

Estacada School District Bond



**PATINKIN
RESEARCH
STRATEGIES**



- **A survey of 400 likely voters in the Estacada School District was conducted by telephone using professional interviewers.**
- **A voter file sample was used and the poll universe was diminished to reflect a likely May 2024 electorate.**
- **Interviews were conducted January 30 to February 1, 2023.**
- **The margin of error for the sample as a whole is plus or minus 4.9 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” voters. Younger voters are under age 50 and older voters are age 50 and up.**
- **Throughout this report we make comparisons to our September 27 to October 3, 2021 dataset of n=400 likely November 2022 voters in the Estacada school district.**



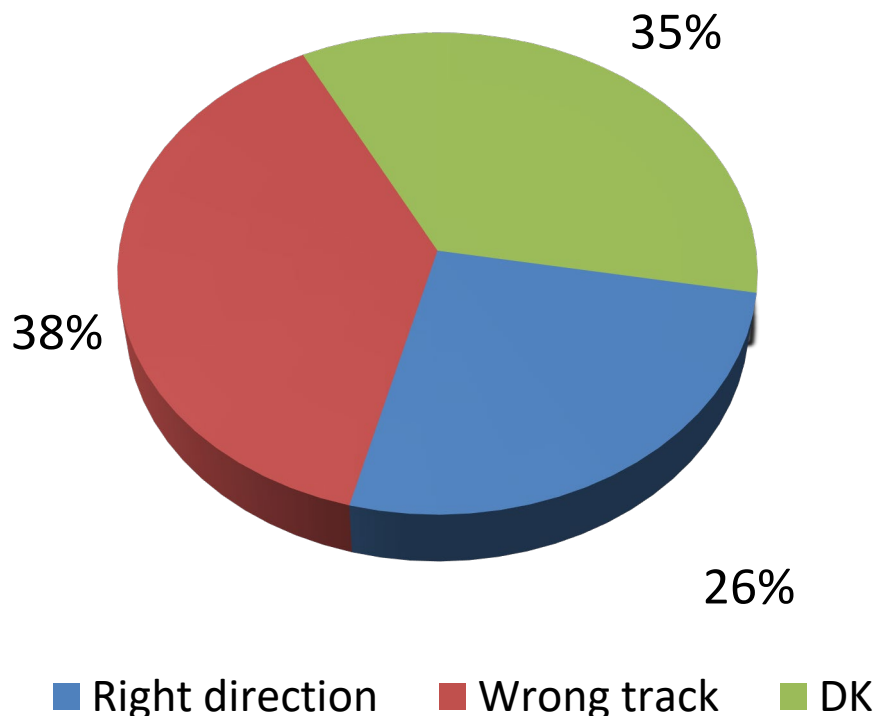
The Issue Landscape

A slim plurality of voters believe the district is headed off on the wrong track



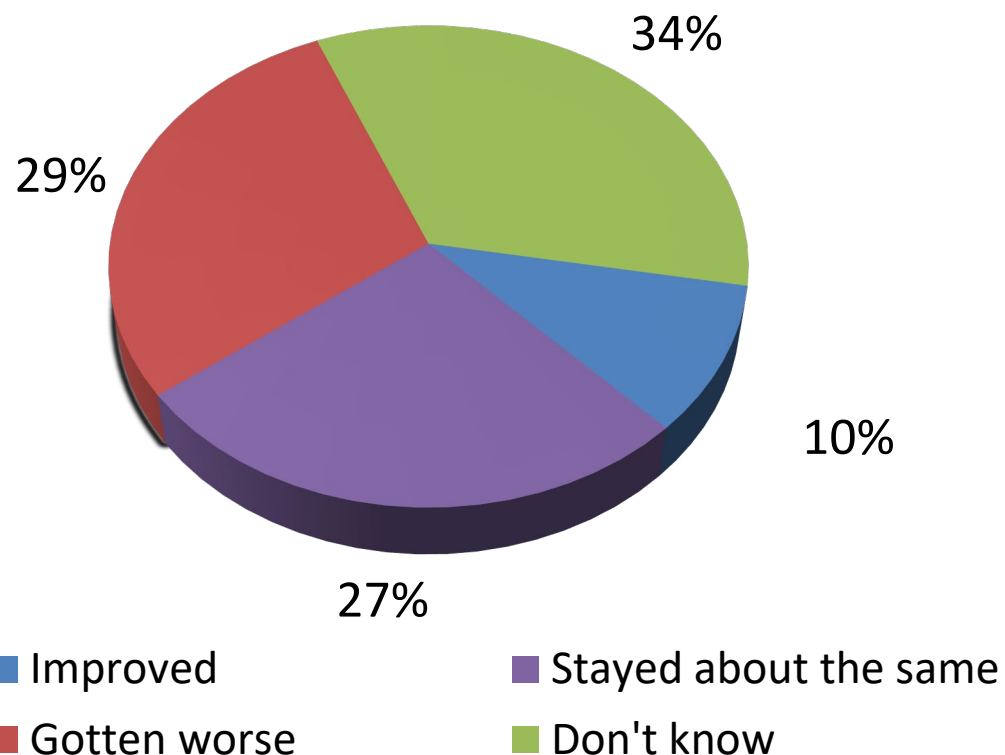
While more say their opinion of the district has fallen rather than improved over the past five years, good numbers say their opinions have held steady, too.

Direction of district:



Based on what you know, would you say that the Estacada School District is headed in the right direction or is it pretty seriously off on the wrong track?

Opinion of district:

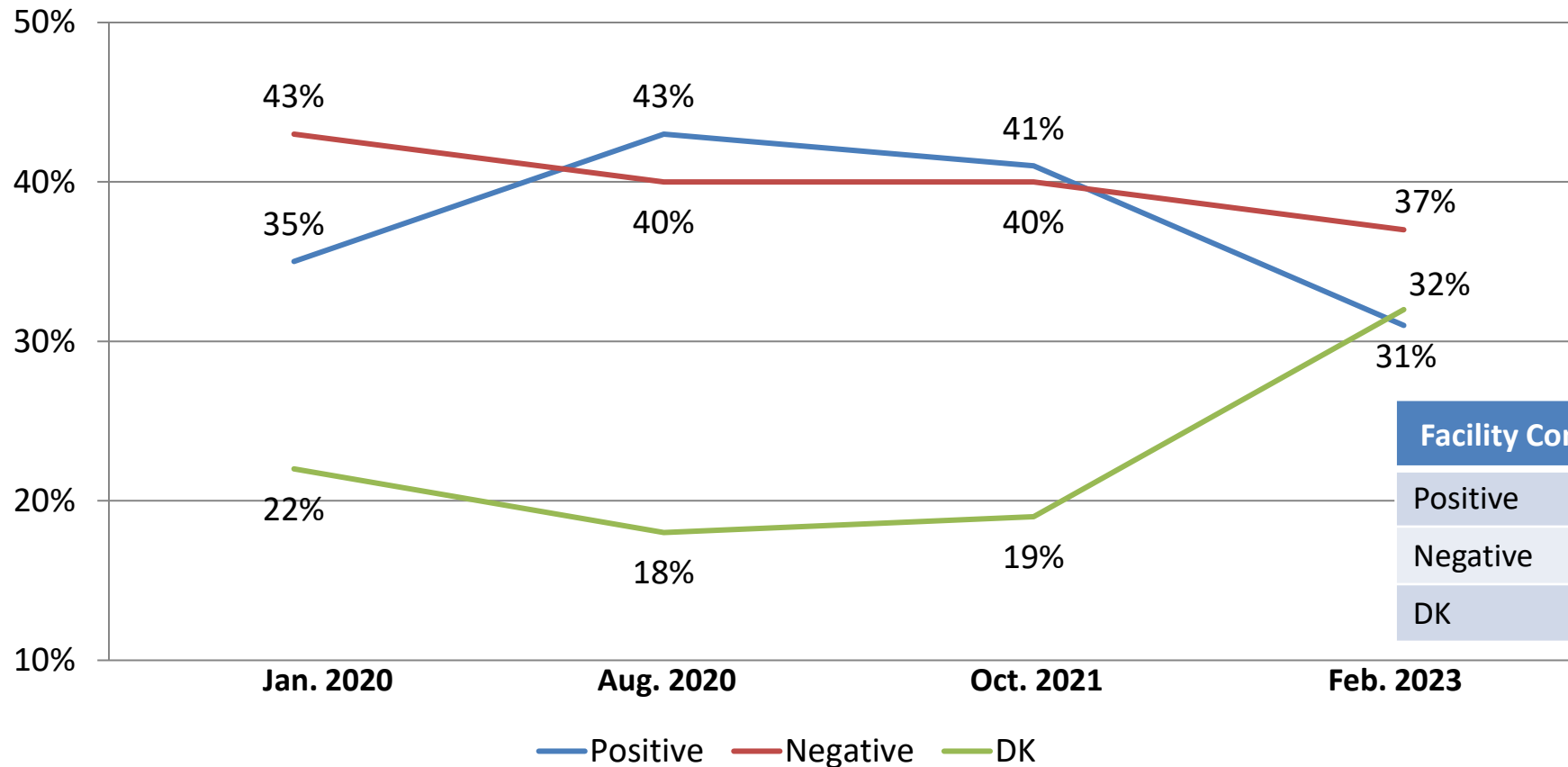


And compared to five years ago, would you say that your opinion of the Estacada School District has improved, stayed about the same, or gotten worse?

There's been a sharp jump in the number of voters who are unable or unwilling to weigh in on facility condition



Perceptions remain mixed and extremely predictive of vote choice on the bond. We continue to want to emphasize the importance of educating the community on this issue. To date, we have not broken through.



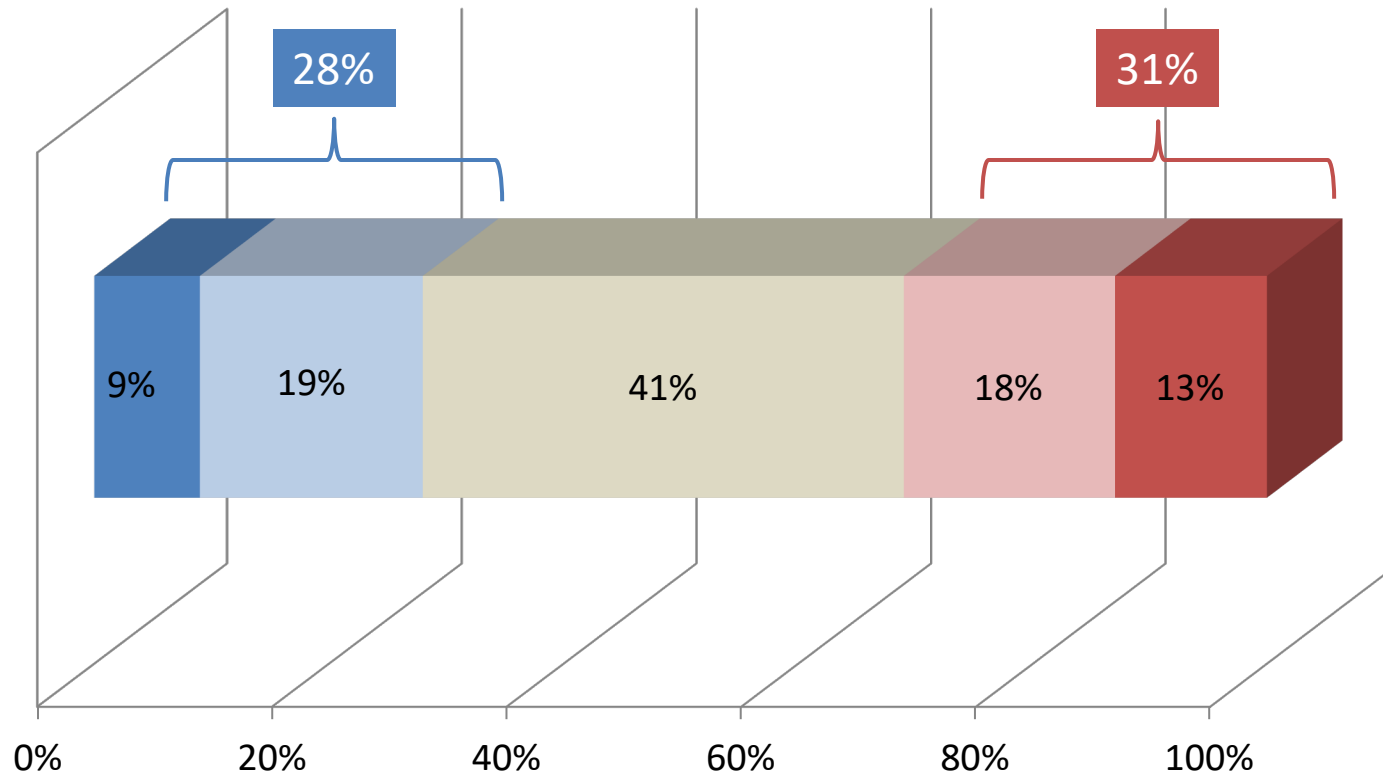
| Facility Condition vs. Bond | Yes | No |
|-----------------------------|-----|-----|
| Positive | 27% | 46% |
| Negative | 58% | 24% |
| DK | 15% | 30% |

To the best of your knowledge, how would you describe the condition of school buildings in the Estacada School District? Would you say that they are in very good, good, poor, or very poor condition?

Satisfaction with how the school district is spending taxpayer dollars is down significantly from 2021



The good news: most of the change is a result of a large increase in those unable to weigh in on the question.



■ Very satisfied ■ Somewhat satisfied ■ DK/NA ■ Not too satisfied ■ Not satisfied at all

| Data over time | Oct. 21 | Feb. 23 |
|----------------|---------|---------|
| Satisfied | 50% | 29% |
| Not satisfied | 33% | 30% |
| DK | 17% | 31% |

| Spending vs. Bond | Yes | No |
|-------------------|-----|-----|
| Satisfied | 53% | 10% |
| Not satisfied | 32% | 36% |
| DK | 15% | 54% |

How satisfied are you with how the Estacada School District spends taxpayer dollars—are you very satisfied, somewhat satisfied, not too satisfied or not satisfied at all?



Where We Start



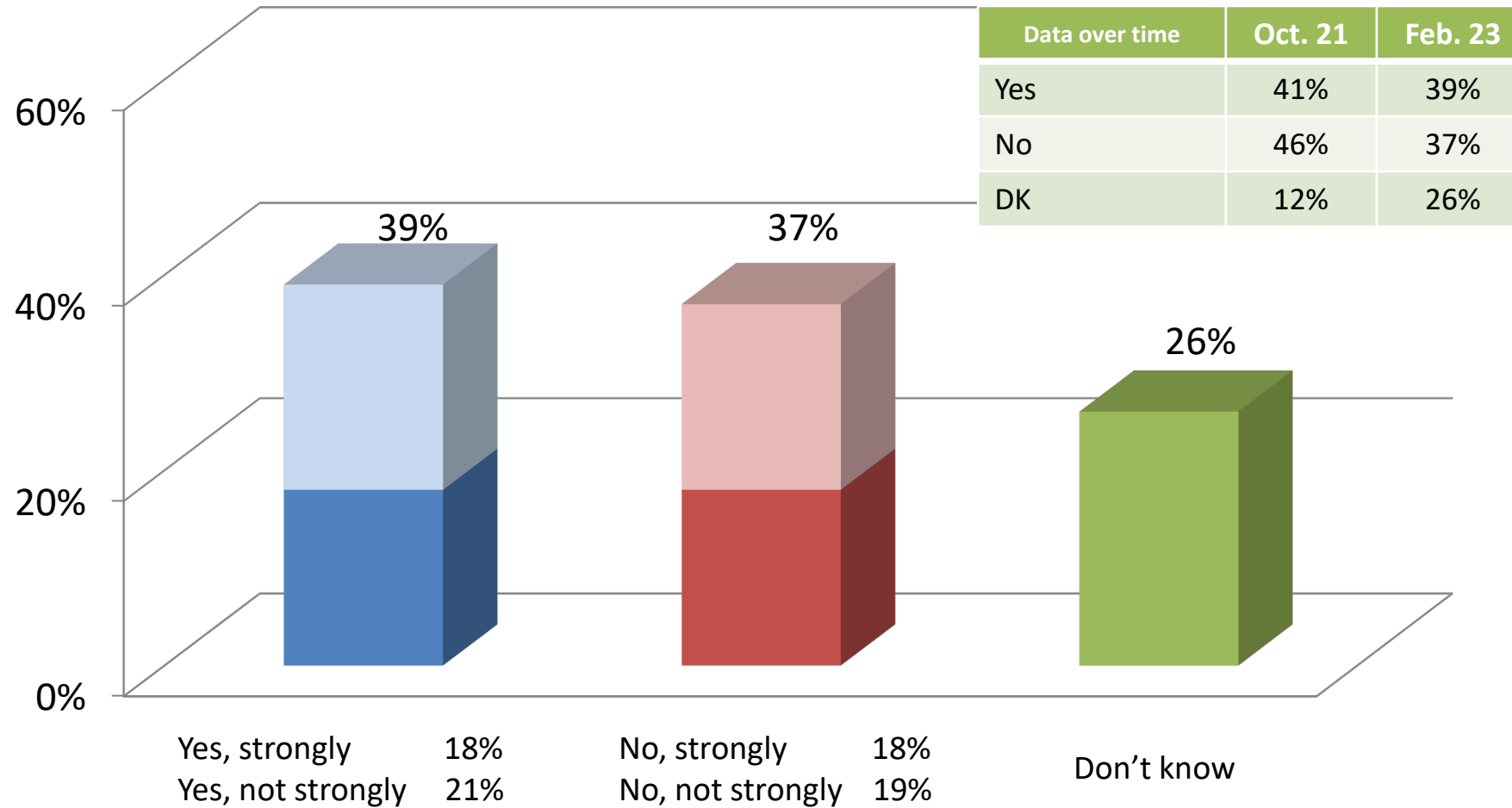
To win, a proposal should meet the following benchmarks:

1. Overall support for the proposal should be in the mid-50s or higher
2. The intensity of support must be around 30% 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 voters 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

Voters are divided and undecided on the proposed bond measure



Opposition has fallen significantly from our October 2021 dataset.



The Estacada School District may place a bond measure on the May, 2024 ballot which could read: "Bonds to increase safety; address overcrowding; construct, repair schools, facilities. Shall District repair, construct facilities; address overcrowded classrooms; increase safety; issue \$60 million dollars in general obligation bonds; audits required?"

There are gaps in the electorate based on age, educational attainment, and homeownership status



| | <i>Yes</i> | <i>No</i> | <i>Don't Know</i> | <i>Yes Margin</i> |
|-----------------------------|------------|------------|-------------------|-------------------|
| Men | 38% | 32% | 31% | +6 |
| Women | 38% | 41% | 22% | -3 |
| | | | | |
| Under age 50 | 59% | 18% | 23% | +41 |
| Over age 50 | 29% | 45% | 27% | -16 |
| Over age 70 | 20% | 48% | 33% | -28 |
| | | | | |
| No college education | 26% | 45% | 29% | -19 |
| College+ | 57% | 25% | 19% | +32 |
| | | | | |
| Homeowners | 38% | 44% | 18% | -6 |
| Renters | 42% | 24% | 34% | +18 |
| | | | | |
| TOTAL | 39% | 37% | 26% | +2 |

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

The bond benefits from a high turnout election; regionally, slightly stronger support in the south compared to the north

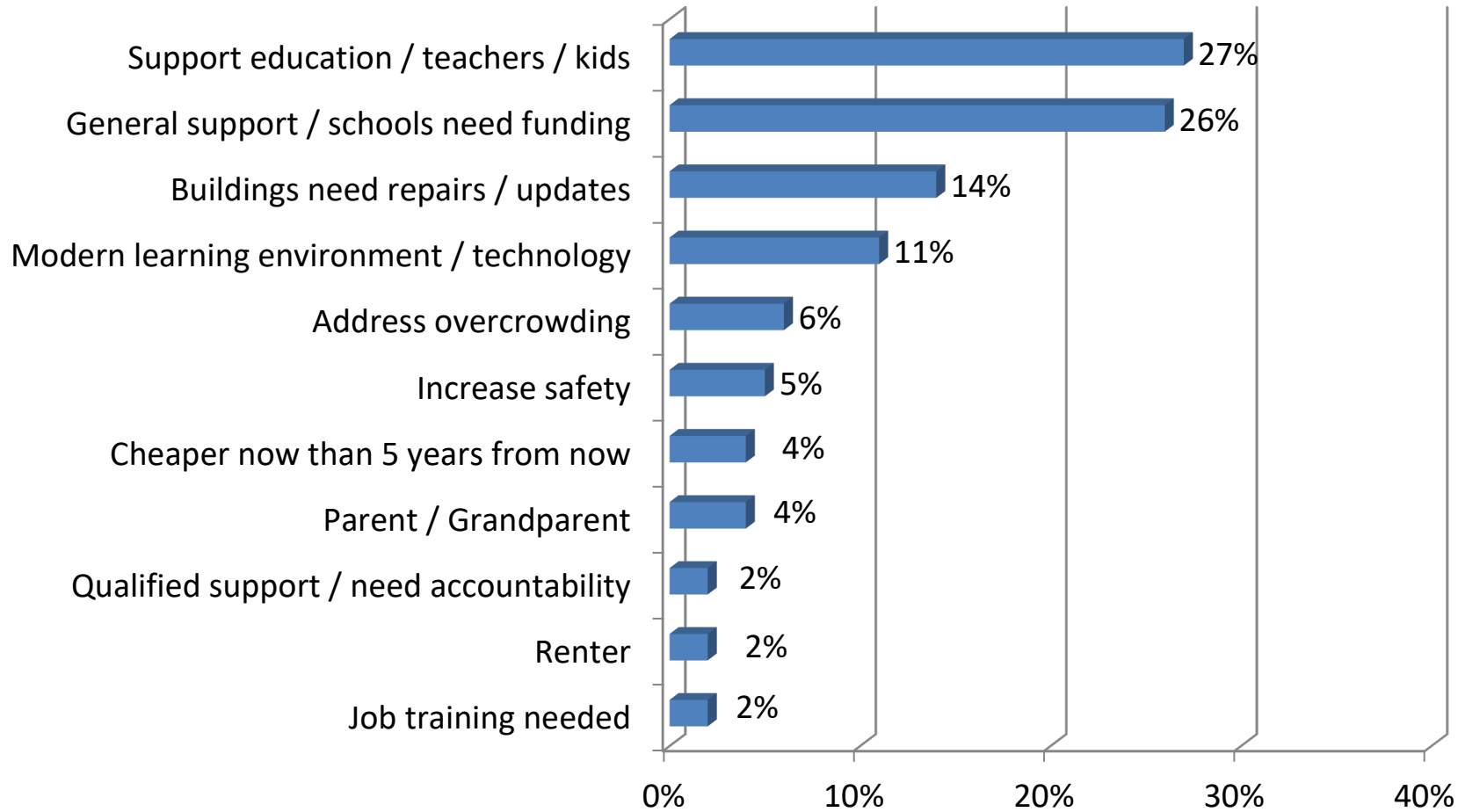


Support from parents has rebounded from 2021 and is now remarkably strong. The next task: improve support amongst former parents in particular. To the extent the district can increase the reach of its communications it should—those who receive school / district newsletters or visit its website are far more supportive than the electorate as a whole.

| | Yes | No | Don't Know | Yes Margin |
|--|------------|------------|------------|------------|
| News source: School (newsletters/website) | 66% | 20% | 14% | +46 |
| New source: Local TV news | 38% | 44% | 19% | -6 |
| News source: Neighbors / friends / family | 31% | 46% | 23% | -15 |
| | | | | |
| Zip code 97022 (North) | 33% | 42% | 25% | -9 |
| Zip code 97023 (South) | 39% | 35% | 26% | +4 |
| | | | | |
| Current District Parents | 74% | 19% | 7% | +55 |
| Past/Future District Parents | 34% | 40% | 26% | -6 |
| No kids in schools | 16% | 48% | 36% | -32 |
| | | | | |
| TOTAL | 39% | 37% | 26% | +2 |

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

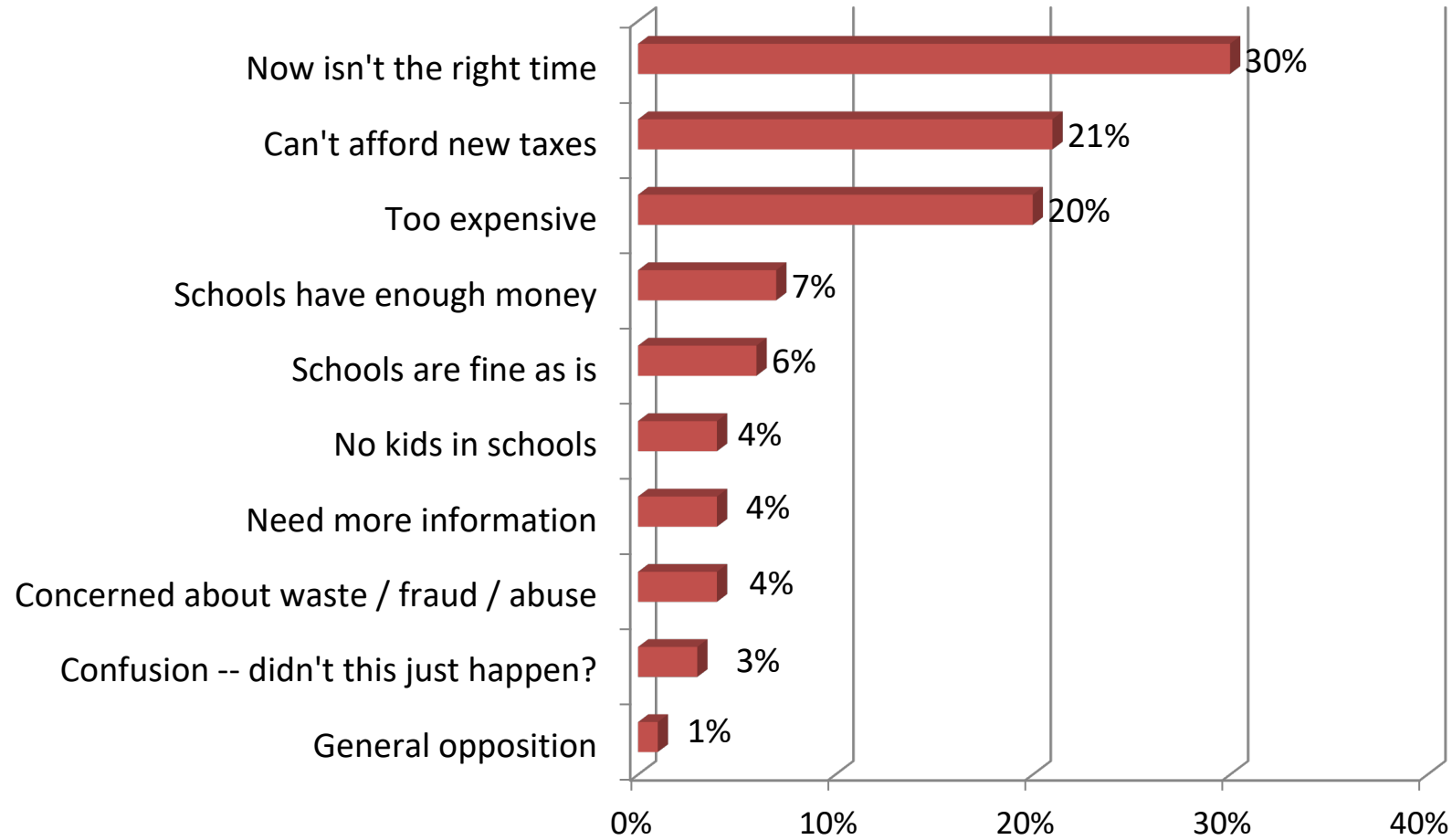
A majority of “yes” voters (53%) offer generic support—a slip from previous polling that demonstrated a far better informed block of “yes” voters



What makes you feel that way?

Note: asked only among “yes” voters [n=153].

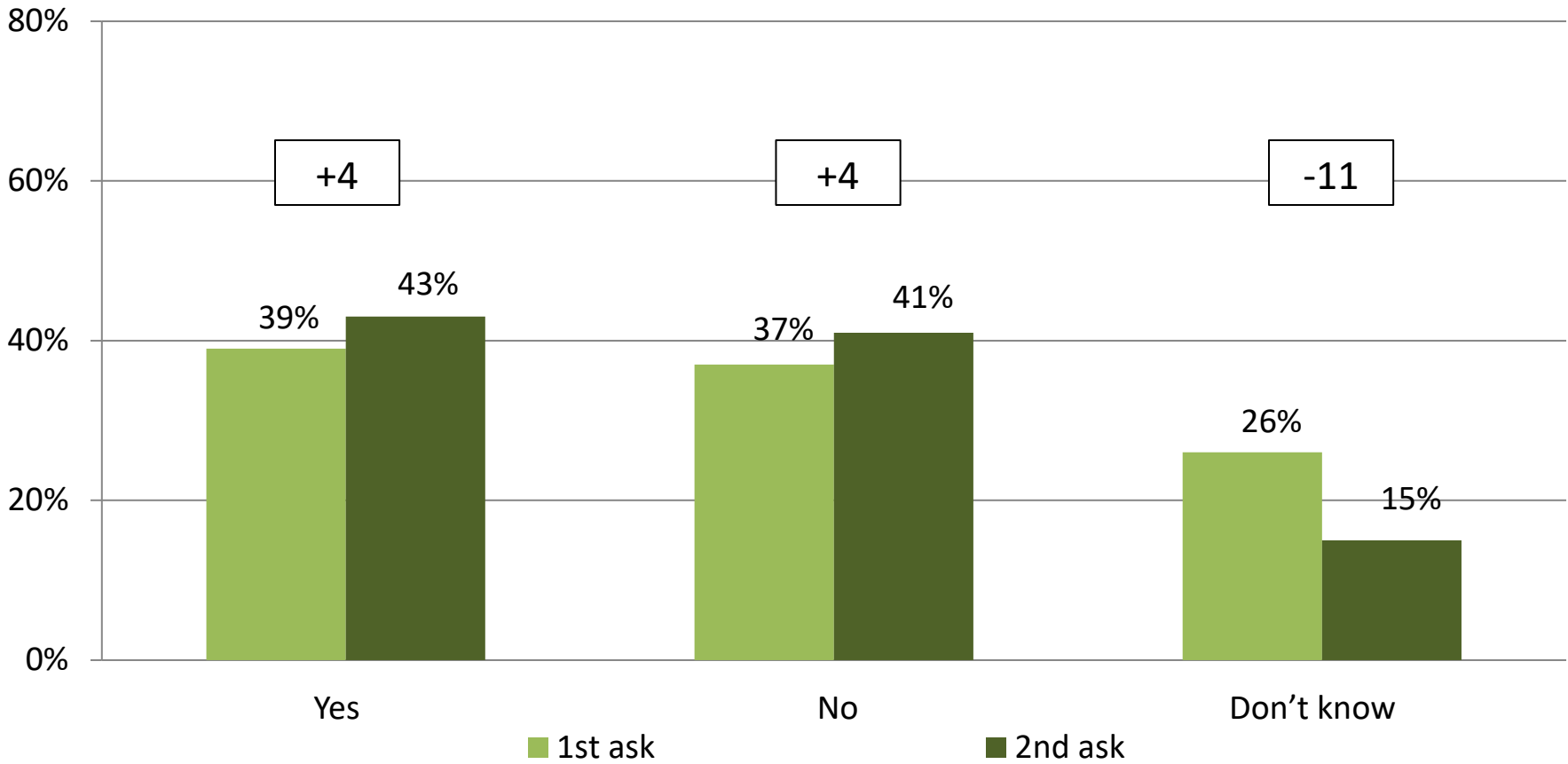
“No” voters are hyper focused on poor timing and cost



What makes you feel that way?

Note: asked only among “no” voters [n=145].

Support and opposition increase at similar rates after respondents learn more about the bond



Let me tell you a little more about this bond for the Estacada School District. The bond is designed to strengthen security and fire safety systems to better protect students and staff in case of an emergency. The bond will update outdated classrooms to ensure every student in the district has the same opportunity to succeed and get ahead. It will also provide for needed repairs to aging roofs, water pipes and heating systems and add air conditioning to classrooms. The bond will improve energy efficiencies, saving taxpayer dollars that can then be reinvested in classroom learning. The bond would also pay to build a third elementary school in order to reduce severe overcrowding at the elementary level. This bond is estimated to cost an additional 38 cents per thousand dollars of assessed value for the average taxpayers in the district. Having heard this, would you vote “yes” or “no” on this proposed bond for the Estacada School District?

Bond options tested:

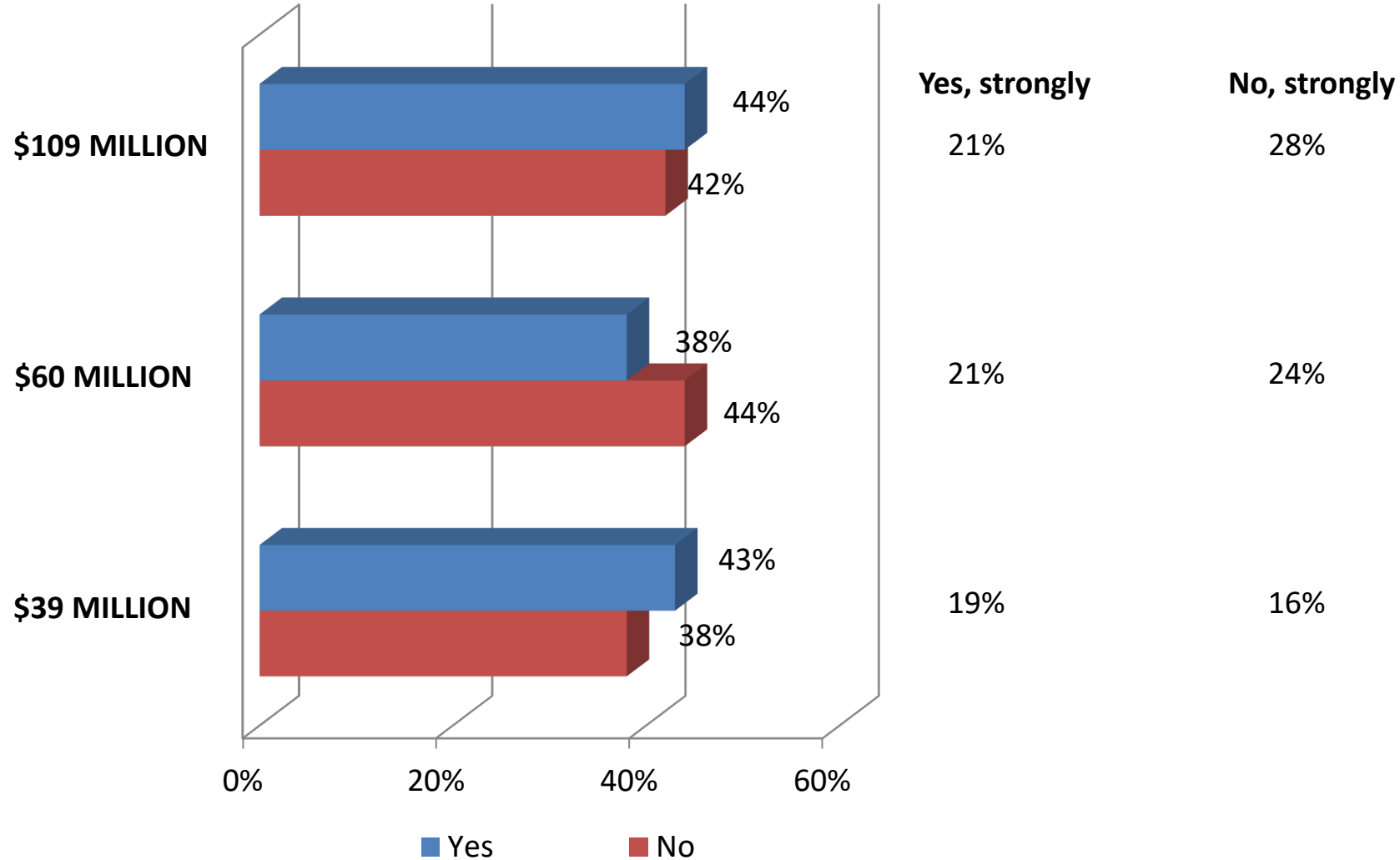


- ❑ **[109 MILLION]** A bond that would improve security and fire safety for students and staff, updates heating, adds air conditioning and repairs critical infrastructure like aging roofs, improves job training spaces and creates hands on learning spaces at every school. The bond would create spaces for vocational training partnerships with local businesses and Clackamas Community College. It would also make technology upgrades to ensure access to modern best practices in education and would include the creation of spaces for one-on-one learning with teachers, specialists and counselors. Finally, this bond would pay to replace Estacada High School with a modern building, helping to alleviate overcrowding at all schools. This bond is estimated to cost an additional one dollars and 64 cents per one thousand dollars of assessed value for the average taxpayer in the district
- ❑ **[60 MILLION]** A bond that would do everything we discussed in the last question except replacing Estacada High School. Instead, it would pay to build a third elementary school in order to reduce severe overcrowding at the elementary level. This bond is estimated to cost an additional 38 cents per thousand dollars of assessed value for the average homeowner in the district
- ❑ **[39 MILLION]** A smaller bond that would do everything we discussed except replacing Estacada High School or building a third elementary school to reduce severe overcrowding at the elementary level. This bond would maintain the current tax rate in the district

No significant difference in support and opposition between the \$109 million bond and the \$39 million renewal



Crosstabular analysis reveals that while parents are just as supportive of the high as the low bond option, there is a large partisan divide over the two options, with Republicans more supportive of the renewal and Democrats the \$109 million bond.





Building a Popular Bond

Top tier bond items focus on health and safety



| | “Strongly” Favor | Net Favor |
|---|------------------|-----------|
| [SAFETY] Update fire safety features by adding sprinklers and updating other safety features in buildings across the district | 34% | 56% |
| [HEALTH] Increase student and staff safety by removing asbestos, replacing rusty piping, repairing leaky roofs, and updating electrical wiring | 30% | 56% |
| [HEALTH] Replace inefficient boiler systems with modern HVAC systems that save taxpayer dollars and filtration systems that ensure healthier air is circulated to classrooms | 27% | 55% |
| [SAFETY] Add cameras and upgrade security features such as door locking systems that help keep students and staff safe in an emergency | 26% | 33% |

Second tier bond options focus creating greater efficiencies, improving access and educational environment, as well as a splattering of health/safety items



| | “Strongly” Favor | Net Favor |
|---|------------------|-----------|
| [EFFICIENCY] Save money from increased efficiencies created by upgrading windows and insulation and repairing or replacing aging, inefficient heating and cooling systems | 29% | 53% |
| [EDUCATION] Make improvements to technology infrastructure, giving students greater access to computers, tablets, and classroom technology in order to ensure they can learn in a modern environment that reflects best practices in education | 27% | 53% |
| [EDUCATION] Update outdated classrooms to create modern spaces that meet a variety of different learning needs and group sizes | 22% | 53% |
| [ACCESS] Make upgrades to improve A-D-A accessibility - also known as the Americans with Disabilities Act - to ensure that all students, staff, and community members can have equal access to public buildings | 27% | 52% |
| [SAFETY] Conduct structural safety upgrades to ensure buildings are prepared for the next major earthquake | 24% | 52% |
| [HEALTH] Add air conditioning systems to schools across the district to ensure students don't have to either learn in overheated classrooms or open windows when air quality is hazardous due to wildfires | 26% | 51% |

Third tier items address mental health issues, overcrowding (through a new high school) and vocational training



| | “Strongly” Favor | Net Favor |
|--|------------------|-----------|
| [MENTAL HEALTH] Create spaces for private and discreet counseling, one-on-one learning with teachers and specialists, and space for students experiencing behavioral or mental health issues to calm down, de-escalate, and get their needs met without distracting other students or disrupting classroom learning | 27% | 49% |
| [NEW HIGH SCHOOL/GROWTH] Build a new high school to address future growth, freeing up space throughout the system to address severe overcrowding at the elementary level | 26% | 49% |
| [JOB TRAINING] Improve job training facilities and build a space to accommodate partnerships with local businesses and Clackamas Community College to do hands on learning with students and run apprenticeship programs | 24% | 49% |

Bond aspects that appear in regression modeling as drivers of support:



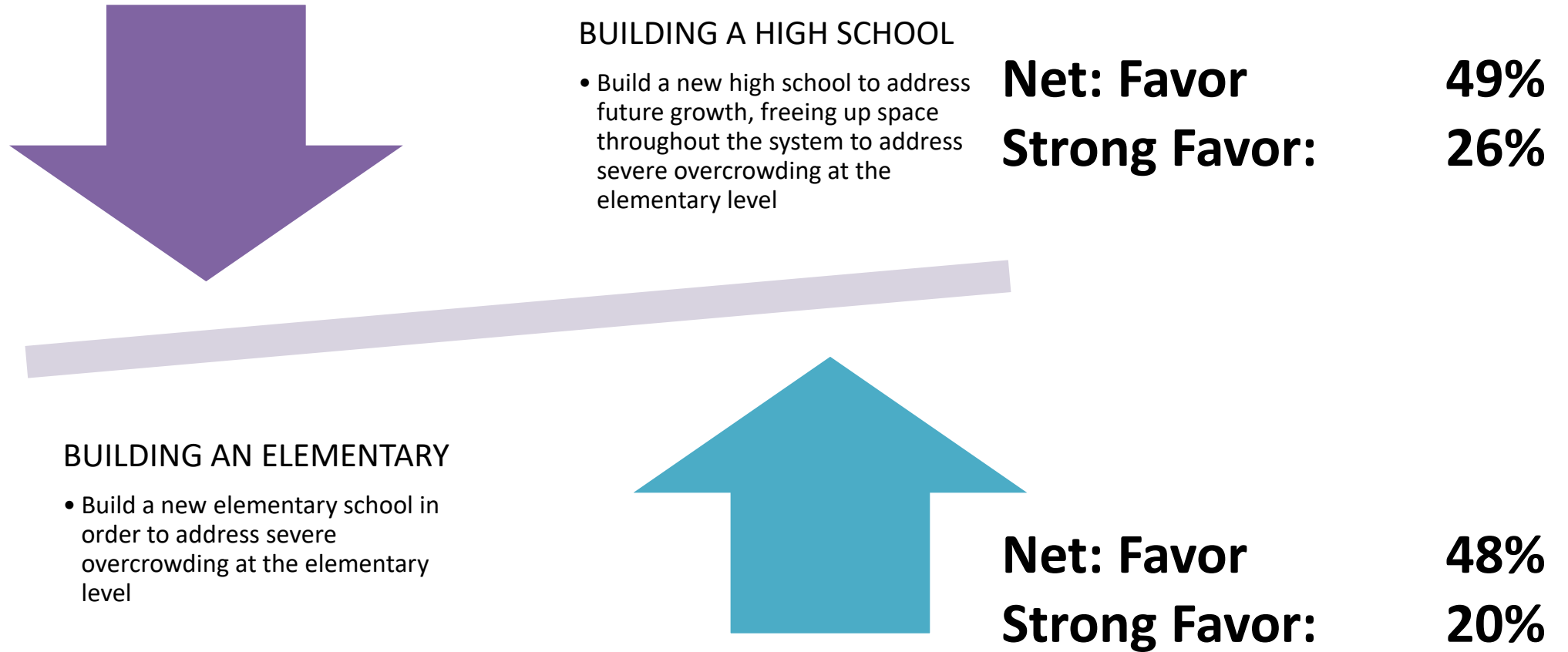
Access / Safety

- Make upgrades to improve A-D-A accessibility - also known as the Americans with Disabilities Act - to ensure that all students, staff, and community members can have equal access to public buildings

Health / Efficiency

- Replace inefficient boiler systems with modern HVAC systems that save taxpayer dollars and filtration systems that ensure healthier air is circulated to classrooms

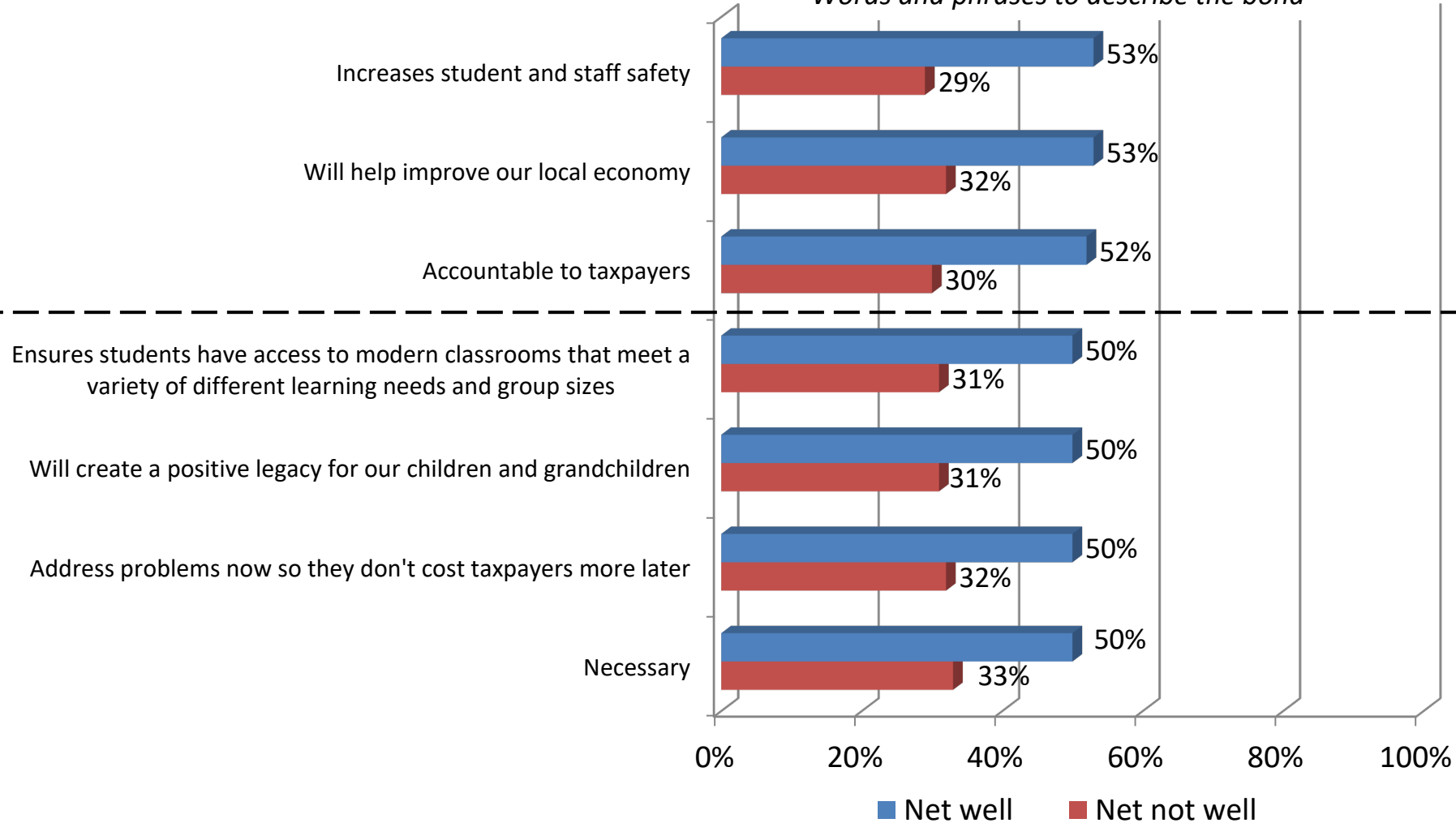
While voters as a whole evince a slight preference for building a new high school, that opinion is accentuated amongst older voters and parents alike



Majorities believe the bond will increase safety, improve the local economy, and is accountable to taxpayers



Words and phrases to describe the bond



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

Traits that appear in regression modeling as drivers of support:



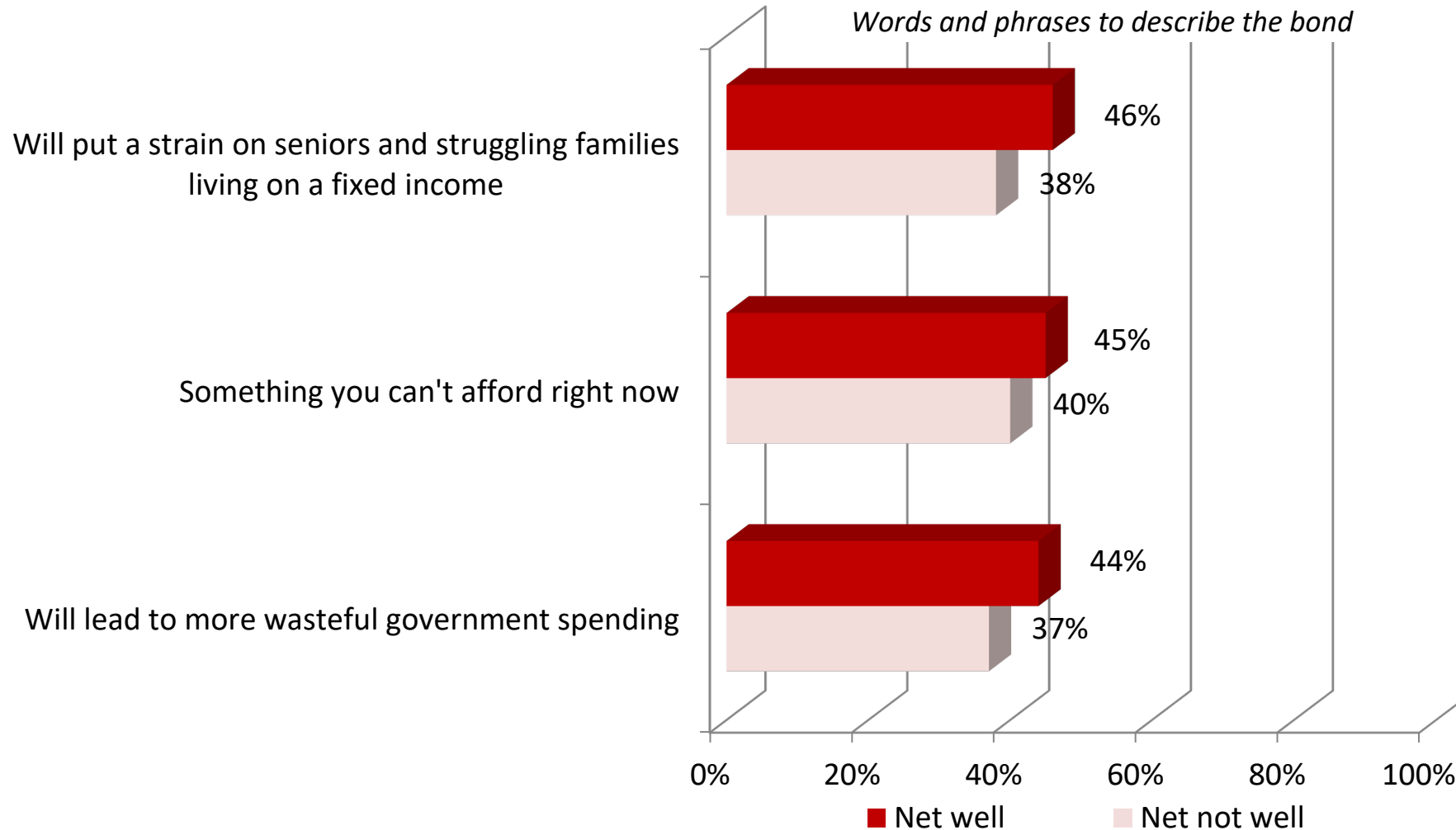
Over the course of the next year, demonstrating fiscal accountability will be paramount—alongside a robust education plan highlighting the need, particularly vis-à-vis student and staff safety.

Necessary

Accountable to taxpayers

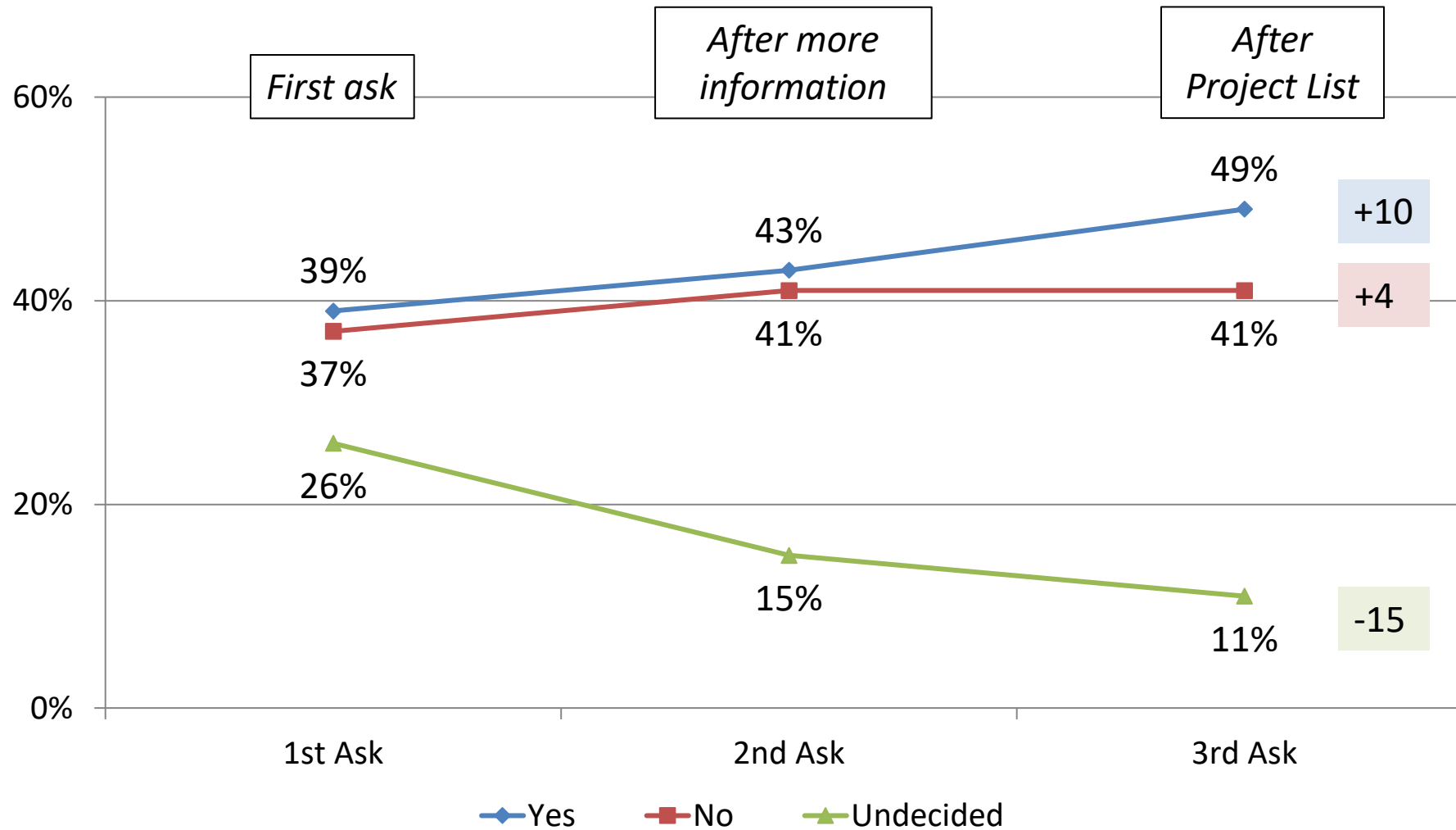
Increases student and staff safety

Voters are clearly concerned about the cost of the bond



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

Support for the bond increases to just short of half by the end of the survey



Where the "yes" vote increases the most by the end of the survey

| | |
|---------------------|-----|
| Renters | +19 |
| Ind/NAV, no college | +18 |
| Ind/NAV, women | +16 |
| Under age 50 | +15 |
| HS or less | +15 |
| Women, no college | +15 |
| All voters | +10 |

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