

GULL LAKE COMMUNITY SCHOOLS BOND SURVEY – AUGUST 2026 – DRAFT 1

TYPE: 1=Cell/2=Land

DATE: _____ / _____ / _____

PHONE: _____

CODE: _____ **INTERVIEWER:** _____

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Hello, this is (NAME) from **EPIC ▪ MRA**, a Lansing based survey research firm. We're conducting a random survey with voters in your area about important local issues. This is not a sales call, you will not be asked for a donation, and you will not be called again because you participated in this survey. This is strictly survey research and I'd like to take about 12 minutes to include the opinions of your household.

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We need to have a balance of men and women in the survey, and we also must have both younger and older voters represented. May I please speak to the youngest [**MALE/FEMALE, depending on quota specified**] registered voter, age 18 or older, who is at home right now?

IF YES: REPEAT INTRODUCTION FOR NEW RESPONDENT & CONTINUE.
IF NO, ASK: "Is there any other [**MALE/FEMALE, as specified**] registered voter, age 18 or older, who is at home right now?" **IF NOT, TERMINATE INTERVIEW.**

[PHONERS: IF ASKED WHILE CONDUCTING SURVEY WHO COMMISSIONED IT, TELL RESPONDENT ONLY AFTER SURVEY COMPLETED... "This survey was commissioned by Gull Lake Community Schools"]

Are you currently registered to vote in Michigan?

If **YES** --- **ASK Q.1**

If **NO** --- "Is there another [**MALE/FEMALE, as specified**] registered voter at home who I can talk to?" If not, **TERMINATE**

__01. In what local public school district do you reside and pay taxes? [**DO NOT READ**]

- | | | |
|-----|---|----------------------------|
| (1) | Gull Lake Community Schools | CONTINUE INTERVIEW |
| --- | Some other specific named school district | TERMINATE INTERVIEW |
| | Undecided/Refused [ASK: "Do you live in the Gull Lake C School District?" - IF YES, | |
| --- | CODE '1' AND CONTINUE -- IF STILL UNDECIDED OR OTHER DISTRICT NAMED—TERMINATE] | |

__02. Many voters do not participate in special elections often held in May, when the only issues on the ballot are school or local government ballot issues. I know it's a long way off, but what are the chances that you will be voting in the May 2027 school election. Are you very certain to vote, somewhat certain, will you likely vote, are the chances only 50-50 you will vote, or, will you not likely vote at all?

- (1) Very certain to vote
- (2) Somewhat certain to vote
- (3) Will likely vote
- Chances 50-50
- Not likely
- Undecided/Refused

THANK AND TERMINATE
THANK AND TERMINATE
THANK AND TERMINATE

__03. In future elections, will you vote by going to your regular polling place on election day, vote early as now allowed by state law, or vote by absentee ballot?

- (1) Voting at the polls in person on Election Day
- (2) Voting early, either by drop box or early voting as allowed by law
- (3) Voting by absentee ballot or mail-in ballot
- (4) Undecided/Refused

__04. Over the past few years, would you say that the quality of a kindergarten through 12th grade education provided by Gull Lake Community Schools has improved, gotten worse, or remained about the same?

- (1) Improved
- (2) Gotten worse
- (3) Stayed about the same
- (4) Undecided/Refused

__05. Overall, how would you rate the job that Gull Lake Community Schools does in providing a quality education for students - would you give them a positive rating of excellent or pretty good, or a negative rating of just fair or poor?

- (1) Excellent
- (2) Pretty good
- (3) Just fair
- (4) Poor
- (5) Undecided/Refused

__06. Compared to surrounding local public-school districts, charter schools, and private schools, would you say the quality of education provided by Gull Lake Community Schools is better, worse, or about the same?

- (1) Better
- (2) Worse
- (3) About the same
- (4) Undecided/Refused

__07. Thinking about the quality of educational services you receive from Gull Lake Community Schools in return for the state and local taxes you pay to fund a kindergarten through 12th grade education, do you think your school taxes are too high, too low, or about right for what you get back in educational services from Gull Lake Community Schools? **[IF RESPONSE IS TOO HIGH, ASK: “Would that be much or somewhat too high?” AND CODE BEST RESPONSE]**

- (1) Much too high
- (2) Somewhat too high
- (3) About right
- (4) Too low
- (5) Undecided/Refused

__08. Overall, how would you rate the job Gull Lake Community Schools does in managing district finances - would you give them a positive rating of excellent or pretty good, or a negative rating of just fair or poor?

- (1) Excellent
- (2) Pretty good
- (3) Just fair
- (4) Poor
- (5) Undecided/Refused

__09. Overall, how would you rate the condition of the schools, other buildings, facilities, property and grounds that are owned and operated by Gull Lake Community Schools - would you give them a positive rating of excellent or pretty good, or a negative rating of just fair or poor?

- (1) Excellent
- (2) Pretty good
- (3) Just fair
- (4) Poor
- (5) Undecided/Refused

__10. Based on actual enrollment in Gull Lake Community Schools, there was an increase in enrollment from 2021 to 2026 of about 18 percent, with a projection of 799 more students expected to enroll by 2031, representing another 18 percent increase. There is more growth in the middle school and high school levels than the kindergarten to 5th grade level. There is not enough space or classrooms in the current school buildings to accommodate such increases in student enrollment either experienced in the past or projected for the future. Is this enrollment increase more than you expected, less than you expected, or about what you expected? **[IF MORE, ASK: “Would that be much more or somewhat more than expected?” AND CODE BEST RESPONSE]**

- (1) Much more than expected
- (2) Somewhat more than expected
- (3) About what respondent expected
- (4) Less than expected
- (5) Undecided/Refused

INTRO TO Q. 11: Gull Lake Community Schools may place a bond proposal on the May 2027 election ballot that would fund approximately \$118 million in additions and improvements to existing facilities to address overcrowding that both currently exists and is projected for the future due to population growth, and also include a new school building to house students in grades 3 through 5. To repay the \$118 million in bonds, the property tax rate **WOULD NOT** increase above current levels because past bond debt will continue to be paid off, and growth in population and property values. However, the repayment period for existing and new bonded debt would be extended for another 12 years.

__11. Knowing this, if the election were held today, would you vote **YES** in favor of the bond proposal, or **NO** to oppose it?

[IF UNDECIDED, ASK: “Well, if the election were held today and you had to decide right now, would you lean toward voting Yes in favor of the bond proposal or No to oppose it?” AND CODE BEST RESPONSE]

- | | |
|----------------------------|----------------------------|
| (1) Will vote Yes | GO TO INTRO TO Q.13 |
| (2) Lean toward voting Yes | GO TO INTRO TO Q.13 |
| (3) Will vote No | |
| (4) Lean toward voting No | |
| (5) Undecided/Refused | GO TO INTRO TO Q.13 |

__12. What is the main reason why you would vote **NO** to oppose the bond proposal? **[WRITE COMMENT AS STATED]**

INTRO TO Q.13: Putting aside whether you said you would vote **YES** or **NO** on the proposal, now I would like to describe the specific features that could be included in an approximately \$118 million bond proposal. For each one I read, please tell me if you support or oppose that feature. **[PROBE TO SEE IF STRONGLY/SOMEWHAT SUPPORTS/OPPOSES EACH]**

[ROTATE Q.13 THROUGH Q.21]		<u>STR SUP</u>	<u>SMT SUP</u>	<u>SMT OPP</u>	<u>STR OPP</u>	<u>DK/ UND</u>
___13.	Kellogg Elementary School, a pre-kindergarten to 2 nd grade building, would have five regular classrooms added, three preschool classroom additions, two small breakout rooms, a new office built with a secure entryway, the pre-kindergarten playground would be relocated, and the parent drop off loop for would be revised to improve traffic flow. The estimated cost of these additions and improvements would be just over \$5.7 million. Do you support or oppose this feature of the bond proposal?	(1)	(2)	(3)	(4)	(5)
___14.	Richland Elementary School, a kindergarten to 2nd grade and special education student building, would have an addition added to include three classrooms, two special education classrooms, a special sensory classroom, two itinerant offices for special needs students, group restrooms for girls and boys, oversized single restrooms for special needs students, remodeling of staff restrooms, and new playground area for special needs children added. The cost of these additions and improvements would be just under \$4.6 million.	(1)	(2)	(3)	(4)	(5)
___15.	A 12 classroom addition would be built at the Middle School for 6th to 8th grade students which would include an art classroom, special education classroom, two elective classrooms, two language arts classrooms, two social studies classrooms, two math classrooms, two science classrooms, and a storage room would be remodeled to create three small offices. The cost of these additions and improvements would be \$13.4 million.	(1)	(2)	(3)	(4)	(5)
___16.	A new multi-use synthetic turf field would be built and located on the current high school/ middle school athletic campus, which could be used by all high school and middle school sports teams, band practice and youth sports programs, at an estimated cost of \$2.5 million.	(1)	(2)	(3)	(4)	(5)

[ROTATE Q.13 THROUGH Q.21]		<u>STR SUP</u>	<u>SMT SUP</u>	<u>SMT OPP</u>	<u>STR OPP</u>	<u>DK/ UND</u>
__17.	Gull Lake High School would have a two-story addition built, requiring a reconfiguration of the existing north parking lot. It would include a first floor addition for Gull Lake Virtual Partnership programs with four classrooms and professional development programs for teachers, and an additional 13 second-story classrooms. It would also include a new office with a secure entryway, a new district technology office, new group restrooms for girls and boys, staff restrooms, and the remodeling of the existing technology lab to create a connecting corridor. The cost of these additions and improvements will be just under \$16.5 million	(1)	(2)	(3)	(4)	(5)
__18.	The Bedford Building would have a 6,800 square foot addition with site work required to accommodate the new addition. It would include a new office with a secure entryway, an art classroom with a kiln and storage space, a music classroom along with five music practice rooms, a community room, new group restrooms, and a new storage area for the gymnasium. The cost of these additions and upgrades will be just under \$4.9 million.	(1)	(2)	(3)	(4)	(5)
__19.	A new 70,000 square foot school building would be built for grades 3 through 5 with a student capacity of 450 students in 24 classrooms. This new school building would have a shared recreation area with Kellogg Elementary, and a new perimeter vehicle drive for access to the parent drop off and bus loop for both buildings, which would alleviate traffic congestion at 40th street. The cost of this new building would be just over \$55.5 million.	(1)	(2)	(3)	(4)	(5)
__20.	A new junior varsity softball field would be built and located on the current high school/ middle school athletic campus at an estimated cost of \$900,000	(1)	(2)	(3)	(4)	(5)
__21.	New restrooms would be installed at the current location of high school tennis and ballfields at an estimated cost of \$400,000.	(1)	(2)	(3)	(4)	(5)

__22. After hearing a more detailed description of the specific improvements that could be included in a \$118 million dollar bond proposal, and knowing that voter approval of this bond proposal **WOULD NOT** require an increase in property taxes, but would require an extension of the repayment period by 12 years, let me ask you again, if the election were held today, would you vote **YES** in favor of the bond proposal, or **NO** to oppose it?

[IF UNDECIDED, ASK: “Well, if the election were held today and you had to decide right now, would you lean toward voting **Yes in favor of the bond proposal or **No** to oppose it?” AND CODE BEST RESPONSE]**

- (1) Will vote Yes
- (2) Lean toward voting Yes
- (3) Will vote No
- (4) Lean toward voting No
- (5) Undecided/Refused

INTRO TO Q.23: Now I would like to read some of the reasons people have offered to either **SUPPORT** or **OPPOSE** a \$118 million bond proposal for Gull Lake Community Schools. After I read each statement, please tell me if that statement makes you more likely to vote YES on the proposal, less likely to support it, or if the statement won't really influence you one way or the other. **[IF MORE/LESS LIKELY, ASK: "Would that be much or somewhat (more/less) likely?" AND CODE BEST RESPONSE]**

The **(FIRST/NEXT)** reason to support or oppose the proposal is....

[ROTATE Q.23 THROUGH Q.28]		<u>Much MORE</u>	<u>Smwt MORE</u>	<u>No Influence</u>	<u>Smwt LESS</u>	<u>Much LESS</u>	<u>UND/ DK</u>
_23.	Gull Lake Community Schools has a proven track record of fiscal responsibility, and if approved, this proposal would not increase taxes above current levels. Existing property taxes paid by residents of Gull Lake Schools is 5.67 mills, which is lower than 13 of the 15 districts in Kalamazoo County and other adjacent school districts. Does this make you more likely or less likely to support the bond proposal?	(1)	(2)	(3)	(4)	(5)	(6)
_24.	We would not have so much student growth and the need to build school building additions to accommodate it if we did not accept 645 schools of choice students.	(1)	(2)	(3)	(4)	(5)	(6)
_25.	While student enrollment growth requires more investment in our schools and classroom space, it also provides more than \$10,000 per student in state funding every year, as well as additional federal funding to support Gull Lake Schools.	(1)	(2)	(3)	(4)	(5)	(6)
_26.	With dramatic increases in costs for everything from gasoline to groceries to utilities, schools should learn to live within their means just like everyone else instead of asking taxpayers for more money by extending the repayment period of this proposal.	(1)	(2)	(3)	(4)	(5)	(6)

[ROTATE Q.23 THROUGH Q.28]		<u>Much MORE</u>	<u>Smwt MORE</u>	<u>No Influence</u>	<u>Smwt LESS</u>	<u>Much LESS</u>	<u>UND/ DK</u>
_27.	Strong schools mean strong neighborhoods, higher property values, and they make it easier for our area to attract new talent and new businesses. Supporting our schools is about supporting our whole community and making sure we stay competitive with other nearby districts instead of falling behind.	(1)	(2)	(3)	(4)	(5)	(6)
_28.	The proposal includes too many improvements that parents and school district supporters may want, but goes well beyond what is actually needed.	(1)	(2)	(3)	(4)	(5)	(6)

After hearing reasons both for and against the proposal, let me ask you a final time...

_29. Knowing that voter approval of an approximately \$104 million dollar bond proposal **WOULD NOT** require a tax increase above current levels, but would require the extension of repayment for all district debt by another 12 years, if the election were held today, would you vote **YES** in favor of the bond proposal or **NO** to oppose it?

[IF UNDECIDED, ASK]: “Well, if the election were held today and you had to decide right now, would you lean toward voting **Yes** in favor of the bond proposal or **No** to oppose it?”
AND CODE BEST RESPONSE]

- (1) Will vote Yes
- (2) Lean toward voting Yes
- (3) Will vote No
- (4) Lean toward voting No
- (5) Undecided/Refused

Finally, I would like to ask you a few questions for statistical purposes only.

_30. Do you have children who are school age or younger? **[PROBE FOR BEST RESPONSE]**

- (1) Yes
- (2) No children
- (3) Undecided/Refused

GO TO Q.32
GO TO Q.32

__31A-D. Do you have one or more children who currently attends Gull Lake Community Schools, one or more children who attend some other local public school as schools of choice students, attend private, Christian or parochial schools, public charter schools or academies, or are they home schooled? **[CODE ALL RESPONSES MENTIONED]**

- (1) Gull Lake Community Schools
- (2) Other area local public schools as schools of choice students
- (3) Private/Christian/parochial
- (4) Public charter schools or academies
- (5) Home schooled
- (6) No children in school yet (**VOLUNTEERED**)
- (7) Undecided/Refused

__32. Could you please tell me in what year you were born? **[IF REFUSED, ASK: ‘Would you please tell me in which of the following categories your age falls? Please stop me when I get to a category that applies to you.’ AND READ 1 TO 4]**

[RECORD YEAR HERE ____ AND THEN CODE BELOW]

- | | |
|-----------------------|-------------------------|
| (1) 18 to 34 years | (1992 to 2008) |
| (2) 35 to 49 | (1977 to 1991) |
| (3) 50 to 64 | (1962 to 1976) |
| (4) 65 and over | (1961 or before) |
| (5) Undecided/Refused | |

__33. What is the last grade or level of schooling you completed? **[DO NOT READ – CODE BEST RESPONSE]**

- (1) 1st to 11th Grade
- (2) High School Graduate
- (3) Non-college post high school (technical training)
- (4) Some college
- (5) College graduate
- (6) Post graduate school
- (7) Undecided/Refused

__34. Would you please tell me in which of the following categories your total yearly household income falls; including everyone in the household? Please stop me when I get to the category that applies to you? **[READ 1 THROUGH 6]**

- (1) Under \$25,000
- (2) \$25,000 to \$50,000
- (3) \$50,000 to \$75,000
- (4) \$75,000 to \$100,000
- (5) \$100,000 to \$150,000
- (6) Over \$150,000
- (7) Retired (**VOLUNTEERED - ASK: “But is there an income category I read that would apply to your household?” AND CODE BEST RESPONSE**)
- (8) Undecided/Refused

___35. Sex of respondent (**BY OBSERVATION ONLY**)

- (1) Male
- (2) Female

THANK RESPONDENT FOR HIS/HER TIME

**[PHONERS: IF ASKED WHILE CONDUCTING SURVEY WHO COMMISSIONED IT,
TELL RESPONDENT ONLY AFTER SURVEY COMPLETED... “This survey was
commissioned by Gull Lake Community Schools”]**