GAINESVILLE ISD 2020 BOND – SURVEY RESULTS

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Decisive Campaigns
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Objective of Survey

Assess community awareness of ISD facility needs related to district programs

Understand attitudes of key stakeholders

Identify community opinion specific to individual projects currently being discussed by the Committee on district facilities

Increase participation in the discussion about district facilities and needs

Heighten awareness that the district is considering a bond issue

Provide feedback to the Committee and Board of Trustees to assist them in making a more informed decision

Improve probability of a successful election to avoid the unnecessary time and effort of ISD personnel taking focus away from the students when requesting an undesired bond

Survey Overview
Understanding the question flow
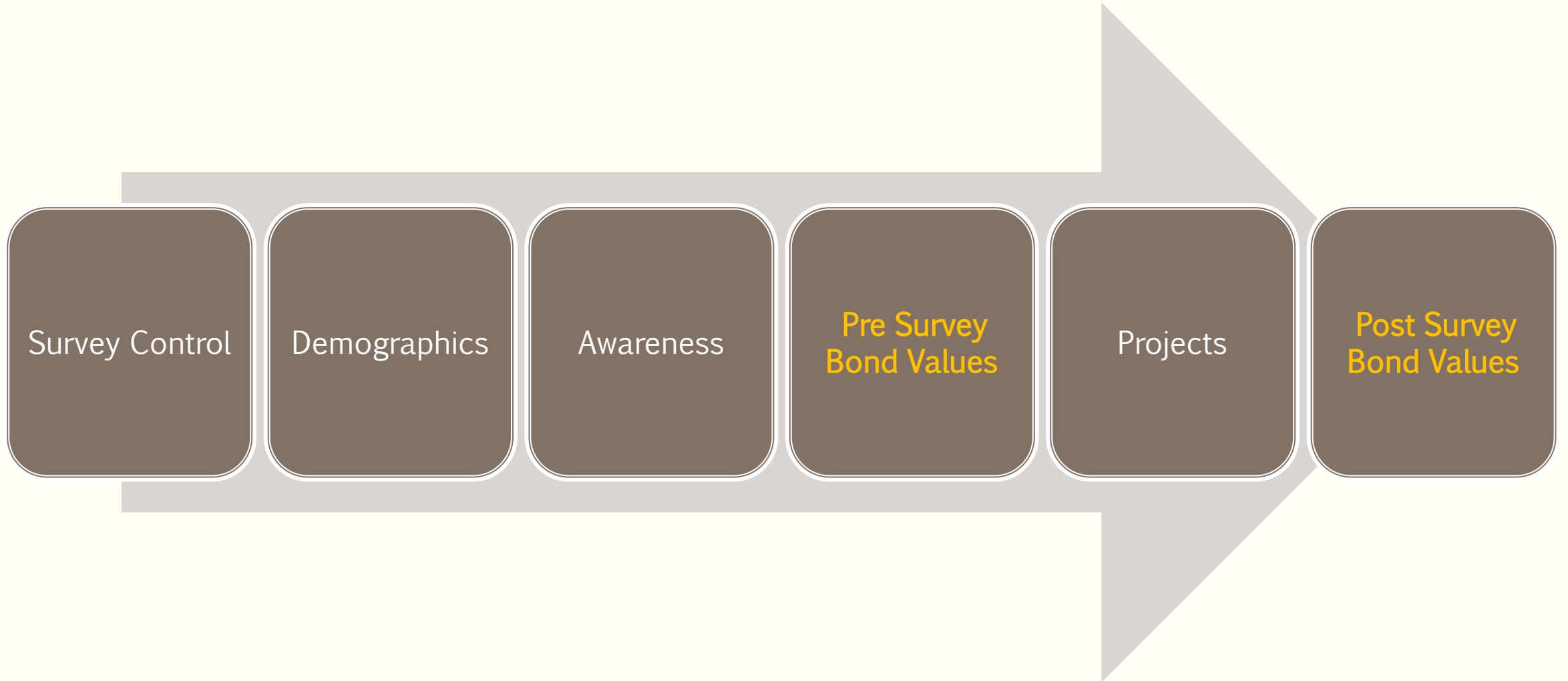
Executive Summary

- Voting Population
    - 10,036 registered voters[1]
        - Normal projection for a May local bond election only bond election is 4 – 10%
    - Based on 10 years of voting history, voters were segmented on their probability for voting in a May local bond election
        - A = 40 – 60% (State Nov 3+ of 4, Last 3 years 4+ of 5, Primary/Run-Off 5+ of 7, Absentee Voter 10+) – Projected 37% of turnout (TO)
        - B = 20 – 35% (State Nov 2 of 4, Last 3 years 3 of 5, Pri/RO 3-4 of 7, Absentee 6-9) – 36% TO
        - C = 4 – 10% (State Nov 1 of 4, Last 3 years 2 of 5, Pri/RO 2 of 7, Absentee 3-5) – 24% TO
        - D = 1 – 2% (Last 3 years 1 of 5, Pri/RO 1 of 7, Absentee 2) – 2% TO
        - Z = 0 – 1% (No voting history, Presidential November only) – 1% TO
    - Web survey was conducted between 10 December and 30 December 2019 [2]
        - Identical surveys were sent to Employees and to Community
    - Phone survey was conducted between 16 December and 22 December 2019
    - 267 Verified registered voters or households participated and completed the survey (n=267)
    - Survey Statistics
        - 95% confidence level
        - 5.92% Margin of error ("MOE")

[1] *As of 6 December 2019. Data provided by Cooke County.*
[2] *341 community web surveys were initiated. 195 successfully completed the survey and were verified - 8 Eligible respondents but terminated early – 39 responses were not successfully validated to an ISD registered voter – 26 terminated during the demographical questions, 3 duplicates removed, 70 not eligible to participate. 2 Phone surveys were removed – duplicates with web survey. Later survey had precedence.*
Relevant Tax and May Local elections – No data available

Executive Summary

- Responses indicate gross and net support for limited projects
  - Full Support: **01 – Roof/ HVAC**, 03 – Technology Infrastructure, **07 – Increase Security** [1]
  - At Risk: 05 – New CTE Building, 04 – Expand Ag Barn [2]
  - Need further discussions: 06 – New JH, 02 – New Auditorium, 08 – New ES

- No actionable differentiation between 06 – New Junior High and 08 – New Elementary School

- Responses do not indicate clear support to spend money for improvement
  - <u>Net</u> Approval for $50M in excess of 2xMOE exists only for Post Survey respondents
  - Concerns associated with high-level "need more information" responses
  - When ISD-Affiliated responses are removed, Gross support drops by an additional 15% [3]
  - If Bond were to be called, high level of communication would be required to address awareness and perception issues

- Strong representation amongst the majority of dimensions, but data did exhibit potential biases requiring subsequent analysis
  - Top two biases analyzed: Age and ISD Affiliation
  - Analysis did not indicate significant impacts to the overall observations
  - Did highlight areas of concern and indicated areas for improved communication and community outreach

- Excellent support from internal stakeholders, both parents and employees, for values and projects

[1] *Greatest and most consistent support was demonstrated for 01 – Roof/HVAC followed by 07 – Increase Security*

[2] *04 – Expand Ag Barn has both Net and Gross support, but issues arise when taking into account other dimensions – such as the comment analysis that suggest there maybe some issues*

[3] *By removing Parents / Grandparents (P/G) and Family members of employees, data biases become evident*
   Lowest Support for 02 – New Auditorium (38.8%) and 08 – New ES (38.8%)
   Pre-Survey Gross support for $50M drops to 18.6% for non P/G versus 30.7%
   Post-Survey Gross support for $50M drops to 28.7% for non P/G versus 43.1%

Favorability by Identified Options / Scenario

Four options garnered sufficient support to exceed 2xMOE in aggregate (both Gross and Net). The remaining four are within 1xMOE Gross. $50M has adequate Net support, but due to a high number of "needing more information", it falls below -1xMOE Gross. $100M bond value does not have adequate support Net or Gross.

Projects	% Net Approval	For	Against	% Gross Approval	Nuetral	Rejected 1-2	Accepted 1-2	Top 2
PreQ01 - $50M	55.0%	82	67	30.7%	118			
PreQ01 - $100M	24.2%	36	113	13.5%	118			
PreQ01 - No Support	45.0%	82	67	25.1%	118			
Opt01 - Roof/HVAC	83.5%	218	43	81.6%	6	6	24	105
Opt02 - New Auditorium	54.8%	143	118	53.6%	6	12	1	34
Opt03 - Technology Infrastructure	66.4%	172	87	64.4%	8	5	4	45
Opt04 - Expand Ag Barn	62.7%	163	97	61.0%	7	13	5	33
Opt05 - New CTE Building	57.1%	148	111	55.4%	8	11	3	23
Opt06 - New JH	50.6%	132	129	49.4%	6	13	1	56
Opt07 - Increase security	75.1%	196	65	73.4%	6	8	15	
Opt08 - New ES	55.0%	142	116	53.2%	9	14	2	51
PostQ01 - $50M	62.8%	115	68	43.1%	84			
PostQ01 - $100M	23.0%	42	141	15.7%	84			

Orange = Within the Margin of Error (MOE) - Red Shading = Below the Margin of Error (MOE)
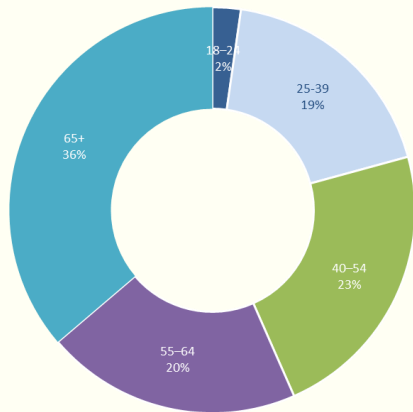*% Net Approval = Yes/(Yes+No) %*
Gross Approval = Yes/(Yes + No + Neutral / No Reply / Unsure)
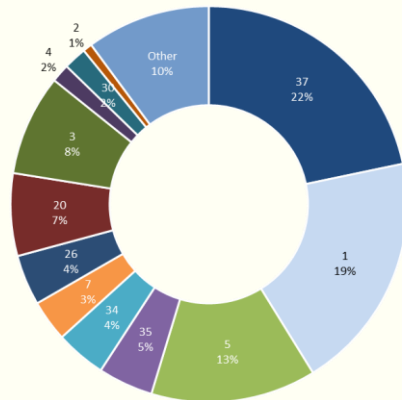*N = 267*

Awareness / Respondents Demographics - FULL

Survey participation for the 65+ Age Bands were underrepresented by 11% from the projected turnout and demonstrated lower support.   Geographically, the projected turnout was well represented, ±4% of projected turnout. It did demonstrate variance of support. Lack of Awareness was demonstrated for majority of identified questions, but awareness did not appear to consistently improve favorability
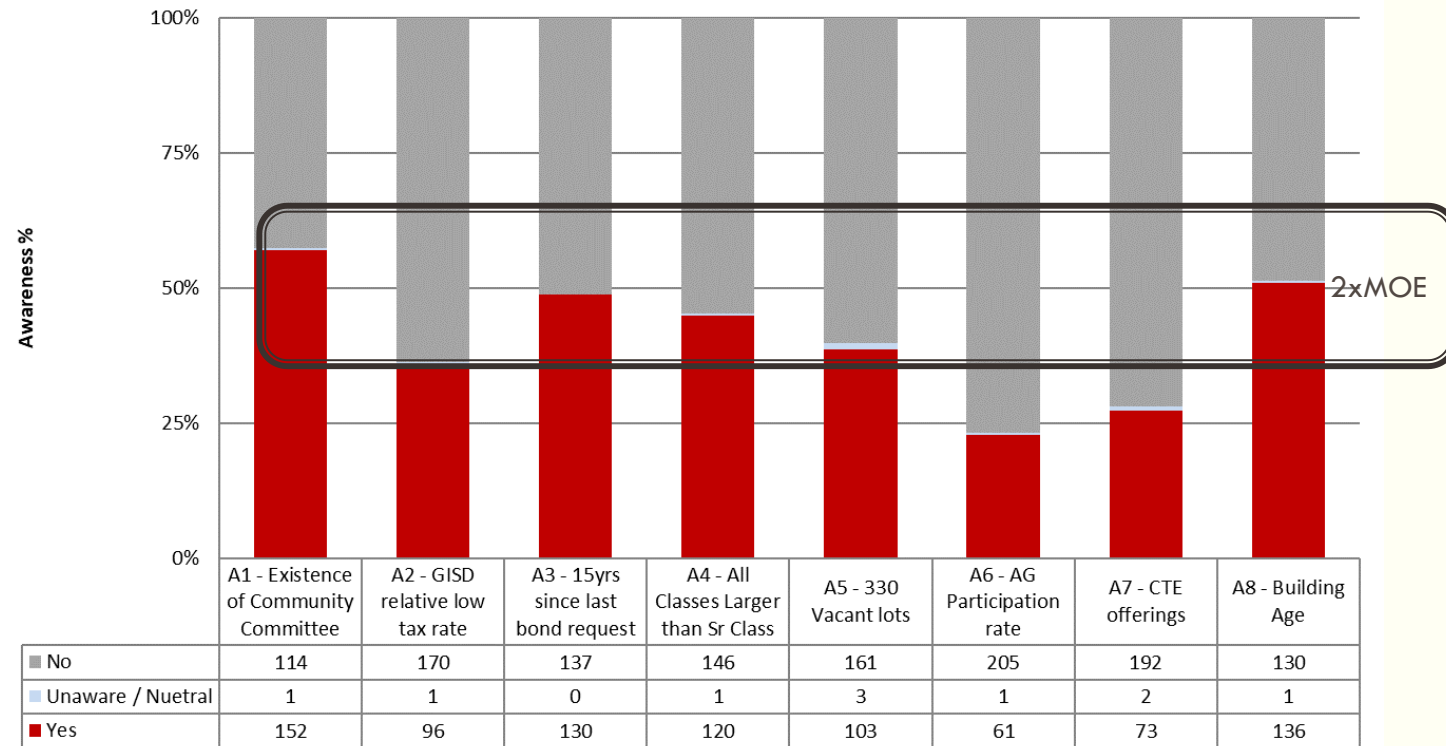
Age Demographics - Verified Respondent

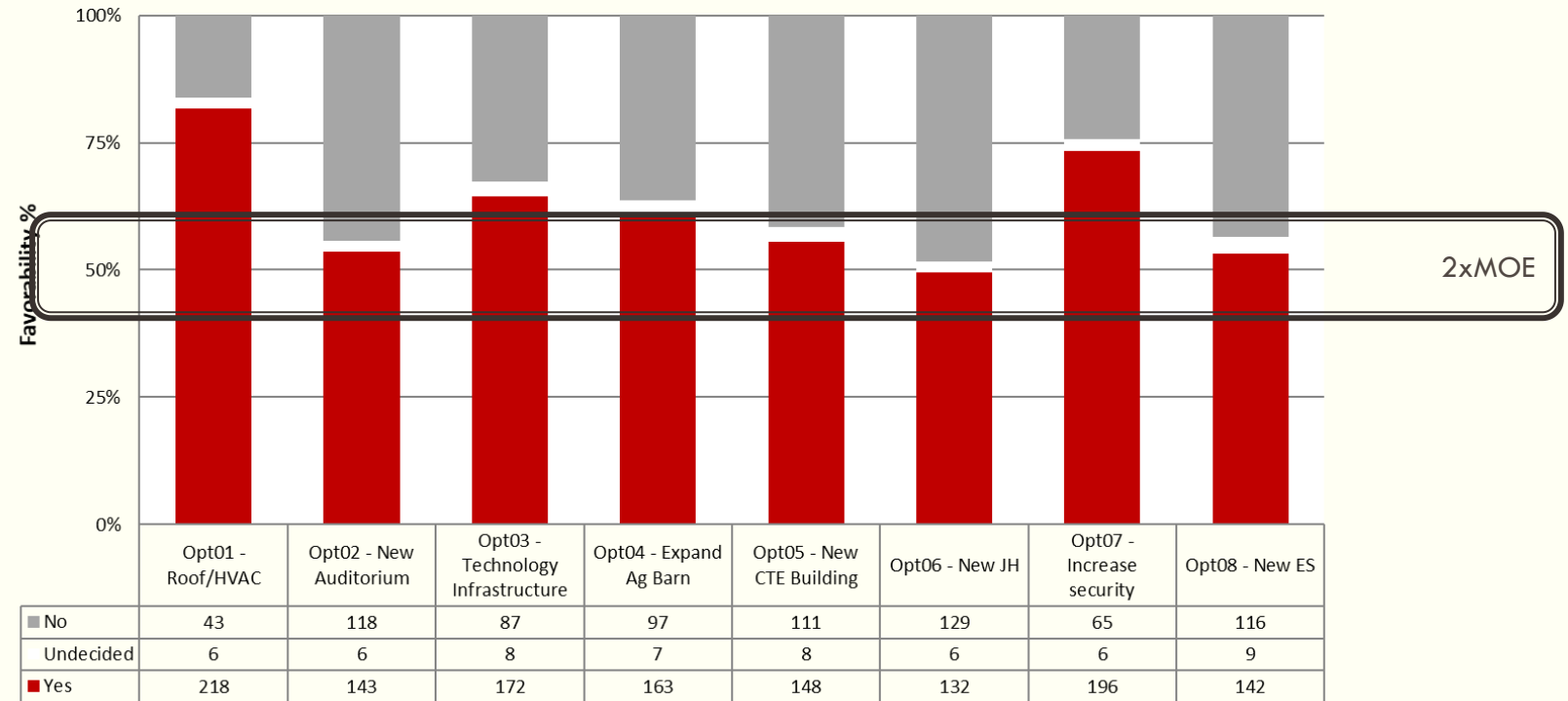**Precinct Demographics - Verified Respondent**

Awareness - Responses

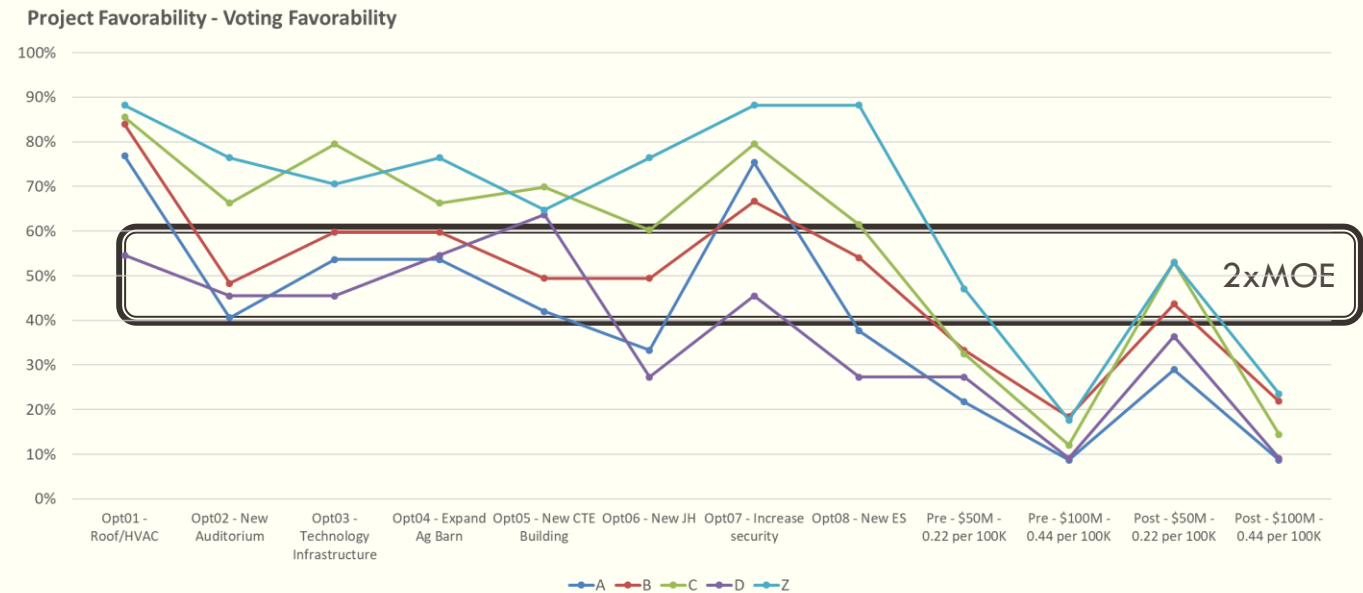|	A1 - Existence of Community Committee	A2 - GISD relative low tax rate	A3 - 15yrs since last bond request	A4 - All Classes Larger than Sr Class	A5 - 330 Vacant lots	A6 - AG Participation rate	A7 - CTE offerings	A8 - Building Age
No	114	170	137	146	161	205	192	130
Unaware / Nuetral	1	1	0	1	3	1	2	1
Yes	152	96	130	120	103	61	73	136

Option / Scenario Favorability - FULL

Half the options exceeded the 2xMOE, suggesting adequate support. 02 – New Auditorium, 06-New JH and 08-New ES fell below +1xMOE

Favorability by Option / Project

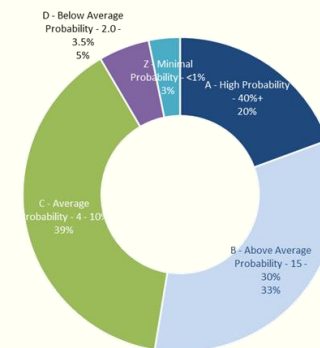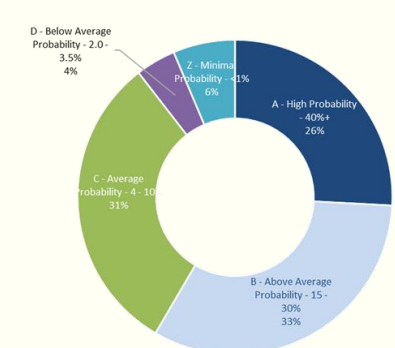|	Opt01 - Roof/HVAC	Opt02 - New Auditorium	Opt03 - Technology Infrastructure	Opt04 - Expand Ag Barn	Opt05 - New CTE Building	Opt06 - New JH	Opt07 - Increase security	Opt08 - New ES
No	43	118	87	97	111	129	65	116
Undecided	6	6	8	7	8	6	6	9
Yes	218	143	172	163	148	132	196	142

Project Responses – Voting Probability

- A voters consistently demonstrated lower support for each project with 02 – New Auditorium, 05 – New CTE below -1xMOE favorability and below -2xMOE support of the bond values

- A voters are projected to represent 20% of the overall turnout, but are overrepresented in the sample

- C, D and Z ("Average" and "Below Average") voters were consistently the most favorable probability band and are projected to represent 41% of the turnout

- The over representation of A and under of C voters may have an impact and requires a Bias Analysis

Projected Voting Turn-out Probability: A (40%+), B (15 – 30%), C (4 – 10%) , D (2 – 3.5%) & Z (<1%)

Project Favorability - Voting Favorability

Voter Probability - Voter Probability

Voter Probability - Verified Respondent

Voting Probability Analysis

Supporting tables for the voting probability dimensions analysis

	A	B	C	D	Z
Opt01 - Roof/HVAC	76.8%	83.9%	85.5%	54.5%	88.2%
Opt02 - New Auditorium	40.6%	48.3%	66.3%	45.5%	76.5%
Opt03 - Technology Infrastructure	53.6%	59.8%	79.5%	45.5%	70.6%
Opt04 - Expand Ag Barn	53.6%	59.8%	66.3%	54.5%	76.5%
Opt05 - New CTE Building	42.0%	49.4%	69.9%	63.6%	64.7%
Opt06 - New JH	33.3%	49.4%	60.2%	27.3%	76.5%
Opt07 - Increase security	75.4%	66.7%	79.5%	45.5%	88.2%
Opt08 - New ES	37.7%	54.0%	61.4%	27.3%	88.2%
Pre - $50M - 0.22 per 100K	21.7%	33.3%	32.5%	27.3%	47.1%
Pre - $100M - 0.44 per 100K	8.7%	18.4%	12.0%	9.1%	17.6%
Post - $50M - 0.22 per 100K	29.0%	43.7%	53.0%	36.4%	52.9%
Post - $100M - 0.44 per 100K	8.7%	21.8%	14.5%	9.1%	23.5%

Blue – Top 2 results across the dimensions
Red – Lowest result across the dimensions

All calculations are GROSS

Project Support – by Value

Neither $50M nor $100M individually obtained majority support. Assuming that respondents who were willing to accept $100M would accept $50M, support a $50M bond with a $0.22 tax impact became favorable from a Net perspective, but failed to exceed the required 1xMOE or the conservative 2xMOE from a Gross perspective
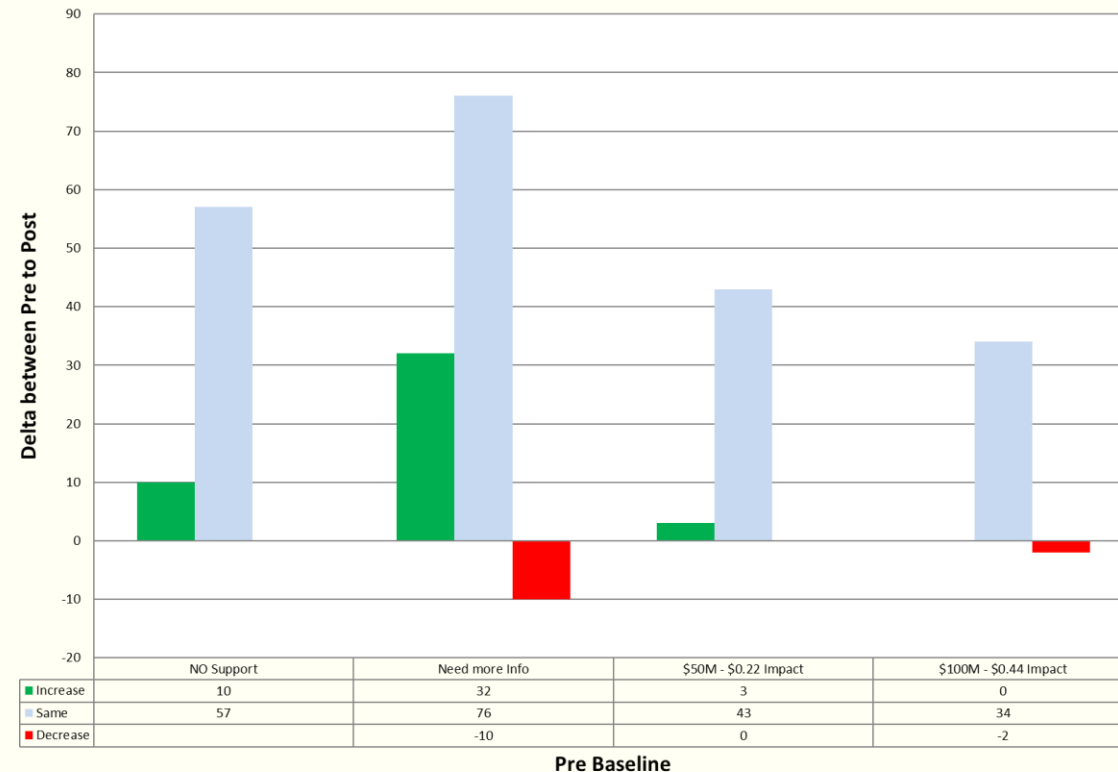

Project Support by Value - Pre / Post

All calculations are GROSS
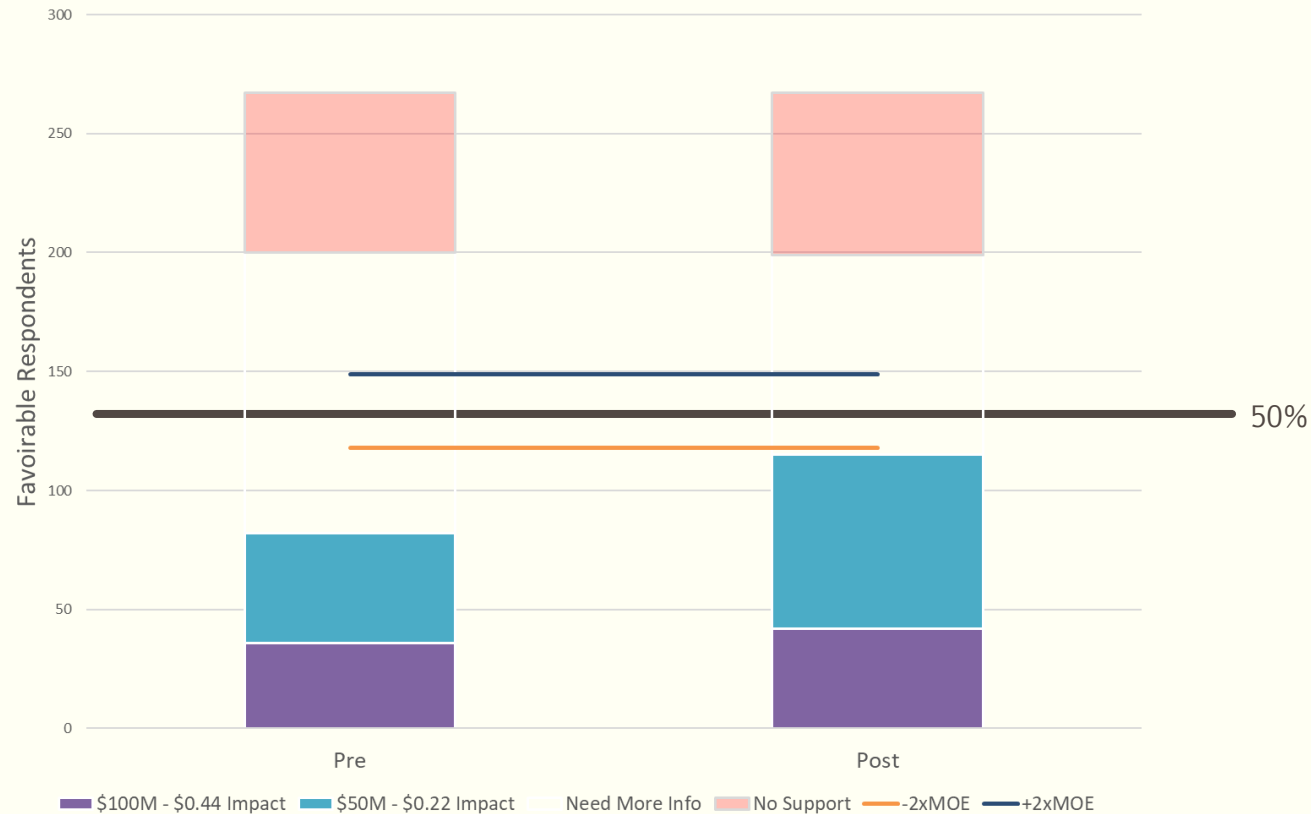
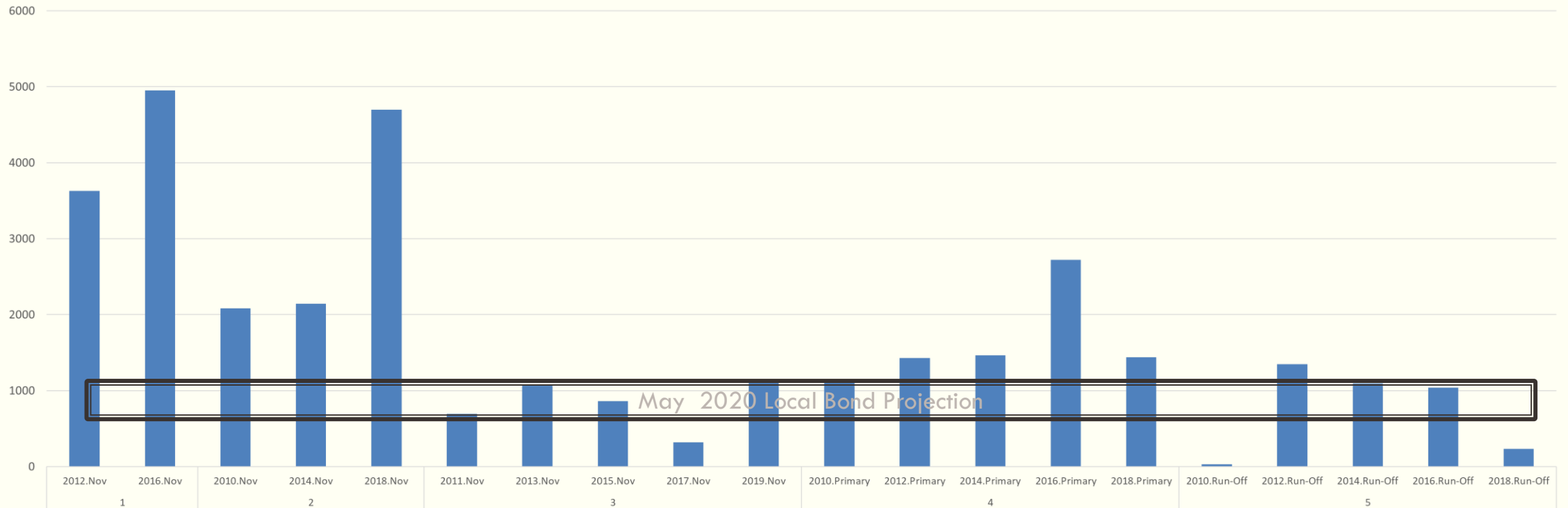# Favorability Impact As Result of Participating in t he Survey

- 79% of the respondents did not change their opinion as a result of the survey

- 17% of the respondents improved their position as a result of the survey

- 4% of the respondents weakened their position as a result of the survey

- Majority of decrease (60%) was to "Need more information"

Support Position - Impact of Survey

	NO Support	Need more Info	$50M - $0.22 Impact	$100M - $0.44 Impact
Increase	10	32	3	0
Same	57	76	43	34
Decrease		-10	0	-2

Pre Baseline

Voter Turn-out Analysis

Gainesville Election History - 2010 - 2019

May 2020 Local Bond Projection

- Based on voter history from the past ten years, we learn the following:
    - May Bond Elections normally reflect a strong November, weaker Primary or strong Primary Run-off election
    - May Local bond elections historically have a 4 – 10% turn-out (400 - 1000)
    - Probability analysis suggests 700 and 1,250 turn-out for a May 2020 bond election for Gainesville ISD

Conclusions on Survey Viability / Objectives

- Survey objectives were realized
  - Realized desired community participation
  - Moderate Margin of Error
  - Identified support levels of key stakeholders
  - Provided enough responses for underrepresented demographics to make statistical analysis

- Survey demographics had undesired weaknesses, but each key demographic had sufficient responses to perform statistical analysis to minimize biases
  - When biases were adjusted, support decreased
  - Majority of projects maintained sufficient support
  - Support for the bond values increased as a result of participating in the survey

- Survey indicated the support levels for the various bond levels

- Survey adequately demonstrated levels favorability and preferences for the various projects
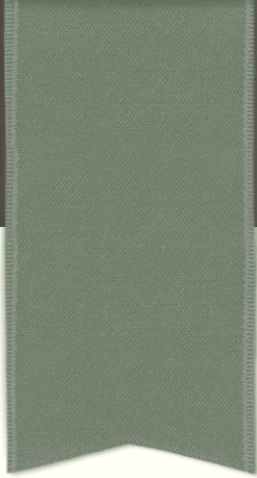
QUESTIONS AND ANSWERS

Statistics 101

Margin of Error vs Confidence - Definition

- Margin of Error (MOE)
  - Bounds placed on the difference between an estimate and the true value with confidence

- Confidence
  - If the survey were conducted 100 times, the data would be within a certain number of percentage points above or below the percentage reported in 95 of the 100 surveys

Margin of Error vs Confidence - Example

- Suppose you have a "Fair" coin, and flip it an infinite number of times
  - 50% would be heads

- Suppose you flip that "Fair" coin 10 times
  - You won't always get 5 heads
  - 95% of the time you will get 3-7 heads;
    - 5% of the time you will get 8 or more or 2 or fewer heads

- Therefore when flipping a "fair" coin 10 times, you are 95% confident that you will get heads 5 ± 2 heads. ±2 heads is the margin of error