



GODBE RESEARCH
Gain Insight



Albany Unified School District: 2023 Parcel Tax Survey

October 2023



Exploring A Parcel Tax Renewal

- ✓ Received direction at September 26th Board Meeting to assess feasibility of exploring parcel tax renewal options to increase annual revenue
- ✓ Engaged Godbe Research to conduct voter opinion research to answer key strategic questions:
 - ✓ Tax rate sensitivities
 - ✓ Implications of a change in tax structure
 - ✓ Community awareness of the District's budget
 - ✓ Optimal election timing
 - ✓ Key features of a parcel tax renewal
- ✓ Polling focused solely on renewing the existing parcel tax under a new rate structure: one based on building square footage rather than a flat, per parcel rate

Overview and Research Objectives

Albany Unified 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, effectively managing public funds, and needs additional funding;
- Assess potential voter support for a parcel tax measure to maintain excellent schools with local funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate and duration at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection Landline (22), cell phone (37), text to online (373), and email to online (13) interviewing
- Universe 10,917 likely November 2024 voters in the Albany Unified School District (March 2024 subset)
- Fielding Dates October 23 through October 28, 2023
- Interview Length 25 minutes
- Sample Size n=445 (exceeded n=400 goal)
- Margin of Error $\pm 4.55\%$ Likely November 2024 voters ($\pm 5.44\%$ Likely March 2024 voters)



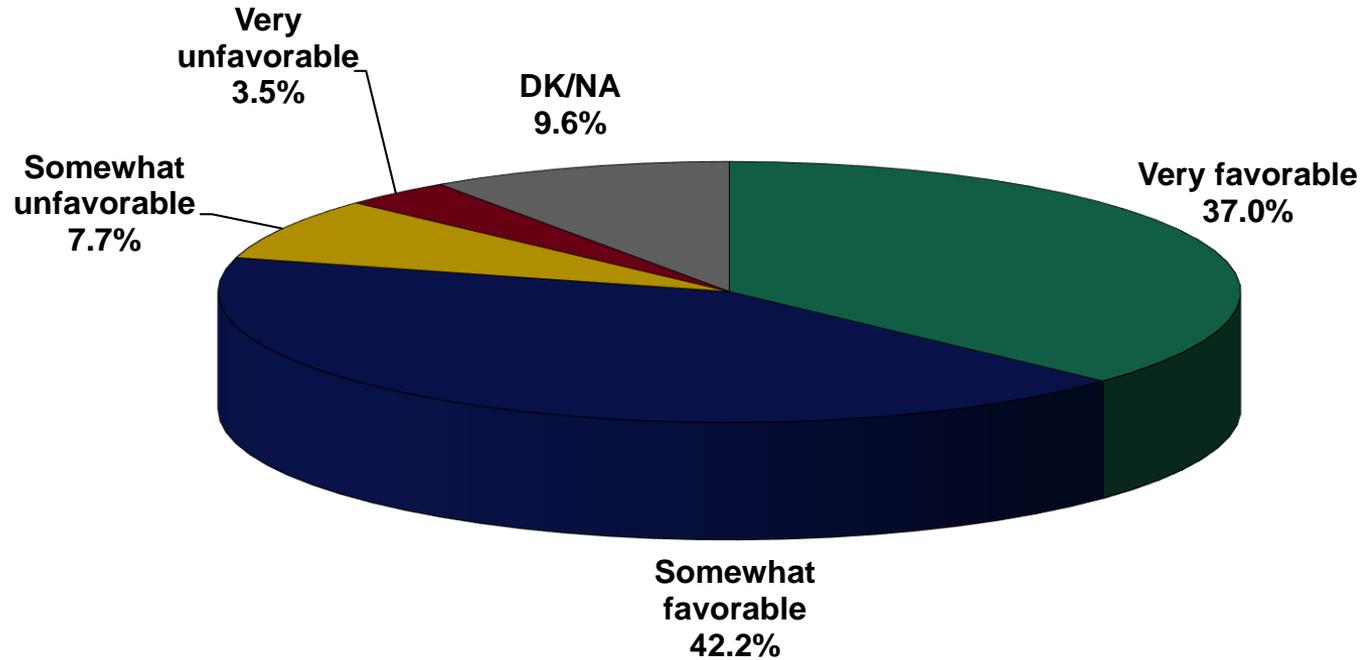
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Key Findings

Q1. Opinion on Whether AUSD is Providing a Quality Education

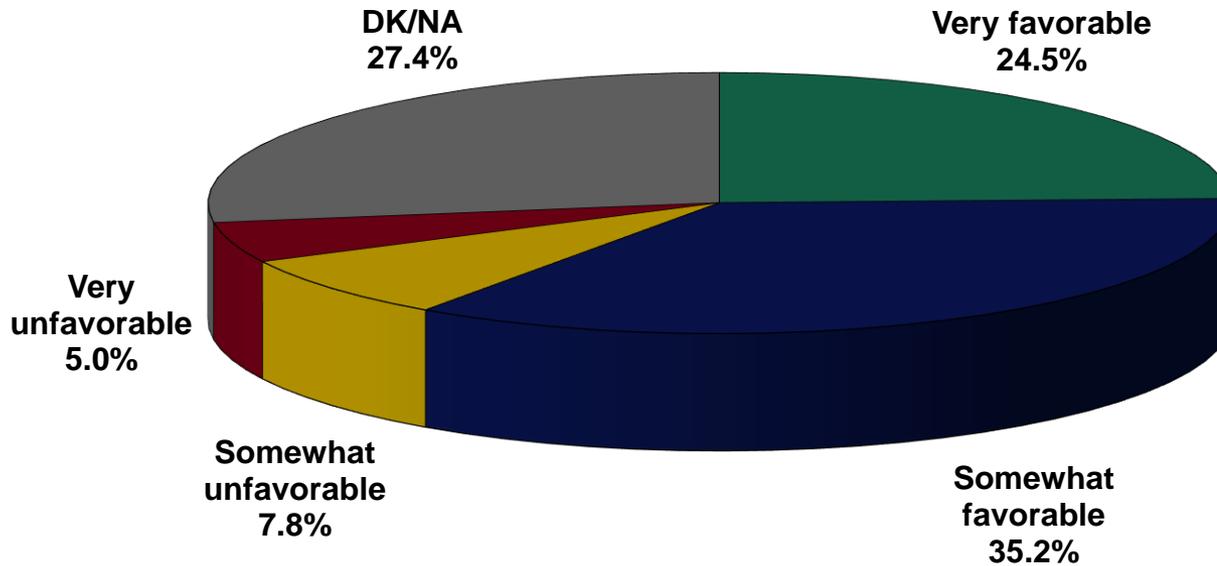
Likely November 2024 Voters



	10/23 Survey 3/24 Voters	10/23 Survey 11/24 Voters	8/19 Survey 3/20 Voters	8/19 Survey 11/20 Voters
Total Favorable	82.7%	79.2%	77.0%	76.1%
Total Unfavorable	10.5%	11.2%	10.8%	11.6%
Ratio = Fav / Unfav	7.86	7.07	7.1	6.6

Q2. Opinion on Whether AUSD Effectively Manages Public Funds

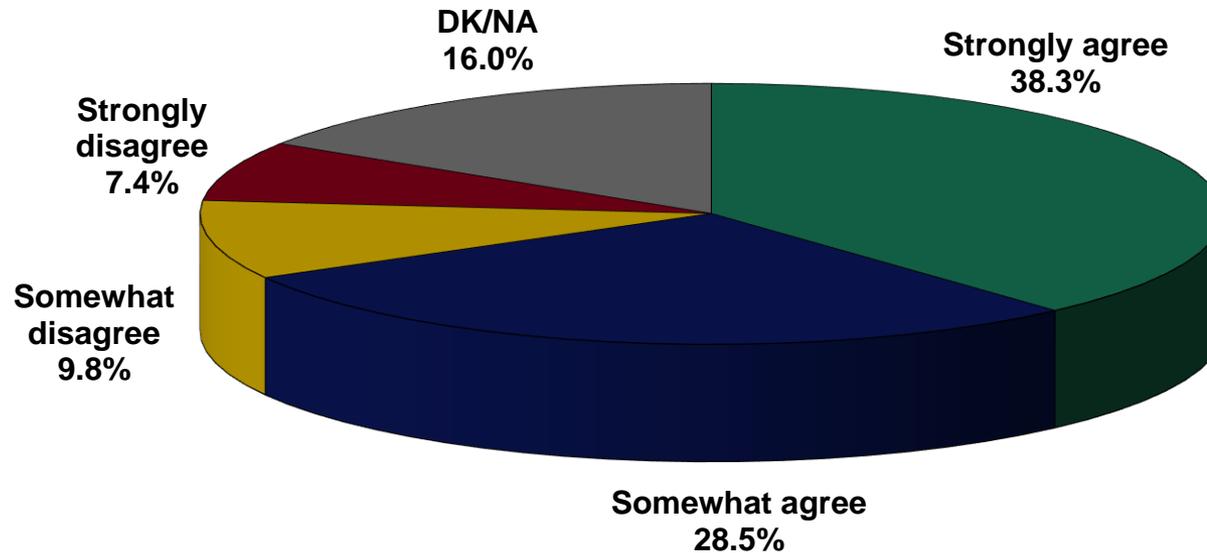
Likely November 2024 Voters



	10/23 Survey 3/24 Voters	10/23 Survey 11/24 Voters	8/19 Survey 3/20 Voters	8/19 Survey 11/20 Voters
Total Favorable	61.6%	59.7%	53.3%	53.1%
Total Unfavorable	12.5%	12.8%	19.6%	21.7%
Ratio = Fav / Unfav	4.91	4.65	2.7	2.4

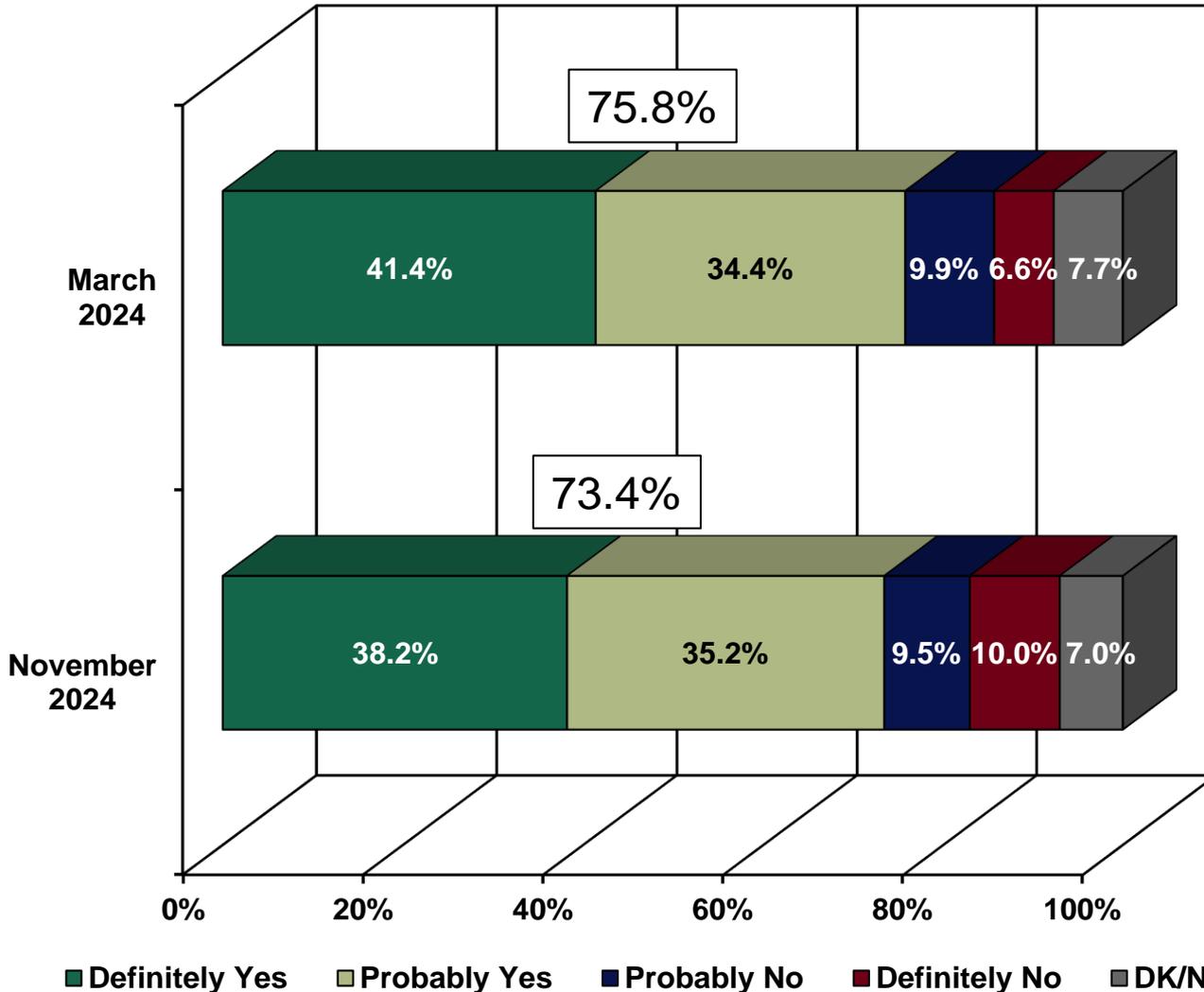
Q3. Agreement on Whether AUSD Needs Additional Funding

Likely November 2024 Voters



	10/23 Survey 3/24 Voters	10/23 Survey 11/24 Voters	8/19 Survey 3/20 Voters	8/19 Survey 11/20 Voters
Total Agree	68.3%	66.8%	64.3%	65.9%
Total Disagree	15.9%	17.2%	15.9%	13.9%
Ratio = Agr / Disagr	4.3	3.89	4.0	4.7

Q4. Uninformed Support for Parcel Tax

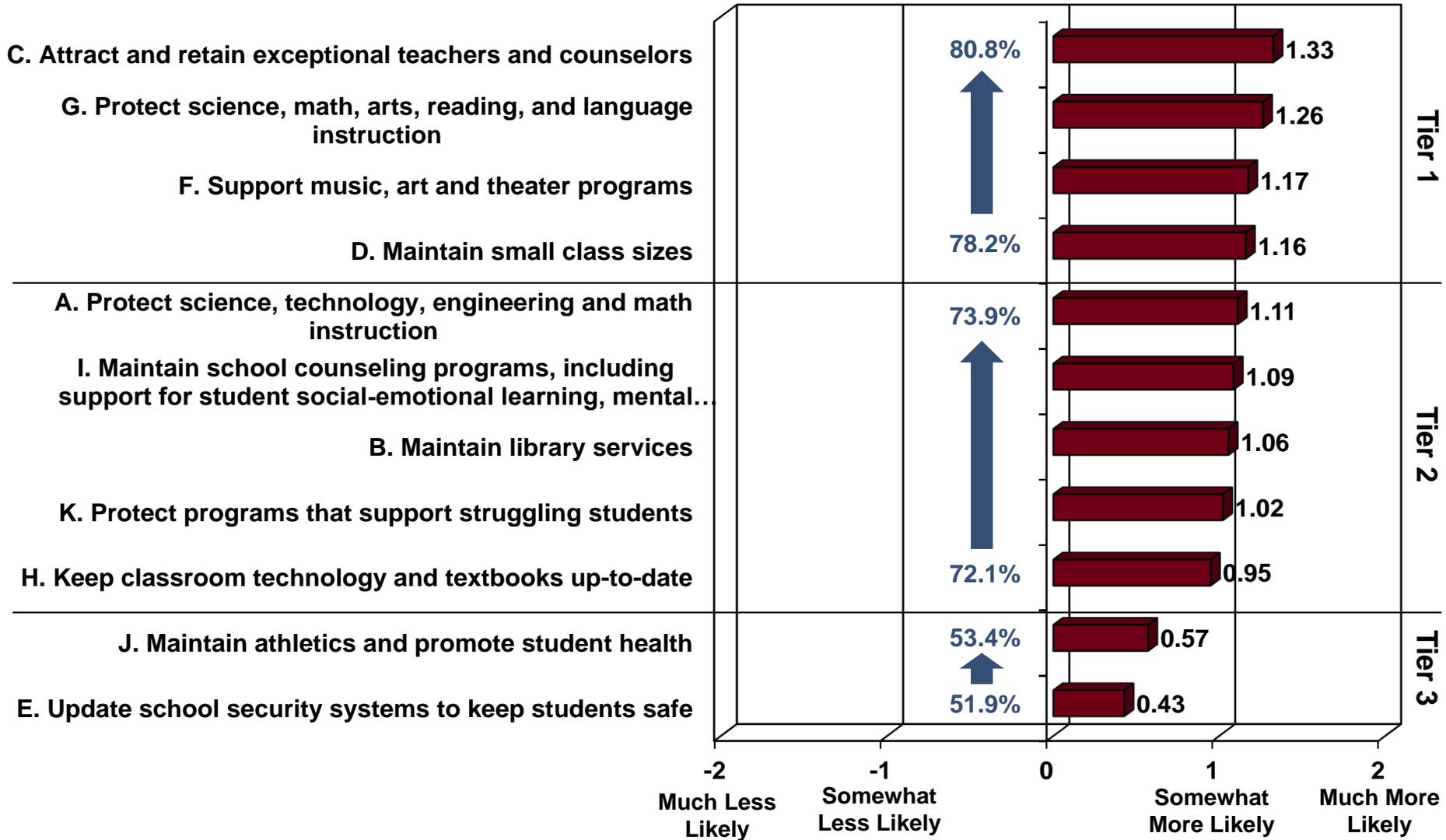


To maintain excellent schools;

- attract/ retain exceptional teachers and counselors;
- protect science, math, arts, reading, language instruction;
- maintain small class sizes;
- update school security systems to keep students safe; and
- keep classroom technology up-to-date;

shall Albany Unified School District adopt a measure renewing existing parcel tax authority, at 50 cents per building square foot and \$25 per unimproved parcel, until ended by voters, raising \$4,300,000 annually, with senior exemptions, annual adjustments, independent audits, and all funds benefiting Albany students?

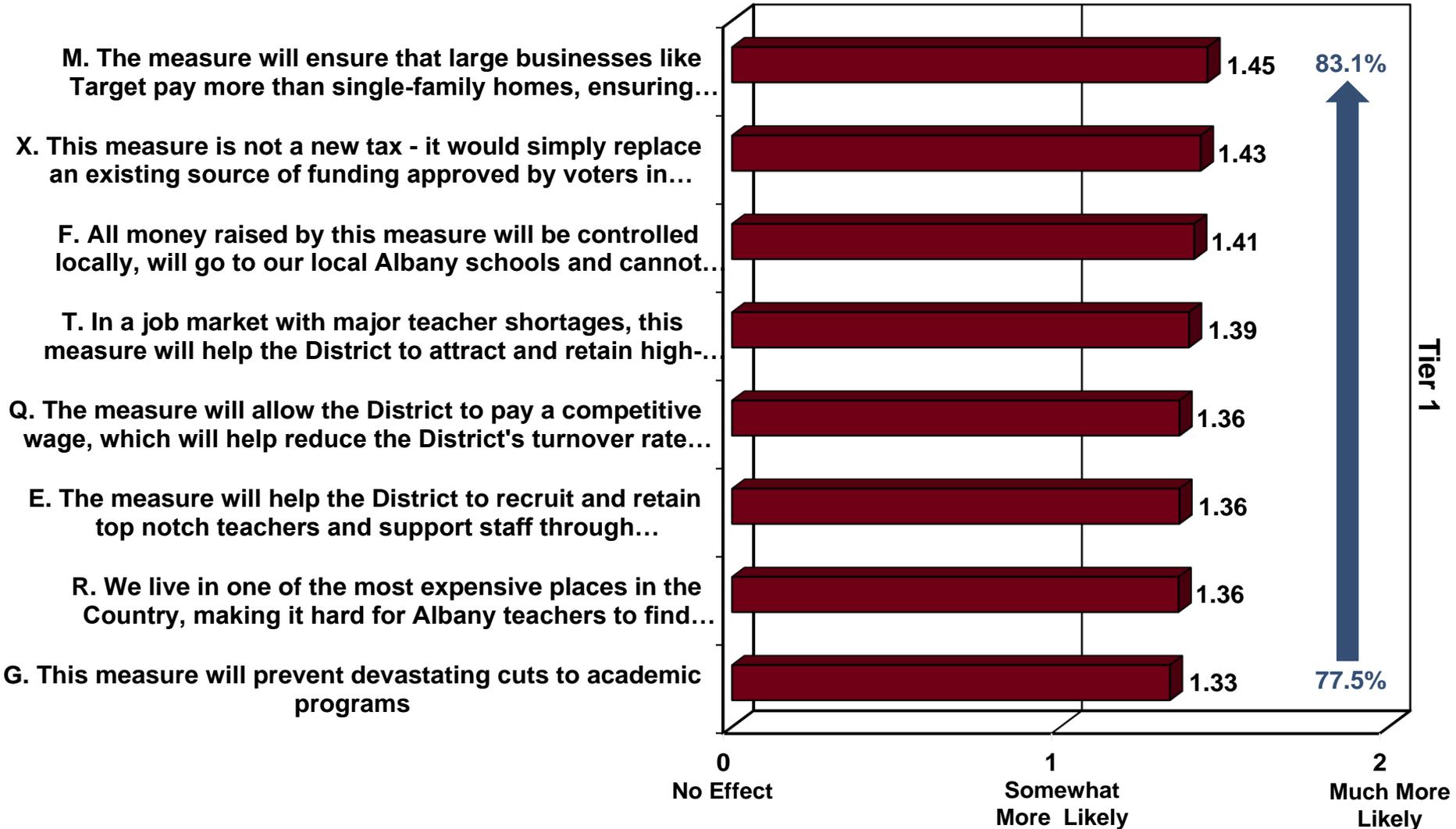
Q5. Features of the Measure Likely March 2024 Voters



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, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q6. Informational Statements I

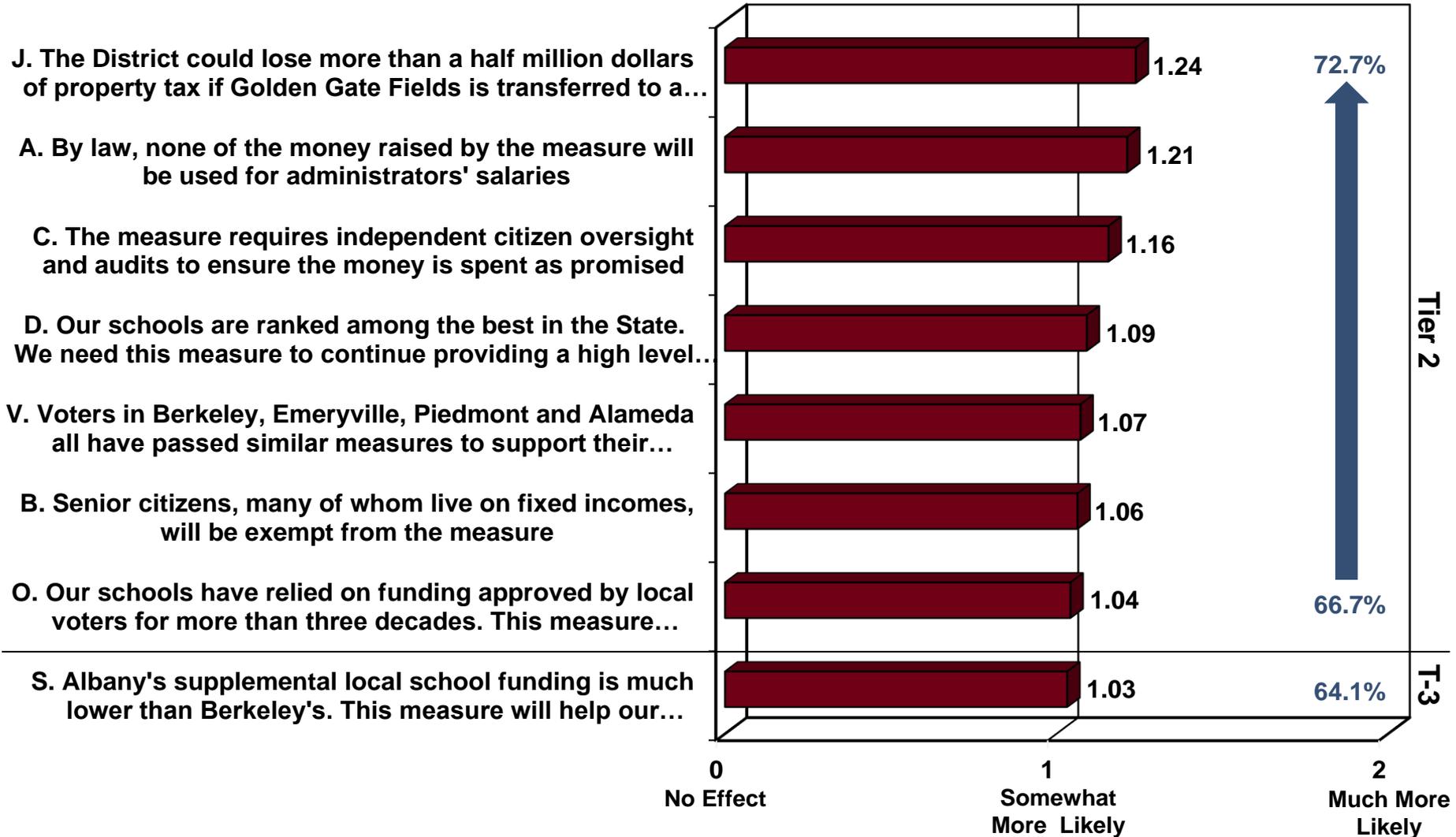
Likely March 2024 Voters



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Q6. Informational Statements II

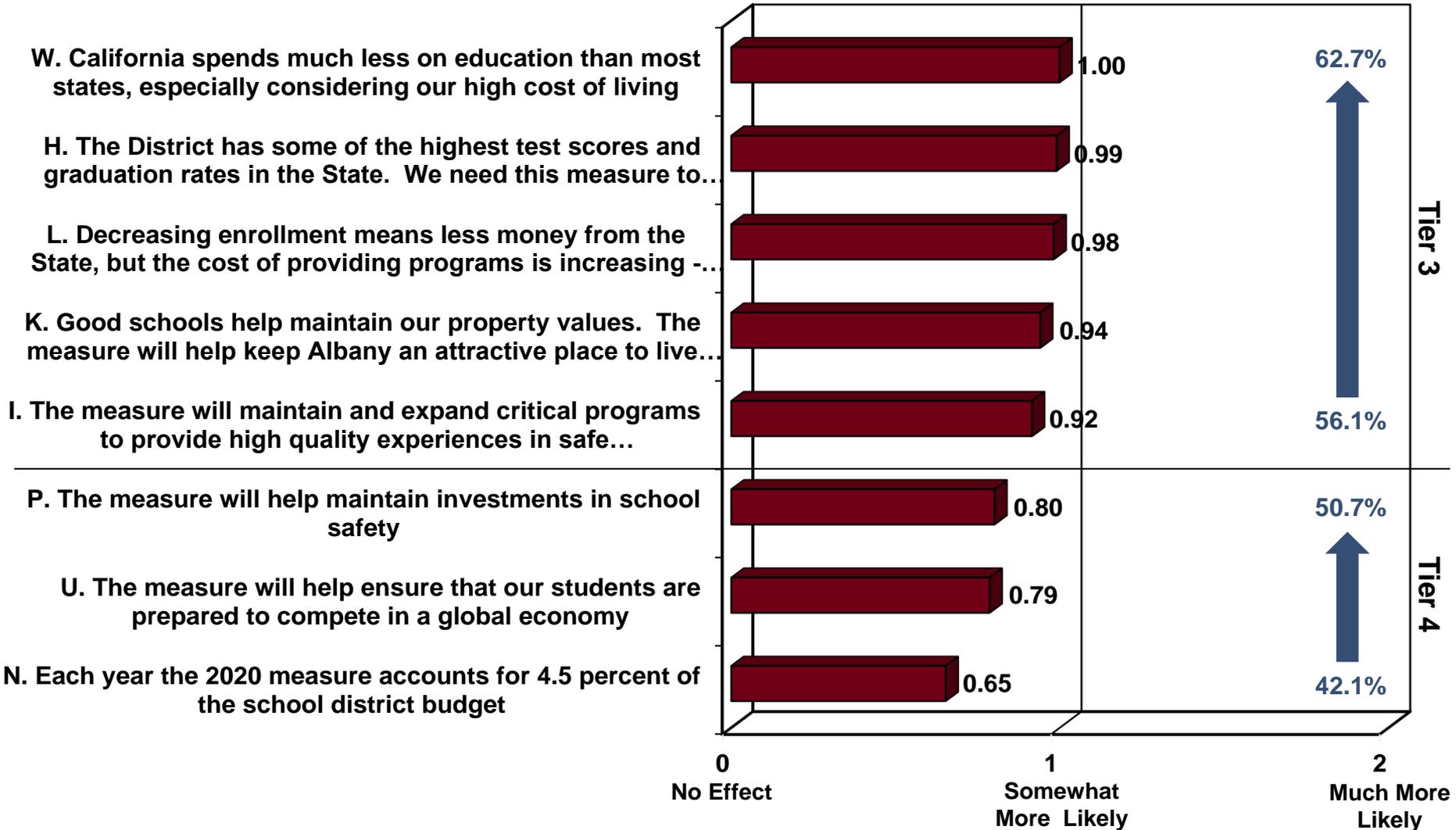
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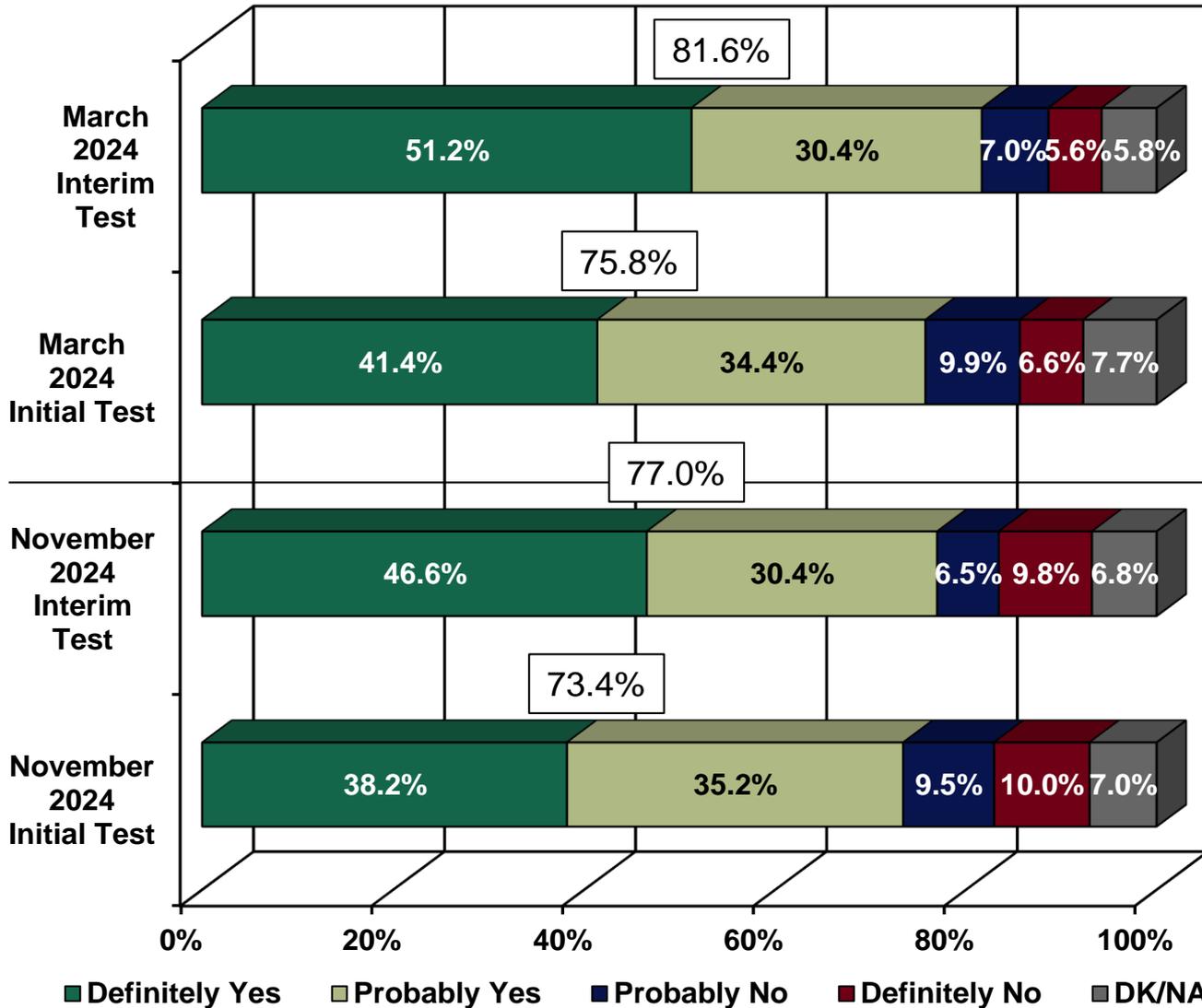
Q6. Informational Statements III

Likely March 2024 Voters



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Q7. Interim Support for Parcel Tax



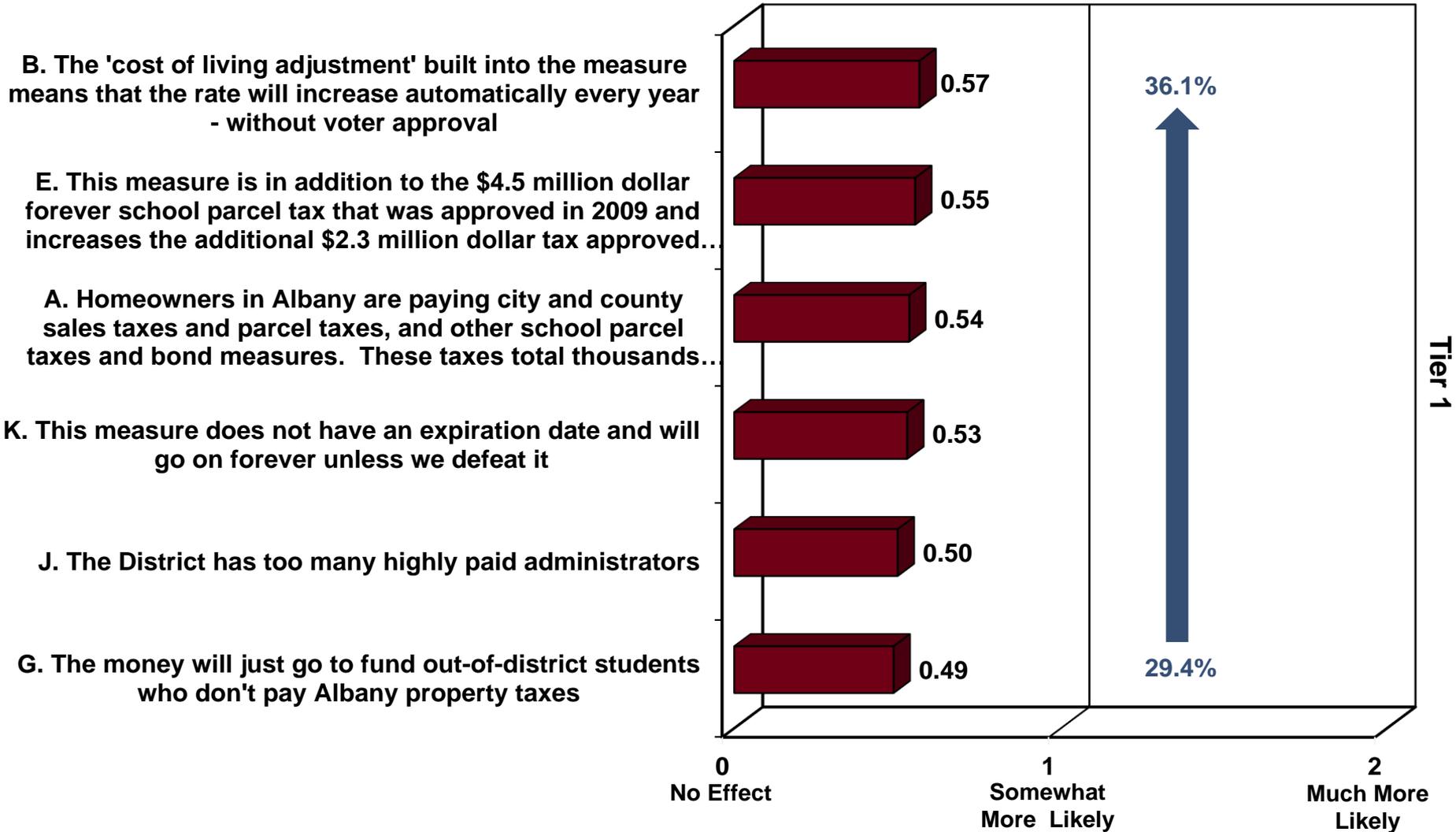
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Q8. Critical Statements I

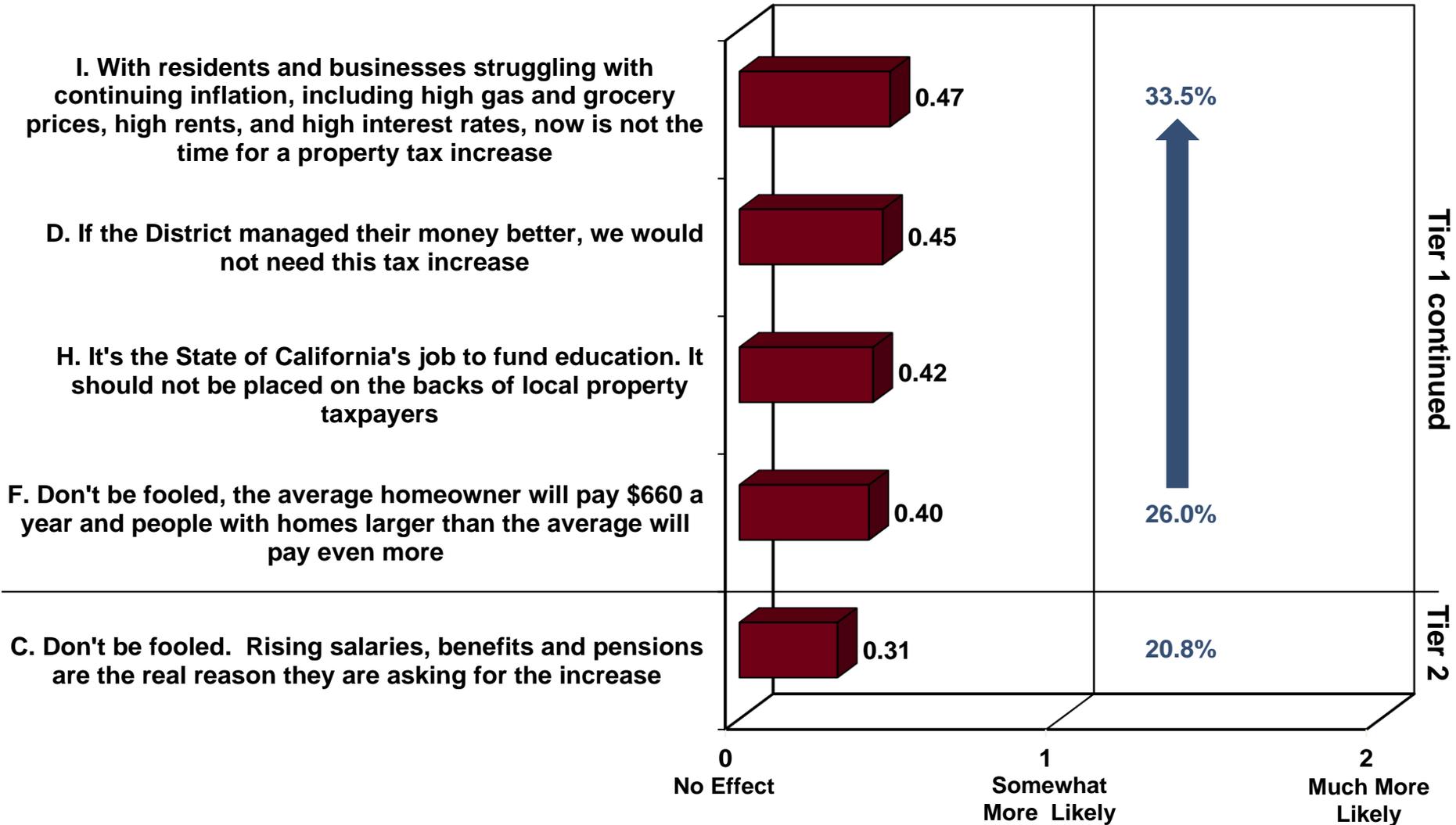
Likely March 2024 Voters



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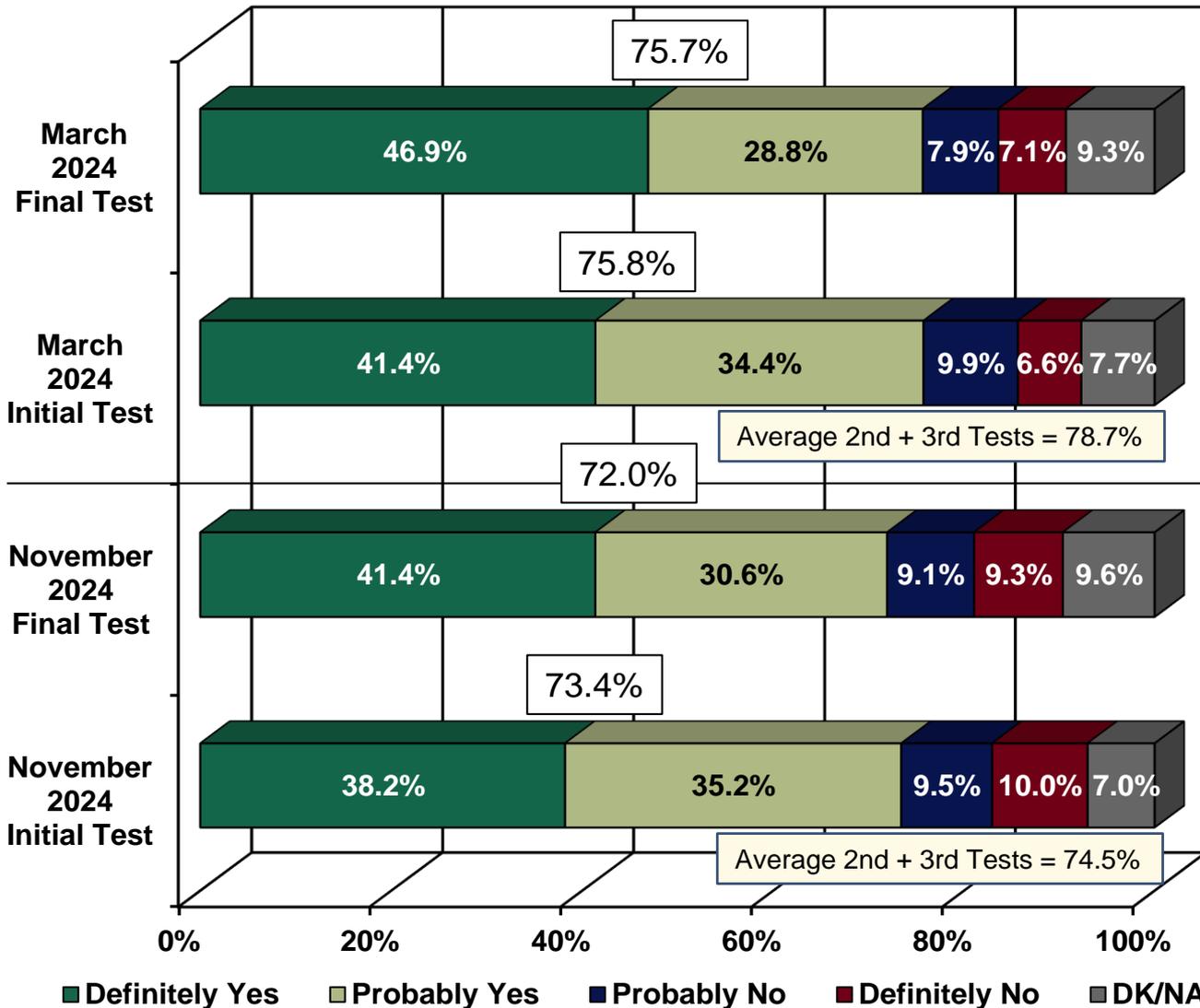
Q8. Critical Statements II

Likely March 2024 Voters



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Q9. Informed Support for Parcel Tax

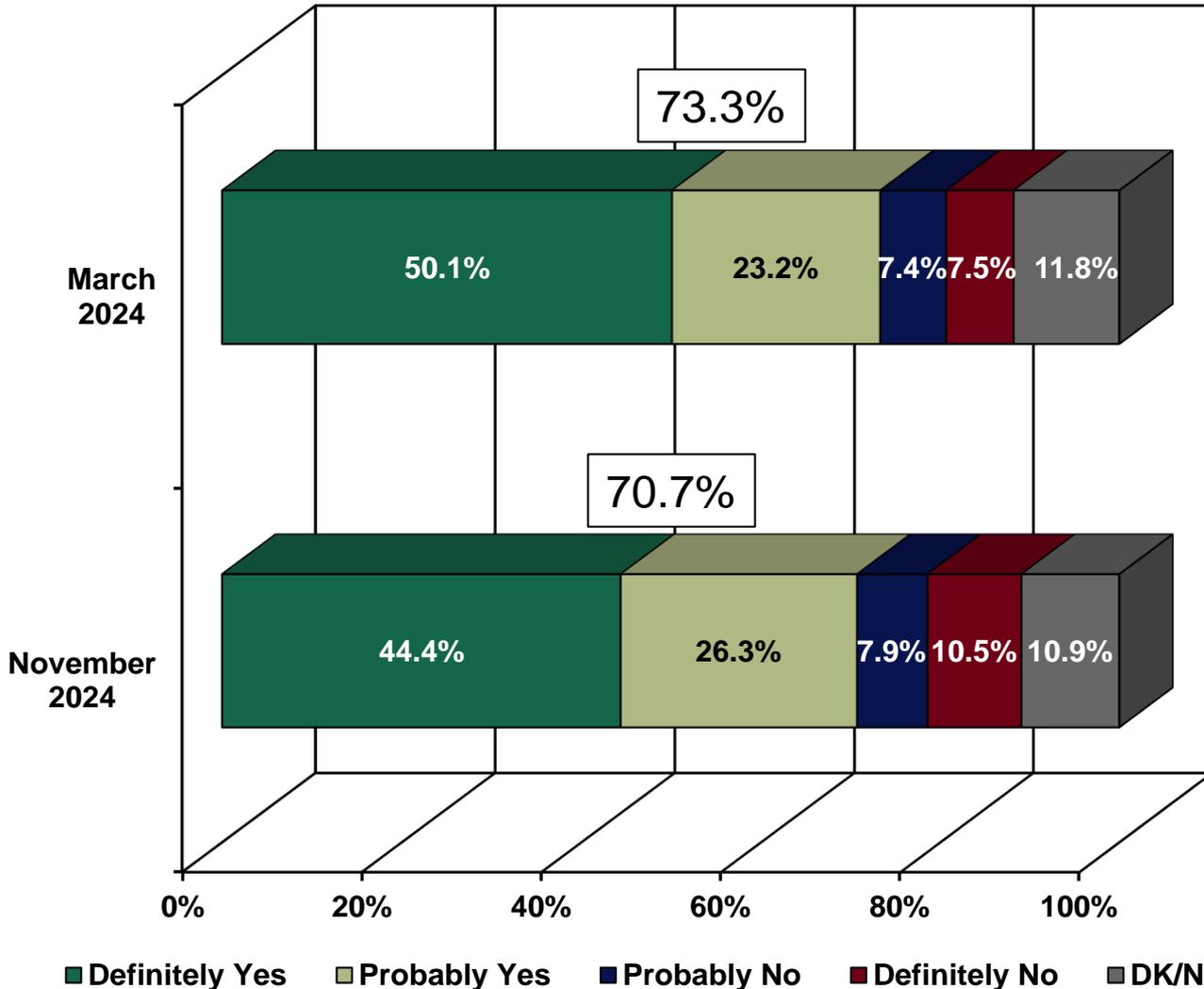


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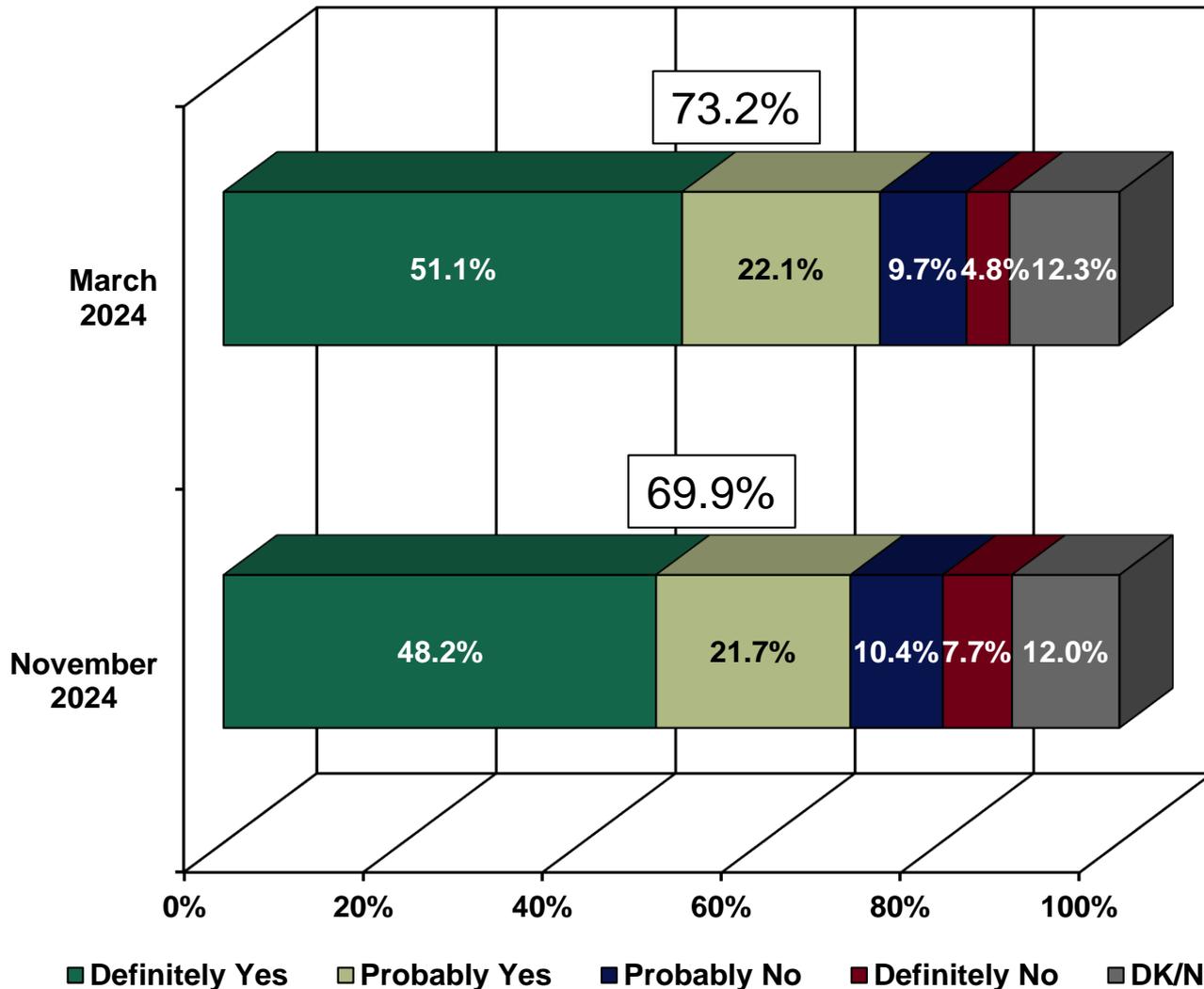
Q10. Support for Alternative 45¢ Parcel Tax



INSTEAD of setting the rate at 50 cents per building square foot, or about \$660 for the average homeowner a year, to attract and retain exceptional teachers and counselors; protect science, math, arts, reading, and language instruction; maintain small class sizes; update school security systems to keep students safe; and keep classroom technology up-to-date, another alternative would be set the rate at 45 cents per building square foot, or about \$600 for the average homeowner a year.

If the election were held today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this measure?

Q11. Support for Alternative 9 Year Duration Parcel Tax

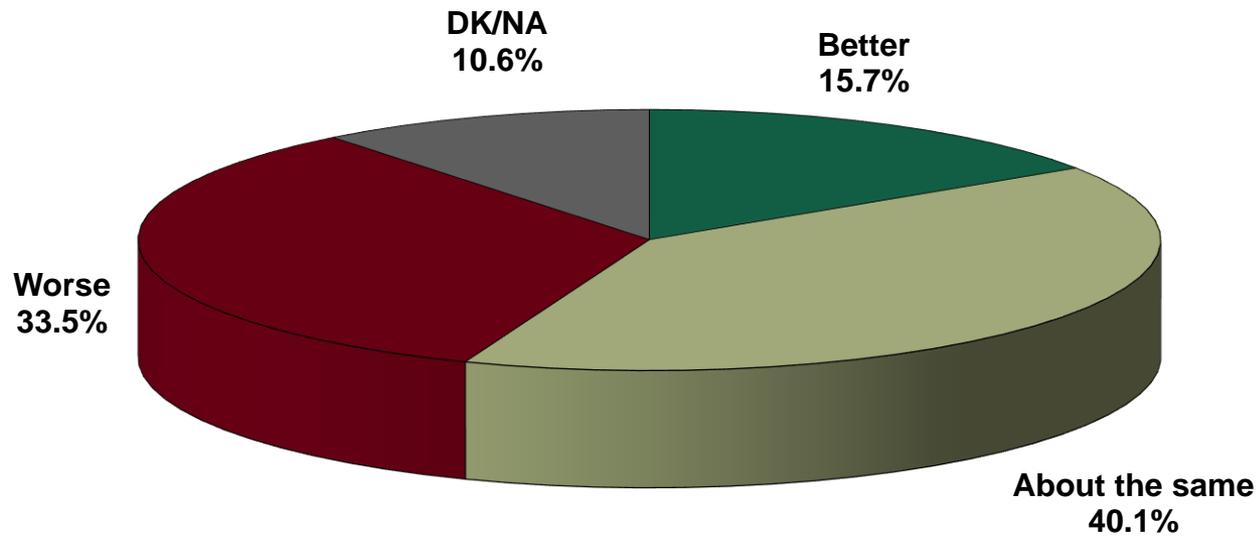


INSTEAD of levying the tax to attract and retain exceptional teachers and counselors; protect science, math, arts, reading, and language instruction; maintain small class sizes; update school security systems to keep students safe; and keep classroom technology up-to-date, until ended by voters another alternative would be to end the tax after 9 years.

If the election were held today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this measure?

Q12. Opinion on Direction of Future Economy

Likely November 2024 Voters





Recommendations

- ✓ Begin planning steps to place square-footage-based parcel tax renewal measure on the ballot
- ✓ Target March 5, 2024 Primary Election
- ✓ Educate and inform your community about funding needs and how this parcel tax renewal might address those needs
- ✓ **November 28** – Target Board meeting to adopt resolution calling March 5, 2024 election
- ✓ **December 8** – Deadline to qualify for March ballot



Direction Needed

- ✓ Election timing
- ✓ Tax rate
- ✓ Duration
- ✓ Cost-of-living adjustment
- ✓ Public education and informational communications



Suggested Ballot Question

To maintain excellent schools by attracting and retaining exceptional teachers and counselors, protecting science, math, arts, reading and language instruction, supporting music, art and theater programs, and maintaining small class sizes, shall Albany Unified School District's measure renewing parcel tax authority at \$0.50/building square foot and \$25/unimproved parcel, be adopted, raising \$4,300,000 annually that cannot be taken by the State, until ended by voters, with senior exemptions, annual adjustments, audits, and all funds staying local?



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