



TO: Interested Parties

FROM: Patinkin Research Strategies, LLC
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RE: Context for Hillsboro Bond Survey Slide Presentation

Date: April 20, 2017

1. On April 3-6 the Hillsboro Public Schools conducted a telephone survey of n=600 likely voters. The margin of error is +/- 4.0 percentage points at the 95% level of confidence.
2. The survey initially assessed support for a potential bond renewal at the current tax rate. Support is well within our usual measures of viability. What's more, after providing voters with a brief description of what the bond would fund, support increases to 68% "yes."
3. The survey was also designed to assess perceptions of the school district. Some of the most salient findings were that the district "needs to plan for the future" (80% net well), "many of its schools and facilities are aging and in need of repair" (69% net well), "it's schools are overcrowded (68% net well) and that the District "is doing a good job with limited resources" (68% net well).
4. Voters were also asked to determine how "important" it is to address various challenges facing District facilities. These included overcrowding, the need to conduct basic repairs, security, modernization and earthquake safety. Three-quarters or more found every challenge to be at least "somewhat important" for the District to address.
5. Lastly, voters were asked to determine the priority of various potential bond items. In every case, support exceeded a majority. Top testing items included:
 - o *Address needed repairs by replacing or repairing aging and leaking roofs, outdated plumbing and other necessary fixes (50% "very high" priority)*
 - o *Replace unsecured 40-year old temporary portable classrooms that are in poor condition with leaking roofs and aging heating and cooling systems with new permanent and secured classroom facilities (47% "very high" priority)*
 - o *Provide job training for every high school student by 2021 by adding and renovating space at existing high schools. This includes modern technology, labs and classrooms hosting updated programing for the fields of electrical engineering, computer science, agriculture, veterinary, early childhood education, health sciences technology, construction, welding, biotech, biomedical, culinary education and more (45% "very high" priority)*

- o *Expand access to up-to-date job training opportunities in partnership with Portland Community College and local employers such as Intel, giving students a head start on college and a career (45% “very high” priority)*



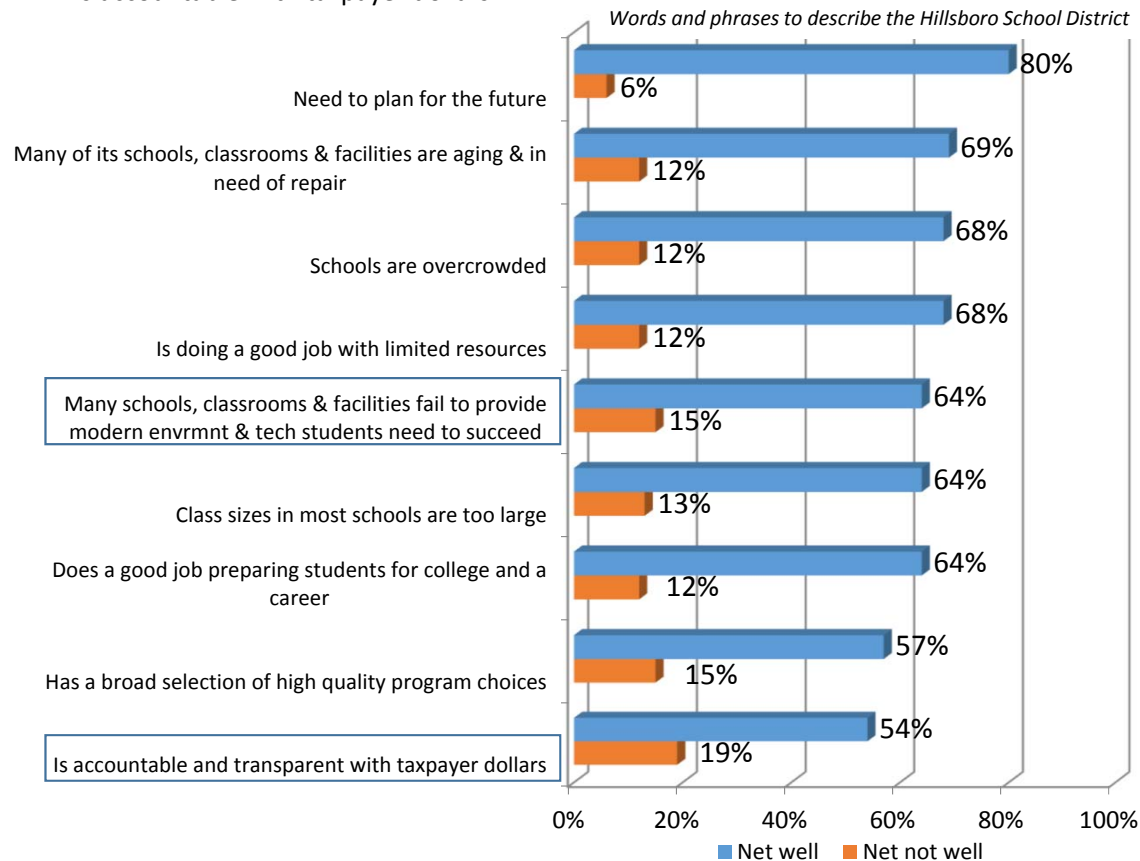
Where We Start



Voters believe the District needs to plan for future growth, address needed repairs and overcrowding



Based on modeling, voters will be more supportive of the bond and levy if they believe schools and students aren't being given the tools they need to succeed and that the District is accountable with taxpayer dollars.



% who say
"very well"

37%

34%

30%

13%

29%

28%

20%

17%

13%

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

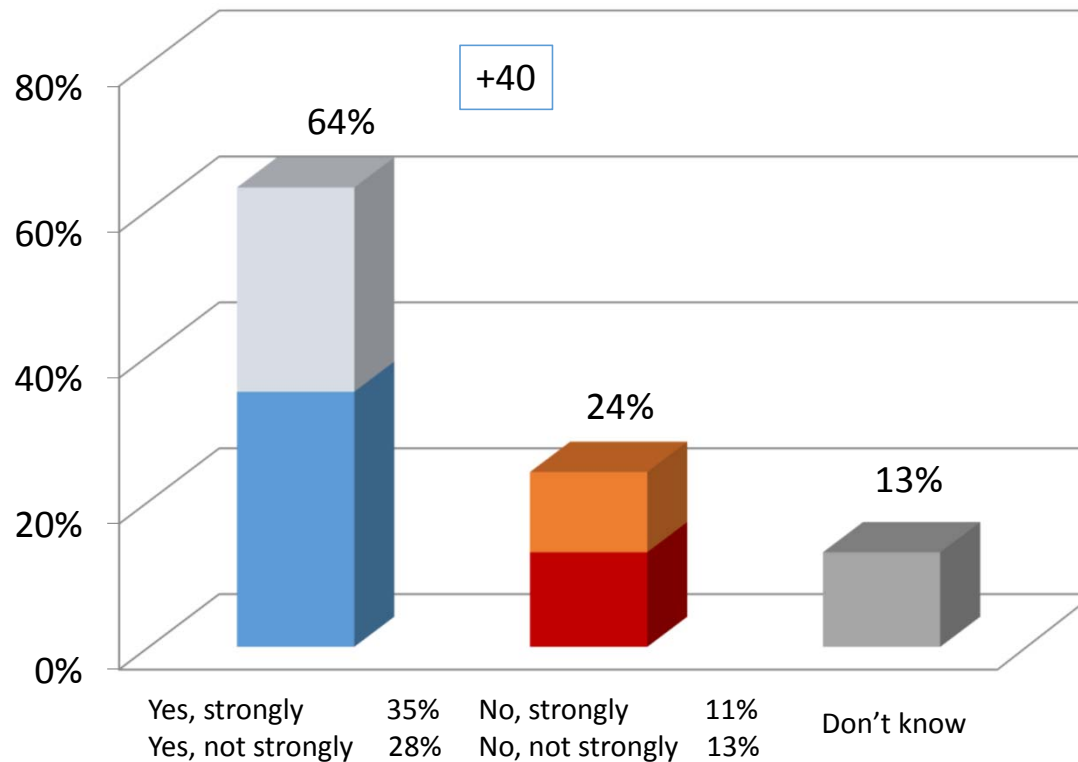


Perceptions of the Bond
Renewal

The bond renewal meets our usual measures of viability



Overall levels of support and opposition are in good stead. That said, we have some work to do shoring up strong support.

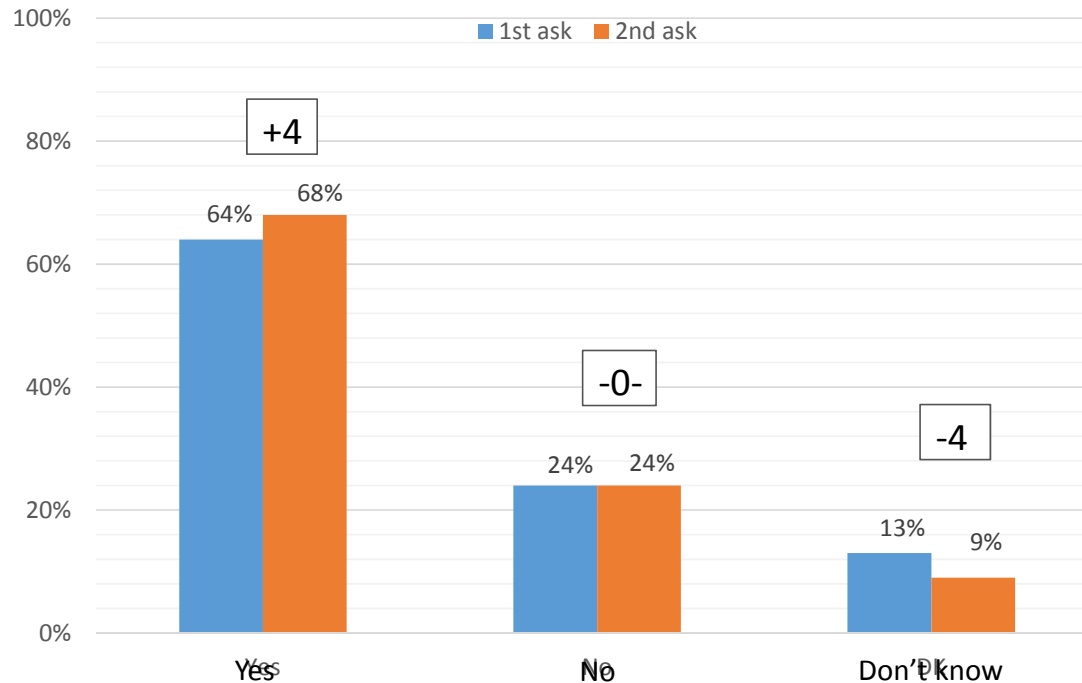


The District is considering a potential alternative to the bond measure we just discussed. This proposal would read: "Bonds to improve schools and classrooms, address safety, repairs, overcrowding. Shall district repair, construct, update schools, classrooms, issue \$407 million in general obligation bonds estimated to maintain current tax rate?" Having heard this, if the election were held today, would you vote "yes" or "no" on this bond measure?

There is a narrow increase in support when we make it clear that this option does not raise tax rate



Opposition holds steady.



To be clear, the bond measure we just discussed replaces other bonds that are about to expire. As a result, property owners in the District would not see any increase in the taxes rate they pay and would continue to pay the current rate of \$2.24 per one thousand dollars of assessed valuation a year. Having heard this, if the election were held today, would you vote yes or no on this bond measure?

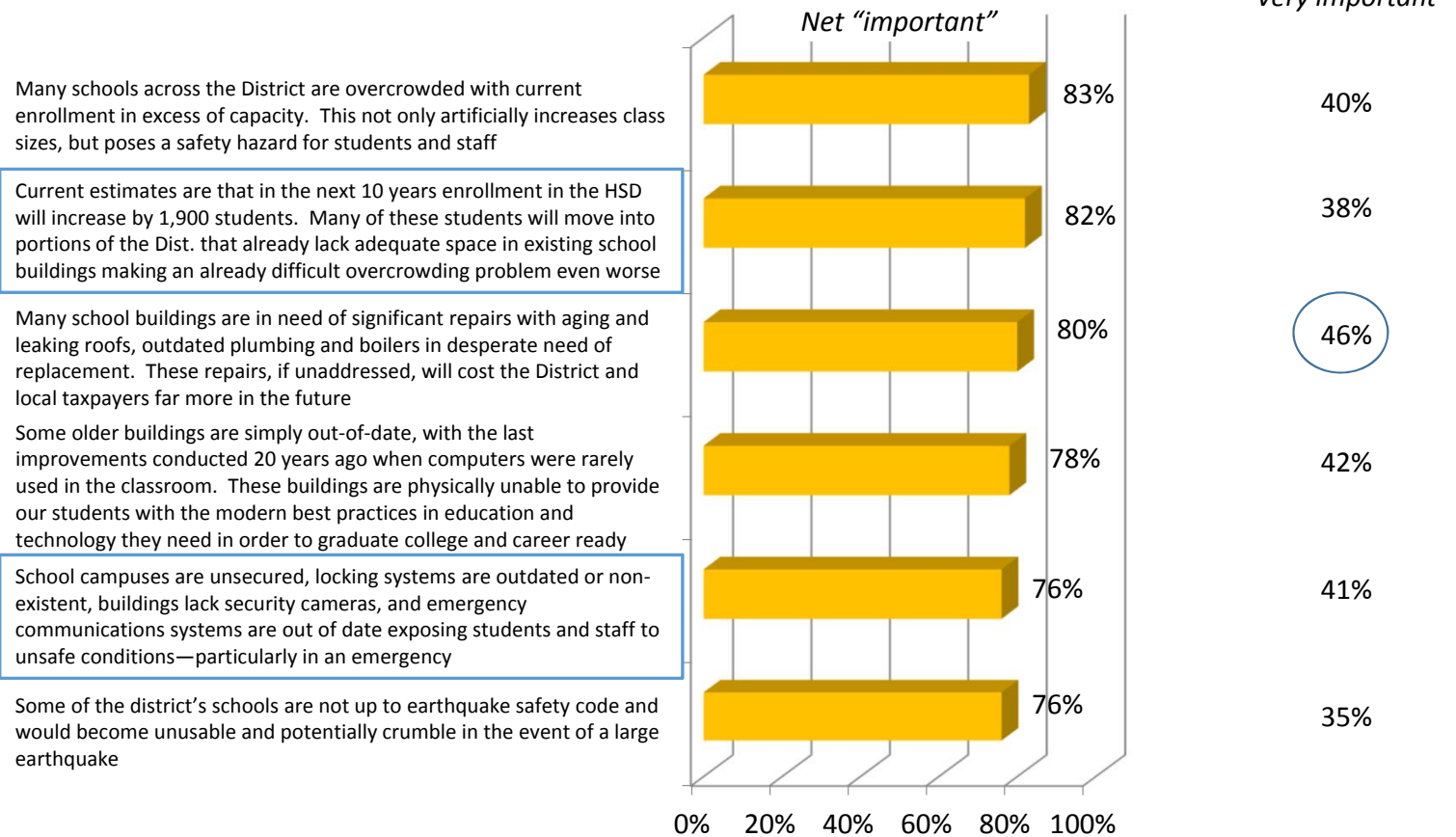


Building a Popular Bond

All challenges tested are seen as “important” by three-quarters or more



Based on regression modeling and direct questioning it's our view that the three biggest challenges voters want addressed are safety, basic repairs and overcrowding.



Note: Items outlined in blue appear in regression modeling as drivers of support for the bond.

Top priorities for the bond:



- ✓ All priorities tested are seen as either “very high” or “somewhat high” priorities by a majority or more.
- ✓ The best testing priorities overall include:
 - *Address needed repairs by replacing or repairing aging and leaking roofs, outdated plumbing and other necessary fixes (50% “very high” priority)*
 - *Replace unsecured 40-year old temporary portable classrooms that are in poor condition with leaking roofs and aging heating and cooling systems with new permanent and secured classroom facilities (47% “very high” priority)*
 - *Require that 90 percent of money raised must be spent on construction and repair projects—not administration (47% “very high” priority)*
 - *Provide job training for every high school student by 2021 by adding and renovating space at existing high schools. This includes modern technology, labs and classrooms hosting updated programing for the fields of electrical engineering, computer science, agriculture, veterinary, early childhood education, health sciences technology, construction, welding, biotech, biomedical, culinary education and more (45% “very high” priority)*
 - *Expand access to up-to-date job training opportunities in partnership with Portland Community College and local employers such as Intel, giving students a head start on college and a career (45% “very high” priority)*

Lighted turf fields are the least high priority of all items tested – though they are not necessarily a liability. If the District moves forward with the larger bond, the fields should not be front and center in the campaign (18% “very high” priority).

When talking about overcrowding, less is more



The general concept is seen as a higher priority than the nuts and bolts.

Overcrowding:

- Many schools across the District are overcrowded with current enrollment in excess of capacity. This not only artificially increases class sizes, but poses a safety hazard for students and staff
- Current estimates are that in the next 10 years enrollment in the HSD will increase by 1,900 students. Many of these students will move into portions of the Dist. that already lack adequate space in existing school buildings making an already difficult overcrowding problem even worse

	<i>"Very high" priority</i>	<i>Net "high" priority</i>
Expand existing middle and high schools to accommodate expected growth and reduce overcrowding	41%	77%
Plan for growth in portions of the district where enrollment is expected to increase beyond existing capacity by constructing additional elementary schools***	34%	72%
Plan for the future by purchasing additional land for schools in fast growing portions of the City***	31%	65%
Construct new gymnasiums in schools with only one common space that serves as a cafeteria and gymnasium ending a situation where student schedules are determined by the availability of the space, not best practices in education***	26%	66%

Note: Items outlined marked * appear in regression modeling as drivers of support for the bond.**

Half indicate basic repairs are a “very high” priority



Though replacing portables and creating efficiencies are also quite popular.

Basic Repairs:

- Many school buildings are in need of significant repairs with aging and leaking roofs, outdated plumbing and boilers in desperate need of replacement. These repairs, if unaddressed, will cost the District and local taxpayers far more in the future

	<i>“Very high” priority</i>	<i>Net “high” priority</i>
Address needed repairs by replacing or repairing aging and leaking roofs, outdated plumbing and other necessary fixes***	50%	78%
Replace unsecured 40-year old temporary portable classrooms that are in poor condition with leaking roofs and aging heating and cooling systems with new permanent and secured classroom facilities	47%	79%
Put more money into classroom learning by investing in cost saving measures such as repairing or replacing aging, inefficient heating and cooling systems, installing energy efficient windows, lighting systems and insulation	41%	79%

Note: Items outlined marked *** appear in regression modeling as drivers of support for the bond.

We should frame modernization and increased access to technology in terms of college and career prep



Modernization:

- Some older buildings are simply out-of-date, with the last improvements conducted 20 years ago when computers were rarely used in the classroom. These buildings are physically unable to provide our students with the modern best practices in education and technology they need in order to graduate college and career ready

	<i>"Very high" priority</i>	<i>Net "high" priority</i>
Provide job training for every high school student by 2021 by adding and renovating space at existing high schools. This includes modern technology, labs and classrooms hosting updated programming for the fields of electrical engineering, computer science, agriculture, veterinary, early childhood education, health sciences technology, construction, welding, biotech, biomedical, culinary education and more	45%	79%
Expand access to up-to-date job training opportunities in partnership with Portland Community College and local employers such as Intel, giving students a head start on college and a career	45%	77%
Ensure students have equal access to computers and up-to-date technology	43%	80%
Add modern classroom space and technology to classrooms and schools across the District to give students a fair chance to compete***	40%	77%
Build fiber optic cabling in every school, increasing Internet speed and removing reliance on expensive private Internet corporations. This improvement will begin paying for itself in less than five years and save taxpayers more than \$500 thousand dollars per year	35%	72%

Note: Items outlined marked * appear in regression modeling as drivers of support for the bond.**

Security cameras and emergency communications are a higher safety priority than fencing



Though, again, neither is a liability.

Safety:

- School campuses are unsecured, locking systems are outdated or non-existent, buildings lack security cameras, and emergency communications systems are out of date exposing students and staff to unsafe conditions—particularly in an emergency

	<i>“Very high” priority</i>	<i>Net “high” priority</i>
Add security cameras, enhance emergency communications and upgrade security measures that help keep students, teachers, and staff safe at all times	38%	73%
Build fencing around schools to prevent unauthorized access to school grounds	26%	54%

Seismic improvements are popular no matter how we frame them



Seismic Stability:

- Some of the district's schools are not up to earthquake safety code and would become unusable and potentially crumble in the event of a large earthquake

	<i>"Very high" priority</i>	<i>Net "high" priority</i>
Update school facilities to ensure they meet modern earthquake safety standards. This includes strengthening school gyms to act as potential community shelters in the event of a natural disaster	38%	76%
Update school facilities to ensure they meet modern earthquake safety standards	36%	74%