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Burlingame School District: Revenue Measure Feasibility Survey

April 2016

Overview and Research Objectives

Burlingame Elementary School District commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the public's perceptions of whether the District is providing a quality education to students and effectively managing public funds;
- Assess potential voter support for a bond measure to maintain quality education with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing statements on potential voter support;
- Identify the rate at which voters will support the measure;
- Determine preferred information sources; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

➤ Data Collection	Telephone and Internet Interviewing
➤ Universe	13,001 likely November 2016 voters in the Burlingame Elementary School District
➤ Fielding Dates	March 15 through March 26, 2016
➤ Interview Length	20 minutes
➤ Sample Size	360
➤ Margin of Error	± 5.09%

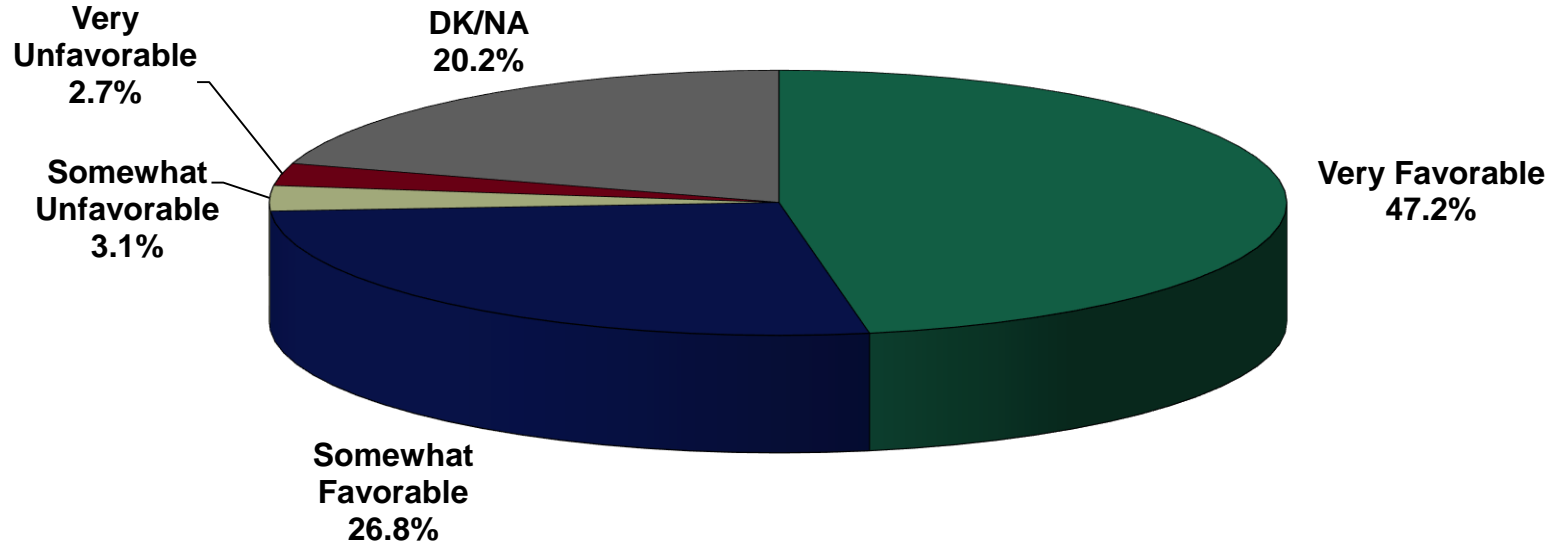


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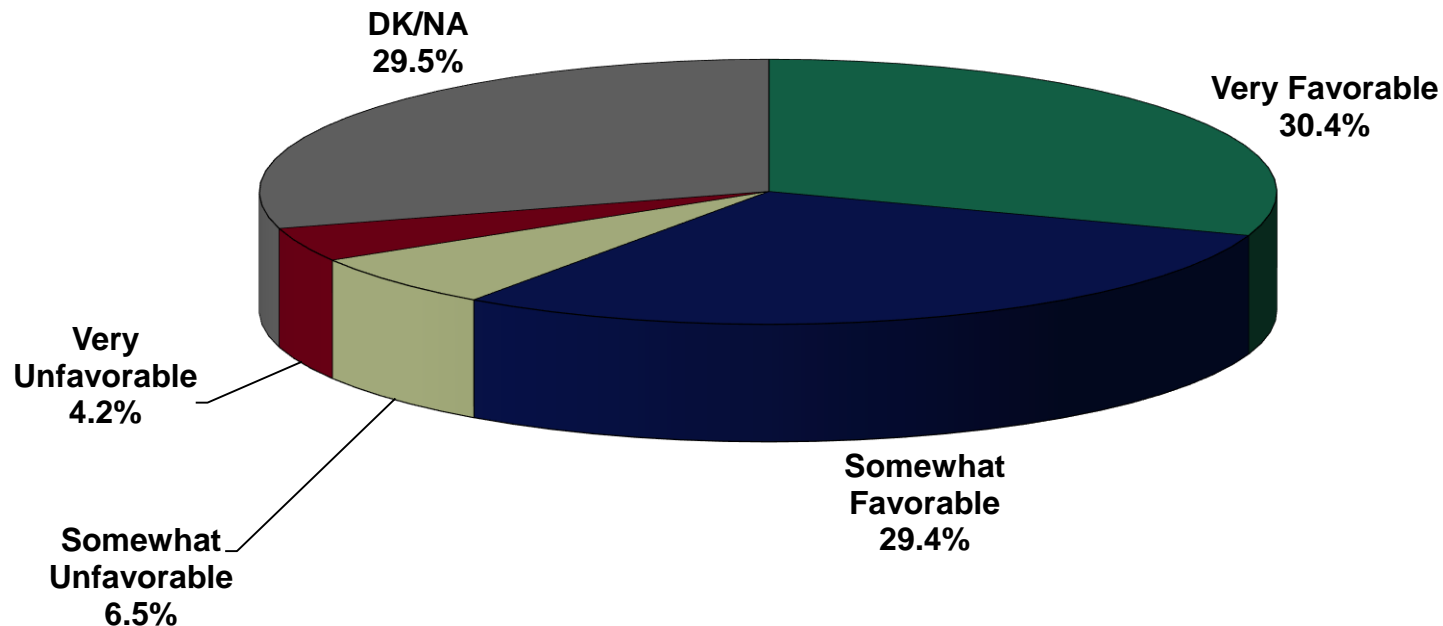
Key Findings

Q1. Opinion on Whether BSD is Providing a Quality Education (n=360)



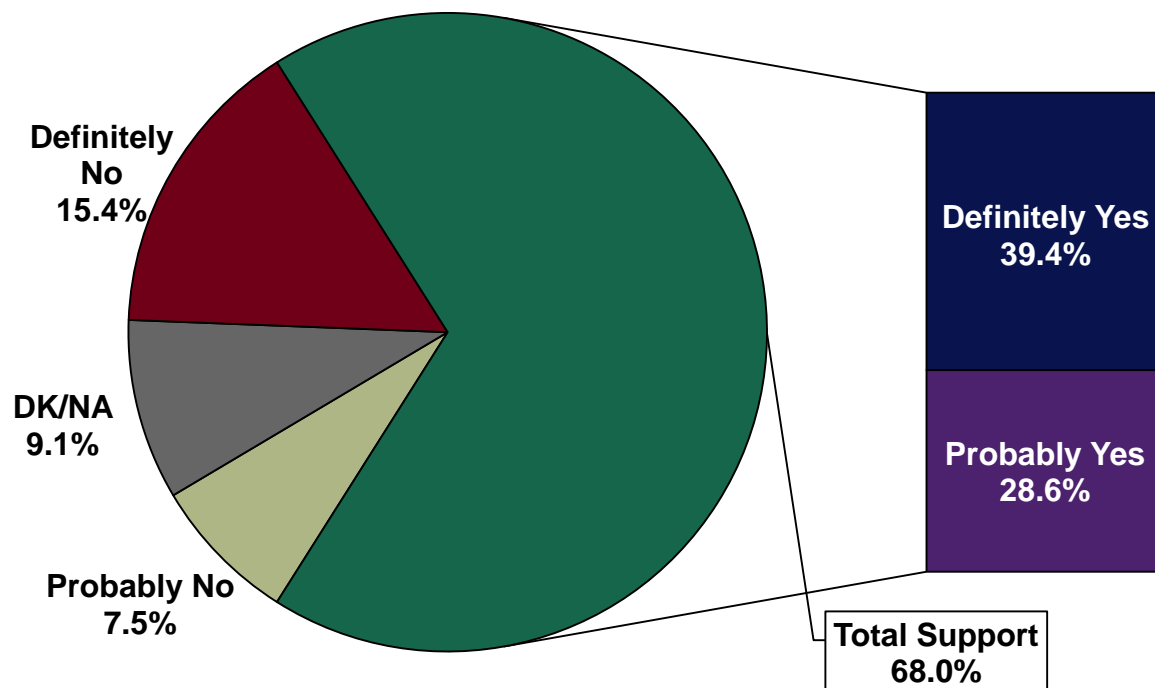
Total Fav = 74.0%
Total Unfav = 5.8%
Ratio Fav to Unfav = 12.8 to 1

Q2. Opinion on Whether BSD is Effectively Managing Public Funds (n=360)



Total Fav = 59.8%
Total Unfav = 10.7%
Ratio Fav to Unfav = 5.6 to 1

Q3. Uninformed Support for Bond Measure (n=360)

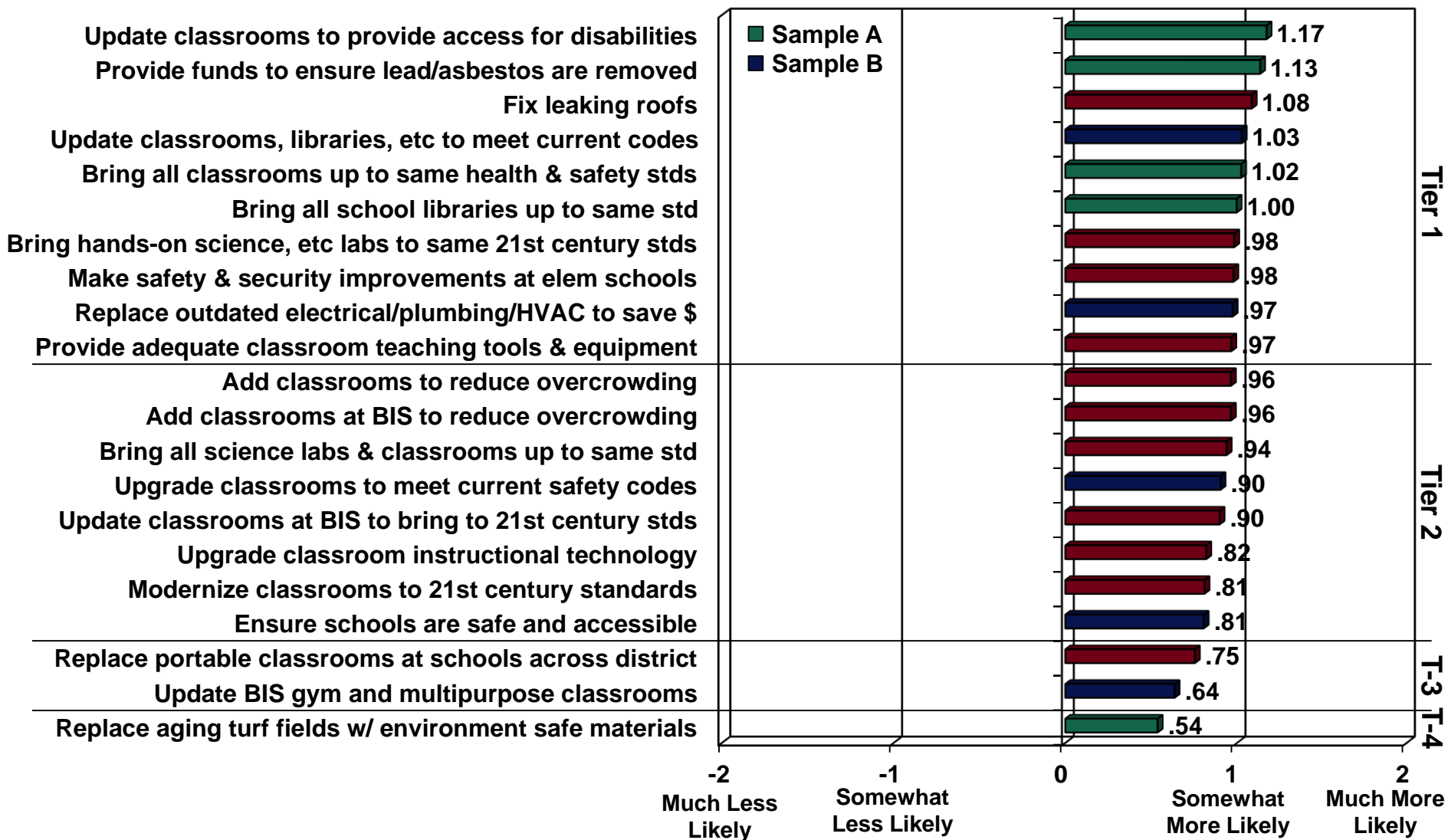


To repair schools to maintain quality education by:

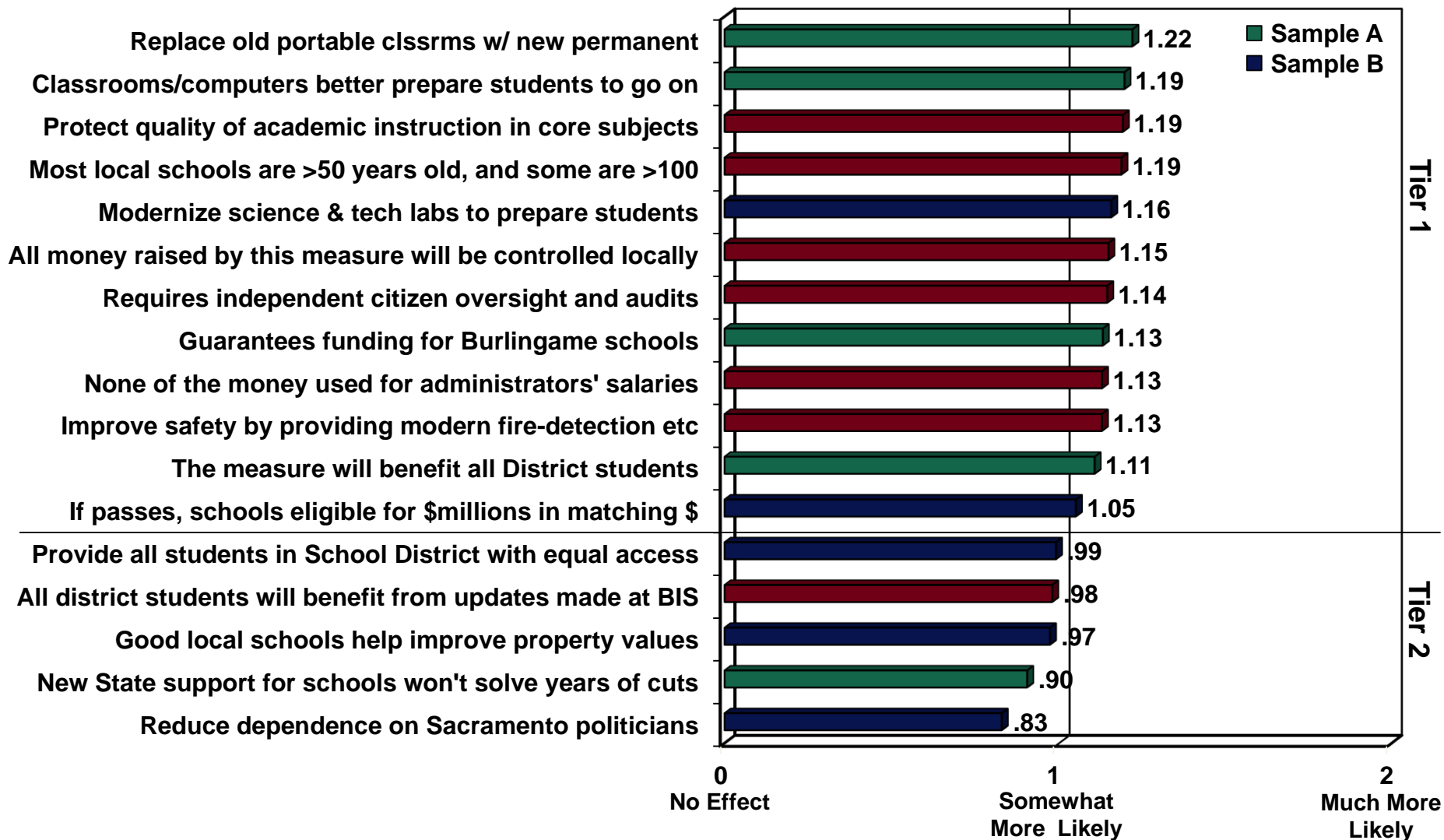
- bringing all science labs and classrooms up to the same standard;
- adding classrooms to reduce overcrowding;
- modernizing classrooms to 21st century standards;
- ensuring schools are safe and accessible; and
- upgrading classroom instructional technology;

shall Burlingame Elementary School District issue \$56 million dollars of bonds that cannot be taken by the State, at legal rates, to renovate, construct, acquire local neighborhood schools, sites, equipment, and facilities with independent audits, citizens' oversight, and no money for administrators?

Q4. Features of the Measure (n=360)

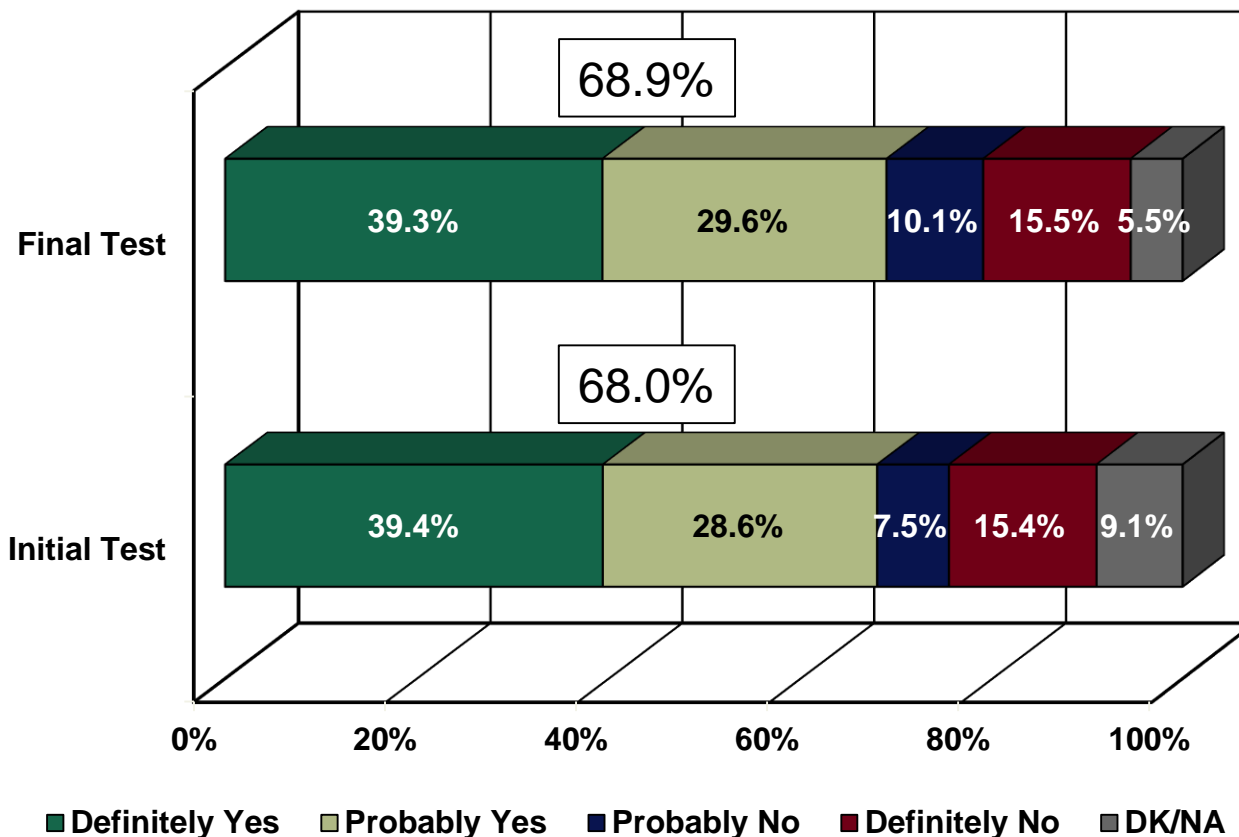


Q5. Influence of Supporting Statements (n=360)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q7. Informed Support (n=360)

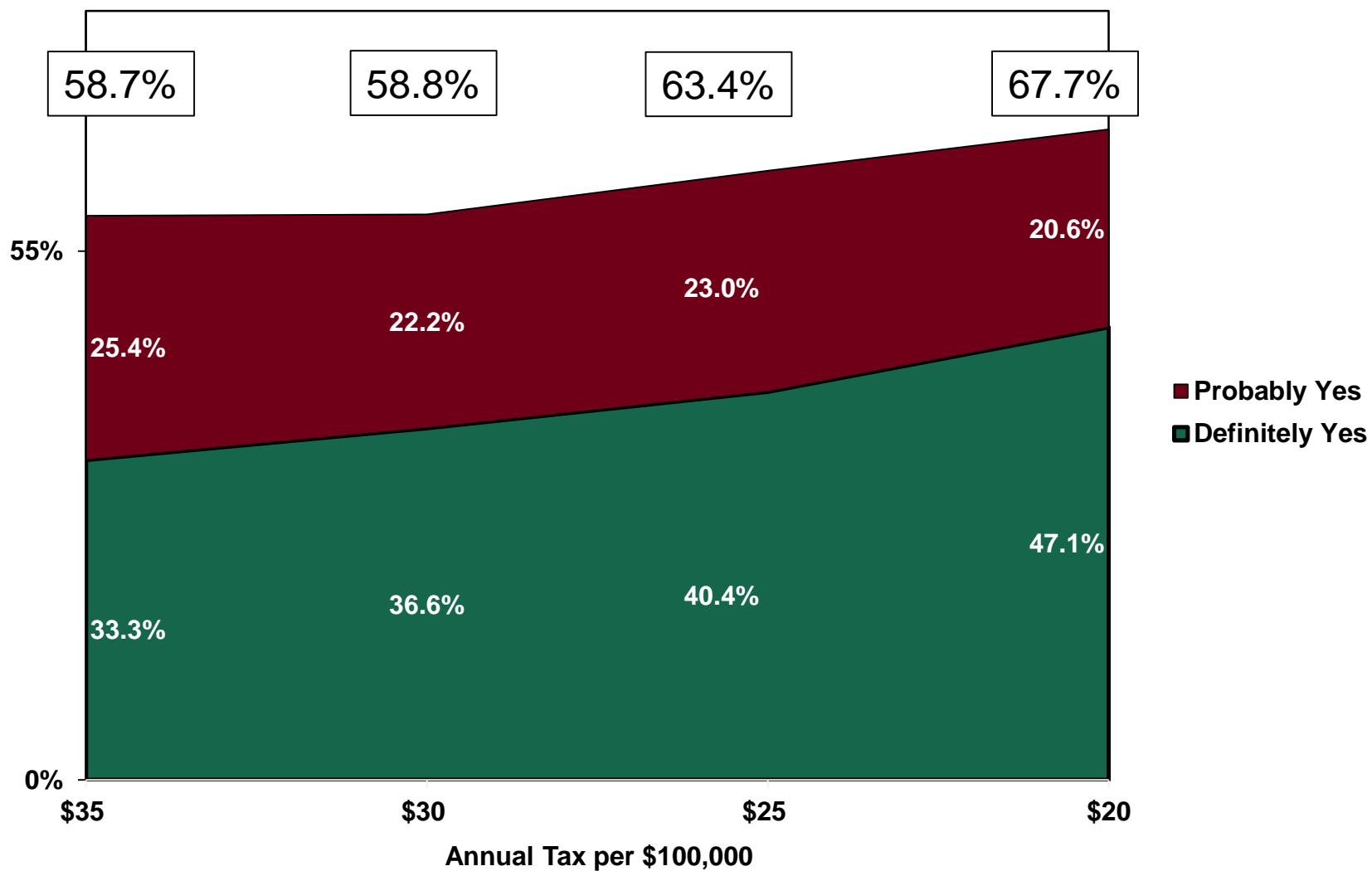


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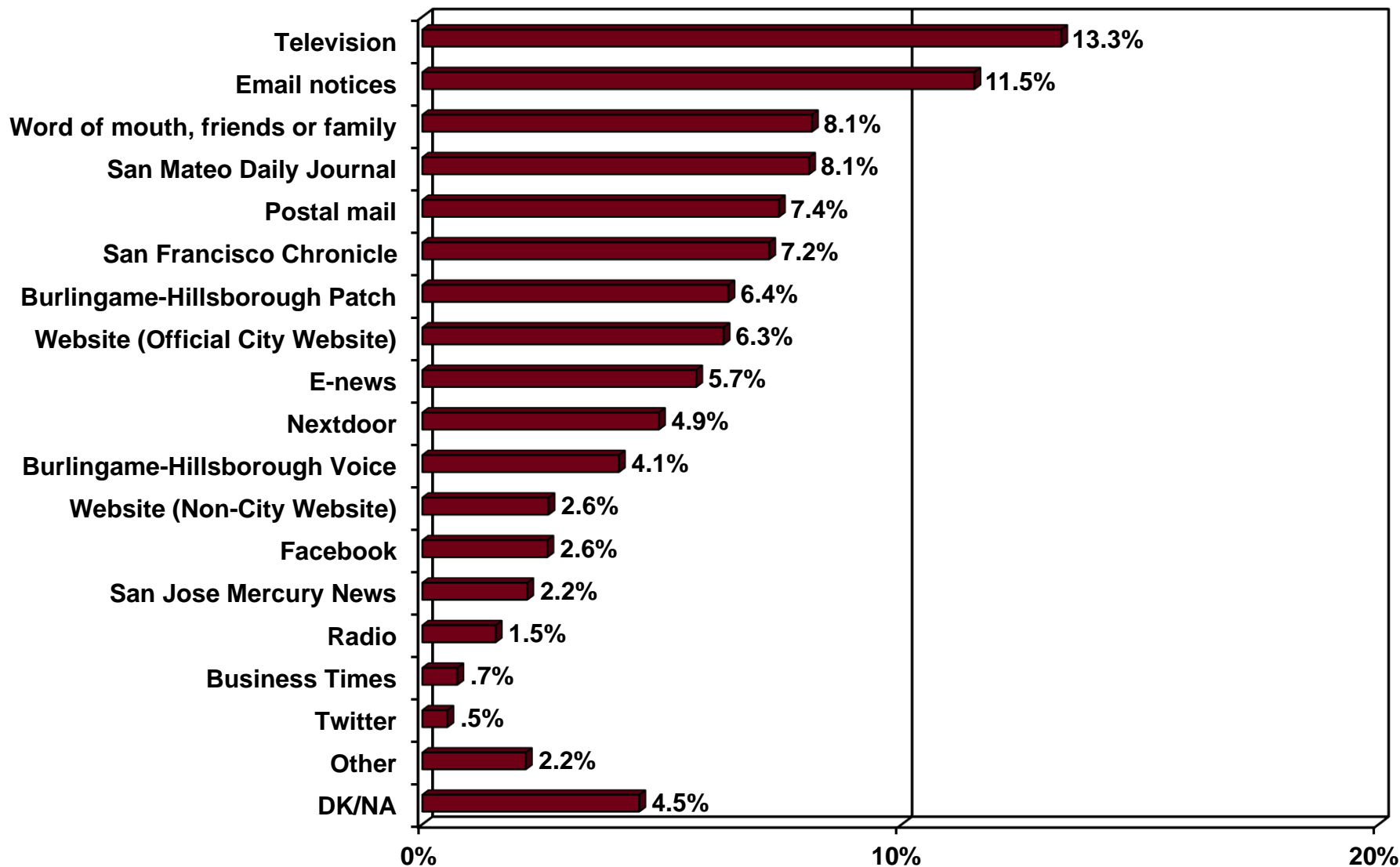
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Q8. Support for Different Rates (n=360)



Q9. Preferred Source of Information (n=360)



Summary & Recommendations

- The survey revealed a strong base of voter support for a bond measure.
 - Support for the measure in was 68.0% on the uninformed test and 68.9% on the informed test for November 2016.
- Top tier features of the measure (listed below) suggest that some of the items in the ballot question could be revised to address voter priorities.
 - Update classrooms to provide access for students with disabilities
 - Provide funds to ensure that lead and asbestos are removed where found
 - Fix leaking roofs
 - Update classrooms, libraries, and educational facilities to meet current earthquake, fire, and safety codes
 - Bring all classrooms up to the same health and safety standards
 - Bring all school libraries up to the same standard
 - Bring hands-on science, technology and engineering labs all up to the same 21st century standards
 - Make safety and security improvements at elementary schools
 - Replace outdated electrical, plumbing, and heating and ventilation systems to save money
 - Provide adequate classroom teaching tools and equipment at all schools

Summary & Recommendations

- Top supporting statements (listed below) dovetail well with the features, and underscore core academics and accountability.
 - The measure will replace old portable and deteriorating classrooms with new permanent classrooms
 - The classrooms, computers, and technology funded by this measure will better prepare our students to go on to high school and college
 - The measure will protect the quality of academic instruction in core subjects like math, science, reading, and writing
 - Most local schools are over 50 years old, and some are more than 100 years old. New classrooms and labs are needed for student safety and modern technology
 - The measure will modernize science and technology labs to prepare students for jobs in science, technology and engineering
 - All money raised by this measure will be controlled locally, will go to our local schools and cannot be taken away by the State
 - The measure requires independent citizen oversight and audits to ensure the money is spent as promised
- Given the survey findings, the 55% majority required for approval, TBWB and Godbe Research recommend that the Burlingame Elementary School District continue the process to prepare for a November 2016 bond measure election.



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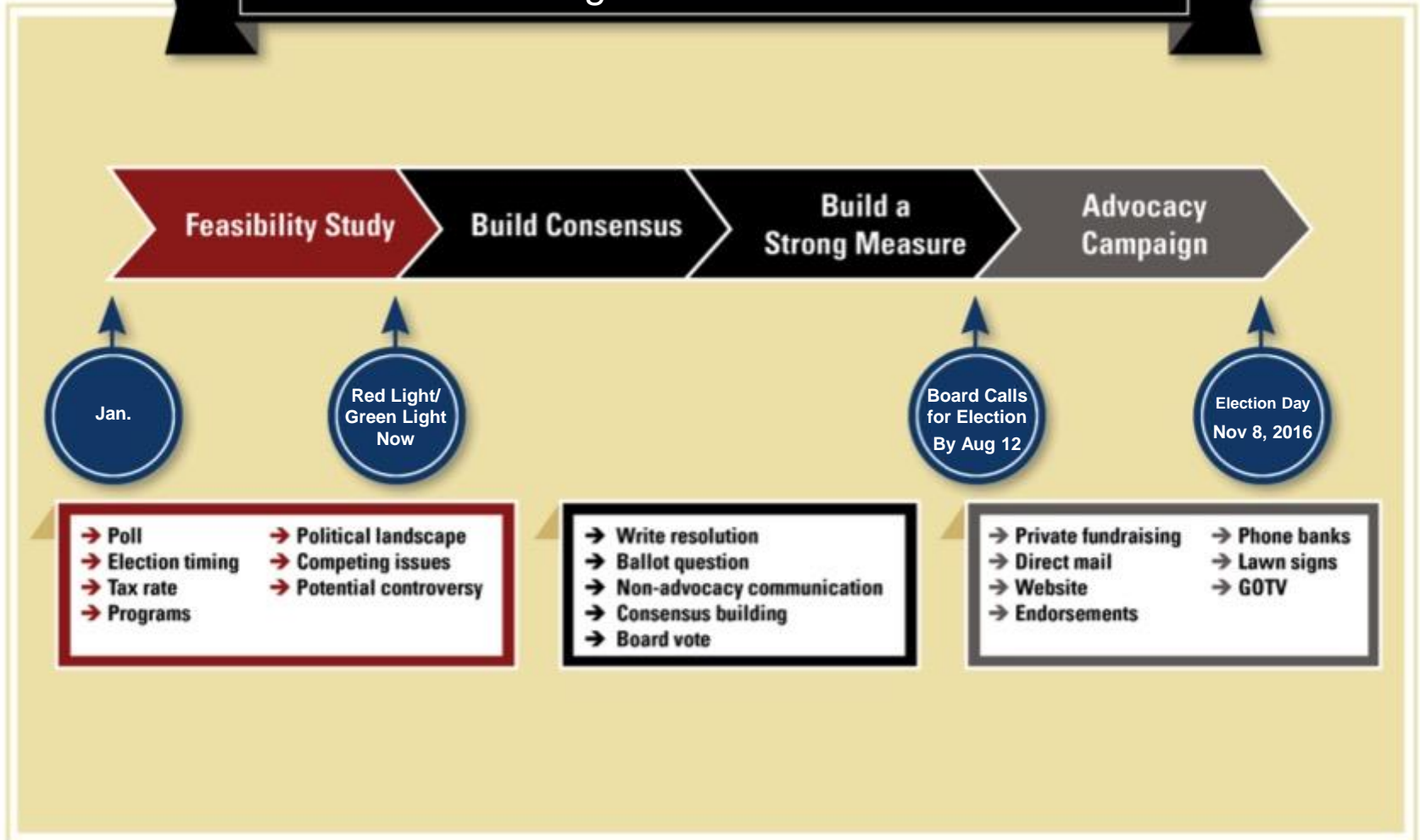
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Reno, NV 89521

Pacific Northwest Office

601 108th Avenue NE, Suite 1900
Bellevue, WA 98004

Potential Burlingame SD 2016 Bond Timeline



August 12 is the San Mateo County ROV deadline to qualify for the November ballot