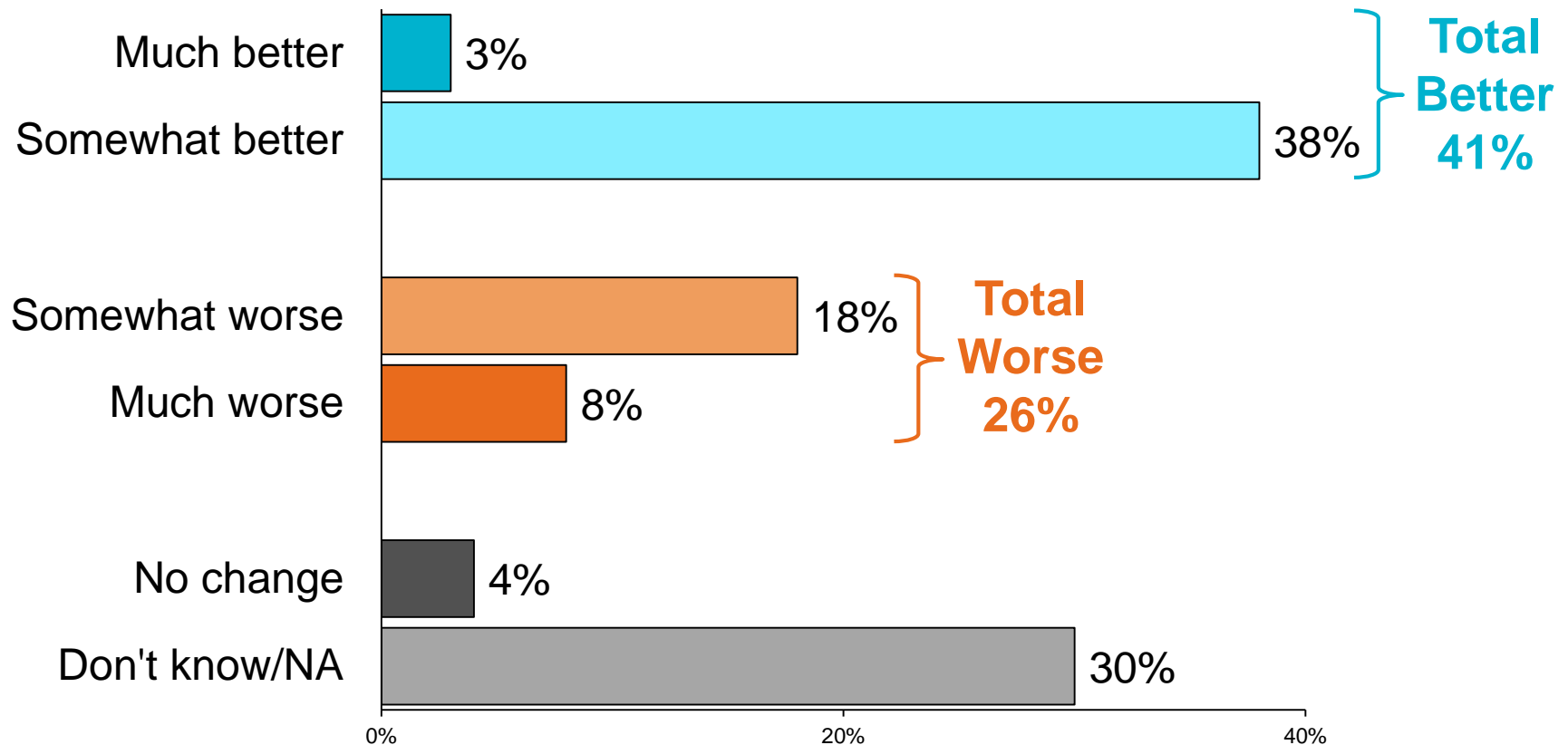
Most voters describe the quality of education in Oakland public schools as “fair.”

In general, how would you rate the overall job being done by the Oakland Unified School District in providing students with a quality education: would you say they are doing an excellent, good, fair or poor job?



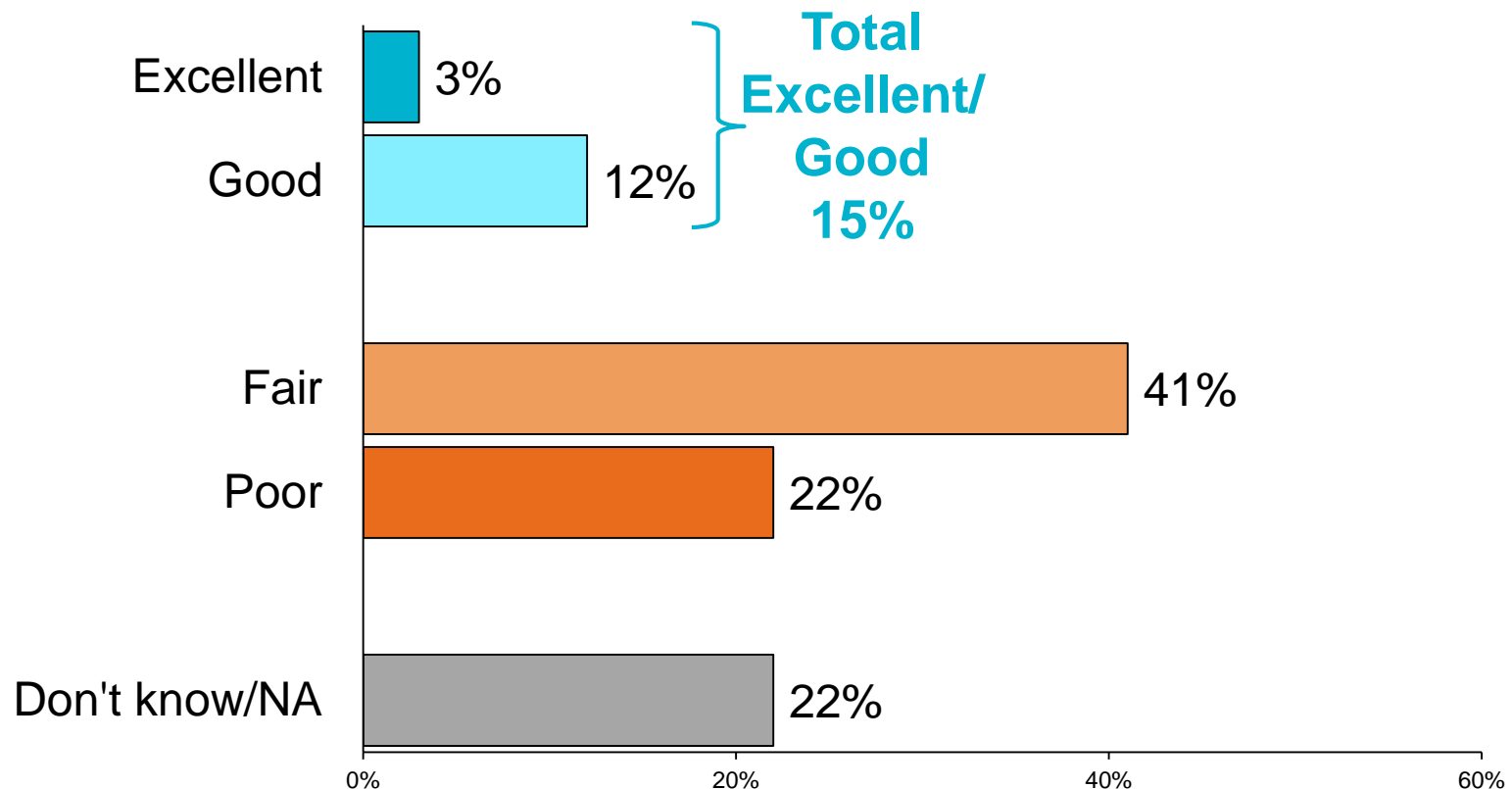
However, many believe that things have gotten better over the last two years.

And over the past two years, would you say that things in Oakland public schools have gotten much better, somewhat better, somewhat worse or much worse?



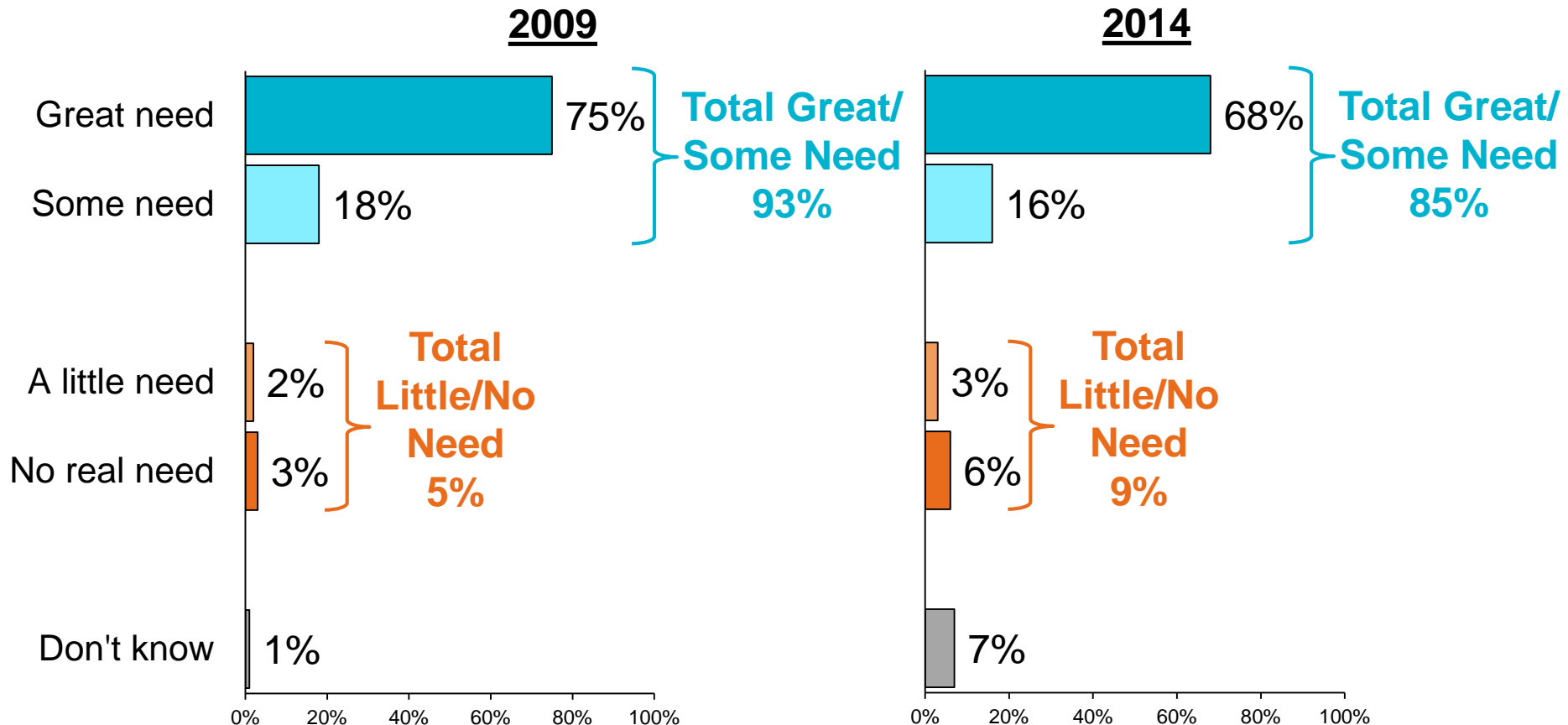
The District receives similarly negative ratings for its fiscal management.

How would you rate the overall job being done by the Oakland Unified School District in managing its budget and finances: would you say they are doing an excellent, good, fair or poor job?



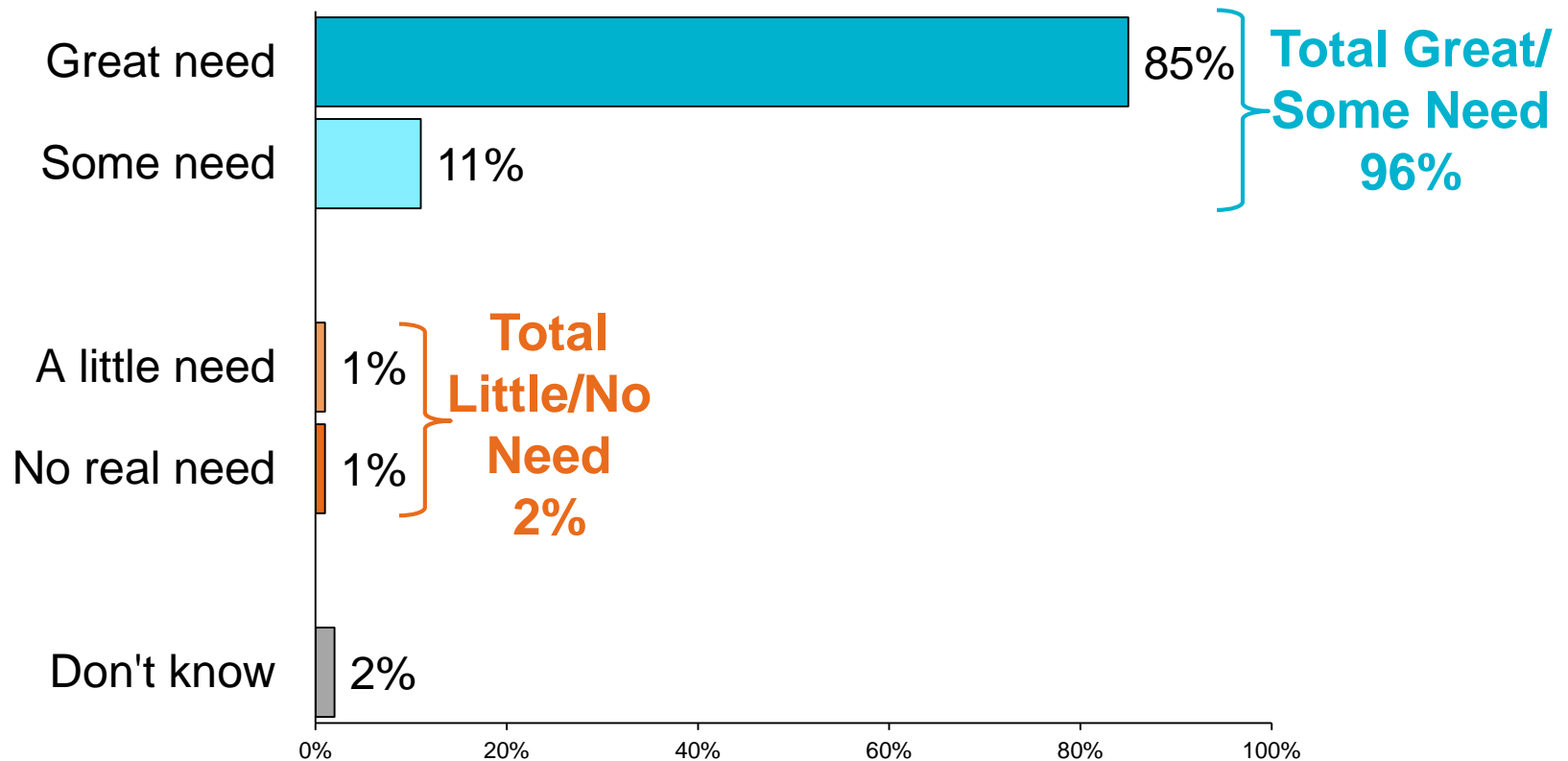
However, voters continue to believe that local schools have a “great need” for additional funding.

Generally speaking, would you say that Oakland public schools have a great need for additional funding, some need, a little need or no real need for additional funding?



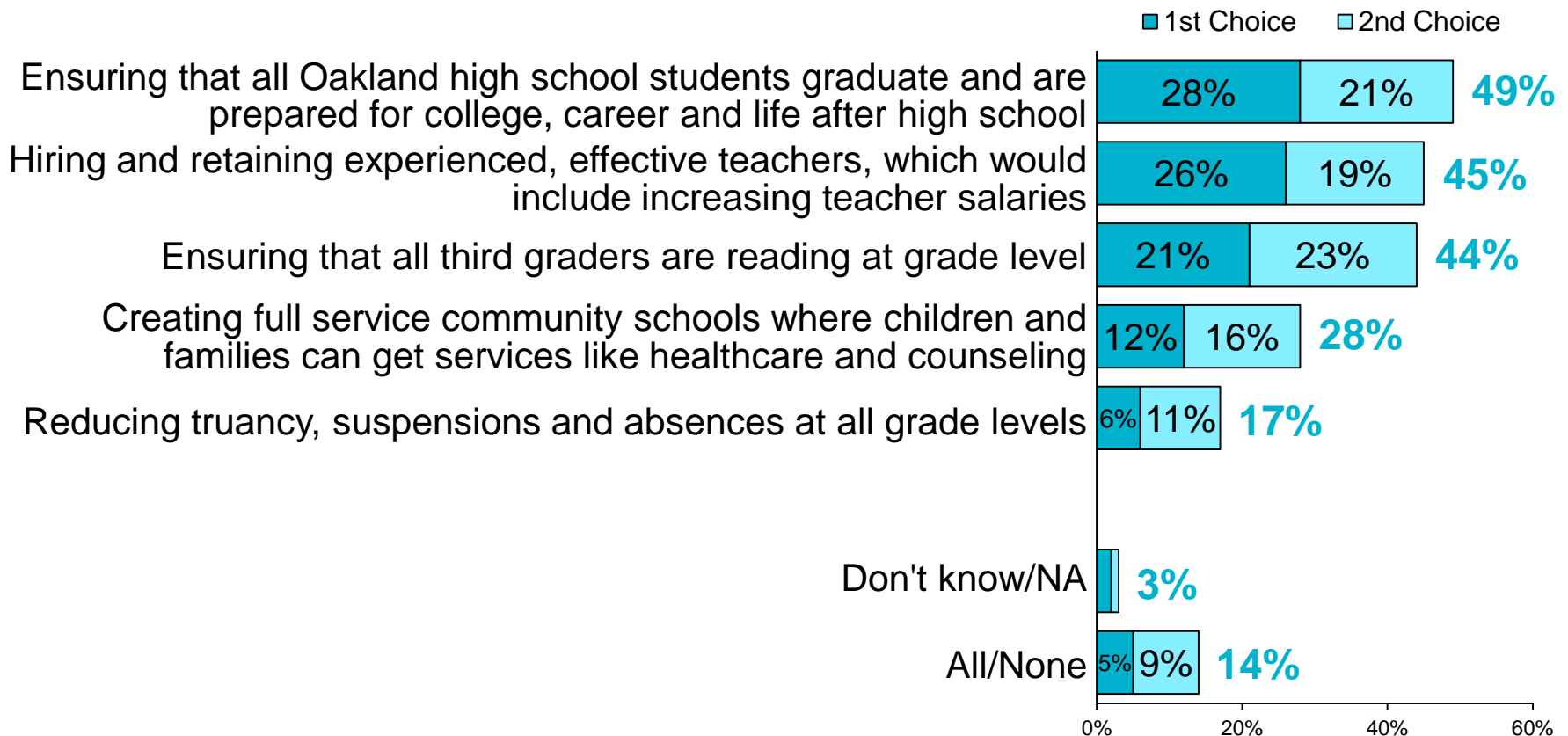
There is near universal agreement that the District needs to improve high school graduation rates and college and career readiness.

How much would you say there is a need for Oakland public schools to improve the high school graduation rate and better prepare all students to succeed in college and career: a great need, some need, a little need or no real need?



In fact, most voters believe improving outcomes for high school students should be one of the District's top priorities.

I am going to read you a list of five different goals that the District might work to achieve. After you hear the list, please tell me which one you think should be the District's first priority. And what do you think the second highest priority should be?



Support for a High School Improvement Measure

Ballot Question Tested

THE COLLEGE AND CAREER READINESS FOR ALL ACT OF 2014.

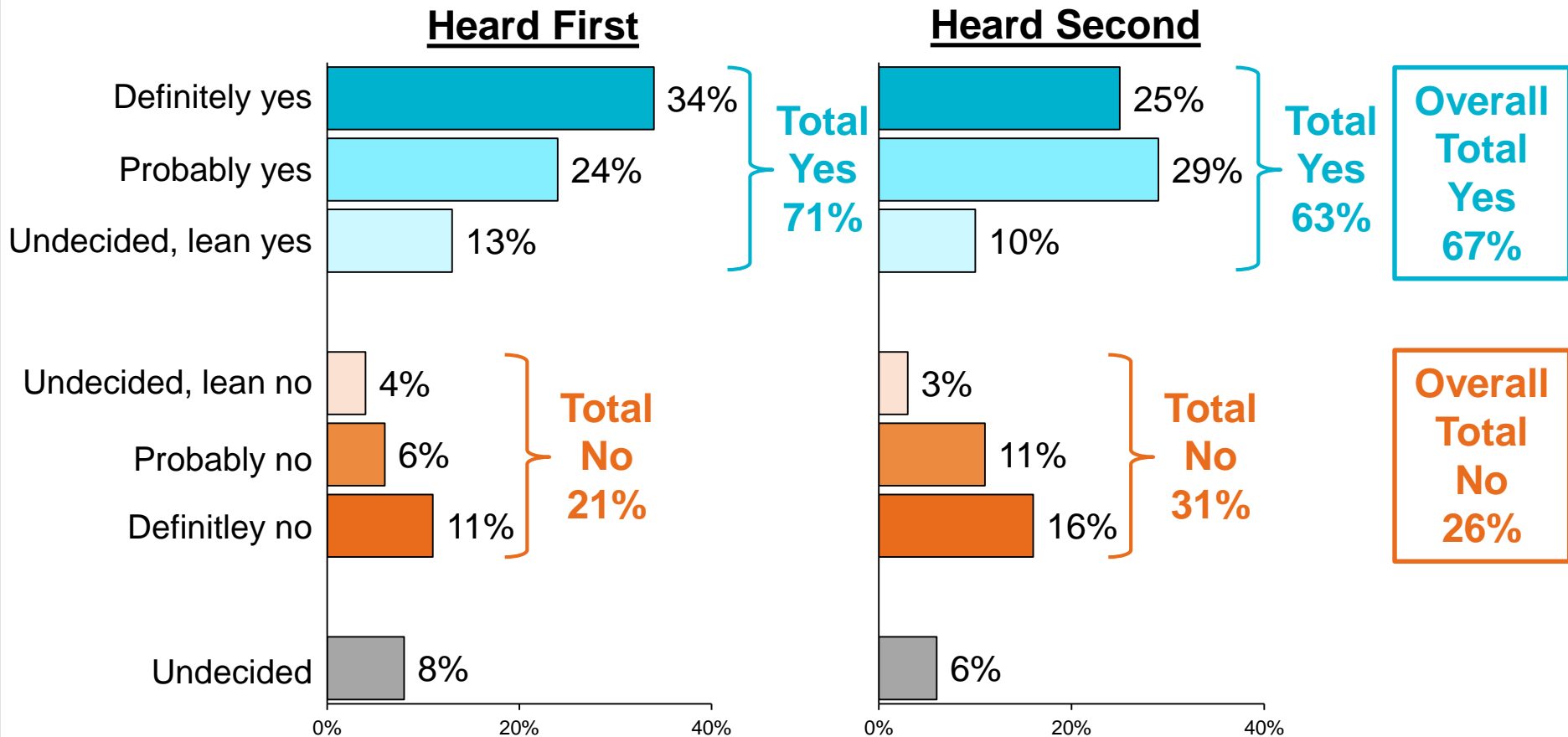
To ensure all students graduate high school prepared to succeed in college and career by:

- Integrating college and career preparatory classes and work-based learning opportunities;
- Recruiting and retaining experienced, effective teachers;
- Expanding mentoring, tutoring, counseling and support services to promote student success.

Shall Oakland Unified School District levy a \$150 per year residential parcel tax, with senior exemptions, audits, and strict independent citizens oversight with no money for Sacramento -- all money to benefit Oakland students?

More than two-thirds of voters support the measure in the initial ask.

If the vote on this measure were held today, would you vote yes in favor of it or vote no to oppose it?



Additional Information

The College and Career Readiness Act would provide funding to dramatically improve high school education in Oakland by linking student interests and classroom learning to the world of work and career. When students begin high school they would select a college and career pathway, such as health and medical science, engineering, the arts, business, law, and others. Every student would receive:

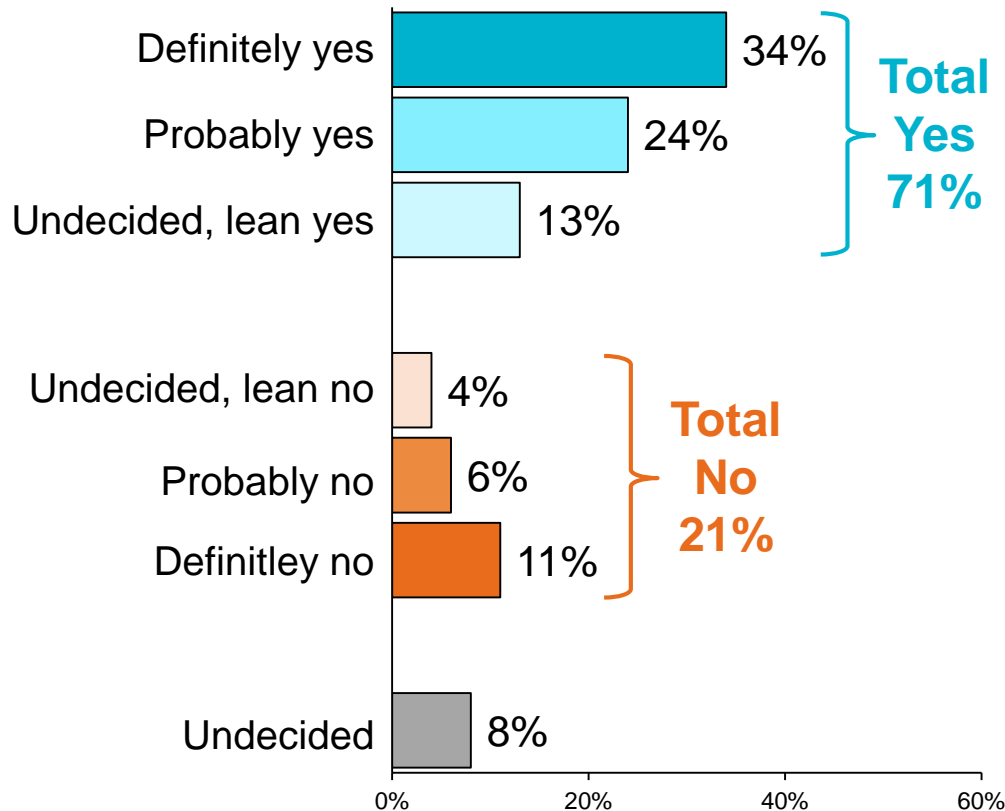
- Challenging college prep academics;
- Technical training that connects traditional subjects to a career;
- Real-world work experience such as an internship, job shadowing or student-run business; and
- Mentoring, tutoring, counseling and family support services to help students stay in school and graduate prepared to succeed in college, career and life.

This approach, called Linked Learning, has already been successfully implemented in several local high schools, but is only available to a limited number of students. This measure would provide funding to offer it to all students.

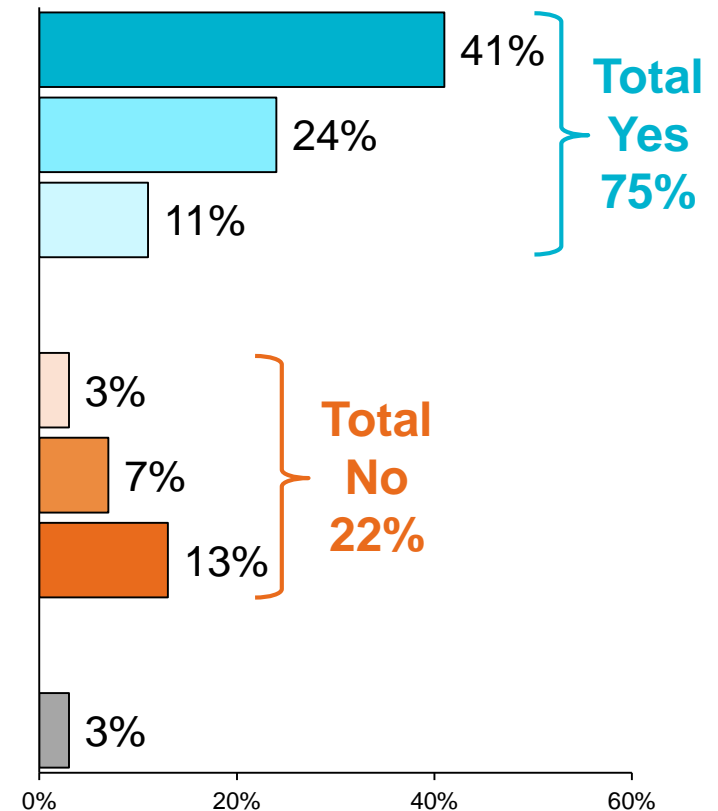
Support intensifies once voters receive information about the Linked Learning approach.

If the vote on this measure were held today, would you vote yes in favor of it or vote no to oppose it?

**After Ballot Language
(Heard First)**

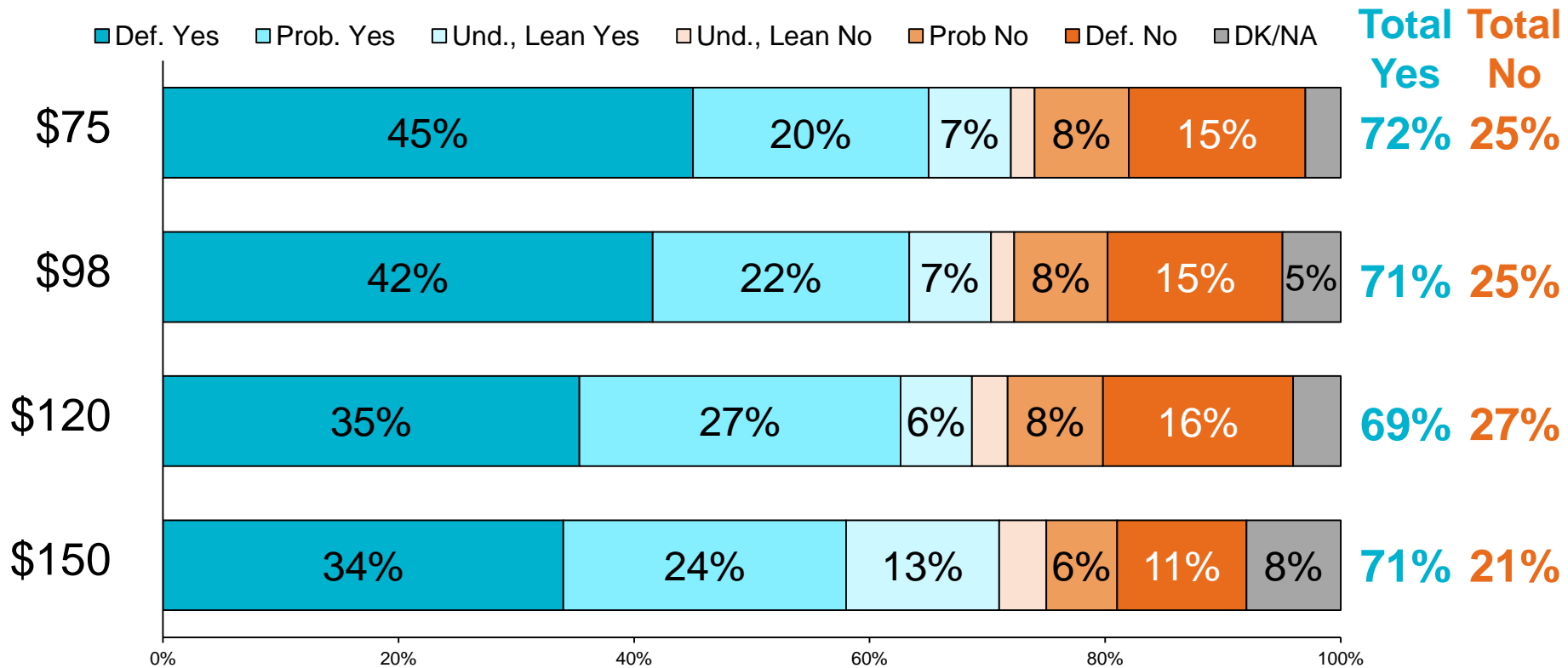


**After Information
(Heard First)**



Lowering the dollar amount also has the potential to solidify support.

Suppose the **College and Career Readiness Act** we have been discussing established an annual parcel tax of _____, instead of \$150? If that were the case, would you vote yes in favor of it, or no to oppose it?



Interplay between Measure Y and a High School Improvement Measure

Measure Y Ballot Question Tested

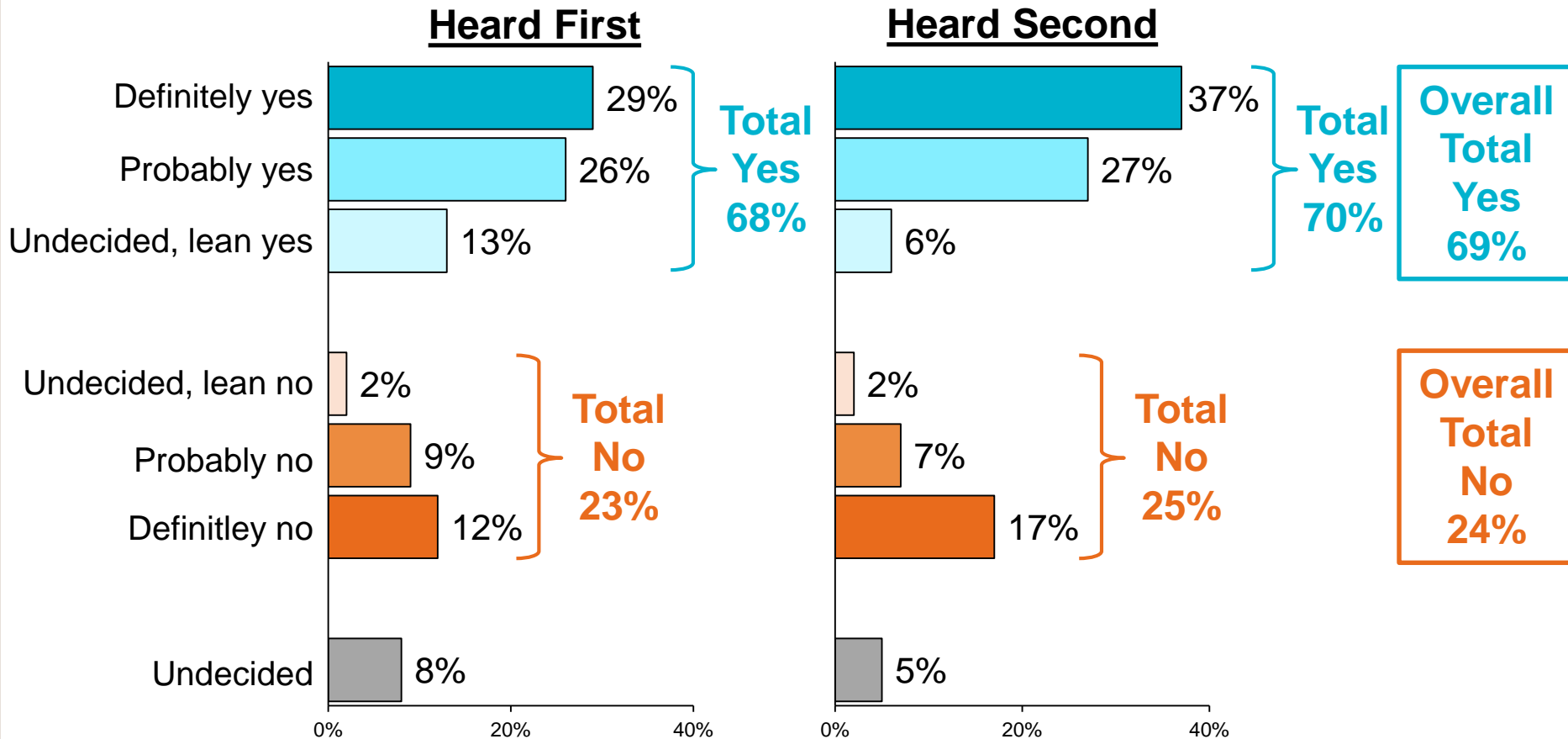
This measure may read as follows:

- To reform police department management, reduce violent crime and increase public safety in every neighborhood;
- Hire, train and retain police firefighters, and paramedics;
- Improve emergency 911 response times;
- Increase patrols around schools/parks, community policing, and foot and bike patrols; and
- Expand successful after-school, mental health/counseling, job and school drop-out prevention programs;

Shall the City of Oakland renew an existing surcharge on parking in commercial parking lots and a \$98 parcel tax subject to annual performance and independent financial audits with citizen oversight?

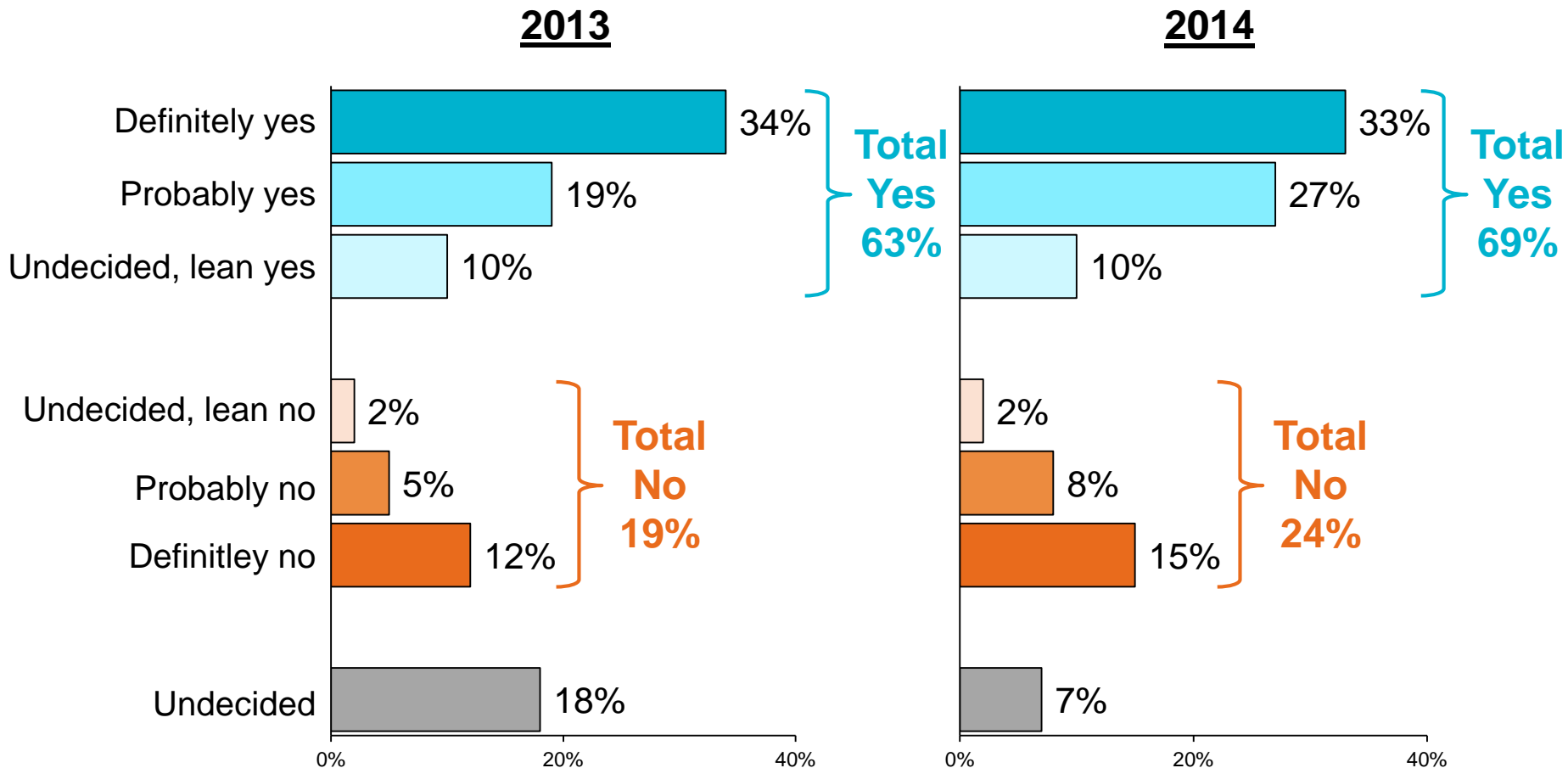
Support for a Measure Y renewal is similar to support levels for the high school improvement measure.

If the vote on this measure were held today, would you vote yes in favor of it or vote no to oppose it?



Support levels are comparable to the September Measure Y renewal poll.

If the vote on this measure were held today, would you vote yes in favor of it or vote no to oppose it?



Additional Information

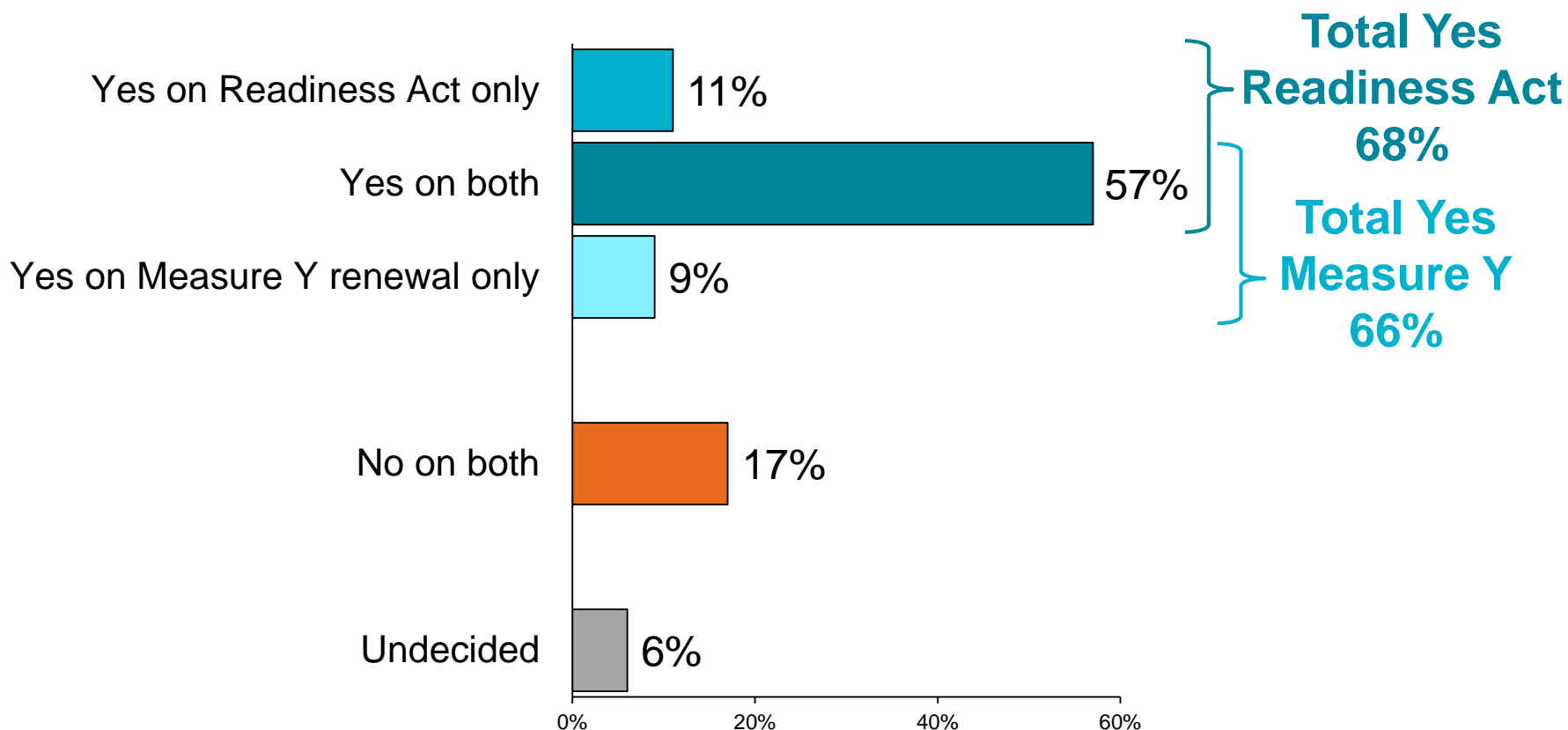
Now suppose the two measures we have been discussing both appeared on the same ballot. If this were the case:

One measure would fund a comprehensive set of improvements to help ensure that students graduate and are prepared for college and careers. Instead of the \$150 parcel tax we discussed earlier, it would establish a \$98 parcel tax.

The other measure would renew and continue an existing \$98 parcel tax that provides funding for public safety and violence prevention programs.

In concept, most voters would support both measures if they appeared on the same ballot.

With this in mind, do you think you would vote yes on both measures, vote yes on only one of the two measures, or vote no on both measures? Which one of the two measures do you think you would support?

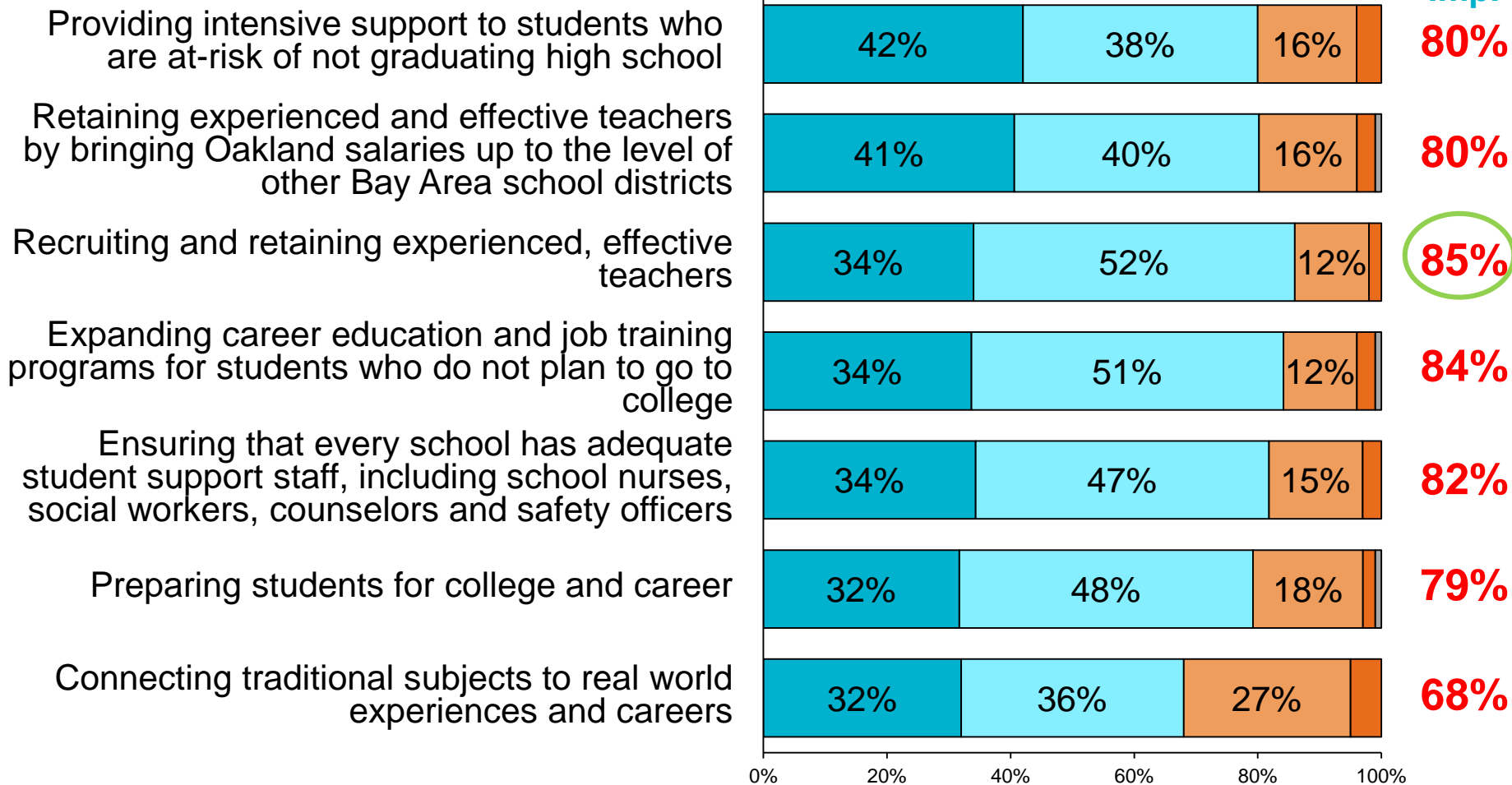


Attitudes Toward Linked Learning Funding Priorities

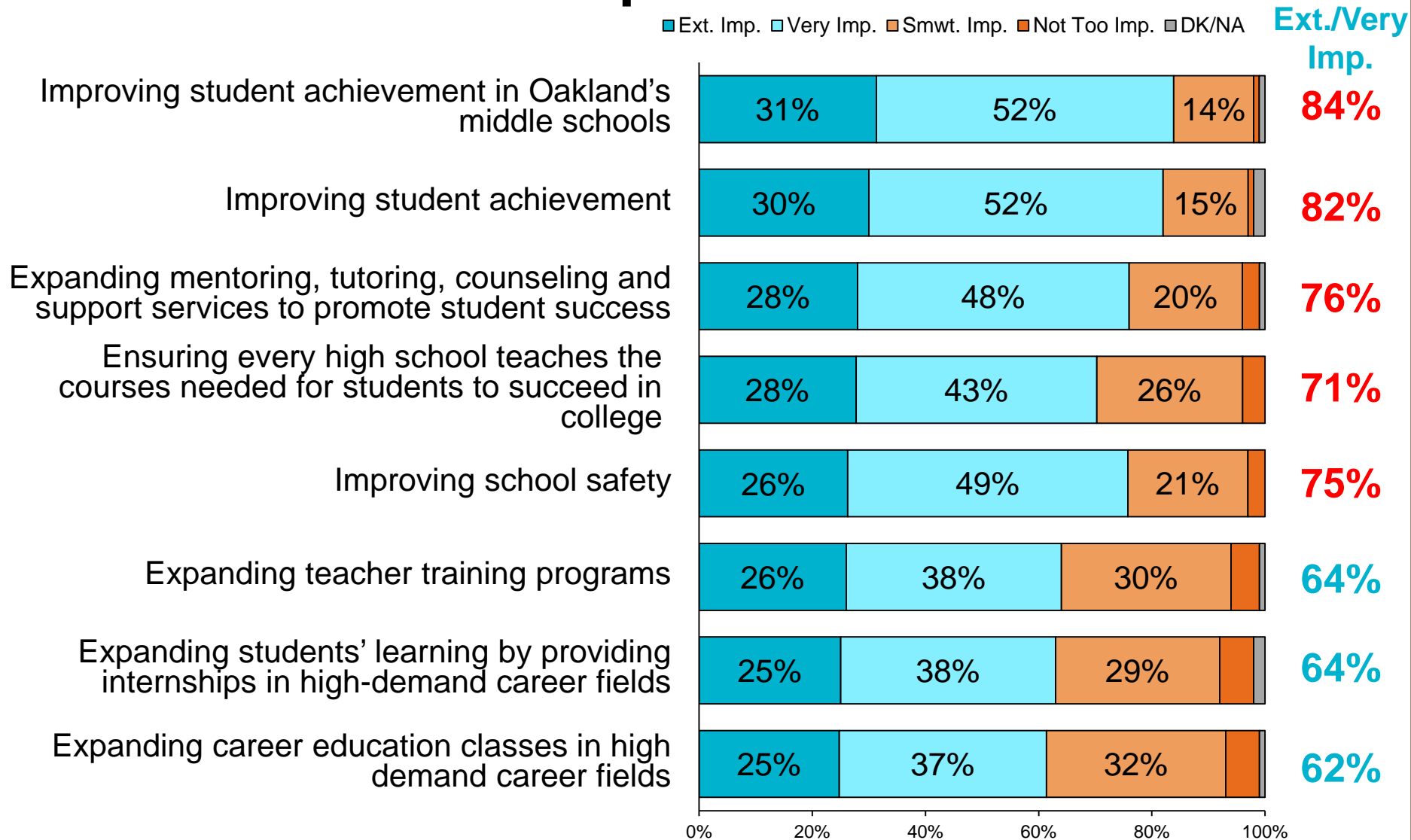
Addressing the high school drop-out rate and hiring and retaining teachers rank as the highest priorities.

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

Ext./Very Imp.



A number of other priorities rank as highly important.



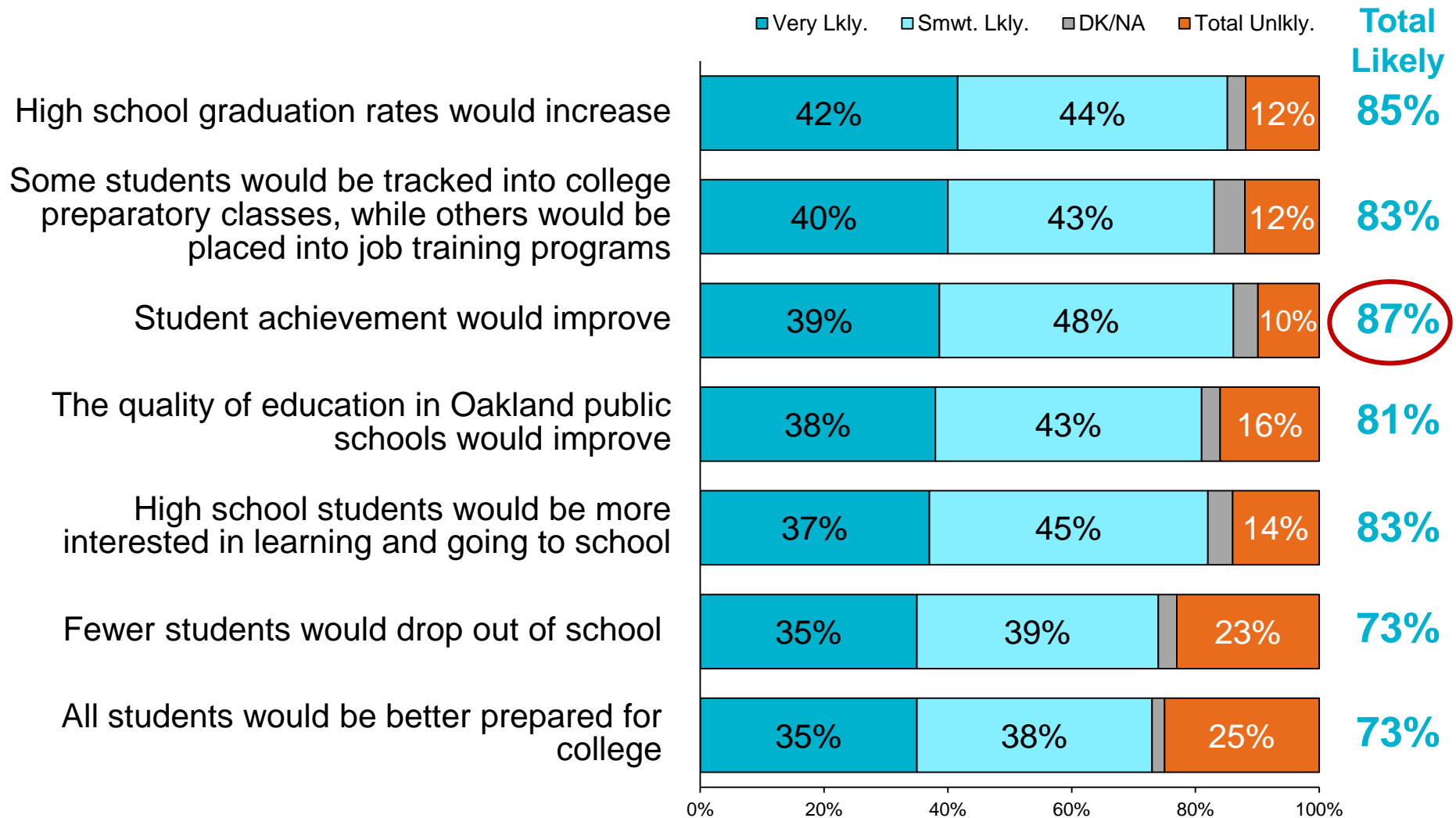
Consensus around educational funding priorities is just as broad as around those related to public safety.

I am going to read you a list of different ways funding from this measure might be used. Please tell me how important it is to you that each item receive funding: extremely important, very important, somewhat important, or not too important?

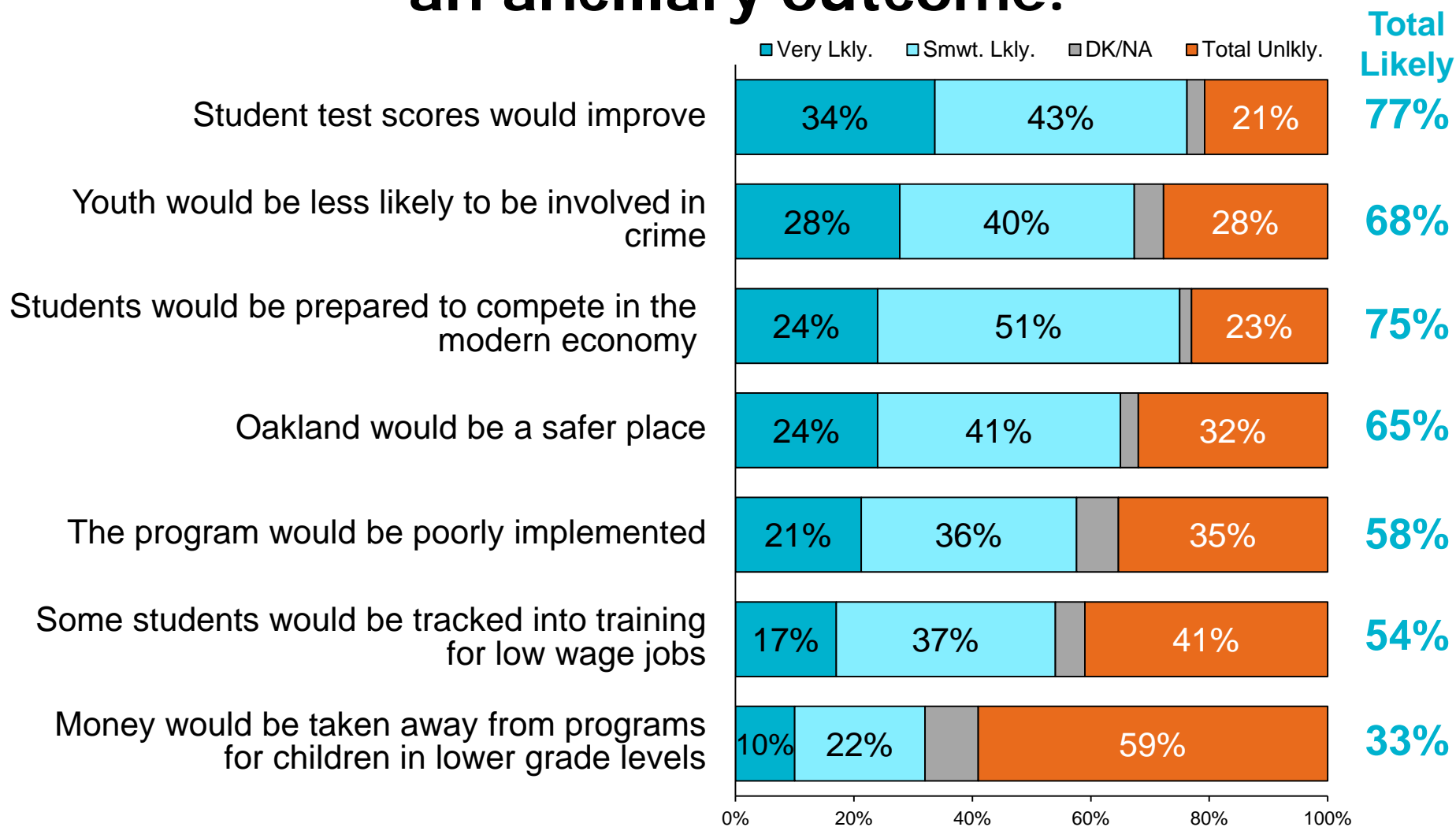
2013 Measure Y Survey Top 5 Priorities	Ext./ Very Imp.	2014 Linked Learning Survey Top 5 Priorities	Ext./ Very Imp.
Reduce gun violence and murders	90%	Recruiting and retaining experienced, effective teachers	85%
Increase and improve school-based programs to prevent students from dropping out of school and improve high school graduation rates in every high school	88%	Expanding career education and job training programs for students who do not plan to go to college	84%
Provide more resources and police staff to investigate and solve violent crimes	81%	Improving student achievement in Oakland's middle schools	84%
Reducing the time that it takes for police, firefighters, and paramedics to reach people who need help	81%	Ensuring that every school has adequate student support staff, including school nurses, social workers, counselors and safety officers	82%
Improve emergency 911 response times	79%	Improving student achievement	82%

Reactions to Messaging

A solid majority of voters believes high school graduation rates would improve if the measure passed.



The connection between quality education and crime reduction resonates with many voters as an ancillary outcome.

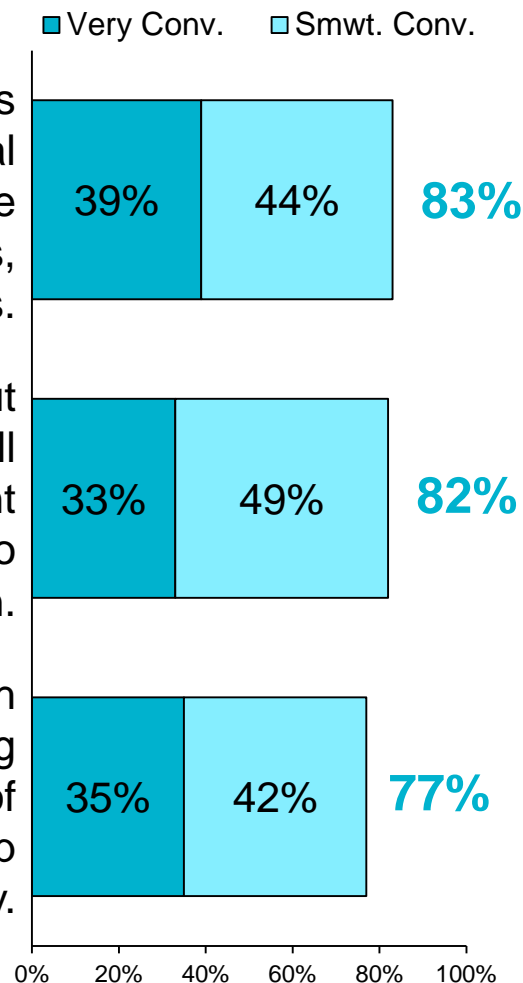


Voters identify potential improvements to school safety and Linked Learning successes as the most convincing reasons to support a high school improvement measure.

(SAFETY) Students can't learn if they don't feel safe. Funding from this measure will help retain experienced school staff, such as social workers, safety officers and counselors dedicated to improving the school climate. This includes mediating conflicts and preventing fights, bullying, gang violence, and other crime in our schools.

(DROP OUT RATE) Two in five Oakland high school students drop out of school—among the highest rates in the state. This measure will allow Oakland to increase mentoring and support programs to prevent youth from dropping out of school, and to get those who do back into the classroom and on a path to graduation.

(PROVEN) Linked Learning is a proven, innovative approach to high school education that works. Oakland youth attending Linked Learning high schools have a graduation rate of 84% compared with a rate of only 58% for students outside of the program. This measure will help give all Oakland youth this opportunity.



A range of additional messages test well, but with somewhat lower levels of intensity.

(ENGAGING) Linked Learning is a proven, innovative approach to high school education that has the power to transform the lives of Oakland youth. It makes learning personally relevant and engaging, exposing students to previously unimagined college and career opportunities.

This measure would prepare all Oakland students for success in college, career and life.

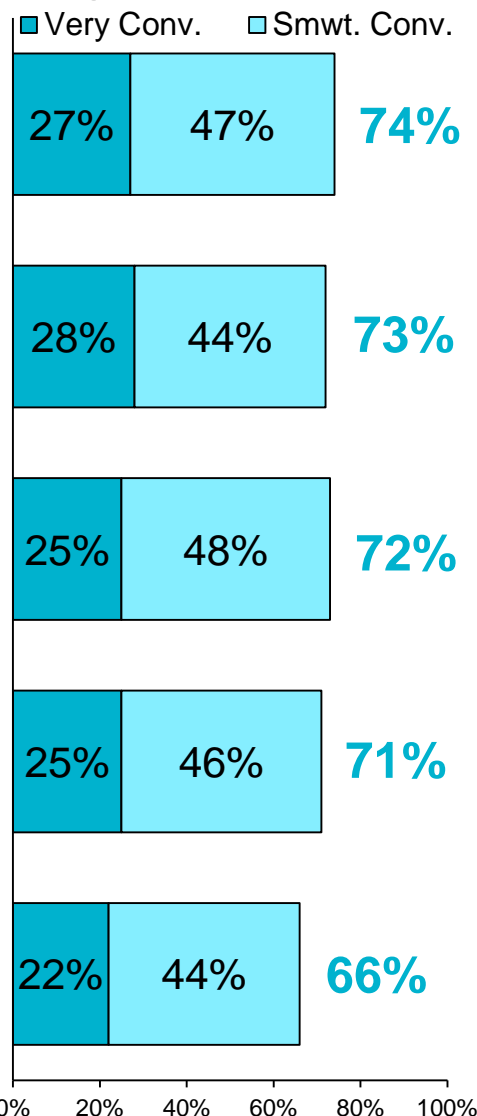
(ECONOMY) Linked Learning connects students directly with local business and major corporations such as Pandora, Netflix, Kaiser and others to create clear pathways to professions and good paying jobs.

This will also create a strong base of skilled workers that will attract businesses and strengthen the overall economy.

(TEACHER TRAINING) This measure will provide funding to expand teacher training and mentoring programs, which has been proven to have a direct impact on improving student performance and lowering drop-out rates.

(HOPE/PREVENTION) Linked Learning gives kids hope for the future through real-world professional experiences and solid academic preparation that leads to college and careers. This will motivate them to stay in school, away from the streets and out of trouble—reducing crime.

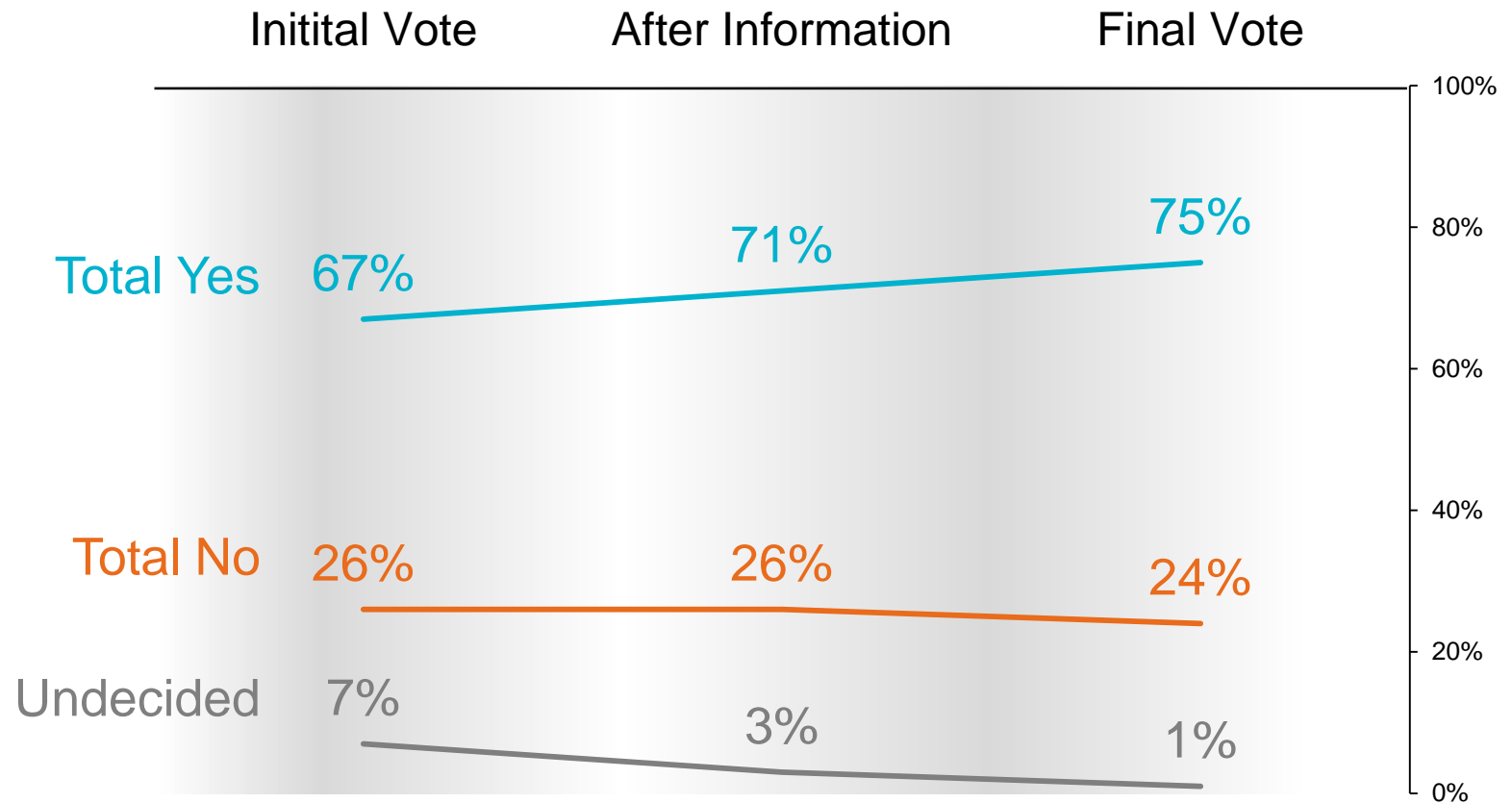
(TRANSFORM) This measure will transform high school education in Oakland school, linking learning to student interests and real-world experiences. Through this measure, all students will receive challenging college prep academics, technical training linked to a profession, mentoring and support to help them succeed in college, career and life after high school.



16. Here are some statements from people who support the measure. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes on this bond measure. Split Sample

Support heightens after positive messaging.

If the vote on this measure were held today, would you vote yes in favor of it or vote no to oppose it?



Conclusions

- Voters are highly attentive to issues related to public safety and educational quality, particularly as it relates to improving high school graduation rates and student achievement.
- In this context, a stand-alone high school improvement measure is solidly viable alongside a Measure Y renewal.
- However, it will require significant community consensus and a strong campaign for both measures to be successful.

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