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TO: Interested Parties
FROM: Ruth Bernstein, EMC Research
DATE: June 2, 2010
RE: Executive Summary: Survey of Emery Unified School District Voters

Key findings from a recently conducted survey of voters in the Emery Unified School District include the following:

- **Emeryville voters are optimistic about the direction of their community and generally think the quality of life and city services are good.** 68% of voters say things in Emeryville are going in the right direction, compared to 14% who say things are on the wrong track. 88% say that the overall quality of life in Emeryville is Excellent or Good, and 75% rate the overall quality of City services as Excellent or Good.
- **City services are rated positively, but voters are less familiar with the local public schools.** The overall quality of city services, senior services, and community recreation programs are rated positively by voters. Fewer voters are able to offer an opinion about the quality of education, buildings and grounds of public schools. However, only 5% of those surveyed had children in local schools.
- **Voters overwhelmingly favor a proposal to improve schools and provide space for after-school programs and community services.** A total of 90% are in favor of this idea.
- **Just over two-thirds of voters say they would support or lean toward voting for a \$95 million Bond measure for Emery Unified School District**—a very strong finding as a Prop. 39 General Obligation bond requires only a 55% threshold.
- **The majority of voters trust EUSD to manage their money and are willing to increase taxes for schools and community improvements.** 58% agree that they trust the Emery USD to properly manage tax dollars, a significant finding in today's disconcerting climate. 77% agree that *"It is crucial to have adequate, seismically safe local public schools, even if it means raising taxes."* 71% agree that *"it is crucial to provide quality Emeryville community facilities like a public library, health and senior services, and a recreational center, even if it means raising taxes."*
- **Top voter priorities include building seismically safe schools, bringing classroom technology up-to-date, improving the energy efficiency of schools, providing facilities for after-school programs, and updating school science labs.**

EMC Research conducted a telephone survey of 238 registered voters in the Emery Unified School District. The interviews were conducted from May 5-18, 2010, and the data have a margin of error of ±6.3 percentage points at the 95% confidence interval.

- **Practical information about fiscal responsibility, improving education, and community services are additional reasons to support the school bond measure. Each of the following statements resonates with 70% or more of respondents:**
 - *This measure includes independent citizen's oversight to ensure the monies are spent as promised. No money can be spent on administrators' salaries, pensions or benefits. All funds will be spent in Emeryville and cannot be taken away by Sacramento.*
 - *This measure will allow Emeryville to qualify for State and Federal stimulus money that will help create jobs and improve the local economy.*
 - *This measure allows the City and Schools to maximize efficiency and save on operating costs by integrating school and community facilities that will be open to all students and Emeryville residents.*
 - *Investing in the Emeryville schools will help attract more local families and attract and retain good teachers.*
 - *This measure will enable the District to provide a rainbow of services including senior services, adult education, job training, after school activities, childcare, public health services and more, all at the same location where schools are housed.*
 - *Existing school sites are inadequate, and lack the science and computer labs, libraries, and technology to keep our kids competitive in this economy. This measure will ensure our students have the learning environment they need.*

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