

# BOND TRACKING SURVEY

CONDUCTED FOR THE  
DOWNEY UNIFIED SCHOOL  
DISTRICT

PRESENTED BY  
TIMOTHY McLARNEY PH.D.

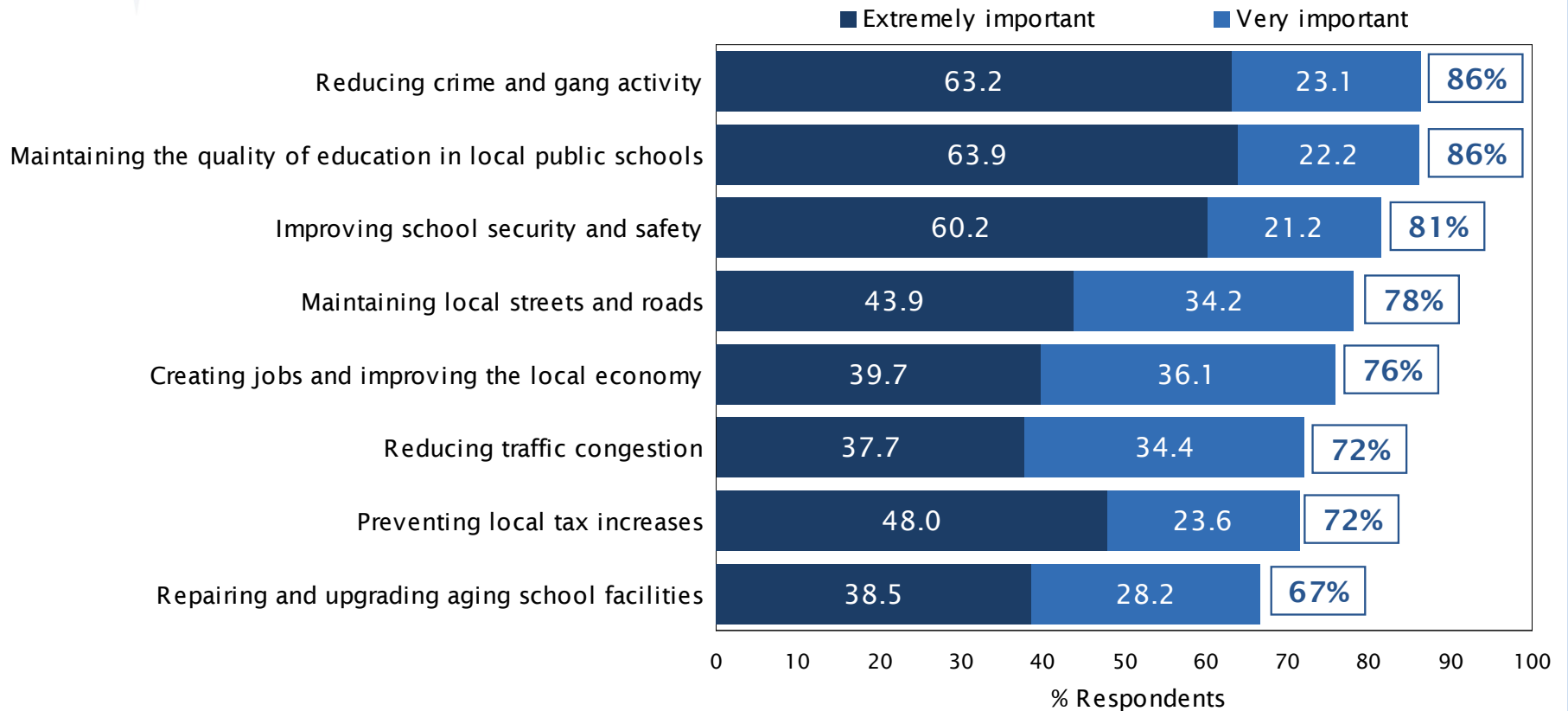
7/25/2022



# METHODOLOGY OF STUDY

- Conducted July 6<sup>th</sup> to July 15<sup>th</sup>, 2022
- Random Sample: 512 District voters likely to participate in November 2022 election
- Mixed-Method approach
  - Recruited via email, text and telephone
  - Data collection via online and telephone
  - 16-minute average interview length
  - English & Spanish
- Overall margin of error is  $\pm 4.3\%$

# IMPORTANCE OF ISSUES





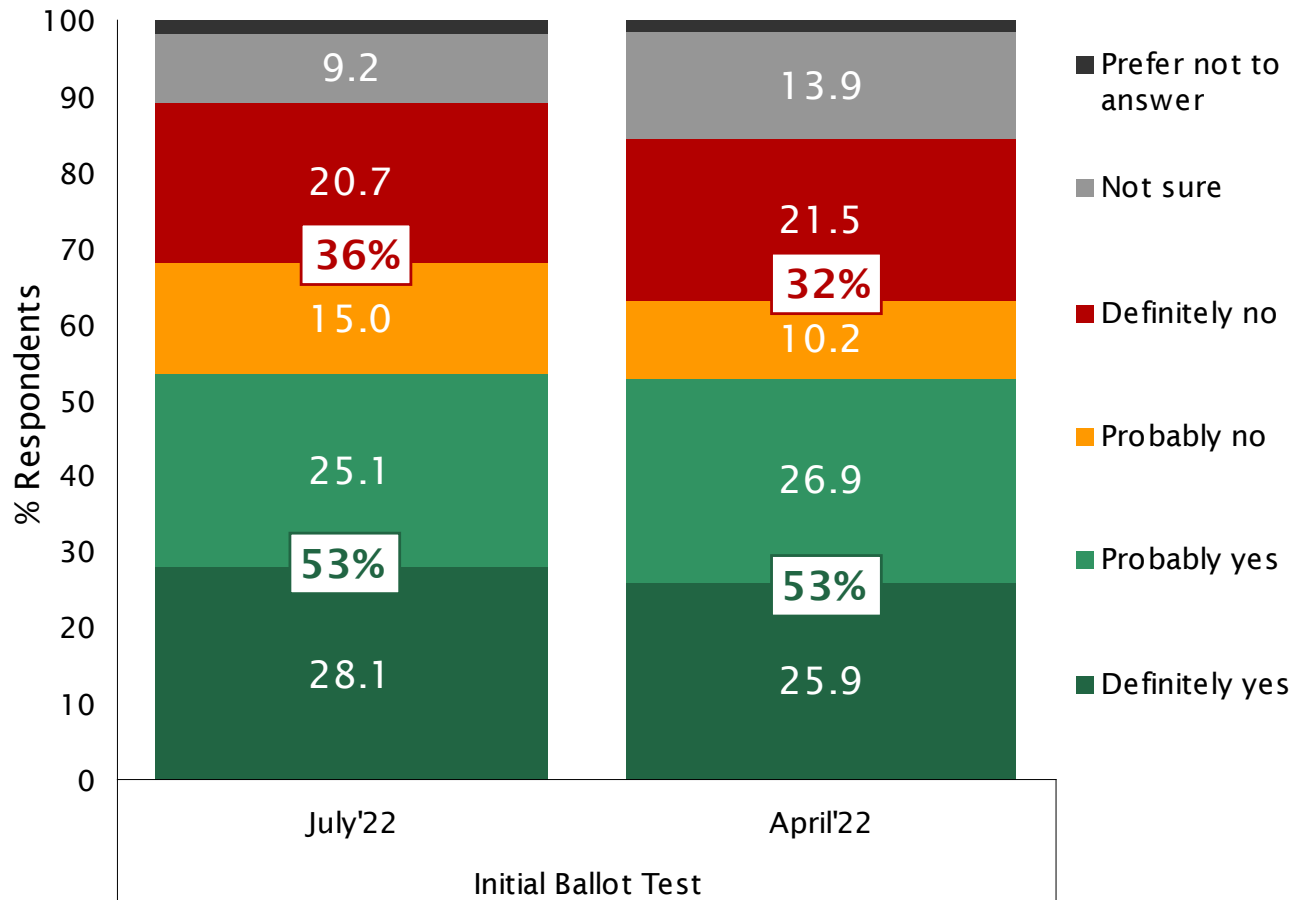
# INITIAL BALLOT TEST

In order to:

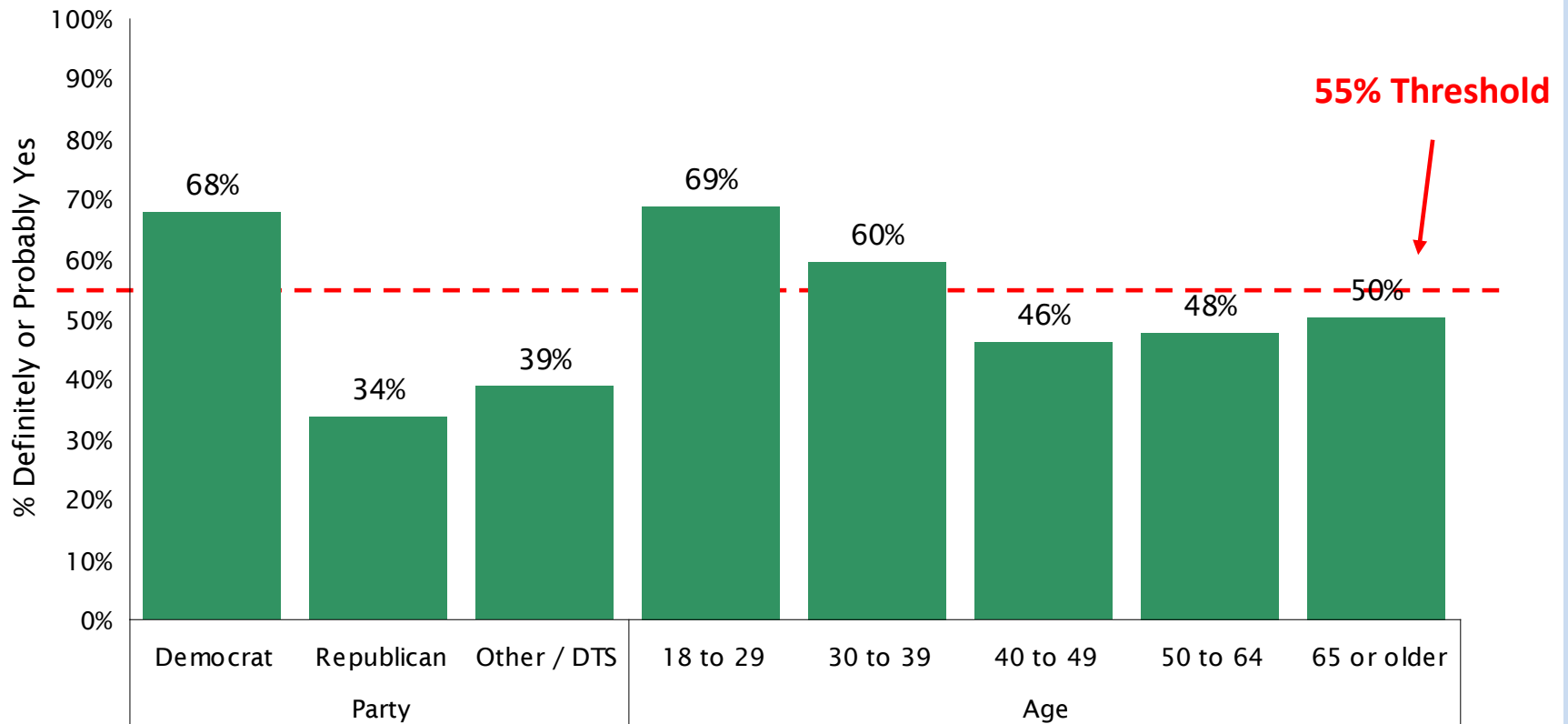
- Repair and improve Downey's aging neighborhood schools
- Improve school safety/security systems
- Fix deteriorating roofs, plumbing, electrical, ventilation
- Repair, construct, and acquire classrooms, labs, facilities, and equipment
- And support student achievement and college/career readiness in math, science, technology, engineering, arts and skilled trades

shall Downey Unified School District's measure be adopted authorizing 504 million dollars in bonds at legal rates, levying 5 cents per \$100 assessed value (20 million dollars annually) while bonds are outstanding, with independent citizen oversight and all money locally-controlled? If the election were held today, would you vote yes or no on this measure?

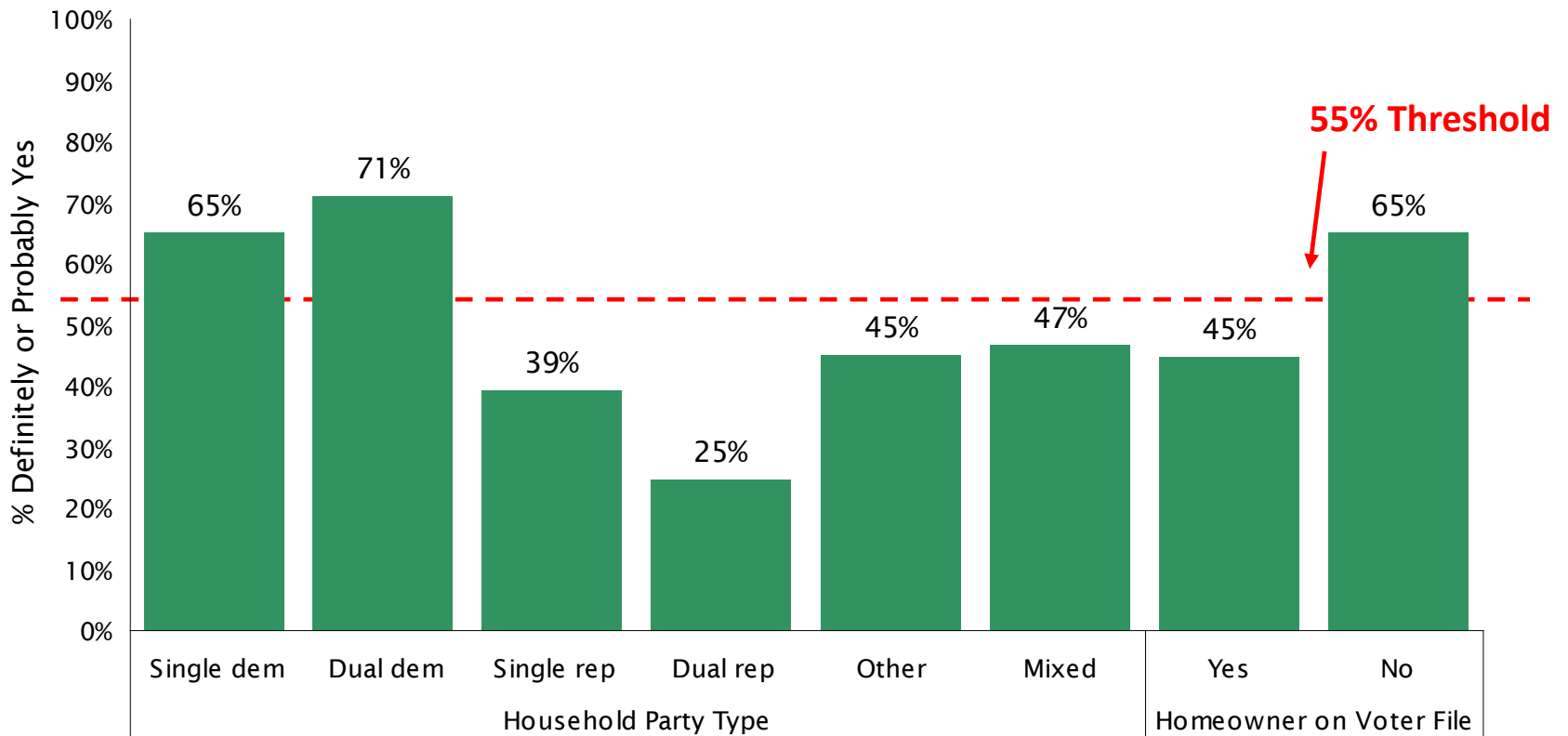
# INITIAL BALLOT QUESTION



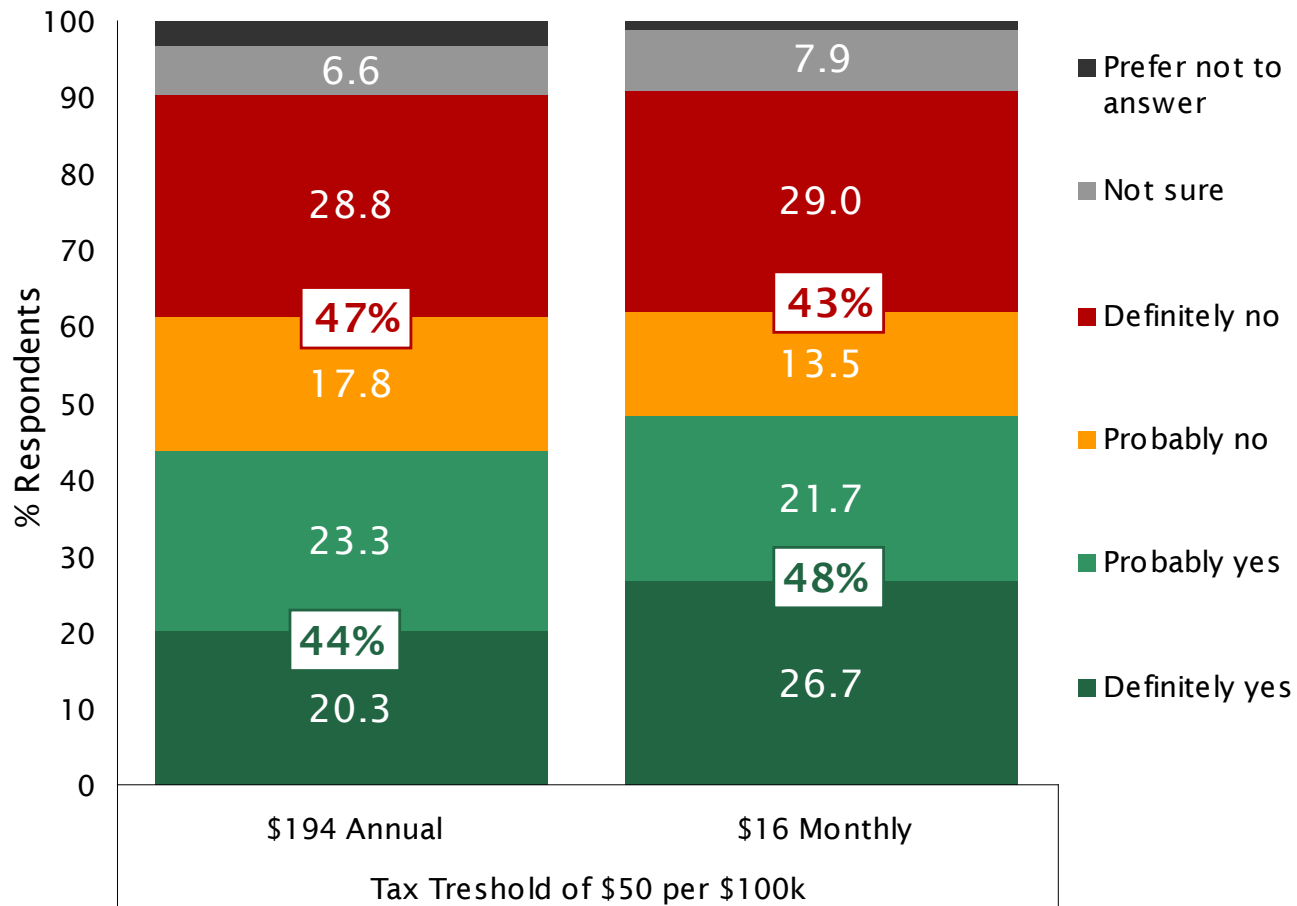
# SUPPORT AT INITIAL BALLOT QUESTION BY PARTY & AGE



# SUPPORT AT INITIAL BALLOT QUESTION BY HOUSEHOLD PARTY TYPE & HOMEOWNER

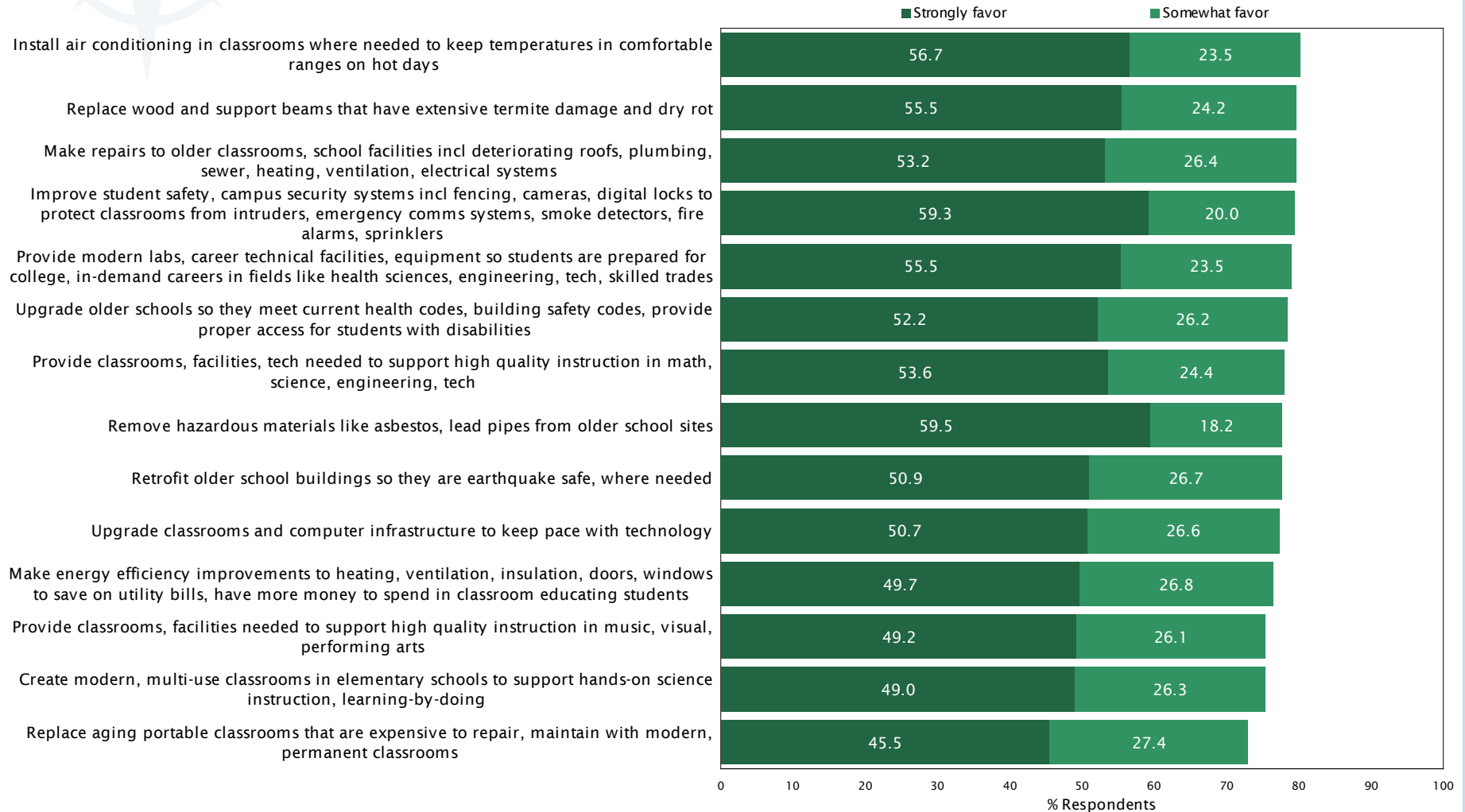


# SUPPORT FOR MEASURE AT RATE OF \$50 PER \$100K AV; OR \$194 YEAR/\$16 MONTHLY

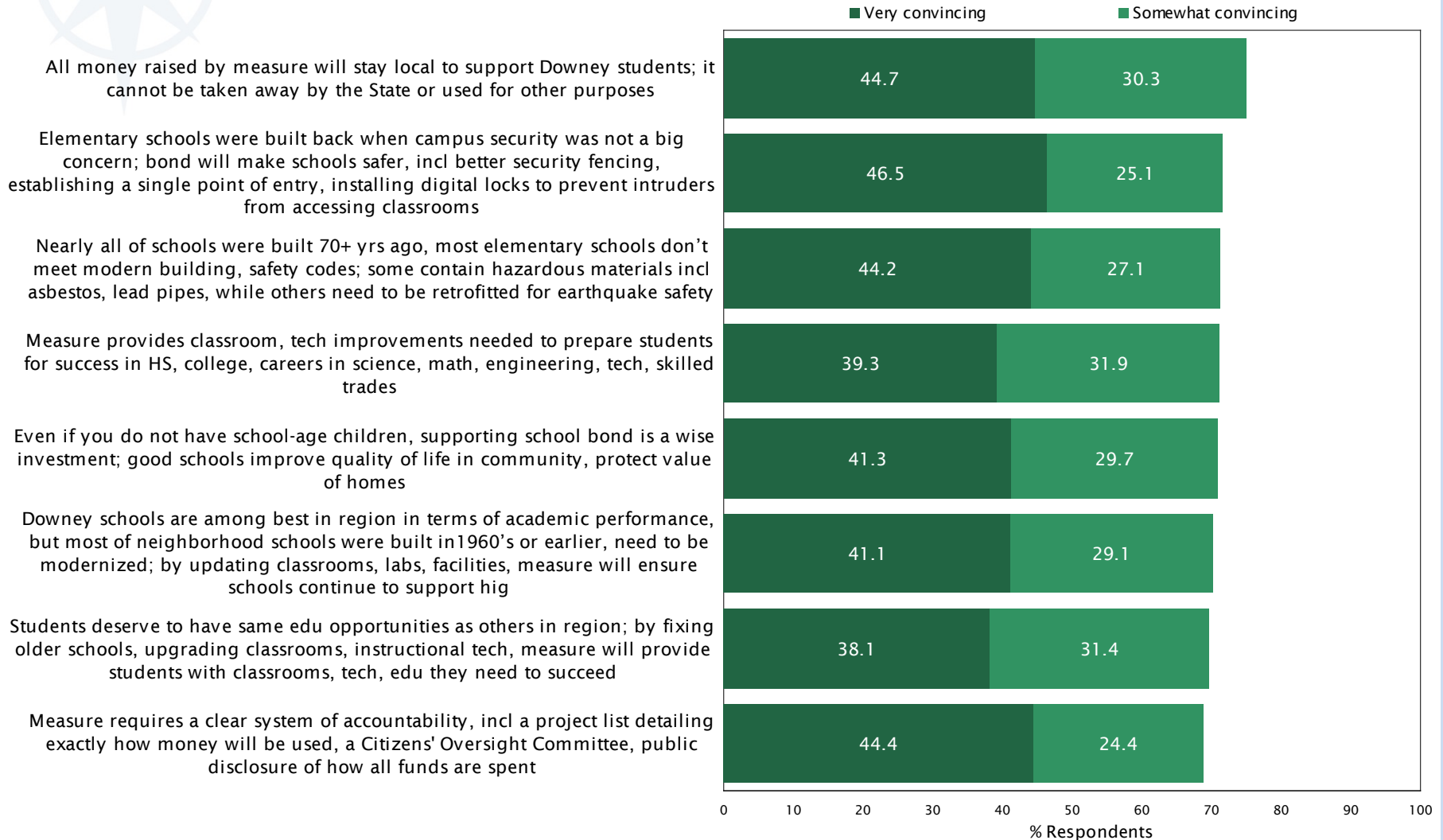




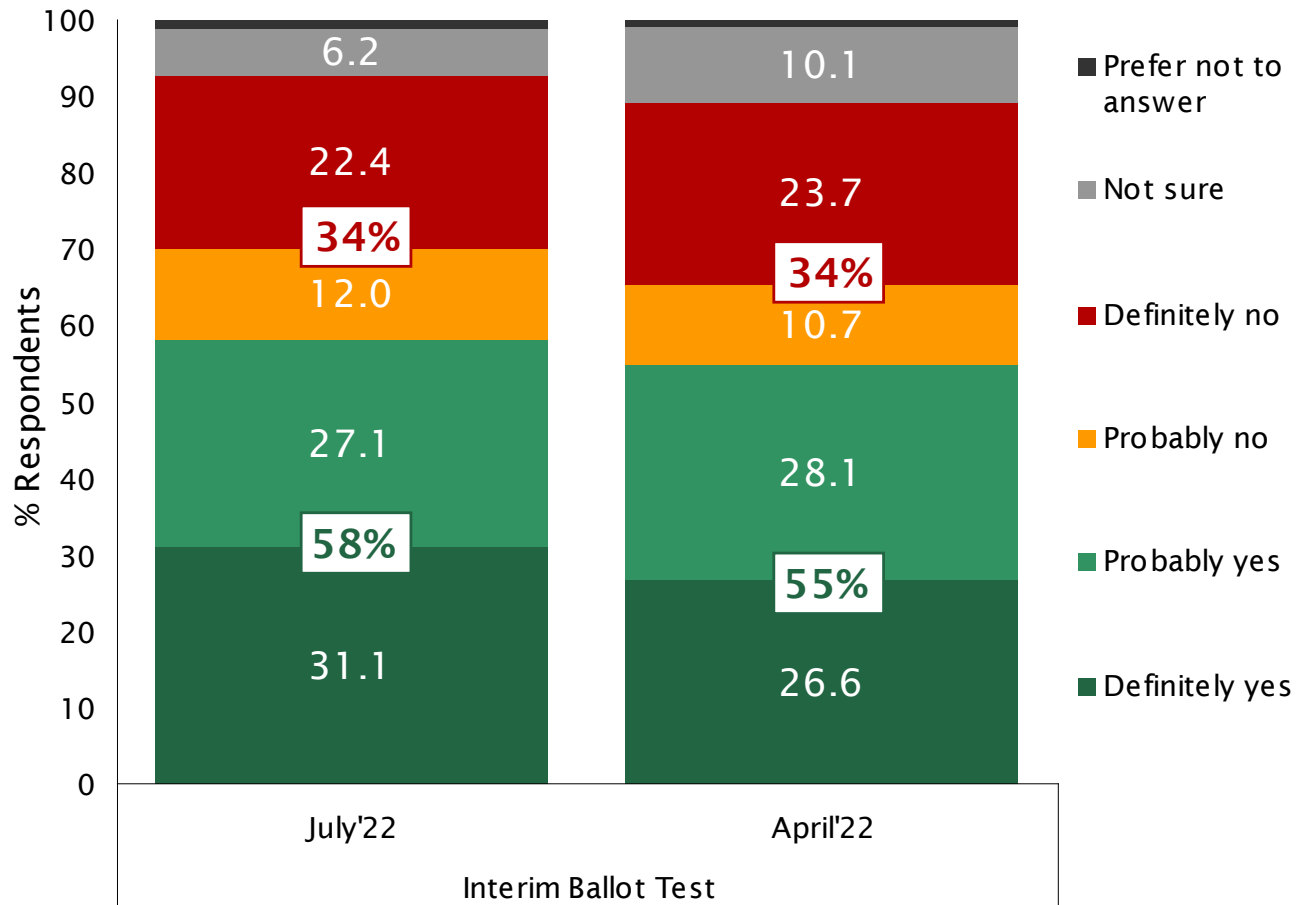
# PROJECTS & IMPROVEMENTS



# POSITIVE ARGUMENTS



# INTERIM BALLOT QUESTION

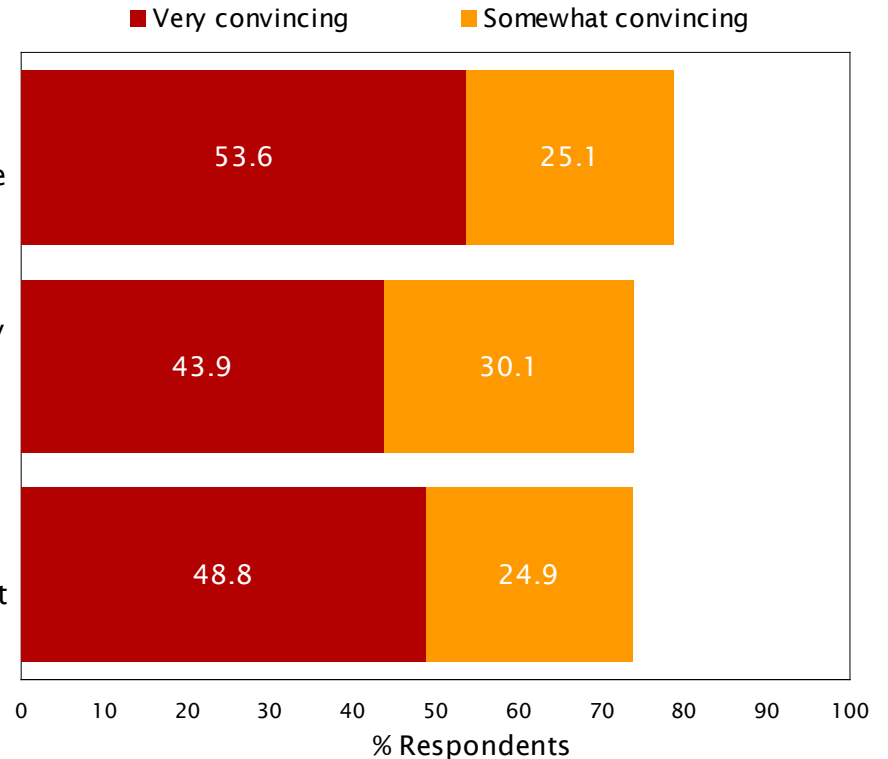


# NEGATIVE ARGUMENTS

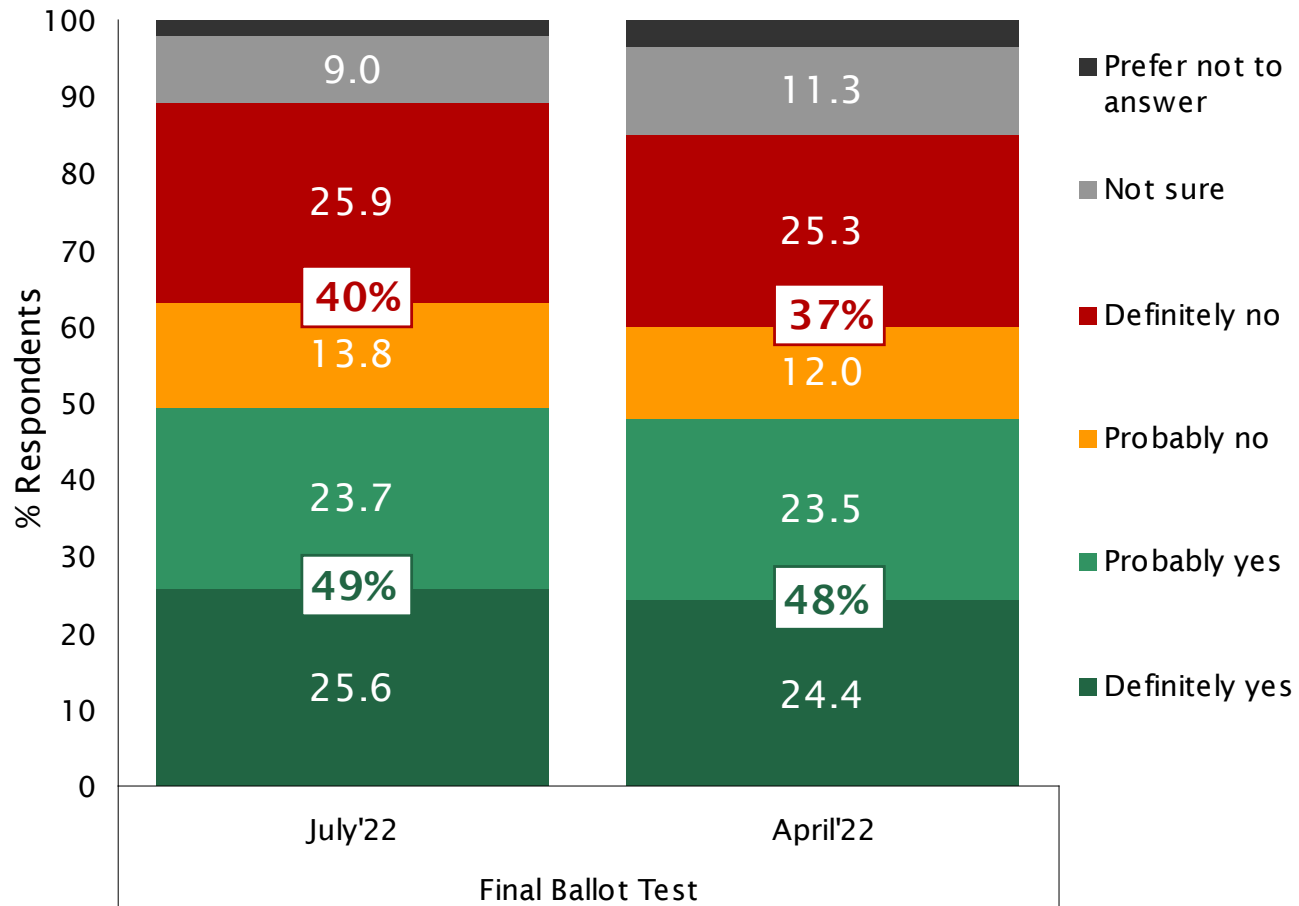
Residents, local businesses have been hit hard by pandemic, inflation, high gas prices; many are struggling to stay afloat; now is not the time to raise taxes

Downey is already an expensive place to live, especially for young families, seniors, those on fixed incomes; passing bond will make it even less affordable

District passed a \$248M bond 8 yrs ago to upgrade schools, which property owners will be paying off for another 25 yrs; now they want more money? That's not fair to taxpayers



# FINAL BALLOT QUESTION





# LOOKING AHEAD

## Option 1

- Proceed with November 2022 bond at the amount/rate tested (\$504 million/5 cent rate)

## Option 2

- Plan for November 2024 bond when turnout will be higher and economic conditions *may* be more favorable

## Option 3

- Proceed with November 2022 bond at a smaller amount/rate than tested (e.g., \$300 million/3 cent rate)
- In 2026 or 2028, District has opportunity to pass a no-tax-increase extension bond (2<sup>nd</sup> Measure D 2002) to capture difference+