

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

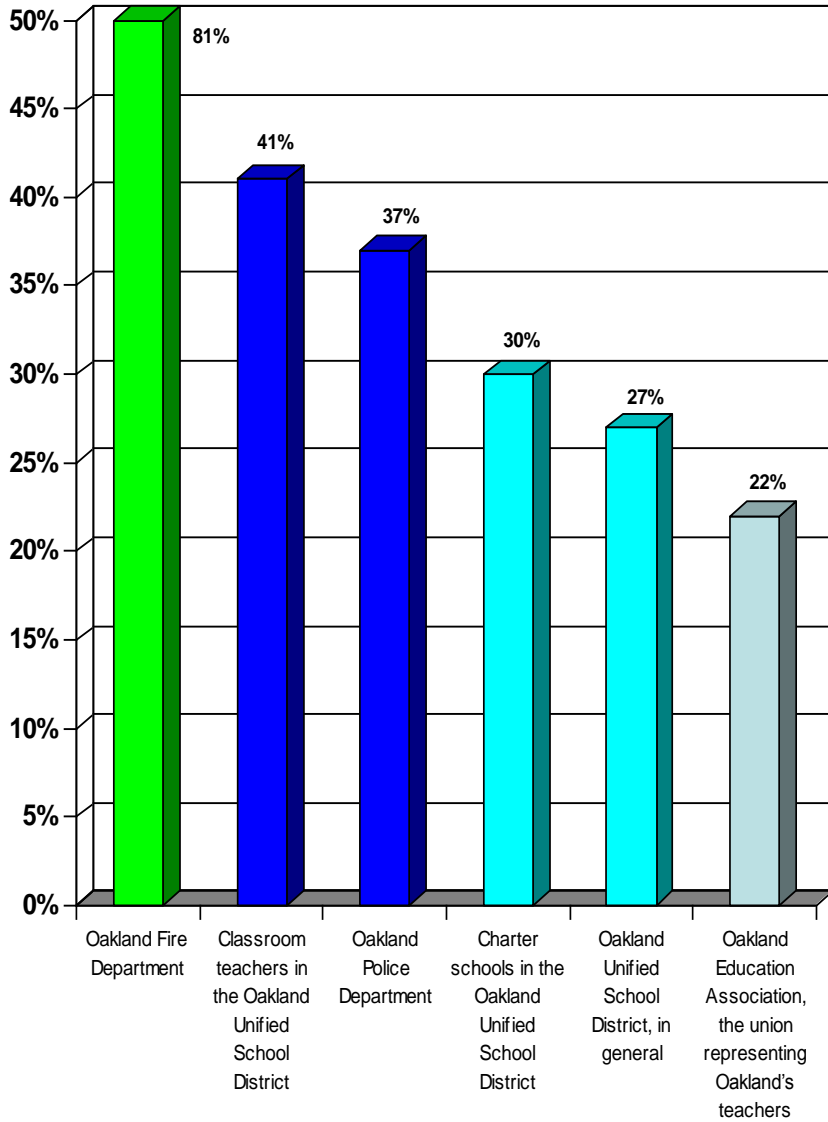
552 Interviews
April 2014

conducted by

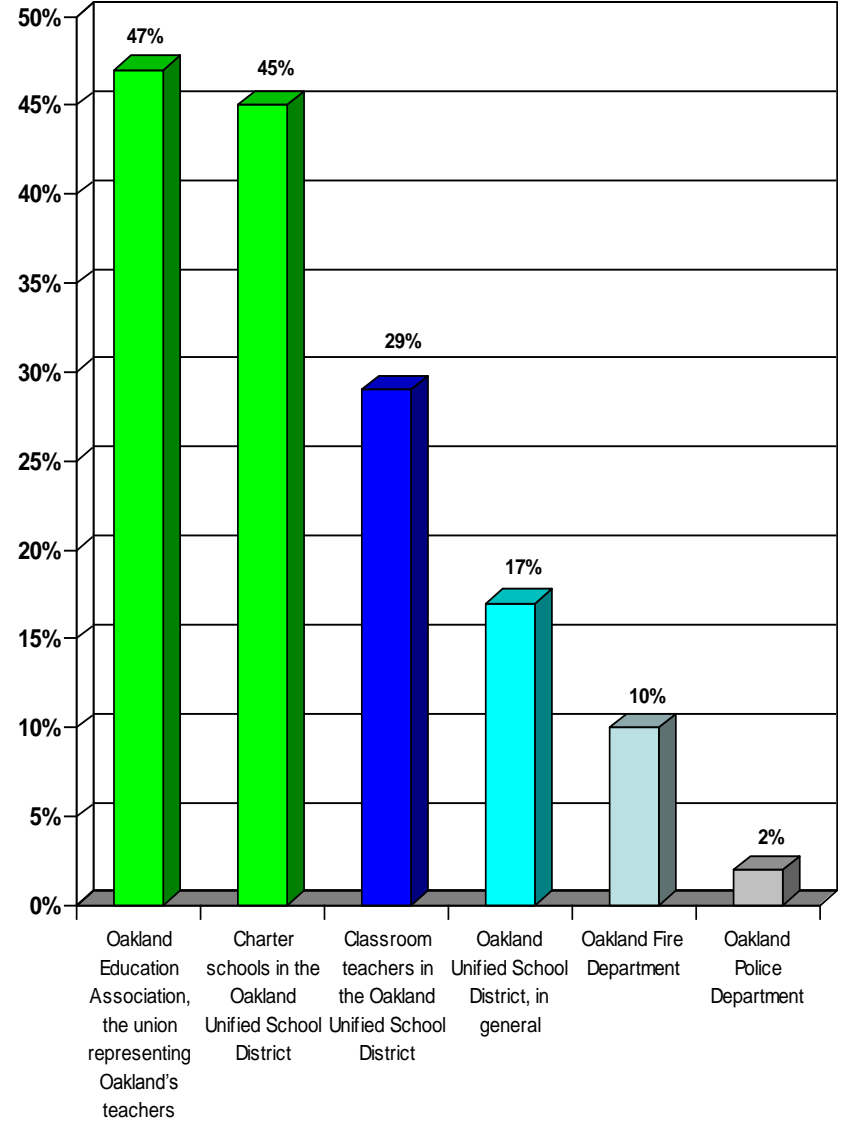


GENE BREGMAN & ASSOCIATES
Public Opinion & Marketing Research

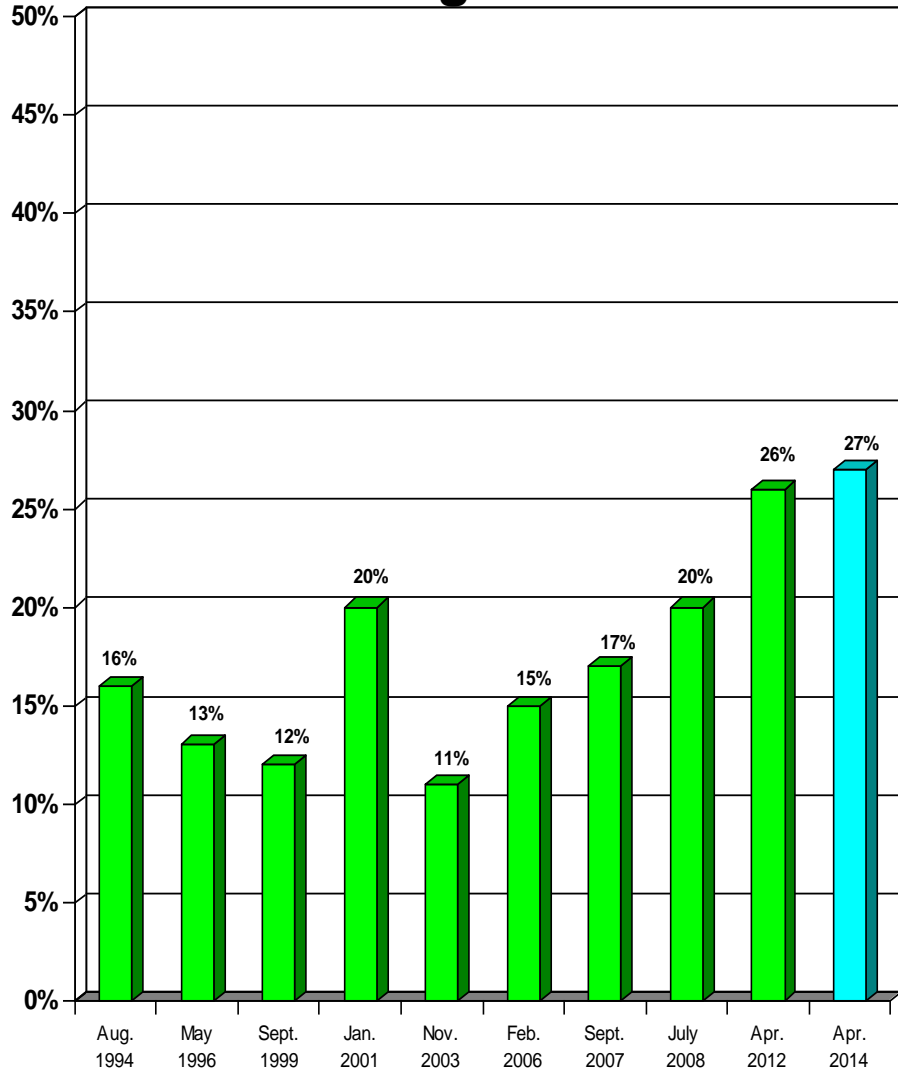
Excellent/Good Job Ratings



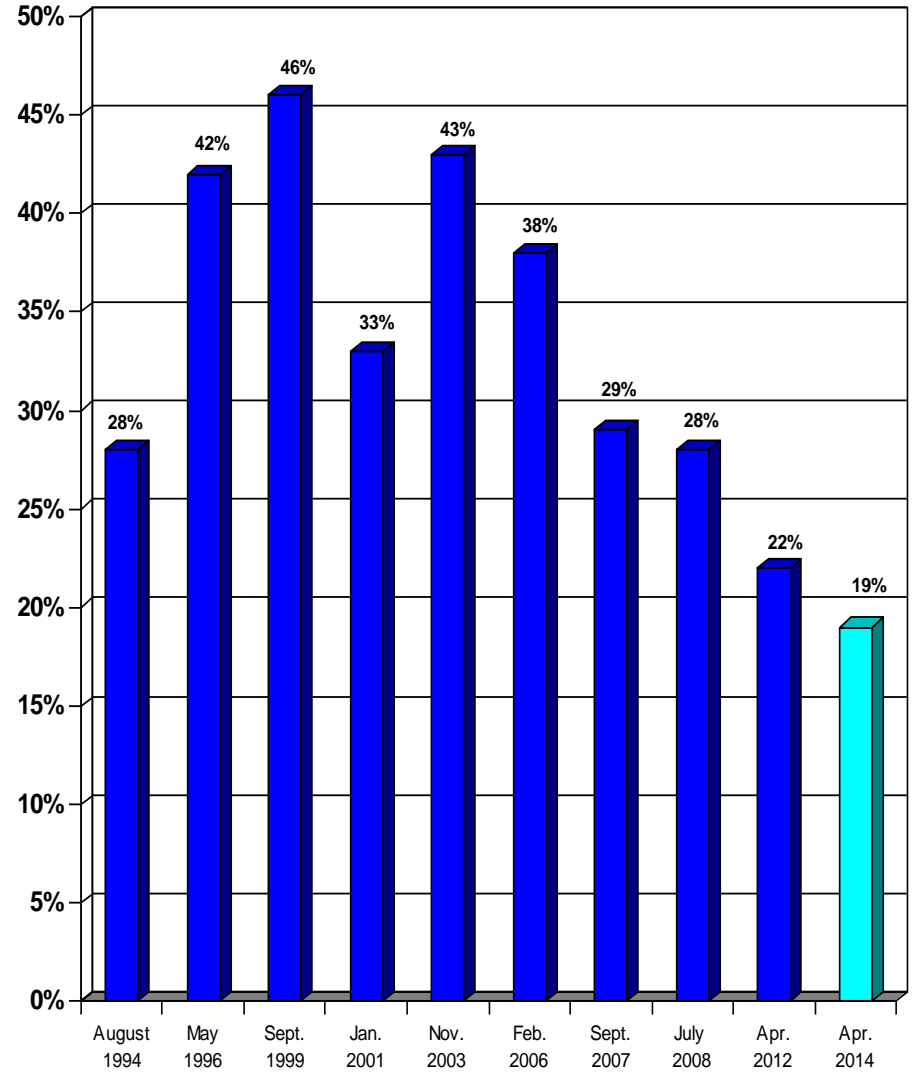
No Opinion



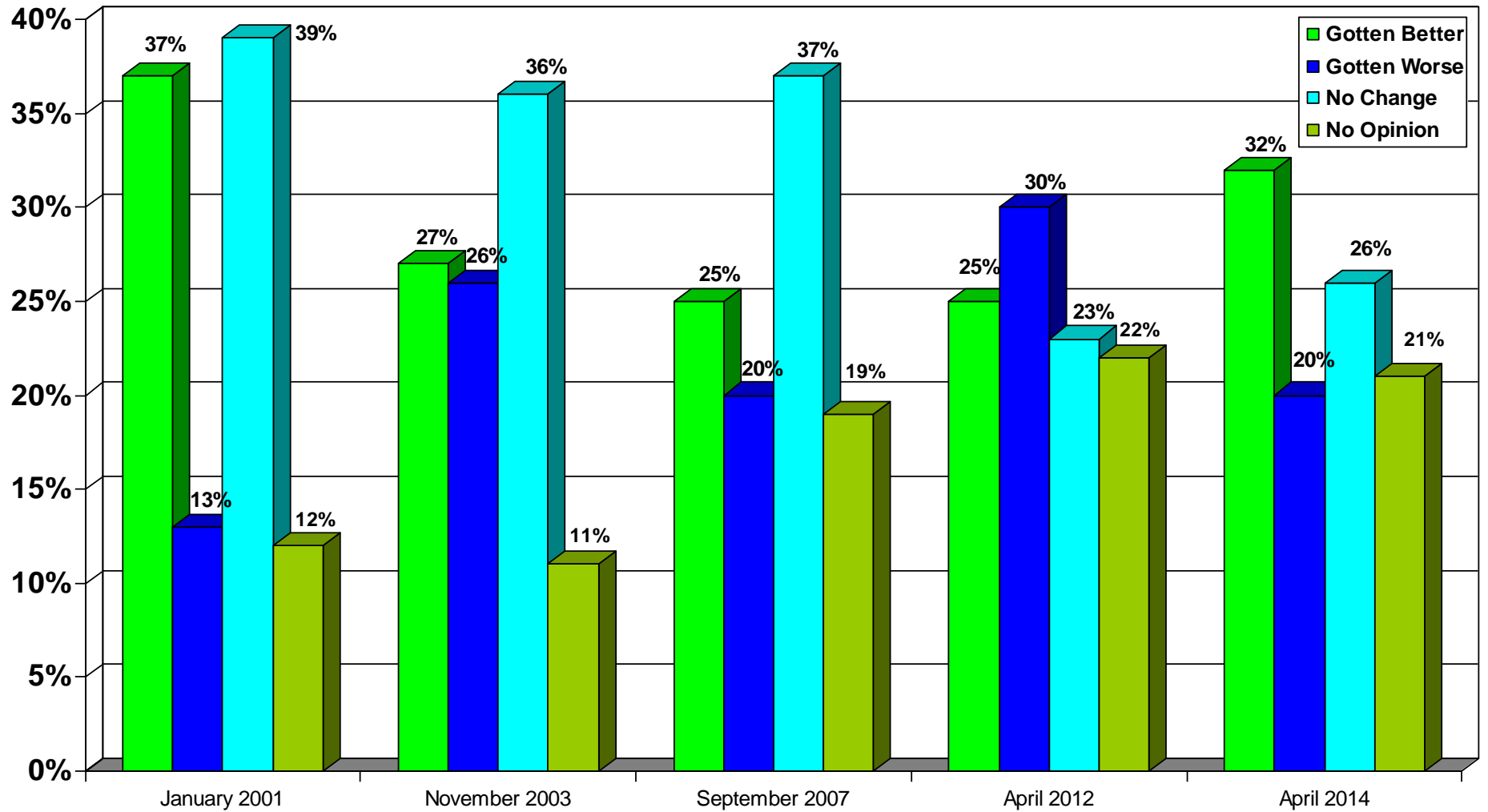
Comparison of Excellent/Good Job Ratings for OUSD



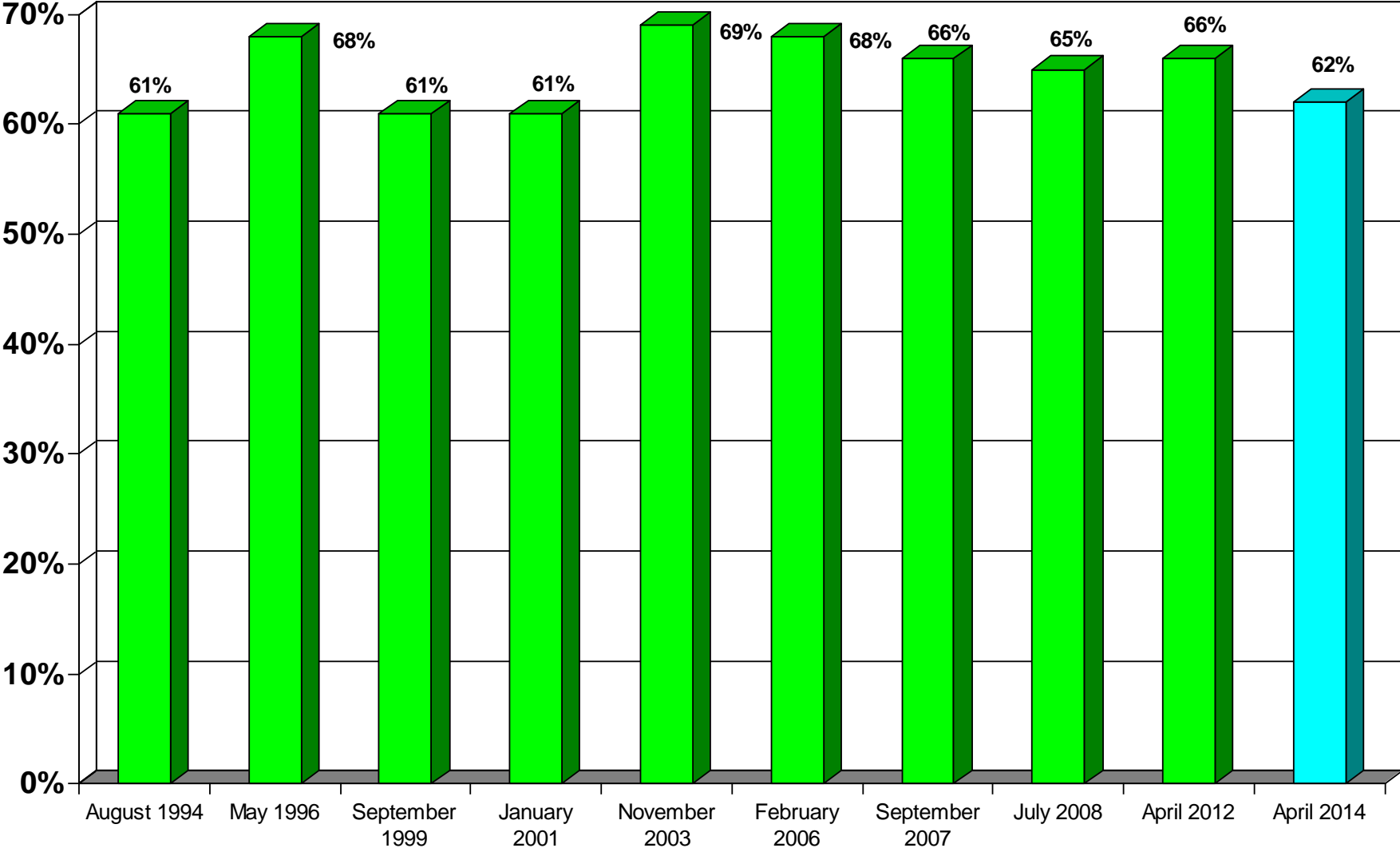
Comparison of Poor Job Ratings for OUSD



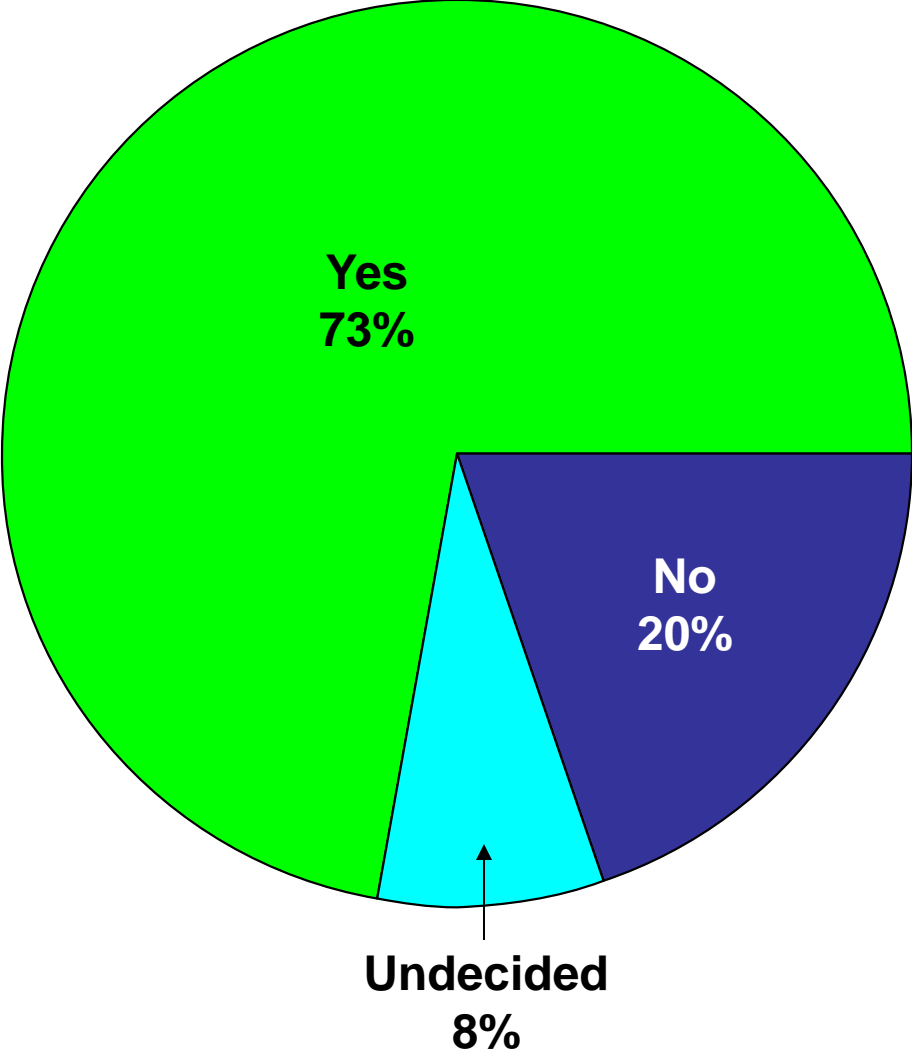
Comparison of Quality of Education in OUSD in Recent Past 2-3 Years



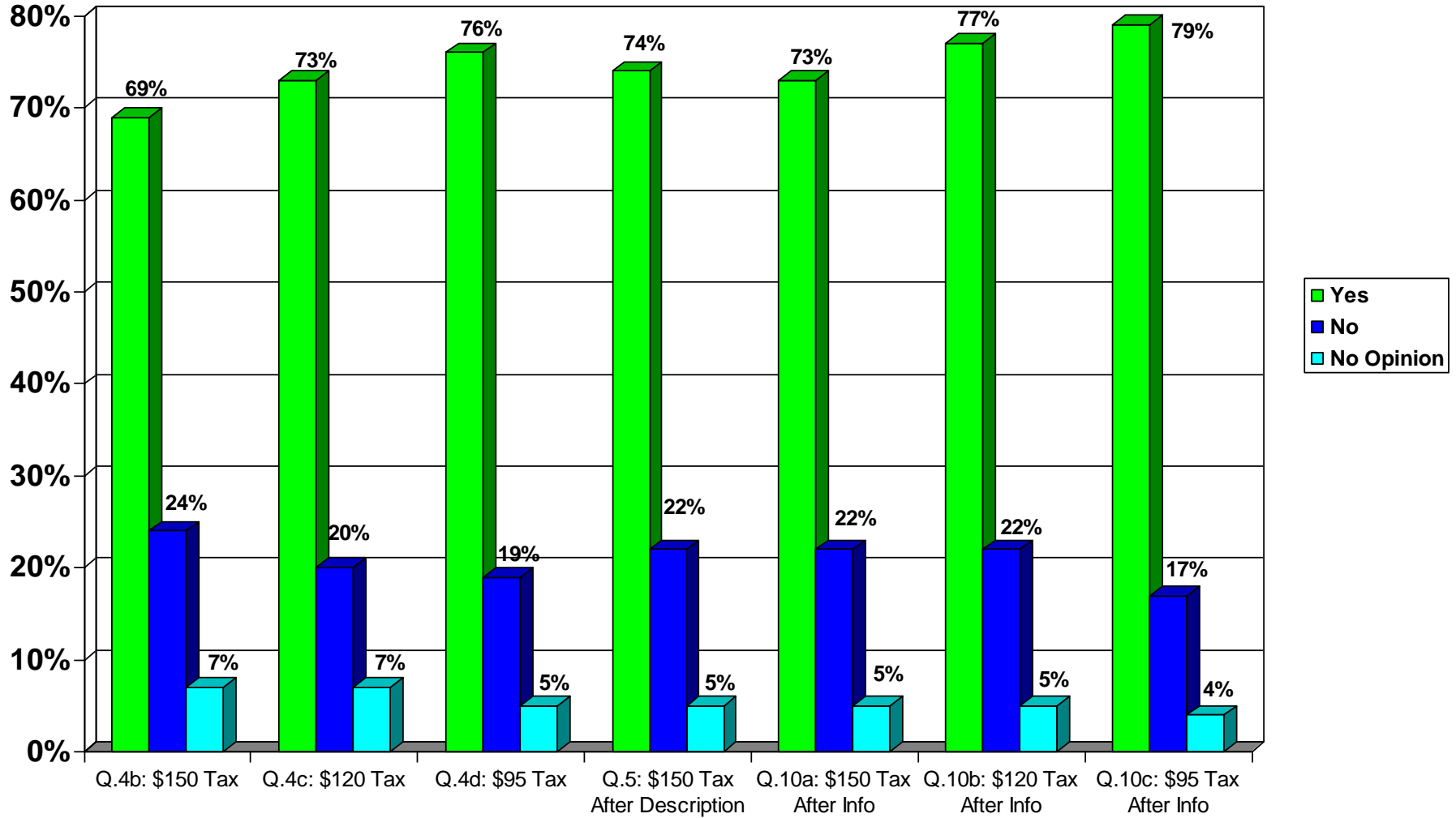
Comparison of Great Need for More Money in OUSD



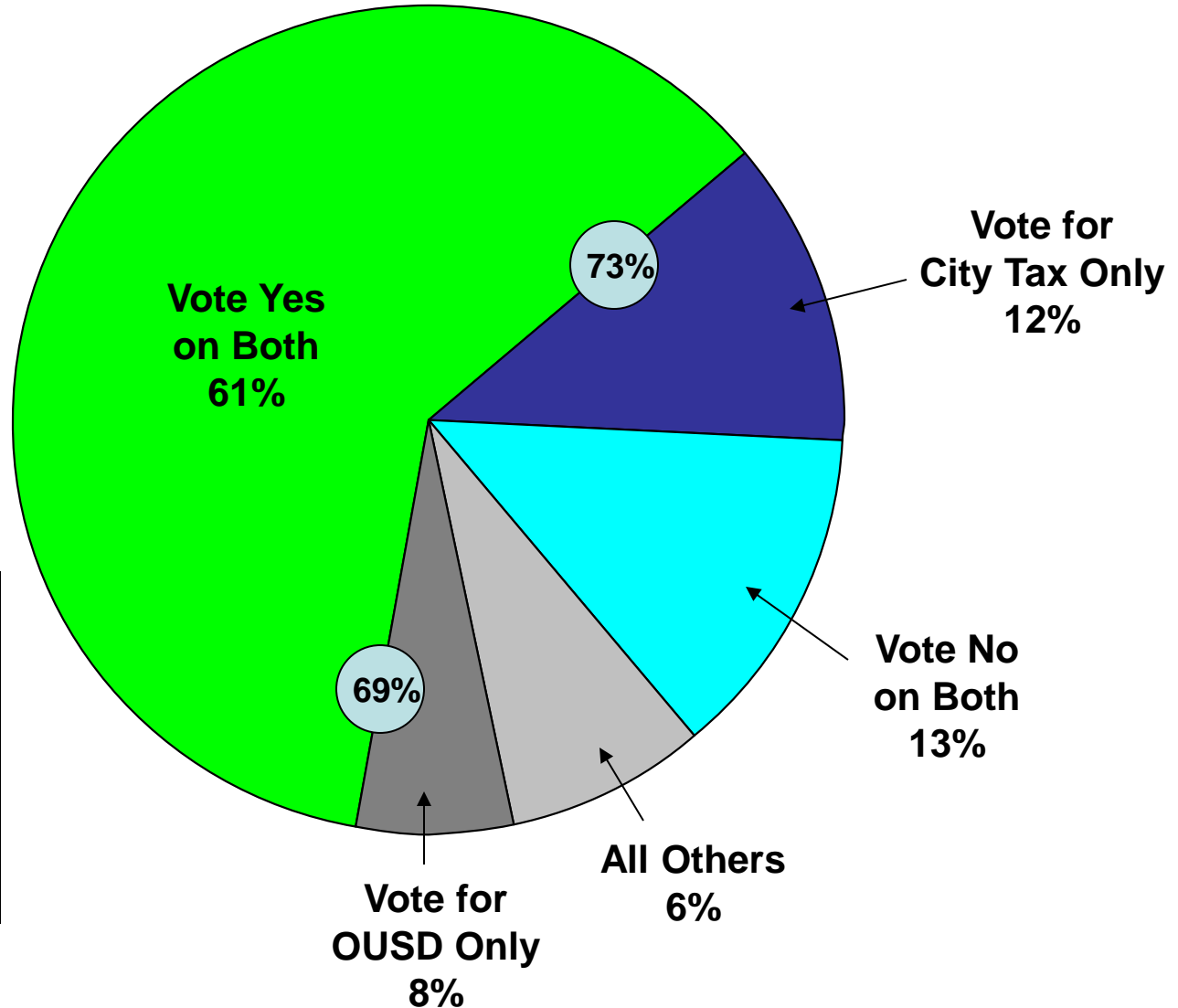
Vote on Renewal of City Public Safety Tax



Seven Votes on Parcel Tax Measure for OUSD



Breakdown of Votes Between City Renewal and OUSD \$150 Tax



\$120 OUSD Tax
Vote Yes on Both
63%

\$95 OUSD Tax
Vote Yes on Both
65%

Should Tax Money Be Only for Traditional Schools or Traditional Plus Charter Schools?

All the money should be used in traditional public high schools, not charter schools, because charter schools are not subject to the same rules and regulations as traditional schools and have more freedom to implement different kinds of programs.

47%

Some of the money should go to charter schools because all students should have the same chance to succeed, whether they go to a traditional public school or a charter school.

45%

No Opinion

8%

Extremely Important Attributes of Linked Learning Program

The program expands mentoring, tutoring, counseling services and other intensive support to students who are in danger of not graduating high school

Depending on a student's interests, he or she will be prepared after graduation to go to a two or four year college or university or enter an apprenticeship or formal job training program

Every student can take all of the academic courses in English, math, science, and other core programs that will allow them to qualify for admission to the University of California and State University systems

The program offers students the practical experience that shows them how courses like algebra, geometry and others can lead to college, career opportunities, and well-paying jobs

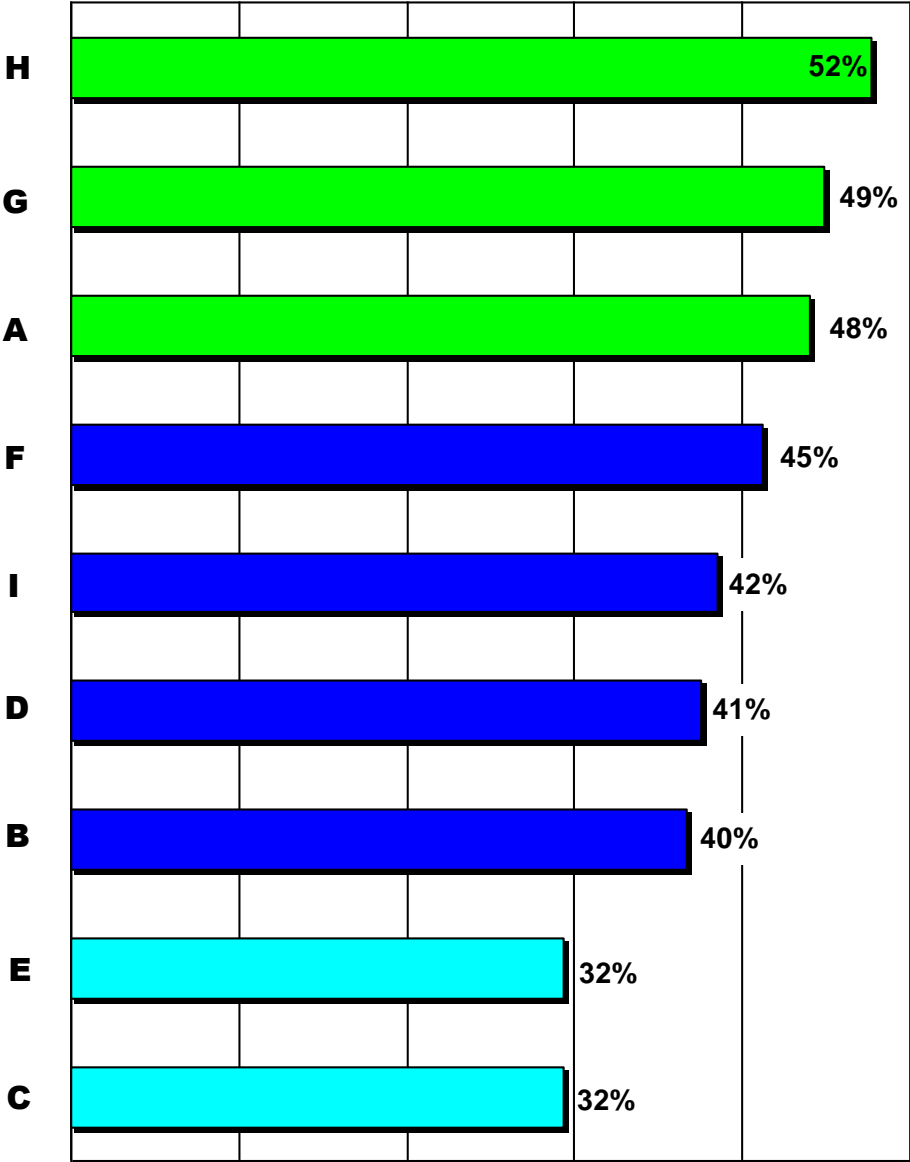
The school district has already set up partnerships with major local companies, like Kaiser and Netflix, to give students the experience that is so important to this program

The program prepares youth for high-skill, high-wage jobs in cutting edge industries, like biotechnology, green building and design, and others

The program expands career education classes by basing learning on projects and not just on classroom lectures

This program rejects the practice of tracking students that has been particularly harmful to low income, African American and Latino children

Longer school days and longer school years will be implemented to help keep students from getting into trouble and will make the community safer



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

E

26%

In the past few years, Oakland voters have passed several bonds that we are still paying off and we are also already paying a \$195 per year parcel tax for Oakland schools; enough is enough

B

25%

Government bureaucrats continue to waste our money on salaries and pensions

G

25%

Local property taxes are already too high without this new tax

A

24%

All of our children need better schools, but this measure is just for the high schools, with no money for elementary or middle schools

D

21%

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

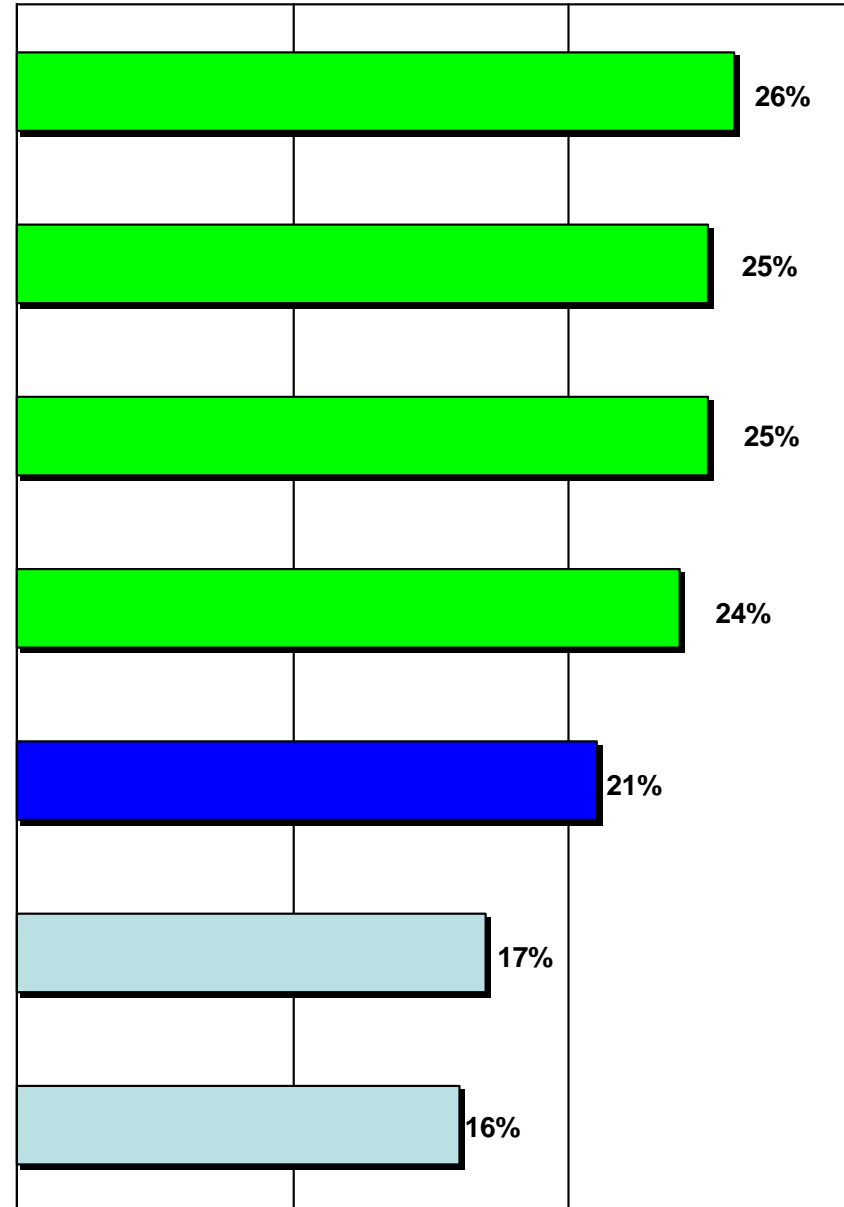
C

17%

There must be something wrong with this measure if fire, police and other municipal employee unions do not support it

F

16%



Reasons Much More Likely to Favor Parcel Tax Measure

This program reduces the dropout rate. Among Oakland students not in the program, the graduation rate is 53 percent; among those who have been in the program, the graduation rate is 84 percent

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

A seven year study of this program in other communities showed that the rate for college entrance for minority students more than doubled

The money will establish a proven program that provides real-world work and learning opportunities for high school students so they are better prepared for college and to get good jobs when they graduate

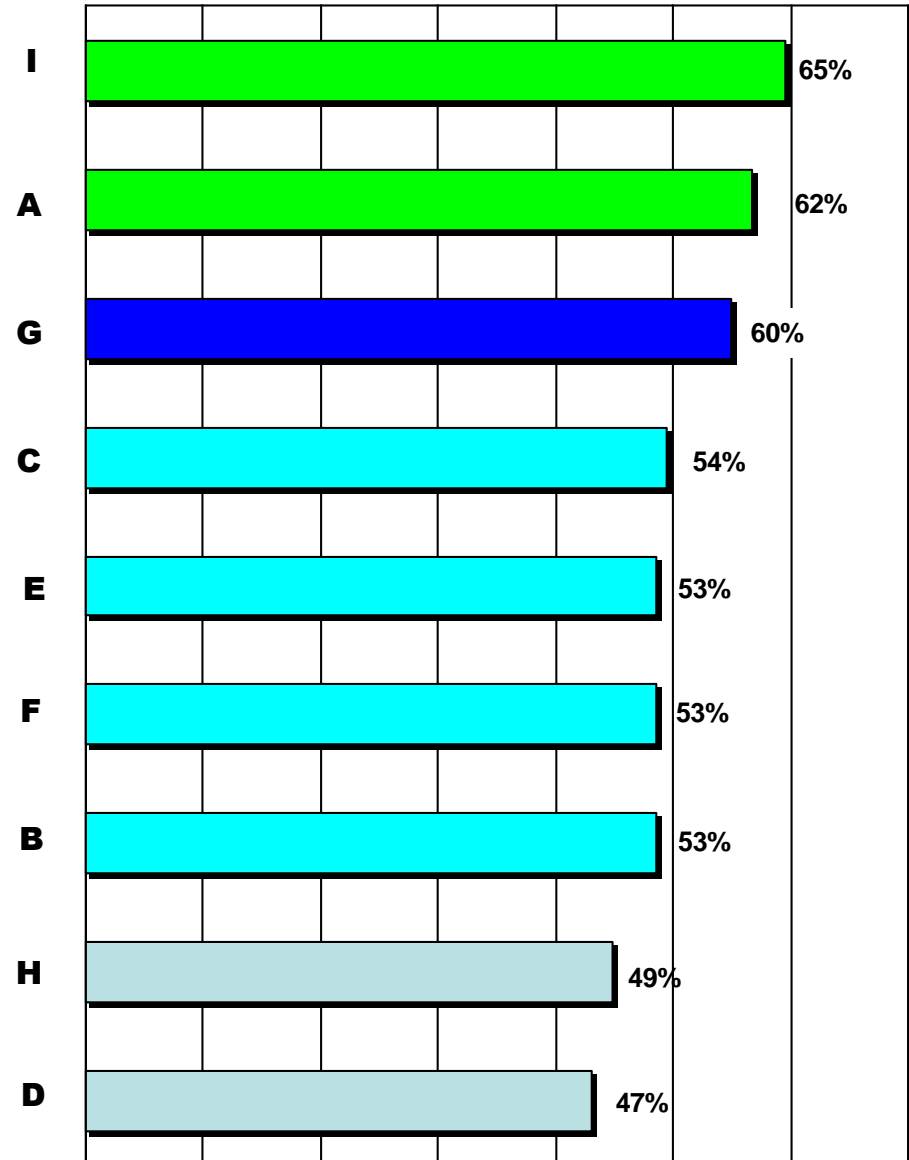
Students can't learn if they don't feel safe. This measure will help provide more social workers, safety officers and counselors dedicated to improving safety; this includes mediating conflicts and preventing fights, bullying, gang violence and other crime in our schools

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

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

With open enrollment, students can choose the high school that has the program that matches their interests

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



Should Campaigns Be Considered Separately or Together?

These are two separate measures that need to be judged individually, on their own merits, and we should support or oppose each one by itself.

59%

The measure for the Oakland Unified School District and the measure for the City of Oakland complement each other because they will both help reduce the dropout rate for high school students and increase safety and security throughout the community. We should consider both measures together, as a package.

34%

No Opinion

7%