

**PARKROSE SCHOOL DISTRICT
SURVEY RESEARCH REPORT
EXECUTIVE SUMMARY
AUGUST 23, 2010**

The following survey research report provides some valuable information regarding the public's perception of Parkrose School District and its proposed \$61 million bond measure proposal. This report should assist the district in its planning and decision making process in regards to the proposal.

Throughout this executive summary, The Nelson Report identifies “key” demographics for many of the questions. Key demographics are those subgroups that respond at a higher percentage rate than the total sample for any given response. The key demographic groups for any given opinion are not necessarily the only subgroups in the survey who share that opinion. They are, however, the ones that hold that opinion most strongly.

A total of 382 respondents were interviewed between August 12, 2010, and August 20, 2010. The margin of error for this survey is +/-5.0% at the 95% level of confidence.

MOST SERIOUS PROBLEMS FACING PARKROSE SCHOOL DISTRICT TODAY

Lack of funding” was perceived to be the most serious problem facing Parkrose School District today, followed by “overcrowding” and “students don’t get a good education.”

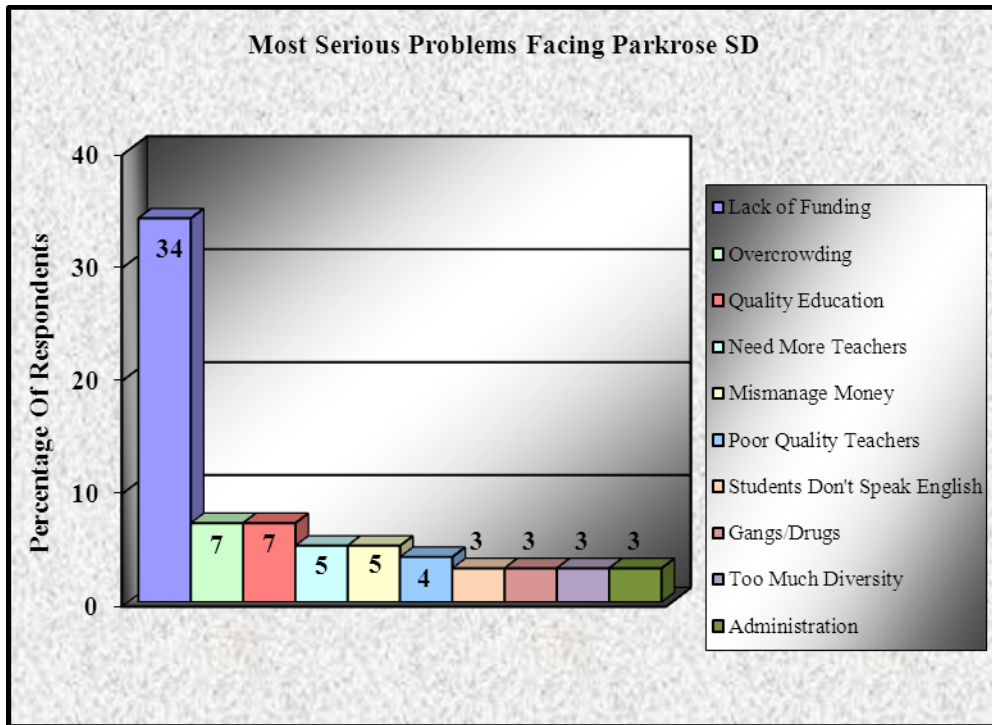
Below, the top answers are displayed in more detail. The full responses can be found in the final report. Since this question and other open-ended questions call for multiple responses, the results are displayed in terms of the percentage of respondents who mentioned a particular issue (totaling over 100%) and the percentage of total responses (totals 100%). The top responses are listed below in descending numerical order.

The issues have been grouped according to the subjective interpretation of The Nelson Report and can be regrouped as the reader sees fit.

Issues	<u>Percent Of Respondents</u>	<u>Percent Of Responses</u>
LACK OF FUNDING	34	22
OVERCROWDING	7	5
STUDENTS DON'T GET A GOOD EDUCATION	7	5
NEED MORE TEACHERS	5	3
MISMANAGE MONEY	5	3
POOR QUALITY TEACHERS	4	2
STUDENTS DON'T SPEAK ENGLISH	3	2
GANGS/DRUGS	3	2
TOO MUCH DIVERSITY	3	2

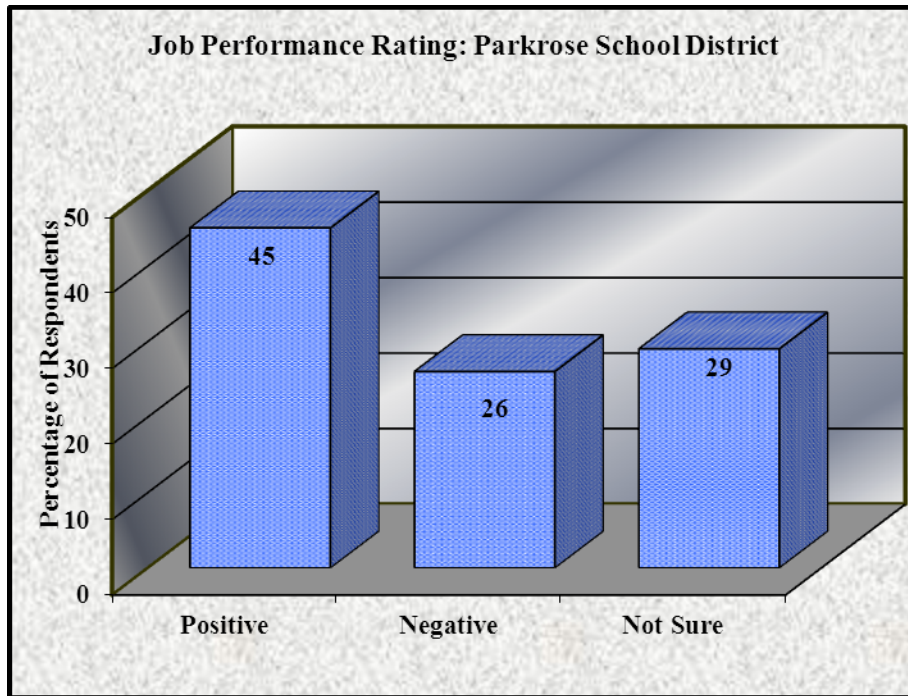
Issues	<u>Percent Of Respondents</u>	<u>Percent Of Responses</u>
ADMINISTRATION	3	2

The chart below displays the before-mentioned open-ended reponses.



PERFORMANCE RATING: PARKROSE SCHOOL DISTRICT

A plurality of respondents, 45%, gave Parkrose School District a positive performance rating (excellent-8%, pretty good-37%), while 26% rated the district negatively (only fair-18%, poor-8%). A high 29% were not sure how to rate the school district.



Key demographics who gave Parkrose School District a positive performance rating were 18-24 years old (71%), 35-44 years old (46%), respondents with children in Parkrose schools (63%), voters in 2 out of 4 elections (50%), 4 out of 4 elections (48%), and Russell (51%).

Foremost reasons for an excellent rating were: (8% of all respondents)

Personal experience	41%
Good performance	10%
Do well with budget	10%
Students get a good education	10%

Main reasons for a pretty good rating were: (37% of all respondents)

Personal experience	20%
Good performance	16%
From what I've heard/read/seen	16%

Key demographics who gave the school district a negative rating were females (27%), 45-59 years old (41%), respondents with children in Parkrose schools (34%), voters in 1 out of 4 elections (42%), 2 out of 4 elections (30%), 3 out of 4 elections (29%), Shaver (32%), and Sacramento (27%).

Primary reasons for an only fair rating were: (18% of all respondents)

Personal experience	13%
Students don't get a good education	13%
Mismanage money	11%
From what I've heard/read	11%

Top reasons for a poor rating were: (8% of all respondents)

Students don't get a good education	23%
Mismanage money	16%

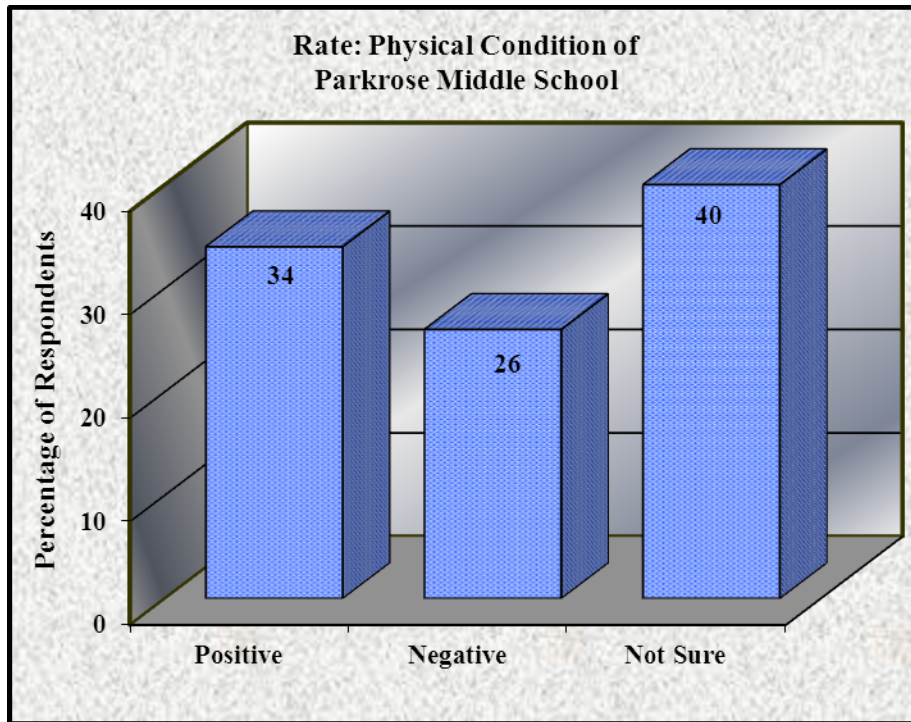
In a special cross tab, 56% of respondents who later said they **avored** a \$61 million bond measure (28% of all respondents) gave the school district a **positive** performance rating.

In another interesting cross tab, 30% of respondents who later said they **opposed** a \$61 million bond measure (12% of all respondents) also gave the school district a **positive** performance rating.

In yet another cross tab, 43% of respondents who later **opposed** a \$61 million bond measure (18% of all respondents) gave the school district a **negative** performance rating.

RATE: PHYSICAL CONDITION OF PARKROSE MIDDLE SCHOOL BUILDING

While a plurality of respondents, 40%, were not sure how to rate the physical condition of Parkrose Middle School, of those with an opinion, 34% gave the physical condition of the school a positive rating (excellent-4%, pretty good-30%) and 26% gave the building a negative rating (only fair-22%, poor-4%).



Key demographics who gave the physical condition of Parkrose Middle School a positive rating were males (39%), 45-59 years old (37%), respondents with children in Parkrose schools (38%), voters in 2 out of 4 elections (38%) Shaver (39%), and Sacramento (36%).

Key groups who gave the school building a negative rating were females (30%), 18-24 years old (43%), 35-44 years old (41%), 45-59 years old (32%), respondents with children in Parkrose schools (42%), voters in 3 out of 4 elections (31%), 1 out of 4 elections (29%), 2 out of 4 elections (27%), Prescott (28%), and Russell and Shaver (27%).

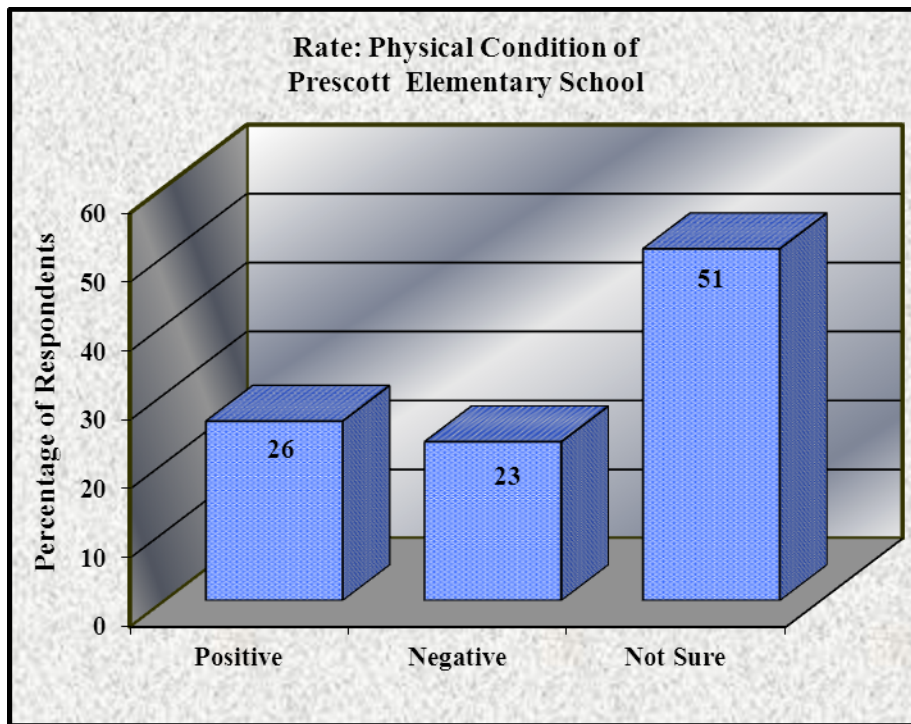
Key demographics who were not sure were males and females (41%), 25-34 years old (67%), 60+ years old (47%), 18-24 years old (43%), respondents with no children in Parkrose schools (42%), voters in 4 out of 4 elections (45%) Sacramento (45%), and Russell (43%).

In a key cross tab, 32% of respondents who later said they **avored** a \$61 million bond measure (16% of all respondents) gave the physical condition of Parkrose Middle School a **negative** rating.

In another cross tab, 45% of respondents who later said they **opposed** a \$61 million bond measure (18% of all respondents), gave the physical condition of Parkrose Middle School a **positive** rating.

RATE: PHYSICAL CONDITION OF PRESCOTT ELEMENTARY SCHOOL BUILDING

While slightly over half of respondents, 51%, were not sure how to rate the physical condition of Prescott Elementary School, of those with an opinion, 26% gave the physical condition of the school a positive rating (excellent-2%, pretty good-24%) and 23% gave the building a negative rating (only fair-19%, poor-4%).



Key demographics who gave the physical condition of Prescott Elementary School a positive rating were males (27%), 35-44 years old (31%), 18-24 years old (28%), voters in 3 out of 4 elections (30%), Prescott (34%), and Sacramento (27%).

Key groups who gave the school building a negative rating were females (24%), 18-24 and 45-59 years old (28%), voters in 2 out of 4 elections (31%), 4 out of 4 elections (24%), and Prescott (37%).

Key demographics who were not sure were 25-34 years old (67%), 35-44 years old (55%), 60+ years old (54%), respondents with children in Parkrose schools (56%), voters in 1 out of 4 elections (61%) 2 out of 4 elections (54%), 3 out of 4 elections (52%), Russell (63%), Sacramento (58%), and Shaver (56%).

In a key cross tab, 27% of respondents who later said they **avored** a \$61 million bond measure (14% of all respondents) gave the physical condition of Prescott Elementary School a **negative** rating.

In another interesting cross tab, 22% of respondents who later **avored** a \$61 million bond measure (11% of all respondents), gave the physical condition of Prescott Elementary School a **positive** rating.

In yet another cross tab, 30% of respondents who later said they **opposed** a \$61 million bond measure (12% of all respondents), gave the physical condition of Prescott Elementary School a **positive** rating.

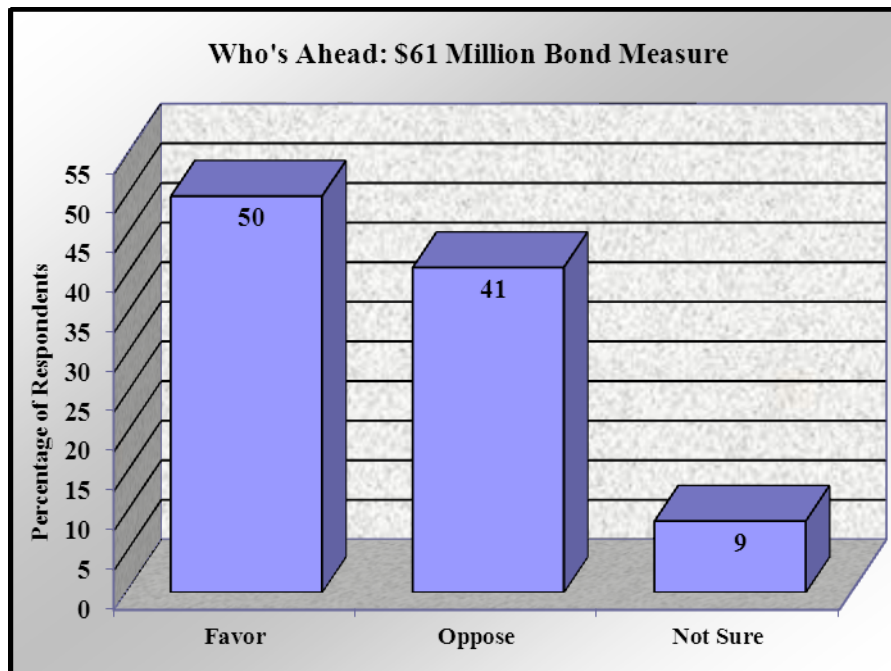
WHO'S AHEAD: \$61 MILLION BOND MEASURE

Next, respondents were given the following information and question:

“The Parkrose School District is currently considering a \$61 million bond measure. \$43.5 million would be used to tear down and construct a new Parkrose Middle School on the same property, while \$2.7 million would be used to make renovations to Prescott Elementary. \$2 million would be used to tear down and construct a new high school stadium and \$7.1 million would be used for renovations and improvements such as safety and security, heating and ventilation, roofs and technology improvements at each of the district’s remaining school buildings. This proposal would continue the current school district property tax rate of \$1.25 per thousand dollars of assessed value.”

“If an election were held today, would you FAVOR or OPPOSE a \$61 million school district bond measure that would continue the current school district property tax rate of \$1.25 per thousand dollars of assessed value?”

Half of respondents, 50%, favored the proposed \$61 million bond measure, while 41% opposed the proposal. Nine percent were not sure as displayed in the chart below.



Key demographics who favored a \$61 million bond measure were 25-34 years old (78%), 35-44 years old (64%) 18-24 years old (57%), respondents with children in Parkrose schools (57%), voters in 2 out of 4 elections (56%), and Prescott (53%).

Main reasons respondents favored the bond measure were: (50% of all respondents)

Schools need to be maintained	29%
Necessary	23%
Always support schools	17%
Education is important	16%

Key groups who opposed a \$61 million bond measure were males (43%), 45-59 and 60+ years old (45%), respondents with no children in Parkrose schools (43%), voters in 1 out of 4 elections (48%), 3 out of 4 elections (42%), Shaver (45%), and Russell (44%).

Principal reasons respondents opposed the bond measure were: (41% of all respondents)

Mismanage money	22%
Taxes are too high	14%
Unnecessary	14%
Too much money	12%

PUSH RESULTS

Next, respondents were asked a series of questions designed to gauge the positive or negative impact of certain pieces of information. This methodology was used to ascertain which arguments produced the greatest net movement from the original “who’s ahead” question.

The reader should keep in mind the “if you knew. . .” format. Certain arguments may push people “if they knew,” but the nature of the argument may make it impossible to convince someone that it is factual. In addition, the resources required to do the convincing may be too great when compared to other arguments. This series was cross-checked later in the survey by the agree/disagree series. The results are ranked below in descending positive order. The net gain/loss reflects the push or movement off the original \$61 million “who's ahead” question.

Question	Favor	Oppose	Not Sure	Net Gain/Loss
Who's Ahead Results: \$61 Million Bond Measure	50	41	9	
If you knew the district is applying for grants and other state and federal funding sources, that would be used to offset the cost to property taxpayers, would you FAVOR or OPPOSE the bond measure?	70	21	9	+20
If you knew the bond measure includes technology infra-structure upgrades such as wiring and cabling to improve student learning, would you FAVOR or OPPOSE the bond measure?	69	23	8	+19
If you knew the proposed bond measure would protect the community's investment in school buildings by making renovations and improvements to all of the district's schools such as replacing old and outdated heating and ventilation systems, roofs and windows, would you FAVOR or OPPOSE the proposal?	67	24	9	+17

Question	Favor	Oppose	Not Sure	Net Gain/Loss
Who's Ahead Results: \$61 Million Bond Measure	50	41	9	
If you knew the proposed bond measure would make safety and security improvements to all of the district's schools, such as updated security cameras, would you FAVOR or OPPOSE the proposal?	67	27	6	+17
If you knew the bond measure includes multi-purpose rooms for physical education and other activities for students at the elementary schools that don't have them, would you FAVOR or OPPOSE the proposal?	64	26	10	+14
If you knew passage of the \$61 million bond measure would not increase taxes but would continue the current school district property tax rate of \$1.25 per thousand, would you FAVOR or OPPOSE the proposal?	63	28	9	+13
If you knew due to outdated electrical systems, inefficient heating and ventilation systems and high maintenance costs, constructing a new energy efficient middle school would save the district tens of thousands of dollars per year in operating costs, would you FAVOR or OPPOSE the \$61 bond measure?	61	28	11	+11
If you knew the multi-purpose rooms could also be used by the community for athletics, would you FAVOR or OPPOSE the bond measure?	61	29	10	+11

Question	Favor	Oppose	Not Sure	Net Gain/Loss
Who's Ahead Results: \$61 Million Bond Measure	50	41	9	
If you knew it is more cost effective to construct a new Parkrose Middle School than to spend the money necessary to renovate and expand the existing school, would you FAVOR or OPPOSE the school district bond measure?	57	29	14	+7
If you knew Parkrose Middle School is nearly 60 years old and does not meet current educational needs for students, would you FAVOR or OPPOSE the bond measure that would tear down and reconstruct a new middle school?	55	34	11	+5
If you knew the existing stadium is nearly 50 years old and would likely not withstand a moderate earthquake, would you FAVOR or OPPOSE a \$61 million bond measure that would tear down and re-construct a new high school stadium with seismic safety improvements?	43	45	12	-7
If you knew the district was considering tearing down the old shop at the high school and replacing it with more classroom space, would you FAVOR or OPPOSE the \$61 million bond measure?	36	41	23	-14
If you knew the \$61 bond measure includes tearing down and reconstructing a new stadium at the high school, would you FAVOR or OPPOSE the proposal?	34	51	15	-16

Key observations to this series were as follows. While all demographics listed below are key demographics, those highlighted in **bold** are the demographics that move consistently with each argument:

- The argument that produced the largest increase (+20%) in support for the \$61 million bond measure was knowledge that the district is applying for grants and other state and federal funding sources, that would be used to offset the cost to property taxpayers. Key demographics who increased in support were **females** (+26%), **18-24 years old** (+29%), **35-44 years old** (+24%), 45-59 years old (+23%), **voters in 1 out of 4 elections** (+35%), 3 out of 4 elections (+21%), Sacramento (+26%), **Shaver** (+23%), and **Prescott** (+21%).
- Knowledge that the bond measure includes technology infra-structure upgrades such as wiring and cabling to improve student learning also significantly pushed respondents to favor the bond measure (+19%). Key demographics increasing to favor were **18-24 years old** (+29%), **35-44 years old** (+22%), **voters in 1 out of 4 elections** (+32%), 2 out of 4 elections (+21%), **Shaver** (+22%), and **Prescott** (+20%).
- Knowing the proposed \$61 million bond measure would protect the community's investment in school buildings by making renovations and improvements to all of the district's schools such as replacing old and outdated heating and ventilation systems, roofs and windows, moved another +17% of respondents to favor the bond measure. Key demographics increasing to favor were **females** (+22%), **18-24 years old** (+29%), **35-44 years old** (+22%), respondents with children in Parkrose schools (+18%), **voters in 1 out of 4 elections** (+22%), 3 out of 4 elections (+18%), **Shaver** (+21%), and Sacramento (+18%).
- Information that the proposed bond measure would make safety and security improvements to all of the district's schools, such as updated security cameras moved +17% of respondents to favor the proposal. Key demographics moved with this information were **females** (+21%), **35-44 years old** (+19%), 60+ years old (+18%), **voters in 1 out of 4 elections** (+32%), 4 out of 4 elections (+18%), **Shaver** (+28%), and **Prescott** (+18%).
- On the other hand, information that the existing stadium is nearly 50 years old and would likely not withstand a moderate earthquake decreased the number of respondents who favored a \$61 million bond measure (-7%). Key demographics decreasing in support were **25-34 years old** (-11%), **60+ years old** (-10%), **respondents with children in Parkrose schools** (-10%), **voters in 4 out of 4 elections** (-9%), **2 out of 4 elections** (-8%), and **Prescott and Russell** (-10%).
- Furthermore, knowledge that the district was considering tearing down the old shop at the high school and replacing it with more classroom space also decreased support for the measure (-14%). Key groups responding to this information were **females** (-17%), **25-34 years old** (-22%), **60+ years old** (-20%), **respondents with children in Parkrose schools** (-15%), **voters in 4 out of 4 elections** (-19%), **Russell** (-22%), and **Prescott** (-16%).

- Decreasing support for the \$61 million proposal by the largest margin (-16%) was information that the bond measure includes tearing down and reconstructing a new stadium at the high school. Key demographics responding to this information were **females** (-17%), **25-34 years old** (-34%), **60+ years old** (-18%), **voters in 2 out of 4 elections** (-23%), **4 out of 4 elections** (-18%), **Prescott** (-22%), and **Russell** (-19%).

PRIORITY RANKINGS: CONSTRUCTION PROJECTS

Next, respondents were read a list of individual school construction projects and were asked to rate them on a scale of one to four, with “1” representing a low priority and “4” representing a high priority. The ones and twos have been collapsed into a low priority and the threes and fours into a high priority. Construction projects are listed below in descending order of priority.

School Construction Projects	High Priority	Low Priority	Not Sure
Increase safety and security at all of the district’s schools by replacing and installing more security cameras at a cost of \$600,000	67	29	4
Make renovations and improvements such as replacing old and outdated heating and ventilation systems, roofs and windows at a cost of \$5.7 million	66	29	5
Make technology infra-structure upgrades such as wiring and cabling for improved student learning at a cost of \$570,000.	65	31	4
Make renovations at Prescott Elementary School at a cost of 2.7 million	56	35	9
Improve safety and security at Sacramento Elementary School by limiting the number of entrances and exits and enclosing outdoor breezeways at a cost of \$2.7 million	49	42	9
Tear down and replace Parkrose Middle School on the existing site at a cost of \$43.5 million	49	43	8

School Construction Projects	High Priority	Low Priority	Not Sure
Construct multi-purpose rooms at 3 elementary schools for physical education and other activities at a cost of \$5.7 million	47	47	6
Tear down the old shop building at the high school and replace it with more classroom space at a cost of \$7.6 million	30	58	12
Tear down and replace the high school stadium at a cost of \$2 million	30	65	5

A large number of respondents rated “increase safety and security at all of the district’s schools by replacing and installing more security cameras” as the highest priority, followed by “make renovations and improvements such as replacing old and outdated heating and ventilation systems, roofs and windows.” On the other hand, “tear down the old shop building at the high school and replace it with more classroom space” and “tear down and replace the high school stadium” received very low priority ratings.

AGREE/DISAGREE

In this series, respondents were presented with a number of potentially prejudicial statements regarding Parkrose School District and its proposed \$61 million bond measure. This format was designed to serve as a cross-check on various closed-ended questions as well as to pick up variations on prejudices not readily apparent in those types of questions. This is an important series of questions, especially when cross-checked with the “if you knew” push questions.

The results are displayed in two different tables. In the first table, the key push arguments have been isolated and set against their corresponding agree/disagree questions. The second table simply displays all of the agree/disagree statements in descending order of agreement.

PUSH I: DISTRICT IS APPLYING FOR GRANTS/FUNDING TO OFFSET COST OF BOND MEASURE TO TAXPAYERS

If you knew the district is applying for grants and other state and federal funding sources, that would be used to offset the cost to property taxpayers, would you FAVOR or OPPOSE the bond measure?

Favor 70

Oppose
21

Not Sure
9

AGREE/DISAGREE

I like the idea of the district applying for grants and other federal and state funding sources to offset the cost of the bond measure. I favor the proposed bond measure.

Agree 71

Disagree
24

Not Sure
5

PUSH II: BOND MEASURE INCLUDES TECHNOLOGY UPGRADES FOR STUDENT LEARNING

If you knew the bond measure includes technology infra-structure upgrades such as wiring and cabling to improve student learning, would you FAVOR or OPPOSE the bond measure?

Favor 69

Oppose
23

Not Sure
8

AGREE/DISAGREE

In this day and age, technology is a critical component for student learning. I favor the proposed bond measure that would make technology upgrades at all of the district's schools.

Agree 68

Disagree
27

Not Sure
5

PUSH III: COST OF BOND MEASURE TO TAXPAYERS

If you knew passage of the \$61 million bond measure would not increase taxes but would continue the current school district property tax rate of \$1.25 per thousand, would you FAVOR or OPPOSE the proposal?

Favor 63

Oppose
28

Not Sure
9

AGREE/DISAGREE

As long as the proposed bond measure doesn't increase my current property tax rate, I'll support the \$61 million bond measure.

Agree 63

Disagree
29

Not Sure
8

In today's economy, I just can't afford to spend any money for schools. I oppose the \$61 million bond measure.

Agree
35

Disagree 58

Not Sure
7

PUSH IV: ENERGY IMPROVEMENTS WILL SAVE DISTRICT TENS OF THOUSANDS IN OPERATING COSTS

If you knew due to outdated electrical systems, inefficient heating and ventilation systems and high maintenance costs, constructing a new energy efficient middle school would save the district tens of thousands of dollars per year in operating costs, would you FAVOR or OPPOSE the \$61 bond measure?

Favor 61

Oppose
28

Not Sure
11

AGREE/DISAGREE

If constructing a new middle school and making energy improvements at the district's other school buildings would save the district tens of thousands of dollars per year in operating costs, I'd support the bond measure.

Agree 61

Disagree
30

Not Sure
9

PUSH V: MEASURE WILL MAKE SAFETY/SECURITY IMPROVEMENTS AT ALL SCHOOLS

If you knew the proposed bond measure would make safety and security improvements to all of the district's schools, such as updated security cameras, would you FAVOR or OPPOSE the proposal?

Favor 67

Oppose
27

Not Sure
6

AGREE/DISAGREE

Ensuring the safety and security of our students is important. I support the \$61 million bond measure that will fund security upgrades such as additional security cameras.

Agree 59

Disagree
33

Not Sure
8

PUSH VI: MEASURE INCLUDES REPLACING HIGH SCHOOL STADIUM

If you knew the existing stadium is nearly 50 years old and would likely not withstand a moderate earthquake, would you FAVOR or OPPOSE a \$61 million bond measure that would tear down and re-construct a new high school stadium with seismic safety improvements?

**Favor
43**

Oppose 45

**Not Sure
12**

If you knew the \$61 bond measure includes tearing down and reconstructing a new stadium at the high school, would you FAVOR or OPPOSE the proposal?

**Favor
34**

Oppose 51

**Not Sure
15**

AGREE/DISAGREE

The high school stadium is nearly 50 years old! We need to replace the existing stadium with one that is earthquake safe. I support the 61 million bond measure.

**Agree
38**

Disagree 51

**Not Sure
11**

AGREE/DISAGREE STATEMENTS IN DESCENDING ORDER OF AGREEMENT

Statement	Agree	Disagree	Not Sure
I like the idea of the district applying for grants and other federal and state funding sources to offset the cost of the bond measure. I favor the proposed bond measure.	71	24	5
In this day and age, technology is a critical component for student learning. I favor the proposed bond measure that would make technology upgrades at all of the district's schools.	68	27	5

Statement	Agree	Disagree	Not Sure
As long as the proposed bond measure doesn't increase my current property tax rate, I'll support the \$61 million bond measure.	63	29	8
If constructing a new middle school and making energy improvements at the district's other school buildings would save the district tens of thousands of dollars per year in operating costs, I'd support the bond measure.	61	30	9
Ensuring the safety and security of our students is important. I support the \$61 million bond measure that will fund security upgrades such as additional security cameras.	59	33	8
The high school stadium is nearly 50 years old! We need to replace the existing stadium with one that is earthquake safe. I support the 61 million bond measure.	38	51	11
In today's economy, I just can't afford to spend any money for schools. I oppose the \$61 million bond measure.	35	58	7

CONCLUSIONS

1. “Lack of funding” is perceived to be the most serious problem facing Parkrose School District today, followed by “overcrowding” and “students don’t get a good education.”
2. A plurality of respondents give Parkrose School District a positive performance rating.
3. Main reasons for giving the school district a positive performance rating are “personal experience,” “good performance” and “from what I’ve heard/read/seen.”
4. Principal reasons for giving the school district a negative performance rating are “personal experience” and “students don’t get a good education.”
5. While a plurality of respondents are not sure how to rate the physical condition of Parkrose Middle School, of those with an opinion, slightly over one-quarter give the physical condition of the school a positive rating.
6. While slightly over half of respondents are not sure how to rate the physical condition of Prescott Elementary School, of those with an opinion, slightly over one-quarter give the building a positive rating.
7. Half of respondents favor a \$61 million bond measure, while slightly fewer numbers oppose the proposal.
8. “Schools need to be maintained” tops the list of reasons for favoring the proposed bond measure, followed by “necessary” and “always support schools.”
9. Foremost reasons for opposing the proposal are “mismanage money,” “taxes are too high” and “unnecessary.”
10. The argument that produces the largest increase in support for the \$61 million bond measure is knowledge that the district is applying for grants and other state and federal funding sources that would be used to offset the cost to property taxpayers. Possibly reducing school district property taxes through other/alternative funding sources is a **primary** issue.
11. Knowledge that the bond measure includes technology infra-structure upgrades such as wiring and cabling to improve student learning also significantly pushes respondents to favor the bond measure. Technology upgrades for improved student learning is a **primary** issue for respondents.

12. Knowing the proposed \$61 million bond measure would protect the community's investment in school buildings by making renovations and improvements to all of the district's schools such as replacing old and outdated heating and ventilation systems, roofs and windows moves a substantial number of respondents to favor the bond measure. Protecting the community's investment in school buildings is a **primary** issue.
13. Information that the proposed bond measure would make safety and security improvements to all of the district's schools, such as updated security cameras moves respondents to favor the proposal. Making safety and security improvements to all schools is a **primary** issue, especially as it relates protecting the community's investment in school buildings by installing security cameras.
14. On the other hand, information that the existing stadium is nearly 50 years old and would likely not withstand a moderate earthquake decreases the number of respondents who favor a \$61 million bond measure.
15. Furthermore, knowledge that the district is considering tearing down the old shop at the high school and replacing it with more classroom space also significantly decreases support for the measure.
16. Decreasing support for the \$61 million proposal by the largest margin is information that the bond measure includes tearing down and reconstructing a new stadium at the high school.
17. A large number of respondents rate "increase safety and security at all of the district's schools by replacing and installing more security cameras" as the highest priority, followed by "make renovations and improvements such as replacing old and outdated heating and ventilation systems, roofs and windows." On the other hand, "tear down the old shop building at the high school and replace it with more classroom space" and "tear down and replace the high school stadium" receive much, much lower priority ratings.
18. Clearly the community understands that lack of funding is a serious problem for Parkrose School District as reflected in open-ended responses. While half of respondents initially favor a \$61 million bond measure, support significantly increases when given information that the district would seek alternative federal and state funding to offset the cost of the bond measure. In addition, information that the proposal would include technology upgrades for improved students learning, make safety and security upgrades and protect the community's investment in school buildings also solicit very strong support.

On the other hand, replacing the high school stadium, tearing down the old shop at the high school and replacing it with classroom space significantly decreases support for the proposal. In addition, information about seismic safety does little to offset opposition to a new stadium as reflected in both the push and agree/disagree series. The district may want to consider removing one or both of these components in light of the economy and the strong opposition for the athletic components.

While information that the proposed bond measure **would not** increase current school district property tax rates increases support for the proposal, there is an underlying concern throughout the survey about money management. It is apparent that residents are not aware of issues with Parkrose Middle School and Prescott Elementary as reflected in the high number of respondents who are not sure how to rate the physical condition of these schools.

If the district decides to move forward with a \$61 million bond measure, it will be **very** important to reassure constituents that passage of the \$61 million proposal **will not** increase property taxes. It will also be vital for the district to educate its residents about issues with Parkrose Middle School and Prescott Elementary and why it's necessary to replace/renovate these schools.

It appears that the district's best chance at success would be a bond measure reduced by the components that have the least voter support. If the district can modify the bond proposal and/or educate its constituents of the "need" for the projects at a lower cost, they may be able to strike a common balance with the necessary portion of the district's constituents to be successful.

Finally, there appears to be an underlying concern by some respondents regarding fiscal accountability and money management that the district should address.