

Ripon Unified School District  
**Summary of Key Findings of  
Voter Opinion Survey**  
January 2018



Prepared for the Ripon Unified School District,  
304 North Acacia Avenue, Ripon, CA, 95366

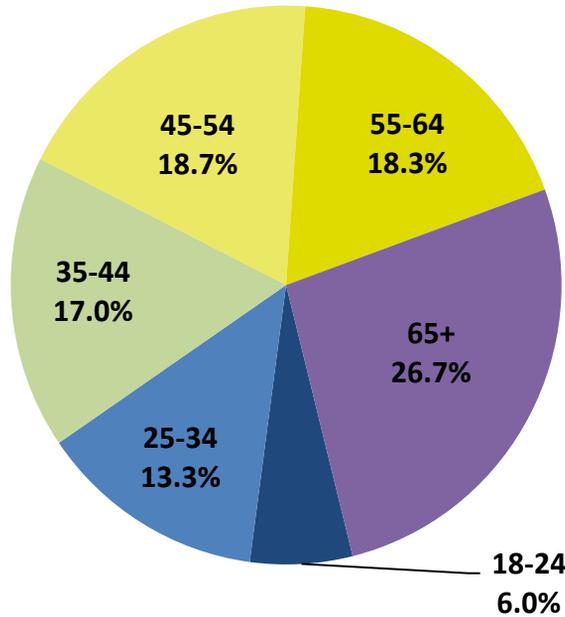


# Overview

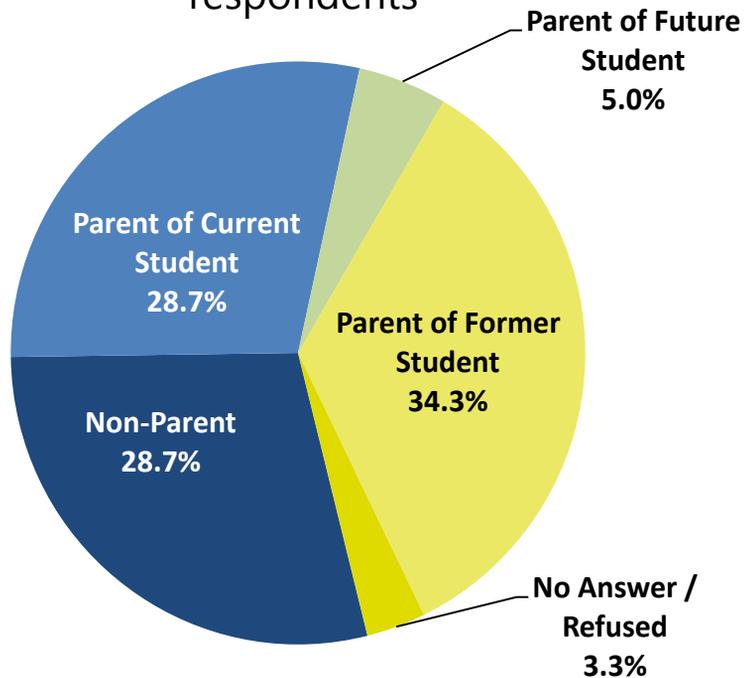
- Ripon Unified School District (the District) is reviewing options to finance long-term facility needs
- The District directed staff to conduct a voter opinion survey of likely November voters to determine general attitudes for proposed projects and potential future funding via a general obligation (G.O.) bond measure
- Telephone calls for the poll were completed by an independent professional phone bank and 300 responses were gathered from likely voters between December 12 and 21, 2017
- A survey of this sample size has a margin of error of +/- 5.6% at a 95% confidence level
- The average survey was completed in approximately 10 minutes
- There is voter support for the District, potential projects to further improve District schools, and statements in favor of a potential G.O. bond measure
- Survey results are presented for Board consideration

# Demographics of Respondents

Age bracket of respondents

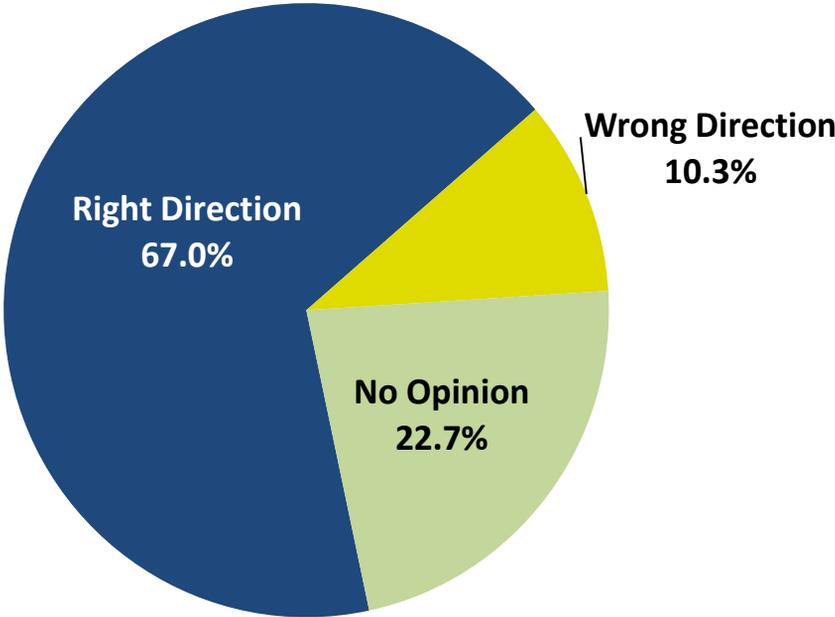


Parental relationship of respondents

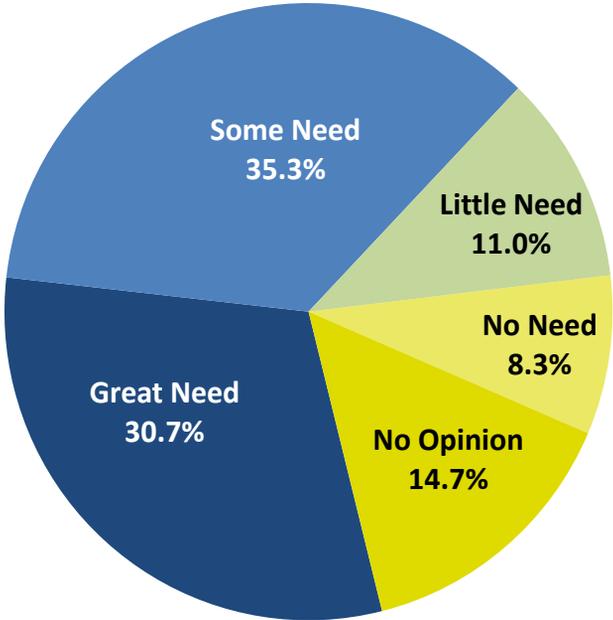


# Attitudes Regarding District

**Is the District heading in the right direction or wrong direction?**



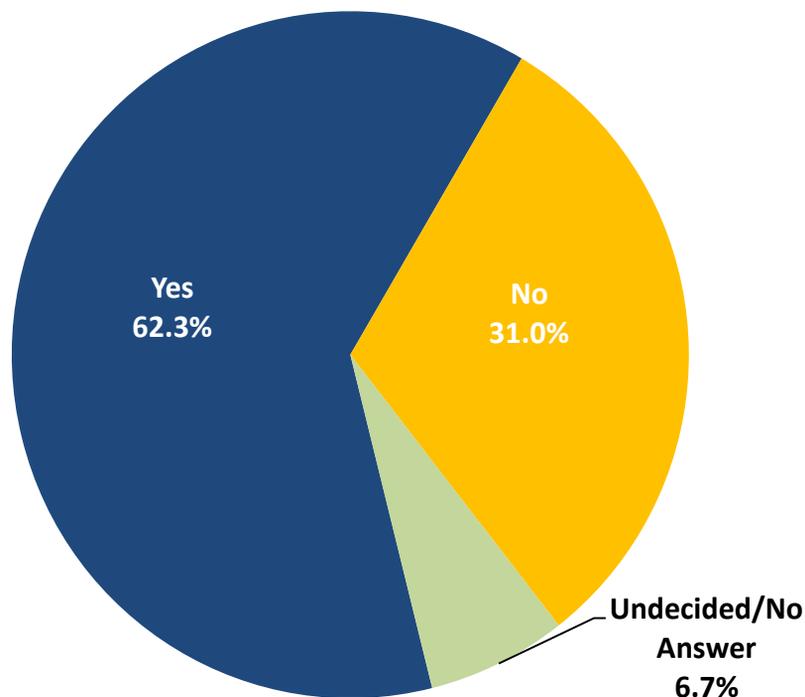
**Is there an additional funding need in the District for classroom facilities?**



# Pre-Benchmark Ballot Question

To provide students with an improved learning environment, construct additional classrooms to maintain smaller class sizes, replace older portable classrooms with new permanent buildings, construct and improve science labs and career technical facilities, and renovate restrooms and support facilities, shall the Ripon Unified School District be authorized to issue up to \$54,000,000 in bonds at legal interest rates, with an independent Citizens' Oversight Committee, annual audits, and no money for administrator salaries?

**If the election were held today, would you vote YES in favor of the measure or NO to oppose the measure?**



*All Respondents*

# Attitudes Regarding Projects

***How likely or unlikely are you to support the projects as described below?***



We need to maintain a high quality of schools so students have classrooms and facilities to better compete and be prepared for college or good paying jobs and careers after high school.



Ripona Elementary is now one of our oldest schools and was built with portable classrooms that are now outdated. To provide comparable school facilities for all of the students in Ripon, the new permanent classrooms would be built to current standards.



Funds would be used to construct and improve science labs and career technical classrooms at Ripon High School, to better prepare our students for college and better paying jobs upon graduation.



The District has used available resources and donations to partially renovate the Stadium at the High School; however more funds are required to complete the project. A local measure would provide the funding required to complete the renovation of the Stadium, and to provide our students with a Stadium that is comparable with neighboring districts.



Most of the restrooms at Ripon Elementary are old and despite ongoing maintenance, they no longer serve the students adequately. Funds would be used to renovate or replace obsolete restrooms.



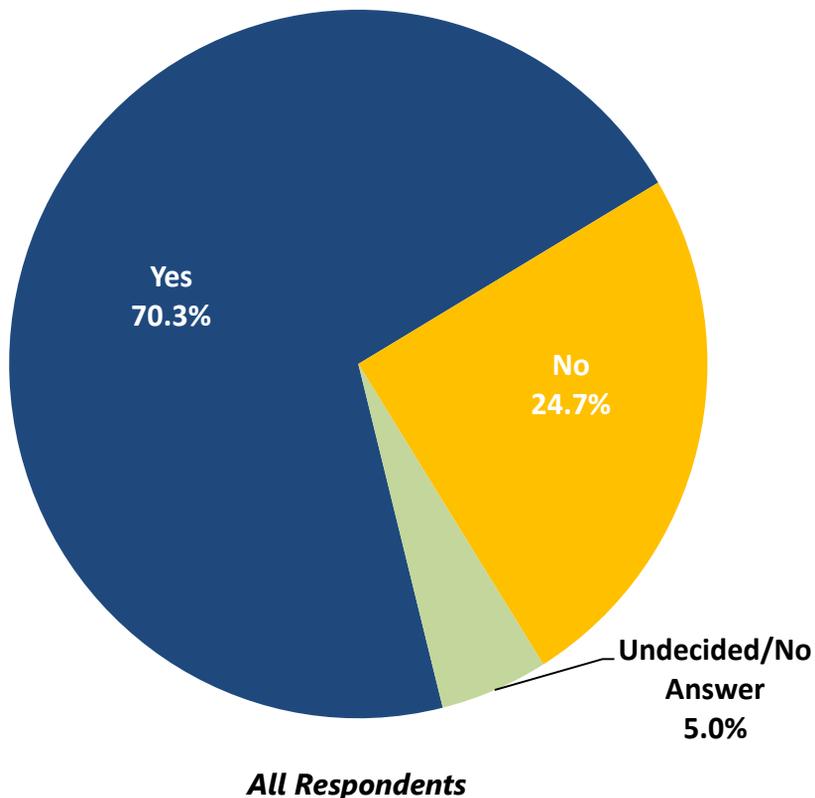
Education is evolving rapidly, and our classrooms need to keep pace with modern classroom technology. Funds would be used to transform the learning environment in classrooms throughout the District, including the continued implementation of technology infrastructure to better support modern student learning.



# Post-Benchmark Ballot Question

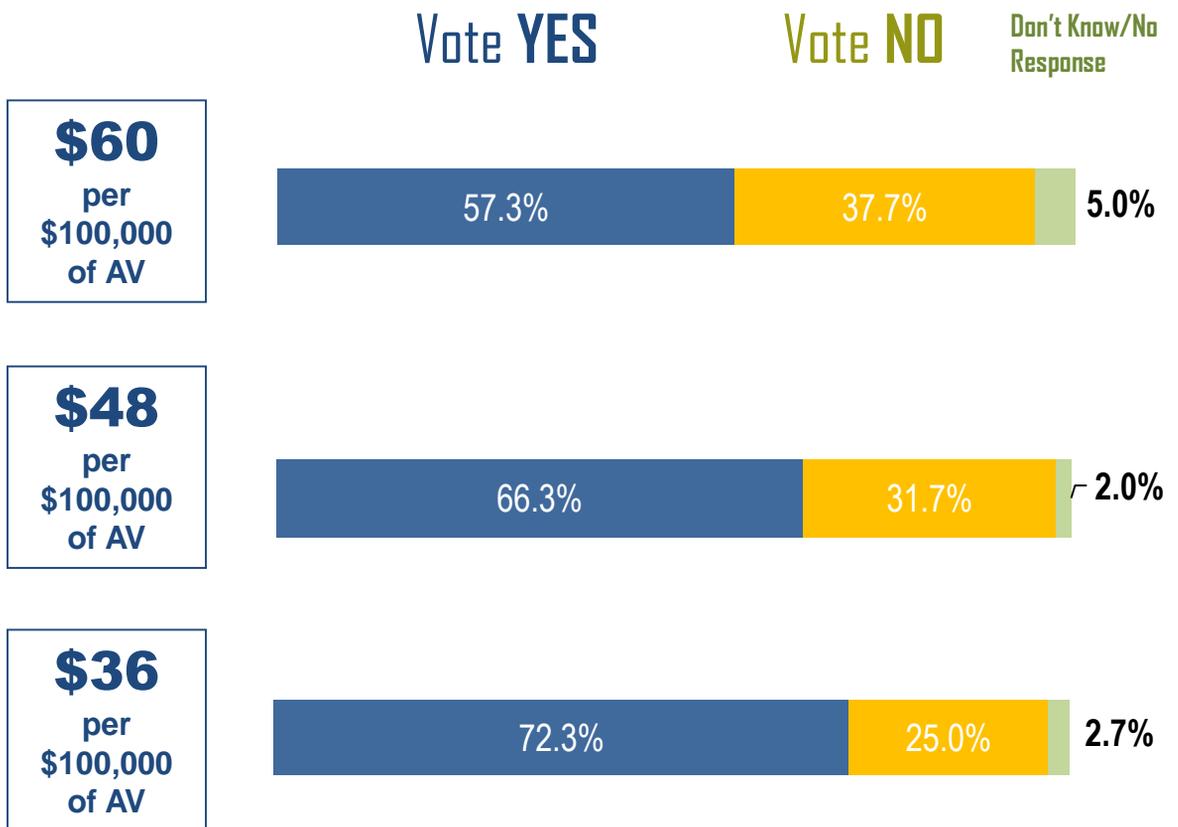
To provide students with an improved learning environment, construct additional classrooms to maintain smaller class sizes, replace older portable classrooms with new permanent buildings, construct and improve science labs and career technical facilities, and renovate restrooms and support facilities, shall the Ripon Unified School District be authorized to issue up to \$54,000,000 in bonds at legal interest rates, with an independent Citizens' Oversight Committee, annual audits, and no money for administrator salaries?

**If the election were held today, would you vote YES in favor of the measure or NO to oppose the measure?**



# Tax Tolerance

If the measure would increase tax rates \$\_\_ a year, per **\$100,000 of assessed value** – not market value which is usually higher because of Proposition 13 – would you vote YES to approve or NO to disapprove the measure?



# Key Findings

- A majority of respondents (66.0%) believe that the District needs additional funding (“Great Need” or “Some Need”) for classroom facilities
- Voters are supportive of the direction the District is going and rate the District favorably
- Statements that emphasize the direct and practical benefits to students of improved school facilities draw the strongest voter support
- There is strong support for potential projects and for a potential bond measure
  - Pre-benchmark: 62.3% (No information)
  - Post- benchmark: 70.3% (After information)
- A maximum tax rate of \$36/\$100,000 of assessed value is supported by 72.3% of voters
- Results are a snapshot of voter opinions at this time; replicating and improving results will require a similar conversation with voters through a public information and election process