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SUBJECT: Report of 2016 BVSD Ballot Issues Survey

Attached is a report of a survey conducted on behalf of BVSD from May 23-June 4, 2016, among 610 likely District voters, with a margin of error of plus or minus 4.0 percent. This survey measures voter reaction to two possible ballot initiatives: first a mill levy increase to fund certain operations items that can now be funded by a voter approved mill levy increase; and second, a mill levy increase to fund District transportation expenditures.

This survey also measures voter climate in general, and some community perceptions of BVSD in particular.

In summary, Talmey-Drake Research & Strategy arrives at several key findings. Most notably, we find:

- District voters, by a wide margin of 70% to 20%, believe things in their community are “headed in the right direction” as opposed to being “off on the wrong track;”
- The voter perceived job performance of the District providing a quality education to its students is now at an all-time high going back to 1988, when Talmey-Drake first began conducting research for the District, and today stands at 80% either “Excellent” (27%) or “good” (53%). And on fiscal-related issues, BVSD’s performance – how much is being spent on education and spending tax dollars wisely – has improved as well;
- Perhaps the one downside is that the perception of property taxes being “Too high” is also at an all-time high, which. If made a campaign issue, could affect tax measures on the ballot.
- It appears that either tax proposal tested, one for Operations, one for Transportation, has a good chance of passing, at the lower level of tax increase tested: 63% say they would vote in favor of the \$10 million increase for specific operational issues, while 62% would vote in favor of the \$5 million increase for transportation-related expenses. This assumes just one of the two is on the ballot, not both together;

- Greater than 80% of voters identify five “backbone” issues as being good reasons to support a property tax increase:
 1. Invest in ongoing preventive maintenance to extend the life of buildings & facilities (86%).
 2. Add more teachers to address increasing student needs (84%);
 3. Replace out-of-date textbooks and provide better online learning materials (81%);
 4. Provide teacher training & development programs to help retain high quality teachers(81%); and
 5. Fund staff compensation to attract and keep the best teachers & staff (81%)
- Off and on since 1988, Talmey-Drake has consistently asked five “Report Card” questions of voters about their perceptions of how the BVSD is doing on a variety of issues. In 2016, Voters gave the District all-time high ratings on four of those five issues tested. The fifth, “Operating the School District efficiently,” comes in just 2 points shy of the 2008 high of 49%. The five are:
 1. Keeping students safe from violence at school
 2. Maintaining classroom discipline
 3. Keeping the public informed about what happens in schools
 4. Informing the public about how the Districts uses their tax dollars
 5. Operating the District efficiently

In conclusion, this survey finds strong voter support for either one of the proposed tax increase initiatives, as well as strong affirmation of the job this District is doing educating its students.

Thank you for the opportunity to once again serve BVSD.