



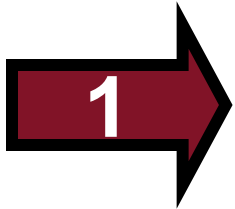
NORTHWEST ISD SURVEY

November 29 – December 1, 2022

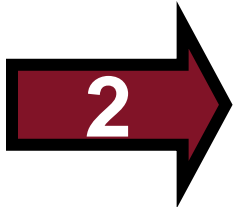
N = 400 respondents

margin of error: \pm 4.9%

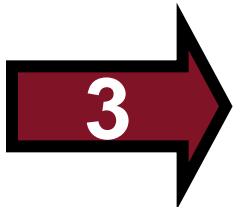
OBJECTIVES



To measure *initial* levels of support for various bond proposals and determine voter preference for a total amount of a bond package.

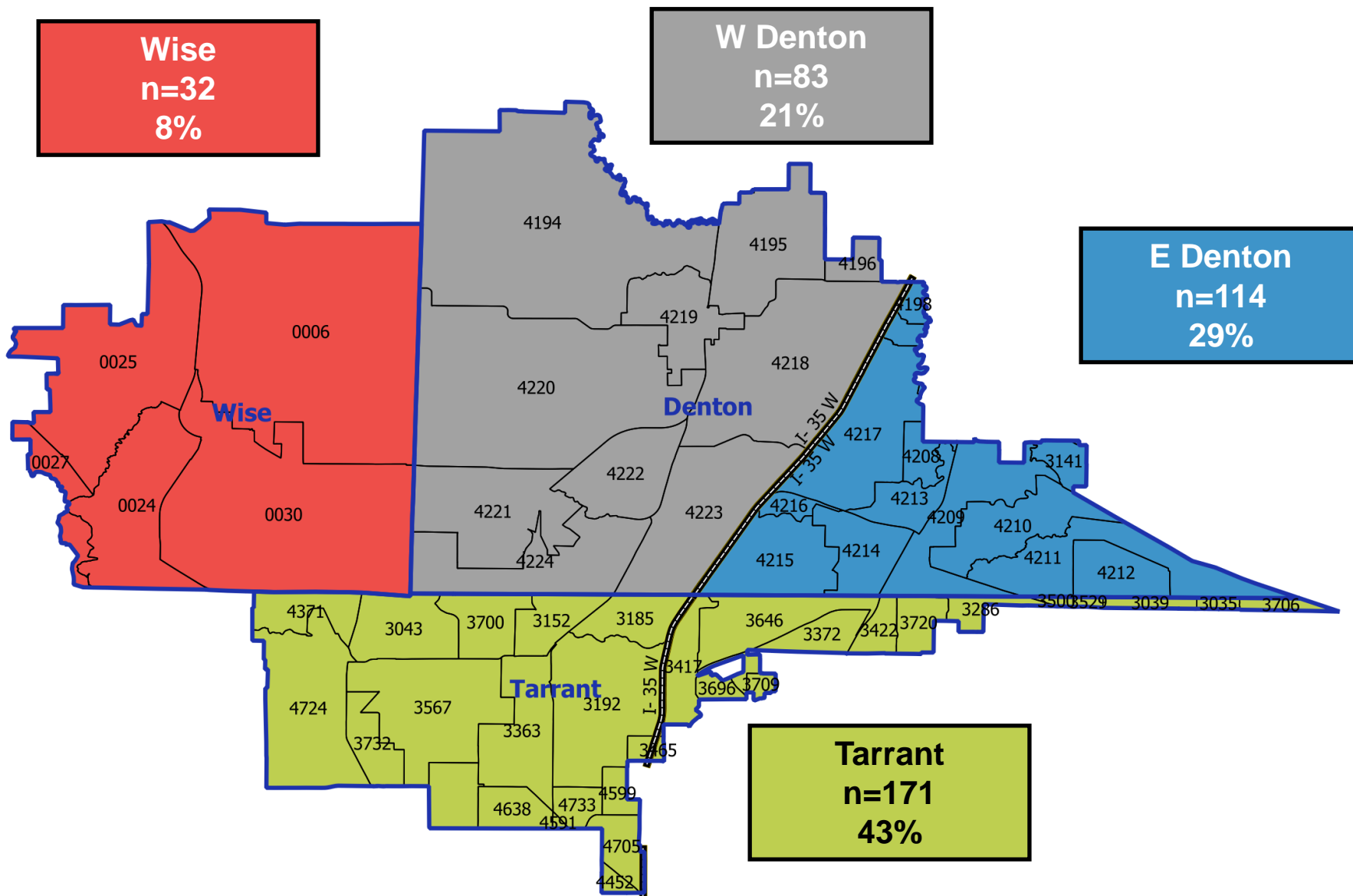


To test the favorability of potential bond projects and the impact of additional information about the bonds.



To measure *informed* levels of support for various bond proposals, after respondents learn more about them.

INTERVIEWS BY SAMPLE REGION

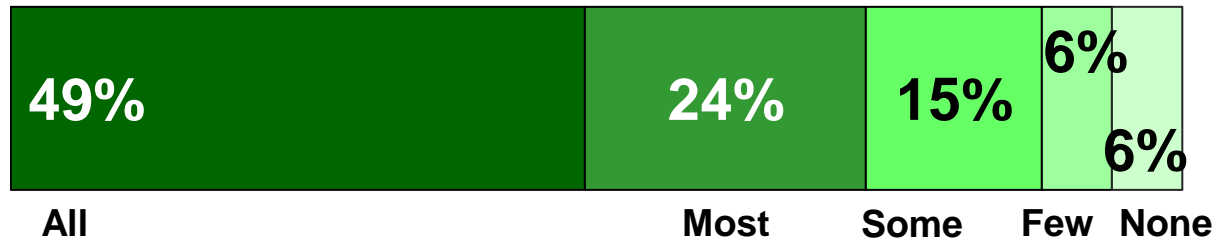


DEMOGRAPHICS

Comparison of Northwest ISD registered voter file versus the survey respondents:

	18-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65+ years
All registered	28%	22%	20%	15%	14%
Nov 2020	20%	23%	23%	18%	16%
Nov 2018	14%	20%	24%	21%	21%
May 2021	8%	24%	27%	19%	22%
Survey N=400	12%	22%	26%	20%	20%

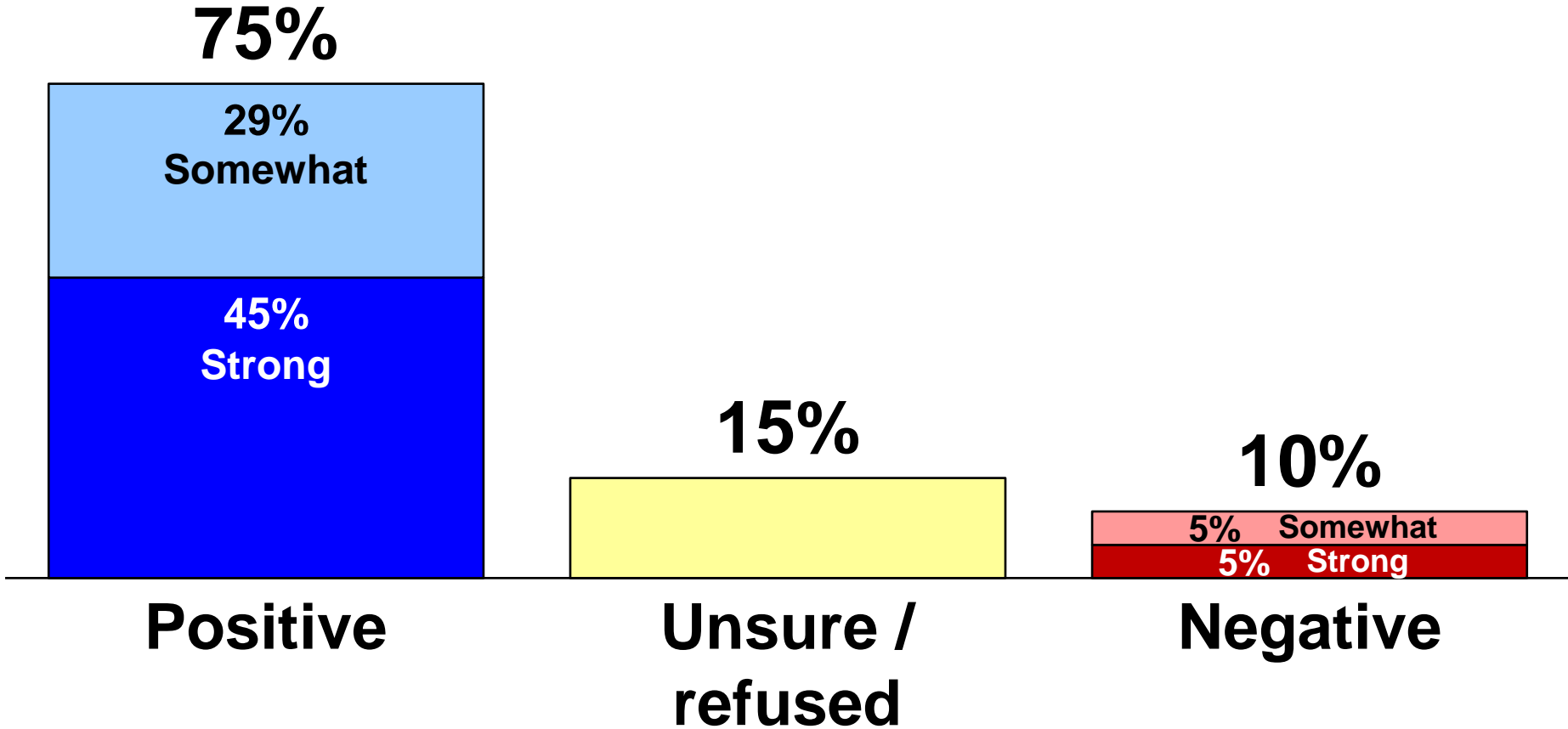
Q2. Thinking about local elections for a moment -- would you say that you vote in all, most, only some, very few, or none of the local elections dealing with bond issues, taxes and local development projects?



2016, 2018, and 2020 GE hist.	Voted 0 of last 3 GE	Voted 1 of last 3 GE	Voted 2 of last 3 GE	Voted 3 of last 3 GE
Registered Voters	26%	23%	18%	33%
Survey N=400	10%	16%	16%	58%

VIEW OF NORTHWEST ISD

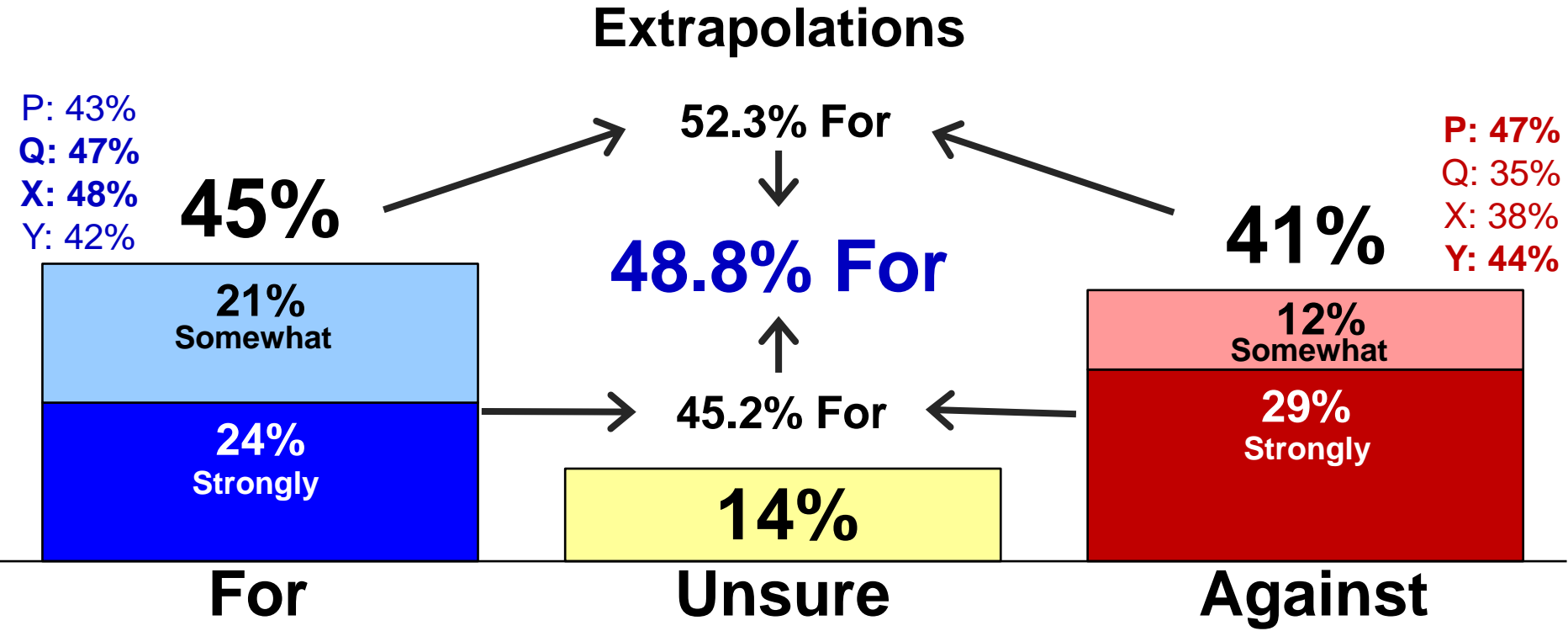
Q1. Do you have a positive or negative impression of the Northwest Independent School District?



GENERAL BOND

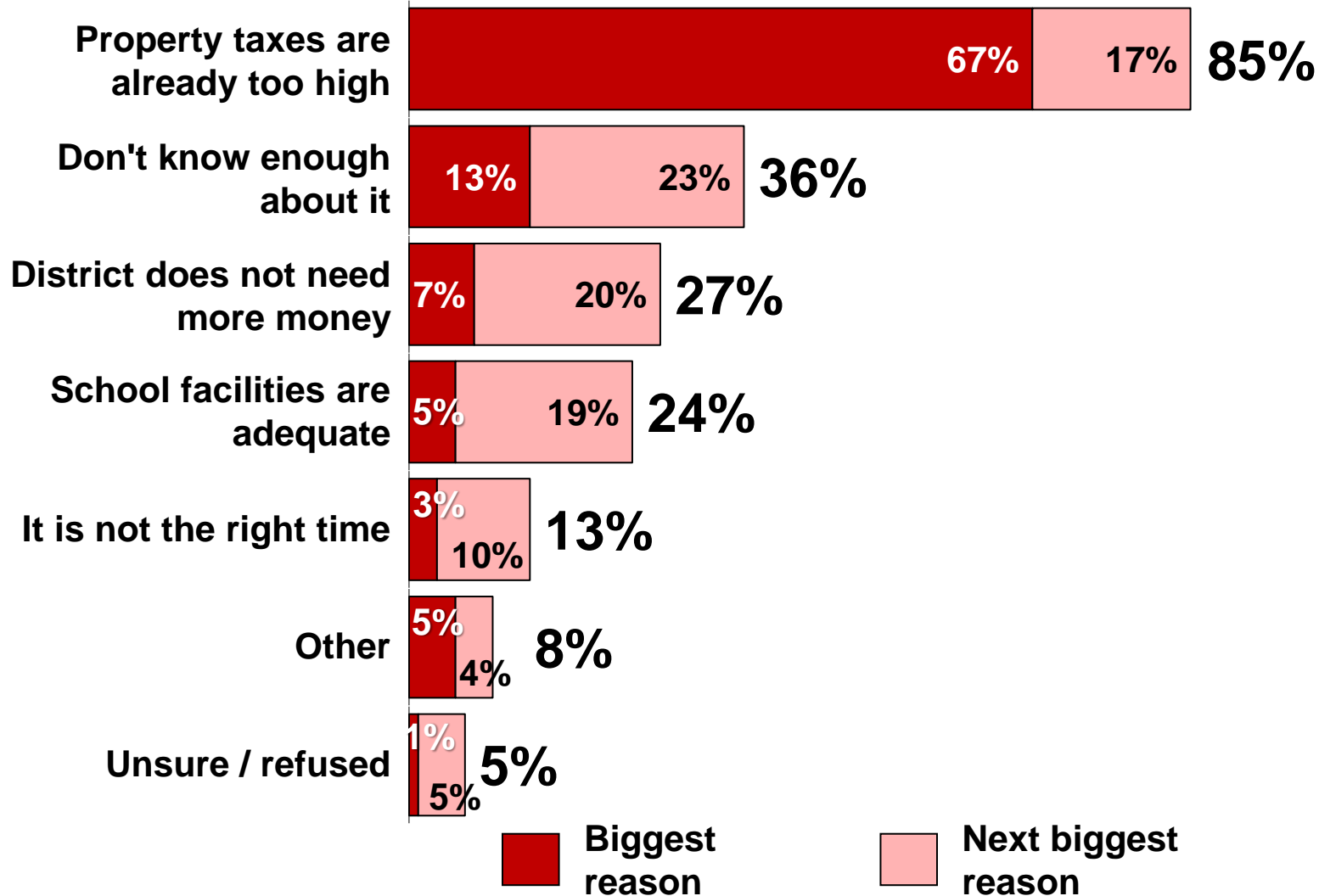
INITIAL BALLOT

Q3. Would you vote for or against the issuance of (**Ver X**: \$1.2 billion / **Ver Y**: \$1.7 billion) in bonds for school facilities, and the purchase of (**Ver P**: land and buses / **Ver Q**: land, buses, and vehicles), which is a property tax increase?



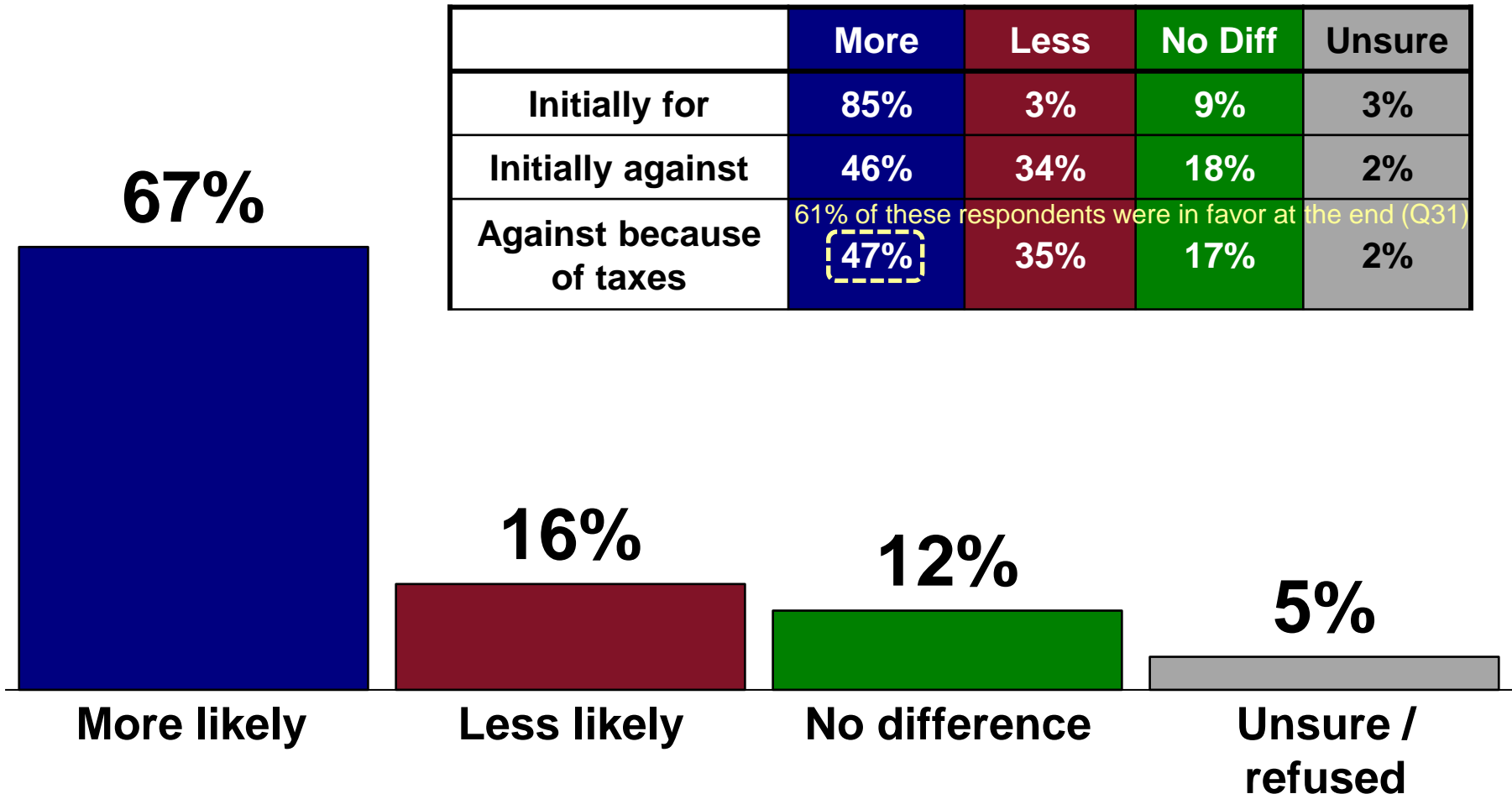
WHY AGAINST

Q4. Which one of the following is the biggest reason you would vote against this proposal?
(n=164)



TAX IMPACT

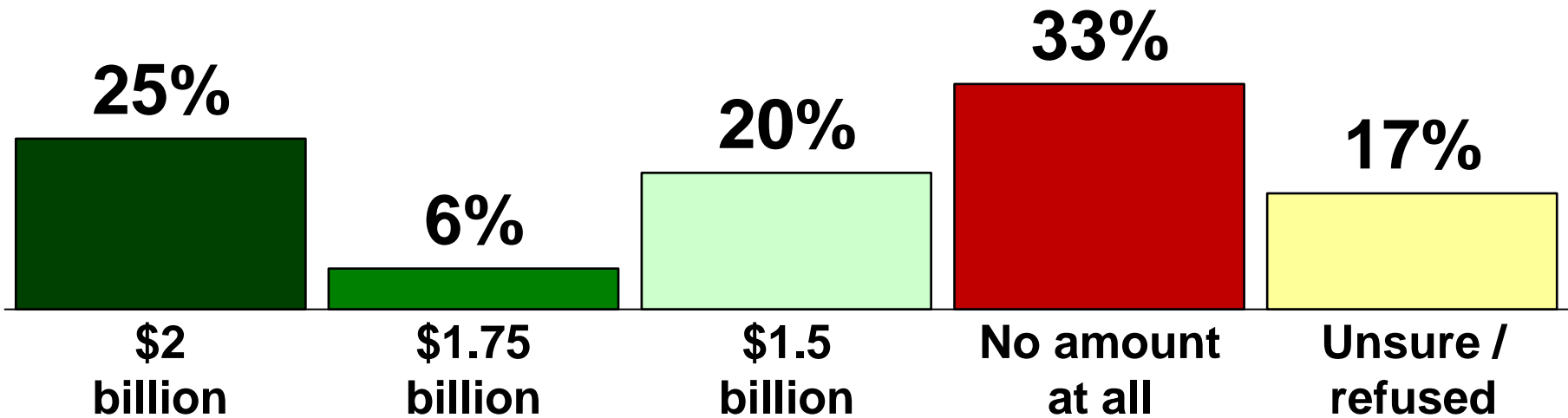
Q9. Northwest ISD can finance anywhere from \$1.5 billion to \$2 billion in bonds with a tax increase of only one-tenth of a penny. For the average home valued at \$450,000, this comes out to an extra \$4.50 per year in property taxes. Does this make you more likely or less likely to support bonds for Northwest ISD?



ASSESSMENT OF BOND AMOUNT

Q10. What is the most dollars in bonds that you would be willing to support knowing that the tax impact would be one-tenth of a penny regardless of how much is passed?

	\$2 B	\$1.75 B	\$1.5 B	None	Unsure
Parents	33%	7%	17%	23%	20%
Non-Parents	19%	5%	22%	39%	15%



BOND PROJECTS AND ELEMENTS

Now I am going to read you some projects that would be included in a potential bond package for Northwest ISD. For each item I read, please tell me if you strongly favor, somewhat favor, somewhat oppose or strongly oppose that project.		Total Favor	Total Oppose	Depends / Unsure
Q11	Northwest ISD expects to add over 6,600 students over the next three years, enough to fill a new high school, a new middle school, and three new elementary schools. This bond will allow the district to construct several new schools needed for growth including the district's fourth High School.	77%	19%	4%
Q12	Northwest ISD ranks first in the DFW area for new homes, with 4,500 new homes sold last year, and there are 30,000 future residential lots platted across the district. With families continuing to move into the area, this bond allows the district to plan ahead to help alleviate overcrowding.	74%	21%	5%
Q13	Northwest ISD has been one of the fastest growing districts in the state and has been able to manage growth through a series of strategic bond proposals. This bond is the next step to (Ver P: keep up with growth / Ver Q: ensure every child has a seat in the classroom).	74%	20%	6%
Q14	The district recently tripled the number of portables to accommodate many schools that are over capacity, and more portables will be needed to address growth if no new schools are built. This bond would reduce the reliance on portables.	74%	20%	6%
Q15	One element would allow for renovations to older campuses to bring the learning environment to the district's newest standards, including flexible collaboration spaces for students to work in groups and have more hands-on learning.	77%	18%	5%
Q16	This bond would allow for maintenance and repair of school buildings such as upgraded H-VAC, roofing, electrical, plumbing, security cameras, and other security infrastructure to keep schools safe and in good condition as they age.	82%	14%	4%
Q17	This bond could allow for relocating the transportation facility to a more efficient place on the central campus site to provide buses with their own access in order to improve traffic flow for parents, students and staff entering and exiting Texan Drive.	74%	21%	5%
Q18	The bond will allow for the purchase of additional buses to cover new routes and accommodate a growing number of students.	79%	17%	4%
Q19	This bond would allow for construction of a second Ag Barn that will meet the needs of a growing program, allow more students to participate and lessen drive time for students.	74%	21%	4%
Q20	The bond would allow for improvements for fine arts programs at older campuses such as upgrades to stages and other spaces and equipment for art, music, and theater programs (Ver X: bringing them to a similar standard as newer schools in the district / Ver Y: ensuring comparable facilities and programs for students across the district).	77%	20%	4%
Q21	The district's high schools have outgrown their main gyms, baseball and softball fields, as there is not enough spectator seating for schools their size. The bond could allow for expansion of spectator seating at these facilities to be more appropriate for 6A high schools.	62%	34%	4%
Q22	The district now serves over 4,000 more high school students today than it did 10 years ago and certain fine arts spaces and athletic facilities are now undersized. The bond could provide for appropriate spaces for fine arts and athletics consistent with what other peer districts of similar size have.	68%	27%	4%
Q23	The bond could allow for improvements to CTE spaces at some campuses to create equity in program offerings for all district high schools.	66%	25%	10%

MORE INFORMATION

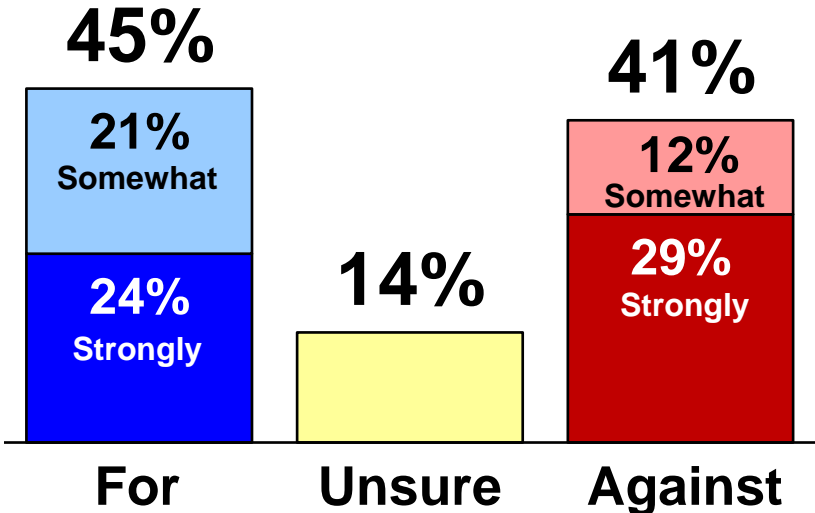
Now I would like to tell you some more information relating to these bond proposals under consideration. For each item I read, please tell me if that information makes you strongly favor, somewhat favor, somewhat oppose, or strongly oppose bonds for Northwest ISD.		Total Favor	Total Oppose	Depends / Unsure
Q24	A diverse steering committee of citizens, community leaders, campus staff, and parents met to study and prioritize the district's needs. The bond package is based on their recommendation	67%	25%	8%
Q25	Because of the rapid growth and rising property values, the district can finance this bond with one-tenth of one cent, which (Ver X: means the annual increase in property taxes for the average home will be less than the cost of a gallon of gas / Ver Y: equates to an additional 37.5 cents in property taxes per month for the average home).	72% X 70% Y 71%	23% 24% 24%	5%
Q26	While most districts pass bonds on 30-year terms, a majority of the district's debt only goes back 15 years and that is because the district has been paying its bonds and debt off ahead of schedule, saving over 200 million in tax dollars.	76%	18%	6%
Q27	The district's overall tax rate is the lowest it has been since 1993. Even if all bonds pass, it will still be at a 20-year low.	70%	23%	7%
Q28	Because construction costs increase each year, delaying projects makes them more expensive to complete in the future, so this bond will save taxpayer dollars by addressing needs now.	70%	25%	6%
Q29	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.	78%	17%	4%
Q30	By state law, all bonds must be spent on capital improvements and none of the bond funds can be used to increase teacher pay.	48%	46%	6%

GENERAL BOND

INITIAL BALLOT

Q3. Would you vote for or against the issuance of **(Ver X: \$1.2 billion / Ver Y: \$1.7 billion)** in bonds for school facilities, and the purchase of **(Ver P: land and buses / Ver Q: land, buses, and vehicles)**, which is a property tax increase?

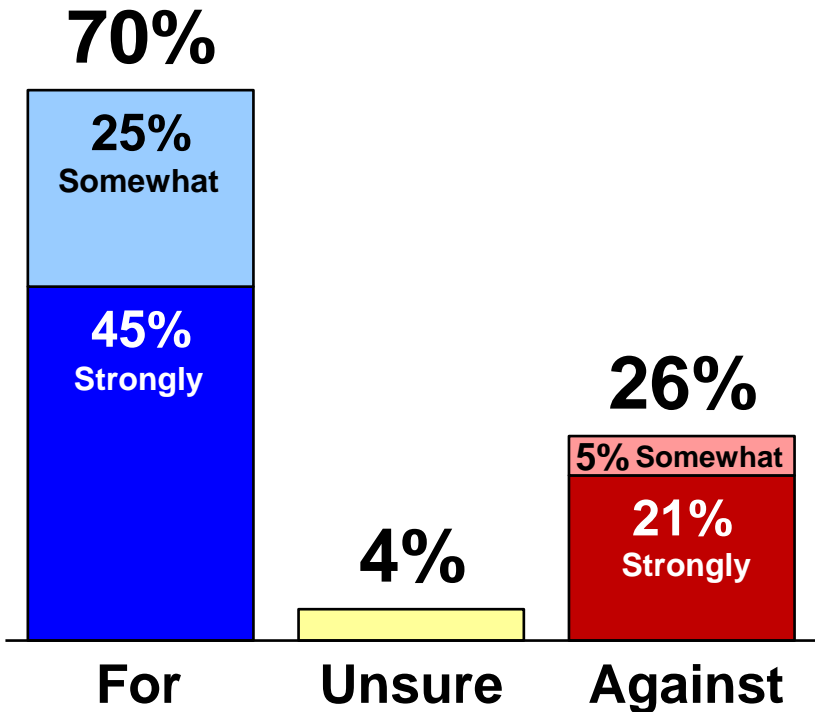
For		Agn
48%	\$1.2B	38%
42%	\$1.7B	44%



INFORMED BALLOT

Q31. Having heard more about it, would you vote for or against the issuance of **(Ver X: \$1.2 billion / Ver Y: \$1.7 billion)** in bonds for school facilities, and the purchase of **(Ver P: land and buses / Ver Q: land, buses, and vehicles)**, which is a property tax increase?

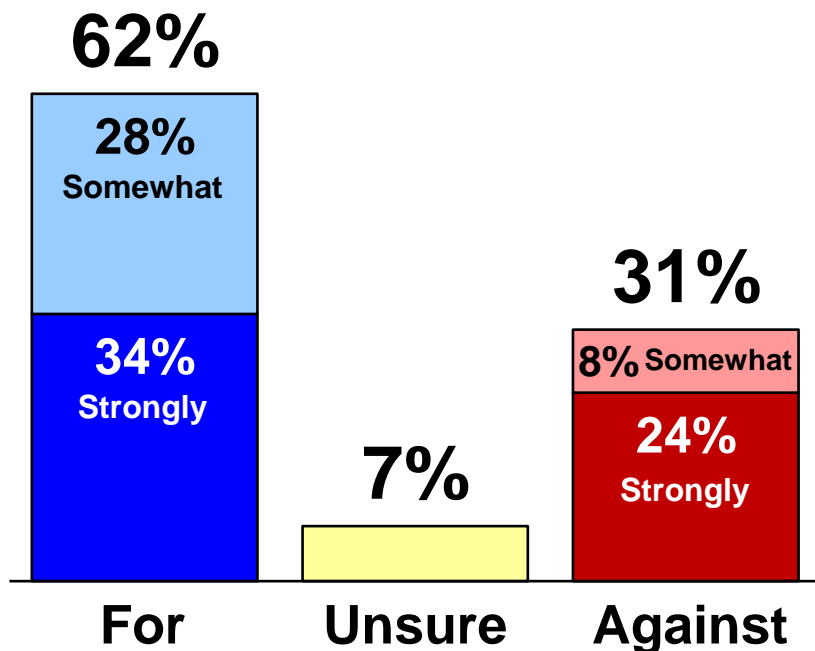
For		Ang
74%	\$1.2B	19%
66%	\$1.7B	32%



TECHNOLOGY BOND

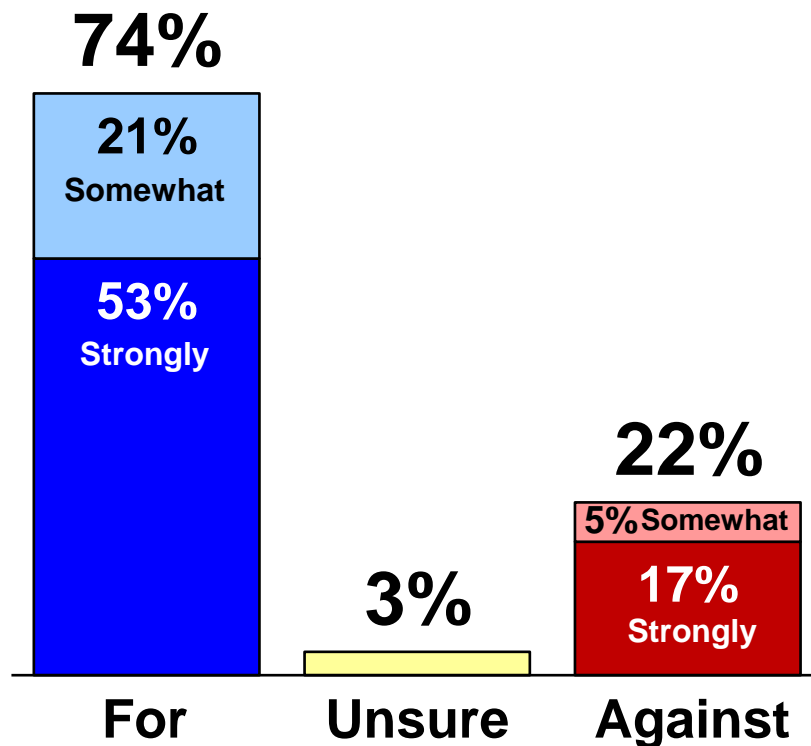
INITIAL BALLOT

Q5. Would you vote for or against the issuance of \$16 million in bonds for instructional technology, which is a property tax increase?



INFORMED BALLOT

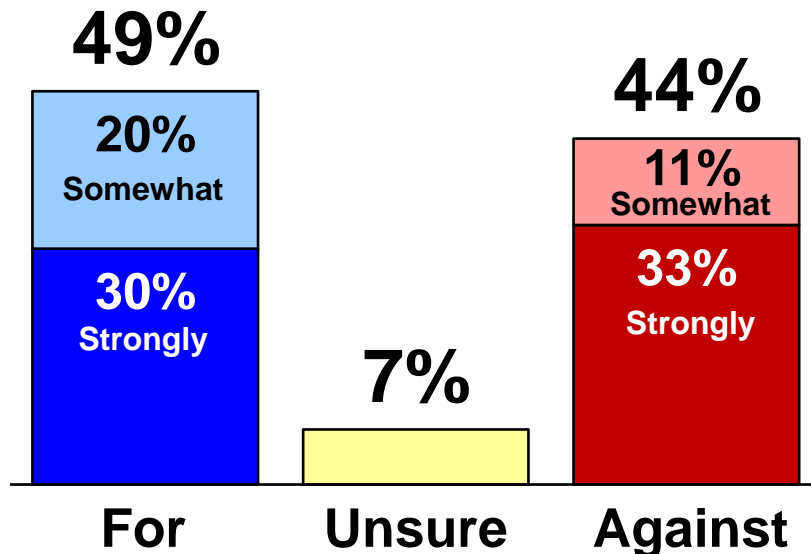
Q32. The bond for technology equipment would allow for classroom multimedia audio-visual equipment, one-to-one student devices, instructional software, and additional technology upgrades. Knowing this, would you vote for or against the issuance of \$16 million in bonds for technology equipment, which is a property tax increase?



PERFORMING & FINE ARTS CENTER BOND

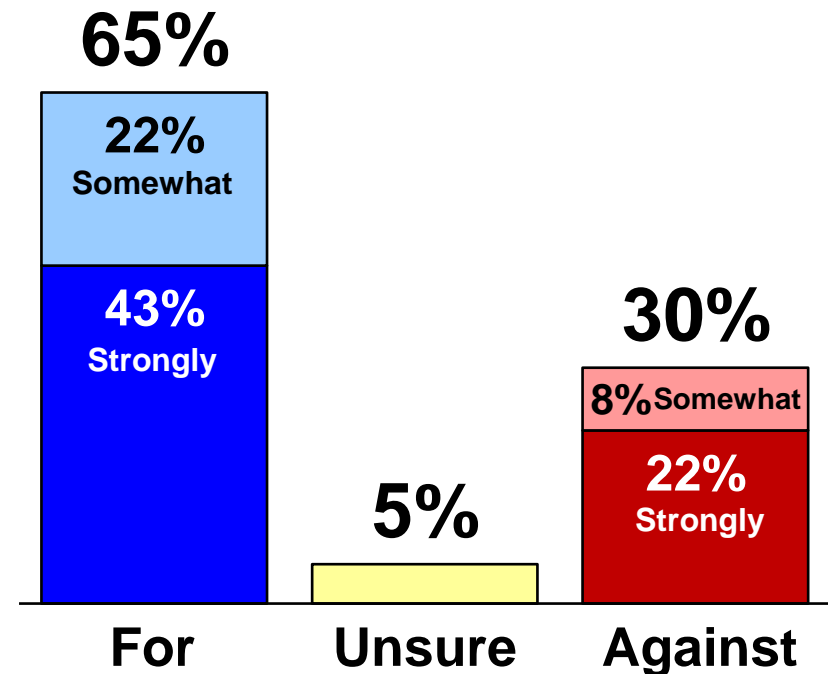
INITIAL BALLOT

Q6. Would you vote for or against the issuance of \$330 million in bonds for the construction and equipment of a districtwide performing and fine arts center, which is a property tax increase?



INFORMED BALLOT

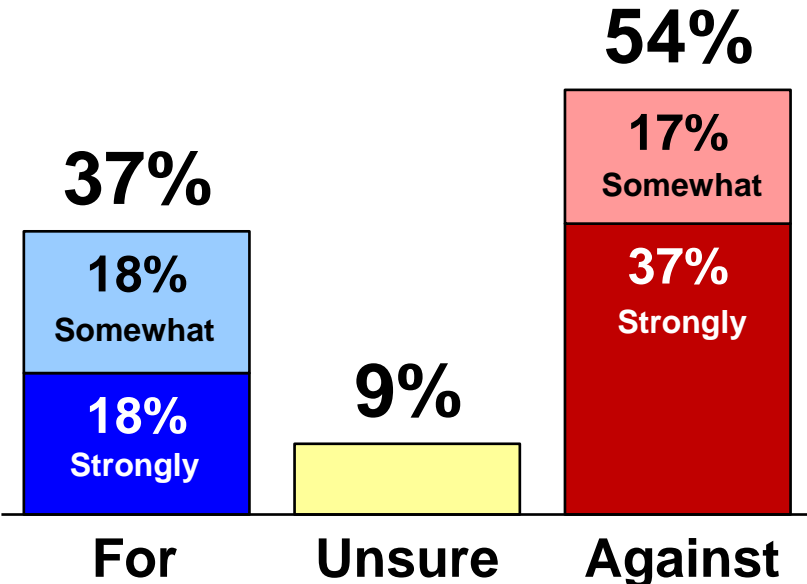
Q33. The fine arts auditoriums at the district's three high schools are undersized and parents and grandparents are regularly turned away from seeing their child or grandchild perform when they fill up. Additionally, these three auditoriums are shared by two middle schools and six elementary schools, creating scheduling challenges. A districtwide performing and fine arts center would accommodate larger audiences and give other schools greater access to the auditoriums at the high schools. Knowing this, would you vote for or against the issuance of \$330 million in bonds for construction of a performing and fine arts center, which is a property tax increase?



EVENT CENTER BOND

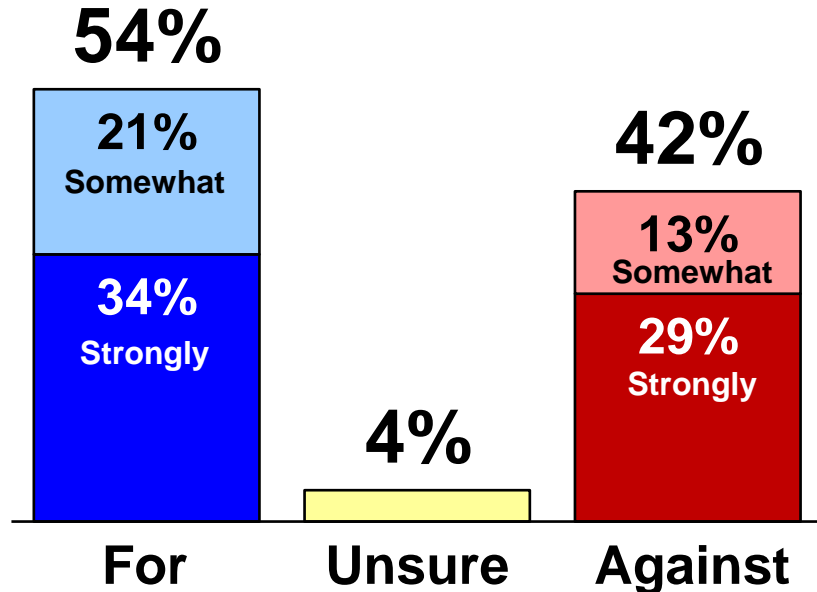
INITIAL BALLOT

Q7. Would you vote for or against the issuance of \$500 million in bonds for the construction and equipment of a districtwide event center, which is a property tax increase?



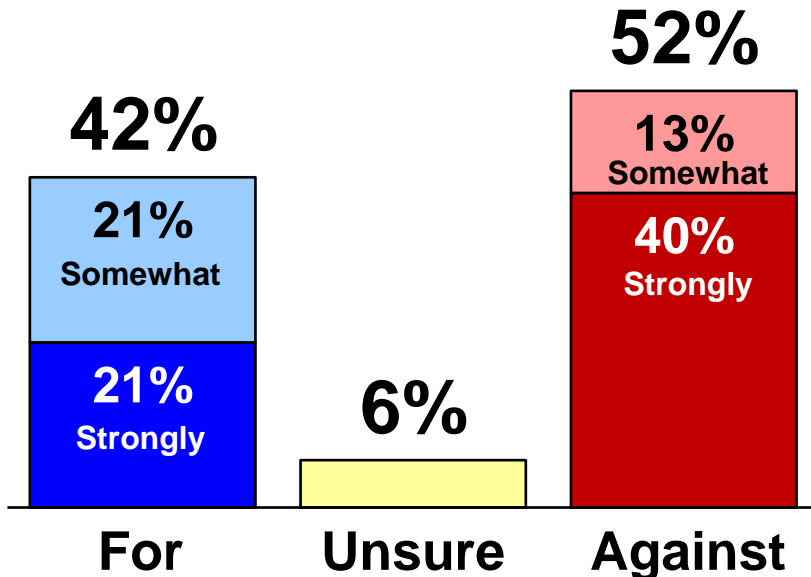
INFORMED BALLOT

Q34. A districtwide event center could be used for graduations and special events, athletic competitions, UIL academic meets, CTE exhibitions, professional development for teachers and staff, and could be leased for other uses. Knowing this, would you vote for or against the issuance of \$500 million in bonds for the construction and equipment of a districtwide event center, which is a property tax increase?






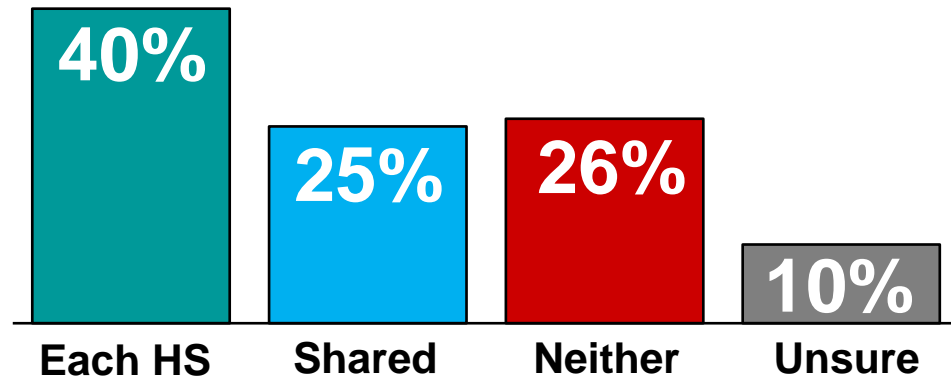
STADIUM BOND

Q8. Would you vote for or against the issuance of \$260 million in bonds to convert existing sub-varsity stadiums at Byron Nelson and Eaton High Schools into home varsity stadiums and provide a home varsity stadium at a future 4th high school, and also for updates to bleachers, concessions and the press box at Texan Field, the smaller secondary facility, which is a property tax increase?



Q35. The district's three high schools currently share one varsity competition stadium, and a fourth high school is needed within the next two years. Sharing one facility among this many schools means many games need to be played Thursdays and Saturdays, keeping students up past 11 at night on school nights and interfering with their studies. Nearly every district the size of Northwest ISD in the region has more than one competition stadium. Which option would you most prefer for stadiums in the district...

-  Construction of three smaller stadiums at each high school, for greater flexibility in scheduling games, eliminating the need to bus students to NISD stadium, and giving each high school a home stadium
-  Construction of a second, shared stadium to be on the site of the fourth high school
-  Or are you opposed to both options



PARENT & NON-PARENT BREAKOUTS

		Initial Ballot				Net Switch to For	Informed Ballot			
		Initial Total For	Initial Total Against	Intensity Net	Extrap. For		Initial Total For	Initial Total Against	Intensity Net	Extrap. For
GENEREL	Total	45%	41%	-5%	49%	24%	70%	26%	24%	71%
	Parent	57%	31%	14%	64%	25%	82%	15%	42%	84%
	Non-P	37%	49%	-17%	39%	25%	62%	34%	11%	61%
TECH	Total	62%	31%	10%	63%	12%	74%	22%	36%	76%
	Parent	76%	20%	27%	76%	12%	87%	10%	54%	90%
	Non-P	53%	40%	-1%	53%	13%	66%	31%	24%	67%
PERF. ARTS	Total	49%	44%	-3%	50%	17%	65%	30%	21%	67%
	Parent	55%	40%	12%	59%	20%	74%	22%	35%	78%
	Non-P	46%	47%	-14%	44%	14%	59%	36%	12%	60%
EVENT CENTER	Total	37%	54%	-19%	37%	16%	54%	42%	5%	55%
	Parent	46%	49%	-4%	47%	19%	65%	31%	19%	67%
	Non-P	31%	57%	-29%	30%	13%	47%	49%	-5%	48%

PARENT & NON-PARENT BREAKOUTS

		Initial Ballot				Informed Preference			
		Initial Total For	Initial Total Against	Intensity Net	Extrap. For	At each HS	Shared	Neither	Unsure
STADIUM	Total	42%	52%	-19%	40%	40%	25%	26%	10%
	Parent	49%	45%	-7%	48%	49%	24%	18%	9%
	Non-P	38%	58%	-28%	34%	34%	25%	31%	10%

CONCLUSIONS

1

NISD has a 75% positive, 10% negative image rating, including a 45% strong positive rating, a positive indicator heading into a bond election.

2

Two-thirds of respondents (67%) indicate they are more likely to support bonds knowing NISD can finance \$1.5B - \$2B with a rate increase of one-tenth of a penny. Respondents are split on a low-end bond package of \$1.5B vs high-end package of \$2B, while 33% are opposed to all amounts tested (\$2B - \$1.5B).

3

Initial ballot extrapolated “for” percentages are as follows:
49% General Prop, 63% Tech Prop, 50% Fine Arts Prop, 37% Event Center Prop, 40% Stadium Prop.

4

Informed ballot extrapolated “for” percentages are as follows:
71% General Prop, 76% Tech Prop, 67% Fine Arts Prop, and 55% Event Center Prop. In a preference question, 65% support stadiums (40% at each HS and 25% at a shared site).

5

The elements that correlate most with support of the general bond are found in Q11, Q13, Q16, Q25, Q27.

TOP FIVE BOND MESSAGES

Total Sample		Parents		Non-Parents	
Q11	Northwest ISD expects to add over 6,600 students over the next three years, enough to fill a new high school, a new middle school, and three new elementary schools. This bond will allow the district to construct several new schools needed for growth including the district's fourth High School.	Q11	Northwest ISD expects to add over 6,600 students over the next three years, enough to fill a new high school, a new middle school, and three new elementary schools. This bond will allow the district to construct several new schools needed for growth including the district's fourth High School.	Q12	Northwest ISD ranks first in the DFW area for new homes, with 4,500 new homes sold last year, and there are 30,000 future residential lots platted across the district. With families continuing to move into the area, this bond allows the district to plan ahead to help alleviate overcrowding.
Q13	Northwest ISD has been one of the fastest growing districts in the state and has been able to manage growth through a series of strategic bond proposals. This bond is the next step to (Ver P: keep up with growth / Ver Q: ensure every child has a seat in the classroom).	Q16	This bond would allow for maintenance and repair of school buildings such as upgraded H-VAC, roofing, electrical, plumbing, security cameras, and other security infrastructure to keep schools safe and in good condition as they age.	Q25	Because of the rapid growth and rising property values, the district can finance this bond with one-tenth of one cent, which (Ver X: means the annual increase in property taxes for the average home will be less than the cost of a gallon of gas / Ver Y: equates to an additional 37.5 cents in property taxes per month for the average home).
Q16	This bond would allow for maintenance and repair of school buildings such as upgraded H-VAC, roofing, electrical, plumbing, security cameras, and other security infrastructure to keep schools safe and in good condition as they age.	Q13	Northwest ISD has been one of the fastest growing districts in the state and has been able to manage growth through a series of strategic bond proposals. This bond is the next step to (Ver P: keep up with growth / Ver Q: ensure every child has a seat in the classroom).	Q15	One element would allow for renovations to older campuses to bring the learning environment to the district's newest standards, including flexible collaboration spaces for students to work in groups and have more hands-on learning.
Q25	Because of the rapid growth and rising property values, the district can finance this bond with one-tenth of one cent, which (Ver X: means the annual increase in property taxes for the average home will be less than the cost of a gallon of gas / Ver Y: equates to an additional 37.5 cents in property taxes per month for the average home).	Q15	One element would allow for renovations to older campuses to bring the learning environment to the district's newest standards, including flexible collaboration spaces for students to work in groups and have more hands-on learning.	Q18	The bond will allow for the purchase of additional buses to cover new routes and accommodate a growing number of students.
Q27	The district's overall tax rate is the lowest it has been since 1993. Even if all bonds pass, it will still be at a 20-year low.	Q18	The bond will allow for the purchase of additional buses to cover new routes and accommodate a growing number of students.	Q16	This bond would allow for maintenance and repair of school buildings such as upgraded H-VAC, roofing, electrical, plumbing, security cameras, and other security infrastructure to keep schools safe and in good condition as they age.