



Voter Attitudes Towards a Proposed Reed Union School District Bond Measure

Key Findings of a Districtwide Survey Conducted October 29 – November 16, 2025



OPINION
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Examples of Reasons why Voters Would Initially Support the Measure in their Own Words

Verbatim Comments from Supporters

To maintain a top-level facilities for our youth and their instructors.

I believe great public schools are an important part of a healthy and prosperous community.

My children attend RUSD schools and I want them to remain excellent in every way.

Our local schools are so valuable to our children and community. It is paramount to keep them safe, upgraded and functional.

Schools need to be safe for kids to learn.

Safe, well-maintained schools are critical for our community. These schools are a draw for young families that enrich our communities and contribute to good property values.

I want to keep the quality of education high.

I always support investment in local public schools even though my kids are grown and on their own now.

Our public schools are the foundation of our community.

Investing in public schools is important to any community.

The federal government has abandoned education and capitalism so we must work on the local level to ensure a better future for the next generation.

We need to do everything we can to educate our next generation and teach them to be good people.

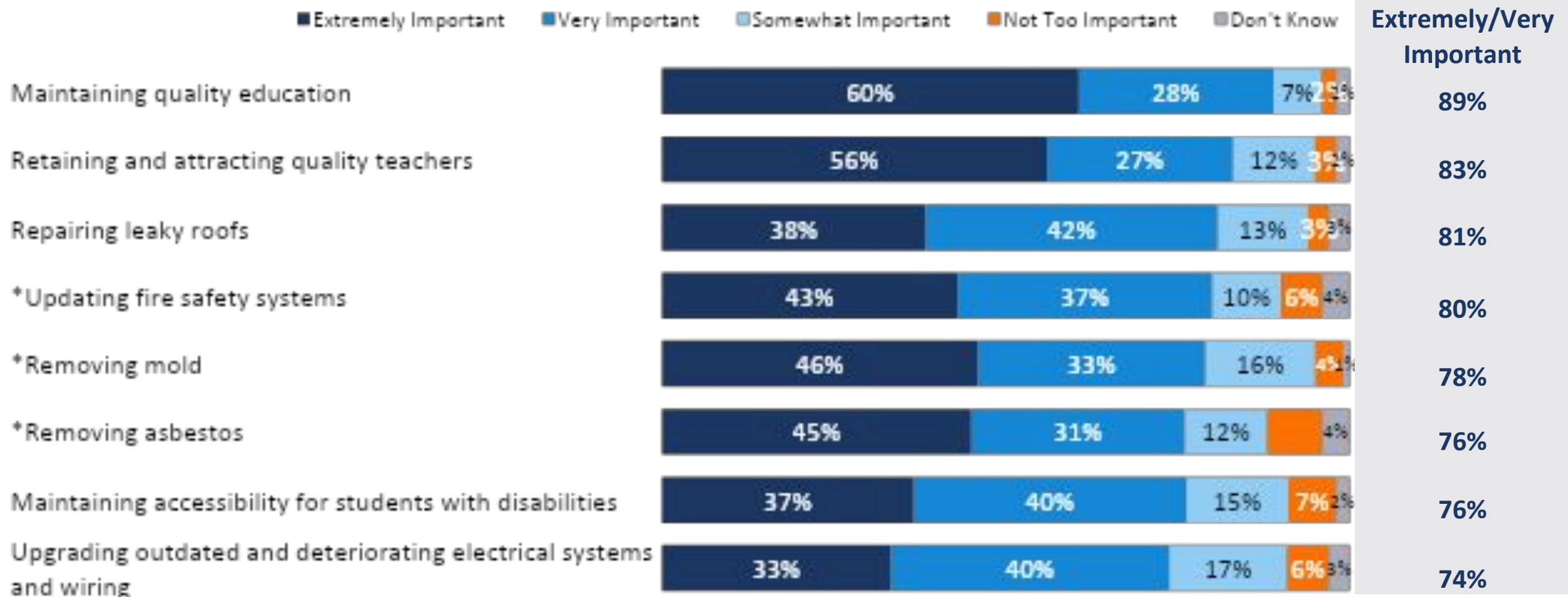
I would vote yes if it's primarily for safety and to upgrade the schools, although I think the schools are in pretty good shape.



Elements of the Proposal

District voters most prioritize maintaining quality education, retaining and attracting quality teachers, repairing leaky roofs, and updating fire systems.

(Ranked by Extremely/Very Important)

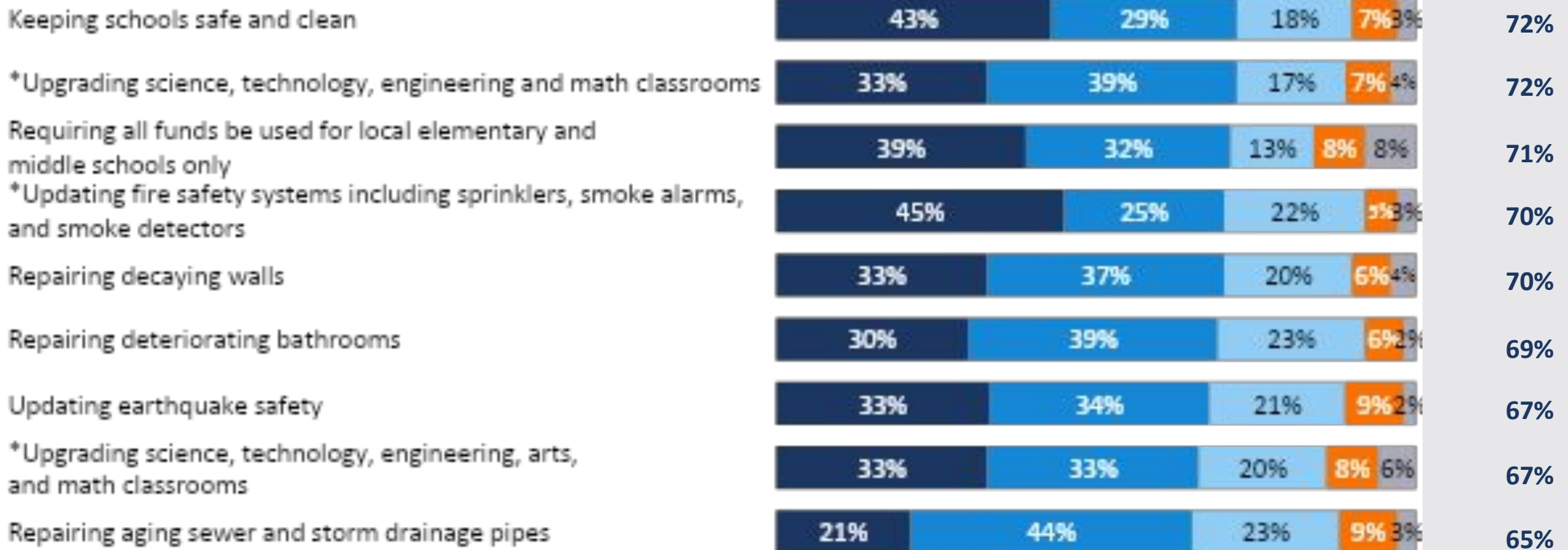


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(Ranked by Extremely/Very Important)

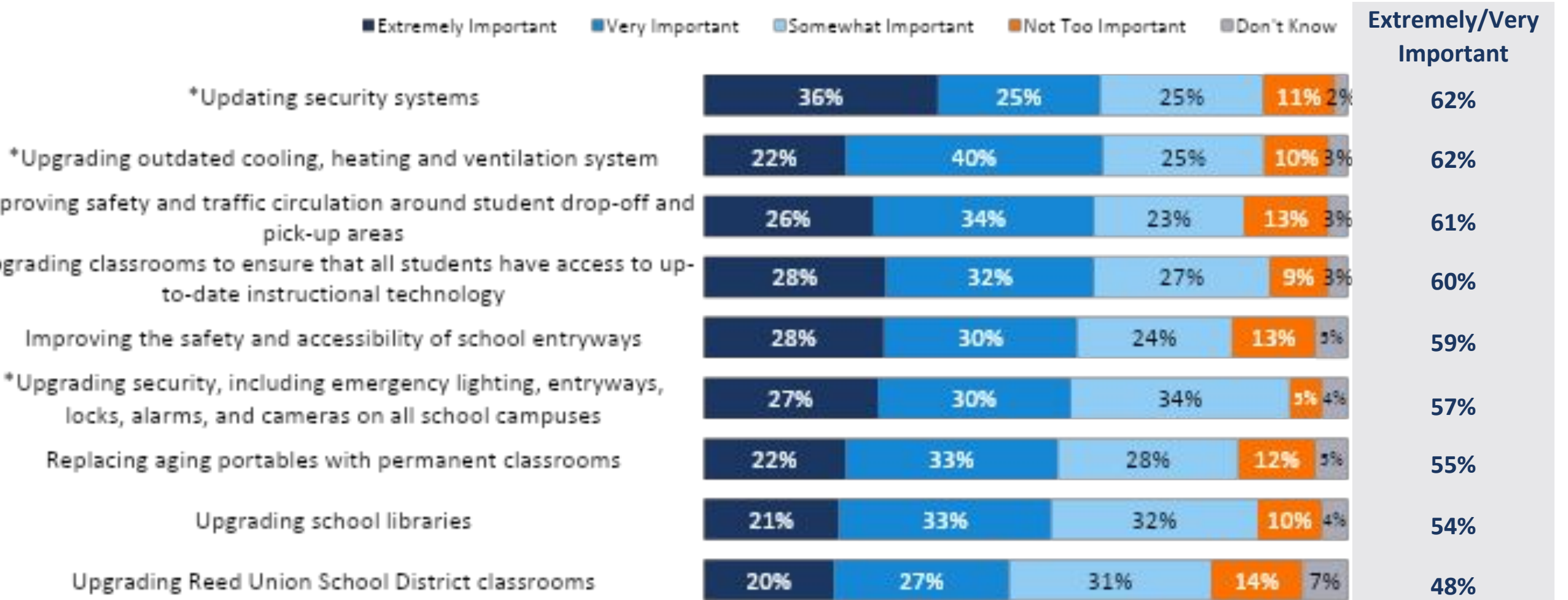
■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know

Extremely/Very Important



Continued

(Ranked by Extremely/Very Important)





Effect of Educational and Critical Statements

Repairing aging schools is the strongest statement, and over three in five voters respond positively to other tested statements.

Ranked by Total More Inclined to Vote Yes

76%	(REPAIRING AGING SCHOOLS) While our local elementary schools and middle school look fine from the outside, inside they are aging and in need of repairs and upgrades to protect the quality of education and student safety. This includes repairing leaky roofs, decaying walls, deteriorating plumbing, and restrooms; removing mold; updating outdated electrical and security systems; improving air quality and heating and cooling systems; making earthquake and fire safety improvements; and continuing to provide safe drinking water.
68%	^(PORTABLES) Our local schools continue to use temporary portable classrooms, which are deteriorating and have exceeded their useful life. This measure would fund the replacement of these aging portables at all three schools with permanent classrooms that are able to meet California earthquake standards. The permanent classrooms will also allow more flexibility for science, technology, engineering, robotics, arts, and music education; as well as provide a better environment for classes where the youngest students, those in pre-kindergarten, are located.
68%	^(ACCOUNTABILITY) This bond measure is subject to strict accountability requirements, including public disclosure of all spending, independent annual audits, and review of all spending by an Independent Citizens' Oversight Committee. Additionally, all funds must be used to improve our neighborhood schools and by law, cannot be taken by the County or the State.
67%	(FACTORS FOR SUCCESS) Education studies confirm that a child's early years are critical for brain development and that access to a high-quality education, safe school environment and well-qualified teachers are the key to academic and future success. This measure will help continue Reed Union School District's efforts to provide students an opportunity to thrive in school so that local students are prepared for future school, work, and life experiences.
67%	(PROPERTY VALUES) Whether or not you have school-age children, supporting quality education is a wise investment that protects the quality of life in our community and strong property values.

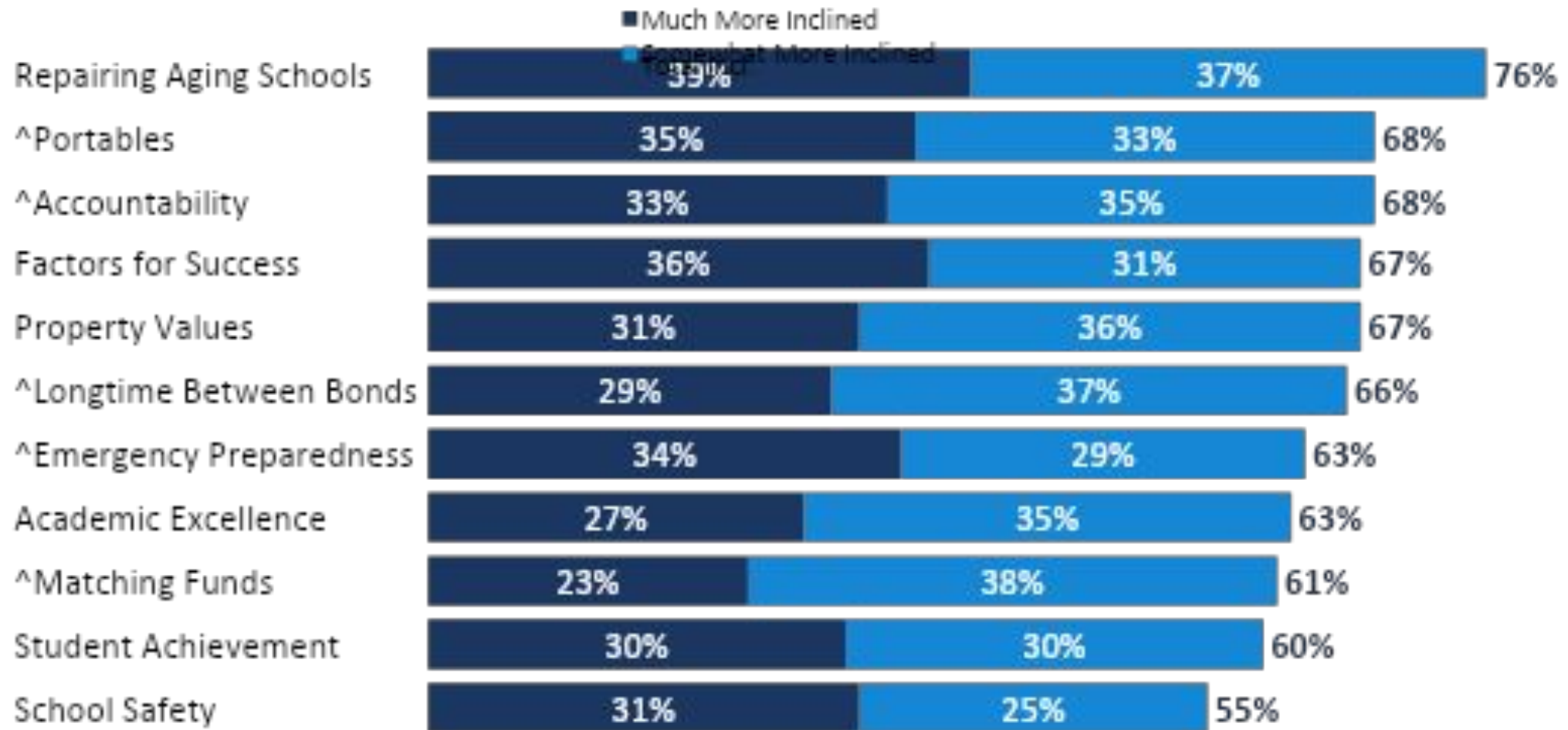
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Ranked by Total More Inclined

66%	^(LONGTIME BETWEEN BONDS) Reed Union School District last asked voters to approve a bond measure in 2005. Over the years, the District has used the available funds to address community priorities for the schools. Twenty years later, aging facilities and technologies need to be addressed and if they are not taken care of now, they will just cost more in the future.
63%	^(EMERGENCY PREPAREDNESS) Reed Union schools are among the community's disaster management sites. In the event of an earthquake, wildfire, or other natural disaster, the community will rely on local schools for shelter, necessities, and emergency response. It's critical for these buildings to be secure and seismically safe.
63%	(ACADEMIC EXCELLENCE) Reed Union School District is one of the top elementary and middle school districts in the state and one of the main reasons people move to this community. Our neighborhood schools have received multiple state and national awards over the past few years. This measure will invest in safe quality learning environments and maintain our schools' standards of excellence.
61%	^(MATCHING FUNDS) This measure may allow Reed Union schools to qualify for available state-matching funds that will otherwise go to other school districts.
60%	(STUDENT ACHIEVEMENT) This measure could upgrade classrooms and science, technology, engineering, arts, robotics, and music spaces to improve student learning and achievement in many of the schools' award-winning programs. These investments will help students develop the skills needed to be successful in a rapidly changing economy.
55%	(SCHOOL SAFETY) Our local neighborhood schools need to continue to improve security by upgrading emergency communications systems, lighting, door locks, cameras, and alarms on all school campuses, as well as enhance safety and traffic circulation around student drop-off and pick-up areas so that students, teachers, and staff remain safe.

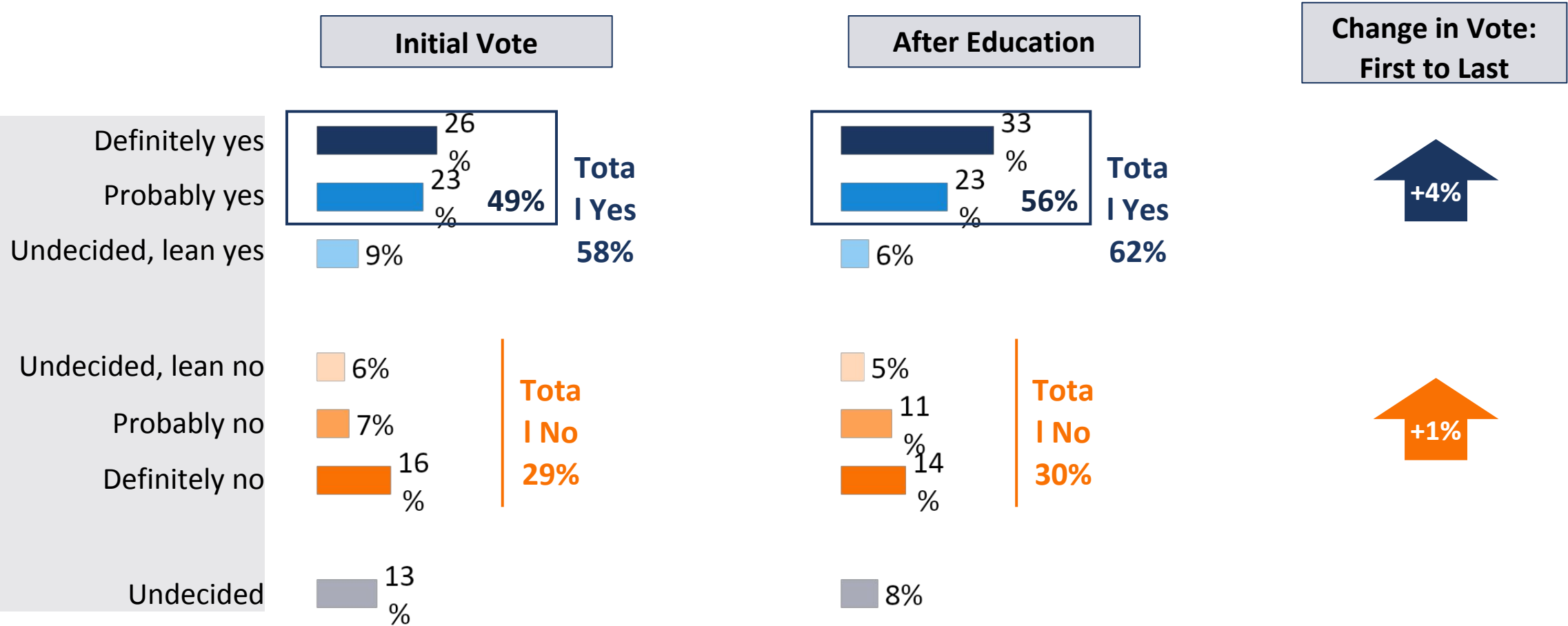
Statements focused on needed repairs, replacement of portables, and spending accountability resonate the most with voters.

(Ranked by Total More Inclined)



For a June 2026 electorate, after education support is slightly more than 6-in-10 but those saying definitely yes is modest.

(Likely June 2026 Voters, MOE: ±7.5%)



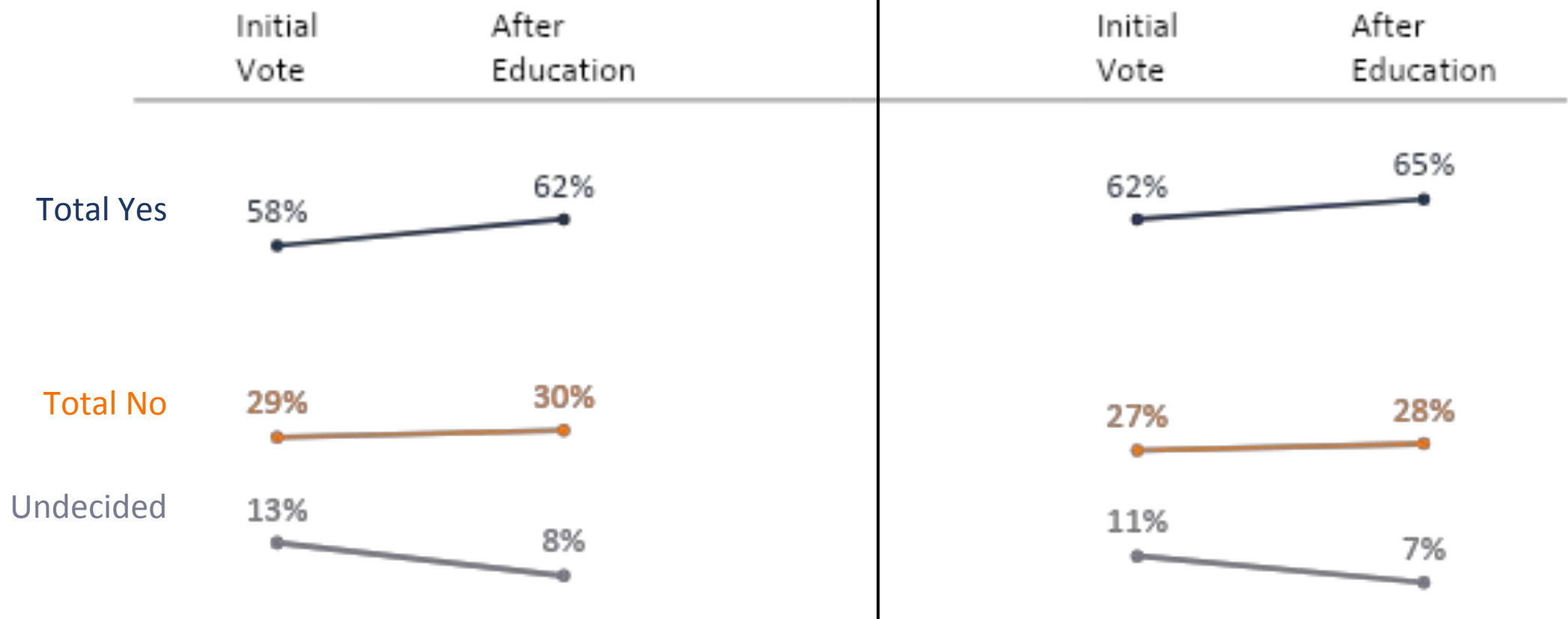
June 2026 Primary and November 2026 General Vote Progressions

June 2026

(MOE: $\pm 7.5\%$)

November 2026

(MOE: $\pm 6.6\%$)





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