



**Survey of Likely 2020 Voters
Re: Potential Bond Measure
Mill Valley School District
*Summary of Results - November 14, 2019***

- ▶ Hybrid telephone and web survey of likely 2020 voters
 - Updated methodology approach from past surveys*
 - Voters were contacted for phone interviews via landline and cell phone, and invited to complete a web version of the survey via an email invitation or a text message invitation
- ▶ Survey data has been weighted to reflect a Likely March 2020 electorate
- ▶ Conducted October 7-17, 2019
- ▶ 409 completed interviews
- ▶ Overall margin of error ± 4.9 percentage points

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

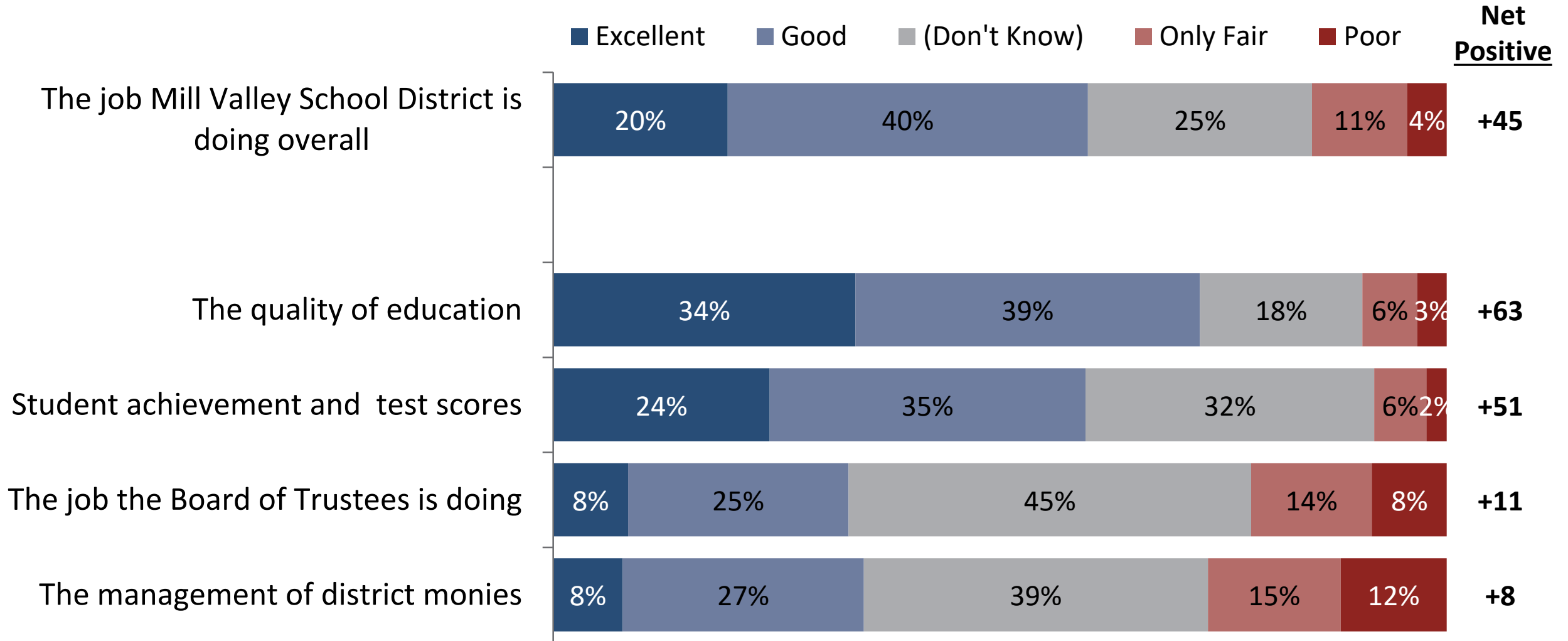
- ▶ Mill Valley School District is viewed positively by voters.
- ▶ A majority of voters perceive at least some need for additional money in the District, but this perception lacks intensity.
- ▶ Voters believe that the elementary school facilities and the middle school facilities are generally in good physical condition.
- ▶ Support today for a bond measure tested below the 55% threshold required to pass.
- ▶ Additional information about what the bond measure would do increases support with voters prioritizing projects that address basic repairs and school safety and security.
- ▶ Opposition messaging could also have an impact on support.



Opinion Environment

Opinions of MVSD

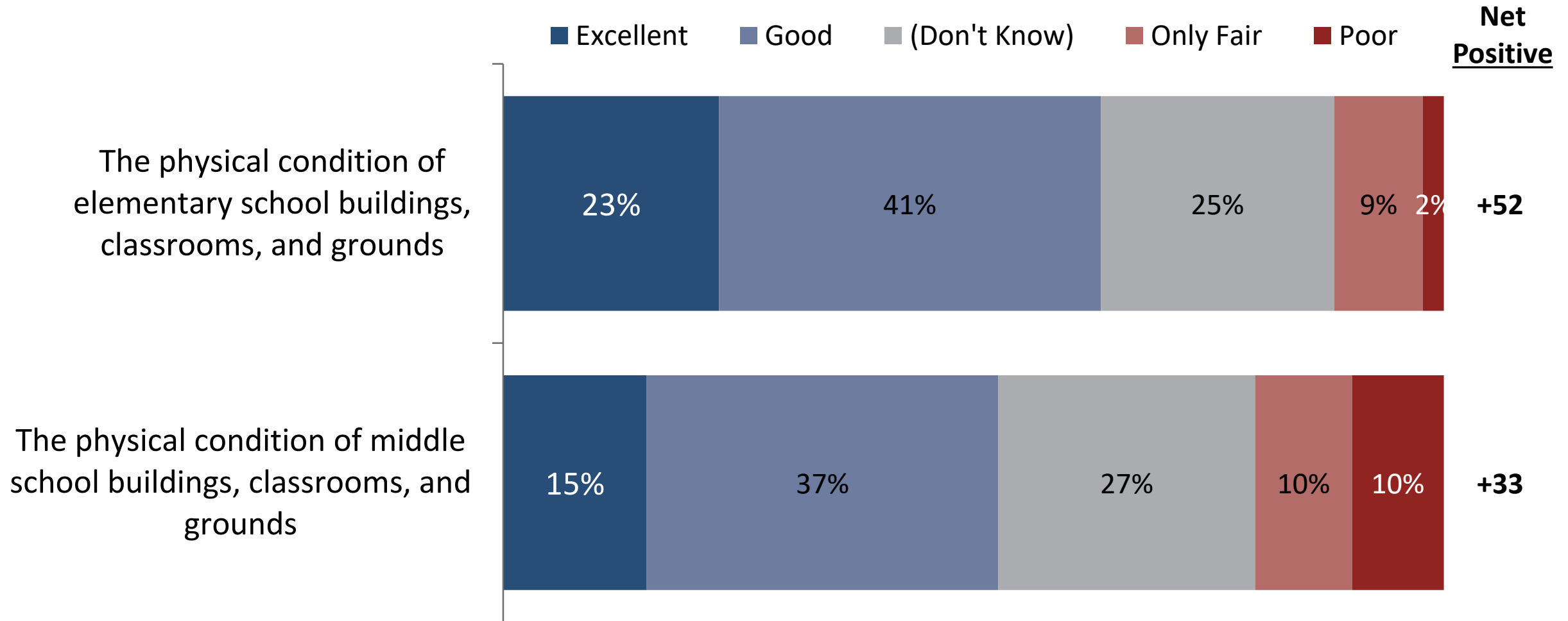
Most voters have a positive view of the District, particularly the quality of education.



Q6-12. 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

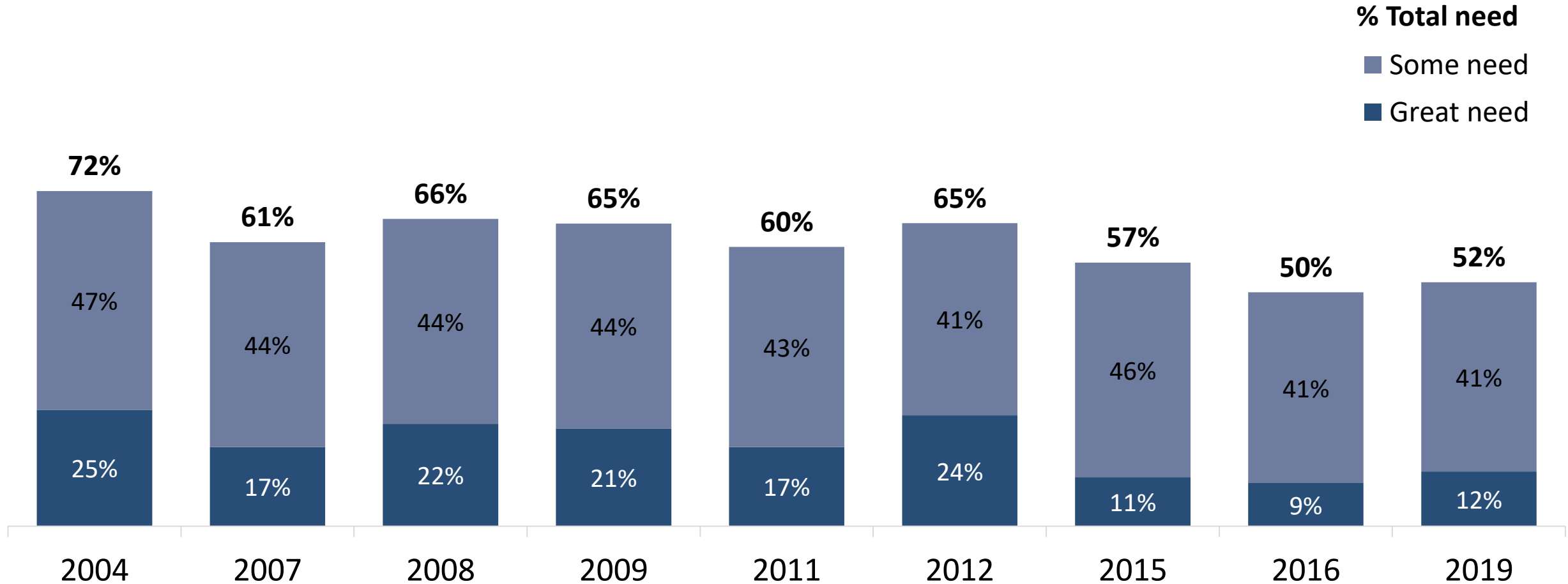
The majority think that Mill Valley School District schools are in good physical condition, with slightly less positive perceptions about the middle school facilities.



Q6-12. 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

Awareness of the need for funding is low.



% Total need

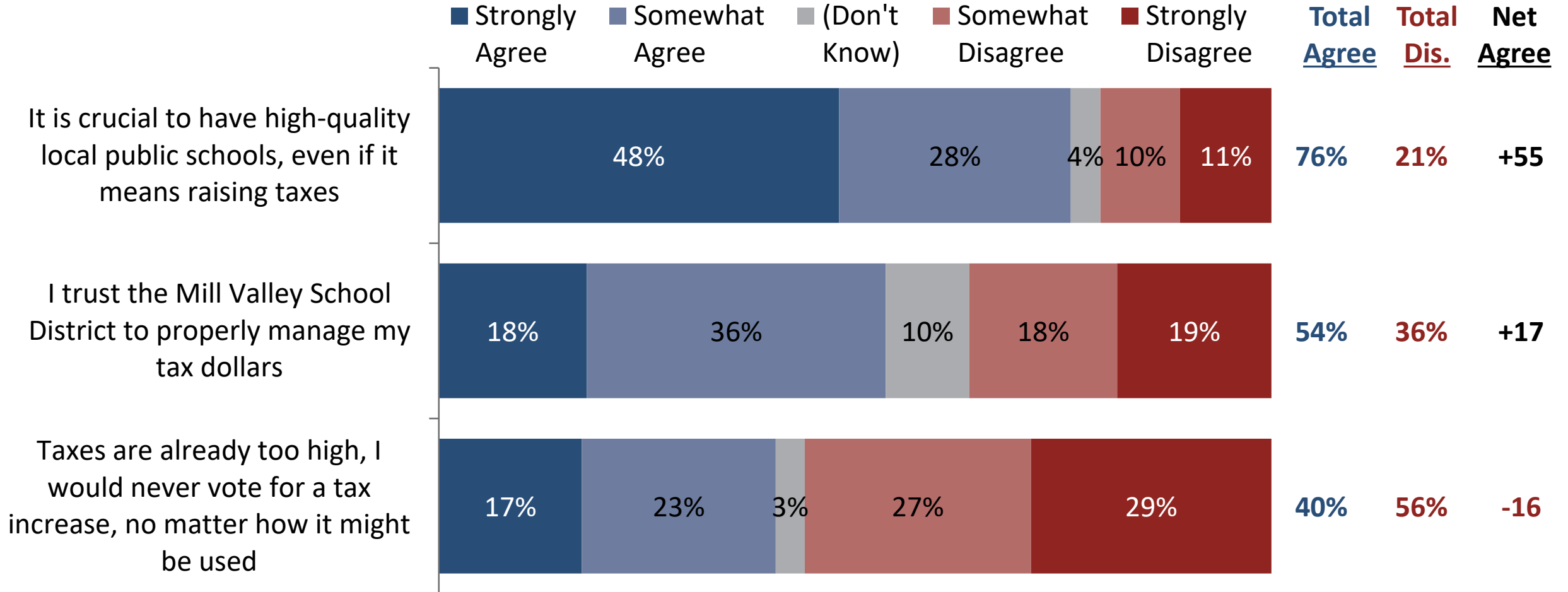
■ Some need

■ Great need

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

While four in five agree that high-quality schools are worth increased taxes, more than one-third say they would not vote for a tax increase for any purpose.



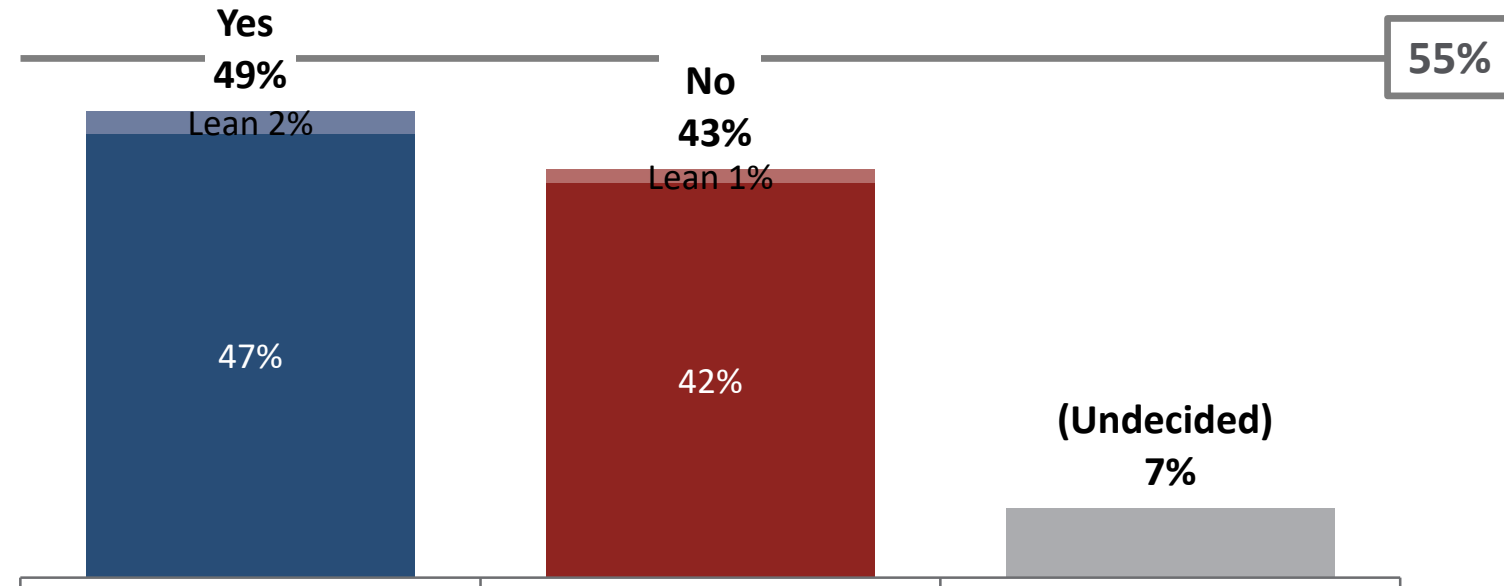


Potential Bond Measure

Initial Vote for Potential Bond Measure

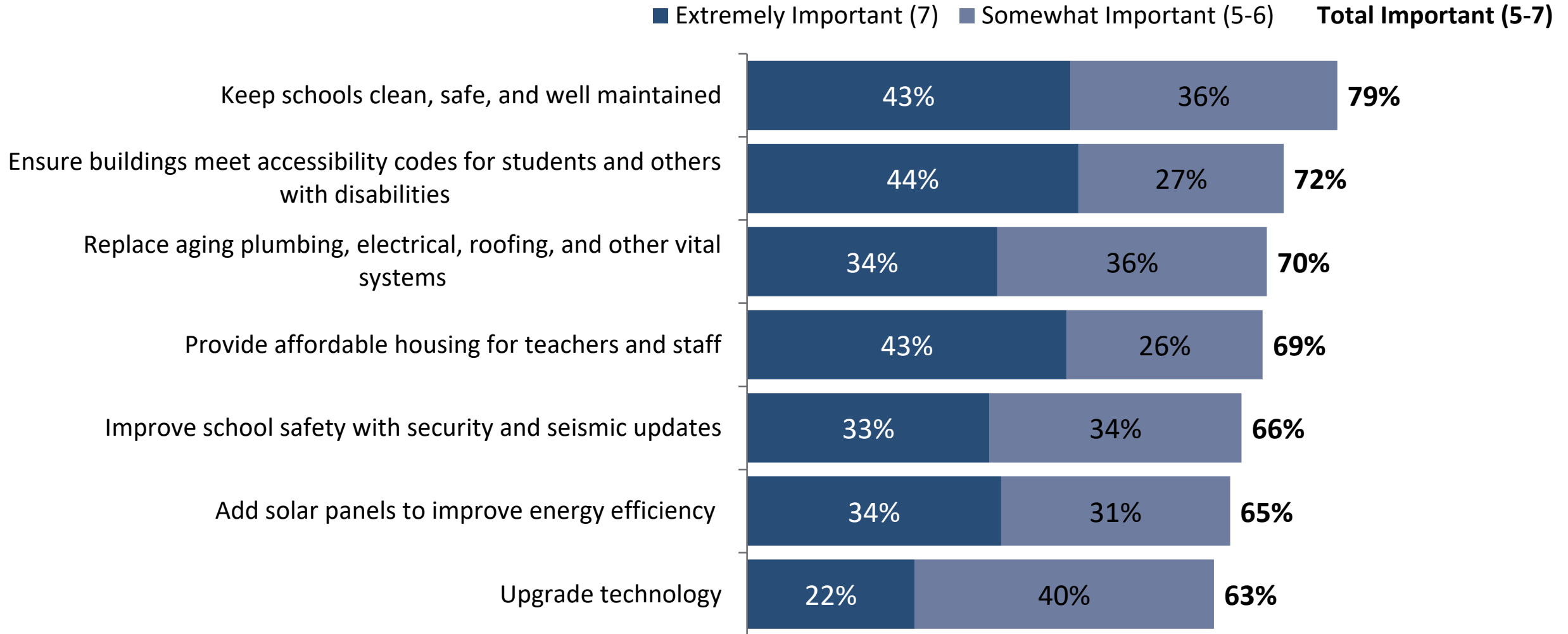
Support today for a potential bond measure falls short of the 55% threshold required to pass.

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?



Potential Bond Projects

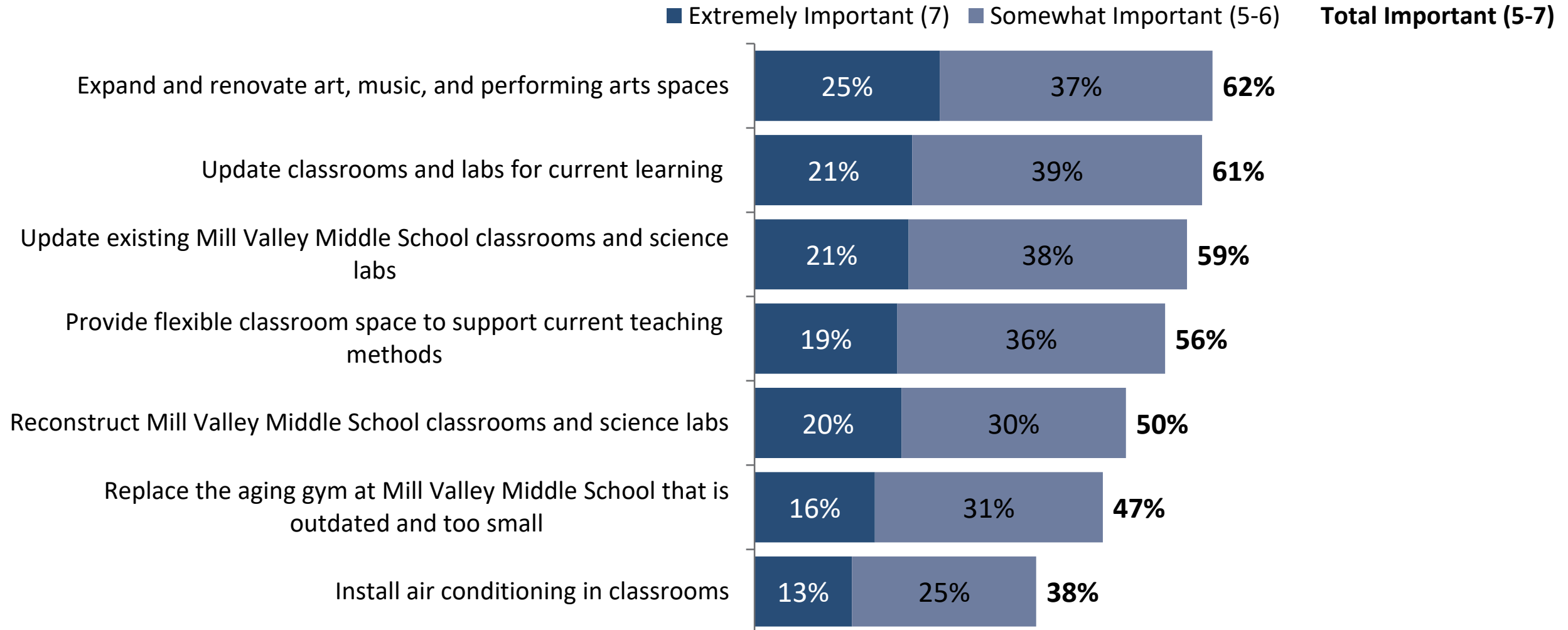
Voters prioritize projects that support general maintenance and school safety and security.



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

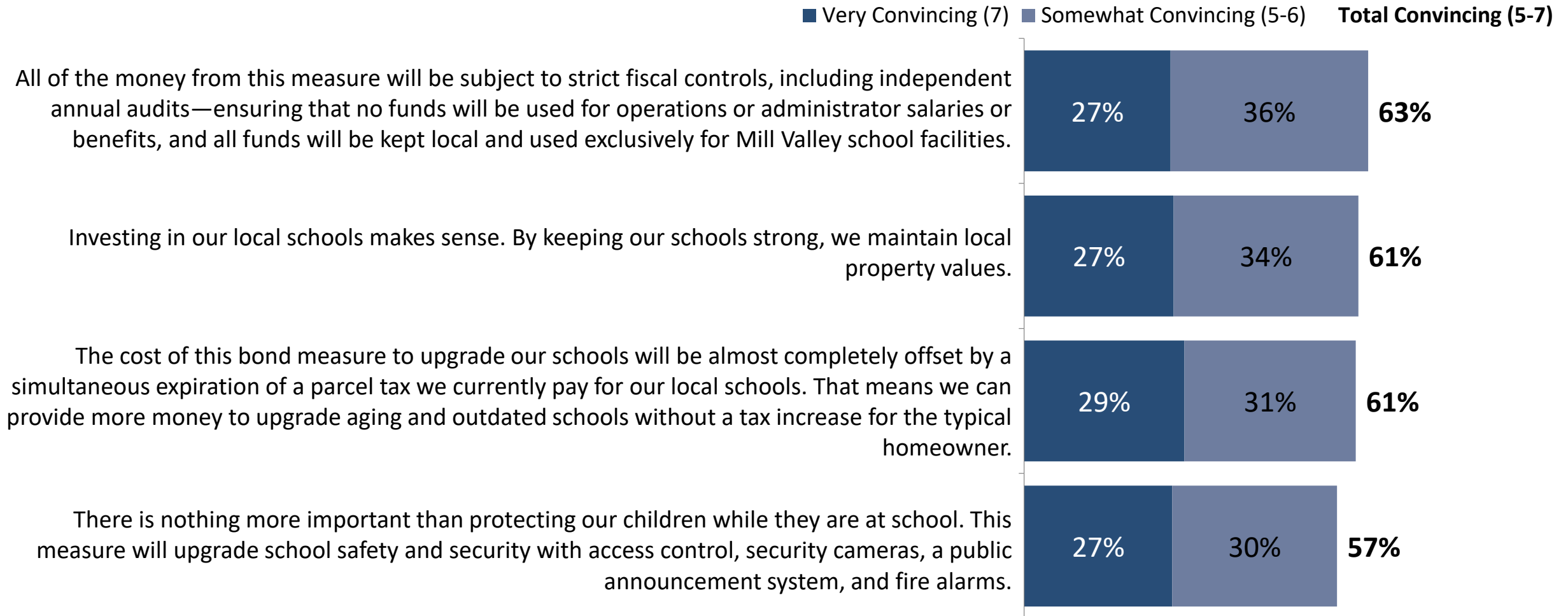
Other potential projects are also important but with less intensity.



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.

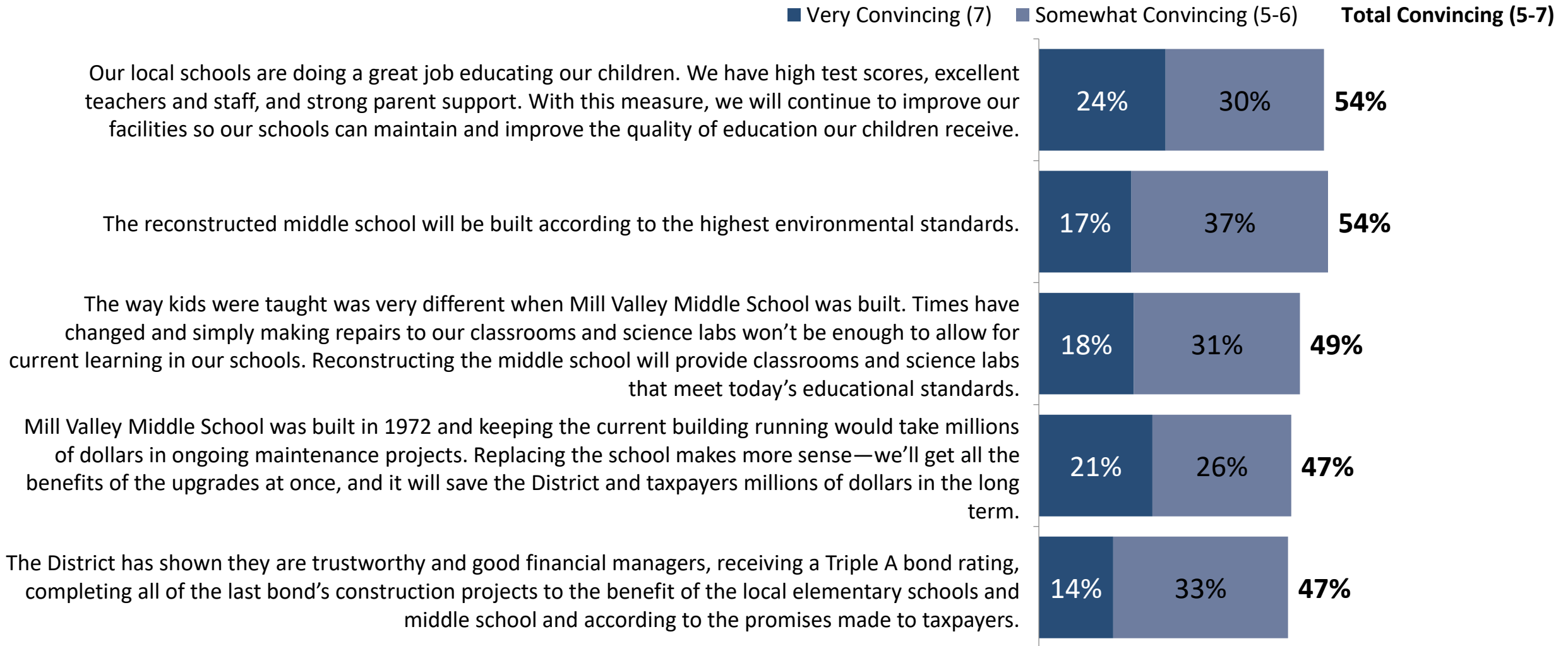
Additional Information

Fiscal accountability provisions, maintaining local property values, the cost of the bond being potentially offset by an expiring parcel tax, and safety and security upgrades are compelling reasons to support a bond measure.



Additional Information

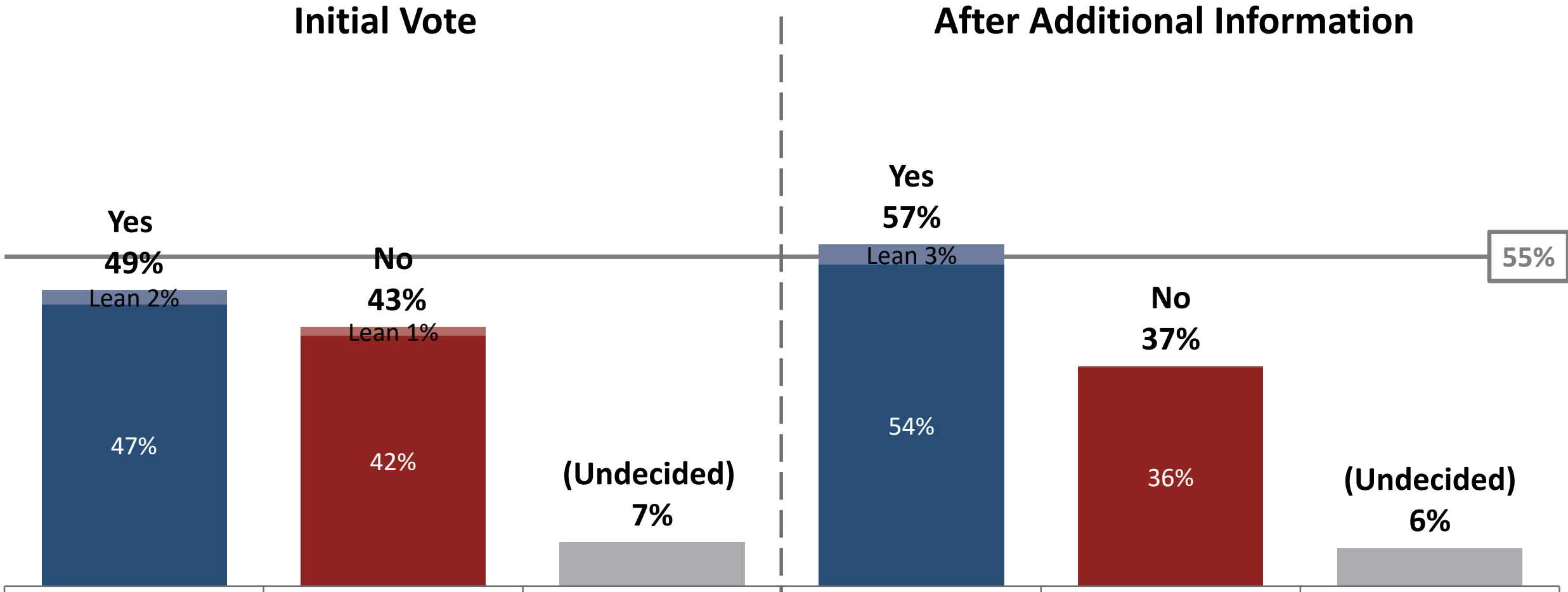
Other messages are compelling, but with less intensity.



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 Additional Information

Additional information increases support for the measure.



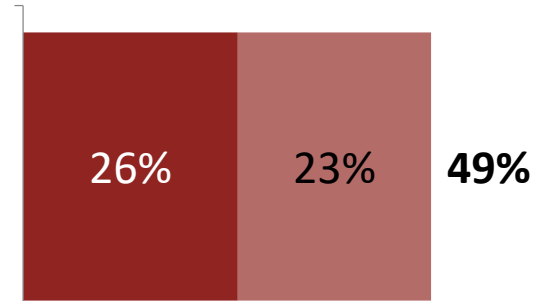
Q41. Sometimes people change their minds in a survey like this. Given everything you've heard, I'd like to ask you about the measure again.... If the election were held today, would you vote yes to approve or no to reject this measure?

Potential Opposition Statements

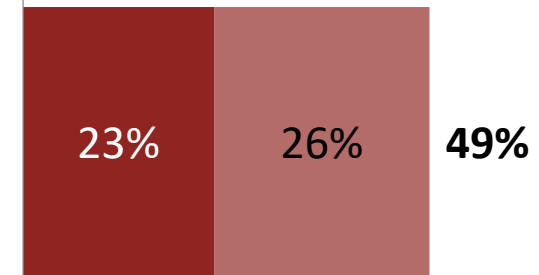
Potential opposition statements are compelling to a significant percentage of voters.

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

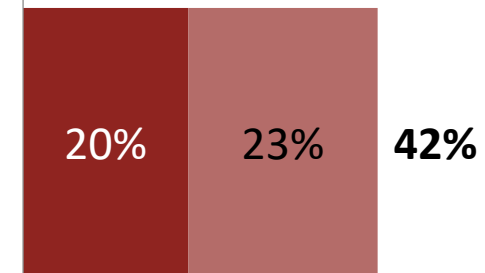
There are too many taxes in our area. We are already paying taxes to the elementary schools and middle school and the High School District will also have a tax measure on the ballot. It's just too much, we should vote no on both.



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?



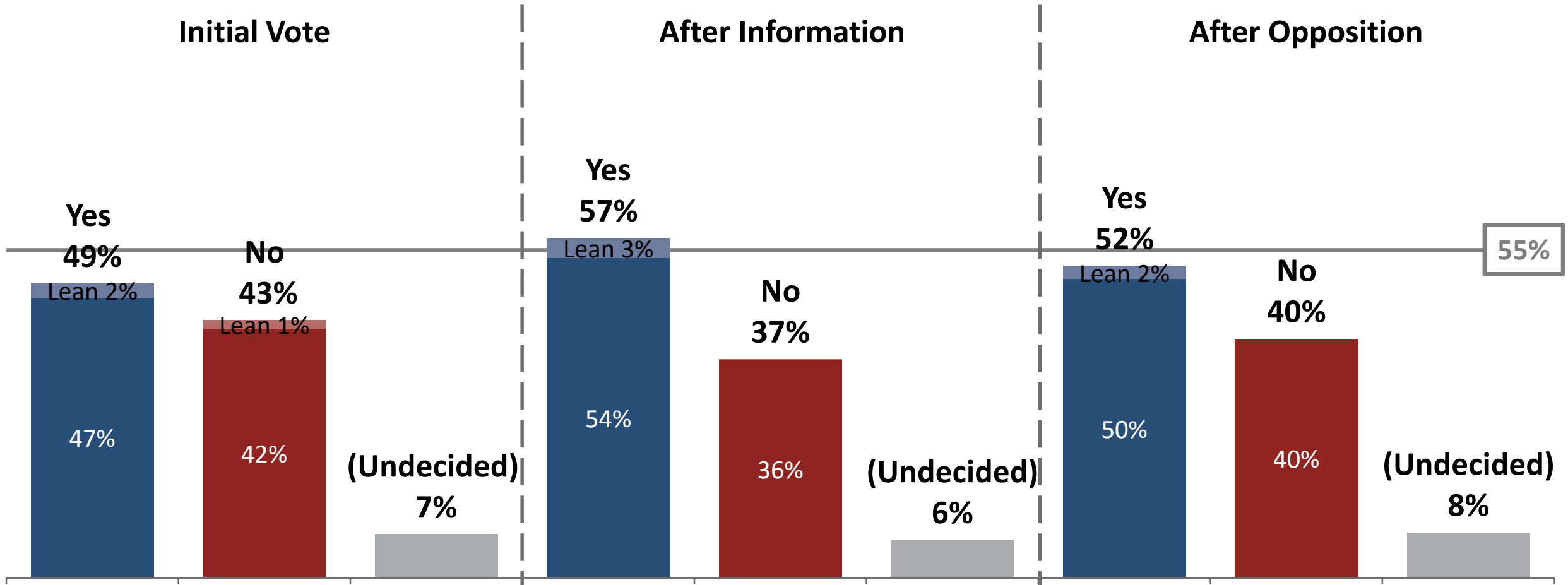
Vote Progression

Potential opposition messaging has a slight impact on support for a bond measure.

Initial Vote

After Information

After Opposition



55%

Q45. Given what you'd heard, if the election were held today, would you vote yes to approve or no to reject a \$120,000,000 bond measure for the Mill Valley School District?

Conclusions & Recommendations

- ▶ Opinions of the District continue to be positive; however, willingness to invest in District facilities is relatively low.
- ▶ A bond measure for local elementary schools and the middle school appears challenging but, in the right environment, could be feasible.
- ▶ Increasing awareness of facility needs will be important.
- ▶ Communicating the school safety and security improvements and strong fiscal accountability provisions included in a bond measure, and 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.



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