

JUNE 21, 2022

Thinking forward  
for schools and  
communities.



DS&C

ALUM ROCK UNION SCHOOL DISTRICT  
SURVEY RESULTS PRESENTATION

**Inc.**  
**Best in**  
**Business**  
2021

548 Market Street, Suite 44410 | San Francisco, CA 94104 | 415.956.1030 | [www.dalescott.com](http://www.dalescott.com)

ALUM ROCK UNION SCHOOL DISTRICT

# VOTER SURVEY RESULTS

# Survey Methodology

---

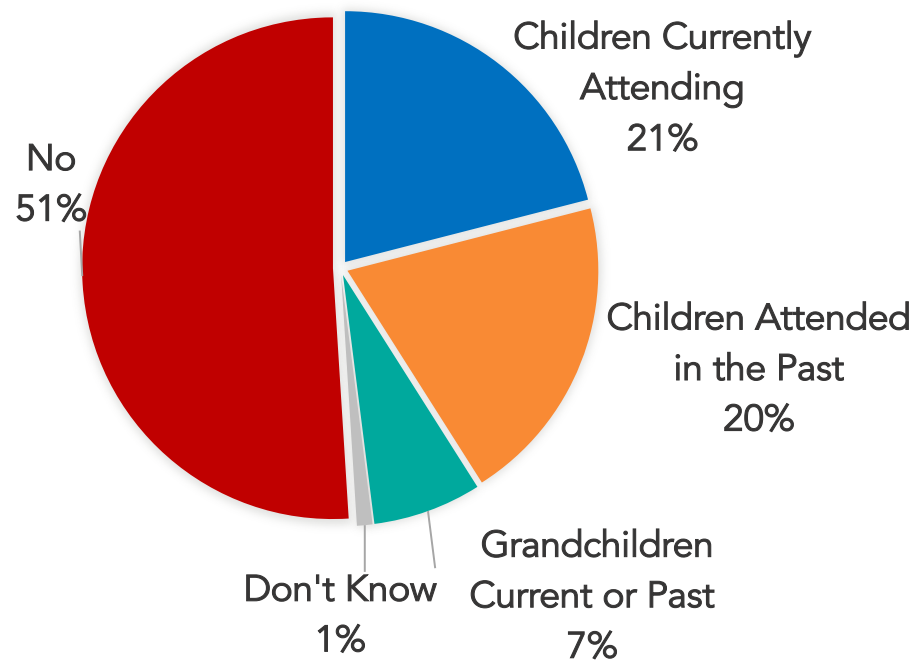
## RANDOM SURVEY OF LIKELY VOTERS CONDUCTED IN JUNE 2022

- ▶ Survey was conducted in English, Spanish and Vietnamese between 6/8/22 and 6/14/22
- ▶ 301 completed surveys
  - ▶ 46% cell phones
  - ▶ 21% text-to-web
  - ▶ 19% email
  - ▶ 14% land lines
- ▶ The average length of the survey was 13.45 minutes
- ▶ Margin of error for the survey is 5.649%

## EXPERIENCE WITH THE SCHOOL DISTRICT

Do you have or have you ever had any children or grandchildren who attended or are now attending a school in the Alum Rock Union School District?

### Experience with the District

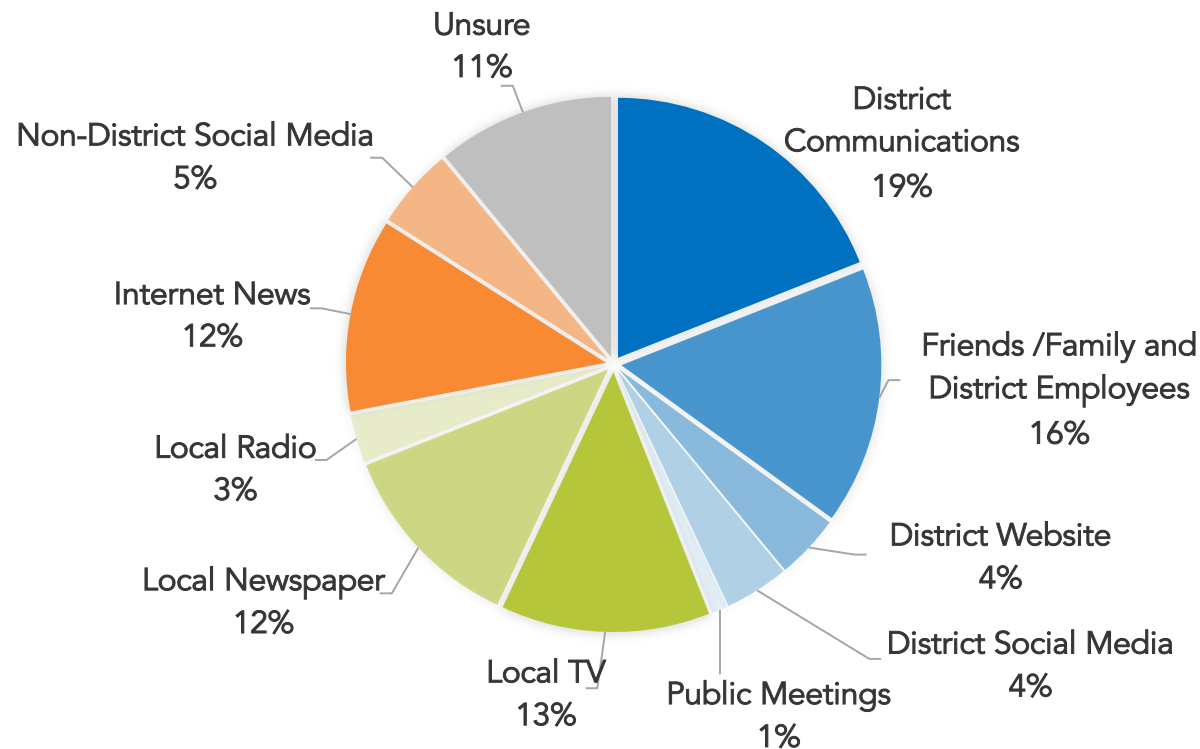


# Voter Information

## INFORMATION ABOUT ALUM ROCK UNION SCHOOL DISTRICT

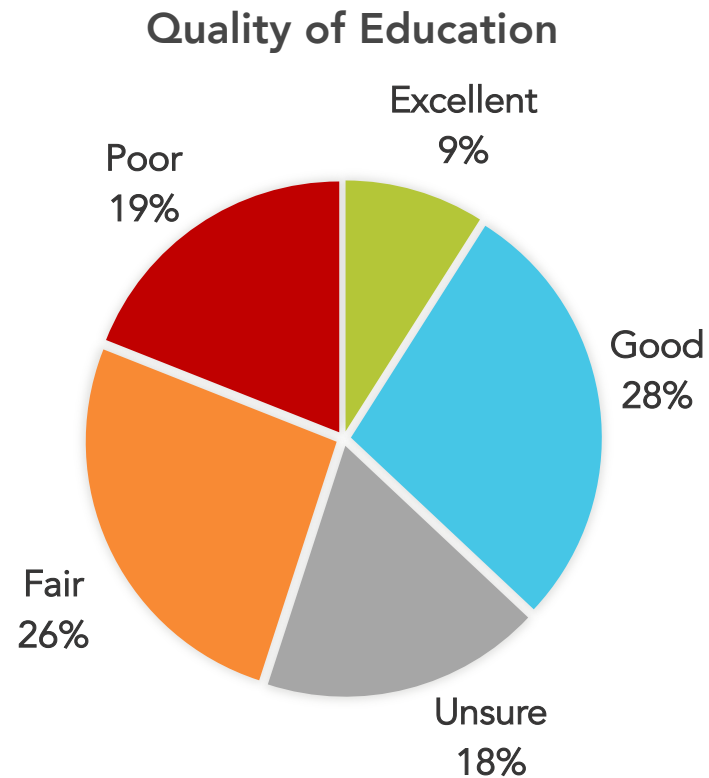
What is the main way you receive information about the Alum Rock Union School District?

Information About the District



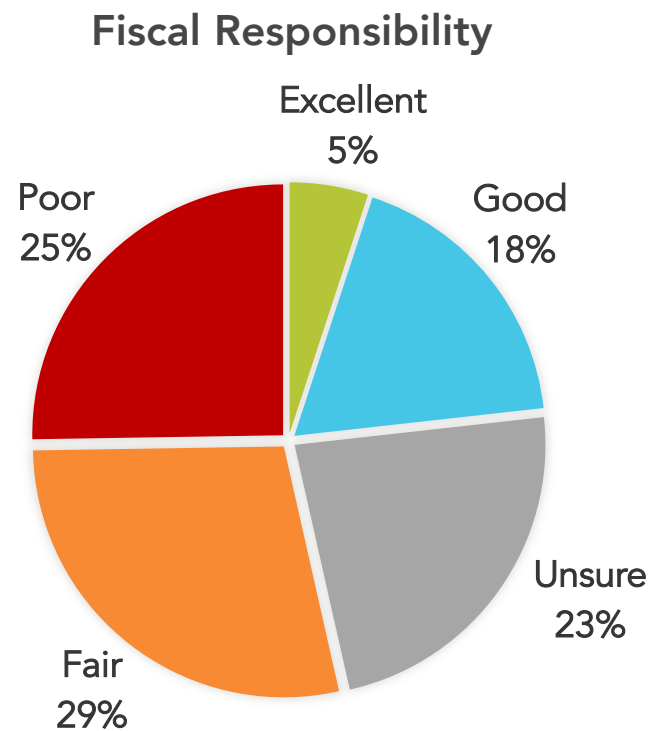
## PERCEPTION OF EDUCATION QUALITY

Either from what you know or what you've heard, would you rate the quality of education provided by the Alum Rock Union School District as excellent, good, fair or poor?



## PERCEPTION OF DISTRICT'S FISCAL RESPONSIBILITY

How would you rate the quality of the fiscal responsibility of the Alum Rock Union School District ?

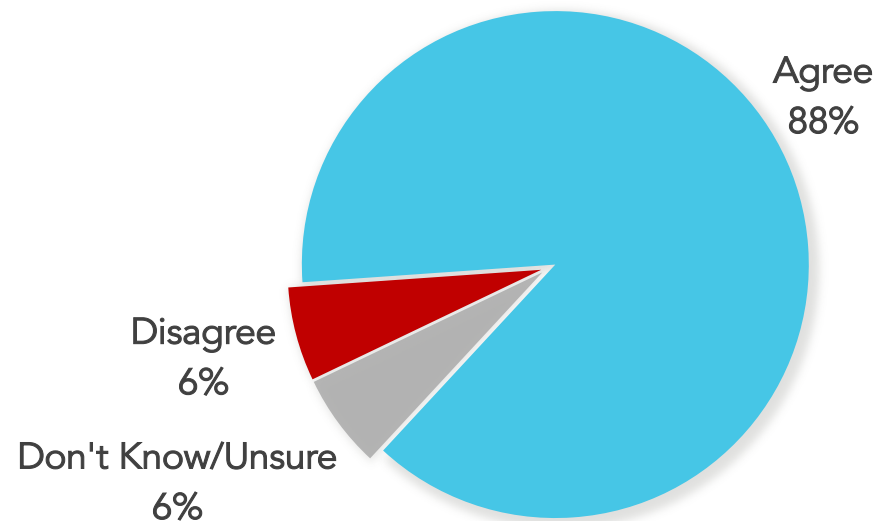


# Core Values

## PUBLIC SCHOOLS WITHIN THE COMMUNITY

Do you agree or disagree that...Alum Rock public schools are our community's most important asset and should be our number one priority.

### Community's Most Important Asset

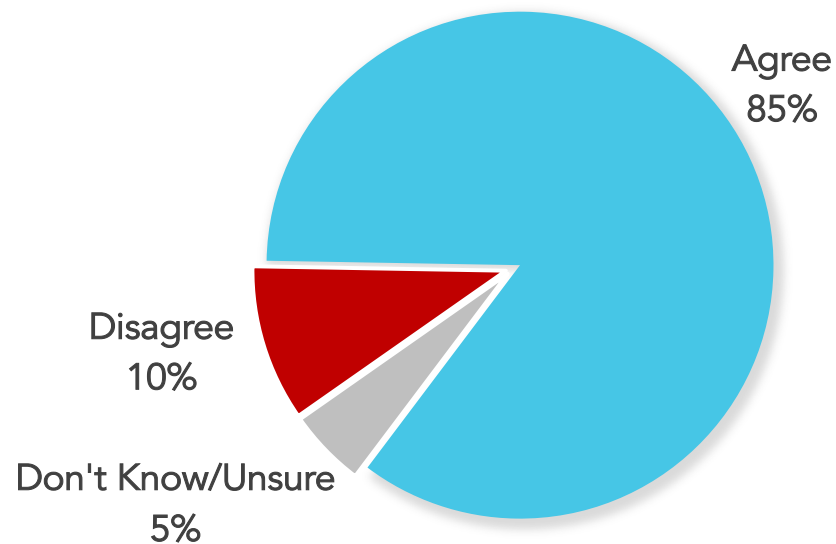




## SCHOOLS IMPACT ON PROPERTY VALUES

Do you agree or disagree that...Quality schools increase property values.

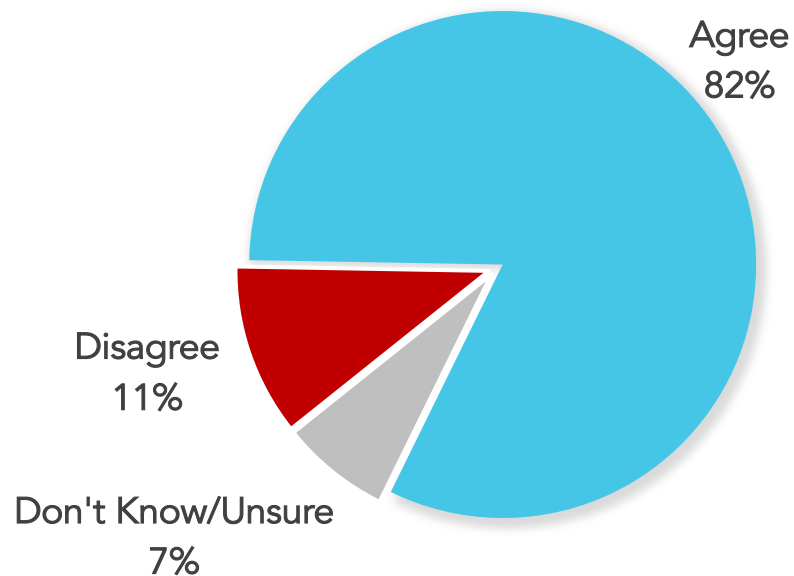
### Quality Schools Increase Property Values



## AVAILABLE AND AFFORDABLE RENTAL HOUSING

Do you agree or disagree that...There is a significant shortage of available and affordable rental housing in the San Jose Area.

### Significant Shortage of Available/Affordable Rental Housing

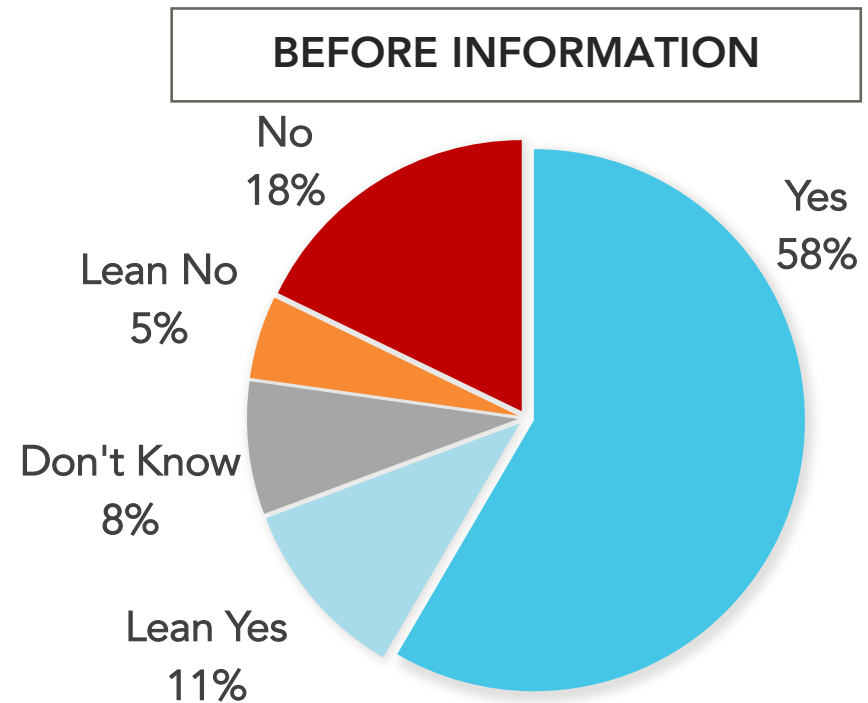


# Voter Attitudes

## \$71.5 MILLION BALLOT LANGUAGE: (BEFORE INFORMATION)

If the election were held today, would you vote  
"yes" to approve or "no" to reject the measure?

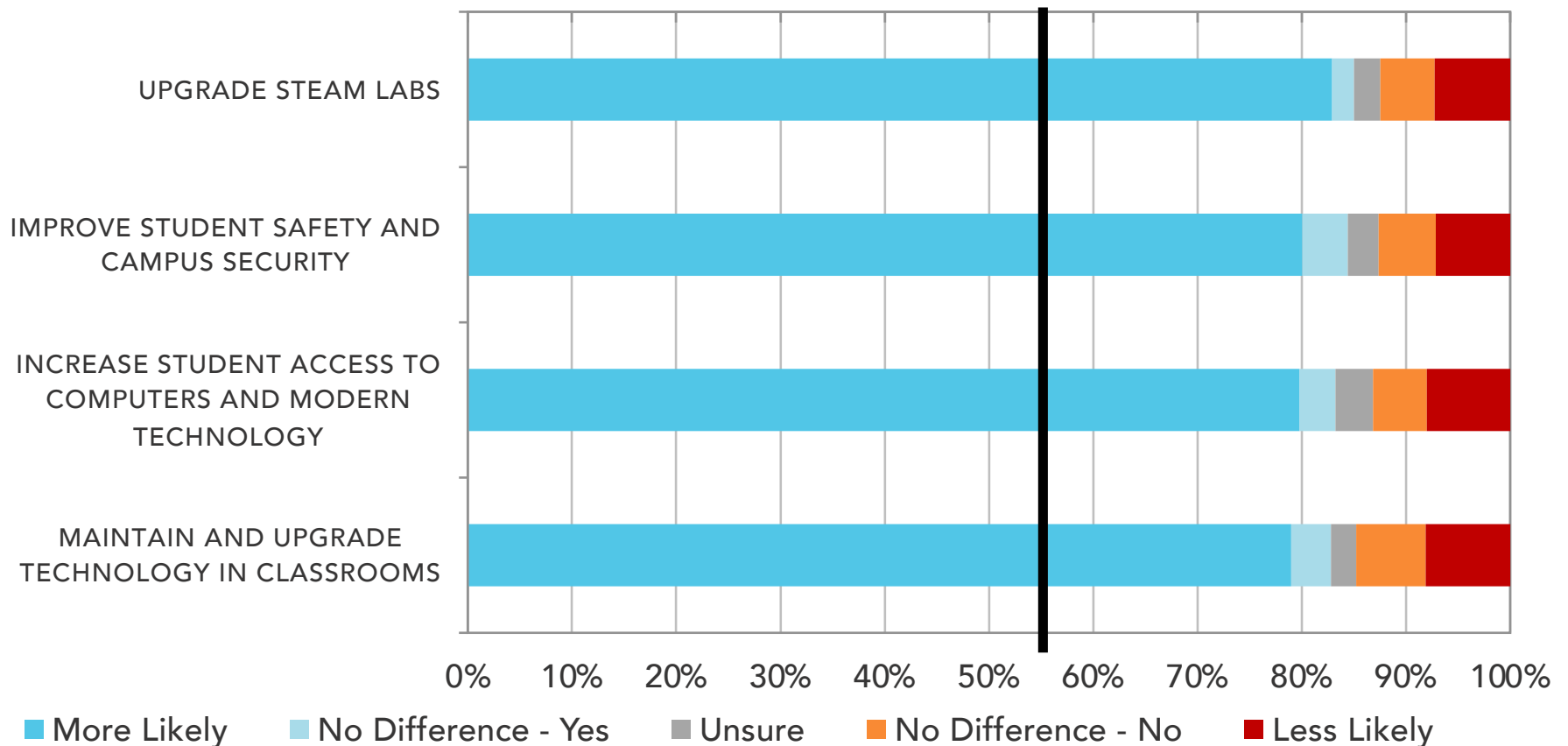
"To improve local schools with funds that cannot be taken by the State, shall Alum Rock Union School District's measure to renovate classrooms, increase student access to technology, build below-market teacher/staff rental housing and repair schools, roofs and plumbing be adopted, authorizing \$71.5 million of bonds with legal rates, raising \$4.3 million per year for repayment while bonds are outstanding, levies below 3¢ per \$100 assessed valuation, annual audits, citizens' oversight and no increase in total approved debt?"



# Voter Attitudes

## IMPACT OF SPECIFIC PROJECTS

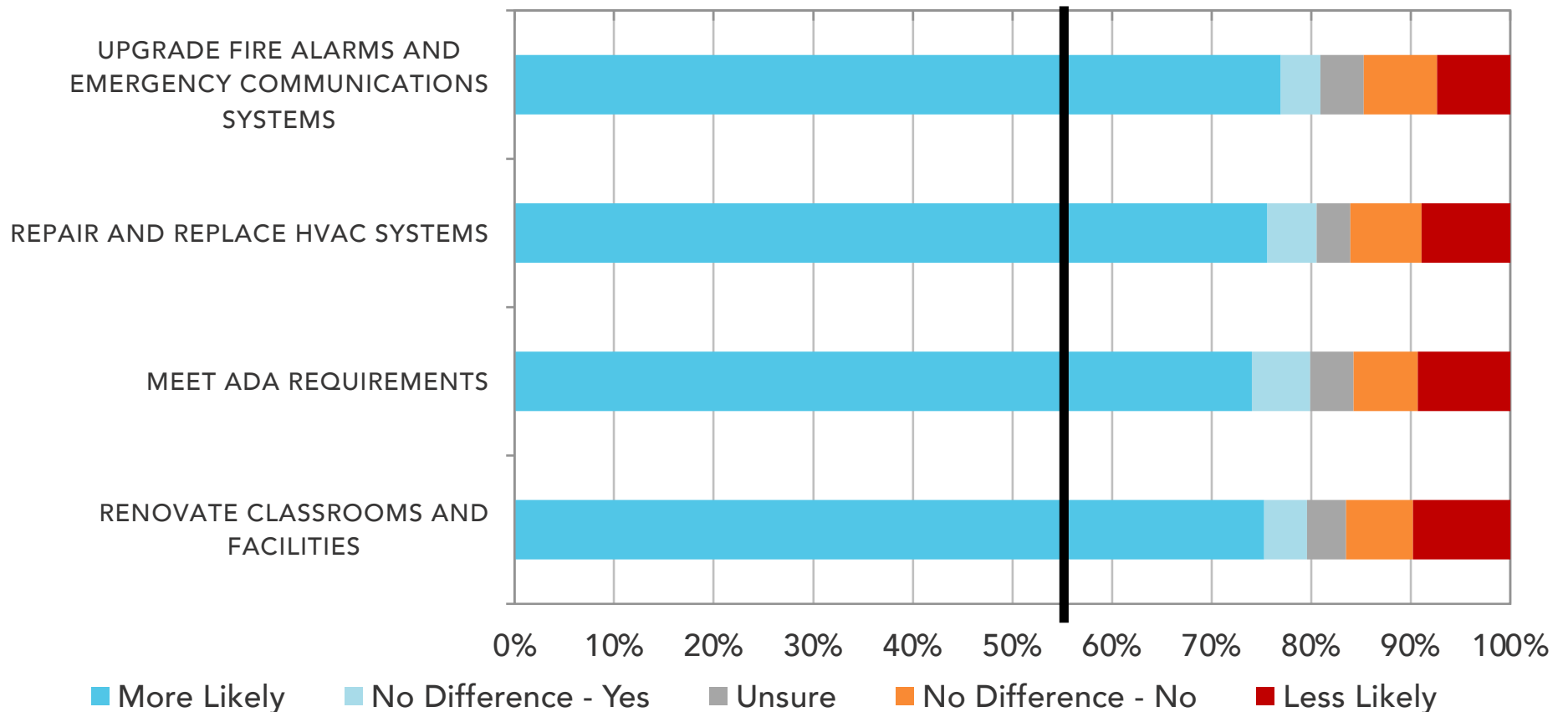
Here are some details regarding the proposed bond. For each statement, please tell me if it would make you more or less likely to vote for the bond?



# Voter Attitudes

## IMPACT OF SPECIFIC PROJECTS

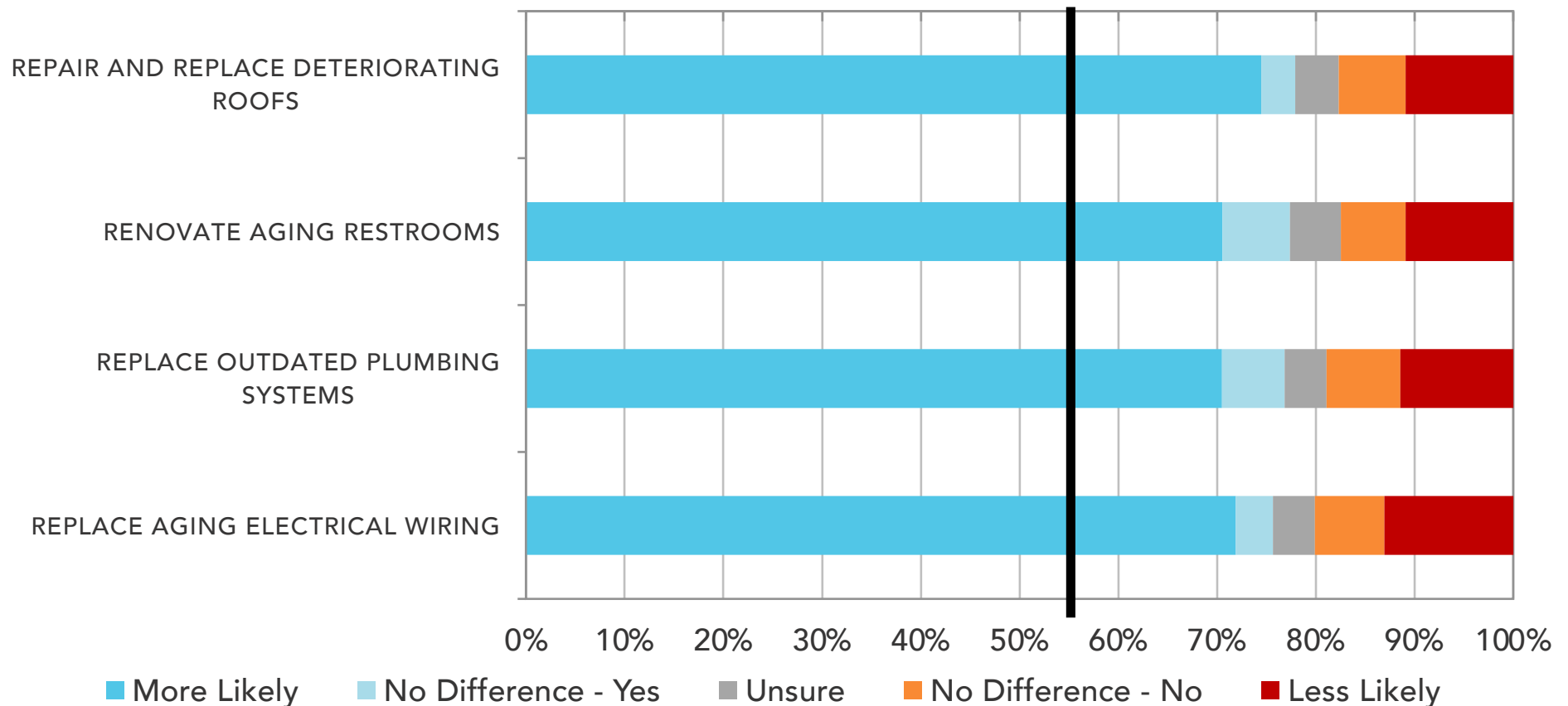
Here are some details regarding the proposed bond. For each statement, please tell me if it would make you more or less likely to vote for the bond?



# Voter Attitudes

## IMPACT OF SPECIFIC PROJECTS

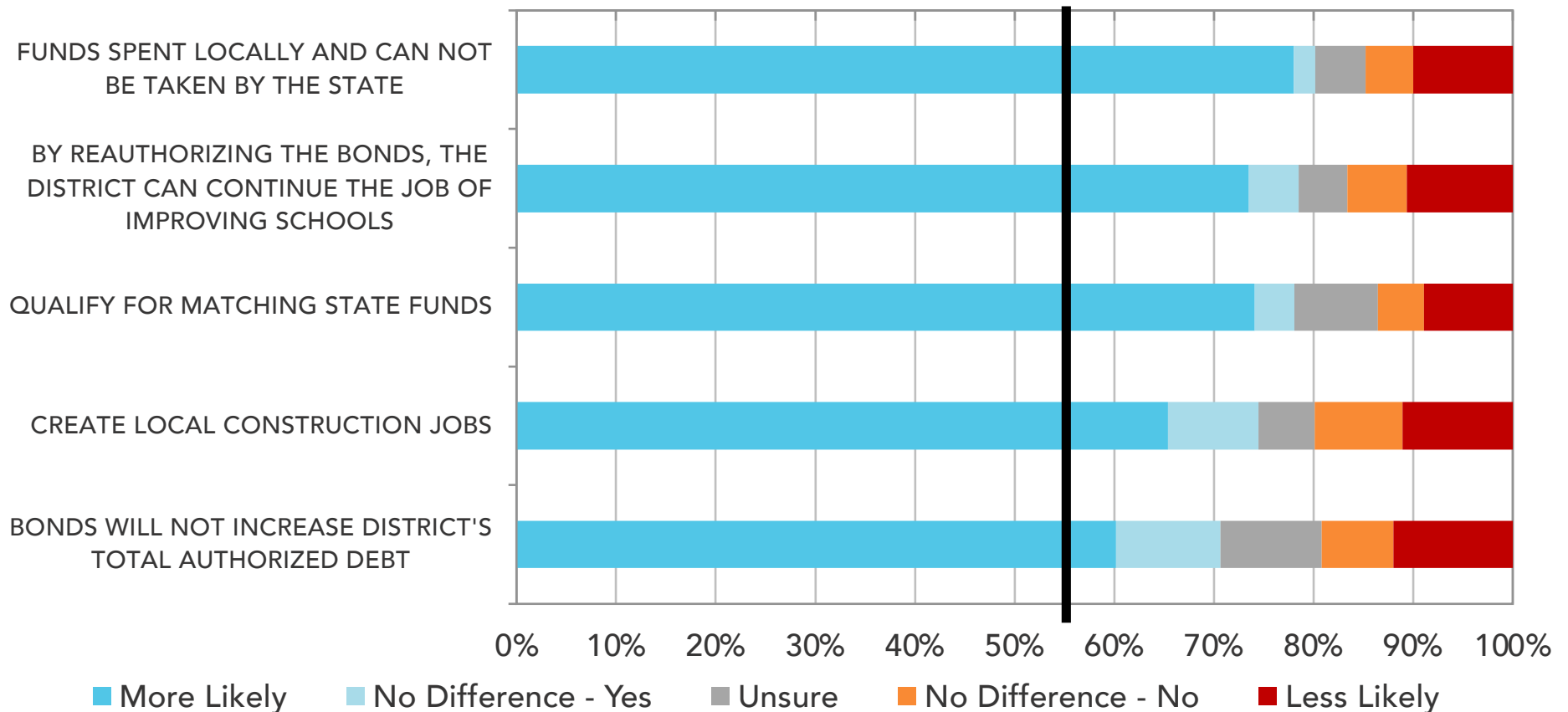
Here are some details regarding the proposed bond. For each statement, please tell me if it would make you more or less likely to vote for the bond?



# Voter Attitudes

## IMPACT OF SPECIFIC STATEMENTS

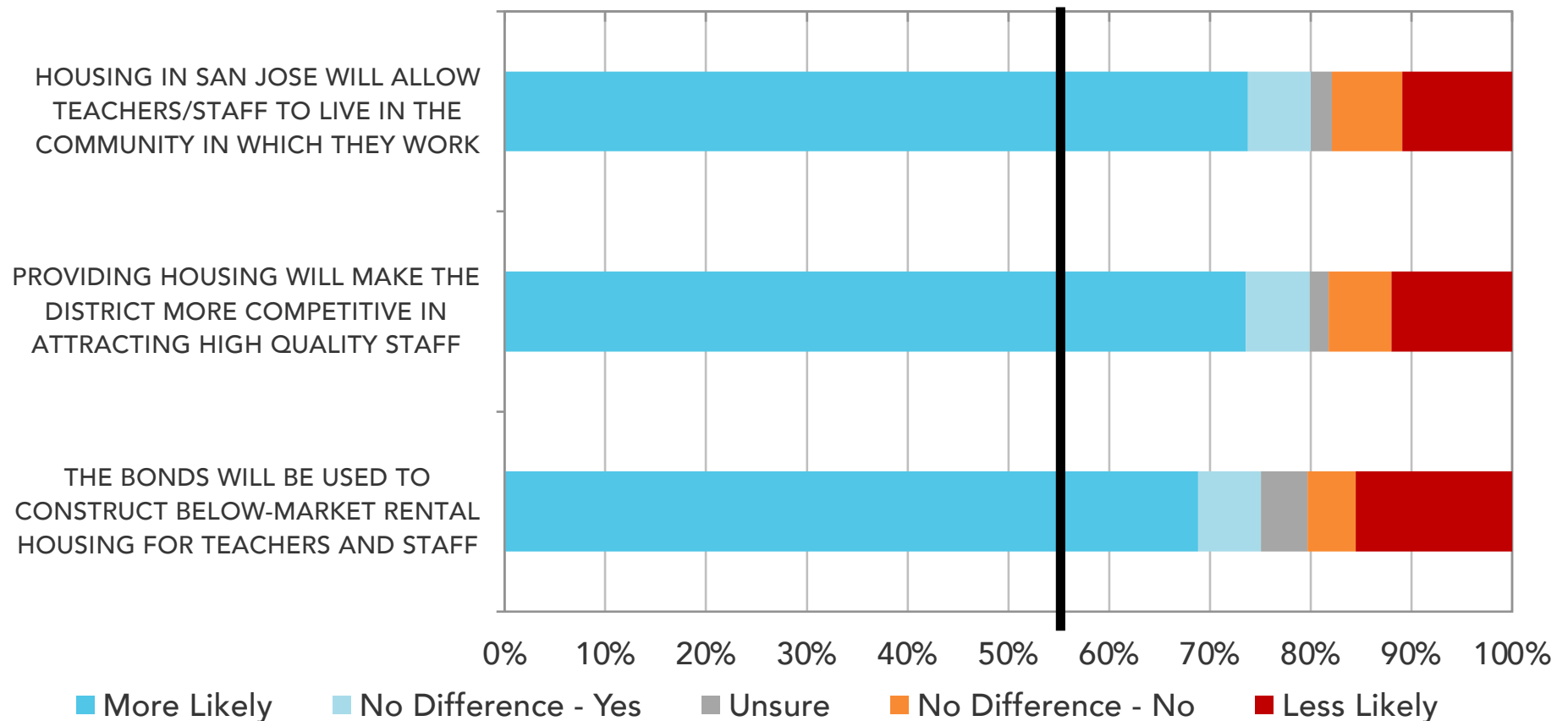
Here are some details regarding the proposed bond. For each statement, please tell me if it would make you more or less likely to vote for the bond?



# Voter Attitudes

## IMPACT OF TEACHER-STAFF HOUSING

Here are some details regarding the proposed bond. For each statement, please tell me if it would make you more or less likely to vote for the bond?

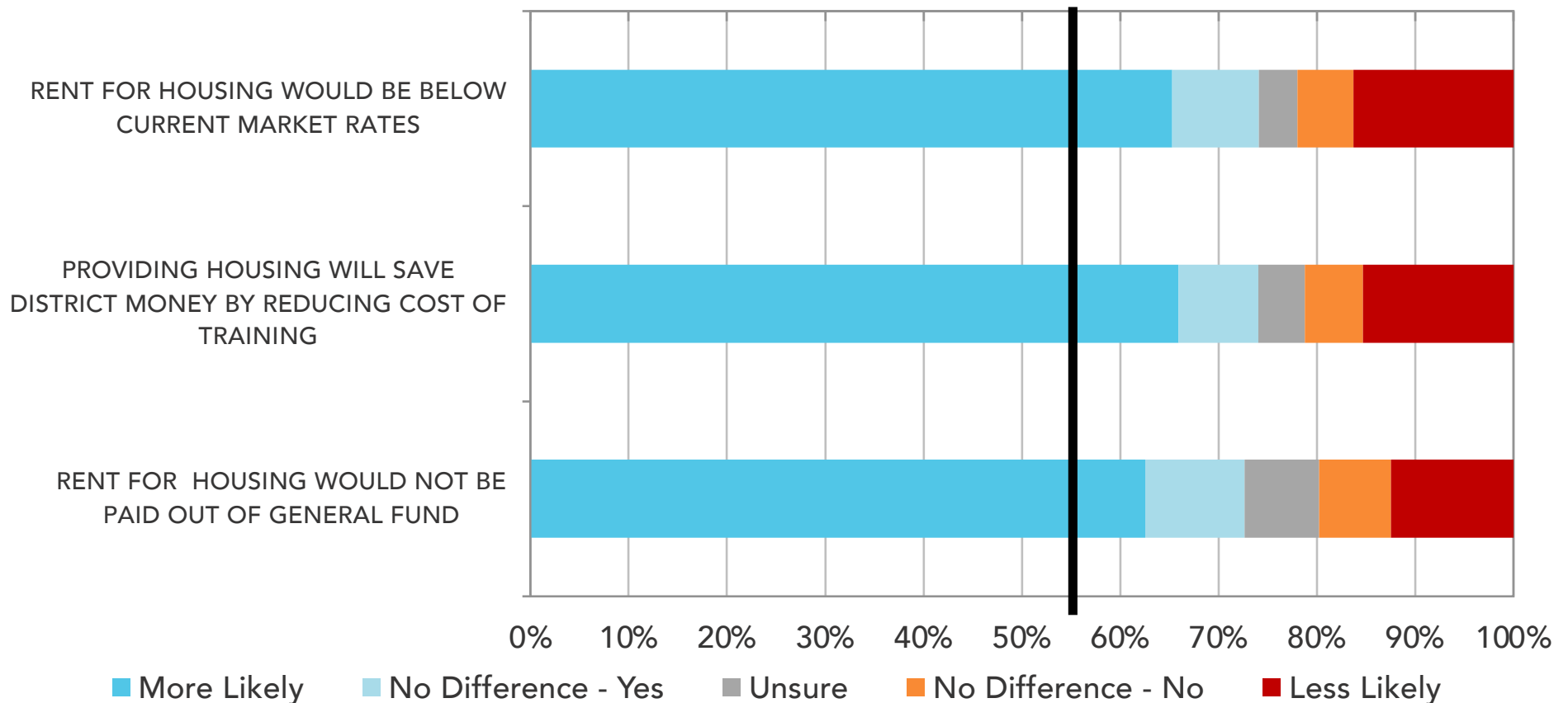




# Voter Attitudes

## IMPACT OF TEACHER-STAFF HOUSING

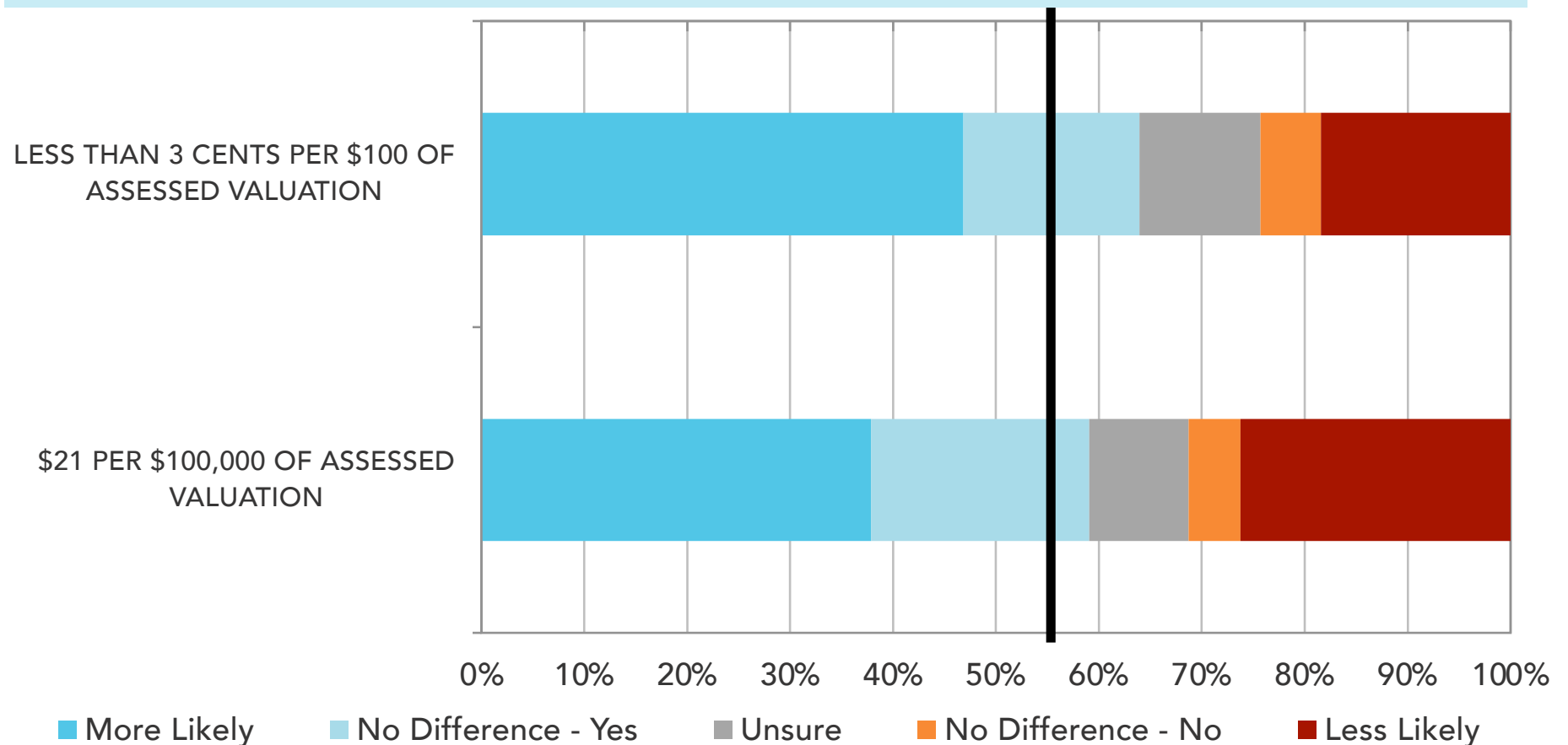
Here are some details regarding the proposed bond. For each statement, please tell me if it would make you more or less likely to vote for the bond?



# Voter Attitudes

## TAX RATE SENSITIVITY

Would you be more likely or less likely to vote for the bond if you knew the bond would cost the average homeowner

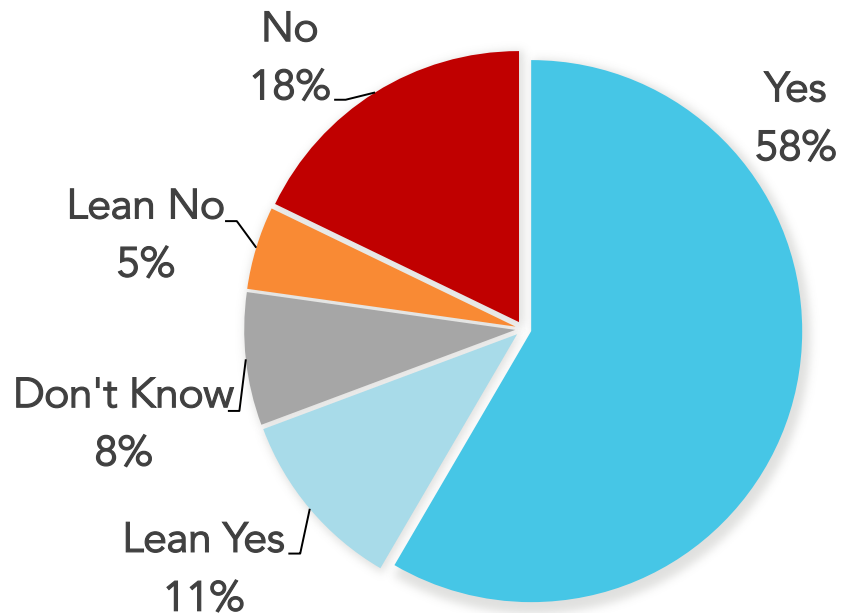


# Voter Attitudes

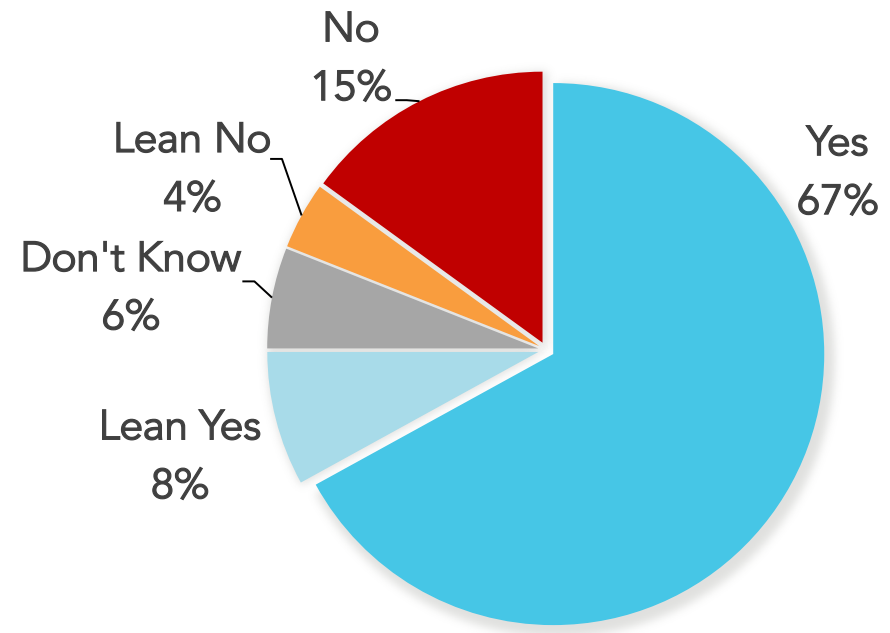
## \$71.5 MILLION BALLOT LANGUAGE: (BEFORE VS AFTER INFORMATION)

Now that you have heard more information regarding the proposed \$71.5 million Alum Rock Union School District bond measure, if the election were held today, would you vote 'yes' to approve or 'no' to reject the measure?

**BEFORE INFORMATION**



**AFTER INFORMATION**

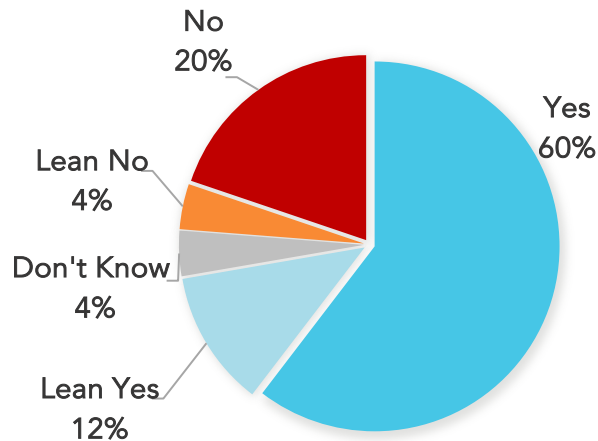


# Voter Attitudes

## \$71.5 MILLION BALLOT LANGUAGE BY VOTER RELIABILITY\*: (AFTER INFORMATION)

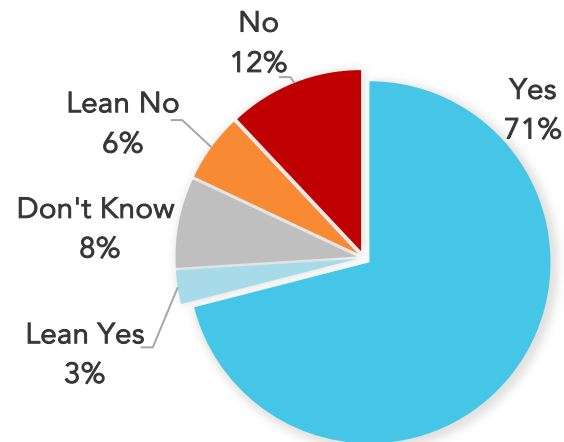
Now that you have heard more information regarding the proposed \$71.5 million Alum Rock Union School District bond measure, if the election were held today, would you vote 'yes' to approve or 'no' to reject the measure?

### VERY RELIABLE – 46%



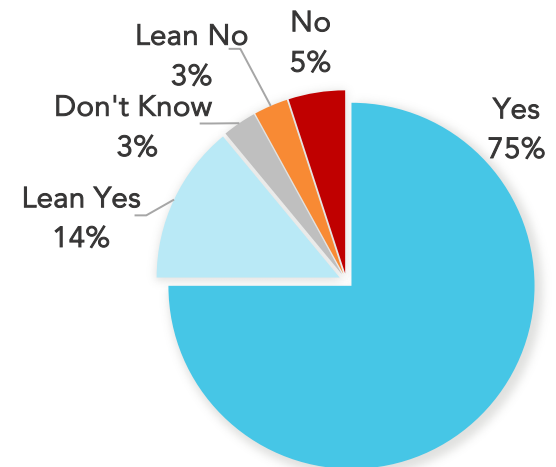
Very Reliable – Voting History is 4/4 or 3/3

### RELIABLE – 47%



Reliable – Voting History is 3/4 or 2/4 or 2/3 or 2/2 or 1/2 or 1/1

### UNRELIABLE – 7%



Unreliable – Voting History is 1/4 or 1/3

# Overview of Election Timeline

---

## PREPARING FOR NOVEMBER 2022

### November 2022 Election (Gubernatorial Election)



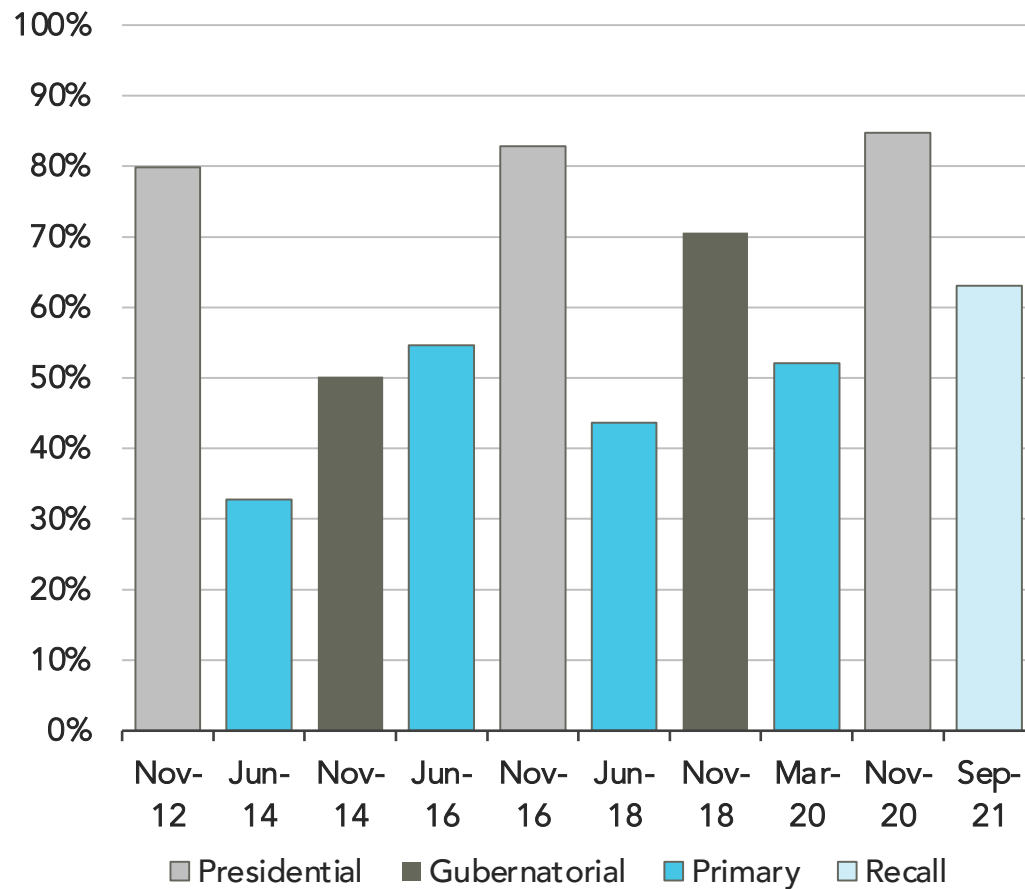
ALUM ROCK UNION SCHOOL DISTRICT

2022 ELECTION

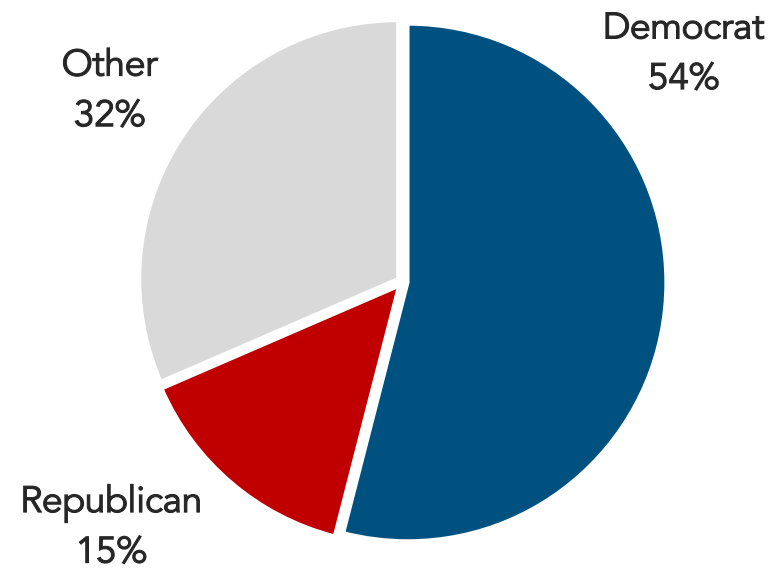
# Voter Information

## 50,143 ALUM ROCK UNION SCHOOL DISTRICT REGISTERED VOTERS

Santa Clara County  
Voter Turnout



Alum Rock Union SD:  
Political Party Affiliations



Source: politicaldata.com





Improving classrooms, schools and  
communities, one ballot at a time.

---

DS&C

THINKING FORWARD

CALIFORNIA K-14 FINANCIAL ADVISOR

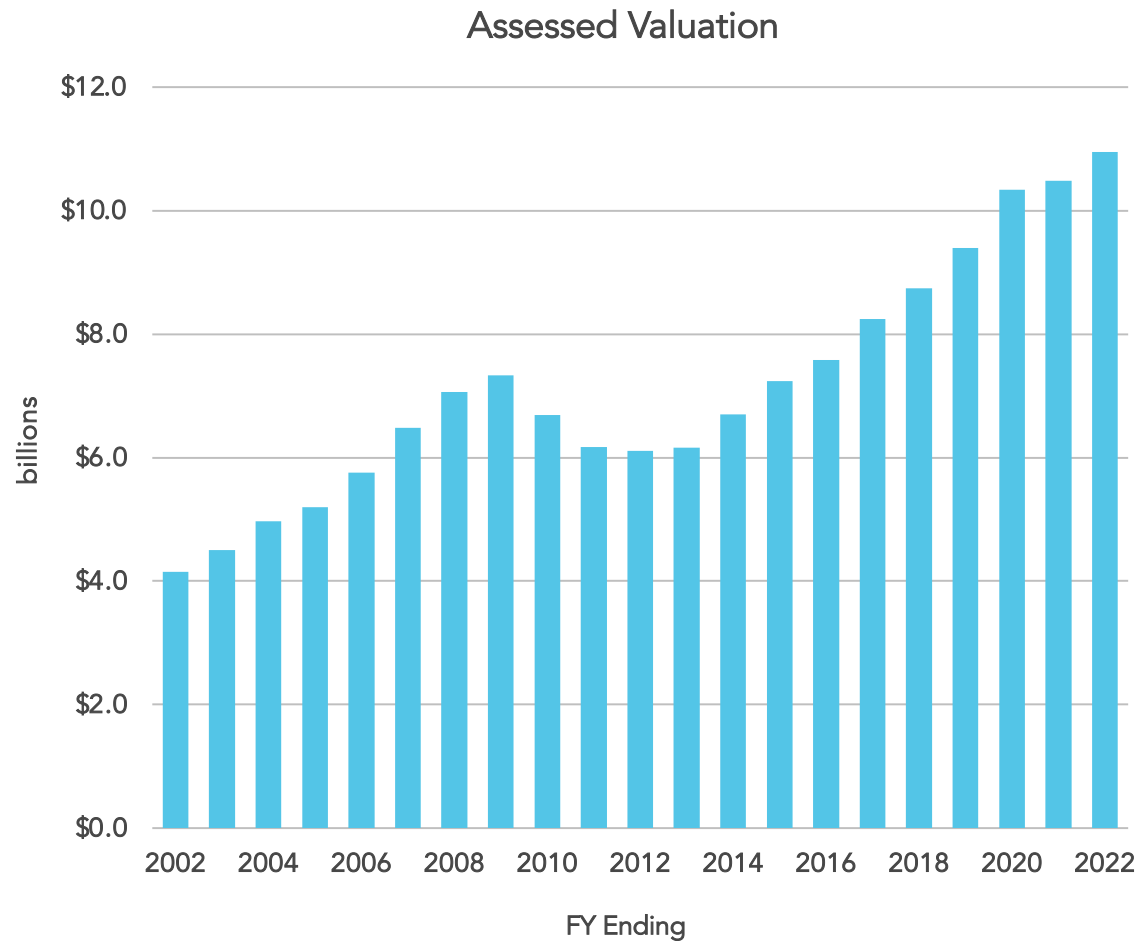


ALUM ROCK UNION SCHOOL DISTRICT

# APPENDICES

# Assessed Valuation

DISTRICT AV HAS GROWN BY 17% OVER THE PAST THREE YEARS



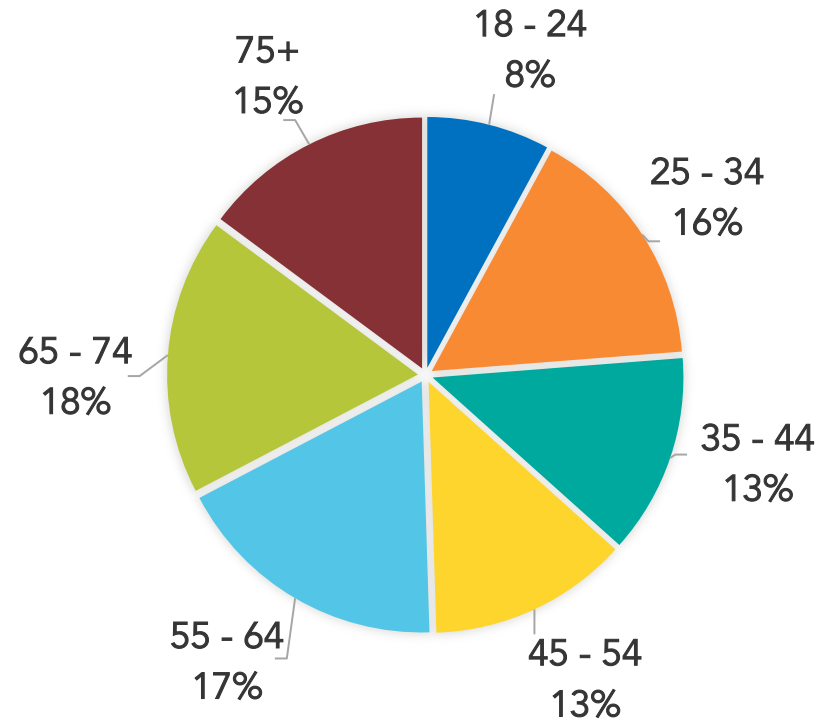
Assessed Valuation: 2002 to Present		
FY Ending	(billions)	% change
2002	\$4.2	-
2003	\$4.5	8.3%
2004	\$5.0	10.3%
2005	\$5.2	4.7%
2006	\$5.8	10.8%
2007	\$6.5	12.6%
2008	\$7.1	9.0%
2009	\$7.3	3.8%
2010	\$6.7	-8.7%
2011	\$6.2	-7.7%
2012	\$6.1	-1.1%
2013	\$6.2	0.8%
2014	\$6.7	8.8%
2015	\$7.2	8.0%
2016	\$7.6	4.7%
2017	\$8.2	8.8%
2018	\$8.7	6.0%
2019	\$9.4	7.5%
2020	\$10.3	10.0%
2021	\$10.5	1.5%
2022	\$11.0	4.5%
5 Year Average		5.8%
10 Year Average		6.0%
20 Year Average		5.0%

Source: California Municipal Statistics

# Voter Information

## DEMOGRAPHIC INFORMATION OF RESPONDENTS

### Age of the Respondents

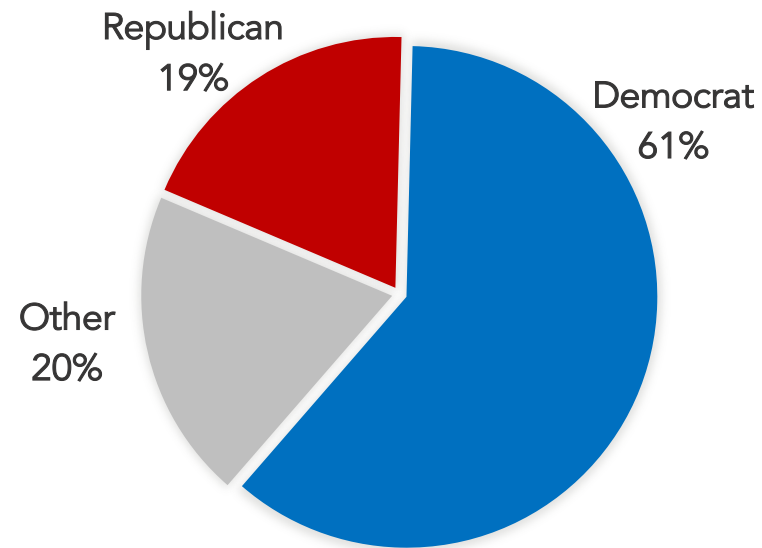


# Voter Information

---

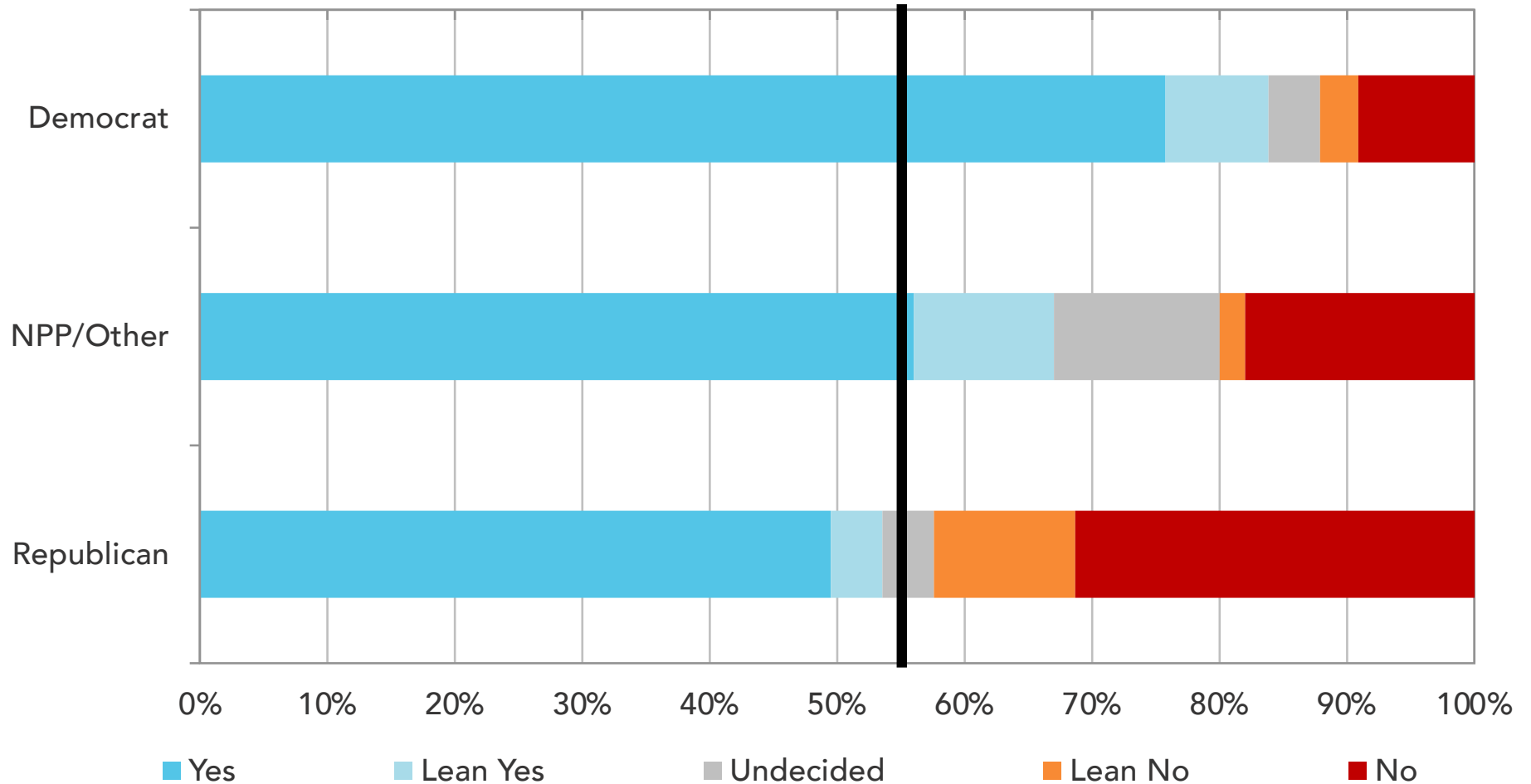
## DEMOGRAPHIC INFORMATION OF RESPONDENTS

### Political Party Affiliation of Respondents



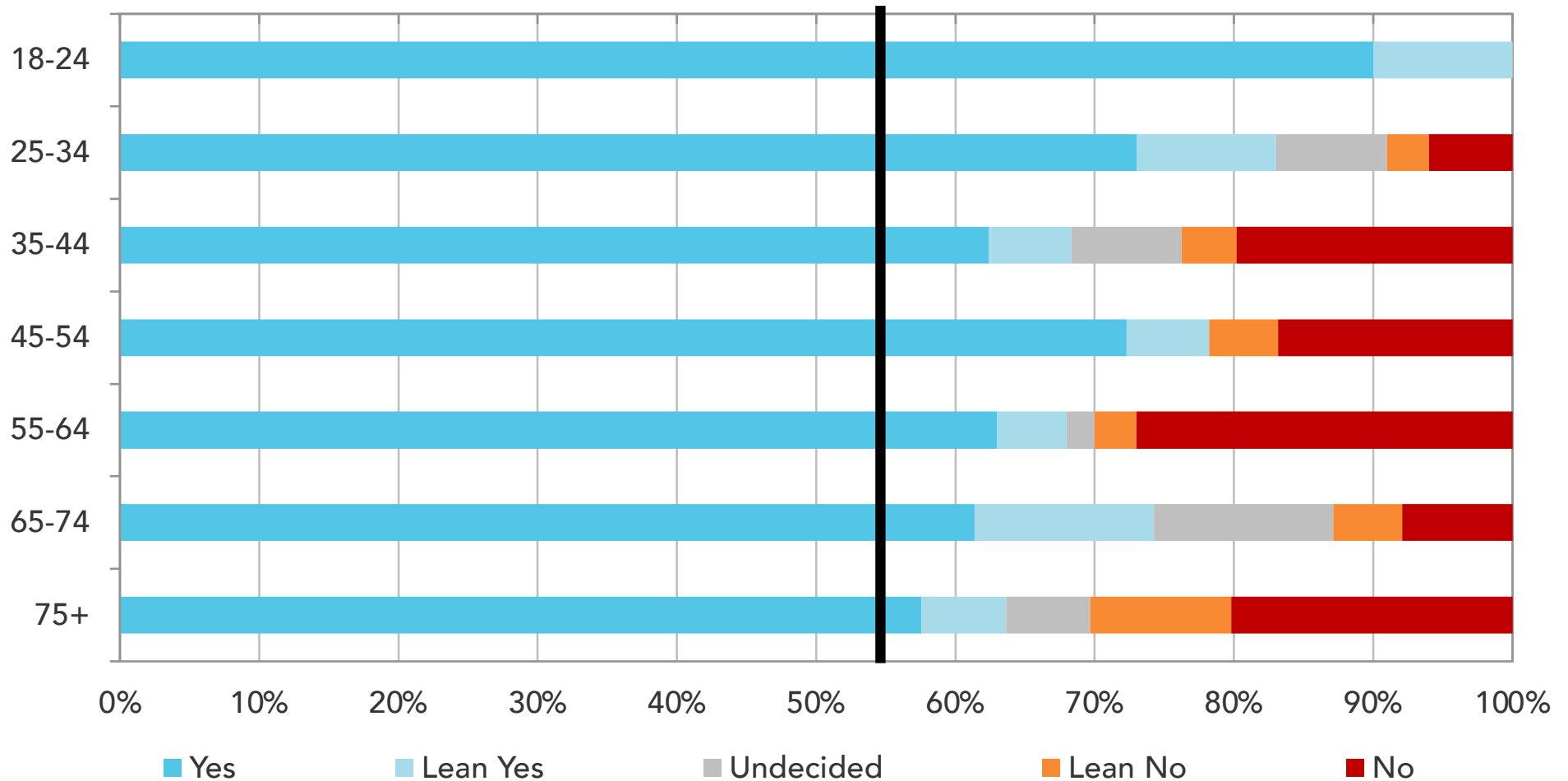
# Voter Attitudes

## POLITICAL PARTY AFFILIATION AND \$71.5 MILLION GO BOND SUPPORT: AFTER INFORMATION



# Voter Attitudes

## AGE OF VOTER AND \$71.5 MILLION GO BOND SUPPORT: AFTER INFORMATION



# Voter Attitudes

## EXPERIENCE WITH DISTRICT AND \$71.5 MILLION GO BOND SUPPORT: AFTER INFORMATION

