



TO: Interested Parties

FROM: Patinkin Research Strategies, LLC and Wright Public Affairs

RE: Data from Newberg School District Bond Survey

Date: December 19, 2019

This analysis is based on a telephone poll of 400 registered, likely November, 2020 voters in the Newberg School District. Interviews were conducted November 6-10, 2019 and the margin of error is +/- 4.9 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Testing Aspects of a Bond Package – Three Tiers Emerged

In the survey we asked respondents for their opinion on a wide variety of possible improvements. They broke out into three categories:

Most popular bond items focus on increasing student and staff safety and updates to critical systems

Over three-quarters favor a bond focus on safety updates (earthquake safety and security). Replacing aging infrastructure like boilers and HVAC, generators, septic systems and finding savings by investing in energy efficiencies all garner support from over seven-in-10 voters. Suffice to say, when exploring the most popular funding items, a focus on the basics is voters’ top priority.

Second tier items, which also test well, have a greater focus on academics. This includes modernizing outdated technology, classrooms and wiring, reducing overcrowding, improving vocational training opportunities and constructing flexible learning spaces all garner support from between two-thirds and seven-in-10 voters. In a return to the “basics,” seven-in-10 voters also prioritize repairs or replacement of aging roof, siding and flooring.

Third tier items, while also testing well, receive support from two-thirds or less of the electorate. These have a heavy focus on sports including updating physical education at the alternative high school, replacing turf fields, adding synthetic surfaces and lighting on athletic fields and constructing covered play areas.

First Tier

	Favor, strongly	Favor, not strongly	Net “favor”
[SAFETY] Conduct structural safety upgrades to ensure buildings are prepared for the next major earthquake	52%	25%	77%
[SAFETY] Add cameras, two-way emergency radios, classroom door locks, secure glass and other security features including reducing the number of unmonitored entrances	51%	25%	76%

to district schools by adding security vestibules in order to improve student and staff safety in an emergency			
[UPDATE] 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%	73%
[UPDATE] 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%	72%
[UPDATE] 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%	72%

Second Tier

	Favor, strongly	Favor, not strongly	Net "favor"
[UPDATE] 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%	70%
[REPAIR] Conduct needed replacement and repair work on aging roofs, siding, and floor coverings for every school that needs it	44%	26%	70%
[EDUCATION] 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%	70%
[OVERCROWDING] 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%	70%
[EDUCATION] Construct flexible learning spaces and maximize existing space at every school to make sure students are learning in a modern classroom environment	42%	26%	68%

Third Tier

	Favor, strongly	Favor, not strongly	Net "favor"
[COMMUNITY PARTNERSHIPS] Add space at Edwards Elementary School campus to help foster community partnerships with local non-profits working to improve student health	39%	28%	67%
[LEARNING/PHYS ED] Expand the District's alternative high school with new classrooms, hands on learning facilities and a new physical education flex space.	38%	29%	67%

[SPORTS] Replace turf at existing fields as well as build new multi-use fields at the middle schools and the High School. Also expand physical education facilities with a new gym at the High School and Middle Schools.	39%	25%	64%
[SPORTS] Add synthetic surfaces and lights to athletic fields at the middle and high school and physical education facilities for use by student sports and clubs as well as the community	35%	27%	62%
[PLAY AREAS] Construct covered play areas at every elementary and middle school to give students a place to exercise outside during the rainy season	33%	29%	62%

Testing Costs – Community is Very Sensitive to a Tax Increase

Support is most robust for \$120 million bond package—keeping the price per \$1K below one dollar

The exploration of potential packages demonstrates clear price sensitivity within the district. Support hovers at around one-half for a \$135 million bond and falls to around four-in-ten at the \$170 million and \$150 million levels regardless of the election date.

On the other hand, support is robust, regardless of the election, when the bond is priced at under a dollar per thousand (\$120 million). We may want to consider additional financing options to attempt to build out the size of the bond while keeping the price-point below one dollar per thousand given these results.

