Twin Rivers Unified Educational Priorities Survey

Observations from a Survey Conducted October 24-November 5, 2015

Completed and Assisted By:
Twin Rivers Unified School District: Inspiring each student to extraordinary achievement every day!
Twin Rivers Unified commissioned FM3 to conduct a survey of its residents with the following research objectives:

- Obtain residents views and perspectives about the condition of local schools, facility needs, and educational priorities
- Gauge perceptions about the district’s and local schools’ need for additional funds
- Determining potential interest in a November 2016 local Prop. 39 education bond
Survey Methodology

- 600 telephone interviews of registered voters
- Landline and cell phones
- Conducted October 24-November 5, 2015
- Margin of sampling error +/-4.0% at the 95% confidence interval
- Due to rounding, some percentages do not add up to 100
Key Findings

- Over 80% see a need for additional funding for their local schools. Those who know most about the District feel an even greater need.
- A potential bond measure including a conceptual bond amount has support from 73% of Twin Rivers Unified voters.
- More than 80% rank retaining and attracting quality teachers, preparing students for college, and repairing things like leaky roofs, deteriorating gas lines and potentially faulty electric systems as high priorities.
- A majority see the District and their neighborhood school as doing at least a “fair” job of educating students.
- Only 74% name Twin Rivers Unified as their local school district unaided.
Community Context
About three-quarters know they live in Twin Rivers Unified.

From what you know, what is the name of the local public school **district** that serves your area?

<table>
<thead>
<tr>
<th>School District</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant Joint Union</td>
<td>4%</td>
</tr>
<tr>
<td>Rio Linda</td>
<td>2%</td>
</tr>
<tr>
<td>North Sacramento</td>
<td>1%</td>
</tr>
<tr>
<td>Del Paso Heights</td>
<td>1%</td>
</tr>
<tr>
<td>Elverta</td>
<td>1%</td>
</tr>
<tr>
<td>Robla</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

Twin Rivers Unified 74%

All Others 16%

DK/NA 10%
More than one-third say they know nothing or almost nothing about Twin Rivers Unified.

As you may know, you live in the Twin Rivers Unified School District, which was created out of a merger of Grant Joint Union, Rio Linda, North Sacramento and Del Paso Heights districts. How much do you know about Twin Rivers Unified?

- Know a great deal: 20%
- Know some: 42%
- Know almost nothing: 30%
- Have never heard of it: 5%
- Don't know/NA: 2%

A Great Deal/ Some 62%
Nothing/ NHO 37%
A majority feel Twin Rivers Unified and local schools are doing an excellent, good or fair job.

Your neighborhood public school

- Excellent/Pretty Good: 36%
- Only Fair: 27%
- Poor: 17%

Twin Rivers Unified School District

- Excellent/Pretty Good: 35%
- Only Fair: 28%
- Poor: 13%
80% see a need for more funding for local schools - half see a “great” need.

Generally speaking, would you say that _____ has a great need for additional funding, some need, a little need or no real need for additional funding?

Your neighborhood schools: 51% Great Need, 25% Some Need, 5% A Little Need, 8% No Real Need, 11% DK/NA, Total Need 81%

Twin Rivers Unified School District: 48% Great Need, 26% Some Need, 6% A Little Need, 8% No Real Need, 12% DK/NA, Total Need 80%
Generally speaking, would you say that Twin Rivers Unified School District has a great need for additional funding, some need, a little need or no real need for additional funding?

Those who know most about the District understand the need for funding best.
A Potential Educational Funding Measure
TWIN RIVERS UNIFIED SCHOOL DISTRICT
CLASSROOM AND SCHOOL SAFETY/REPAIR MEASURE.

To upgrade classrooms to meet safety/academic/technology standards; improve school security/fire safety systems; repair faulty electrical systems/air conditioning/leaky roofs/plumbing/deteriorating restrooms; remove asbestos/lead paint; improve education for all students; refinance lease payments; and repair, construct, and acquire educational facilities/equipment, shall the Twin Rivers Unified School District issue $230 million in bonds at legal rates, with independent audits, citizens’ oversight, and no money for administrators’ salaries/pensions?
Initial support for a potential education funding measure is extremely strong.

If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?

- **Definitely yes**: 48%
- **Probably yes**: 20%
- **Undecided, lean yes**: 6%
- **Undecided, lean no**: 1%
- **Probably no**: 5%
- **Definitely no**: 13%
- **Undecided**: 7%

Total **Yes**: 73%
Total **No**: 19%
The measure carries strongly amongst all respondents whether they have children or not.

Initial Vote by Children at Home

- **Total Yes**: 81% (34% of Sample)
- **Total No**: 70% (66% of Sample)
- **Undecided**: 4% (16% of Total Yes) and 9% (22% of Total No)

If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?
The measure carries across all parties.

Initial Vote by Party

- **Democrats** (48%):
  - Total Yes: 78%
  - Total No: 17%
  - Undecided: 5%

- **Independents** (22%):
  - Total Yes: 74%
  - Total No: 16%
  - Undecided: 10%

- **Republicans** (30%):
  - Total Yes: 66%
  - Total No: 26%
  - Undecided: 8%

If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?
Support inside and outside Sacramento is equally high.

Initial Vote by City

- Sacramento: 72% Total Yes, 20% Total No, 8% Undecided
- Unincorporated: 74% Total Yes, 19% Total No, 7% Undecided

If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?
Educational Priorities of Interest to the Public
77% or more identify safety improvements and improving education for all as very important.

<table>
<thead>
<tr>
<th>Project</th>
<th>Extremely Important (%)</th>
<th>Very Important (%)</th>
<th>Somewhat Important (%)</th>
<th>Not Too Important (%)</th>
<th>Ext/Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving education for all students</td>
<td>52%</td>
<td>37%</td>
<td>6%</td>
<td></td>
<td>89%</td>
</tr>
<tr>
<td>Retaining and attracting high-quality teachers</td>
<td>46%</td>
<td>38%</td>
<td>9%</td>
<td></td>
<td>84%</td>
</tr>
<tr>
<td>Making sure local schools are eligible for their fair share of state funds</td>
<td>43%</td>
<td>40%</td>
<td>10%</td>
<td></td>
<td>83%</td>
</tr>
<tr>
<td>Repairing leaky roofs</td>
<td>41%</td>
<td>42%</td>
<td>10%</td>
<td>6%</td>
<td>83%</td>
</tr>
<tr>
<td>Repairing deteriorating gas lines</td>
<td>44%</td>
<td>38%</td>
<td>8%</td>
<td>6%</td>
<td>82%</td>
</tr>
<tr>
<td>Preparing students for college</td>
<td>40%</td>
<td>40%</td>
<td>11%</td>
<td></td>
<td>81%</td>
</tr>
<tr>
<td>Upgrading fire safety systems including safety doors, fire proofing, smoke alarms, and detectors</td>
<td>42%</td>
<td>38%</td>
<td>13%</td>
<td>6%</td>
<td>80%</td>
</tr>
<tr>
<td>Repairing potentially faulty electrical systems</td>
<td>44%</td>
<td>36%</td>
<td>13%</td>
<td>7%</td>
<td>80%</td>
</tr>
<tr>
<td>Updating aging classrooms for instruction in math, science, and engineering</td>
<td>34%</td>
<td>44%</td>
<td>14%</td>
<td>6%</td>
<td>78%</td>
</tr>
<tr>
<td>Improving fire safety systems including safety doors, sprinklers, smoke alarms, and detectors</td>
<td>40%</td>
<td>38%</td>
<td>14%</td>
<td>6%</td>
<td>78%</td>
</tr>
<tr>
<td>Removing asbestos and lead paint</td>
<td>45%</td>
<td>32%</td>
<td>13%</td>
<td>7%</td>
<td>77%</td>
</tr>
<tr>
<td>Repairing plumbing</td>
<td>35%</td>
<td>42%</td>
<td>15%</td>
<td></td>
<td>77%</td>
</tr>
</tbody>
</table>
70% or more feel that a variety of basic repairs are very important priorities.
Questions
For more information, on survey methodology