

OVERCOMING NEW CHALLENGES: ***RURAL REFERENDA***



**HOW HAVE THE
RESULTS CHANGED
SINCE COVID-19?**



ENVIRONMENTAL FACTORS

WHAT'S CHANGING?

Aging communities

Disappearance of C/I property values

Distrust of government decision-making

“Full funding” for education

Why isn't \$14,000 per student enough?

**Democrats live in cities,
Republicans live in rural areas**

**THESE ARE REAL
ISSUES, BUT MOST
ARE OUT OF OUR
CONTROL.**

**LET'S FOCUS ON
WHAT WE CAN
CONTROL.**

Aging communities

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SINCE 2020, MANY OF YOUR PEERS HAVE TRUSTED THEIR PROCESSES, GONE BACK TO VOTERS, AND SUCCEEDED

Aitkin	Floodwood	New London-Spicer
Albert Lea	Greenbush-Middle River	Park Rapids
Austin	Howard Lake-Waverly-Winsted	Paynesville Area
Becker	Ivanhoe	Red Rock Central
Bold	Le Sueur-Henderson	Rochester
Buffalo Lake-Hector-Stewart	Lewiston-Altura	Round Lake Brewster
Butterfield-Odin	Marshall County Central	Thief River Falls
Byron	Martin County West	Upsala
Cambridge-Isanti	Minneota	Warroad
Cannon Falls	Mora	Wheaton Area
Crookston	Mountain Lake	

The background of the slide is a dark blue-tinted photograph showing several people in business attire. They are gathered around a table, looking at and pointing to various documents, charts, and a laptop screen. The scene suggests a professional meeting or a collaborative work environment.

STATEWIDE SURVEY RESULTS

WOULD YOU SUPPORT A \$15/MONTH PROPERTY TAX INCREASE?

Support 60%

Oppose 36%

Don't Know 4%

Women	66% support
Men	53%

Parents with kids in school	86% support
Other	49%

Metro CD's	61% support
Rest of state	59%

Democrats	74% support
Independents	64%
Republicans	44%

18-49	72% support
50+	44%

VALUE EQUATION: FINDING THE RIGHT PRICE POINT

	<u>SUPPORT</u>	
	<u>\$15</u>	<u>\$20</u>
Overall	60%	-14
Non-Metro	59%	-15

Parents	86%	-14
18-49	72%	-15
Dems	74%	-11
Ind	64%	-14
Women	66%	-12

	<u>SUPPORT</u>	
	<u>\$15</u>	<u>\$9</u>
Overall	60%	+7
Non-Metro	59%	+6

Non-Parents	49%	+10
50+	44%	+10
GOP	44%	+8
Men	53%	+9

FACTORS THAT LIKELY MATTER MORE THAN DEMOGRAPHICS

	<i><u>Share of Sample</u></i>	<u>\$15 proposal</u>	<u>\$20 proposal</u>	<u>\$9 proposal</u>
High marks – district meets my expectations (8-10)	56%	74% support	56% support	80% support
Lower (<8)	44%	43%	34%	52%
Follow SD closely, They have good engagement	26%	90%	82%	92%
Don't follow closely, but seems like good engagement	47%	55%	39%	64%
Poor engagement or not interested in SD	27%	40%	26%	37%



ADAPTING OUR STRATEGIES

THREE BELIEFS THAT LEAD TO SUPPORT FOR WELL-DESIGNED REFERENDUM PROPOSAL



Do school
districts make
decisions that
will benefit
students and
staff?

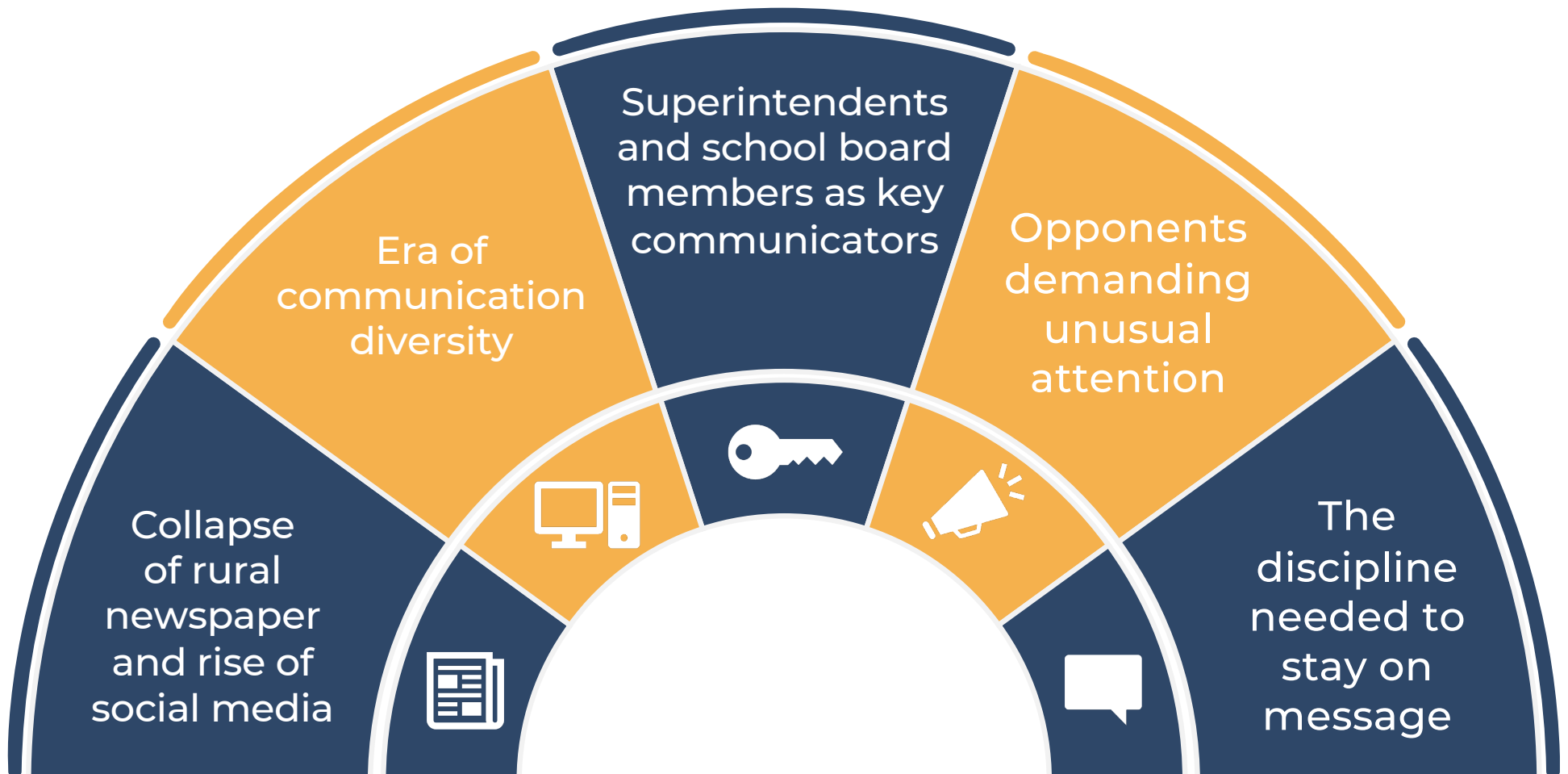


Are tax
dollars spent
appropriately?

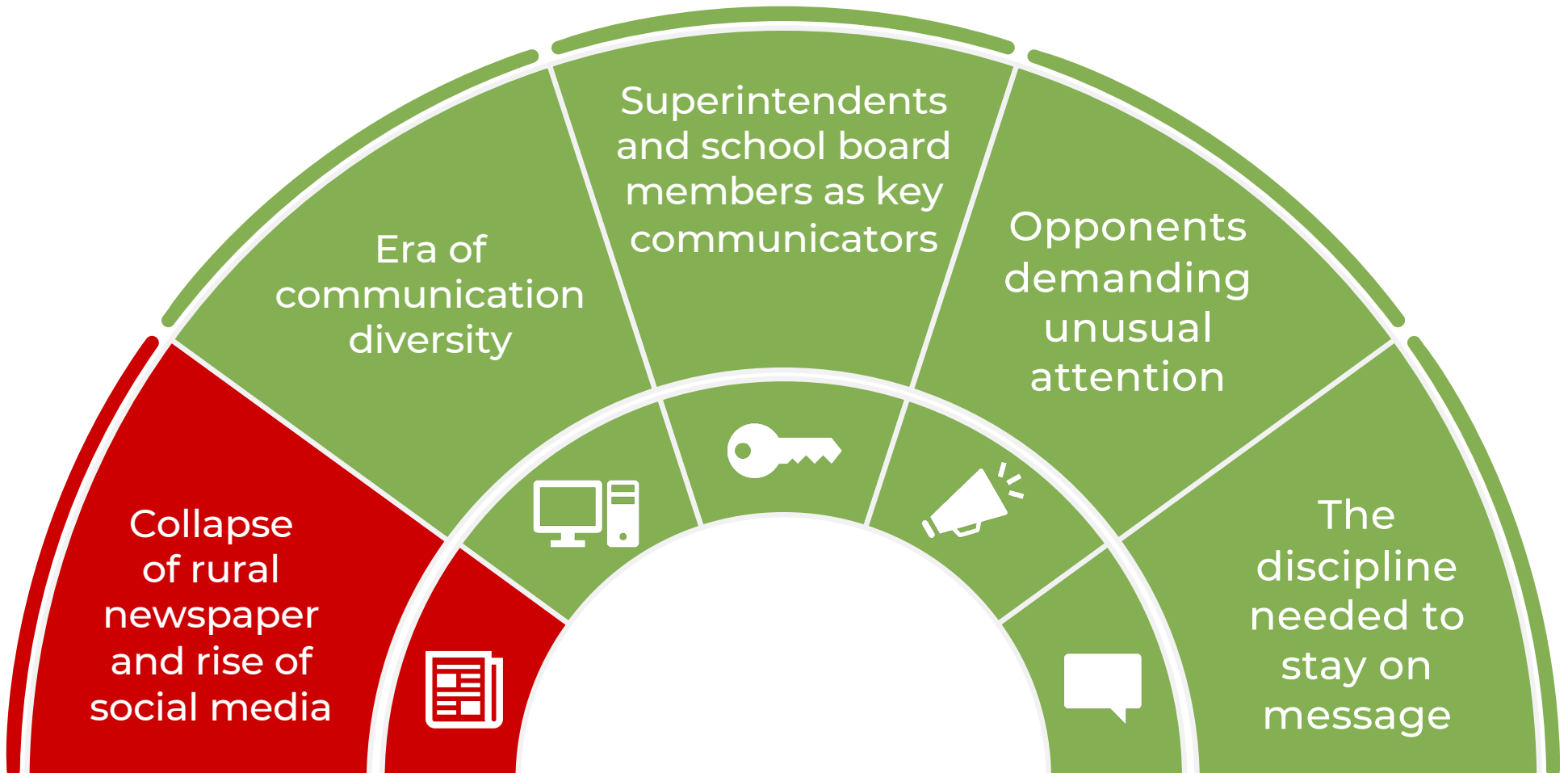


Do the board
and
administration
listen to input
from residents?

HOW COMMUNICATION IS CHANGING



WE CAN ADAPT TO MOST OF THESE CHANGES



FOR A FACILITIES PLAN OR CAPITAL PROJECTS LEVY... PICK YOUR MONTH CAREFULLY

MONTH	FIVE YEAR SUCCESS RATE	YOUR FINANCIAL NEEDS?	VOTER TURNOUT PROFILE?	SCHOOL ACTIVITIES?	VOLUNTEER AVAILABILITY?	NOISE FROM OTHER ELECTIONS?
FEBRUARY	67%					
APRIL	64%					
MAY <i>Highest Average Ask</i>	30%					
AUGUST <i>Lowest Average Ask</i>	57%					
NOV '21	68%					
NOV '22	64%					
NOV '23	63%					

Results for Q1 in non-metro districts

HOW TO INCREASE YOUR CHANCES OF SUCCESS

AREA THAT CAN BE CONTROLLED	BEST PATH TO SUCCESS
Pre-referendum planning communication	Emphasize decision-making (focus on the three determinants)
Developing your plan	Board members, staff and parents must feel that they have been part of the planning, and their voices were heard
Finding the price point	A value-equation, not just about cost. Reminder: your stakeholders will have a bigger appetite for a tax increase than the average voter
Communications approach	This is a performance review of your work, not a marketing effort. Transparency and easy access to answers drive trust.
Persuading No voters	If that is your strategy ... you've probably already lost.