



GODBE RESEARCH
Gain Insight



Redwood City Elementary School District: 2025 Parcel Tax Feasibility Survey

June 2025



Process Recap: How We Got Here

- ✓ **March 12 Board Meeting:** Provided informational presentation re: parcel tax specifics, square footage rate scenarios, available election dates and recommended next steps
- ✓ **April 2 Board Meeting:** Received direction to assess feasibility of a square footage parcel tax
- ✓ Engaged Godbe Research to conduct voter opinion research to answer key strategic questions:
 - ✓ Tax rate sensitivities
 - ✓ Funding priorities
 - ✓ Potential controversies
 - ✓ Optimal election timing

Overview and Research Objectives

The Redwood City Elementary School District commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the public's perceptions of whether the District is providing a quality education to students, effectively managing taxpayer funds, and needs additional funding;
- Assess voter support for a parcel tax measure to maintain quality elementary and middle school education with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate at which voters will support the measure;
- Assess opinion on the future direction of the economy; and
- Identify demographic and/or voter behavioral characteristics to ensure the sample is representative of the community.

Methodology Overview

- Data Collection Landline (13), cell (219), text to online (262), and email to online (11) interviewing
- Universe 34,816 Likely November 2026 voters in the Redwood City Elementary School District
- Fielding Dates May 27, to June 3, 2025
- Interview Length 25 minutes
- Sample Size n=505
- Margin of Error $\pm 4.33\%$ total sample ($\pm 6.14\%$ split samples)

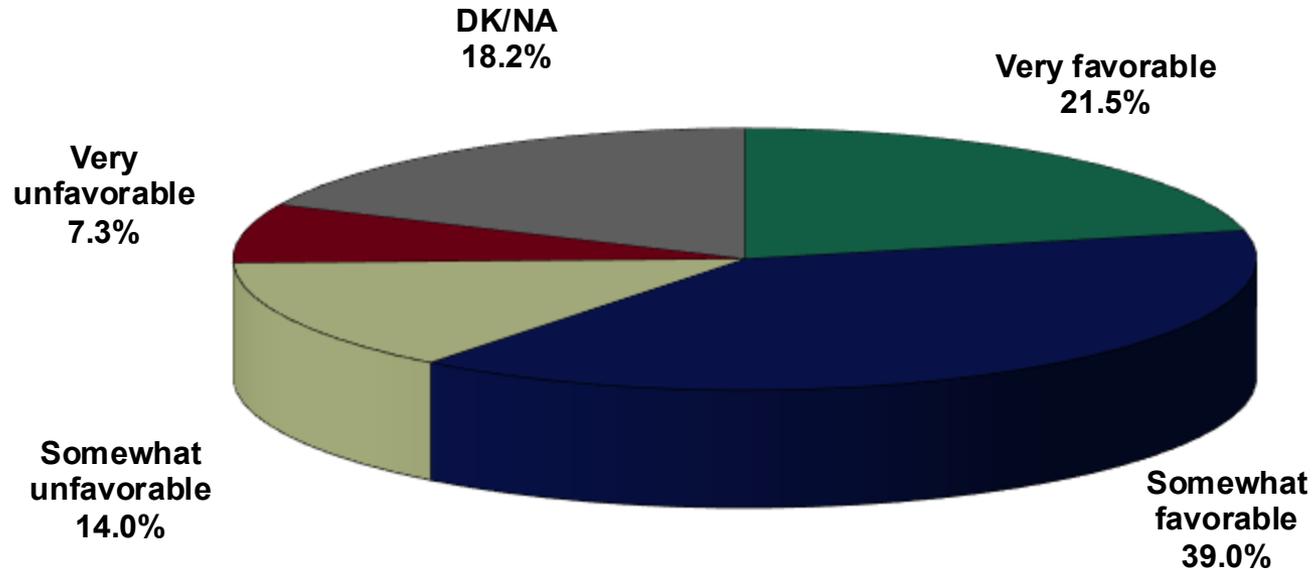


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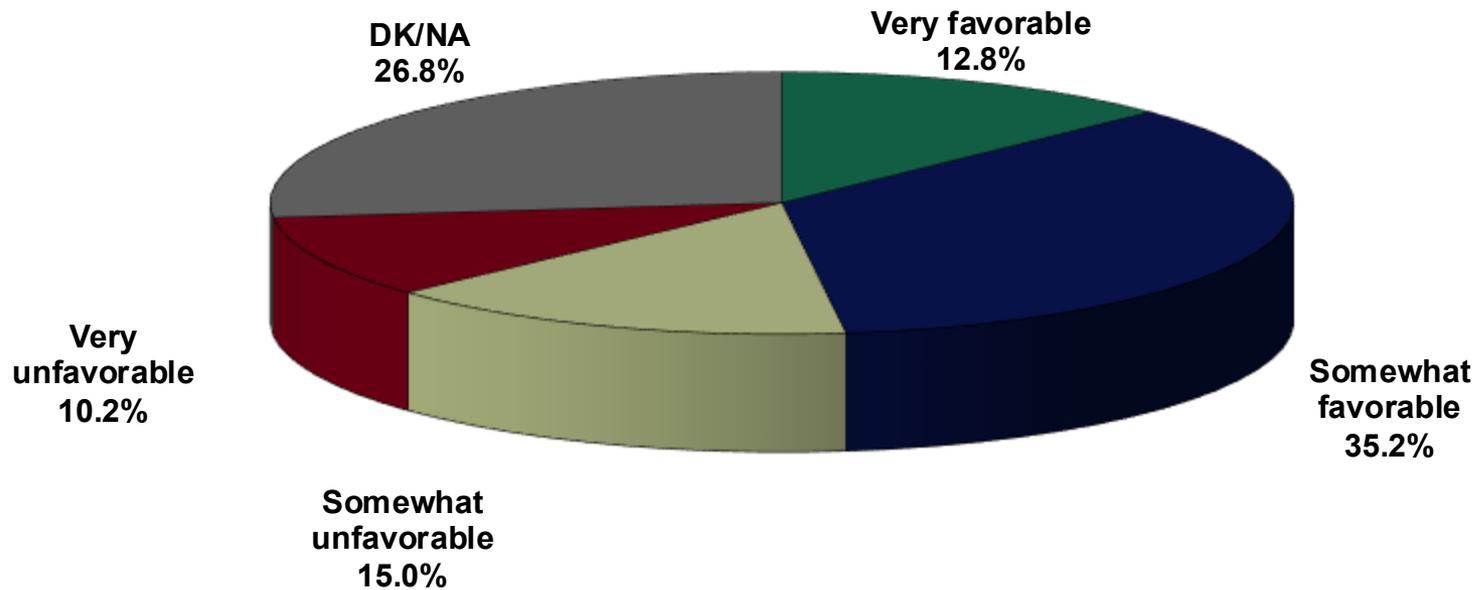
Key Findings

Q1. Favorability Rating of the Job RCESD is Doing to Provide a Quality Education



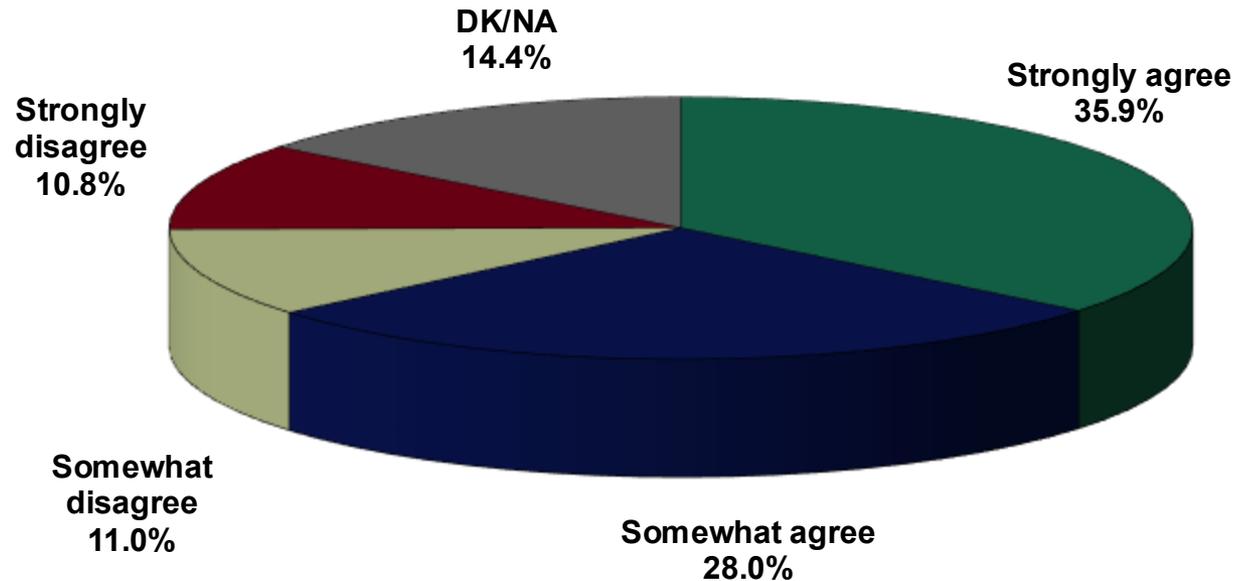
	5/24 Survey 11/24 Voters	2/22 Survey 11/22 Voters	2/19 Survey 11/20 Voters
Total Favorable	45.4%	52.6%	32.3%
Total Unfavorable	30.6%	28.0%	37.1%
Ratio Fav to Unfav	1.49	1.88	.87

Q2. Favorability Rating of the District's Management of Public Funds



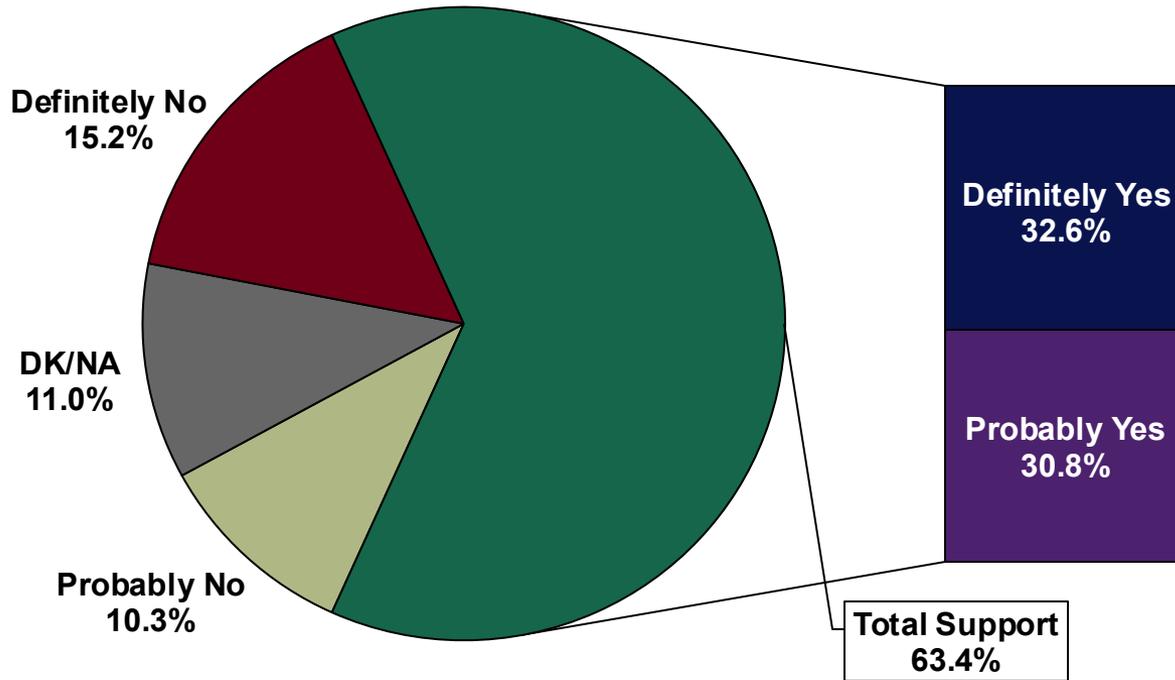
	5/24 Survey 11/24 Voters	2/22 Survey 11/22 Voters	2/19 Survey 11/20 Voters
Total Favorable	33.7%	36.9%	27.3%
Total Unfavorable	35.4%	34.2%	34.2%
Ratio Fav to Unfav	0.95	1.08	.80

Q3. Agreement With Statement That District Needs Additional Funding



	5/24 Survey 11/24 Voters	2/22 Survey 11/22 Voters
Total Agree	57.7%	60.6%
Total Disagree	25.2%	24.8%
Ratio Agr to Disagr	2.29	2.44

Q4. Uninformed Support for Parcel Tax Measure – 17.5 Cents / Square Foot

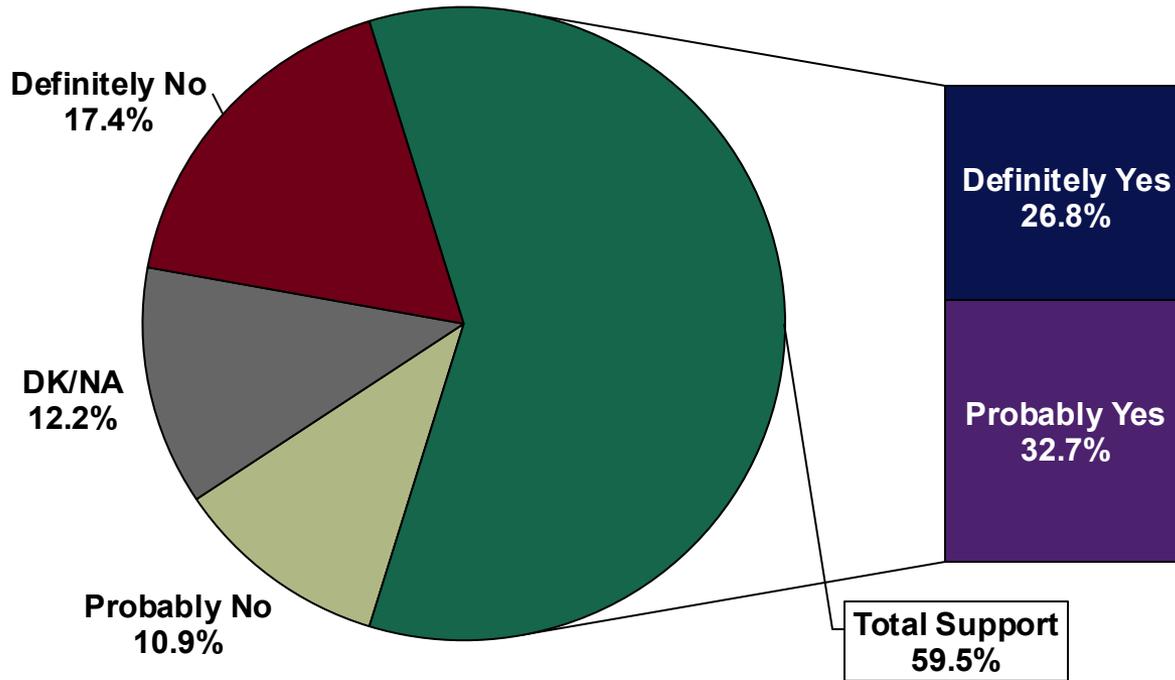


To maintain excellent education for Redwood City Elementary School District students by

- preserving science, technology, and math instruction;
- attracting and retaining highly qualified teachers and counselors;
- supporting reading and writing programs;
- protecting quality arts and music programs; and
- maintaining manageable class sizes;

shall Redwood City Elementary School District's measure be adopted, levying 17.5¢ per building square foot, \$25/ unimproved parcel, providing \$14,300,000 annually, until ended by voters, with independent citizens' oversight, senior citizen exemptions, no funds for administrators, with all funds staying local?

Q5. Uninformed Support for Parcel Tax Measure – 5.5 Cents / Square Foot

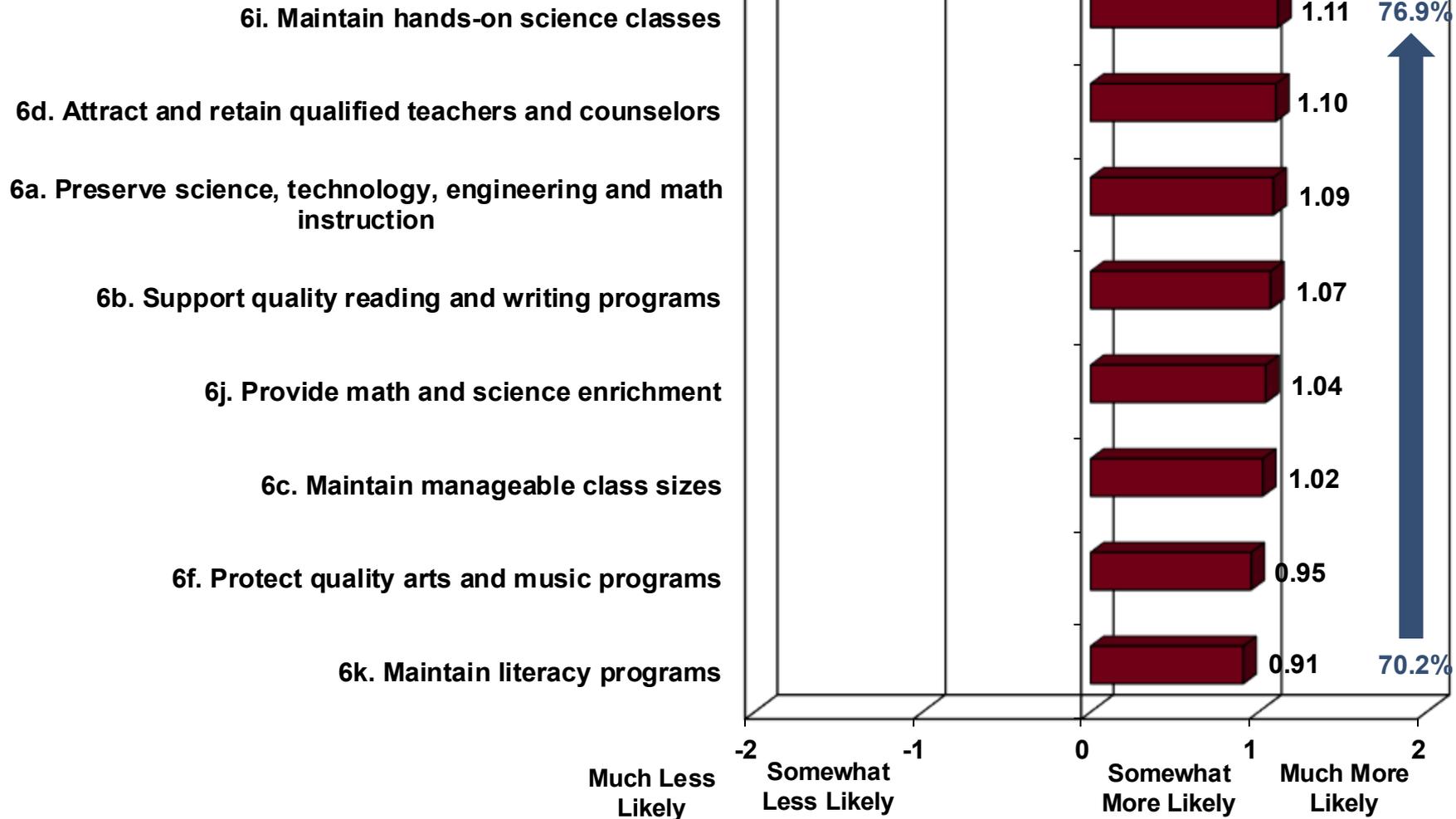


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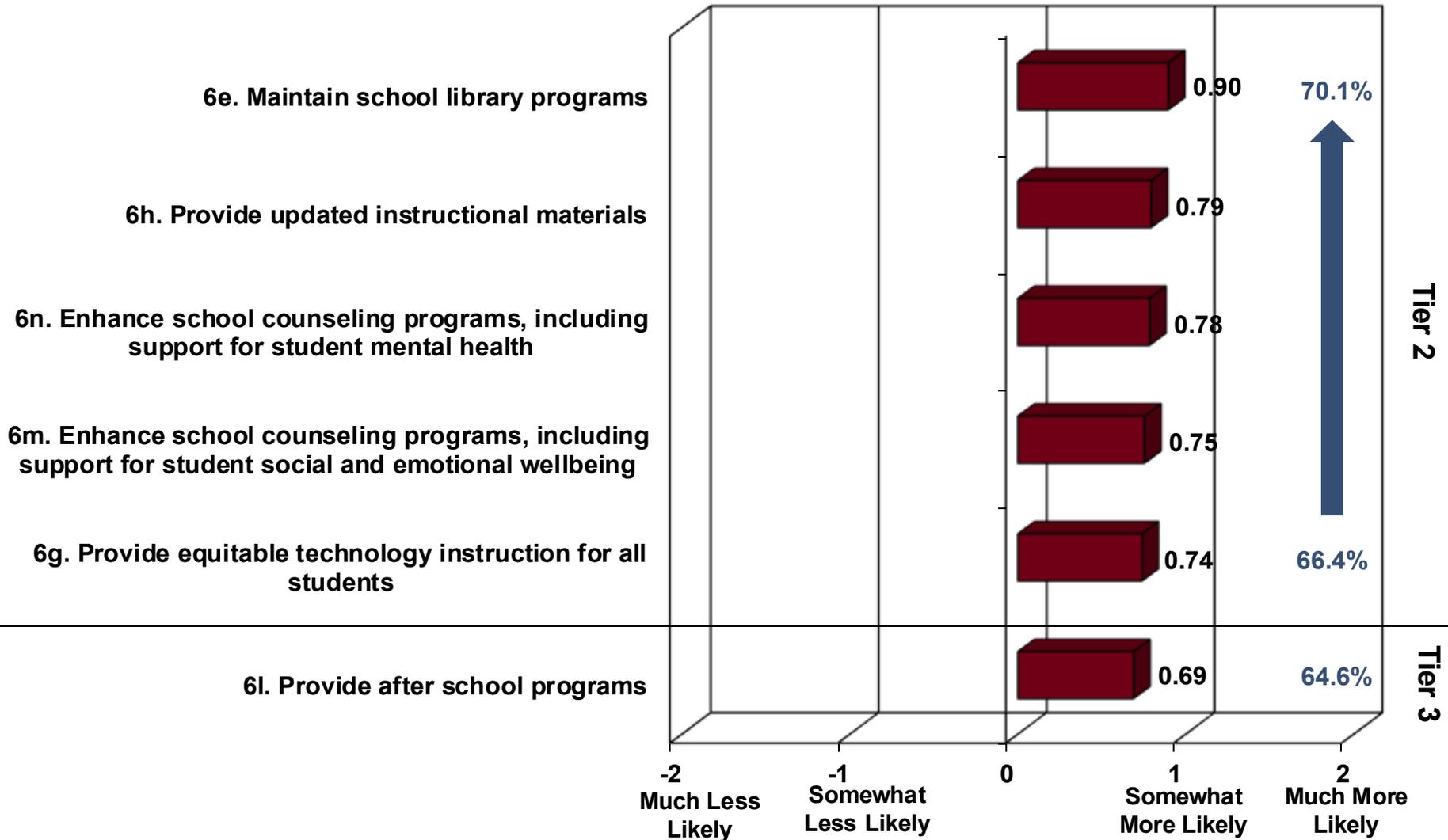
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Q6. Features of the Measure I



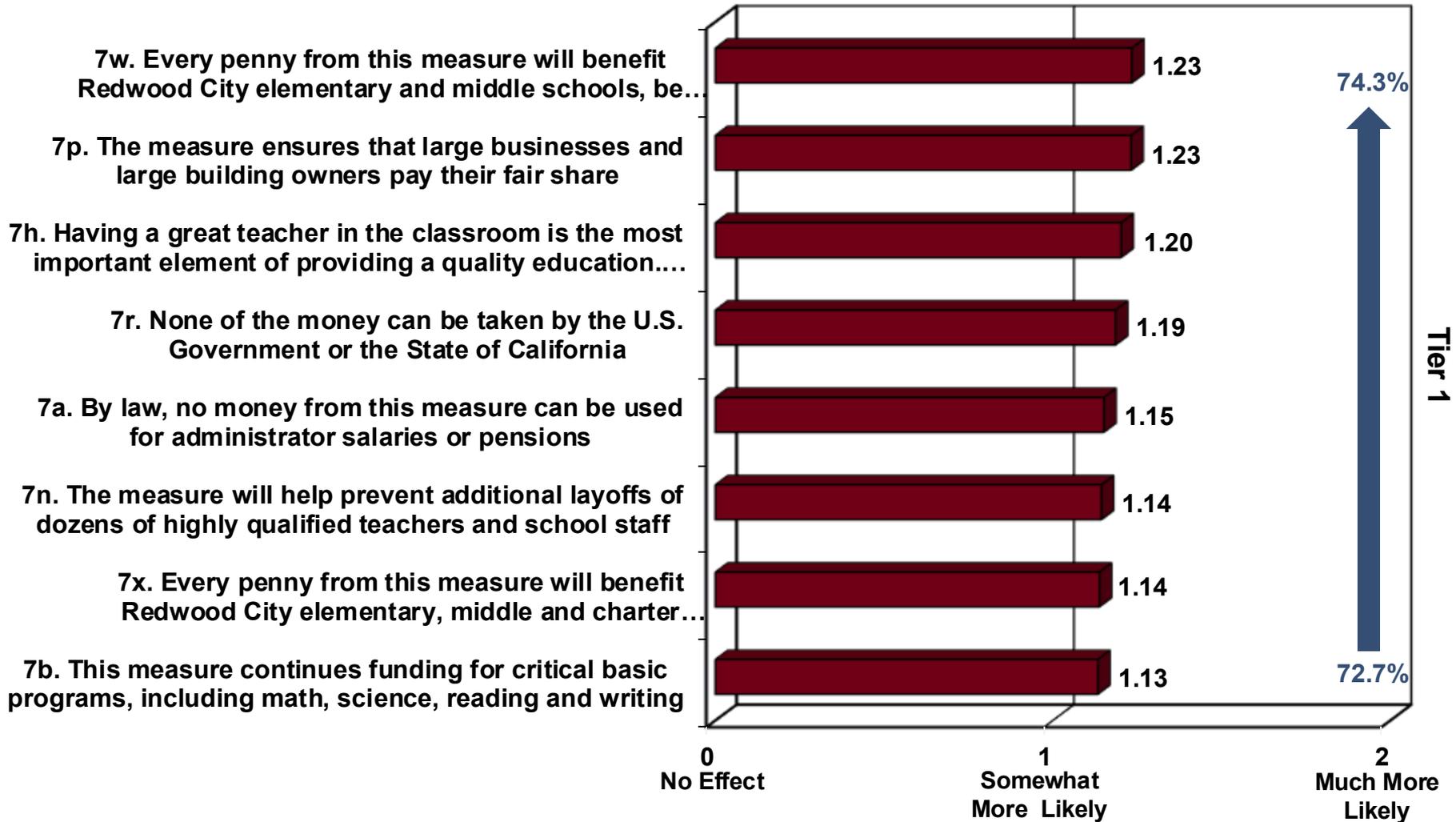
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q6. Features of the Measure II



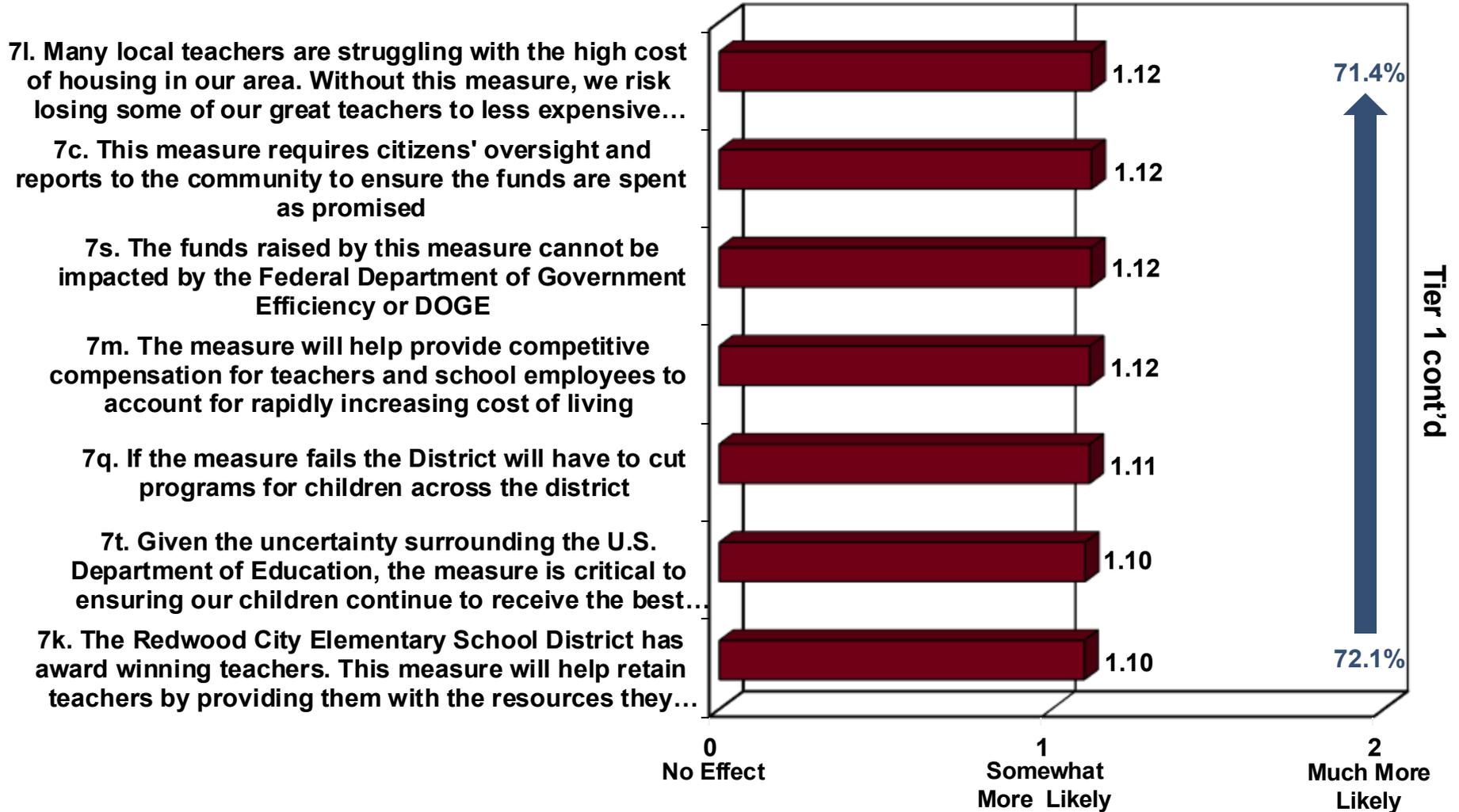
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Q7. Informational Statements I



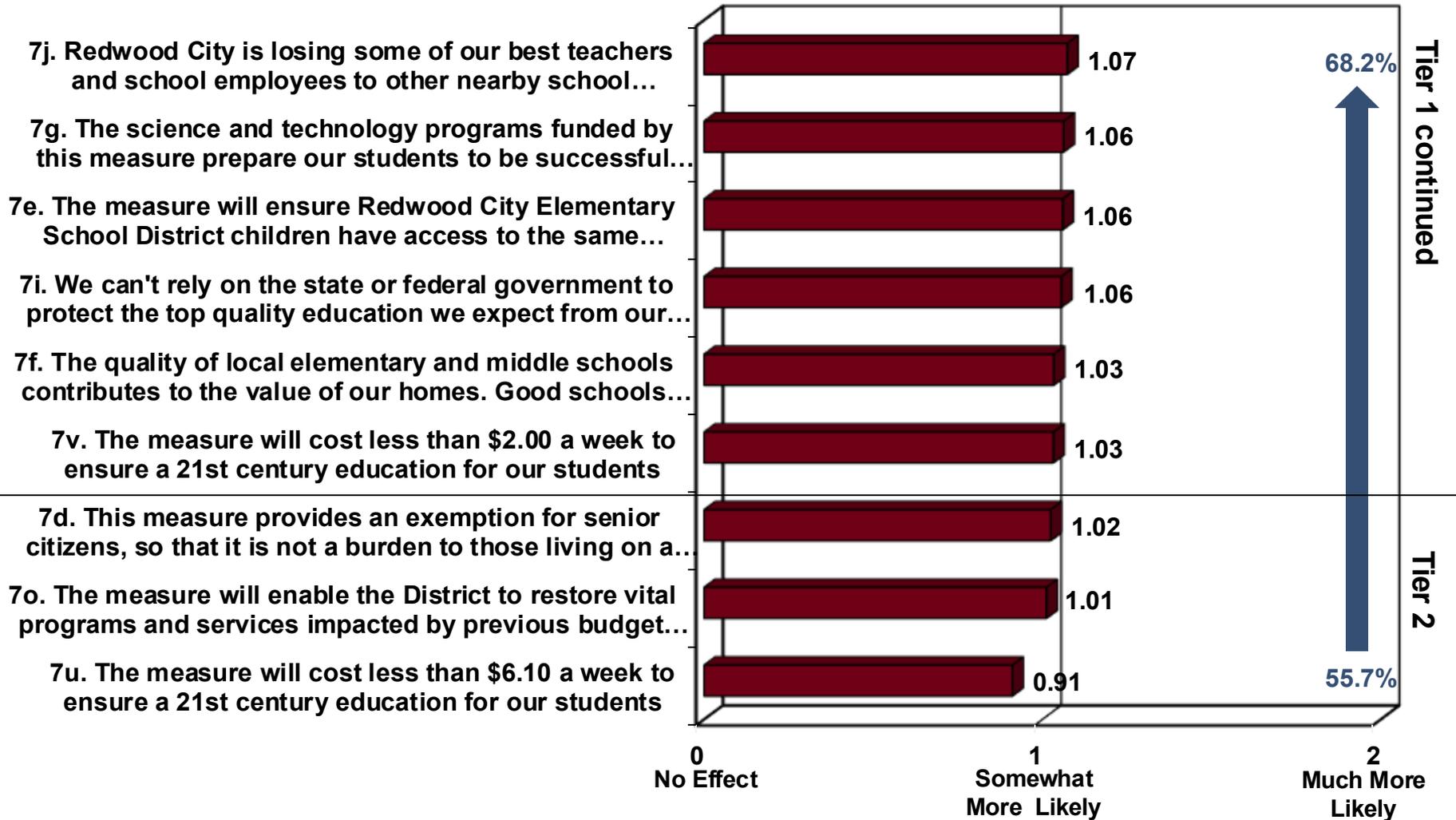
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Q7. Informational Statements II



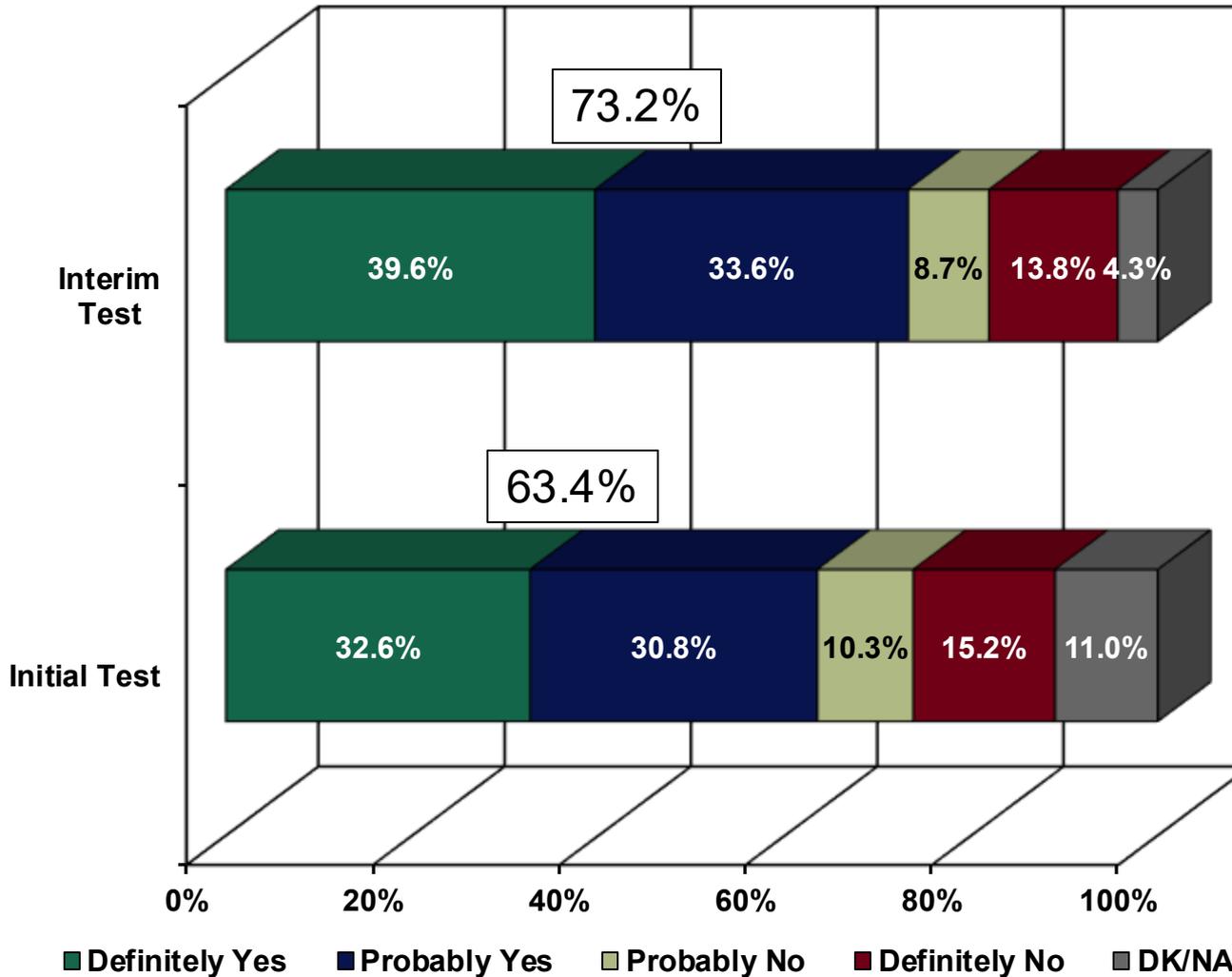
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Q7. Informational Statements III



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Q8. Interim Support for Parcel Tax Measure – 17.5 Cents / Square Foot

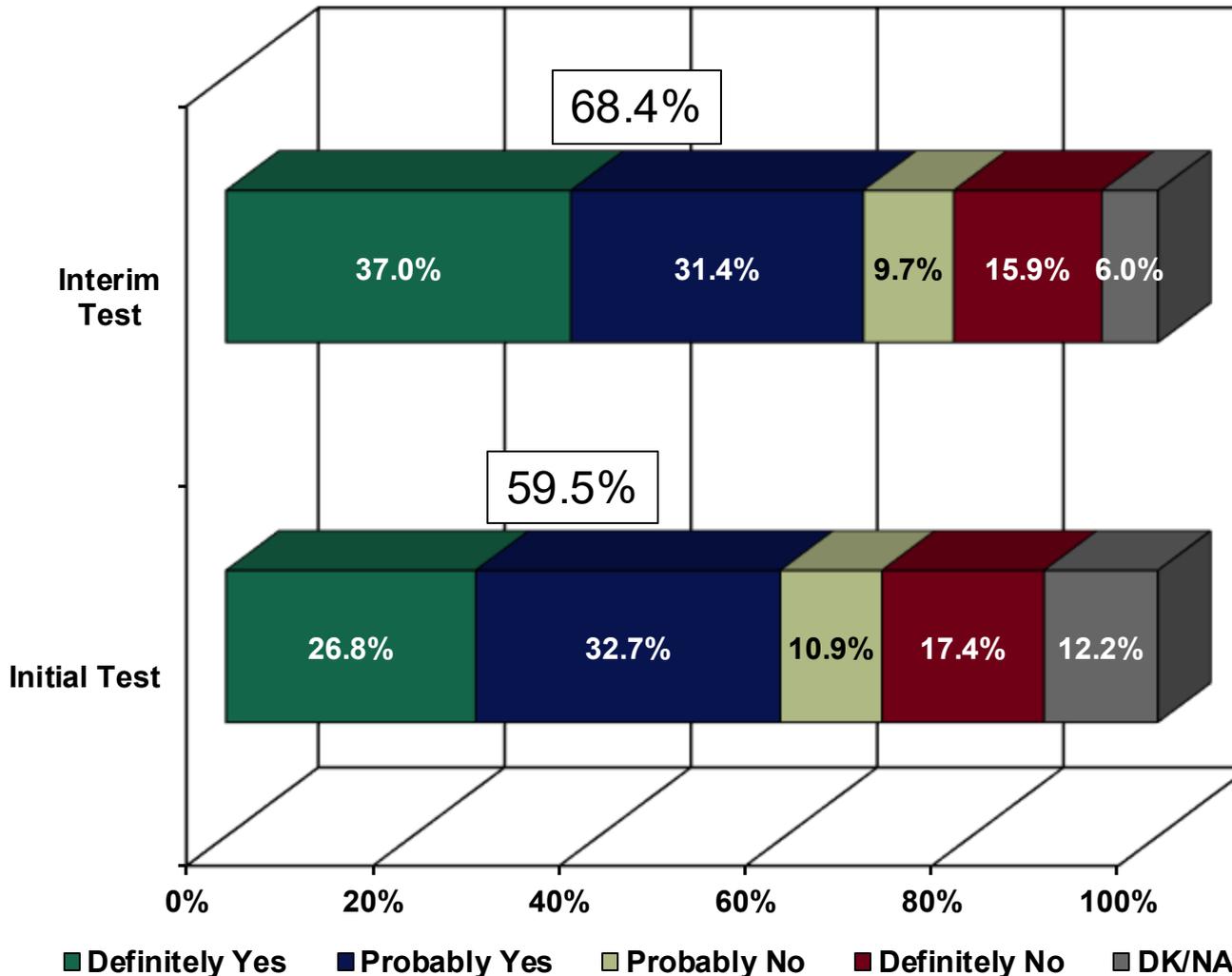


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Q9. Interim Support for Parcel Tax Measure – 5.5 Cents / Square Foot

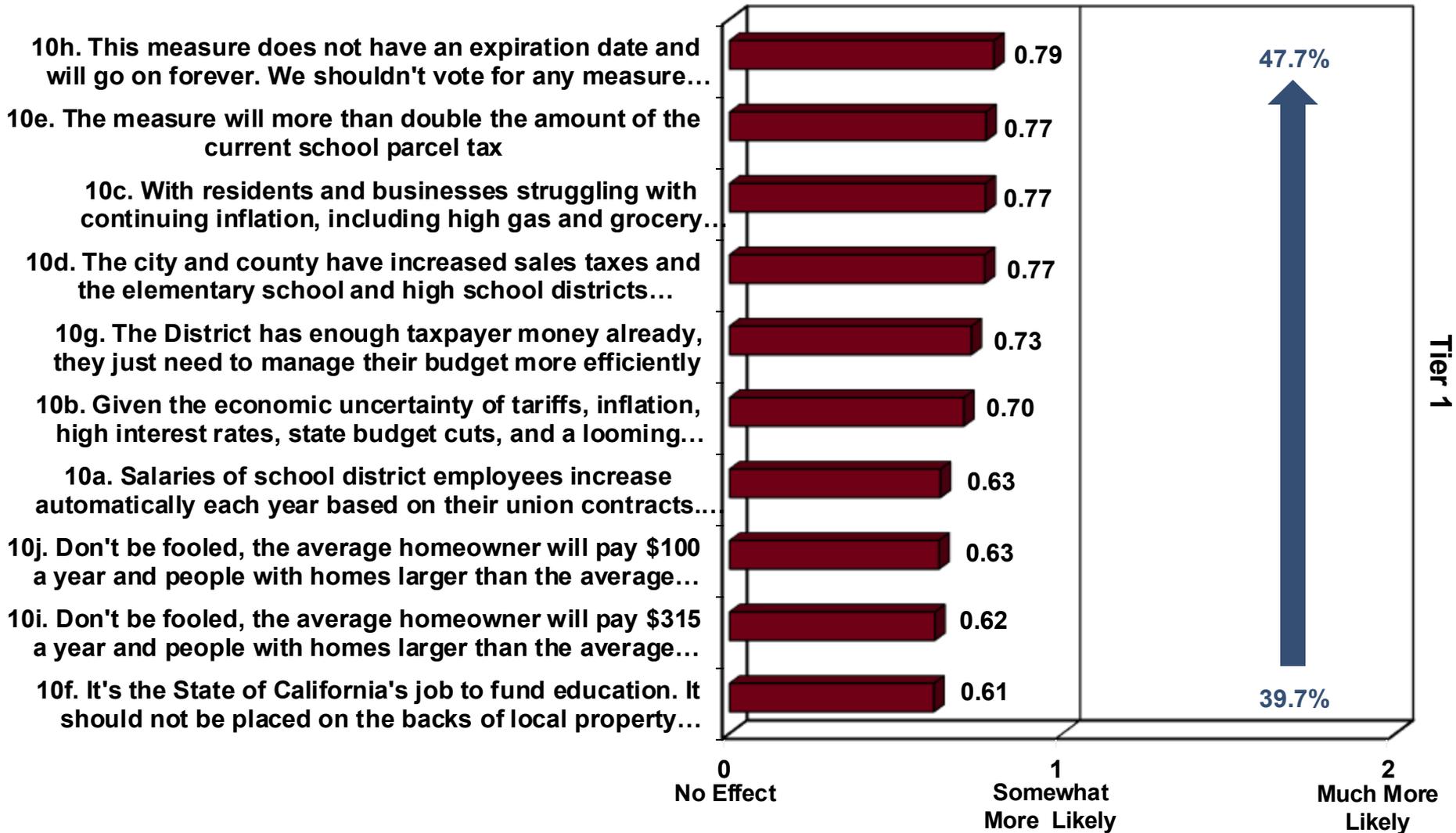


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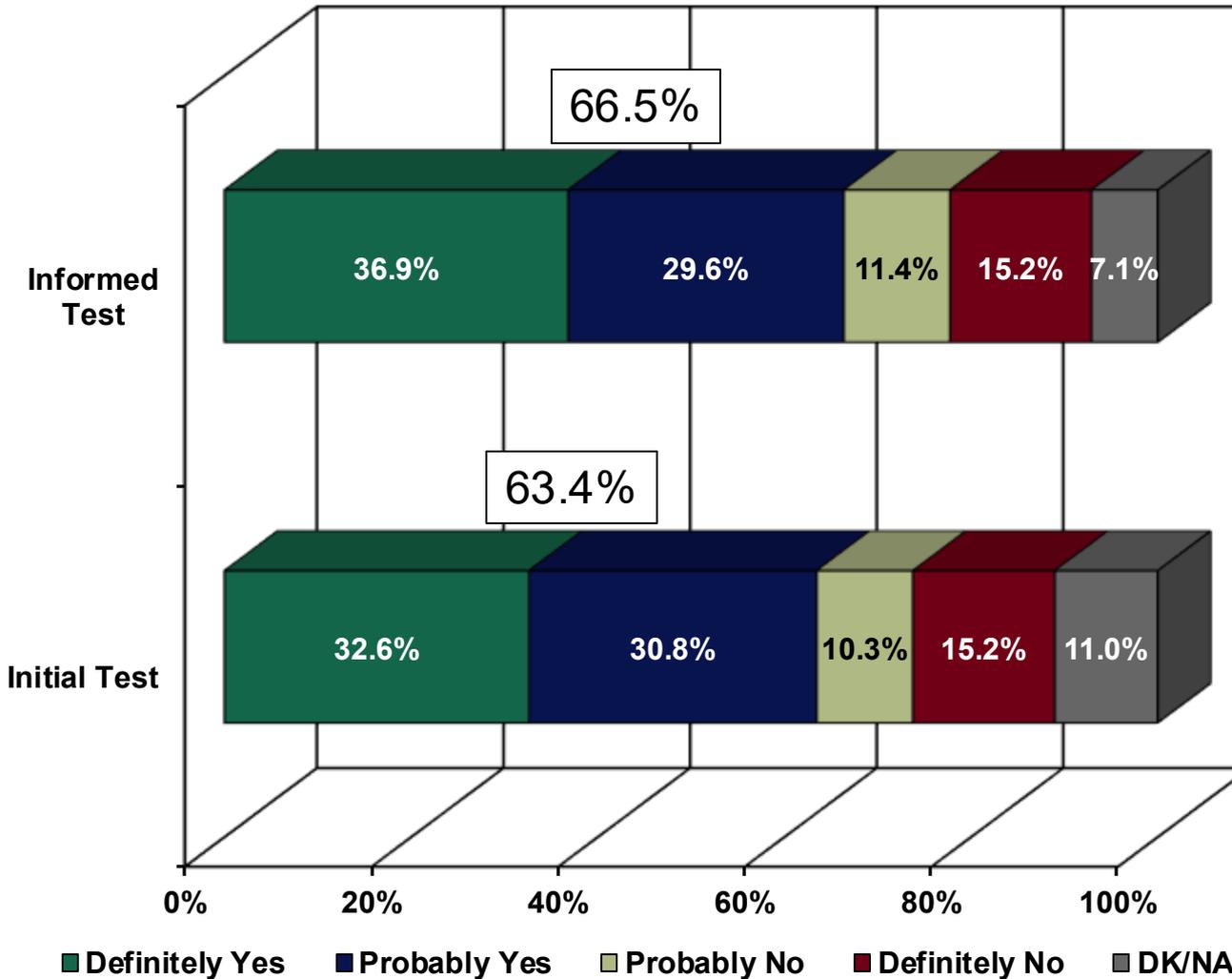
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Q10. Critical Statements



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Q11. Informed Support for Parcel Tax Measure – 17.5 Cents / Square Foot

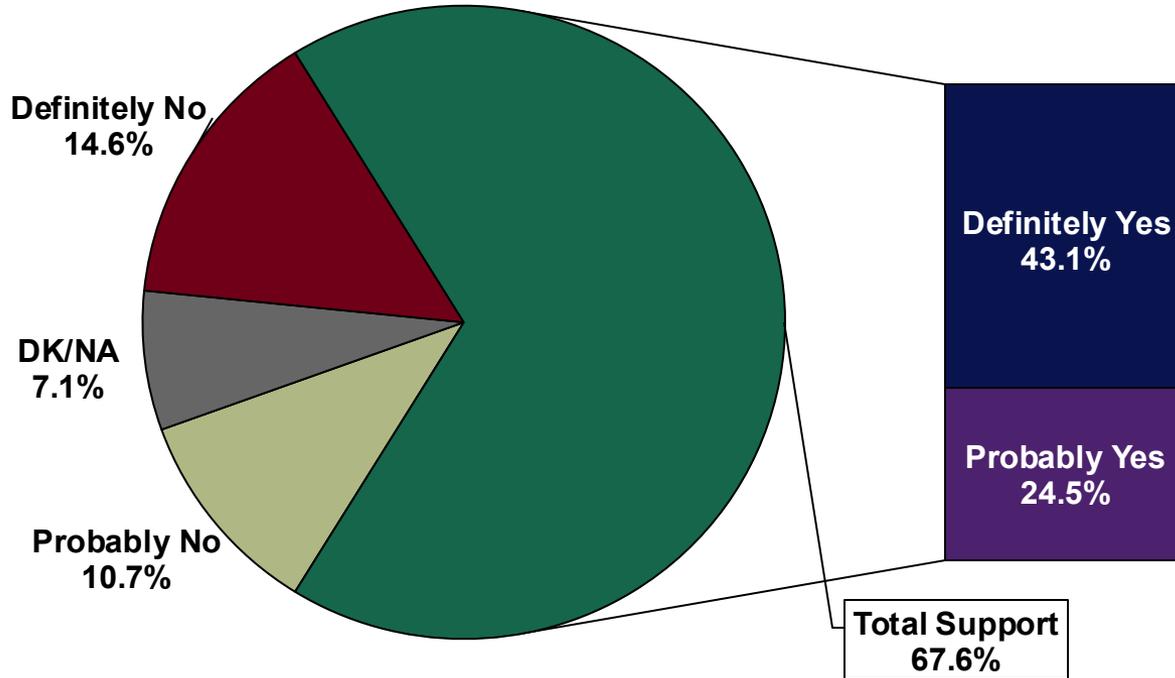


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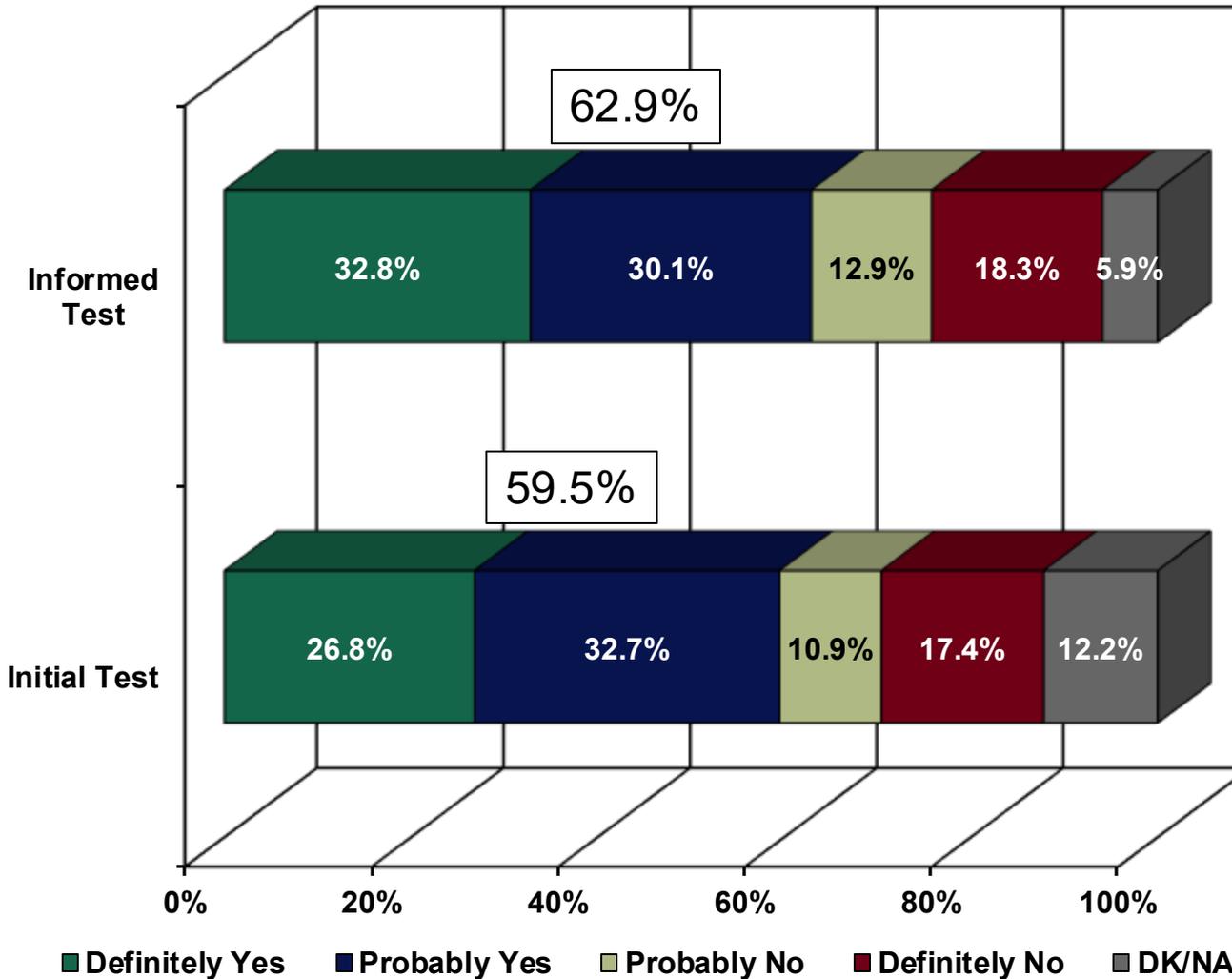
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Q12. Support for Alternative 10 Cents / Square Foot Parcel Tax Measure



INSTEAD of assessing 17.5¢ per building square foot annually, what if the measure to maintain excellent education for Redwood City Elementary School District students including, preserving science, technology, and math instruction; attracting and retaining highly qualified teachers and counselors; supporting reading and writing programs; protecting quality arts and music programs; and maintaining manageable class sizes assessed 10¢ per building square foot annually?

Q13. Informed Support for Parcel Tax Measure – 5.5 Cents / Square Foot

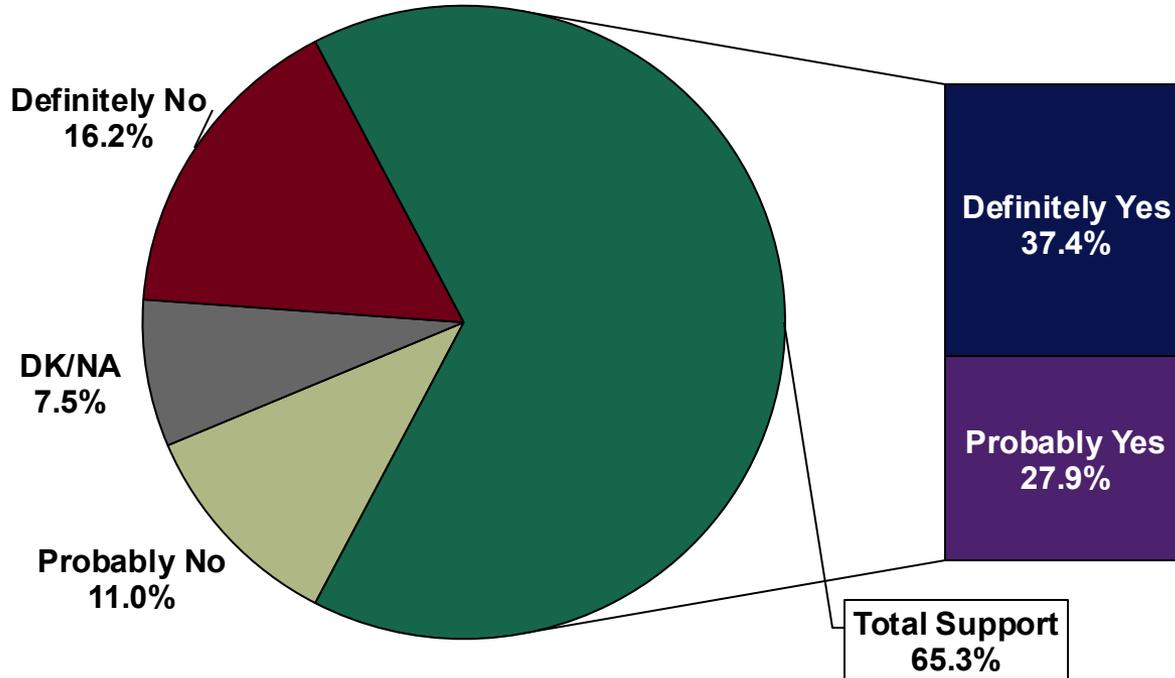


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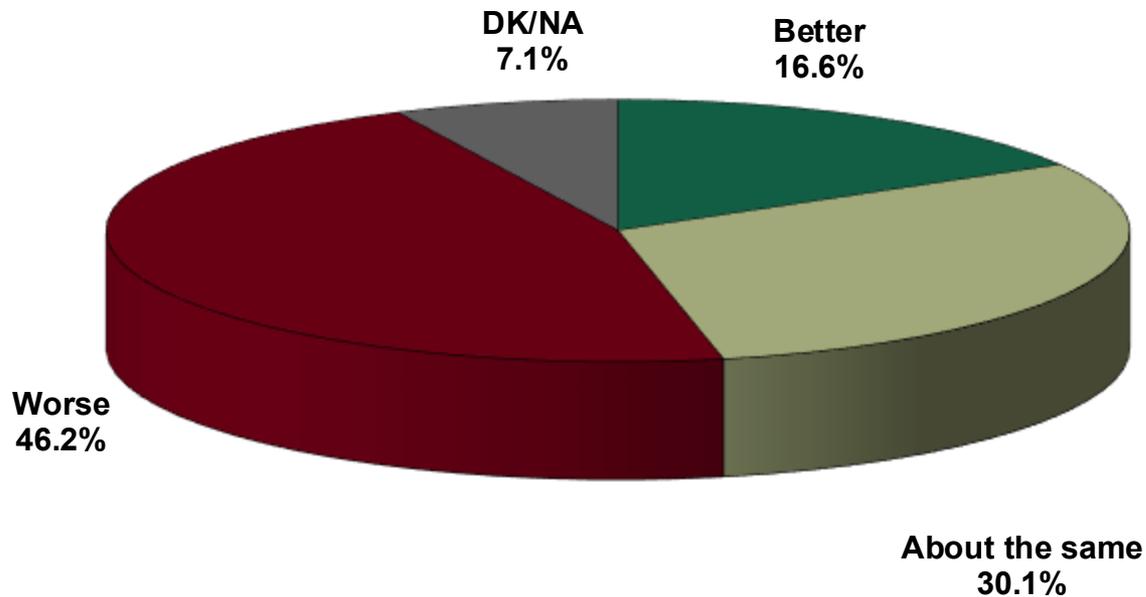
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Q14. Support for Alternative 8 Year Parcel Tax Measure



INSTEAD of until ended by voters, what if the measure to maintain high-quality education for Redwood City School District students, including, preserving science, technology, and math instruction; attracting and retaining highly qualified teacher and counselors; supporting reading and writing programs; protecting quality arts and music programs; and maintaining manageable class sizes was assessed for just 8 years?

Q15. Opinion on Future Economy



	5/24 Survey
Better	24.4%
About the Same	40.5%
Worse	25.6%



Recommendations

- ✓ **Begin planning steps to place square footage parcel tax on an upcoming ballot, with emphasis on the following structural components:**
 - ✓ **17.5 cents per square foot**
 - ✓ **Consideration of cap on rate**
 - ✓ **Consideration of a sunset**
- ✓ **Target June 2, 2026 Primary Election (March 6, 2026 qualification deadline)**
- ✓ **Educate and inform your community about your funding needs and seek input on potential measure**



Parcel Tax Planning Timeline

We're here



- ✓ Voter Survey
- ✓ Election Timing
- ✓ Tax Structure
- ✓ Tax Rate
- ✓ Political Landscape

- ✓ Consensus Building
- ✓ Non-advocacy Communications
- ✓ Internal/external stakeholders
- ✓ Community feedback

- ✓ Ballot Question
- ✓ Tax rate
- ✓ Term
- ✓ Rate cap?
- ✓ Resolution

- ✓ Fundraising
- ✓ Mail & digital ads
- ✓ Endorsements
- ✓ Lawn Signs
- ✓ Texting
- ✓ Get Out the Vote

March 6, 2026 is the deadline to qualify for the ballot.



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