Summary Charts of Results From 2 Surveys of Likely Voters in the Mountain View Whisman School District

Survey #1:
June 2019: 319 Interviews

Survey #2:
September 2019: 404 Interviews
Chart 1

Overall Job Ratings for MVWSD

June 2019

- Excellent / Good: 46%
- Only Fair: 13%
- Poor: 5%
- No Opinion: 37%

September 2019

- Excellent / Good: 45%
- Only Fair: 17%
- Poor: 6%
- No Opinion: 32%
Overall “Excellent / Good” Job Ratings and “No Opinion” for Mountain View Whisman School District

- February 2003: 45%
- October 2007: 35%
- March 2010: 38%
- December 2011: 29%
- December 2011: 36%
- September 2015: 29%
- September 2015: 25%
- January 2016: 55%
- January 2016: 48%
- January 2017: 41%
- June 2019: 37%
- September 2019: 32%
- September 2019: 45%
- Overall 'Excellent / Good' Job Ratings and 'No Opinion' for Mountain View Whisman School District.
Chart 3

Need for More Money in Mountain View Whisman School District

<table>
<thead>
<tr>
<th>Month</th>
<th>Great / Some Need</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2003</td>
<td>79%</td>
<td>10%</td>
</tr>
<tr>
<td>October 2007</td>
<td>72%</td>
<td>15%</td>
</tr>
<tr>
<td>March 2010</td>
<td>69%</td>
<td>13%</td>
</tr>
<tr>
<td>December 2011</td>
<td>65%</td>
<td>24%</td>
</tr>
<tr>
<td>September 2015</td>
<td>67%</td>
<td>13%</td>
</tr>
<tr>
<td>January 2016</td>
<td>65%</td>
<td>16%</td>
</tr>
<tr>
<td>January 2017</td>
<td>60%</td>
<td>23%</td>
</tr>
<tr>
<td>June 2019</td>
<td>60%</td>
<td>26%</td>
</tr>
<tr>
<td>September 2019</td>
<td>53%</td>
<td>30%</td>
</tr>
</tbody>
</table>
June Parcel Tax Survey
All Votes on Parcel Tax Measure

<table>
<thead>
<tr>
<th>Tax Amount</th>
<th>Initial Votes</th>
<th>Vote on $191 Tax After Positive Info</th>
<th>Vote on $191 Tax After Positive and Negative Info</th>
<th>Vote on $145 Tax After Positive and Negative Info</th>
<th>Vote on $98 Tax After Positive and Negative Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>$191Parcel Tax</td>
<td>64%</td>
<td>23%</td>
<td>26%</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td>$145Parcel Tax</td>
<td>65%</td>
<td>23%</td>
<td>26%</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td>$98Parcel Tax</td>
<td>70%</td>
<td>23%</td>
<td>26%</td>
<td>24%</td>
<td>19%</td>
</tr>
</tbody>
</table>

- Definitely / Probably Yes
- Definitely / Probably No
- Undecided
**Most Important Uses for Parcel Tax Money**

<table>
<thead>
<tr>
<th>Use</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing academic support at every elementary school for those students having difficulty with some of the basics, like reading, writing or math</td>
<td>46%</td>
</tr>
<tr>
<td>Instituting programs to attract and retain the best teachers</td>
<td>42%</td>
</tr>
<tr>
<td>Supporting teacher salary increases</td>
<td>42%</td>
</tr>
<tr>
<td>Maintaining the District’s outstanding programs in music and art</td>
<td>37%</td>
</tr>
<tr>
<td>Adding science specialists and state of the art science curriculum to prepare students for high school</td>
<td>37%</td>
</tr>
<tr>
<td>Maintaining small class sizes for elementary and middle school students</td>
<td>36%</td>
</tr>
<tr>
<td>Maintaining small class sizes to enhance individualized instruction for students performing below grade level</td>
<td>36%</td>
</tr>
<tr>
<td>Providing academic support for English language learners</td>
<td>35%</td>
</tr>
<tr>
<td>Maintaining up-to-date textbooks and instructional materials</td>
<td>34%</td>
</tr>
<tr>
<td>Restoring teaching and other school employee positions that were eliminated due to budget cuts</td>
<td>31%</td>
</tr>
</tbody>
</table>
### Reasons Much More Likely to Favor Parcel Tax Measure

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the money raised by this measure will stay here in our local community and cannot be taken away by the State</td>
<td>53%</td>
</tr>
<tr>
<td>All children deserve the same high quality education regardless of which school or in which district they attend school. This measure will help ensure Mountain View students are at least as well prepared as Los Altos students when they all get to the same high school</td>
<td>49%</td>
</tr>
<tr>
<td>None of this money will go to increase administrators’ salaries, pensions or benefits</td>
<td>46%</td>
</tr>
<tr>
<td>Supporting high-quality local schools is a wise investment; good schools keep our property values high and enhance our quality of life</td>
<td>46%</td>
</tr>
<tr>
<td>This money is needed to maintain music, art, and other classes that are important for a well-rounded education</td>
<td>45%</td>
</tr>
<tr>
<td>Some of the money will be used to offer competitive compensation so the best teachers can continue to live and work in this high cost of living area</td>
<td>45%</td>
</tr>
<tr>
<td>An independent oversight committee will make sure that the money from this measure is spent properly</td>
<td>42%</td>
</tr>
<tr>
<td>Stable and predictable local school funding has resulted in steady increases in test scores and student achievement</td>
<td>39%</td>
</tr>
<tr>
<td>Ever since voters approved the first parcel tax for local school funding in 2004, the independent oversight committee has consistently reported that the District has used the money as promised</td>
<td>39%</td>
</tr>
<tr>
<td>Senior citizens and low income homeowners with disabilities can apply for an exemption from the cost of this measure</td>
<td>36%</td>
</tr>
</tbody>
</table>
June Poll Only:
Awareness of Current $191 Parcel Tax

Yes, Aware of Current Tax
40%

No, Not Aware of Current Tax
60%
June Poll Only: Opinion of How District Spends Taxpayer Dollars

All June Voters

- Excellent / Good Job: 34%
- Only Fair Job: 19%
- Poor Job: 9%
- No Opinion: 38%

Voters Aware of Current Parcel Tax

- Excellent / Good Job: 46%
- Only Fair Job: 22%
- No Opinion: 22%
- Poor Job: 10%

Voters NOT Aware of Current Parcel Tax

- Excellent / Good Job: 26%
- Only Fair Job: 16%
- No Opinion: 49%
- Poor Job: 8%
We shouldn't approve more taxes until the Board of Education proves they can effectively manage the school district

Taxes are already too high; If the school district learned to live within its means, we would not need to pay more taxes

Our schools need money, but this measure will double the parcel tax that we are currently paying

The district has given out generous pay increases to teachers, administrators and staff. Without these raises we wouldn't need these tax increases

Chart 9

Proportions Much More Likely to Oppose Parcel Tax Measure

- **C**: 23%
  - This would be a forever tax and would never expire, even when the funding is no longer needed

- **D**: 19%
  - We shouldn't approve more taxes until the Board of Education proves they can effectively manage the school district

- **A**: 17%
  - Taxes are already too high; If the school district learned to live within its means, we would not need to pay more taxes

- **E**: 15%
  - Our schools need money, but this measure will double the parcel tax that we are currently paying

- **B**: 11%
  - The district has given out generous pay increases to teachers, administrators and staff. Without these raises we wouldn't need these tax increases
September Bond Measure Survey
Yes Votes on Bond Measure: Those Who Heard Tax Amount at First Vote

- $30 Tax: 57%
- $20 Tax: 62%
- $30 Tax After Positive Info: 59%
- $30 Tax After Positive and Negative Info: 55%
- $20 Tax After Positive and Negative Info: 60%

Legend: Yes Votes Only
Yes Votes on Bond Measure: Those Who Only Heard Tax Amount at Second Vote

- No Tax Mentioned: 61%
- Told About $30 Tax: 68%
- $20 Tax: 71%
- $30 Tax After Positive Info: 64%
- $30 Tax After Positive and Negative Info: 62%
- $20 Tax After Positive and Negative Info: 65%

Chart 11
Many of our teachers cannot afford to live in this high cost of living area

The district is expected to grow by 2500 students in the next few years and some students may not be able to attend their neighborhood schools

Old and inadequate roofs in many schools need to be replaced

Some heating and ventilation systems are more than 40 years old, inefficient and need to be replaced in order to save money that can be better spent in the classroom

The District currently has some schools that are not being used. As student population increases, upgrades are needed to these facilities so we can use them to educate students

Improving energy efficiency and utilizing renewable energy sources will help protect the environment and save money that can be used to protect quality educational programs

Up-to-date facilities are needed to maintain Mountain View’s renowned art, music and science programs

Old and inefficient windows, lighting, heating and ventilation systems waste money that could be used to prevent cuts to teachers and instructional programs

Electrical, internet and data systems are outdated and need to be upgraded to handle modern learning technology

Classrooms and school facilities need to be carefully maintained for safety and to protect the community’s investment

Classroom computers and instructional technology are constantly changing and need to be updated on a regular basis in order to maintain 21st century standards

Many campuses need to improve safety and security, like installing better lighting

Our teachers and students need access to modern technology, like tablet computers, in order to ensure that our students are prepared for the world ahead

Many classrooms and instructional spaces are outdated and need to be upgraded to meet today’s educational standards
<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the money raised by this measure will stay here in our local community and cannot be taken away by the State</td>
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</tr>
<tr>
<td>None of this money will go to increase administrators' salaries, pensions or benefits</td>
<td>50%</td>
</tr>
<tr>
<td>All children deserve the same high quality education regardless of which school or in which district they attend school. This measure will help ensure Mountain View students are at least as well prepared as Los Altos students when they all get to the same high school</td>
<td>50%</td>
</tr>
<tr>
<td>This measure requires strict accountability for taxpayers, including an independent citizens’ oversight committee and mandatory audits to make sure that the money is spent properly</td>
<td>45%</td>
</tr>
<tr>
<td>Some of the money will be used for housing assistance so the best teachers can continue to live and work in this high cost of living area</td>
<td>43%</td>
</tr>
<tr>
<td>Supporting high-quality local schools is a wise investment; good schools keep our property values high and enhance our quality of life</td>
<td>41%</td>
</tr>
<tr>
<td>It has been proven that children learn in different ways. Some of the money will help the District provide facilities to address these differences to best serve all our kids</td>
<td>41%</td>
</tr>
<tr>
<td>This measure will ensure we have the classrooms, science labs, and computers for every student to learn and prepare for high school and college</td>
<td>39%</td>
</tr>
<tr>
<td>Ever since voters approved the first bond measure for local schools, the independent oversight committee has consistently reported that the District has used the money as promised</td>
<td>34%</td>
</tr>
</tbody>
</table>
Proportions Much More Likely to Oppose Bond Measure

- **D**
  
  We shouldn't approve more taxes until the Board of Education proves they can effectively manage the school district.

  22%

- **A**
  
  Taxes are already too high; If the school district learned to live within its means, we would not need to pay more taxes.

  20%

- **C**
  
  With the economy in a precarious state and a recession likely in the near future, this is not the time to increase taxes.

  18%

- **B**
  
  The district has given out generous pay increases to teachers, administrators and staff. Without these raises we wouldn’t need these tax increases.

  15%