

X. INFORMATION/DISCUSSION ITEMS

A. Parcel Tax Survey Results

**BACKGROUND:**

The Board of Education approved an expenditure to move forward with an opinion poll concerning a Parcel Tax Election. The District entered into a contract with Godbe Research to execute a community poll to determine the feasibility of moving forward with putting a measure on the November 2008 ballot to renew or increase the current parcel tax.

**STATUS**

The opinion survey has been completed representatives from Godbe Research and Tramutola Parcel Tax Consultants will present the results and provide an analysis to the Board.

**FISCAL IMPACT:**

Approximately \$3.2 million dollars per year.

**TIME FACTOR:**

The Board will be discussing whether they want to move forward with an initiative that will renew or increase the current parcel tax.

**2007-2008 BOARD GOALS:**

Improve Educational Performance  
Meet Student Needs  
Provide Leadership  
Maintain Fiscal Solvency  
Enhance Community Relations

**SUPERINTENDENT'S RECOMMENDATION:**

This report is for information only and requires no action to be taken by the Board of Education.

**LIVERMORE VALLEY JOINT UNIFIED SCHOOL DISTRICT  
2008 PARCEL TAX FEASIBILITY SURVEY  
Topline Report  
May 2008**

The Livermore Valley Joint Unified School District commissioned Godbe Research to conduct a survey of voters in the District to assess potential voter support for a parcel tax increase; survey the different tax rates and tax durations at which voters will support the measure; prioritize potential projects to be funded based on voter reception; and test the influence of supporting and opposing arguments on potential voter support. Whenever common questions were asked from the survey conducted in 2004, trended results are presented.

**SURVEY METHODOLOGY**

Overall, 500 voters in Livermore Valley Joint Unified School District completed the survey, representing a total universe of approximately 35,941 likely November 2008 voters. In order to test the feasibility of the measure in March and June 2009 elections, 300 interviews were completed with voters who are likely to vote in these elections. The study parameters resulted in a margin of error of plus or minus 4.4 percent (5.6 percent for likely March and June 2009 voter sample of 300). Interviews were conducted from April 29 through May 1, 2008, and the average interview length was approximately 18 minutes.

Once collected, the sample of voters was compared with the likely November 2008 voter population in the District to examine possible differences between the demographics of the sample of respondents and the actual universe. Additionally, the likely March and June 2009 voters comprise 60 percent of the sample, which is higher than their actual representation in the overall voter universe (35%). The data were weighted to correct these differences, and the results presented are representative of the voter characteristics of Livermore Valley Joint Unified School District in terms of gender, age, political party, household party and election timing. Specifically, the sample was weighted by respondent age and the population proportion of likelihood March and June 2009 voters.

**QUESTIONNAIRE METHODOLOGY**

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 1, 6, 7 and 8 were randomized to avoid such position bias. Further, Questions 7 and 8 were rotated so that the sample was balanced in whether they first heard arguments in favor of or opposed to the ballot measure.

**MEAN SCORES AND ROUNDING**

In addition to the percentage breakdown of responses to each question, results for the questions relating to the issues of importance (Q1), the features of the measure (Q6), and the arguments (Q7 and Q8) include a mean score. For example, to derive respondents' overall perception of the importance of a given issue (Q1), a number value is first assigned to each response category (in this case, "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0). The individual answer of each respondent is then assigned the corresponding number – from 3 to 0 in this example. Finally, all respondents' answers are averaged to produce a final score that reflects overall importance. The resulting mean score makes the interpretation of the data considerably easier. Responses of "Don't Know" (DK/NA) were not included in the calculations of the means for any question.

Conventional rounding rules apply to the percentages shown in this report, .5 or above is rounded up to the next number, and .4 or below is rounded down to the previous number. As a result, the percentages may not add up to 100 percent.