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Mt. Diablo Unified School District

Survey Results Summary Presentation

April 23, 2012

# Methodology

There are 125,763 registered voters in the District

Mt. Diablo Unified School District

- The Mt. Diablo Unified School District is currently assessing the feasibility of selling additional bonds to complete additional facility improvements.
- A survey was conducted from Wednesday April 18<sup>th</sup> through Sunday April 22<sup>nd</sup> to assess voter attitudes toward District goals and the possibility of selling additional bonds now to take advantage of low interest rates.
- The survey tested voter attitudes regarding the District, District goals, and tax tolerances.
- 400 individual voters were contacted during the five days and the overall margin of error is +/- 4.87%.

# Demographics

Those surveyed are reflective of the voters in the District

Mt. Diablo Unified School District

- The District surveyed slightly more Democrats and Republicans than the overall voting base
- The District surveyed a slightly older demographic with the 55-64 and 65+ age group sample slightly overrepresented

<b>Political Party</b>	<b>% District Voters</b>	<b>% Survey Sample</b>
Democrat	45.9%	49.5%
Republican	26.8%	31.0%
Other	27.3%	19.5%

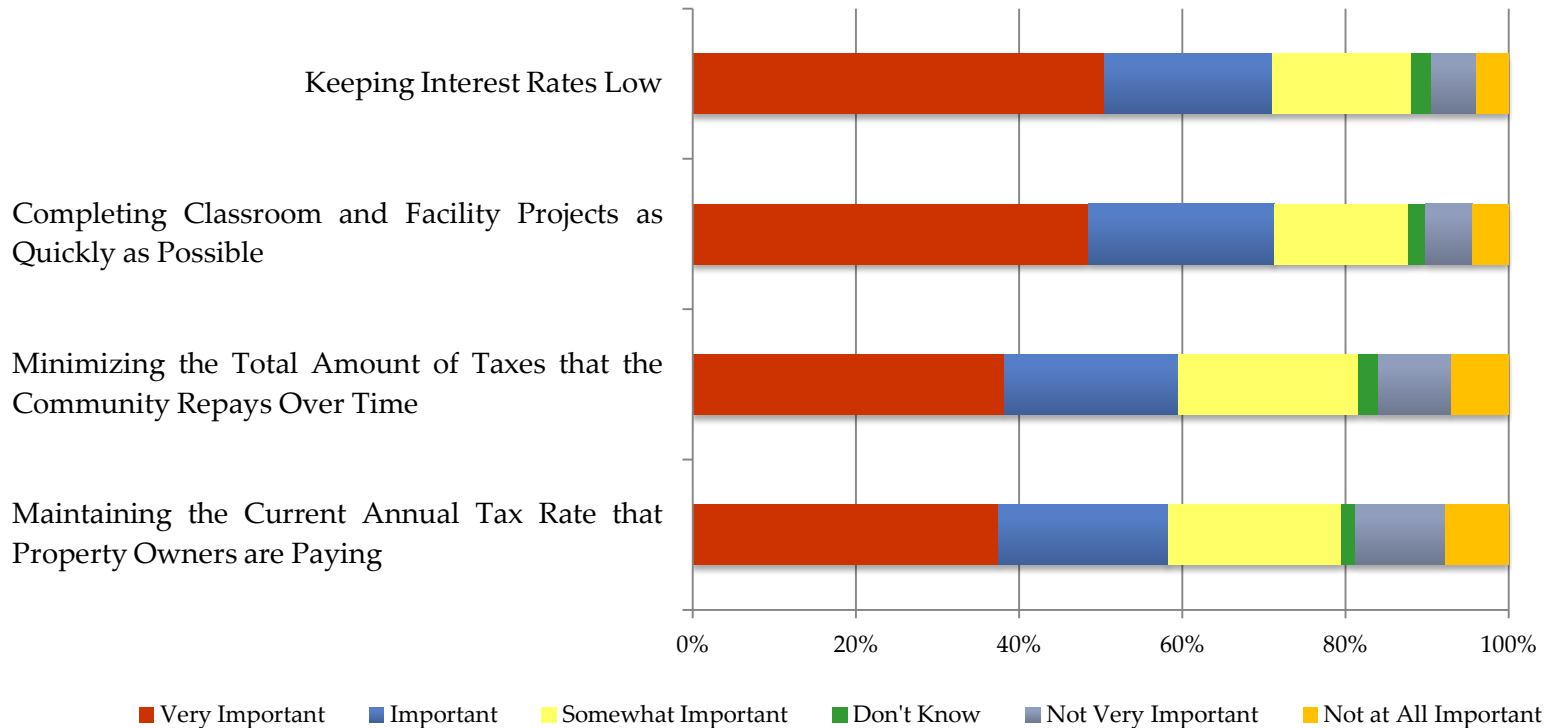
<b>Age Demographic</b>	<b>% District Voters</b>	<b>% Survey Sample</b>
18-44	35.2%	31.0%
45-54	20.2%	17.0%
55-64	21.4%	26.0%
65+	23.2%	26.0%

# District Goals

Low interest rates and project completion are top goals

Mt. Diablo Unified School District

➤ How important a goal is the following for the Mt. Diablo Unified School District:



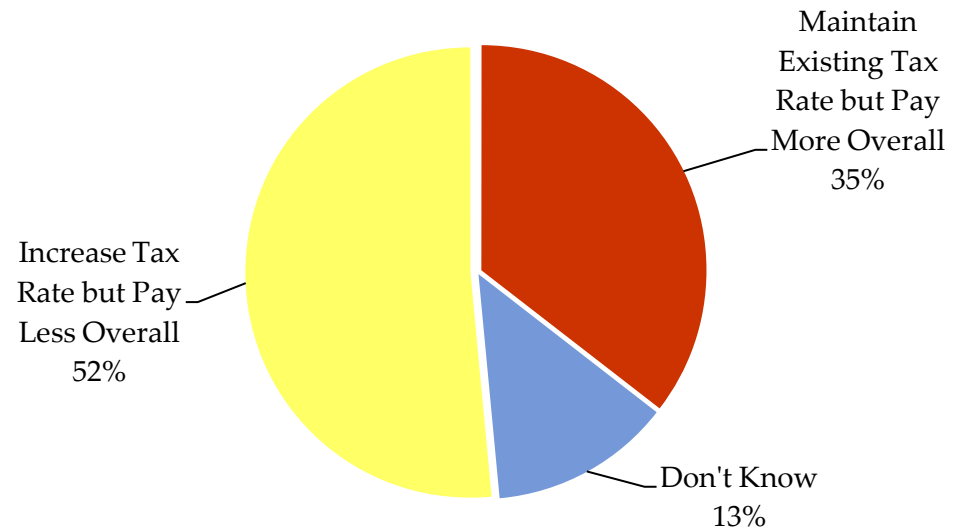
# Selling Additional Bonds

52% of voters support increasing tax rate to pay less overall

Mt. Diablo Unified School District

- If you had the choice, would you prefer the District maintain the existing annual tax rate but pay more in overall taxes due to higher interest rates, or increase the annual tax rate but pay less overall taxes due to lower interest rates?

The District is considering two options to sell additional bonds to get projects completed as quickly as possible. **Option 1** is to maintain the existing annual tax rate that property owners are paying, which would actually result in *higher* overall taxes paid due to *higher* interest rates associated with maintaining the existing tax rate. **Option 2** is to increase the annual tax rate, which would result in *lower* overall taxes paid due to *lower* interest rates associated with paying a higher annual tax rate.

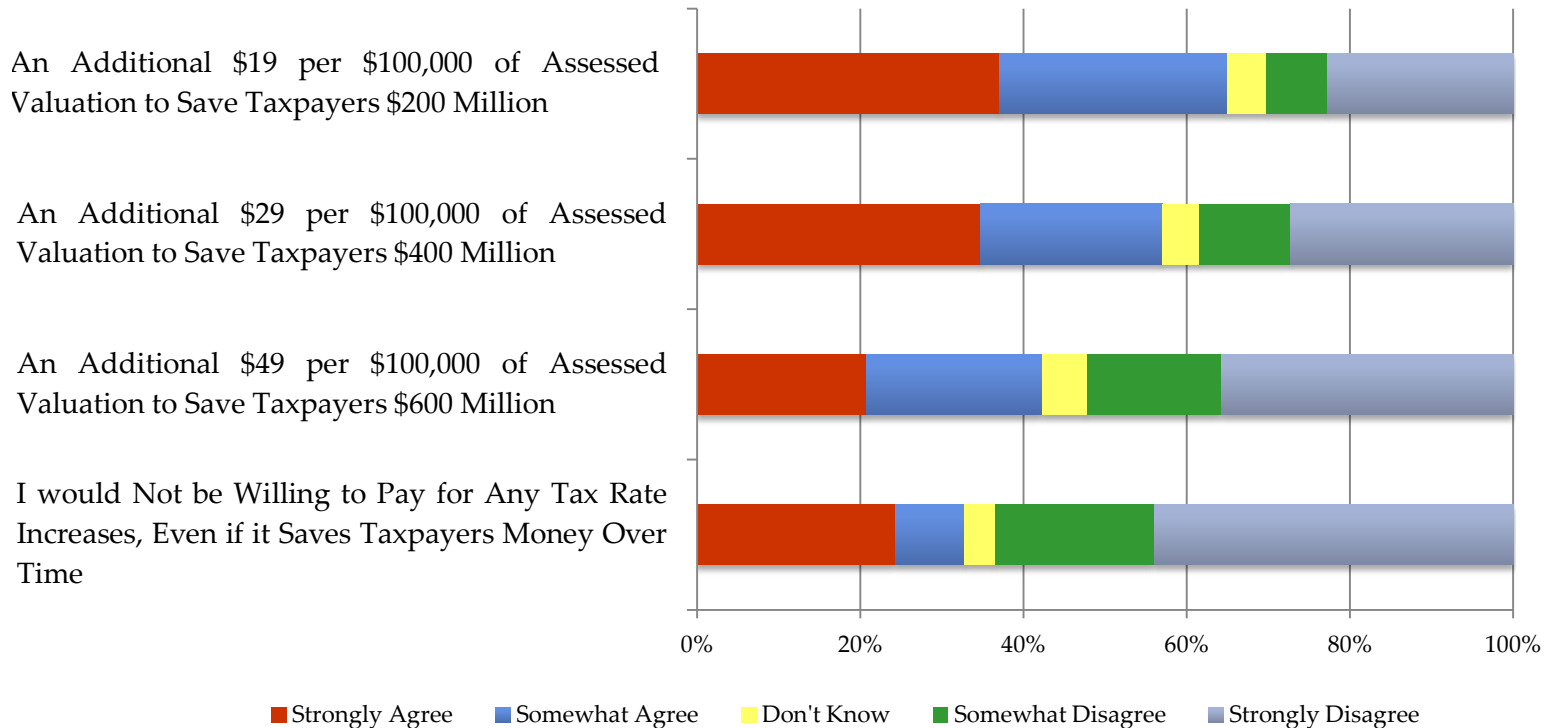


# Tax Tolerances

A majority supports only a tax rate increase up to \$29

Mt. Diablo Unified School District

- Since 2002, property owners have been paying around \$60 per \$100,000 of assessed value for the school district's bond. For each of the following questions, please tell me whether you Agree or Disagree. I would be willing to pay:



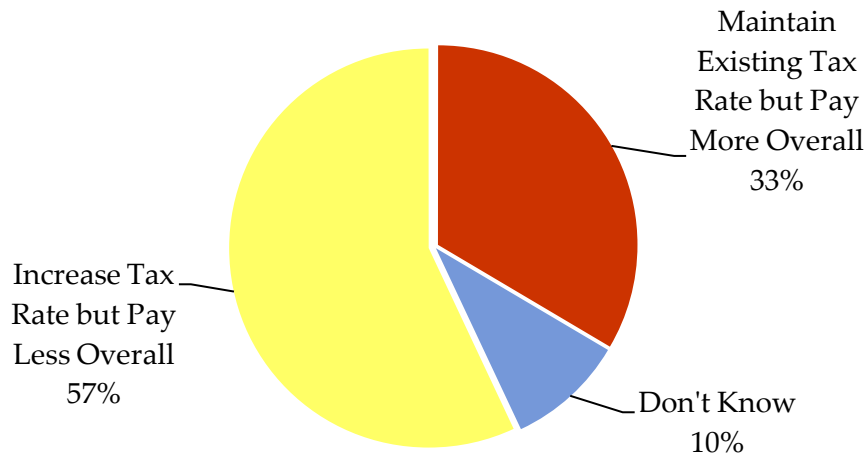
# Selling Additional Bonds

Support increases after voters are given specific information

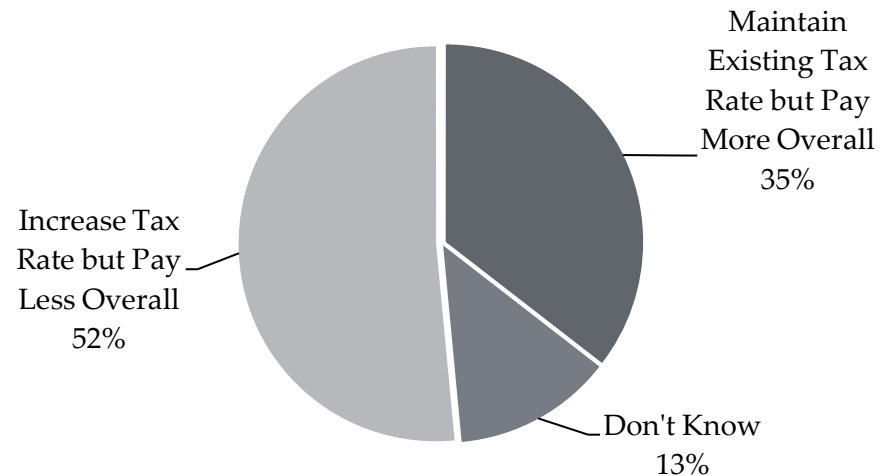
Mt. Diablo Unified School District

- Now that you have heard additional information on the subject of increasing the tax rate in order to lower the overall taxes of the District due to lower interest rates, and you have an idea of how much the tax rate might need to be increased to lower overall taxes paid, would you prefer the District maintain the existing annual tax rate but pay more in overall taxes due to higher interest rates, or increase the annual tax rate but pay less overall taxes due to lower interest rates?

After Additional Information



Before Additional Information



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# Survey Results Conclusions





# Conclusions

## District voters support completing projects

Mt. Diablo Unified School District

- District voters feel the number one goal should be to keep interest rates low, followed by completing projects and minimizing the amount of taxes voters pay over time.
- If given the choice, District voters prefer to increase the tax rate and pay less overall with 57% support.
- When presented with overall tax savings, the majority (over 50%) of voters surveyed would prefer a tax rate of up to \$29.00 per \$100,000 of assessed valuation.
- Only 42% of voters supported a \$49.00 tax rate increase, while 33% felt that there should be no tax rate increase.
- Based upon hearing additional info, when given the choice, support increases to 57% (compared to 52%) to increase the tax rate but pay less overall in taxes.

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# Community Forums Survey Results

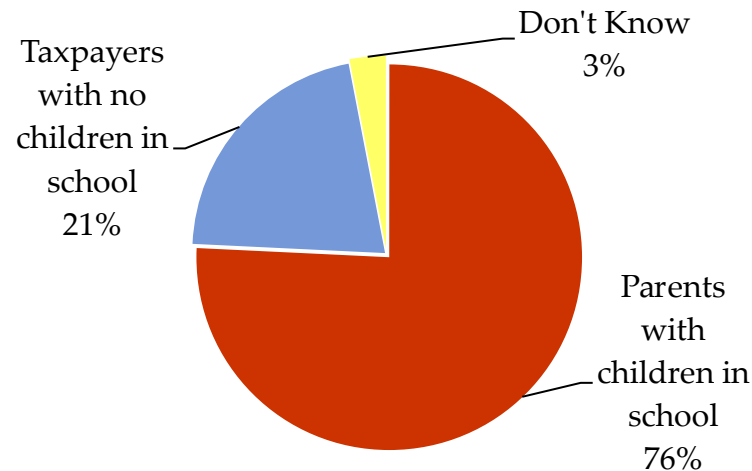


# Community Forums

33 surveys were collected from the four public forums

Mt. Diablo Unified School District

- The four public forums were held between the dates of April 16<sup>th</sup> to 19<sup>th</sup>.
  - 76% of respondents were parents
  - 21% were taxpayers with no children in school
  - 3% did not indicate whether they were a parent or not

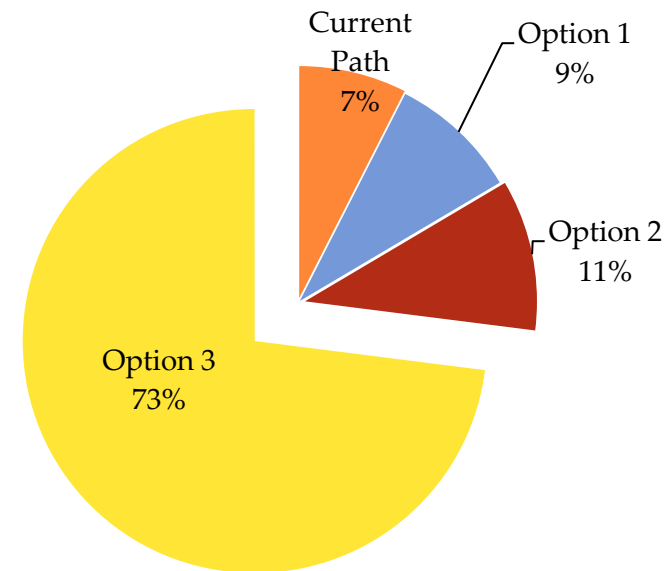


# Community Forums

Option three had strongest support among forum respondents

Mt. Diablo Unified School District

- Respondents were given 4 options and asked to select the option that best represented the direction they would like the District to take.
  - 7.5% of respondents chose the **current path** of maintaining the tax rate of \$60 per \$100,000 of assessed value (“av”). The remaining bonds would be sold over 14 years
  - 9% selected **Option 1** – sell remaining \$227 million in bonds in one bond sale using both Current Interest Bonds (CIBs) and Capital Appreciation Bonds (CABs), and increase the combined tax rate to approximately \$89 per \$100,000 of av
  - 10.5% selected **Option 2** – sell remaining \$227 million in bonds in one bond sale using only CIBs, increase the tax rate to \$110 per \$100,000 of av
  - 73% selected **Option 3** – sell remaining bonds in two bond sales (\$150 million in 2012 and \$77 million projected in 2015) using only CIBs, increase annual tax rate to \$89 now and \$95 per \$100,000 of av in 2015



*Note: 3% of forum respondents selected either the current path or Option 3 and 15% selected either Option 2 or Option 3*