

BOND FEASIBILITY TRACKING STUDY

CONDUCTED FOR THE
ORANGE UNIFIED SCHOOL
DISTRICT

PRESENTED BY
TIMOTHY McLARNEY PH.D.

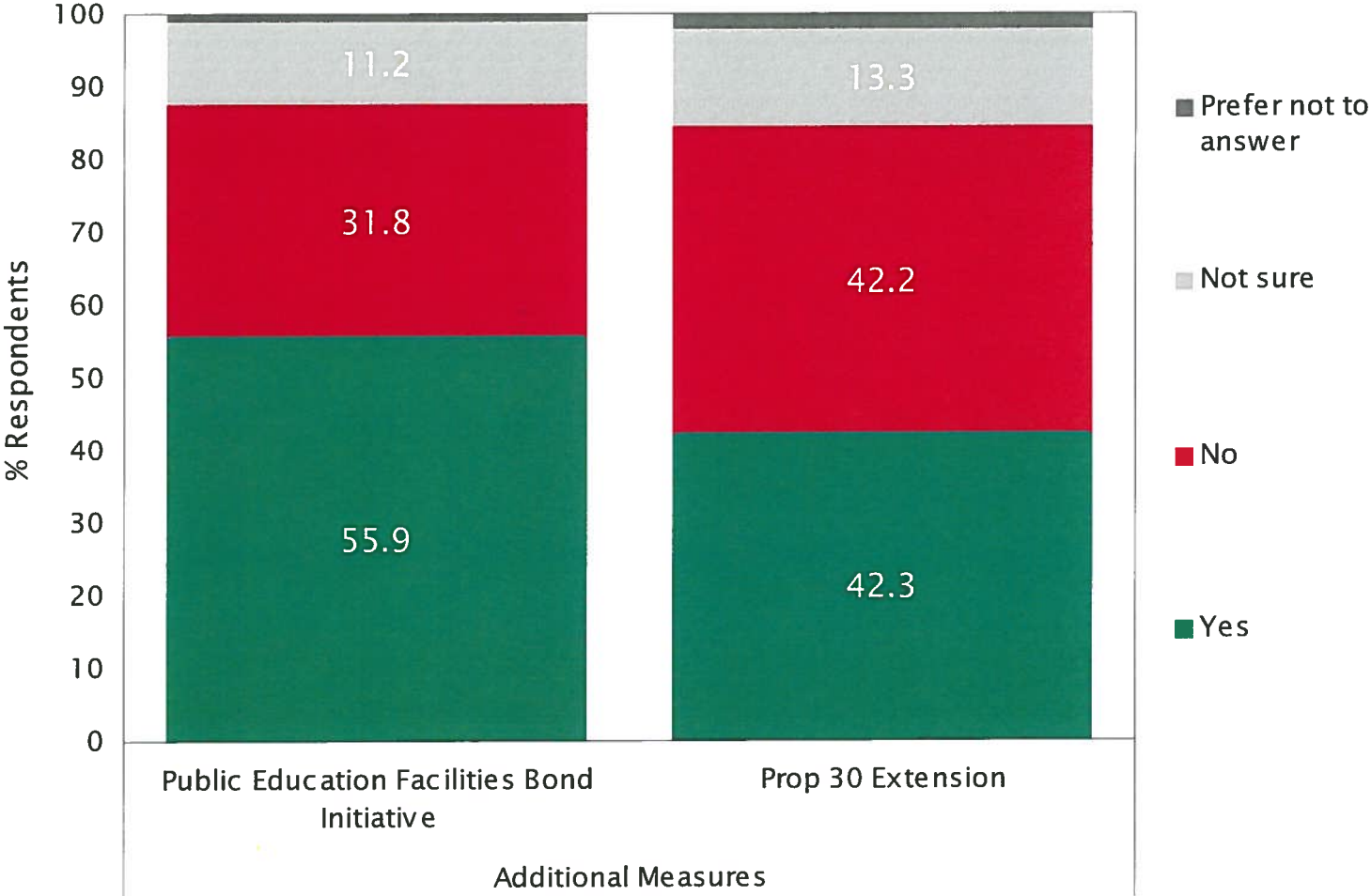
5/27/2016



METHODOLOGY OF STUDY

- Conducted April 29th to May 11th, 2016
- Sample: 715 District voters likely to participate in November 2016 election
- Mixed-Method approach
 - Recruited via phone and email
 - Data collection via phone and online
 - 12 minute average interview length
- Overall margin of error is $\pm 3.7\%$

COMPETING MEASURES



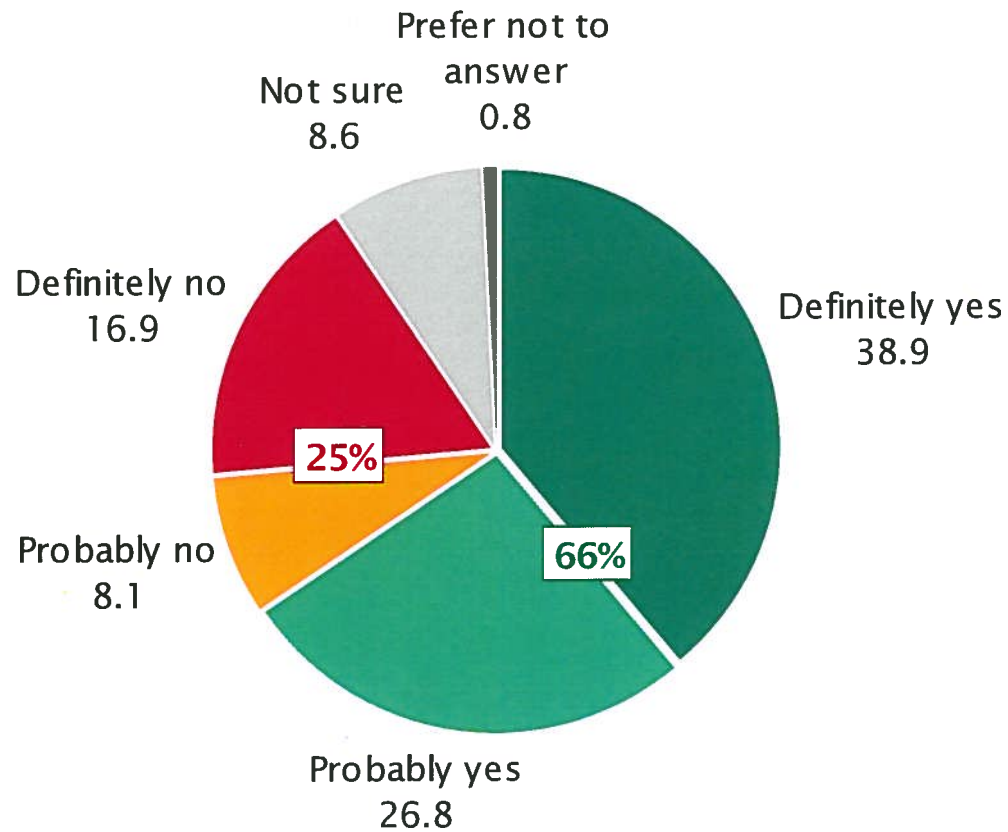
INITIAL BALLOT TEST

In order to:

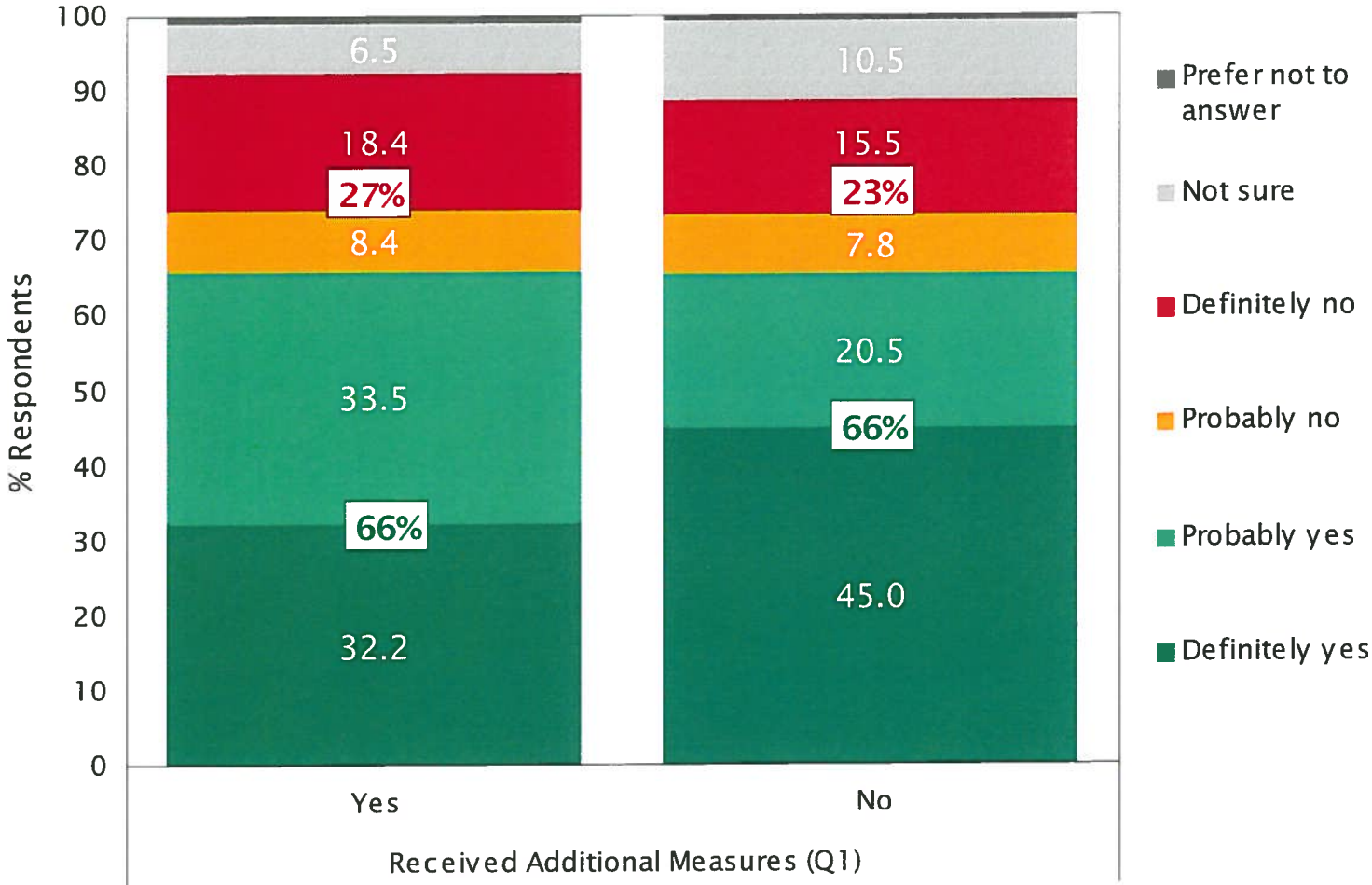
- Repair and modernize aging high school classrooms, labs and school facilities, including deteriorated roofs, plumbing, and electrical systems
- Complete earthquake safety retrofits
- Improve campus safety and security
- And upgrade career-training facilities, classrooms, science labs, libraries, and technology that support student achievement in math, science, engineering and skilled trades

Shall the Orange Unified School District issue 340 million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrators' salaries, and all money locally-controlled? If the election were held today, would you vote yes or no on this measure?

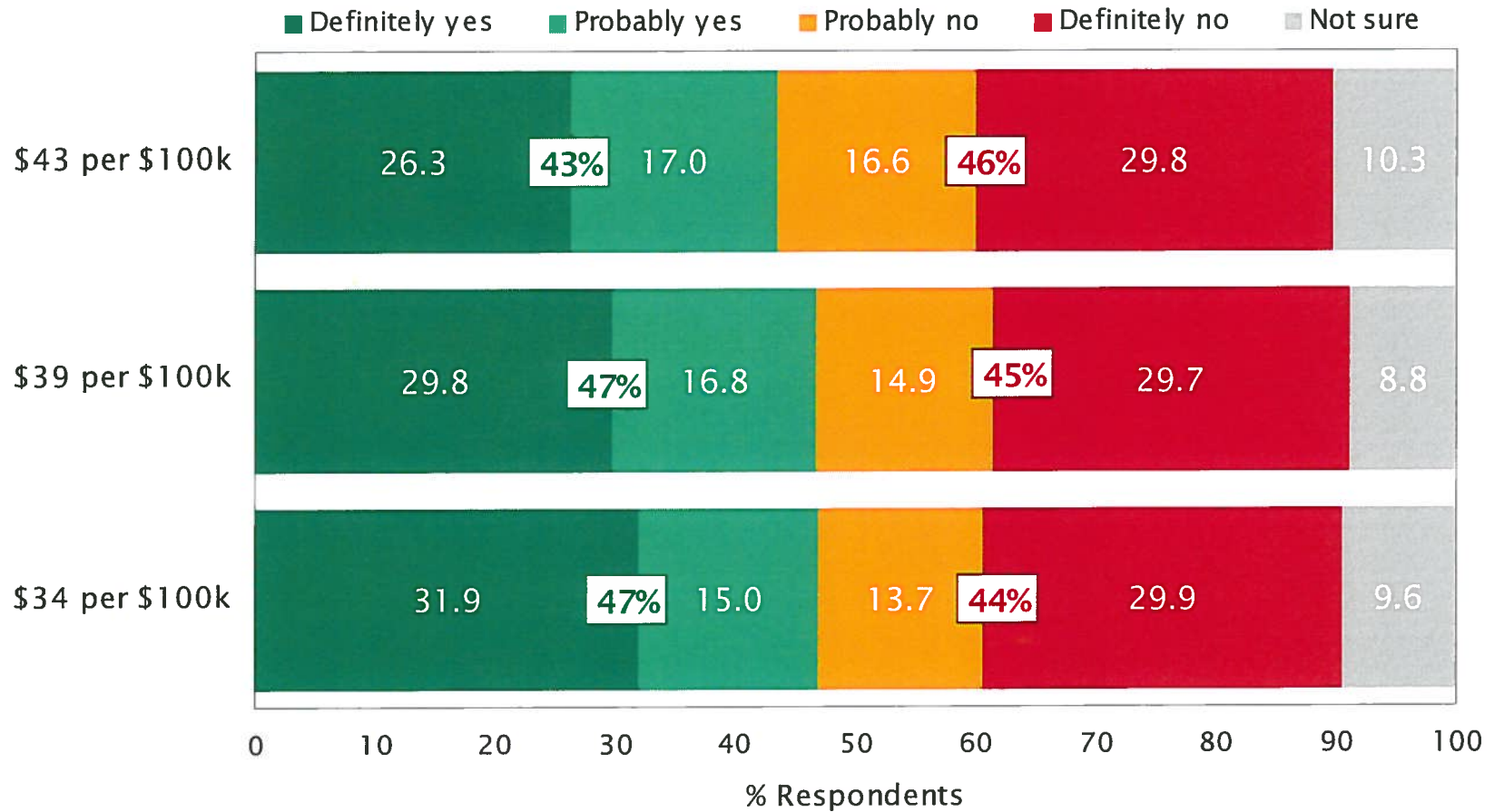
INITIAL BALLOT TEST



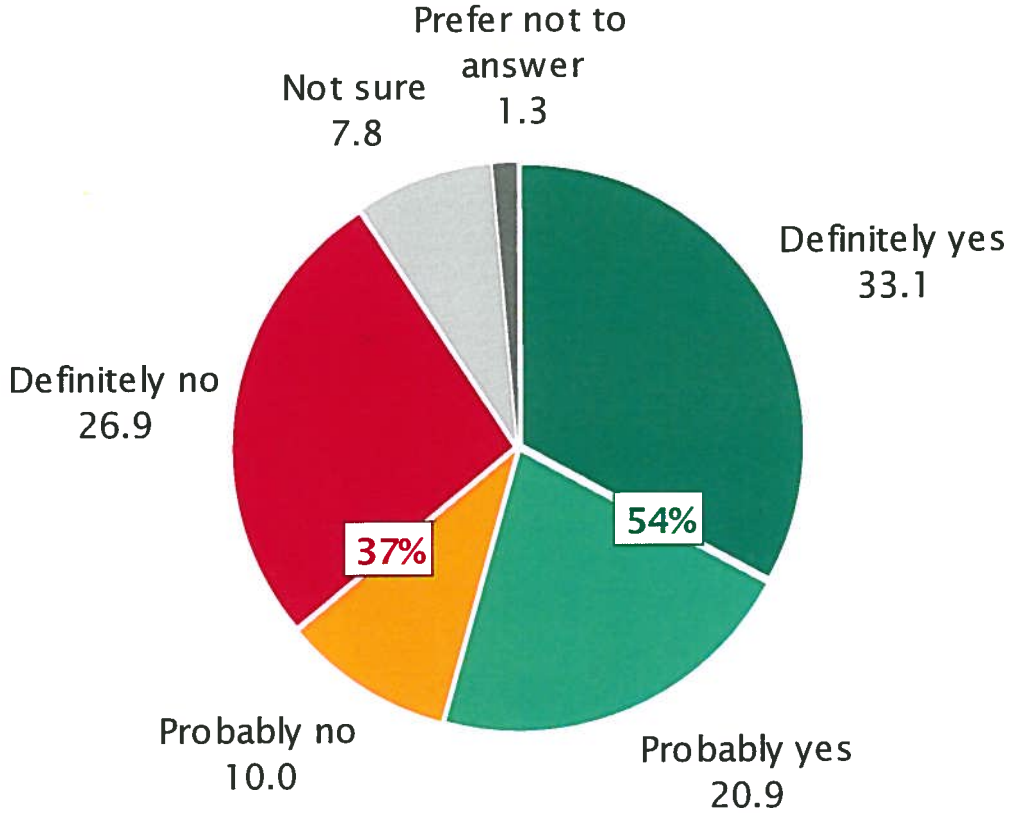
INITIAL BALLOT TEST WITH & WITHOUT COMPETING MEASURES



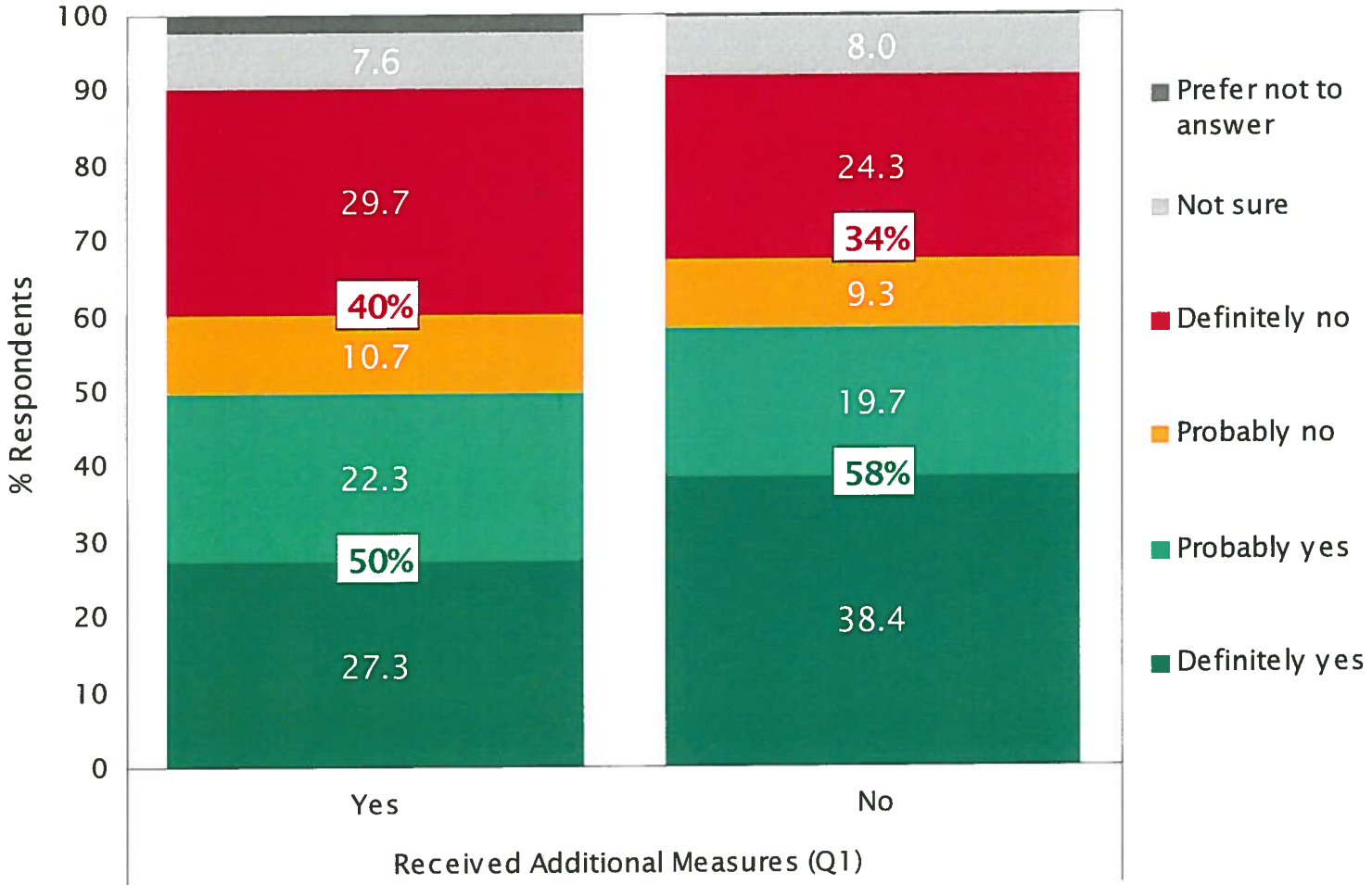
TAX THRESHOLD



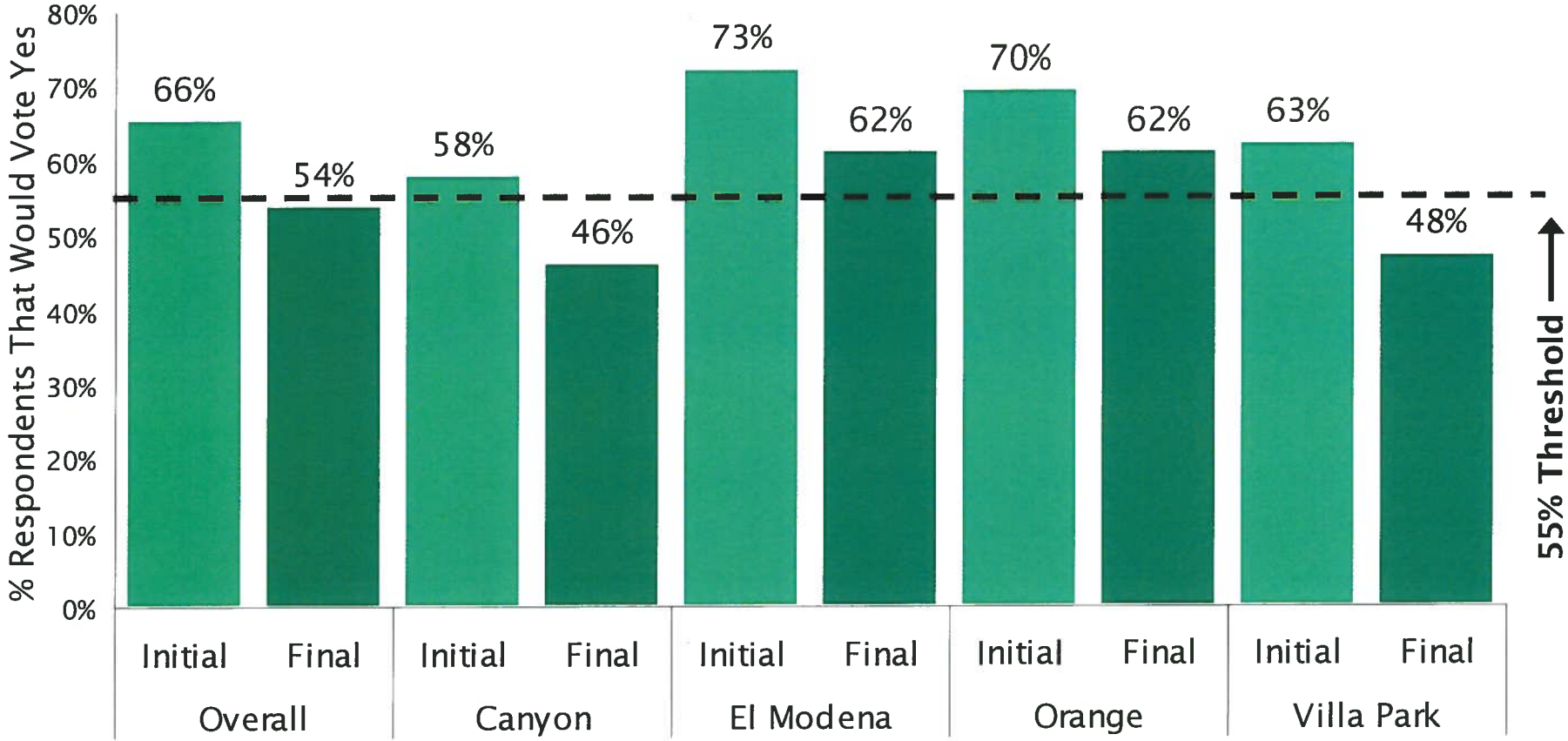
FINAL BALLOT TEST



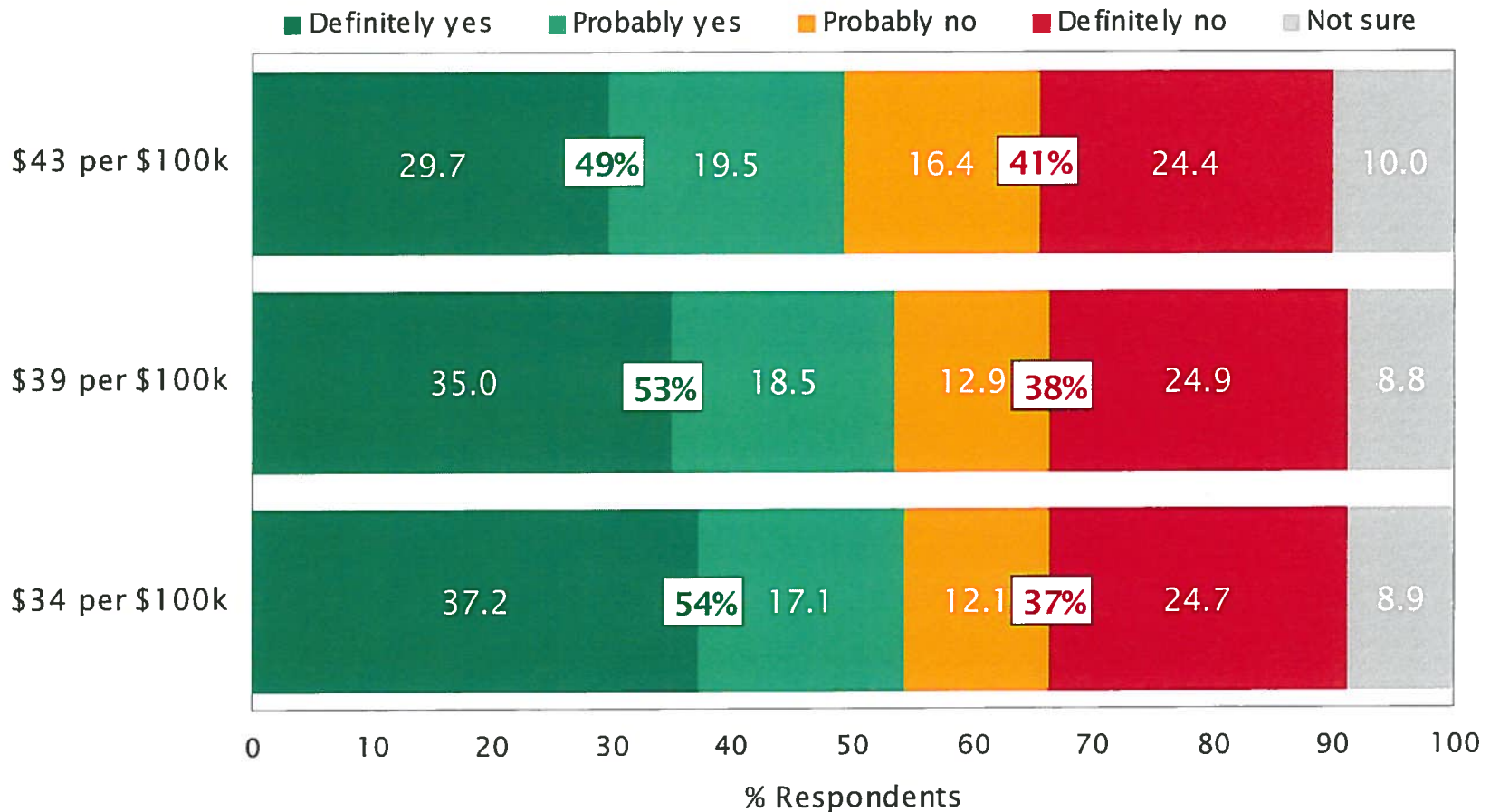
FINAL BALLOT TEST WITH & WITHOUT COMPETING MEASURES



SUPPORT BY HIGH SCHOOL ATTENDANCE AREA



TAX THRESHOLD AMONG EL MODENA & ORANGE VOTERS



KEY CONCLUSIONS

1. Districtwide bond on November ballot looks very challenging
 - Even with A-game, outcome will be determined by factors outside District's and Campaign's control
2. SFID in November looks feasible for Orange and El Modena
 - Support is stronger and more resilient

BOND FEASIBILITY TRACKING STUDY

CONDUCTED FOR THE
ORANGE UNIFIED SCHOOL
DISTRICT

PRESENTED BY
TIMOTHY MCLARNEY PH.D.

5/27/2016

