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# Agenda

- 6:00 PM Welcoming Remarks
- 6:05 PM Community Polling Results
- 6:35 PM Proposed Bond Scenario (Piper Jaffray Report)
- 6:40 PM Results from Build a Bond Package Exercise
- 6:50 PM Proposed Core Bond Package
- 7:00 PM Tension Exercise / Prioritization: Tier II Projects
- 7:55 PM Wrap-up / Next Steps

# Community Polling Results

A long, empty hospital corridor with a polished floor reflecting the ceiling lights. The corridor is flanked by white walls and a large window on the right. A trash bin and a small table are visible on the left. The NHS logo is on the wall to the right. The text "Community Polling Results" is overlaid in the center of the image.

# Newberg School District Bond



**PATINKIN  
RESEARCH  
STRATEGIES**

**WRIGHT**  
PUBLIC AFFAIRS

**BRIC**  
ARCHITECTURE, INC.



**NEWBERG**  
PUBLIC SCHOOLS

**PATINKIN  
RESEARCH  
STRATEGIES**

**WRIGHT**  
PUBLIC AFFAIRS

## Methodology:

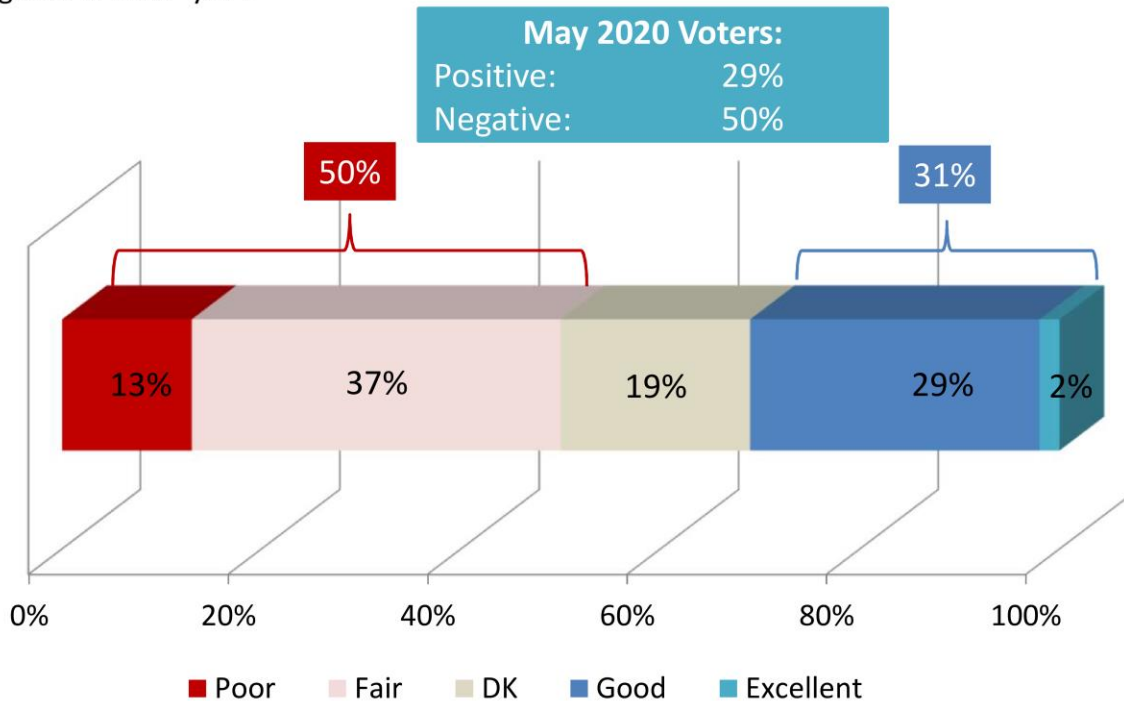


- **A survey of 400 likely voters in the Newberg School District was conducted by telephone using professional interviewers. Interviews were conducted via both landline and cell phone. Cell phone interviews represent 68% of the sample.**
- **A voter file sample was used and the poll universe was diminished to reflect a likely November, 2020 electorate.**
- **Interviews were conducted November 6<sup>th</sup>-10<sup>th</sup>, 2019.**
- **The margin of error for the sample as a whole is plus or minus 4.9 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.**
- **Throughout this report we refer to “younger” and “older” voters. Younger voters are under age 50 and older voters are age 50 and up.**
- **Throughout this report we also refer to “targets” and “soft supporters”. Targets are defined as voters who start out undecided or are voting “yes, not strongly” on the bond. Soft supporters are defined as voters who start out voting “yes, not strongly” on the bond.**

# Half have negative impressions of district facilities



This is encouraging: there is significant correlation between negative perceptions of facilities and willingness to vote “yes”.



## Most likely to say “Only fair”

Current SD parents	52%
Partisan scores 47-92	49%
Low propensity voters	49%
Younger voters	46%
Independent voters	44%
College+	43%
Democrats	42%
All voters	37%

*Do you think Newberg School District facilities are in excellent physical condition, good condition, fair condition, or are they in poor physical condition?*

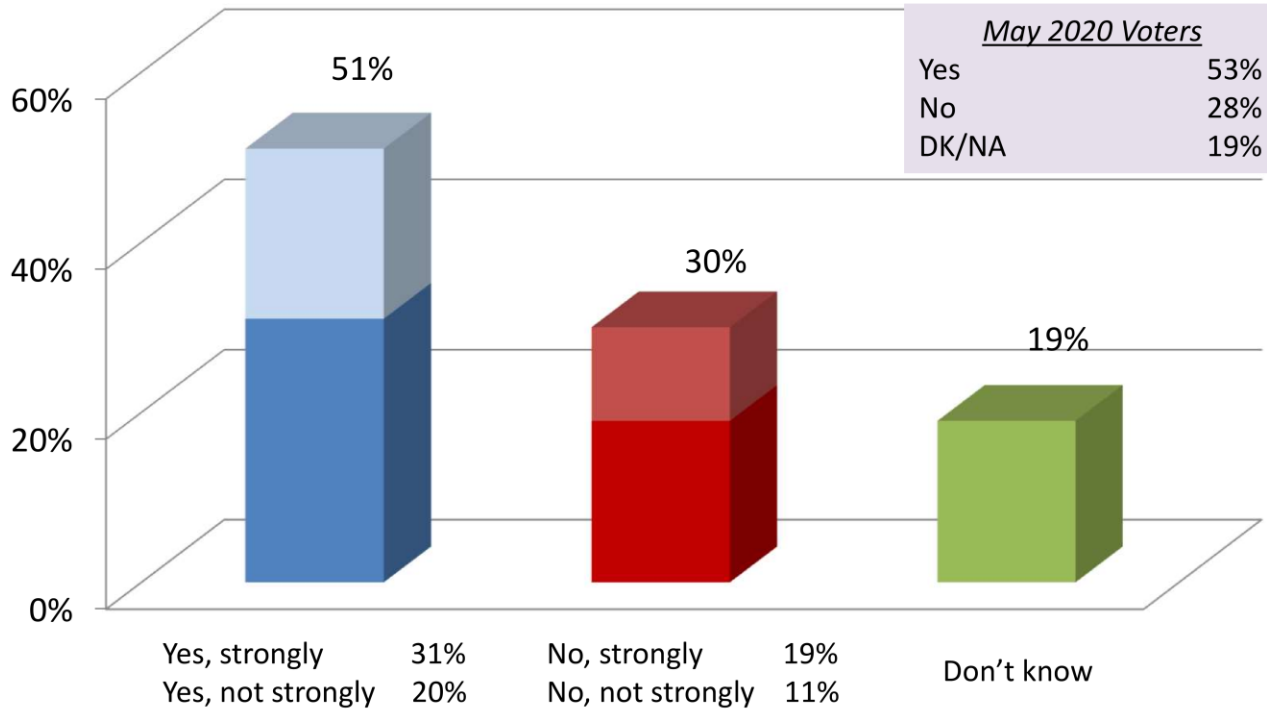
# Measuring viability:



## To win, a proposal should meet the following benchmarks:

1. Overall support for the proposal should be in the mid-50s or higher
2. The intensity of support must be around 40% or higher
3. The intensity of opposition should be muted—around 25% or less
4. In almost any ballot measure contest — *but particularly those involving taxes and revenue* — initially undecided voters will break towards the “no” side in far greater numbers than they do towards the “yes” side. Hence the need for a cushion cited in points one and two above

# The bond measure starts off with slim majorities regardless of the electorate



*The Newberg School District may place a bond measure on the November, 2020 ballot which could read: 'Bonds to increase safety, replace school, update classrooms, technology. Shall District increase student safety, technology, replace elementary school, repair, improve schools; issue \$150 million dollars in general obligation bonds; with citizen oversight?' Having heard this, if the election were held today, would you vote 'yes' or 'no' on this proposed bond measure?*



## There are breaks in the electorate based on gender, age, educational attainment, and home ownership



	<i>Yes</i>	<i>No</i>	<i>Don't Know</i>	<i>Yes Margin</i>
<b>Men</b>	44%	36%	20%	+8
<b>Women</b>	57%	25%	18%	+32
<b>Under age 50</b>	63%	21%	16%	+42
<b>Over age 50</b>	41%	38%	21%	+3
<b>Over age 70</b>	30%	40%	30%	-10
<b>No college education</b>	48%	34%	18%	+14
<b>College+</b>	55%	24%	20%	+31
<b>Home owners</b>	48%	33%	20%	+15
<b>Renters</b>	57%	26%	17%	+31
<b>TOTAL</b>	<b>51%</b>	<b>30%</b>	<b>19%</b>	<b>+21</b>

< Broad support among younger voters usually suggests the importance of a November election.

*Having heard this, if the election were held today, would you vote "yes" or "no" on this bond measure?*

# Turning out voters with ties to the district will be critical



Perceptions of school facilities influences vote choice.

	Yes	No	Don't Know	Yes Margin
<b>High propensity voters</b>	38%	40%	22%	-2
<b>Medium propensity voters</b>	57%	27%	17%	+30
<b>Low propensity voters</b>	64%	19%	17%	+45
<b>School facilities – net positive</b>	37%	44%	19%	-7
<b>School facilities – net negative</b>	75%	17%	8%	+58
<b>School facilities – DK/NA</b>	11%	42%	48%	-31
<b>Current SD Parents</b>	63%	18%	19%	+45
<b>Future SD Parents</b>	55%	32%	13%	+23
<b>Past SD Parents</b>	51%	31%	19%	+20
<b>Never SD Parents</b>	37%	43%	20%	-6
<b>TOTAL</b>	<b>51%</b>	<b>30%</b>	<b>19%</b>	<b>+21</b>

- < Vote propensity based on past turnout is another indicator that we want as broad participation as possible.
- < As we've said before, building awareness that facilities are NOT in good shape drives support for the bond.

Having heard this, if the election were held today, would you vote "yes" or "no" on this bond measure?



## The bond measure does best among voters in the western portion of the district

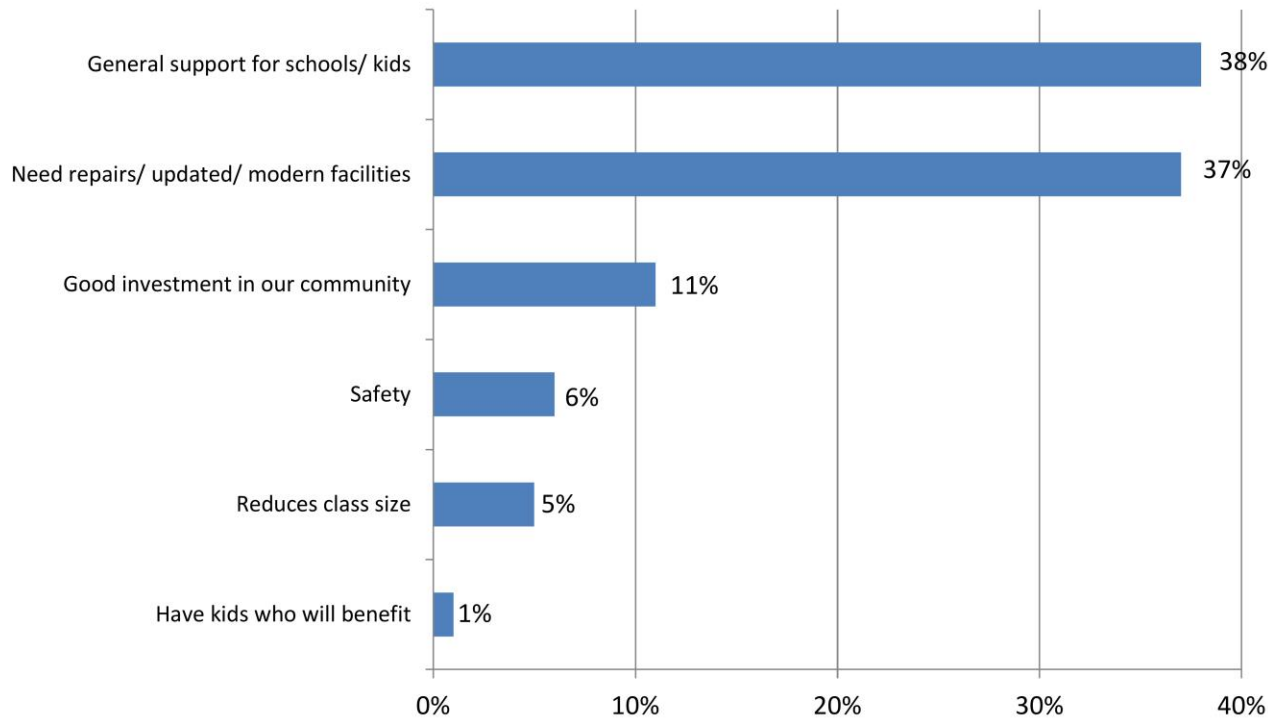


	<i>Yes</i>	<i>No</i>	<i>Don't Know</i>	<i>Yes Margin</i>
<b>Democrats</b>	70%	14%	16%	+56
<b>Independents</b>	60%	21%	19%	+39
<b>Republicans</b>	29%	50%	22%	-21
<b>State Senate District 12</b>	56%	28%	16%	+28
<b>State Senate District 13</b>	50%	31%	20%	+19
<b>TOTAL</b>	<b>51%</b>	<b>30%</b>	<b>19%</b>	<b>+21</b>

*Having heard this, if the election were held today, would you vote “yes” or “no” on this bond measure?*



# The most reported reasons to support the bond are general support for kids and schools and need for updates and repairs



Most likely to generally support schools/kids

Facility cond.-positive	49%
Independent men	46%
Previous SD parents	45%
Older voters	44%
All voters	38%

Most likely to say "need repairs/ updates/ modern facilities"

Ages 18-29	61%
HS or less	50%
Post grads	46%
Independent women	45%
Home renters	45%
Younger women	44%
All voters	37%

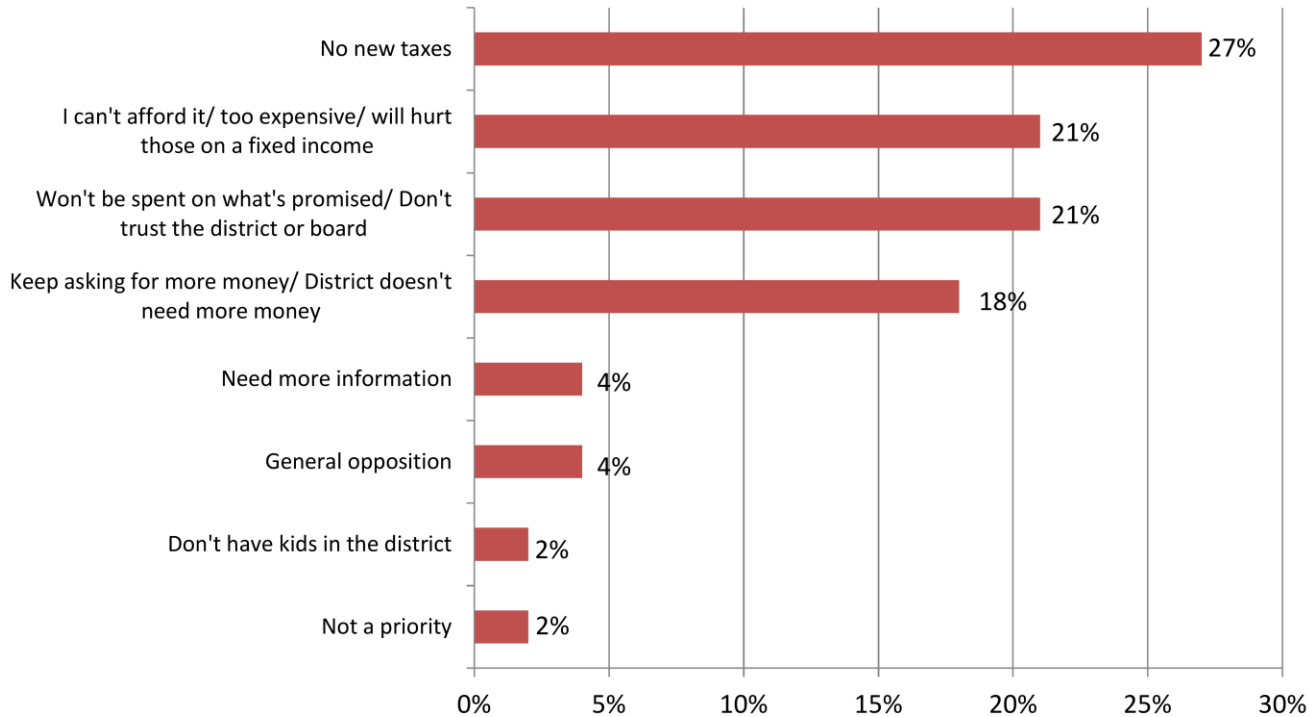
*What makes you feel that way?*  
 Note: only asked among those who start off voting "yes" on the bond [n=205]



# Over a quarter of those voting no on the bond did so because they don't want new taxes



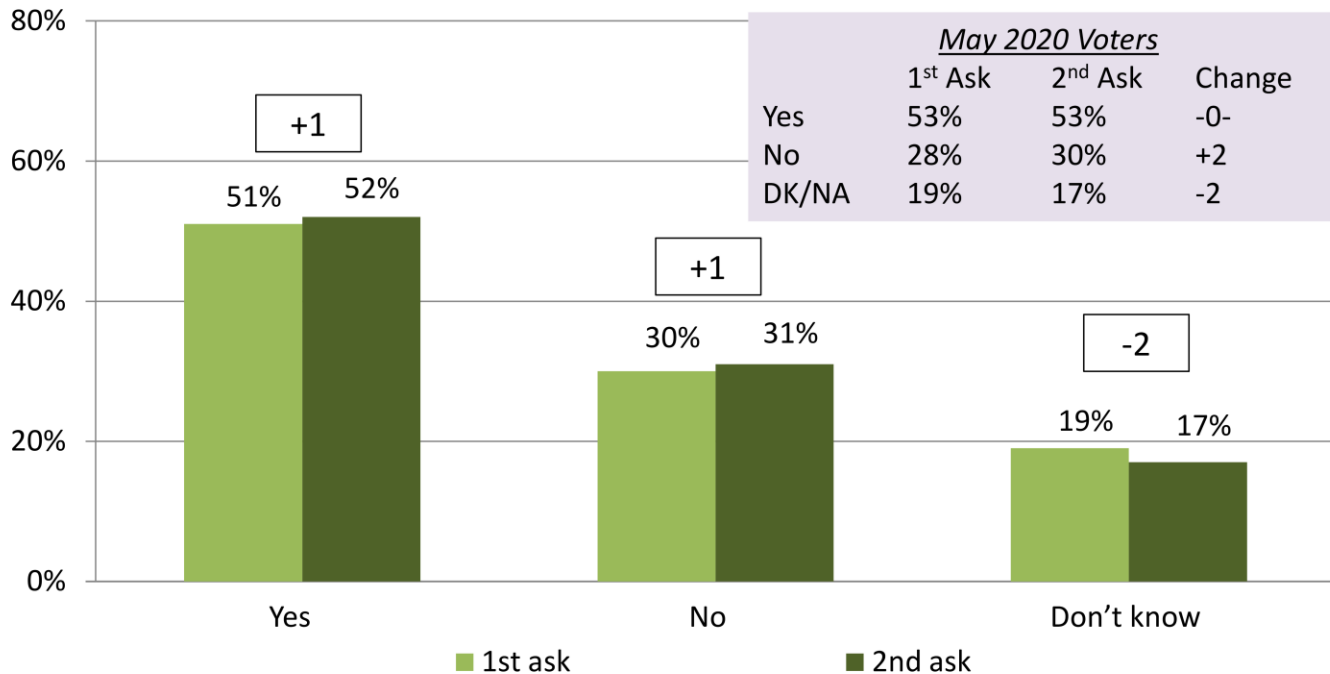
Around two in five say they can't afford it or that the money will not be spent as promised.



Most likely to say "No new taxes"	
Never SD parents	51%
Ages 70+	43%
Men	33%
Older voters	33%
All voters	27%

*What makes you feel that way?*  
*Note: only asked among those who start off voting "no" on the bond [n=119]*

# Providing more information about the bond does little to move voters



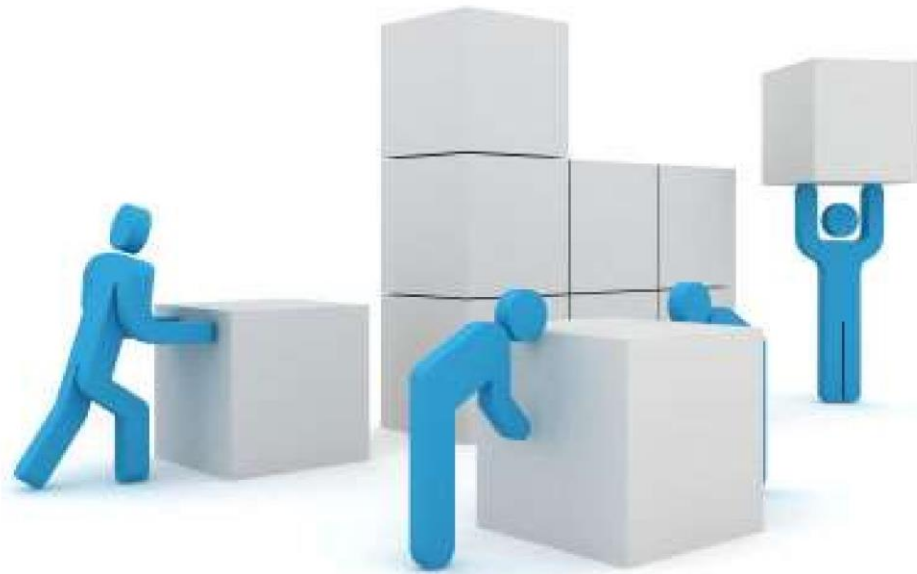
Let me tell you a little more about this bond for the Newberg School District. The bond is designed to strengthen security and fire safety systems to better protect students and staff in case of an emergency. The bond will update outdated classrooms to ensure every student in the district has the same opportunity to succeed and get ahead. It will also provide for needed repairs to aging roofs, water pipes and heating and cooling systems. The bond will improve energy efficiencies, saving taxpayer dollars that can then be reinvested in classroom learning. Finally, the bond will pay for the replacement of Dundee Elementary School, the expansion of Edwards Elementary School and major improvements to Newberg High School's science and vocational training labs and classrooms. Having heard this, would you vote 'yes' or 'no' on this proposed bond for the Newberg School District?

## Change in intensity of support for the bond measure:



	First Ask	Second Ask	Change
Yes, strongly	31%	29%	-2
Yes, not strongly	20%	23%	+3
No, not strongly	11%	16%	+5
No, strongly	19%	15%	-4
DK/NA	19%	17%	-2

*Let me tell you a little more about this bond for the Newberg School District. The bond is designed to strengthen security and fire safety systems to better protect students and staff in case of an emergency. The bond will update outdated classrooms to ensure every student in the district has the same opportunity to succeed and get ahead. It will also provide for needed repairs to aging roofs, water pipes and heating and cooling systems. The bond will improve energy efficiencies, saving taxpayer dollars that can then be reinvested in classroom learning. Finally, the bond will pay for the replacement of Dundee Elementary School, the expansion of Edwards Elementary School and major improvements to Newberg High School's science and vocational training labs and classrooms. Having heard this, would you vote 'yes' or 'no on this proposed bond for the Newberg School District?*



# Building a Popular Funding Package





# Bond packages tested:



- ❑ **[170 MILLION]** A bond that would improve security and fire safety for students and staff, updates heating, cooling and other critical infrastructure like aging roofs, creates hands on learning spaces at every school, and builds new athletic fields and gyms at the high school and middle schools. The bond would create community partner spaces and replace district offices near Edwards Elementary School. It would expand classrooms at the alternative learning school and build additional classrooms at other schools to address overcrowding. Finally, the bond replaces Dundee Elementary an outdated and inefficient building that has inadequate learning spaces and safety concerns. It would cost an additional one dollar and 84 cents per thousand dollars of assessed value for the average property owner in the District
- ❑ **[150 MILLION]** A bond that would do everything we discussed in the last question except building hands on learning spaces at every schools and building new athletic fields and gyms at the high school and middle schools. It would cost an additional one dollar and 44 cents per thousand dollars of assessed value for the average property owner in the District
- ❑ **[135 MILLION]** A bond that would improve security and fire safety for students and staff. It would make only the most critical heating, cooling and other building repairs and improvements at every school in the district. It would only add new classrooms at Edwards and would only expand hands on learning spaces at the high school. This bond would also construct classrooms and flexible learning spaces at the alternative High School. The bond replaces Dundee Elementary, an outdated and inefficient building that has inadequate learning spaces and safety concerns. It would cost an additional one dollar and 18 cents per thousand dollars of assessed value for the average property owner in the District
- ❑ **[120 MILLION]** ] A bond that would do everything we discussed in the last question. However it would replace Dundee Elementary School with a more limited 350 student building instead of the larger, more efficient building that could expand to 550 students at a later date. It would cost an additional 93 cents per thousand dollars of assessed value for the average property owner in the District

To the extent possible, we should determine how best to maximize our ask while keeping the cost per thousand below one dollar



**[\$120 MILLION]**

93 cents per \$1

**[\$135 MILLION]**

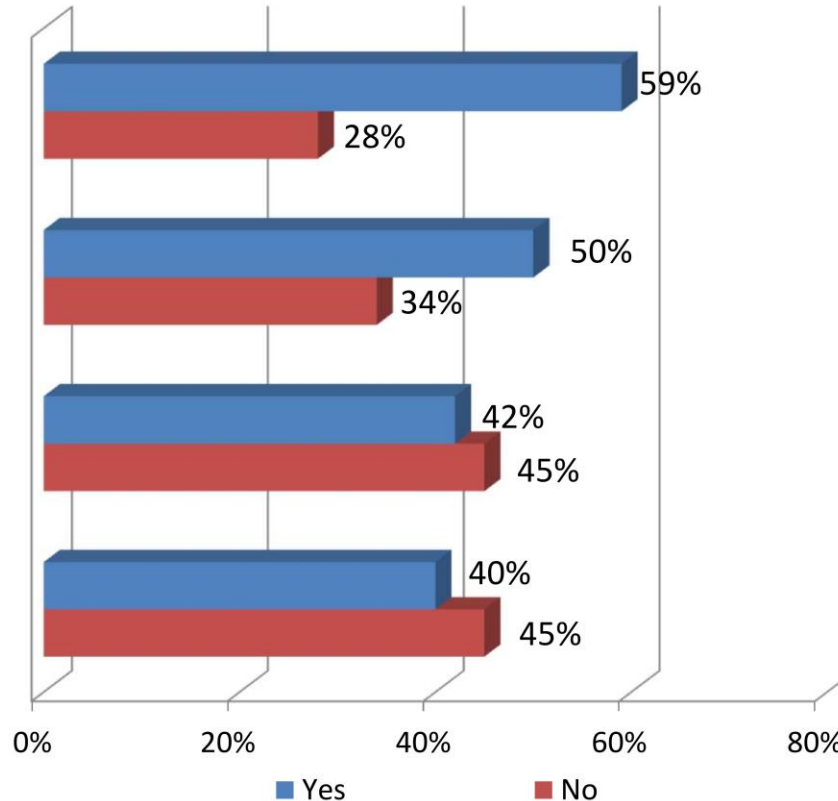
\$1.18 per \$1

**[\$150 MILLION]**

\$1.44 cents per \$1

**[\$170 MILLION]**

\$1.84 cents per \$1



*May 2020 voters*

	<b>Yes</b>	<b>No</b>
	58%	27%
	50%	34%
	42%	44%
	41%	44%

## Top tier bond aspects focus on basic updates and increasing safety



	Favor, strongly	Favor, not strongly	Net "favor"
<b>[SAFETY]</b> Conduct structural safety upgrades to ensure buildings are prepared for the next major earthquake	52%	25%	<b>77%</b>
<b>[SAFETY]</b> Add cameras, two-way emergency radios, classroom door locks, secure glass and other security features including reducing the number of unmonitored entrances to district schools by adding security vestibules in order to improve student and staff safety in an emergency	51%	25%	<b>76%</b>
<b>[UPDATE]</b> Replaces aging boilers and H-VAC systems that are so old many replacement parts are no longer manufactured and can only be found in limited supply on E-Bay	47%	26%	<b>73%</b>
<b>[UPDATE]</b> Replace or install back-up generators for every school that needs one to ensure drinking water is available for students and staff during a blackout and to prevent costly septic system failures	46%	26%	<b>72%</b>
<b>[UPDATE]</b> Redirect additional taxpayer dollars to classrooms by finding energy savings-upgrading windows and insulation and repairing or replacing aging, inefficient lighting, heating and cooling systems	43%	29%	<b>72%</b>

Note: Aspects denoted with \*\*\* are drivers of support for the bond according to regression modeling.

# Even second tier bond aspects are favored by seven in 10



	Favor, strongly	Favor, not strongly	Net "favor"
<b>[UPDATE]</b> Modernize high school science engineering and computer lab technology and classrooms that in some cases have wiring and infrastructure dating back to the 1960's	46%	24%	<b>70%</b>
<b>[REPAIR]</b> Conduct needed replacement and repair work on aging roofs, siding, and floor coverings for every school that needs it	44%	26%	<b>70%</b>
<b>[EDUCATION]</b> Modernize middle and high school career and vocational training labs, equipment and classrooms for programs focused on things like manufacturing, modern agri-business located in the Chehalem Valley, construction, robotics, health occupations and automotive careers***	45%	25%	<b>70%</b>
<b>[OVERCROWDING]</b> Replace Dundee Elementary School with a Kindergarten through Eighth grade school with 550 student capacity to address overcrowding, improve classroom learning, enhance student and staff safety and improve energy efficiencies in order to save taxpayer dollars	45%	25%	<b>70%</b>
<b>[EDUCATION]</b> Construct flexible learning spaces and maximize existing space at every school to make sure students are learning in a modern classroom environment	42%	26%	<b>68%</b>

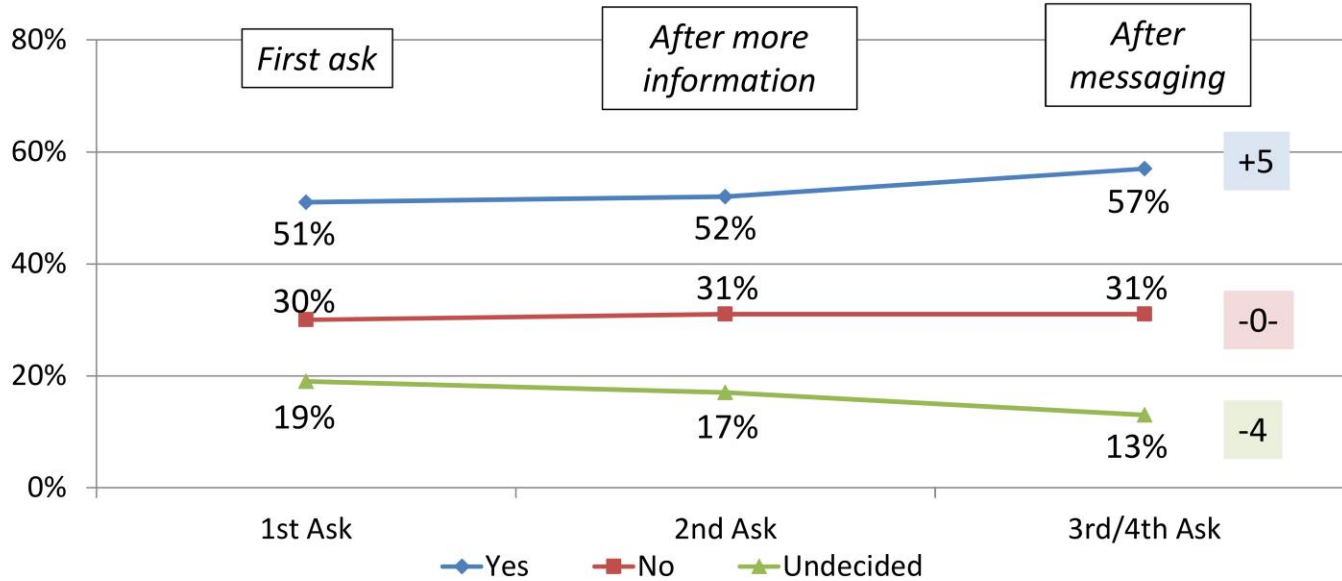
**Note: Aspects denoted with \*\*\* are drivers of support for the bond according to regression modeling.**



# Messaging bumps up support for the bond measure by five points



	May 2020 Voters			
	1 <sup>st</sup> Ask	2 <sup>nd</sup> Ask	3 <sup>rd</sup> /4 <sup>th</sup> Ask	Change
Yes	53%	53%	58%	+9
No	28%	30%	30%	-3
DK/NA	19%	17%	13%	-5



*If the election were held today, would you vote 'yes' or 'no' on this bond measure?*

# Change in intensity of support:



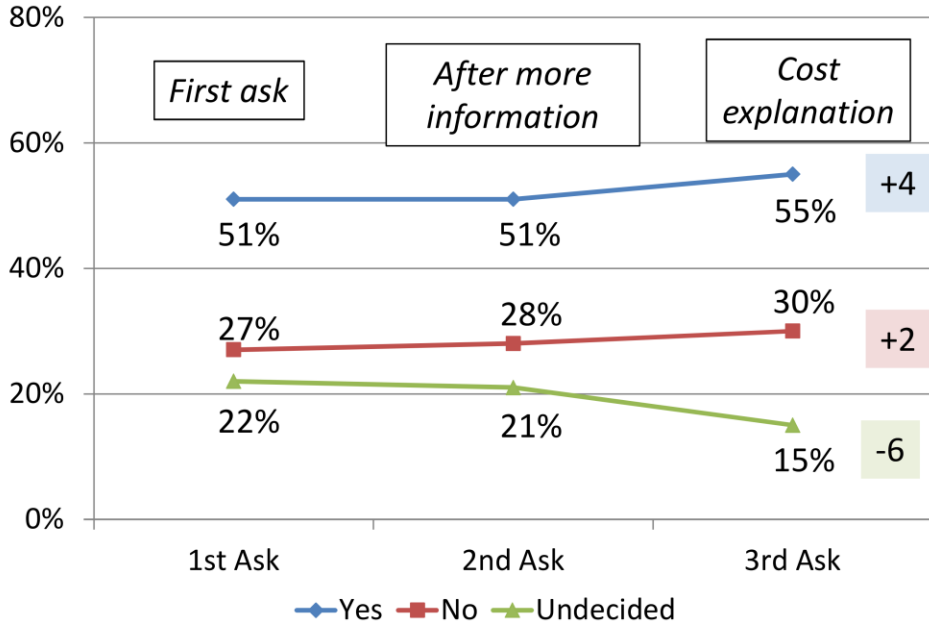
	First Ask	Second Ask	Third/Fourth Ask	Change
Yes, strongly	31%	29%	35%	+6
Yes, not strongly	20%	23%	22%	-1
No, not strongly	11%	16%	11%	-5
No, strongly	19%	15%	20%	+5
DK/NA	19%	17%	13%	-4

*If the election were held today, would you vote 'yes' or 'no' on this bond measure?*

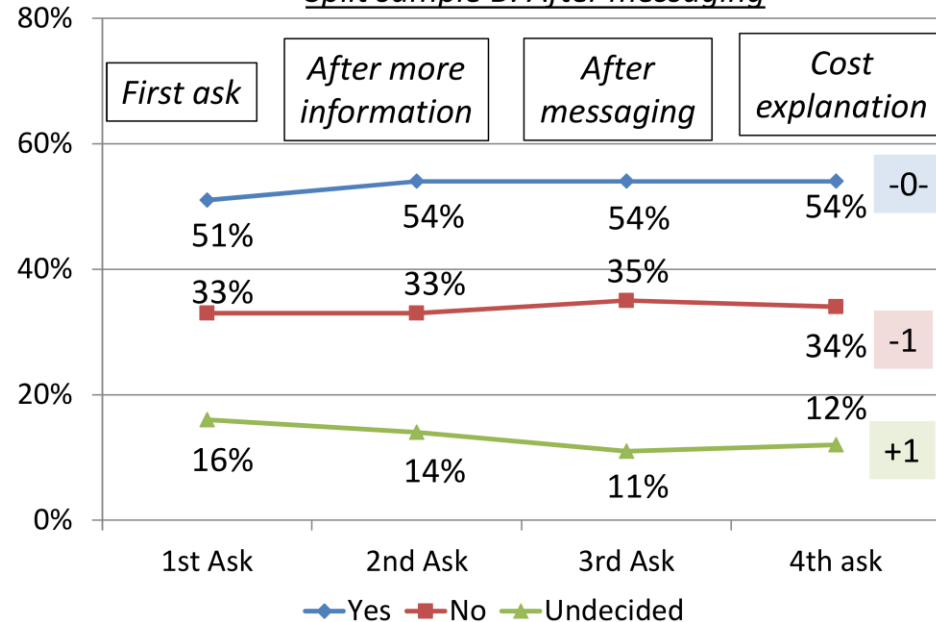
# Explaining how much people would pay for this bond compared to how much they were paying in 2017 was more effective before messaging



*Split sample A: Before messaging*



*Split sample B: After messaging*



Two years ago in 2017 property taxpayers in the Newberg area were paying three dollars and 14 cents per thousand dollars of assessed home value for school construction and maintenance bonds. This bond will set our total bill at two dollars and 33 cents. That's eighty one cents less than the high in 2017. So, for a lot less money, we can ensure our students are learning in modern classrooms, maintain and repair aging roofs and equipment and create safe and secure schools in case of an emergency. Having heard this, let me ask you again: if the election were held today, would you vote 'yes' or 'no' on this bond measure?



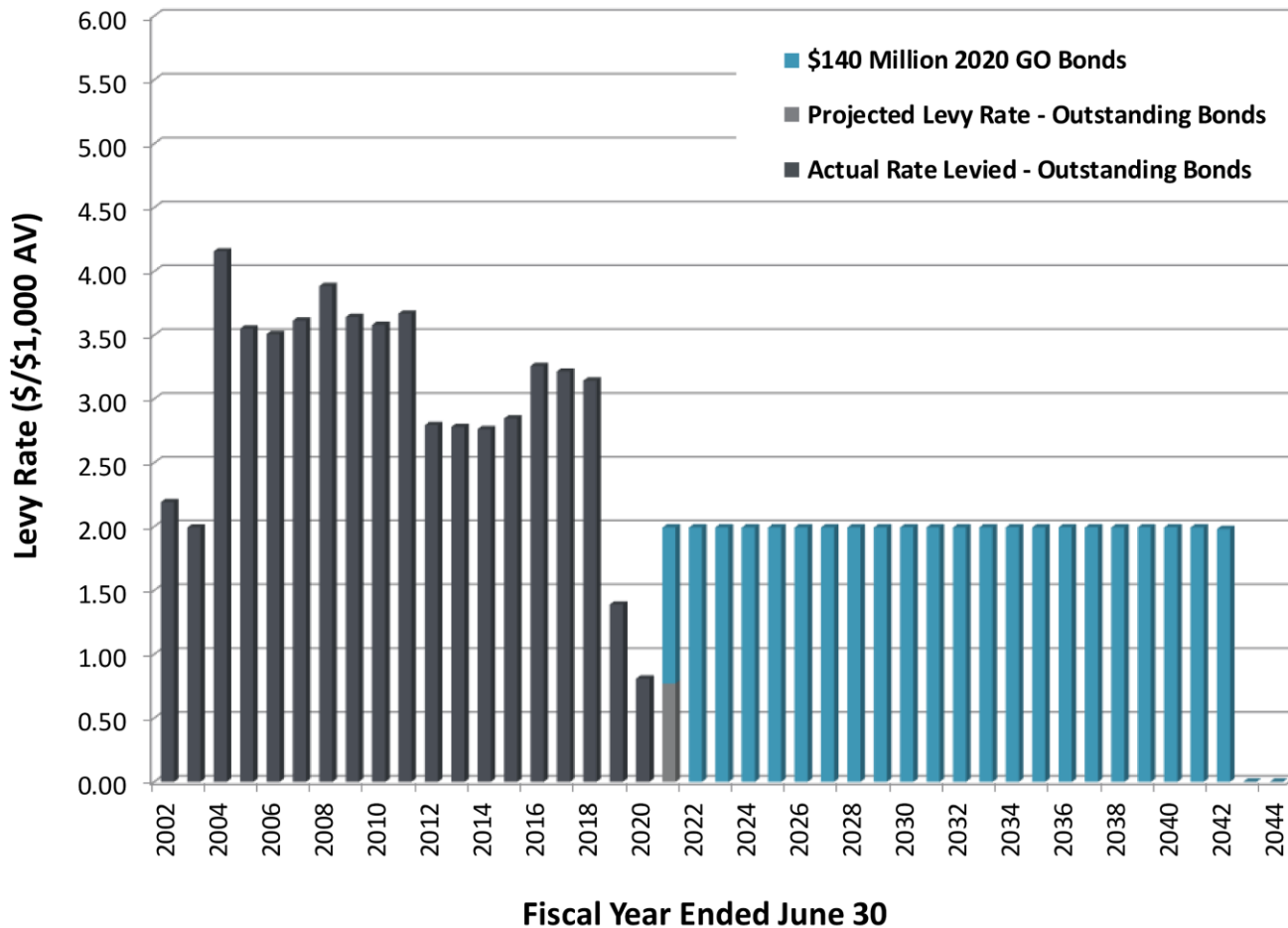
# Proposed Bond Scenario

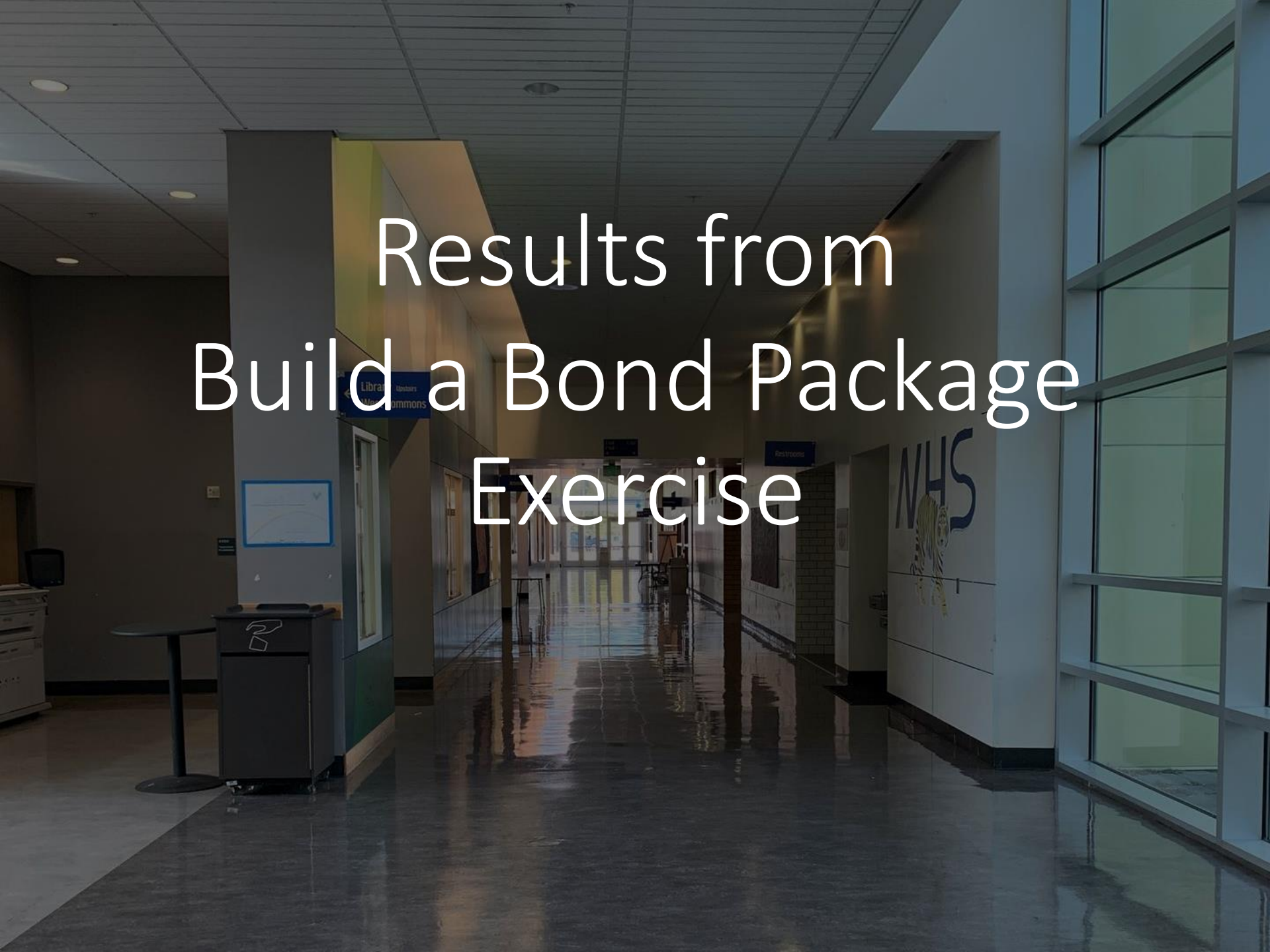


# Proposed Bond Scenario

## NEWBERG SCHOOL DISTRICT NO. 29J

General Obligation Bonds, Series 2020 – \$140 Million (22 Years – Projected \$1.99 Level Levy)

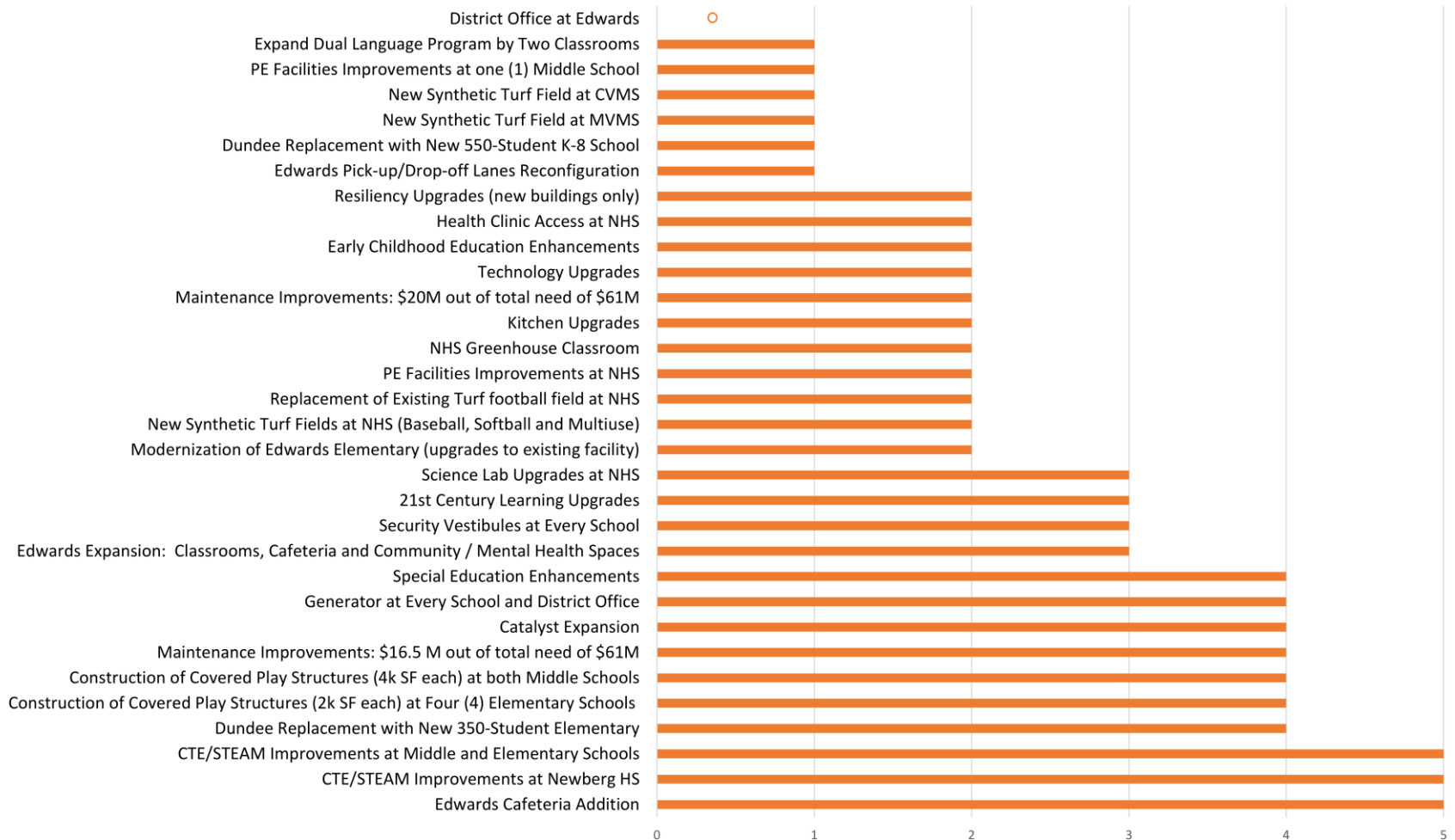




# Results from Build a Bond Package Exercise

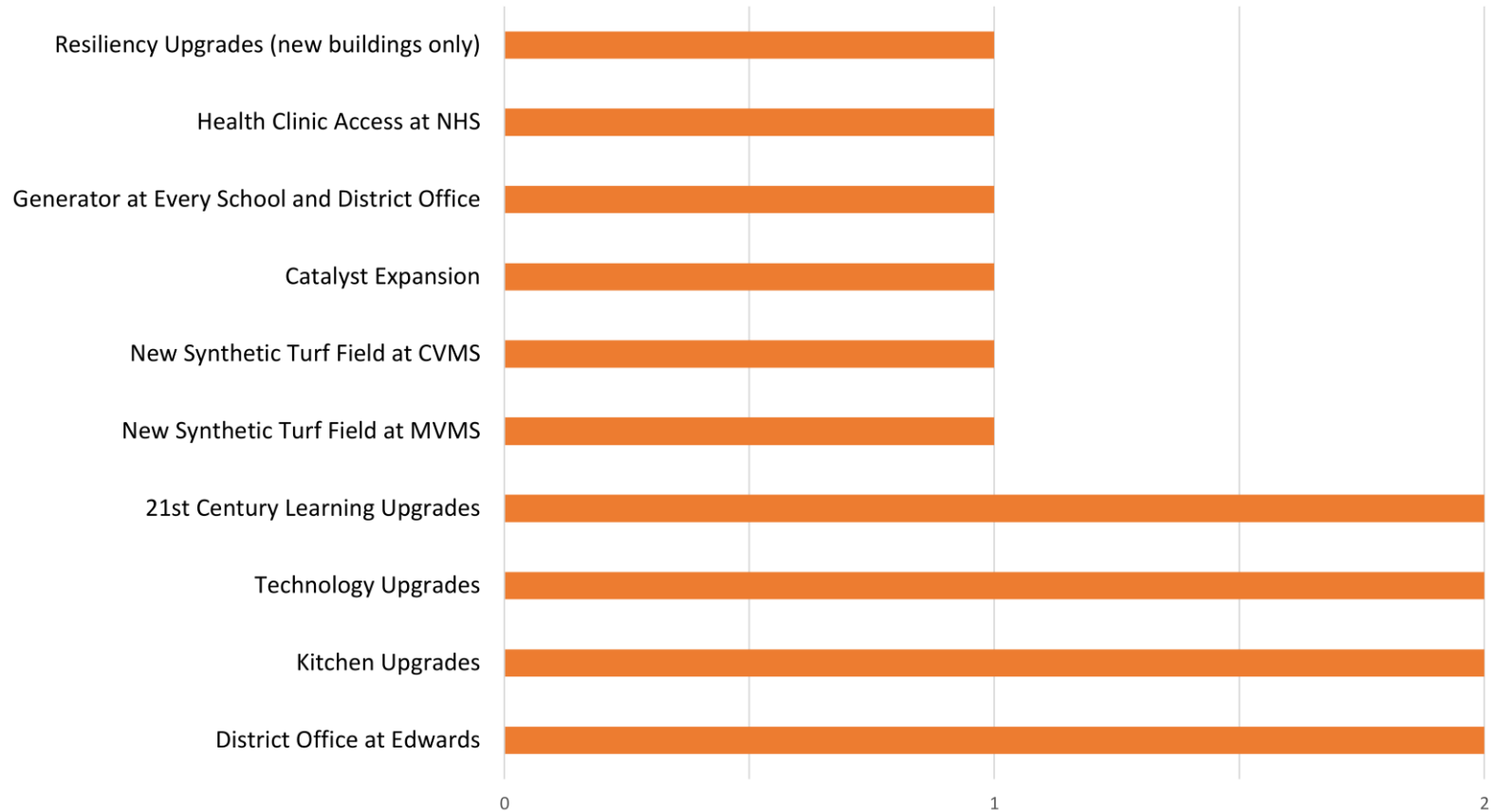
# Group Results Summary

# of Groups that Selected each Project as a "Tier 1" Priority (5 Groups Total)



# Group Results Summary

**# of Groups that Selected each Project as a "Tier 2" Priority (5 Groups Total)**



# Core Bond Package

Library  
West Commons

Restrooms

MIC

# Proposed Core Bond Package

Core Bond Package	
PROJECT	ROM COST
Edwards Expansion and Modernization ( <i>consolidation of multiple items</i> *)	\$ 17,192,204
Dundee Replacement with New 350-Student Elementary	\$ 34,300,000
Safety and Security Upgrades District-wide	\$ 3,142,704
Construction of Covered Play Structures (2k SF each) at Four (4) Elementary Schools	\$ 1,168,544
Construction of Covered Play Structures (4k SF each) at both Middle Schools	\$ 1,168,544
CTE/STEAM Improvements at Newberg HS (+ <i>greenhouse</i> *)	\$ 19,800,000
CTE/STEAM Improvements at Middle and Elementary Schools	\$ 4,000,000
Maintenance Improvements: \$18 M out of total need of \$61M*	\$ 18,000,000
Catalyst Expansion	\$ 8,700,000
Resiliency Upgrades	\$ 1,736,501
21st Century Learning Upgrades	\$ 8,200,000
Science Lab Upgrades at NHS	\$ 5,700,000
Special Education Enhancements	\$ 2,400,000
Technology Upgrades*	\$ 2,500,000
<b>Subtotal:</b>	<b>\$ 128,008,497</b>
<b>District Contingency (5%)</b>	<b>\$ 6,400,425</b>
<b>Subtotal:</b>	<b>\$ 134,408,922</b>
<b>Bond Costs (4%)</b>	<b>\$ 5,376,357</b>
<b>Total:</b>	<b>\$ 139,785,279</b>
*Add, adjustment or consolidation of project category selected by majority of groups.	



# Tension Exercise

# Tension Exercise

- **For each of the following projects, decide whether you feel it should be prioritized as a “Tier II” project if additional funding were made available.**
- **Walk to the side of the room to indicate your position: Yes or No**
- **Make a case for why you think the project should or should not be prioritized as a “Tier II” project.**
- **Following discussions, you will have an opportunity to switch sides before the final tally (if convinced by others’ arguments).**



# Tension Exercise

District Office at Edwards

\$13,700,448

YES



No

*Pick a side!*

# Tension Exercise

## New Synthetic Turf Fields at NHS

(Baseball, Softball, Multi-use)

\$3,798,892

YES



No

*Pick a side!*

# Tension Exercise

Edwards Pick-up/Drop-off Lanes Reconfiguration

\$674,160

YES



No

*Pick a side!*

# Tension Exercise

New Synthetic Turf Field at MVMS

\$3,230,350

YES



No

*Pick a side!*

# Tension Exercise

New Synthetic Turf Field at CVMS

\$3,230,350

YES



No

*Pick a side!*

# Tension Exercise

Replacement of Existing Turf Field at NHS

\$1,389,051

YES



No

*Pick a side!*

# Tension Exercise

PE Facilities Improvements at NHS

\$21,255,703

YES



No

*Pick a side!*

# Tension Exercise

PE Facilities Improvements at One MS

\$6,202,272

YES



No

*Pick a side!*



# Tension Exercise

Kitchen Upgrades

\$50,000

YES



No

*Pick a side!*

# Tension Exercise

Health Clinic Access at NHS

\$1,300,000

YES



No

*Pick a side!*

# Prioritization Activity

