



**Bond Measure Feasibility Survey**  
*Antioch Unified School District Voters*  
*Executive Summary*  
*Presented 10.25.23*

# Methodology

- ▶ Survey of likely November 2024 voters in Antioch Unified School District
- ▶ Mixed-mode telephone and email/text-to-web methodology
- ▶ Survey conducted September 25-October 1, 2023
- ▶ 500 interviews; overall margin of error  $\pm 4.4$  percentage points
  - 400 interviews among likely March 2024 voter subset; margin of error  $\pm 4.9$  percentage points
- ▶ Interviews were conducted in English and Spanish by trained, professional interviewers; landlines and mobile phones included
- ▶ Where applicable, results compared with the following:

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Mixed-Mode	April 5-12, 2022	Likely Nov. 2022 Voters	526	$\pm 4.3$ percentage points	22-8452

Please note that due to rounding, some percentages may not add up to exactly 100%.

# Key Findings

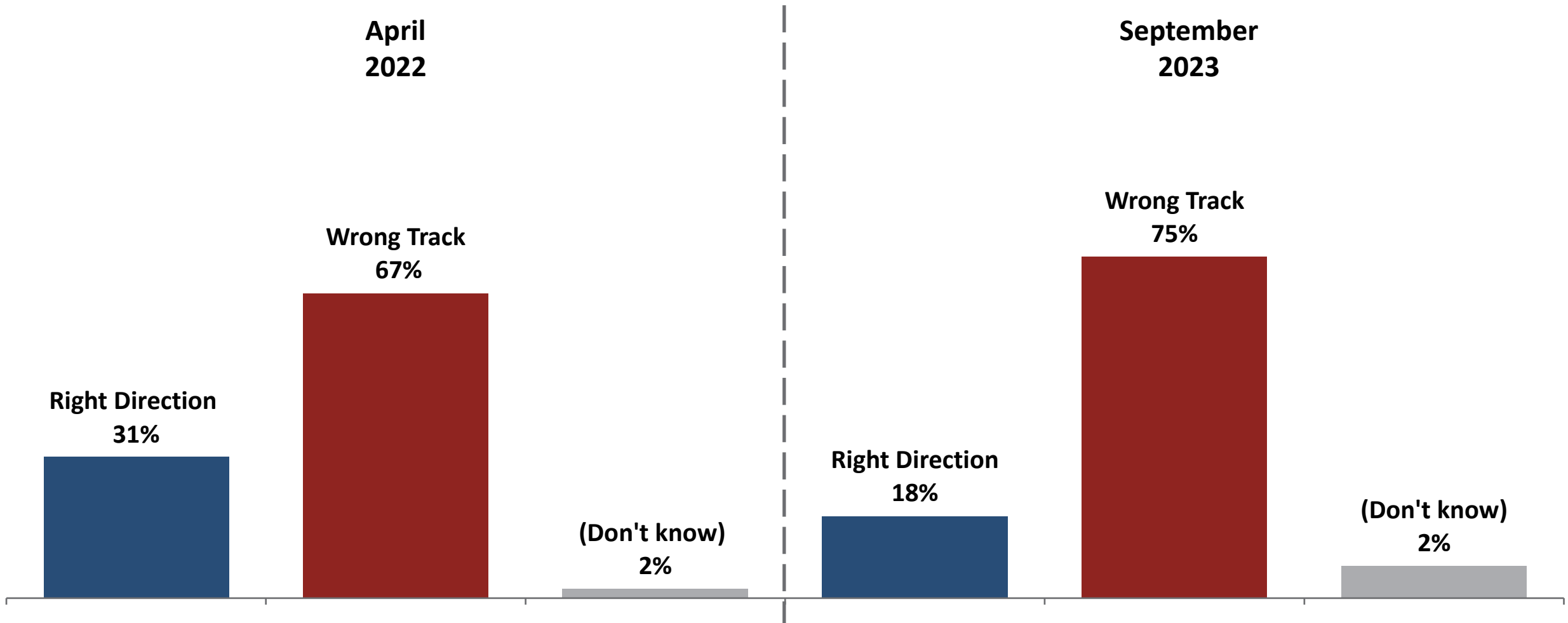
- ▶ The overall mood of voters has soured considerably since 2022; fewer than one in five now say things in the area are headed in the right direction.
- ▶ While many voters express tax hesitancy, they also value quality local schools and believe they are a worthwhile investment.
- ▶ Despite the decline in voter mood, initial support for a potential bond measure is similar to what we saw in the 2022 poll, above the 55% threshold among both likely November and likely March 2024 voters.
- ▶ Additional context explaining the need for, and benefits of a measure is compelling, especially information around the potential improvements to school safety, the aging of schools, and accountability features of a measure.



**Issue Environment**

# Direction of the Antioch Area

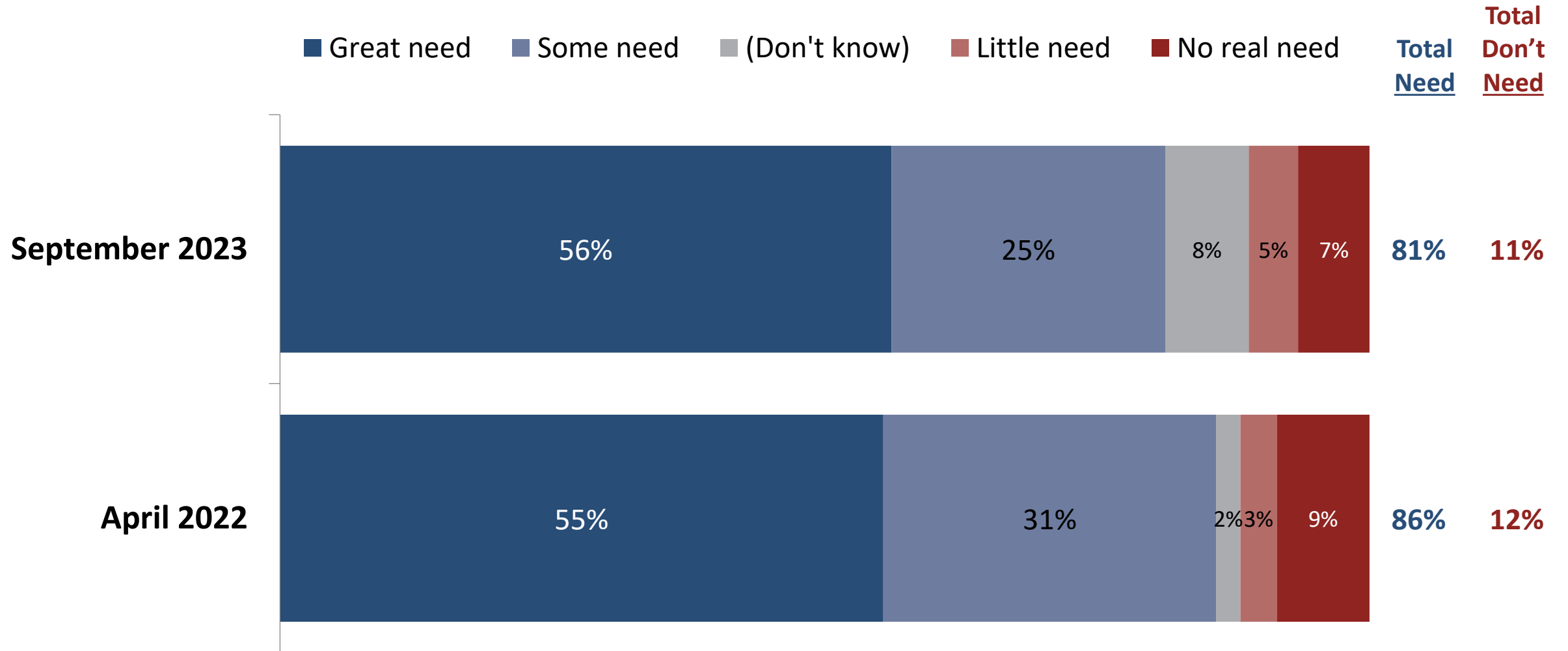
*Voters are pessimistic about the way things are going in the Antioch area, and even more negative than last spring.*



Q3. Do you feel that things in the Antioch area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

# Perception of Need for Funding

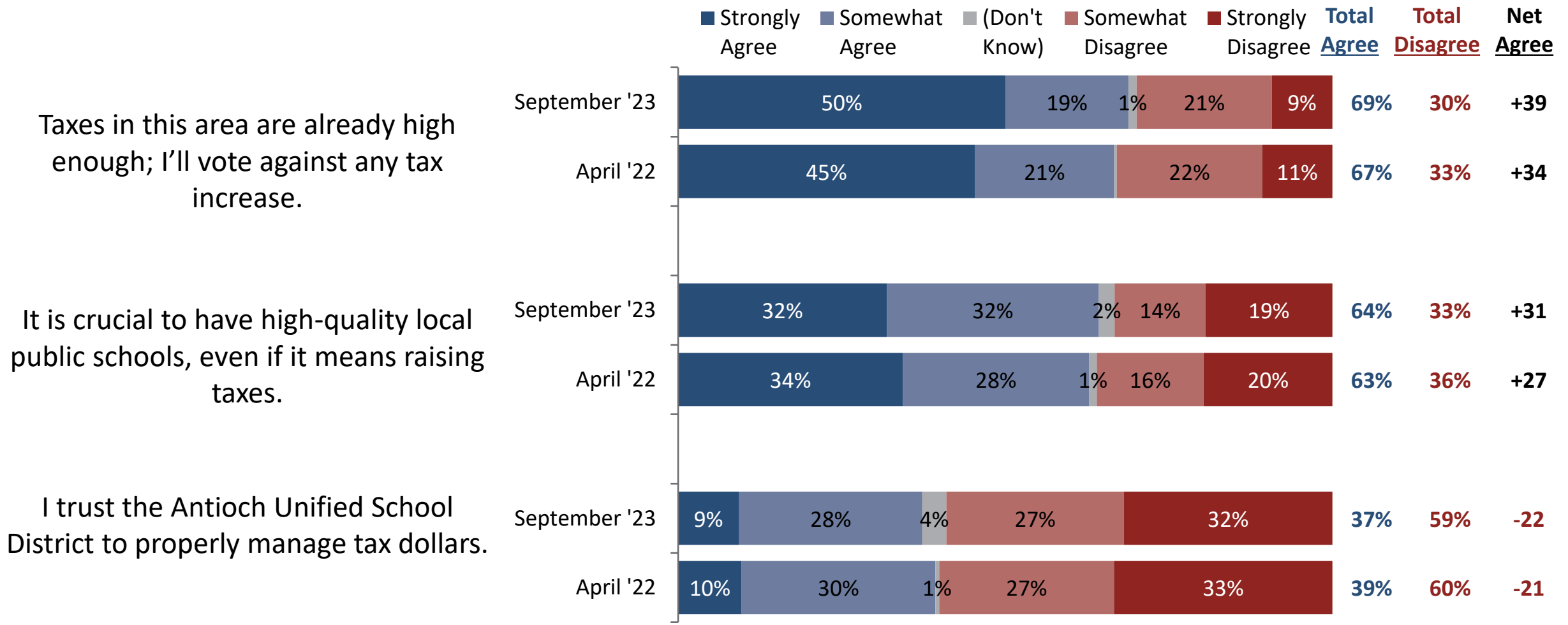
*Most voters are aware that the schools in AUSD need additional funding*



Q4. As you may know, you live within the boundaries of the Antioch Unified School District. Would you say that schools in the Antioch Unified School District have a great need for more money, some need for more money, only a little need for more money, or no real need for more money?

# Tax Sentiment

*Although many are hesitant about taxes, nearly two-thirds believe it is crucial to have high-quality schools, even if it means raising taxes.*



Q10-12. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.



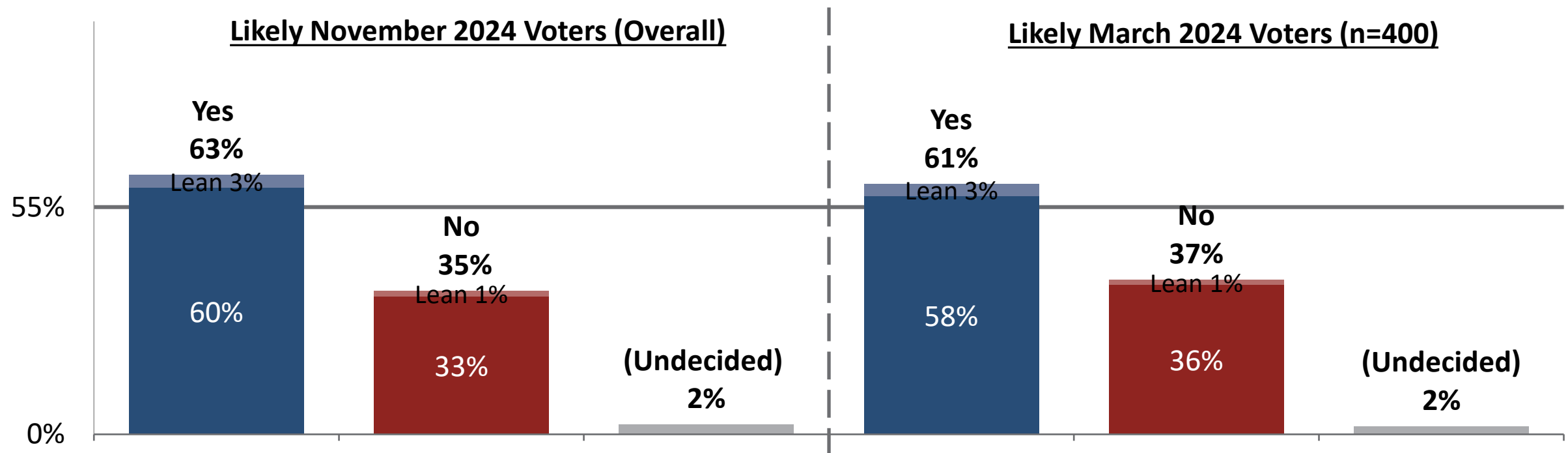
**Potential Bond Measure**



# Initial Ask: Bond Measure

Initial support for a bond measure exceeds the 55% threshold among likely November voters and likely March voters.

To upgrade local school classrooms, labs and learning technology, replace or repair leaky roofs and outdated heating, cooling, ventilation, electrical and plumbing systems; and make essential safety and accessibility upgrades; shall Antioch Unified School District's measure be adopted, issuing up to \$195,000,000 in bonds at legal interest rates, raising an average of \$13,300,000 annually until approximately 2059, at a maximum rate of \$48 per \$100,000 of assessed value with independent oversight and accountability, and all funds staying local?



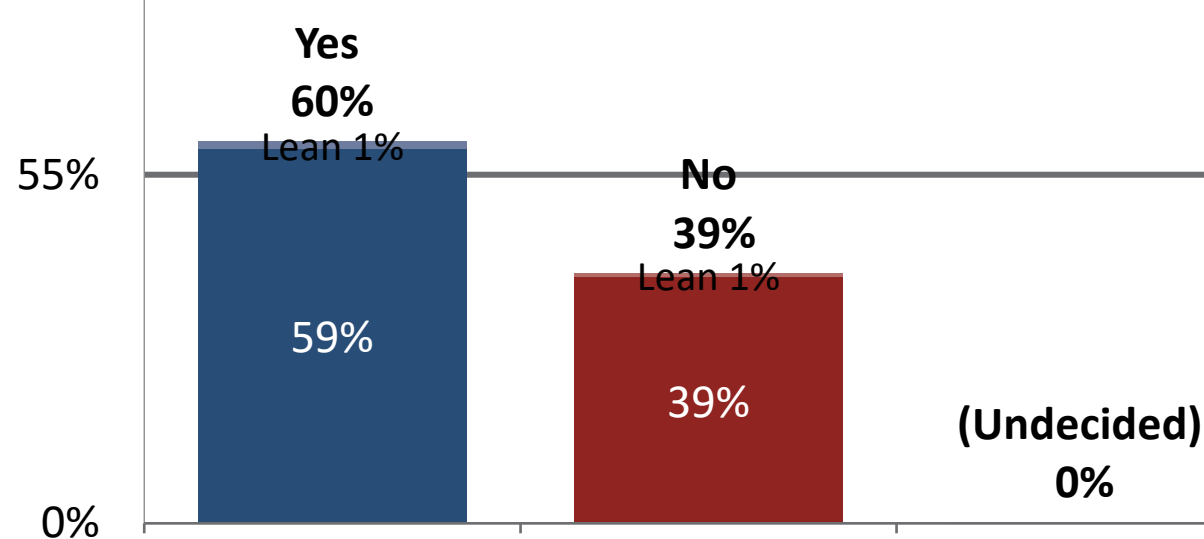
# 2022 vs. 2023 Poll

Support for a bond measure in this poll is very similar to support for a bond measure tested last year.

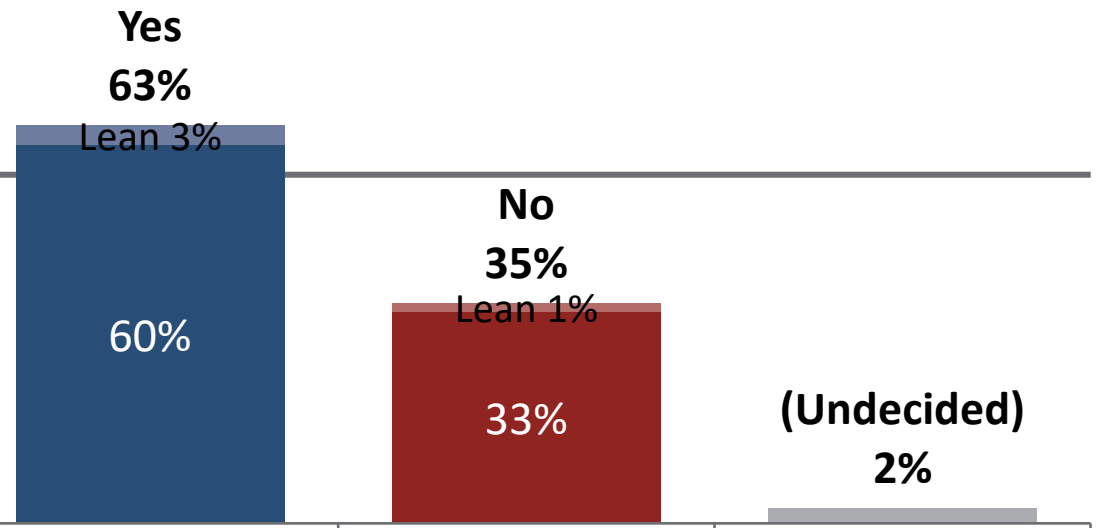
To upgrade school classrooms, labs and facilities for science, technology, engineering, arts, athletics, math, and career technical education; update classroom technology, replace/ repair leaky roofs; provide essential seismic and safety upgrades, shall Antioch Unified School District's measure issuing up to \$215,000,000 in bonds at legal interest rates, raising an average of \$13.1million annually until approximately 2058, at a rate of 6 cents per \$100 of assessed value with independent oversight and accountability, and all funds staying local, be adopted?

To upgrade local school classrooms, labs and learning technology, replace or repair leaky roofs and outdated heating, cooling, ventilation, electrical and plumbing systems; and make essential safety and accessibility upgrades; shall Antioch Unified School District's measure be adopted, issuing up to \$195,000,000 in bonds at legal interest rates, raising an average of \$13,300,000 annually until approximately 2059, at a maximum rate of \$48 per \$100,000 of assessed value with independent oversight and accountability, and all funds staying local?

**April 2022 Poll (Likely Nov. 2022 Voters)**



**October 2023 Poll (Likely Nov. 2024 Voters)**



# Top Components (2022 Poll)

*Last year's poll revealed voter priorities around upgrades to classrooms and labs, safety and accessibility updates, and basic repairs.*

How would you rate that item, with 1 being not at all important, and 7 being extremely important?	% 7, Extremely Important	Total Important
Reduce asbestos, lead paint, and water quality hazards in schools	58%	80%
Replace or repair leaky roofs	52%	84%
Ensure buildings meet accessibility codes for people with disabilities	52%	76%
Improve school security, emergency communications, camera/buzzer systems and controlled entry points	49%	76%
Upgrade classrooms, labs and learning technology to meet current instructional standards	46%	75%
Upgrade classroom learning technology	45%	77%
Improve air filtration, ventilation and air conditioning at schools	44%	73%

# Impact of Additional Information

<p><b>[BASIC REPAIRS]</b> Some of the schools are more than 70 years old, and desperately in need of updates and repairs. This measure will upgrade school roofs, windows, bathrooms, plumbing, wiring, and heating and cooling systems to provide a safe, healthy learning environment for students.</p>	<p><i>44% Very Convincing</i></p>	<p><i>77% Total Convincing</i></p>
<p><b>[STUDENT SAFETY]</b> There is nothing more important than protecting our children while they are at school. This measure will upgrade school safety and security with access control, security cameras, and updated emergency communication systems.</p>	<p><i>43% Very Convincing</i></p>	<p><i>75% Total Convincing</i></p>
<p><b>[ACCOUNTABILITY]</b> Annual audits, independent citizen oversight, and a detailed project list will ensure that all funds are spent right here in Antioch schools and cannot be taken away by the State. And no funds may be spent on administrators' salaries.</p>	<p><i>42% Very Convincing</i></p>	<p><i>77% Total Convincing</i></p>
<p><b>[GOOD INVESTMENT]</b> Whether or not you have school-aged children, supporting local schools is a wise investment in keeping our community and property values strong.</p>	<p><i>41% Very Convincing</i></p>	<p><i>74% Total Convincing</i></p>
<p><b>[PREPARE STUDENTS FOR FUTURE]</b> This measure updates classrooms, technology, and science labs to prepare students for success in colleges and careers in today's competitive fields like computer science, medicine, bio-tech, and media.</p>	<p><i>40% Very Convincing</i></p>	<p><i>74% Total Convincing</i></p>

Q13-23. Next, I'd like to read you statements from people who support a bond measure for the Antioch Unified School District. After each one, please tell me how convincing that statement is as a reason to vote for the bond measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

# Impact of Additional Information

<p><b>[EQUITY]</b> While some Antioch schools have received recent upgrades, other schools like Deer Valley High School haven't been able to maintain or update their campuses to current educational standards. All Antioch area students deserve access to safe and up-to-date school facilities.</p>	<p><i>38% Very Convincing</i></p>	<p><i>71% Total Convincing</i></p>
<p><b>[HAZARDS]</b> Some school facilities are well past their useful age, requiring frequent and costly repairs just to keep classrooms safe and students healthy. This measure would allow local schools to reduce the amount of hazardous materials in classrooms, ensure classrooms are kept seismically safe, and update schools' emergency preparedness.</p>	<p><i>34% Very Convincing</i></p>	<p><i>70% Total Convincing</i></p>
<p><b>[DEFERRED MAINTENANCE]</b> Some schools in our neighborhoods have not been updated in 20-25 years. This measure will provide long overdue funding for deferred maintenance in local neighborhood schools.</p>	<p><i>34% Very Convincing</i></p>	<p><i>60% Total Convincing</i></p>
<p><b>[ATHLETIC FIELDS]</b> Many of Antioch's school fields and playgrounds are old and in need of updates for safety. This measure will update school athletic fields and facilities, making them safer for students and more available to sports teams and community use during non-school hours.</p>	<p><i>32% Very Convincing</i></p>	<p><i>66% Total Convincing</i></p>
<p><b>[SHADE STRUCTURES]</b> This measure will fund additional shade structures at Antioch school campuses to ensure students have places to escape heat while at school.</p>	<p><i>29% Very Convincing</i></p>	<p><i>64% Total Convincing</i></p>
<p><b>[SMALL PRICE]</b> This measure will cost the average homeowner in the District about \$130 annually, and the cost is based on their home's assessed value, NOT market value. This is a small price to pay in order to update local schools to current educational, health and safety standards.</p>	<p><i>23% Very Convincing</i></p>	<p><i>57% Total Convincing</i></p>

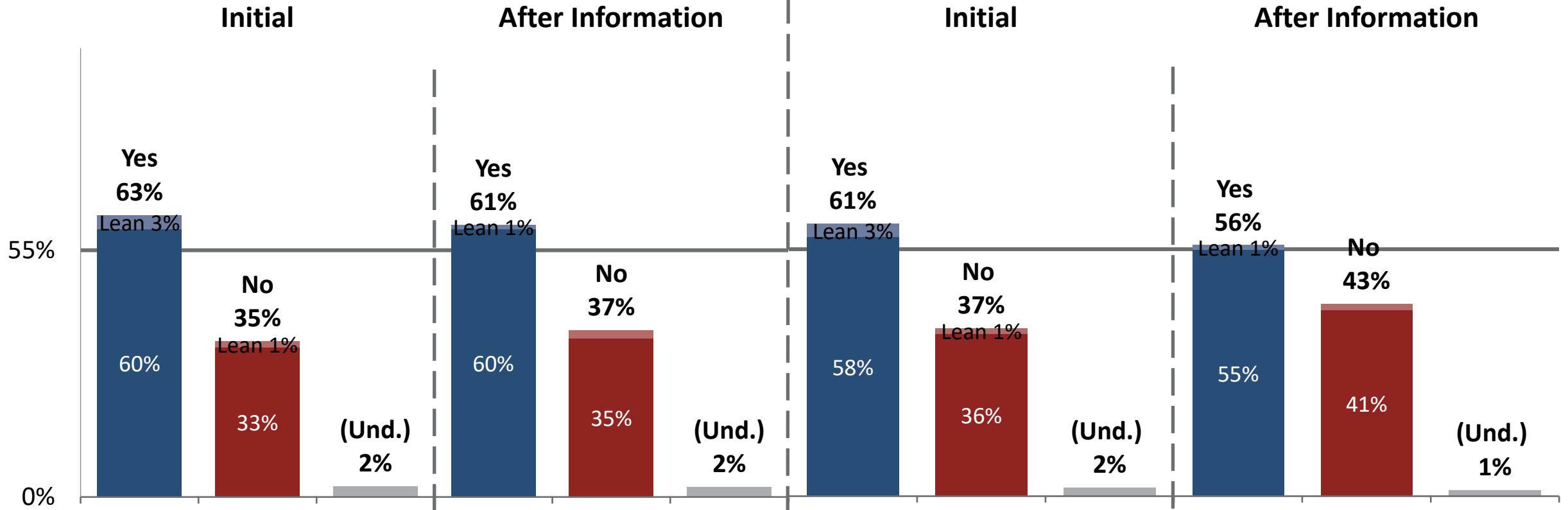
Q13-23. Next, I'd like to read you statements from people who support a bond measure for the Antioch Unified School District. After each one, please tell me how convincing that statement is as a reason to vote for the bond measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

# Vote after Additional Information

*Support decreases slightly among both November and March voters after additional information*

## Likely November 2024 Voters (Overall)

## Likely March 2024 Voters (n=400)

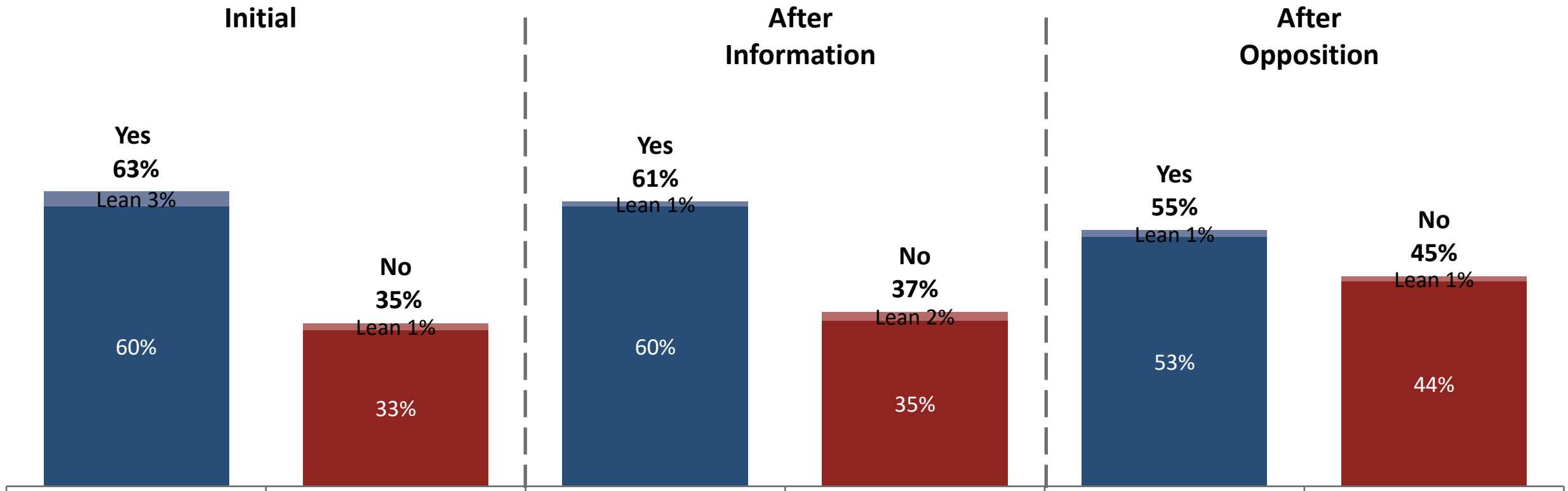


Q9/24. If the election were held today, would you vote yes to approve or no to reject this measure?

# Vote after Opposition (Likely November Voters)

*Support for a bond measure drops six points after an opposition message is presented.*

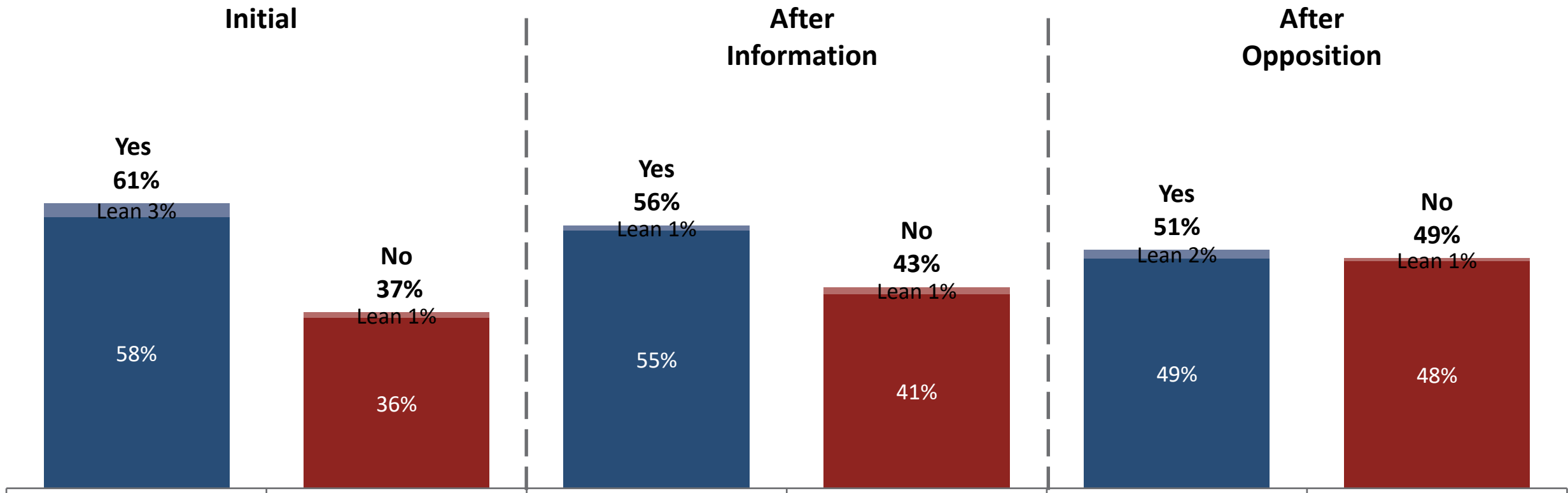
Some people say now is not the time for this measure. This would cost the average homeowner \$130 a year when taxes are already too high, and families are struggling to keep up with rising prices and the growing cost of living. The district has plenty of money, they just need to do a better job managing it.



# Vote after Opposition (Likely March Voters)

*A similar drop in support is seen among March voters, with support dropping about five points after opposition messaging.*

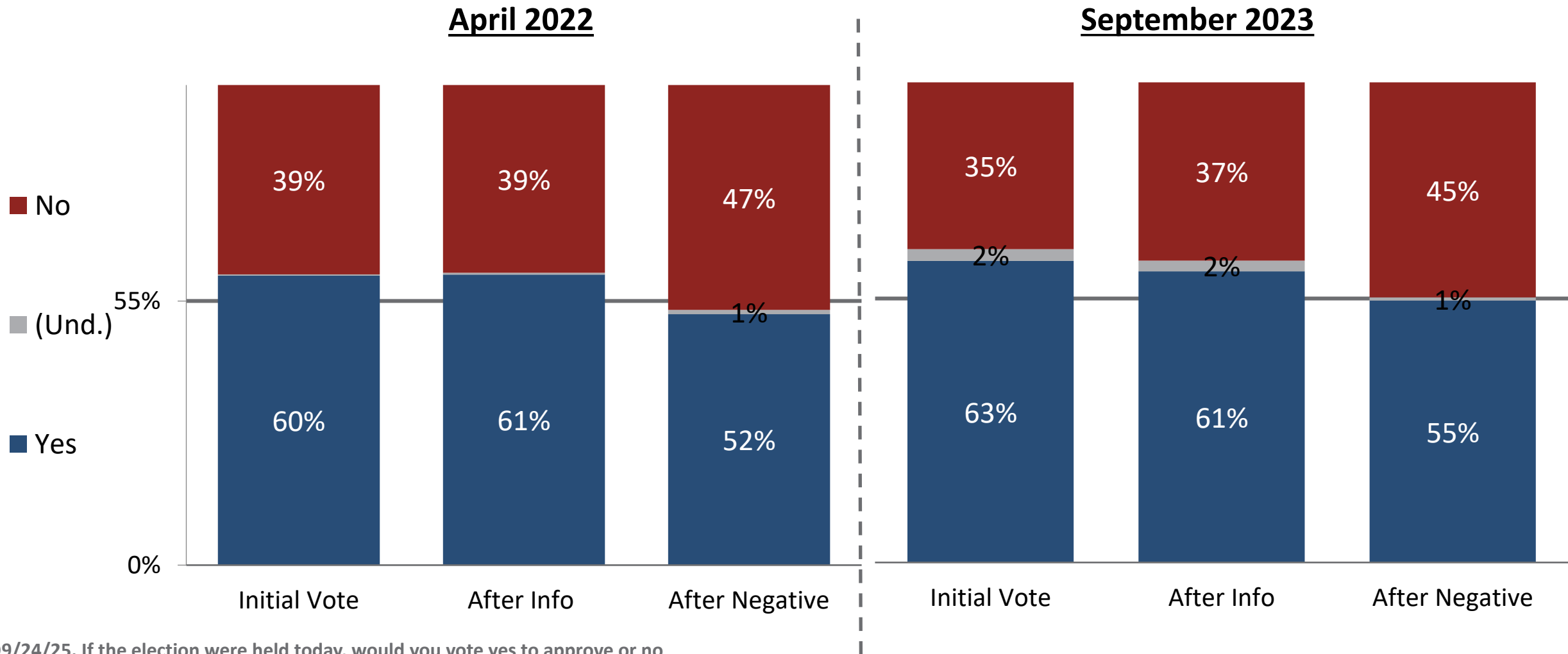
Some people say now is not the time for this measure. This would cost the average homeowner \$130 a year when taxes are already too high, and families are struggling to keep up with rising prices and the growing cost of living. The district has plenty of money, they just need to do a better job managing it.





# Vote Progression 2022 vs. 2023

*The vote progression is similar in this poll to last year's poll, with initial support above the 55% threshold, but with a drop in support after opposition.*



Q9/24/25. If the election were held today, would you vote yes to approve or no to reject this measure?

# Conclusions and Recommendations

---

- ▶ Results indicate that a potential bond measure appears feasible, yet challenging, for both the March and November 2024 ballot.
- ▶ Voters are sensitive to costs and tax increases, which should be taken into account when determining a bond amount.
- ▶ A strong majority of voters sees a need for additional school funding, but there are also some concerns about management of tax dollars. Given this, the District should communicate about the improvements to be made at local school sites.
- ▶ A strong, independently funded outreach effort will be needed emphasizing the accountability features of this measure along with how it will provide for necessary and overdue repairs and enhanced student safety.



**Jessica Polsky-Sanchez**  
**jessica@emcresearch.com**  
**510.550.8933**

**Harrison Louie**  
**harrison@emcresearch.com**  
**206.204.8048**