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OUSD 2012 Study (FINAL)

Hello, I'm from GBA, an opinion research firm. We're conducting a survey about issues that concern the citizens of Oakland. May I speak with (MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED - OTHERWISE TERMINATE.) We are not selling anything and all your answers will be kept confidential. Am I calling you on your cell phone? (IF YES, ASK): Are you in a safe place to talk? (If No, ask to make an appointment to call back).

1. In general, how would you rate the overall job being done by The Oakland Unified School District: as excellent, good, only fair, or poor?

Excellent 4%
Good 22%
Only fair 34%
Poor 22%
DK/NA 21%

2. And over the past 2 or 3 years, would you say that things in the Oakland Unified School District have gotten much better, somewhat better, somewhat worse, much worse, or have things not changed much in the past 2 or 3 years?

Much better 3%
Somewhat better 22%
Somewhat worse 19%
Much worse 11%
No change 23%
DK/NA 22%

3. Next, I am going to read the names of some people and organizations. Please tell me if your opinion of each one is very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable. If you have never heard of the person or organization, please tell me that, too. (ROTATE)

VERY FAV. S.W. FAV. S.W. UNFAV. UNFAV. VERY NOT HEARD/NO OP.

- a. Oakland Mayor Jean Quan 13% 32% 22% 23% 10%
b. Oakland Unified School District Board of Education 9% 29% 18% 10% 34%
c. Superintendent of Schools Tony Smith 7% 23% 8% 4% 58%
d. Classroom teachers in the Oakland Unified School District 31% 41% 9% 1% 18%
e. Oakland Education Association, the union representing Oakland's teachers 14% 27% 13% 7% 40%
f. Charter schools in the Oakland Unified School District 18% 35% 12% 6% 29%
g. Occupy Oakland 13% 27% 17% 26% 18%
h. An organization called "BAMN" (bam) - which stands for "By Any Means Necessary" 4% 8% 8% 8% 73%

4. Generally speaking, would you say that Oakland public schools have a great need for more money, some need, a little need, or no real need for more money?

Great need 66%
Some need 25%
Little need 3%
No need 3%
(DON'T READ) DK/NA 3%

5. Generally speaking, how much need is there for the repair and rehabilitation of existing public schools in Oakland: a great need, some need, a little need, or no real need?

Great need 59%
Some need 28%
Little need 4%
No need 1%
(DON'T READ) DK/NA 9%

6. Next November, there may be two measures on the ballot for the Oakland Unified School District. One would be a bond measure to repair, renovate and maintain Oakland schools. The other would be a parcel tax to pay the salaries of maintenance workers and other related expenses for properly maintaining Oakland schools. Now I am going to read brief summaries of each one

6a. First, I will read a description of the bond measure for Oakland Schools::

"To repair or replace old and deteriorating plumbing, sewers, lighting, heating, and electrical systems in existing buildings; repair classrooms, restrooms and other school facilities that need to be brought up to current safety standards; replace deteriorating portable classrooms; renovate libraries, science and computer labs; and repair and replace old and worn out roofs; shall the Oakland Unified School District issue \$475 million in bonds, which would add \$60 per \$100,000 of assessed value, not market value to property tax bills each year, with independent audits, and all money used by Oakland public schools?"

If the election were held today on this measure, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably (yes/no)?" **(RECORD UNDER Q.6a, BELOW)**

6b. (ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.6A): If you knew that the bond would add \$45 per \$100,000 of assessed value, not market value to property tax bills each year, would you vote "yes" or "no" on this bond? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.6b, BELOW)**

6c. (ASK EVERYONE): Now I am going to read I description of the parcel tax measure for Oakland schools:

"So our children can have modern, properly maintained classrooms, science and computer labs and other school facilities, have the properly trained workers who can repair and maintain school facilities, protect workers' jobs, and free up other money that can be used for classroom instruction, shall Oakland Unified School District levy a tax of \$20 per parcel per year, with an exemption for seniors, independent citizen oversight, and with all money staying in our community to benefit Oakland schools?"

If the election were held today on this measure, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably (yes/no)?" **(RECORD UNDER Q.6c, BELOW)**

6d. (ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.6c): If you knew that the parcel tax were \$10, would you vote "yes" or "no" on this measure? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.6d, BELOW)**

| | <u>Q.6A</u> | <u>Q.6B</u> | <u>Q.6C</u> | <u>Q.6D</u> |
|---------------------------------|-------------|-------------|-------------|-------------|
| Definitely yes ----- | 38% | 39% | 44% | 44% |
| Probably yes ----- | 27% | 31% | 28% | 33% |
| Probably no ----- | 13% | 11% | 10% | 7% |
| Definitely no ----- | 16% | 14% | 14% | 12% |
| (DON'T READ) DK/NA ----- | 6% | 6% | 5% | 4% |

For the next few questions, I'd like you to think only about the possible bond measure to repair and renovate Oakland schools.

7. Now I am going to read you a list of some of the problems that will be addressed if a bond measure is passed by the voters. Please tell me how serious a problem you think each one is for the quality of education provided in the Oakland Unified School District: extremely serious, very serious, somewhat serious or not too serious a problem.

(ROTATE)

| | <u>EXT</u> <u>SER.</u> | <u>VERY</u> <u>SER.</u> | <u>SMWT</u> <u>SER.</u> | <u>NOT TOO</u> <u>SER.</u> | <u>DON'T</u> <u>KNOW</u> |
|---|---------------------------|----------------------------|----------------------------|-------------------------------|-----------------------------|
| a. Electrical systems are old and in poor shape, often with circuits being blown out whenever more than one piece of equipment is plugged in, and with additional safe outlets needed in classrooms and libraries----- | 47% | 34% | 15% | 2% | 2% |
| b. Bathroom toilets, urinals, sinks and floor drains are old, with rusted fixtures and plumbing that often gets clogged, causing backups, and with some bathrooms in such poor shape that children will not or cannot use them----- | 51% | 32% | 13% | 4% | 1% |
| c. Roofs are old, worn out, leak and need to be replaced----- | 42% | 35% | 18% | 4% | 1% |
| d. Heating and ventilation systems are old, and inefficient, wasting money and often not working properly, so students and teachers are too hot or too cold----- | 39% | 35% | 19% | 6% | 1% |
| e. Some of our school facilities are being damaged by dry rot, termites, mold and spores which can cause health problems for children----- | 57% | 29% | 10% | 2% | 1% |
| f. Temporary, portable classrooms are built to last 15 years, but some Oakland schools are forced to use portables which are in very poor shape after having been used for over 40 years----- | 45% | 30% | 19% | 4% | 2% |
| g. Some high school science labs do not have running water and the other facilities needed for proper instruction----- | 37% | 40% | 19% | 4% | 2% |
| h. Some schools need to be brought up to current State earthquake safety standards----- | 46% | 33% | 16% | 4% | 2% |
| i. Electrical systems are too old and inadequate to handle the computers that all children should be learning to use in order get the 21 st century skills they need and succeed in today's world----- | 39% | 37% | 20% | 4% | 2% |
| j. Because of old, outdated facilities, many students cannot receive the science and technology education they need to prepare for their adult careers----- | 34% | 42% | 20% | 3% | 2% |
| k. Because of energy inefficiencies, the District wastes money that should be used for classroom instruction----- | 32% | 37% | 23% | 6% | 3% |

ALTERNATE ORDER OF Q.8 & 9

8. Next, I’m going to read a few statements that may be made by some people who oppose a bond measure for local schools. Please tell me if each statement makes you much more likely to vote against this measure, somewhat more likely to vote against it, or whether the statement makes no difference to you one way or the other. (ROTATE)

| | <u>MUCH MORE LIKELY</u> | <u>SMWT MORE LIKELY</u> | <u>MAKES NO DIFF</u> | <u>DK/NA</u> |
|---|--|--|-------------------------------------|---------------------|
| a. Local property taxes are already too high without this new tax----- | 29% | 19% | 51% | 2% |
| b. During this prolonged economic downturn, with a housing crisis, high unemployment, and State budget cuts, we all have to cut back. Instead of imposing new taxes, the school district should cut spending ----- | 24% | 19% | 3 | 4 |
| c. There will be a State ballot measure sponsored by the Governor that will be on the ballot that are going to fix the education funding problem. We do not need this measure ----- | 24% | 18% | 54% | 4% |
| d. We should not support increasing taxes while the District ignores the needs of its families by closing neighborhood schools ----- | 20% | 17% | 59% | 4% |
| e. In the past few years, Oakland voters have passed several bonds and parcel taxes for Oakland schools that we are still paying off; enough is enough ----- | 29% | 21% | 50% | 1% |
| f. With all the money we are already paying for local schools, we should see more progress before we increase our taxes again ----- | 25% | 18% | 56% | 1% |
| g. If the Oakland teachers union does not wholeheartedly support either the bond or the parcel tax, there must be something wrong with them ----- | 22% | 19% | 54% | 6% |
| h. With declining enrollment and the District closing schools, we do not need this measure ----- | 19% | 15% | 63% | 3% |

9. Now I would like to read you some statements that may be made by people who favor a measure to issue bonds for local schools. Please tell me whether each statement would make you much more likely to favor the bonds, somewhat more likely to favor the bonds, or whether the statement makes no difference to you one way or the other. **(ROTATE)**

| | <u>MUCH MORE LIKELY TO FAVOR</u> | <u>SMWT MORE LIKELY TO FAVOR</u> | <u>MAKES NO DIFF</u> | <u>DK/NA</u> |
|---|---|---|-------------------------------------|---------------------|
| a. All the money raised by this measure will stay here in our local community ----- | 55% | 22% | 22% | 1% |
| b. The money will be used for repairing or replacing old and inadequate bathrooms, electrical systems, roofs, plumbing and sewer lines, and other systems and facilities ----- | 51% | 26% | 22% | 1% |
| c. Over the past 7 years, student achievement has improved faster than any other urban school district in the state; this measure is needed if the progress is to continue ----- | 46% | 25% | 27% | 2% |
| d. This money is needed if our schools are to keep up with science and technology both now and in the future ----- | 49% | 27% | 24% | 1% |
| e. Oakland schools have been able to access millions of dollars of state matching funds. Passage of this measure will allow Oakland to continue to get its fair share of state matching funds that otherwise would be lost to other school districts ----- | 49% | 27% | 24% | 1% |
| f. An independent oversight committee will make sure that the money from the bond is spent properly ----- | 48% | 24% | 28% | 1% |
| g. We need this money to increase safety and security on school campuses and in surrounding neighborhoods ----- | 46% | 27% | 26% | 2% |
| h. This bond measure is a necessary part of the District's plan for Full Service Community Schools that work with all members of a school's community for the education, health, safety and well-being of our children, such as having school-based health clinics, providing dental care for children, and providing glasses for students who cannot otherwise afford them ----- | 48% | 27% | 24% | 2% |
| i. This measure will provide money for modern science and computer labs in schools that have neither one ----- | 50% | 27% | 23% | 1% |
| j. The bond measure will help stimulate the local economy by creating new construction jobs for local residents ----- | 47% | 26% | 24% | 3% |
| k. This measure will improve access to classrooms, restrooms and other school facilities for students and teachers with disabilities ----- | 52% | 26% | 23% | 1% |
| l. This measure will save hundreds of thousands of dollars by improving energy efficiency and reducing maintenance and utility costs — money that can be used in the classroom to retain teachers and protect academic programs ----- | 48% | 26% | 26% | 1% |

10a. Now that you know more about the measure that may appear on the ballot to issue 475 million dollars in bonds for the Oakland Unified School District and that would add \$60 per \$100,000 of assessed value, not market value, to property tax bills each year, if the election were held today on this measure, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or just probably (yes/no)?" **(RECORD UNDER Q.12a, BELOW)**

10b. (ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.12a): How about if the bonds would add \$45 per \$100,000 of assessed value, not market value, to property tax bills each year? Would you vote "yes" or "no" on this measure? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably (yes/no)?" **(RECORD UNDER Q.12b, BELOW)**

| | <u>Q.10A</u> | <u>Q.10B</u> |
|---------------------------------|---------------------|---------------------|
| Definitely yes ----- | 43% | 43% |
| Probably yes ----- | 24% | 27% |
| Probably no ----- | 9% | 8% |
| Definitely no ----- | 19% | 16% |
| (DON'T READ) DK/NA ----- | 6% | 6% |

Now, I'd like to talk just about the possible parcel tax measure for Oakland schools.

11a. The Oakland Unified School District is considering the parcel tax measure in order to maintain current staffing levels for maintenance and building workers. They say that although budget cuts have already resulted in cutbacks, without additional funds, more of these workers may have to be laid off. If this occurs, emergency facility needs which are now addressed within one day, such as sewer backups and leaking roofs, will have to wait 2 or 3 days for repairs to be made; and other general, non-emergency problems, such as broken toilets and alarm systems, may take up anywhere from 2 weeks to 2 months to be repaired. Knowing this, if an election were held today for the Oakland Unified School District to levy a tax of \$20 per parcel per year, with an exemption for seniors, independent citizen oversight, and with all money staying in our community to benefit Oakland schools, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or just probably (yes/no)?" (RECORD UNDER Q.11A, BELOW)

11b. (ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.11a): If you knew that the parcel tax were \$10, would you vote "yes" or "no" on this measure? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.11b, BELOW)**

| | <u>Q.11A</u> | <u>Q.11B</u> |
|---------------------------------|---------------------|---------------------|
| Definitely yes ----- | 49% | 49% |
| Probably yes ----- | 25% | 29% |
| Probably no ----- | 8% | 4% |
| Definitely no ----- | 15% | 14% |
| (DON'T READ) DK/NA ----- | 4% | 4% |

Now for some background questions.

12. Do you own or rent your home? Own home----- 65%
Rent ----- 33%
(DON'T READ) Refused ----- 2%

| | |
|--|-----------------------------------|
| 13a. Are there any children under the age of 18 living in your household? | Yes------(ASK Q.13b) ----- 29% |
| | No------(SKIP TO Q.14) ----- 70% |
| | DK/NA------(SKIP TO Q.14)----- 1% |
| 13b. Do they attend public, private, or parochial schools in this area? (MULTIPLE MENTIONS ACCEPTABLE) | Public----- 71% |
| | Private ----- 11% |
| | Parochial----- 3% |
| | Do not go to school yet ----- 13% |
| | Do not attend in area----- 4% |
| | (DON'T READ)Refused ----- 2% |
| 14. For about how long now have you lived in Oakland? | Five years or less----- 10% |
| | Six to ten years----- 15% |
| | Eleven to fifteen years ----- 13% |
| | Sixteen to twenty ----- 12% |
| | More than 20 years ----- 49% |
| | Refused ----- 2% |
| 15. With which ethnic group do you identify yourself -- are you White, African-American, Hispanic/Latino, Asian, or of some other ethnic or racial background? | White----- 49% |
| | African-American ----- 25% |
| | Hispanic/Latino ----- 9% |
| | Asian ----- 8% |
| | Other (Specify)_____ 3% |
| | Refused ----- 6% |

Gender: By observation

Male ----- 45%
Female ----- 55%

Name _____

Phone # _____

Address _____

Date _____

City _____

Zip Code (punch) _____

Interviewer _____

Page # _____

Verified by _____

PRECINCT # (punch) _____

Party Registration:

Democrat (D) ----- 71%
Republican (R) ----- 7%
Independents/Others ----- 22%

Age:

18-24 ----- 8%
25-29 ----- 12%
30-34 ----- 5%
35-39 ----- 7%
40-44 ----- 8%
45-49 ----- 9%
50-54 ----- 9%
55-59 ----- 11%
60-64 ----- 8%
65+ ----- 24%
Blank ----- *

Voting History:

11/10 ----- 83%
6/10 ----- 50%
5/09 ----- 40%
11/08 ----- 89%
6/08 ----- 45%
2/08 ----- 68%

Permanent Absentee:

Yes ----- 56%
No ----- 44%

Ever Voted Absentee:

Yes ----- 66%
No ----- 34%

School District:

District #1 ----- 22%
District #2 ----- 12%
District #3 ----- 15%
District #4 ----- 20%
District #5 ----- 9%
District #6 ----- 12%
District #7 ----- 11%