

COMMUNITY OPINION SURVEY
SUMMARY REPORT

PREPARED FOR
PARAMOUNT USD



MAY 2024



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SURVEY SUMMARY

Located in Los Angeles County, Paramount Unified School District (District) serves more than 12,000 students on a daily basis and is committed to providing a rigorous educational program that nurtures academic growth in a safe, modern learning environment. To this end, in 2016 the District asked voters for assistance in funding needed repairs and upgrades to school facilities by passing a general obligation bond (Measure I). In addition to the \$106 million raised directly by the measure, the District has been able to leverage State matching funds and make use of other district resources to make priority repairs and improvements at local schools.

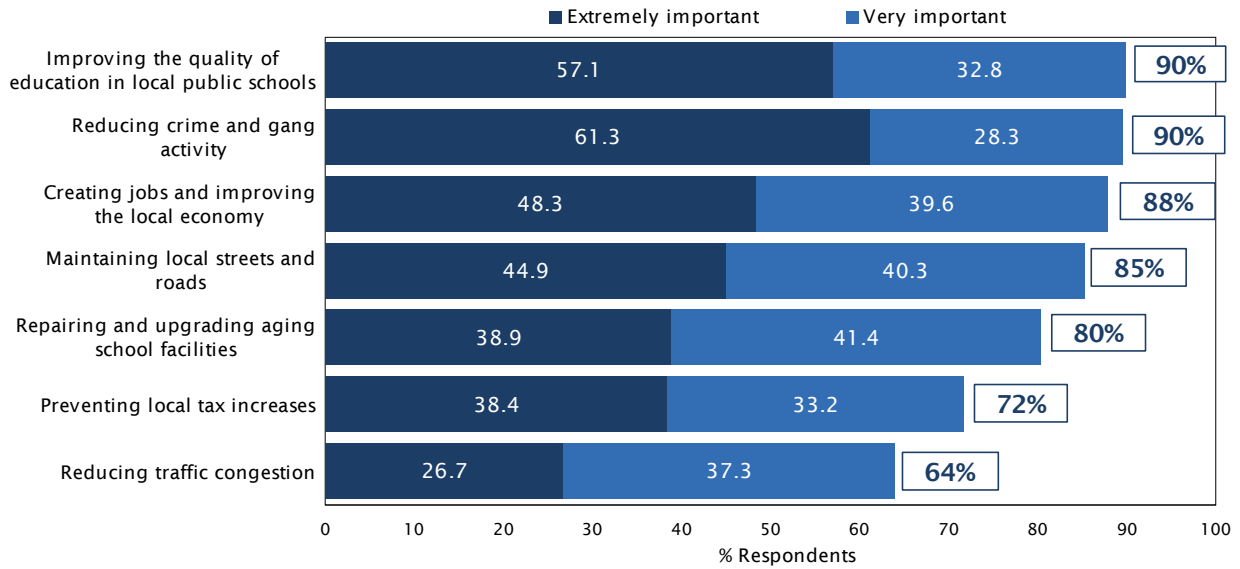
Despite the aforementioned investments, however, substantial maintenance needs and upgrades remain at many schools for which the District does not have a funding source. In addition to needed repairs to infrastructure including roofs, plumbing, heating, ventilation, and electrical systems, there is also a clear need to improve school safety and security systems as well as repair, construct, and improve classrooms, science labs, and career training facilities to support student achievement and college/career readiness in math, science, technology, arts, and skilled trades. To adequately fund its ongoing facility needs and access additional State matching funds when they become available, the District will need the financial support of the communities it serves through the passage of a local bond measure in 2024.

RESEARCH METHODOLOGY Paramount Unified School District commissioned True North Research to conduct a statistically reliable survey of voters who are likely to cast a ballot in the November 2024 election to measure the community's priorities as they pertain to school facility improvements and gauge voters' interest in supporting a local bond measure to fund the school facility construction, repairs, and improvements noted above. Respondents were selected for the study using a stratified and clustered random sampling method, which ensured that the profile of the sample matched the profile of the likely November 2024 electorate on key variables that are related to voting behavior (i.e, age, gender, partisanship, and household party type). The survey was administered in English and Spanish languages using a mixed-mode design which employed multiple recruiting methods (email, text, and telephone) and multiple ways to participate in the survey (telephone and online). During the data collection period (April 18 to April 24, 2024), a total of 450 voters participated in the survey, resulting in a maximum statistical margin of error due to sampling of $\pm 4.6\%$ at the 95% level of confidence.

FINDINGS & CONCLUSIONS The survey results indicate that voters in the Paramount Unified School District rate improving the quality of education in the District as the most important issue facing the community, recognize the need for a variety of school facility improvements, and are strongly supportive of the proposed bond measure.

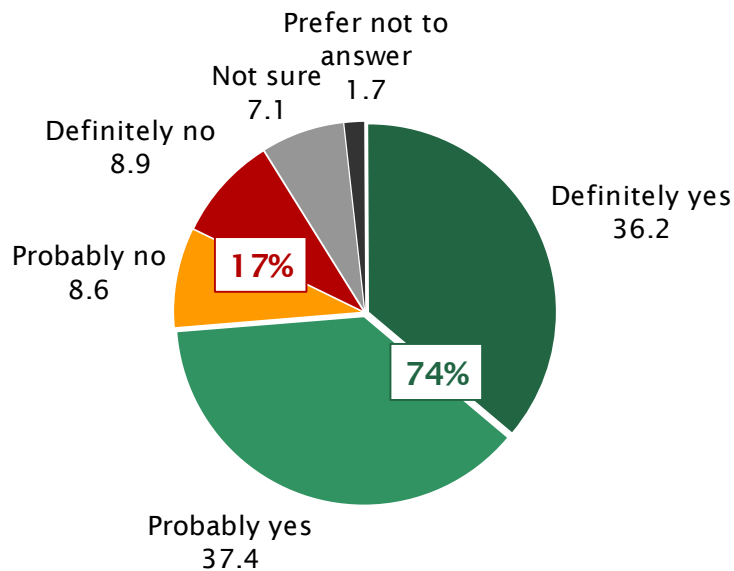
Importance of Issues When asked to rate the importance of various local issues (see Figure 1), improving the quality of education in local public schools received the highest percentage of respondents indicating that the issue was either extremely or very important (90%), followed closely by reducing crime and gang activity (90%) and creating jobs and improving the local economy (88%). Given the purpose of this study, it is instructive to note that preventing local tax increases (72%) was rated lower in importance than improving the quality of education in local public schools (90%) and repairing and upgrading aging school facilities (80%).

FIGURE 1 IMPORTANCE OF ISSUES



Support for School Bond Nearly three-quarters of respondents (74%) indicated they would support a \$190 million bond to provide safe Paramount USD schools; fix deteriorating infrastructure, roofs, plumbing, electrical; and repair, construct, and improve classrooms, science labs, and career-training facilities to support student achievement and college/career readiness in math, science, technology, arts, and skilled trades. This is well above the 55% threshold required for passage of a Prop. 39 school bond.

FIGURE 2 INITIAL BALLOT TEST



Facility Improvements Although more than two-thirds of respondents were supportive of funding *all* of the projects tested in the survey (see figures 3 & 4), they were *most* supportive of using bond measure proceeds to improve student safety and campus security systems including security cameras, emergency communications systems, smoke detectors, fire alarms, and sprinklers (88% strongly or somewhat favor), upgrade older schools to provide proper access for students with disabilities (88%), repair or replace deteriorating roofs, plumbing, heating, ventilation, gas lines, sewer lines, and electrical systems where needed (87%), and provide modern labs, technical facilities, and equipment so students are prepared for college and in-demand careers in fields like health sciences, engineering, robotics, technology, and skilled trades (86%).

FIGURE 3 PROJECTS & IMPROVEMENTS: TIER 1

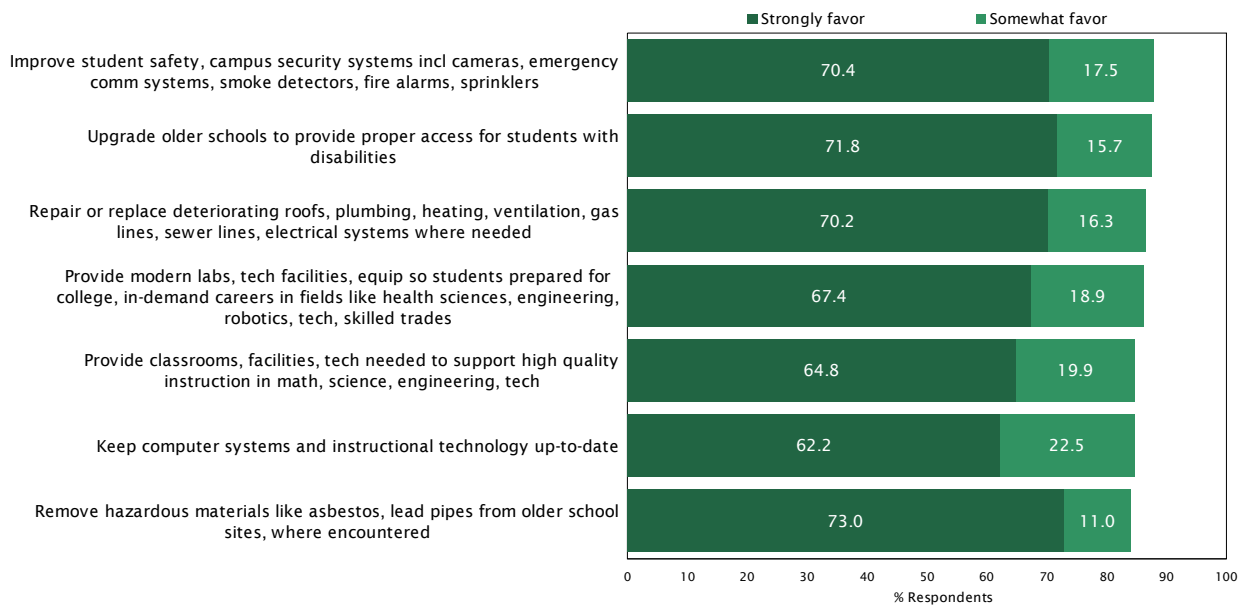


FIGURE 4 PROJECTS & IMPROVEMENTS: TIER 2

