

# BASLINE BOND SURVEY

CONDUCTED FOR LANCASTER  
SCHOOL DISTRICT

PRESENTED BY  
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# PURPOSE OF STUDY

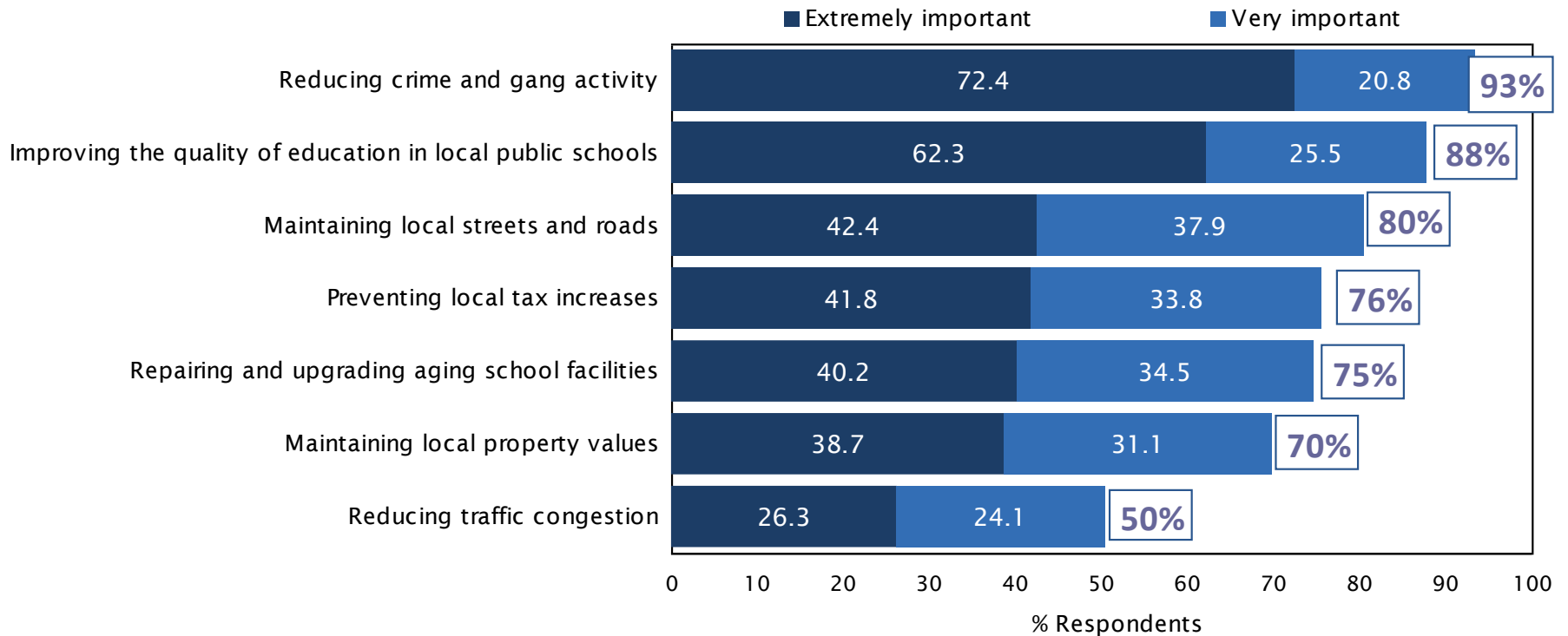
- Determine if a bond extension measure has support from the community
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach



# METHODOLOGY OF STUDY

- **How did we select voters to survey?**
  - Stratified & Clustered Random Sample of likely voters (Nov '24) using age, gender, partisanship, household party type, and sub-geographies
  - Ensures balanced, representative sample of likely voters
- **How did we recruit participation?**
  - Personalized email, text, and telephone calls
  - PINs to restrict access and ensure one complete per respondent
- **How were voters able to share their opinions?**
  - Secure, PIN-protected website that scales to the device
  - Telephone (land line or mobile)
  - English & Spanish
- **What was the sample size?**
  - 428 completed interviews
  - Overall margin of error of  $\pm 4.7\%$  @ 95% level of confidence

# IMPORTANCE OF ISSUES





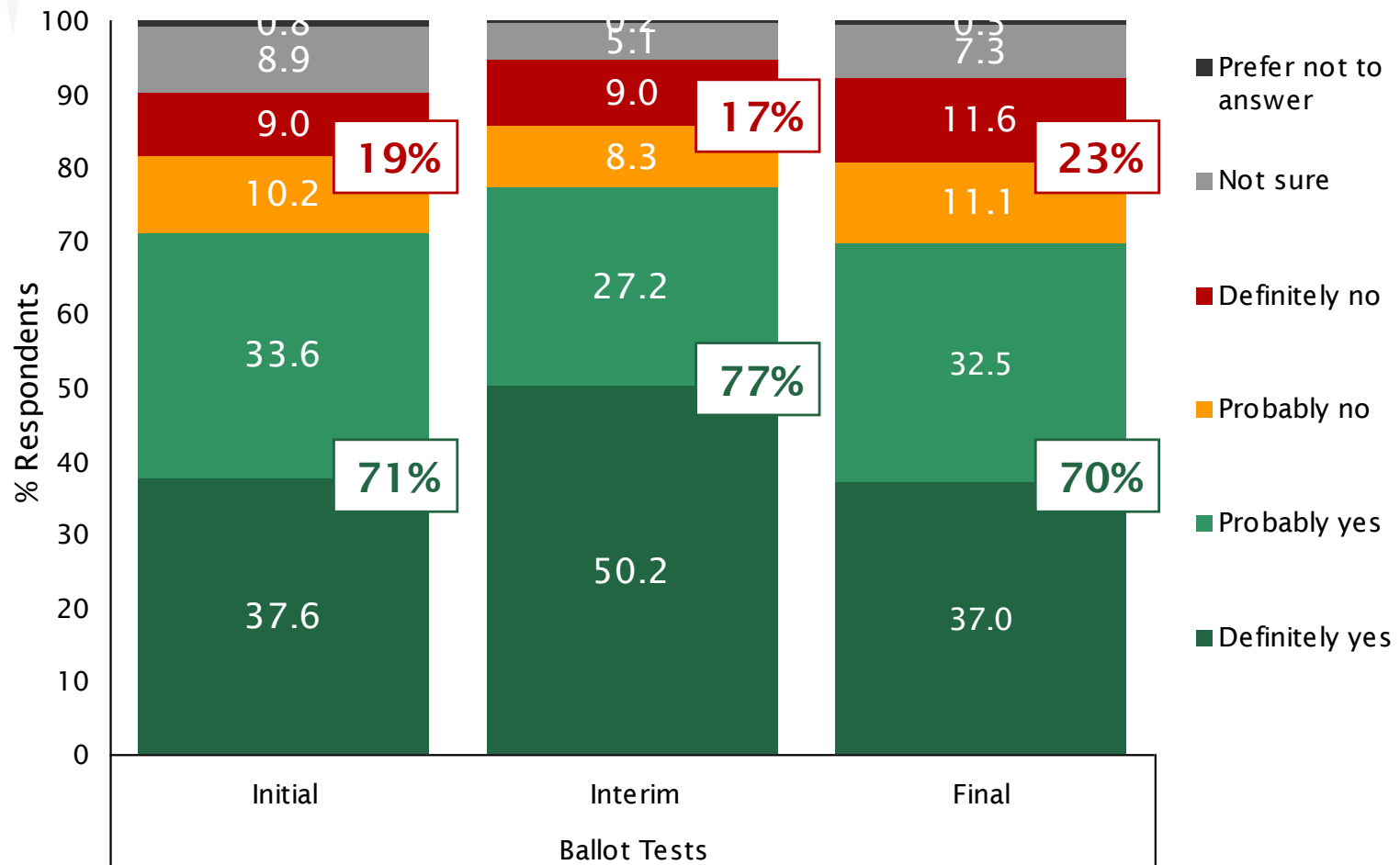
# BALLOT STATEMENT

In order to:

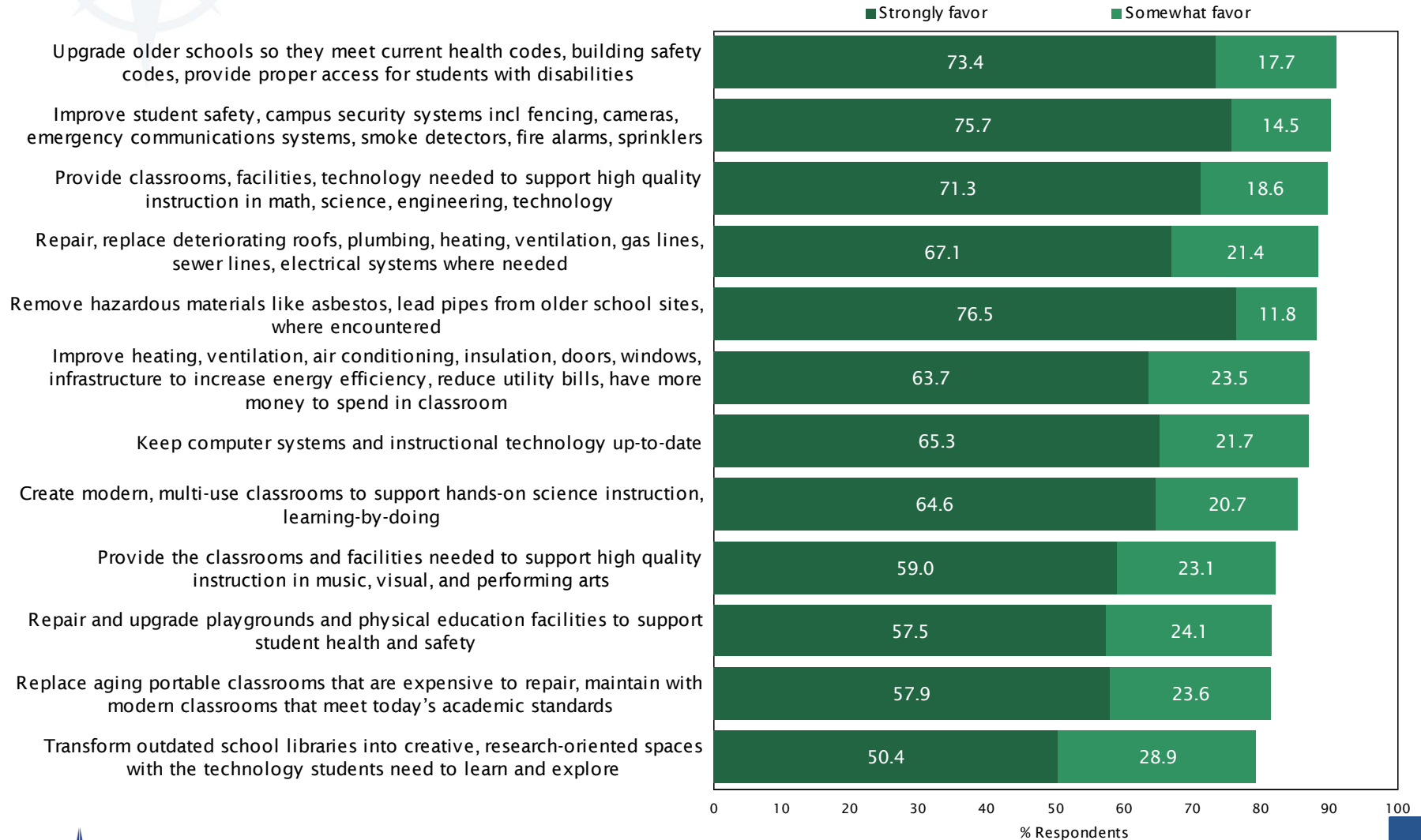
- Provide safe, modern elementary and middle schools
- Fix deteriorating roofs, plumbing, electrical, and infrastructure
- And upgrade classrooms, science labs, and school facilities to support student achievement in math, science, technology, arts, and engineering

Shall Lancaster School District's measure be adopted authorizing \$122 million in bonds at legal rates (without increasing current tax rates), levying 30 dollars per 100,000 dollars assessed value (\$8 million annually) while bonds are outstanding, with independent audits, citizen oversight, and all money locally controlled?

# BALLOT TEST RESULTS



# PROJECTS & IMPROVEMENTS





# KEY CONCLUSIONS

**Does a bond appear to be feasible for the November 2024 ballot?**  
*Yes.*

## Positive Signs

- Voters rank improving the quality of education in local schools among the *most* important issue facing the community
- Solid *natural* support for bond measure (71%), which jumps to 76% with clarification regarding tax rate extension
- Popular projects and improvements
- Strong positive arguments
- All ballot tests are well above 55%, even after opposition arguments

## Challenges

- Receptiveness to potential opposition arguments (-7%)
- Electoral climate: Hyper-partisanship, statewide initiatives, other local measures

## Unknowns

- Trajectory of economy, inflation, other measures





# OBSERVATIONS & RECOMMENDATIONS

- **Snapshot in time, not a crystal ball**
- **Tax Rate:** Tax rate extension (no increase)
- **Project Priorities:** Repair/modernize older classrooms and facilities/bring them up to code, remove hazardous materials, safety & security, STEM
- **District Communications:** Expand the conversation with the community to build awareness of facility needs and consensus on a bond proposal.
- **Independent Campaign:** Need to have solid independent campaign to navigate through the election cycle, communicate key messages, turn out supporters, and weather uncertainties.