

Grapevine-Colleyville ISD 2009 Bond Awareness Survey Results

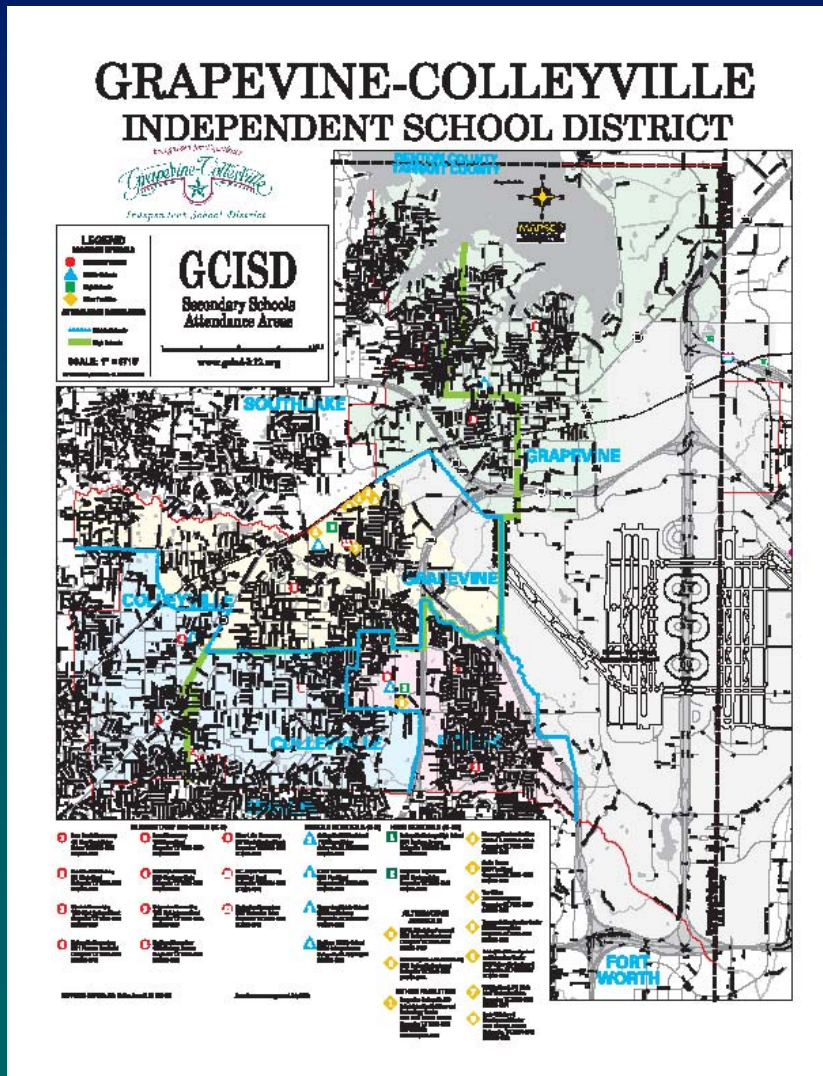


Bond Planning Committee Presentation
September 24, 2009

Survey Methodology

- 400 randomly selected voting households with telephone numbers (+/- 5% at 95% confidence)
- Voting history included municipal related and primary elections
- Study area divided into four middle school attendance zones
- 12,478 telephone contacts made (8,200 in 2004)
- Fieldwork took place 7/20/09-7/29/09
- Average length of interview - 16 minutes

Study Area



- Active Voting Households
- Grapevine – 33%
 - Cross Timbers – 32%
 - Colleyville – 19%
 - Heritage – 16%

2009 Respondent Profile

- 19% under age 45
- 51% over age 56; 23% over 65
- 8% under 7 year resident
- 92% over 7 year resident
- 45% had children in GCISD schools; 34% had children who graduated; 27% had none
- 61% voted in the 2005 bond election, either Early (38%) or on Election Day (23%)

Level Of Satisfaction With Quality of GCISD Schools

- Satisfied (42%) + very satisfied (47%) = 89%
- Dissatisfied (4%) + very dissatisfied (1%) = 5%
- District wide ratio – 17.8:1 (11.1:1 in 2004)
- Subsector ratios
 - Grapevine 21.8:1
 - Colleyville 15.2:1
 - Cross Timbers 12.9:1
 - Heritage 28.7:1
- Ratio by parental status – 24.0:1 (current students); 23.0:1 (graduates); 13.5:1 (nonparents)

Familiarity With Previous Bond Program Efforts

- The District added one new elementary school and 32 classrooms at other schools – 50%-50%, 1.0:1
- The District managed a total of 33 projects during the program – 38%-61%, 0.6:1
- Because the bond program was completed under budget, the District was able to construct additional classrooms at Cannon Elementary – 37%-63%, 0.6:1

Familiarity With Previous Bond Program Efforts

- All projects approved by voters were completed - 36%-63%, 0.6:1
- The bond program was funded for 30% less than originally proposed (2.1 cents rather than 3.3) - 21%-78%, 0.3:1
- Voters in Colleyville Middle School attendance zone most familiar with bond election facts; respondents in Heritage zone least familiar

Agreement With 2010 Bond Election Support Statement

“Based on the management of the last bond program, I would support the District if another bond election was held in 2010.”

- Strongly agree (15%) + agree (45%) = 60%
- Strongly disagree (6%) + disagree (17%) = 23%
- No opinion – 17%
- Agreement ratio – 2.6:1
- Variance – 68% (Grapevine) to 54% (Colleyville)

Satisfaction With Various District Actions – Top Rated

- Maintained current facilities – 88%-5%, 17.6:1
- Addressed safety needs of students – 77%-7%, 11.0:1 (17% no opinion)
- Addressed student growth – 84%-8%, 10.5:1
- Did what they said they would do – 74%-8%, 9.3:1 (17% no opinion)

Satisfaction With Various District Actions – Lowest Rated

- Planned for the future – 74%-9%, 8.2:1 (17% no opinion)
- Managed District funds - 75%-14%, 5.4:1
- Listened to residents – 62%-19%, 3.3:1 (20% no opinion)
- Communicated with District residents – 67%-25%, 2.7:1 (17% no opinion)

Establishing Bond Election Dollar Threshold

- Under \$35 million – 49%-30%, 1.6:1
- \$36 - \$50 million – 31%-46%, 0.7:1
- \$51 - \$75 million – 17%-59%, 0.3:1
- \$76 - \$100 million – 14%-62%, 0.2:1
- \$101 - \$120 million – 12%-63%, 0.2:1
- Over \$120 million – 11%-64%, 0.2:1
- Threshold for various groups
 - Strong supporters – \$76-%100 million (50%)
 - Opponents – Under \$35 million (62%)
 - Undecided - \$51-\$75 million (51%)

Support Or Opposition To Bond Election Of Up To \$120 Million

- Strongly support (7%) + support (25%) = 32%
- Strongly oppose (17%) + oppose (27%) = 44%
- Undecided = 24%
- Support ratio of 0.7:1 (37%-49%, 0.8:1 in 2004)
- Support ratio by subsector:
 - Grapevine 0.9:1 Colleyville 0.6:1
 - Cross Timbers 0.6:1 Heritage 0.8:1
- Parents of current students (35%-40%) and graduates (31%-39%) more supportive than nonparents (39%-53%)

Support For Campus Renovations and Improvements

HIGHEST RATED BY RATIO

- Replace roofs at several schools – 84%-10%, 8.4:1
- Replace outdated heating and air conditioning systems at several schools and District buildings – 87%-11%, 7.9:1
- Make ADA improvements at District facilities – 74%-18%, 4.1:1
- Add classrooms to Bear Creek and Silver Lake Elementary Schools – 67%-19%, 3.5:1

Support For Campus Renovations and Improvements

LOWEST RATED BY RATIO

- Upgrade or replace public address and stage sound systems at several schools – 54%-36%, 1.5:1
- Repave and improve parking lots at several schools – 58%-32%, 1.8:1
- Renovate and remodel cafeterias at Cross Timbers and Heritage Middle Schools – 58%-29%, 2.0:1

Support For Campus Additions, Renovations, and Improvements

ADDITIONAL FINDINGS

- Roof replacements least popular in Colleyville (78%, to 88% in Heritage)
- Cafeteria remodeling most popular in Cross Timbers (66%) but not as much in Heritage (55%)
- Parking lot improvements not popular in Colleyville (47%, to 65% in Grapevine)
- Majority of undecided voters supported all but parking lot improvements (45%-31%) and sound systems (47%-31%)
- Bond opponents supportive of HVAC (71%) and roof replacement (67%), and ADA improvements (54%)

Support For Inclusion Of Specific Programs In Bond Program

- Construction of an early childhood education center, to provide a District-wide Pre-K program for eligible students and tuition students, at an approximate cost of \$3 million – 49%-43%, 1.1:1 (9% no opinion)
- Expanding the career and technology program, including possible renovations and equipment purchases, at an estimated cost of approximately \$4 million – 70%-22%, 3.2:1 (8% no opinion)
- Support for both programs similar throughout District
- Opponents (24%-73%) anti-early childhood education center; supporters pro (67%-26%); undecided voters (42%-36%) split

Support For Various Safety Improvement Programs

- Replace fire alarm systems at several schools – 85%-12%, 7.1:1
- Replace emergency lights at schools – 80%-15%, 5.3:1
- Replace security cameras and install additional security cameras in schools – 75%-20%, 3.8:1
- Modify school entries for secured entrance access – 74%-20%, 3.7:1
 - Least supportive subsector was Colleyville, especially for security cameras (65%, to 79% in Grapevine)
 - Supporters, opponents, and undecided voters all more inclined to support than oppose safety items

Support For Various Technology Improvements

TOP RATED BY RATIO

- Replace outdated computers on a five-year cycle - 81%-17%, 4.8:1
- Upgrade data and information back-up system – 77%-18%, 4.3:1
- Purchase printers and scanners, to replace outdated models and add additional ones – 74%-21%, 3.5:1
- Upgrade cabling infrastructure and digital video network for classrooms – 70%-23%, 3.0:1

Support For Various Technology Improvements

LOWEST RATED BY RATIO

- Purchase electronic textbooks for students – 44%-43%, 1.0:1
- Purchase interactive slates and netbooks for student use – 47%-38%, 1.2:1
- Purchase laptop computers for teachers – 59%-34%, 1.7:1
- Expand wireless service in all District buildings - 61%-30%, 2.0:1
- Upgrade the District's communications systems to include the purchase of a Districtwide parent notification system – 61%-31%, 2.0:1

Support For Various Technology Improvements

ADDITIONAL FINDINGS

- Most enthusiastic about supporting replacing outdated computers (20%), Districtwide parent notification system (14%), and printers and scanners (12%)
- Largest support variances focused on expanding wireless service (68% in Heritage, to 52% in Colleyville), interactive slates and netbooks (53% in Grapevine, to 39% in Colleyville), and electronic textbooks (51% in Heritage, to 35% in Colleyville)
- Opponents supported computer replacement (61%), data and information back-up system (58%), and printers and scanners (51%); six projects endorsed by majority of undecided

Support Various Athletic Improvements

TOP RATED BY RATIO

- Widen and resurface the track at Mustang-Panther Stadium to meet competition regulations – 70%-25%, 2.8:1
- Refinish pool and pool deck surface and replace outdated diving boards at the swim center – 69%-25%, 2.8:1
- Replace outdated pole vault and high jump pits – 61%-32%, 1.9:1
- Resurface and replace running tracks at all middle schools and both high schools - 54%-39%, 1.4:1
- Replace elevator at M-P Stadium – 47%-40%, 1.2:1

Supporting Various Athletic Improvements

LOWEST RATED BY RATIO

- Construct an indoor multi-use practice facility for students who participate in athletics, band, and drill team, at an estimated cost of \$6.5 million - 39%-61%, 0.5:1
- Add turf to middle school competition football fields - 35%-54%, 0.6:1
- Add lights to tennis courts at middle schools – 39%-56%, 0.7:1
- Add lights to Heritage Middle School football field – 42%-51%, 0.8:1
- Add turf to competition softball and baseball fields - 39%-51%, 0.8:1

Support Various Athletic Improvements

ADDITIONAL FINDINGS

- Minimal intensity ratings – no higher than 11% for refinishing pool and pool deck; six of 10 had higher strong opposition ratings
- Support Districtwide varied most for the competition softball and baseball field turf (47% in Grapevine, to 30% in Colleyville) and pole vault and high jump pit replacement (64% in Grapevine, to 51% in Colleyville)
- Undecided voters would support pool work (62%), track widening (64%), and pole vault and high jump pit replacement (54%); opponents toward pool and track (both 48%)

Likelihood Of Voting For Athletic Improvements (\$35 Million)

- Very likely (9%) + likely (33%) = 42%
 - Very unlikely (22%) + unlikely (29%) = 51%
 - No opinion = 7%
 - Ratio of 0.8:1 (34%-64%, 0.5:1 in 2004)
 - Support ratio by subsector:
 - Grapevine 1.1:1
 - Colleyville 0.6:1
 - Cross Timbers 0.8:1
 - Heritage 0.7:1
- Parents of current students (48%-42%) supportive;
not parents of graduates (44%-49%) or nonparents
(34%-61%)

Supporting Various Districtwide Improvements

TOP RATED BY RATIO

- Replace outdated nursing equipment – 78%-18%, 4.3:1
- Purchase school buses and service vehicles, to replace older models – 70%-23%, 3.0:1
- Replace equipment for food service, maintenance, custodial, grounds, and transportation – 69%-23%, 3.0:1
- Replace outdated musical instruments – 59%-32%, 1.8:1
- Replace outdated flooring, cabinets, fixtures, lockers, doors and fences at buildings throughout the District - 59%-35%, 1.7:1
- Replace screens, stage curtains, and stage lighting at District schools – 49%-42%, 1.2:1

Likelihood Of Supporting Various Districtwide Improvements

ADDITIONAL FINDINGS

- Nursing equipment (20%) and school bus replacement (11%) generated highest intensity ratings
- Likely ratings varied most for replacing musical instruments (63% in Heritage, to 52% in Colleyville), equipment replacement for various services (75% in Grapevine, to 63% in Colleyville), and building infrastructure replacement (61% in Colleyville, to 51% in Heritage)
- Opponents would support nursing equipment replacement (56%) and nearly equipment replacement (46%) and school buses (44%); undecided voters, 4 of 6 at majorities

Likelihood Of Supporting Bond Election Based On Facts

- The District must continue to replace air conditioning and heating systems to extend the life of school buildings and protect taxpayer investment – 82%- 15%, 5.5:1
- This bond election may be able to be financed without a tax increase, or a minimal increase - 79%-18%, 4.4:1
- Classroom computer technology becomes outdated in five years – 77%-18%, 4.3:1
- All buildings must be maintained and improved to continue being operational – 78%-19%, 4.1:1

Agreement With Bond Related Statements

HIGHEST RATED BY RATIO

- I will support a bond election because we must keep our facilities up to date – 79%-18%, 4.4:1
- Students need to learn with the most current technology – 78%-19%, 4.1:1
- I will support the bond election because I trust the District to provide for the needs of students – 67%-27%, 2.5:1
- I will support the bond election because the District managed the 2005 one so well – 58%-26%, 2.2:1

Agreement With Bond Related Statements

LOWEST RATED BY RATIO

- I will support the bond election because there are no frills in the potential package - 42%-43%, 1.0:1
- I will oppose a bond election because our local economy is too soft right now – 40%-54%, 0.7:1
- I will oppose the bond election because I don't want to see my taxes increasing - 38%-58%, 0.7:1
- I will oppose a bond election because I am opposed to spending additional funds on athletics – 33%-59%, 0.6:1

Agreement With Bond Related Statements

ADDITIONAL FINDINGS

- Concerns over tax increases most evident in Cross Timbers (45%, to 32% in Grapevine)
- Supporting bond because of previous efforts most positive in Grapevine area (61%, to 50% in Colleyville), as too, trust in District (79%, to 62% in Heritage)
- Grapevine most often disputed statement about \$120 million being too much (40%-48%); other areas more likely to agree
- Opponents (89%-6%) and undecided voters (49%-18%) thought \$120 million was too much; both groups agreed the District must keep facilities up to date (50% and 77%)

Willingness To Support Bond Election Based on Range Of Tax Increases

- Approximately \$111 per year or \$9.27 per month – 55%-30%
- Approximately \$75 per year or \$6.25 per month – 63%-24%
- Approximately \$39 per year or \$3.25 per month – 73%-20%
- If there was no increase and taxes remained the same - 88%-7%
- Supporters – Opponents – Undecided voters
 - \$111 per year or \$9.27 per month – 79%-25%-41%
 - \$75 per year or \$6.25 per month – 85%-34%-54%
 - \$39 per year or \$3.25 per month – 91%-46%-67%
 - No increase and taxes remained same – 99%-74%-87%

Support Or Opposition To Bond Election Of Up To \$120 Million

Post-Test

- Strongly support (9%) + support (42%) = 51% (32%)
- Strongly oppose (19%) + oppose (14%) = 33% (44%)
- Undecided = 15% (24%)
- Support ratio of 1.5:1 (0.7:1)
- Support ratio increased in Grapevine (0.9:1-2.4:1), Cross Timbers (0.6:1-1.1:1), Colleyville (0.6:1-1.1:1), and Heritage (0.8:1-2.0:1); support jumped among parents (58%-59%) and parents of graduates (31%-59%); less so for nonparents (39%-41%)

Items Most Frequently Opposed By Opponents (33% of Sample)

- Athletics – 51%
- Amount of tax increase – 17%
- All bonds in general – 15%
- Additional buildings – 5%
- Renovations and Technology – both 4%
- Indoor multi-use practice facility - 2%

Likelihood Of Support Among Voters Over Age 65 (24% Of Sample)

- Very likely (33%) + likely (36%) = 69%
- Very unlikely (6%) + unlikely (15%) = 21%
- No opinion = 10%
- Ratio of 3.3:1
- Seniors in Heritage subsector least supportive (53%, to 77% in Grapevine)
- Opponents not likely (44%); supporters (85%) and undecided voters (74%) likely

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