



Northern Humboldt Union High School District Survey Analysis

by

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May 26, 2010

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Methodology

There are 26,944 registered voters in the District

Northern Humboldt UHSD

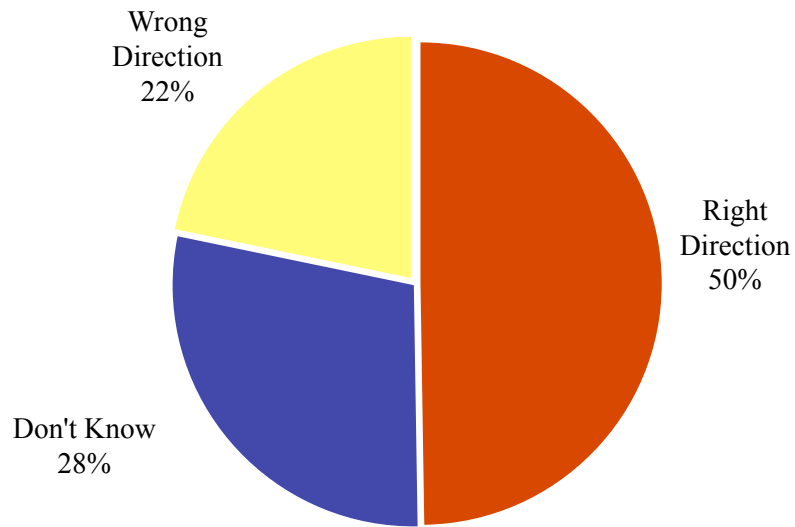
- The Northern Humboldt Union High School District is currently assessing the feasibility of a General Obligation Bond Program
- A voter opinion survey was conducted from Thursday, April 29th through Sunday, May 2nd to assess support for a potential bond measure
- The survey tested voter attitudes regarding the District, projects to be funded by a potential bond and tax tolerances
- 400 individual voters were contacted during the four days

General Questions

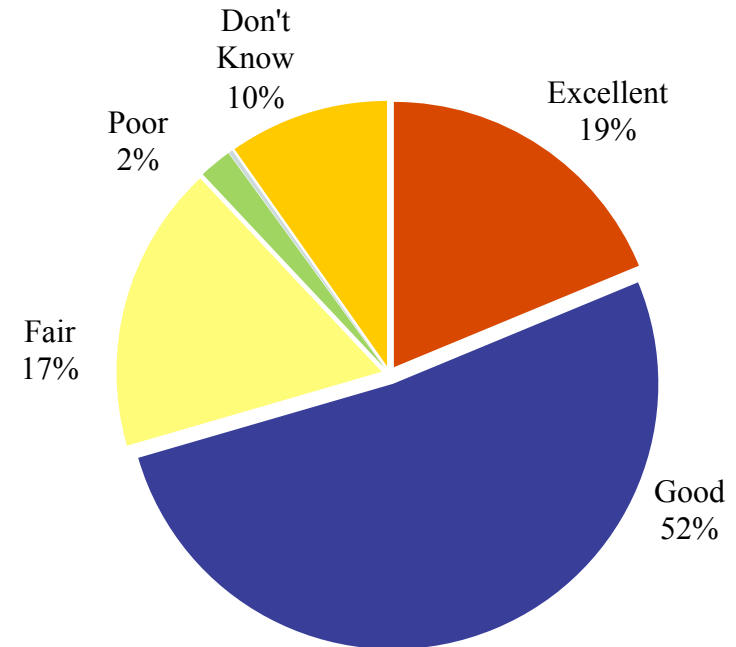
Voters believe education is heading in the right direction

Northern Humboldt UHSD

- Would you say that education at the high schools in your community is headed in the right direction or the wrong direction?



- How would you rate the quality of education provided by the Northern Humboldt UHSD?

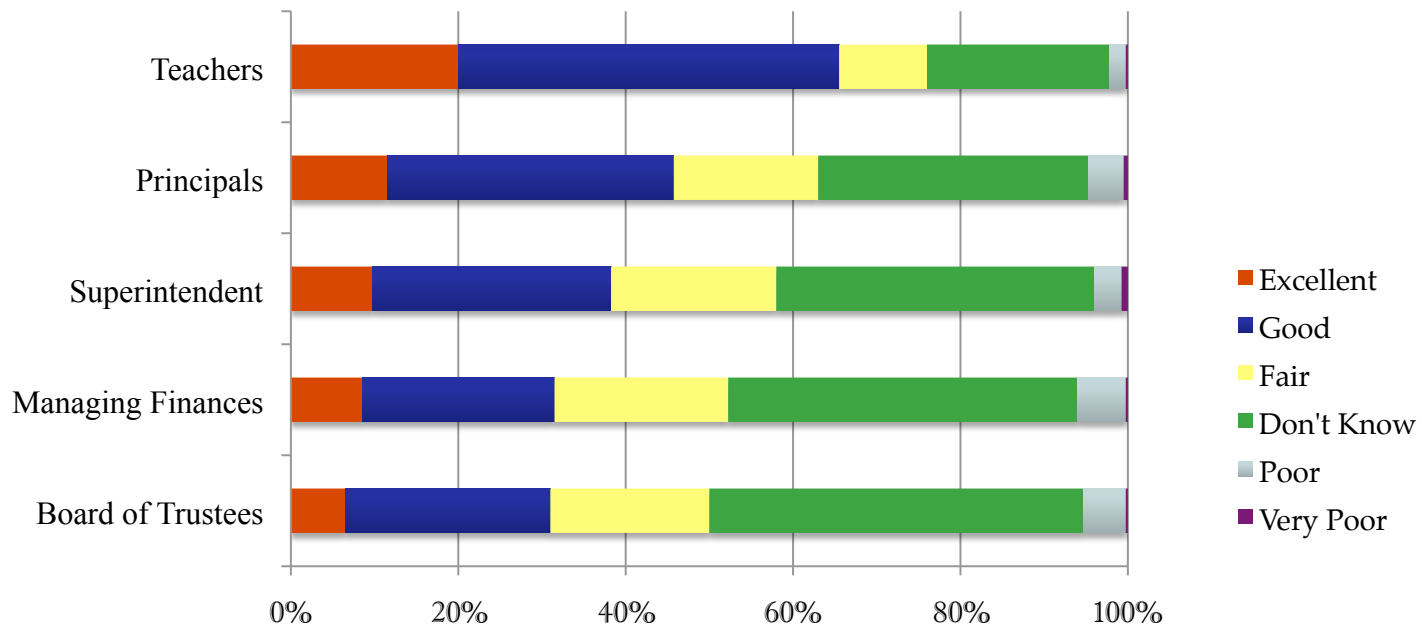


General Questions (cont'd)

Voters are supportive of the District

Northern Humboldt UHSD

➤ Now I would like to ask you several questions regarding different aspects of the Northern Humboldt UHSD. For each please tell me whether you would rate it is as Excellent, Good, Fair, Poor, or Very Poor?

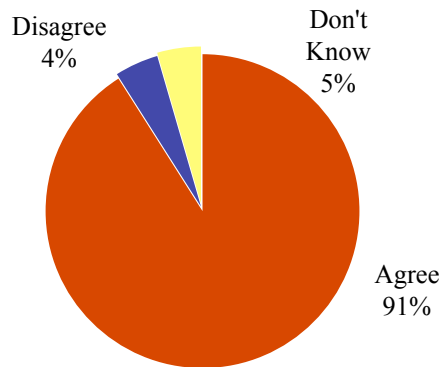


General Questions (cont'd)

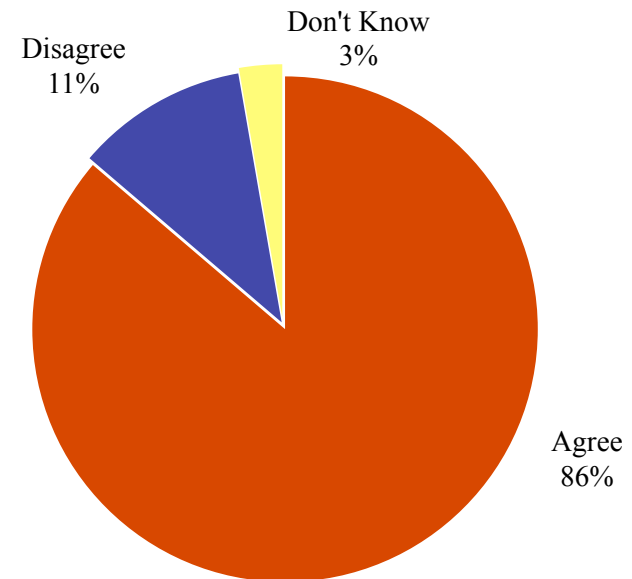
Voters see the need for additional funding

Northern Humboldt UHSD

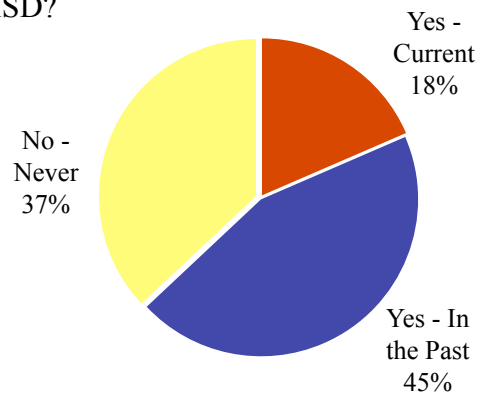
- Good schools help improve property values.



- Because the State continues to reduce funding for public education, local voters need to do more to protect the quality of education in their local public schools.



- Do you have any children who are now attending, or have you ever had children attend school in the Northern Humboldt UHSD?



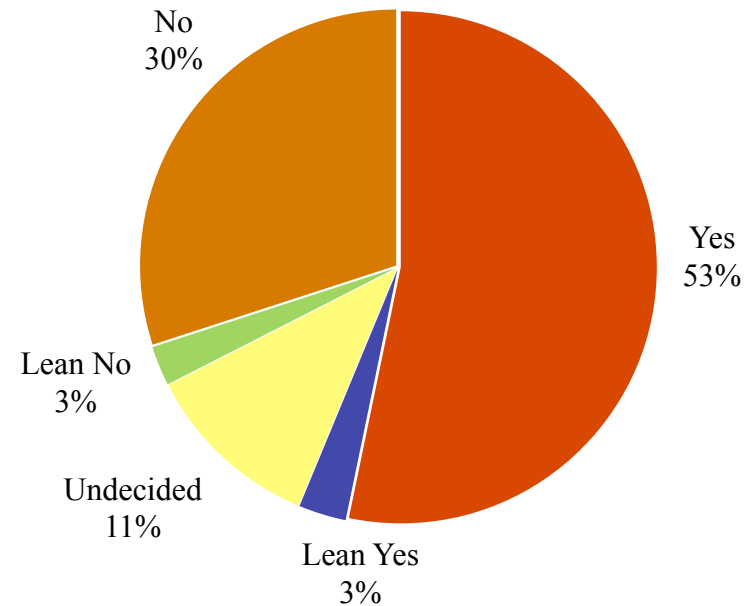
Ballot Measure

Support for the measure is above the Prop. 39 55% threshold

Northern Humboldt UHSD

- At this time, the District is looking to make significant school facility improvements and renovations, and the District is considering placing a school improvement bond measure before voters in your community on the November ballot. If the election were held today, would you vote “yes” in Favor of or “no” to Oppose the measure?

“To improve the quality of education at McKinleyville and Arcata High Schools; make health and safety improvements; improve energy efficiency including installing solar panels; upgrade inadequate electrical systems; upgrade computers and modernize outdated technology; and improve athletic fields and facilities for school and community use; shall the Northern Humboldt Union High School District issue \$25,800,000 of bonds at legal interest rates, have an independent citizens’ oversight committee and have NO money used for administrative or teacher salaries or be taken by the State”

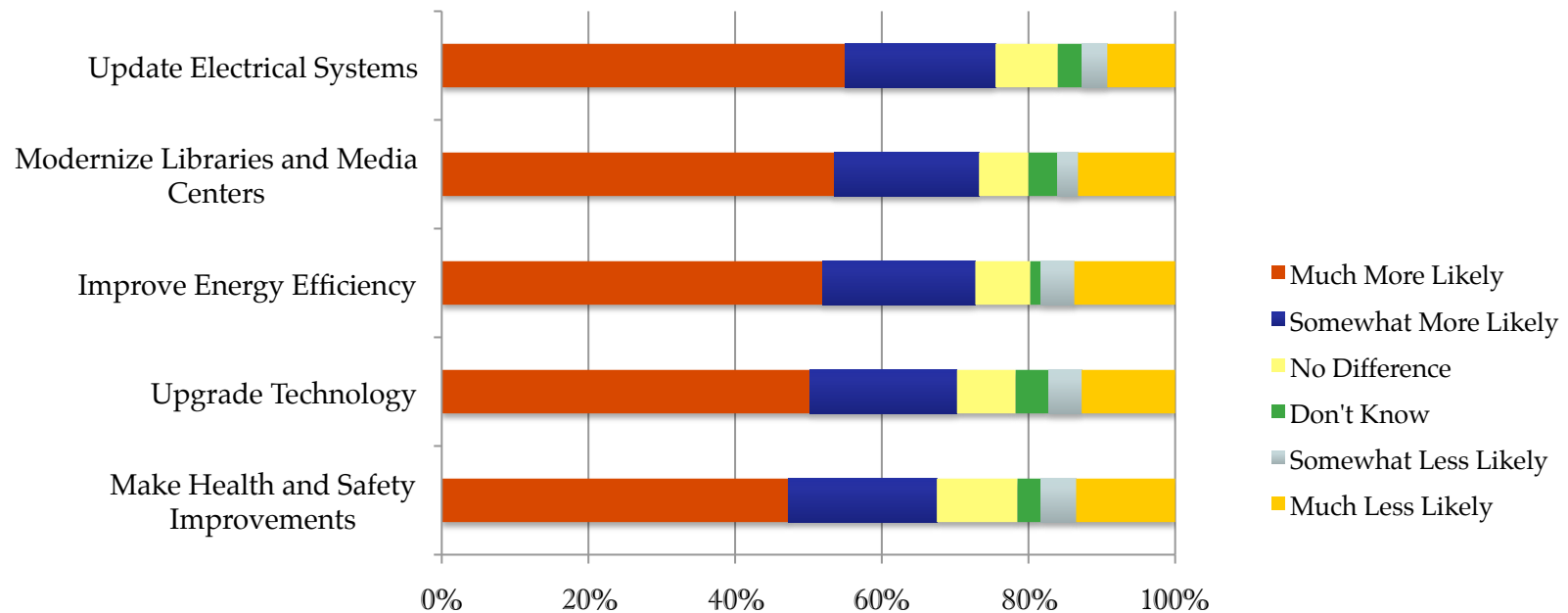


G.O. Bond Projects

All projects tested below received over 65% support

Northern Humboldt UHSD

➤ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure, or if it Makes No Difference if you knew funds would be used to:

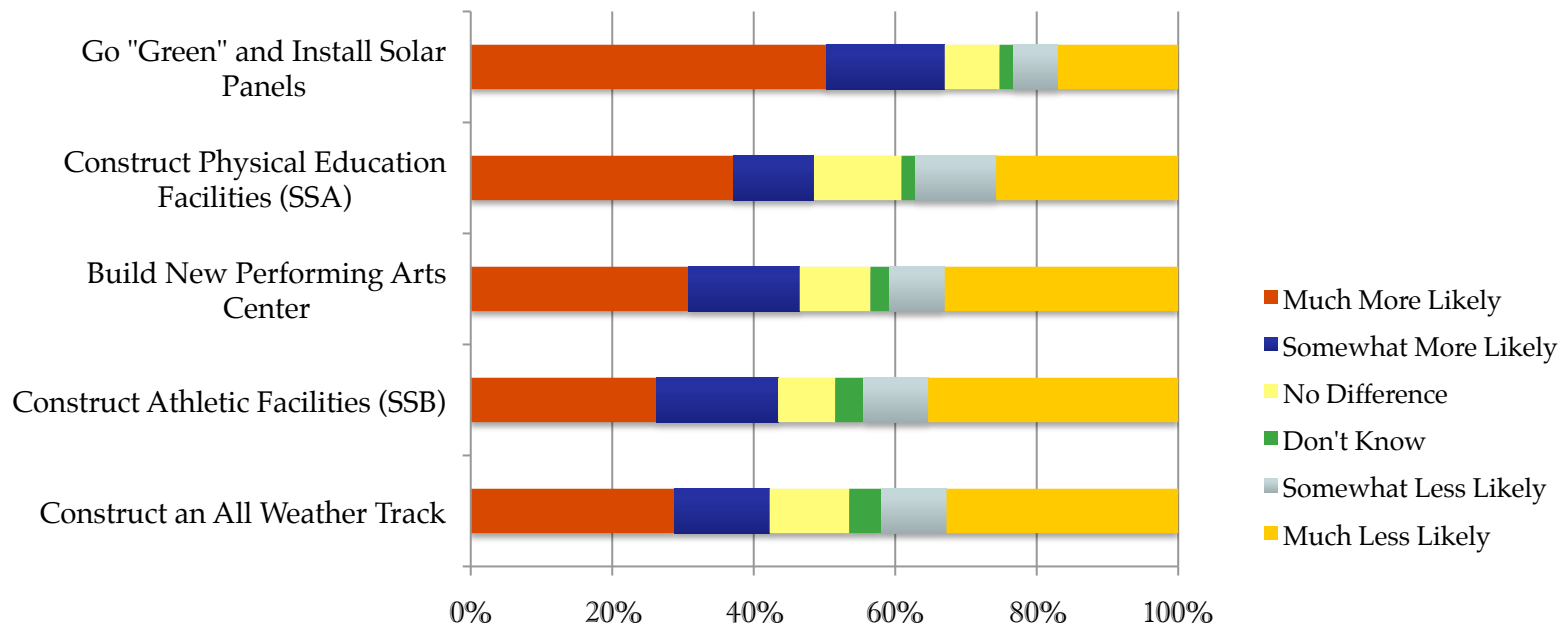


G.O. Bond Projects (cont'd)

Voters support improving physical education fields and facilities

Northern Humboldt UHSD

➤ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure, or if it Makes No Difference if you knew funds would be used to:



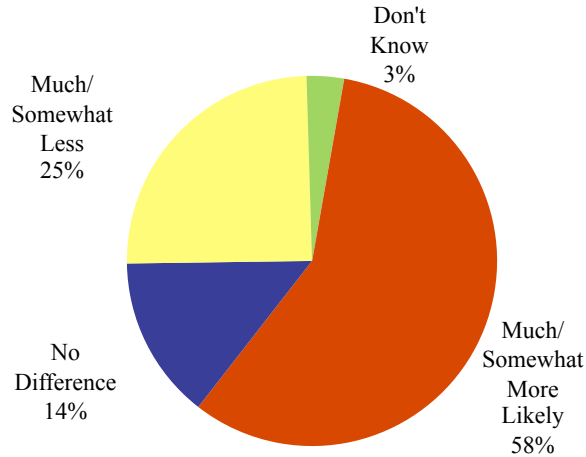
Tax Tolerances

There is some tax sensitivity

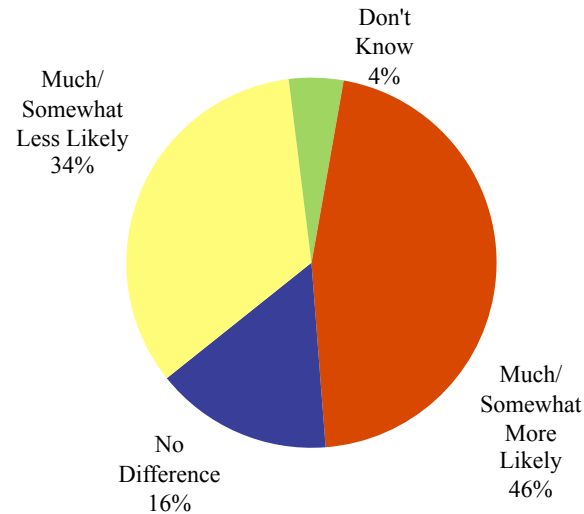
Northern Humboldt UHSD

- If you knew the bond would cost property owners in the District \$19/\$25/\$30 per \$100,000 of assessed value per year in property taxes, would you be more or less likely to vote “yes” in Favor of or “no” to Oppose the measure?

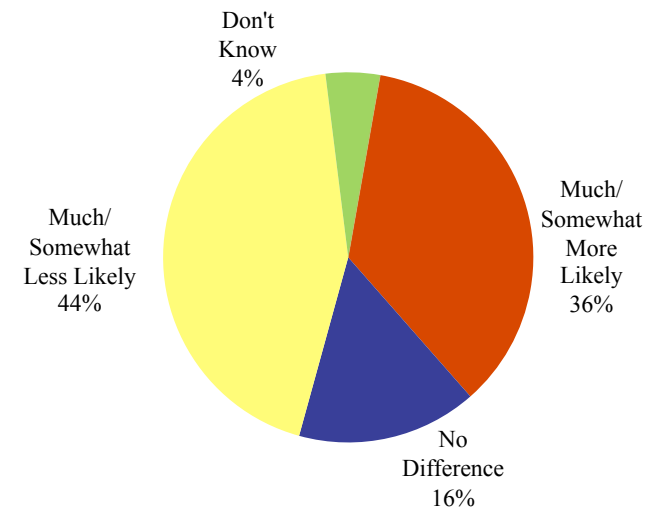
\$19.00



\$25.00



\$30.00

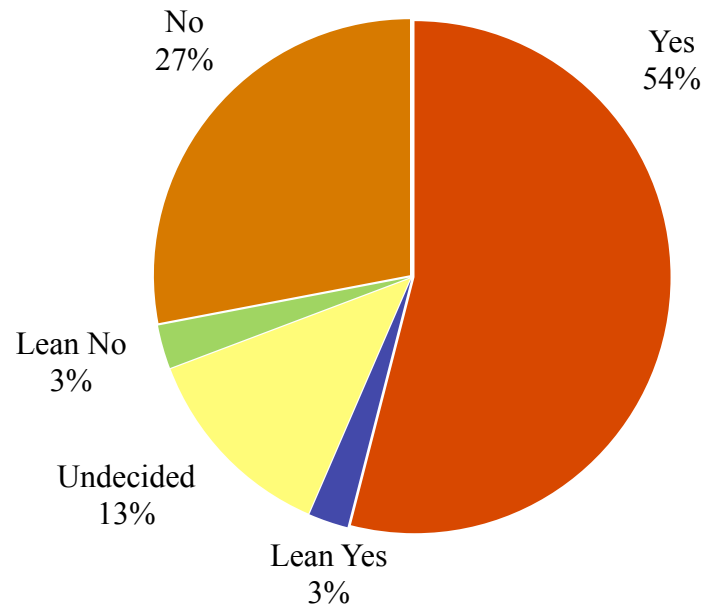


Ballot Measure

Support for the measure increases when more information is given

Northern Humboldt UHSD

- Now that you have heard some information regarding the proposed bond measure, projects, and cost, if the election were held today, would you vote “Yes” in favor or “No” to oppose the measure?

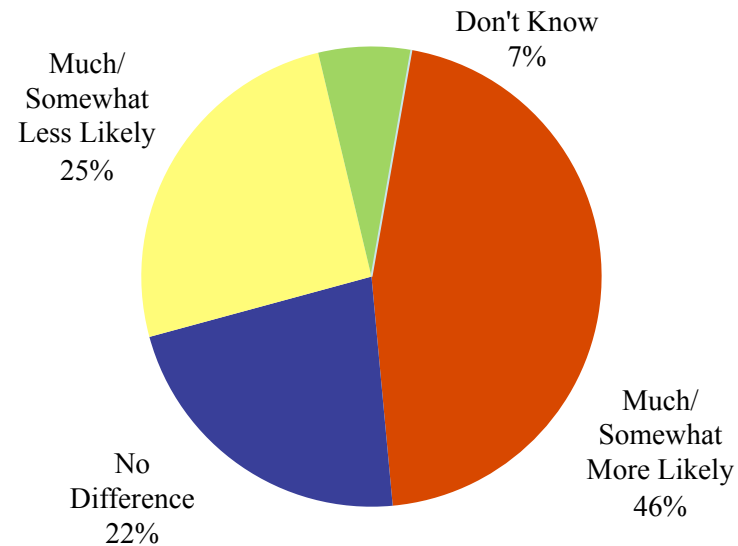


SFID (School Facilities Improvement District)

46% of voters would rather vote on their own measure

Northern Humboldt UHSD

- If you knew that only voters in each high school's improvement district would vote on the improvements for their respective high school, would you be more or less likely to support the measure?

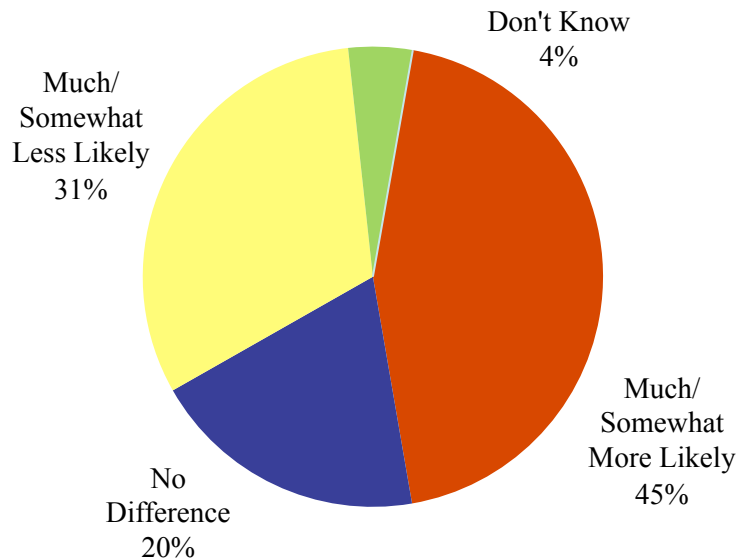


SFID (cont'd)

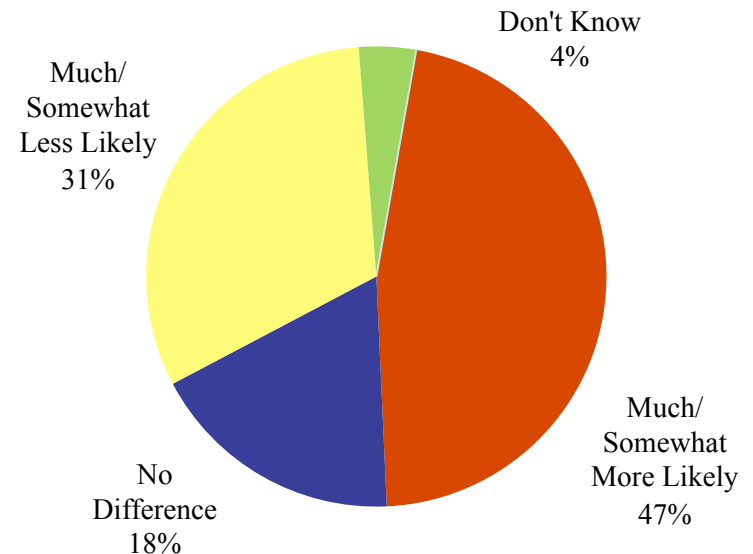
The SFID is supported by 45-47% of voters

Northern Humboldt UHSD

- If you knew only property taxpayers from each high school's improvement district would pay for the improvements for their respective high schools, would you be more or less likely to favor the measure? (SSA)



- If you knew, by law, all funds raised in each high school's improvement district would go toward the improvements for their respective high schools, would you be more or less likely to favor the measure? (SSB)

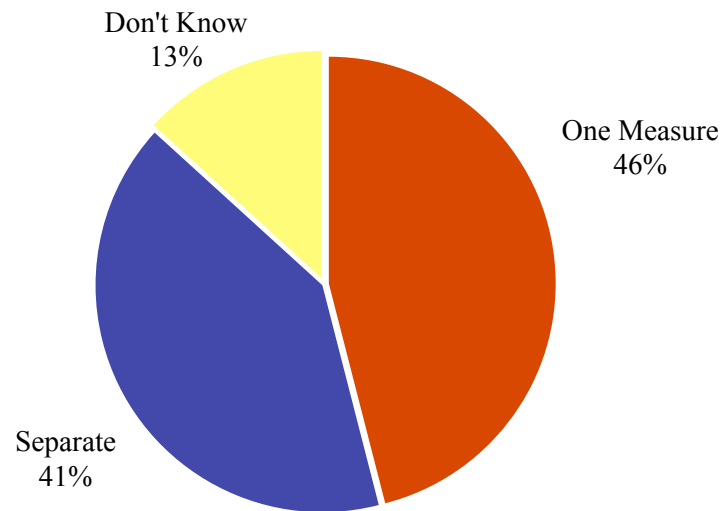


SFID (cont'd)

Voters would rather support one measure

Northern Humboldt UHSD

- If given the choice, would you prefer to have everyone vote on one school measure, or would you prefer to have voters from each portion of the District vote on their respective high school improvements?



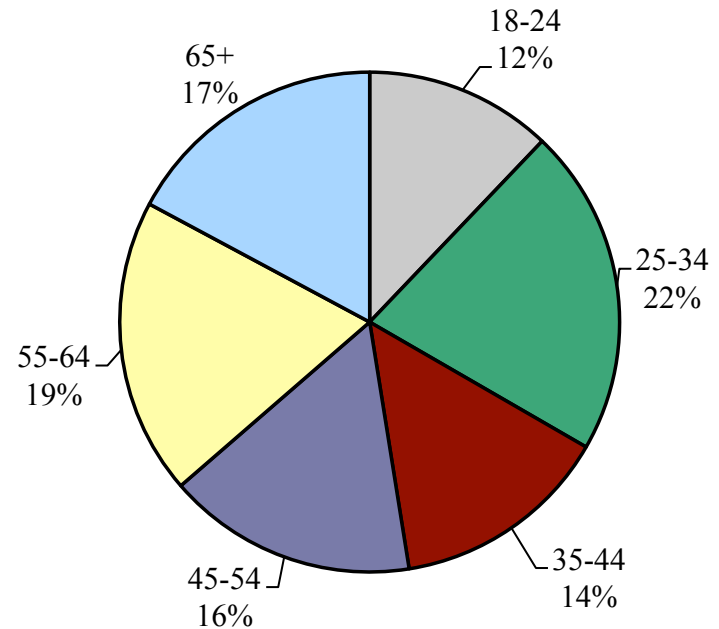
Voter Demographics

Voter demographics are favorable to bond programs

Northern Humboldt UHSD

- District has an estimated 26,944 total voters
- Majority of voters are Democrats (46%)
- 35% of voters vote-by-mail
- District has a younger voting population with 36% of voters aged 55 and older

Voter Age Demographics



District Voter Demographics		
	Total	Percent
Republicans	5,463	20%
Democrats	12,423	46%
Other	9,058	34%
VBM Voters	9,300	35%

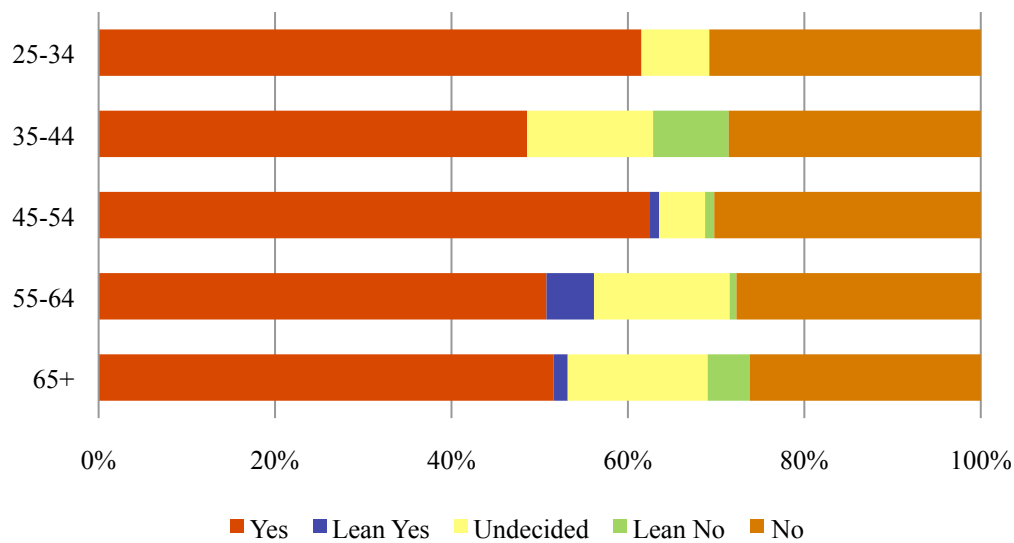
Source: Political Data

Ballot Measure – by Age Group

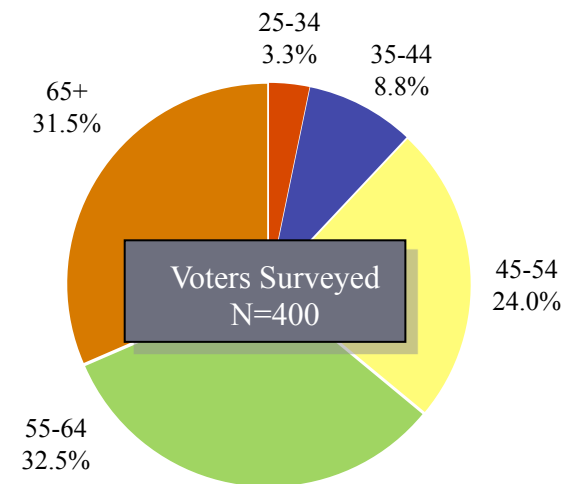
A very conservative group of voters were surveyed

Northern Humboldt UHSD

Post-Benchmark Ballot Question by Age Group⁽¹⁾



⁽¹⁾ Voters age 18-24 were included in the survey sample, however none participated in the survey



Conclusions & Timeline



Conclusions & Recommendations

There is sufficient voter support for a bond measure

Northern Humboldt UHSD

- District has sufficient voter support (57%) for a General Obligation bond measure, including the Lean Yes
- While there are positive attitudes toward the District, public outreach could be used to improve attitudes and awareness
- The majority of voters support most of the projects tested
- There are some tax rate sensitivities, which may be overcome through voter outreach and education
- Voters would rather support one district wide bond measure than create SFIDs
- We recommend the District to continue to assess the community for support of a local bond measure and to plan on placing a bond measure on the November 2010 ballot

Timeline

Following these key steps are critical to District's success

Northern Humboldt UHSD

Task	Responsible Party	Date
Prepare and complete project list	District/Architect	Completed
Initiate public information program, speaking with elected officials, large taxpayers, community service groups to discuss proposed bond	District	Ongoing
Conduct Survey	Consultant	Completed
Prepare Survey Results	Consultant	Completed
Present Survey Results to Board	Consultant	May
Prepare Resolution for calling an election including ballot language, tax rate statement and project list	Consultant/Bond Counsel	June
Board Meeting - Board action to adopt resolution calling an election	District	June
Submit Resolution and Tax Rate Statement to call election	District	July 7th
Form campaign committee and conduct campaign kick-off meeting	Campaign Committee	August
Prepare Argument in Favor of Measure	Consultant/District	August
Submit Argument in Favor of Measure	Consultant/District	August
Run Campaign	Campaign Committee	Aug. – Nov.
Election Day		November 2nd