
March 26, 2018

**Mt. Diablo Unified School District
General Obligation Bond
Survey Results Presentation**

Prepared by:

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Survey Methodology

Mt. Diablo Unified School District

Mt. Diablo USD Registered Voters: 141,456

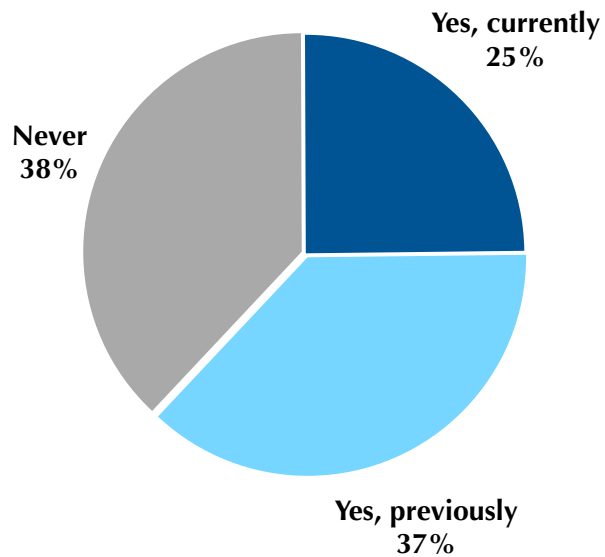
- ◆ Telephone survey was conducted from March 14th through 18th
- ◆ 400 completed surveys for likely November 2018 voters
- ◆ The average length of the survey was 10 minutes
- ◆ Margin of error for the survey is +/- 4.9%

Background Information

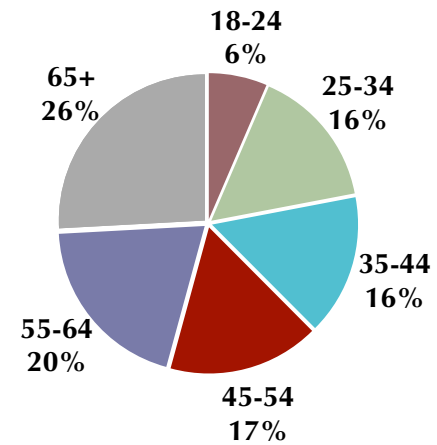
Demographics

38% of District Voters Have Never Had Children/Grandchildren in the District

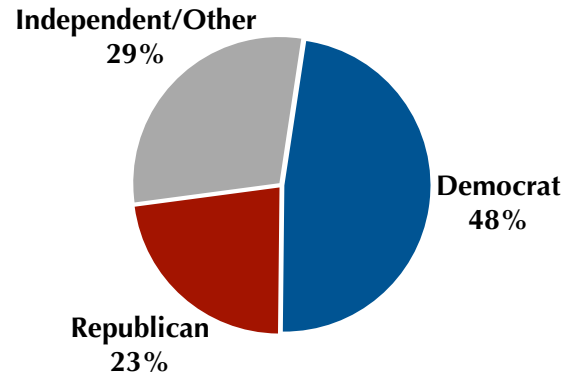
Do you have or have you ever had any children or grandchildren who attended or are now attending a school in the Mt. Diablo Unified School District?



Age

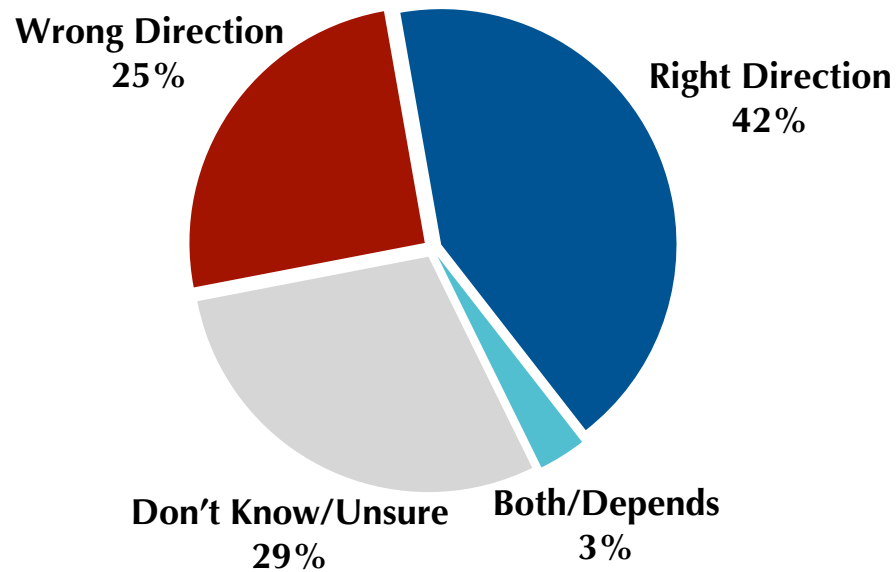


Party Affiliation



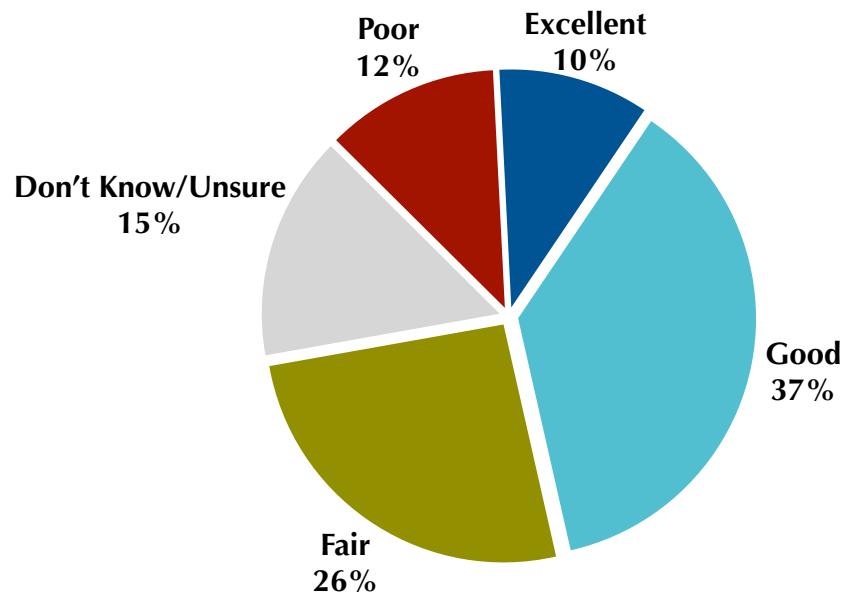
Community Sentiment

In your opinion, is the education at the schools in your community headed in the right direction or the wrong direction?



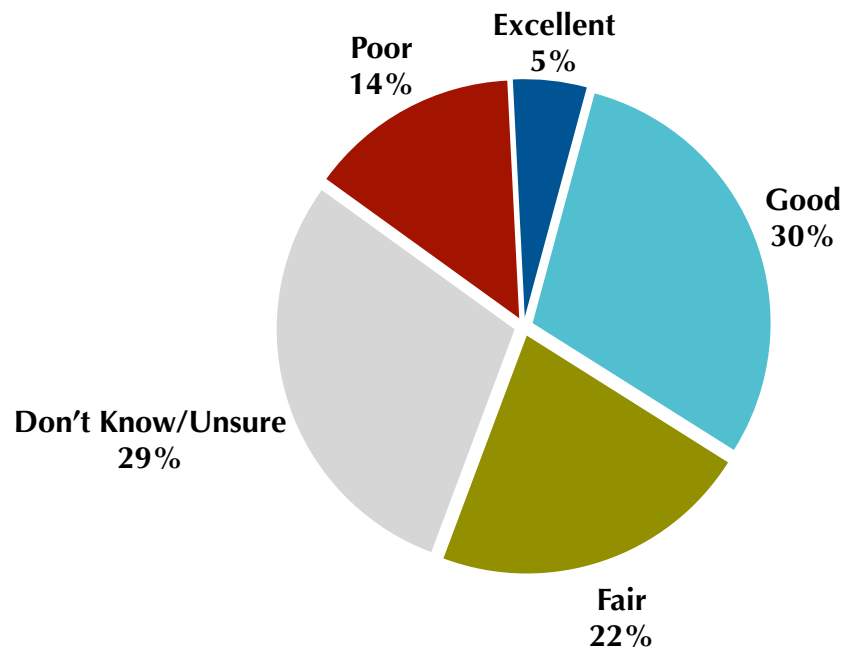
Quality of Education

Either from what you know or what you've heard, would you rate the quality of education provided by the Mt. Diablo Unified School District compared to the quality of education in the surrounding communities as excellent, good, fair or poor?



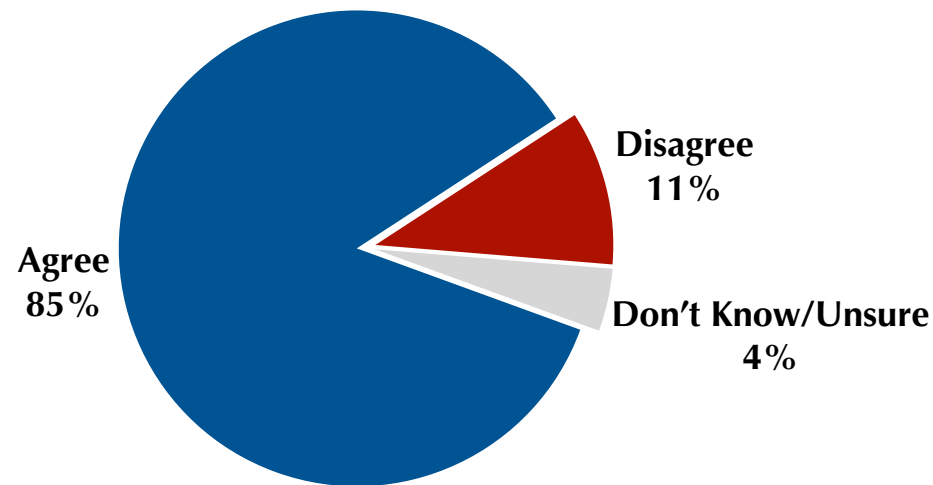
Quality of Fiscal Responsibility

How would you rate the quality of fiscal responsibility of the Mt. Diablo Unified School District compared to the quality of fiscal responsibility in the surrounding communities?



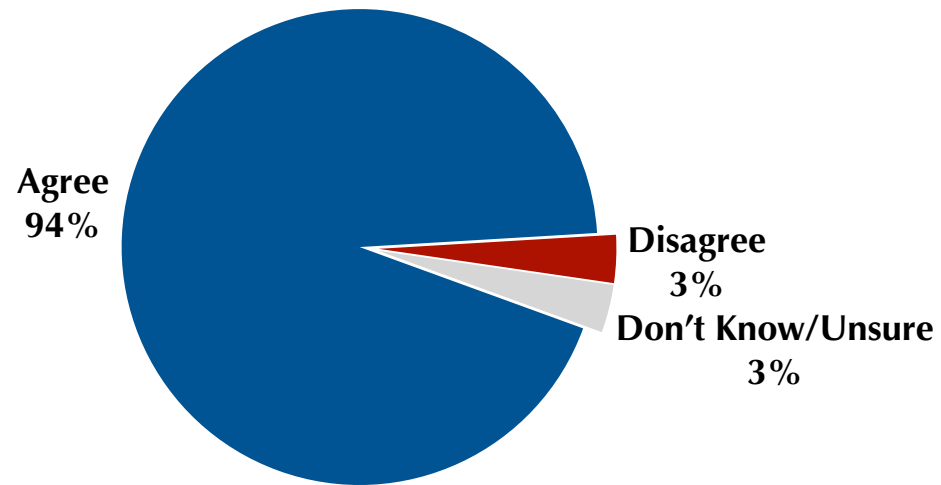
Schools as a Community Asset

Do you agree or disagree with this statement: "Our local public schools are the most important asset in our community and should be our number one priority."



Schools Impact on Housing Values

Do you agree or disagree with this statement: "Quality schools increase property values."

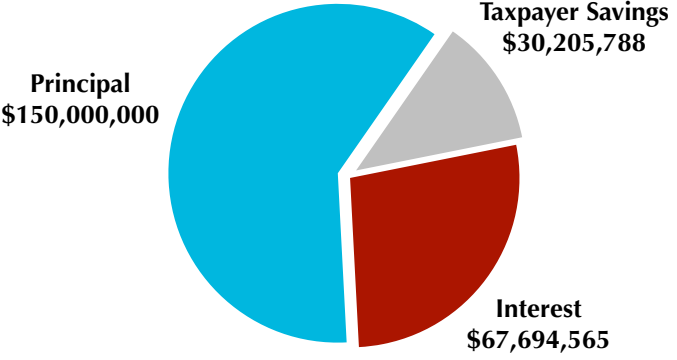
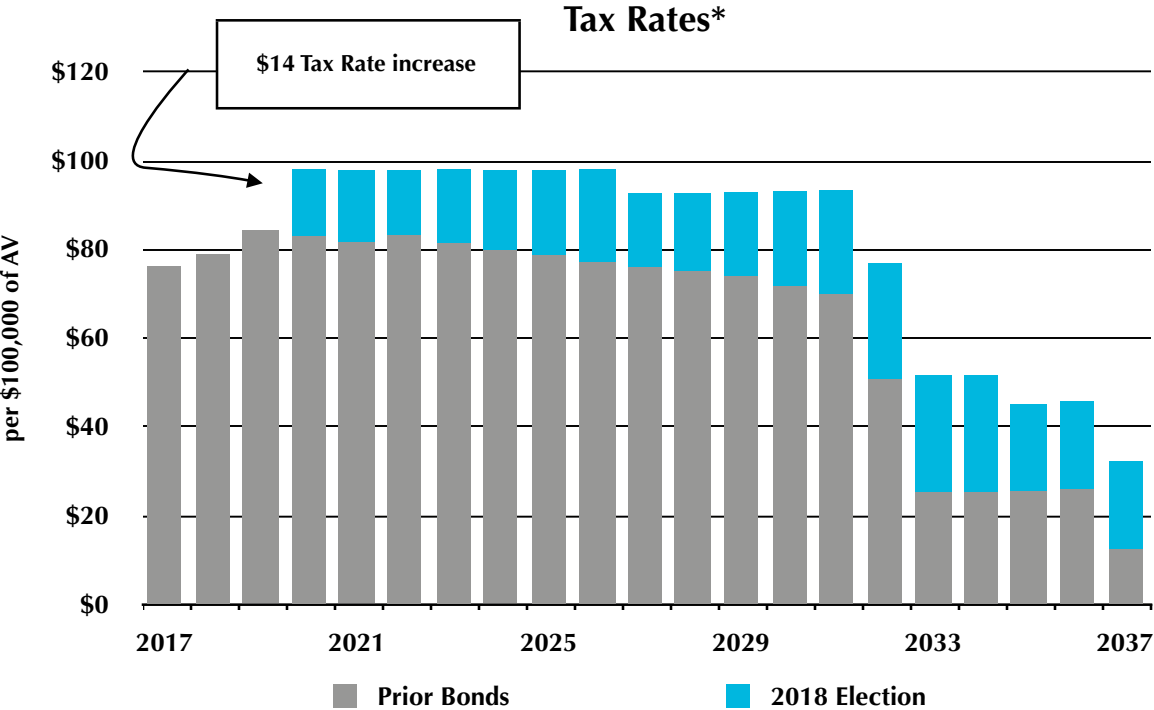


Voter Attitudes

Mount Diablo Unified School District: 2018 Election

Mt. Diablo Unified School District

\$14/\$100,000 Tax Rate Increase Would Provide \$150 Million in Funding

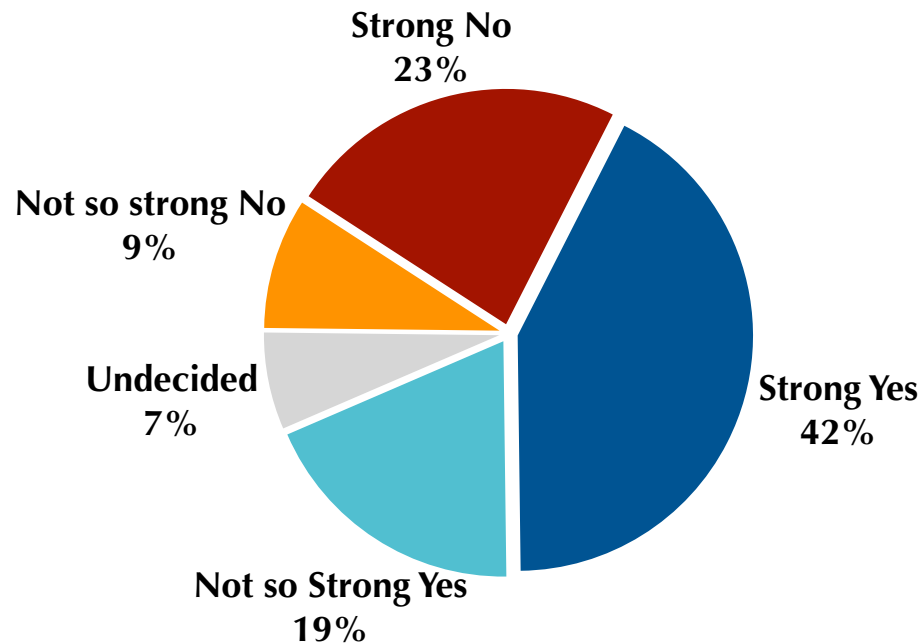


* Assumes 5% AV growth in 2019 thru 2021 and 3.5% thereafter

Voter Attitudes

Voter Support (Before Information): 61%

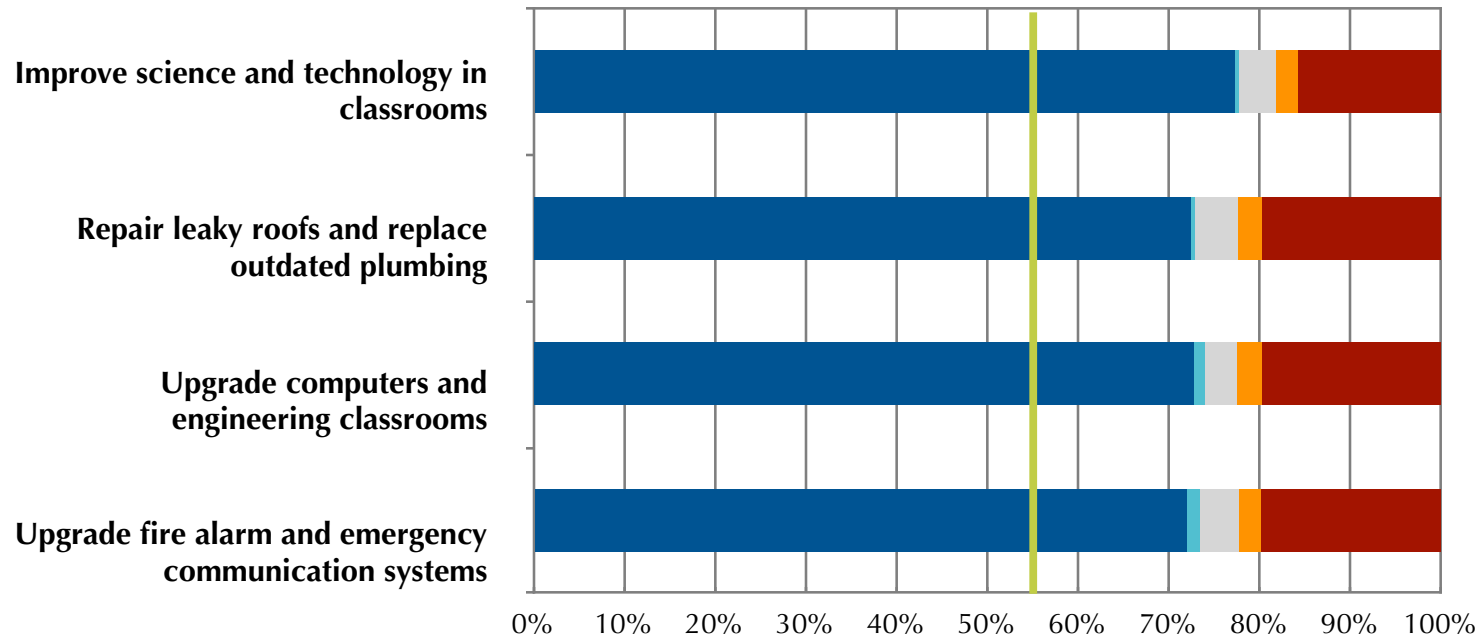
“To improve and repair aging classrooms and infrastructure including leaky roofs, plumbing, electrical wiring and air conditioning; expand science and technology classrooms; improve student safety and campus security; and qualify for State matching funds, shall Mt. Diablo Unified School District issue \$210 million of bonds with an estimated levy of 1.5 cents per \$100 of assessed valuation, averaging \$15 million per year while the bonds are outstanding, at legal rates, with annual audits and independent taxpayer oversight?”



Voter Attitudes

Impact of Specific Projects

For each statement, please tell me, if it were true, would it make you more or less likely to vote for the bond measure if you knew it would be used to:

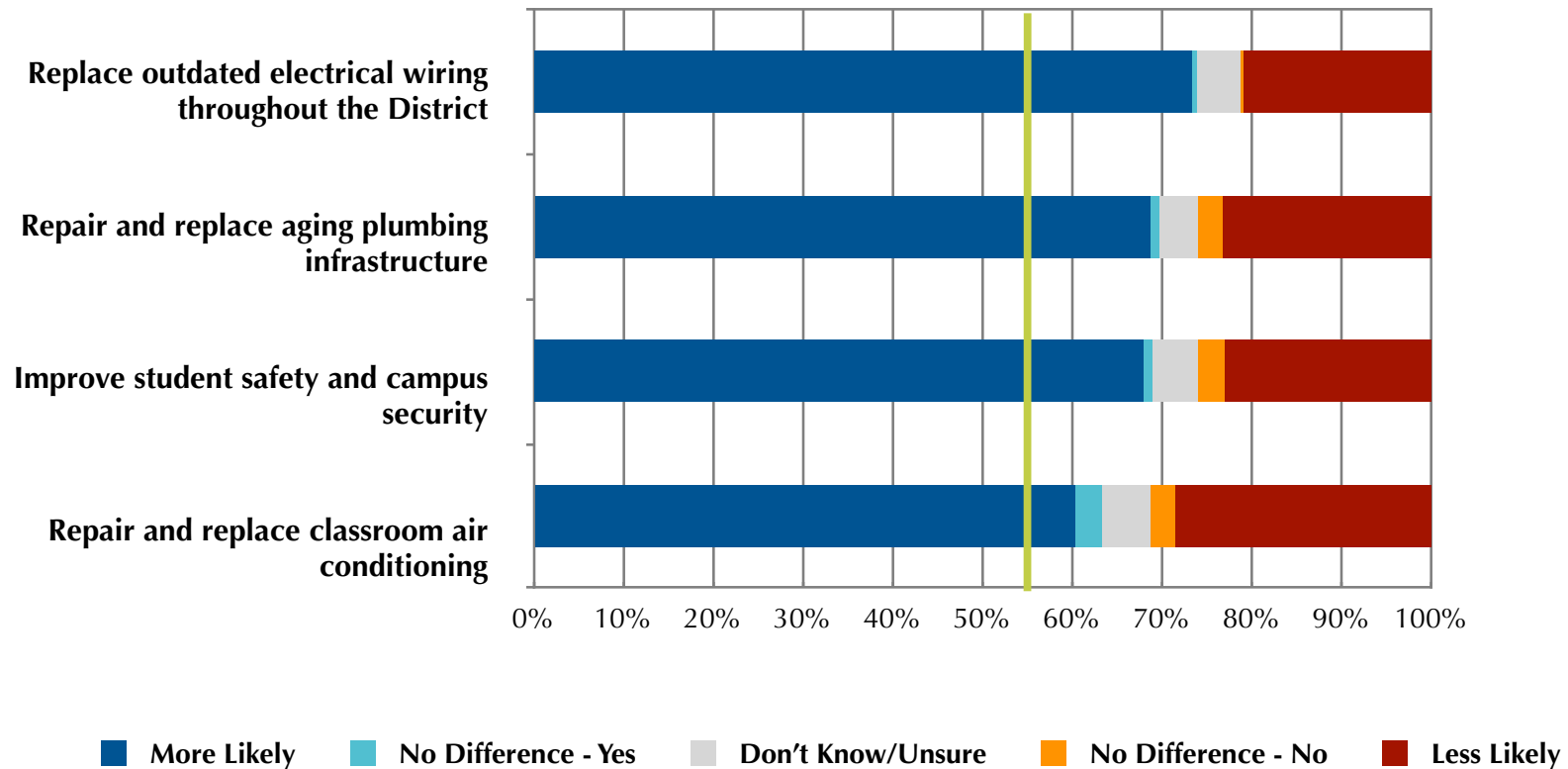


More Likely No Difference - Yes Don't Know/Unsure No Difference - No Less Likely

Voter Attitudes

Impact of Specific Projects (continued)

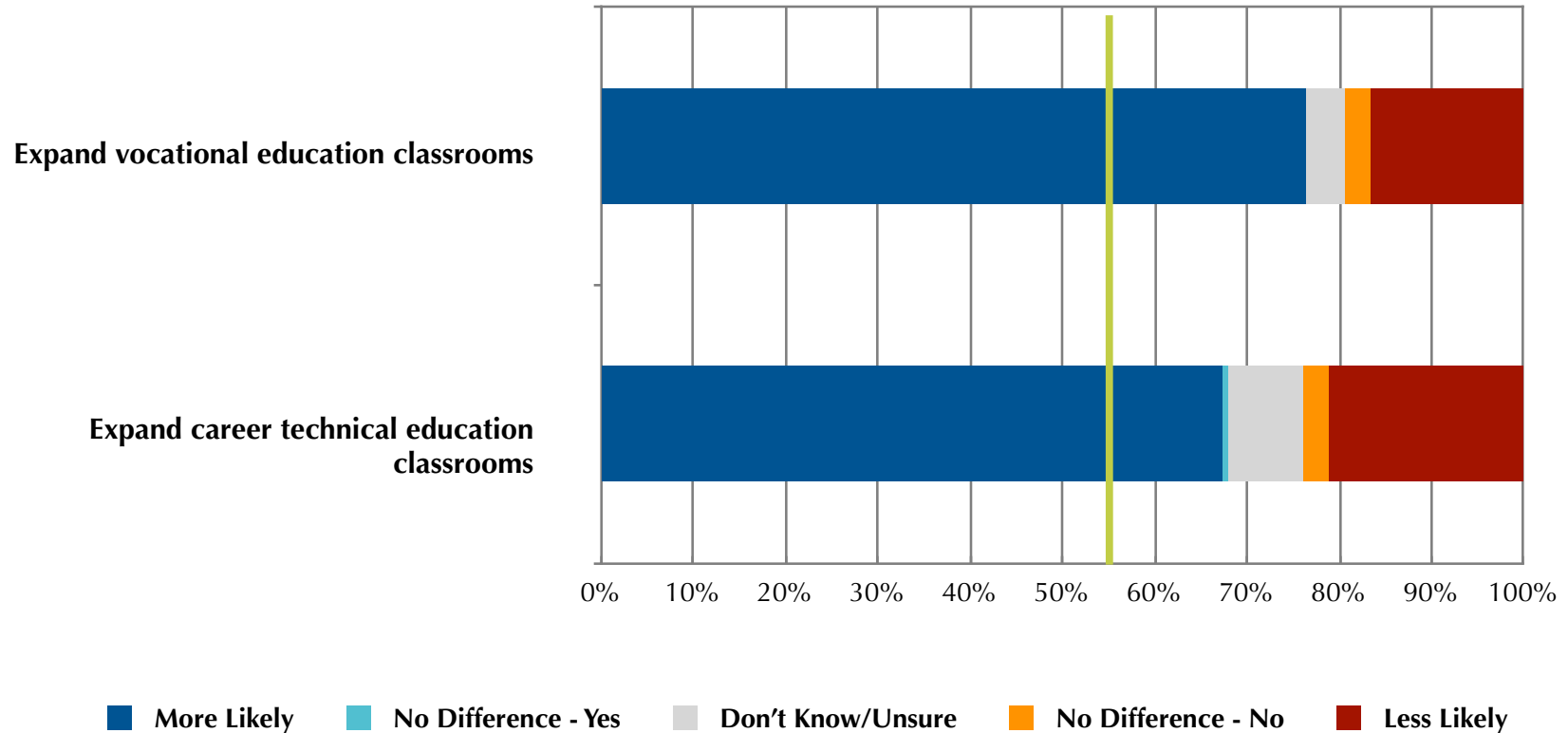
For each statement, please tell me, if it were true, would it make you more or less likely to vote for the bond measure if you knew it would be used to:



Voter Attitudes

Impact of Specific Projects (continued)

For each statement, please tell me, if it were true, would it make you more or less likely to vote for the bond measure if you knew it would be used to:

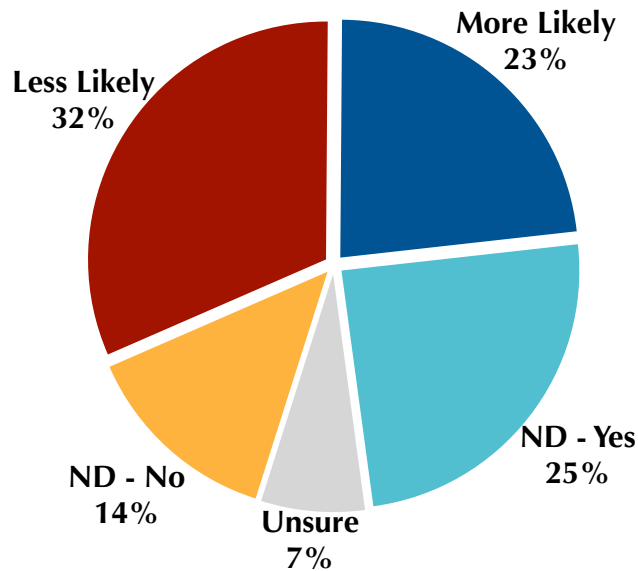


Voter Attitudes

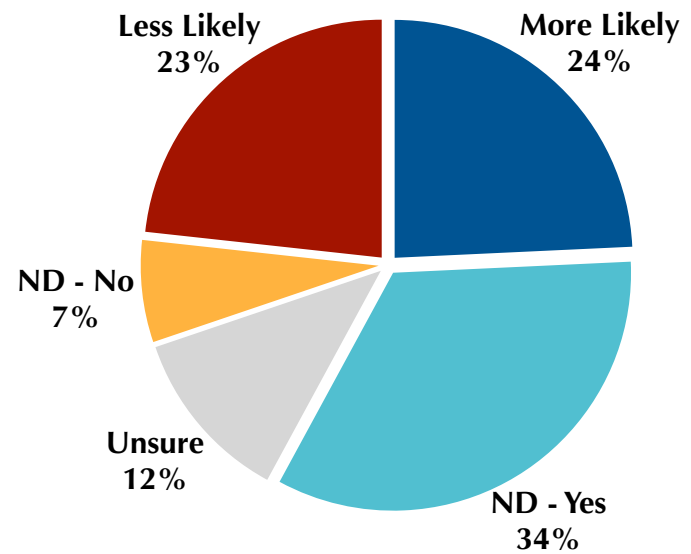
Tax Rate Sensitivity

The bond would cost property owners (1.5 cents/\$15) per \$100/\$100,000 of assessed valuation per year in property taxes.

1.5 cents/\$100



\$15/\$100,000

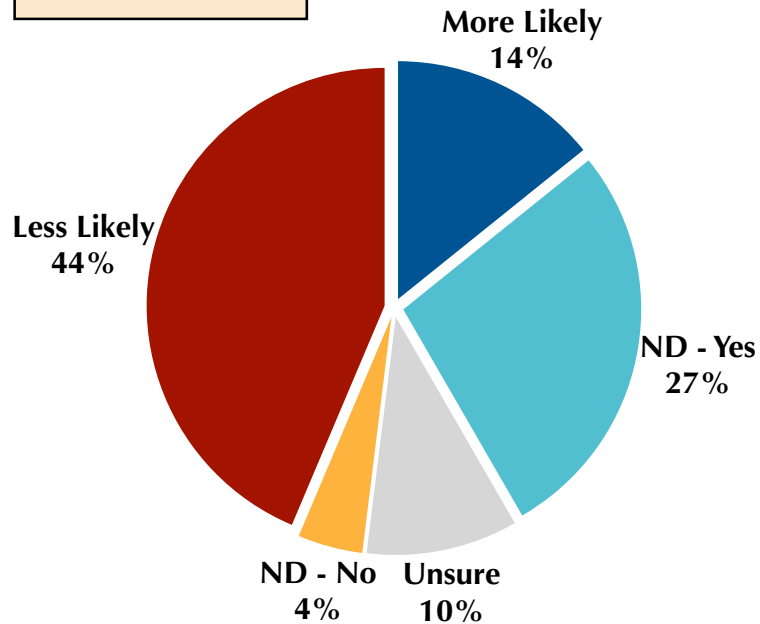


Voter Attitudes

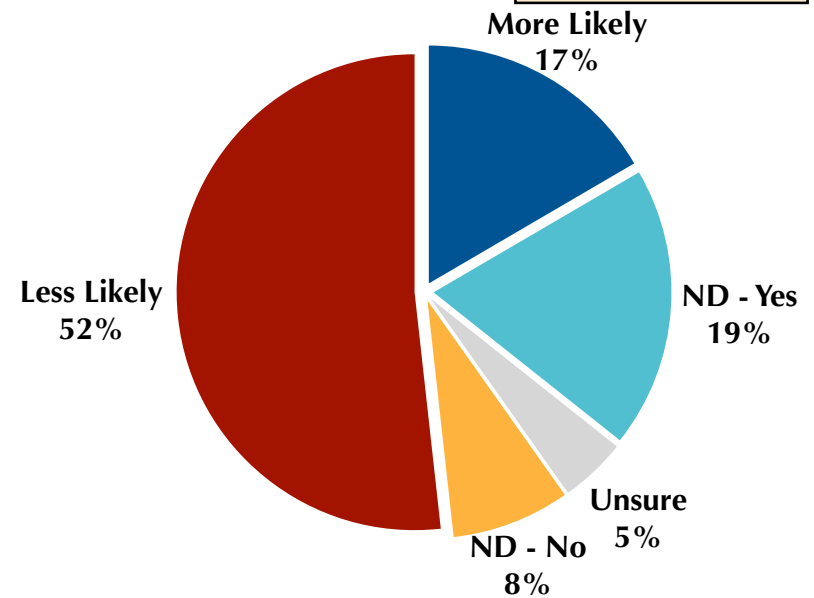
Tax Rate Sensitivity

The bond would cost property owners (2.5 cents/\$25) per \$100/\$100,000 of assessed valuation per year in property taxes.

2.5 cents/\$100



\$25/\$100,000

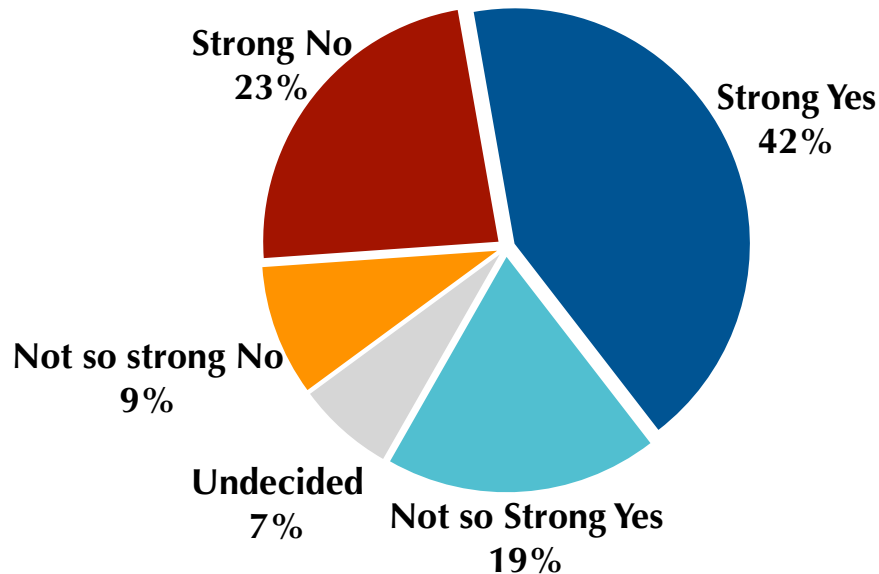


Voter Attitudes

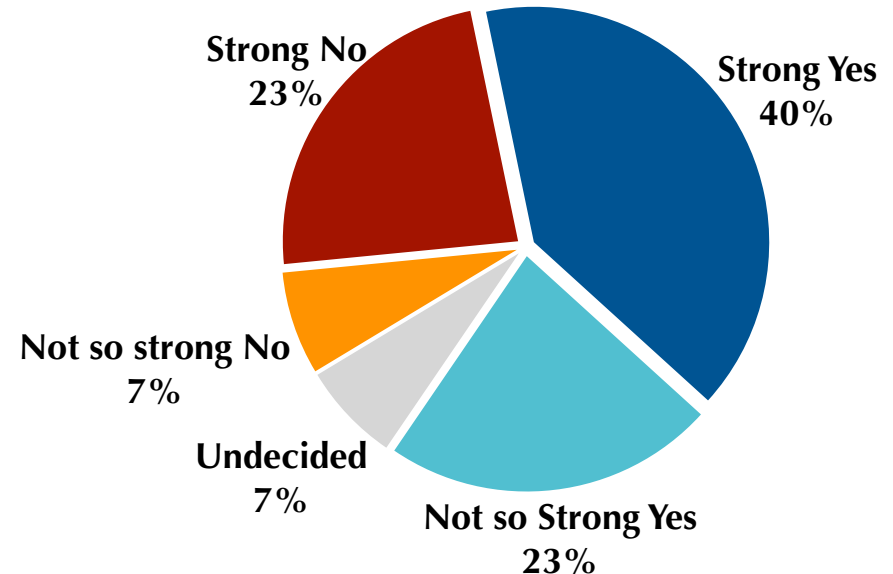
Voter Support (After Information): 63%

Now that you have heard a lot more information regarding a proposed Mt. Diablo Unified School District bond measure, if the election were held today, would you vote “yes” to approve or “no” to reject the measure?

Pre-Information

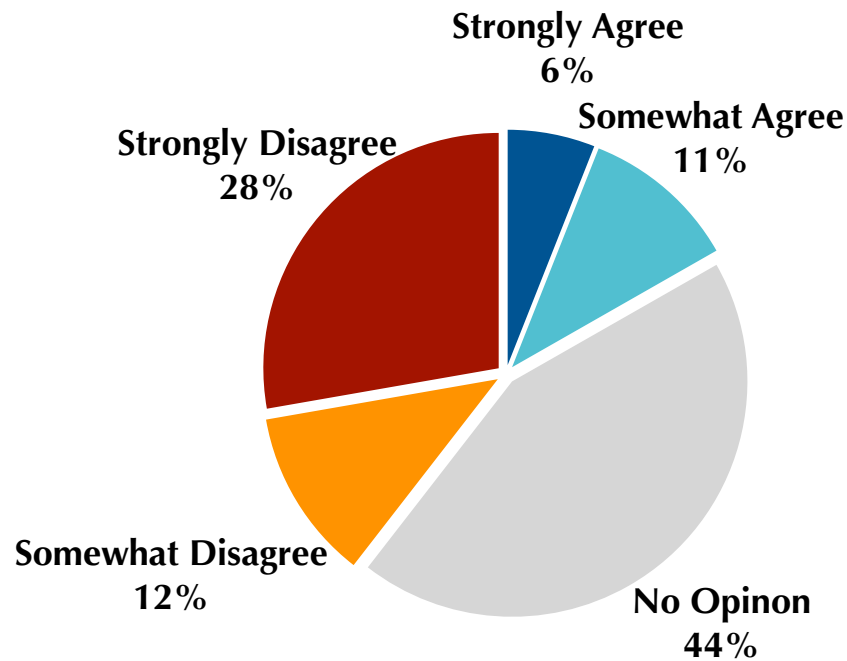


Post-Information



Voter Support (Previous Bond)

In 2010, voters in your community approved a \$348 million bond measure that funded school improvements throughout the District. Either from what you have heard or what you've read, would you agree or disagree with the following statement: "The 2010 bond was well managed."



Voter Information

Source of Information

What is the main way you receive information about the Mt. Diablo Unified School District?

