## TUCSON UNIFIED SCHOOL DISTRICT RESIDENT ATTITUDE & OPINION SURVEY

PRIMARY CONSULTANTS, LLC

## Methodology

- 479 likely voters stratified sample of May 2016, November 2013 and November 2015 voters
- Margin of error ±5.0%
- All surveys completed by phone
- Calls completed April 24<sup>th</sup> April 29<sup>th</sup>
- 95% confidence level

#### Gender

<ul><li>Male</li></ul>	45%
<ul><li>Female</li></ul>	55%

### How long at present address

0	Less than 2 years	13%

2 – 5 years25%

6 – 10 years13%

More than 10 years 48%

• Refused 1%

#### Education

0	High school	6%
0	Some college	24%
0	College	21%
0	Graduate +	48%
0	Refused	<1%

### Age

<ul><li>Under 30</li></ul>	10%
∘ 30 – 30	11%
· 40 – 49	9%
∘ 50 – 64	29%
∘ 65 +	40%
<ul><li>Refused</li></ul>	<1%

#### Involvement with district

<ul> <li>Employee of Tucson Unified School District</li> </ul>	5%
<ul> <li>Parent of guardian of current Tucson Unified School District</li> </ul>	12%
<ul> <li>Parent or guardian of former but not current student</li> </ul>	28%
<ul> <li>Never been parent or guardian of student in the district</li> </ul>	37%
<ul> <li>Kids or grandkids attend or went to charter or private school</li> </ul>	12%
Refused	6%

# Right Direction – Wrong Track

#### **Tucson Unified School District**

Right direction21%

Wrong track49%

Unsure30%

 Respondents with an opinion - 30% believe TUSD is headed in the right direction

## **Level of Property Taxes**

<ul><li>Too high</li></ul>	25%
<ul><li>Too low</li></ul>	13%
<ul> <li>Just about right</li> </ul>	49%
<ul><li>Unsure</li></ul>	13%

# Attitude – Opinion Questions (Agreement)

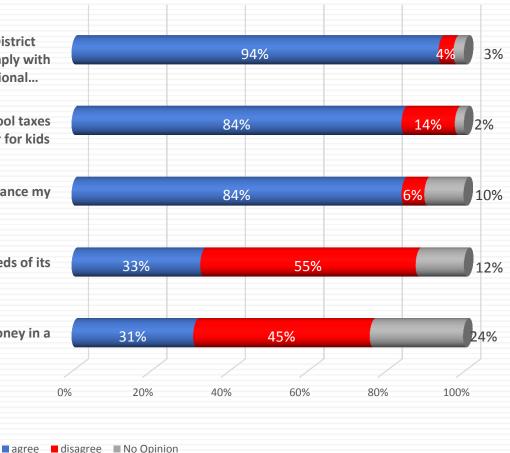
It is important to maintain all Tucson Unified School District schools to ensure students are safe, in facilities that comply with building requirements and provide a positive educational...

I don't mind paying a few dollars more a month in school taxes as long as the money is used to make education better for kids

As a homeowner I believe quality schools will enhance my property values.

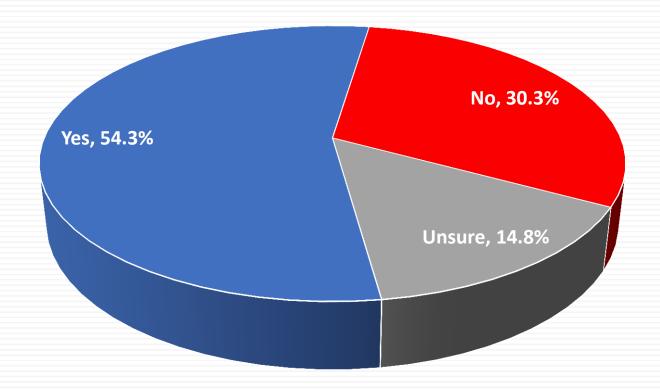
The Tucson Unified School District is meeting the needs of its students.

The Tucson Unified School District is using its money in a responsible manner.



### **Support For \$300 million Bond**

A 300 million dollar bond is projected to cost the average homeowner with a house assessed at \$130,000 about seven dollars a month in additional property taxes.



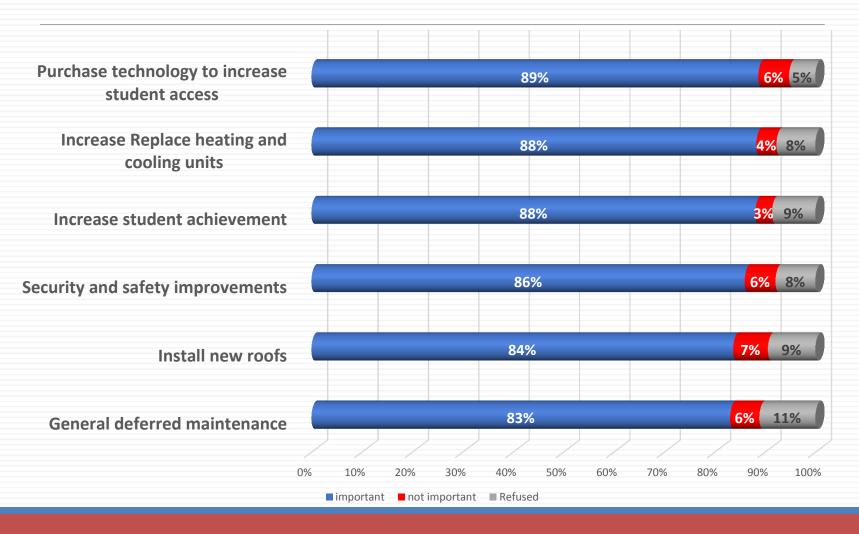
## **Vote for Bond Questions**

	Respondents who Answered Yes to the 3 Bond Questions		⁄es
	Number	Percent	
\$300 million bond	260	54%	
\$240 million bond	32	61% (7%)	
\$180 million bond	41	70% (9%)	
Total	333	70% OF THE RESPONDENTS	

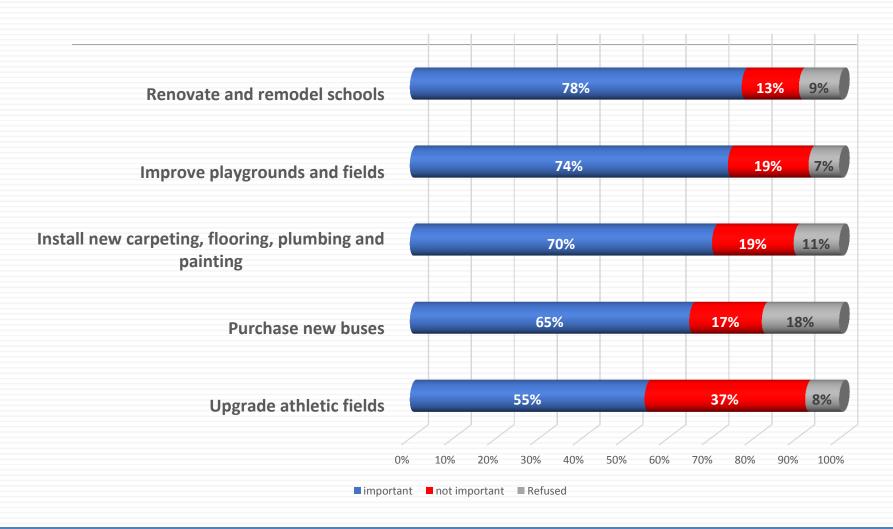
# Vote for Bond Questions by Permanent Absentee

	Permanent Absentee Resp Three Bond		wers to the
	Yes 224	<b>No</b> 115	Unsure 63
\$300 M Bond	55%	28%	16%
	26	90	62
\$240 M Bond	14%	50%	34%
	35	82	36
\$180 M Bond	23%	53%	23%

## Importance - Questions



## Importance - Questions



## Likelihood of Support for Bond if they knew

bond funds would help the district save operating money allowing for more dollars to be spent in the classroom?

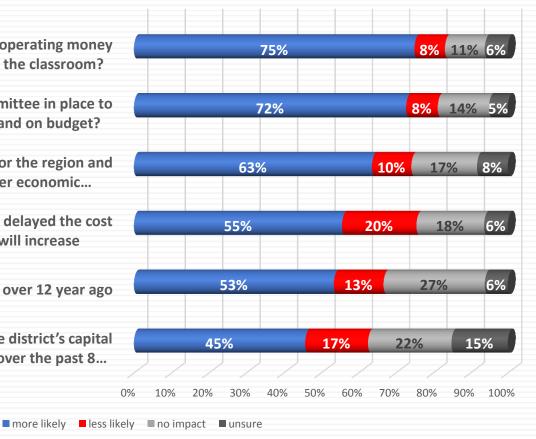
there will be a citizen bond oversight committee in place to ensure the funds are spent as promised and on budget?

the school district is an economic engine for the region and helps attract businesses, jobs and other economic...

the longer the repairs and renovations are delayed the cost to make the repairs and renovations will increase

the last bond passed by the district was over 12 year ago

the state legislature has failed to fund the district's capital needs by more than 100 million dollars over the past 8...



## Opponents of a bond may have several concerns: would the following statements make you more likely, less likely or have no impact to support a bond

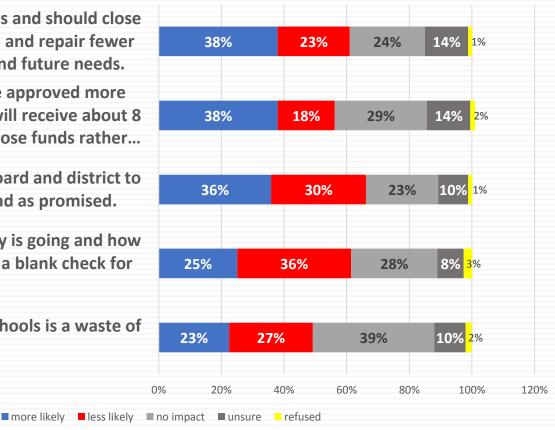
The district is losing students and should close more schools and renovate and repair fewer schools to meet current and future needs.

Last year voters across state approved more money for education. TUSD will receive about 8 million dollars a year, use those funds rather...

I don't trust the governing board and district to spent the money wisely and as promised.

I don't know where the money is going and how it is being spent. The bond is a blank check for the district.

Renovating and remodeling schools is a waste of money



### Conclusions

- TUSD has a base of support for some level of bonding
- It appears proposals of \$300 million and \$240 million do not have strong enough support from the community to be successful
- There is a stronger level of support for the \$180 million bond
- Continue communicating the benefits of a bond to parents, staff and community members and the consequences of not passing a bond

### Conclusions

- Bond projects need to be as specific as possible to ensure the community understands how funds will be spent with an oversight committee in place – key projects are safety, security and repair/replacement
- Continue using existing communication channels to present how bond funds will be used to improve educational and community opportunities, save tax payers' dollars and put more money into the classroom
- It is important to have a strong and unified voice from all levels of the district for the need and benefits of a bond

## **Questions on Survey?**

Thank you!

### Bond Advisory Committee

Formed as a first phase in community support and oversight of the potential bond

Member	Affiliation
Adam Ragan	Public
Daniel McDonald	Public, Former BFOC Member
Donna Calvert	Public, Former BFOC Member
Earl Mendenhall	Public, Former BFOC Member
Lisa Barnes	Public
Michelle Simon	Public
Patricia Cisneros	Staff, Project Manager
Raymond Cashen	Staff, Director of Facilities
Rodney Dockins	Staff, Coordinator of Operations Business
	Office
Stuart Duncan	Staff, Chief Operations Officer
Bryant Nodine	Facilitator, Director of Planning Services

# Bond Amounts Considered by Advisory Committee

	\$180M		Learning Environments		Monthly Cost to HO
	≈ \$ 160M	≈ \$ 20M	\$ 51	\$ 4.23	

PROS CONS

Highest likelihood of voter approval

Handles the most critical repair needs

Virtually no money for learning space improvements

Would need to go out for another bond sooner

# Bond Amounts Considered by Advisory Committee (cont.)

	\$240M	Facility Repairs	Learning Environments		Monthly Cost to HO
¥ = 1 0	≈ \$ 180M	≈ \$ 60M	\$ 58	\$ 4.86	

**PROS** 

CONS

Handles the many of the facility needs

May not get voter approval

Reasonable chance of voter approval

Provides funding to make the District more effective and attractive to students and teachers

# Bond Amounts Considered by Advisory Committee (cont.)

\$300M	Facility Repairs	Learning Environments		Monthly Cost to HO
	≈ \$ 180M	≈ \$ 120M	\$ 72	\$ 5.97

PROS CONS

It is the amount actually needed

Unlikely to get voter approval

Best chance to create positive improvements for the District

Provides more learning space improvements and security, which is what the community wants