

# BOERNE ISD VOTER SURVEY

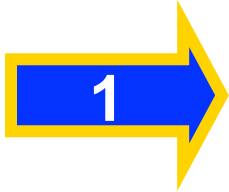
**December 13 - 16, 2015**

**N = 301 respondents**

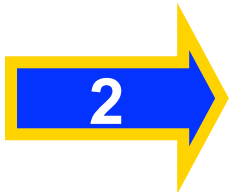
**margin of error:  $\pm 5.7\%$**

*Scientific poll that includes accurate distribution of gender, race and ethnicity, age & Republicans/Democrats.*

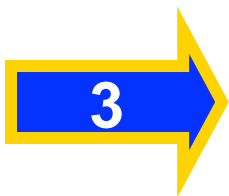
# OBJECTIVES



**To measure general attitudes about Boerne ISD.**




**To assess current levels of support and opposition to bond proposals of various amounts.**



**To measure the correlation of informative statements on support / opposition to a bond proposal.**

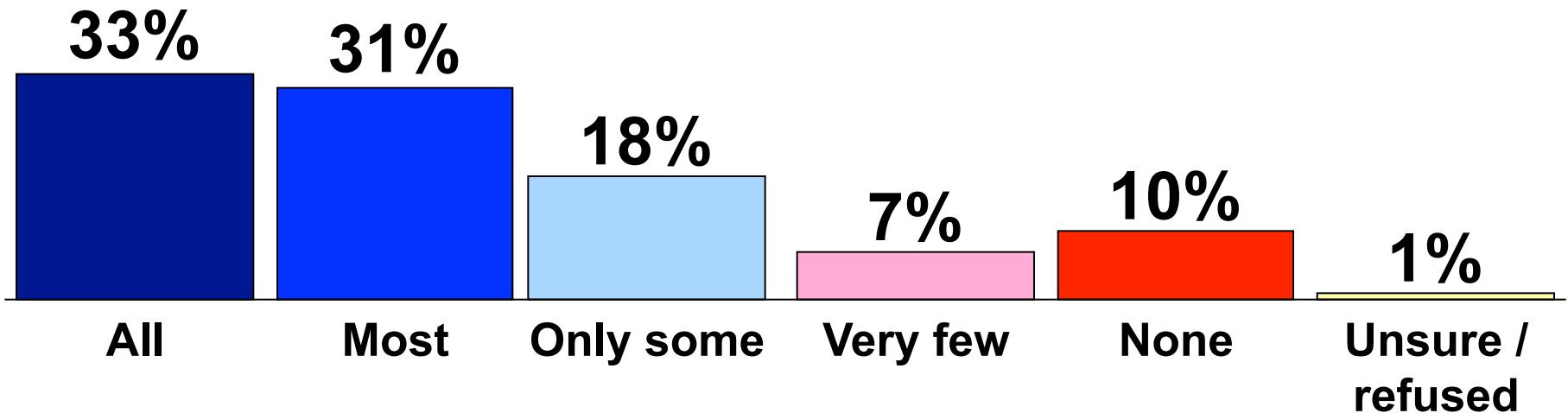
# COMPARISON of SAMPLE FILE to RESPONDENTS

	18-44 yrs	45-54 yrs	55-64 yrs	65+ yrs
Registration	34% 	20%	20%	26%

# VOTING BEHAVIOR

QC. Thinking about local elections for a moment -- would you say that you vote in all, most, only some, very few, or none of the local elections dealing with bond issues, taxes and local development projects?

	All	Most	Only some	Very few	None	Unsure / refused
Parent	24%	30%	19%	11%	15%	1%
Non-parent	42%	32%	17%	4%	6%	0%



# NAME AWARENESS LEVELS

(Ranked by Positive % plus Negative %)

■ Know / Positive   
 ■ Know / Negative   
 ■ Know / No opinion   
 ■ Never heard of

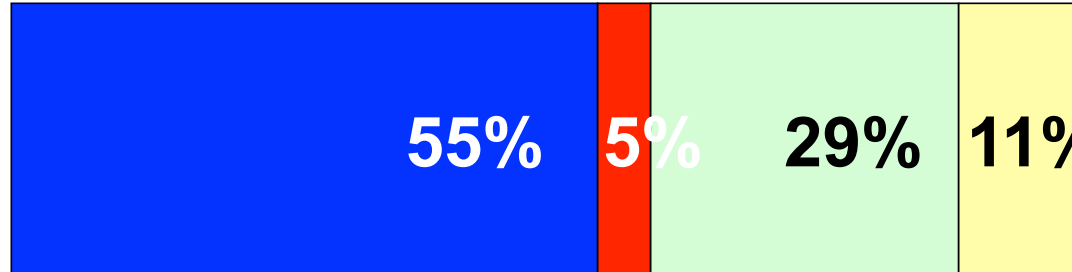
Positive / Negative Ratio

**Boerne Independent School District**



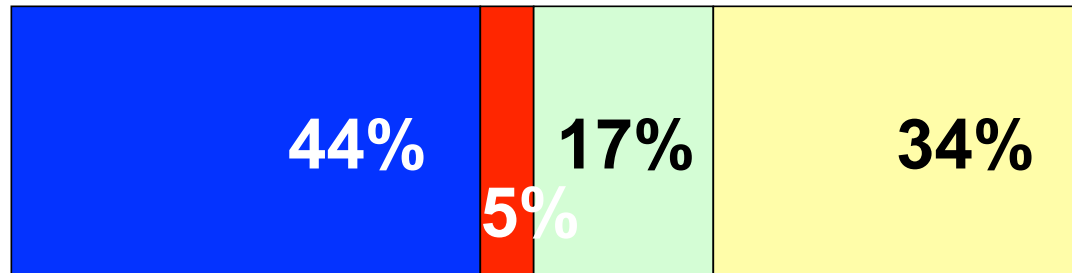
**22.8:1**

**Boerne ISD Board of Trustees**



**11.0:1**

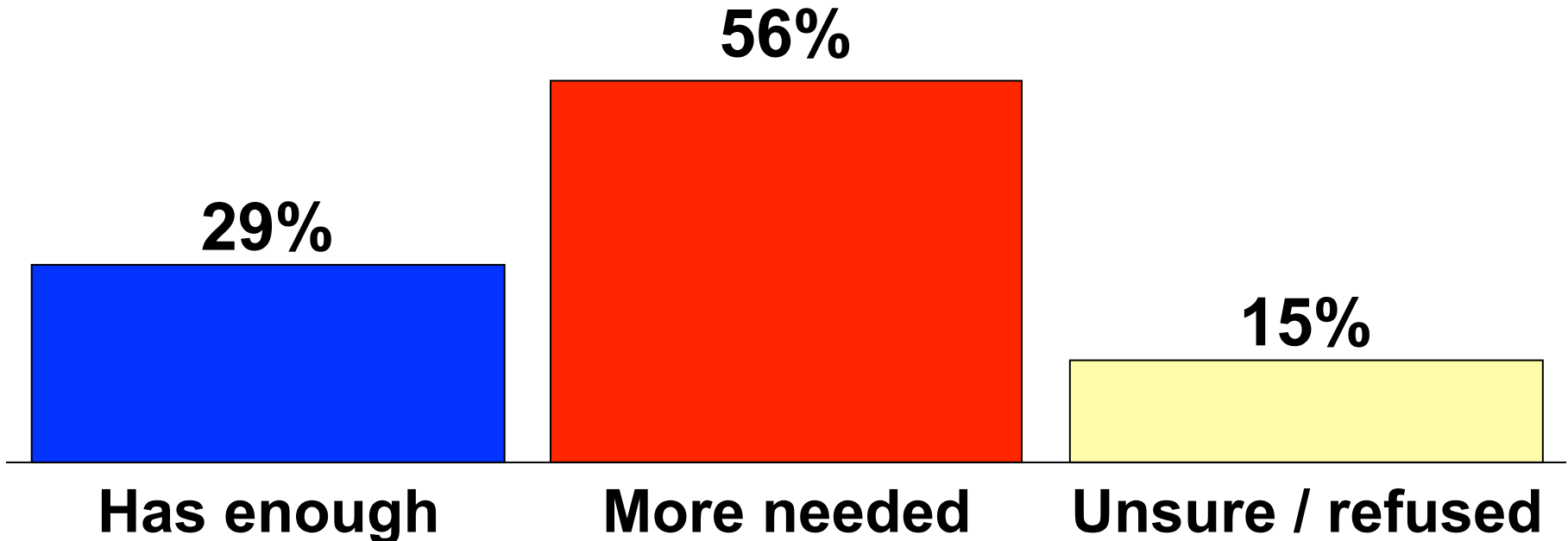
**Superintendent David Stelmazewski**



**8.8:1**

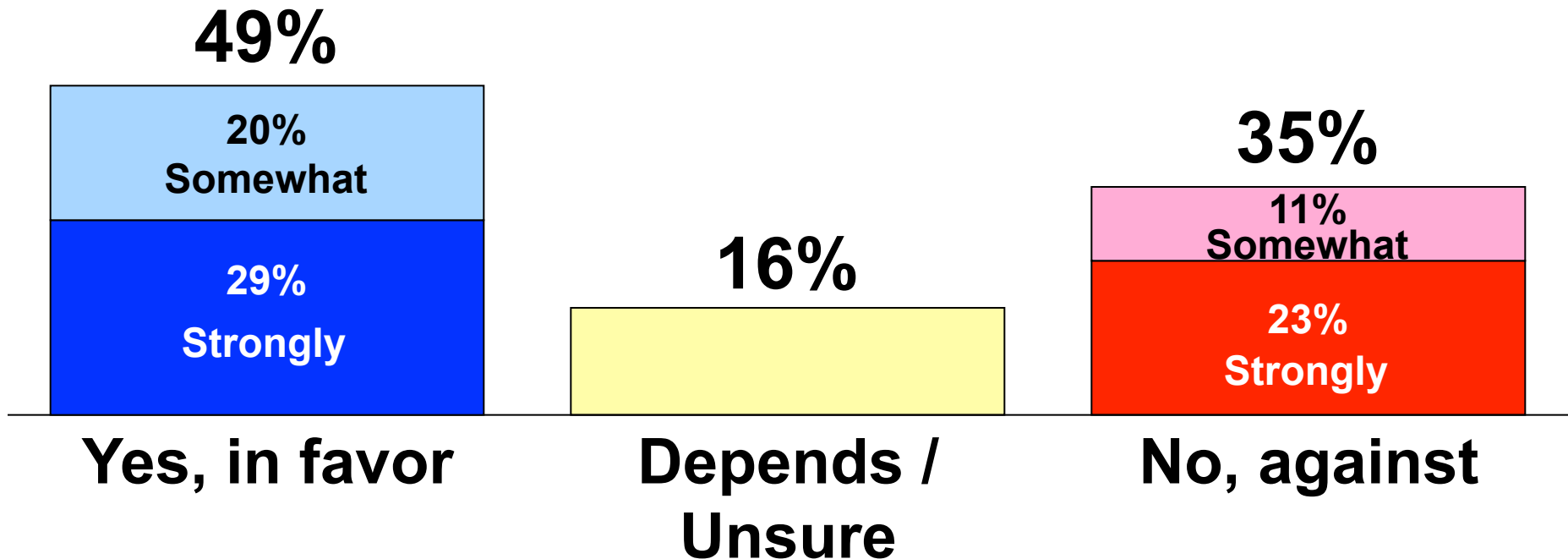
# DISTRICT NEEDS NEXT 3 TO 5 YRS

Q9. Do you think Boerne ISD has enough schools and classrooms to meet the needs of the district over the next three to five years, or do you think more schools and classrooms are needed?



# INITIAL BALLOT

Q4. If an election on school bonds in the Boerne Independent School District was held today, would you vote yes, in favor or no, against the issuance of \$175 million in bonds for the construction and renovation of school buildings, and to be financed by property taxes.



# INITIAL BALLOT

Q4. If an election on school bonds in the Boerne Independent School District was held today, would you vote yes, in favor or no, against the issuance of \$175 million in bonds for the construction and renovation of school buildings, and to be financed by property taxes.

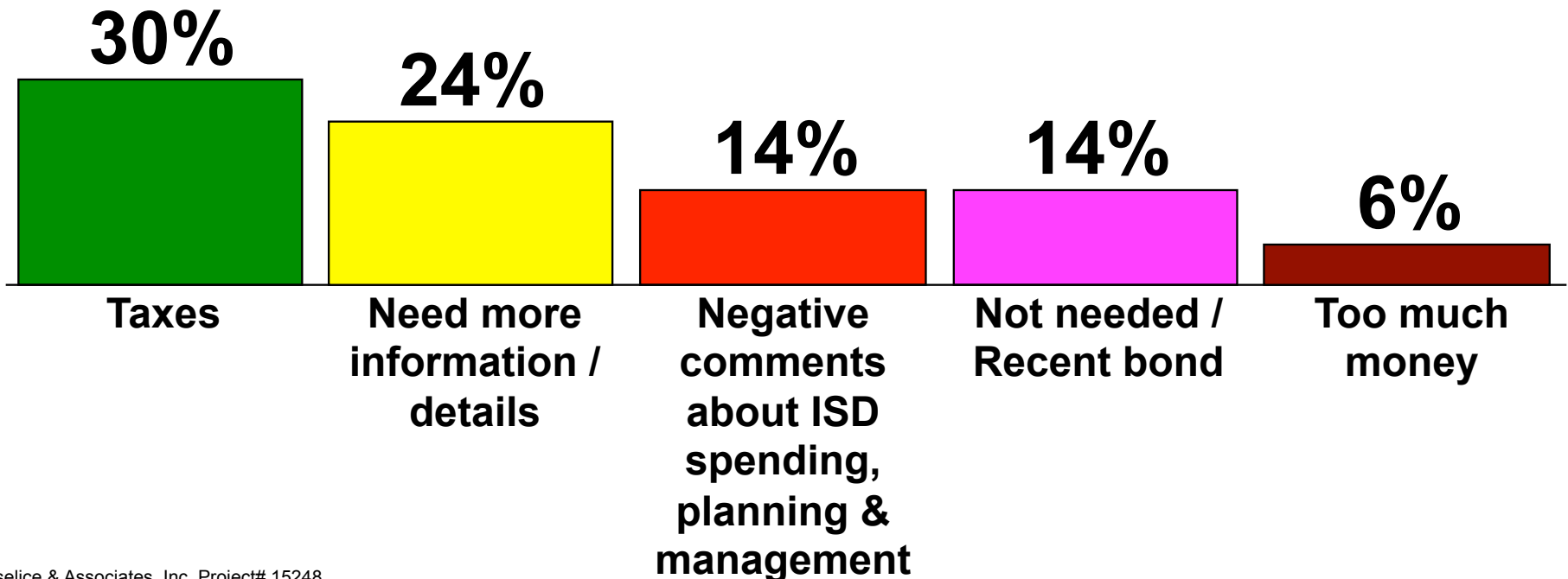
	Base	Yes, in favor / Strongly	No, against / Strongly	TOTAL YES, IN FAVOR	TOTAL NO, AGAINST	DEPENDS / UNSURE	NET YES, IN FAVOR
<b>Total</b>	<b>301</b>	<b>29%</b>	<b>23%</b>	<b>49%</b>	<b>35%</b>	<b>16%</b>	<b>15%</b>
<b>RC - Vote local elections</b>							
All - Most	194	28%	28%	45%	40%	15%	5%
Some - None	105	32%	16%	57%	25%	18%	31%
Unsure / Refused	2	50%	0%	100%	0%	0%	100%
<b>SCPARENT - Parent of a BISD Student</b>							
Parent	143	39%	16%	61%	24%	15%	37%
Non-Parent	158	20%	31%	39%	44%	17%	-6%



# WHY HESITANT TO VOTE FOR BOND

Q5. And in your own words, please tell me why you are hesitant to vote for a bond proposal?

(n=153)



# VARIOUS BOND AMOUNTS SUPPORT

	Q6TOT - Would you vote yes, in favor or no, against the issuance of <b>\$200</b> million in school bonds which would increase property taxes by approximately \$23.08 per month on the average home valued at \$347,000.						
	Base	Yes, in favor / Strongly	No, against / Strongly	TOTAL YES, IN FAVOR	TOTAL NO, AGAINST	DEPENDS / UNSURE	NET YES, IN FAVOR
Total	301	15%	39%	30%	59%	11%	-29%

	Q7 - Would you vote yes, in favor or no, against the issuance of <b>\$175</b> million in school bonds which would increase property taxes by approximately \$17.17 per month on the average home valued at \$347,000.						
	Base	Yes, in favor / Strongly	No, against / Strongly	TOTAL YES, IN FAVOR	TOTAL NO, AGAINST	DEPENDS / UNSURE	NET YES, IN FAVOR
Total	301	21%	33%	41%	48%	11%	-6%

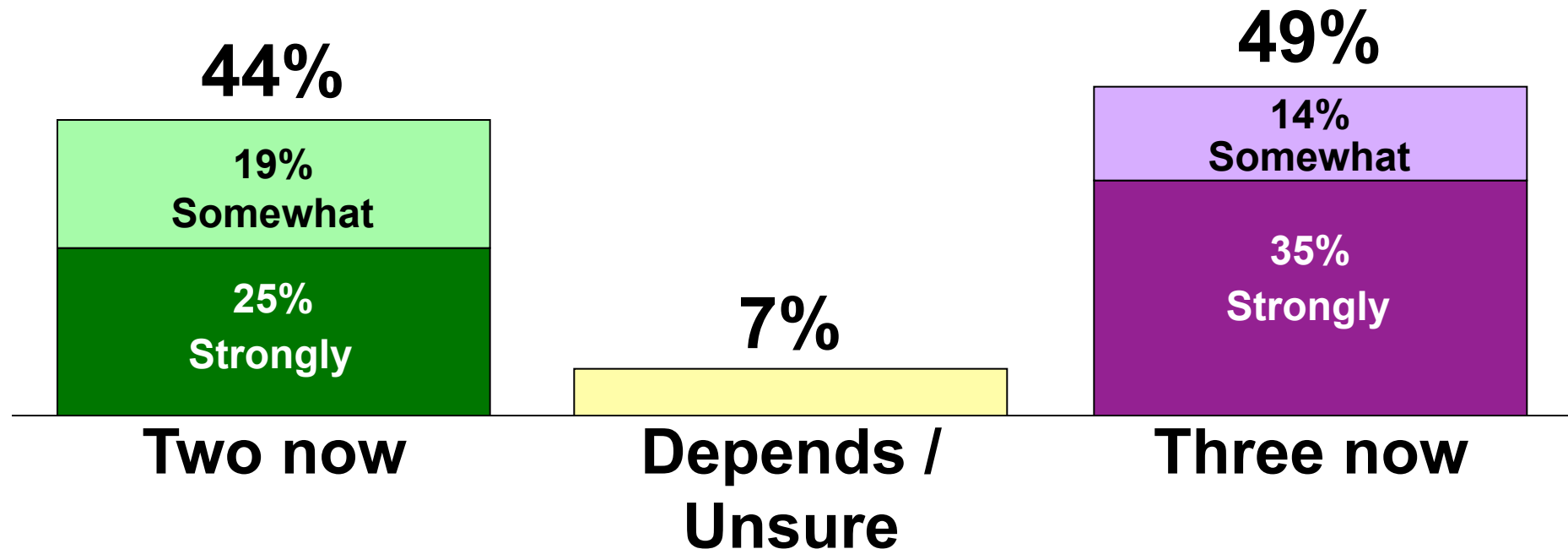
	Q8TOT - Would you vote yes, in favor or no, against the issuance of <b>\$150</b> million in school bonds which would increase property taxes by approximately \$12.35 per month on the average home valued at \$347,000.						
	Base	Yes, in favor / Strongly	No, against / Strongly	TOTAL YES, IN FAVOR	TOTAL NO, AGAINST	DEPENDS / UNSURE	NET YES, IN FAVOR
Total	301	31%	25%	51%	36%	13%	15%

# VIEWPOINT ON BUILDING NEW SCHOOLS

Q26. Based on enrollment projections, the district is in critical need of a new elementary and middle school now and it will need a second new elementary school in less than five years. Please listen to the following viewpoints and tell me which one comes closest to your own.

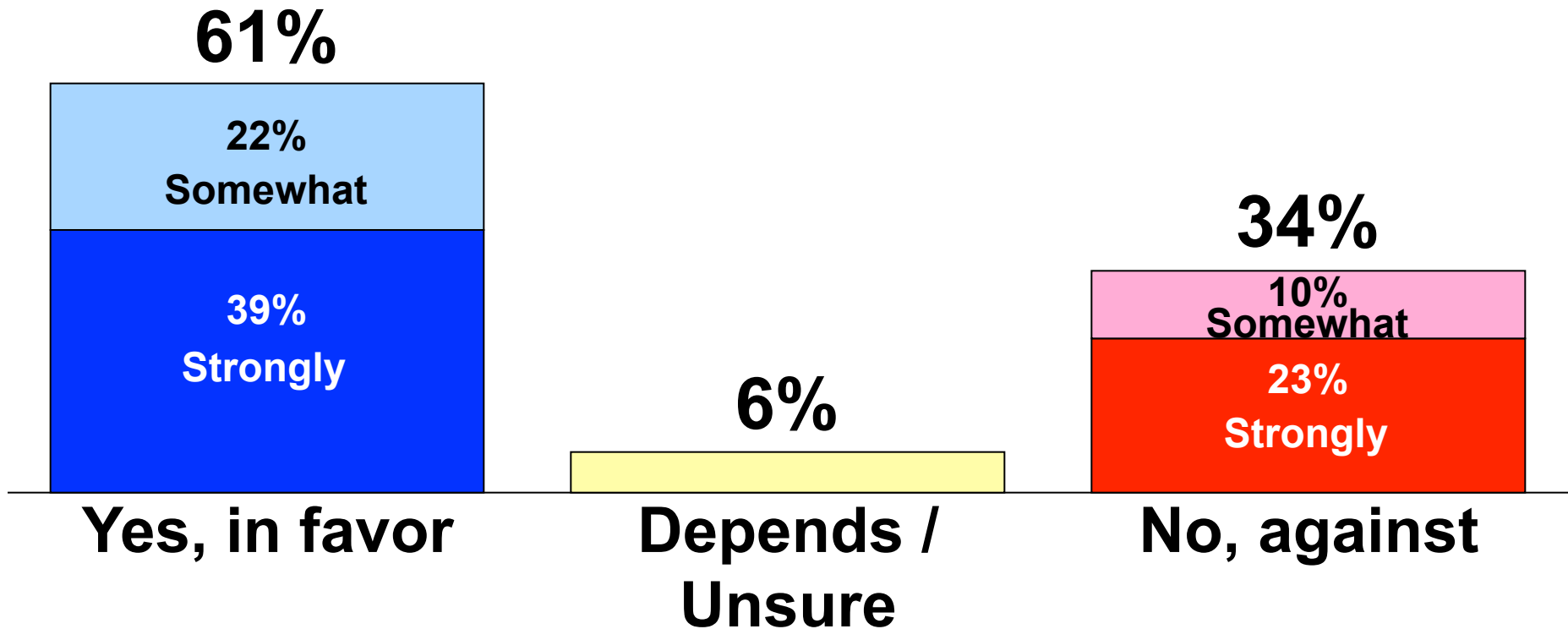
*Some people say that two new elementary schools and a new middle school is too much at one time and the district should only build one elementary and middle school now and build the other elementary school in three years.*

*Other people say since we will need two new elementary schools and a new middle school in less than five years we should fund them all now because our schools are already close to capacity and with current low interest rates and construction costs it will be less expensive to build them now.*



# INFORMED BALLOT

Q27. If an election on school bonds in the Boerne Independent School District was held today, would you vote yes, in favor or no, against the issuance of \$175 million in bonds for the construction and renovation of school buildings, and to be financed by property taxes.

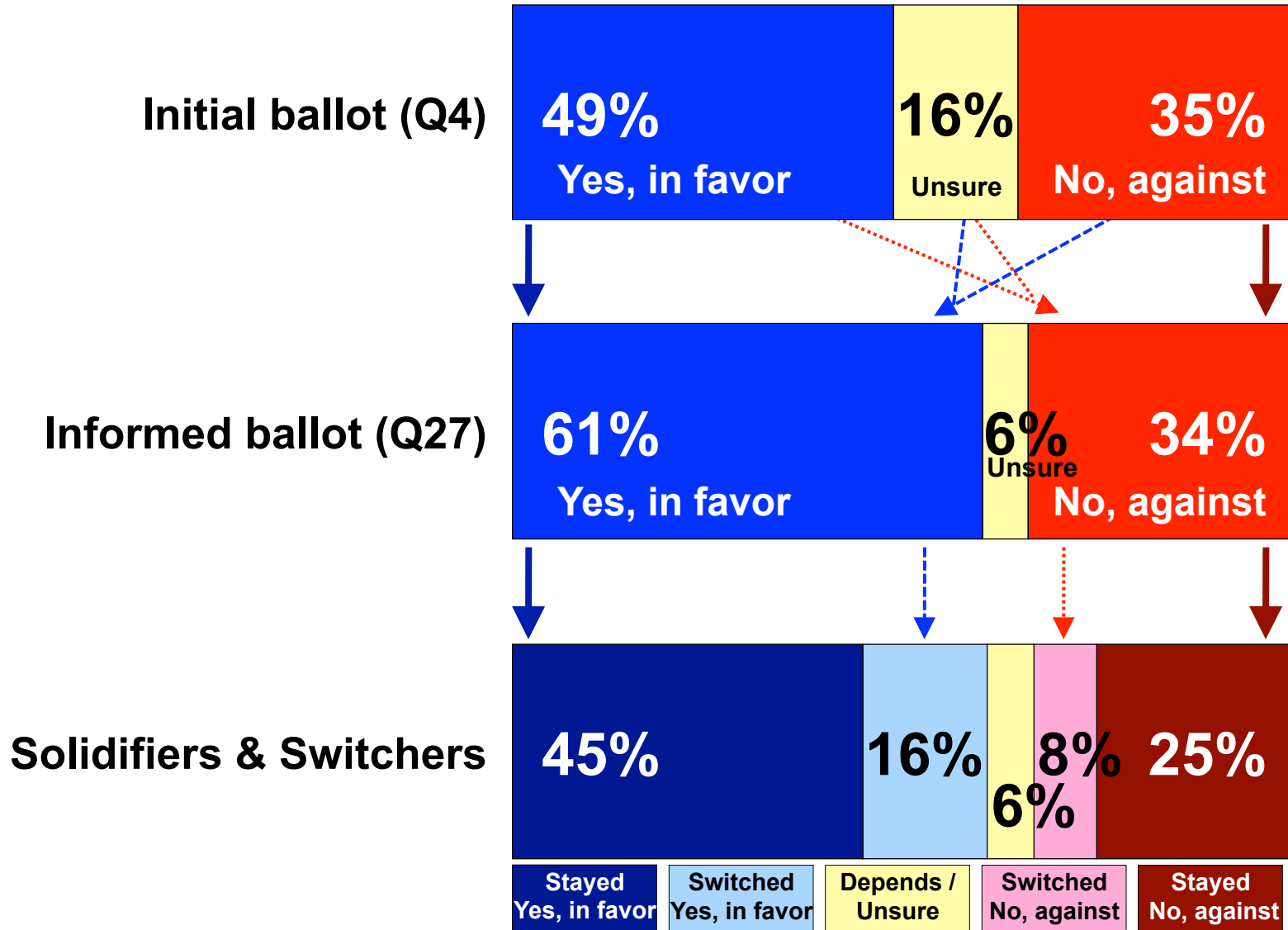


# INFORMED BALLOT

Q27. If an election on school bonds in the Boerne Independent School District was held today, would you vote yes, in favor or no, against the issuance of \$175 million in bonds for the construction and renovation of school buildings, and to be financed by property taxes.

	Base	Yes, in favor / Strongly	No, against / Strongly	TOTAL YES, IN FAVOR	TOTAL NO, AGAINST	DEPENDS / UNSURE	NET YES, IN FAVOR
<b>Total</b>	<b>301</b>	<b>39%</b>	<b>23%</b>	<b>61%</b>	<b>34%</b>	<b>6%</b>	<b>27%</b>
<b>RC - Vote local elections</b>							
All - Most	194	35%	29%	55%	38%	6%	17%
Some - None	105	44%	13%	70%	25%	5%	45%
Unsure / Refused	2	50%	0%	100%	0%	0%	100%
<b>SCPARENT - Parent of a BISD Student</b>							
Parent	143	53%	17%	70%	25%	4%	45%
Non-Parent	158	26%	29%	52%	41%	7%	10%

# COMPARISON OF INITIAL & INFORMED BALLOTS



# BOND ELEMENTS

		Favor	Oppose	No diff / Unsure	Net Favor
Q10	Boerne ISD is growing by 5% and is expected to grow more than 1,900 students in the next five years. This bond proposal could allow for construction of additional schools and classrooms to accommodate the growing student population.	76%	22%	2%	+53%
Q11	Rather than addressing growth issues with the short term solution of adding portables, which are less secure and less efficient, this bond proposal is a cost effective investment in a long term solution to growth needs.	68%	27%	5%	+40%
Q12	Currently, two of the five elementary schools are already over capacity and in about three years Boerne Middle School South and Champion High School will be over capacity. The bond could allow for construction of two additional elementary schools, an additional middle school, and expand the high school to accommodate growth.	71%	27%	3%	+44%
Q13	As part of the last bond, a new Fabra Elementary School is currently being built. This bond proposal could allow for renovations to the old Fabra Elementary School to create the district's new central office to house the alternative school, the professional development center, the data center and administration.	75%	23%	3%	+52%
Q14	This bond proposal could include improvements to technology infrastructure and equipment to support classroom technologies needed for 21st Century learning.	79%	21%	1%	+58%
Q15	In order to accommodate for future facilities needs, this bond proposal could include funding to purchase land for future growth and expansion.	73%	24%	3%	+48%
Q16	This bond proposal could include renovations and upgrades to include improved heating and air conditioning, lighting, roofing and flooring that will make school buildings (Ver X: operate more efficiently and at lower maintenance costs / Ver Y: more energy efficient).	82%	17%	2%	+65%
Q17	This bond proposal could enhance safety and security for students at all campuses by allowing for additional security cameras, access control systems and improved external lighting.	83%	15%	2%	+68%
Q18	This bond proposal could allow for providing additional parking, improving traffic circulation to alleviate congestion and extend fire lanes to meet current code.	80%	19%	2%	+61%
Q19	This bond proposal could enhance safety initiatives by upgrading playground equipment to meet current safety standards.	72%	25%	3%	+46%
Q20	To accommodate enrollment growth and the district's aging fleet, this bond proposal could include the purchase of 12 buses.	80%	18%	3%	+62%
Q21	This bond proposal could allow for upgrades to Boerne ISD Stadium and bring it up to current accessibility and safety standards which would include replacing spectator seating and a new press box.	49%	44%	7%	+5%
Q22	This bond proposal could allow for improvements to athletic facilities throughout the district to bring equity to all campuses for both boys and girls sports, including artificial turf, new and upgraded tennis courts, upgrades to locker rooms and weight rooms, and improved lighting at softball fields.	58%	39%	3%	+19%
Q23	Existing state law freezes the tax rate of homeowners 65 years of age or older. Senior citizens who file their exemption will not have to pay any additional property taxes associated with this bond proposal.	87%	7%	5%	+80%
Q24	An advisory committee of citizens, teachers, parents and students has been working to evaluate the school district's needs and this bond proposal will include recommendations from this citizen's group.	81%	13%	6%	+67%
Q25	Boerne ISD has one of the lowest tax rates in the area. Even if a bond is passed, the tax rate in Boerne ISD would still be lower than many districts in the area.	67%	20%	12%	+47%

# Summary of Correlation Scores

*The top three scores are highlighted in light blue. Correlation Scores are relative measures that should be compared within a subgroup, not compared between different subgroups.*

		Total Sample (N=301)	Parent (n=143)	Non-Parent (n=158)
		Correlation Score	Correlation Score	Correlation Score
Q10	Boerne ISD is growing by 5% and is expected to grow more than 1,900 students in the next five years. This bond proposal could allow for construction of additional schools and classrooms to accommodate the growing student population.	13.1	18.9	5.1
Q11	Rather than addressing growth issues with the short term solution of adding portables, which are less secure and less efficient, this bond proposal is a cost effective investment in a long term solution to growth needs.	2.8	7.4	1.3
Q12	Currently, two of the five elementary schools are already over capacity and in about three years Boerne Middle School South and Champion High School will be over capacity. The bond could allow for construction of two additional elementary schools, an additional middle school, and expand the high school to accommodate growth.	8.9	6.9	7.1
Q13	As part of the last bond, a new Fabra Elementary School is currently being built. This bond proposal could allow for renovations to the old Fabra Elementary School to create the district's new central office to house the alternative school, the professional development center, the data center and administration.	3.9	4.0	6.1
Q14	This bond proposal could include improvements to technology infrastructure and equipment to support classroom technologies needed for 21st Century learning.	6.0	7.1	3.6
Q15	In order to accommodate for future facilities needs, this bond proposal could include funding to purchase land for future growth and expansion.	3.1	5.7	3.5
Q16	This bond proposal could include renovations and upgrades to include improved heating and air conditioning, lighting, roofing and flooring that will make school buildings (Ver X: operate more efficiently and at lower maintenance costs / Ver Y: more energy efficient).	6.7	5.1	4.3
Q17	This bond proposal could enhance safety and security for students at all campuses by allowing for additional security cameras, access control systems and improved external lighting.	4.2	2.2	5.4
Q18	This bond proposal could allow for providing additional parking, improving traffic circulation to alleviate congestion and extend fire lanes to meet current code.	3.2	3.0	4.9
Q19	This bond proposal could enhance safety initiatives by upgrading playground equipment to meet current safety standards.	2.3	7.4	2.1
Q20	To accommodate enrollment growth and the district's aging fleet, this bond proposal could include the purchase of 12 buses.	2.0	9.6	3.0
Q21	This bond proposal could allow for upgrades to Boerne ISD Stadium and bring it up to current accessibility and safety standards which would include replacing spectator seating and a new press box.	0.5	4.1	-0.4
Q22	This bond proposal could allow for improvements to athletic facilities throughout the district to bring equity to all campuses for both boys and girls sports, including artificial turf, new and upgraded tennis courts, upgrades to locker rooms and weight rooms, and improved lighting at softball fields.	1.4	2.2	-0.3
Q23	Existing state law freezes the tax rate of homeowners 65 years of age or older. Senior citizens who file their exemption will not have to pay any additional property taxes associated with this bond proposal.	2.9	7.6	2.4
Q24	An advisory committee of citizens, teachers, parents and students has been working to evaluate the school district's needs and this bond proposal will include recommendations from this citizen's group.	4.0	5.8	2.2
Q25	Boerne ISD has one of the lowest tax rates in the area. Even if a bond is passed, the tax rate in Boerne ISD would still be lower than many districts in the area.	2.5	9.3	2.8



# ELEMENT MATRIX

## Total Sample

Boerne ISD is growing by 5% and is expected to grow more than 1,900 students in the next five years. This bond proposal could allow for construction of additional schools and classrooms to accommodate the growing student population (Q10).

Currently, two of the five elementary schools are already over capacity and in about three years Boerne Middle School South and Champion High School will be over capacity. The bond could allow for construction of two additional elementary schools, an additional middle school, and expand the high school to accommodate growth (Q12).

This bond proposal could include renovations and upgrades to include improved heating and air conditioning, lighting, roofing and flooring that will make school buildings (Ver X: operate more efficiently and at lower maintenance costs / Ver Y: more energy efficient) (Q16).

## Parent

Boerne ISD is growing by 5% and is expected to grow more than 1,900 students in the next five years. This bond proposal could allow for construction of additional schools and classrooms to accommodate the growing student population (Q10).

To accommodate enrollment growth and the district's aging fleet, this bond proposal could include the purchase of 12 buses (Q20).

Boerne ISD has one of the lowest tax rates in the area. Even if a bond is passed, the tax rate in Boerne ISD would still be lower than many districts in the area (Q25).

## Non-Parent

Currently, two of the five elementary schools are already over capacity and in about three years Boerne Middle School South and Champion High School will be over capacity. The bond could allow for construction of two additional elementary schools, an additional middle school, and expand the high school to accommodate growth (Q12).

As part of the last bond, a new Fabra Elementary School is currently being built. This bond proposal could allow for renovations to the old Fabra Elementary School to create the district's new central office to house the alternative school, the professional development center, the data center and administration (Q13).

This bond proposal could enhance safety and security for students at all campuses by allowing for additional security cameras, access control systems and improved external lighting (Q17).

# CONCLUSIONS

**1**

**On the initial ballot, 49% would vote for a \$175 million bond and 35% would vote against, while 16% are unsure. However, analysis shows a toss-up outcome in a low-turnout election.**

**2**

**Respondents oppose a \$200 million bond by nearly a two to one margin.**

**3**

**Respondents are split on building the second of two new elementary schools now versus waiting for three years when it will be needed. However, the element of building three new schools had one of the highest correlation scores.**

**4**

**After hearing more about it, support for the bond increases as 16% of respondents switched to favor including 12% of parents and 19% of non-parents.**

**5**

**Two keys to success are (1) turning out parents and pro-bond voters in a low turnout election and (2) communicating to likely voters (mostly non-parents) about the bond elements and the district's needs. Regression analysis indicates the most important messages to communicate to different voter groups.**