



Survey of Likely 2022 Voters Re: Potential Bond Measure Mill Valley School District Summary of Results – January 13, 2022

- ▶ Survey of likely 2022 Voters
- ▶ Survey data has been weighted to reflect a likely June 2022 electorate
- ▶ Conducted November 30 – December 7, 2021
- ▶ Mixed-mode methodology (telephone/web)
 - Phone interviews conducted by trained, professional interviewers; landlines & mobile phones included
 - Email and text invitations were sent to complete the survey online
- ▶ 400 total interviews; overall margin of error ± 4.9 percentage points

Previous Research

Where applicable, results compared with previous studies:

Year	Survey Mode	Interviewing Dates	Universe	Number of Interviews	Margin of Error
2021	Telephone/Web	November 30-December 7	Likely June 2022 Voters	400	<u>+4.9</u>
2019	Telephone/Web*	October 7-17	Likely March 2020 Voters	409	<u>+4.9</u>
2016	Telephone	March 1-14	Likely Nov. 2016 Voters	394	<u>+4.9</u>
2015	Telephone	April 1-12	Likely Nov. 2016 Voters	400	<u>+4.9</u>
2012	Telephone	March 9-12	Likely Nov. 2012 Voters	400	<u>+4.9</u>
2011	Telephone	September 19-25	Likely Nov. 2012 Voters	401	<u>+4.9</u>
2009	Telephone	June 4-9	Likely Nov. 2009 Voters	401	<u>+4.9</u>
2008	Telephone	April 14-20	Likely Nov. 2008 Voters	400	<u>+4.9</u>
2007	Telephone	August 5-9	Likely Nov. 2008 Voters	400	<u>+4.9</u>
2004	Telephone	February 22-26	Likely Nov. 2004 Voters	500	<u>+4.4</u>

*Note: Methodology change from phone-only surveys to hybrid phone/web

Key Findings

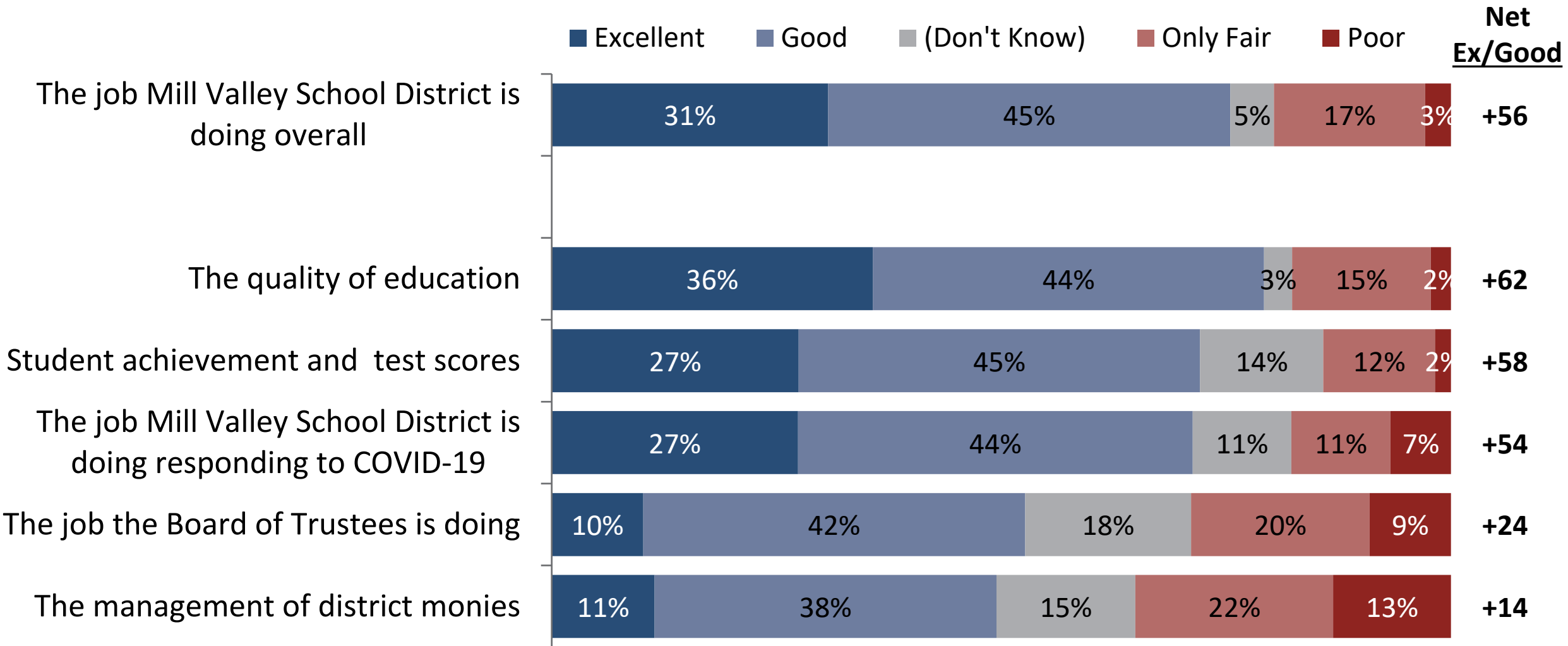
- ▶ Voters continue to have positive opinions of the District, and perceptions appear to have improved since 2019.
- ▶ The majority continue to think that MVSD schools are in good physical condition; however, many also see opportunity for improvements to middle school facilities.
- ▶ Support today for a bond measure is just above the 55% threshold required for passage.
- ▶ Additional information about what the measure could do increases support slightly with voters prioritizing projects that will help to fix leaky roofs and windows, upgrade classrooms and labs for current instructional standards, and improve access for students with disabilities.
- ▶ Potential opposition messaging is compelling and does have an impact on support; however, support does not fall below the 55% threshold.



Opinion Environment

Opinions of MVSD

Most have a positive view of the job the District is doing overall and in other areas tested.

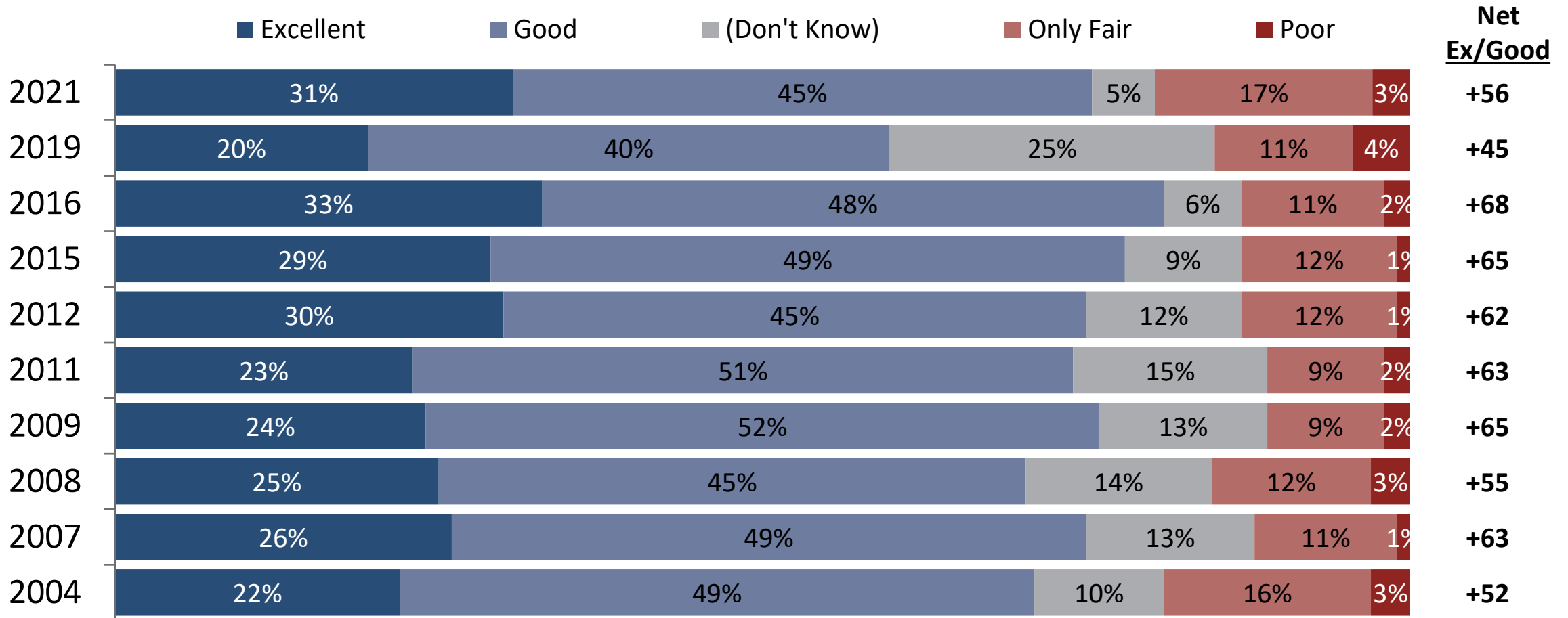


Q5-12. Regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate each of the following areas relating to the Mill Valley School District, which is responsible for the elementary schools and middle school in your area.

Opinions of MVSD Overall, Over Time

Positive opinions of the District appear to have increased since 2019.

"The job MVSD is doing overall"



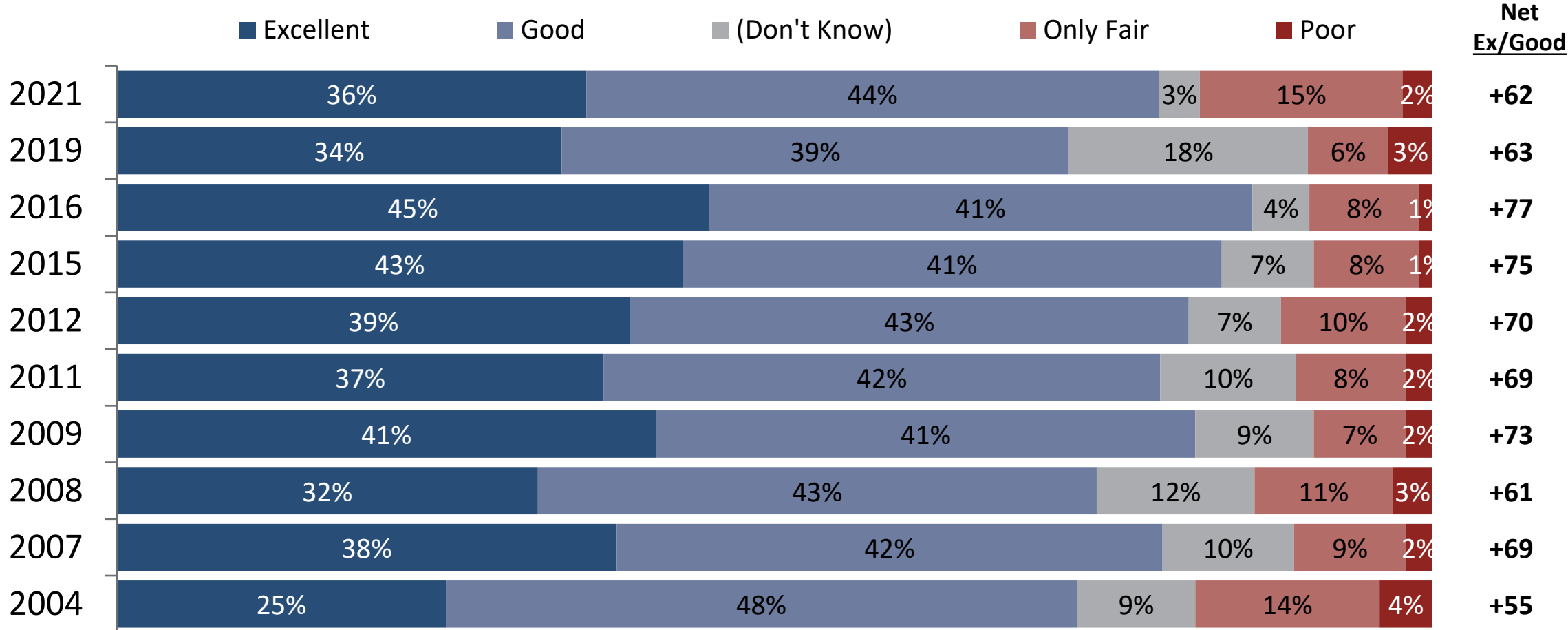
Q5-12. Regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate each of the following areas relating to the Mill Valley School District, which is responsible for the elementary schools and middle school in your area.

Opinions of the Quality of Education, Over Time



The vast majority continue to rate the quality of education at MVSD positively.

“The quality of education”



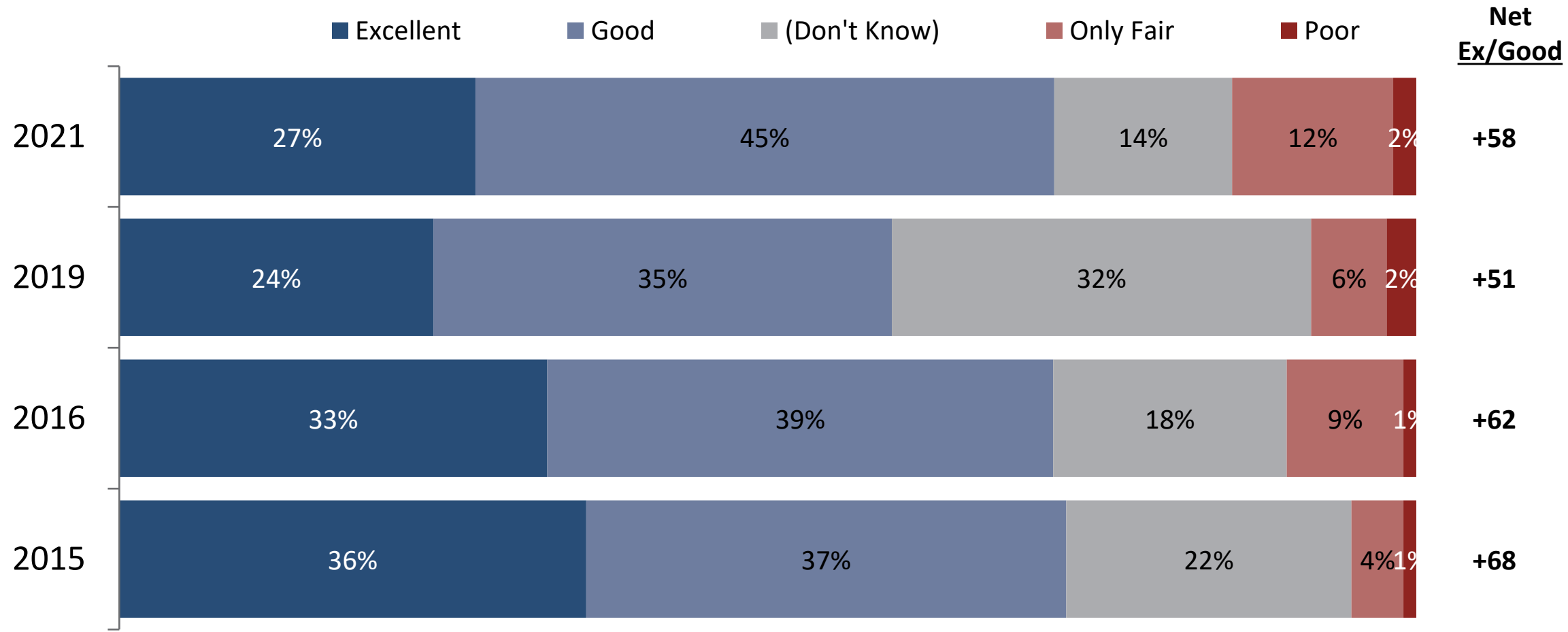
Q5-12. Regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate each of the following areas relating to the Mill Valley School District, which is responsible for the elementary schools and middle school in your area.

Opinions of Student Achievement, Over Time



Many continue to have positive opinions about student achievement and test scores.

“Student achievement and test scores”

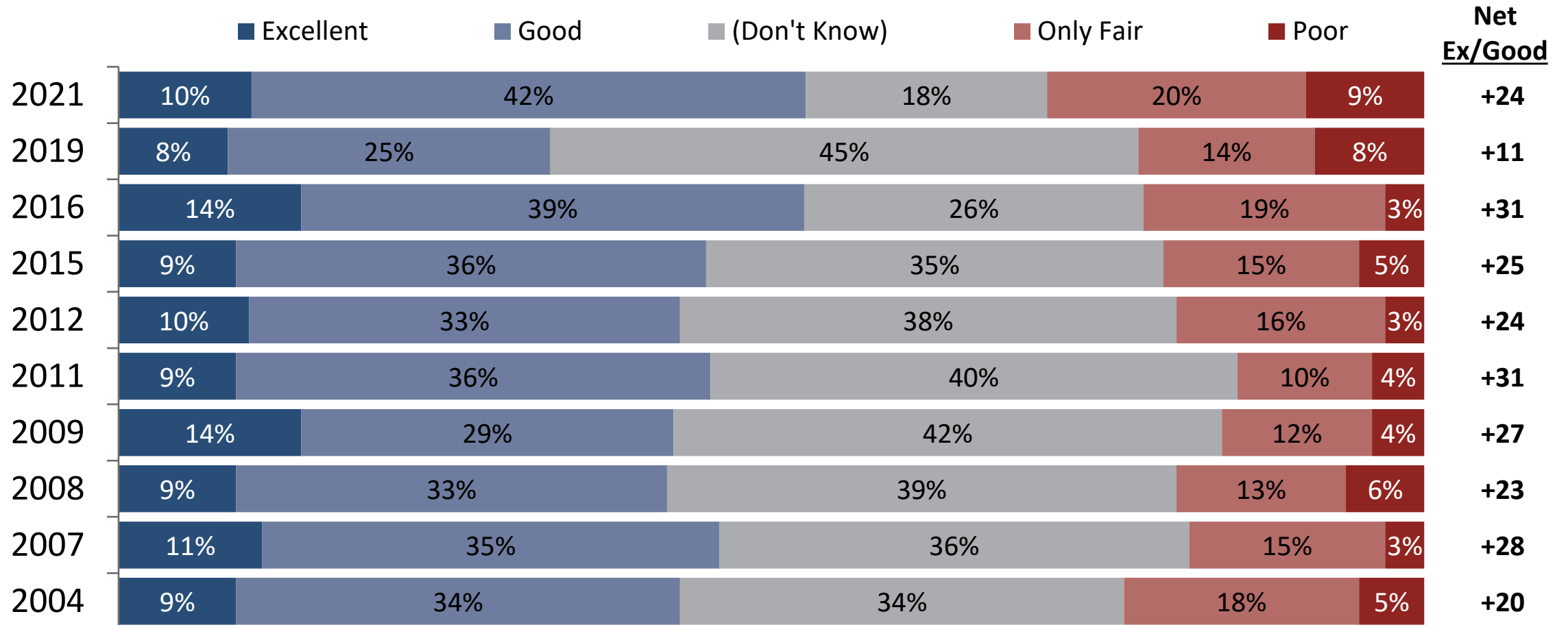


Q5-12. Regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate each of the following areas relating to the Mill Valley School District, which is responsible for the elementary schools and middle school in your area.

Opinions of the Board of Trustees, Over Time

Many do not have strong opinions about the job the Board is doing, but the rating is net positive.

“The job the Board of Trustees is doing”

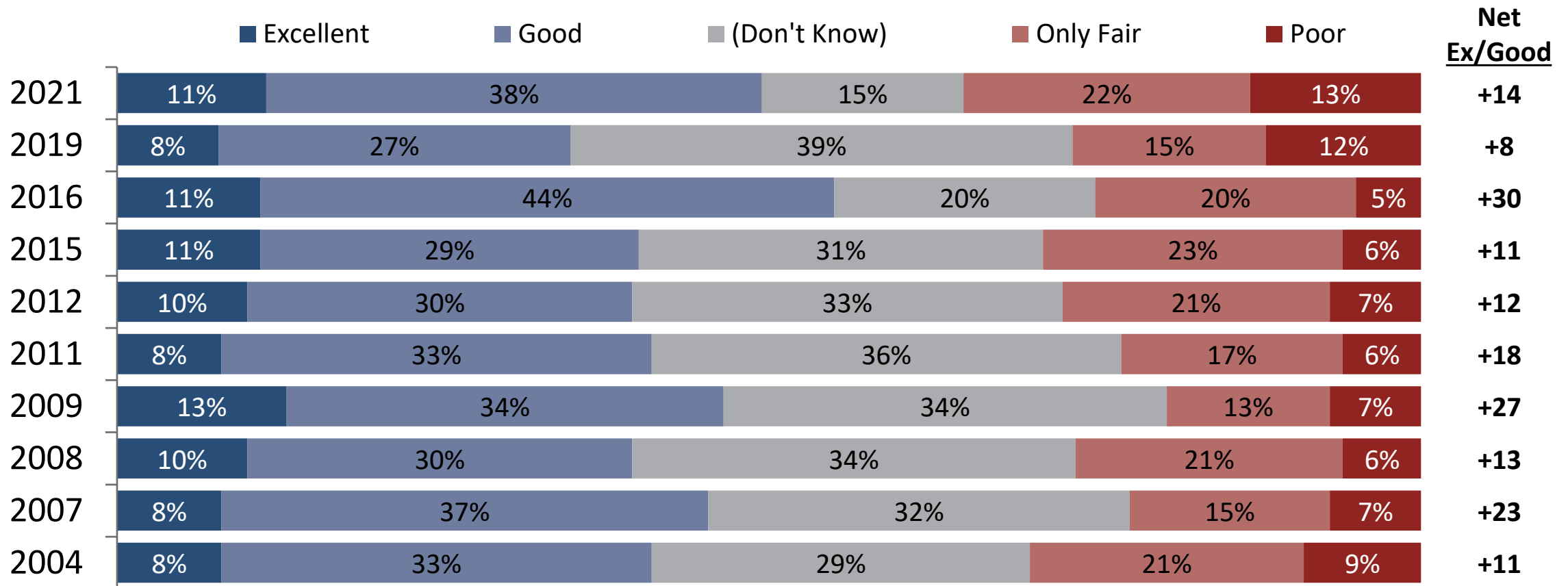


Q5-12. Regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate each of the following areas relating to the Mill Valley School District, which is responsible for the elementary schools and middle school in your area.

Opinions of Money Management, Over Time

Voters continue to be somewhat divided on their perception of the management of money though ratings are more positive than negative.

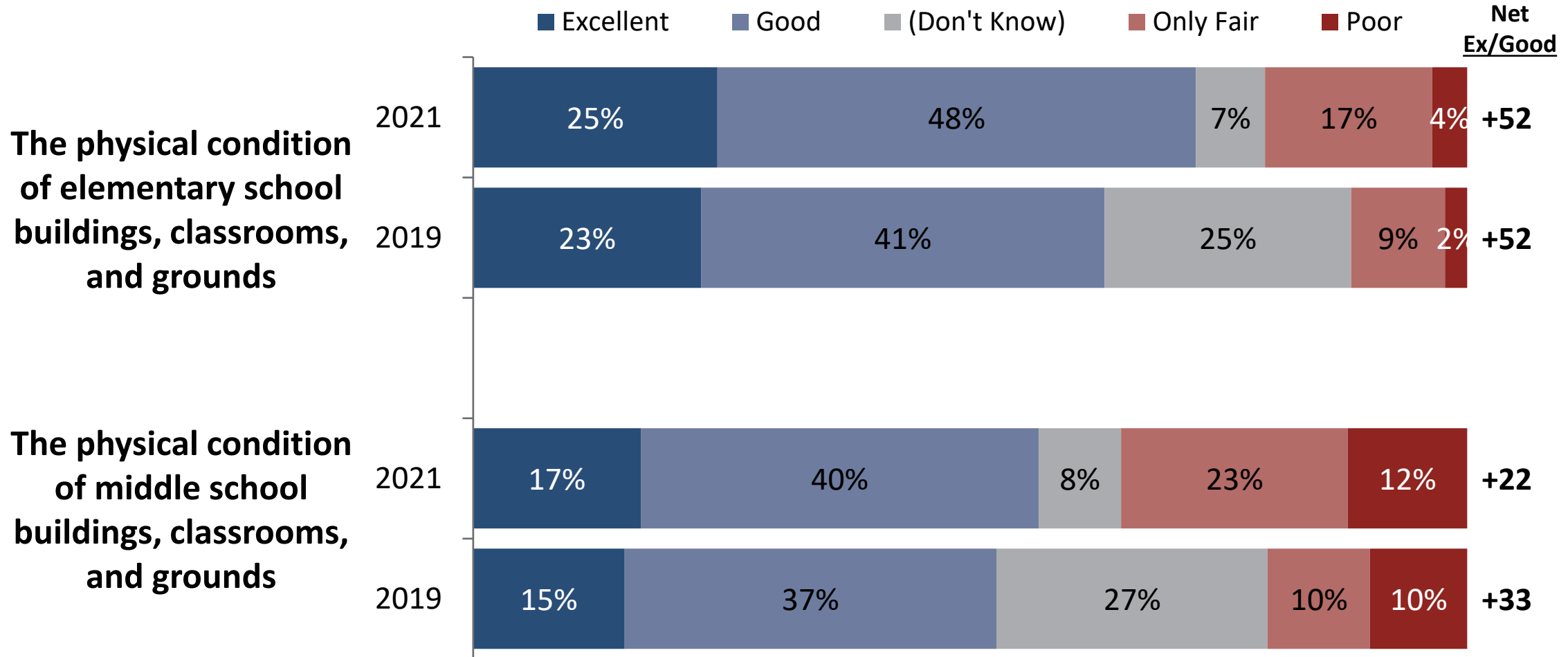
“The management of district monies”



Q5-12. Regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate each of the following areas relating to the Mill Valley School District, which is responsible for the elementary schools and middle school in your area.

Opinions of MVSD Facilities

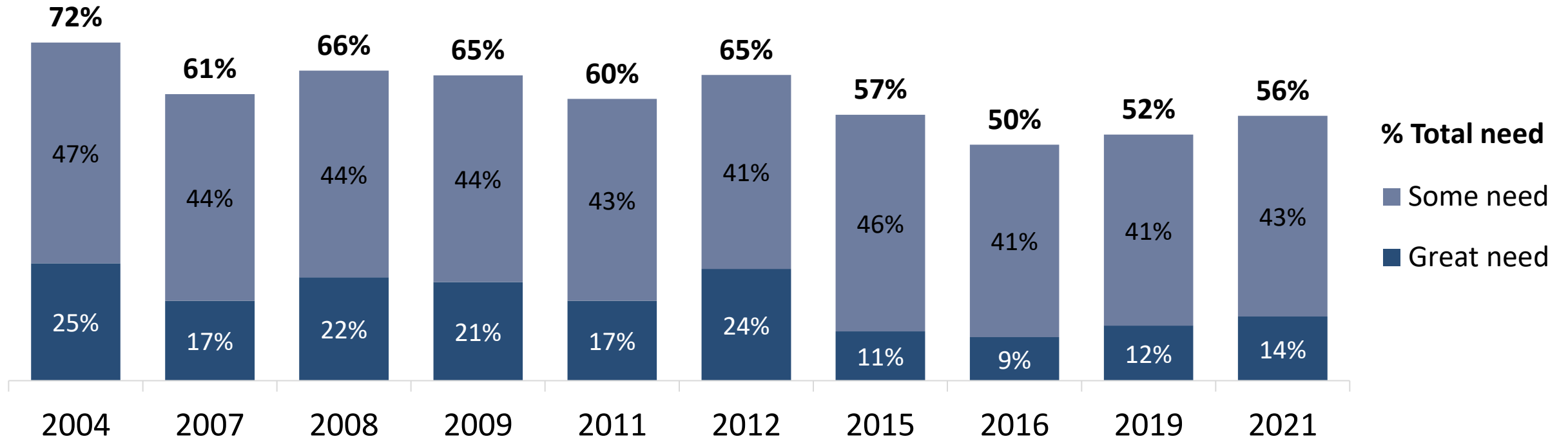
The majority continue to think that MVSD schools are in good physical condition although more give negative ratings of the middle school condition than in 2019.



Q5-12. Regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate each of the following areas relating to the Mill Valley School District, which is responsible for the elementary schools and middle school in your area.

Perceived Need for Money, Over Time

Just over half see at least some need for additional money for MVSD schools, but intensity remains low.



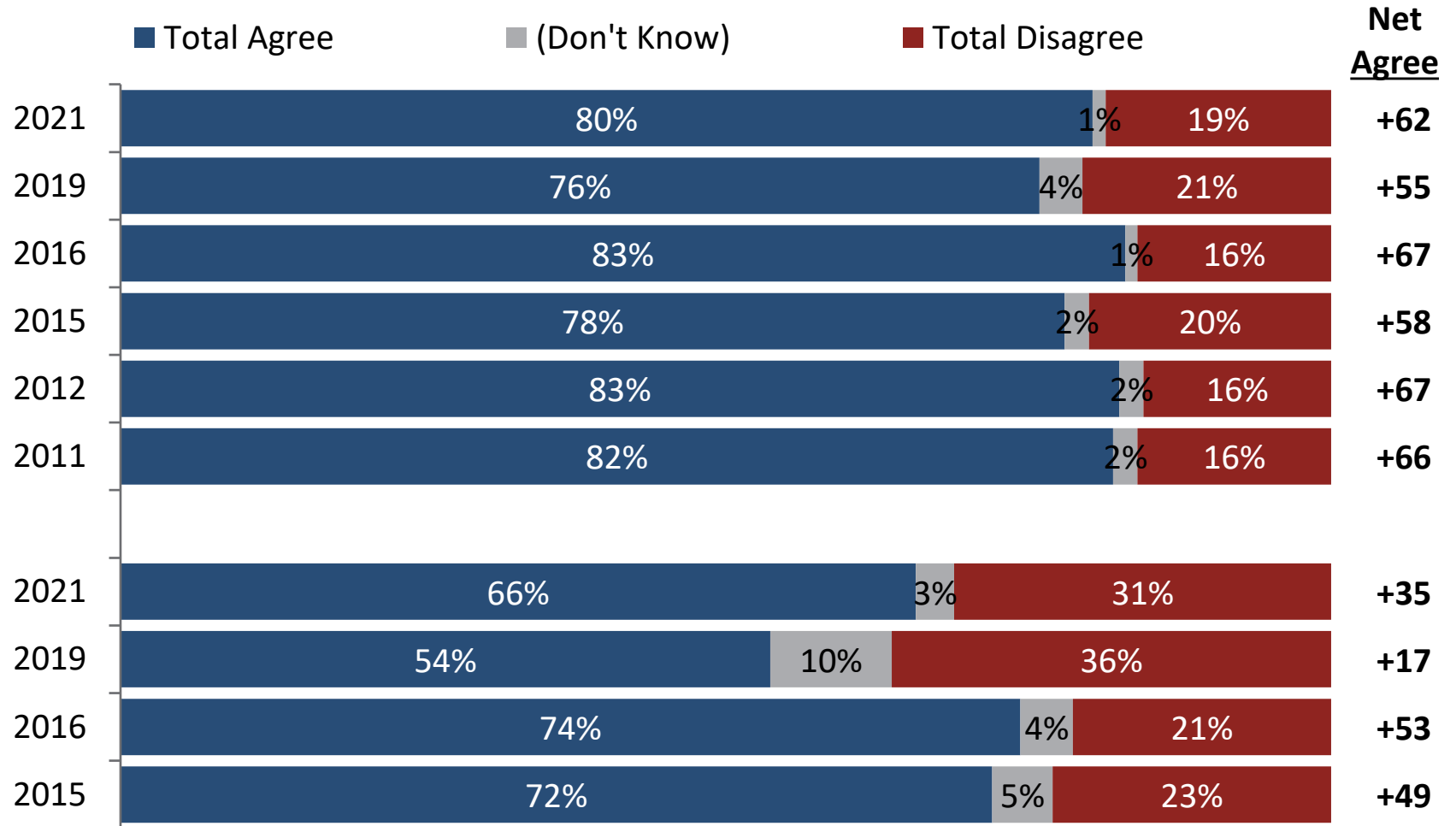
Q13. As you may know, you live in the Mill Valley School District which is responsible for the elementary schools and middle school. Would you say that public schools in Mill Valley School District have a great need for more money, some need for more money, only a little need or no real need for more money?

Tax Sentiment, Over Time

The vast majority continue to believe that it is crucial to have high quality local public schools, even if it means raising taxes, and trust in the District to manage tax dollars appears to have grown closer to previous levels.

It is crucial to have high-quality local public schools, even if it means raising taxes

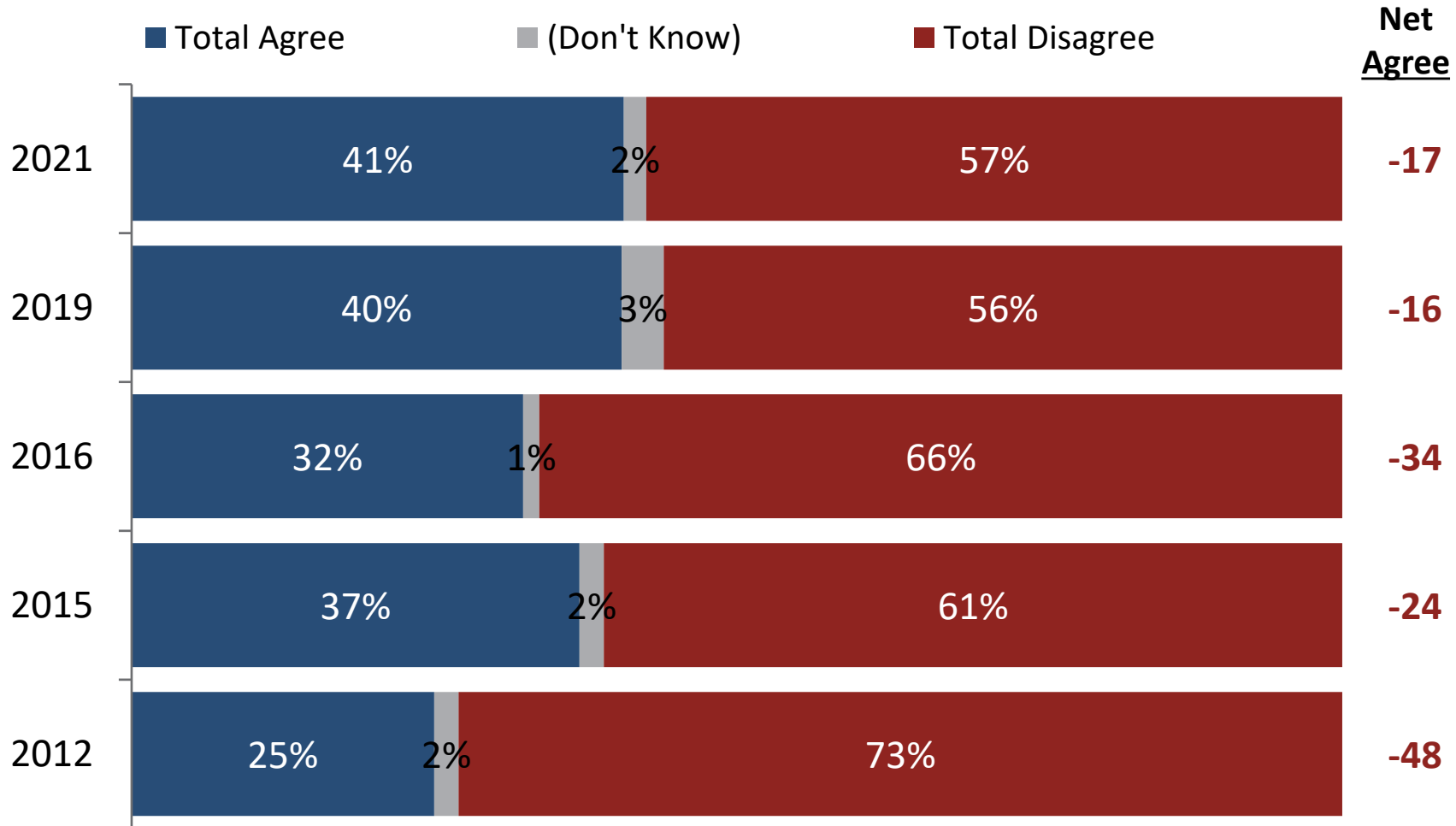
I trust the Mill Valley School District to properly manage my tax dollars



Tax Sentiment, Over Time

Sensitivity to raising taxes, generally, remains relatively high.

Taxes are already too high, I would never vote for a tax increase, no matter how it might be used



Q15-17. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

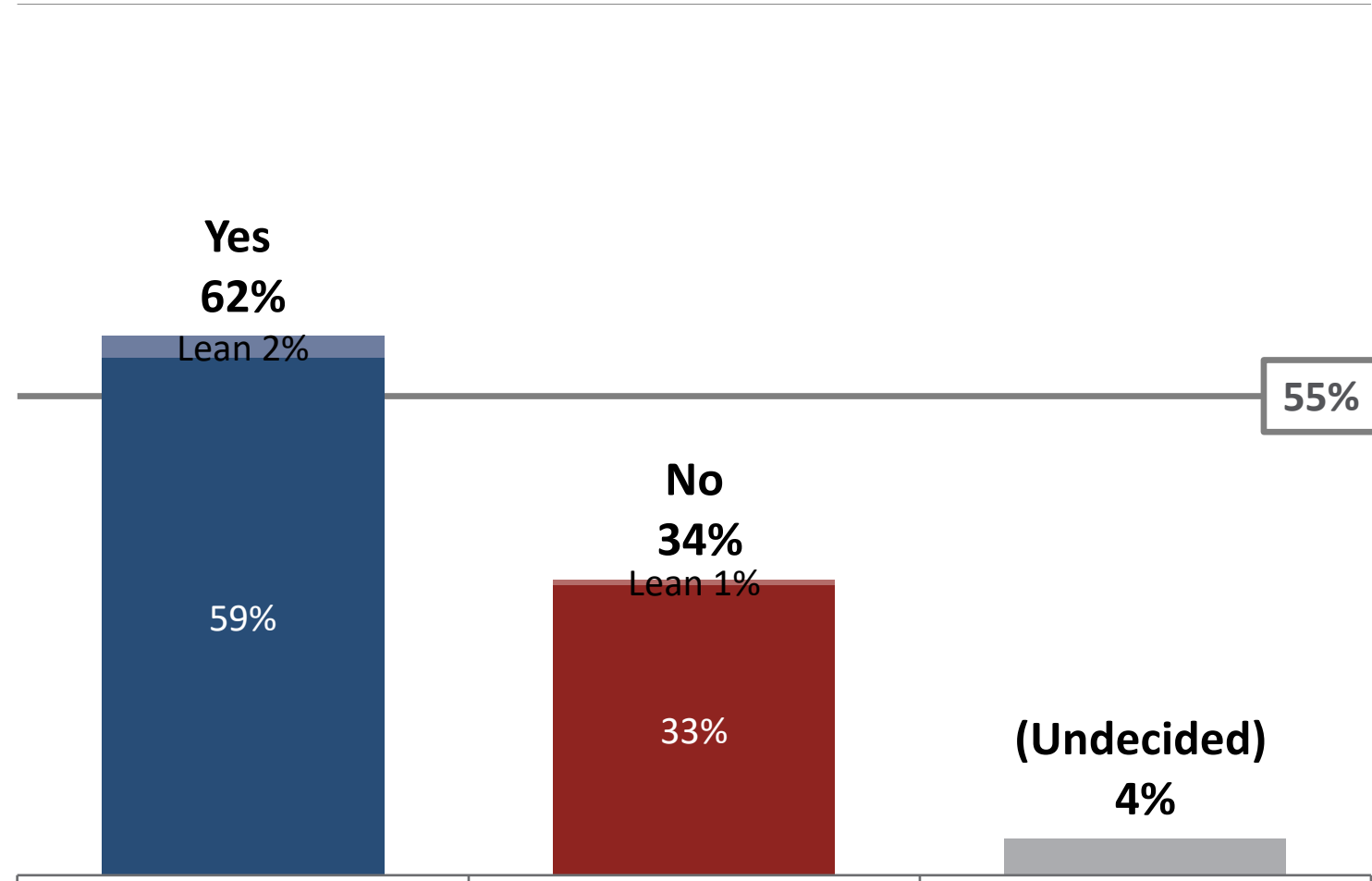


Potential Bond Measure

Potential Bond Measure: Support Today

Support today for a potential bond measure is just above the 55% threshold required for passage.

To upgrade classrooms, science labs and learning technology in Mill Valley elementary and middle schools; improve accessibility for students with disabilities; replace outdated and inefficient heating, cooling, electrical and plumbing systems; and improve student safety and security, shall Mill Valley School District issue \$194,000,000 in bonds at legal rates, raising approximately \$9,300,000 annually while bonds are outstanding at 2.6¢ per \$100 of assessed value, with independent oversight, annual audits, no money for administrators and all funds staying local?



Q14. I'd like to read you a measure that might be on a future ballot.... If the election were held today, would you vote yes to approve or no to reject this measure?

Initial Support Comparison

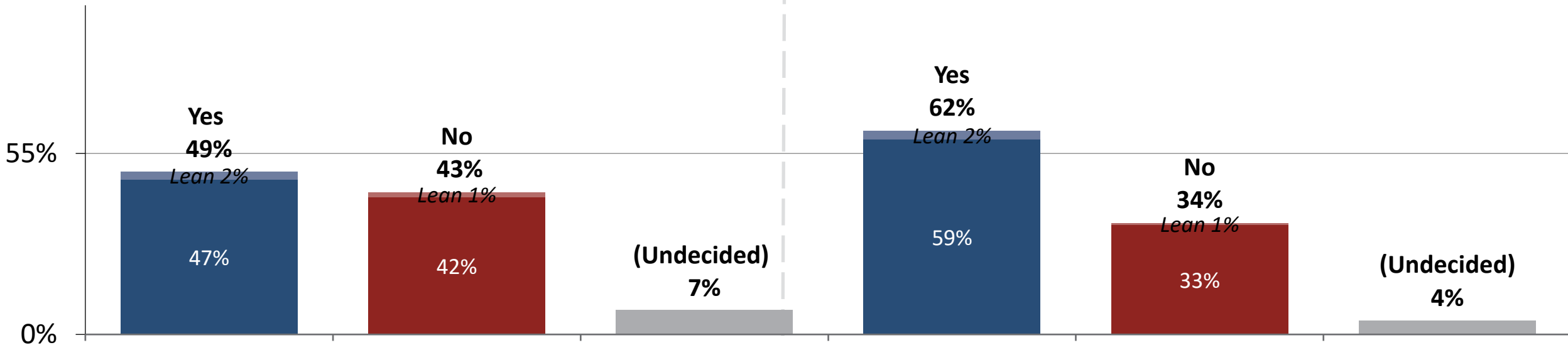
Support is higher today than it was for the potential measure tested in 2019.

2019

To update all Mill Valley elementary schools and reconstruct and modernize Mill Valley Middle School; update classrooms and labs for current learning; upgrade technology; improve school safety with security and seismic updates; and construct, repair, and equip facilities/sites/classrooms, shall Mill Valley School District issue \$120,000,000 in bonds at legal rates, raising approximately \$8,000,000 annually while bonds are outstanding at an estimated \$30/\$100,000 of assessed valuation, with taxpayer oversight, audits, and no money for administrators?

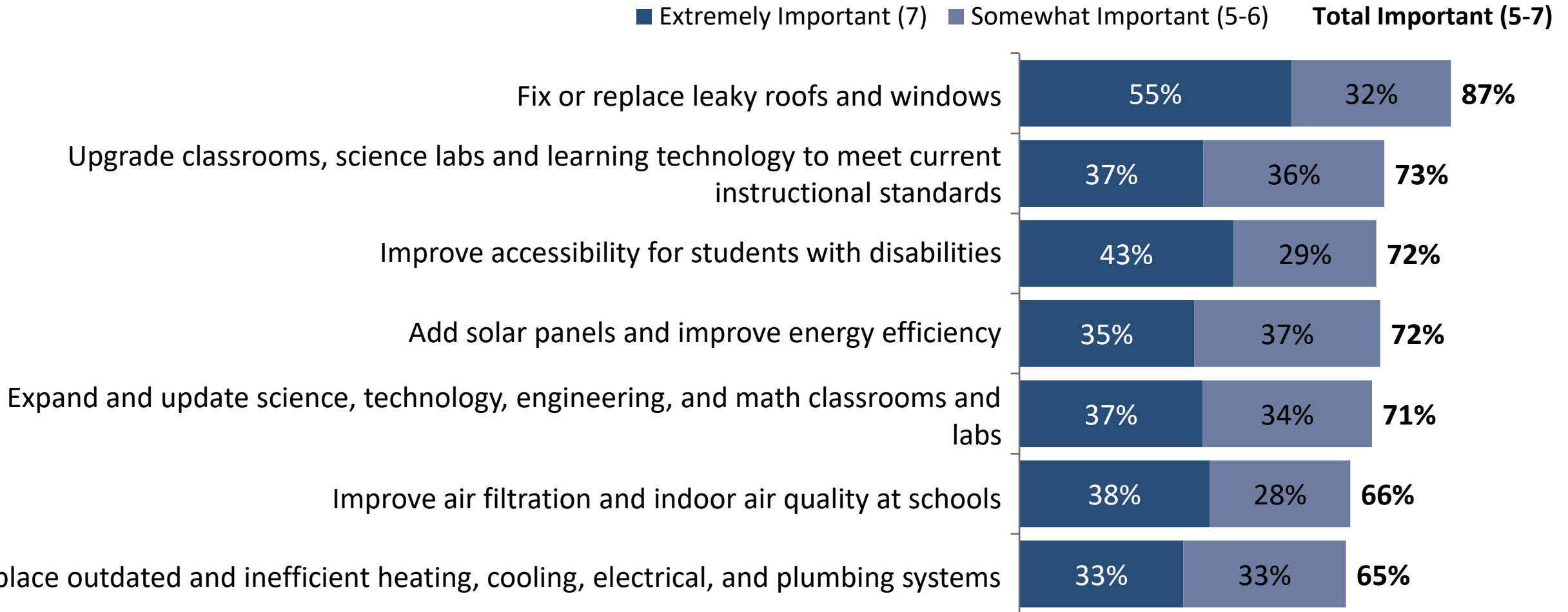
2021

To upgrade classrooms, science labs and learning technology in Mill Valley elementary and middle schools; improve accessibility for students with disabilities; replace outdated and inefficient heating, cooling, electrical and plumbing systems; and improve student safety and security, shall Mill Valley School District issue \$194,000,000 in bonds at legal rates, raising approximately \$9,300,000 annually while bonds are outstanding at 2.6¢ per \$100 of assessed value, with independent oversight, annual audits, no money for administrators and all funds staying local?



Potential Bond Projects

Voters prioritize projects that will help to fix leaky roofs and windows, upgrade classrooms and labs for current instructional standards, and improve access for students with disabilities.

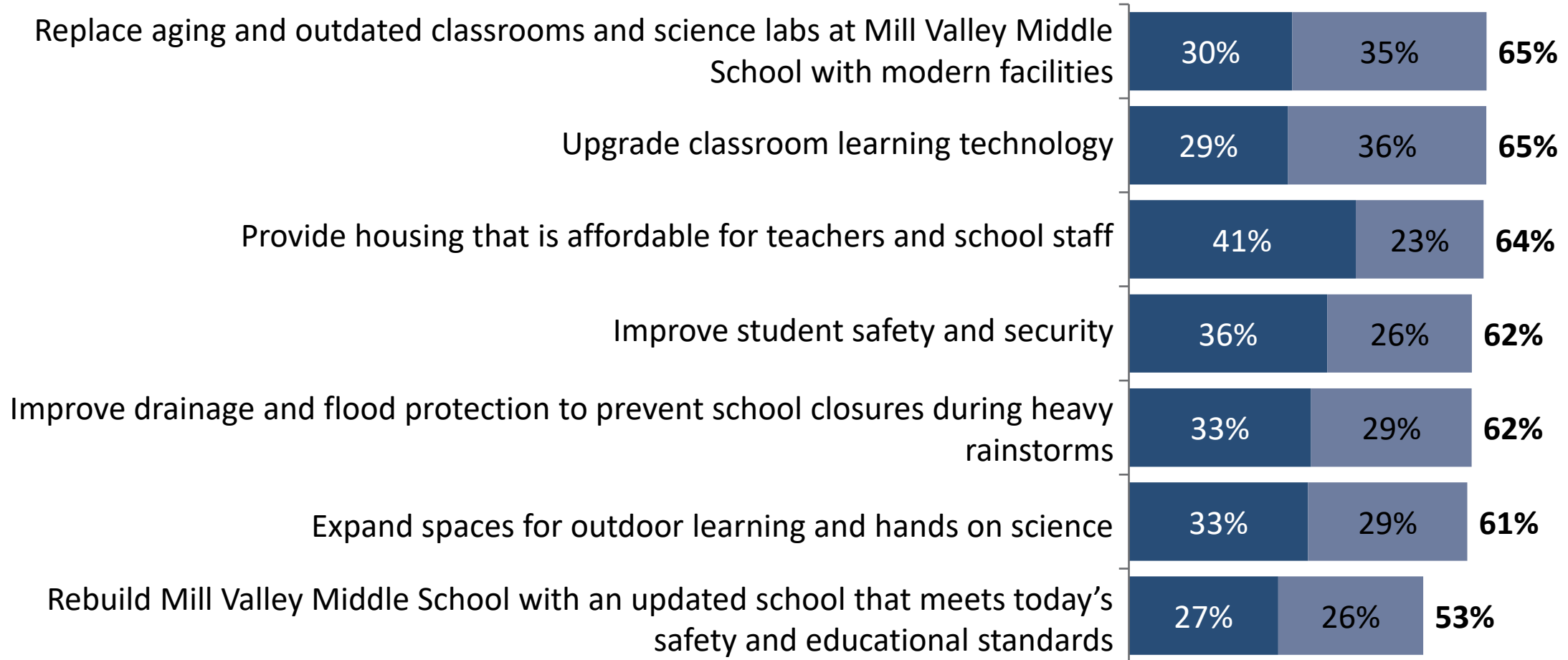


Q18-31. I'm going to read you a list of items that could be included in the potential bond measure. After each one, please rate how important that item is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Potential Bond Projects

Other potential projects are also important to many.

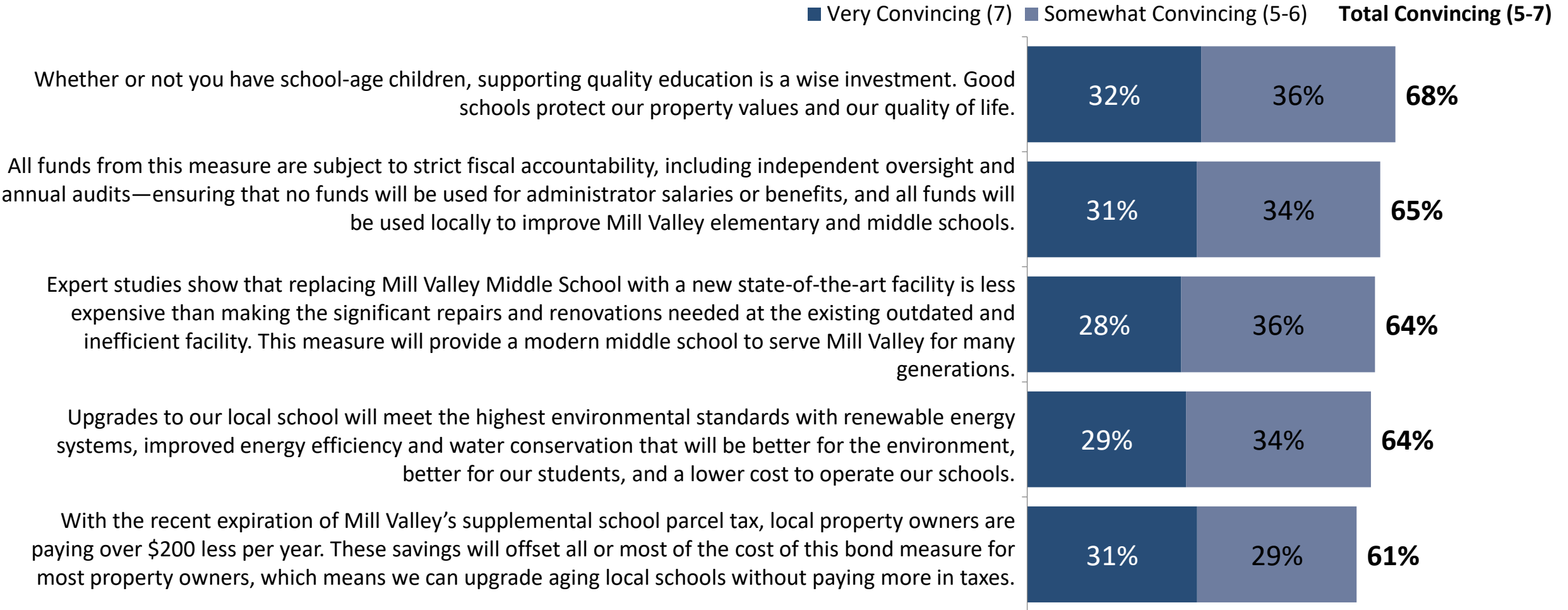
■ Extremely Important (7) ■ Somewhat Important (5-6) **Total Important (5-7)**



Q18-31. I'm going to read you a list of items that could be included in the potential bond measure. After each one, please rate how important that item is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Additional Information

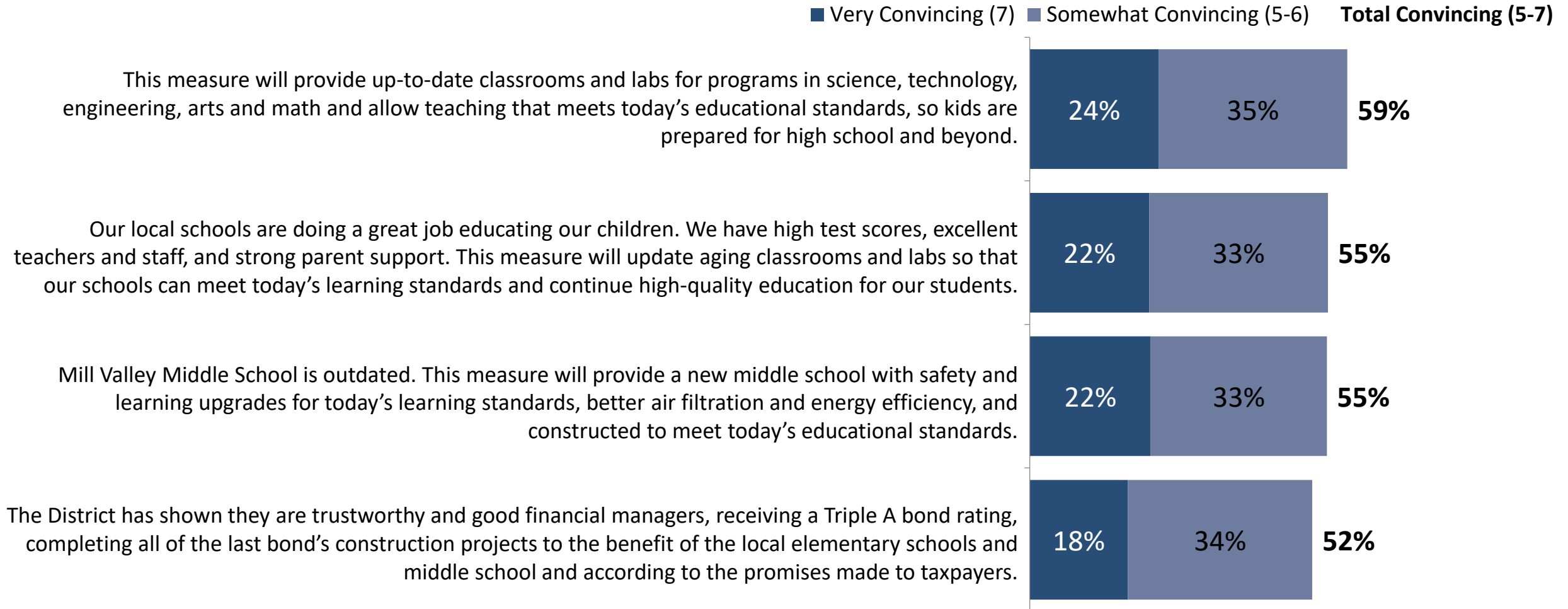
Maintaining local property values, fiscal accountability provisions, environmental upgrades, and overall cost saving are compelling reasons to support a bond measure.



Q32-40. Next, I'd like to read you some additional information about a proposed measure for the Mill Valley School District. After you hear each statement, please tell me how convincing it is as a reason to vote for a bond measure.

Additional Information

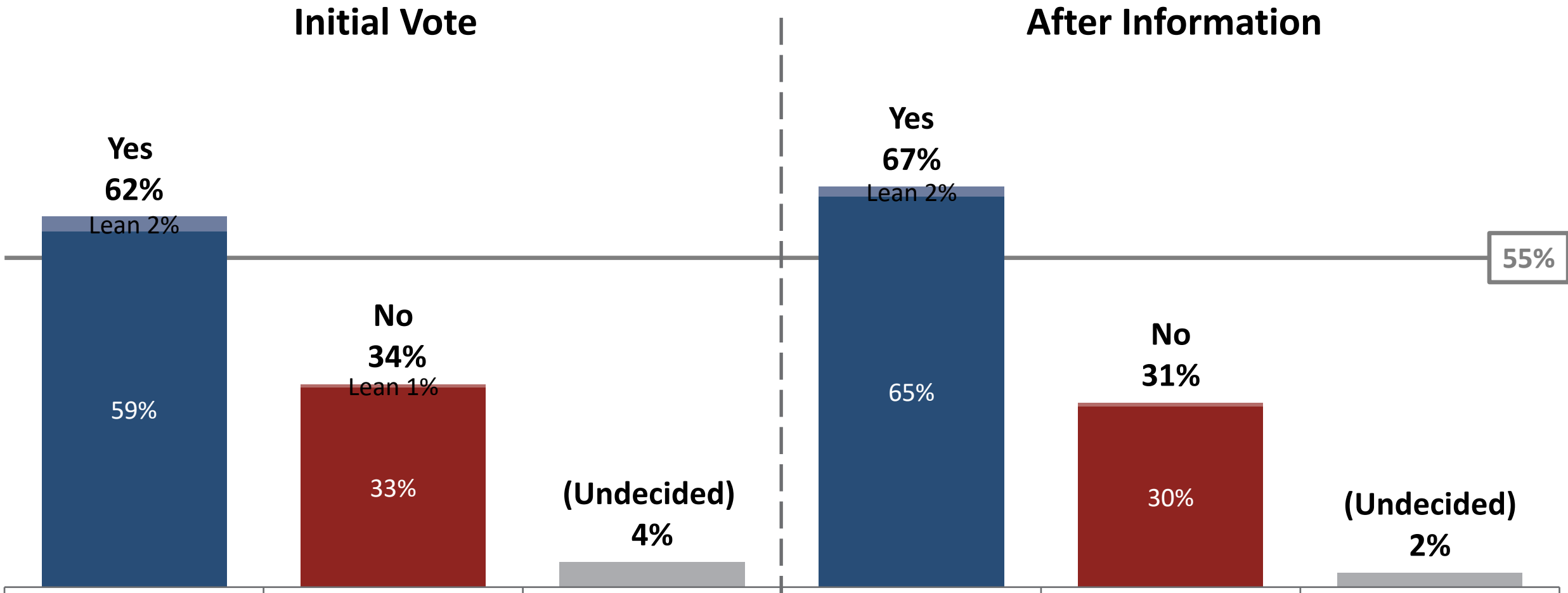
Other information is also compelling to at least half, but with lower intensity.



Q32-40. Next, I'd like to read you some additional information about a proposed measure for the Mill Valley School District. After you hear each statement, please tell me how convincing it is as a reason to vote for a bond measure.

Vote After Information

Support increases after respondents learn more.



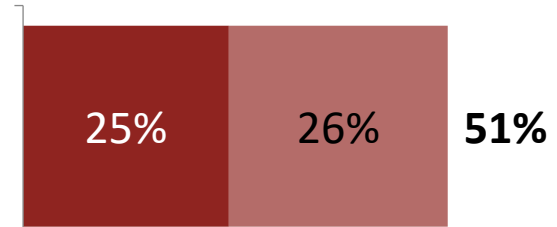
Q41. Sometimes people change their minds in a survey like this. Given everything you've heard, I'd like to ask you about the measure again.... If the election were held today, would you vote yes to approve or no to reject this measure?

Potential Opposition Statements

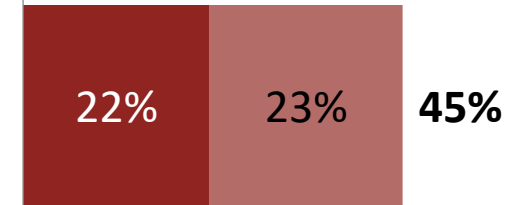
Potential opposition statements are compelling to a significant percentage of voters.

■ Very Convincing (7) ■ Somewhat Convincing (5-6) **Total Convincing (7)**

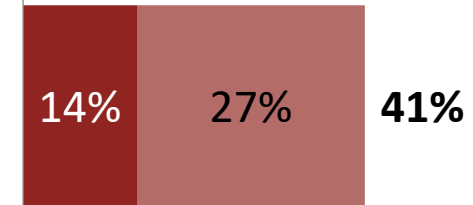
The middle school is built right next to a sewage plant that has foul odors all day and makes students feel sick. If the District is going to build a new middle school, they should do it somewhere else, not in the same spot next door to sewage.



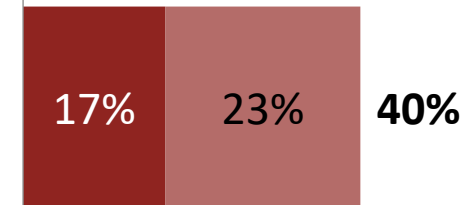
There are too many taxes in our area. We are already paying taxes to the local schools, County, and other districts. It's just too much, especially as many families are struggling financially to recover from the pandemic.



We don't need to waste millions of dollars tearing down the whole middle school and starting from scratch. The District should just repair and modernize the existing middle school.



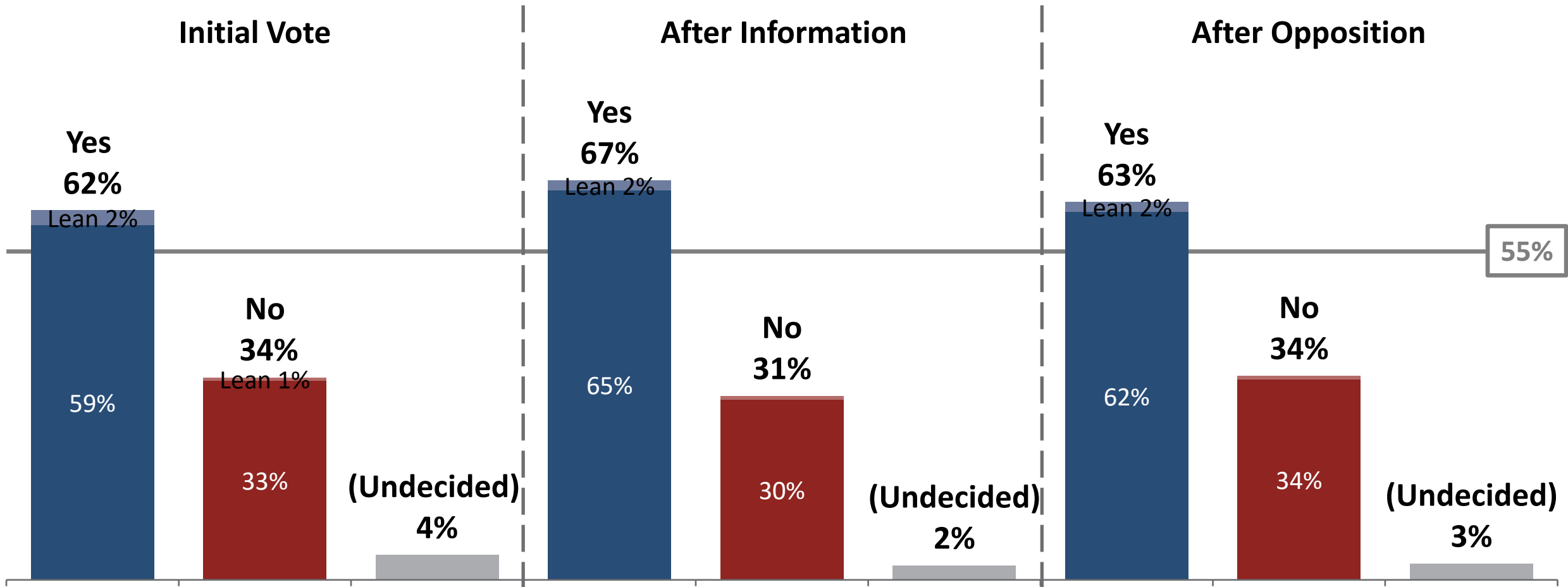
We can't trust the District to manage money properly—they didn't deliver on their promises from the last bond, why should we trust them with more?



Q42-44. Next, I'd like to read you some things that opponents of the proposed bond measure have said. After you hear each statement, please tell me how convincing it is as a reason to vote against a bond measure for Mill Valley School District.

Vote Progression

Opposition messaging has an impact, but support remains above the 55% threshold.



Q46. Given what you'd heard, if the election were held today, would you vote yes to approve or no to reject a \$194,000,000 bond measure for the Mill Valley School District?

Conclusions & Recommendations

- ▶ Opinions of the District continue to be positive.
- ▶ Over half of voters show some awareness of need for additional funds and improvements.
- ▶ A bond measure for Mill Valley School District appears feasible for a June 2022 ballot.
- ▶ Communicating the strong fiscal accountability provisions, basic repairs, upgrades to classrooms, labs, and learning technology for current instructional standards, and energy efficiency projects that would be included in a bond measure as well as the community benefits of investing in local schools is recommended.
- ▶ A robust, privately funded campaign effort would be needed to ensure voters understand the need for, and benefits of, a measure.



2022 Bond Measure Planning Timeline

2022 Election Dates: June 7 & November 8





Jessica Polsky-Sanchez
jessica@emcresearch.com

Andie Morhous
andie@emcresearch.com



Charles Heath
cheath@propsandmeasures.com

Robin Gerrity
rgerrity@propsandmeasures.com