



Pueblo School District 60

Educational Facilities Assessment and Masterplan

APPENDIX H

Community Survey Information

October 2019

Public Policy Program Update

Website Updates

The screenshot shows the Pueblo City Schools website with a blue header. The header includes the logo "World-Class PUEBLO CITY SCHOOLS" with a globe icon, the slogan "WE'RE ON THE MOVE!" in large white letters, and the tagline "Strong Schools, Strong Pueblo!". A search bar is located on the right side of the header. Below the header is a navigation menu with buttons for HOME, About Us, Calendars, Enrollment, Schools, Students, Parents, Administration, Board of Education, and Employment.

The main content area features a "Strategic Plan" sidebar on the left with a thumbnail image of a woman and a man looking at a document. Below this are buttons for "PCS Staff Access", "EMPLOYEE PORTAL", "STAFF LINKS", "Transportation" (with a "BUS ROUTES" icon), and "Nutrition Services".

The central section is titled "Facilities Master Plan" and contains the following text:

Pueblo City Schools is working to build a common understanding regarding the critical needs of our facilities as we work to develop a Facilities Master Plan for our school district. Development of this plan will take place over the next several months and community input will be gathered throughout the process. The final plan will incorporate the most forward-thinking ideas to ensure Pueblo City School's physical resources best support the needs of our students today and well into the future. The plan will address immediate action steps and the longer-range goals needed to ensure we are providing the best and safest learning environments possible to meet the needs of all students.

This is important work that will require community engagement throughout. The public is encouraged to check this website frequently to stay informed as we continue our efforts to bring concepts and ideas to fruition.

On the right side of the main content area, there is a "BOND OPTIONS INFORMATION" button with a hand icon pointing to it. Below this is a "Documents" section with a list of links: [2 Plan Options](#), [Bond Tax Impact](#), [Plan Options: Community Forums](#), [Facilities Master Plan Timeline \(Rev. 6-13-19\)](#), [Stakeholder Options Review Graphics \(3-13-19\)](#), and [Review Graphics](#).

Community Information Meetings

How can residents provide input on the proposed improvements and funding options?

District 60 will be mailing a public opinion survey in late May or early June to registered voter households districtwide as well as hosting a community outreach meeting at each high school:

- June 7, 1:00-3:00 pm, Centennial H.S.
- June 7, 4:00-6:00 pm, Central H.S.
- June 8, 10:00 am-12:00 pm, East H.S.
- June 8, 1:00-3:00 pm, South H.S.

These meetings will be in the auditorium.

Mail Survey

Public Opinion Survey (cont.)

Q10. BALLOT QUESTION: FOUR-HIGH-SCHOOL OPTION
 If a local election were held today, would you vote "Yes" to raise or "No" to oppose a \$11.1 million bond measure—with an annual tax impact of \$1.64 per \$100,000 of a home's actual value—for the purpose of:
 • constructing and equipping two new replacement high schools for Central and South High School and East High School, priority upgrades to Central High School, South High School and several other schools;
 • replacement/consolidation of five schools;
 • facility upgrades to the District's charter schools;
 • construction of an aquatic center to serve the needs of students and the community; and
 • an unrelated production kitchen to serve school districts? **(Please check one.)**

- Definitely Yes
- Probably Yes
- Probably No
- Definitely No
- Don't Know/Unsure

Q11. What is your main concern, if any, regarding District 60's four-high-school proposal?

Q12. BALLOT QUESTION: TWO-HIGH-SCHOOL OPTION
 If a local election were held today, would you vote "Yes" to raise or "No" to oppose a \$13.9 million bond measure—with an annual tax impact of \$1.92 per \$100,000 of a home's actual value—for the purpose of:
 • constructing and equipping two new 2,000-student high schools to replace the existing four high schools with two new high schools serving the Central/South quadrants of the district and the other new high school serving the Central/South quadrants;
 • priority upgrades to nine schools;
 • replacement/consolidation of five schools;
 • facility upgrades to the District's charter schools;
 • construction of an aquatic center to serve the needs of students and the community; and
 • a centralized production kitchen to serve school districts? **(Please check one.)**

- Definitely Yes
- Probably Yes
- Probably No
- Definitely No
- Don't Know/Unsure

THANK YOU FOR PARTICIPATING!
PLEASE DROP YOUR SURVEY IN MAIL BY JUNE 24, 2019.

Q13. What is your main concern, if any, regarding District 60's two-high-school proposal?

Q14. These will ultimately be one proposal or the other. Which would you be more likely to support?

- Four High School Option
- Two High School Option
- Don't Know/Unsure

Q15. If you support one high school option over the other, what is the main reason why?

Q16. Do you have one or more children who attend District 60?

- Yes
- No

Q17. What gender best describes you?

- Male
- Female
- More Than One Person Completed Survey
- Prefer Not to Say

Q18. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Q19. If you or any member of your family are members of District 60?

- Yes
- No



PUBLIC OPINION SURVEY

Your Input is Critical

Pueblo School District No. 60 seeks your thoughts and recommendations on two funding proposals, one of which may require an November 2018 ballot to address school facility needs.

We are asking that you take a few minutes to fill out the enclosed survey.

Please review the enclosed East Option before completing the mail survey. All responses are anonymous and in no way will be associated with your name.

A self-addressed postage-paid envelope is enclosed for your convenience. Please drop the survey in the mail or deliver it to the District's Administrative Office at 311 West 10th St., Pueblo, CO 81003 by June 24, 2019.

Questions/Comments
 If you have questions about this survey or the two funding proposals, please contact:

David Houser
 Chief Financial Officer
 Pueblo School District No. 60
 david.houser@psd60schools.us
 (719) 549-7127

Thank you for participating in this important survey. Your input will shape how District 60 moves forward in addressing its highest priority facility needs. These are your schools. Thank you!



one of and against Pueblo City Schools' two-high-school proposal. One primary concern would be the impact of the following arguments that would be used to support each option:

Strongly Oppose 1 2 3 4 5
 Oppose 1 2 3 4 5
 Neutral 1 2 3 4 5
 Support 1 2 3 4 5
 Strongly Support 1 2 3 4 5

Arguments AGAINST THE TWO-HIGH-SCHOOL OPTION:

- A) If there are only two high schools, the distance to and from school would increase for many students. Transportation is a major concern for many parents that would increase with just two high schools. 1 2 3 4 5
- B) Pueblo has a long tradition of four high schools. Eliminating any one of the four schools would negatively impact students and the community as a whole. 1 2 3 4 5
- C) Fewer students would participate in sports and other extracurricular activities if there are only two high schools. 1 2 3 4 5
- D) Although building space would be better utilized and the student-to-teacher ratio would be maintained, many district residents believe the schools would be overcrowded. 1 2 3 4 5

Q7. ESTIMATED COST & TAX IMPACT OF A FOUR-HIGH-SCHOOL OPTION

The total estimated cost of the four-high-school option is \$11.1 million. For homeowners in District 60, the estimated annual tax impact would be \$1.64 per month, or about \$19.72 per year, per \$100,000 of a home's actual value. How concerned are you about the impact of the possible tax increase on your family budget?

- Extremely Concerned
- Very Concerned
- Somewhat Concerned
- Not Very Concerned
- Don't Know/Unsure

Q8. ESTIMATED COST & TAX IMPACT OF A TWO-HIGH-SCHOOL OPTION

The total estimated cost of the two-high-school option is \$13.9 million. For homeowners in District 60, the estimated annual tax impact would be \$1.92 per month, or about \$23.04 per year, per \$100,000 of a home's actual value. How concerned are you about the impact of the possible tax increase on your family budget?

- Extremely Concerned
- Very Concerned
- Somewhat Concerned
- Not Very Concerned
- Don't Know/Unsure

Q9. Would you be more likely or less likely to support a future District 60 bond measure knowing that all spending from the bond would be publicly disclosed and that project options would be ranked by priority and only information regarding the top three would be shared with the District's website?

- More Likely
- Less Likely
- Don't Know/Unsure

TWO-HIGH-SCHOOL OPTION



NEW SCHOOL CONSTRUCTION

New 2,000 student North/East Quad H.S. replaces Centennial & East.
 New 2,000 student Central/South Quad H.S. replaces Central & South.

EMERGENCY REPAIRS & PRIORITY UPGRADES

Minneapolis E.S.
 Heaton M.S.
 Belmont E.S.
 Franklin E.S.
 PAA M.S.
 Beulah Heights E.S.
 Highland Park E.S.
 South Park E.S.
 Sunset Park E.S.

CONSOLIDATED/CLOSED & RECONFIGURED SCHOOLS

Centennial H.S. replaced (2023)
 East H.S. replaced (2023)
 Central H.S. replaced (2023)
 Central H.S. replaced (2021)
 Central H.S. replaced (2021)

This option would include the construction of two new, 2,000-student high schools, one serving the North/East quadrants of the district and the other serving the Central/South quadrants. Priority upgrades would be addressed at nine schools, replacement/consolidation of seven schools and facility upgrades to the District's charter schools. Budget for the proposed construction is \$11.1 million.

FOUR-HIGH-SCHOOL OPTION



NEW SCHOOL CONSTRUCTION

New 1,200 student High School replaces Centennial H.S.
 New 1,200 student High School replaces East H.S.

EMERGENCY REPAIRS & PRIORITY UPGRADES

Central H.S.
 South H.S.
 Minneapolis E.S.
 Heaton M.S.
 PAA M.S.
 Belmont E.S.
 Franklin E.S.
 Beulah Heights E.S.
 Highland Park E.S.
 South Park E.S.
 Sunset Park E.S.

CONSOLIDATED/CLOSED & RECONFIGURED SCHOOLS

Centennial H.S. replaced (2023)
 East H.S. replaced (2023)
 Roncalli STEM consolidate (2021)
 Carlie E.S. consolidate (2020)
 Bradford E.S. consolidate (2021)

This option would include the construction of two new replacement high schools for Centennial and East, priority upgrades to Central H.S. and South H.S., priority upgrades to 11 schools, replacement/consolidation of five schools and facility upgrades to the District's charter schools. Below is a summary of the proposed modifications to each school and the timing of these projects.

This option would allow District 60 to remain a four-high-school district. Centennial H.S. and East H.S. would be replaced with two new schools and Central H.S. and South H.S. would undergo major renovations and address other critical facility needs.

The two new high school buildings would be about two-thirds the size of the existing facilities to reduce unused or underutilized space.

Safety and security would be a top priority in the design of the new high schools.

Each of the new high schools would provide:

- Competition gym
- Performing arts auditorium
- OR auxiliary gym
- Flexible cafeteria/laboratory if auxiliary gym is provided
- Career and Technical Education programs unique to each school (or provided at centralized CTE location)

NORTH QUADRANT SCHOOLS

Centennial High School REPLACED - New Centennial High school on existing site. Demolition of old building
 Heaton 8 Academy Demolition, site used for future school

CENTRAL QUADRANT SCHOOLS

Central High School Priority 1 & 2 upgrades Fall of 2023
 Beaman Academy Elementary Taking students from Carlie Fall of 2020
 Carlie Elementary (CONSOLIDATE) relocate students to Beaman Summer of 2020
 Minneapolis Elementary Priority 1 upgrades

EAST QUADRANT SCHOOLS

East High School REPLACED - New East high school on existing site. Demolition of old building
 Heaton Middle School Priority 1 upgrades; taking students from Roncalli STEM Fall of 2021
 Beaman Elementary Taking students from Bradford Fall of 2021
 Bradford Elementary Priority 1 upgrades; taking students to Beaman Summer of 2021
 Franklin Elementary Taking students from Bradford Fall of 2021
 Kauff Elementary Taking students from Bradford Fall of 2021
 Park View Elementary Taking students from Bradford Fall of 2021

SOUTH QUADRANT SCHOOLS

South High School Priority 1 & 2 upgrades Fall of 2023
 Pueblo Academy of the Arts P1 priority 1 upgrade; taking students from Beaman Summer of 2021
 Beulah Heights Academy (CONSOLIDATE) relocate students to PAA and Heaton MS Summer of 2021
 Beulah Heights Elementary Priority 1 upgrades
 Highland Park Elementary Priority 1 upgrades; BEST Grant candidate to replace
 South Park Elementary Priority 1 upgrades
 Sunset Park Elementary Priority 1 upgrades; BEST Grant candidate to replace

Estimated Cost of all projects in this option:

\$311,811,000

Estimated Annual Operations & Maintenance Cost Savings:

\$163,455,150

Estimated Tax Impact:

\$9.97 per month per \$100,000 of a home's actual value as determined by the County Assessor

Aquatic Center & Centralized Production Kitchen

In cooperation with the City of Pueblo, an aquatic center would be built near the River Walk. The center would include a 25-yard by 25-meter, 8-lane pool with dive tank to serve the needs of students and our community. A centralized production kitchen would also be built. This facility would receive, store, prepare and package food for school breakfast, lunch, dinners, Fresh Fruit and Vegetable Grant Program and summer lunch.

Additional Preschool Classrooms
 Preschool classrooms will move and additional classrooms will open if proposed additional funding from State of Colorado is received.

Survey continued on back side >



Phone Poll



Pueblo School District 60
School Repairs & Improvements
Ballot Question Poll
Key Findings Presentation

June 25, 2019

*Results based on a live-interviewer telephone poll
among 400 likely November 2019 voters in Pueblo School District 60
conducted June 18-19, 2019*

1



2019 Mail Survey Results

Pueblo School District No. 60

Introduction, Purpose & Approach

This report addresses the methodology and findings derived from public opinion research conducted by George K. Baum & Company on behalf of Pueblo School District No. 60.

A public opinion questionnaire was mailed to 37,858 **registered voter households within Pueblo School District No. 60 on May ??, 2019**. The mailing list included all registered voter households within the district, versus a subset of active or likely voter households. **The questionnaire served as an invitation for public reaction to two funding proposals.**

The mail survey included a total of 19 questions, including three open-ended questions. Included with the mail survey questions was background information on the two proposals.

The mail questionnaire used for this research is not a scientific poll, but a tool for collecting public input and understanding the general tone of the public's receptiveness to the issues presented. The overall summaries and conclusions drawn in this report are therefore not presented as predictors of an issue's likely success or failure at the polls. They are only presented to aid the school district with another means for collecting community input and initial reaction to the proposals.

George K. Baum & Company acknowledges that this particular questionnaire functions as an opportunity to disseminate information and as an information-gathering tool, and in no way represents a scientific survey, or one that estimates statistical margin of error. **The chief distinction is that this questionnaire was returned in lieu of people attending a public hearing (a non-representative sample of the *registered voter* population) as opposed to the returns representing a *scientific sub-sample* of the registered voter population. The results are subjective and limited in interpretation based on the *volume* of returns, not the *science* of returns. Think of this document as a written collection of comments from people who would have stood up and participated in a public hearing, but instead preferred to express their feelings through written form.**

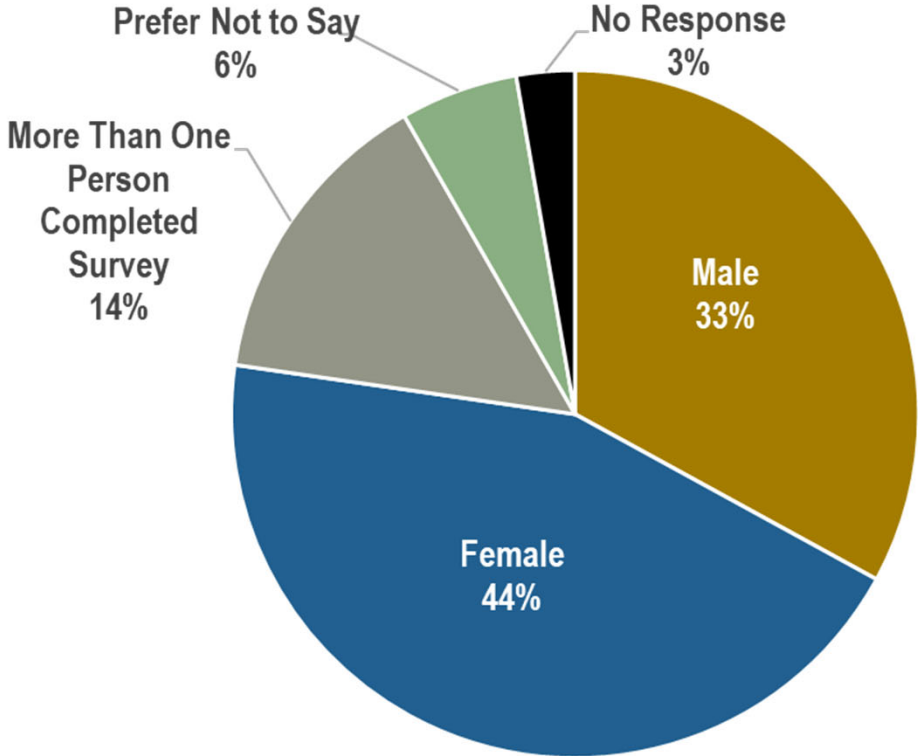
A total of **2,114 surveys were returned** and processed for responses as of June 18, 2019. This represents **a response rate of 5.6%**. Previous mail surveys conducted by George K. Baum & Company have typically yielded response rates between 8 and 17%. An additional 407 surveys were received after the analysis was completed. The impact of these additional surveys on the two ballot questions are presented in this analysis. These results are almost identical to the original results.

Summary of Approach

- Survey mailed to **37,858 registered voter households** within Pueblo School District No. 60.
- A total of **19 questions**.
- Expected 8-17% response rate.
- **2,114 replied as of June 18, 2019**, representing a **response rate of 5.6%**.
- **An additional 407 surveys were received after the analysis was completed.** The impact of these surveys on the two ballot questions is presented in the analysis, with the results being almost identical.
- **86% of respondents** had at least one person in their household who was identified as a **likely voter**.
- **The mail survey is not a scientific poll.**
- The mail survey is **not a predictor of a ballot measure's likely success or failure.**
- The survey results provide a **general undertone of the electorate.**

Demographics of Survey Respondents

Gender

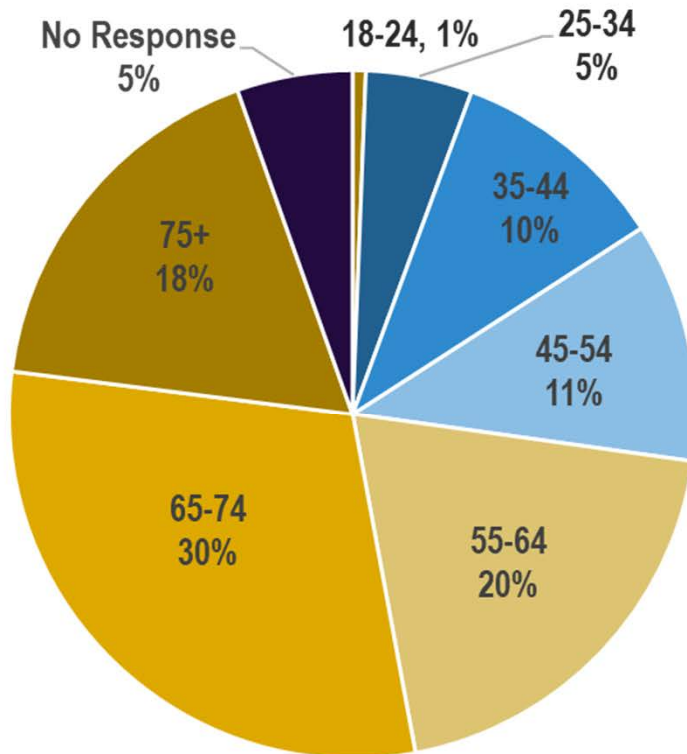


Percentages may not equal 100% due to rounding.



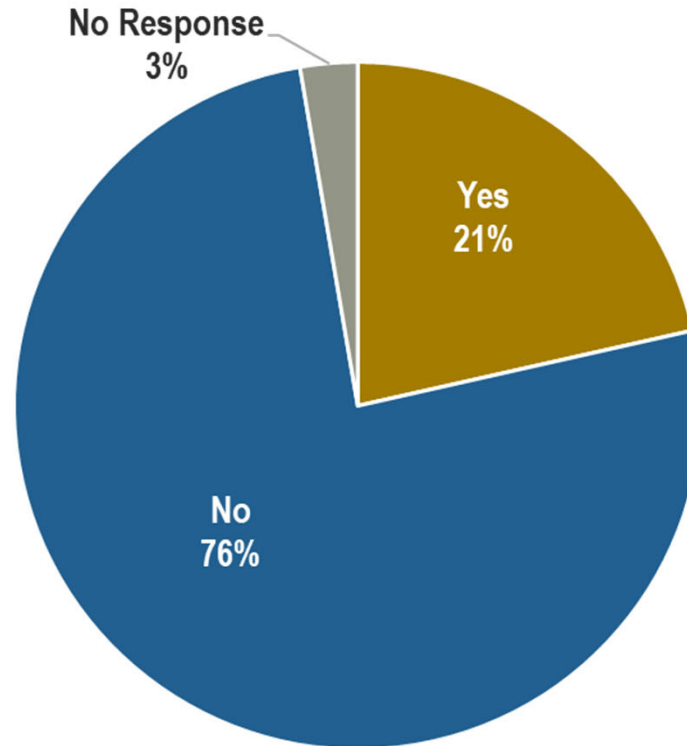
Demographics of Survey Respondents

Age

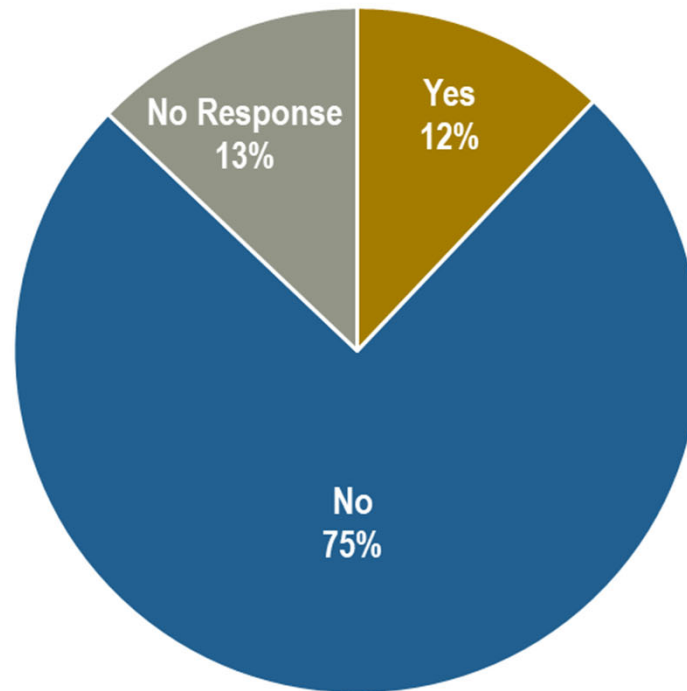


	Likely Voter (Nov. 2019)	Survey Respondents
18-24:	3%	1%
25-34:	7%	5%
35-44:	9%	10%
45-54:	12%	11%
55-64:	21%	20%
65-74:	25%	30%
75+	22%	18%
Did Not Answer		5%

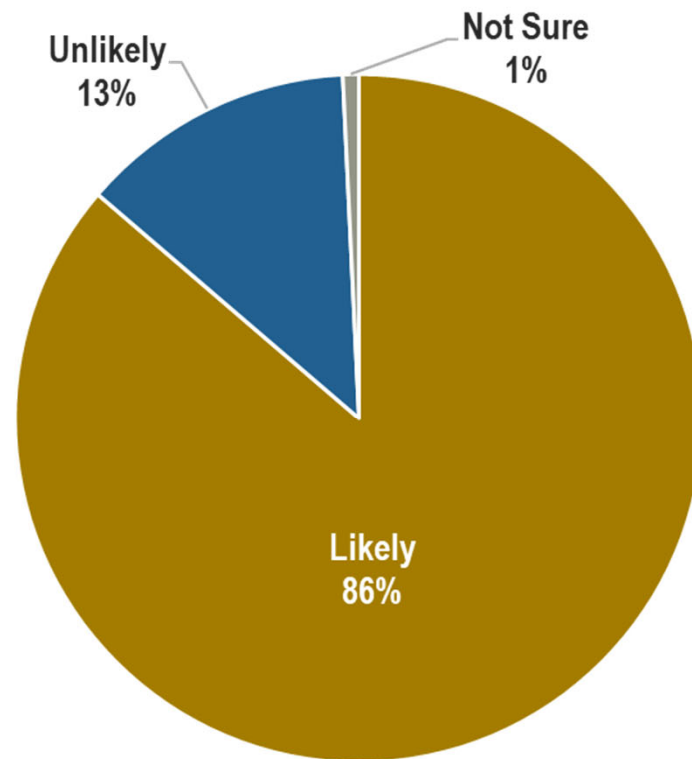
Demographics of Survey Respondents Child in District



Demographics of Survey Respondents District Employee

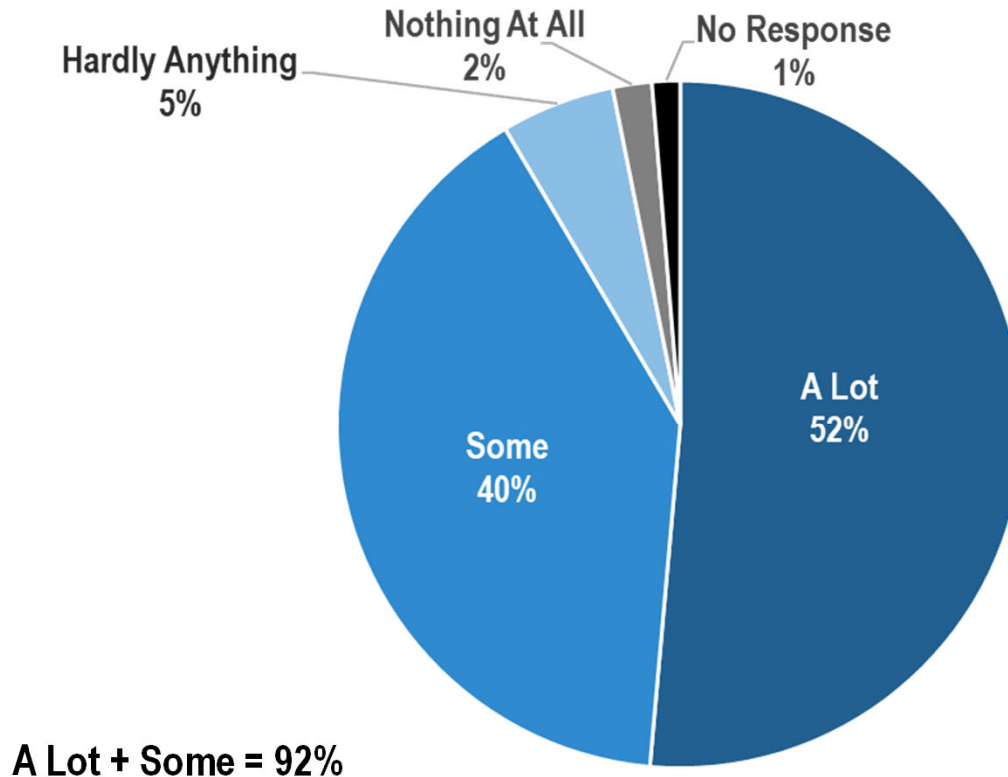


Likely Vs. Unlikely Voter (From File)



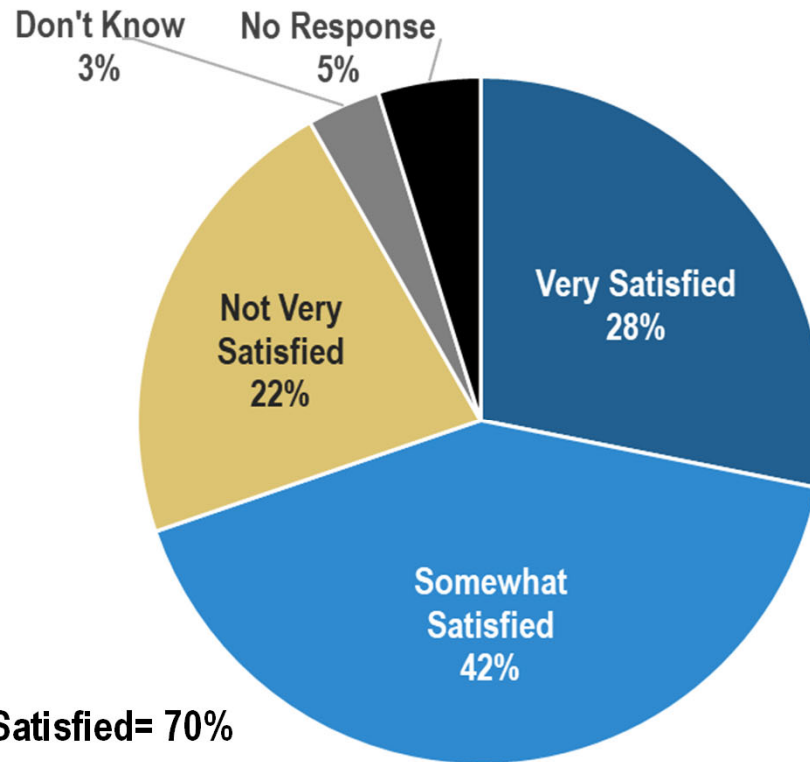
Level of Awareness of Facility Needs and Funding Proposals

Before receiving the enclosed information, how much had you read, seen or heard about District 60's school facility needs and funding proposals?



Satisfaction Level with Amount of Information Received

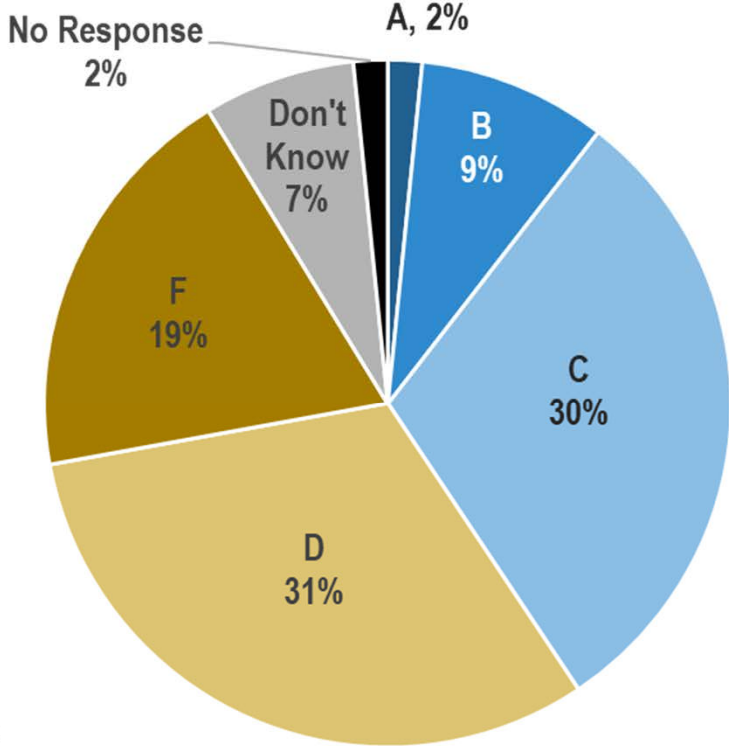
How satisfied are you with the amount of information you have received regarding District 60's facility needs and funding proposals?



Very + Somewhat Satisfied = 70%

Grade the District

Schools often use the letter grades A, B, C, D or F to grade students. If you had the chance to grade District 60, what letter grade would you give the District?



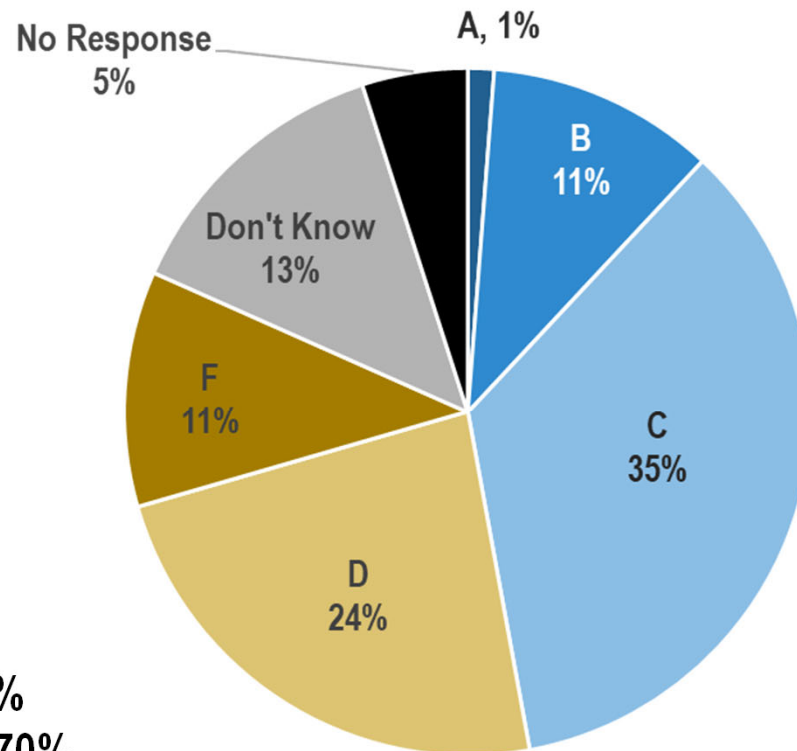
A+B = 11%
C+D+F = 80%

Percentages may not equal 100% due to rounding.



Grade the District's Facilities

Schools often use the letter grades A, B, C, D or F to grade students. If you had the chance to grade District 60's facilities, what letter grade would you give the facilities?



A+B = 12%
C+D+F = 70%

Arguments IN FAVOR of Four-High-School Option

Following are some of the arguments people have made in favor of and against Pueblo 60's four-high-school proposal. On a scale of 1 to 5, with 1 being "Not at All Convincing" and 5 being "Very Convincing," how would you rate each of the following arguments as a reason to vote for or against this proposal?

Arguments in Favor of the Four-High-School Option	Not At All Convincing (1)	(2)	(3)	(4)	Very Convincing (5)
Consolidating schools can socially and emotionally impact students , teachers, families, and the community as a whole. Cost savings is not the only factor that needs to be considered.	15%	11%	15%	16%	41%
Protecting the heritage, tradition and history of our schools can best be accomplished by Pueblo 60 remaining a four-high-school district.	22%	11%	14%	14%	37%
High school students in Pueblo 60 currently have many opportunities to participate in sports, music, drama, academic teams and other extracurricular activities. Many of these opportunities will be diminished if the District moves from four to two high schools.	20%	14%	13%	15%	36%
The community open houses previously hosted by District 60 revealed limited community support for a two-high-school option. Going down this road will just lead to a failed bond election and lots of school buildings still in need of repairs and improvements.	16%	11%	18%	19%	32%

Arguments AGAINST the Four-High-School Option

Following are some of the arguments people have made in favor of and against Pueblo 60's four-high-school proposal. On a scale of 1 to 5, with 1 being "Not at All Convincing" and 5 being "Very Convincing," how would you rate each of the following arguments as a reason to vote for or against this proposal?

Arguments Against of the Four-High-School Option	Not At All Convincing (1)	(2)	(3)	(4)	Very Convincing (5)
Significant capacity issues will remain if the four-high-school option is pursued. It does not make economic sense to heat, cool and maintain unused instructional space.	22%	15%	17%	16%	26%
District 60 cannot reach its full potential academically if stuck with costly, underused facilities. Monies should be going into new and improved programming and not building maintenance.	25%	17%	16%	16%	23%
Tens of millions of dollars that could have been saved through consolidation will not be realized if the four-high-school option is pursued.	27%	19%	16%	14%	21%
Under the four-high-school option, only two of the schools will be replaced. Some students will benefit from attending new schools, while others will attend the old school buildings.	32%	17%	19%	14%	15%

Arguments IN FAVOR the Two-High-School Option

Following are some of the arguments people have made in favor of and against Pueblo 60's two-high-school proposal. On a scale of 1 to 5, with 1 being "Not at All Convincing" and 5 being "Very Convincing," how would you rate each of the following arguments as a reason to vote for or against this proposal?

Arguments in Favor of the Two-High-School Option	Not At All Convincing (1)	(2)	(3)	(4)	Very Convincing (5)
All high school students in District 60—rather than just some students—would experience attending a new 21 st Century high school if the two-high-school option is pursued.	29%	15%	15%	14%	24%
The two-high-school option provides about \$84 million more in savings as a result of the proposed consolidations. Less monies would also be spent on operations and maintenance.	26%	16%	16%	16%	22%
Even though each of the two high schools would have a larger number of students than the existing high schools, the facilities would be state-of-the-art when it comes to safety and security .	26%	16%	15%	16%	22%
Educational programming that could be offered at the two new high schools would go beyond what could be offered if District 60 remains a four-high-school district .	32%	17%	14%	13%	20%

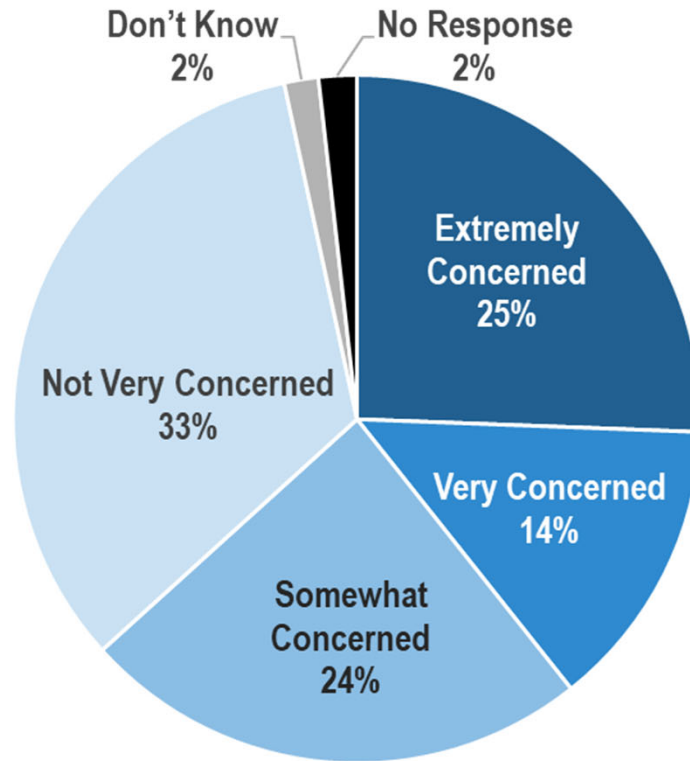
Arguments AGAINST the Two-High-School Option

Following are some of the arguments people have made in favor of and against Pueblo 60's two-high-school proposal. On a scale of 1 to 5, with 1 being "Not at All Convincing" and 5 being "Very Convincing," how would you rate each of the following arguments as a reason to vote for or against this proposal?

Arguments Against the Two-High-School Option	Not At All Convincing (1)	(2)	(3)	(4)	Very Convincing (5)
If there are only two high schools, the distance to and from school would increase for many students. Transportation is just one of many new challenges that would arise with just two high schools.	12%	10%	15%	21%	39%
Fewer students would get to participate in sports and other extracurricular activities if there are only two high schools.	18%	11%	13%	15%	39%
Pueblo has a long tradition of four high schools. Eliminating any one of the four schools would negatively impact students and the community as a whole.	23%	12%	23%	14%	36%
Although building space would be better utilized and the student-to-teacher ratio would be maintained, many district residents believe the new schools would be overcrowded.	23%	13%	17%	16%	27%

Tax Sensitivity: Four-High-School Option

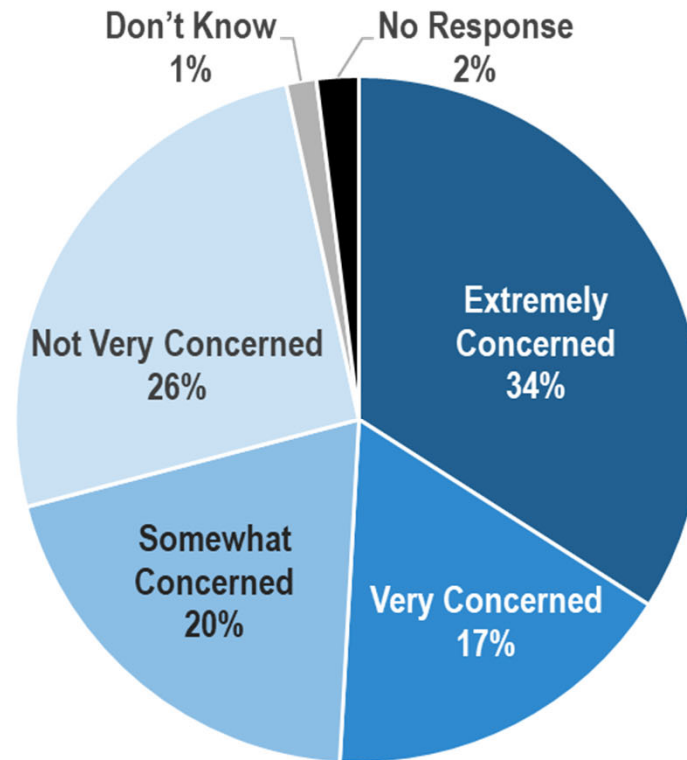
The total estimated cost of the four-high-school option is \$311.8 million. For homeowners in District 60, the estimated annual tax impact would be \$9.97 per month, or about \$119.64 per year, per \$100,000 of a home's actual value. How concerned are you about the impact of the possible tax increase on your family's budget?



Extremely + Very Concerned = 39%

Tax Sensitivity: Two-High-School Option

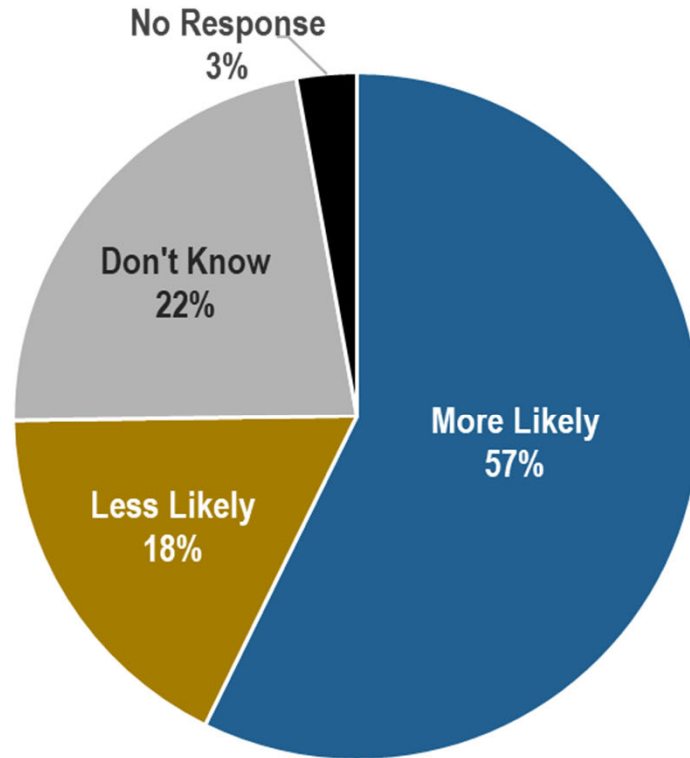
The total estimated cost of the two-high-school option is \$336 million. For homeowners in District 60, the estimated annual tax impact would be \$11.01 per month, or about \$132.12 per year, per \$100,000 of a home's actual value. How concerned are you about the impact of the possible tax increase on your family's budget?



Extremely + Very Concerned = 51%

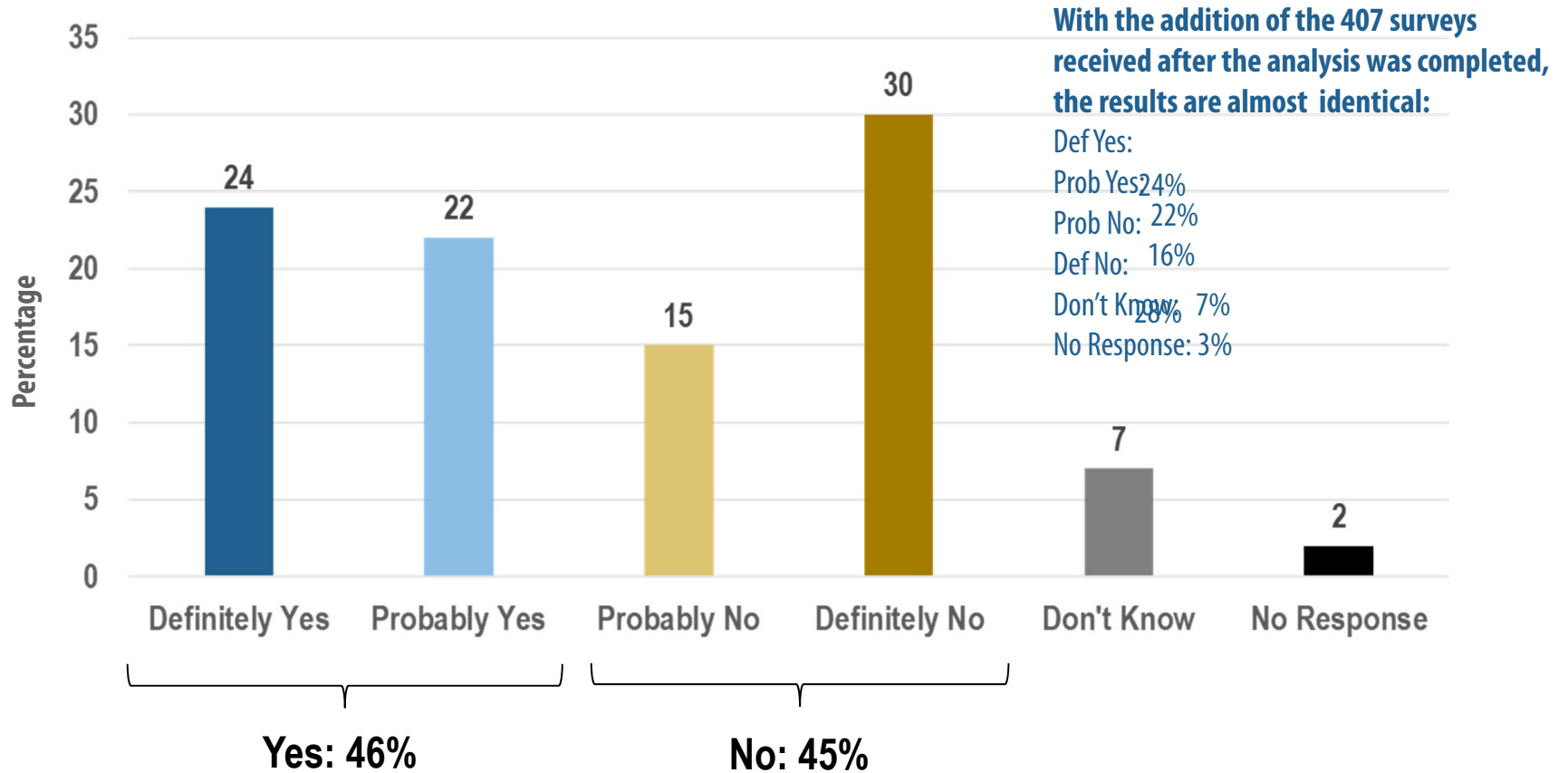
Impact on Support Knowing Spending Publicly Disclosed

Would you be more likely or less likely to support a future District 60 bond measure knowing that all spending from the bond would be publicly disclosed and that project updates would be presented at community information meetings and on the District's website?



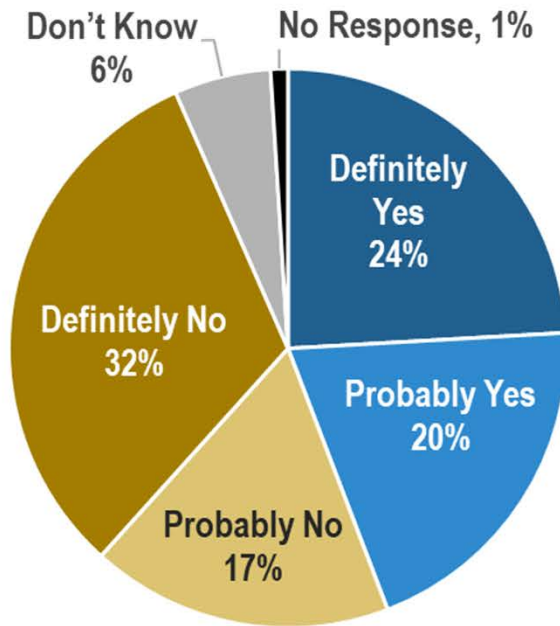
Bond Proposal: Four-High-School Option

If a local election were held today, would you vote "Yes" in favor, or "No" to oppose, a \$311.8 million bond measure—with an annual tax impact of \$119.64 per \$100,000 of a home's actual value—for the purpose of: constructing and equipping two new replacement high schools for Centennial High School and East High School; priority upgrades to Central High School, South High School and eleven other schools; replacement/consolidation of five schools; facility upgrades to the District's charter schools; construction of an aquatic center to serve the needs of students and the community; and a centralized production kitchen to serve schools districtwide?



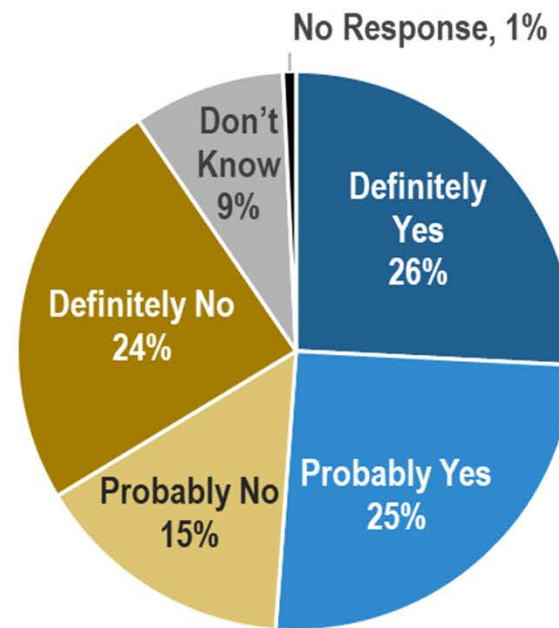
Support for Four-High-School Option: Gender

Male



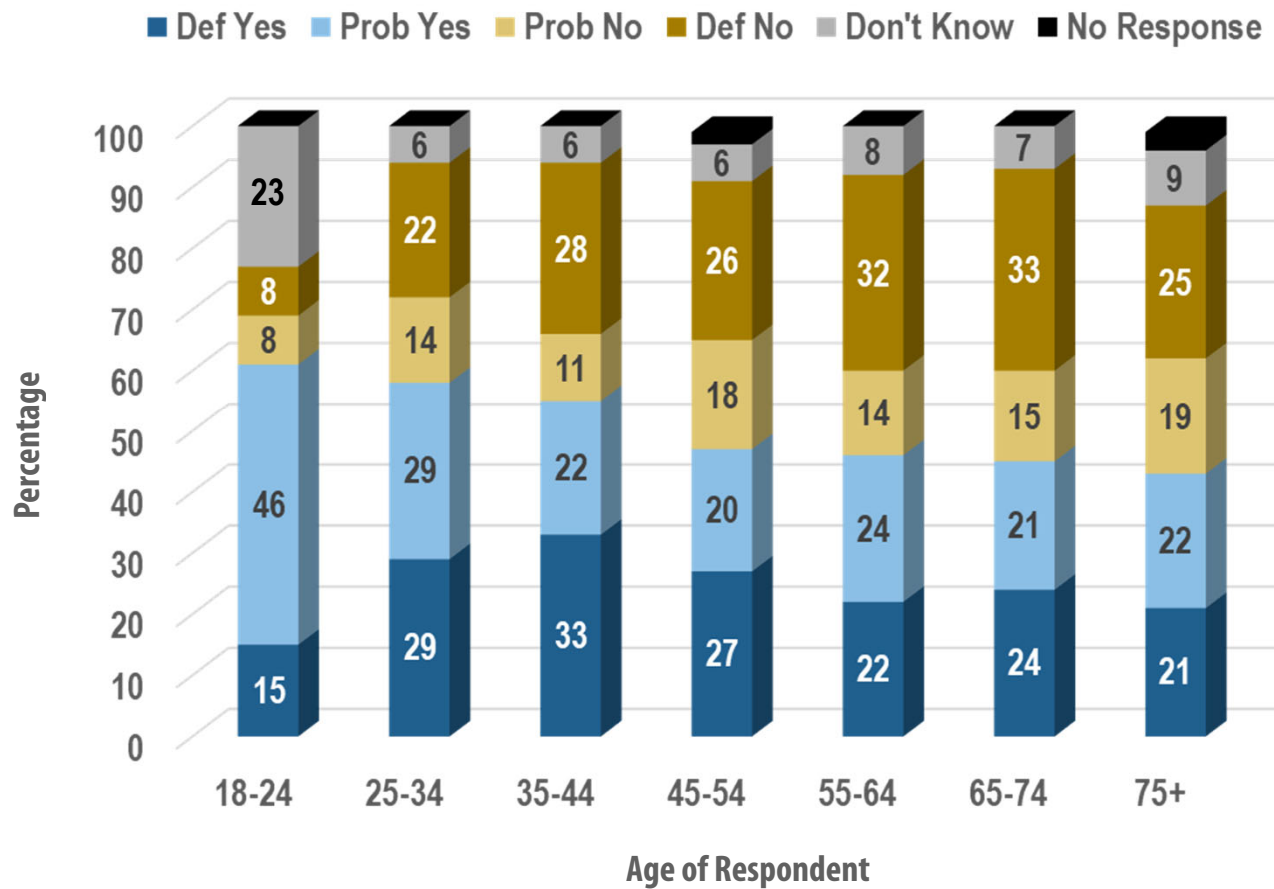
Yes: 44%
No: 49%
n: 697

Female



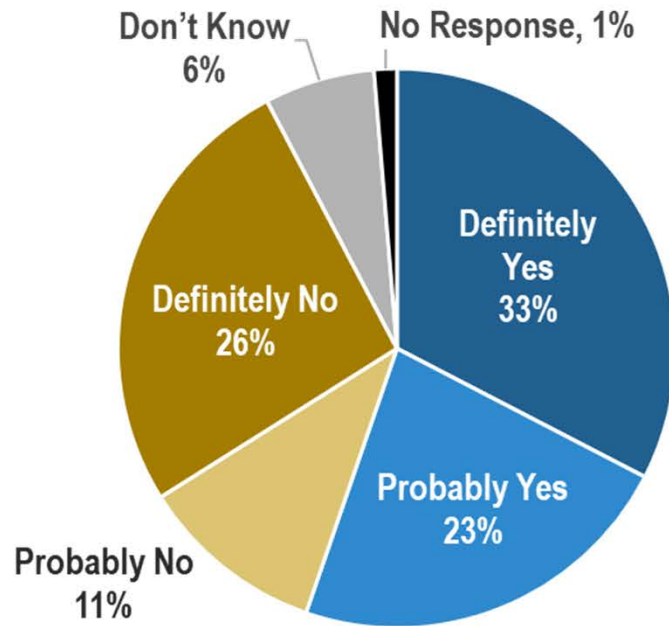
Yes: 51%
No: 39%
n: 937

Support for Four-High-School Option: Age



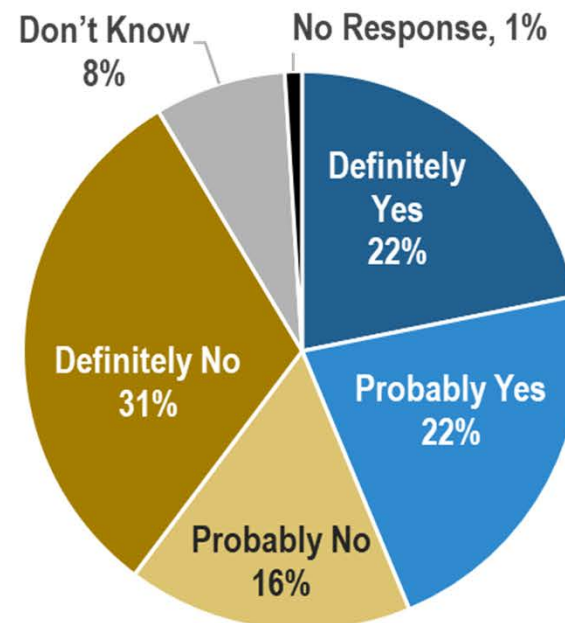
Support for Four-High-School Option : Child in District

Child in District



Yes: 56%
No: 37%
n:454

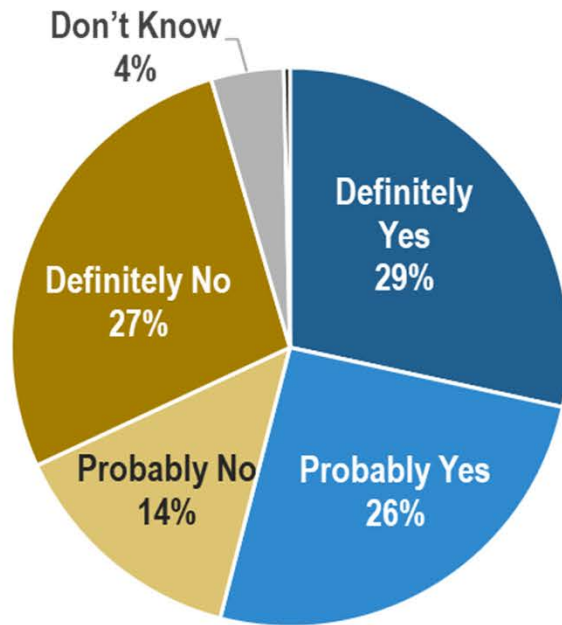
No Child in District



Yes: 44%
No: 47%
n: 1603

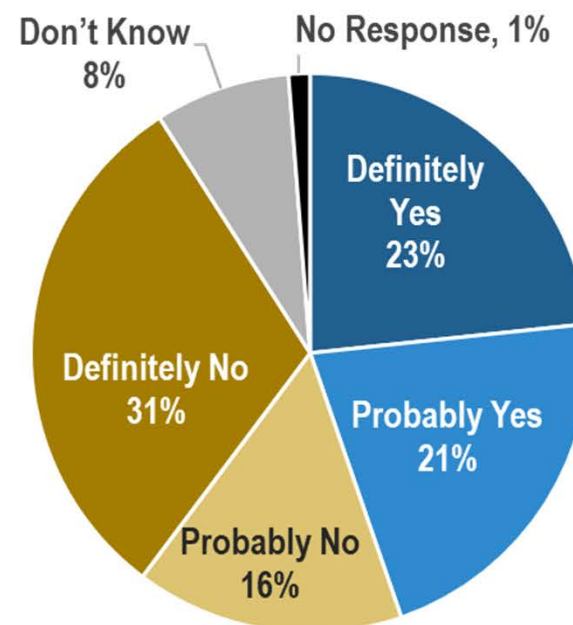
Support for Four-High-School Option: District Employee

District Employee



Yes: 55%
No: 41%
n: 285

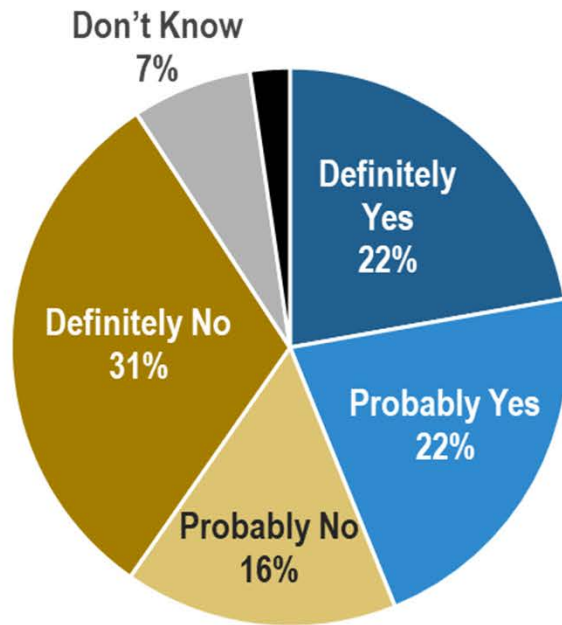
Not a District Employee



Yes: 44%
No: 47%
n: 1774

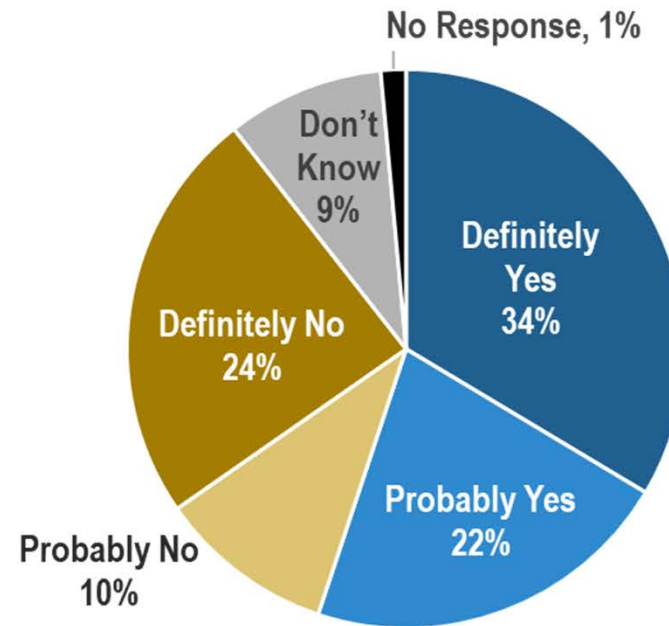
Support for Four-High-School Option: Likely Vs. Unlikely Voter

Likely Voter (From File)



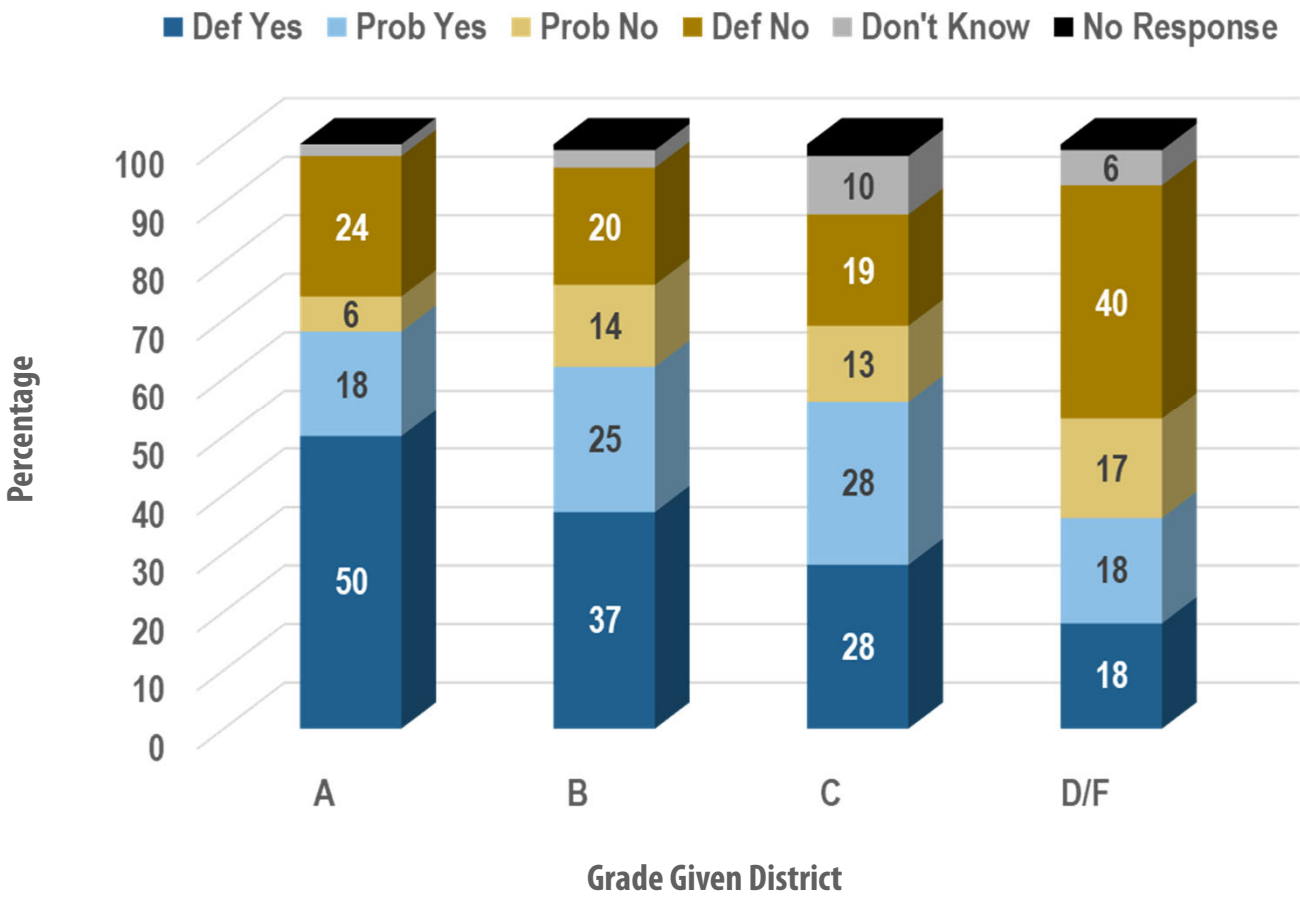
Yes: 44%
No: 47%
n:1824

Unlikely Voter (From File)



Yes: 56%
No: 34%
n: 274

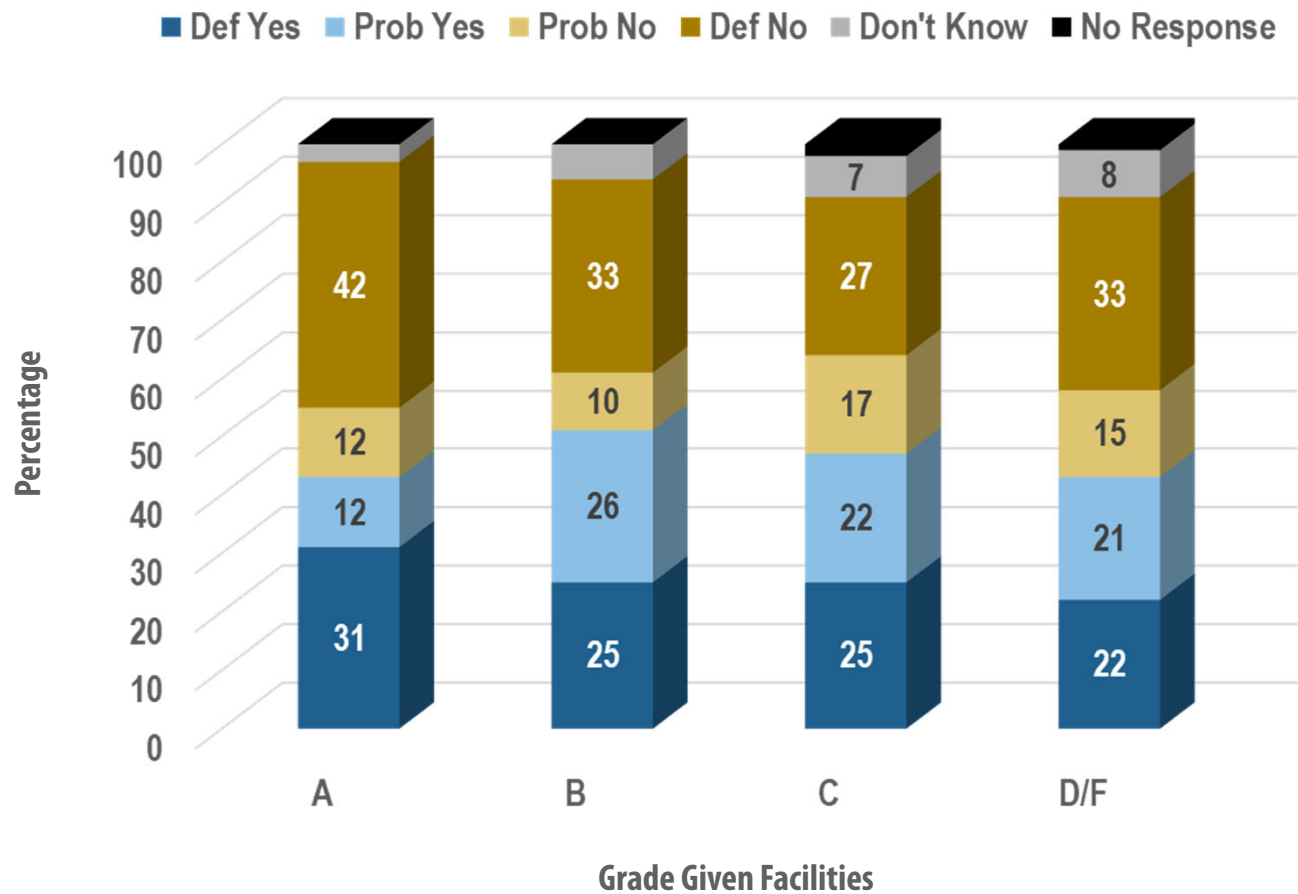
Support for Four-High-School Option: Grade Given District



Percentages may not equal 100% due to rounding.

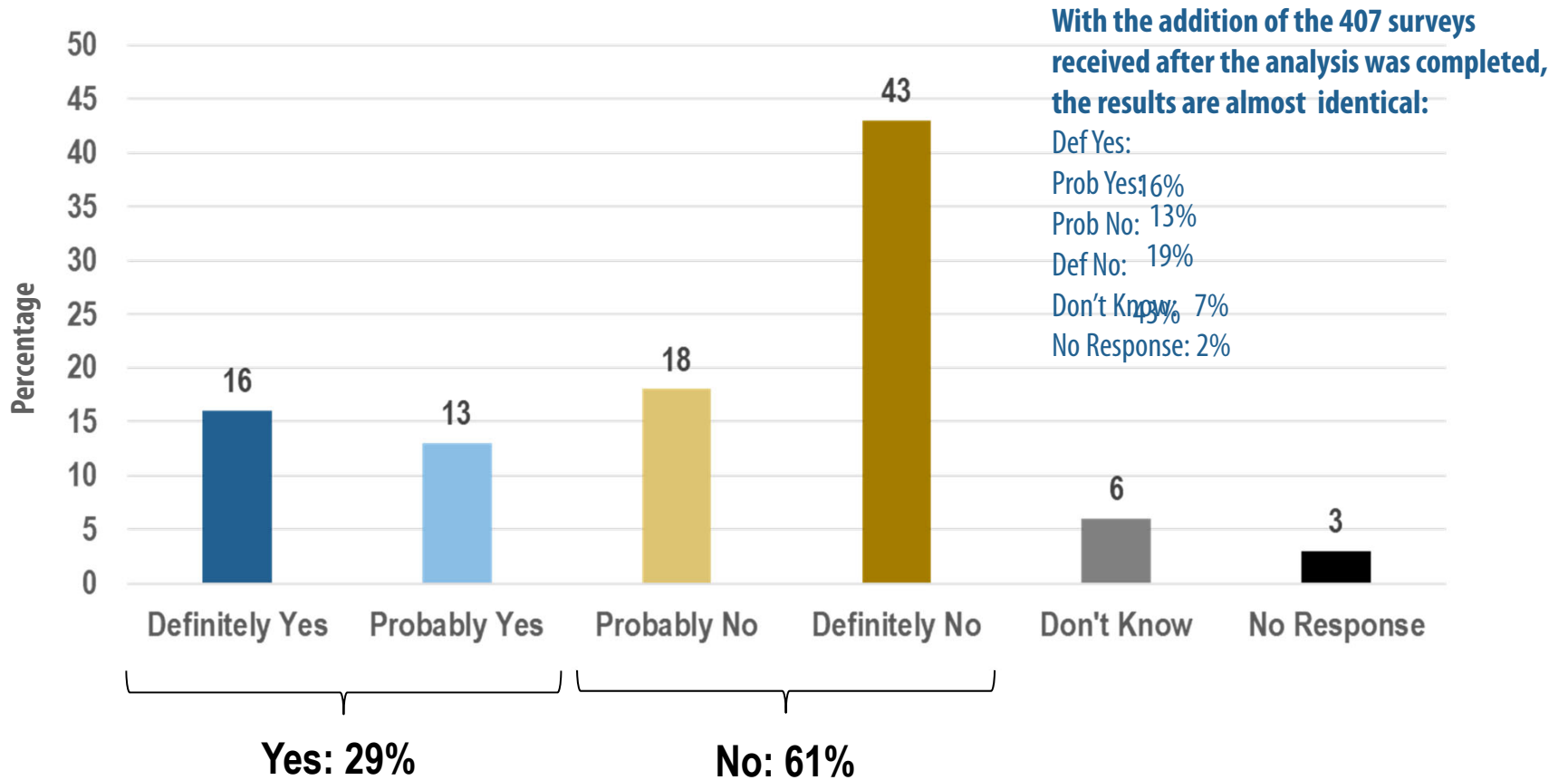


Support for Four-High-School Option: Grade Given Facilities

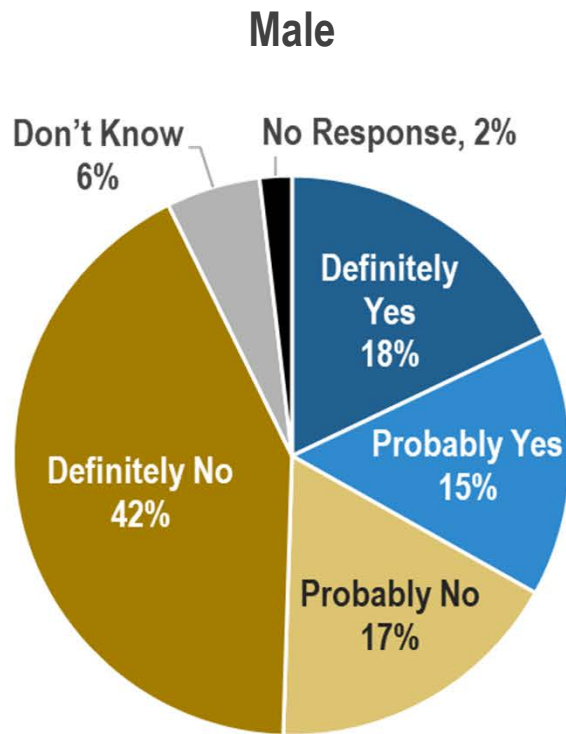


Bond Proposal: Two-High-School Option

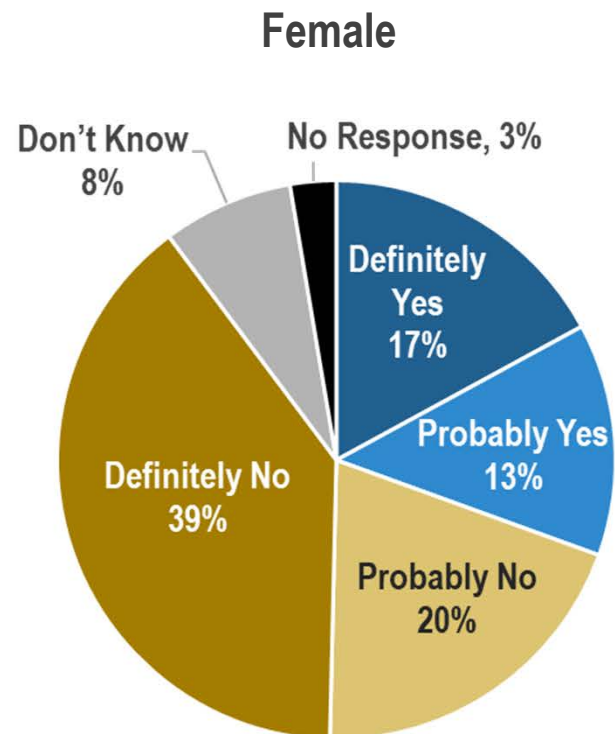
Rather than a four-high-school proposal, the other option being considered is a two-high-school proposal. If a local election were held today, would you vote “Yes” in favor, or “No” to oppose, a \$336 million bond measure—with an annual tax impact of \$132.12 per \$100,000 of a home’s actual value—for the purpose of: constructing and equipping two new, 2,000-student high schools to replace the existing four high schools, with one new high school serving the North/East quadrants of the district and the other new high school serving the Central/South quadrants; priority upgrades to nine schools; replacement/consolidation of five schools; facility upgrades to the District’s charter schools; construction of an aquatic center to serve the needs of students and the community; and a centralized production kitchen to serve schools districtwide?



Support for Two-High-School Option: Gender



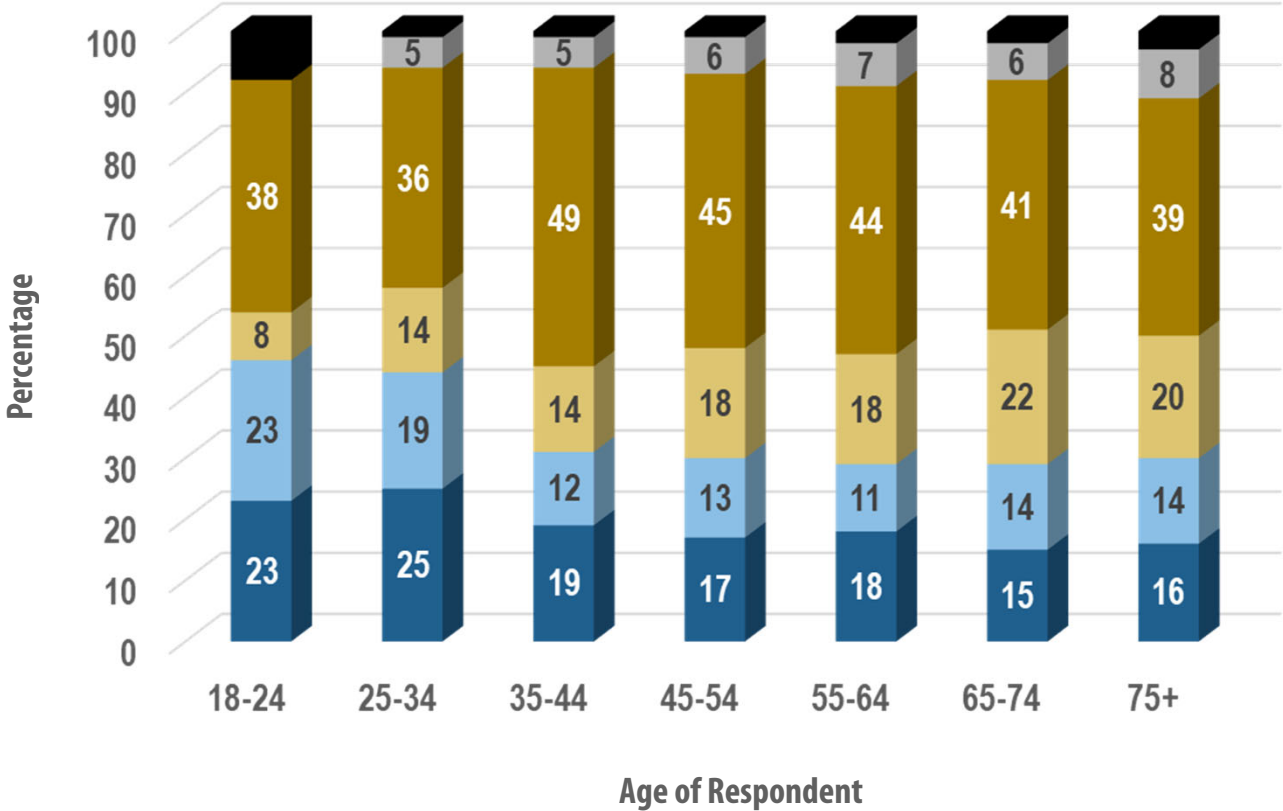
Yes: 33%
No: 59%
n: 697



Yes: 30%
No: 59%
n: 937

Support for Two-High-School Option: Age

■ Def Yes ■ Prob Yes ■ Prob No ■ Def No ■ Don't Know ■ No Response

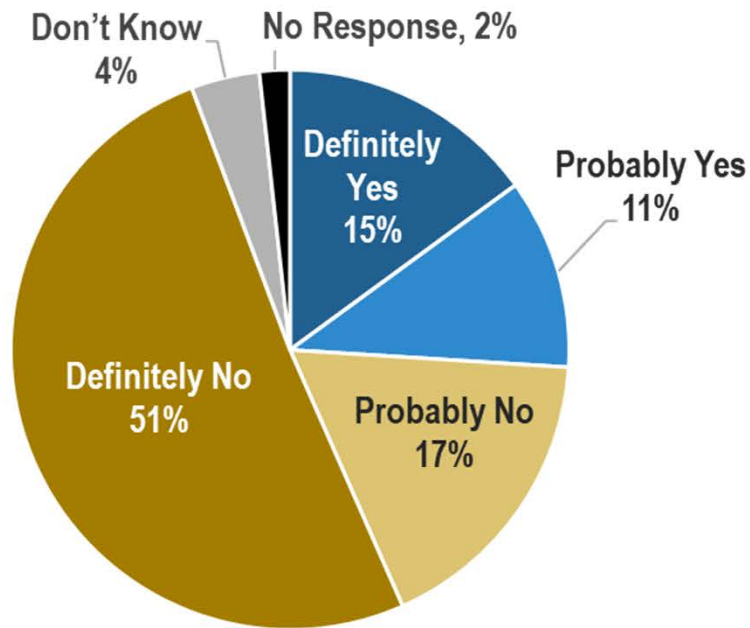


Percentages may not equal 100% due to rounding.



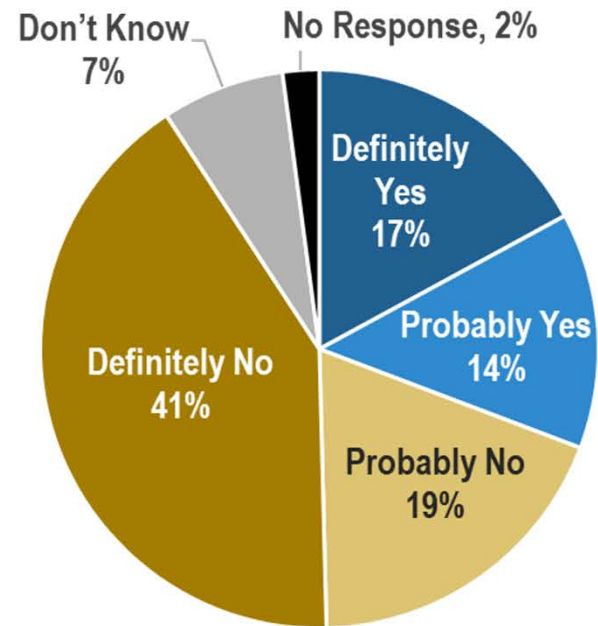
Support for Two-High-School Option : Child in District

Child in District



Yes: 26%
No: 68%
n: 454

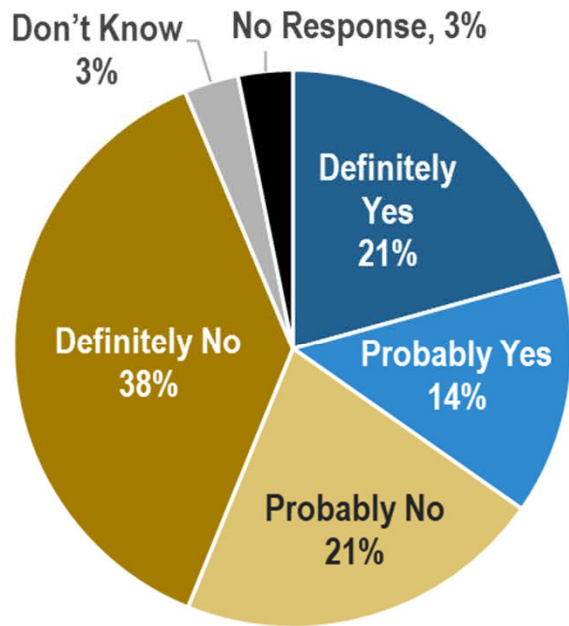
No Child in District



Yes: 31%
No: 60%
n: 1603

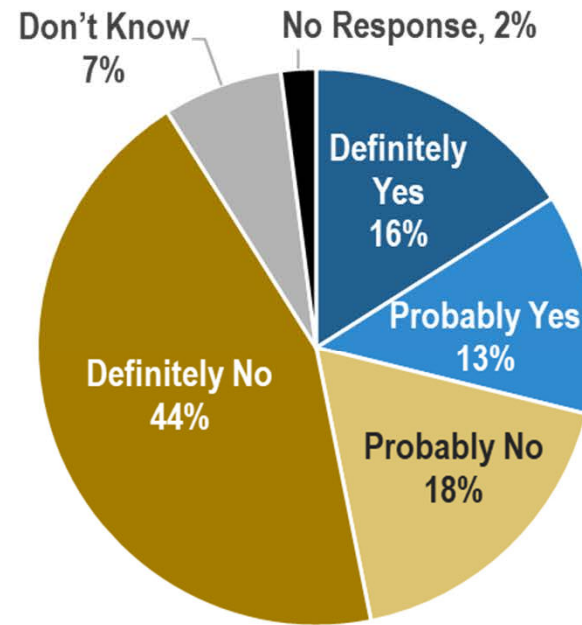
Support for Two-High-School Option: District Employee

District Employee



Yes: 35%
No: 59%
n: 285

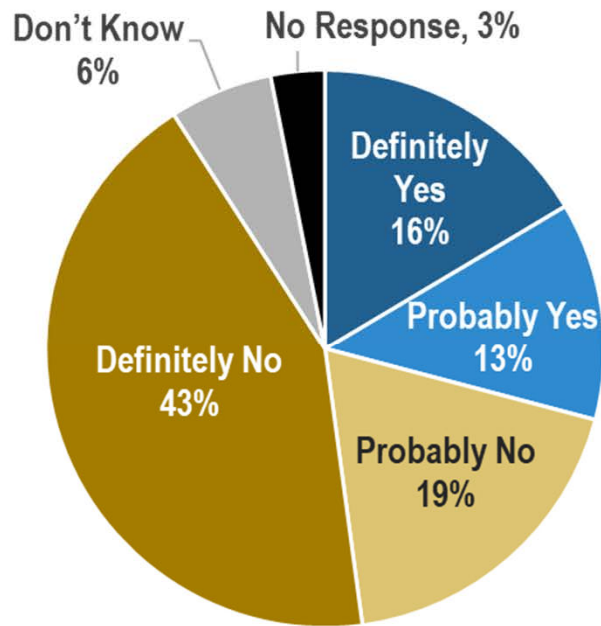
Not a District Employee



Yes: 29%
No: 62%
n: 1774

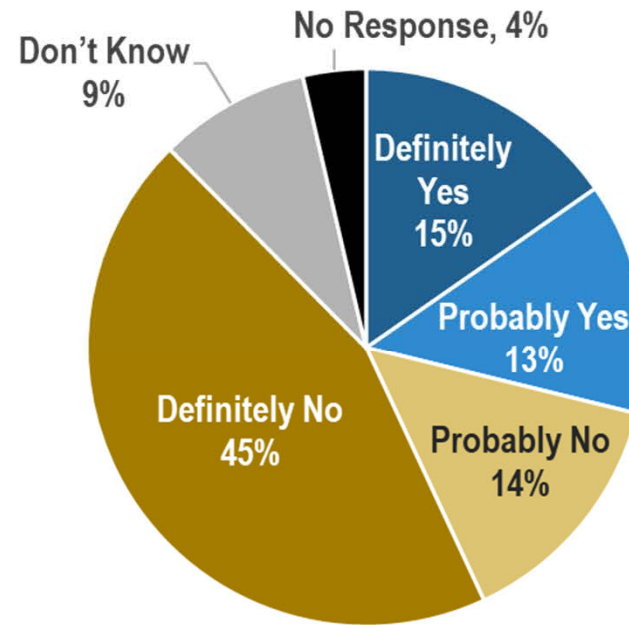
Support for Two-High-School Option: Likely Vs. Unlikely Voter

Likely Voter (From File)



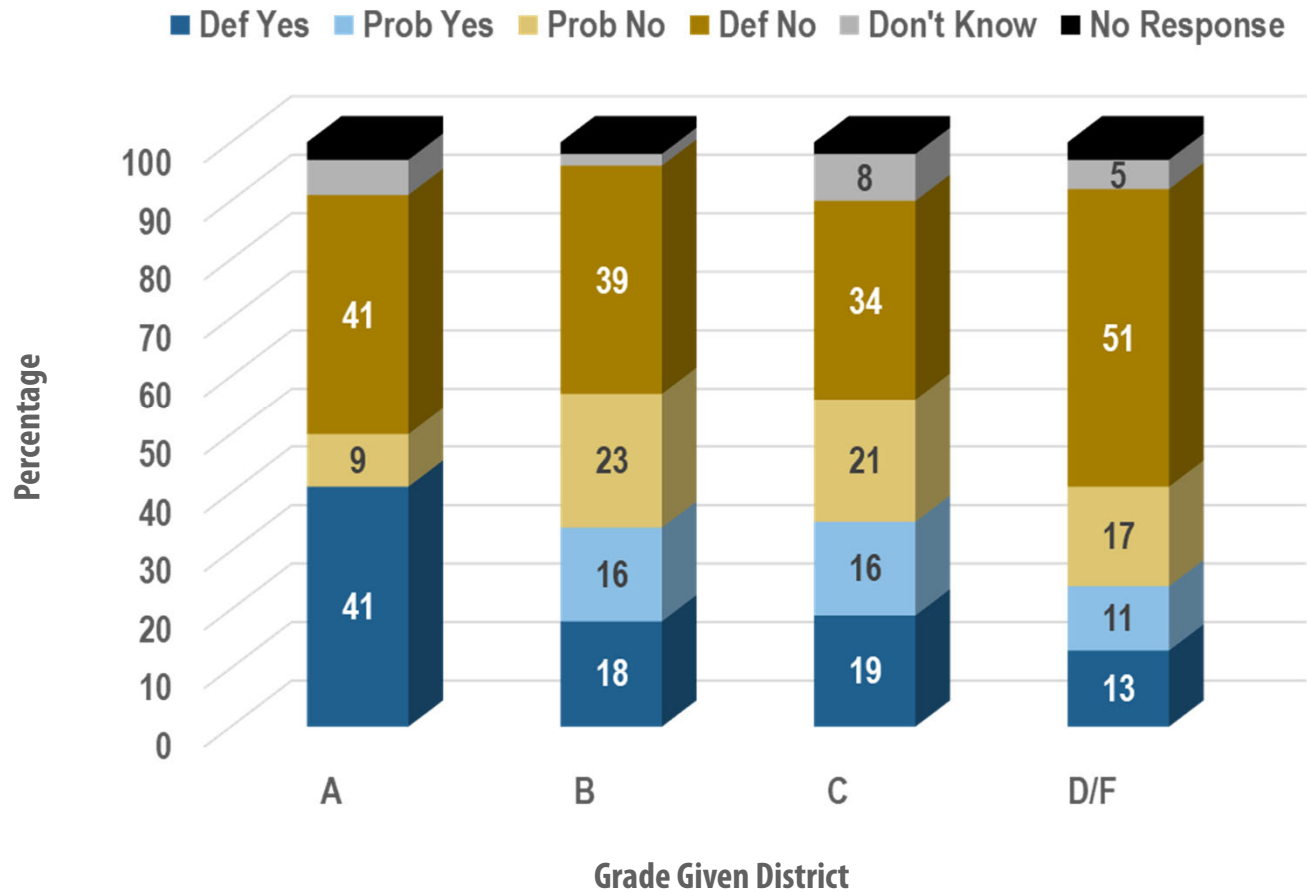
Yes: 29%
No: 62%
n: 1824

Unlikely Voter (From File)

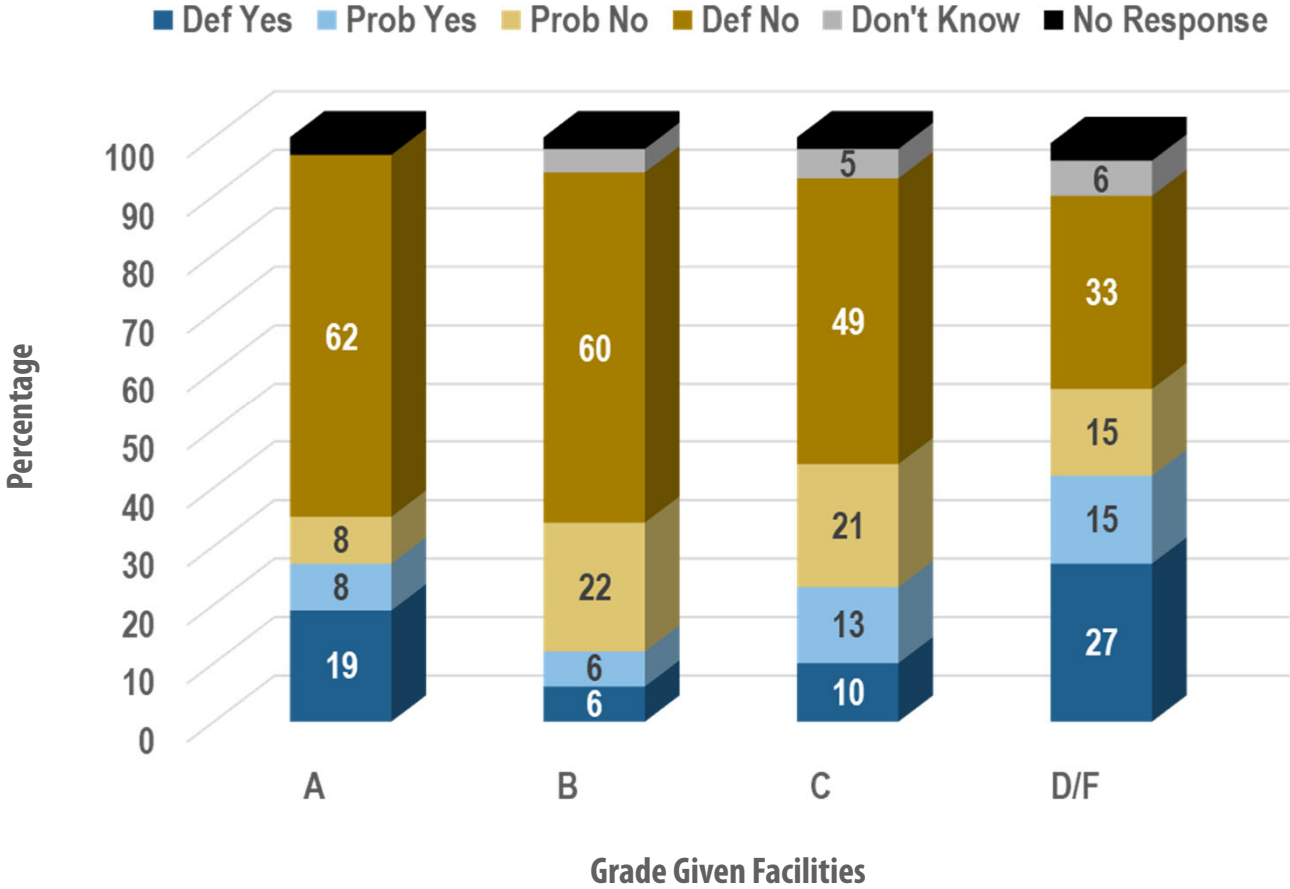


Yes: 28%
No: 59%
n: 274

Support for Two-High-School Option: Grade Given District



Support for Two-High-School Option: Grade Given Facilities

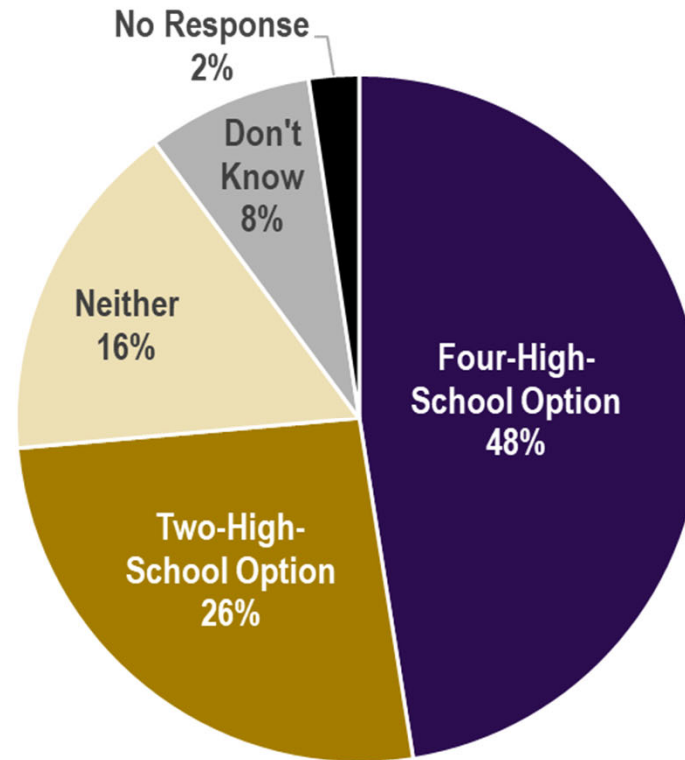


Percentages may not equal 100% due to rounding.



Which Option Would You More Likely Support?

There will ultimately be one proposal on the ballot. Which would you be more likely to support?



Concerns Regarding Four-High-School Option?

- No Answer (Left Blank) (30%)
- Tax Impact / Pocketbook Concerns / Cost (7%)
- Use Monies as Promised (in Ballot Question) (5%)
- Support of Four-High-School Option (6%)
- Administration Concerns/Top Heavy (4%)
- New Construction Rather Than Repairs/Renovations (3%)
- Address Underutilized Space (3%)
- Against Four-High-School Option (3%)
- Decreasing Enrollment With New Schools (3%)
- Tradition/Heritage Important (2%)
- Pay Teachers More vs. Building Improvements (2%)
- Use Current Facilities Rather Than Building New (2%)
- Pursue Two-High-School Option (2%)
- Against Two-High School Option (2%)
- No Concerns / None (2%)
- Transportation Concerns (2%)
- Against Band-Aid Fixes (2%)
- Concerned about Management of Funds (2%)
- Equitable Division of Funding Across District (2%)
- Aquatic Center Not Needed (1%)
- Against Two-High-School Option (<1%)
- Pursue Three-High-School Option (<1%)
- On a Fixed Income (<1%)
- Do Nothing (<1%)
- Use Marijuana Tax Monies (<1%)
- Location Concerns (<1%)
- Poor Student Performance (<1%)

Concerns Regarding Two-High-School Option?

- No Answer (Left Blank) (30%)
- Overcrowded Schools/Classrooms (12%)
- Transportation/Accessibility (10%)
- Maintain Tradition/Heritage (6%)
- Statement Against Two High Option (5%)
- Cost (4%)
- Statement in Support of Two High Option (3%)
- Tax Impact / Pocketbook Concerns (3%)
- Concerned About Location of New Schools (2%)
- No Concerns (2%)
- Statement in Support of Four High Option (1%)
- Use Current Building (1%)
- Administration Top Heavy (1%)
- Allocate Monies to Teachers Vs. Facilities (1%)
- Aquatic Center Not Needed (1%)
- Negative Statement Re: Administration/Board (1%)
- Decreased Enrollment With Schools Closing (1%)
- Concerns Regarding Oversight of Funds (1%)
- Mixing Rival Schools (1%)
- Safety/Gangs / Drugs / Drag Racing / Guns (1%)
- Reduced Quality of Education (1%)
- Impact on Community (1%)
- Schools Too Big (1%)
- Student-Teacher Ratio With Large Schools (1%)
- Property Values (<1%)
- Why Have Existing Schools Not Been Maintained (<1%)
- Build New (<1%)
- Use of Empty Schools? (<1%)
- Statement Against Four High Option (<1%)
- Monies Spent as Promised (<1%)
- Not Well Thought Out (<1%)
- Waste of Money (<1%)
- Use Marijuana Tax Dollars (<1%)
- Underutilized Space (<1%)
- Don't Like Band-Aid Fixes (<1%)
- Lack of Equity Across All Students/Quadrants (<1%)
- Poor Student Performance (<1%)

Reason for Supporting One Option Over the Other?

Main Reasons for Supporting Two-High-School Option

- Cost Savings / Efficiency
- Modernization (New Facilities / 21st Century Schools / State-of-the-Art Technology/Classrooms)
- Educational Opportunities / Better Academics
- Forward Thinking / Move Into the Future / More Difficult But Worth the Effort
- Equity for All Students (Equal Access to Updated Facilities)

Main Reasons for Supporting Four-High-School Option

- Less Overcrowding / Maintain Student-Teacher Ratio
- More Accessible / Eliminates Transportation Issues
- Maintain Tradition / Heritage
- Protect Students' Access to Sports / Extracurriculars
- Lower Cost Option
- Protect Local Communities / Neighborhoods

Summary of Results/Conclusions

- Survey respondents ages 18 to 34, 45 to 64, and 75+ were slightly underrepresented in the mail survey compared to turnout projected for the November 2019 election.
- 86% of the respondents have at least one person in their household who is likely to vote this fall.
- There is very strong awareness of the two funding options being considered, probably the result of earned media, informational mailers, outreach meetings and related efforts.
- 11% of respondents gave the District an A or B grade versus 80% who gave the District a grade of C, D or F.
- Respondents also gave the District's facilities low marks, with 12% giving the District's facilities an A or B grade versus 70% who give the facilities a C, D or F grade.

Summary of Results/Conclusions, Cont.

- Arguments in favor of the four-high-school option tested stronger than arguments against this proposal. However, arguments against the two-high-school option tested stronger than arguments for this proposal.
- Arguments tied to the social and emotional impact of consolidating schools resonated the strongest with survey respondents as well as rationale tied to the heritage, tradition and history of having four high schools and the opportunities made available to students by having four high schools.
- The strongest argument against the four-high-school option was tied to the amount of monies that would continue to be allocated to operating unused instructional space.
- In addition to fewer students getting to participate in sports and extracurricular activities, arguments against the two-high-school option revealed concerns regarding transportation to and from the new high schools.

Summary of Results/Conclusions, Cont.

- Tax sensitivity is high for both funding options tested, with 39% of respondents extremely or very concerned about the four-high-school option and 51% extremely or very concerned about the two-high-school option.
- A large percentage (57%) of the respondents indicated they are more likely to support a future bond measure knowing that all spending would be publicly disclosed.
- Survey respondents are split on support for the four-high-school option in its current form, with 46% of respondents indicating they would definitely or probably support the proposal versus 45% who would definitely or probably not support the measure.
 - Opposition intensity is stronger than support intensity:
30% Definitely No versus 24% Definitely Yes
 - Support is strongest from respondents with a child in the district, female respondents, respondents 18 to 44 years old, district employees and unlikely voters

Summary of Results/Conclusions, Cont.

- There is limited support for the two-high-school option, with 29% of respondents indicating they would definitely or probably support the proposal versus 61% who would definitely or probably not support the measure.
 - Opposition intensity is much stronger than support intensity:
43% Definitely No versus 16% Definitely Yes
 - Male respondents, respondents 18 to 34, respondents without a child in the district and district employees are slightly more supportive than other respondents
- While there is stronger support for both the four-high-school proposal from the District's base—parents and district staff—the support levels are lower than those typically seen by George K. Baum & Company with tax-related referenda that were successful. For example, successful voter-approved funding proposals typically have a support level at or above 70% from both parents and district employees. The support level from parents participating in the survey is 56% for the four-high-school option. The support level from district employees participating in the survey is 55% for the four-high-school option. These percentages are even lower for the two-high-school option.

Summary of Results/Conclusions, Cont.

- When given the opportunity to choose between the four-high-school option and two-high-school option, respondents were much more supportive of the four-high-school option.
- Mail surveys previously conducted by George K. Baum & Company in Colorado on behalf of school districts have typically been 8 to 10 percentage points more supportive than the final results of the ballot measures.

This presentation was prepared for the benefit and internal use of Pueblo School District No. 60. The information contained herein and in our presentation is provided for informational purposes only. It is not intended as advice nor does it create an advisor/client relationship between George K. Baum & Company and any readers or recipients (to the extent such relationship does not already exist). Readers should consult with George K. Baum & Company or their own advisors to discuss how these matters relate to their individual circumstances. Reproduction in whole or in part is prohibited without the express written consent of Pueblo School District No. 60.

In preparing this presentation, we have relied upon and assumed, without independent verification, the accuracy and completeness of all information available from public sources or which was provided to us by or on behalf of Pueblo School District No. 60 or which was otherwise reviewed by us. In addition, our analyses are not and do not purport to be appraisals of the creditworthiness of Pueblo School District No. 60, which may affect the results.



George K. Baum & Company
INVESTMENT BANKERS SINCE 1928

SIPC
Member FINRA



Pueblo School District 60 School Repairs & Improvements Ballot Question Poll Key Findings Presentation

June 25, 2019

*Results based on a live-interviewer telephone poll
among 400 likely November 2019 voters in Pueblo School District 60
conducted June 18-19, 2019*

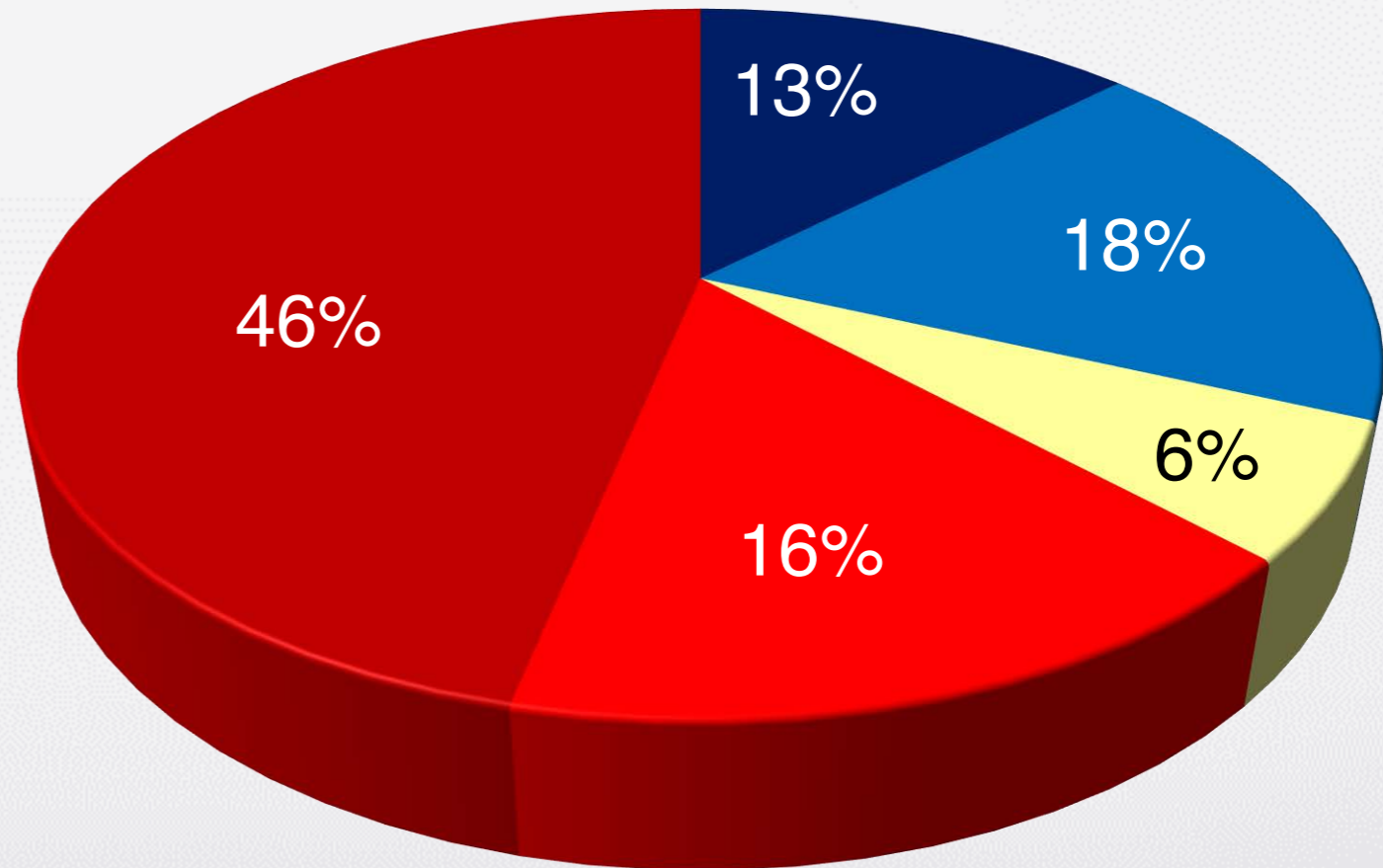
Voter Support for the Two High School Proposal

Would you vote yes or no on this two high school proposal?

If respondent says yes ask: Would you definitely vote yes or probably vote yes?

If respondent says no ask: Would you definitely vote no or probably vote no?

- Definitely Yes
- Probably Yes / Lean Yes
- Don't know / Undecided
- Probably No / Lean No
- Definitely No



Vote Yes 31%

Vote No 62%

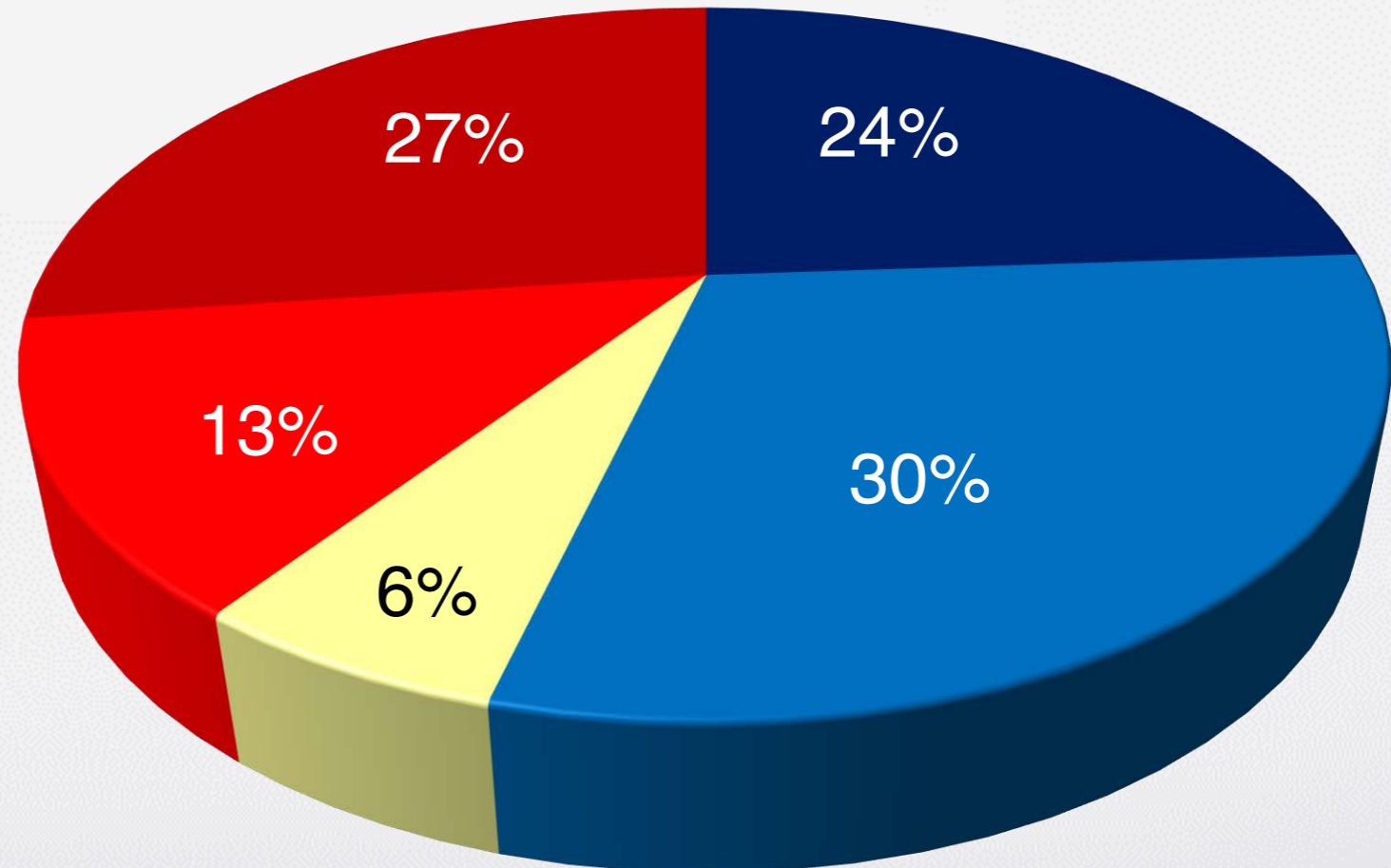
Voter Support for the Four High School Proposal

Would you vote yes or no on this four high school proposal?

If respondent says yes ask: Would you definitely vote yes or probably vote yes?

If respondent says no ask: Would you definitely vote no or probably vote no?

- Definitely Yes
- Probably Yes / Lean Yes
- Don't know / Undecided
- Probably No / Lean No
- Definitely No

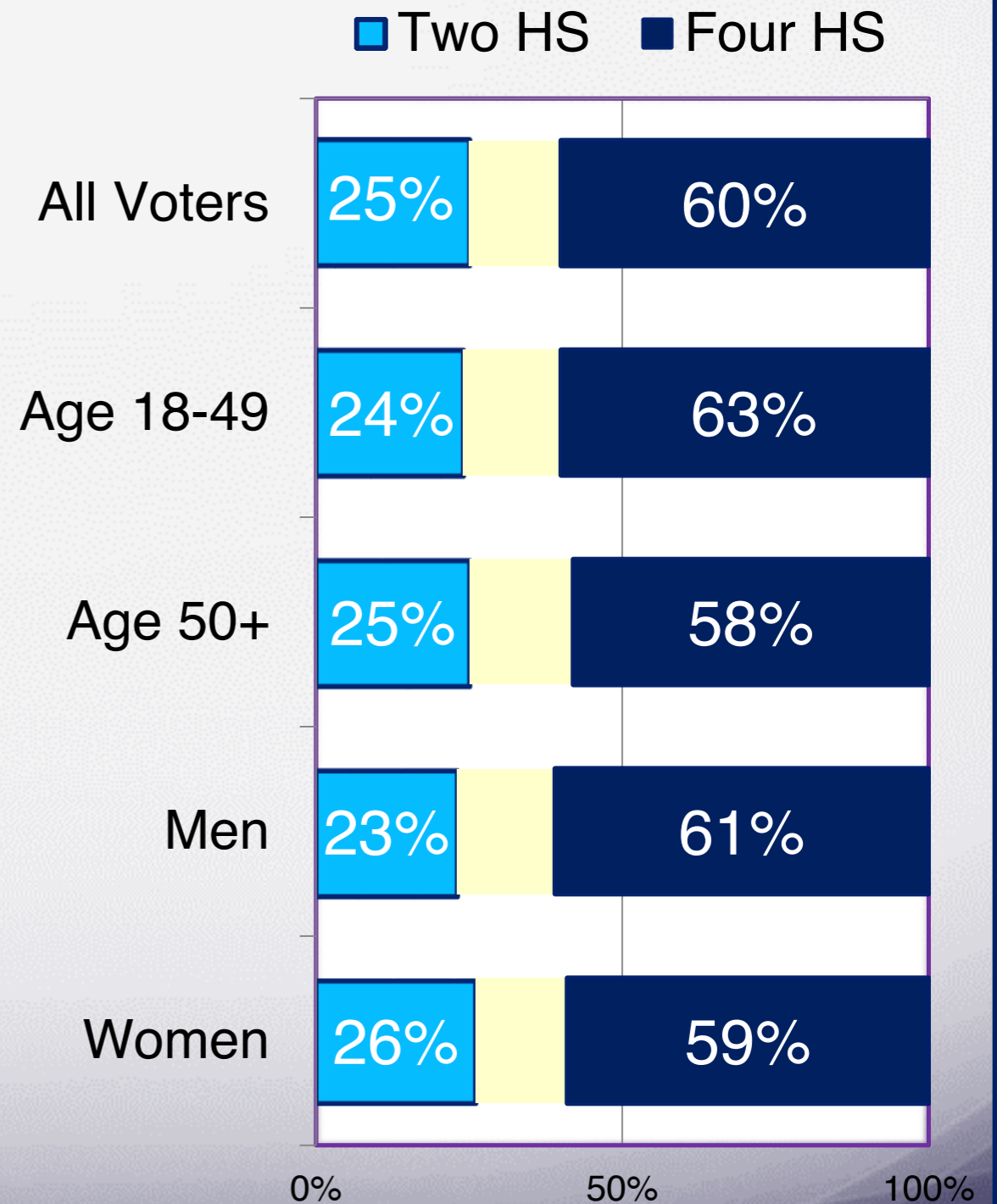
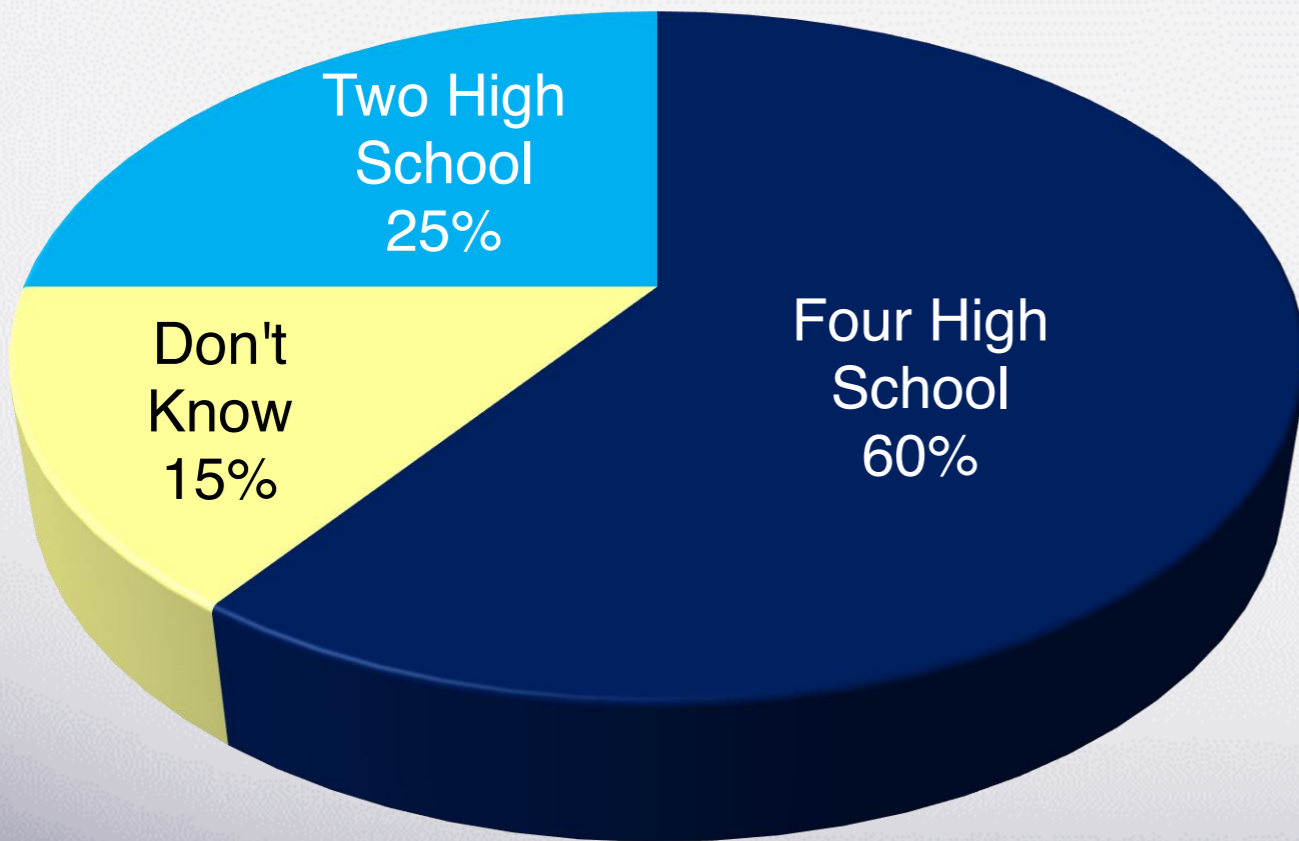


Vote Yes 54%

Vote No 40% +14

After hearing the details of both proposals -
when given a choice, Pueblo voters prefer the *Four High School Option*

Now that you've heard the details of both proposals, if Pueblo School District 60 property taxes are increased to make school repairs and improvements, do you prefer the two high school option or do you prefer the four high school option?



Information about the school repairs and improvements ballot question that encourage Pueblo voters to support it

Now I'd like to read some additional information about the Pueblo School District 60 ballot question to fund school repairs and improvements. After I read each one, please tell me if it makes you more likely to support the Pueblo School District 60 mill levy ballot question or less likely to support it?

This ballot question will provide funding to upgrade Pueblo School District 60's schools to modernize classrooms, support expanded access to new technology and computers, and provide air conditioning.

■ % More Likely

71%

The new and improved school buildings will have the most up-to-date safety and security systems.

70%

The funding will be used to repair and improve 9 to 11 different elementary and middle schools around the school district.

69%

Almost half of Pueblo School District 60's school buildings are more than 50 years old and in very poor condition. This ballot question will provide the funding to replace, repair and upgrade the schools in the district.

65%

The funding will be used to build a centralized kitchen to store and prepare food for school lunches and the Fresh Fruit and Vegetable Grant Program.

65%

All spending from the bond would be publicly disclosed and project updates will be presented at community informational meetings and on the school district's website.

59%

Information about the school repairs and improvements ballot question that are less convincing – and should not be included

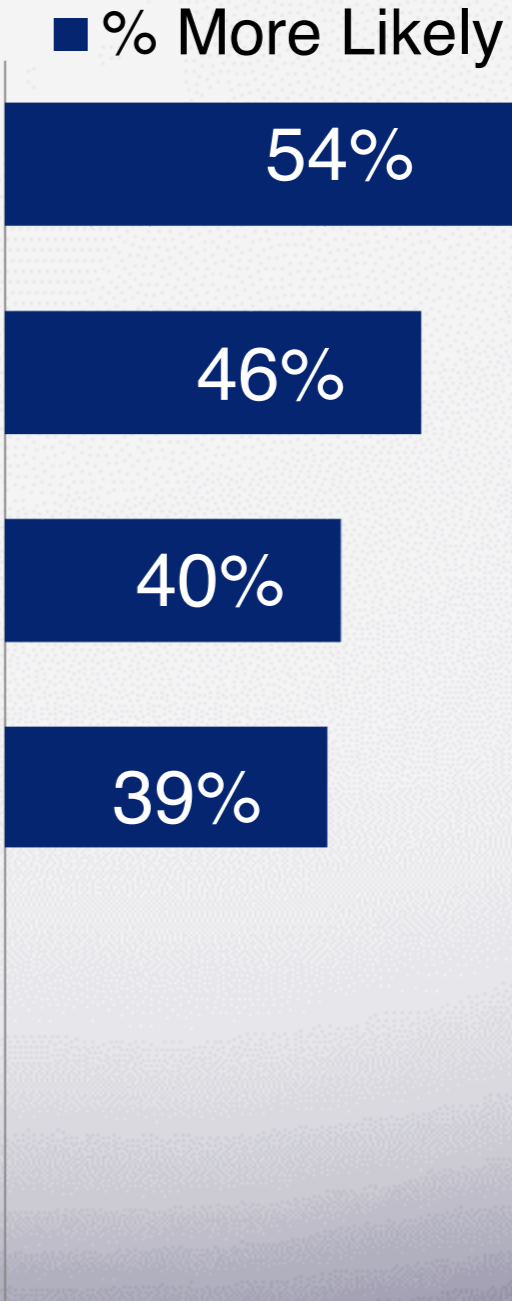
Now I'd like to read some additional information about the Pueblo School District 60 ballot question to fund school repairs and improvements. After I read each one, please tell me if it makes you more likely to support the Pueblo School District 60 mill levy ballot question or less likely to support it?

The funding will be used to replace and consolidate 5 to 9 schools, saving taxpayers and the school district about 160 to 250 million dollars.

The funding will be used to construct an aquatic center with the City of Pueblo near the River Walk that includes an eight lane pool and diving boards.

The funding will be used to make facility upgrades to the District's charter schools.

This property tax increase will cost homeowners about \$10 or \$11 per month per \$100 thousand dollars in home value





Pueblo School District 60 School Repairs and Improvements Survey Key Findings Presentation

July 15, 2019

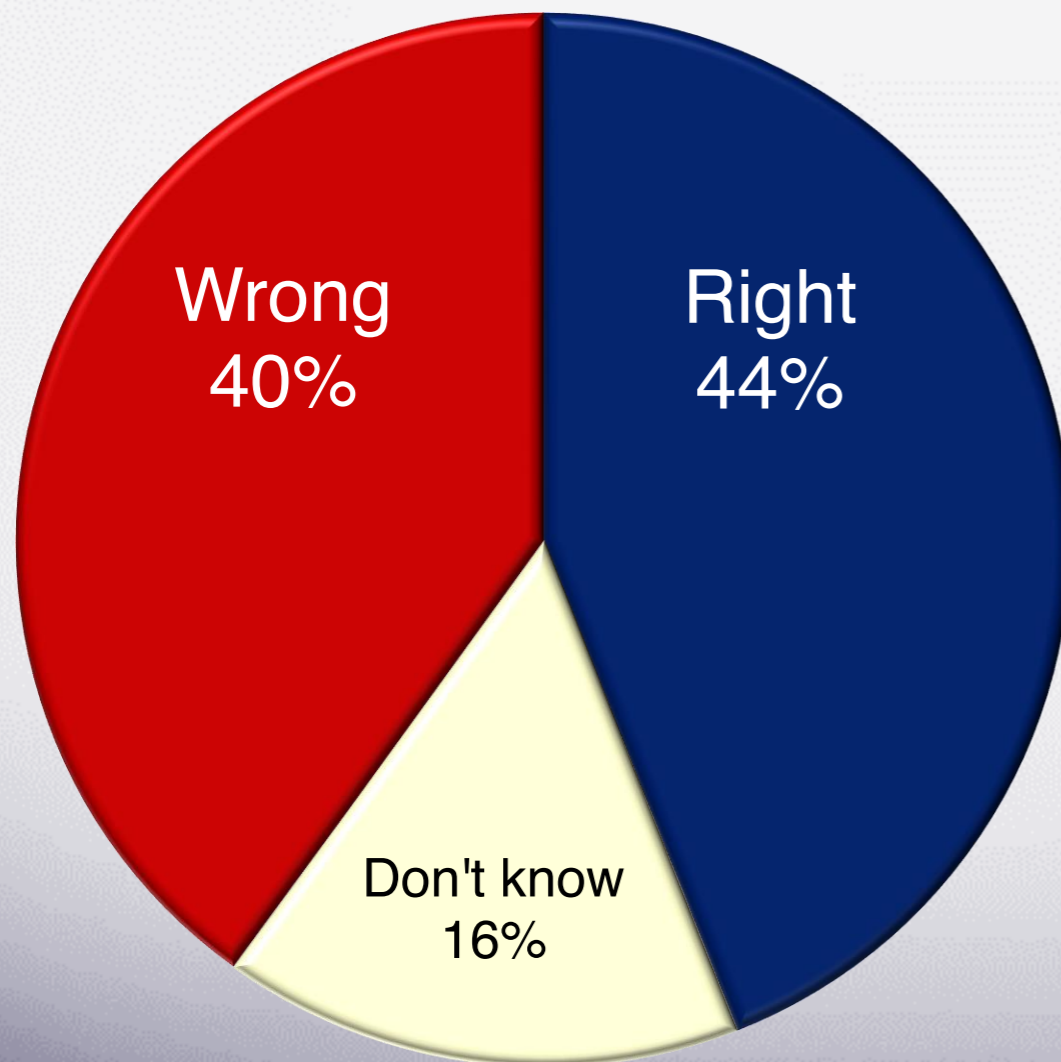
*Results based on a live-interviewer telephone poll
among 400 likely November 2019 voters in Pueblo School District 60
conducted July 10-11, 2019*

Voters are more positive about Pueblo than they were last year

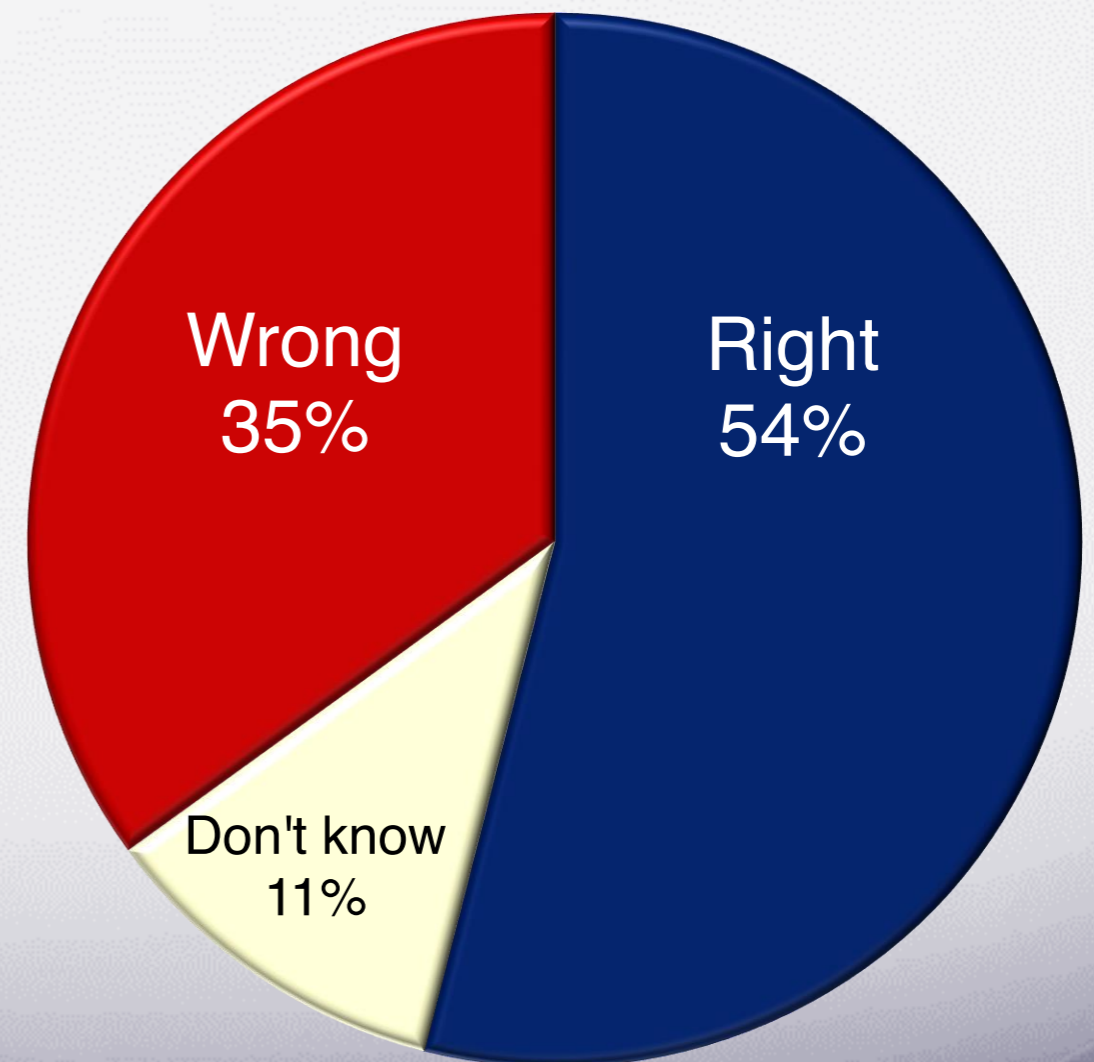
Optimism can drive more support for progressive ballot questions

Generally speaking would you say that Pueblo is heading in the right direction or in the wrong direction?

April 2018



July 2019



Pueblo School District 60 School Repairs and Improvements Bond

The \$256 Million Bond (Project Cost \$278.5 million)

- Two new replacement high schools for Centennial High School and East High School;
- Repairs, upgrades and security enhancements to Central High School and South High School;
- Repairs, upgrades and security enhancements to nine other schools around the district;
- Building improvements and upgrades at in-district charter schools;
- A centralized kitchen to serve students and schools districtwide.

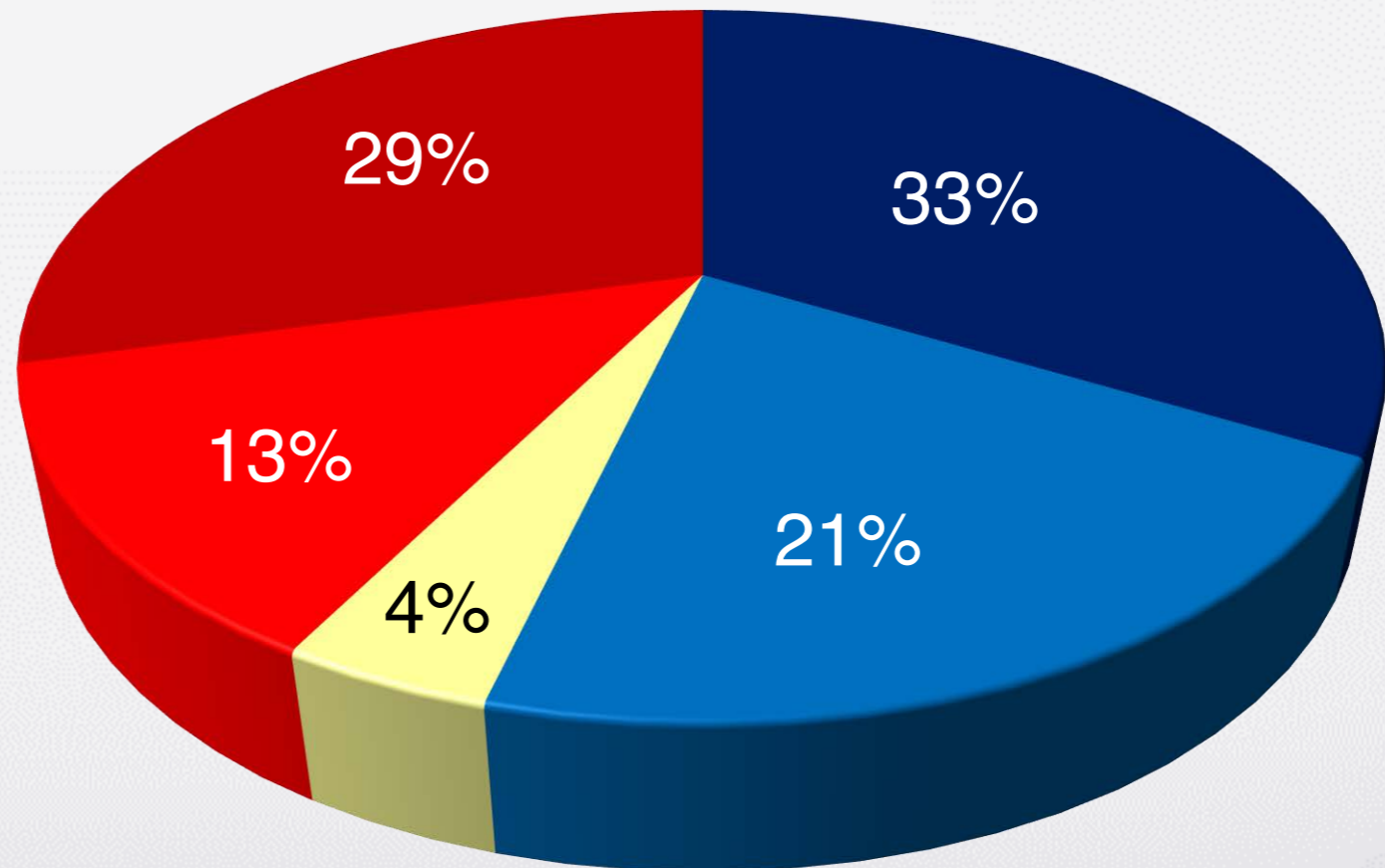
Pueblo Voter Support For A Possible \$256 Million Bond (Project Cost \$278.5 million)

Would you vote yes or no on this proposal?

If respondent says yes ask: Would you definitely vote yes or probably vote yes?

If respondent says no ask: Would you definitely vote no or probably vote no?

- Definitely Yes
- Probably Yes / Lean Yes
- Don't know / Undecided
- Probably No / Lean No
- Definitely No



Vote Yes 54%

Vote No 42% +12

Pueblo School District 60 School Repairs and Improvements Bond

The \$218 Million Bond (Project Cost \$237.25 million)

- Two new replacement high schools for Centennial High School and East High School;
- Repairs, upgrades and security enhancements to Central High School and South High School;
- Repairs, upgrades and security enhancements to nine other schools around the district;
- Building improvements and upgrades at in-district charter schools.

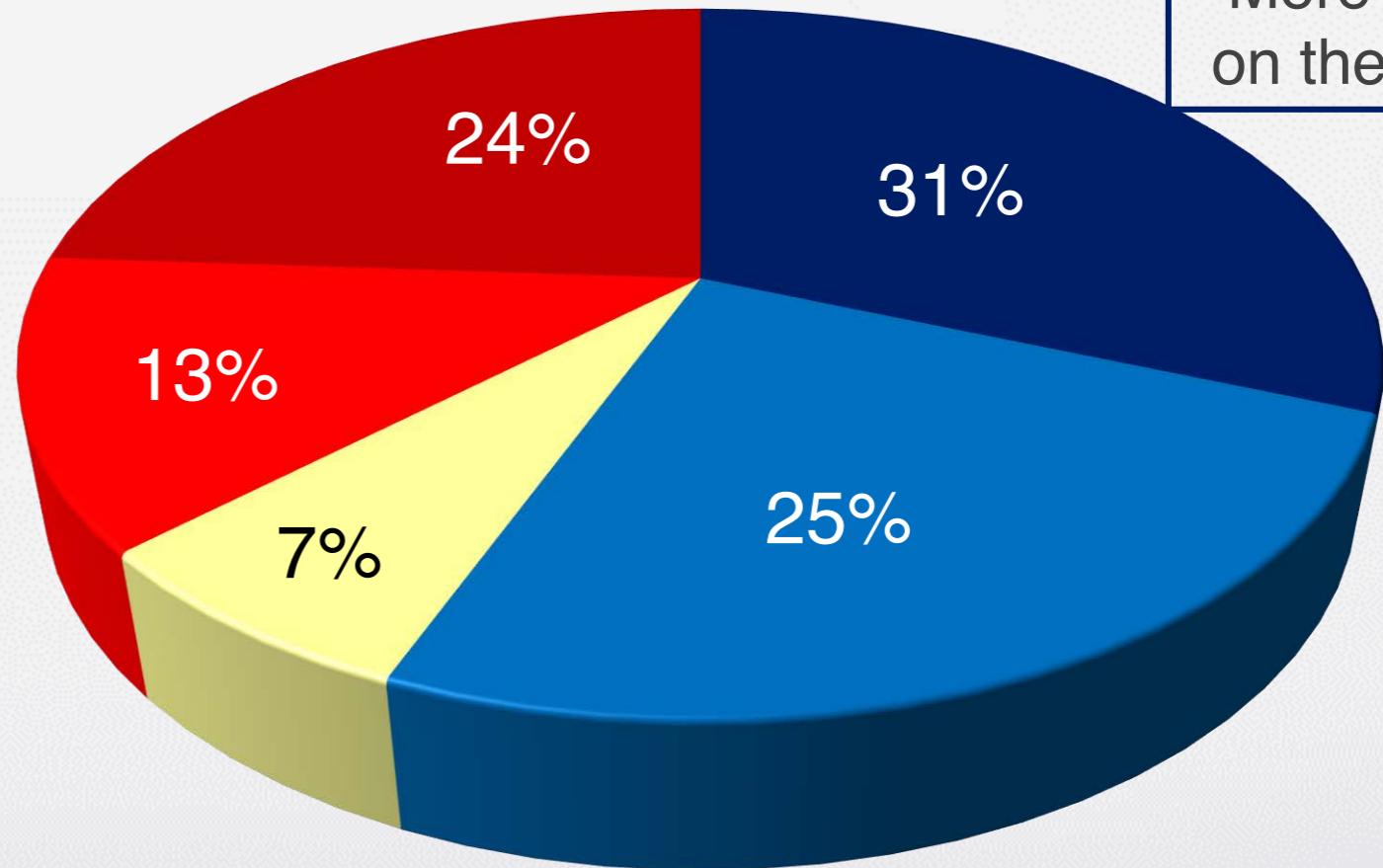
Pueblo Voter Support For A Possible \$218 Million Bond (Project Cost \$237.25 million)

Would you vote yes or no on this proposal?

If respondent says yes ask: Would you definitely vote yes or probably vote yes?

If respondent says no ask: Would you definitely vote no or probably vote no?

- Definitely Yes
- Probably Yes / Lean Yes
- Don't know / Undecided
- Probably No / Lean No
- Definitely No



More intensity on the yes side

Vote Yes 56%

Vote No 37% +19

Accountability, career and technical education, school repairs and upgrades are the most compelling features of the Pueblo School District 60 School Repairs and Improvements Bond

Now I'd like to read some additional information about a Pueblo School District 60 ballot question to fund school repairs and improvements. After I read each one, please tell me if it makes you more likely to support a Pueblo School District 60 bond question or less likely to support it?

■ % More Likely

It ensures accountability by requiring all spending be publicly disclosed and project updates be presented to the community

76%

It will improve access to career and technical education programs in high schools.

72%

From the June Poll: The new and improved school buildings will have the most up-to-date safety and security systems.

70%

It will provide funding to upgrade Pueblo School District 60's schools to modernize classrooms and expand access to new technology and computers.

69%

From the June Poll: The funding will be used to repair 9 different elementary and middle schools around the school district.

69%

It will fund major renovations and critical repairs at Central and South High School.

68%

It will allow Pueblo School District 60 to continue to operate and maintain four high schools, protecting the heritage, tradition and history of our local schools.

66%

It will allow Pueblo School District 60 to continue to operate and maintain four high schools and avoid the negative impacts of high school consolidations.

66%

Properly sized high schools and new buildings are less important to voters

Now I'd like to read some additional information about a Pueblo School District 60 ballot question to fund school repairs and improvements. After I read each one, please tell me if it makes you more likely to support a Pueblo School District 60 bond question or less likely to support it?

■ % More Likely

It will ensure Pueblo School District 60 has properly sized high schools for Centennial and East High School, including instructional space for one thousand one hundred students as well as a competition gym and auditorium or auxiliary gym in each school.

59%

It will ensure Pueblo School District 60 has properly sized high schools for Centennial and East High School, including instructional space for one thousand students as well as a competition gym and auditorium or auxiliary gym in each school.

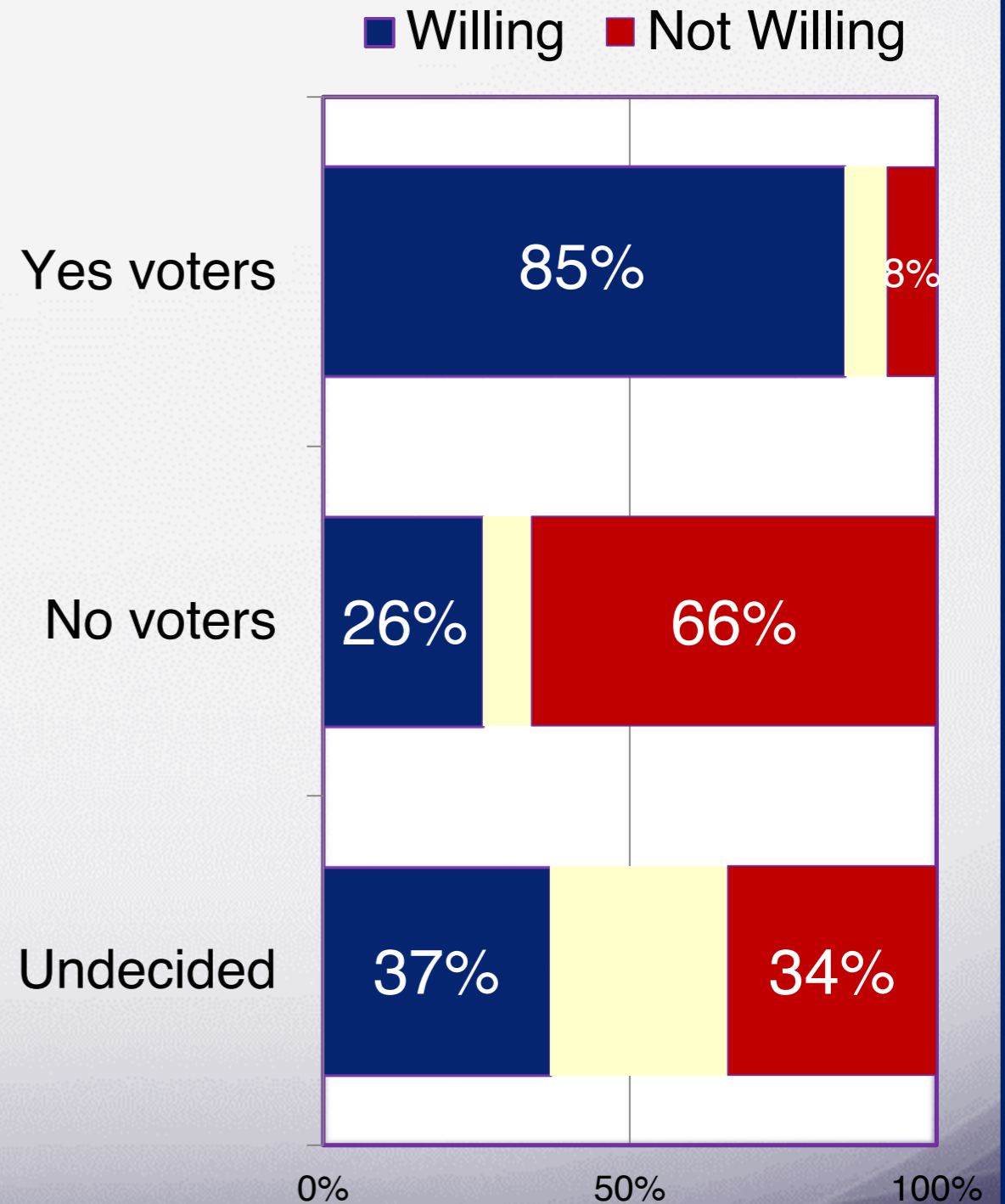
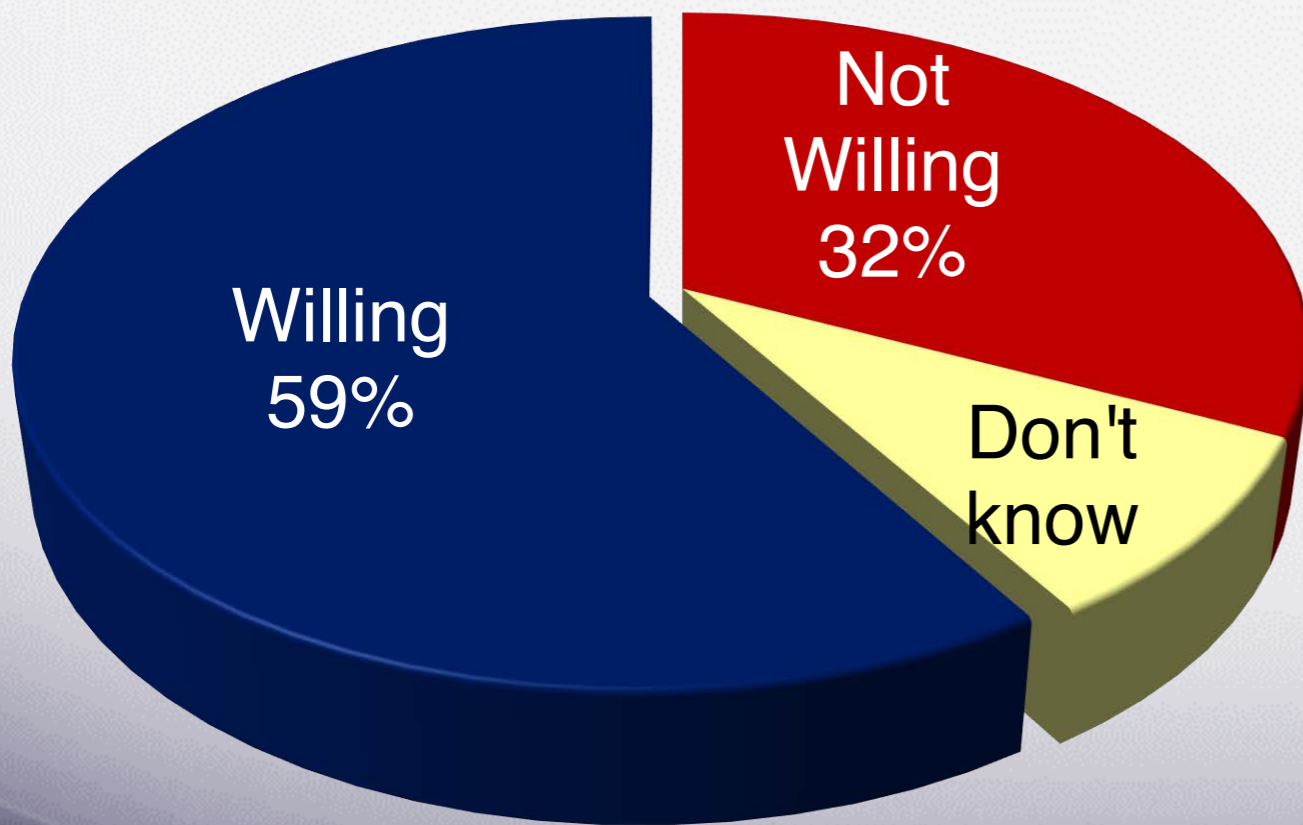
59%

It will build and equip two new replacement schools for Centennial and East High School.

45%

6-of-10 voters say they are willing to pay the additional property taxes for a Pueblo School District 60 School Repairs and Improvements Bond

Thinking about the school repairs and improvements included in a ballot question, would you be willing or not willing to fund these projects by paying about \$7/8 dollars each month or \$79/98 dollars each year in additional property taxes for every \$100,000 dollars in home value?



Message Frame: Repairing, improving and upgrading Pueblo's schools

Now I'd like to read some statements that some people have made about why they would Support a Pueblo School District 60 ballot question. After I read each statement, please tell me how convincing it is as a reason to support it – very convincing, somewhat convincing, not very convincing, or not at all convincing

Most Pueblo schools are more than 50 years old, and many are in very poor condition. This ballot question will replace two out-of-date high schools and complete essential repairs and improvements in nearly half of Pueblo's schools, including improving safety and security systems, replacing damaged roofs, and updating electrical systems. These are necessary upgrades to make our schools functional and safe for students.

A quality education for Pueblo students depends on having access to a quality school. This ballot question will create new opportunities for students to succeed by modernizing classrooms, expanding access to technology, and increasing career and technical education. A better place to learn will improve education outcomes and prepare the next generation for success.

■ % Very Convincing ■ % Convincing



Opposition shrinks after voters hear more about a potential Pueblo School District 60 School Repairs and Improvements Bond

