

Dayton School District Bond



**PATINKIN
RESEARCH
STRATEGIES**



- **A survey of n=265 residents in the Dayton School District was conducted online in both English and Spanish using Survey Monkey.**
- **Interviews were conducted November 26th, 2018 through January 2nd, 2019.**
- **The margin of error for the sample as a whole is plus or minus 5.2 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.**
- **Throughout this report we refer to “younger” and “older” residents. Younger residents are under age 50 and older residents are age 50 and up.**
- **Since the survey was opt-in it may not be representative of residents as a whole. Data was weighted in order to mimic demographics for a likely 2019 electorate.**
- **Regions are defined by zip code. 86% of respondents report living in the 97114 zip code. Another 14% reside in a combination of zip codes 97127, 97111 and 97115.**



The Lay of the Land



Survey participants find ensuring students have an equal opportunity and can learn in a safe, modern and comfortable learning environment the most important for the community to adhere to



Regression modeling indicates these two indicators drive support for the bond. We suggest the district place these front and center in future communications.

Percent “very important”	
Ensuring every student has an equal opportunity for success***	84%
Ensuring every student can learn in a safe, modern, and comfortable learning environment***	78%
Bringing parents, community members, the City and School District together to find good solutions to our schools’ problems	76%
Meeting the needs of local employers by providing more vocational learning opportunities that prepare students for a career in our community	69%
Increasing the quality and quantity of up-to-date student programming	68%
Improving schools to ensure that our area is an attractive place for businesses and families to relocate to	42%

Below is a list of values and beliefs people refer to when discussing their local schools. After each, please indicate how important you feel it is that we as a community—citizens, parents, local businesses, and government—adhere to them as we plan for the future of our children’s education.

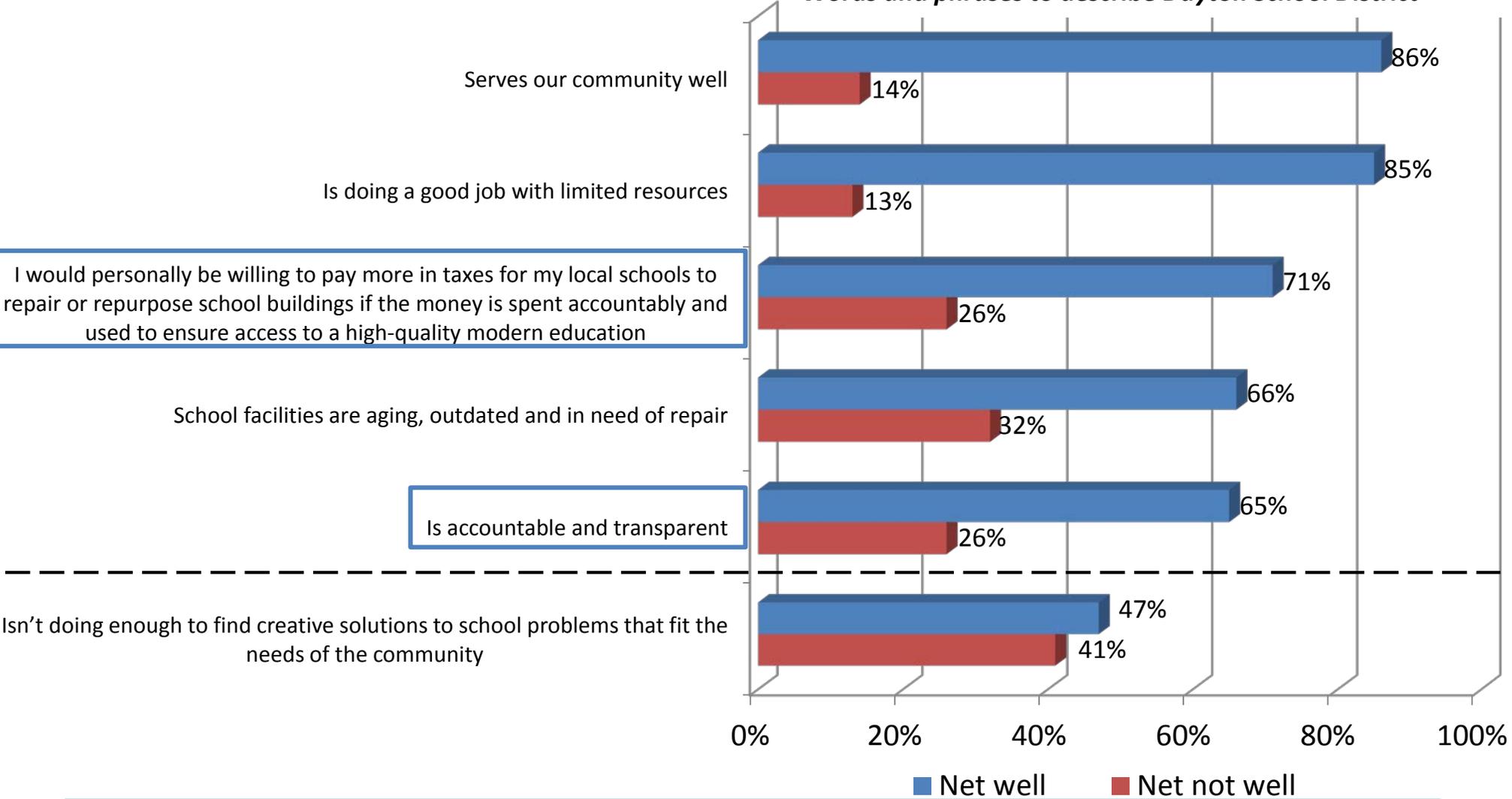
Note: Values and beliefs denoted with * are drivers of support for the bond according to regression modeling**

Residents have a positive perception of Dayton School District- especially when it comes to serving the community and doing a good job with limited resources



Based on regression modeling the district needs to place an emphasis on accountability and transparency moving forward.

Words and phrases to describe Dayton School District



Note: Traits outlined in blue are drivers of support for the bond.



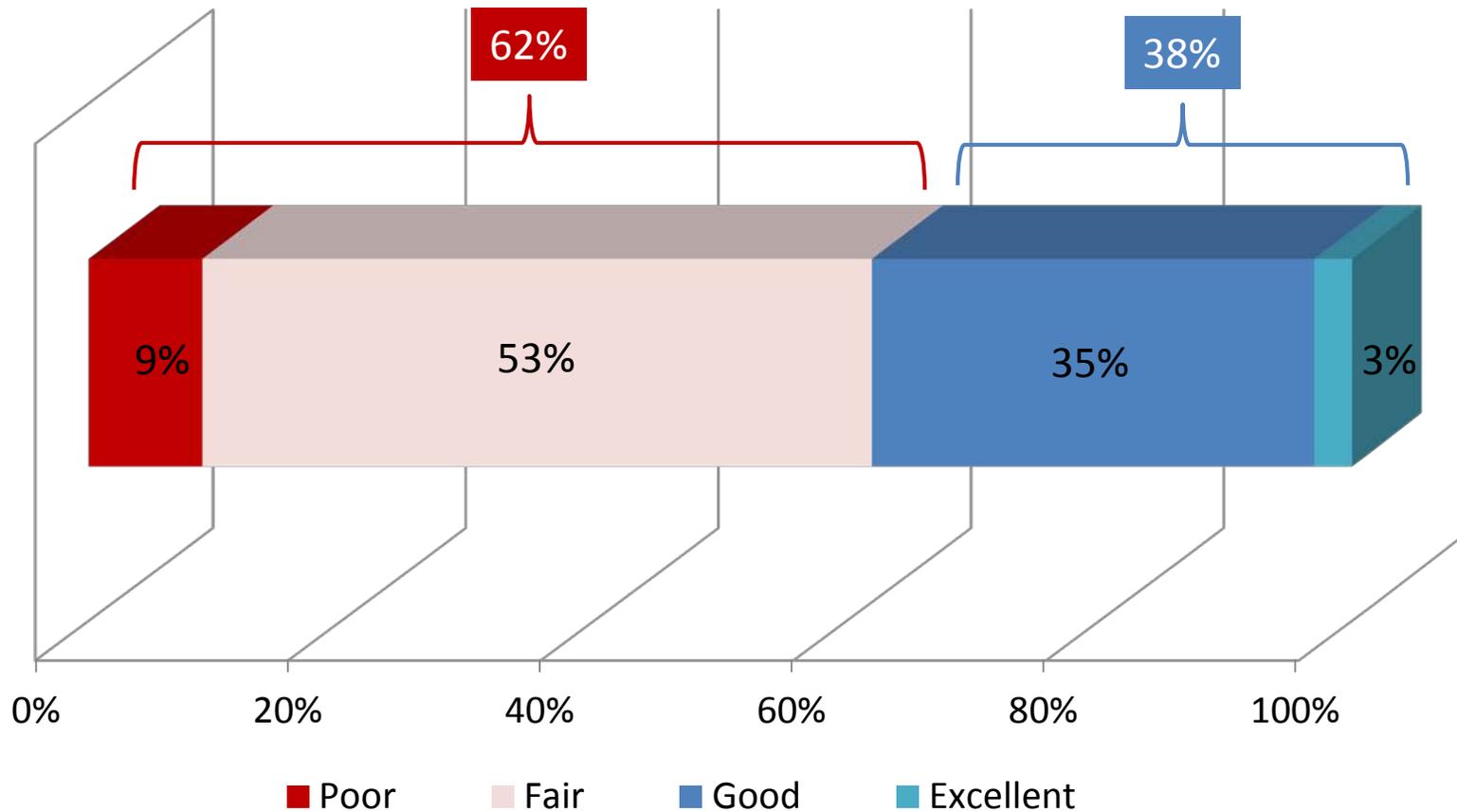
Where We Start



Six-in-10 have negative perceptions of Dayton School District facility conditions



That said the intensity of feeling is muted with a majority classifying facility conditions as “fair”. The district has more work to do raising levels of awareness about facility conditions.



Most likely to say “only fair”

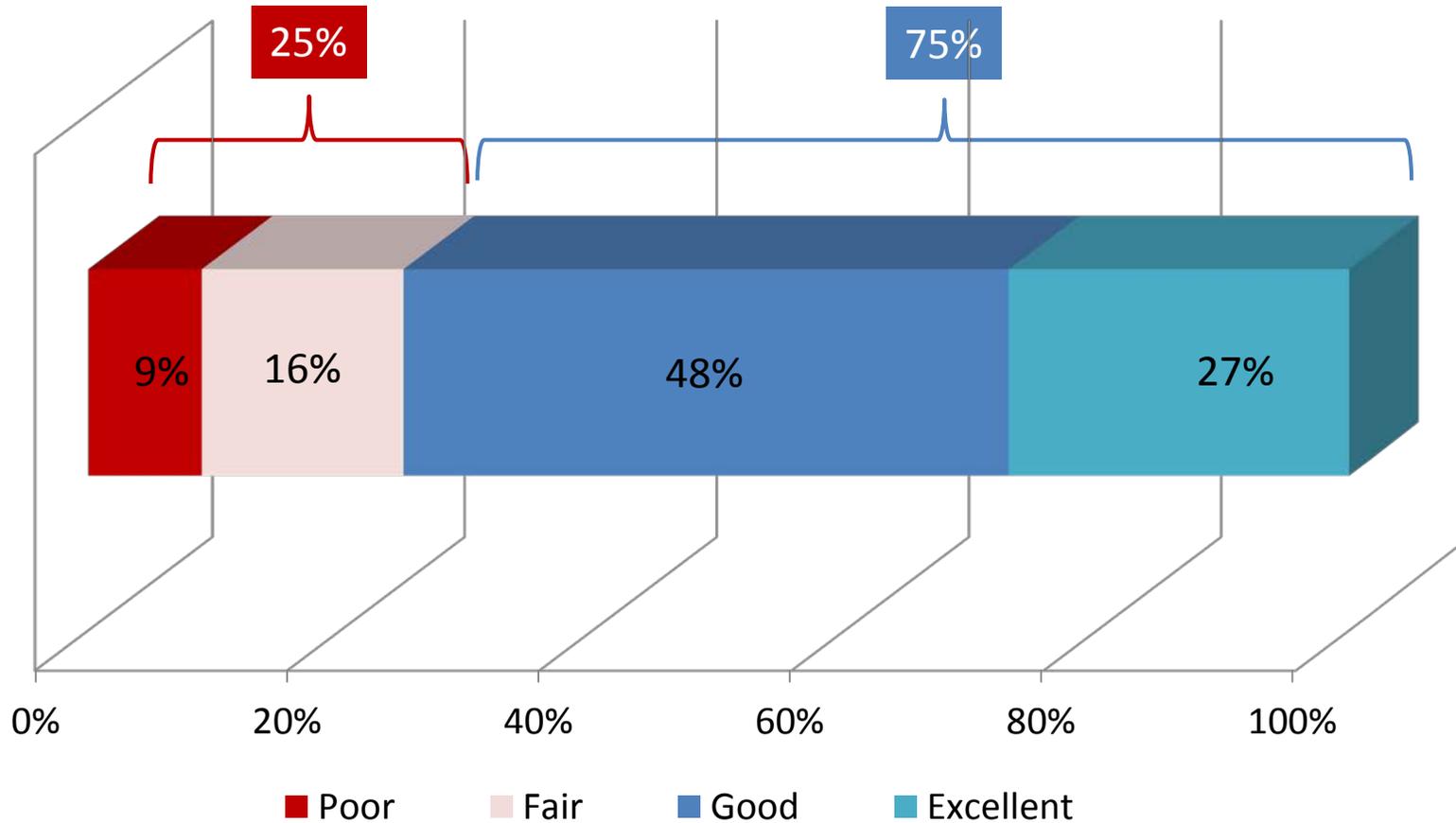
Younger, no college	71%
Ages 40-49	70%
Current SD parents	64%
HS or less	62%
Young women	60%
Women, no college	59%
Ages 60-69	58%
All residents	53%

Do you think Dayton School District facilities are in excellent physical condition, good condition, fair condition, or are they in poor physical condition?

On the other hand, three-quarters of residents have positive impressions of the quality of education provided



Though, again, intensity is muted with only just over a quarter indicating it is “excellent”.



Most likely to say “good”

SD parents- Never	66%
Current SD parents	57%
Ages 40-49	56%
Men	56%
Some college	55%
Ages 70+	54%
College women	54%
All residents	48%

Based on what you know or have heard, what overall rating would you give the quality of education provided by the Dayton School District—would you say it is excellent, good, fair or poor?



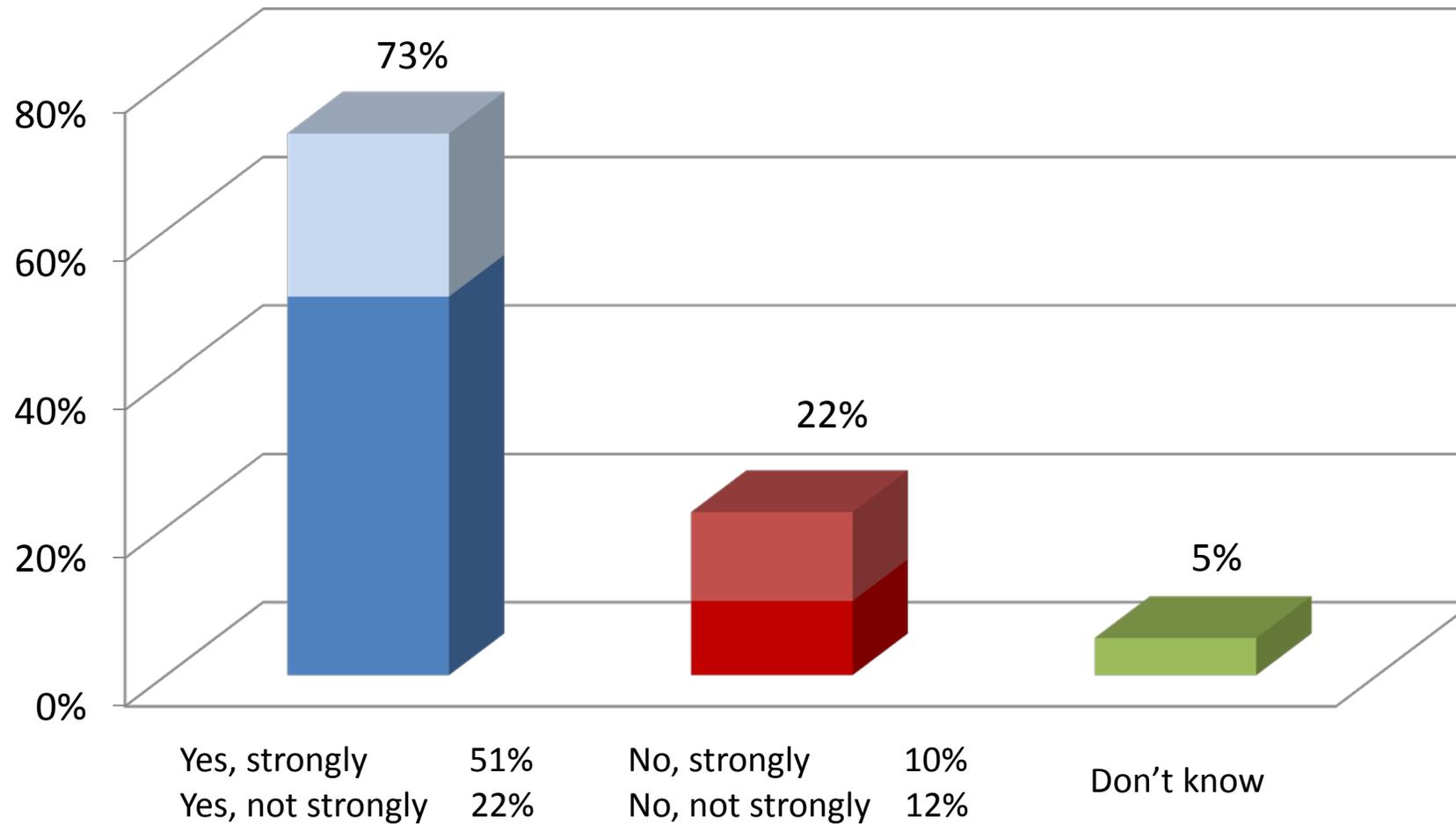
To win, a proposal should meet the following benchmarks:

1. Overall support for the proposal should be in the mid-50s or higher
2. The intensity of support must be around 40% or higher
3. The intensity of opposition should be muted—around 25% or less
4. In almost any ballot measure contest — *but particularly those involving taxes and revenue* — initially undecided residents will break towards the “no” side in far greater numbers than they do towards the “yes” side. Hence the need for a cushion cited in points one and two above

This bond starts off exceeding our viability standards



However, these findings should be taken with a grain of salt considering our low sample size and the necessary data weighting to reflect the Dayton School District electorate.



There may be a bond measure placed on the May 2019 ballot for the Dayton School District. It may read:

“Bonds to increase safety and accessibility; modernize, repair schools, facilities. Shall District increase safety, repair schools and facilities; issue \$11 million in general obligation bonds estimated to maintain current tax rate?”

If the election were held today, would you vote “yes” or “no” on this bond measure?

We see breaks in the electorate based on gender, age, and educational attainment



	<i>Yes</i>	<i>No</i>	<i>Don't Know</i>	<i>Yes Margin</i>
Men	61%	32%	7%	+29
Women	84%	13%	4%	+71
Under age 50	77%	19%	4%	+58
Over age 50	69%	24%	7%	+45
Over age 70	82%	12%	6%	+70
No college education	77%	22%	2%	+55
College+	68%	20%	12%	+48
TOTAL	73%	22%	5%	+51

Having heard this, if the election were held today, would you vote “yes” or “no” on this bond measure?

Those who have never had children in the school district and do not plan on it are surprisingly favorable towards this bond measure



These findings are promising but should also be taken with a grain of salt considering the sample size and make up.

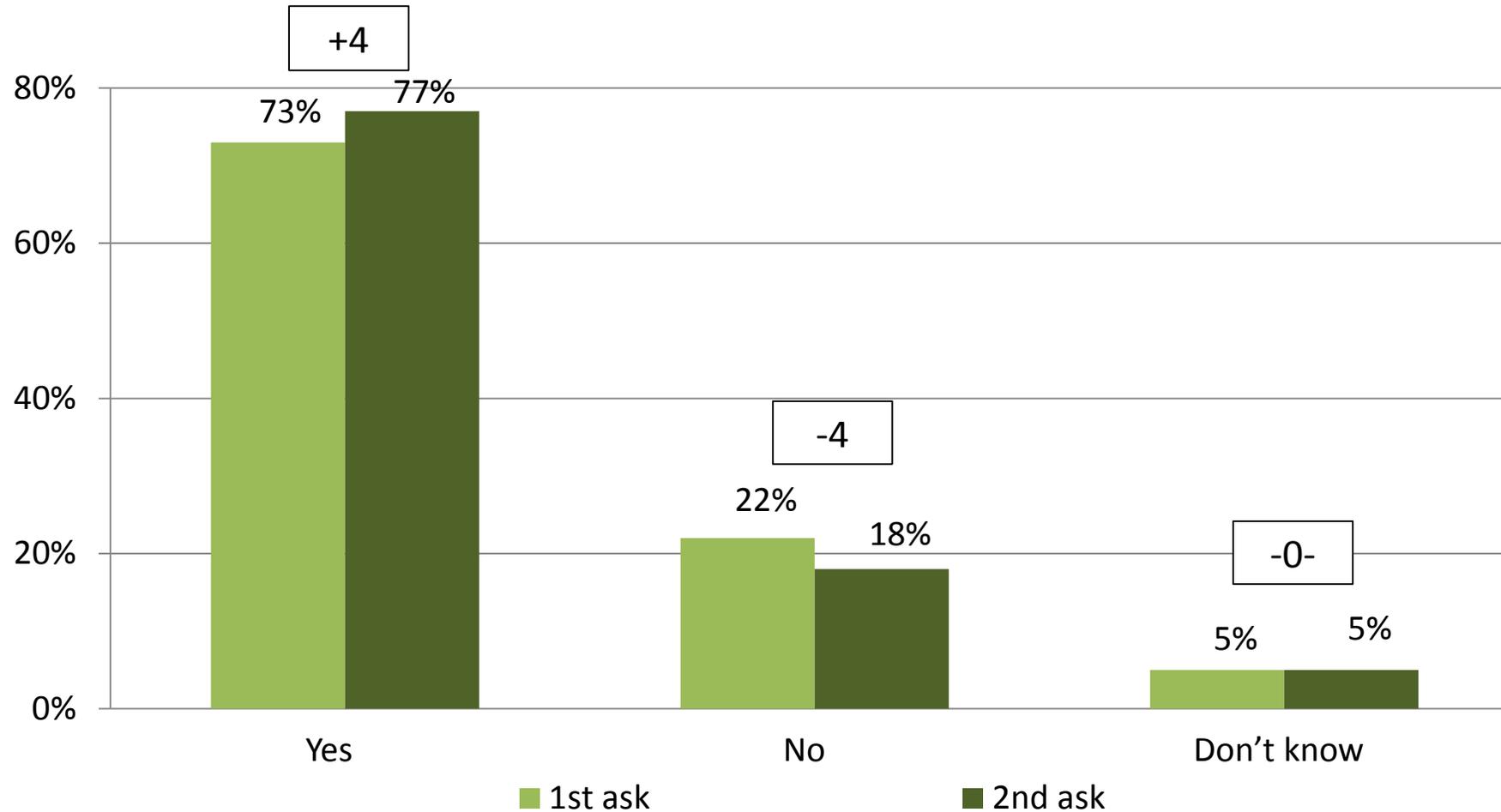
	<i>Yes</i>	<i>No</i>	<i>Don't Know</i>	<i>Yes Margin</i>
Zip code -97114	72%	24%	4%	+48
Zip code- Other	76%	9%	14%	+67
Current SD Parents	79%	12%	8%	+67
Past/Future SD Parents	64%	31%	5%	+33
SD Parents- Never	84%	16%	0%	+68
TOTAL	73%	22%	5%	+51

Having heard this, if the election were held today, would you vote “yes” or “no” on this bond measure?

Clarifying that this bond would be replacing expiring bonds and not increasing tax rates results in a four-point increase in support



Should the district move forward with a renewal, this point needs to be emphasized repeatedly.



Where the "yes" vote increases the most

College graduates	+15
Ages 50-59	+11
Older men	+11
All residents	+4

This proposed bond would be replacing other bonds that are about to expire. As a result, property tax rates for the Dayton School District would continue at the same rate and not increase. Given this information, if the election were held today, would you vote "yes" or "no" on this bond measure?

Change in intensity of support for the bond measure:



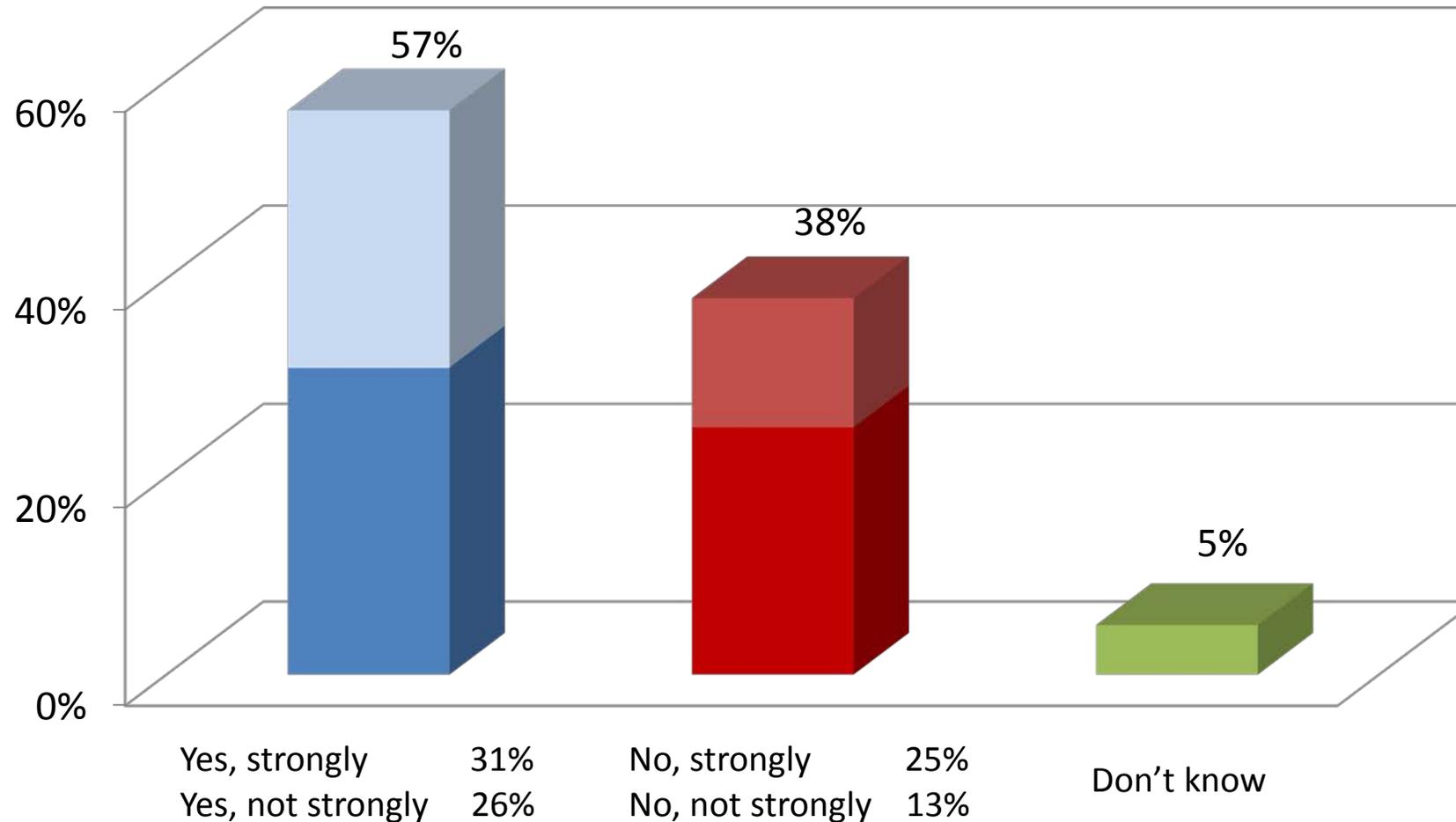
	First Ask	Second Ask	Change
Yes, strongly	51%	55%	+4
Yes, not strongly	22%	22%	-0-
No, not strongly	12%	8%	-4
No, strongly	10%	10%	-0-
DK/NA	5%	5%	-0-

This proposed bond would be replacing other bonds that are about to expire. As a result, property tax rates for the Dayton School District would continue at the same rate and not increase. Given this information, if the election were held today, would you vote “yes” or “no” on this bond measure?

When proposing a more expensive bond, overall support drops down to less than six-in-10.



It is also worth noting that we see a 20-point decline in strong support for the more expensive bond. These findings combined with our belief that this data is on the rosy side makes a more expensive bond a dicey option.



The Dayton School District is also considering a more expensive proposal which in addition to safety, accessibility and repair improvements would also increase access to vocational and technical education opportunities for junior high and high school students. This bond proposal would pay for a new building for career and technical education as well as spaces for science, technology, engineering, art and math – also known as STEAM. This alternate proposal would increase the tax rate by one dollar per thousand assessed property value above the current rate – costing the typical homeowner an additional \$12.75 per month. Given this information, would you vote “yes” or “no” on this alternate proposal?

We see breaks among residents based on gender, age, and educational attainment



	Yes	No	Don't Know	Yes Margin	Yes Margin Renewal
Men	49%	44%	7%	+5	+29
Women	65%	33%	3%	+32	+71
Under age 50	69%	28%	4%	+41	+58
Over age 50	48%	47%	6%	+1	+45
Over age 70	48%	46%	6%	+2	+70
No college education	53%	44%	2%	+9	+55
College+	66%	25%	9%	+41	+48
TOTAL	57%	38%	5%	+19	+51

< *Contrary to the bond renewal, those with a college degree are more favorable of the more expensive bond than their counterpart.*

Having heard this, if the election were held today, would you vote "yes" or "no" on this bond measure?

Current School District parents and those who don't live in the 97114 zip code area are far more supportive of the more expensive bond than their counterparts



Note: Non-Parents and older residents act far more in character when looking at an increase.

	<i>Yes</i>	<i>No</i>	<i>Don't Know</i>	<i>Yes Margin</i>	<i>Yes Margin Renewal</i>
Zip code -97114	55%	41%	4%	+14	+48
Zip code- Other	69%	21%	10%	+48	+67
Current SD Parents	73%	18%	9%	+55	+67
Past/Future SD Parents	51%	46%	3%	+5	+33
SD Parents- Never	41%	59%	0%	-18	+68
TOTAL	57%	38%	5%	+19	+51

Having heard this, if the election were held today, would you vote "yes" or "no" on this bond measure?

Residents most likely to support the bond renewal but not the more expensive bond:



Where we see a decrease in support for the more expensive bond

- SD parents- never -43
- No college -23
- Older residents -22

- All residents -16



Building a Popular Bond



Top tier bond aspects focus on safety and basic repairs



Remember their core values: An opportunity to get ahead in safe up-to-date schools.

	Favor, strongly	Favor, not strongly	Net “favor”
[REPAIRS] Increases student and staff safety by removing asbestos, replacing piping that is nearing the end of its usable life, repairing roofs that currently have standing water, and updating electrical wiring***	71%	21%	92%
[GRANTS] If passed, could allow the district to tap into up to \$4 million dollars in matching state grant funds, \$2.5 million dollars in state seismic grants, potential FEMA grants and funding from the Oregon Energy Trust for energy efficiency upgrades	67%	19%	86%
[EFFICIENCY] Redirects taxpayer dollars to the classroom by finding energy savings—upgrading windows and insulation, adding LED lighting, and repairing or replacing aging and inefficient boiler systems	62%	31%	93%
[HVAC] Replaces outdated boilers that are prone to failure – forcing the District to close school in recent years – with modern HVAC systems that save taxpayer dollars and ensure healthier air is circulated to classrooms	62%	31%	93%
[FIRE SAFETY] Improves fire safety systems and brings them up to current code standards by implementing new alert systems that are able to communicate across multiple buildings in the event of a fire or other safety concern	62%	29%	91%

Note: these messages are top testing among older residents and those who have never had children in the school district and never will- two of our key outreach groups

Note: Bond aspects denoted with * are drivers of support for the bond according to regression modeling**

Second tier bond aspects:



	Favor, strongly	Favor, not strongly	Net "favor"
[ACCOUNTABILITY] Includes accountability mechanisms such as a citizen oversight committee and annual audits. Additionally, 100% of revenue raise by the bond will go to the planning, construction and opening of school facilities – not administration	57%	30%	87%
[SEISMIC] Make seismic improvements for some schools rated as vulnerable in the case of an earthquake	56%	32%	88%
[SECURITY] Adds cameras and upgrade security features including fencing, key card entries, automatic locks and lighting that help keep students and staff safe in an emergency	56%	27%	83%
[COMMUNITY SHELTER] Adds parking and uses federal funds to add a generator to the High School gym so that it can serve as a community shelter in the event of an earthquake or other emergency that requires evacuation	53%	30%	83%
[SPECIAL EDUCATION] Updates facilities for the special education program to ensure they meet the needs of students and that they are accessible-complying with the standards in the Americans with Disabilities Act	52%	29%	81%



Message Strategy

Our message frame:



This bond is an accountable way to ensure students have the opportunity to learn in a safe, up to date environment.



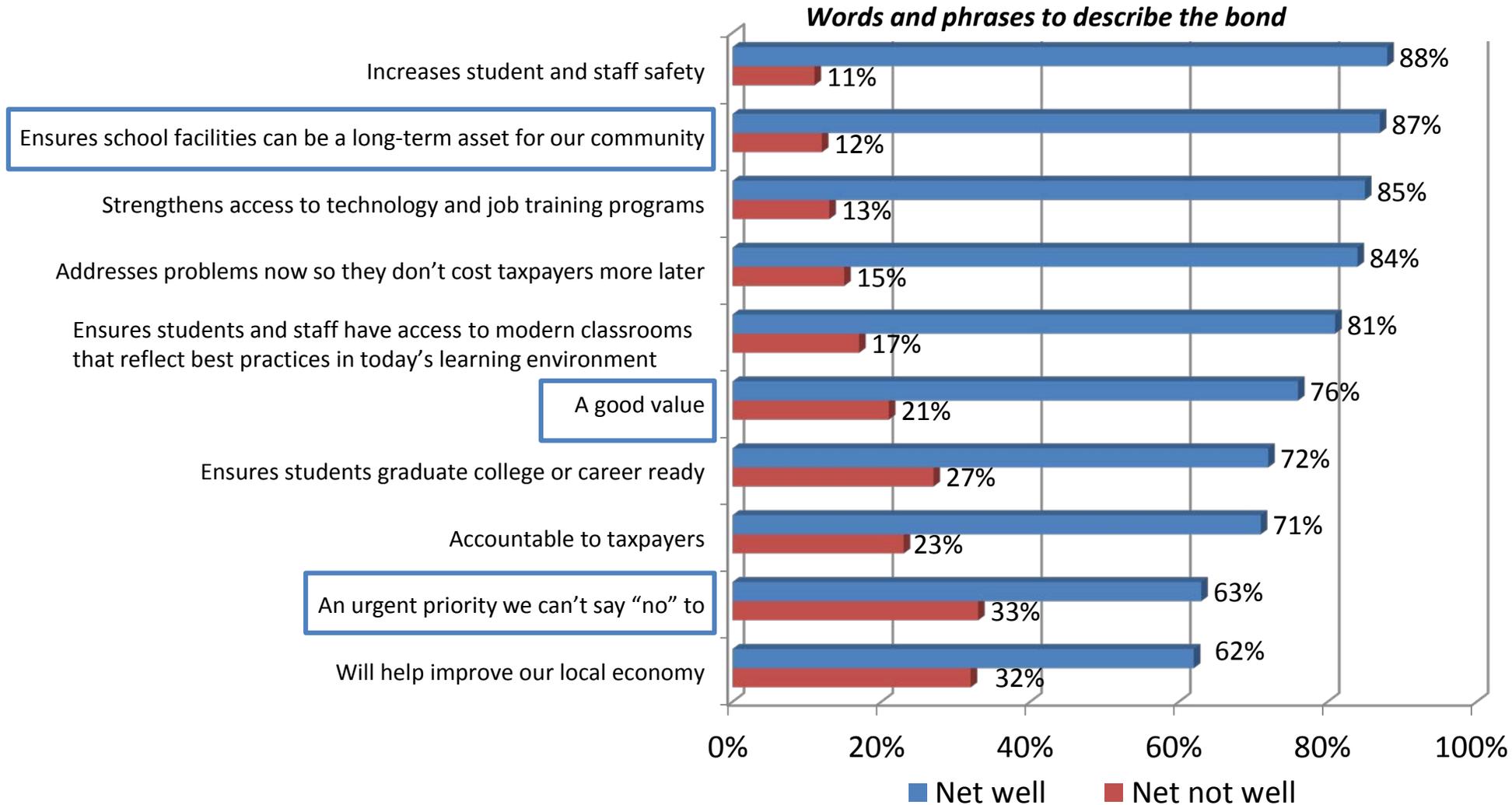
By allowing the school district to make basic large-scale repairs, remove safety hazards, and saves taxpayer dollars by making schools more energy efficient.

Note: this frame was arrived at through a combination of top tier messaging and regression analysis.

After messaging, residents are most likely to say the bond will increase student and staff safety and ensure school facilities can be a long-term asset



Note: According the regression modeling it should be emphasized that the bond ensures facilities can be a long-term asset for the community, is a good value, and an urgent priority.

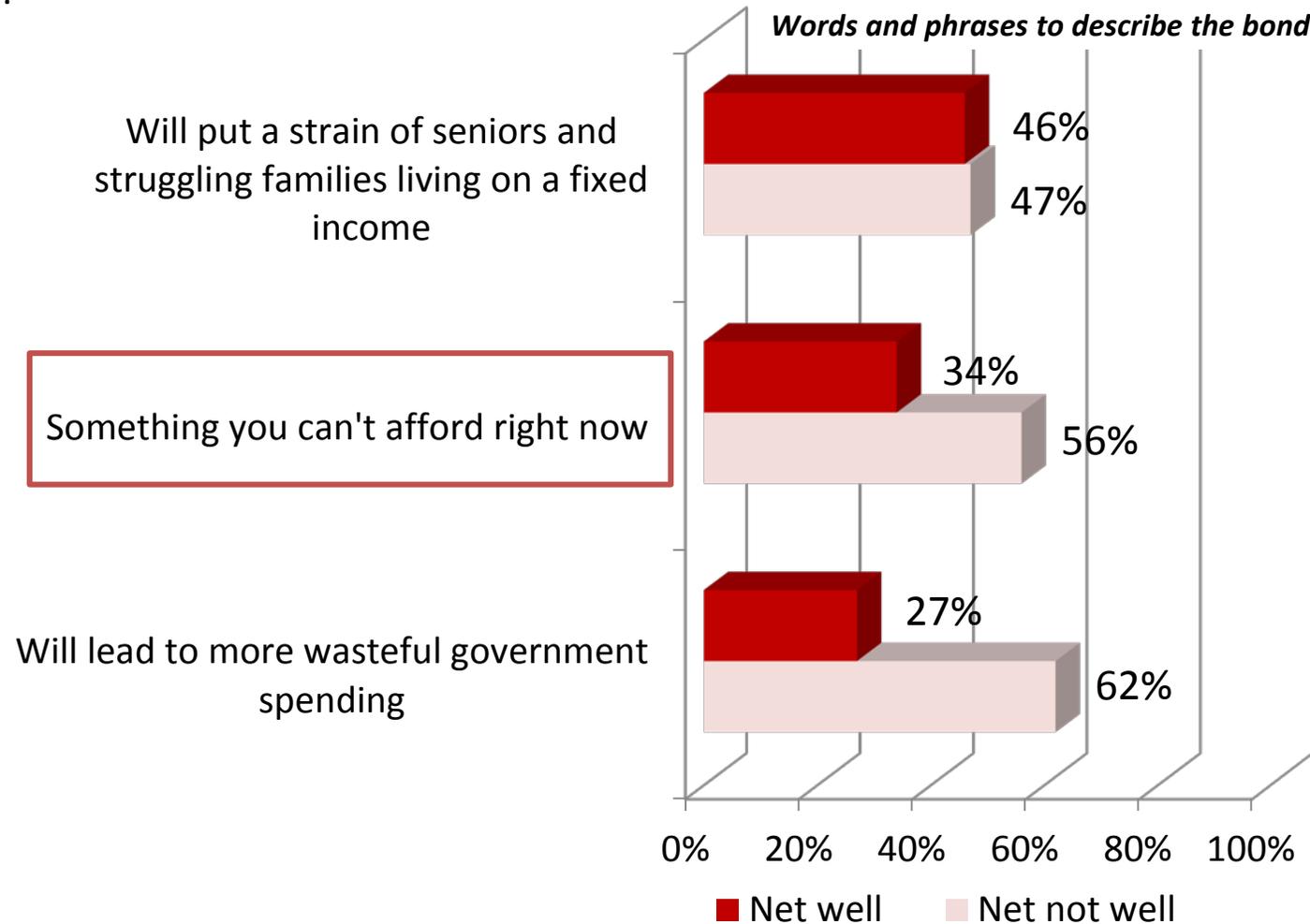


Note: Traits outlined in blue are drivers of support for the bond.

The strain this bond might have on seniors and struggling families is a concern for residents

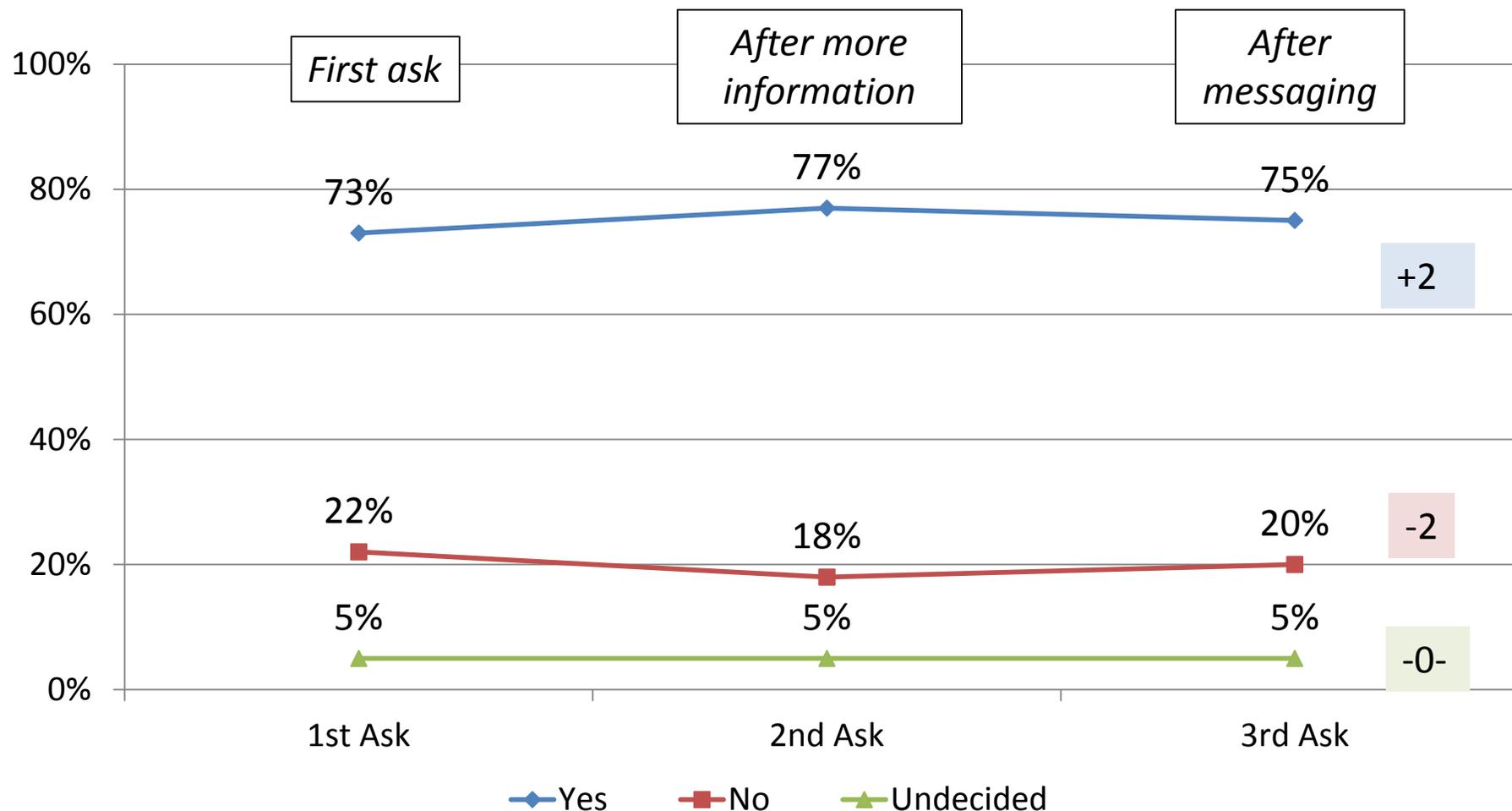


The belief that the bond is “something you can’t afford right now” is also a driver of opposition to the bond based on regression modeling - another indication that we need to think long and hard about an increase.



Note: Traits outlined in red are drivers of opposition to the bond.

After messaging, levels of support for the bond renewal hold steady

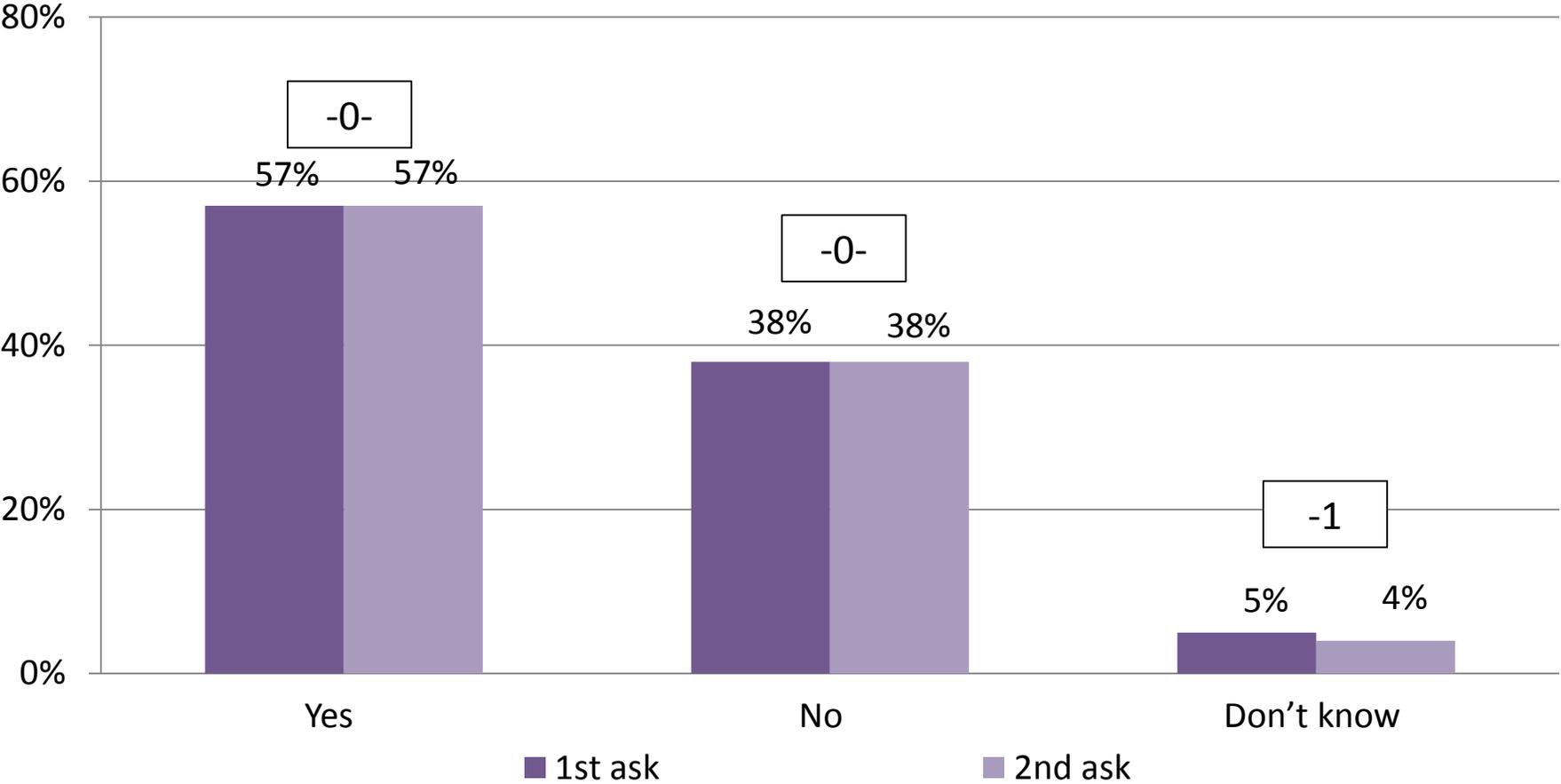


Where the "yes" vote decreases from the second ask to the third ask

Zip code- Other	-13
College men	-10
Older residents, college	-10
Ages 50-59	-8
All residents	-2

If the election were held today, would you vote 'yes' or 'no' on this bond measure?

Support and opposition for the more expensive bond remains unchanged after messaging



And as a reminder, the Dayton School District is also considering a more expensive proposal which in addition to safety, accessibility and repair improvements would also increase access to vocational and technical education opportunities for junior high and high school students. This bond proposal would pay for a new building for career and technical education as well as spaces for science, technology, engineering, art and math – also known as STEAM. This alternate proposal would increase the tax rate by one dollar per thousand assessed property value above the current rate – costing the typical homeowner an additional \$12.75 per month. Given this information, would you vote “yes” or “no” on this alternate proposal?