

Board Office Use: <b>Legislative File Info.</b>	
File ID Number	22-1481
Introduction Date	6/7/2022
Enactment Number	
Enactment Date	



# Board Cover Memorandum

**To** Measure N Commission

**From** Matin Abdul-Qawi, High School Network Superintendent  
Greg Cluster, Work Based Learning Coordinator  
Joshua R. Daniels, Chief Governance Officer

**Meeting Date** June 7, 2022

**Subject** Proposal to Place the Reauthorization of Measure N on the November 2022 Ballot

**Ask of the Commission** No action; receive a presentation and discuss, as appropriate, the proposed draft of a parcel tax measure to reauthorize Measure N

**Background** Measure N, also known as the “Oakland College and Career Readiness For All Act,” was approved by Oakland voters in 2014. The Measure authorizes the levy of a fixed \$120 per-parcel tax on each taxable parcel in the City of Oakland with low income and senior citizen exemptions. No more than ten (10) percent of the funds can be spent on administrative costs. By its terms, Measure N expires June 30, 2025.

The purpose of Measure N is “to pay for the implementation of a comprehensive approach to high school education in Oakland that integrates challenging academics with career-based learning and real-world work experiences” and to “create[] small learning communities of career-oriented pathways, and offer[] intensive, individualized support to create the conditions for all students to graduate high school prepared to succeed in college and career.” The Measure has five goals:

- Decrease the high school drop-out rate,
- Increase the high school graduation rate,
- Increase high school students’ readiness to succeed in college and career,
- Increase middle school students’ successful transition to high school, and

- Reduce disparities in student achievement and student access to career pathways based on race, ethnicity, gender, socio-economic status, English Learner-status, special needs-status, and residency.

In October 2021, the Board of Education adopted Resolution No. 2122-0016 - Determining Whether, When, And How To Ask Voters To Reauthorize Measure N subsequently amended by Resolution No. 2122-0016A - Moving Staff Recommendation Regarding When To Reauthorize Measure N To June 2022 (together, the “Reauthorizing Measure N Resolution”). The Reauthorizing Measure N Resolution directed the Superintendent or designee to bring forward a recommendation to the Board by June 2022 regarding whether to a parcel tax that would reauthorize Measure on the 2022 or 2024 General Election ballot. The Reauthorizing Measure N Resolution further directed the Superintendent or designee to make recommendations with respect to the following six areas: tax rate structure; inflation escalator; sunset date or evergreen; school allocation formula; permissible uses; and incentives for pathway participation. In developing the recommendations, the Reauthorizing Measure N Resolution acknowledged the possible need to contract with consultants to conduct a voter poll and/or to provide advice on communication and outreach strategies, convene stakeholders to solicit ideas and feedback, and consult the Measure N commission itself.

## **Discussion**

In January, a working group was formed to guide the process and advise the Superintendent on a recommendation. The working group included the following individuals:

- Jason Gumataotao, Measure N Commission Chair
- Katy Nuñez-Adler, Measure N Commission Member
- Marvin Boomer, Pathway Coach
- Rodney Brown, Teacher
- Greg Cluster, Work Based Learning Coordinator
- Rebecca Lacocque, Linked Learning Director
- Matin Abdel-Qawi, High School Network Superintendent
- Joshua R. Daniels, Chief Governance Officer
- Sam Davis, Board Vice President
- VanCedric Williams, Board Member

The District also contracted with FM3 Research (Enactment #: 22-0981) to conduct a voter poll and with Clifford Moss LLC (Enactment #: 22-0732) to provide pre-electoral strategy and communication services. Representatives from both vendors were part of the working group.

The working group, which met every other week, helped to review and finalize the poll questions and then reviewed and analyzed the poll results with the help

of the consultants. The key poll results, included in the presentation, were: support among likely November 2022 voters was exactly at the two-thirds threshold needed for the measure to pass; support among likely November 2024 voters was under the threshold, although the difference was within the margin of error. (The complete poll results and analysis were included in the presentation to the Measure N Commission at its meeting on June 7, 2022.)

The working group also received information from listening sessions that occurred in late 2021. These sessions involved visiting every high school to hear what was working and not working with Measure N. The following chart summarizes the feedback from the listening sessions.

What Worked?

- Linked Learning pathways driving school transformation
- Consistency of funding and some staffing
- Alignment of AP, counselor, and case manager
- Pathway teams engaging in annual analysis

What Needs To Change?

- Focus on compliance
- Limited ability to scale high-quality paid internships
- Facilities at sites not consistently able to accommodate CTE labs and equipment
- Limited professional learning for teachers

Based on the poll results, the feedback from the listening session, and the advice from the consultants, the conclusion of the working group was that the Board should put a parcel tax to reauthorize Measure on the November 2022 General Election ballot. **This is also the Superintendent's recommendation.**

With respect to the six areas listed in the Reauthorizing Measure N Resolution, the Superintendent's recommendations (based on advice from the working group) are as follows:

- *Tax rate structure.* The recommendation is to maintain the tax rate structure at \$120 per parcel.
- *Inflation escalator.* The recommendation is to include an inflation escalator based on COLA.
- *Sunset date or evergreen.* The recommendation is to include a sunset provision of 14 years.
- *School allocation formula.* The recommendation is to maintain the current school allocation formula that distributes funds on the basis of the number of students who reside in Oakland.
- *Permissible uses.* The recommendation is to refine the permissible uses in three key ways: (i) refine the non-supplantation language to focus on prohibiting District-directed supplantation; (ii) reduce unnecessary

bureaucratic restrictions where possible; and (iii) elevate the importance of the Education Improvement Plans and the Commission’s review.

- *Incentives for pathway participation.* The recommendation is to clarify what incentives are permissible.

The draft of the proposed measure, titled the “2022 Oakland Unified School District College and Career Readiness for All Act,” incorporates these recommendations (among other changes compared with Measure N).

The proposed draft will be presented to the Board of Education for a public hearing and a first read at its meeting on Wednesday, June 8, 2022. The final language will come before the Board on June 22, 2022 for action.

**Fiscal Impact** The exact cost of the election will not be known until after it occurs. However, the cost to the District from placing what became Measure Y on the November 2020 ballot was \$1,005,707.46. Therefore, approximately \$1 million dollars is a reasonable estimate to OUSD for this item.

**Attachment**

- Draft of Proposed 2022 Oakland Unified School District College and Career Readiness for All Act
- Original Measure N
- Measure N Reauthorization Poll - 2022 Likely Voters
- Measure N Reauthorization Poll - 2024 Likely Voters
- Measure N Reauthorization Survey Analysis - Final
- Presentation

**Exhibit A-I**

**ABBREVIATION OF THE MEASURE**

*[This summarizes, in 75 words or less, the full text of the proposition which appears below.]*

To continue to: reduce dropout rates; provide students with real-world work opportunities; prepare students for college; address the achievement gap; offer mentoring, tutoring, counseling, support services, and job training; shall the Oakland Unified School District measure renewing the \$120 parcel tax for 14 years, without increasing the base tax rate, adding annual cost-of-living adjustments, low-income and senior exemptions, and independent oversight and audits, generating at least \$11.5 million annually that cannot be taken away by the State be adopted?

DRAFT

## Exhibit A-II

### FULL TEXT OF THE MEASURE

#### BEGINNING OF FULL TEXT OF MEASURE----->>>>>

#### **2022 OAKLAND UNIFIED SCHOOL DISTRICT COLLEGE AND CAREER READINESS FOR ALL ACT**

This Proposition may be known and referred to as the “2022 Oakland Unified School District College and Career Readiness for All Act” or as “Measure \_\_\_\_” [*designation to be assigned by County Registrar of Voters*], which shall be referred to herein as the “Measure.”

#### FINDINGS

The Oakland Unified School District (“District” or “OUSD”) is determined to provide excellent educational programs to all students, including rigorous college preparatory academic courses in English, math, science, and other core programs that allow them to qualify for admission to the University of California and State University systems.

Essential elements of the District’s mission and vision to deliver educational excellence include improving student access to career-based and work-based learning opportunities as well as to support programs for students transitioning to high school and college.

Educational excellence also requires counseling, tutoring, mentoring, and other intensive support services to improve graduation rates, reduce the drop-out rate and support students struggling to graduate from high school.

Students should be prepared for the transition to work by enrolling in career education programs that offer practical experience via post-secondary options such as apprenticeships, job training, and community college certification that will lead to well-paying jobs in a competitive job market.

State and local funding has not been adequate to meet these goals, and the District has no assurance that state or federal funding will permit the District to meet these goals in the future.

To that end, the voters of Oakland approved the original Oakland Unified School District College and Career Readiness for All Act (“Original Measure”), which supported a comprehensive approach to high school education that integrated challenging academics with career-based learning and real-world work experiences. The impact of the Original Measure has been significant and has helped to:

- Increase the OUSD graduation rate both for all students and for African American male students by 12 percentage points since 2013-14,
- Increase the number of OUSD students who were eligible to attend a four-year college by 14 percentage points since 2013-2014, and
- Decrease the dropout rate for all students by 11 percentage points and for African American male students by 17 percentage points since 2013-2014.

## Exhibit A-II

### THEORY OF ACTION

Consistent with the Original Measure, the Measure is intended to continue and expand the comprehensive approach to high school education that integrates rigorous college preparatory academic programming with career-based learning and real-world work experiences. This comprehensive approach involves, among other things, the creation of small learning communities of career-oriented pathways (i.e., cohorts of students and educators engaged in a sequence or continuum of core academic courses, career-oriented education, and work-based learning) and intensive, individualized supports to create the conditions for more students to graduate high school prepared to succeed in college, career, and community.

The District expects that this approach, if continued and implemented with fidelity, will lead to improved student outcomes for all students and more equitable students outcomes based on race, ethnicity, gender, socio-economic status, English Learner status, special needs status, housing status, immigration status, and family circumstance in the following ways:

- Increases in high school students' readiness to succeed in college and career.
- Increases in middle school students' successful transition to high school.
- Increases in the high school graduation rate.
- Increases in student access to career pathways.
- Decreases in the high school drop-out rate.
- Reductions in disparities in student achievement.

### COLLEGE & CAREER READINESS COMMISSION

The Board of Education ("Board") shall establish a College & Career Readiness Commission ("Commission") composed of five (5) persons each of who demonstrate knowledge and expertise in one or more of the following areas: high school and postsecondary curriculum, instruction, and leadership; education research, evaluation, and analytics; student, family, and community engagement; career and industry integration with education; decision-making focused on racial equity and school improvement; and/or financial management and audits. The Commission shall advise and report to the Board and shall be responsible for reviewing and approving Annual Education Improvement Plans (including hearing any required oral presentations). Additionally, the Commission shall be responsible for overseeing the proper allocation and use of all parcel tax monies, which includes reviewing annual independent audit reports. To ensure compliance with the requirements and intent of the Measure, the Commission may, at its discretion, submit recommendations to the Board regarding new or modified Board Policies or to the Superintendent regarding new or modified Administrative Regulations.

### ANNUAL EDUCATION IMPROVEMENT PLAN ("PLAN")

The goal of each school's Plan must be to equitably place all students in that school in career pathways or academies that deliver challenging academics, career technical education, work-based learning, and personalized academic, social, and emotional support services. Additionally,

## Exhibit A-II

to be approved, each Plan must be consistent with the Theory of Action and must include, at minimum:

- Completion of a diagnostic self-evaluation of the submitting school's needs to implement the full continuum of an integrated college and career preparation program for all students that include rigorous academics, work based learning, career technical training, and comprehensive student support services.
- Annual and three-year accountability indicators.
- Evidence-based strategies designed to meet the accountability indicators.
- Annual benchmarks for the implementation of new or enhanced structures and systems that equitably place all students in career pathways or academies.
- A description of how school staff, time schedules, and budgets are coherently structured to implement the Plan's strategies and activities.

The Superintendent or designee shall create, after considering recommendations from the Commission, the necessary templates, documents, and resources for the submission, review, and approval of a school's Plan.

### COLLEGE & CAREER FUND CREATION AND PURPOSE

Consistent with Government Code section 50075.1 and all other applicable laws and regulations, the District shall establish and maintain the Oakland College & Career Readiness For All Fund ("College & Career Fund") and all Measure proceeds shall be deposited into the College & Career Fund. All funds in the College & Career Fund shall be expended consistent with the purpose set forth herein.

For each fiscal year, at least 90% of funds in the College & Career Fund shall be allocated to eligible schools for staffing and education activities and programs consistent with the Theory of Action of the Measure. Examples of such permissible uses include (but are not limited to):

- College and career preparatory courses (which includes Career Technical Education courses).
- Work-based learning opportunities such as opportunities for career awareness and exploration, job shadowing, internships, and job certifications.
- School and guidance counseling, tutoring, mentoring, and other intensive support services to students.
- High school bridge programs that help students successfully transition from 8th to 9th grade.
- Post-high school bridge programs to help students successfully transition from 12th grade to post-secondary education and the workforce.
- Materials, supplies, or equipment to support the design and implementation of student projects and project-based learning.
- Programming, staffing, and activities such as community building field trips, retreats, student incentives, and other events and activities that promote student belonging, student goal setting, and increased motivation in pathways.

## Exhibit A-II

- Staffing that enables student cohorting and parity across pathways in multi-pathway schools.
- State of the art or industry specific equipment that aligns to industry and career-readiness standards.
- Programming and staffing that facilitate student enrollment and success in college courses while in high school.
- Staffing required to implement, supplement, and support such educational activities and programs.

The allocation to each eligible school shall be on a per pupil basis for students enrolled at the school in grades nine (9) through twelve (12) and who reside in Oakland. “Eligible schools” are defined to be (i) any Oakland Unified School District school and (ii) any charter school that received funding from the Original Measure (i.e., the Oakland Unified School District College and Career Readiness for All Act approved by the voters in November 2014) in 2021-22.

For an eligible school to request an allocation of funds from the College & Career Fund in a given fiscal year, the school must submit an Annual Education Improvement Plan (“Plan”) to the Commission. For an eligible school to receive an allocation of funds from the College & Career Fund in a given fiscal year, the Commission must approve its Plan (or an amended version of the Plan) and the Board must subsequently approve the allocation associated with the Plan. All eligible schools shall be held to the same high standards and expected to provide all students with access to rigorous academic programming, career technical training, work-based learning experiences, and comprehensive student supports.

Nothing herein shall limit the Board’s ultimate and final authority to add, modify, or reject an allocation for funding except that the District may not require that an OUSD school expend any funds from the College & Career Fund to which it is allocated in one fiscal year in a way that supplants District-directed funding to that school in the prior fiscal year. This authority to allocate funding from the measure is absolute and the Board’s decisions may not be challenged or appealed either to other governmental agencies or to the courts.

No more than ten percent (10%) of funds in the College & Career Fund may be used by the Oakland Unified School District to administer the College & Career Fund. Such administrative expenses include, but are not limited to, central office staffing, school quality reviews, independent audit services, communicating the impact of the Measure, creating and supporting a community of practice across eligible schools, evaluating the impact of the Measure, and other activities to ensure fiscal accountability and alignment with the Measure.

The purpose of the funds, as set forth herein, is to further the Theory of Action of the Measure and should be applied with deference to the needs of eligible schools as outlined in the Plans approved by the Commission. To this end, the Commission shall be given great deference as to the interpretation and application of this Measure. The Commission may recommend Board Policies and/or Administrative Regulations to be used to determine whether a particular proposed expense is permitted under the Measure when the Commission is unable to make such

## Exhibit A-II

a determination. However, the Board retains ultimate, sole, and unappealable authority and discretion for deciding whether a specific use of funds is permissible under the Measure and, separately, whether to provide funding for such use.

### TAX RATE, TERMS, AND SUNSET

Upon approval of two thirds of those voting on the Measure, the Board of Education (“Board”) of the District shall be authorized to levy a qualified special tax on each parcel of taxable real property in the District, in the annual amount of one hundred and twenty dollars (\$120.00) per parcel (“Rate”) for fourteen (14) years, commencing July 1, 2023 and ending June 30, 2037.

Effective July 1, 2023, the Measure shall replace the Original—i.e., Oakland Unified School District College and Career Readiness for All Act (also known as Measure N)—approved by the voters in November 2014, and the latter shall cease to be in effect as of that date.

Beginning with the 2024-25 tax year (the second year of assessment of the special tax), and each year thereafter, as long as the Measure is in effect, the Rate may be adjusted from the Rate levied in the prior tax year by a cost-of-living adjustment equal to the annual average percentage change (currently, the “All Items” category, not seasonally adjusted) of the Bay Area Consumer Price Index – All Urban Consumers for the San Francisco-Oakland-Hayward area over the prior twelve months, as of December of the prior fiscal year, as published by the U.S. Bureau of Labor Statistics. If, in any given year, that index is not available, then the Rate may be adjusted based on the next comparable Consumer Price Index published by the U.S. Bureau of Labor Statistics that is available as of December of the prior fiscal year in the following priority: Bay Area, California, the United States.

### TAXPAYER EXEMPTIONS

As permitted by state law, the special tax shall apply to all property owners within the District except that an exemption from payment of the special tax may be granted on any single-family residential parcel owned that qualifies under one or more of the following conditions:

- **Senior Citizen Exemption:** Any parcel owned and occupied by a person or jointly owned and occupied by persons 65 years of age or older and occupying said parcel as their principal residence.
- **SSI Exemption:** Any parcel owned and occupied by a person or jointly owned and occupied by persons receiving Supplemental Security Income for a disability, regardless of age, and occupying said parcel as their principal residence.
- **SSDI Exemption:** Any parcel owned and occupied by a person or jointly owned and occupied by persons receiving Social Security Disability Insurance benefits, regardless of age, whose yearly income does not exceed 250 percent of the most recently available tax year’s federal poverty guidelines issued by the United States Department of Health and Human Services and occupying said parcel as their principal residence.

## Exhibit A-II

The exemption shall be available pursuant to procedures to be prescribed by the Superintendent or designee, or otherwise as required by law or by the Alameda County Tax Collector. Owners must apply for this exemption annually, or otherwise as required by law or by the Alameda County Tax Collector, by petition to the District in the manner and at the time set forth in procedures established by the Superintendent or designee.

### ANNUAL REPORT AND INDEPENDENT AUDIT

Consistent with Government Code section 50075 *et seq.* and all other applicable laws and regulations, the Superintendent or the Chief Financial Officer of the District shall cause an independent financial auditor to prepare a report and audit for each fiscal year in which taxes have been levied or expended in accordance with the Measure. The report and audit shall be filed with the Board and made publicly available. The report and audit shall include (but is not limited to including) the following information:

- The amount collected and expended in the applicable reporting period. The applicable reporting period may be a calendar year, fiscal year, or other appropriate annual period, as determined by the Superintendent or designee in consultation with the Commission.
- The description of all programs funded, and a determination that the monies expended were for the allowable uses as stated in the Measure.

As noted herein, the cost of the annual report and audit may be paid from the proceeds of the parcel tax. The annual report and audit may be incorporated into or filed with the District's annual budget, financial audit, or other appropriate routine reports to the Board.

### PROTECTION FROM COUNTY OR STATE SEIZURE OR USE

It is the intent of the voters of Oakland that the County Superintendent of Schools, the State Legislature, the Governor, or any other state or county actor or entity shall not be permitted to redirect or reduce the proceeds of the Measure. Additionally, if, in any fiscal year during the term of the Measure, the County Superintendent of Schools, the State Legislature, the Governor, or any other state or county actor or entity takes any action the effect of which is to deprive the District of the benefit of any or all proceeds of the Measure—whether by directly taking such proceeds for any State purpose, by taking such proceeds into account for purposes of calculating State support of the District under Section 8 of Article XVI or under any program of categorical aid, special aid or other special programs, or by reducing other funding to OUSD—then the tax rate shall be reduced commensurately if doing so would not further diminish the proceeds from the Measure controlled by the District.

### LEVY AND COLLECTION

The tax permitted to be levied under the Measure shall be collected by the Alameda County Tax Collector at the same time and in the same manner and shall be subject to the same penalties as ad valorem property taxes collected by the Tax Collector. Unpaid taxes shall bear interest at the same rate as the rate for unpaid ad valorem property taxes until paid.

## Exhibit A-II

“Parcel of taxable real property” shall be defined as any unit of real property in the District which receives a separate tax bill for ad valorem property taxes from the Alameda County Tax Collector. “Parcel of taxable real property” shall exclude all parcels which are otherwise exempt from or on which are levied no ad valorem property taxes in any year, and all parcels which qualify for at least one of the exemptions provided for herein.

The District shall annually provide a list of parcels to the Alameda County tax collection officials which the Superintendent or designee has approved for an exemption in accordance with the Measure.

The Alameda County Assessor’s determination of exemption or relief for any reason of any parcel from taxation, other than through the exemptions set forth herein, shall be final and binding for purposes of the Measure. Taxpayers wishing to challenge the County Assessor’s determination must do so under the procedures for correcting a misclassification of property pursuant to Part 9 of Division 1 of the California Revenue and Taxation Code or other applicable procedures. Taxpayers seeking a refund of any tax paid shall follow the procedures applicable to property tax refunds pursuant to the California Revenue and Taxation Code.

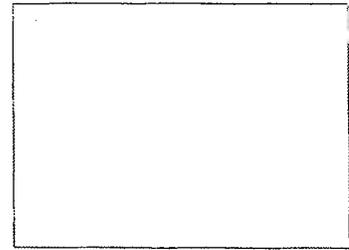
### SEVERABILITY

The voters of Oakland and Board hereby declare, separately and together, that by approving the Measure, that every section, paragraph, sentence and clause of the Measure has independent value, and the voters and the Board would have adopted each provision hereof regardless of every other provision hereof. Should any part of the Measure be found by a court of competent jurisdiction to be invalid for any reason, all remaining parts hereof shall remain in full force and effect to the fullest extent allowed by law.

<<<<-----END OF FULL TEXT OF MEASURE



## BALLOT MEASURE SUBMITTAL FORM



### BALLOT MEASURE QUESTION

Jurisdiction Name: **Oakland Unified School District**

Election Date: **November 4, 2014**

Note: The information as it appears within the measure question text box will be printed on the ballot.

Insert ballot question text here:

To reduce the drop-out rate and provide Oakland high school students with real-world work and learning opportunities; prepare students for admission to the University of California and other four-year colleges, expand mentoring, tutoring, counseling, support services, and transition to job training programs; shall the Oakland Unified School District levy a \$120 parcel tax for ten years, with low income and senior exemptions, no money for Sacramento, and all money benefitting Oakland students?

(69 words)

### TYPE OF MEASURE

Regular Measure       Bond Measure

### PERCENTAGE NEEDED TO PASS

66 2/3 %

### FULL TEXT OPTION

Full Text to be printed in the Voter Information Pamphlet:

YES (note: must submit separate copy of Full Text along with this form)

NO - A Full Text was not submitted

NO - Do not print, but it's accessible at: \_\_\_\_\_

### AUTHORIZED REPRESENTATIVE

Print Name: **Edgar Rakestraw, Jr.**

Date: **7/1/14**

Signature: \_\_\_\_\_

### CONTACT INFORMATION (for office use)

Phone #: \_\_\_\_\_

### CONTACT INFORMATION (for public)

Phone #: **510/879-8199**

E-Mail: \_\_\_\_\_

E-Mail/Website: **Edgar Rakestraw@ousd.k12.ca.us**

**EXHIBIT A**  
**MEASURE TEXT**

**I. ABBREVIATION OF THE MEASURE**

*[This summarizes, in 75 words or less,  
the full text of the proposition which appears below.]*

To reduce the drop-out rate and provide Oakland high school students with real-world work and learning opportunities; prepare students for admission to the University of California and other four-year colleges; expand mentoring, tutoring, counseling, support services, and transition to job training programs; shall the Oakland Unified School District levy a \$120 parcel tax for ten years, with low income and senior exemptions, no money for Sacramento, and all money benefitting Oakland students?

*(69 words)*

## II. FULL TEXT OF THE MEASURE

**BEGINNING OF FULL TEXT OF MEASURE----->>>>>**

### OAKLAND UNIFIED SCHOOL DISTRICT COLLEGE AND CAREER READINESS FOR ALL ACT

This Proposition may be known and referred to as the “Oakland Unified School District College and Career Readiness for All Act” or as “Measure \_\_\_\_”. *[designation to be assigned by County Registrar of Voters]*

#### FINDINGS

The Oakland Unified School District (the “District”) is determined to provide excellent educational programs to all its students, including academic courses in English, math, science, and other core programs that allow them to qualify for admission to the University of California and State University systems.

Improving student access to college preparatory classes, career-based learning opportunities, and support programs for students transitioning to high school and college are essential elements of the District’s initiative to deliver educational excellence.

Educational excellence also requires counseling, tutoring, mentoring and other intensive support services to reduce the drop-out rate and help students struggling to graduate from high school.

Students who do not attend college should be prepared for the transition to work by career education programs that offer practical experience leading to apprenticeships, job training, and well-paying jobs in a competitive job market.

Funding from the State of California (the “State”) has not been adequate to meet these goals, and the District has no assurance that State funding will permit the District to meet these goals in the future.

Funding from the Federal Government is insufficient to meet these goals, and the District has no assurance that Federal funding will permit the District to meet these goals in the future.

#### TERMS AND SUNSET

Upon approval of two thirds of those voting on this Oakland Unified School District College and Career Readiness for All Act, the Board of Education of the District shall be authorized to levy a qualified special tax on each parcel of taxable real property in the District, in the maximum annual amount of \$120 for ten years, commencing July 1, 2015.

## PURPOSE

The Oakland College & Career Readiness For All Fund is established to pay for the implementation of a comprehensive approach to high school education in Oakland that integrates challenging academics with career-based learning and real-world work experiences. This comprehensive approach creates small learning communities of career-oriented pathways, and offers intensive, individualized support to create the conditions for all students to graduate high school prepared to succeed in college and career.

## GOALS

- Decrease the high school drop-out rate.
- Increase the high school graduation rate.
- Increase high school students' readiness to succeed in college and career.
- Increase middle school students' successful transition to high school.
- Reduce disparities in student achievement and student access to career pathways based on race, ethnicity, gender, socio-economic status, English Learner-status, special needs-status, and residency.

## EDUCATION SPENDING PLAN

No less than 90% of measure proceeds shall be equitably allocated for education programs (not administrative overhead) on a per pupil basis, for students in grades 9 through 12 enrolled in all current Oakland Unified School District schools and charter schools, and new Oakland Unified School District schools and charter schools authorized by the Oakland Unified School District. Measure proceeds shall be distributed to such schools upon the submission, review, and approval of each school's annual education improvement plan. The goal of the education improvement plan must be to equitably place all students in career pathways or academies that deliver challenging academics, career technical education, work-based learning, and personalized academic, social, and emotional support services. An approved education improvement plan shall include, at minimum:

- Completion of a diagnostic self-evaluation of the school's needs to implement the full continuum of an integrated college and career preparation program for all students.
- Annual and Three-Year accountability indicators toward achieving the stated purpose and goals of this Measure.
- Evidence-based strategies designed to meet the accountability indicators.
- Annual benchmarks for the implementation of new or enhanced structures and systems that equitably place all students in career pathways or academies.

- Description of how school staff, time schedules, and budgets are coherently structured to implement the school improvement plan's strategies and activities.

No more than ten percent (10%) of measure proceeds each year shall be used by the Oakland Unified School District to administer the College & Career Readiness For All Fund, including, but not limited to project staffing, school quality reviews, independent audit services, and an evaluation of the Fund's progress toward achieving its stated purpose, goals, and allowable uses.

### PERMISSIBLE USES

Measure proceeds shall be spent on the following school programs:

- To increase support for students in college preparatory courses in every high school to ensure students are qualified for admission to the University of California and other 4-year university systems, and are prepared to succeed in college;
- To provide work-based learning in every high school, including career exploration, career technical education courses, job shadowing, internships and job certifications;
- To reduce the drop-out rate by providing counseling, tutoring, mentoring and other intensive support services to students in danger of not graduating high school;
- To provide programs to students transitioning from 8th to 9th grade to prepare them to succeed in high school, and to students transitioning from 12th grade to college to prepare them for admission to and success in college.

### SENIOR CITIZEN EXEMPTION

In order to provide tax relief to senior citizens in the community, any parcel owned and occupied by a person 65 years of age or older shall be exempt from the education parcel tax upon proper application to the District. The exemption shall be available pursuant to procedures to be prescribed by the Board of Education or otherwise as required by law or by the Alameda County Tax Collector.

### LOW INCOME EXEMPTION

An exemption from this tax shall be made for owners of single family residential units in which they reside whose combined family income from all sources for the previous calendar year is at or below the income level qualifying as “very low income” for a family of such size under Section 8 of the United States Housing Act of 1937, 42 U.S.C.A. Sections 1437 et seq. for each year. Owners must apply for this exemption annually by petition to the Office of the Chief Financial Officer of the District in the manner and at the time set forth in procedures established by the District. Such petitions shall be on forms available from the Chief Financial Officer’s office and must provide information sufficient to verify income including, but not limited to, federal income tax returns and W-2 forms of owner-occupants.

### ACCOUNTABILITY PROVISIONS

College & Career Readiness Commission. The Board of Education shall establish a College & Career Readiness Commission comprised of five (5) persons who demonstrate extensive knowledge and expertise in high school and postsecondary curriculum, instruction, and leadership; education research, evaluation, and analytics; and financial management and audits. The College & Career Readiness Commission shall advise and report to the Board of Education and shall be responsible for (1) Planning, which includes (a) reviewing each high school’s School Quality Review findings, Balanced Scorecard results, and education improvement plans, and (b) submitting school funding recommendations to the Board of Education for action; and (2) Oversight, which includes (a) oversight of proper allocation and use of all parcel tax monies, (b) reviewing annual independent audit reports, and (c) submitting recommendations to the Board of Education for any new or modified policies and administrative regulations to ensure the Oakland Unified School District’s compliance with the requirements and intent of this Measure. The Board of Education shall provide by resolution for the composition, funding, staffing, and other necessary information regarding the Commission’s formation and operation.

### PUBLISHED INDEPENDENT ANNUAL AUDIT.

Upon the levy and collection of the education parcel tax, the Board of Education shall cause an account to be established for deposit of the proceeds, pursuant to Government Code Section 50075.1. For so long as any proceeds remain unexpended, the Superintendent or the Chief Financial Officer of the District shall cause an independent financial auditor to prepare a report to be filed with the Board of Education and made publicly available no later than December 31 of each year, commencing December 31, 2016, stating (1) the amount collected and expended in such year; (2) the description of all programs funded, and a determination that the monies expended were for the allowable uses stated in this Measure; and (3) the

determination that the monies from this Measure are being used to supplement, and not supplant, unrestricted general fund revenue so appropriated to schools to serve pupils in grades 9 through 12 based on fiscal year 2014-2015 funding. The cost of said Independent Audit may be paid from the proceeds of the parcel tax. The report may relate to the calendar year, fiscal year, or other appropriate annual period, as said officer shall determine, and may be incorporated into or filed with the annual budget, audit, or other appropriate routine report to the Board of Education.

#### SECURITY FROM STATE SEIZURE OR USE

If, in any fiscal year during the term of the education parcel tax, the State Legislature or Governor shall approve any law or take any action the effect of which shall be to deprive the District of the benefit of any proceeds of the education parcel tax, whether by directly taking such proceeds for any State purpose or by taking such proceeds into account for purposes of calculating State support of the District under Section 8 of Article XVI or under any program of categorical aid, special aid or other special programs, then the Board of Education shall reduce the rate of the education parcel tax commensurately.

#### LEVY AND COLLECTION

The education parcel tax shall be collected by the Alameda County Tax Collector at the same time and in the same manner and shall be subject to the same penalties as *ad valorem* property taxes collected by the Tax Collector. Unpaid taxes shall bear interest at the same rate as the rate for unpaid *ad valorem* property taxes until paid.

“Parcel of taxable real property” shall be defined as any unit of real property in the District which receives a separate tax bill for *ad valorem* property taxes from the Alameda County Tax Collector. “Parcel of taxable real property” shall exclude all parcels which are otherwise exempt from or on which are levied no *ad valorem* property taxes in any year, and all parcels which qualify for the senior citizen exemption provided by this Oakland College and Career Readiness for All Act.

The District shall annually provide a list of parcels to the Alameda County tax collection officials which the District has approved for an exemption in accordance with this Act. Eligibility for the senior citizen exemption and low income exemption shall be determined solely by the District, and any taxpayer wishing to challenge the District’s determination, or claim a refund or reimbursement of taxes paid while eligible for the exemption, shall apply directly to the District.

The Alameda County Assessor’s determination of exemption or relief for any reason of any parcel from taxation, other than through the senior citizen exemption and low-income exemption, shall be final and binding for the purposes of the education parcel tax. Taxpayers wishing to challenge the County Assessor’s determination must do so under the procedures for correcting a misclassification of property pursuant to Part 9 of Division 1 of the California Revenue and Taxation Code or other applicable procedures. Taxpayers seeking a refund of any tax paid shall follow the procedures applicable to property tax refunds pursuant to the California Revenue and Taxation Code.

SEVERABILITY

The Board of Education hereby declares, and the voters, by approving this Oakland College and Career Readiness for All Act, concur, that every section, paragraph, sentence and clause of this Act has independent value, and the Board of Education and the voters would have adopted each provision hereof regardless of every other provision hereof. Upon approval of this Act by the voters, should any part be found by a court of competent jurisdiction to be invalid for any reason, all remaining parts hereof shall remain in full force and effect to the fullest extent allowed by law.

<<<<-----**END OF FULL TEXT OF MEASURE.**



**OAKLAND USD PARCEL TAX SURVEY**  
**220-6268 WT**  
**LIKELY NOVEMBER 2022 VOTERS N=517**  
**MARGIN OF SAMPLING ERROR ±4.0% (95% CONFIDENCE LEVEL)**  
**A/B, C/D, E/F SPLITS**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. We are not telemarketers trying to sell you anything, and we will not ask for a donation of any type. We're conducting a public opinion survey about important issues in Oakland. May I speak to \_\_\_\_\_? **(MUST SPEAK TO VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED; OTHERWISE, TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely-----75%  
 Yes, cell but cannot talk safely ----- **TERMINATE**  
 No, not on cell-----25%  
**(DON'T READ) DK/NA/REFUSED----- TERMINATE**

1. **(T)** First, would you say that things in Oakland are generally headed in the right direction, or do you feel that things are off on the wrong track?

Right direction-----22%  
 Wrong track-----60%  
**(DON'T READ) DK/NA ----- 17%**

2. Now, I am going to read you a list of names of some local institutions that are often in the public eye. After I mention each one, please tell me if your overall impression of that institution is favorable or unfavorable. If you don't recognize any of them, just say so. Here's the first one: **(IF FAVORABLE/UNFAVORABLE, ASK:)** "Is that very or just somewhat?" **(RANDOMIZE)**

		<u>VERY FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>VERY UNFAV</u>	<u>NEVER HRD OF</u>	<u>CAN'T RATE</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[ ]a.	<b>(T)</b> The Oakland School Board	1%	14%	27%	33%	2%	23%	16%	60%
[ ]b.	<b>(T)</b> The Oakland Unified School District	5%	19%	30%	32%	0%	14%	24%	62%
[ ]c.	<b>(T)</b> Local teachers	36%	28%	8%	9%	1%	19%	64%	16%
[ ]d.	<b>(T)</b> Your neighborhood school	21%	28%	13%	12%	2%	25%	49%	25%

**(SPLIT SAMPLE C ONLY – RENEWAL)**

3. Next, I’d like to ask you about a local school measure that may appear on an upcoming ballot, which may read as follows:

“To continue to: reduce drop-out rates; provide students with real-world work and learning opportunities; prepare students for college; close the achievement gap; expand mentoring, tutoring, counseling, support services, and job training programs; shall the Oakland Unified School District renew the 120-dollar parcel tax for 12 years, with annual cost-of-living adjustments and no increase in the existing tax rate, a low-income exemption, and independent citizen oversight and audits, generating 12 million dollars annually that cannot be taken away by the State?”

If the election were held today, would you vote yes in favor of it, or no to oppose this measure? **(IF YES/NO, ASK):** “Is that definitely **(YES/NO)** or just probably **(YES/NO)?**” **(IF UNDECIDED/DON’T KNOW/NO ANSWER, ASK:)** “Well, do you lean towards voting yes or no?”

<b>TOTAL YES</b> -----	<b>67%</b>
Definitely yes-----	40%
Probably yes-----	25%
Undecided, lean yes-----	3%
 <b>TOTAL NO</b> -----	 <b>26%</b>
Undecided, lean no-----	4%
Probably no-----	5%
Definitely no-----	17%
 <b>(DON'T READ) DK/NA</b> -----	 7%

**(SPLIT SAMPLE D ONLY – SQUARE FOOT VERSION)**

4. Next, I’d like to ask you about a local school measure that may appear on an upcoming ballot, which may read as follows:

“To continue to: reduce drop-out rates; provide students with real-world work opportunities; prepare students for college; close the achievement gap; expand mentoring, tutoring, counseling, support services, and job training; shall the Oakland Unified School District levy a special tax of five cents per built square foot for 12 years, with annual cost-of-living increases, a low-income exemption, and independent citizen oversight and audits, generating 12 million dollars annually that cannot be taken away by the State?”

If the election were held today, would you vote yes in favor of it, or no to oppose this measure? **(IF YES/NO, ASK):** “Is that definitely **(YES/NO)** or just probably **(YES/NO)?**” **(IF UNDECIDED/DON’T KNOW/NO ANSWER, ASK:)** “Well, do you lean towards voting yes or no?”

<b>TOTAL YES</b> -----	<b>56%</b>
Definitely yes-----	33 %
Probably yes-----	19 %
Undecided, lean yes-----	5 %
 <b>TOTAL NO</b> -----	 <b>38%</b>
Undecided, lean no-----	3 %
Probably no-----	8 %
Definitely no-----	26 %
 <b>(DON'T READ) DK/NA</b> -----	 6 %

**(ASK IF CODES 1-6 – YES OR NO – IN Q3 OR Q4)**

5. In a few words of your own, why would you vote **YES/NO** on the measure?

a. Yes

Schools need funding/investment-----	31 %
More resources for schools/help for teacher & students -----	32 %
Support for education-----	23 %
Pay taxes/balance the budget/allocate funds-----	11 %
Accountability/oversight/need improvement -----	6 %
Other -----	11 %
None/nothing -----	0 %
Don't know/unsure-----	0 %
N/A/Refused/No opinion -----	1 %

b. No

Management of funds/budget -----	41 %
Cost of living/taxes -----	35 %
Lack of improvements/no results/accountability-----	26 %
General oppose -----	2 %
Corrupt leadership -----	11 %
Seen multiple measures-----	7 %
Other -----	13 %
None/nothing -----	0 %
Don't know/unsure-----	0 %
N/A/Refused/No opinion -----	1 %

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I'D LIKE TO ASK A FEW OTHER QUESTIONS ABOUT OAKLAND SCHOOLS.**

6. (T) In the past two or three years, would you say that things in the Oakland Unified School District have gotten much better, somewhat better, somewhat worse, or much worse, or have things not changed much in the past two or three years?

**TOTAL BETTER ----- 9%**  
 Much better ----- 0%  
 Somewhat better ----- 9%

**TOTAL WORSE ----- 48%**  
 Somewhat worse ----- 28%  
 Much worse ----- 21%

Have not changed much ----- 17%  
 (DON'T READ) DK/NA ----- 25%

7. Next, I am going to read you a list of several different aspects of public education. After I read each one please tell me how you would rate the Oakland public schools in each area. Please use a scale of one to seven, where one means the District is doing a poor job in that area and seven means it is doing an excellent job. Four on this scale means neither poor nor excellent. **(RANDOMIZE)**

	<u>MEAN</u>	<u>POOR</u>			<u>NEITHER</u>		<u>EXCELLENT</u>		<u>DK</u>
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	
<b>(ASK ALL RESPONDENTS)</b>									
[ ]a. (T) Providing every student with a quality education -----	<b>3.0</b>	21%	13%	15%	17%	11%	3%	2%	18%
[ ]b. (T) Managing the District's budget and finances -----	<b>2.3</b>	36%	14%	15%	10%	3%	2%	1%	18%
[ ]c. (T) Ensuring school safety -----	<b>3.6</b>	14%	8%	15%	18%	13%	7%	4%	21%
<b>(SPLIT SAMPLE A ONLY)</b>									
[ ]d. (T) Teacher performance -----	<b>4.7</b>	4%	4%	5%	19%	16%	15%	9%	26%
[ ]e. (T) Preventing students from dropping out of school -----	<b>3.2</b>	14%	12%	14%	17%	11%	3%	2%	26%
[ ]f. (T) Preparing students for college -----	<b>3.6</b>	11%	9%	16%	20%	15%	5%	3%	22%
<b>(SPLIT SAMPLE B ONLY)</b>									
[ ]g. (T) Teacher quality -----	<b>4.2</b>	7%	4%	12%	16%	15%	11%	6%	29%
[ ]h. (T) Ensuring all students graduate -----	<b>3.2</b>	16%	13%	13%	13%	15%	2%	1%	28%
[ ]i. (T) Preparing students for jobs and careers -----	<b>3.1</b>	16%	9%	16%	20%	6%	2%	2%	29%

**(RESUME ASKING ALL RESPONDENTS)**

8. (T) 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?

<b>GREAT/SOME NEED -----</b>	<b>79%</b>
Great need-----	61%
Some need-----	18%
 <b>LITTLE/NO REAL NEED-----</b>	 <b>14%</b>
A little need-----	4%
No real need -----	10%
 <b>(DON'T KNOW/NA) -----</b>	 <b>7%</b>

**NOW I'D LIKE TO ASK A FEW MORE QUESTIONS ABOUT THE POTENTIAL OAKLAND UNIFIED SCHOOL DISTRICT PARCEL TAX MEASURE I MENTIONED EARLIER.**

9. I am now going to read you a list of individual projects and provisions that may be part of the measure. As I read each one, please tell me how important it is to you that each be included in the measure: extremely important, very important, somewhat important, or not too important? **(RANDOMIZE)**

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT</u> <u>TOO</u> <u>IMP</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]a. Reducing the high school drop-out rate -----	55%	25%	13%	3%	4%	80%
[ ]b. Providing students with real-world work opportunities -----	38%	33%	18%	8%	4%	71%
[ ]c. Preparing students for college-----	37%	40%	16%	4%	3%	76%
[ ]d. Closing the achievement gap -----	50%	26%	11%	7%	6%	77%
[ ]e. Retaining and attracting highly qualified teachers-----	60%	28%	6%	2%	3%	88%
[ ]f. Increasing interdisciplinary educational opportunities by encouraging teacher collaboration -----	22%	29%	28%	12%	9%	50%
[ ]g. Increasing middle school students' successful transition to high school -----	40%	36%	13%	7%	5%	76%
[ ]h. Expanding mentoring, tutoring, counseling, support services, and transition to job training programs -----	47%	34%	12%	4%	4%	80%
[ ]i. (T) Ensuring that schools meet children's essential social, emotional, and academic needs-----	55%	26%	10%	5%	4%	81%

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT</u> <u>TOO</u> <u>IMP</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]j. Retaining and recruiting specialized teachers who can support Oakland high school's academic pathways -----	44%	33%	12%	5%	6%	77%
[ ]k. Increasing the high school graduation rate -----	50%	31%	10%	4%	5%	81%
[ ]l. Increasing high school students' readiness to succeed in college and career -----	55%	28%	11%	2%	4%	83%
[ ]m. Closing gaps in student achievement and student access to career pathways based on race, ethnicity, gender, socio-economic status, English Learner-status, special needs-status, and residency -----	51%	29%	7%	8%	5%	80%
[ ]n. <b>(T*)</b> Preparing students for college and twenty-first century careers -----	47%	39%	8%	3%	4%	86%
[ ]o. Continue to increase the number of high school students enrolling in college classes via dual enrollment -----	29%	28%	21%	14%	8%	57%
[ ]p. Providing specialized academic pathways that align with students' academic interests, such as STEM, health and fitness, culinary arts, and social justice -----	36%	34%	15%	8%	6%	70%
[ ]q. Providing the same level of funding for Oakland's High School students regardless of whether they attend district or charter schools -----	28%	22%	17%	18%	14%	50%
[ ]r. Providing higher amounts of funds for schools serving students with greater need -----	46%	25%	13%	8%	8%	71%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, I am going to ask you about some provisions that may be included in the measure. For each one, please tell me if you strongly support, somewhat support, somewhat oppose, strongly oppose it. **(RANDOMIZE)**

	<u>STR SUPP</u>	<u>SMWT SUPP</u>	<u>SMWT OPP</u>	<u>STR OPP</u>	<u>(DK/NA)</u>	<u>TOTAL SUPP</u>	<u>TOTAL OPP</u>
[ ]a. Allowing the measure to last for 12 years -----	27%	25%	13%	20%	16%	52%	33%
[ ]b. Exempting senior citizens from the tax -----	37%	24%	16%	14%	8%	62%	30%
[ ]c. Allowing the measure to continue until ended by voters-----	31%	23%	13%	19%	14%	53%	33%
[ ]d. Adjusting the tax each year to reflect Oakland’s cost of living -----	32%	29%	10%	18%	11%	61%	29%
[ ]e. Requiring independent citizen oversight and annual audits -----	59%	26%	4%	4%	6%	86%	8%
[ ]f. Requiring that at least 90 percent of the funds go directly to school budgets -----	68%	17%	1%	4%	9%	86%	5%
[ ]g. Levying a tax on the basis of the square footage of improvements on a parcel instead of a flat fee per parcel regardless of size-----	25%	24%	11%	18%	22%	50%	29%

**(SPLIT SAMPLE C ONLY)**

[ ]h. Renewing the measure at the existing rate of 120 dollars per parcel -----	27%	30%	8%	16%	19%	57%	24%
---	-----	-----	----	-----	-----	-----	-----

**(SPLIT SAMPLE D ONLY)**

[ ]i. Levying a special tax of five cents per square foot of buildings located on the property -----	25%	23%	12%	25%	15%	48%	37%
--	-----	-----	-----	-----	-----	-----	-----

**(SPLIT SAMPLE E: ASK Q11 THEN Q12 THEN Q13)**

**(SPLIT SAMPLE F: ASK Q13 THEN Q12 THEN Q11)**

11. Now I am going to read you some statements that supporters of this potential parcel tax measure might make. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this potential measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
[ ]a. <b>(T) (ACCOUNTABILITY)</b> This measure includes strict accountability requirements including a citizens' oversight committee, independent annual financial and performance audits, and all funds will be spent locally and at least 90 percent of funds will go directly to schools. -----	37%	33%	11%	12%	7%	70%
[ ]b. <b>(BUDGET CUTS)</b> If this measure does not pass, all of Oakland's high schools will have to make major cuts in essential programs that prepare students for college and career. -----	33%	24%	19%	17%	7%	57%
[ ]c. <b>(T*) (SUPPORTS)</b> OUSD schools must be equipped to meet children's essential social, emotional, and academic needs, especially as we recover from the pandemic. By providing funding to keep high quality teachers and school support staff in Oakland this measure will help ensure kids get the support they need to succeed. -----	37%	33%	16%	8%	6%	70%
[ ]d. <b>(DISPARITIES)</b> Since this measure passed in 2014, graduation rates for African American students have increased by 19 percent and the gap in graduation rates between African American and white students has decreased by 30 percent. This measure will continue to focus on closing the racial achievement gaps in Oakland and making our education system more equitable. -----	43%	28%	13%	10%	6%	71%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]e. <b>(ELL)</b> Thirty percent of Oakland students are English Language Learners. This measure invests in the academic and social supports to ensure these students can succeed academically and in the workforce. -----	31%	36%	20%	7%	7%	66%
[ ]f. <b>(DROPOUT RATE)</b> Dropout rates in Oakland have been cut in half in recent years, but one in ten students still drops out of high school. This measure will ensure OUSD continues to make progress on reducing dropout rates and in supporting students. -----	31%	35%	20%	9%	6%	66%
[ ]g. <b>(WORK-BASED LEARNING)</b> This measure funds internships that give students hands on learning opportunities and work experience. These are opportunities and connections that many students, especially students of color, English language learners and low-income students, would not otherwise have access to and will set them up for success in the long-term. -----	36%	33%	15%	8%	7%	69%
[ ]h. <b>(TEACHERS)</b> This measure pays for dedicated career technical education teachers and supports for all teachers; it provides funding for classroom supplies, career and college exploration trips, and so they can go above and beyond for students. It funds support staff such as internship coordinators, and case managers that align with teachers' curriculum and enrich students' learning opportunities, without overburdening teachers. -----	36%	31%	19%	9%	5%	67%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]i. <b>(VULNERABLE STUDENTS)</b> 27 percent of Oakland students are foster youth, unhoused, or live with disabilities. This measure invests in academic and social supports to ensure these students can succeed academically and in the workforce. -----	38%	31%	15%	11%	6%	69%
[ ]j. <b>(PROGRESS)</b> The career pathways funded by this measure have a track record of success. Since this measure first passed in 2014, drop out rates have decreased from 24 percent to 13 percent and the percentage of graduates prepared for college has increased by 50 percent. By voting “yes” on this measure we can continue to improve Oakland schools and benefit future generations. -----	35%	33%	14%	11%	7%	68%
[ ]k. <b>(INTERESTS)</b> This measure funds a wide variety of academic pathways, ranging from green energy, community health, computer science, to the arts, and more. This wide range of academic pathways allows students to align their studies with their interests, maintaining a higher level of engagement, keeping them on track for graduation, and better preparing them for college and career. -----	35%	34%	14%	10%	7%	69%
[ ]l. <b>(COLLABORATION)</b> This measure funds career pathways that provide small learning communities within schools. These pathways support relationships, collaboration, and improved working conditions for teachers, and strengthen relationships between teachers and students to support them socially and emotionally. This kind of academic environment better prepares students for college, career, and success. -----	30%	31%	23%	9%	7%	62%

(DON'T  
READ)  
DK/NA

VERY   SMWT   NOT   DON'T   VERY/  
CONV   CONV   CONV   BELIEVE   SMWT

**(SPLIT SAMPLE C ONLY)**

[ ]m. **(NO INCREASE)** This measure simply renews an existing tax local property owners are already paying, with no increase in taxes. It will ensure continued funding for vital educational programs, and no one will pay more than they are now. -----43% ----- 24% ---- 18% ----- 9%-----6%      67%

**(SPLIT SAMPLE D ONLY)**

[ ]n. **(TAX CHANGE)** This measure will update existing property tax rates to make them more equitable. Most Oakland homeowners will see a reduction in their taxes if this measure passes, while owners of very large properties will pay a little bit more. -----33% ----- 24% ---- 15% -----21%-----7%      57%

**(SPLIT SAMPLE E: ASK Q11 THEN Q12 THEN Q13)**

**(SPLIT SAMPLE F: ASK Q13 THEN Q12 THEN Q11)**

12. Now that you have heard more about it, let me ask you again about the **(SPLIT SAMPLE C: 120 - dollar parcel tax renewal)** **(SPLIT SAMPLE D: special tax of five cents per built square foot)** to continue to: reduce drop-out rates; provide students with real-world work and learning opportunities; prepare students for college; close the achievement gap; expand mentoring, tutoring, counseling, support services, and job training programs.

Would you vote yes in favor of it, or no to oppose this measure? **(IF YES/NO, ASK):** “Is that definitely **(YES/NO)** or just probably **(YES/NO)?**” **(IF UNDECIDED/DON'T KNOW/NO ANSWER, ASK:)** “Well, do you lean towards voting yes or no?”

<b>CE</b>	<b>CF</b>	<b>DE</b>	<b>DF</b>
<b>\$120</b>	<b>\$120</b>	<b>5c/SqFt</b>	<b>5c/SqFt</b>
<b>POS</b>	<b>NEG</b>	<b>POS</b>	<b>NEG</b>
<b><u>FIRST</u></b>	<b><u>FIRST</u></b>	<b><u>FIRST</u></b>	<b><u>FIRST</u></b>

**TOTAL YES** -----75% -----61%----- 61% -----52%  
 Definitely yes -----56% -----35%----- 40% -----22%  
 Probably yes-----15% -----21%----- 13% -----21%  
 Undecided, lean yes----- 4% ----- 5%-----8% ----- 9%

**TOTAL NO**-----21% -----33%----- 35% -----38%  
 Undecided, lean no----- 3% ----- 4%-----4% ----- 3%  
 Probably no----- 5% ----- 5%-----6% -----11%  
 Definitely no -----13% -----23%----- 24% -----25%

**(DON'T READ) DK/NA**----- 4% ----- 6%-----4% ----- 9%

**(SPLIT SAMPLE E: ASK Q11 THEN Q12 THEN Q13)**

**(SPLIT SAMPLE F: ASK Q13 THEN Q12 THEN Q11)**

13. Now I am going to read you some statements opponents of this potential measure may make. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose this potential measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
[ ]a. <b>(T) (COST OF LIVING)</b> The cost of living in Oakland is way too high already – low- and middle-income families can barely afford rent or a mortgage as it is. We just can’t afford to add hundreds of dollars in additional taxes for families that are having a hard time making ends meet. -----	36%	30%	23%	7%	4%	66%
[ ]b. <b>(2020 BOND)</b> Oakland voters just approved a massive bond measure in 2020. The average homeowner is already paying hundreds of dollars each year in property taxes for OUSD. It’s too soon for more taxes. -----	32%	27%	26%	7%	8%	59%
[ ]c. <b>(T) (TAXES)</b> Local and state taxes are out of control – politicians have added or are proposing new taxes for gas, water, and new sales and property taxes. Enough is enough. We just cannot afford any more taxes. -----	29%	22%	30%	13%	5%	52%
[ ]d. <b>(T) (PRIORITIES)</b> We cannot afford to spend more tax dollars on local schools when there are so many other issues – such as affordable housing, homelessness, and public safety – that are much higher priorities in Oakland. -----	13%	16%	42%	23%	6%	29%
[ ]e. <b>(SCHOOL CLOSURES)</b> OUSD is in the middle of closing down neighborhood schools. These closures will hurt Oakland children and families and OUSD leadership has not listened to the voices of the community. We cannot hand over more taxes to a Board that does not listen to families and voters. -----	40%	25%	20%	10%	6%	65%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]f. <b>(REGRESSIVE)</b> Flat taxes like parcel taxes are regressive and place a big burden on low-income families and seniors in our community by making them pay as much as high-income families do. We cannot support such an inequitable tax. -----	34%	30%	21%	9%	6%	64%
[ ]g. <b>(COVID)</b> OUSD handled the COVID-19 pandemic poorly. Because the District did not support students and families, our most vulnerable children paid the price. We cannot continue to hand over tax dollars to a district that doesn't look out for our most high-needs children. -----	22%	22%	31%	19%	7%	44%
[ ]h. <b>(T) (WASTE)</b> If Oakland Unified School District could cut its own budget, administrative salaries, and pensions, it would have the funds needed for school improvements. -----	27%	23%	22%	18%	9%	50%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]i. <b>(GENTRIFICATION)</b> This measure will only serve to accelerate gentrification in our community and push out long-term residents by making more people from outside our community want to send their children to Oakland high schools and increasing property values. -----	11%	14%	35%	32%	8%	25%
[ ]j. <b>(GOVERNANCE)</b> Oakland Unified is ungovernable. The School Board is dysfunctional. The budget is a mess. And the schools are crappy. Things need to significantly improve before I agree to give more tax dollars to OUSD. -----	32%	22%	25%	12%	8%	55%
[ ]k. <b>(T*) (MISUSE OF FUNDS)</b> The District has a history of misusing funds. We have no trust that these funds will be managed properly. -----	45%	30%	11%	7%	8%	74%

**(RESUME ASKING ALL RESPONDENTS)**

14. Now that you have heard more about it, let me ask you one last time about the (**SPLIT SAMPLE C:** 120-dollar parcel tax renewal) (**SPLIT SAMPLE D:** special tax of five cents per built square foot) to continue to: reduce drop-out rates; provide students with real-world work and learning opportunities; prepare students for college; close the achievement gap; expand mentoring, tutoring, counseling, support services, and job training programs.

Would you vote yes in favor of it, or no to oppose this measure? (**IF YES/NO, ASK:** “Is that definitely (**YES/NO**) or just probably (**YES/NO**)?” (**IF UNDECIDED/DON'T KNOW/NO ANSWER, ASK:**) “Well, do you lean towards voting yes or no?”

	<b>CE</b>	<b>CF</b>	<b>DE</b>	<b>DF</b>	
	<b>\$120</b>	<b>\$120</b>	<b>5c/SqFt</b>	<b>5c/SqFt</b>	
	<b>POS</b>	<b>NEG</b>	<b>POS</b>	<b>NEG</b>	
	<b>FIRST</b>	<b>FIRST</b>	<b>FIRST</b>	<b>FIRST</b>	<b>TOTAL</b>
<b>TOTAL YES</b> -----	<b>72%</b>	<b>62%</b>	<b>57%</b>	<b>58%</b>	<b>62%</b>
Definitely yes -----	54%	39%	34%	27%	38%
Probably yes -----	16%	21%	16%	26%	20%
Undecided, lean yes -----	2%	2%	8%	5%	4%
<b>TOTAL NO</b> -----	<b>22%</b>	<b>29%</b>	<b>37%</b>	<b>31%</b>	<b>30%</b>
Undecided, lean no -----	3%	1%	3%	1%	2%
Probably no -----	6%	4%	3%	5%	4%
Definitely no -----	13%	24%	32%	26%	24%
<b>(DON'T READ) DK/NA</b> -----	<b>6%</b>	<b>9%</b>	<b>5%</b>	<b>11%</b>	<b>8%</b>

**HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

15. (T) Do you have any children under the age of 18 living at home?

Yes -----	30%
No -----	67%
<b>(DON'T READ) DK/NA</b> -----	<b>4%</b>

**(ASK Q16 IF “YES”- CODE 1 - IN Q15)**

16. (T) Please tell me if one or more of your children (**READ ALL FIVE, ACCEPT MULTIPLE RESPONSES**):

Attends a traditional public school in Oakland -----	49%
Attends a charter school in Oakland -----	14%
Attends private school in Oakland -----	11%
Attends a parochial school in Oakland -----	7%
Attends a public, private, or parochial school in another area -----	11%
<b>(DON'T READ) None are old enough to attend school</b> -----	<b>17%</b>
<b>(DON'T READ) DK/NA</b> -----	<b>3%</b>

**(RESUME ASKING ALL RESPONDENTS)**

17. (T) Do you ... **(READ LIST)**

- Own a single-family home ----- 52%
- Own a condominium ----- 7%
- Own a mobile home ----- 0%
- Rent an apartment or home ----- 36%
- (DON'T READ) DK/NA/REFUSED** -- 6%

18. (T) What was the last level of school you completed?

- Grade 1- 8----- 0%
- Grade 9-11 ----- 0%
- High School graduate ----- 6%
- Less than 4 years of college----- 13%
- College graduate ----- 36%
- Post-graduate work/  
Professional school ----- 42%
- (DON'T READ) Refused** ----- 1%

19. Were you born and raised in Oakland? **(IF NO, ASK: About how long have you lived in Oakland?)**  
**(READ LIST)**

- Born and raised ----- 18%
- Five years or less ----- 12%
- Six to ten years----- 14%
- 11 to 15 years ----- 12%
- 16 to 20 years ----- 8%
- 21 to 40 years ----- 20%
- More than 40 years----- 14%
- (DON'T READ) Don't know/Refused** - 3%

20. With which racial or ethnic group do you identify yourself : Hispanic or Latino, Black or African American, White or Caucasian, Asian or Pacific Islander, Native American, or some other ethnicity or race?

- Hispanic/Latino ----- 14%
- Black/African American----- 25%
- White/Caucasian ----- 35%
- Asian/Pacific Islander----- 13%
- Native American ----- 1%
- Multiracial ----- 5%
- Other ----- 2%
- (DON'T KNOW/REFUSED)** ----- 6%

21. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2021?

\$30,000 and under-----	11 %
\$30,001 - \$60,000 -----	9 %
\$60,001 - \$90,000 -----	14 %
\$90,001 - \$120,000-----	10 %
\$120,001 - \$150,000 -----	11 %
More than \$150,000-----	29 %
<b>(DON'T READ) Refused</b> -----	16 %

**THANK AND TERMINATE**

**Sex: By observation**

Male-----47%  
 Female-----52%  
 Nonbinary-----1%  
 Prefer not to say-----0%

**MODE**

Phone-----51%  
 Online-----49%

**PARTY REGISTRATION:**

Democrat-----74%  
 Republican-----4%  
 No Party Preference-----17%  
 Other-----5%

**AGE**

18-24-----6%  
 25-29-----7%  
 30-34-----10%  
 35-39-----12%  
 40-44-----9%  
 45-49-----9%  
 50-54-----9%  
 55-59-----7%  
 60-64-----6%  
 65-74-----17%  
 75+-----9%

**TRUSTEE DISTRICT**

1-----21%  
 2-----14%  
 3-----17%  
 4-----16%  
 5-----9%  
 6-----13%  
 7-----8%

**PERMANENT ABSENTEE**

Yes-----91%  
 No-----9%

**FLAGS**

P14-----33%  
 G14-----52%  
 P16-----64%  
 G16-----79%  
 P18-----61%  
 G18-----84%  
 P20-----77%  
 G20-----94%  
 Blank-----3%

**HOUSEHOLD PARTY TYPE**

1 Dem-----52%  
 2+ Dems-----16%  
 1 Rep-----2%  
 2+ Reps-----0%  
 1+ Independents-----18%  
 Mixed-----12%

**LIKELY NOVEMBER 2022**

Yes-----100%  
 No-----0%



**OAKLAND USD PARCEL TAX SURVEY**  
**220-6268 WT**  
**N=646**  
**MARGIN OF SAMPLING ERROR ±4.0% (95% CONFIDENCE LEVEL)**  
**A/B, C/D, E/F SPLITS**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. We are not telemarketers trying to sell you anything, and we will not ask for a donation of any type. We're conducting a public opinion survey about important issues in Oakland. May I speak to \_\_\_\_\_? **(MUST SPEAK TO VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED; OTHERWISE, TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely-----77%  
 Yes, cell but cannot talk safely ----- **TERMINATE**  
 No, not on cell-----23%  
**(DON'T READ) DK/NA/REFUSED----- TERMINATE**

1. **(T)** First, would you say that things in Oakland are generally headed in the right direction, or do you feel that things are off on the wrong track?

Right direction-----22%  
 Wrong track-----62%  
**(DON'T READ) DK/NA ----- 16%**

2. Now, I am going to read you a list of names of some local institutions that are often in the public eye. After I mention each one, please tell me if your overall impression of that institution is favorable or unfavorable. If you don't recognize any of them, just say so. Here's the first one: **(IF FAVORABLE/UNFAVORABLE, ASK:)** "Is that very or just somewhat?" **(RANDOMIZE)**

	<u>VERY</u>	<u>SMWT</u>	<u>SMWT</u>	<u>VERY</u>	<u>NEVER</u>	<u>CAN'T</u>	<u>TOTAL</u>	<u>TOTAL</u>
	<u>FAV</u>	<u>FAV</u>	<u>UNFAV</u>	<u>UNFAV</u>	<u>HRD OF</u>	<u>RATE</u>	<u>FAV</u>	<u>UNFAV</u>
[ ]a. <b>(T)</b> The Oakland School Board -----	1%	15%	25%	36%	3%	21%	16%	61%
[ ]b. <b>(T)</b> The Oakland Unified School District -----	4%	19%	29%	34%	2%	13%	24%	62%
[ ]c. <b>(T)</b> Local teachers-----	36%	26%	8%	10%	2%	17%	62%	18%
[ ]d. <b>(T)</b> Your neighborhood school-----	19%	27%	13%	17%	2%	22%	46%	30%

**(SPLIT SAMPLE C ONLY – RENEWAL)**

3. Next, I’d like to ask you about a local school measure that may appear on an upcoming ballot, which may read as follows:

“To continue to: reduce drop-out rates; provide students with real-world work and learning opportunities; prepare students for college; close the achievement gap; expand mentoring, tutoring, counseling, support services, and job training programs; shall the Oakland Unified School District renew the 120-dollar parcel tax for 12 years, with annual cost-of-living adjustments and no increase in the existing tax rate, a low-income exemption, and independent citizen oversight and audits, generating 12 million dollars annually that cannot be taken away by the State?”

If the election were held today, would you vote yes in favor of it, or no to oppose this measure? **(IF YES/NO, ASK):** “Is that definitely **(YES/NO)** or just probably **(YES/NO)?**” **(IF UNDECIDED/DON’T KNOW/NO ANSWER, ASK:)** “Well, do you lean towards voting yes or no?”

<b>TOTAL YES</b> -----	<b>64%</b>
Definitely yes-----	38%
Probably yes-----	24%
Undecided, lean yes-----	2%
 <b>TOTAL NO</b> -----	 <b>26%</b>
Undecided, lean no-----	3%
Probably no-----	6%
Definitely no-----	17%
 <b>(DON'T READ) DK/NA</b> -----	 <b>9%</b>

**(SPLIT SAMPLE D ONLY – SQUARE FOOT VERSION)**

4. Next, I’d like to ask you about a local school measure that may appear on an upcoming ballot, which may read as follows:

“To continue to: reduce drop-out rates; provide students with real-world work opportunities; prepare students for college; close the achievement gap; expand mentoring, tutoring, counseling, support services, and job training; shall the Oakland Unified School District levy a special tax of five cents per built square foot for 12 years, with annual cost-of-living increases, a low-income exemption, and independent citizen oversight and audits, generating 12 million dollars annually that cannot be taken away by the State?”

If the election were held today, would you vote yes in favor of it, or no to oppose this measure? **(IF YES/NO, ASK):** “Is that definitely **(YES/NO)** or just probably **(YES/NO)?**” **(IF UNDECIDED/DON’T KNOW/NO ANSWER, ASK:)** “Well, do you lean towards voting yes or no?”

<b>TOTAL YES</b> -----	<b>58%</b>
Definitely yes-----	34%
Probably yes-----	20%
Undecided, lean yes-----	4%
 <b>TOTAL NO</b> -----	 <b>36%</b>
Undecided, lean no-----	4%
Probably no-----	8%
Definitely no-----	25%
 <b>(DON'T READ) DK/NA</b> -----	 <b>6%</b>

(ASK IF CODES 1-6 – YES OR NO – IN Q3 OR Q4)

5. In a few words of your own, why would you vote YES/NO on the measure?

a. Yes

More resources for schools/help for teacher & students -----	32%
Schools need funding/investment-----	30%
Support for education-----	21%
Pay taxes/balance the budget/allocate funds-----	11%
Accountability/oversight/need improvement -----	8%
Other -----	11%
None/nothing -----	0%
Don't know/unsure-----	3%
N/A/Refused/No opinion -----	1%

b. No

Management of funds/budget -----	40%
Cost of living/taxes -----	35%
Lack of improvements/no results/accountability-----	21%
Corrupt leadership -----	13%
Seen multiple measures-----	5%
General oppose -----	3%
Other -----	14%
None/nothing -----	0%
Don't know/unsure-----	0%
N/A/Refused/No opinion -----	1%

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I'D LIKE TO ASK A FEW OTHER QUESTIONS ABOUT OAKLAND SCHOOLS.**

6. (T) In the past two or three years, would you say that things in the Oakland Unified School District have gotten much better, somewhat better, somewhat worse, or much worse, or have things not changed much in the past two or three years?

**TOTAL BETTER -----10%**  
 Much better ----- 1%  
 Somewhat better ----- 10%

**TOTAL WORSE -----49%**  
 Somewhat worse -----25%  
 Much worse-----24%

Have not changed much ----- 16%  
**(DON'T READ) DK/NA -----24%**

7. Next, I am going to read you a list of several different aspects of public education. After I read each one please tell me how you would rate the Oakland public schools in each area. Please use a scale of one to seven, where one means the District is doing a poor job in that area and seven means it is doing an excellent job. Four on this scale means neither poor nor excellent. **(RANDOMIZE)**

	<u>MEAN</u>	<u>POOR</u>			<u>NEITHER</u>		<u>EXCELLENT</u>		<u>DK</u>
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	
<b>(ASK ALL RESPONDENTS)</b>									
[ ]a. (T) Providing every student with a quality education -----	<b>3.0</b>	24%	-- 12%	-- 14%	-- 18%	-- 11%	---- 4%	---- 2%	---16%
[ ]b. (T) Managing the District's budget and finances -----	<b>2.3</b>	36%	-- 14%	-- 16%	---9%	---4%	---2%	---1%	---17%
[ ]c. (T) Ensuring school safety-----	<b>3.6</b>	16%	----7%	-- 13%	-- 19%	-- 13%	----8%	----4%	---19%
<b>(SPLIT SAMPLE A ONLY)</b>									
[ ]d. (T) Teacher performance -----	<b>4.5</b>	6%	----4%	----6%	-- 21%	-- 15%	-- 16%	----8%	---24%
[ ]e. (T) Preventing students from dropping out of school-----	<b>3.1</b>	15%	-- 11%	-- 18%	-- 18%	---9%	---3%	---2%	---24%
[ ]f. (T) Preparing students for college-----	<b>3.5</b>	12%	----8%	-- 21%	-- 19%	-- 13%	----4%	----3%	---21%
<b>(SPLIT SAMPLE B ONLY)</b>									
[ ]g. (T) Teacher quality -----	<b>4.2</b>	7%	----4%	-- 14%	-- 14%	-- 21%	-- 11%	----5%	---25%
[ ]h. (T) Ensuring all students graduate -----	<b>3.2</b>	18%	-- 12%	-- 10%	-- 13%	-- 17%	----4%	----1%	---25%
[ ]i. (T) Preparing students for jobs and careers -----	<b>2.9</b>	19%	----9%	-- 19%	-- 18%	----7%	----1%	----2%	---25%

**(RESUME ASKING ALL RESPONDENTS)**

8. (T) 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?

<b>GREAT/SOME NEED -----</b>	<b>78%</b>
Great need-----	61%
Some need-----	17%
 <b>LITTLE/NO REAL NEED-----</b>	 <b>14%</b>
A little need-----	4%
No real need -----	10%
 <b>(DON'T KNOW/NA) -----</b>	 <b>7%</b>

**NOW I'D LIKE TO ASK A FEW MORE QUESTIONS ABOUT THE POTENTIAL OAKLAND UNIFIED SCHOOL DISTRICT PARCEL TAX MEASURE I MENTIONED EARLIER.**

9. I am now going to read you a list of individual projects and provisions that may be part of the measure. As I read each one, please tell me how important it is to you that each be included in the measure: extremely important, very important, somewhat important, or not too important? **(RANDOMIZE)**

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT</u> <u>TOO</u> <u>IMP</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]a. Reducing the high school drop-out rate -----	56%	24%	12%	3%	4%	80%
[ ]b. Providing students with real-world work opportunities -----	41%	33%	15%	8%	3%	74%
[ ]c. Preparing students for college-----	37%	40%	16%	4%	4%	77%
[ ]d. Closing the achievement gap -----	50%	27%	12%	5%	6%	76%
[ ]e. Retaining and attracting highly qualified teachers-----	61%	28%	6%	2%	3%	89%
[ ]f. Increasing interdisciplinary educational opportunities by encouraging teacher collaboration -----	26%	30%	26%	10%	9%	56%
[ ]g. Increasing middle school students' successful transition to high school -----	41%	35%	14%	5%	5%	76%
[ ]h. Expanding mentoring, tutoring, counseling, support services, and transition to job training programs -----	49%	31%	12%	4%	3%	81%
[ ]i. (T) Ensuring that schools meet children's essential social, emotional, and academic needs-----	58%	24%	11%	4%	3%	82%

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT</u> <u>TOO</u> <u>IMP</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]j. Retaining and recruiting specialized teachers who can support Oakland high school's academic pathways	42%	33%	12%	6%	7%	75%
[ ]k. Increasing the high school graduation rate	49%	31%	11%	3%	6%	80%
[ ]l. Increasing high school students' readiness to succeed in college and career	51%	28%	11%	4%	6%	79%
[ ]m. Closing gaps in student achievement and student access to career pathways based on race, ethnicity, gender, socio-economic status, English Learner-status, special needs-status, and residency	48%	30%	6%	9%	7%	78%
[ ]n. <b>(T*)</b> Preparing students for college and twenty-first century careers	47%	35%	8%	4%	6%	82%
[ ]o. Continue to increase the number of high school students enrolling in college classes via dual enrollment	29%	29%	21%	13%	9%	57%
[ ]p. Providing specialized academic pathways that align with students' academic interests, such as STEM, health and fitness, culinary arts, and social justice	36%	33%	15%	8%	7%	69%
[ ]q. Providing the same level of funding for Oakland's High School students regardless of whether they attend district or charter schools	30%	22%	16%	18%	13%	53%
[ ]r. Providing higher amounts of funds for schools serving students with greater need	45%	26%	13%	7%	8%	72%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, I am going to ask you about some provisions that may be included in the measure. For each one, please tell me if you strongly support, somewhat support, somewhat oppose, strongly oppose it. **(RANDOMIZE)**

	<u>STR SUPP</u>	<u>SMWT SUPP</u>	<u>SMWT OPP</u>	<u>STR OPP</u>	<u>(DK/NA)</u>	<u>TOTAL SUPP</u>	<u>TOTAL OPP</u>
[ ]a. Allowing the measure to last for 12 years -----	24%	25%	12%	23%	16%	50%	35%
[ ]b. Exempting senior citizens from the tax -----	38%	23%	16%	14%	9%	61%	30%
[ ]c. Allowing the measure to continue until ended by voters-----	34%	22%	12%	17%	14%	56%	30%
[ ]d. Adjusting the tax each year to reflect Oakland’s cost of living -----	36%	26%	10%	18%	10%	62%	28%
[ ]e. Requiring independent citizen oversight and annual audits -----	56%	28%	4%	5%	7%	84%	9%
[ ]f. Requiring that at least 90 percent of the funds go directly to school budgets -----	70%	15%	2%	5%	9%	85%	6%
[ ]g. Levying a tax on the basis of the square footage of improvements on a parcel instead of a flat fee per parcel regardless of size-----	24%	25%	11%	19%	21%	49%	30%

**(SPLIT SAMPLE C ONLY)**

[ ]h. Renewing the measure at the existing rate of 120 dollars per parcel -----	27%	30%	6%	16%	21%	57%	22%
---	-----	-----	----	-----	-----	-----	-----

**(SPLIT SAMPLE D ONLY)**

[ ]i. Levying a special tax of five cents per square foot of buildings located on the property -----	22%	27%	12%	25%	14%	49%	37%
--	-----	-----	-----	-----	-----	-----	-----

**(SPLIT SAMPLE E: ASK Q11 THEN Q12 THEN Q13)**

**(SPLIT SAMPLE F: ASK Q13 THEN Q12 THEN Q11)**

11. Now I am going to read you some statements that supporters of this potential parcel tax measure might make. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this potential measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
[ ]a. <b>(T) (ACCOUNTABILITY)</b> This measure includes strict accountability requirements including a citizens' oversight committee, independent annual financial and performance audits, and all funds will be spent locally and at least 90 percent of funds will go directly to schools. -----	36%	32%	12%	13%	8%	68%
[ ]b. <b>(BUDGET CUTS)</b> If this measure does not pass, all of Oakland's high schools will have to make major cuts in essential programs that prepare students for college and career. -----	35%	23%	21%	14%	7%	57%
[ ]c. <b>(T*) (SUPPORTS)</b> OUSD schools must be equipped to meet children's essential social, emotional, and academic needs, especially as we recover from the pandemic. By providing funding to keep high quality teachers and school support staff in Oakland this measure will help ensure kids get the support they need to succeed. -----	38%	31%	17%	7%	7%	69%
[ ]d. <b>(DISPARITIES)</b> Since this measure passed in 2014, graduation rates for African American students have increased by 19 percent and the gap in graduation rates between African American and white students has decreased by 30 percent. This measure will continue to focus on closing the racial achievement gaps in Oakland and making our education system more equitable. -----	45%	24%	15%	10%	7%	69%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]e. <b>(ELL)</b> Thirty percent of Oakland students are English Language Learners. This measure invests in the academic and social supports to ensure these students can succeed academically and in the workforce. -----	32%	35%	19%	8%	6%	67%
[ ]f. <b>(DROPOUT RATE)</b> Dropout rates in Oakland have been cut in half in recent years, but one in ten students still drops out of high school. This measure will ensure OUSD continues to make progress on reducing dropout rates and in supporting students. -----	31%	33%	19%	10%	7%	64%
[ ]g. <b>(WORK-BASED LEARNING)</b> This measure funds internships that give students hands on learning opportunities and work experience. These are opportunities and connections that many students, especially students of color, English language learners and low-income students, would not otherwise have access to and will set them up for success in the long-term. -----	38%	31%	15%	8%	8%	69%
[ ]h. <b>(TEACHERS)</b> This measure pays for dedicated career technical education teachers and supports for all teachers; it provides funding for classroom supplies, career and college exploration trips, and so they can go above and beyond for students. It funds support staff such as internship coordinators, and case managers that align with teachers' curriculum and enrich students' learning opportunities, without overburdening teachers. -----	36%	32%	18%	9%	5%	68%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]i. <b>(VULNERABLE STUDENTS)</b> 27 percent of Oakland students are foster youth, unhoused, or live with disabilities. This measure invests in academic and social supports to ensure these students can succeed academically and in the workforce. -----	40%	29%	15%	9%	7%	69%
[ ]j. <b>(PROGRESS)</b> The career pathways funded by this measure have a track record of success. Since this measure first passed in 2014, drop out rates have decreased from 24 percent to 13 percent and the percentage of graduates prepared for college has increased by 50 percent. By voting “yes” on this measure we can continue to improve Oakland schools and benefit future generations. -----	38%	27%	17%	10%	8%	65%
[ ]k. <b>(INTERESTS)</b> This measure funds a wide variety of academic pathways, ranging from green energy, community health, computer science, to the arts, and more. This wide range of academic pathways allows students to align their studies with their interests, maintaining a higher level of engagement, keeping them on track for graduation, and better preparing them for college and career. -----	34%	30%	16%	11%	9%	65%
[ ]l. <b>(COLLABORATION)</b> This measure funds career pathways that provide small learning communities within schools. These pathways support relationships, collaboration, and improved working conditions for teachers, and strengthen relationships between teachers and students to support them socially and emotionally. This kind of academic environment better prepares students for college, career, and success. -----	36%	27%	22%	8%	8%	62%

(DON'T  
READ)  
DK/NA    VERY/  
SMWT

VERY    SMWT    NOT    DON'T  
CONV    CONV    CONV    BELIEVE

**(SPLIT SAMPLE C ONLY)**

[ ]m. **(NO INCREASE)** This measure simply renews an existing tax local property owners are already paying, with no increase in taxes. It will ensure continued funding for vital educational programs, and no one will pay more than they are now. -----41% ----- 25% ---- 20% ----- 8%-----7%    66%

**(SPLIT SAMPLE D ONLY)**

[ ]n. **(TAX CHANGE)** This measure will update existing property tax rates to make them more equitable. Most Oakland homeowners will see a reduction in their taxes if this measure passes, while owners of very large properties will pay a little bit more. -----32% ----- 25% ---- 15% -----21%-----7%    57%

**(SPLIT SAMPLE E: ASK Q11 THEN Q12 THEN Q13)**

**(SPLIT SAMPLE F: ASK Q13 THEN Q12 THEN Q11)**

12. Now that you have heard more about it, let me ask you again about the **(SPLIT SAMPLE C: 120 - dollar parcel tax renewal) (SPLIT SAMPLE D: special tax of five cents per built square foot)** to continue to: reduce drop-out rates; provide students with real-world work and learning opportunities; prepare students for college; close the achievement gap; expand mentoring, tutoring, counseling, support services, and job training programs.

Would you vote yes in favor of it, or no to oppose this measure? **(IF YES/NO, ASK):** “Is that definitely **(YES/NO)** or just probably **(YES/NO)?**” **(IF UNDECIDED/DON'T KNOW/NO ANSWER, ASK:)** “Well, do you lean towards voting yes or no?”

<b>CE</b>	<b>CF</b>	<b>DE</b>	<b>DF</b>
<b>\$120</b>	<b>\$120</b>	<b>5c/SqFt</b>	<b>5c/SqFt</b>
<b>POS</b>	<b>NEG</b>	<b>POS</b>	<b>NEG</b>
<b><u>ONLY</u></b>	<b><u>ONLY</u></b>	<b><u>ONLY</u></b>	<b><u>ONLY</u></b>

**TOTAL YES** -----**68%** -----**60%**----- **61%** -----**55%**  
 Definitely yes -----50% -----37%----- 42% -----23%  
 Probably yes-----14% -----18%----- 13% -----25%  
 Undecided, lean yes----- 4% ----- 4%-----6% ----- 8%

**TOTAL NO**-----**21%** -----**35%**----- **34%** -----**36%**  
 Undecided, lean no----- 3% ----- 3%-----4% ----- 4%  
 Probably no----- 7% ----- 8%-----7% ----- 9%  
 Definitely no -----11% -----24%----- 23% -----23%

**(DON'T READ) DK/NA**-----11% ----- 5%-----5% ----- 8%

**(SPLIT SAMPLE E: ASK Q11 THEN Q12 THEN Q13)**

**(SPLIT SAMPLE F: ASK Q13 THEN Q12 THEN Q11)**

13. Now I am going to read you some statements opponents of this potential measure may make. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose this potential measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
[ ]a. <b>(T) (COST OF LIVING)</b> The cost of living in Oakland is way too high already – low- and middle-income families can barely afford rent or a mortgage as it is. We just can't afford to add hundreds of dollars in additional taxes for families that are having a hard time making ends meet. -----	40%	29%	20%	6%	5%	69%
[ ]b. <b>(2020 BOND)</b> Oakland voters just approved a massive bond measure in 2020. The average homeowner is already paying hundreds of dollars each year in property taxes for OUSD. It's too soon for more taxes. -----	32%	27%	25%	7%	8%	59%
[ ]c. <b>(T) (TAXES)</b> Local and state taxes are out of control – politicians have added or are proposing new taxes for gas, water, and new sales and property taxes. Enough is enough. We just cannot afford any more taxes. -----	35%	21%	28%	11%	5%	56%
[ ]d. <b>(T) (PRIORITIES)</b> We cannot afford to spend more tax dollars on local schools when there are so many other issues – such as affordable housing, homelessness, and public safety – that are much higher priorities in Oakland. -----	16%	16%	40%	22%	6%	32%
[ ]e. <b>(SCHOOL CLOSURES)</b> OUSD is in the middle of closing down neighborhood schools. These closures will hurt Oakland children and families and OUSD leadership has not listened to the voices of the community. We cannot hand over more taxes to a Board that does not listen to families and voters. -----	43%	25%	18%	8%	6%	67%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]f. <b>(REGRESSIVE)</b> Flat taxes like parcel taxes are regressive and place a big burden on low-income families and seniors in our community by making them pay as much as high-income families do. We cannot support such an inequitable tax. -----	34%	31%	18%	11%	6%	65%
[ ]g. <b>(COVID)</b> OUSD handled the COVID-19 pandemic poorly. Because the District did not support students and families, our most vulnerable children paid the price. We cannot continue to hand over tax dollars to a district that doesn't look out for our most high-needs children. -----	28%	21%	26%	18%	7%	49%
[ ]h. <b>(T) (WASTE)</b> If Oakland Unified School District could cut its own budget, administrative salaries, and pensions, it would have the funds needed for school improvements. -----	31%	20%	23%	18%	8%	51%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]i. <b>(GENTRIFICATION)</b> This measure will only serve to accelerate gentrification in our community and push out long-term residents by making more people from outside our community want to send their children to Oakland high schools and increasing property values. -----	16%	15%	36%	26%	8%	30%
[ ]j. <b>(GOVERNANCE)</b> Oakland Unified is ungovernable. The School Board is dysfunctional. The budget is a mess. And the schools are crappy. Things need to significantly improve before I agree to give more tax dollars to OUSD. -----	33%	21%	24%	13%	9%	54%
[ ]k. <b>(T*) (MISUSE OF FUNDS)</b> The District has a history of misusing funds. We have no trust that these funds will be managed properly. -----	44%	24%	16%	7%	9%	68%

**(RESUME ASKING ALL RESPONDENTS)**

14. Now that you have heard more about it, let me ask you one last time about the (**SPLIT SAMPLE C:** 120-dollar parcel tax renewal) (**SPLIT SAMPLE D:** special tax of five cents per built square foot) to continue to: reduce drop-out rates; provide students with real-world work and learning opportunities; prepare students for college; close the achievement gap; expand mentoring, tutoring, counseling, support services, and job training programs.

Would you vote yes in favor of it, or no to oppose this measure? (**IF YES/NO, ASK:** “Is that definitely (**YES/NO**) or just probably (**YES/NO**)?” (**IF UNDECIDED/DON'T KNOW/NO ANSWER, ASK:**) “Well, do you lean towards voting yes or no?”

	<b>CE</b>	<b>CF</b>	<b>DE</b>	<b>DF</b>	
	<b>\$120</b>	<b>\$120</b>	<b>5c/SqFt</b>	<b>5c/SqFt</b>	
	<b>NEG</b>	<b>POS</b>	<b>NEG</b>	<b>POS</b>	
	<b><u>LAST</u></b>	<b><u>LAST</u></b>	<b><u>LAST</u></b>	<b><u>LAST</u></b>	<b><u>TOTAL</u></b>
<b>TOTAL YES</b> -----	<b>66%</b>	<b>64%</b>	<b>59%</b>	<b>60%</b>	<b>62%</b>
Definitely yes -----	48%	40%	32%	29%	37%
Probably yes -----	15%	23%	19%	27%	21%
Undecided, lean yes -----	3%	2%	8%	4%	4%
 <b>TOTAL NO</b> -----	 <b>22%</b>	 <b>28%</b>	 <b>36%</b>	 <b>32%</b>	 <b>29%</b>
Undecided, lean no -----	3%	1%	2%	2%	2%
Probably no -----	8%	5%	2%	4%	5%
Definitely no -----	12%	22%	31%	26%	23%
 <b>(DON'T READ) DK/NA</b> -----	 12%	 7%	 6%	 9%	 8%

**HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

15. (T) Do you have any children under the age of 18 living at home?

Yes -----	31%
No -----	66%
<b>(DON'T READ) DK/NA</b> -----	3%

**(ASK Q16 IF “YES”- CODE 1 - IN Q15)**

16. (T) Please tell me if one or more of your children (**READ ALL FIVE, ACCEPT MULTIPLE RESPONSES**):

Attends a traditional public school in Oakland -----	51%
Attends a charter school in Oakland -----	15%
Attends private school in Oakland -----	8%
Attends a parochial school in Oakland -----	5%
Attends a public, private, or parochial school in another area -----	10%
<b>(DON'T READ) None are old enough to attend school</b> -----	19%
<b>(DON'T READ) DK/NA</b> -----	3%

**(RESUME ASKING ALL RESPONDENTS)**

17. (T) Do you ... **(READ LIST)**

Own a single-family home -----47%  
 Own a condominium ----- 6%  
 Own a mobile home ----- 0%  
 Rent an apartment or home -----42%  
**(DON'T READ) DK/NA/REFUSED** -- 5%

18. (T) What was the last level of school you completed?

Grade 1- 8----- 0%  
 Grade 9-11 ----- 0%  
 High School graduate ----- 8%  
 Less than 4 years of college-----19%  
 College graduate -----35%  
 Post-graduate work/  
     Professional school -----36%  
**(DON'T READ) Refused** ----- 1%

19. Were you born and raised in Oakland? **(IF NO, ASK: About how long have you lived in Oakland?)**  
**(READ LIST)**

Born and raised -----22%  
 Five years or less -----13%  
 Six to ten years-----12%  
 11 to 15 years -----10%  
 16 to 20 years ----- 8%  
 21 to 40 years -----20%  
 More than 40 years-----13%  
**(DON'T READ) Don't know/Refused** - 2%

20. With which racial or ethnic group do you identify yourself : Hispanic or Latino, Black or African American, White or Caucasian, Asian or Pacific Islander, Native American, or some other ethnicity or race?

Hispanic/Latino -----14%  
 Black/African American-----28%  
 White/Caucasian -----30%  
 Asian/Pacific Islander-----12%  
 Native American ----- 0%  
 Multiracial ----- 5%  
 Other ----- 2%  
**(DON'T KNOW/REFUSED)** ----- 8%

21. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2021?

\$30,000 and under-----	11 %
\$30,001 - \$60,000 -----	12 %
\$60,001 - \$90,000 -----	15 %
\$90,001 - \$120,000-----	11 %
\$120,001 - \$150,000 -----	9 %
More than \$150,000-----	26 %
<b>(DON'T READ) Refused</b> -----	15 %

**THANK AND TERMINATE**

**Sex: By observation**

Male-----48 %  
 Female-----51 %  
 Nonbinary-----1 %  
 Prefer not to say -----0 %

**MODE**

Phone -----55 %  
 Online-----45 %

**PARTY REGISTRATION:**

Democrat-----71 %  
 Republican-----4 %  
 No Party Preference-----20 %  
 Other-----5 %

**AGE**

18-24-----10 %  
 25-29-----7 %  
 30-34-----10 %  
 35-39-----14 %  
 40-44-----9 %  
 45-49-----8 %  
 50-54-----9 %  
 55-59-----7 %  
 60-64-----6 %  
 65-74-----14 %  
 75+-----7 %

**TRUSTEE DISTRICT**

1-----18 %  
 2-----14 %  
 3-----17 %  
 4-----16 %  
 5-----10 %  
 6-----13 %  
 7-----12 %

**PERMANENT ABSENTEE**

Yes-----90 %  
 No-----10 %

**FLAGS**

P14-----26 %  
 G14-----42 %  
 P16-----53 %  
 G16-----69 %  
 P18-----49 %  
 G18-----69 %  
 P20-----61 %  
 G20-----90 %  
 Blank-----5 %

**HOUSEHOLD PARTY TYPE**

1 Dem-----48 %  
 2+ Dems-----16 %  
 1 Rep-----2 %  
 2+ Reps-----1 %  
 1+ Independents-----20 %  
 Mixed-----13 %

**LIKELY NOVEMBER 2022**

Yes-----80 %  
 No-----20 %



# Voter Attitudes Toward an OUSD Parcel Tax Measure

*Key Findings from a Districtwide Survey  
Conducted March 19-31, 2022*



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

<b>Dates</b>	March 19-31, 2022
<b>Survey Type</b>	Dual-mode Voter Survey
<b>Research Population</b>	Likely November 2024 Voters in the Oakland Unified School District
<b>Total Interviews</b>	646 Likely November 2024 Voters 517 Likely November 2022 Voters ( <i>subset of the 646</i> )
<b>Margin of Sampling Error</b>	(2024 full sample) $\pm 4.0\%$ at the 95% Confidence Level (2024 half sample) $\pm 5.7\%$ at the 95% Confidence Level (2024 quarter sample) $\pm 8.0\%$ at the 95% Confidence Level  (2022 full sample) $\pm 4.4\%$ at the 95% Confidence Level (2022 half sample) $\pm 6.0\%$ at the 95% Confidence Level (2022 quarter sample) $\pm 8.8\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews

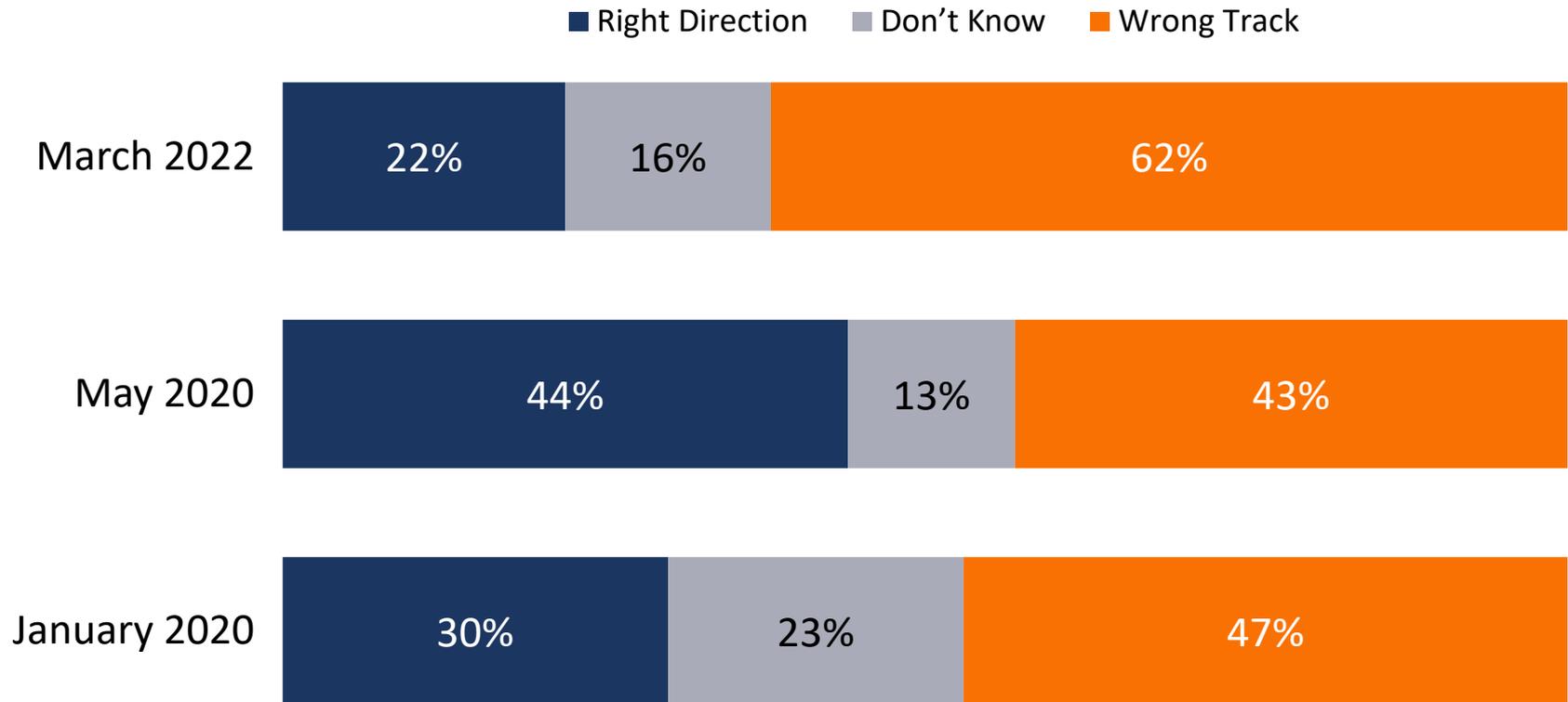
(Note: Not All Results Will Sum to 100% Due to Rounding)



# Issue Context

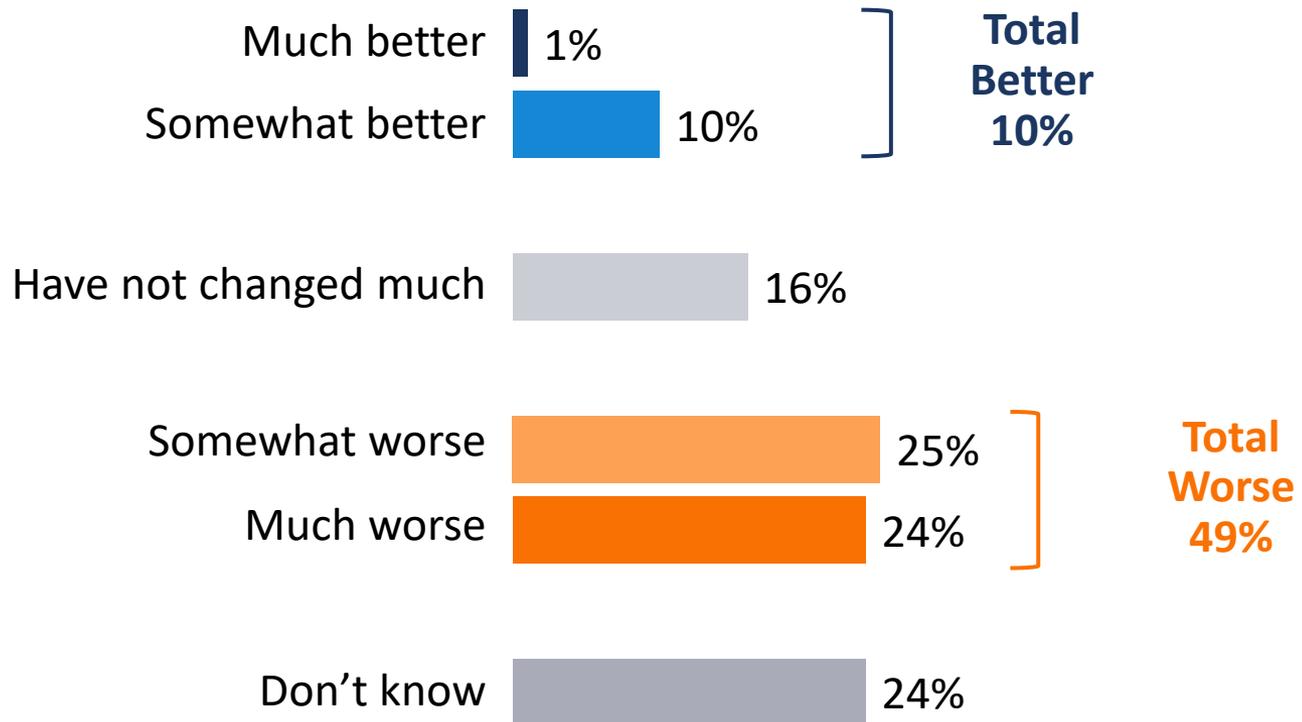
# The mood of the electorate has worsened notably since May 2020.

*Would you say that things in Oakland are generally headed in the right direction, or do you feel that things are off on the wrong track?*



# A plurality says things in OUSD have gotten worse in the past few years.

*In 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, or much worse, or have things not changed much in the past 2 or 3 years?*



# Overall views of Oakland schools have not shifted much in the past few years.

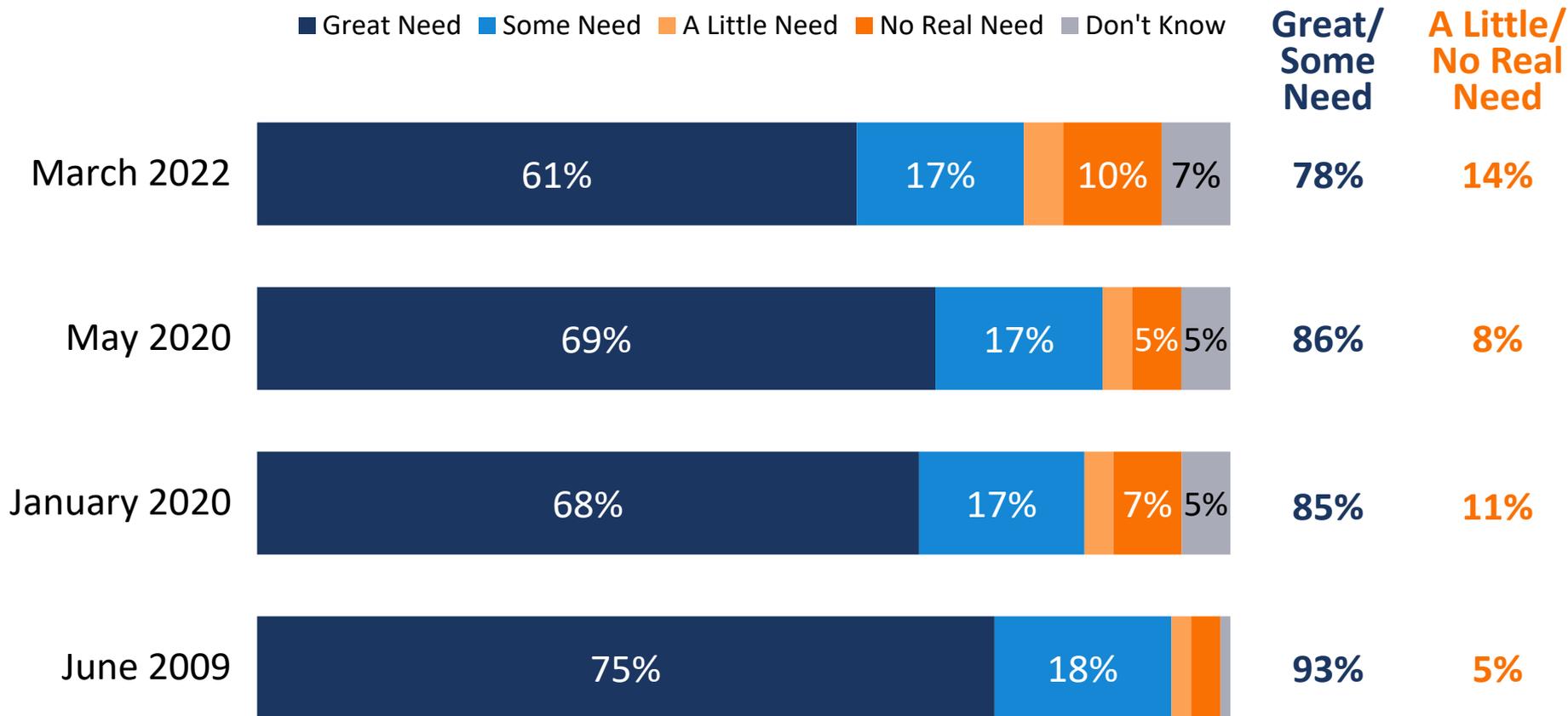
(Mean Score)

Aspect	June 2010	January 2020	March 2022	Difference (January 2020-March 2022)
Preparing students for college	3.6	3.6	3.5	-0.1
^Managing the District's budget and finances	2.9	2.4	2.3	-0.1
^Ensuring school safety	4.1	3.8	3.6	-0.2
Teacher performance	4.4	4.7	4.5	-0.2
^Providing every student with a quality education	3.4	3.2	3.0	-0.2
Ensuring all students graduate	3.2	3.5	3.2	-0.3
Preventing students from dropping out of school	3.3	3.4	3.1	-0.3
Teacher quality	4.3	4.7	4.2	-0.5
Preparing students for jobs and careers	3.2	3.4	2.9	-0.5

Q7. I am going to read you a list of several different aspects of public education. Please tell me how you would rate the Oakland public schools in each area. Please use a scale of 1 to 7, where 1 means the District is doing a poor job in that area and 7 means it is doing an excellent job. 4 on this scale means neither poor nor excellent. ^Not Part of Split Sample

# More than two-thirds see a need for additional funding for Oakland public schools.

*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?*





# Introducing the Measures

# Parcel Tax Renewal Language Tested

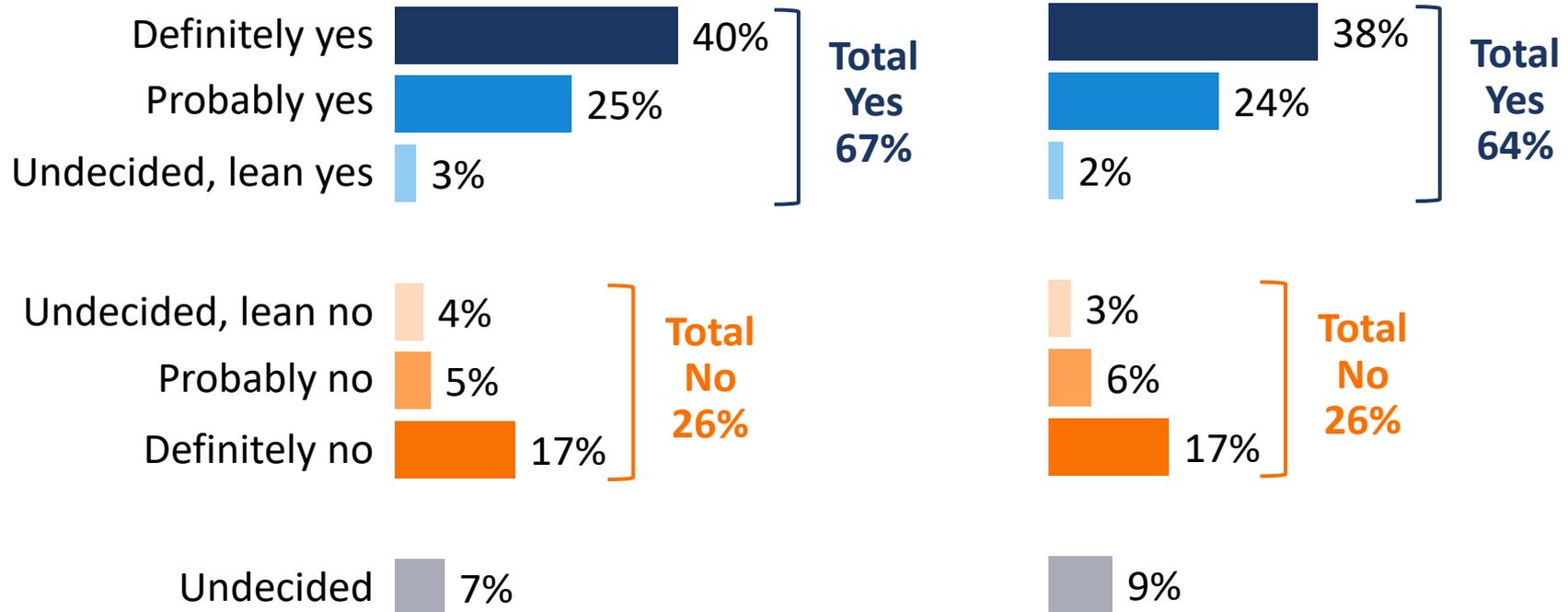
## Parcel Tax Renewal

To continue to reduce drop-out rates; provide students with real-world work and learning opportunities; prepare students for college; close the achievement gap; expand mentoring, tutoring, counseling, support services, and job training programs; shall the Oakland Unified School District renew the \$120 parcel tax for 12 years, with annual cost-of-living adjustments and no increase in the existing tax rate, a low-income exemption, and independent citizen oversight and audits, generating \$12 million annually that cannot be taken away by the State?

# About two-thirds of voters are initially supportive of renewal, with no statistically-significant distance between election dates.

Likely November 2022

Likely November 2024



# Support drops as the projected voter turnout declines.

*Total Yes*

Demographic Group	Likely November 2022	Likely November 2024
<b>Participation in the Last 6 Statewide Elections</b>		
2+/6	68%	69%
3+/6	68%	69%
4+/6	66%	66%
5+/6	64%	64%
6/6	63%	63%

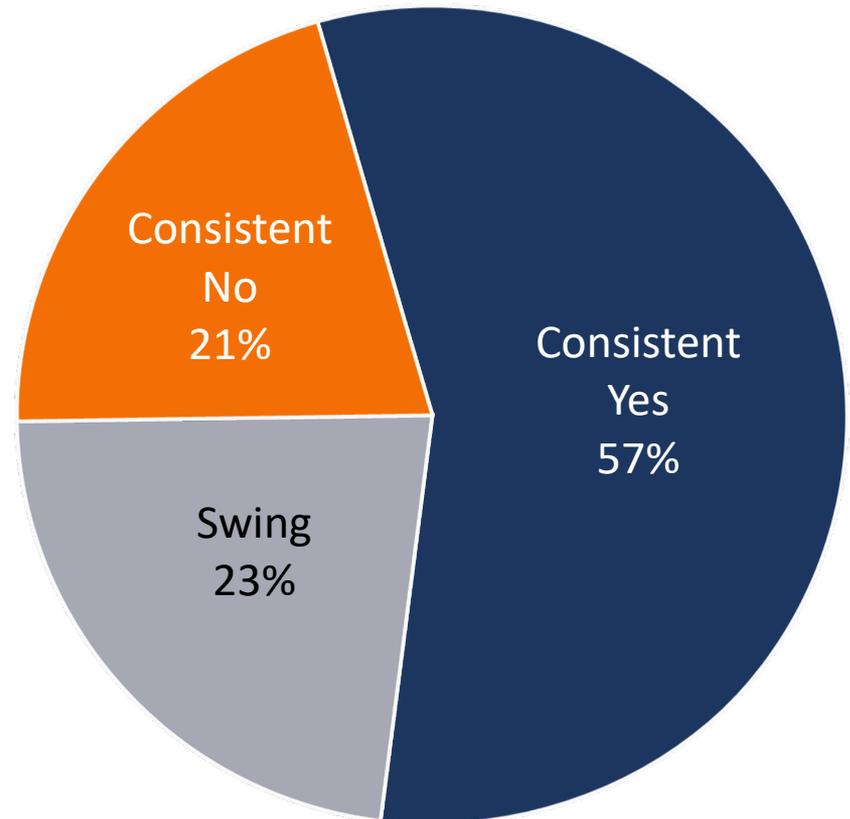
# When likely November 2022 voters hear positive messages before hearing criticisms, support exceeds two-thirds.

Vote	Total Yes	Total No	Undecided
<b>Parcel Tax Renewal Positives-First Vote Among November 2024 Voters</b>			
Initial Vote	64%	26%	9%
Vote After Positives	68%	21%	11%
Vote After All Messages	66%	22%	12%
<b>Parcel Tax Renewal Negatives-First Vote Among November 2024 Voters</b>			
Initial Vote	64%	26%	9%
Vote After Negatives	60%	35%	5%
Vote After All Messages	64%	28%	7%
<b>Parcel Tax Renewal Positives First Vote Among November 2022 Voters</b>			
Initial Vote	67%	26%	7%
Vote After Positives	75%	21%	4%
Vote After All Messages	72%	22%	6%
<b>Parcel Tax Renewal Negatives-First Vote Among November 2022 Voters</b>			
Initial Vote	67%	26%	7%
Vote After Negatives	61%	33%	6%
Vote After All Messages	62%	29%	9%

Q3, Q12 Split CE, Q12 Split CF, Q14 Split CE, Q14 Split CF. If the election were held today, would you vote yes in favor of it, or no to oppose this measure? Split Sample

# Segmenting the Electorate by Consistency of Support for a Parcel Tax Renewal

- ❖ **Consistent Yes:** Voters who consistently indicated they would vote “yes” on the measure
- ❖ **Consistent No:** Voters who consistently indicated they would vote “no” on the measure
- ❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions



# Square-Foot Parcel Tax Measure Language Tested

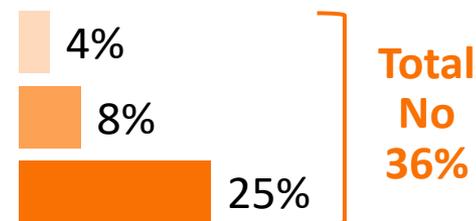
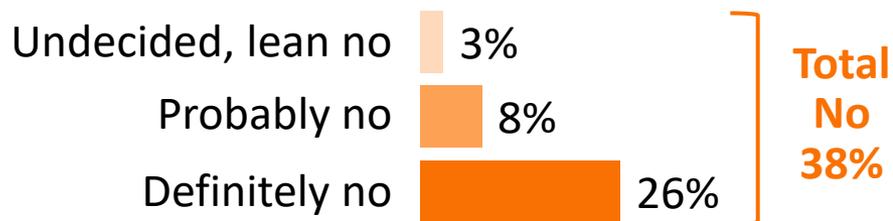
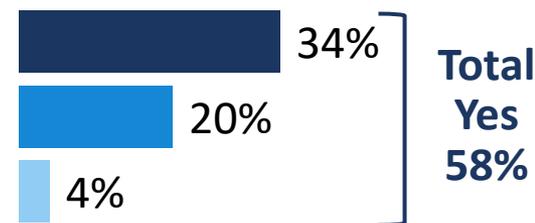
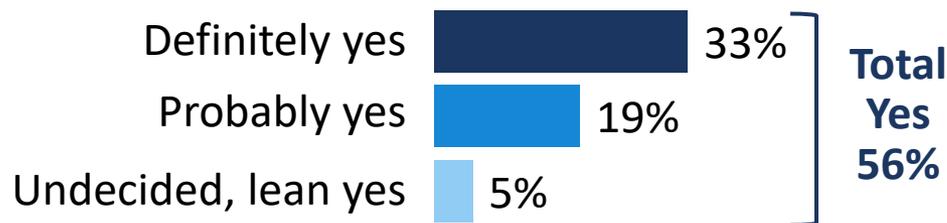
## Square Foot Parcel Tax Version

To continue to reduce drop-out rates; provide students with real-world work opportunities; prepare students for college; close the achievement gap; expand mentoring, tutoring, counseling, support services, and job training; shall the Oakland Unified School District levy a special tax of 5 cents per built square foot for 12 years, with annual cost-of-living increases, a low-income exemption, and independent citizen oversight and audits, generating \$12 million annually that cannot be taken away by the State?

# Support for the square-foot parcel tax falls short of two-thirds in both scenarios.

Likely November 2022

Likely November 2024



Undecided 6%

Undecided 6%

# More reliable voters are more supportive, but not at the two-thirds level.

*Total Yes*

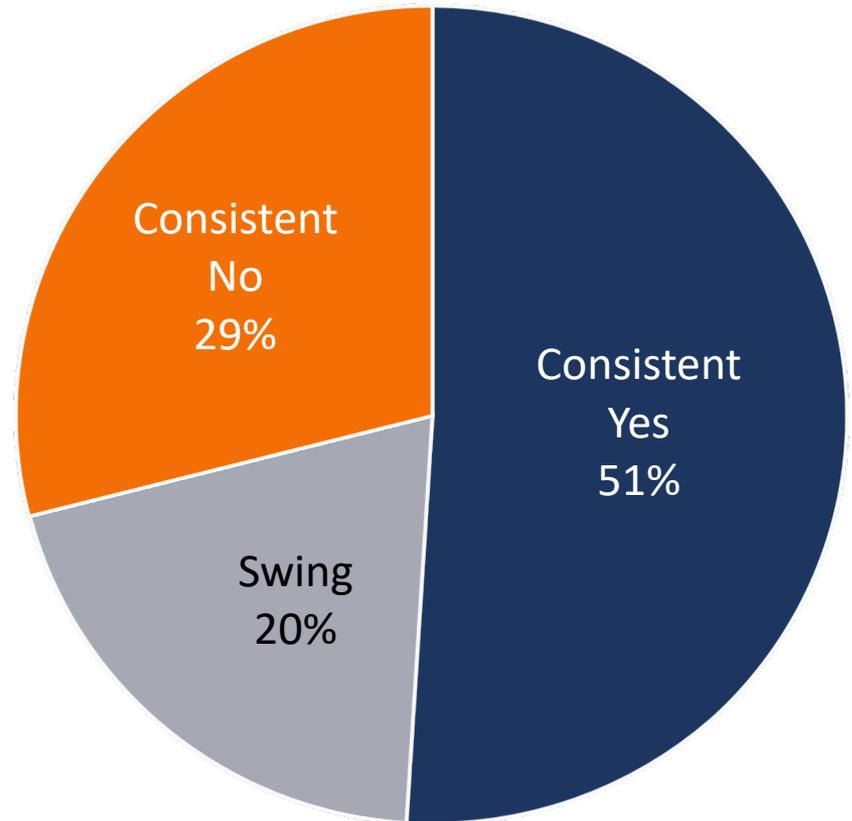
Demographic Group	Likely November 2022	Likely November 2024
<b>Participation in the Last 6 Statewide Elections</b>		
2+/6	56%	57%
3+/6	59%	59%
4+/6	63%	63%
5+/6	62%	62%
6/6	63%	63%

# The square-foot parcel tax measure never reaches two-thirds support.

Vote	Total Yes	Total No	Undecided
<b>Square-Foot Parcel Tax Positives-First Vote Among November 2024 Voters</b>			
Initial Vote	58%	36%	6%
Vote After Positives	61%	34%	5%
Vote After All Messages	59%	36%	6%
<b>Square-Foot Parcel Tax Negatives-First Vote Among November 2024 Voters</b>			
Initial Vote	58%	36%	6%
Vote After Negatives	55%	36%	8%
Vote After All Messages	60%	32%	9%
<b>Square-Foot Parcel Tax Positives-First Vote Among November 2022 Voters</b>			
Initial Vote	56%	38%	6%
Vote After Positives	61%	35%	4%
Vote After All Messages	57%	37%	5%
<b>Square-Foot Parcel Tax Negatives-First Vote Among November 2022 Voters</b>			
Initial Vote	56%	38%	6%
Vote After Negatives	52%	38%	9%
Vote After All Messages	58%	31%	11%

# Segmenting the Electorate by Consistency of Support for a Square-Foot Parcel Tax

- ❖ **Consistent Yes:** Voters who consistently indicated they would vote “yes” on the measure
- ❖ **Consistent No:** Voters who consistently indicated they would vote “no” on the measure
- ❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions



# Summary of Results

Measure	Initial Support	
	<u>Nov 2022</u> (+/- 6.0%)	<u>Nov 2024</u> (+/-5.7%)
Renewal	67%	64%
Square-Foot	56%	58%
Measure	Maximum Support ( <i>Positives Only</i> )	
	<u>Nov 2022</u> (+/- 8.8%)	<u>Nov 2024</u> (+/-8.0%)
Renewal	75%	68%
Square-Foot	61%	61%
Measure	Worst Case Support ( <i>Negatives Only</i> )	
	<u>Nov 2022</u> (+/- 8.8%)	<u>Nov 2024</u> (+/-8.0%)
Renewal	61%	60%
Square-Foot	52%	55%



# Conclusions

# Conclusions

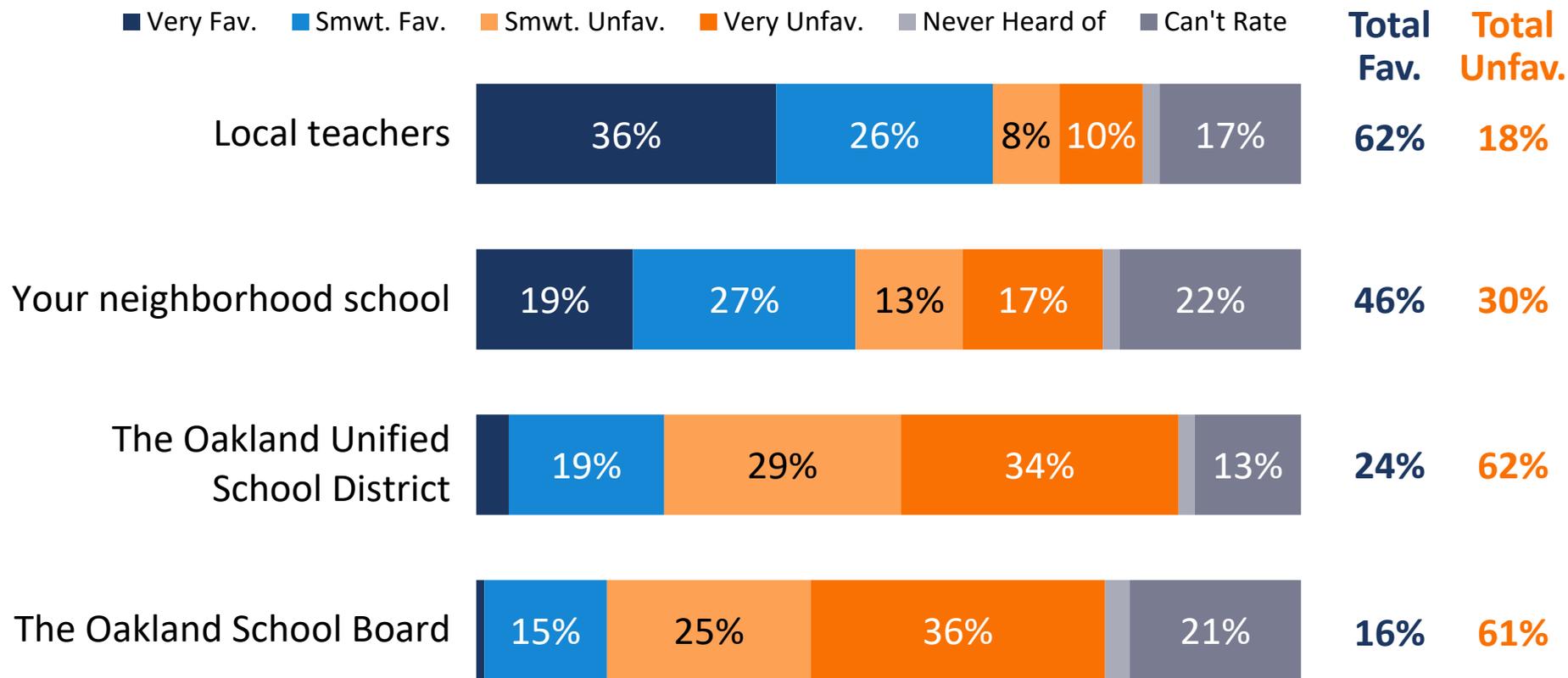
- The results of the survey indicate that a parcel tax renewal is potentially viable; however, shifting to a per square-foot rate parcel tax is not.
- While the survey shows slightly stronger final support among voters likely to turn out in November 2022 than in November 2024 that difference is within the margin of error.
  - A later election date could provide time for the economy and mood of the electorate to improve, yielding greater support.
  - However, a 2024 election is closer to the parcel tax's expiration.
- Currently, voters feel highly negative about the direction of the city and view the school district unfavorably.



# Appendix

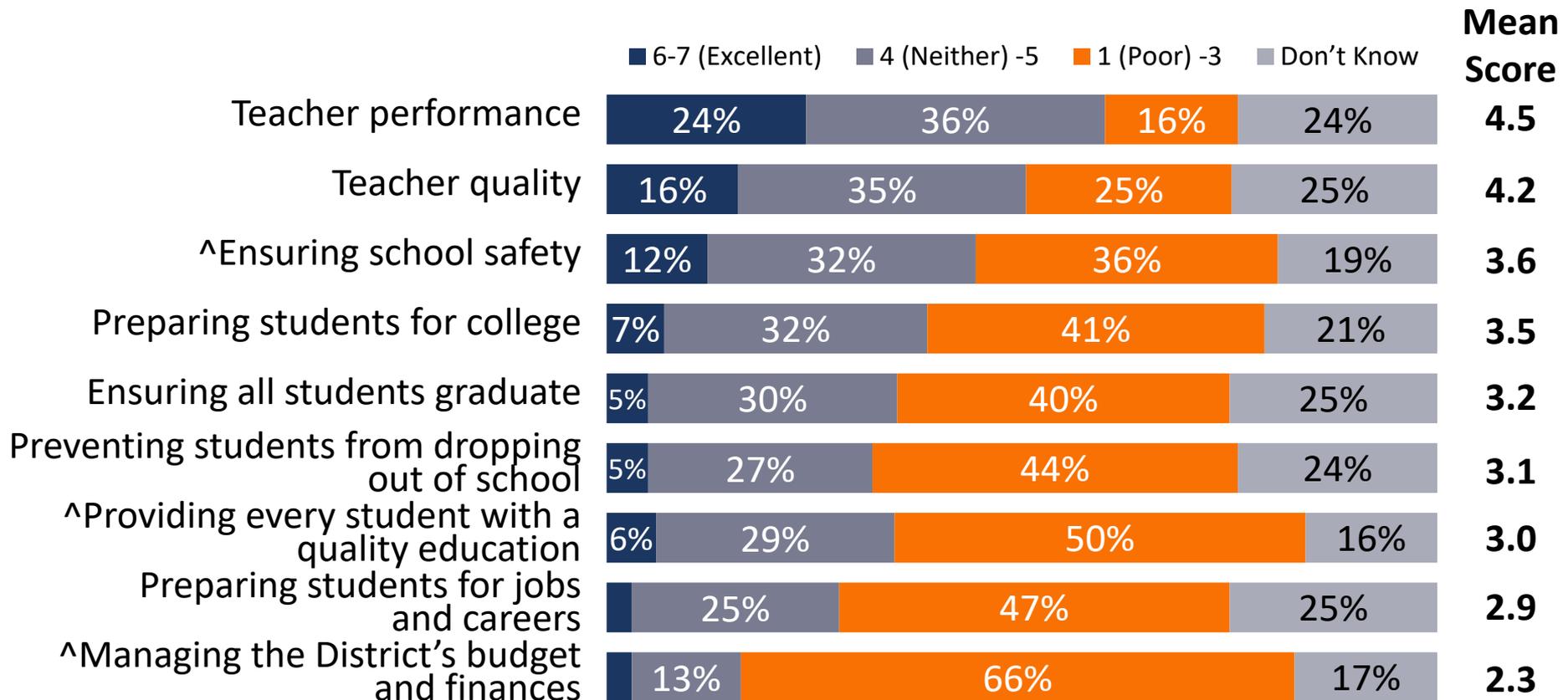
# Voters view teachers and schools favorably, but are less positive when it comes to OUSD and the school board.

*I am going to read you a list of names of some local institutions that are often in the public eye. Please tell me if your overall impression of that institution is favorable or unfavorable.*



# Voters rate teacher performance and teacher quality most favorably.

*I am going to read you a list of several different aspects of public education. Please tell me how you would rate the Oakland public schools in each area. Please use a scale of 1 to 7, where 1 means the District is doing a poor job in that area and 7 means it is doing an excellent job. 4 on this scale means neither poor nor excellent.*



# Women are much more supportive of the proposed measure than are men.

*Total Yes*

Demographic Group	Likely November 2022	Likely November 2024
All Voters	67%	64%
<b>Gender</b>		
Men	57%	53%
Women	77%	75%
<b>Party</b>		
Democrats	74%	72%
Independents	54%	48%
Republicans	22%	22%
<b>Children/Children Attends OUSD</b>		
Have Children	63%	66%
Do Not Have Children	72%	65%
Children Attend OUSD	65%	68%

# Voters under 50 are more likely to vote “yes” on the renewal.

*Total Yes*

Demographic Group	Likely November 2022	Likely November 2024
<b>Age</b>		
18-29	76%	50%
30-39	82%	81%
40-49	71%	68%
50-64	63%	64%
65-74	53%	52%
75+	55%	55%

# Majorities support the measure throughout the city, but support does not reach two-thirds in every trustee district.

*Total Yes*

Demographic Group	Likely November 2022	Likely November 2024
<b>Trustee District</b>		
District 1 – Davis	67%	68%
District 2 – Eng	70%	62%
District 3 – Williams	75%	62%
District 4 – Yee	61%	66%
District 5 – Hutchinson	75%	66%
District 6 – Gonzales	66%	70%
District 7 – Thompson	60%	51%
<b>Race/Ethnicity</b>		
Latinos	70%	62%
African Americans	69%	72%
Whites	71%	63%
Asians/Pacific Islanders	75%	77%
<i>All Voters of Color</i>	<i>71%</i>	<i>70%</i>

# Voters who have lived in Oakland less than 20 years are most likely to vote “yes.”

*Total Yes*

Demographic Group	Likely November 2022	Likely November 2024
<b>Education</b>		
Some College or Less	68%	60%
Four-year College or More	68%	66%
<b>Length of Residence</b>		
Oakland Native	65%	58%
Lived Under 10 Years in Oakland	71%	68%
Lived 11-20 Years in Oakland	71%	77%
Lived 21-40 Years in Oakland	60%	51%
Lived Over 40 Years in Oakland	68%	63%

# Renters are more likely to vote “yes” than are homeowners.

*Total Yes*

Demographic Group	Likely November 2022	Likely November 2024
<b>Residence</b>		
Homeowners	62%	58%
Renters	80%	74%
<b>Household Income</b>		
<\$30,000	75%	78%
\$30,000-\$60,000	72%	71%
\$60,000-\$90,000	86%	63%
\$90,000-\$120,000	60%	47%
\$120,000-\$150,000	66%	59%
\$150,000+	73%	76%

# The measure does not receive two-thirds support among major demographic subgroups.

*Total Yes*

Demographic Group	Likely November 2022	Likely November 2024
All Voters	56%	58%
<b>Gender</b>		
Men	53%	56%
Women	60%	60%
<b>Party</b>		
Democrats	59%	61%
Independents	50%	52%
Republicans	32%	36%
<b>Children/Children Attends OUSD</b>		
Have Children	57%	59%
Do Not Have Children	59%	60%
Children Attend OUSD	55%	61%

# Voters in their 30s are most supportive.

*Total Yes*

Demographic Group	<i>Total Yes</i>	
	Likely November 2022	Likely November 2024
<b>Age</b>		
18-29	59%	62%
30-39	67%	62%
40-49	47%	53%
50-64	59%	61%
65-74	50%	54%
75+	45%	42%

# Support falls short of two-thirds in most districts.

*Total Yes*

Demographic Group	Likely November 2022	Likely November 2024
<b>Trustee District</b>		
District 1 – Davis	63%	64%
District 2 – Eng	71%	65%
District 3 – Williams	60%	63%
District 4 – Yee	52%	55%
District 5 – Hutchinson	42%	42%
District 6 – Gonzales	40%	54%
District 7 – Thompson	58%	52%
<b>Race/Ethnicity</b>		
Latinos	47%	49%
African Americans	55%	61%
Whites	70%	69%
Asians/Pacific Islanders	52%	63%
<i>All Voters of Color</i>	<i>51%</i>	<i>56%</i>

# Longer term residents are least likely to support the measure.

*Total Yes*

Demographic Group	Likely November 2022	Likely November 2024
<b>Education</b>		
Some College or Less	51%	57%
Four-year College or More	58%	59%
<b>Length of Residence</b>		
Oakland Native	54%	62%
Lived Under 10 Years in Oakland	58%	58%
Lived 11-20 Years in Oakland	64%	62%
Lived 21-40 Years in Oakland	51%	54%
Lived Over 40 Years in Oakland	48%	47%

# Renters are more supportive than homeowners.

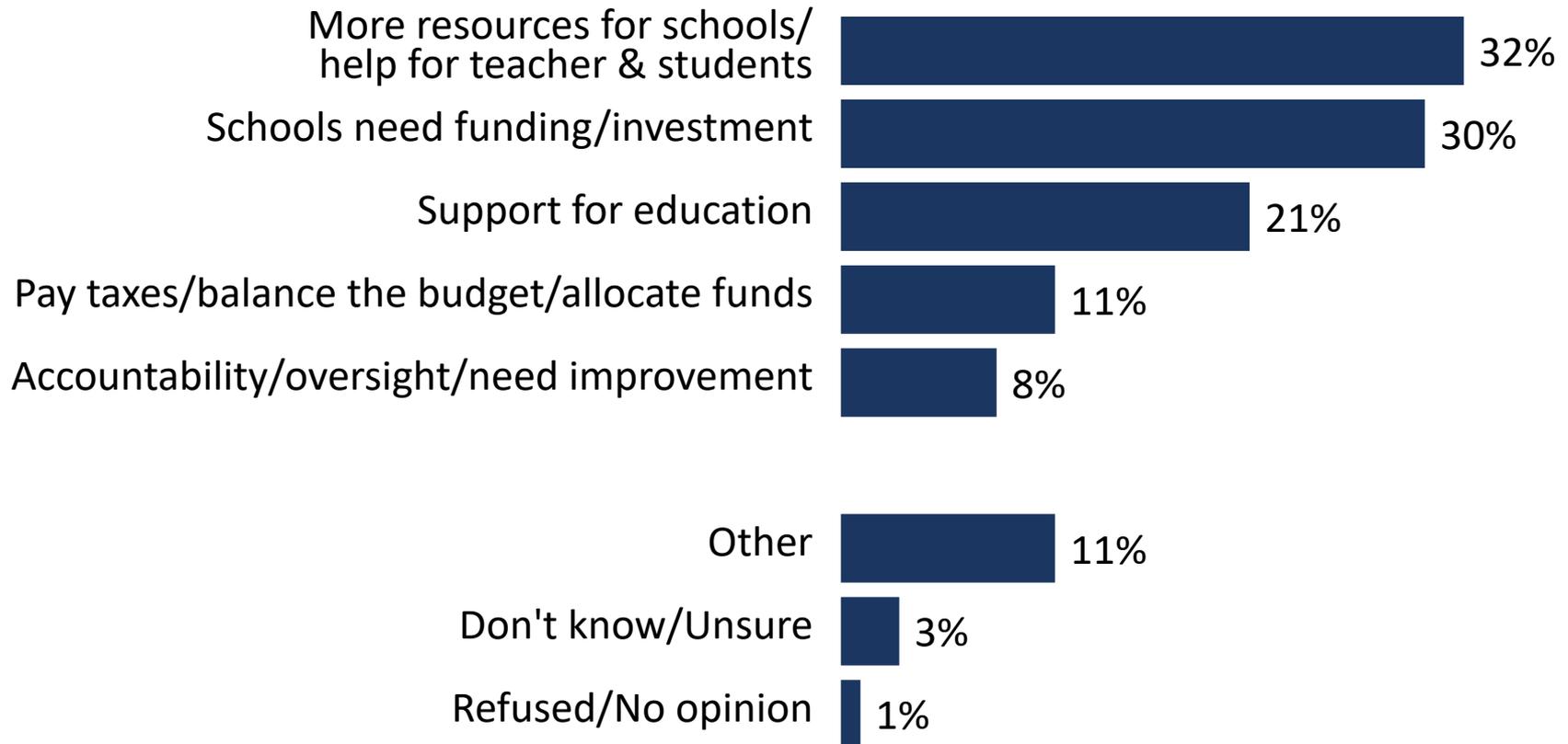
*Total Yes*

Demographic Group	Likely November 2022	Likely November 2024
<b>Residence</b>		
Homeowners	53%	50%
Renters	63%	70%
<b>Household Income</b>		
<\$30,000	38%	50%
\$30,000-\$60,000	57%	68%
\$60,000-\$90,000	74%	73%
\$90,000-\$120,000	54%	63%
\$120,000-\$150,000	54%	51%
\$150,000+	67%	62%

# Those in favor of the measure are motivated by wanting to provide more resources for schools.

*In a few words of your own, why would you vote YES on the measure?*

*(Open-ended; Asked of Yes Voters Only)*



# Verbatim Comments in Favor of the Measure

I like the idea of job training and also real world skills.

Education is the most important investment in the future.

The services this measure would provide are a necessary investment for our young people to succeed in this world.

It sounds like it's preparing Oakland students for college and it would prepare them to do something with their life.

If the money is guaranteed to where it is supposed to go, then the money is needed. Oakland and most US schools need to start helping kids learn and become successful; this will help. Oakland schools are a mess – the whole system is a failure and this hopefully will help create a successful system.

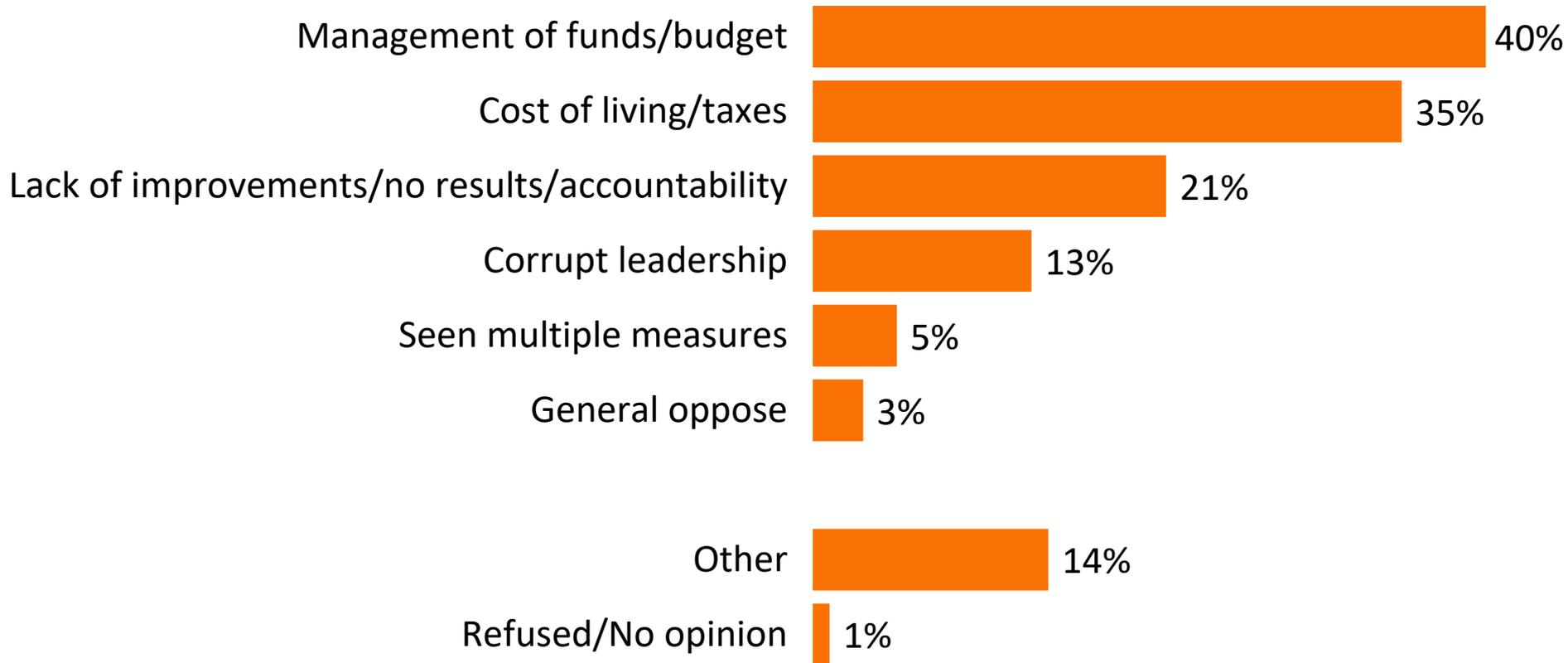
Our schools are underfunded. I volunteer in the OUSD, so I see the need for more resources.

Our schools need a lot of reform; some of that is needing more money, needing to hire more people, but a lot of it comes down to money.

Because I think it is important to close the education gap for the young, and to provide better support for them and provide a better future.

# Those opposed worry about mismanagement and the cost of living.

*In a few words of your own, why would you vote **NO** on the measure?  
(Open-ended; Asked of No Voters Only)*



# Verbatim Comments in Opposition to the Measure

OUSD has been mismanaged for years. I don't believe that providing the district with more money would change that fact.

The school board is a failure. They do not need more money; they need to do a better job.

OUSD has enough money to provide a better education for our students than they currently are. They need fewer school sites to better utilize the large amount of money they already receive, including numerous other local parcel taxes and bonds.

Increase in taxes? We pay enough in state sales tax and property tax.

I don't have a lot of trust that the money would go to the things it's promised to.

CA's big industries should pay, not homeowners.

You are asking for money to do things you already should have been doing -- "preparing students for college," etc. And how much will you be paying yet another committee for oversight?

We have high enough parcel taxes. Those need to be redistributed to better support our schools.

OUSD cannot be trusted with more money. Sorry.

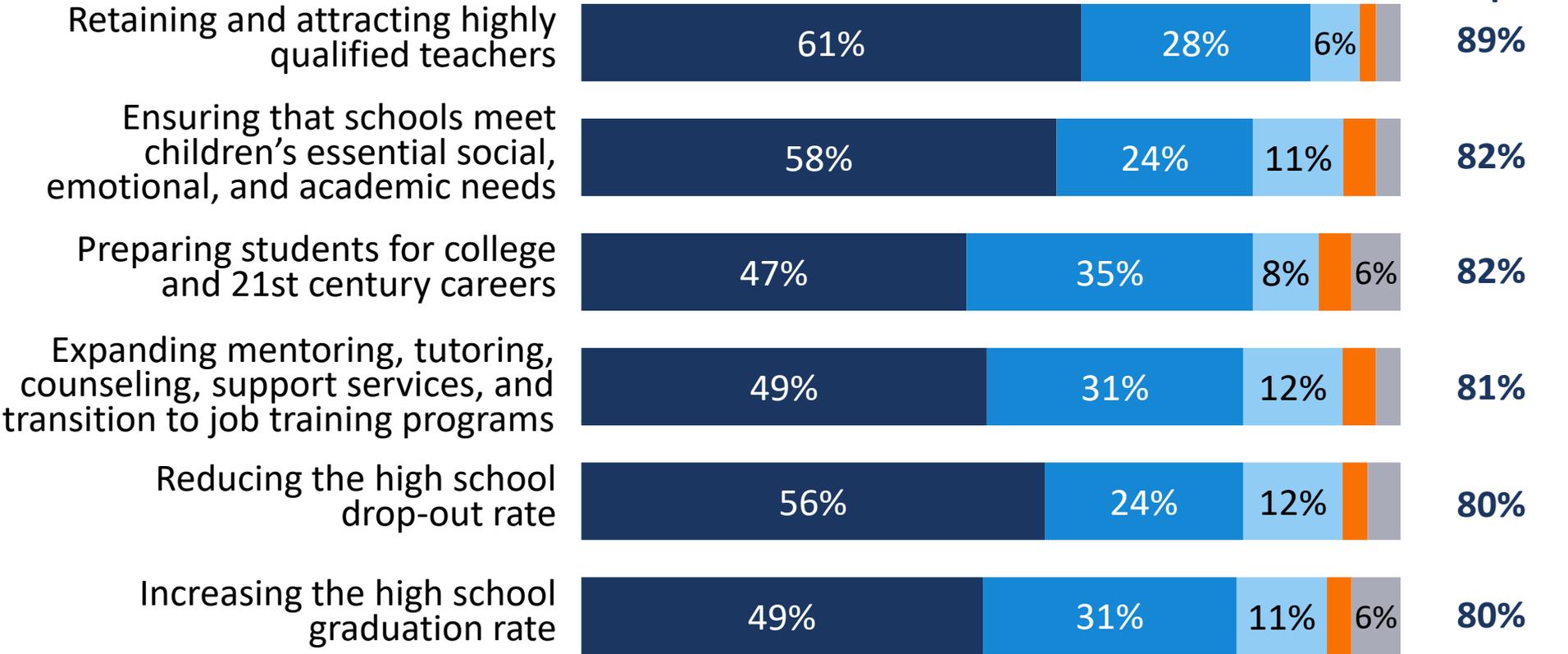


# Elements of the Measure

# Retaining and attracting highly qualified teachers, ensuring schools meet children's essential needs and preparing students for the future are voters' top priorities.

*I am now going to read you a list of individual projects and provisions that may be part of the measure. Please tell me how important it is to you that each be included in the measure: extremely important, very important, somewhat important, or not too important?*

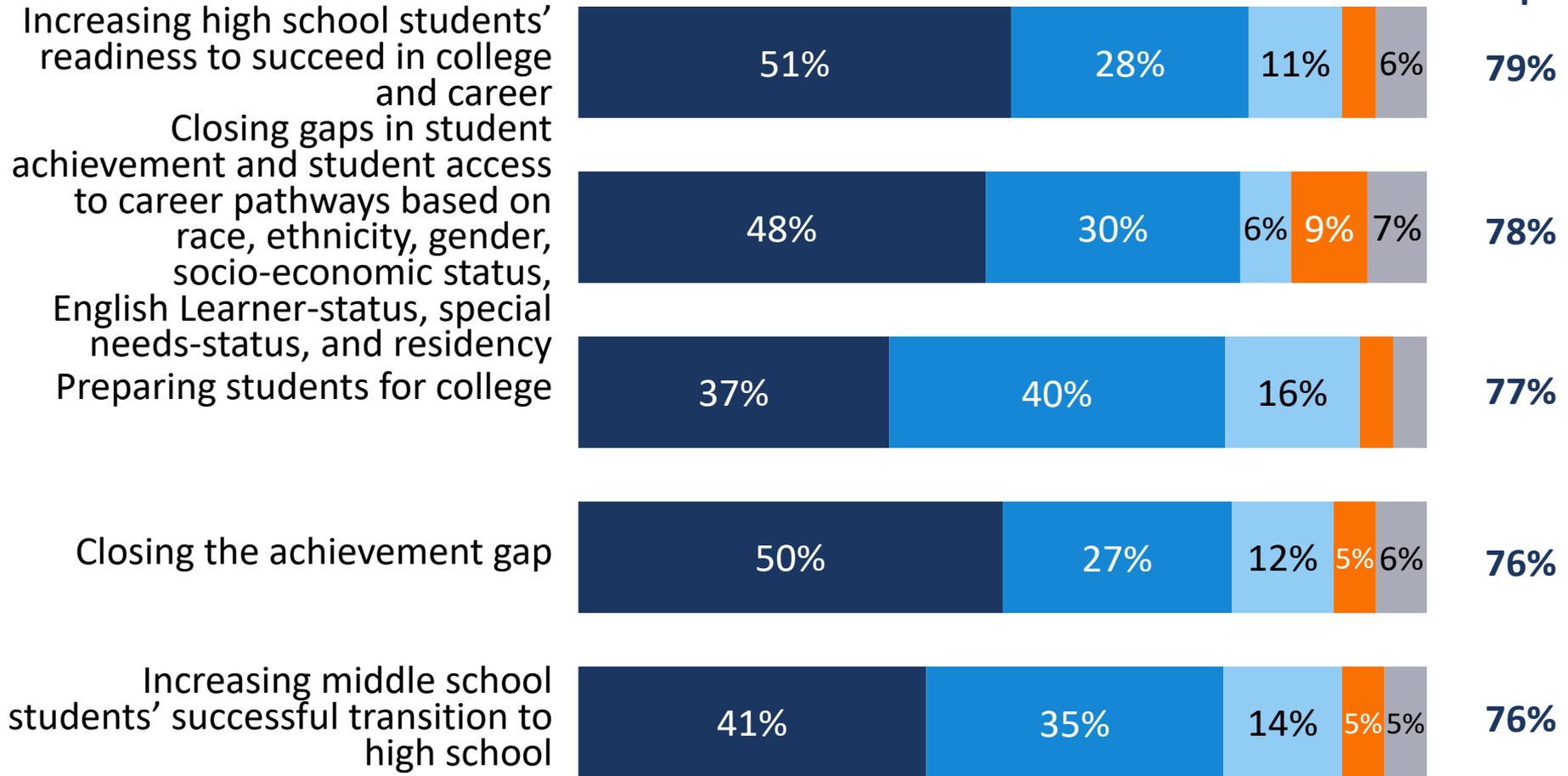
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



# Increasing high school students' readiness for college and career is highly important to voters.

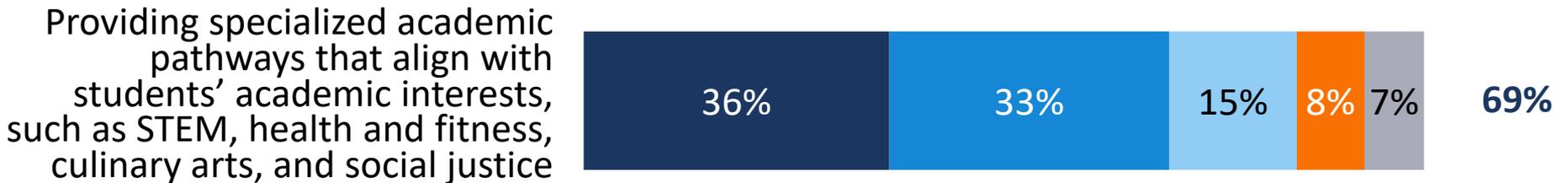
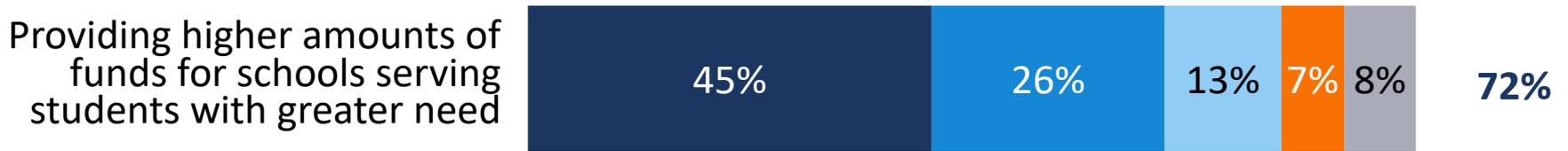
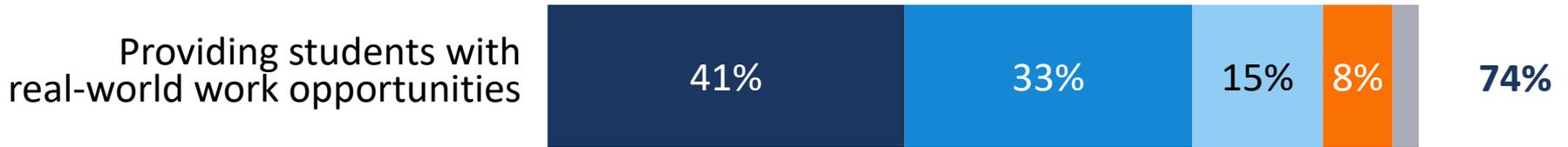
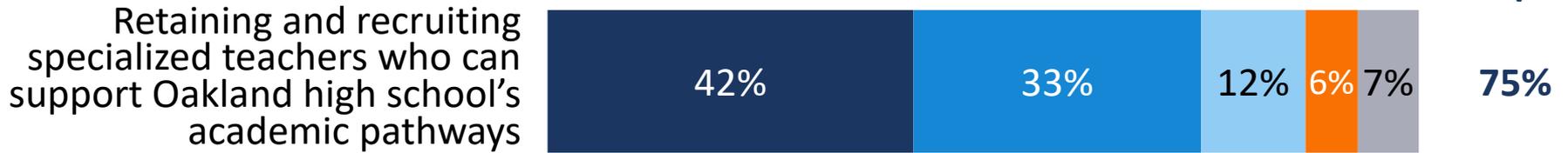
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

**Ext./Very Impt.**



# A broad majority says retaining and recruiting specialized teachers is very important.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



# Increasing dual-enrollment and interdisciplinary opportunities are middle-tier priorities.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

**Ext./Very Impt.**

Continue to increase the number of high school students enrolling in college classes via dual enrollment



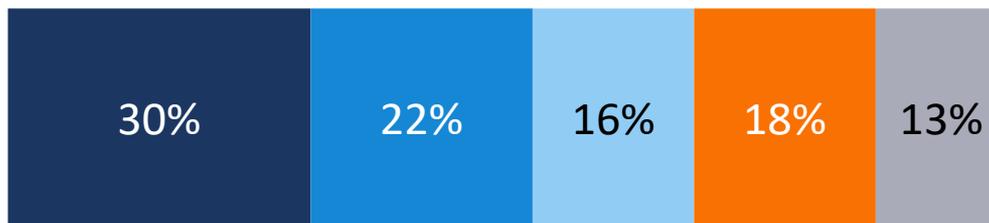
**57%**

Increasing interdisciplinary educational opportunities by encouraging teacher collaboration



**56%**

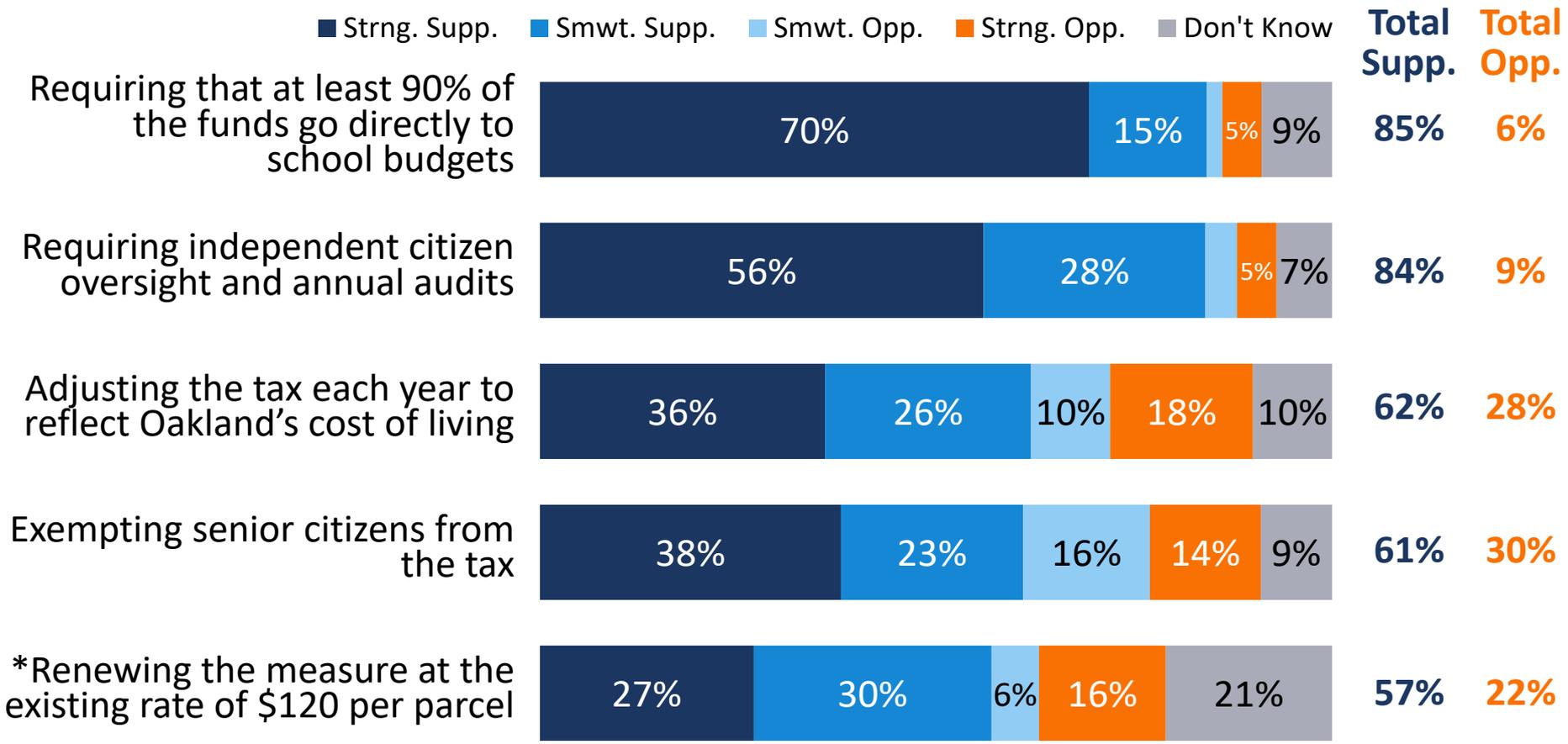
Providing the same level of funding for Oakland's High School students regardless of whether they attend district or charter schools



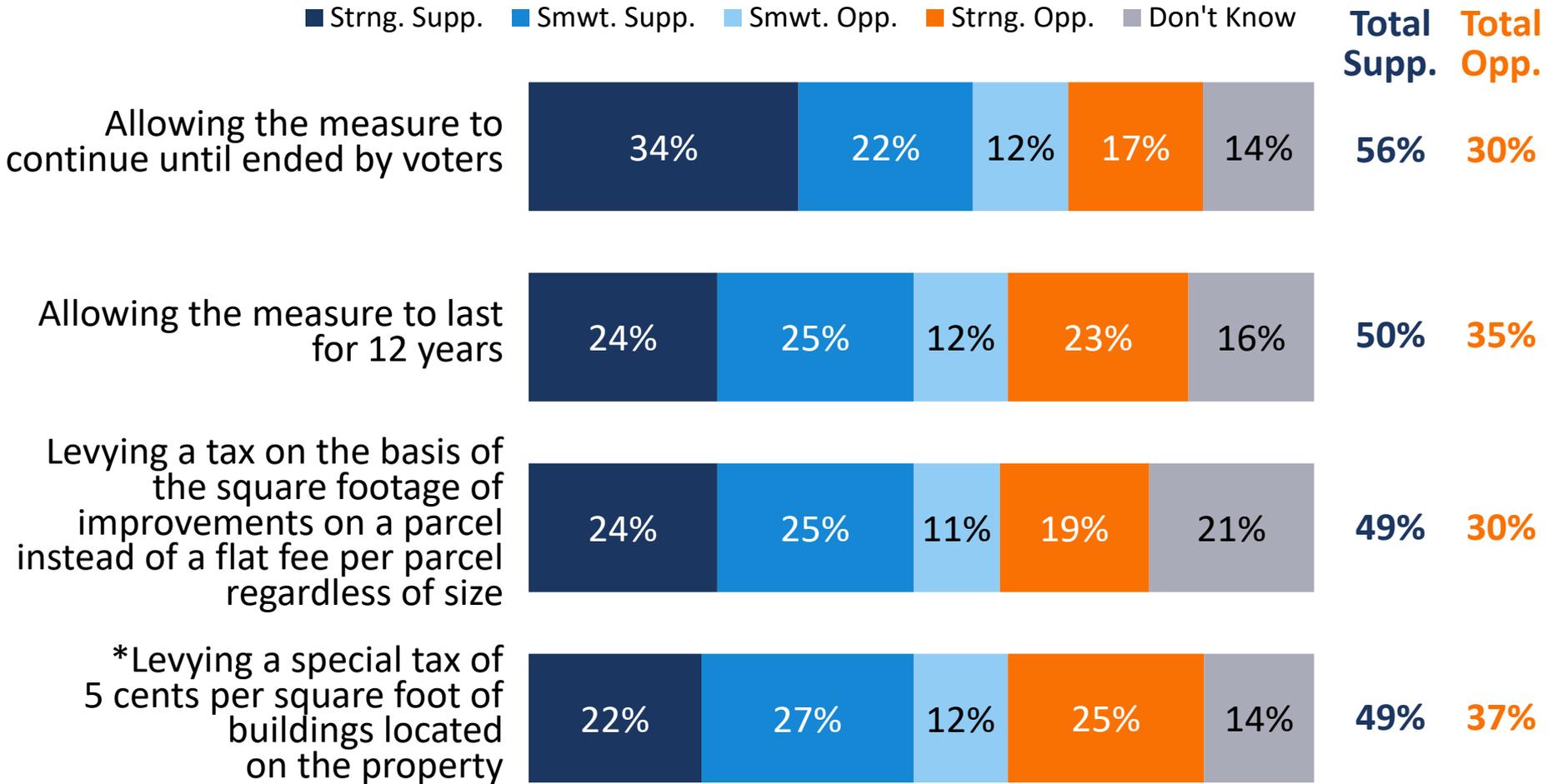
**53%**

# Voters offer broad support for requiring that 90% of funds go directly to school budgets and for oversight.

*I am going to ask you about some provisions that may be included in the measure. Please tell me if you strongly support, somewhat support, somewhat oppose, strongly oppose it.*



# Voters are more supportive of a measure that will continue until ended by voters than of a 12-year sunset.



Q10. I am going to ask you about some provisions that may be included in the measure. Please tell me if you strongly support, somewhat support, somewhat oppose, strongly oppose it. \*Split Sample

# Demographic Profile of the Segments

Consistent Yes	Swing	Consistent No
<b>57% of the Electorate</b>	<b>23% of the Electorate</b>	<b>21% of the Electorate</b>
HH Income <\$30,000	Trustee District 5	Independent Men
Asians/Pacific Islanders	Child Does Attend School	Ages 65-74
HH Income \$150,000+	HH Income \$60,000-\$90,000	College-Educated Men
Single Democrat Households	Trustee District 7	Ages 65+
Lived in Oakland 11-20 Years	Non-College Educated Women	Men Ages 50+
Ages 30-39	Ages 18-29	Independents Ages 50+
College-Educated Women	Oakland Native	Lived in Oakland 21-40 Years
Democrats Ages 18-49	Latinos	HH Income \$120,000-\$150,000
Democratic Women	2+ Democrat Households	Mixed Partisan Households
Women Ages 18-49	High School Educated	Men
Some College Education	Independent Women	Independents
Lived in Oakland Under 10 Years	Child Attends Other Public School	Ages 75+

# Soft supporters of the parcel tax renewal tend to be female, younger, and API.

Demographic Group	Parcel Tax Renewal Soft Supporters	% of Sample
All Voters	36%	100%
Child Does Attend School Yet	62%	7%
Trustee District 5	60%	10%
Ages 18-29	59%	17%
Non-College Educated Women	58%	10%
Women Ages 18-49	51%	30%
Asians/Pacific Islanders	48%	12%
HH Income \$60,000-\$90,000	47%	14%
High School Educated	47%	11%
Democratic Women	45%	39%
Women	44%	51%
Democrats Ages 18-49	44%	40%

# Demographic Profile of the Segments

Consistent Yes	Swing	Consistent No
51% of the Electorate	20% of the Electorate	29% of the Electorate
Renters	HH Income <\$30,000	Child Attends Other Public School
HH Income \$60,000-\$90,000	Independent Women	Trustee District 5
Whites	Lived in Oakland 11-20 Years	Ages 75+
Trustee District 1	Trustee District 2	Lived in Oakland Over 40 Years
Ages 18-29	HH Income \$30,000-\$60,000	
HH Income \$150,000+	Trustee District 3	Lived in Oakland 21-40 Years
Oakland Native	Single Democrat Households	Independents Ages 50+
Asians/Pacific Islanders	African Americans	Homeowners
Post-Graduate Educated	Four-year College Graduates	Independent Men
Democrats Ages 18-49	HH Income \$90,000-\$120,000	Ages 65+
2+ Democrat Households	Renters	Trustee District 7



# Messaging

# Messages in Favor of the Measure

(Messages Ranked by Very Convincing)

45%

**^(DISPARITIES)** Since this measure passed in 2014, graduation rates for African American students have increased by 19% and the gap in graduation rates between African American and white students has decreased by 30%. This measure will continue to focus on closing the racial achievement gaps in Oakland and making our education system more equitable.

41%

**(NO INCREASE)** This measure simply renews an existing tax local property owners are already paying, with no increase in taxes. It will ensure continued funding for vital educational programs, and no one will pay more than they are now.

40%

**(VULNERABLE STUDENTS)** 27% of Oakland students are foster youth, unhoused, or live with disabilities. This measure invests in academic and social supports to ensure these students can succeed academically and in the workforce.

38%

**^(SUPPORTS)** OUSD schools must be equipped to meet children's essential social, emotional, and academic needs, especially as we recover from the pandemic. By providing funding to keep high quality teachers and school support staff in Oakland this measure will help ensure kids get the support they need to succeed.

38%

**(WORK-BASED LEARNING)** This measure funds internships that give students hands on learning opportunities and work experience. These are opportunities and connections that many students, especially students of color, English language learners and low-income students, would not otherwise have access to and will set them up for success in the long-term.

# Messages in Favor of the Measure (Continued)

(Messages Ranked by Very Convincing)

38%

**(PROGRESS)** The career pathways funded by this measure have a track record of success. Since this measure first passed in 2014, drop out rates have decreased from 24% to 13% and the percentage of graduates prepared for college has increased by 50%. By voting “yes” on this measure we can continue to improve Oakland schools and benefit future generations.

36%

**^(ACCOUNTABILITY)** This measure includes strict accountability requirements including a citizens' oversight committee, independent annual financial and performance audits, and all funds will be spent locally and at least 90% of funds will go directly to schools.

36%

**(TEACHERS)** This measure pays for dedicated career technical education teachers and supports for all teachers; it provides funding for classroom supplies, career and college exploration trips, and so they can go above and beyond for students. It funds support staff such as internship coordinators, and case managers that align with teachers' curriculum and enrich students' learning opportunities, without overburdening teachers.

36%

**(COLLABORATION)** This measure funds career pathways that provide small learning communities within schools. These pathways support relationships, collaboration, and improved working conditions for teachers, and strengthen relationships between teachers and students to support them socially and emotionally. This kind of academic environment better prepares students for college, career, and success.

# Messages in Favor of the Measure (Continued)

(Messages Ranked by Very Convincing)

35%

**^(BUDGET CUTS)** If this measure does not pass, all of Oakland's high schools will have to make major cuts in essential programs that prepare students for college and career.

34%

**(INTERESTS)** This measure funds a wide variety of academic pathways, ranging from green energy, community health, computer science, to the arts, and more. This wide range of academic pathways allows students to align their studies with their interests, maintaining a higher level of engagement, keeping them on track for graduation, and better preparing them for college and career.

32%

**(ELL)** 30% of Oakland students are English Language Learners. This measure invests in the academic and social supports to ensure these students can succeed academically and in the workforce.

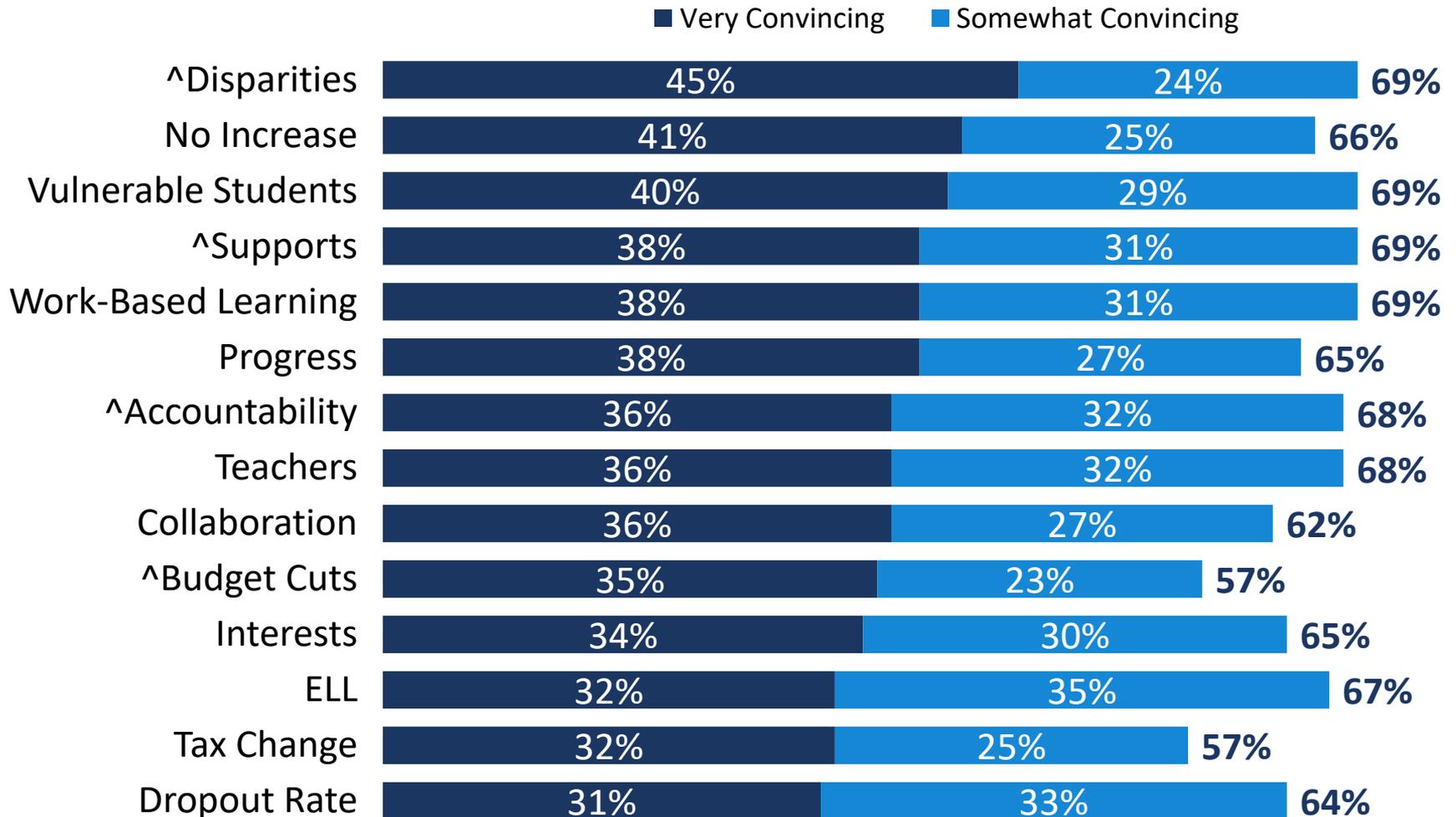
32%

**(TAX CHANGE)** This measure will update existing property tax rates to make them more equitable. Most Oakland homeowners will see a reduction in their taxes if this measure passes, while owners of very large properties will pay a little bit more.

31%

**(DROPOUT RATE)** Dropout rates in Oakland have been cut in half in recent years, but 1 in 10 students still drops out of high school. This measure will ensure OUSD continues to make progress on reducing dropout rates and in supporting students.

# Messages describing racial disparities, the lack of tax increase, and support for vulnerable students are the most convincing messages in favor of the measure.



Q11. I am going to read you some statements that supporters of this potential parcel tax measure might make. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this potential measure. ^Not Part of Split Sample

# Democratic voters, who make up the largest share of Oakland's electorate, find the messaging highly convincing.

(Very Convincing)

Statement	All Voters	Party			Likely Nov. 2022
		Dem.	Ind.	Rep.	
^Disparities	45%	50%	35%	18%	43%
No Increase	41%	45%	35%	5%	43%
Vulnerable Students	40%	46%	26%	23%	38%
^Supports	38%	45%	24%	9%	37%
Work-Based Learning	38%	41%	33%	16%	36%
Progress	38%	40%	32%	23%	35%
^Accountability	36%	40%	27%	24%	37%
Teachers	36%	37%	35%	24%	36%
Collaboration	36%	39%	28%	17%	30%
^Budget Cuts	35%	40%	23%	15%	33%
Interests	34%	38%	26%	17%	35%
ELL	32%	36%	26%	14%	31%
Tax Change	32%	35%	21%	41%	33%
Dropout Rate	31%	37%	21%	0%	31%

Q11. I am going to read you some statements that supporters of this potential parcel tax measure might make. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this potential measure. ^Not Part of Split Sample

# Messages in favor of the measure resonate across ethnic groups.

(Very Convincing)

Statement	All Voters	Race Ethnicity				
		Latinos	African Americans	Whites	Asians/ Pacific Islanders	All Voters of Color
^Disparities	45%	42%	50%	46%	44%	46%
No Increase	41%	50%	39%	44%	52%	42%
Vulnerable Students	40%	40%	42%	37%	46%	43%
^Supports	38%	37%	47%	35%	40%	41%
Work-Based Learning	38%	43%	38%	36%	46%	41%
Progress	38%	50%	34%	34%	41%	40%
^Accountability	36%	36%	38%	37%	42%	38%
Teachers	36%	35%	38%	34%	52%	38%
Collaboration	36%	48%	41%	27%	34%	40%
^Budget Cuts	35%	33%	47%	29%	28%	38%
Interests	34%	44%	35%	31%	48%	38%
ELL	32%	37%	37%	35%	20%	33%
Tax Change	32%	33%	33%	36%	22%	32%
Dropout Rate	31%	21%	41%	32%	39%	33%

Q11. I am going to read you some statements that supporters of this potential parcel tax measure might make. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this potential measure. ^Not Part of Split Sample

# Non-parents find messaging very convincing.

(Very Convincing)

Statement	All Voters	Children		Parcel Tax Renewal		Square-Foot Parcel Tax	
		Have Children	Do Not Have Children	Swing	Initial Soft Support	Swing	Initial Soft Support
^Disparities	45%	38%	49%	39%	50%	40%	51%
No Increase	41%	35%	43%	27%	44%	0%	0%
Vulnerable Students	40%	35%	44%	37%	44%	35%	47%
^Supports	38%	33%	42%	36%	42%	34%	37%
Work-Based Learning	38%	23%	45%	35%	39%	46%	50%
Progress	38%	34%	42%	34%	44%	22%	44%
^Accountability	36%	30%	40%	24%	39%	31%	33%
Teachers	36%	24%	42%	38%	39%	28%	33%
Collaboration	36%	39%	36%	31%	41%	31%	53%
^Budget Cuts	35%	30%	37%	29%	38%	35%	32%
Interests	34%	27%	40%	15%	26%	25%	43%
ELL	32%	21%	38%	43%	45%	28%	31%
Tax Change	32%	25%	37%	0%	0%	32%	41%
Dropout Rate	31%	26%	34%	18%	29%	20%	22%

Q11. I am going to read you some statements that supporters of this potential parcel tax measure might make. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this potential measure. ^Not Part of Split Sample

# Messages in Opposition to the Measure

(Messages Ranked by Very Convincing)

44%

**(MISUSE OF FUNDS)** The District has a history of misusing funds. We have no trust that these funds will be managed properly.

43%

**^(SCHOOL CLOSURES)** OUSD is in the middle of closing down neighborhood schools. These closures will hurt Oakland children and families and OUSD leadership has not listened to the voices of the community. We cannot hand over more taxes to a Board that does not listen to families and voters.

40%

**^(COST OF LIVING)** The cost of living in Oakland is way too high already – low- and middle-income families can barely afford rent or a mortgage as it is. We just can't afford to add hundreds of dollars in additional taxes for families that are having a hard time making ends meet.

35%

**^(TAXES)** Local and state taxes are out of control – politicians have added or are proposing new taxes for gas, water, and new sales and property taxes. Enough is enough. We just cannot afford any more taxes.

34%

**(REGRESSIVE)** Flat taxes like parcel taxes are regressive and place a big burden on low-income families and seniors in our community by making them pay as much as high-income families do. We cannot support such an inequitable tax.

33%

**(GOVERNANCE)** Oakland Unified is ungovernable. The School Board is dysfunctional. The budget is a mess. And the schools are crappy. Things need to significantly improve before I agree to give more tax dollars to OUSD.

# Messages in Opposition to the Measure (Continued)

(Messages Ranked by Very Convincing)

32%

**(2020 BOND)** Oakland voters just approved a massive bond measure in 2020. The average homeowner is already paying hundreds of dollars each year in property taxes for OUSD. It's too soon for more taxes.

31%

**(WASTE)** If Oakland Unified School District could cut its own budget, administrative salaries, and pensions, it would have the funds needed for school improvements.

28%

**(COVID-19)** OUSD handled the COVID-19 pandemic poorly. Because the District did not support students and families, our most vulnerable children paid the price. We cannot continue to hand over tax dollars to a district that doesn't look out for our most high-needs children.

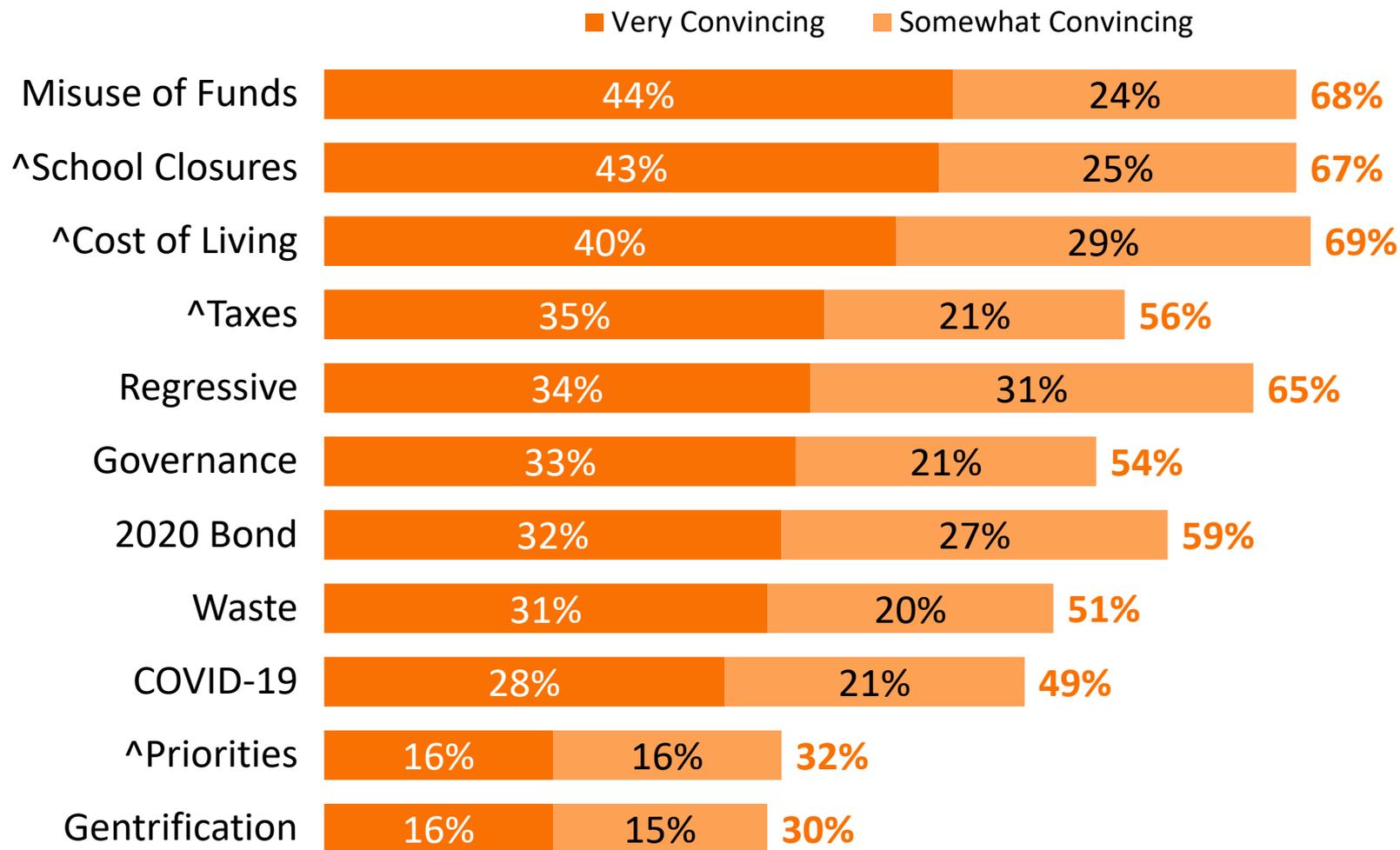
16%

**^(PRIORITIES)** We cannot afford to spend more tax dollars on local schools when there are so many other issues – such as affordable housing, homelessness, and public safety – that are much higher priorities in Oakland.

16%

**(GENTRIFICATION)** This measure will only serve to accelerate gentrification in our community and push out long-term residents by making more people from outside our community want to send their children to Oakland high schools and increasing property values.

# Criticisms describing past misuse of funds, school closures, and the cost of living are most convincing.



Q13. I am going to read you some statements opponents of this potential measure may make. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose this potential measure. ^Not Part of Split Sample

# Criticisms of the measure resonate across partisan lines.

(Very Convincing)

Statement	All Voters	Party			Likely Nov. 2022
		Democrats	Independents	Republicans	
Misuse of Funds	44%	41%	51%	60%	45%
^School Closures	43%	44%	39%	45%	40%
^Cost of Living	40%	38%	41%	71%	36%
^Taxes	35%	32%	39%	67%	29%
Regressive	34%	37%	27%	40%	34%
Governance	33%	27%	46%	69%	32%
2020 Bond	32%	31%	31%	71%	32%
Waste	31%	27%	36%	59%	27%
COVID-19	28%	28%	31%	21%	22%
^Priorities	16%	14%	18%	34%	13%
Gentrification	16%	14%	18%	26%	11%

# They resonate especially strongly among Latino and African-American voters.

(Very Convincing)

Statement	All Voters	Race Ethnicity				
		Latinos	African Americans	Whites	Asians/ Pacific Islanders	All Voters of Color
Misuse of Funds	<b>44%</b>	49%	50%	37%	23%	44%
^School Closures	<b>43%</b>	59%	48%	24%	40%	50%
^Cost of Living	<b>40%</b>	49%	42%	26%	38%	45%
^Taxes	<b>35%</b>	48%	32%	26%	28%	37%
Regressive	<b>34%</b>	37%	35%	31%	27%	35%
Governance	<b>33%</b>	46%	23%	26%	34%	33%
2020 Bond	<b>32%</b>	34%	33%	24%	28%	34%
Waste	<b>31%</b>	47%	31%	18%	26%	36%
COVID-19	<b>28%</b>	41%	35%	15%	12%	33%
^Priorities	<b>16%</b>	17%	18%	10%	14%	18%
Gentrification	<b>16%</b>	19%	16%	11%	7%	16%

Q13. I am going to read you some statements opponents of this potential measure may make. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose this potential measure. ^Not Part of Split Sample

**For more information,  
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# Proposal to Place the Reauthorization of Measure N on the November 2022 Ballot

Measure N Commission

*June 7, 2022*



**OAKLAND UNIFIED  
SCHOOL DISTRICT**

*Community Schools, Thriving Students*

## Our Vision

All OUSD students will find joy in their academic experience while graduating with the skills to ensure they are caring, competent, fully-informed, critical thinkers who are prepared for college, career, and community success.

## Our Mission

Oakland Unified School District (OUSD) will build a Full Service Community District focused on high academic achievement while serving the whole child, eliminating inequity, and providing each child with excellent teachers, every day.



# Ask of the Commission

- Receive a presentation and discuss, as appropriate, the proposed draft of a parcel tax measure to reauthorize Measure N
- No action

# Outline

- Existing Measure
- Resolution No. 2122-0016
- Developing Recommendations
- Recommendations
- Next Steps



# Existing Measure

# Purpose

*“to pay for the implementation of a comprehensive approach to high school education in Oakland that integrates challenging academics with career-based learning and real-world work experiences”*

# Goals

- Decrease HS dropout rate and increase HS grad rate
- Increase HS students' readiness to succeed in college and career
- Increase MS students' successful transition to HS
- Reduce disparities in student achievement and student access to career pathways based on race, ethnicity, gender, socio-economic status, English Learner-status, special needs-status, and residency

# Background/History

- Approved by voters in November 2014
- Authorized levy of a tax of \$120 per parcel
- Generates approximately \$11.5 M annually
- Includes senior/low income exemptions
- Establishes oversight commission and audits
- Expires June 2025

# Other Key Measure Features

- At least 90% of funds go to schools
  - OUSD high school and most charter high schools
- Oversight Commission annual reviews and scrutinizes each school's Education Improvement Plan
- Non-supplantation provision
  - But limited to non-supplantation of general purposes expenses from 2014-15

# Accomplishments

## Goal 1: Reduce Dropout Rate:

11% point decrease in the dropout rate since 2013-2014

## Goal 2: Increase 4-Year Graduation Rate:

11.7% point increase since 2013-2014

## Goal 3: Increase College and Career Readiness:

**A-G:** 14.1% point increase of students graduating A-G eligible since 2013-2014

**Dual Enrollment:** Increase of 1,650 students students earning a C or higher or a Pass in a dual enrollment course per year since 2014-2015

**Internships:** Increase of **700+** students completing internships each year year.

## Goal 4: Increase Successful Transitions to 9th Grade:

**9th Grade On-Track:** 14.1% point increase of students on-track at the end of their 9th grade year since 2014-2015

## Goal 5: Reduce Disparities in Student Achievement:

**A.A. Male 4-Year Graduation Rate:** 12.2% point increase since 2013-2014

**A.A. Male Dropout Rate:** 17.3% point decrease since 2013-2014



# Resolution No. 2122-0016

# Resolution No. 2122-0016

*“[D]irect[ed] the Superintendent or designee to bring forward a recommendation to the Board by June\* 2022 regarding whether such a parcel tax should be placed on the 2022 or 2024 General Election ballot”*

\*Resolution No. 2122-0016 was amended to permit the recommendation to come forward in June; originally it was April.

# Resolution No. 2122-0016

- Further directed Superintendent or designee to make recommendations with respect to following:
  - Tax rate structure
  - Inflation escalator
  - Sunset date or evergreen
  - School allocation formula
  - Permissible uses
  - Incentives for pathway participation

# Resolution No. 2122-0016

- To help develop final recommendation to Board, Superintendent or designee was authorized to:
  - Conduct a voter poll (via pollster)
  - Solicit advice on communication and outreach strategies (via communications expert)
  - Convene stakeholders
  - Consult with Measure N commission



# Developing Recommendation

# Developing Recommendation

- Listening Campaign, which visited almost every school receiving funding

## What worked?

Linked Learning pathways driving school transformation

Consistency of funding and some staffing

Alignment of AP, counselor, and case manager

Pathway teams engaging in annual analysis

## What needs to change?

Focus on compliance

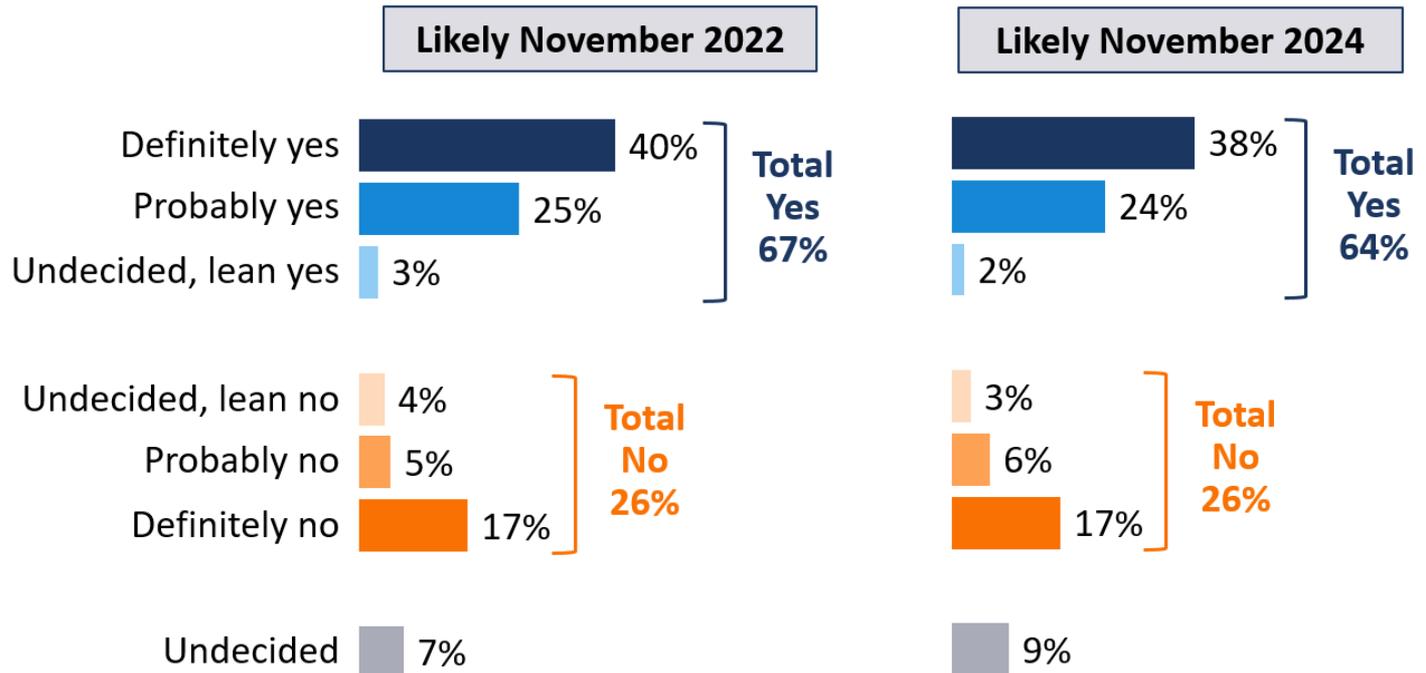
Limited ability to scale high-quality paid internships

Facilities at sites not consistently able to accommodate CTE labs and equipment

Limited professional learning for teachers

# Developing Recommendation

- Voter Poll, administered in March 2022



# Developing Recommendation

- Working Group, which included:

- Jason Gumataotao, Measure N Commission Chair
- Katy Nuñez-Adler, Measure N Commission Member
- Marvin Boomer, Pathway Coach
- Rodney Brown, Teacher
- Greg Cluster, Work Based Learning Coordinator
- Rebecca Lacocque, Linked Learning Director
- Matin Abdel-Qawi, High School Network Superintendent
- Joshua R. Daniels, Chief Governance Officer
- Sam Davis, Board Vice President
- VanCedric Williams, Board Member
- Pollster and communication consultants

- Met twice a month since January



# Recommendation

# Recommendation

- General takeaways
  - Measure N works!
  - Commission is a strong feature
  - Refine rather than revamp the Measure
  - Support is strong but not overwhelming
  - Not the time to push the envelope
  - Go now!

# Recommendation

- Tax rate structure – Maintain (\$120/parcel)
- Inflation escalator – Yes (based on COLA)
- Sunset date or evergreen – Sunset (14 years)
- School allocation formula – Maintain (per student residing in Oakland)
- Permissible uses – Refine (see next slide)
- Incentives for pathway participation – Clarify

# Recommendation

- Permissible Uses
  - Refine non-supplantation language to prohibit District-directed supplantation
  - Reduce unnecessary bureaucratic restrictions where possible
  - Elevate importance of Education Improvement Plan and Commission's review



# Timeline & Next Steps

# Timeline

- June 7, 2022: Presentation to Measure N Commission
- June 8, 2022: Public hearing and first read (Board meeting)
- June 22, 2022: Possible vote to place new measure on November 2022 ballot (Board meeting)
- November 8, 2022: Election Day
- July 1, 2023: New measure in effect (if approved)



# Community Schools, Thriving Students



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SCHOOL DISTRICT**

*Community Schools, Thriving Students*

[www.ousd.org](http://www.ousd.org)



[@OUUSDnews](https://twitter.com/OUUSDnews)

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