

NORTH LAMAR ISD VOTER SURVEY

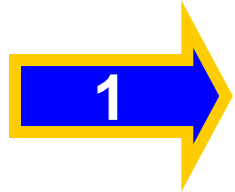
December 15 - 21, 2020

N = 401 respondents

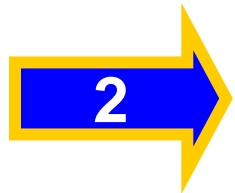
margin of error: \pm 4.9%

BASELICE
& Associates, Inc.

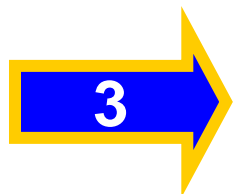
OBJECTIVES



To assess various attitudes about North Lamar ISD.

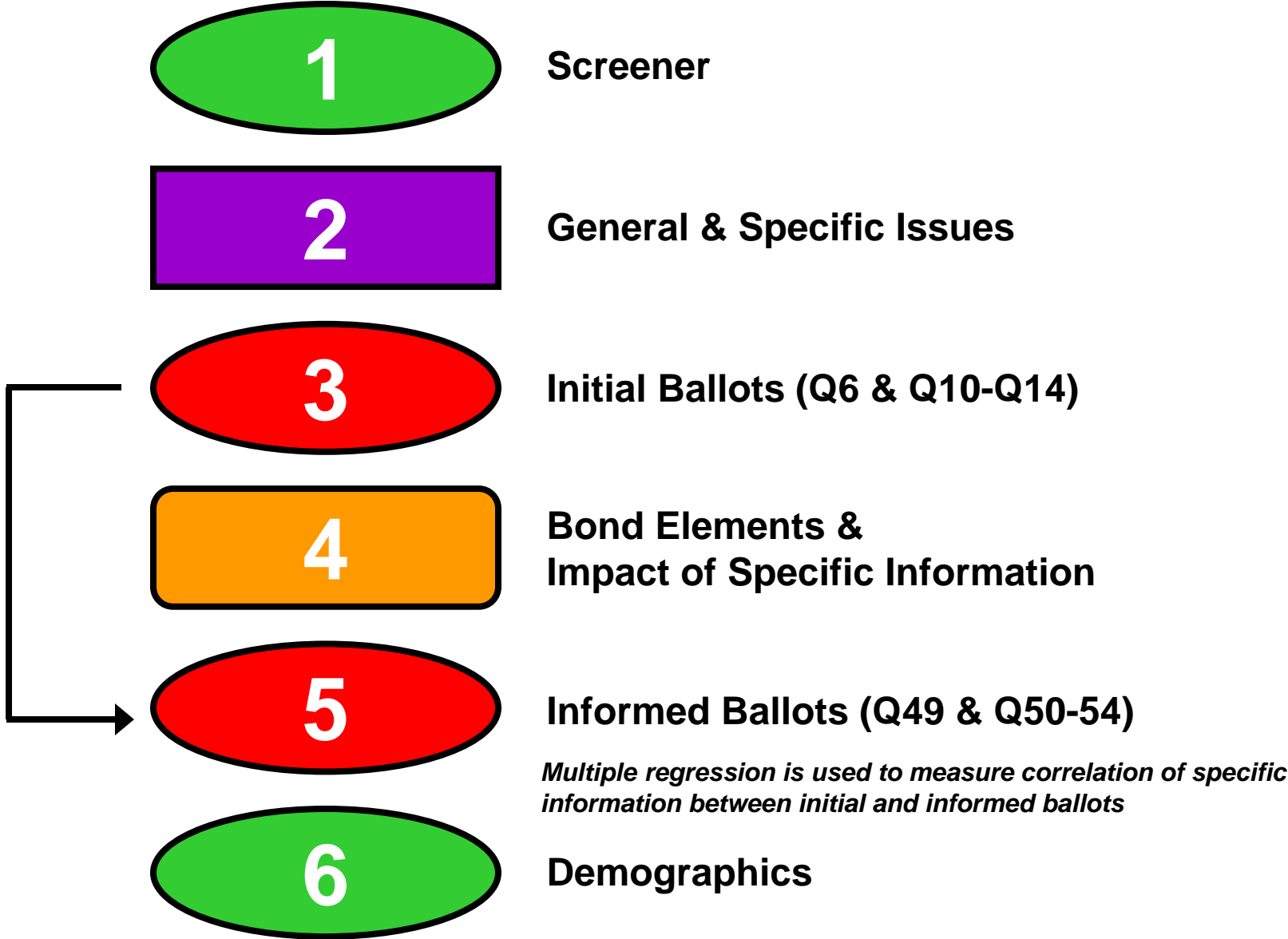


To assess “initial” (current) levels of support & opposition regarding possible bond proposals.



To measure the favorability of bond elements and determine “informed” support & opposition of bond proposals.

QUESTIONNAIRE FORMAT

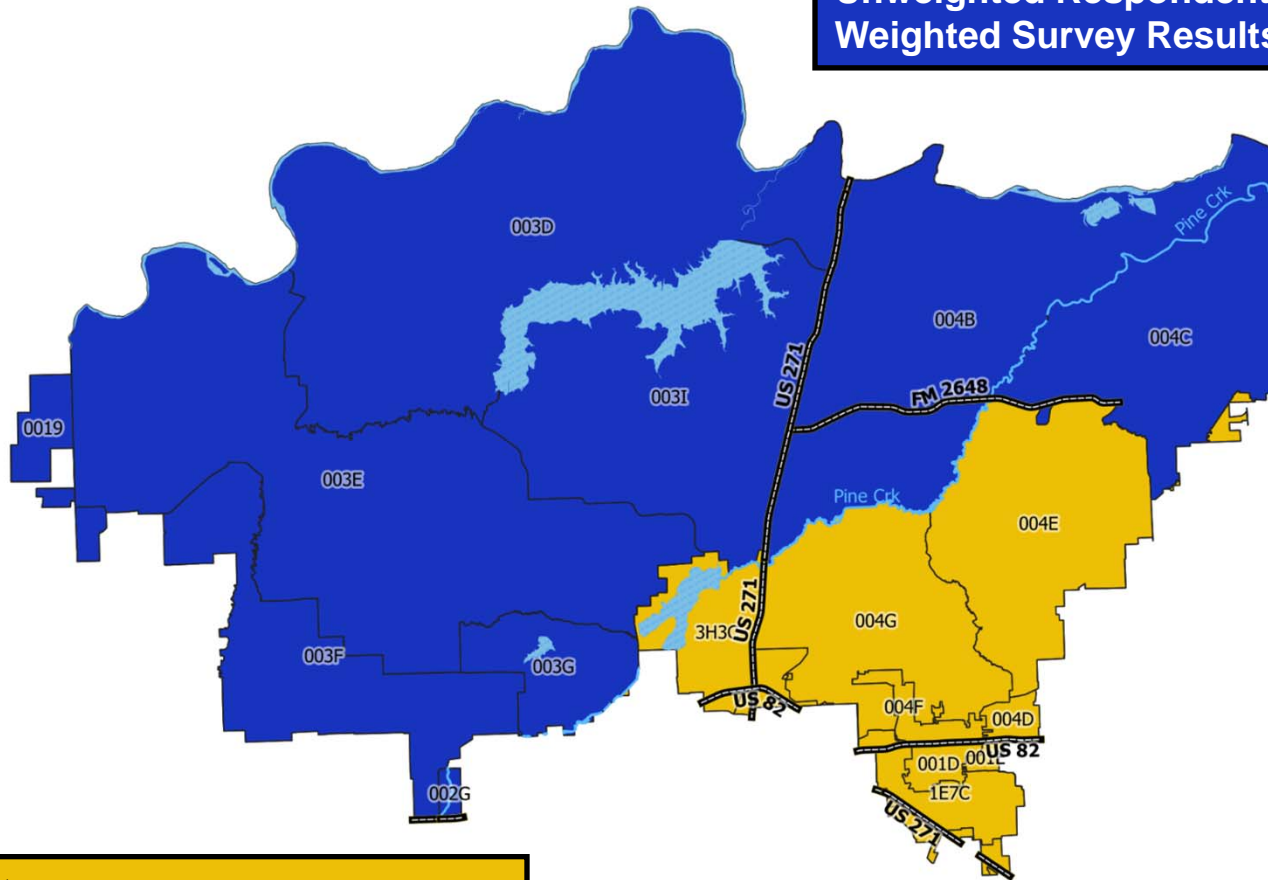


COMPARISON of SAMPLE FILE to RESPONDENTS

	18-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65-74 yrs	75+ yrs
All voters	23%	13%	16%	19%	16%	13%
Nov 2016	12%	12%	17%	22%	21%	16%
Nov 2018	12%	11%	16%	22%	22%	17%
Nov 2019	6%	6%	12%	24%	31%	20%
Nov 2017	6%	6%	12%	21%	32%	24%
<i>Unweighted N=597 respondents</i>	<i>11%</i>	<i>16%</i>	<i>22%</i>	<i>22%</i>	<i>19%</i>	<i>10%</i>
Weighted Survey Respondents (Average of Nov 18 & Nov 19)	9%	9%	14%	23%	27%	17%

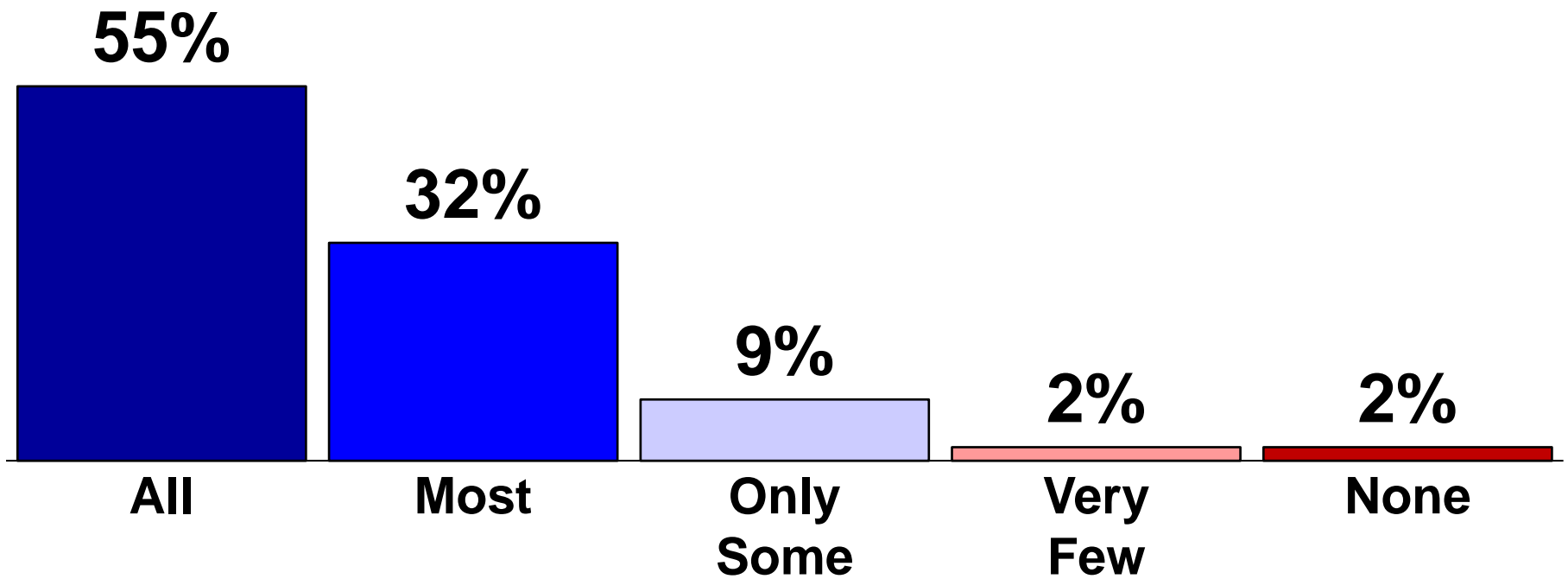
DISTRIBUTION OF INTERVIEWS

<u>Northwest</u>	
Registration & Turnout	49.6%
Unweighted Respondents	51.8%
Weighted Survey Results	49.6%

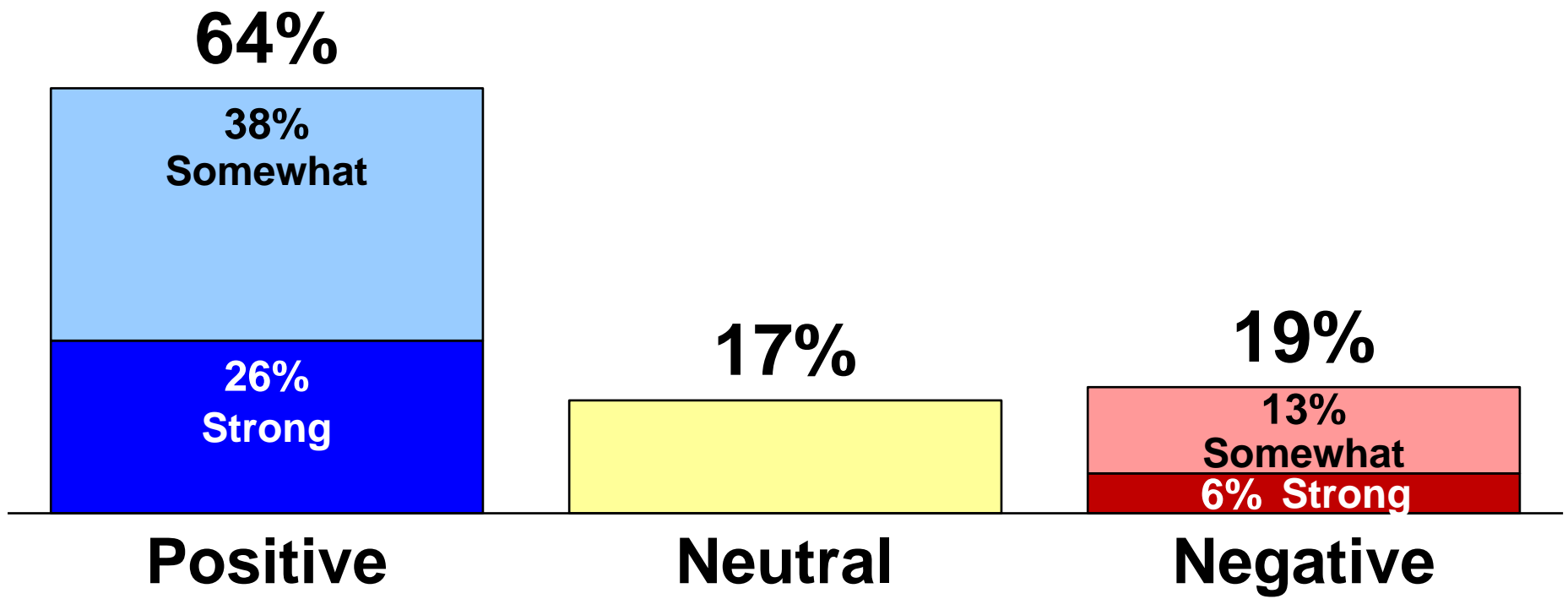


<u>Southeast</u>	
Registration & Turnout	50.4%
Unweighted Respondents	48.2%
Weighted Survey Results	50.4%

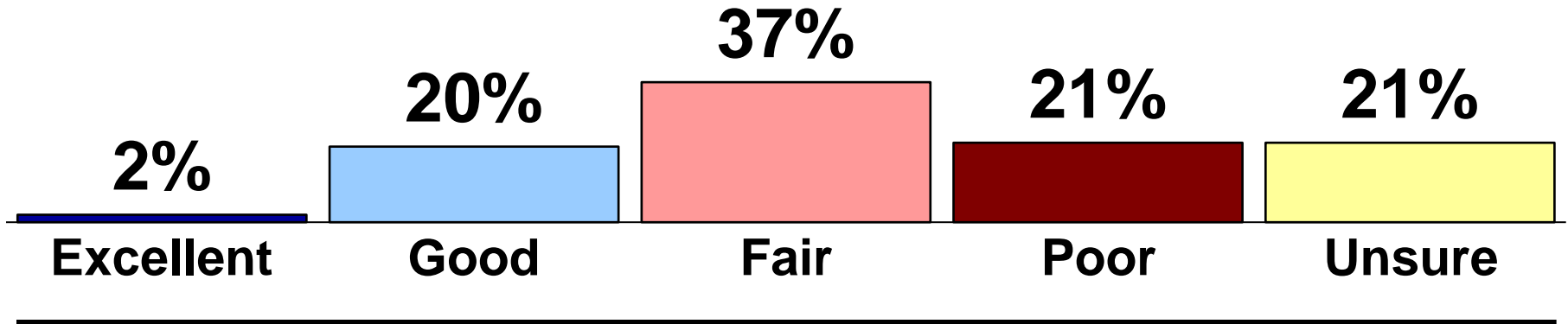
Q2. Thinking about local elections for a moment -- would you say that you vote in all, most, only some, very few, or none of the local elections dealing with bond issues, and city council and school board races?



Q5. Do you have a positive or negative impression of North Lamar Independent School District?

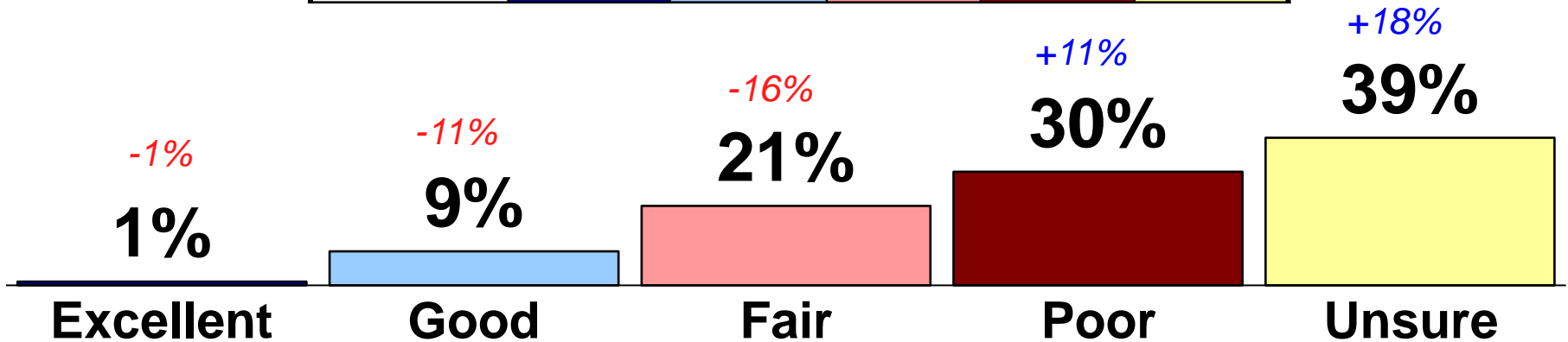


Q16. How would you rate the condition of school buildings in North Lamar ISD?

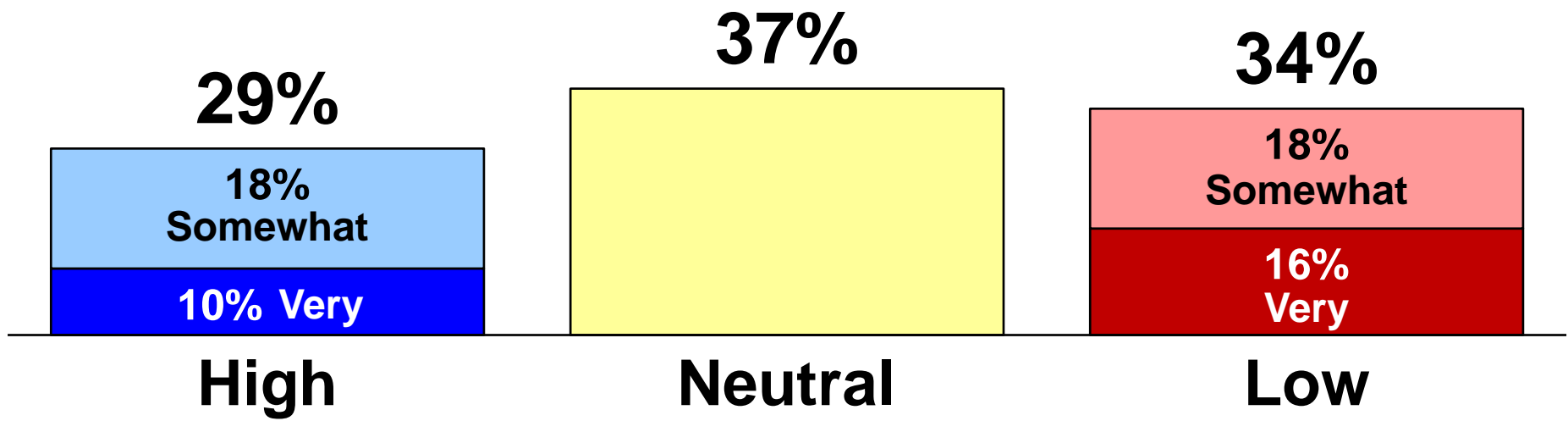


Q17. And thinking specifically about (**Ver X: Higgins Elementary School / Ver Y: Bailey Intermediate School**), how would you rate the condition of that school building?

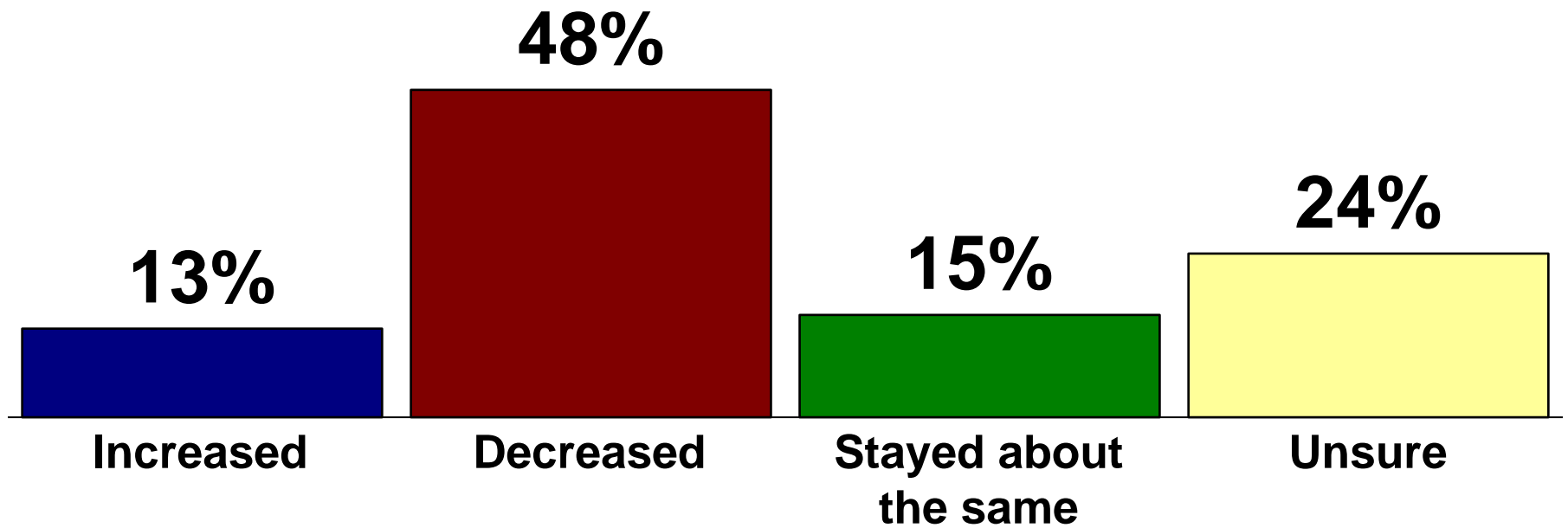
	Excellent	Good	Fair	Poor	Unsure
Higgins	2%	8%	18%	32%	40%
Bailey	0%	10%	24%	29%	37%



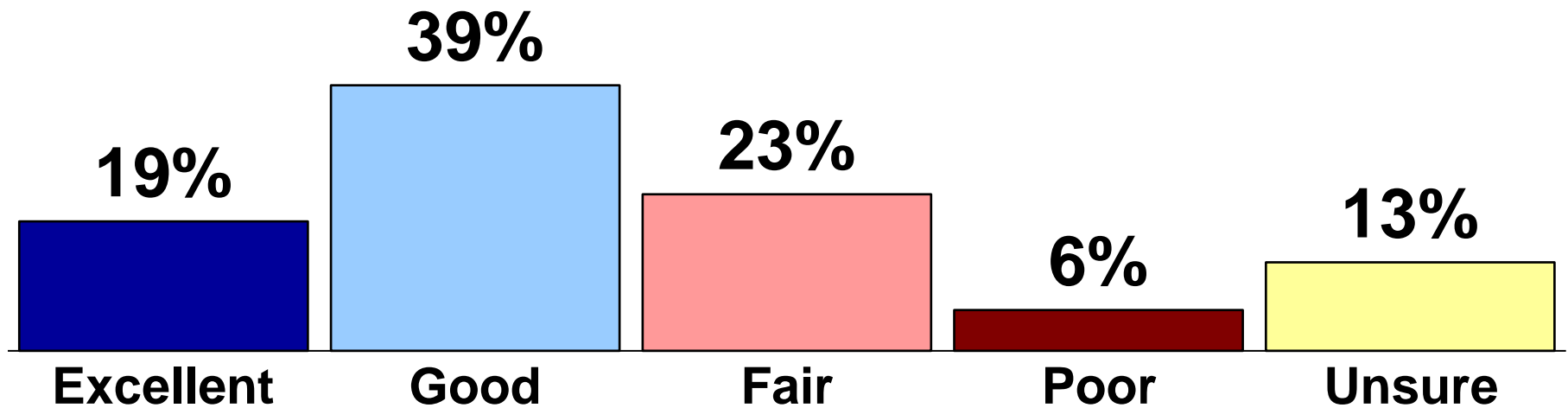
Q18. What is your level of trust and confidence in the current leadership of North Lamar ISD (including the school board, the new superintendent, and administration)?



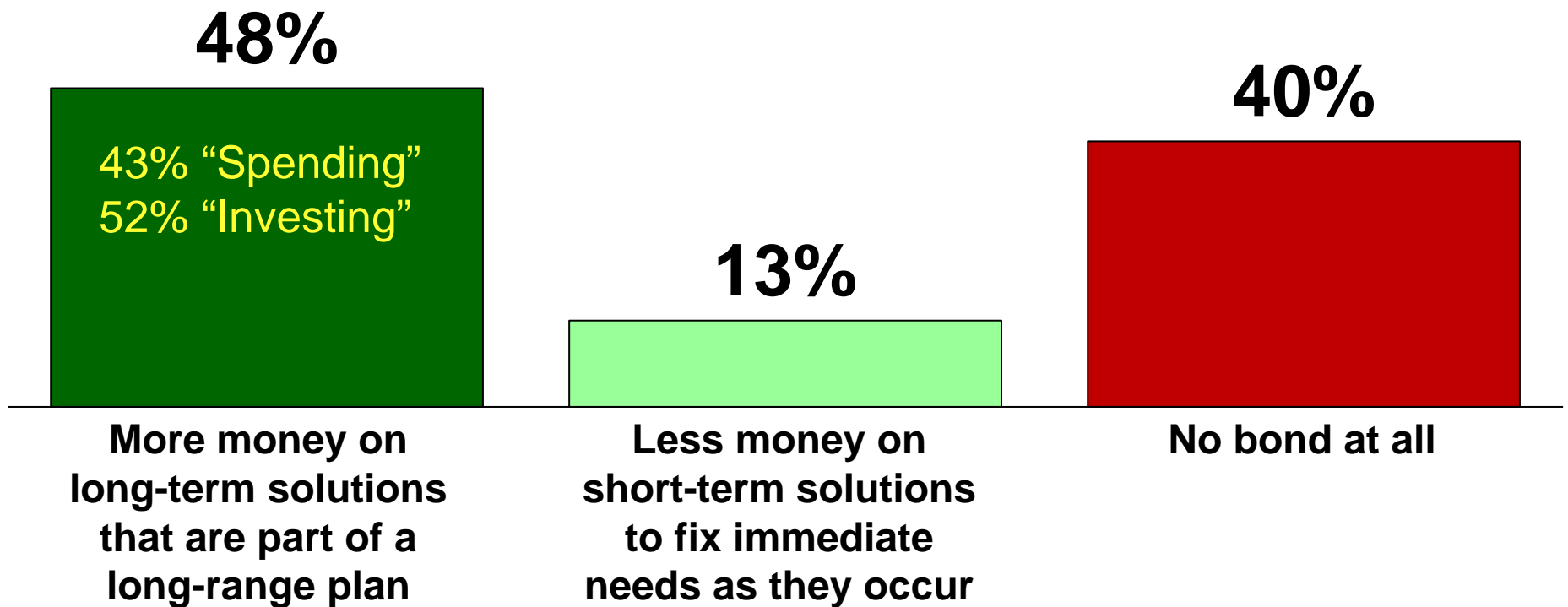
Q19. Over the last few years do you think student enrollment in North Lamar ISD has...



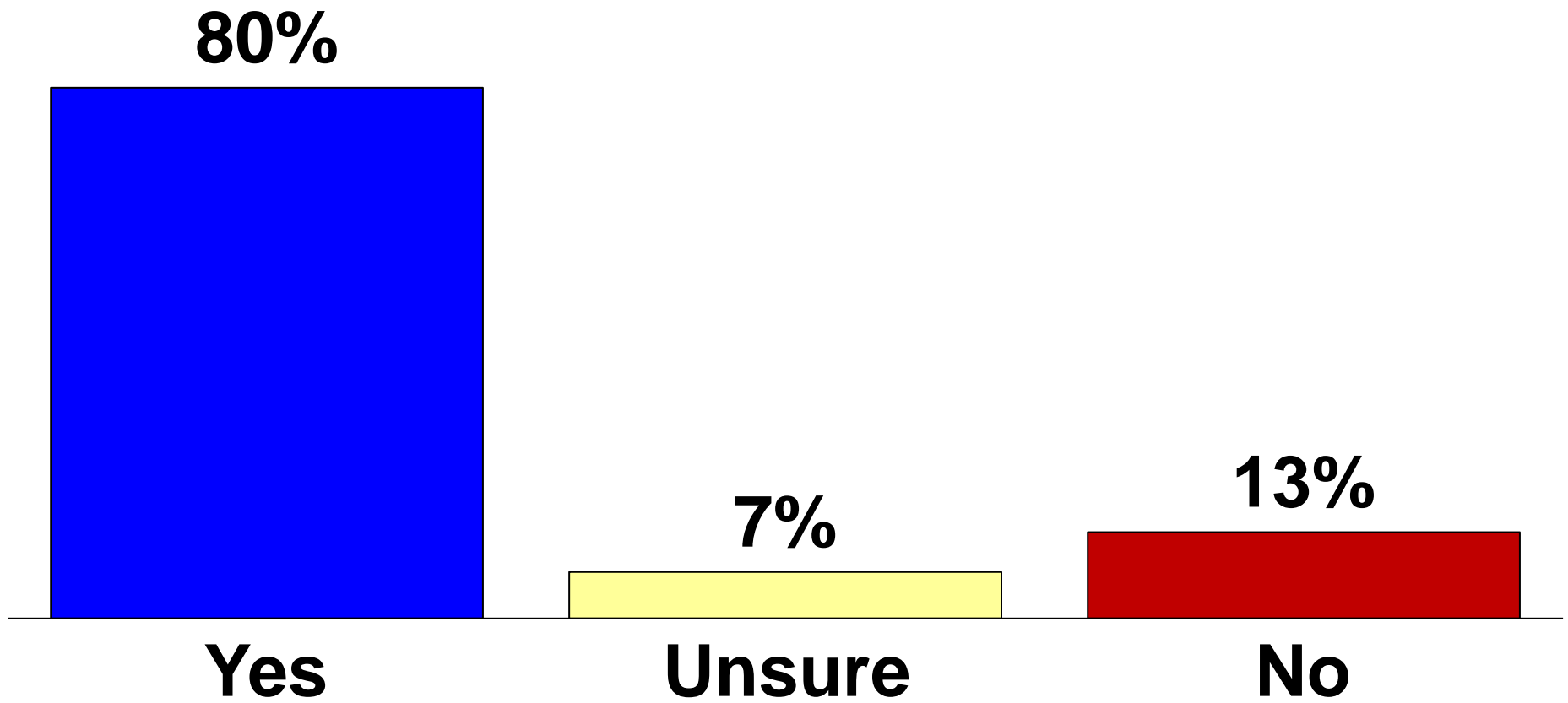
Q20. Would you rate the quality of education in North Lamar ISD as...



Q15. Generally, when it comes to (**Ver X: spending / Ver Y: investing**) money on North Lamar ISD schools, which do you prefer...

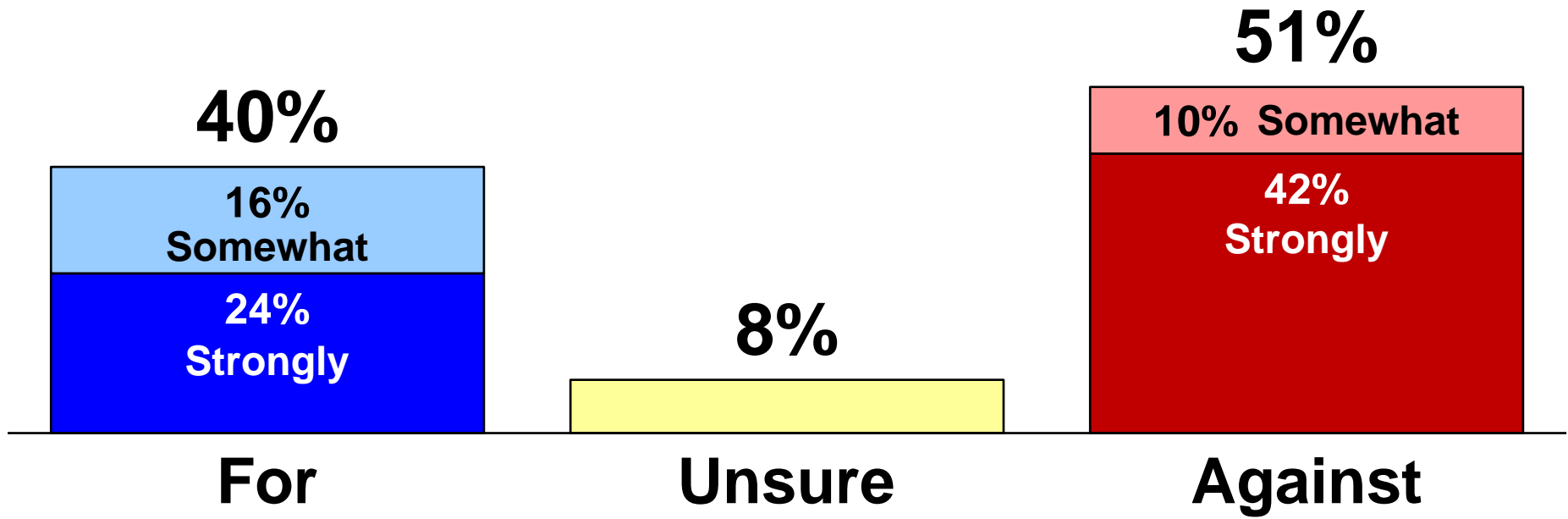


Q8. Did you know that by state law, senior citizens have their property tax rates frozen?



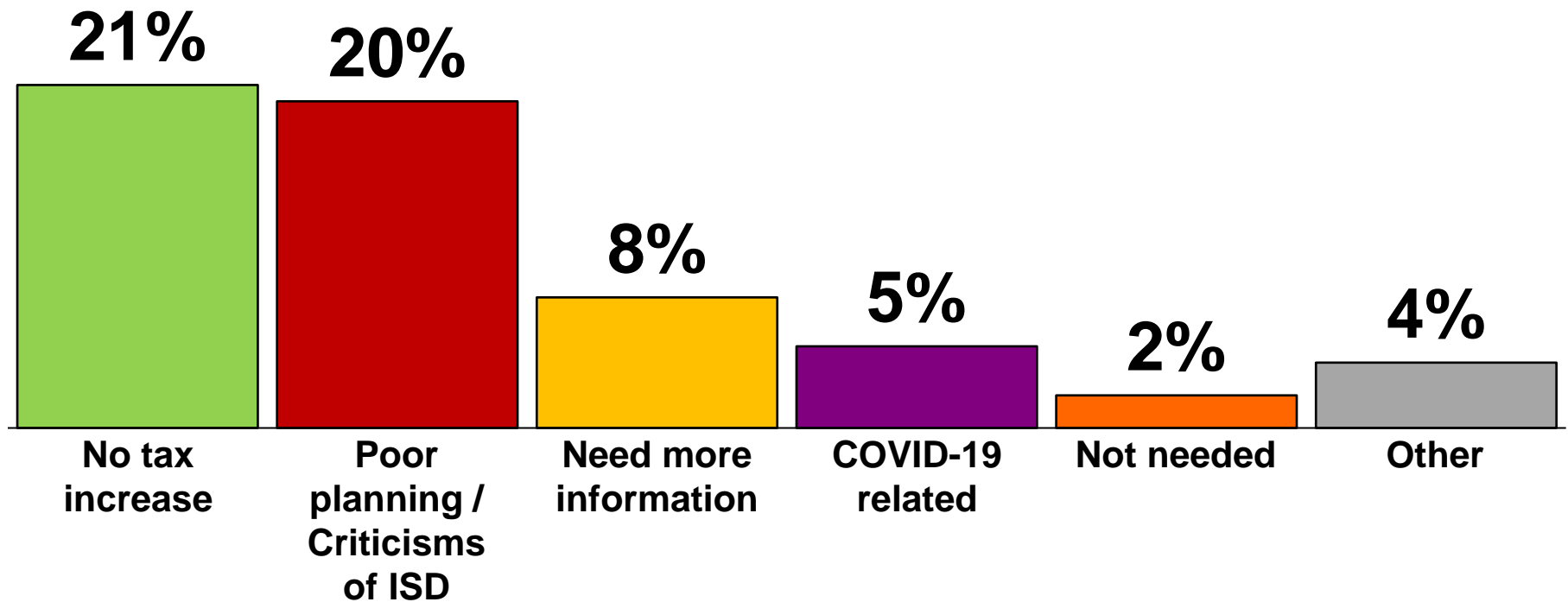
INITIAL BALLOT

Q6. If an election on school bonds in North Lamar ISD was held today, would you vote for or against the issuance of \$50 million in bonds for the construction, renovation, and equipment of school buildings, which will result in a property tax increase?

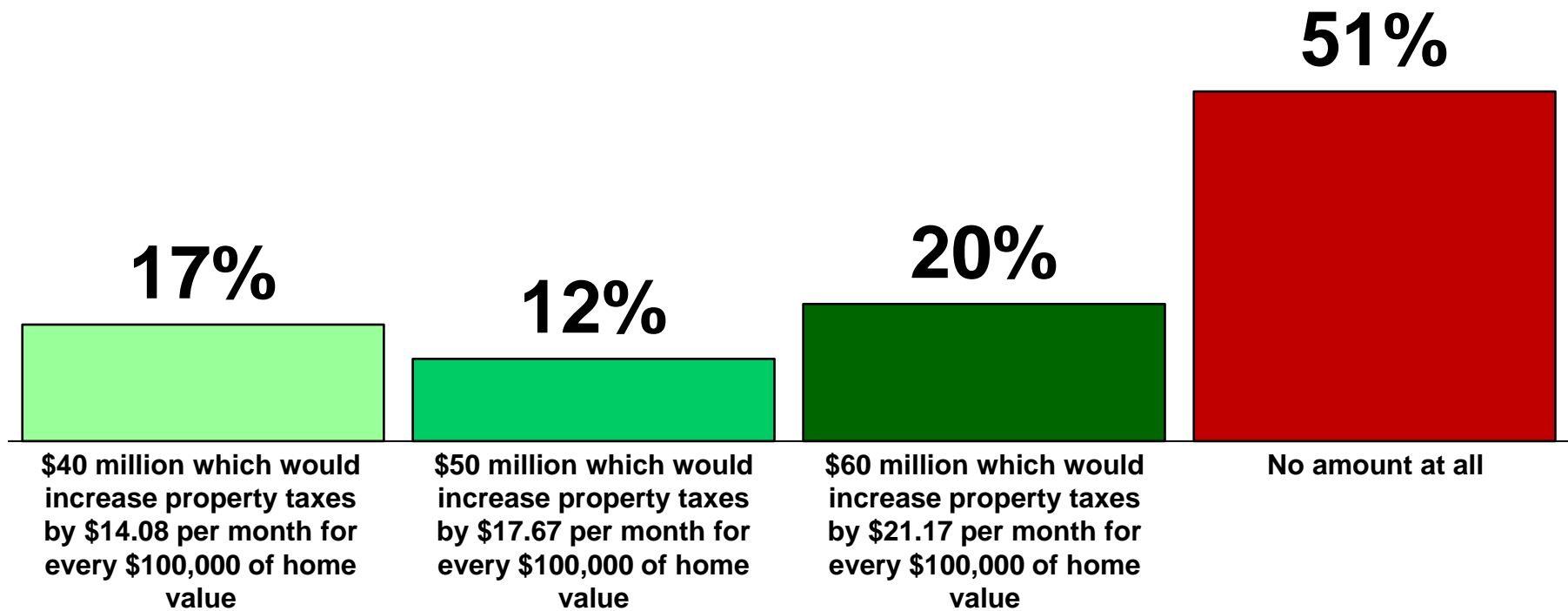


Q7. In the space below please describe why you [would vote against / are hesitant to vote for] this bond proposal.

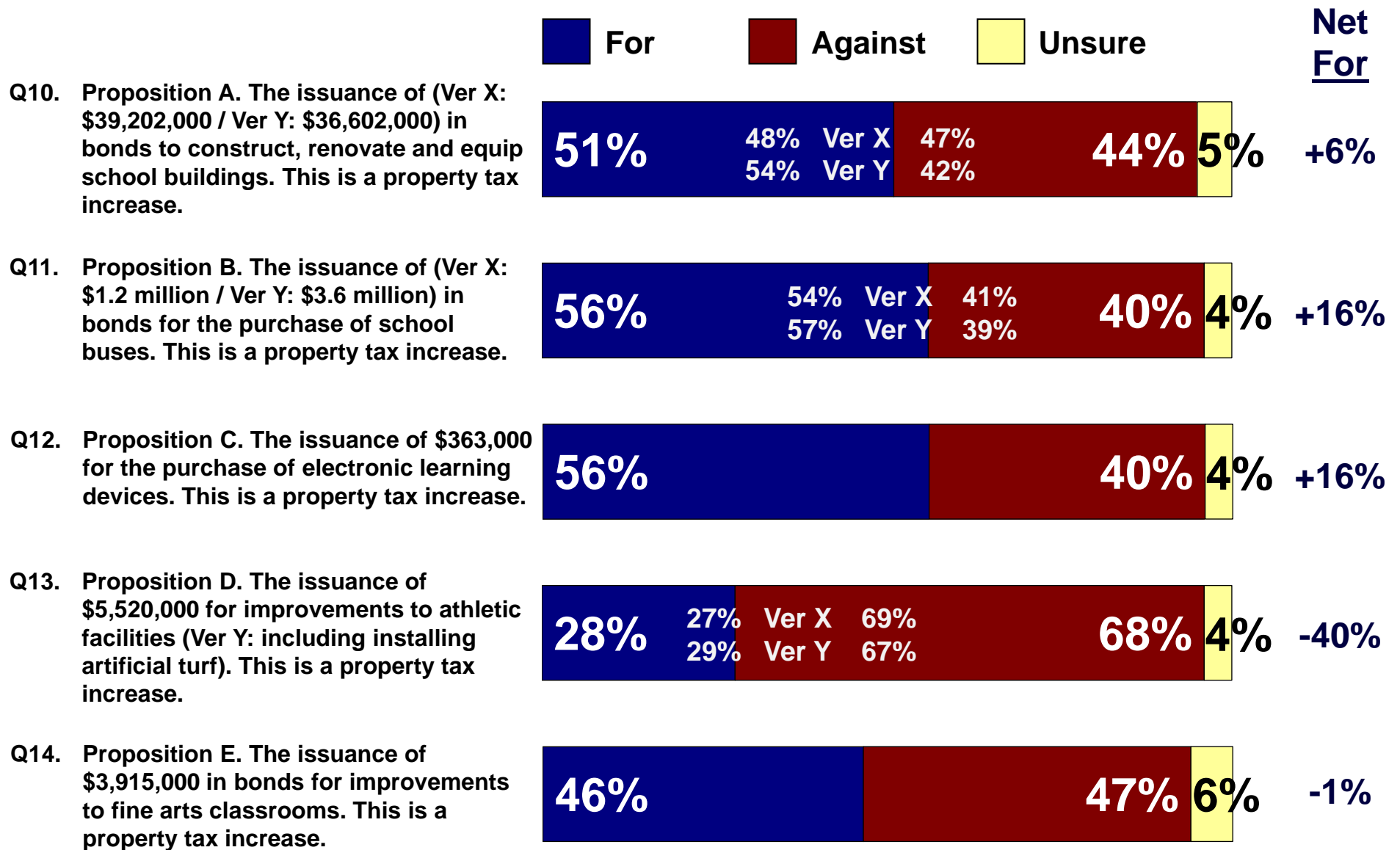
(40% Not asked)



Q9. North Lamar ISD has identified over \$60 million in facility needs. What is the most dollars in bonds that you would be willing to support?

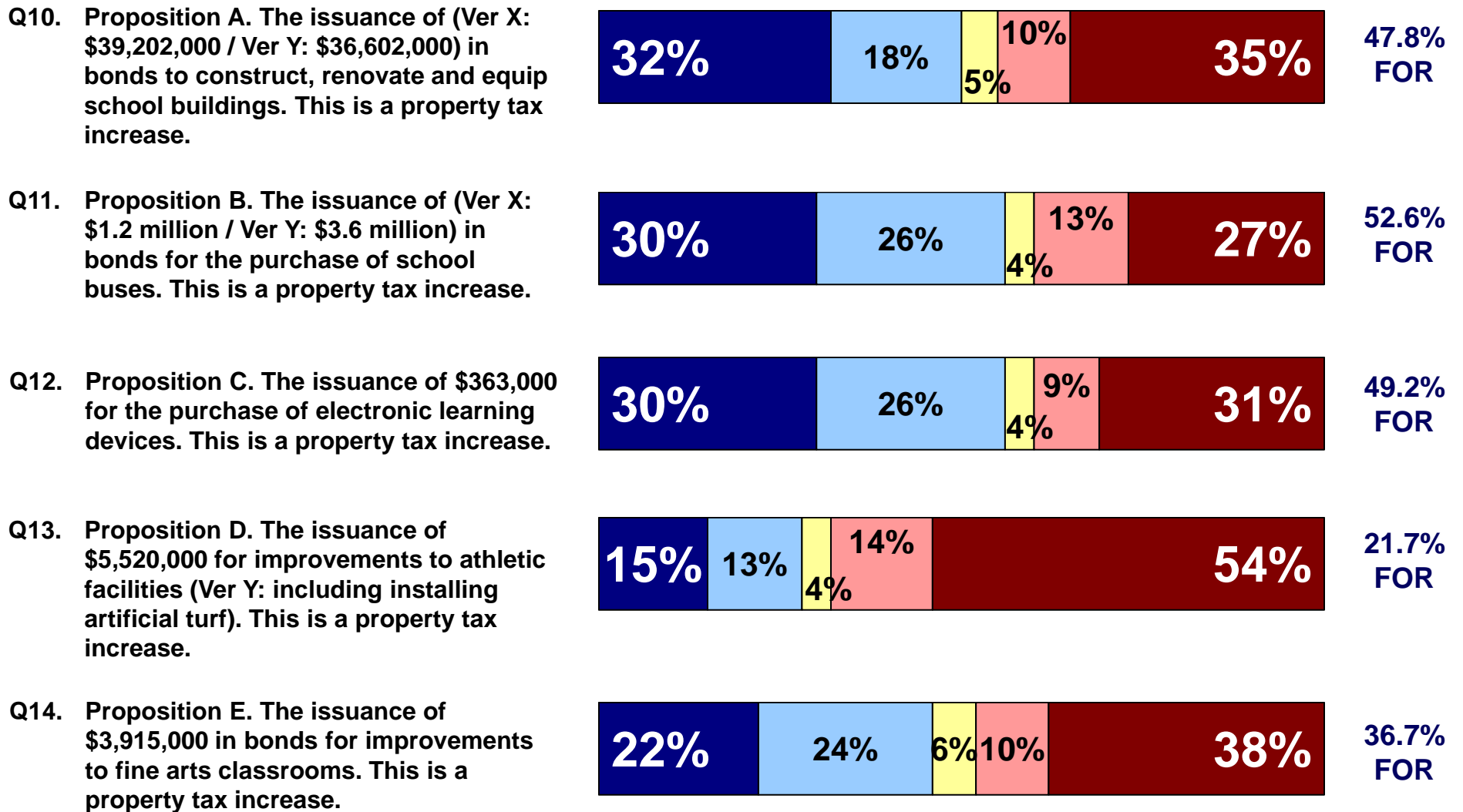


The bond package would be broken up into a few different propositions, as state law now requires certain projects to be presented to voters separately. Please indicate if you would vote for or against each of the following propositions.



The bond package would be broken up into a few different propositions, as state law now requires certain projects to be presented to voters separately. Please indicate if you would vote for or against each of the following propositions.

Strongly For
 Somewhat For
 Unsure
 Somewhat Against
 Strongly Against
 Strongly % extrapolation



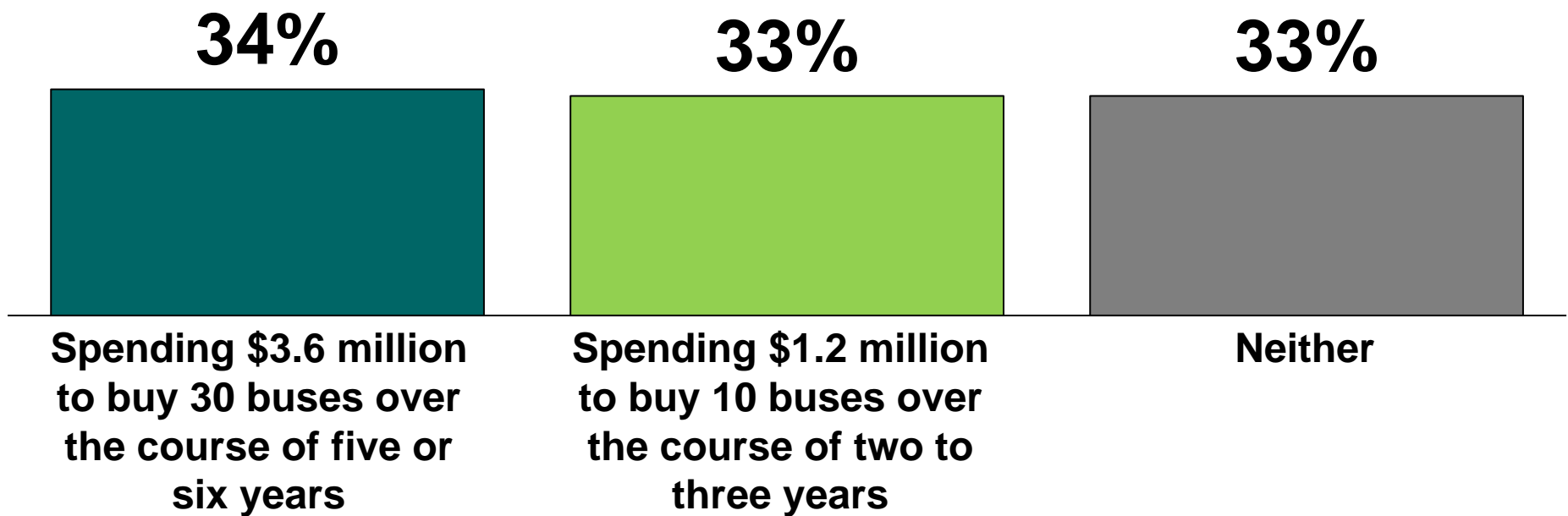
BOND PROJECTS

<i>Do you favor or oppose the following possible bond projects or elements?</i>		Favor / Strongly	Oppose / Strongly	Total Favor	Total Oppose	Unsure	Net Impact
Q21	Repairs and new classrooms constructed through this bond will result in more modern learning environments that are more comparable with other districts in the region.	32%	25%	56%	37%	8%	+19%
Q22	This bond will allow for improvements to school buildings which will increase energy efficiency and lower operating costs.	34%	22%	60%	33%	6%	+27%
Q23	(Ver Y: Currently the district's four elementary schools have different grade alignments and some students change schools three times before they get to middle school.) This bond could allow the district to create more consistent grade alignments in their elementary schools and lessen school transitions for students.	29%	24%	48%	36%	16%	+12%
Q24	This bond could allow for maintenance and repair of school buildings such as upgraded HVAC, roofing, flooring, electrical, plumbing, drainage, and mechanical systems.	36%	20%	63%	30%	6%	+33%
Q25	The average age of the district's school buildings is 39 years. This bond addresses age-related issues of these buildings and provides students with more adequate schools.	33%	26%	54%	38%	7%	+16%
Q26	The bond could allow for improvements to school safety and security such as updated fire alarms, perimeter fencing, surveillance cameras, and more secure entrances with visitor access control systems.	38%	18%	67%	28%	4%	+39%
Q27	Improvements made to elementary schools in this bond could allow the district to expand Pre-K for four year olds.	27%	28%	46%	43%	11%	+3%
Q28	Just over one-third of high school students participate in fine arts. The current band hall is half the size of what is recommended and other fine arts programs lack adequate space as well. This bond would allow for construction of a new band hall and reconfiguring the existing band hall for shared used by theater, choir and band.	29%	28%	53%	41%	6%	+12%
Q29	Each year, the district's bus fleet travels an average of 477,254 miles. Currently, 75% of the district's fleet is at or nearing the end of their 10 year life span. Just like old cars, these older buses are increasingly costly to repair and maintain. This bond could allow for the purchase of new buses (Ver Y: to help the district get caught up on their bus replacement schedule).	34%	19%	64%	31%	6%	+33%
Q30	This bond could allow for resurfacing tracks at R.L. Maddox Stadium, repairing the high school gym floors, making upgrades to the indoor athletic facility, and addressing drainage issues at the baseball field.	17%	38%	37%	57%	6%	-20%
Q31	This bond could allow for adding artificial turf to the high school football field, baseball field, and softball field, which will save millions of gallons of water a year and allow for more use of these facilities.	19%	45%	35%	61%	5%	-26%
Q32	This bond could allow for improvements to technology infrastructure that is used to support modern teaching and learning to prepare students for jobs in today's high-tech economy.	35%	21%	62%	32%	6%	+30%
Q33	This bond could allow for the purchase of electronic teaching and learning devices in order to provide every student with an electronic learning device.	27%	27%	53%	41%	6%	+12%

X: +6%
Y: +18%

X: +27%
Y: +39%

Q40. The district has 30 buses that are at or nearing the end of their useful life.
Which do you prefer...

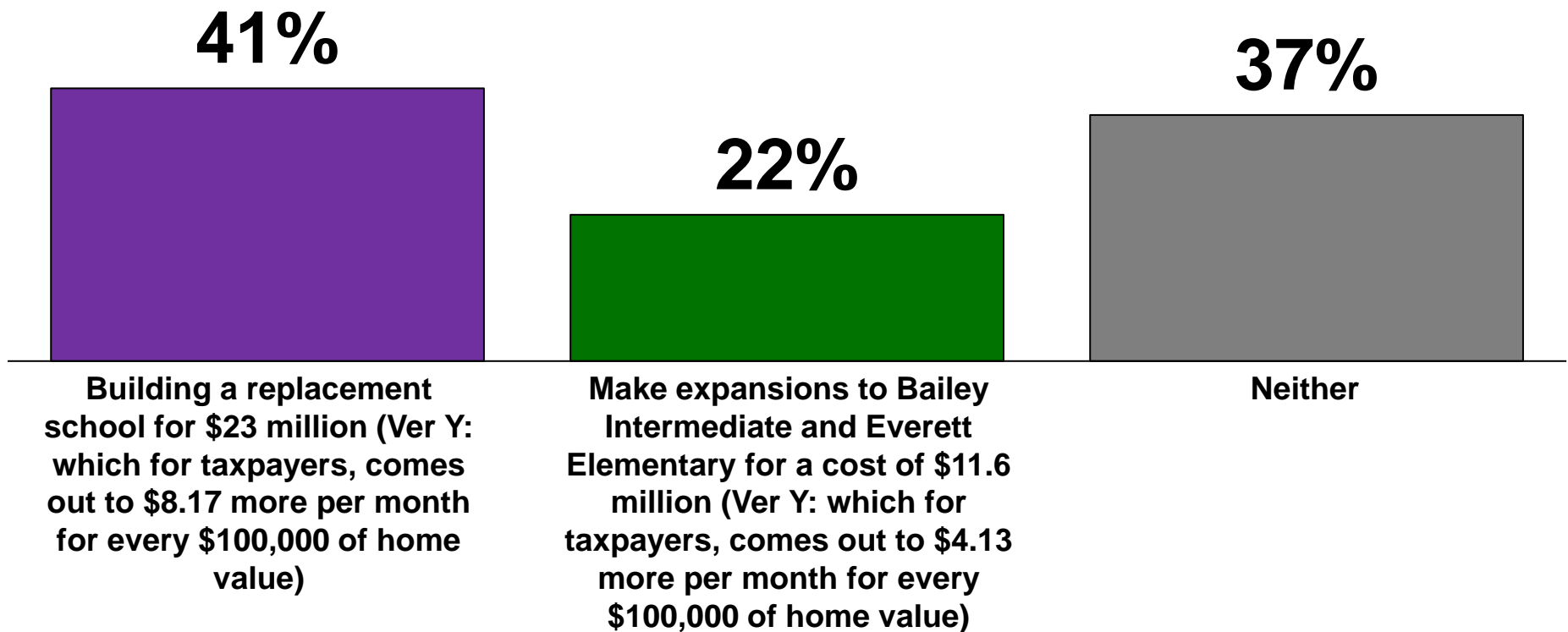


PLANS FOR HIGGINS

		Favor / Strongly	Oppose / Strongly	Total Favor	Total Oppose	Unsure	Net Impact
Q34	Do you favor or oppose tearing down Higgins Elementary School and building a new elementary school to replace it?	26%	30%	40%	41%	19%	0%
Q35	The foundation at Higgins Elementary School is cracked and breaking away from support piers, and engineer studies have determined it is structurally deficient and failing. (Ver Y: In parts of the buildings the floor is sloping so much that furniture is leveled out using wood shims.) It's not feasible to fix the foundation without tearing down most of the school, which would cost almost as much as building a new school. Knowing this, do you favor or oppose tearing down Higgins Elementary School and building a new elementary school to replace it?	37%	19%	60%	30%	10%	+30%
Q36	At this time the Higgins Elementary School building is still rated as safe for students and teachers but conditions will continue to (Ver Y: rapidly) deteriorate. Building a new school now will ensure the district is able to continue to keep kids in safe classrooms in the future. Knowing this, do you favor or oppose tearing down Higgins Elementary School and building a new elementary school to replace it?	35%	23%	57%	34%	8%	+23%
Q37	Under the district's plan, a Higgins ES replacement school could be built large enough to also serve the Everett ES students. This would allow Everett to be re-purposed as the Intermediate School, which would then allow for tearing down Bailey IS, which is also in need of major repair. All these projects would work together as part of a plan that would: (1) save the district from making continual and costly repairs to old school buildings with limited remaining life spans, (2) consolidate schools, which also lowers operating costs, and (3) put the district on a path towards making all elementary schools grades Pre-K through 5th. Do you favor or oppose this plan?	35%	24%	56%	33%	11%	+22%
Q38	Another solution to structural issues at Higgins ES would be to tear it down and make expansions at Everett ES and Bailey IS to make room for the Higgins ES students. This plan would be cheaper than building a replacement school, but instead of providing students with a new campus, it would invest over \$10 million into buildings that are three and four decades old. (Ver Y: This will also prevent the district from working towards making consistent grade alignments among their elementary schools.) Do you favor or oppose this plan?	10%	36%	30%	56%	14%	-26%

Q39. Having read more about it, which one of the following do you most prefer as a solution for replacing Higgins Elementary School?

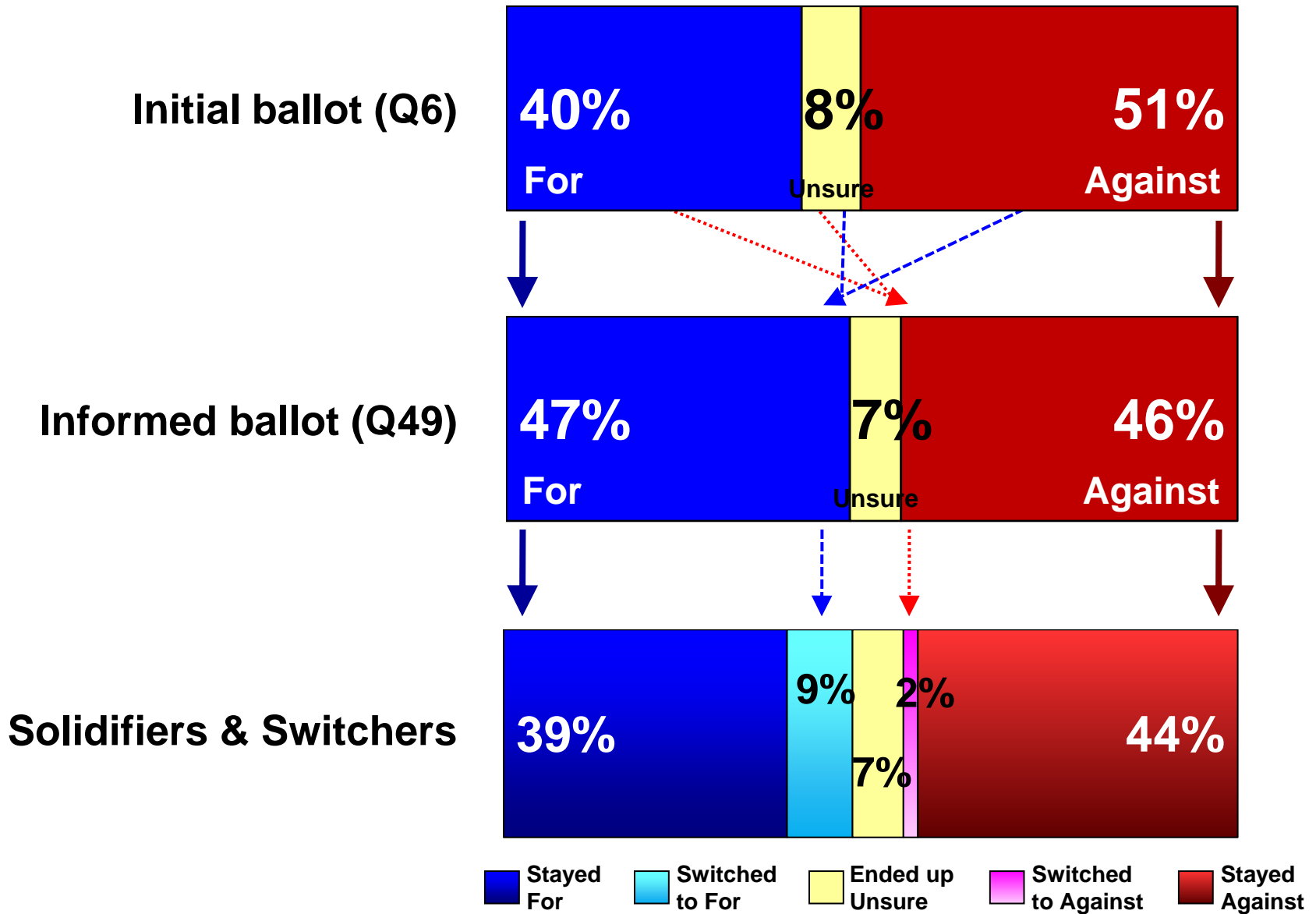
Note: There was no difference between Version X and Version Y.



OTHER MESSAGE STATEMENTS

<i>Does this information make you favor or oppose a bond package?</i>		Favor / Strongly	Oppose / Strongly	Total Favor	Total Oppose	Unsure	Net Impact
Q41	An advisory committee of citizens, teachers, parents, and local leaders met over the course of several months to evaluate the needs of the district, and any bond proposal will include their recommendations.	33%	29%	52%	39%	8%	+13%
Q42	Existing state law freezes property tax rates of homeowners sixty-five years of age or older. Seniors who file their exemption will not have to pay any additional taxes associated with this bond.	38%	29%	52%	39%	9%	+13%
Q43	Because construction costs increase each year with inflation and because interest rates are at an all-time low, this bond could save money because it is cheaper to address needs now.	35%	29%	57%	37%	6%	+20%
Q44	While bond funds will be spent according to needs, all students will benefit from it.	35%	29%	54%	37%	8%	+17%
Q45	Currently North Lamar ISD taxpayers pay one of the lowest school property rates in the area. If the bond passed, the tax rate would still be lower than many others.	32%	31%	50%	41%	9%	+9%
Q46	The district currently has no debt.	33%	28%	54%	37%	8%	+17%
Q47	The district has not made a significant investment in its academic facilities since 1995.	33%	30%	52%	39%	10%	+13%
Q48	While neighboring school districts have utilized bonds to make improvements to their schools, North Lamar ISD has not had a bond in over a decade.	31%	31%	51%	41%	8%	+10%

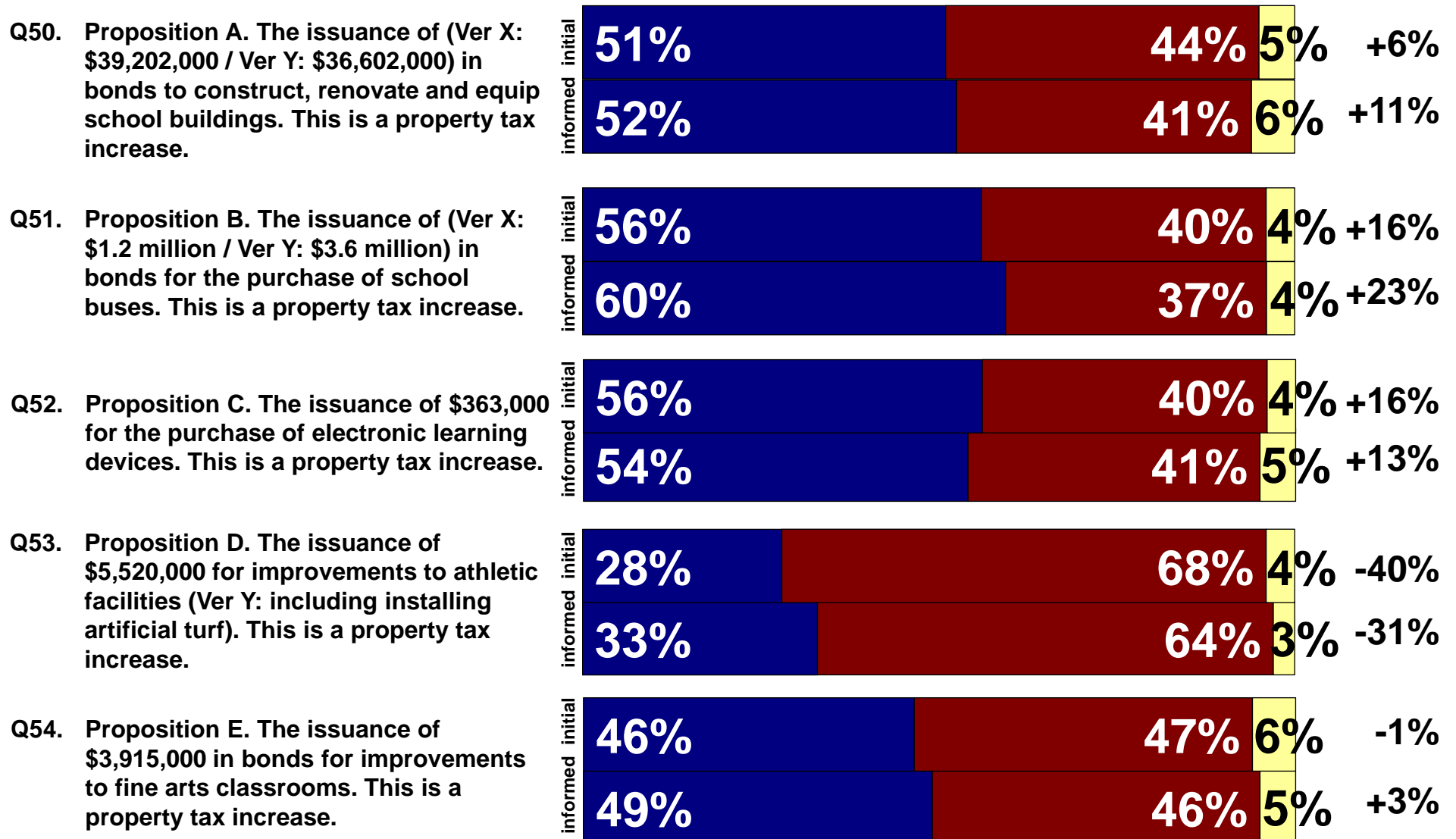
COMPARISON OF INITIAL & INFORMED BALLOT



And, please indicate if you would vote for or against each of the following propositions.

For
 Against
 Unsure

Net Favor



INFORMED BALLOTS BY VOTER GROUPS

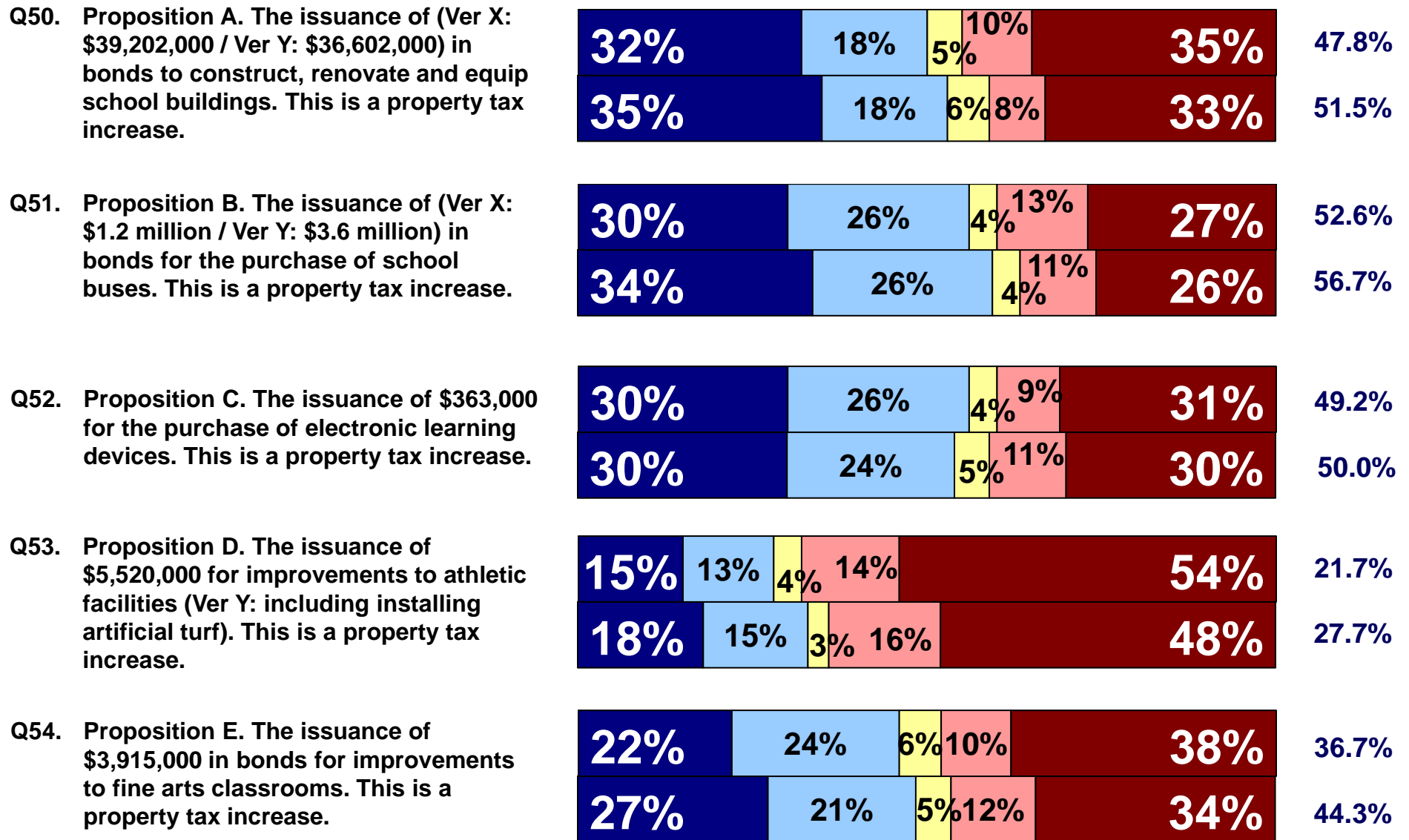
		Q50 - Proposition A. The issuance of (Ver X: \$39,202,000 / Ver Y: \$36,602,000) in bonds to construct, renovate and equip school buildings. This is a property tax increase.		Q51 - Proposition B. The issuance of (Ver X: \$1.2 million / Ver Y: \$3.6 million) in bonds for the purchase of school buses. This is a property tax increase.		Q52 - Proposition C. The issuance of \$363,000 for the purchase of electronic learning devices. This is a property tax increase.		Q53 - Proposition D. The issuance of \$5,520,000 for improvements to athletic facilities (Ver Y: including installing artificial turf). This is a property tax increase.		Q54 - Proposition E. The issuance of \$3,915,000 in bonds for improvements to fine arts classrooms. This is a property tax increase.	
	Base	TOTAL FOR	TOTAL AGNT	TOTAL FOR	TOTAL AGNT	TOTAL FOR	TOTAL AGNT	TOTAL FOR	TOTAL AGNT	TOTAL FOR	TOTAL AGNT
Total	401	52%	41%	60%	37%	54%	41%	33%	64%	49%	46%
SCPARENT - Parent of an NLISD Student											
Parent	63	72%	22%	74%	21%	74%	23%	59%	36%	67%	27%
Non-parent	338	49%	45%	57%	40%	51%	44%	28%	69%	45%	49%
RAGE35 - Age											
18-34	37	82%	16%	75%	22%	71%	23%	53%	44%	73%	22%
35-44	35	68%	30%	70%	29%	78%	21%	50%	49%	59%	35%
45-54	58	44%	49%	52%	43%	52%	44%	30%	65%	42%	53%
55-64	93	53%	40%	58%	38%	51%	42%	37%	59%	45%	49%
65+	178	46%	46%	58%	39%	49%	47%	23%	73%	46%	49%
RR2 - Vote in local elections?											
All	221	49%	45%	58%	39%	52%	44%	32%	65%	47%	48%
Most	127	52%	41%	57%	39%	54%	41%	34%	62%	48%	45%
Some - None	54	68%	27%	71%	27%	64%	30%	34%	64%	56%	41%

Support is highest among those who say they usually vote in only some-none of local elections.

And, please indicate if you would vote for or against each of the following propositions.

■ Strongly For
 ■ Somewhat For
 ■ Unsure
 ■ Somewhat Against
 ■ Strongly Against

Strongly %
extrapolated
into % FOR



Correlation Scores

		Total Sample (N=401)	Parent (n=63)	Non-Parent (n=338)
Q21	Repairs and new classrooms constructed through this bond will result in more modern learning environments that are more comparable with other districts in the region.	1.0	6.5	0.6
Q22	This bond will allow for improvements to school buildings which will increase energy efficiency and lower operating costs. (Ver Y: Currently the district's four elementary schools have different grade alignments and some students change schools three times before they get to middle school.) This bond could allow the district to create more consistent grade alignments in their elementary schools and lessen school transitions for students.	2.7	24.0	1.8
Q23		0.2	6.4	0.1
Q24	This bond could allow for maintenance and repair of school buildings such as upgraded HVAC, roofing, flooring, electrical, plumbing, drainage, and mechanical systems.	0.7	3.8	0.8
Q25	The average age of the district's school buildings is 39 years. This bond addresses age-related issues of these buildings and provides students with more adequate schools.	1.5	6.4	1.2
Q26	The bond could allow for improvements to school safety and security such as updated fire alarms, perimeter fencing, surveillance cameras, and more secure entrances with visitor access control systems.	0.8	1.6	0.7
Q27	Improvements made to elementary schools in this bond could allow the district to expand Pre-K for four year olds.	0.1	6.6	-0.1
Q28	Just over one-third of high school students participate in fine arts. The current band hall is half the size of what is recommended and other fine arts programs lack adequate space as well. This bond would allow for construction of a new band hall and reconfiguring the existing band hall for shared used by theater, choir and band.	0.1	4.4	0.2
Q29	Each year, the district's bus fleet travels an average of 477,254 miles. Currently, 75% of the district's fleet is at or nearing the end of their 10 year life span. Just like old cars, these older buses are increasingly costly to repair and maintain. This bond could allow for the purchase of new buses (Ver Y: to help the district get caught up on their bus replacement schedule).	0.2	3.5	0.6
Q30	This bond could allow for resurfacing tracks at R.L. Maddox Stadium, repairing the high school gym floors, making upgrades to the indoor athletic facility, and addressing drainage issues at the baseball field.	-1.0	6.4	-0.9
Q31	This bond could allow for adding artificial turf to the high school football field, baseball field, and softball field, which will save millions of gallons of water a year and allow for more use of these facilities.	-2.5	3.4	-2.7
Q32	This bond could allow for improvements to technology infrastructure that is used to support modern teaching and learning to prepare students for jobs in today's high-tech economy.	1.5	17.2	0.7
Q33	This bond could allow for the purchase of electronic teaching and learning devices in order to provide every student with an electronic learning device.	1.1	3.4	0.8
Q34	Do you favor or oppose tearing down Higgins Elementary School and building a new elementary school to replace it?	0.0	2.1	-0.3
Q35	The foundation at Higgins Elementary School is cracked and breaking away from support piers, and engineer studies have determined it is structurally deficient and failing. (Ver Y: In parts of the buildings the floor is sloping so much that furniture is leveled out using wood shims.) It's not feasible to fix the foundation without tearing down most of the school, which would cost almost as much as building a new school. Knowing this, do you favor or oppose tearing down Higgins Elementary School and building a new elementary school to replace it?	2.2	4.0	2.4
Q36	At this time the Higgins Elementary School building is still rated as safe for students and teachers but conditions will continue to (Ver Y: rapidly) deteriorate. Building a new school now will ensure the district is able to continue to keep kids in safe classrooms in the future. Knowing this, do you favor or oppose tearing down Higgins Elementary School and building a new elementary school to replace it?	1.0	5.2	1.2
Q37	Under the district's plan, a Higgins ES replacement school could be built large enough to also serve the Everett ES students. This would allow Everett to be re-purposed as the Intermediate School, which would then allow for tearing down Bailey IS, which is also in need of major repair. All these projects would work together as part of a plan that would: (1) save the district from making continual and costly repairs to old school buildings with limited remaining life spans, (2) consolidate schools, which also lowers operating costs, and (3) put the district on a path towards making all elementary schools grades Pre-K through 5th. Do you favor or oppose this plan?	0.2	2.2	0.4
Q38	Another solution to structural issues at Higgins ES would be to tear it down and make expansions at Everett ES and Bailey IS to make room for the Higgins ES students. This plan would be cheaper than building a replacement school, but instead of providing students with a new campus, it would invest over \$10 million into buildings that are three and four decades old. (Ver Y: This will also prevent the district from working towards making consistent grade alignments among their elementary schools.) Do you favor or oppose this plan?	-0.9	-1.8	-0.6
Q41	An advisory committee of citizens, teachers, parents, and local leaders met over the course of several months to evaluate the needs of the district, and any bond proposal will include their recommendations.	0.5	2.9	0.3
Q42	Existing state law freezes property tax rates of homeowners 65 years of age or older. Seniors who file their exemption will not have to pay any additional taxes associated with this bond.	2.6	3.4	1.4
Q43	Because construction costs increase each year with inflation and because interest rates are at an all-time low, this bond could save money because it is cheaper to address needs now.	0.9	1.8	0.7
Q44	While bond funds will be spent according to needs, all students will benefit from it.	2.0	7.1	1.5
Q45	Currently North Lamar ISD taxpayers pay one of the lowest school property rates in the area. If the bond passed, the tax rate would still be lower than many others.	2.4	13.8	0.4
Q46	The district currently has no debt.	1.1	4.6	0.7
Q47	The district has not made a significant investment in its academic facilities since 1995.	2.1	3.4	1.3
Q48	While neighboring school districts have utilized bonds to make improvements to their schools, North Lamar ISD has not had a bond in over a decade.	1.5	14.3	0.3

MESSAGE MATRIX

This bond will allow for improvements to school buildings which will increase energy efficiency and lower operating costs (Q22).

While bond funds will be spent according to needs, all students will benefit from it (Q44).

Total Sample

Existing state law freezes property tax rates of homeowners 65 years of age or older. Seniors who file their exemption will not have to pay any additional taxes associated with this bond (Q42).

Currently North Lamar ISD taxpayers pay one of the lowest school property rates in the area. If the bond passed, the tax rate would still be lower than many others (Q45).

The foundation at Higgins Elementary School is cracked and breaking away from support piers, and engineer studies have determined it is structurally deficient and failing. (Ver Y: In parts of the buildings the floor is sloping so much that furniture is leveled out using wood shims.) It's not feasible to fix the foundation without tearing down most of the school, which would cost almost as much as building a new school. Knowing this, do you favor or oppose tearing down Higgins Elementary School and building a new elementary school to replace it (Q35)?

The district has not made a significant investment in its academic facilities since 1995 (Q47).

Parents

This bond could allow for improvements to technology infrastructure that is used to support modern teaching and learning to prepare students for jobs in today's high-tech economy (Q32).

While neighboring school districts have utilized bonds to make improvements to their schools, North Lamar ISD has not had a bond in over a decade (Q48).

Currently North Lamar ISD taxpayers pay one of the lowest school property rates in the area. If the bond passed, the tax rate would still be lower than many others (Q45).

Improvements made to elementary schools in this bond could allow the district to expand Pre-K for four year-olds (Q27).

Non-Parents

The foundation at Higgins Elementary School is cracked and breaking away from support piers, and engineer studies have determined it is structurally deficient and failing. (Ver Y: In parts of the buildings the floor is sloping so much that furniture is leveled out using wood shims.) It's not feasible to fix the foundation without tearing down most of the school, which would cost almost as much as building a new school. Knowing this, do you favor or oppose tearing down Higgins Elementary School and building a new elementary school to replace it (Q35)?

Existing state law freezes property tax rates of homeowners 65 years of age or older. Seniors who file their exemption will not have to pay any additional taxes associated with this bond (Q42).

The district has not made a significant investment in its academic facilities since 1995 (Q47).

At this time the Higgins Elementary School building is still rated as safe for students and teachers but conditions will continue to (Ver Y: rapidly) deteriorate. Building a new school now will ensure the district is able to continue to keep kids in safe classrooms in the future. Knowing this, do you favor or oppose tearing down Higgins Elementary School and building a new elementary school to replace it? (Q36).

CONCLUSIONS

1

A majority of respondents have a positive impression of the district (64%) and a majority rate the quality of education as excellent or good (58%).

2

A majority of respondents rate the condition of school buildings as fair or poor (58%).

3

Initially, 40% are for and 51% are against to a bond package of \$50 million. After hearing more about it, 47% are for and 46% are against.

4

Initially, respondents are split on tearing down and rebuilding Higgins (40% for / 41% against). But, after learning more about it in Q35, support for rebuilding is 2-1 (60% for / 30% against).

5

Higher levels of support are seen on a few specific props tested, with a majority supporting Props A (52%), B (60%), and C (54%) on the informed tests.