BASELINE BOND SURVEY

CONDUCTED FOR LANCASTER
SCHOOL DISTRICT

PRESENTED BY
TIMOTHY MCLARNEY, Ph.D.



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

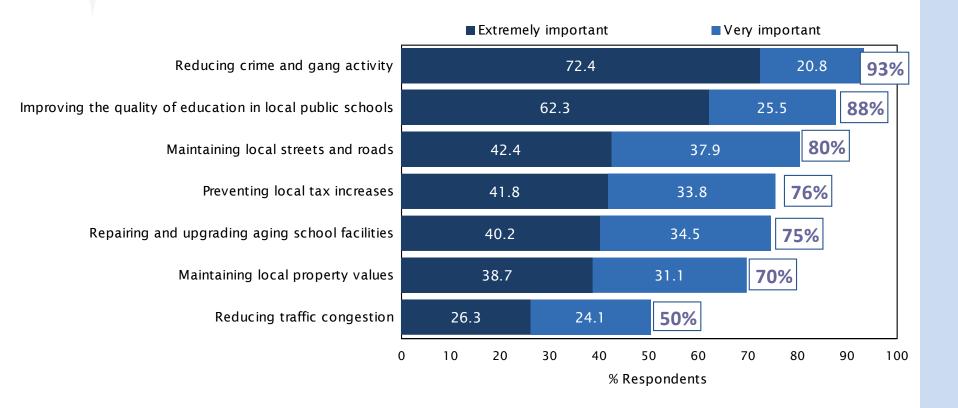


METHODOLOGY OF STUDY

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



IMPORTANCE OF ISSUES





BALLOT STATEMENT

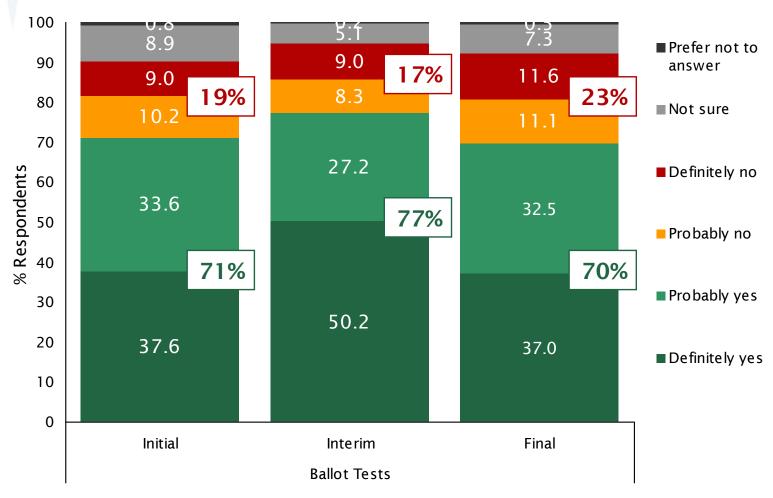
In order to:

- o Provide safe, modern elementary and middle schools
- o 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

Upgrade older schools so they meet current health codes, building safety codes, provide proper access for students with disabilities

Improve student safety, campus security systems incl fencing, cameras, emergency communications systems, smoke detectors, fire alarms, sprinklers

Provide classrooms, facilities, technology needed to support high quality instruction in math, science, engineering, technology

Repair, replace deteriorating roofs, plumbing, heating, ventilation, gas lines, sewer lines, electrical systems where needed

Remove hazardous materials like asbestos, lead pipes from older school sites, where encountered

Improve heating, ventilation, air conditioning, insulation, doors, windows, infrastructure to increase energy efficiency, reduce utility bills, have more money to spend in classroom

Keep computer systems and instructional technology up-to-date

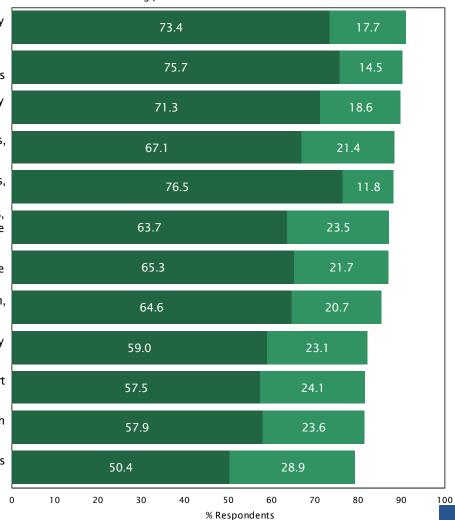
Create modern, multi-use classrooms to support hands-on science instruction, learning-by-doing

Provide the classrooms and facilities needed to support high quality instruction in music, visual, and performing arts

Repair and upgrade playgrounds and physical education facilities to support student health and safety

Replace aging portable classrooms that are expensive to repair, maintain with modern classrooms that meet today's academic standards

Transform outdated school libraries into creative, research-oriented spaces with the technology students need to learn and explore



■ Somewhat favor

■Strongly favor



KEY CONCLUSIONS

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

Positive Signs

- Ovoters 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
- o 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.
- o Independent Campaign: Need to have solid independent campaign to navigate through the election cycle, communicate key messages, turn out supporters, and weather uncertainties.

