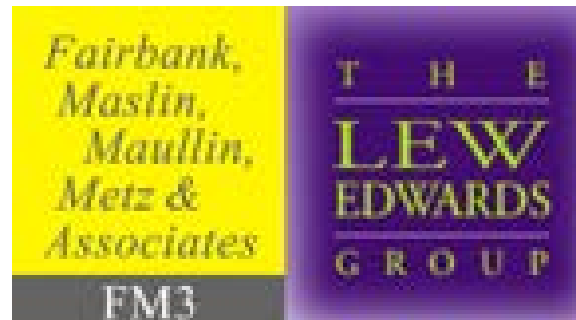


Twin Rivers Unified Educational Priorities Survey

**Observations from a Survey Conducted October 24-November 5,
2015**

Completed and
Assisted By:



Twin Rivers Unified School District: *Inspiring each student to extraordinary achievement every day!*





Overview and Project Objectives

- Twin Rivers Unified commissioned FM3 to conduct a survey of its residents with the following research objectives:
 - Obtain residents views and perspectives about the condition of local schools, facility needs, and educational priorities
 - Gauge perceptions about the district's and local schools' need for additional funds
 - Determining potential interest in a November 2016 local Prop. 39 education bond

Survey Methodology

- 600 telephone interviews of registered voters
- Landline and cell phones
- Conducted October 24-November 5, 2015
- Margin of sampling error +/-4.0% at the 95% confidence interval
- Due to rounding, some percentages do not add up to 100

Key Findings

- Over 80% see a need for additional funding for their local schools. Those who know most about the District feel an even greater need.
- A potential bond measure including a conceptual bond amount has support from 73% of Twin Rivers Unified voters.
- More than 80% rank retaining and attracting quality teachers, preparing students for college, and repairing things like leaky roofs, deteriorating gas lines and potentially faulty electric systems as high priorities.
- A majority see the District and their neighborhood school as doing at least a “fair” job of educating students.
- Only 74% name Twin Rivers Unified as their local school district unaided.

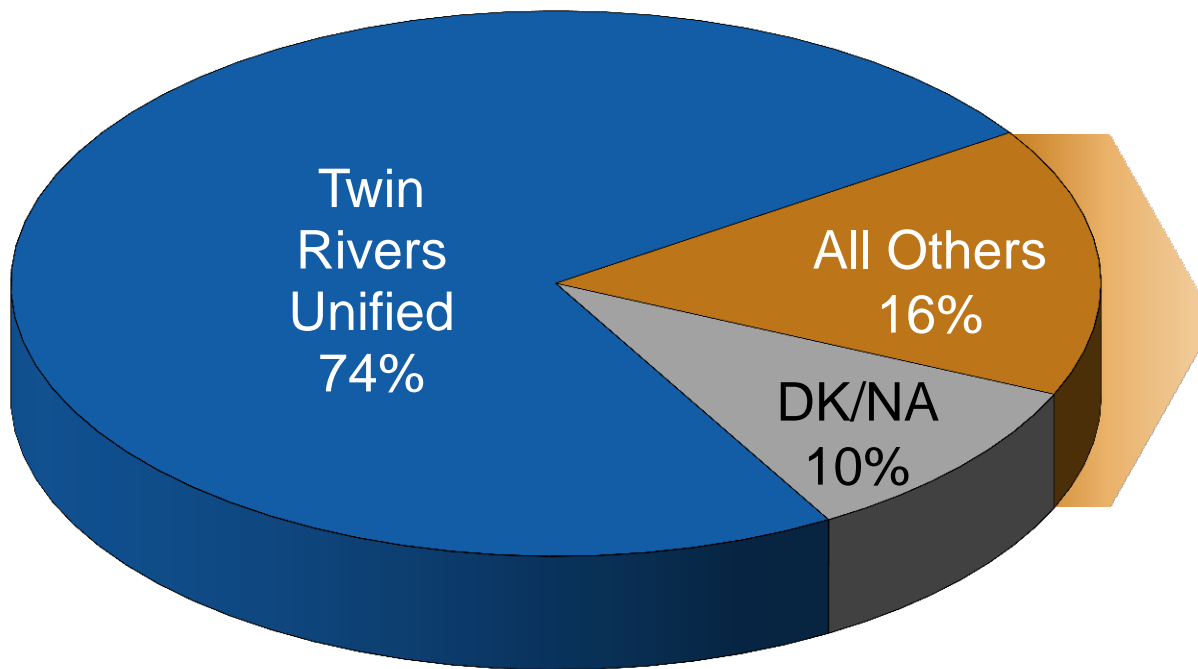
Community Context

Twin Rivers Unified School District: *Inspiring each student to extraordinary achievement every day!*



About three-quarters know they live in Twin Rivers Unified.

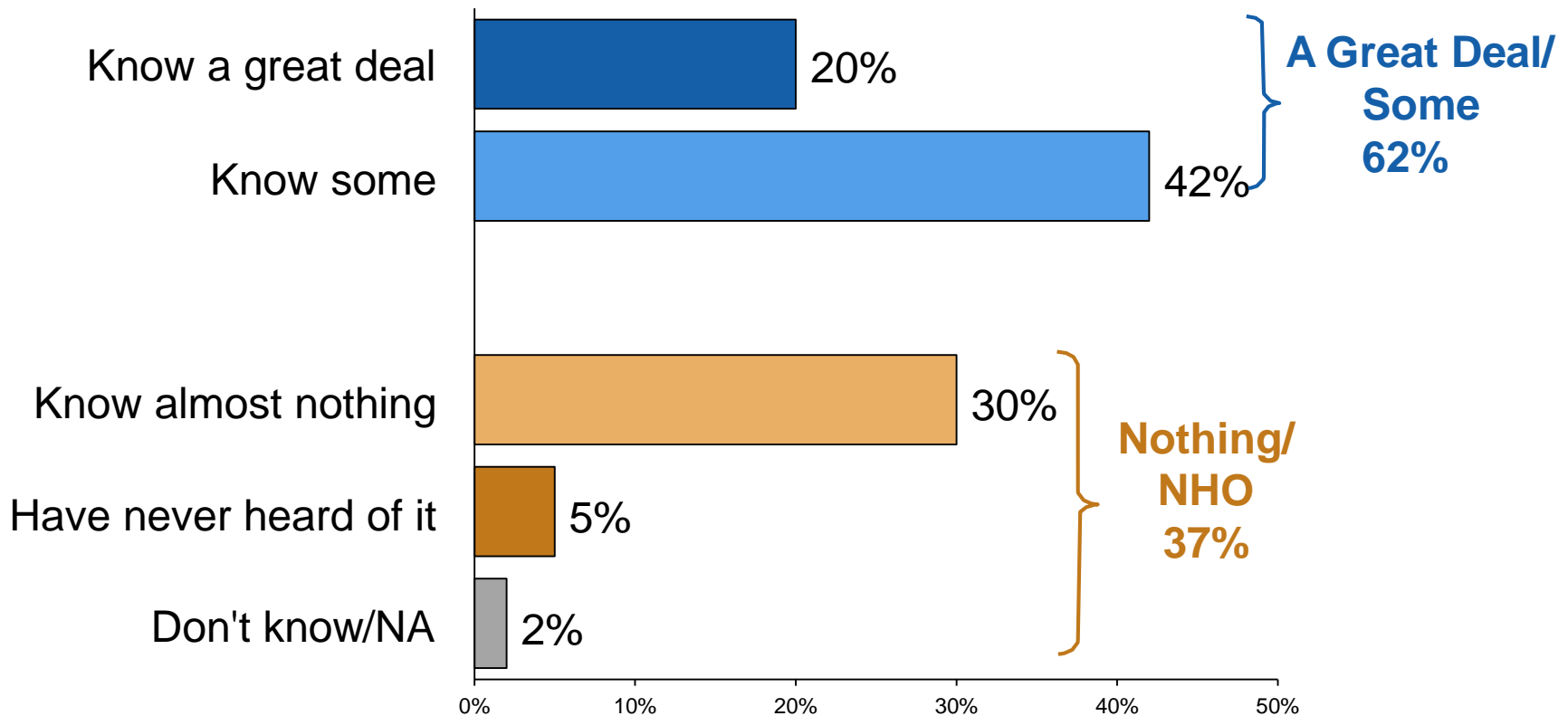
From what you know, what is the name of the local public school district that serves your area?



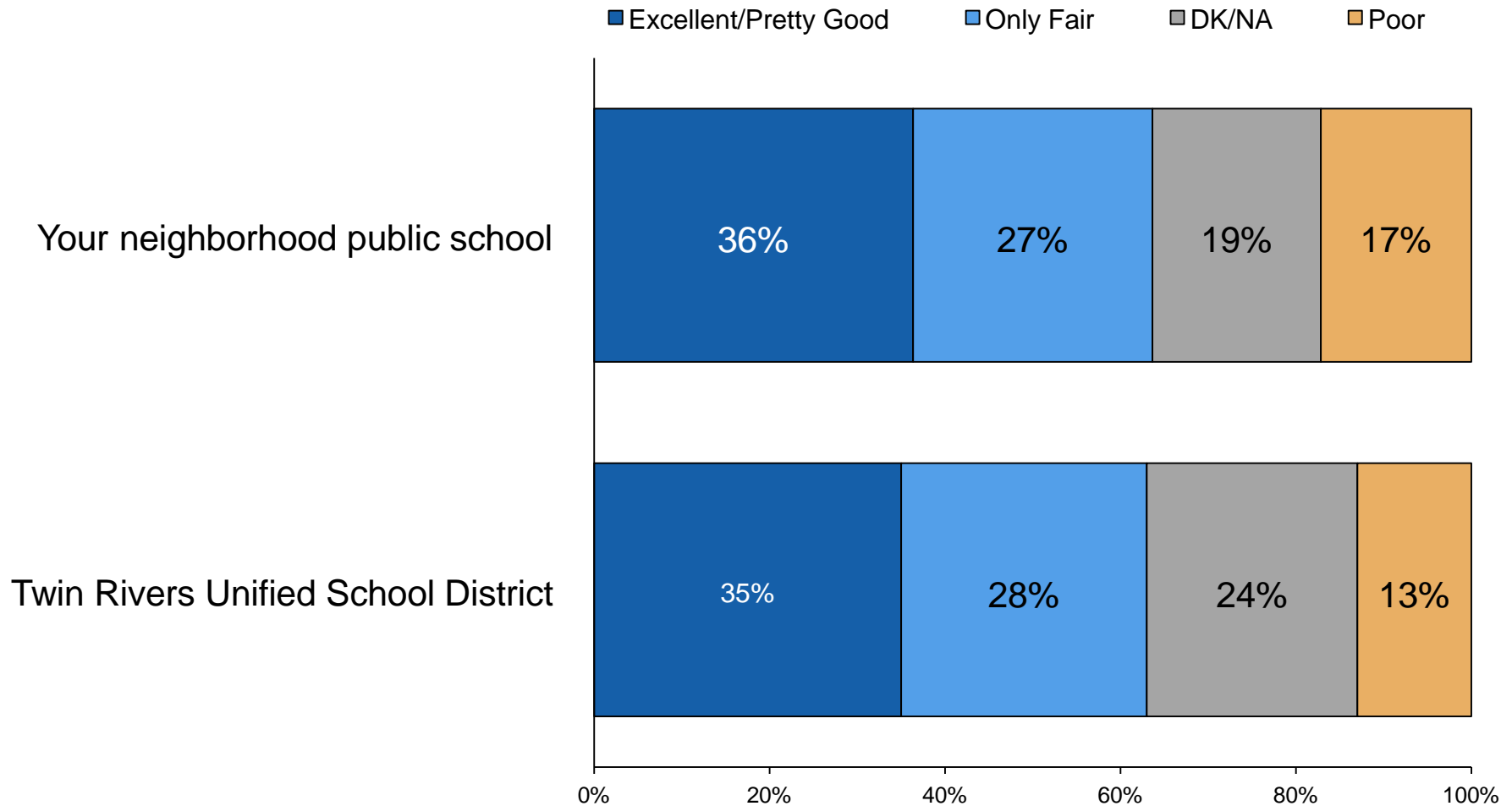
School District	%
Grant Joint Union	4%
Rio Linda	2%
North Sacramento	1%
Del Paso Heights	1%
Elverta	1%
Robla	2%
Other	5%

More than one-third say they know nothing or almost nothing about Twin Rivers Unified.

As you may know, you live in the Twin Rivers Unified School District, which was created out of a merger of Grant Joint Union, Rio Linda, North Sacramento and Del Paso Heights districts. How much do you know about Twin Rivers Unified?

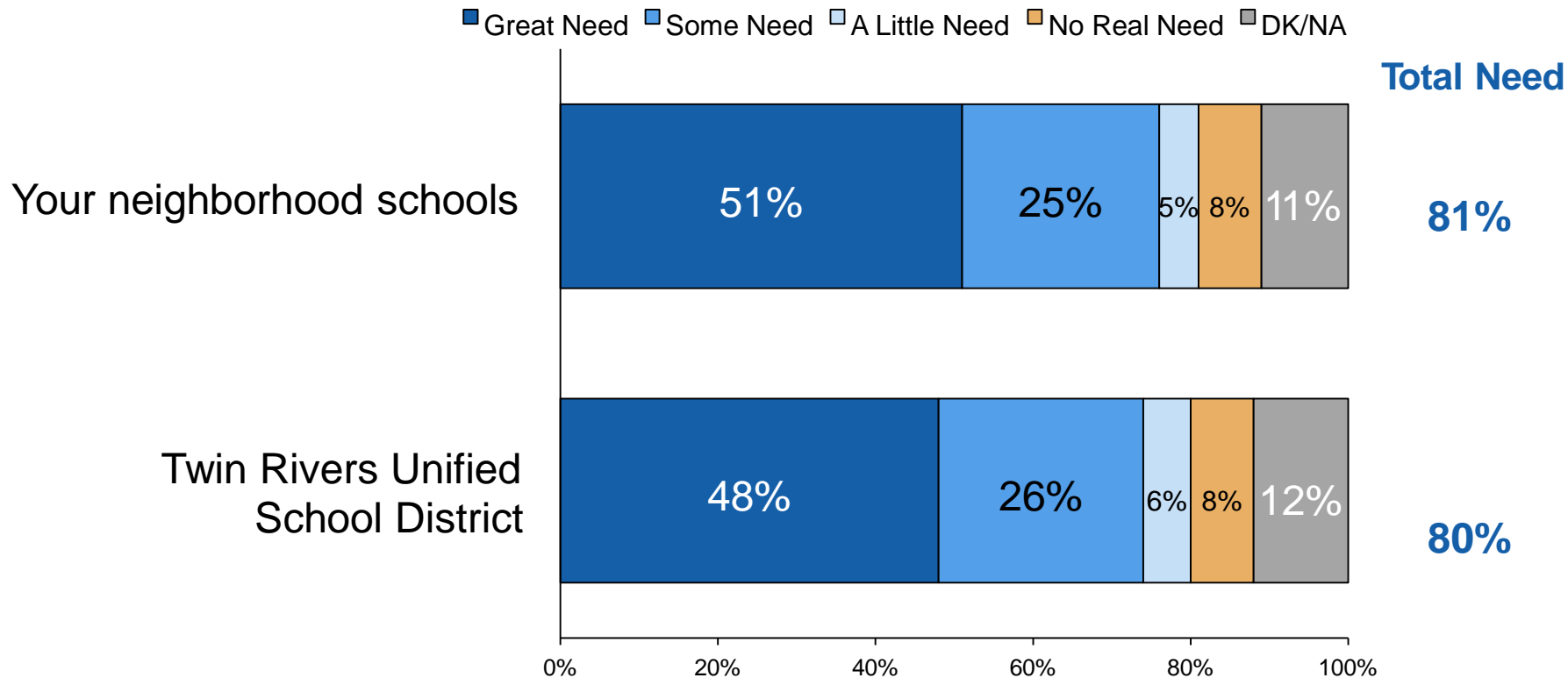


A majority feel Twin Rivers Unified and local schools are doing an excellent, good or fair job.



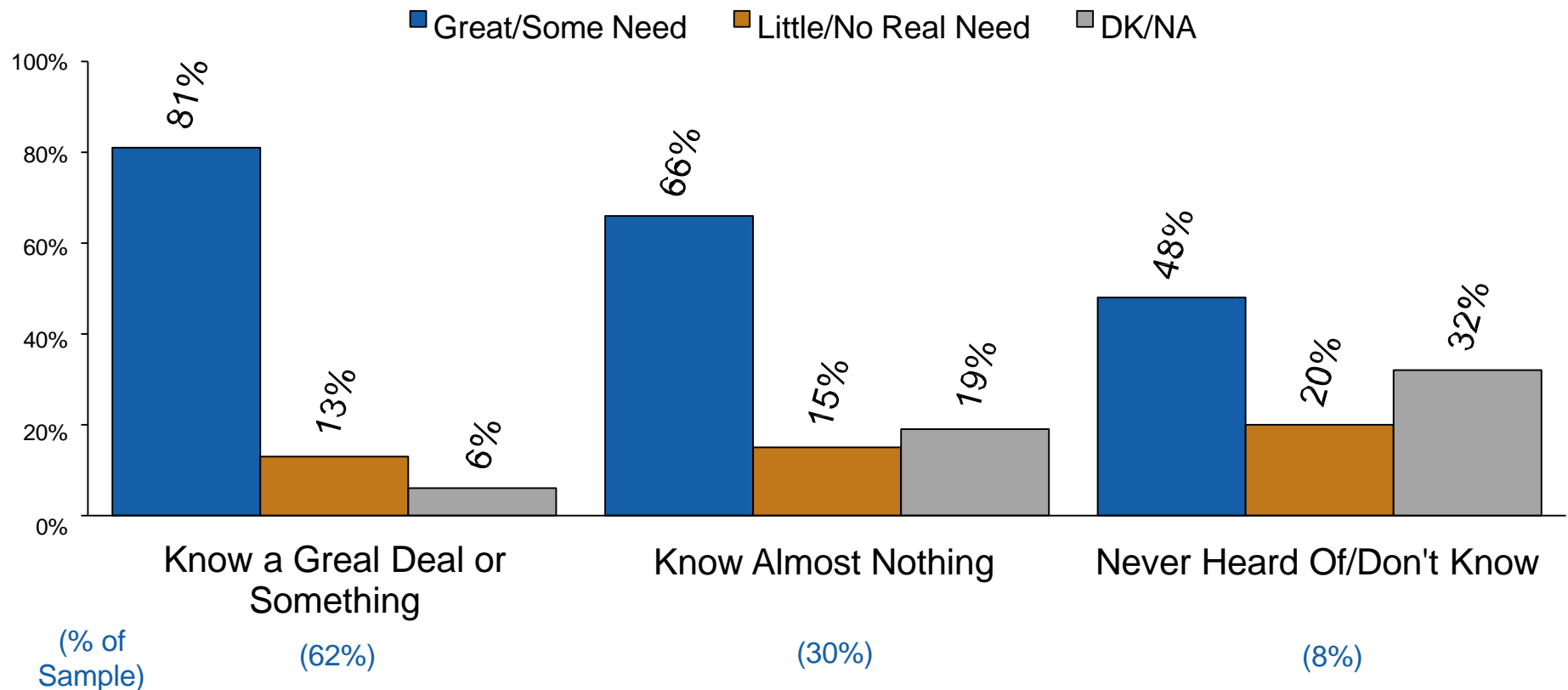
80% see a need for more funding for local schools – half see a “great” need.

Generally speaking, would you say that _____ has a great need for additional funding, some need, a little need or no real need for additional funding?



Those who know most about the District understand the need for funding best.

Twin Rivers Unified School District Need for Funding by Awareness of Twin Rivers Unified School District



A Potential Educational Funding Measure

Twin Rivers Unified School District: *Inspiring each student to extraordinary achievement every day!*



Ballot Measure Language Tested

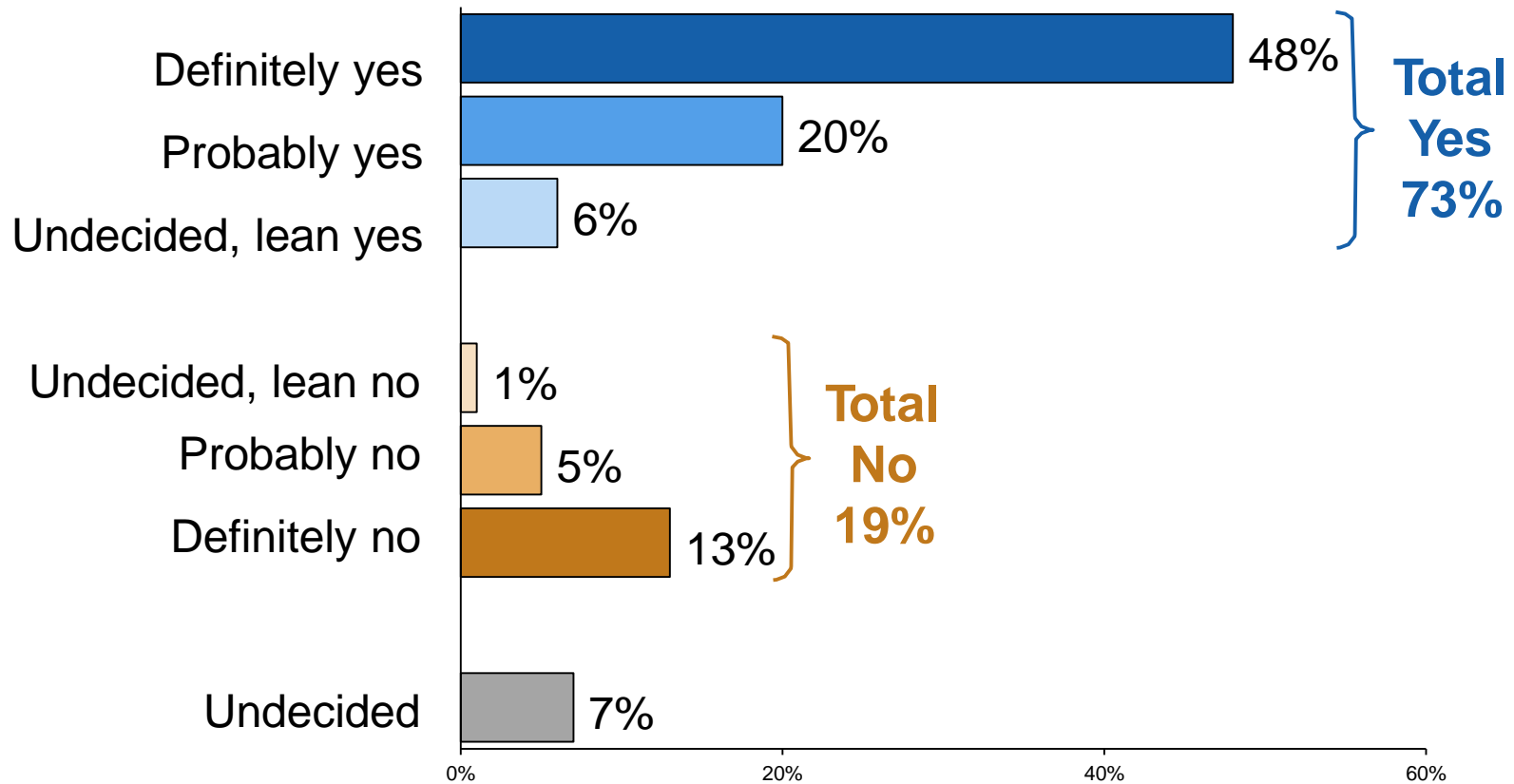
(bond amount conceptual pending additional District planning)

TWIN RIVERS UNIFIED SCHOOL DISTRICT CLASSROOM AND SCHOOL SAFETY/ REPAIR MEASURE.

To upgrade classrooms to meet safety/academic/technology standards; improve school security/fire safety systems; repair faulty electrical systems/air conditioning/leaky roofs/plumbing/deteriorating restrooms; remove asbestos/lead paint; improve education for all students; refinance lease payments; and repair, construct, and acquire educational facilities/equipment, shall the Twin Rivers Unified School District issue \$230 million in bonds at legal rates, with independent audits, citizens' oversight, and no money for administrators' salaries/pensions?

Initial support for a potential education funding measure is extremely strong.

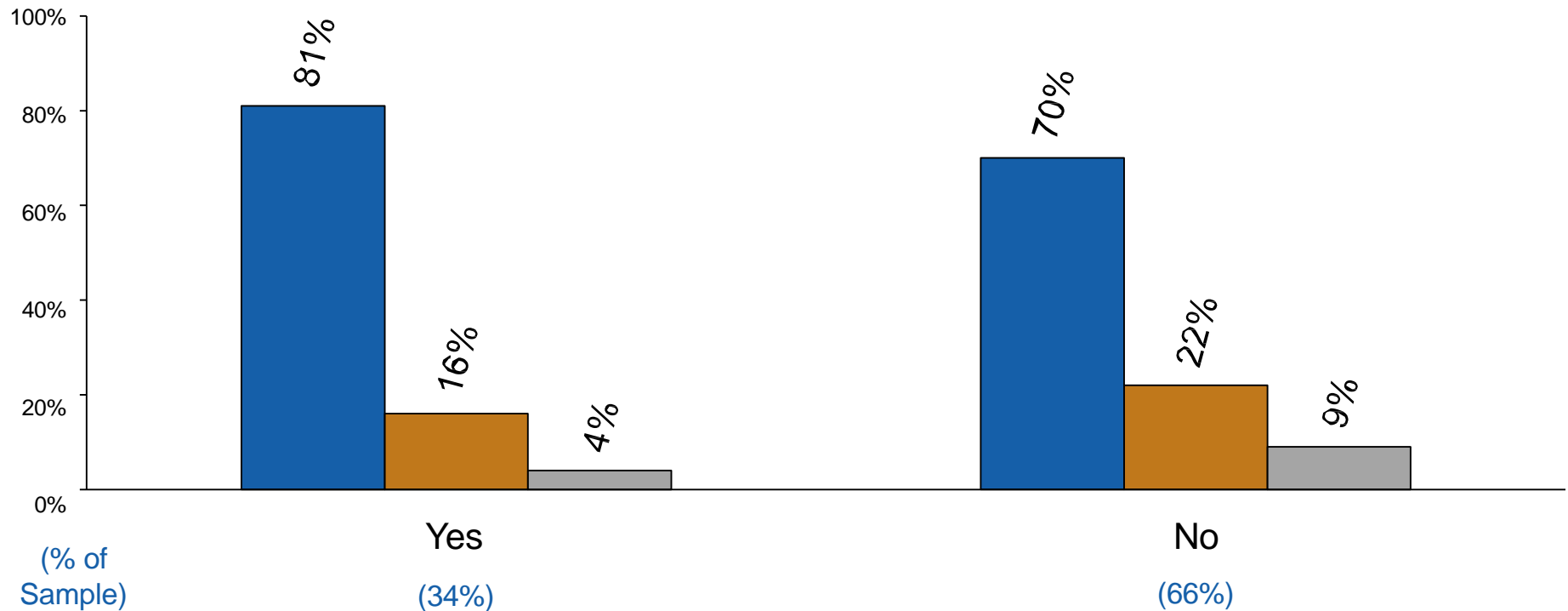
If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?



The measure carries strongly amongst all respondents whether they have children or not.

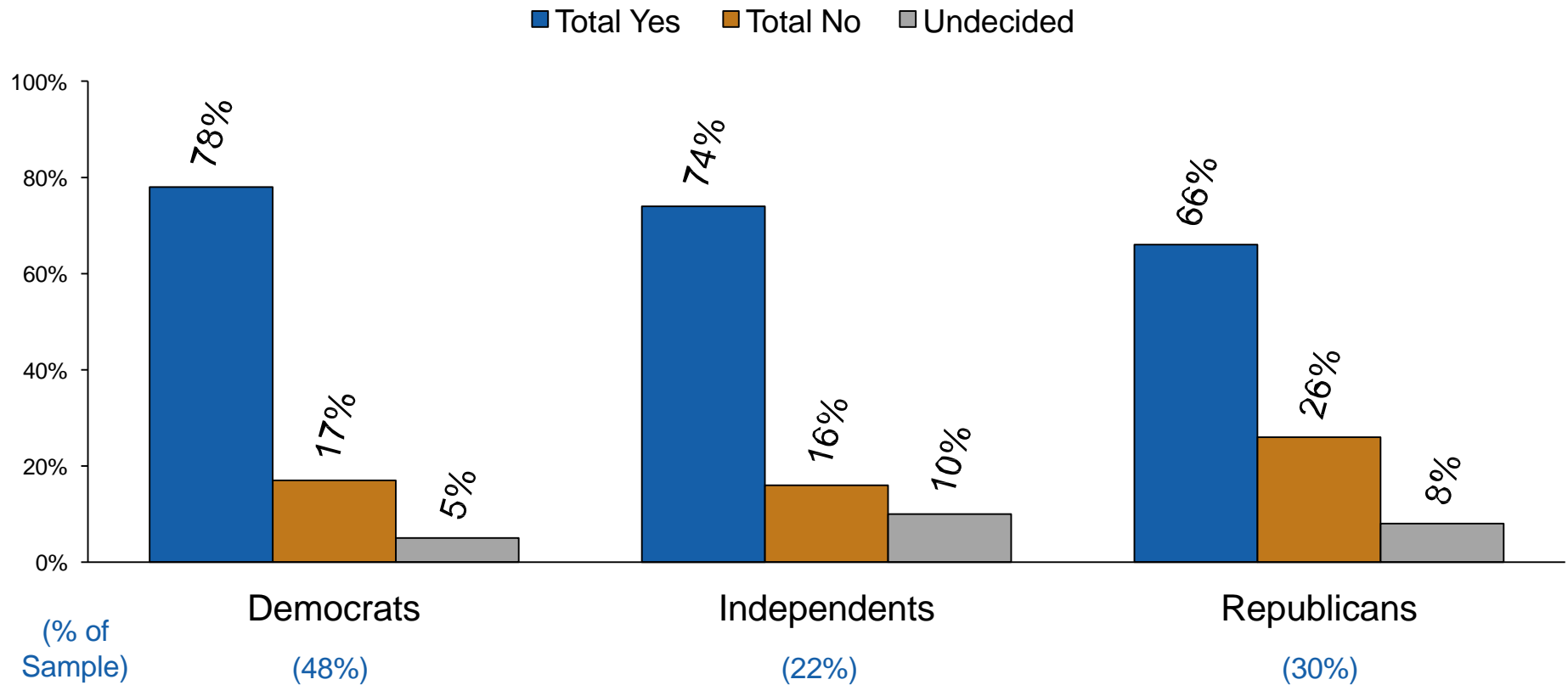
Initial Vote by Children at Home

■ Total Yes ■ Total No ■ Undecided



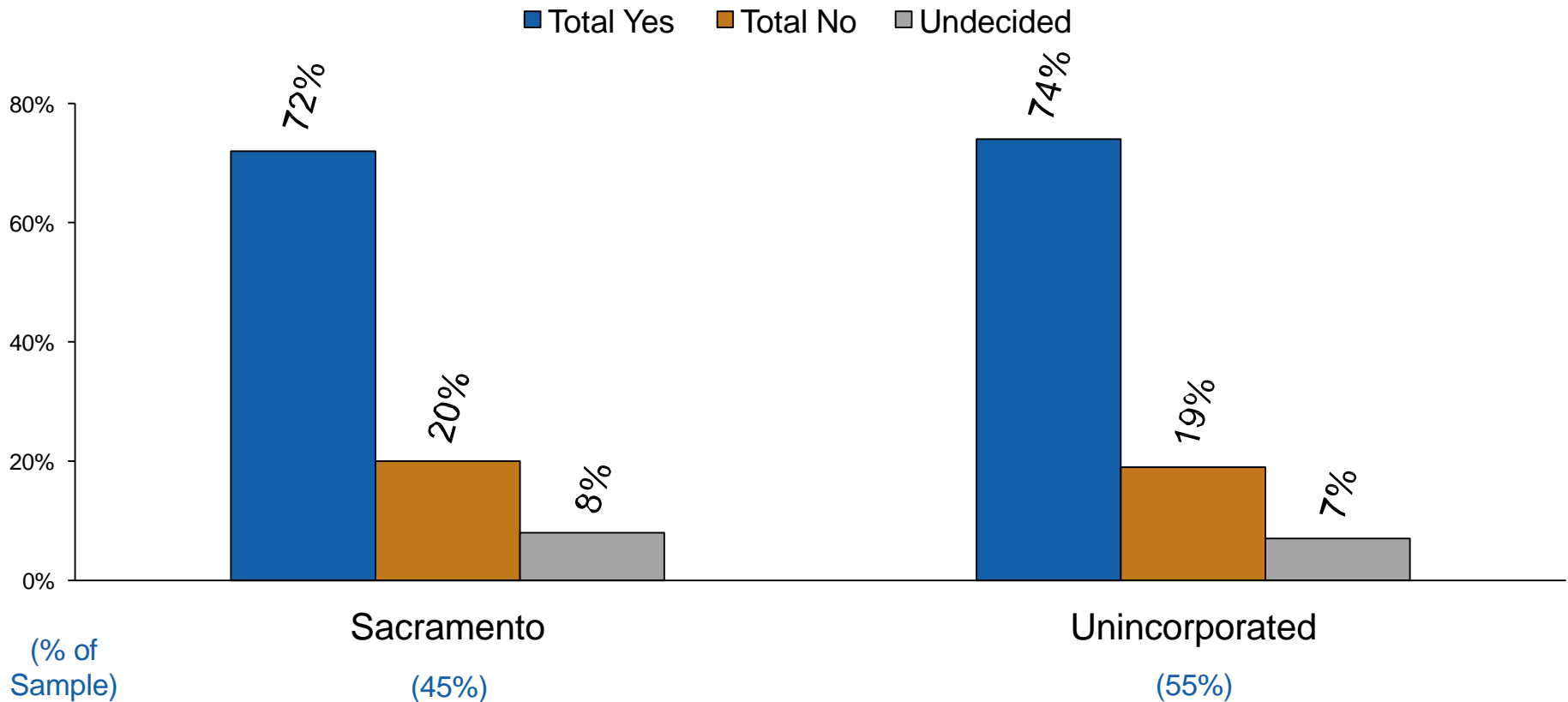
The measure carries across all parties.

Initial Vote by Party



Support inside and outside Sacramento is equally high.

Initial Vote by City

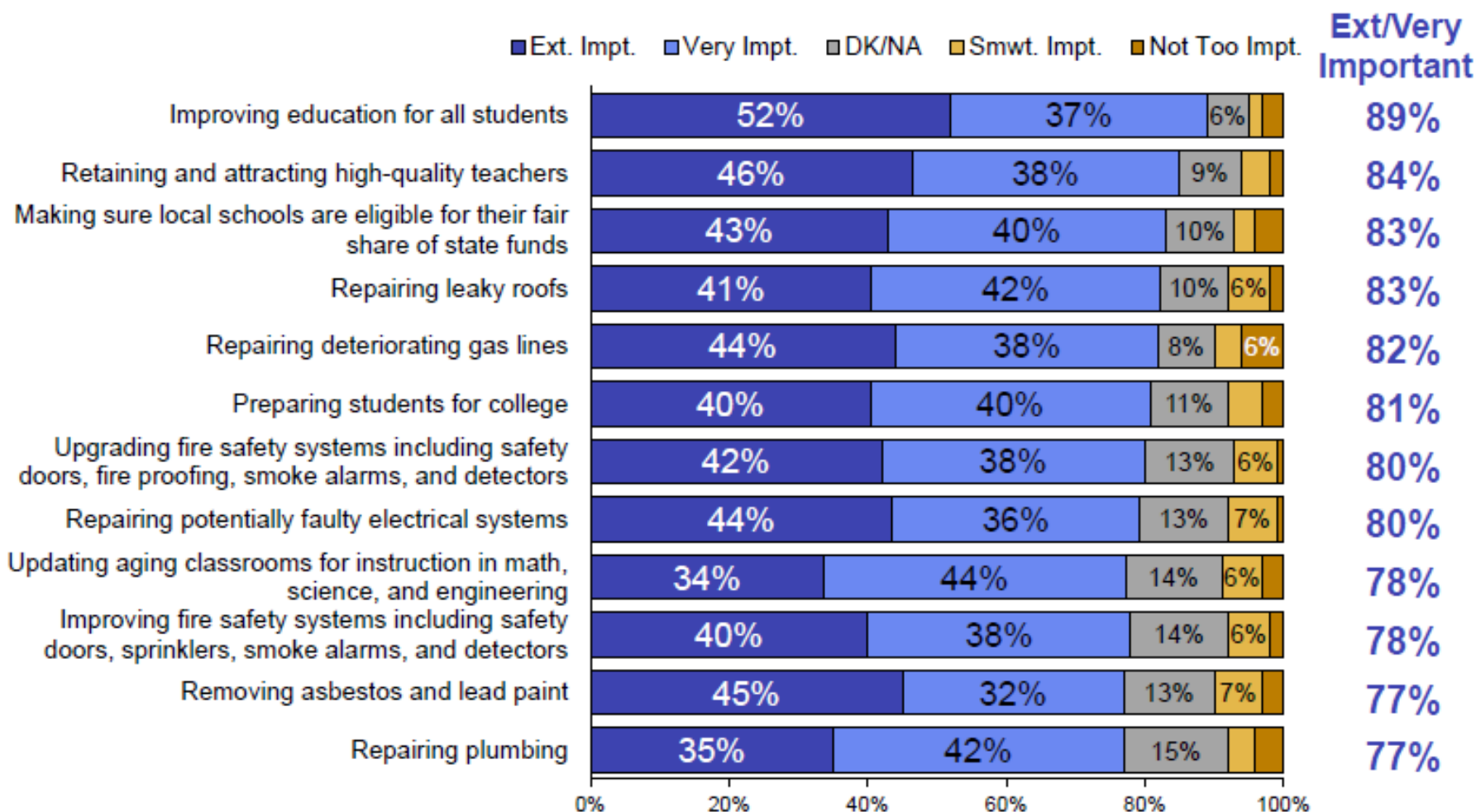


Educational Priorities of Interest to the Public

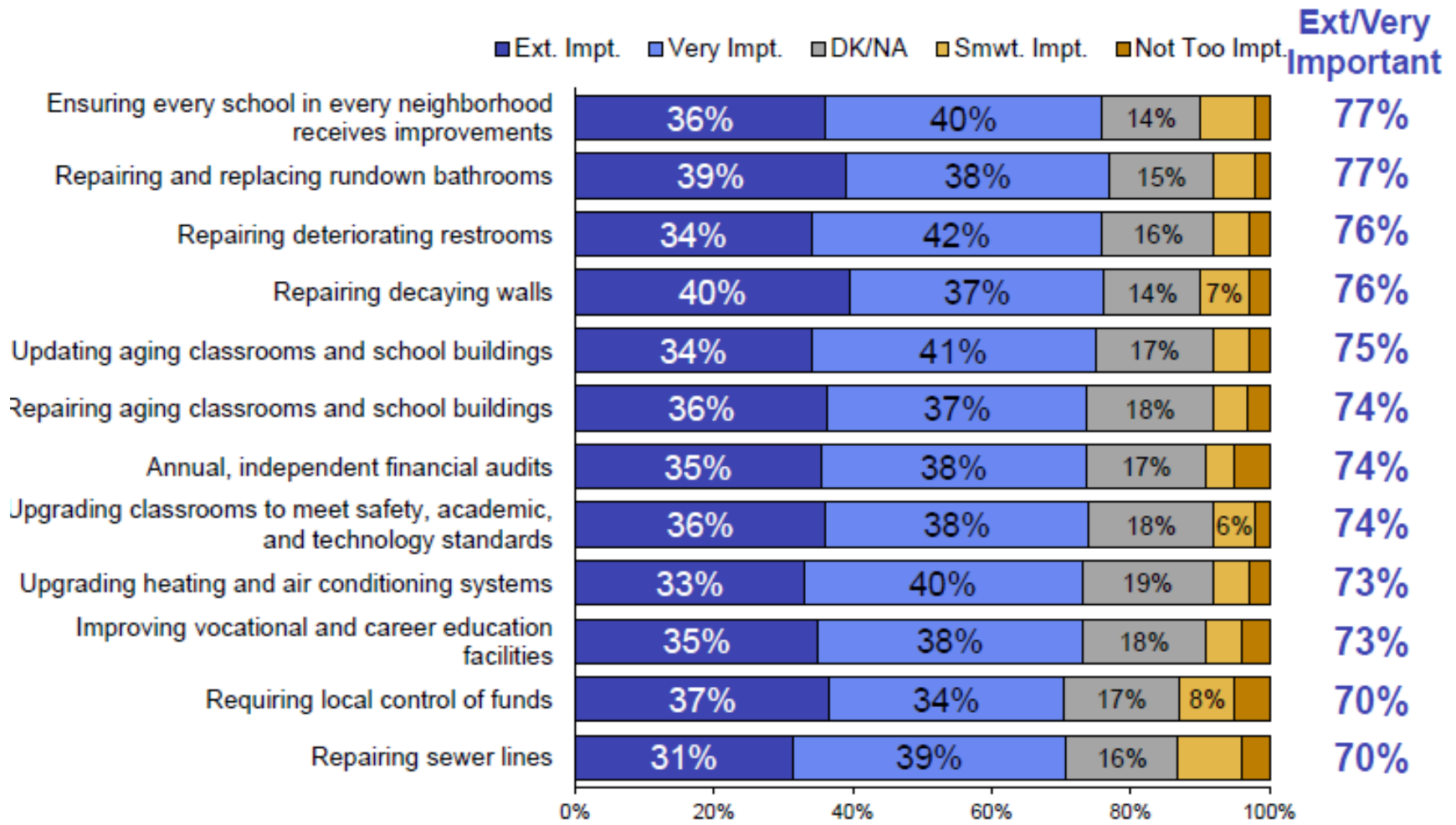
Twin Rivers Unified School District: *Inspiring each student to extraordinary achievement every day!*



77% or more identify safety improvements and improving education for all as very important.



70% or more feel that a variety of basic repairs are very important priorities.



Questions

Twin Rivers Unified School District: *Inspiring each student to extraordinary achievement every day!*





FM3

12100 Wilshire Blvd., Suite 350
Los Angeles, CA 90025
Phone (310) 828-1183
Fax (310) 453-6562
John@FM3research.com
Miranda@FM3research.com



The Lew Edwards Group

5454 Broadway
Oakland, CA 94618
P.O. Box 21215
Oakland, CA 94620
Phone (510) 594-0224
Fax (510) 420-0734
info@lewedwardsgroup.com

For more information, on survey methodology

Twin Rivers Unified School District: Inspiring each student to extraordinary achievement every day!

