

Summary Presentation of Results From a Survey of Likely Voters in the Oakland Unified School District

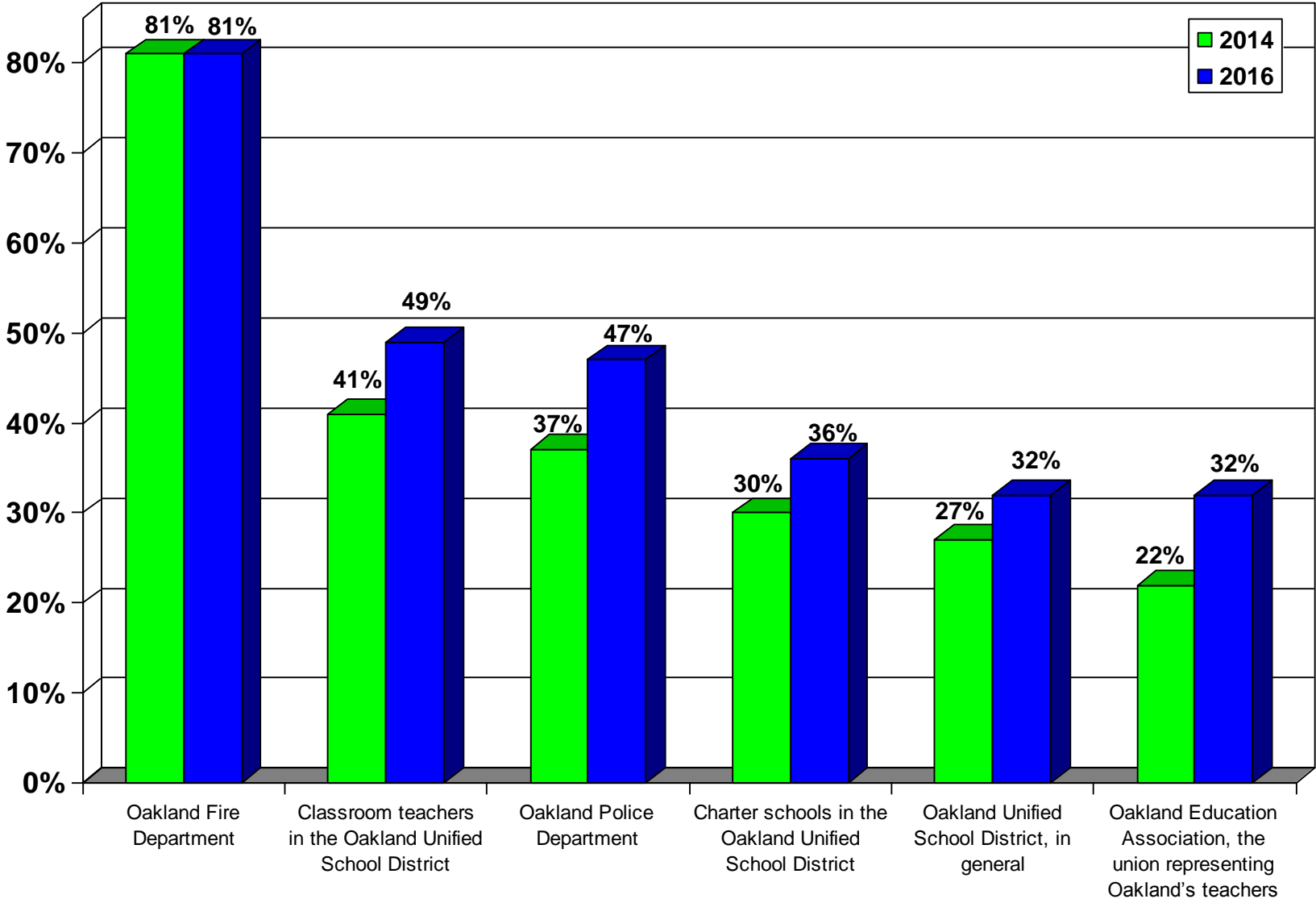
*601 Interviews
April 2016*

conducted by

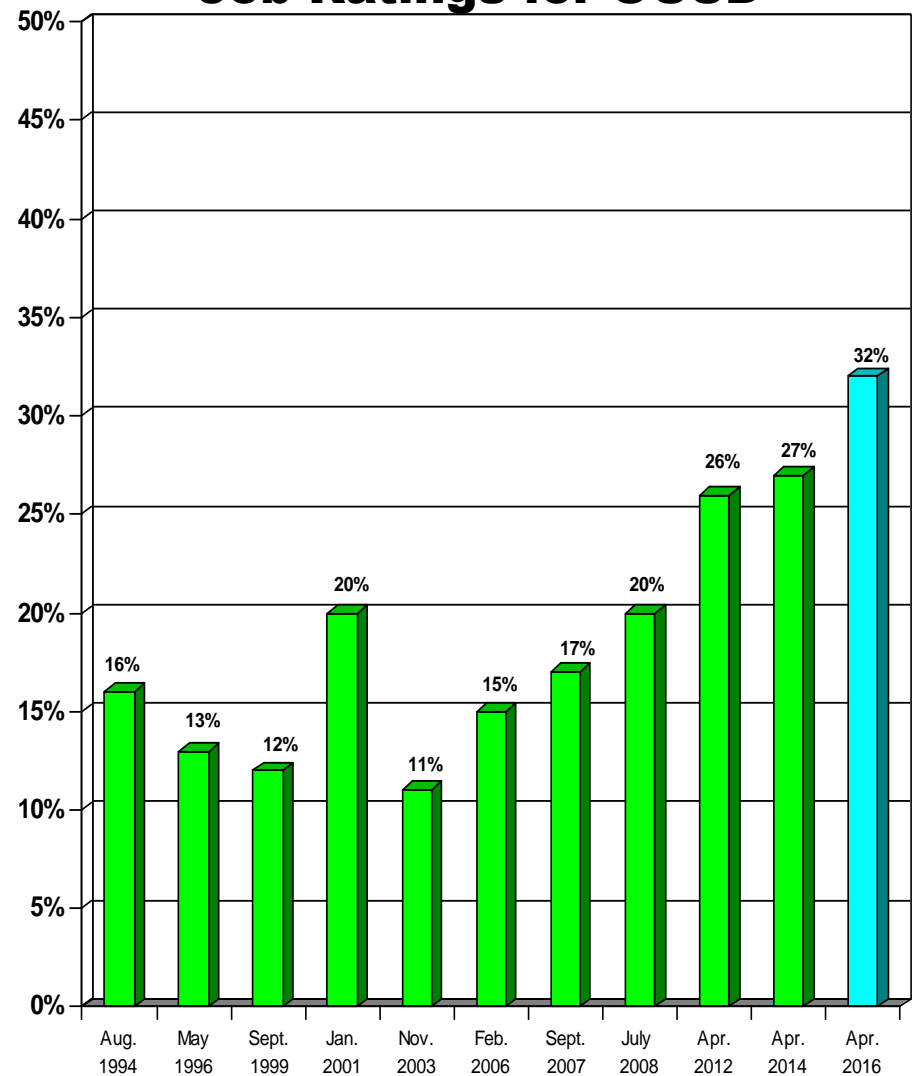


GENE BREGMAN & ASSOCIATES
Public Opinion & Marketing Research

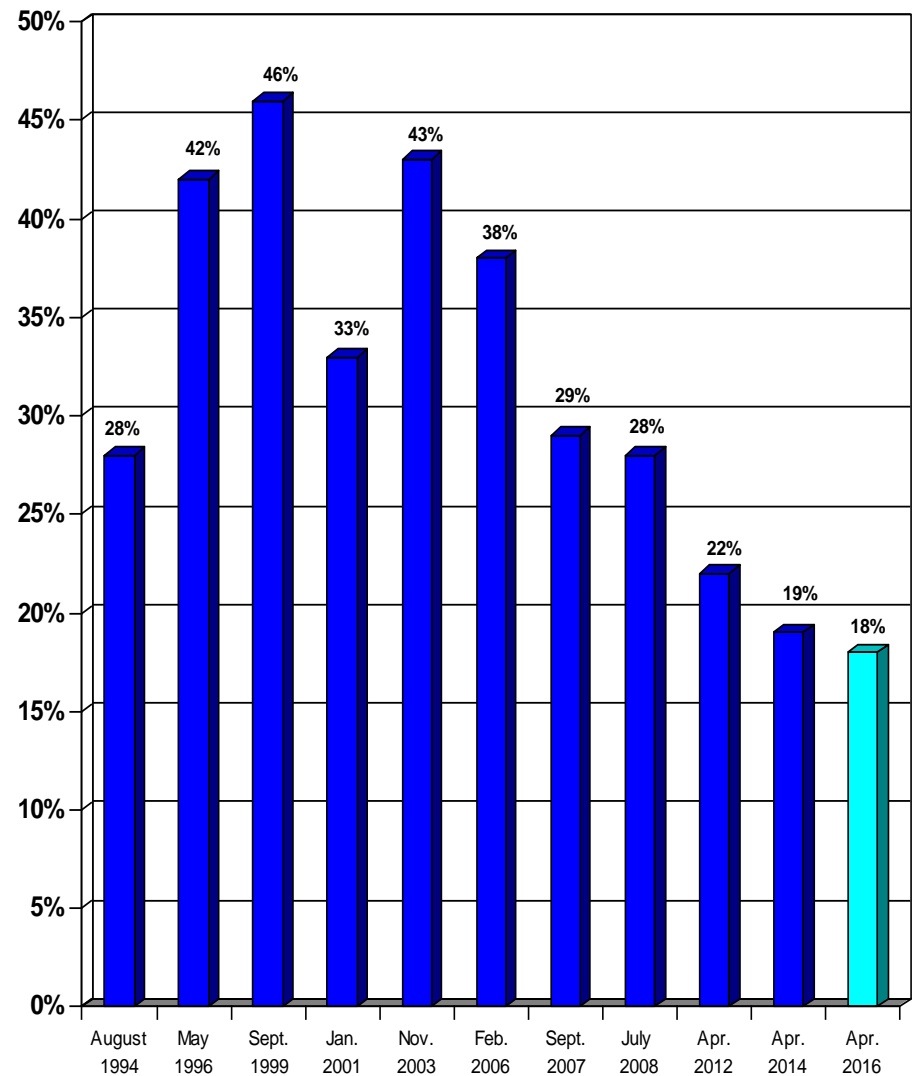
Excellent/Good Job Ratings



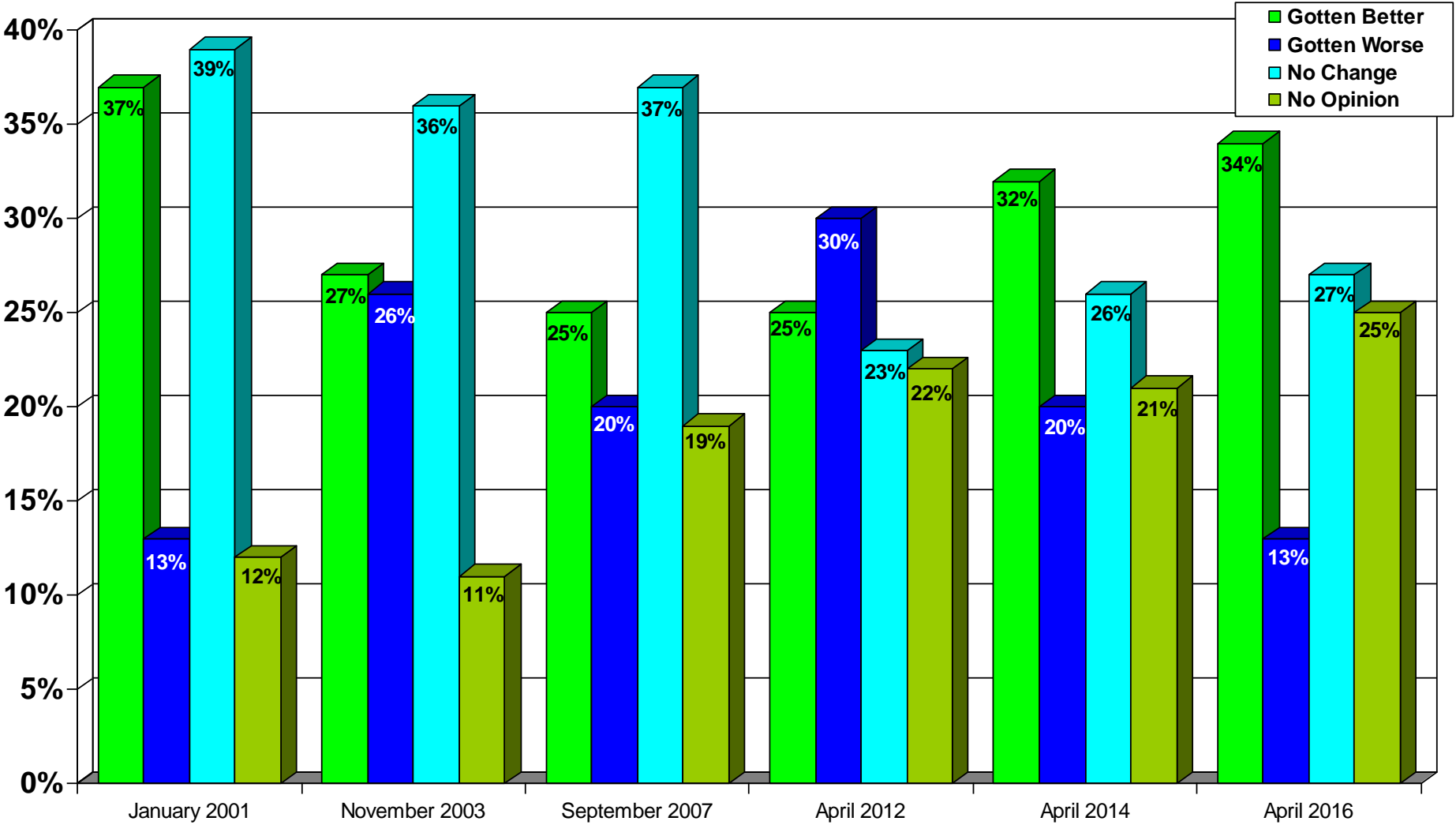
Comparison of Excellent/Good Job Ratings for OUSD



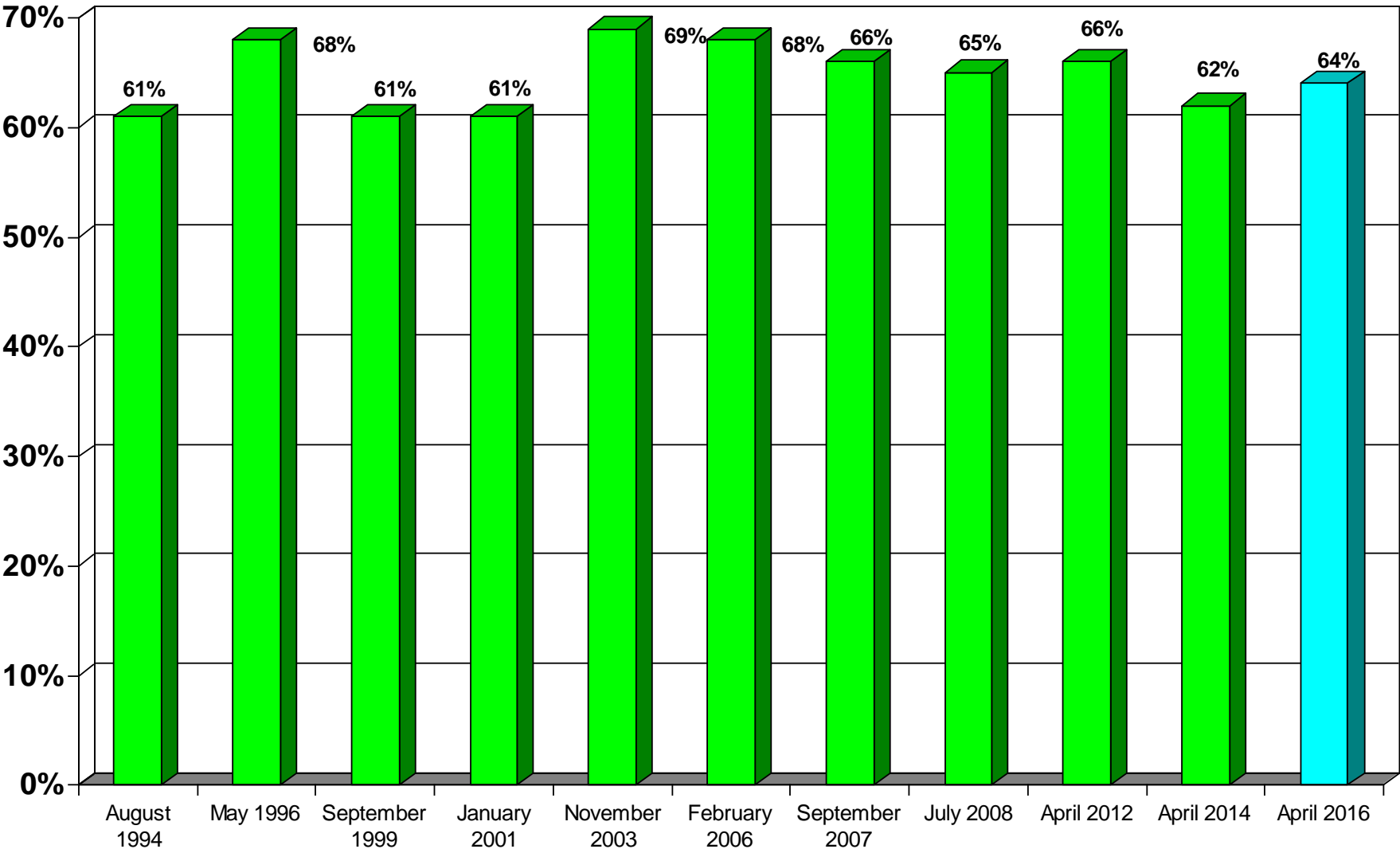
Comparison of Poor Job Ratings for OUSD



Comparison of Quality of Education in OUSD in Previous 2-3 Years

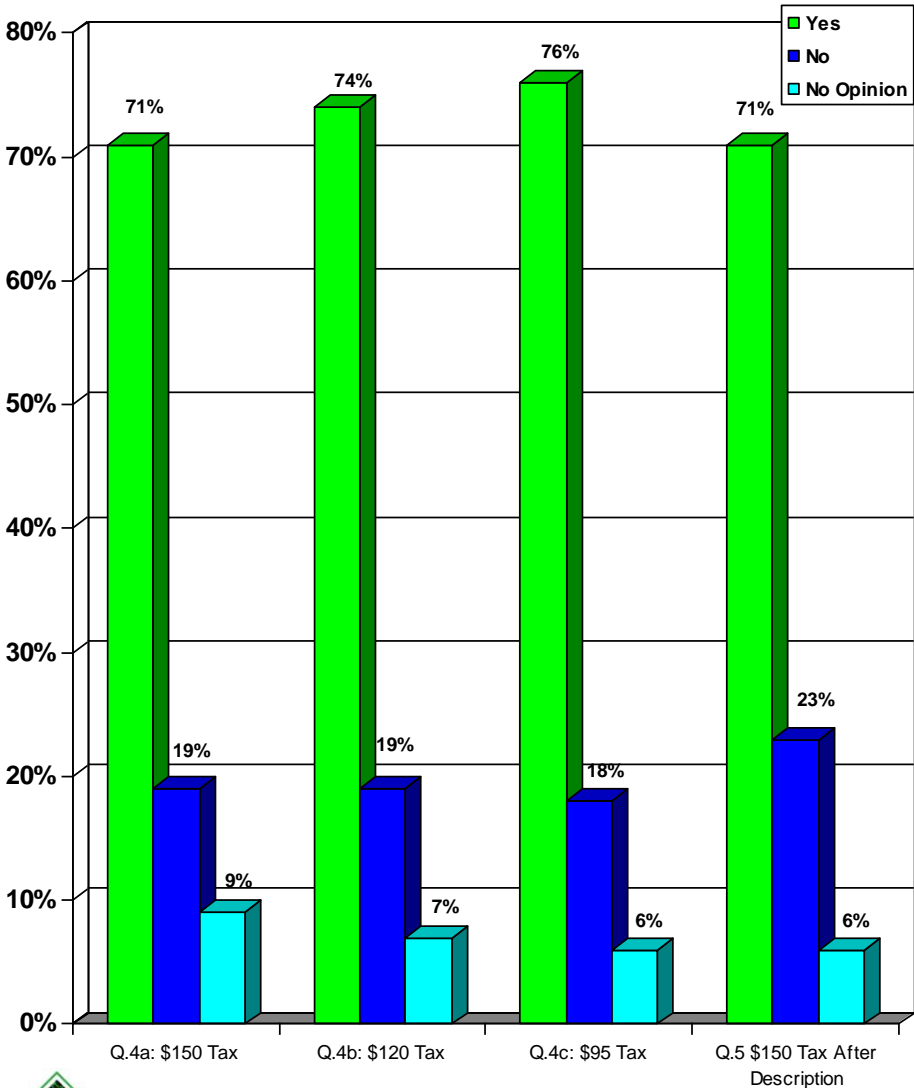


Comparison of Great Need for More Money in OUSD

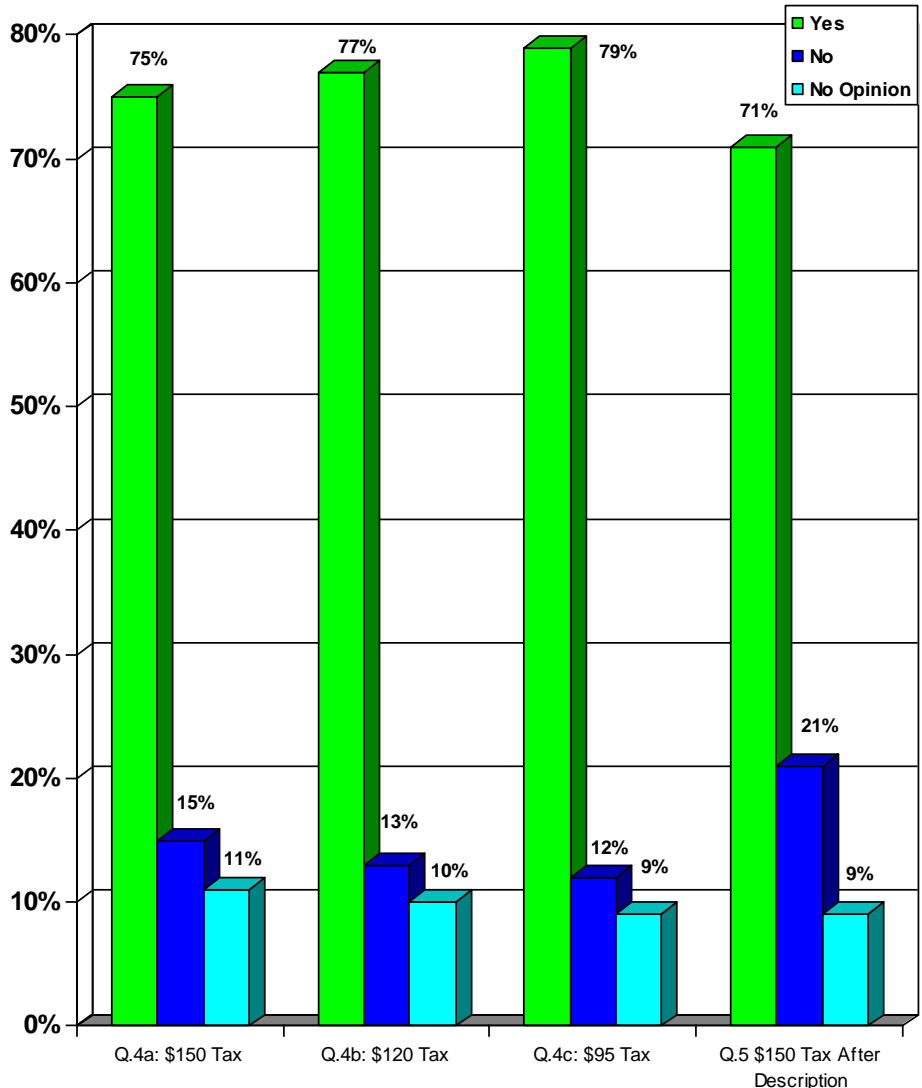


Initial Votes on Parcel Tax Measure for OUSD

Tax with No Sunset



Tax with 10 Year Sunset



Voters Becoming Much More Favorable to OUSD Due to District's Programs / Accomplishments

Over the past 5 years, graduation rates are up and dropout rates are down in Oakland schools

By next year, more than half of all Oakland students will be taking computer science classes; more than the combined total for all other school districts in the state of California

For the first time, a majority of Oakland's tenth graders were successful in passing the California High School Exit Exam, 2 years before required for graduation

District schools have formed partnerships with major local companies, like Google, Intel, Comcast and Kaiser to provide real-world educational and career opportunities for our students

The student suspension rate has decreased and is now virtually half of what it was just a few years ago

More than half our high school students will participate in the Linked Learning and Pathways programs that provide apprenticeship or job training programs that prepare them for good careers

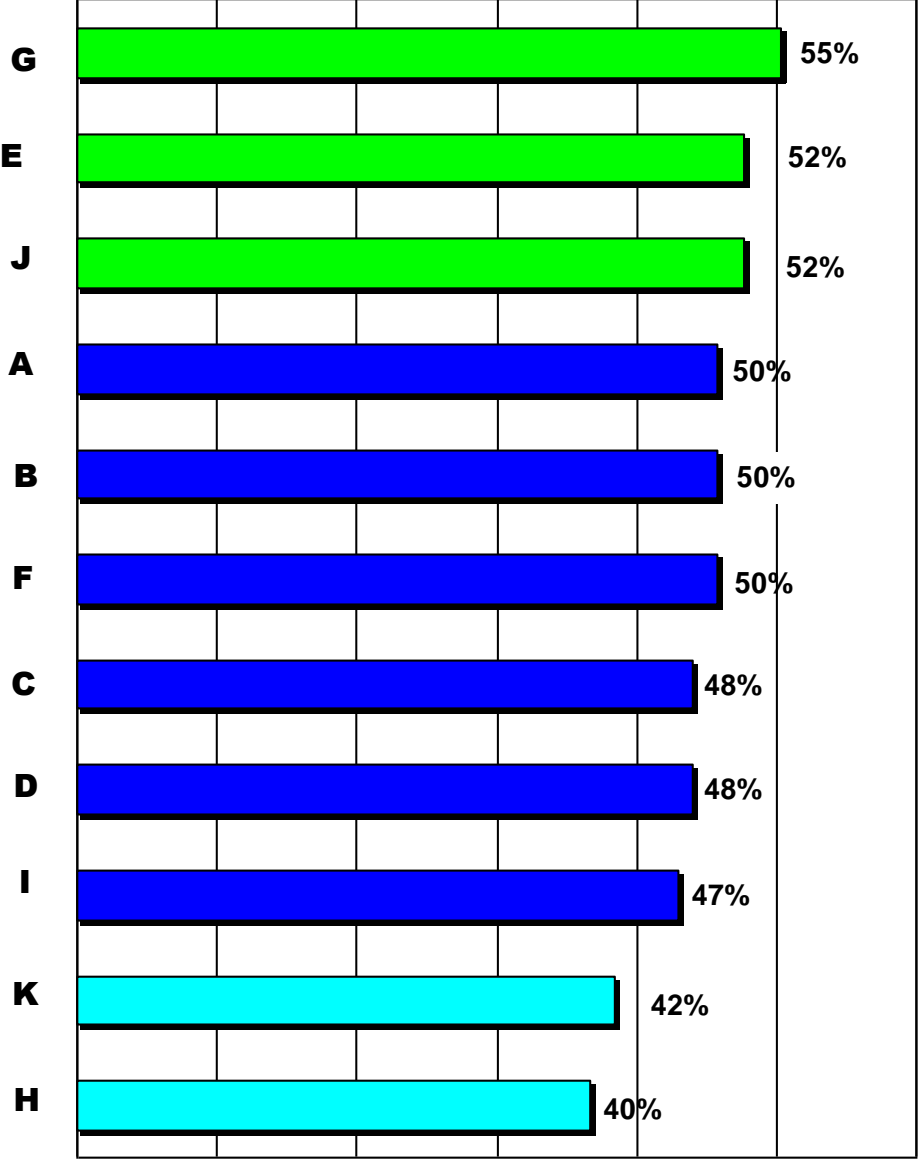
Oakland schools have partnered with the City of Oakland and Alameda County to improve health care for all students and to provide job opportunities for Oakland students who are graduating

The proportions of students reading at or above grade level increased last year, with the biggest gain coming for those in their first year of high school

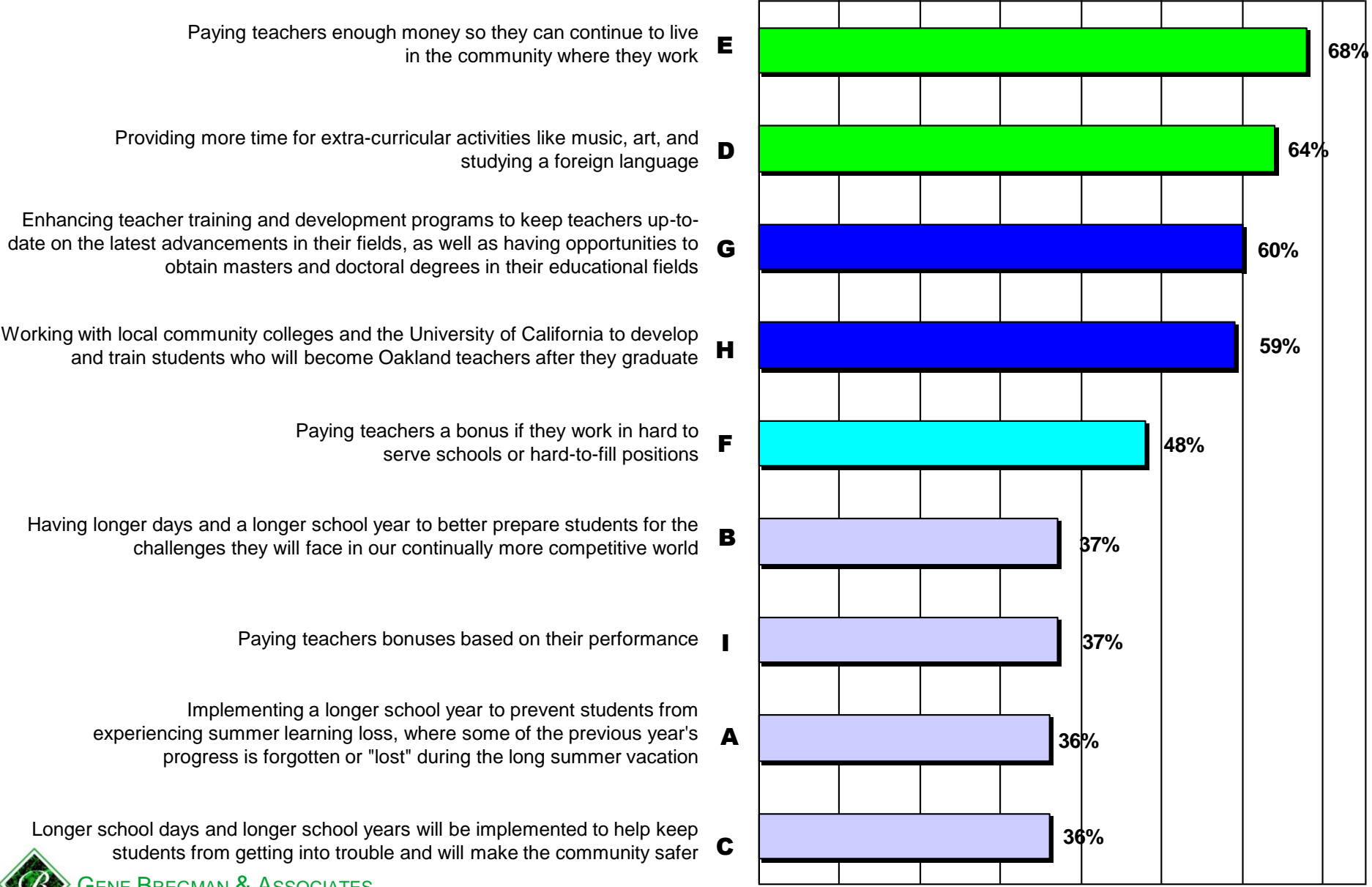
English proficiency goals for non-native English speaking students have been exceeded and are now at their highest levels since Oakland schools began keeping these records

In recent years, the school district has made improvements to its financial accountability systems. As a result, the District saved taxpayers 25 million dollars when it sold its latest school bonds

The Oakland Education Fund has raised millions of dollars in private and corporate contributions to help Oakland school children



Very Important Uses For Parcel Tax Money



Reasons Much More Likely to Oppose Parcel Tax Measure

The school district cannot manage its money; it is still operating under State trusteeship and recent audits have led to the district being fined by the State Controller's office

D

23%

In the past few years, Oakland voters have passed several bonds that we are still paying off and we are also already paying over \$300 per year in parcel taxes for Oakland schools; enough is enough

B

21%

Local property taxes are already too high without this new tax

A

20%

If this measure is not endorsed by the Oakland Education Association, the union for Oakland teachers, there must be something wrong with it

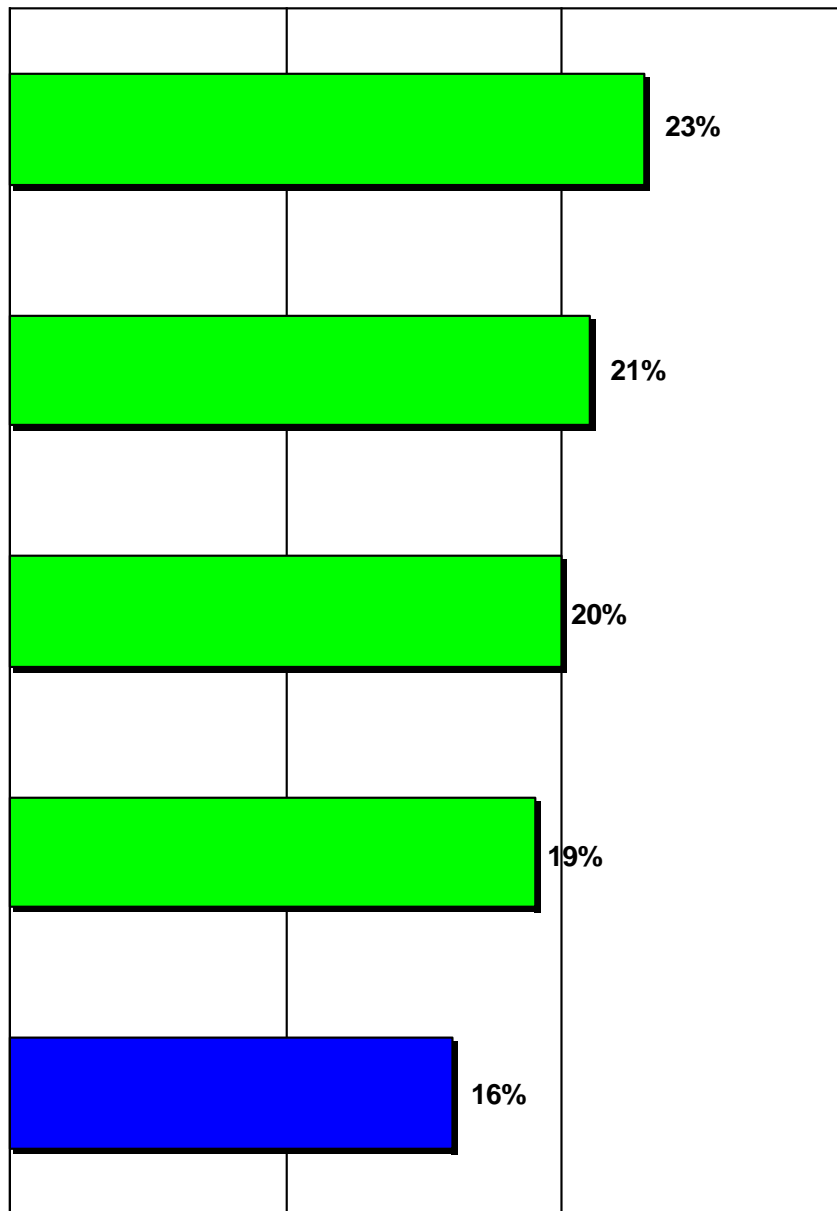
C

19%

If we are going to increase our taxes, there are other issues, like affordable housing or repairing Oakland's streets and roads that are more important

E

16%



Reasons Much More Likely to Favor Parcel Tax Measure

All the money raised by this measure will stay here in our local community **A**

Currently, Oakland teachers' salaries are among the lowest in the Bay Area; this measure will help to change that **I**

Some of the money will allow the District to provide music, art and other classes that are important for a well-rounded education **E**

We are now experiencing the worst teacher shortage in California, it is more important than ever to have this money for recruiting and retaining quality teachers for our schools **F**

Senior citizens on fixed incomes and low income residents will be exempt from having to pay the tax **B**

In most school districts in California and the rest of the country, children attend classes for many more days than Oakland students; this measure brings Oakland students in line with everyone else **C**

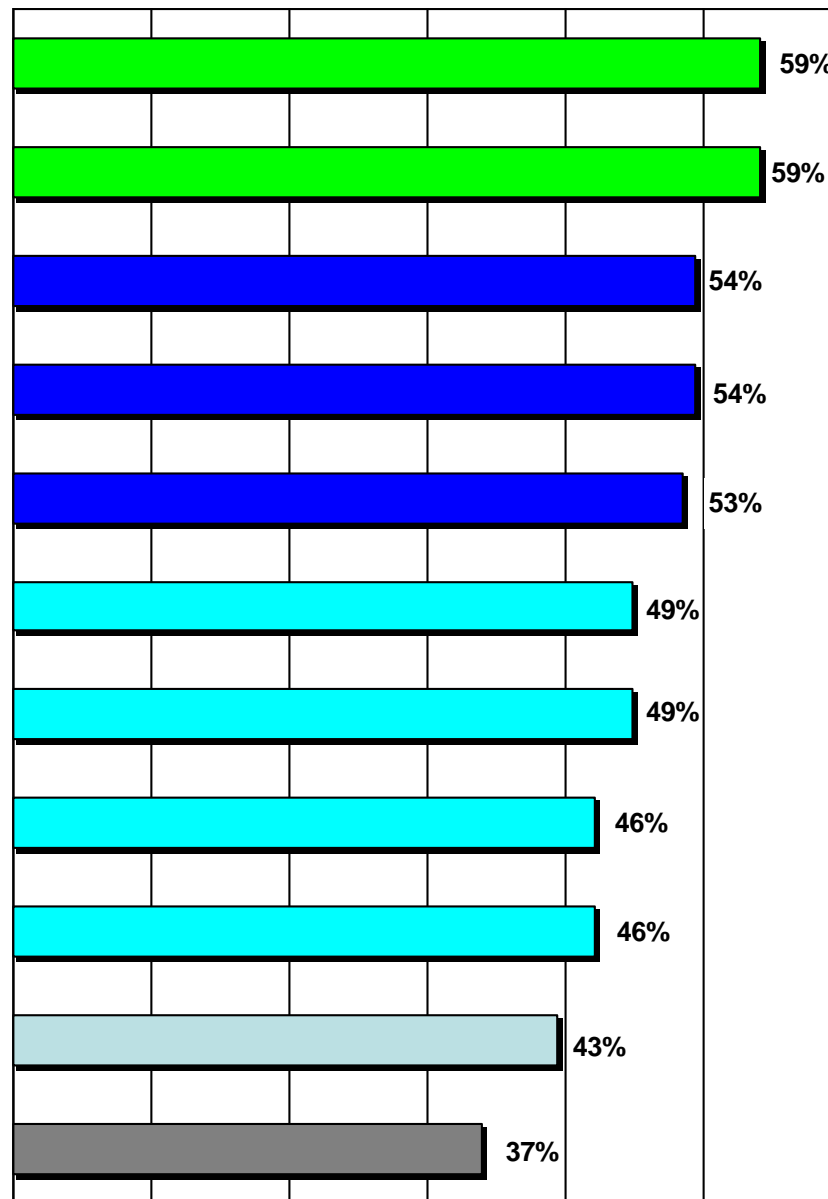
Some of the money will be used to recruit and retain quality teachers for our schools **G**

An independent oversight committee representing many points of view will make sure that the money is spent properly **D**

This measure is needed if our schools are to keep up with learning technology both now and in the future **J**

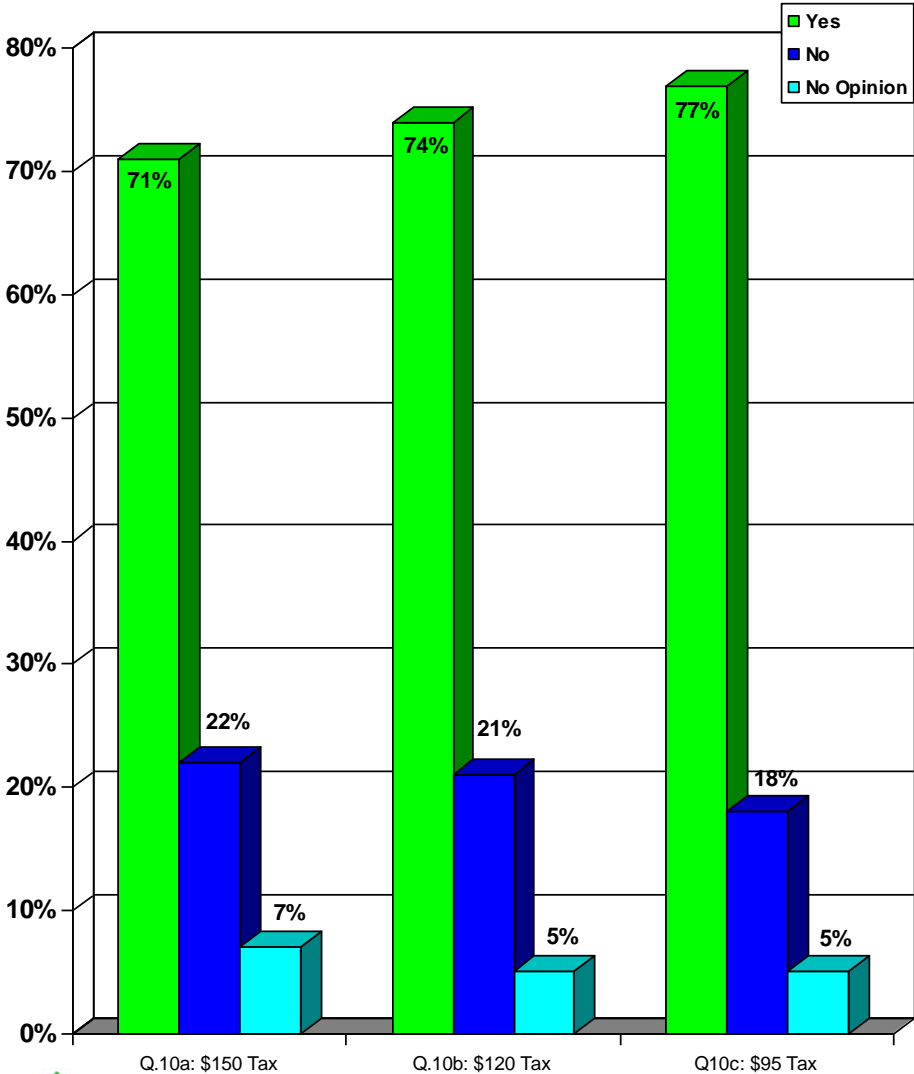
Having more instructional time will mean that students and teachers can spend more time together, strengthening their relationships and improving learning **H**

Locally controlled funds from this measure make our schools less dependent on Sacramento for funding **K**



Final Votes on Parcel Tax Measure for OUSD

Tax with No Sunset



Tax with 10 Year Sunset

