



VOTER SURVEY KEY FINDINGS

January 2014



Methodology

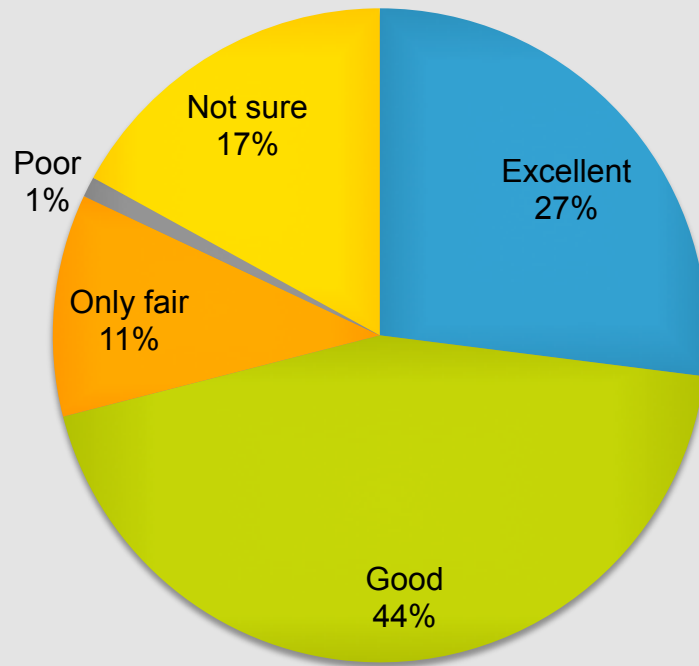
- Live interviewer telephone survey conducted January 14-19, 2014. Sample included landline and wireless phones, with 502 completed interviews
- Sample modeled to reflect likely June (N = 324) and November (N = 502) voters.
- Margin of error +/- 4.3% for November voter results, +/- 5.3% for June voter results.



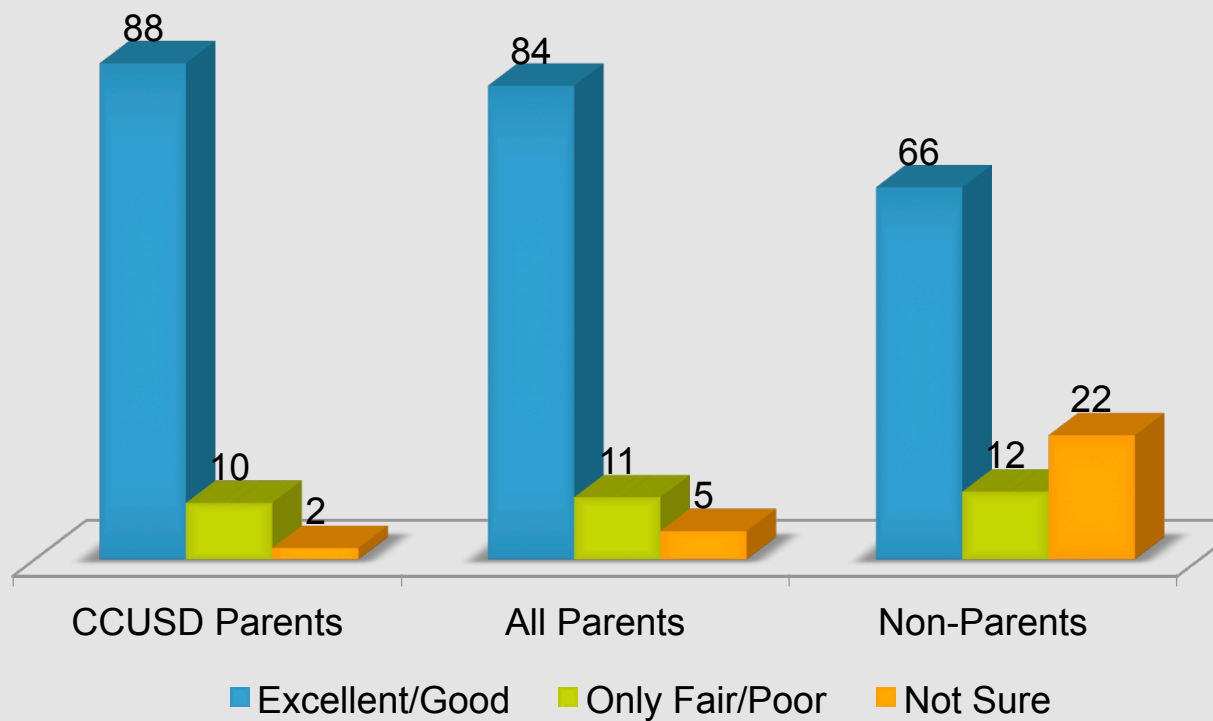


ATTITUDES ABOUT THE DISTRICT

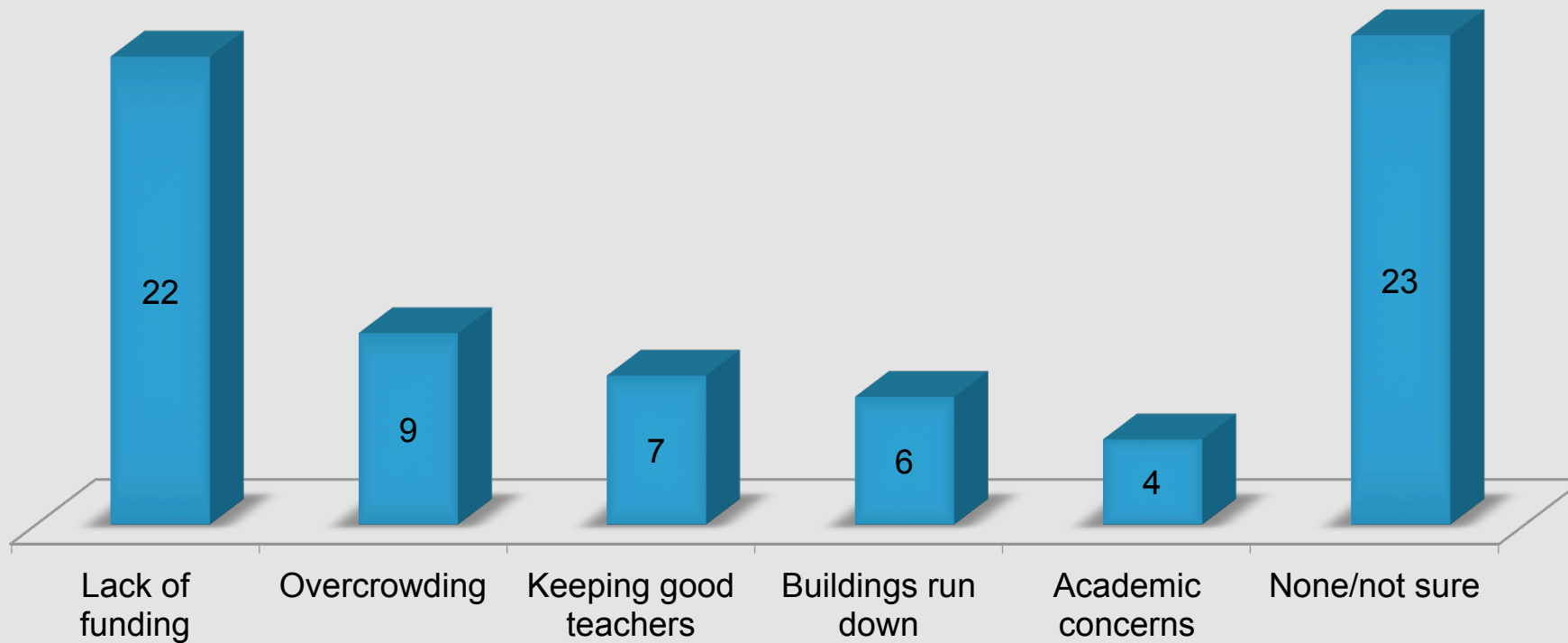
“Is the Culver City Unified School District doing an excellent, pretty good, only fair, or poor job of educating students?”

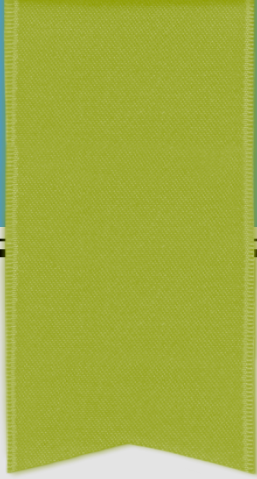


CCUSD Job Rating by Parental Status



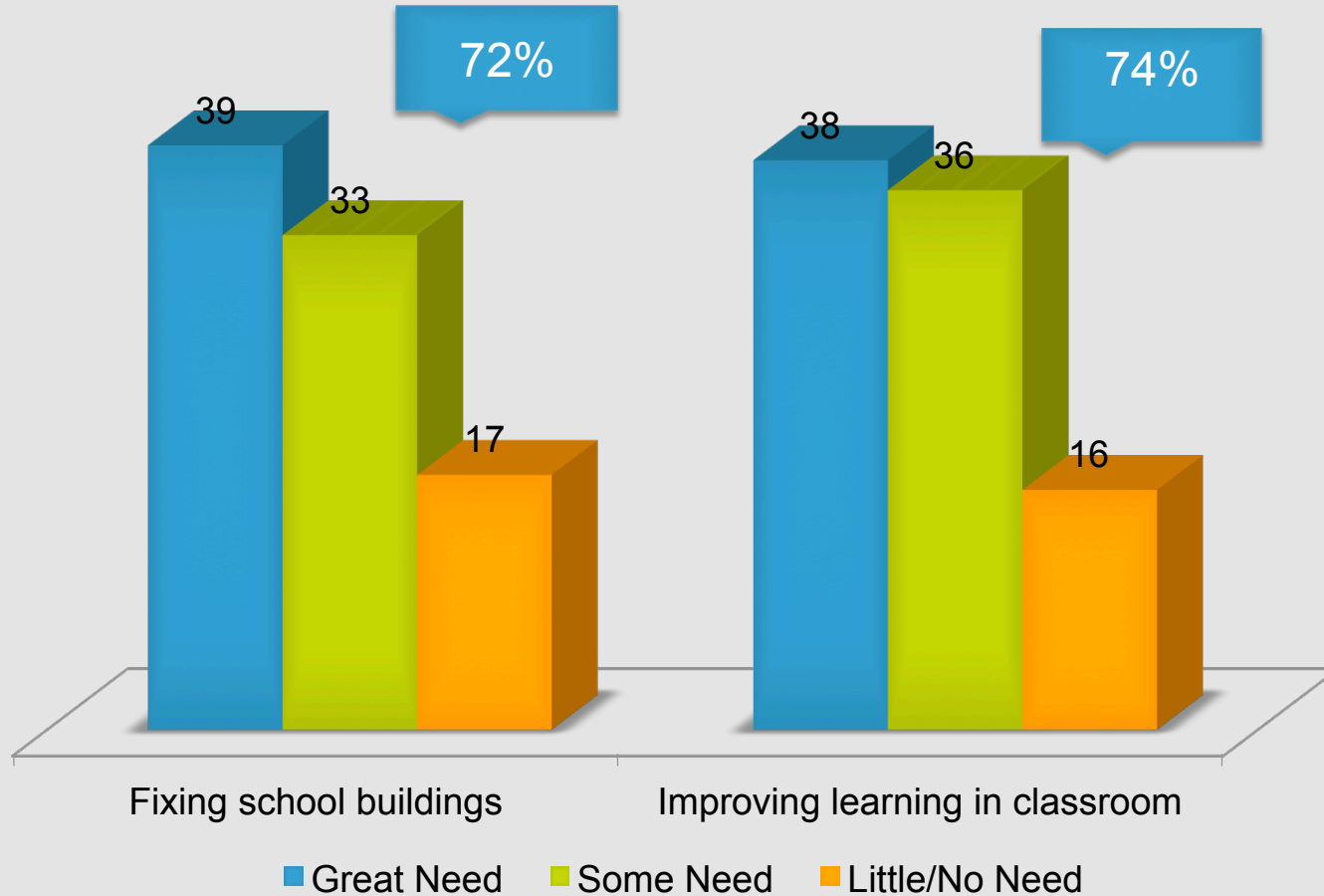
“Most Serious Challenge Facing CC Public Schools?”



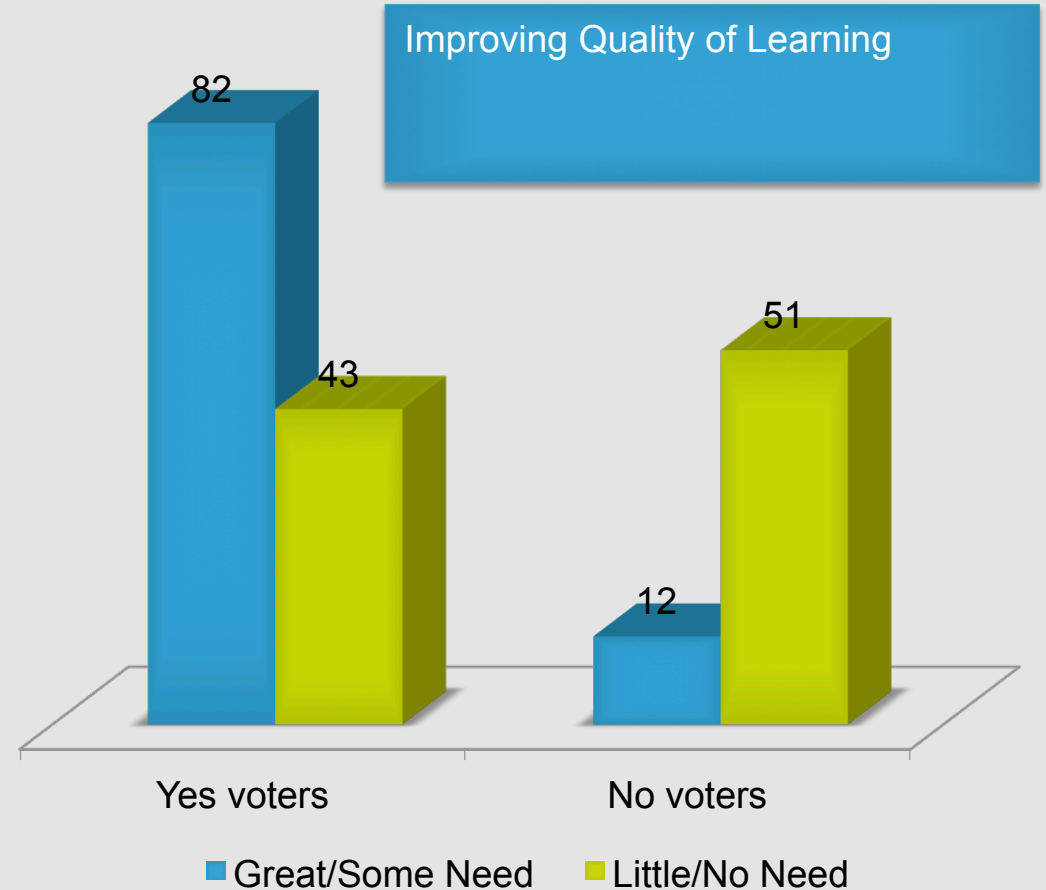
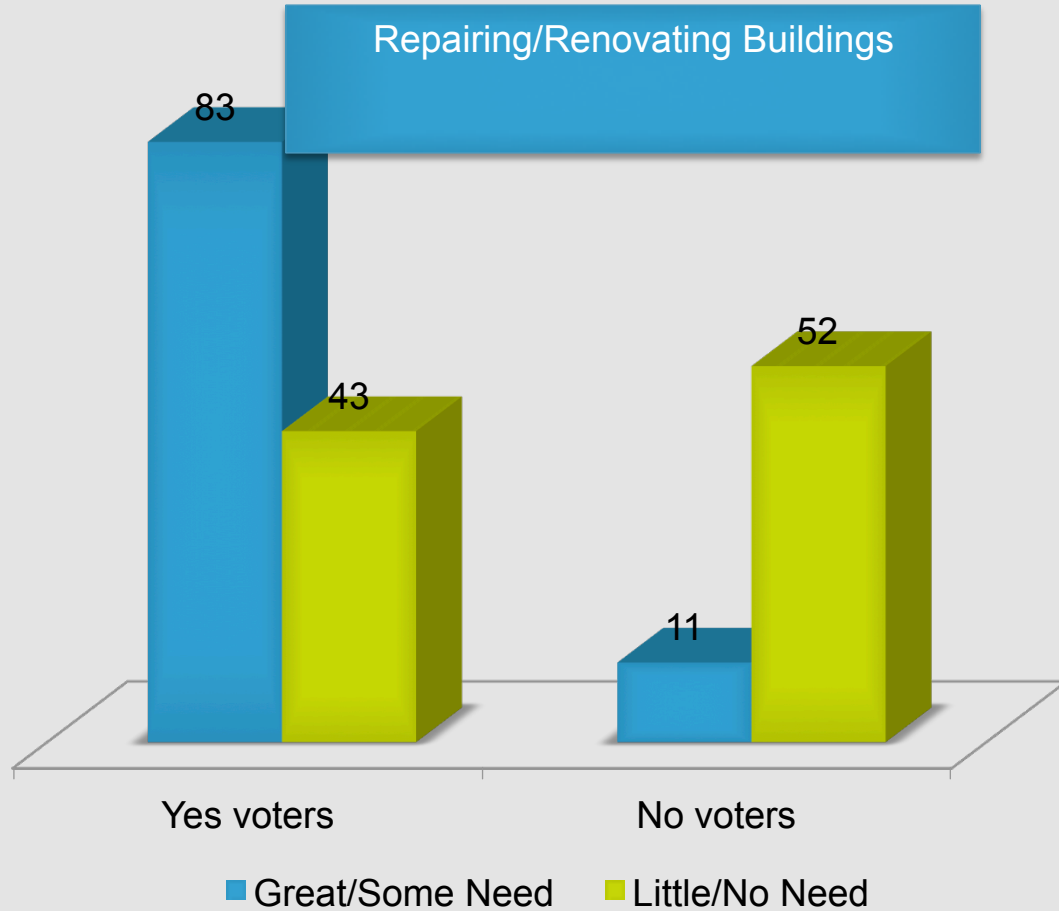


ATTITUDES ABOUT THE NEED FOR FUNDING

“Do Culver City Schools Need More Funding for....?”



Support for Bond by Perception of Need for More Funding

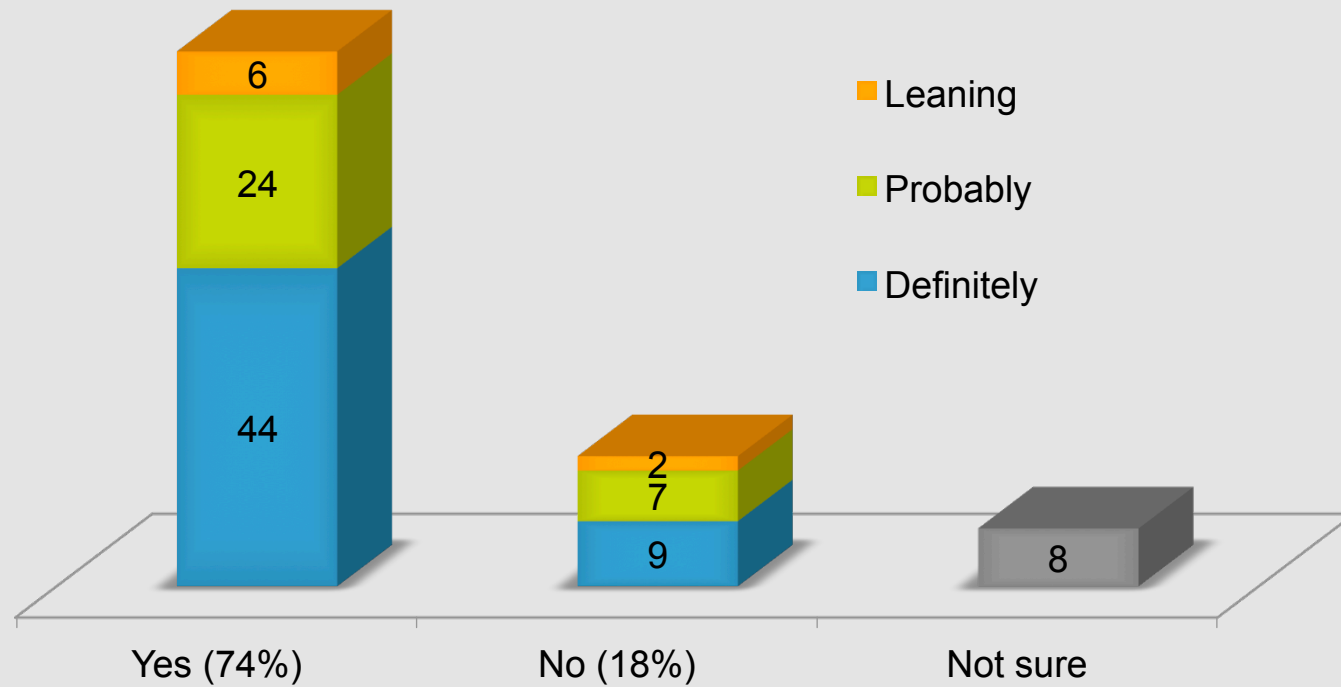




ATTITUDES ABOUT THE PROPOSED BOND

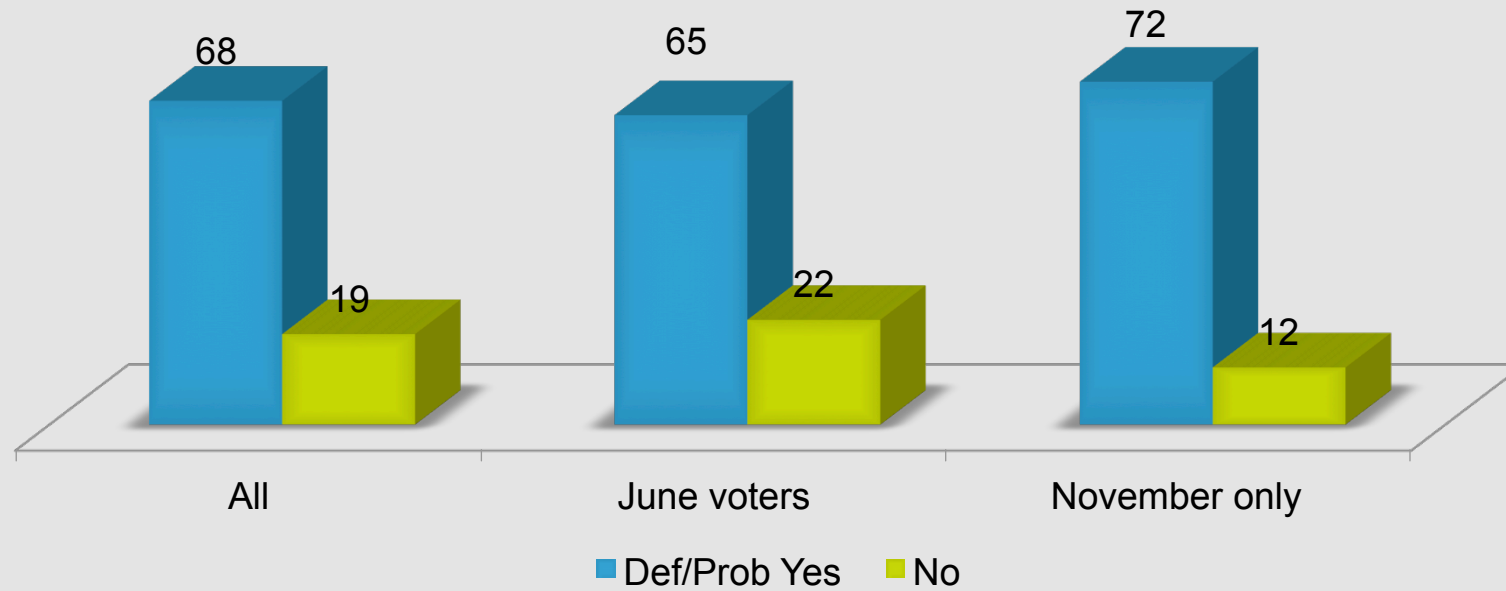
Response to Proposed Ballot Language for \$106 Million School Bond for the CCUSD

All Voters



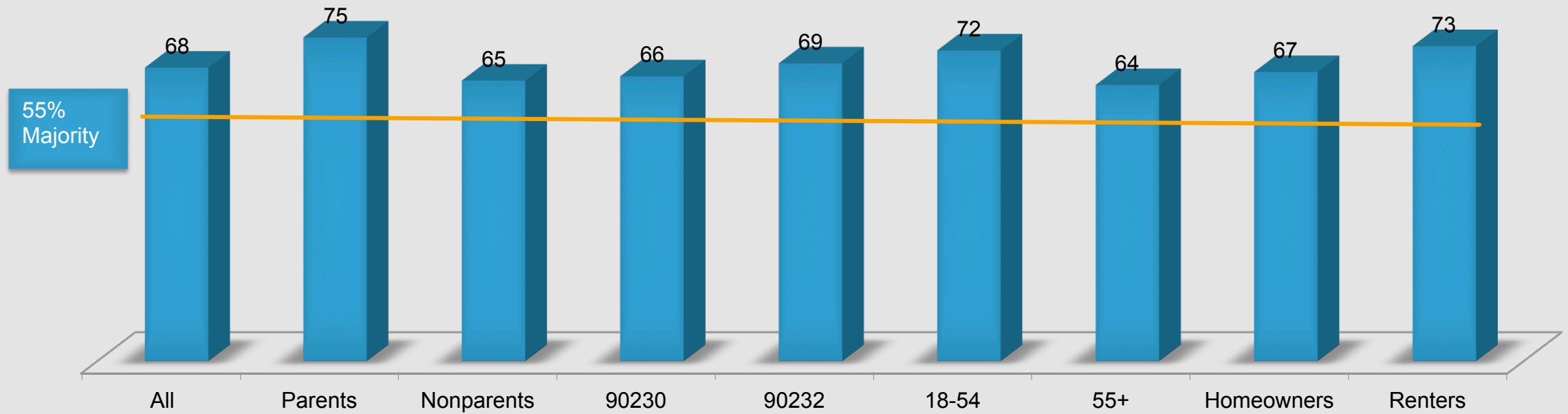
Response to Proposed Ballot Language for \$106 Million School Bond for the CCUSD

Likely June v. Likely November Voters

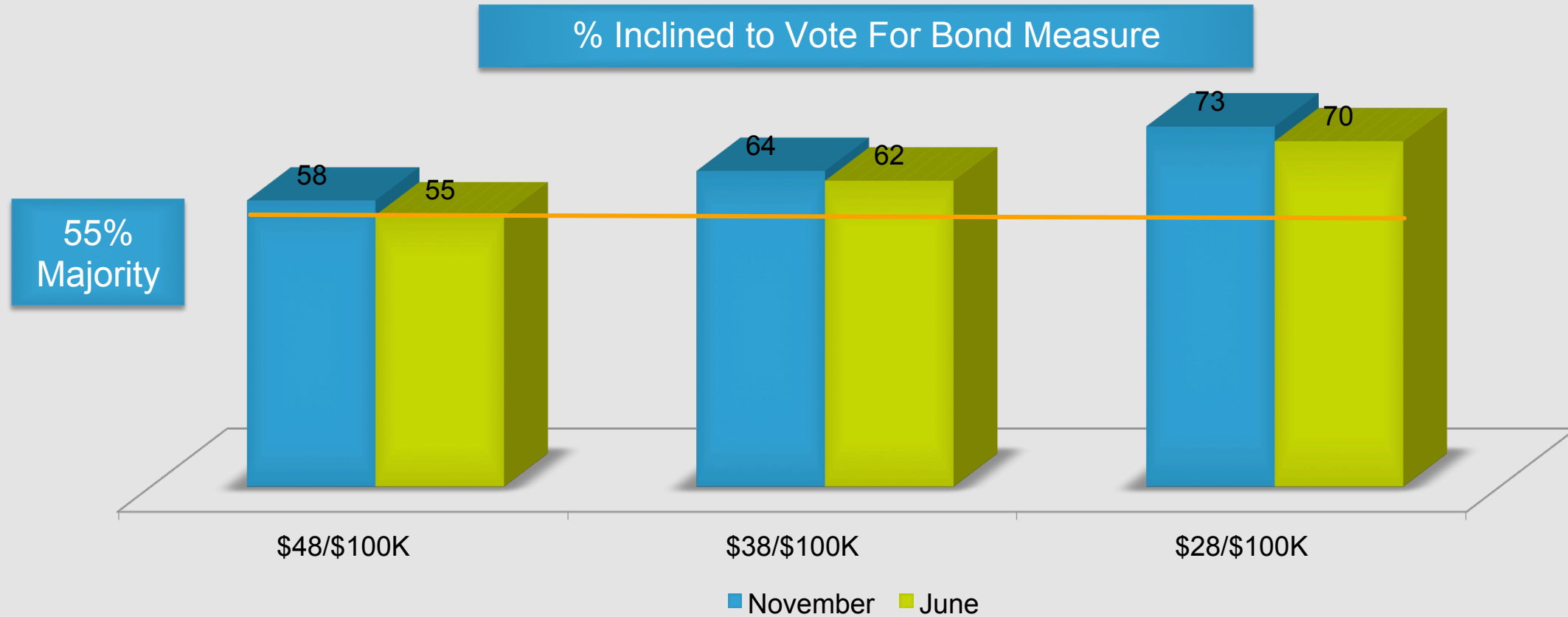


Response to Proposed Ballot Language for \$106 Million School Bond for the CCUSD

Voter Groups



What If The Cost to Homeowners Was \$48/\$38/\$28/100K of Assessed Value?





USES OF THE BOND PROCEEDS

Importance of Uses for Assessment Money

<i>Ranked by Very Important -- Top Tier</i>	VERY IMP
Remove asbestos, fungus, mold, and other hazardous materials from school buildings	73%
Replace science labs from the 1950s with modern labs and up-to-date science equipment	66%
Improve fire safety of older school buildings	66%
Improve earthquake safety of school buildings	63%
Provide modern job and vocational training classrooms to prepare students for 21 st century jobs	62%
Repair or replace deteriorating school floors, walls, windows, and leaky roofs	61%
Purchase computers and modern learning technology for the classroom	60%
Upgrade and repair aging school electrical systems so that schools can have modern computers/ learning technology	60%



Importance of Uses for Assessment Money

<i>Ranked by Very Important -- Next Tier</i>	VERY IMP
Replace and repair aging school plumbing systems and restrooms	57%
Install or upgrade air conditioning, heating, and air filtration to ensure healthy learning environments	54%
Provide permanent classrooms for at-risk students in the continuation high school to help keep them on the right track	54%
Improve lighting, fencing, windows, locks, and other security measures to ensure safe school environments	53%
Improve energy efficiency in school buildings to save money for educational uses	53%
Replace aging, temporary, portable classrooms with safe, modern classrooms	49%
Complete renovations of older school playgrounds, athletic fields, and gymnasiums to ensure they are safe for student and community use	43%
Renovate Frost Auditorium at Culver High School for school and community use	31%
Restore and reopen the swimming pool at Culver High	28%



Important Information in Deciding How to Vote

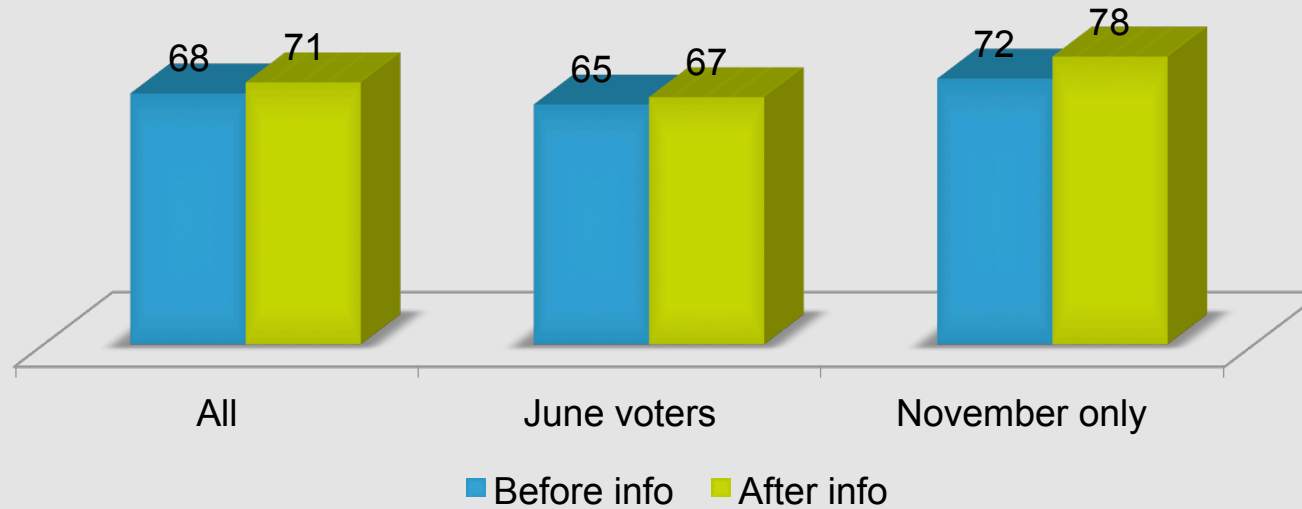
<i>Ranked by Very Important</i>	VERY IMP
Every dollar raised by this measure will be used for local schools, and none of it can be taken away by Sacramento	72%
Passing this bond is needed to make schools safer for Culver City children. It will bring schools up to modern standards for fire and earthquake safety, remove asbestos, fungus, and other hazardous materials, and install needed fencing, lighting, locks, and security to keep students safe	63%
Many of the classrooms in Culver City schools are so old that the teachers can't even plug in computers or printers. This bond is needed to upgrade school electrical systems so that Culver City schools can offer 21st century learning technology and computer science to students	63%
This bond is needed to make urgent repairs to schools, including roofs, walls, floors, windows, plumbing, and restrooms	60%
Passing the bond is needed to improve the quality of learning for the children of Culver City. It will upgrade classrooms and technology for science, arts, and music, and for improving teaching and learning	56%
Great schools keep property values high . Passing this bond will protect the great local schools that make Culver city such a desirable place to live and keep property values high	53%
Passing this bond is needed to upgrade Culver City schools and make them more green, sustainable, better-maintained, and long-lasting so they can continue serving this community for decades to come	51%



IMPACT OF INFORMATION

% Voting Definitely Or Probably Yes Before And After Information

Likely June v. Likely November Voters

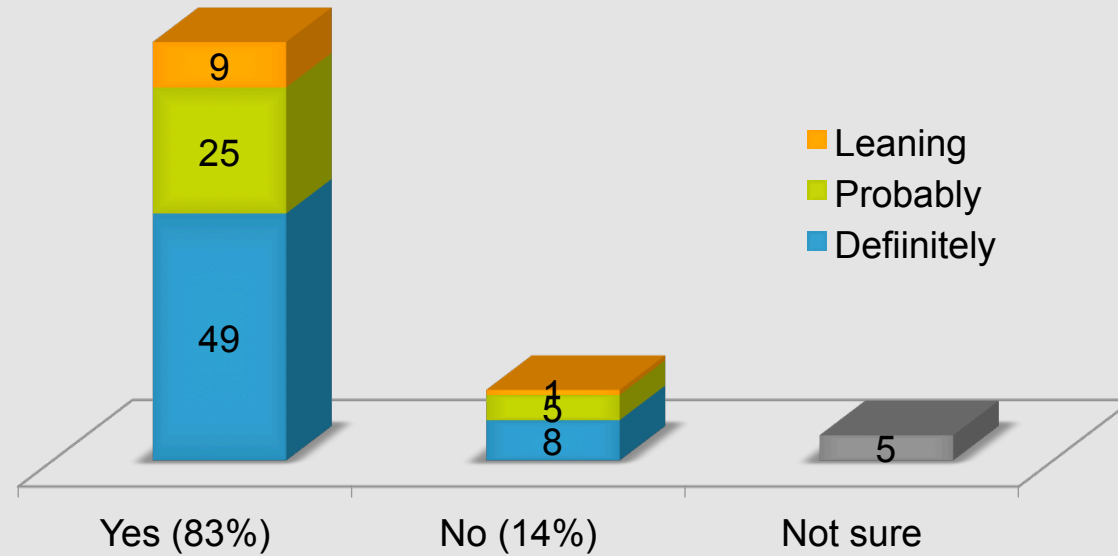




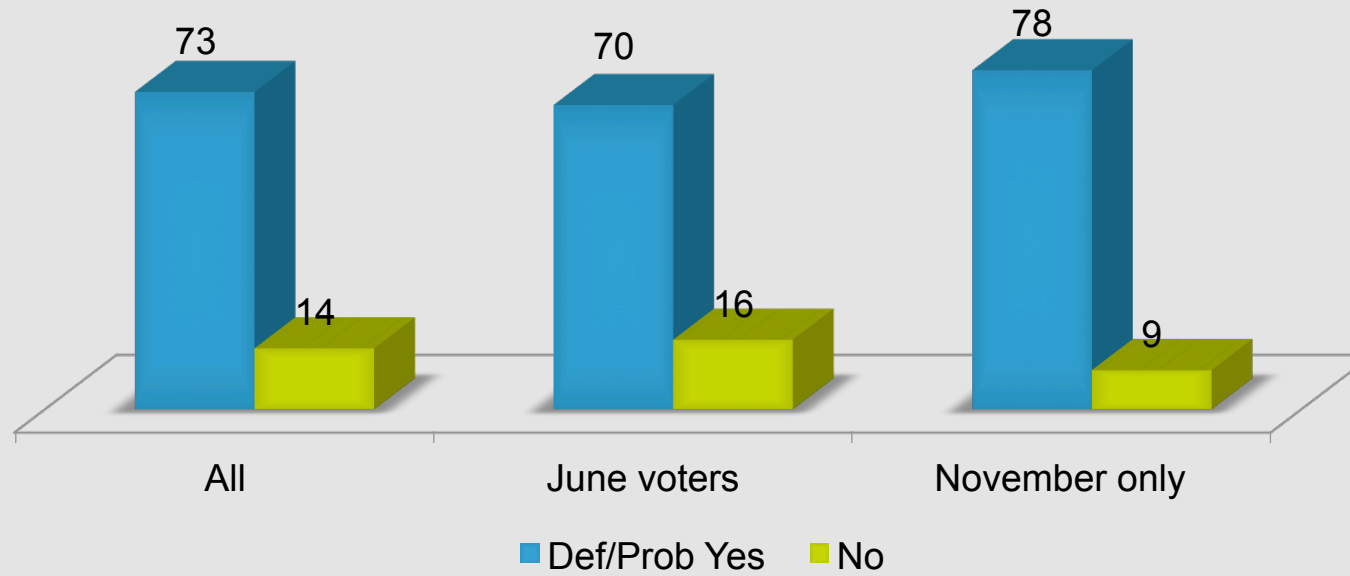
PARCEL TAX

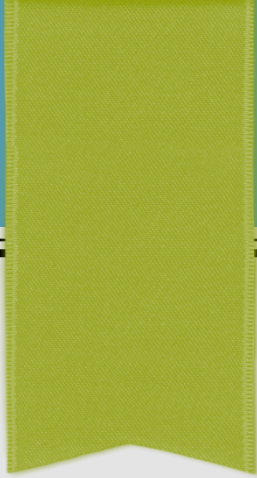
Response to Proposed Ballot Language for Renewal of Existing Parcel Tax

All Voters



Parcel Tax Results by Likely June v. Likely November Voters





DEMOGRAPHICS

Sample Demographics

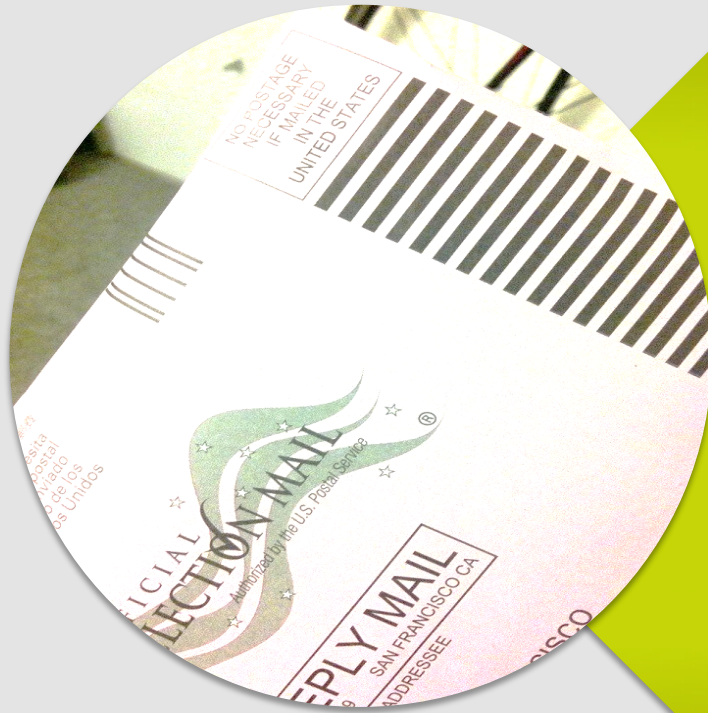
AGE	
18-39	24
40-54	28
55-64	18
65+	26
PARTY	
Republican	15
Democrat	61
Decline to State	19
PARENTS	
Yes	33
In CCUSD Schools	24
In private/parochial schools	7
HOMEOWNER STATUS	
Own home	69
Not homeowner	29





RECOMMENDATIONS

Timing and Structure



Proceed to the ballot
with bond in June
2014

Messaging and Framing



Educate Seniors, Non-Parents & Others About:

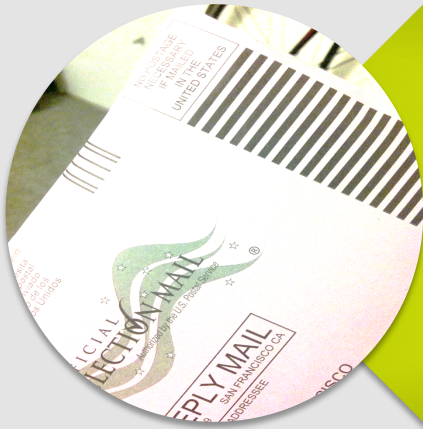
- The need for funding to improve school safety (seismic, asbestos, mold, fire, etc.)
- The need to modernize aging schools for technology and to improve quality of learning



Share With All Voters That:

- Every penny is spent helping Culver City schools
- Not one penny goes to Sacramento
- Not one penny goes to administrator salaries

Parcel Tax



Proceed to the ballot with
parcel tax in 11/14 or later



Maintaining existing tax
levels makes passage
likely



THANK YOU!



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T B W B

S T R A T E G I E S

Public Consensus → Winning Propositions

December 2013

- Creation of voter survey, prepared with community committee's input & guidance

January 2014

- January 9, survey finalized
- January 21, survey completed. Present results, recommendations to Board

January-February 2014

- Informational outreach / internal and external
 - Internal: parents/PTA, District advisory groups, bargaining units
 - External: Culver City civic, business and elected leaders
- Finalize project list, ballot resolution and 75-words
- Mail informational newsletter to all registered voters and parents (target drop date: February 11, 2014)

No later than March 7, 2014

- Board votes to place measure on ballot (expected date: February 25, 2014)

T B W B

S T R A T E G I E S

Public Consensus → Winning Propositions

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