

GRAPEVINE - COLLEYVILLE ISD VOTER SURVEY

September 8 - 9, 2015

N = 352 respondents

margin of error: \pm 5.2%

OBJECTIVES



1

To assess current levels of support and opposition to bond proposals of \$125, \$200, and \$225 million.



2

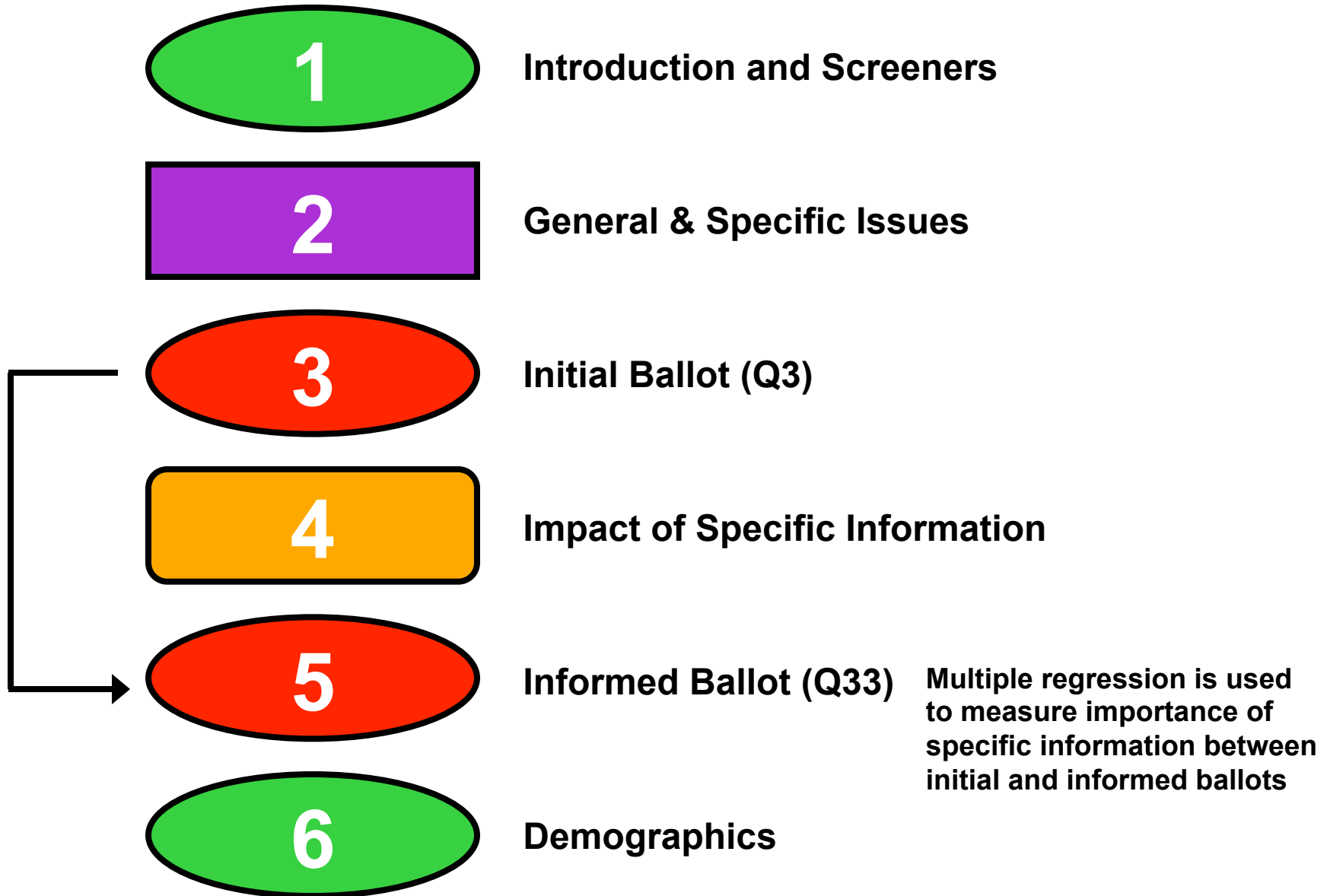
To measure willingness to pay additional monthly property taxes of specific amounts.



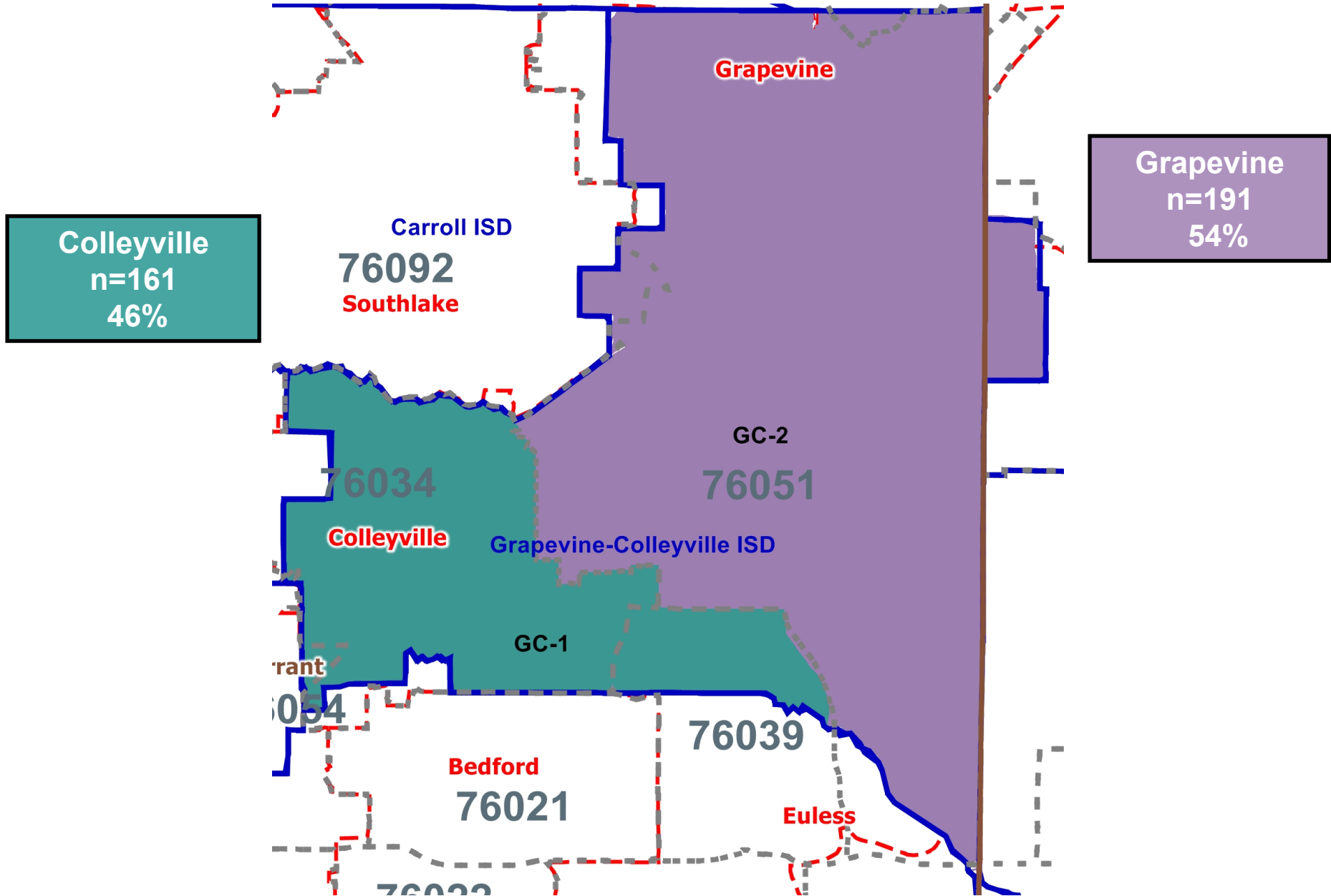
3

To measure the favorability of bond elements.

QUESTIONNAIRE FORMAT



DISTRIBUTION OF INTERVIEWS



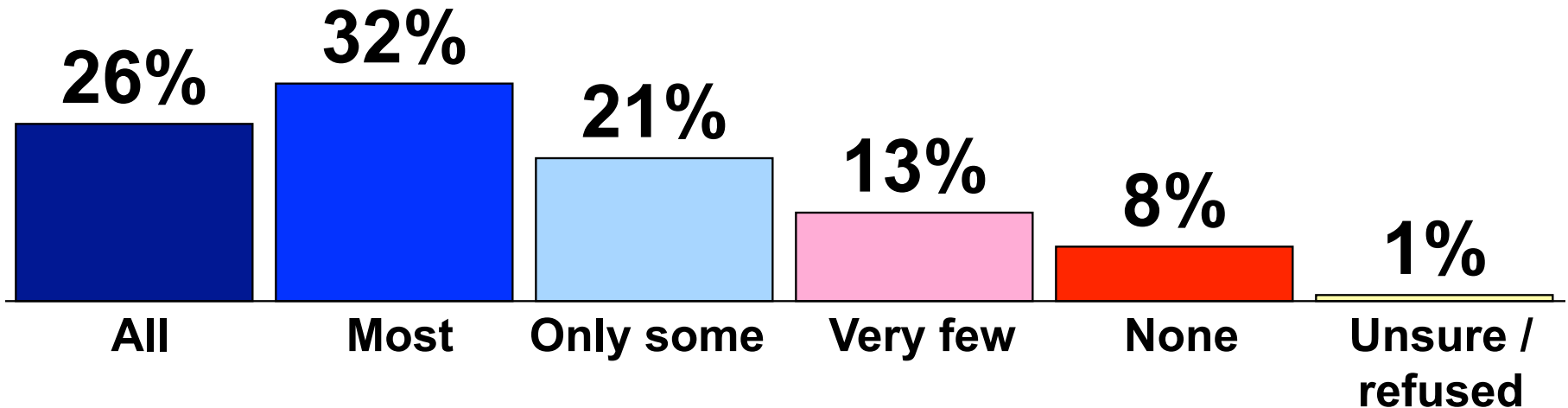
COMPARISON of SAMPLE FILE to RESPONDENTS

	18-44 yrs	45-54 yrs	55-64 yrs	65+ yrs
Registration	39%	22%	23%	16%
Nov 2012	26%	25%	28%	21%
May 2015	16%	25%	31%	29%
May 2014	14%	23%	28%	36%
May 2013	12%	20%	32%	35%
May 2012	14%	25%	26%	35%
May 2011	13%	27%	30%	30%
Nov 2010	15%	24%	33%	28%
Survey N=352	28%	24%	27%	20%

VOTING BEHAVIOR

QC. Thinking about local elections for a moment -- would you say that you vote in all, most, only some, very few, or none of the local elections dealing with bond issues, taxes and local development projects?

	All	Most	Only some	Very few	None	Unsure / refused
18-44	19%	14%	30%	19%	17%	2%
45-54	18%	45%	22%	10%	5%	0%
55-64	31%	36%	18%	12%	3%	0%
65+	40%	33%	13%	10%	4%	0%
Parent	21%	25%	27%	15%	11%	1%
Non-parent	32%	39%	15%	11%	4%	0%

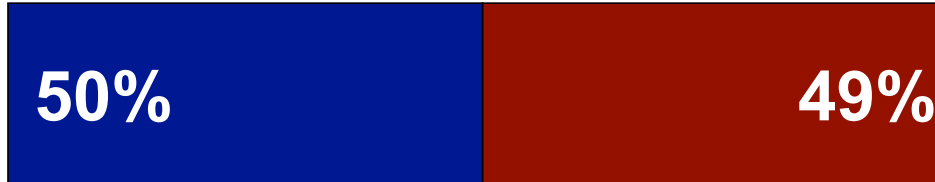


CHILDREN

Q1. Do you currently have any children...

Yes **No / Unsure**

Who will be attending a Grapevine-Colleyville ISD school next fall



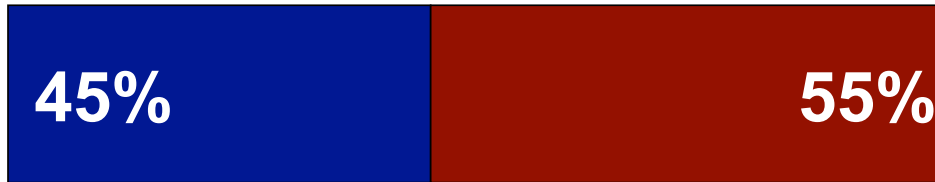
Who will be home schooled next fall



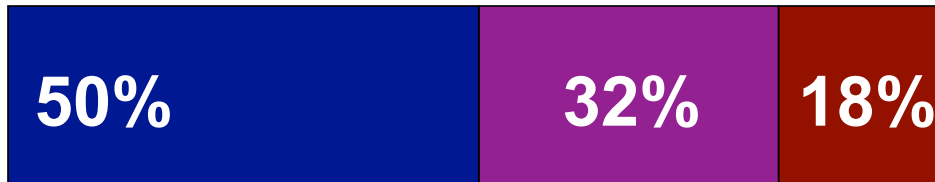
Who will be attending a private school in grades K thru 12 next fall



Who graduated from a high school in Grapevine-Colleyville ISD



Combination

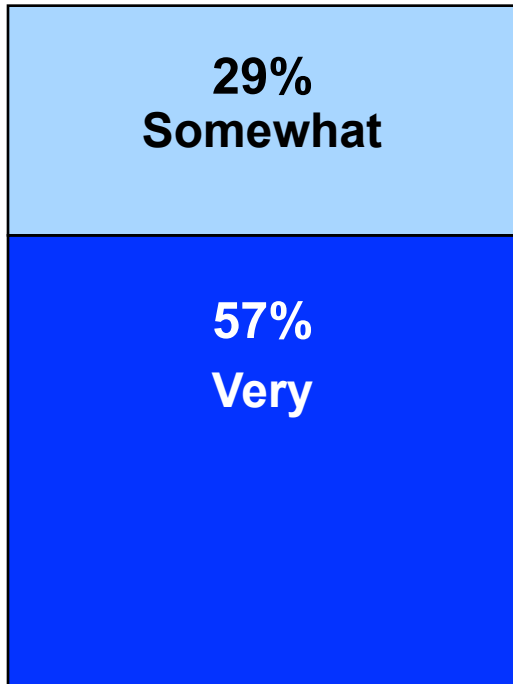


Current GCISD Parent **Former GCISD Parent** **Non-GCISD Parent**

QUALITY OF EDUCATION

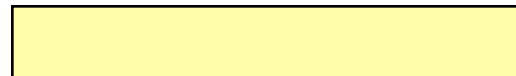
Q2. How satisfied are you with the quality of education in the Grapevine-Colleyville Independent School District?

85%

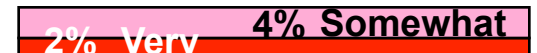


Very Satisfied	Total Satisfied		Total Dissatisfied
60%	92%	Parent	6%
53%	79%	Non-parent	6%

9%



6%



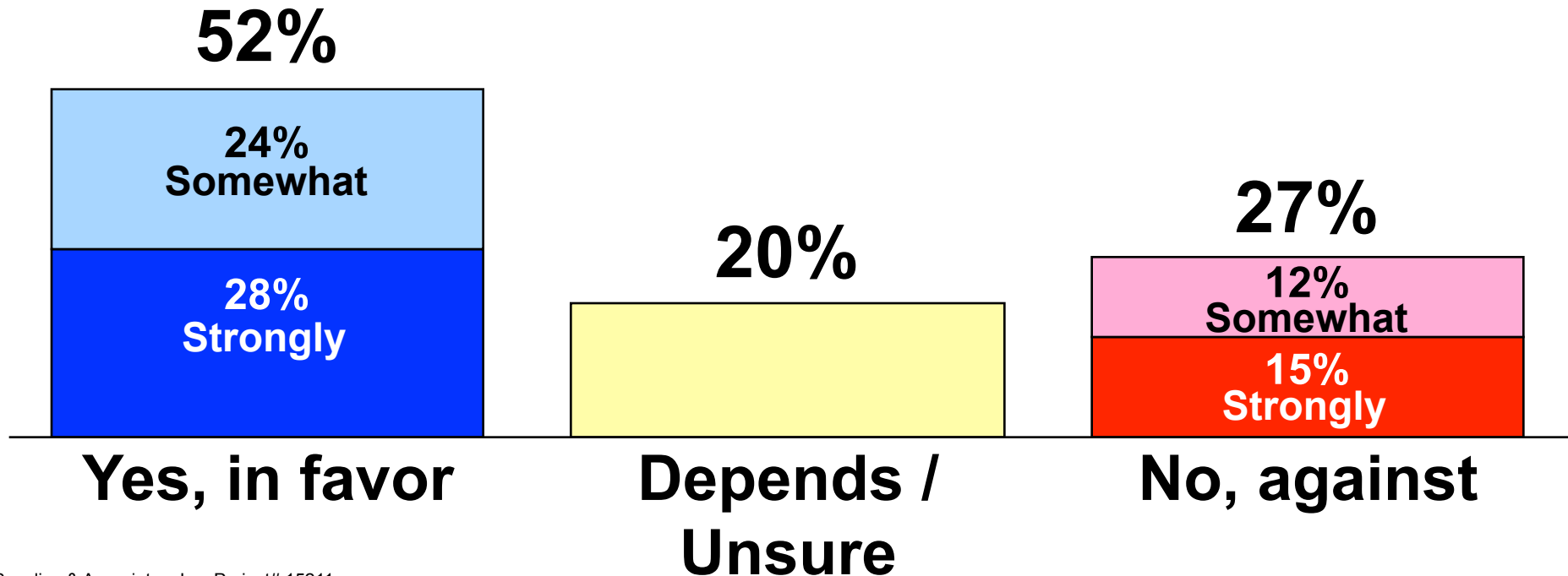
Satisfied

**Unsure /
refused**

Dissatisfied

INITIAL BALLOT

Q3. Grapevine-Colleyville ISD is considering calling a bond election for this May. No amount has been finalized yet, but if an election was held today, would you vote yes, in favor or no, against the issuance of \$200 million in bonds for the construction and renovation of school buildings, and to make other improvements, with the levying of a property tax.



INITIAL BALLOT

	Base	Yes, in favor / Strongly	No, against / Strongly	TOTAL YES, IN FAVOR	TOTAL NO, AGAINST	DEPENDS / UNSURE	NET YES, IN FAVOR
Total	352	28%	15%	52%	27%	20%	25%
REGN - Sample Regions							
Colleyville	161	23%	20%	43%	33%	24%	10%
Grapevine	191	33%	12%	60%	23%	17%	37%
D2 - Attendance Zone							
Colleyville Middle School	86	24%	20%	46%	29%	25%	17%
Cross Timbers Middle School	67	35%	12%	49%	28%	23%	22%
Grapevine Middle School	74	36%	12%	66%	21%	13%	45%
Heritage Middle School	85	26%	11%	57%	20%	23%	37%
Unsure / Refused	39	18%	26%	37%	50%	13%	-13%
RESID - How long lived at this address in GCISD							
7 Years or Less	109	32%	7%	58%	19%	24%	39%
8-16 Years	114	31%	15%	59%	25%	16%	34%
17 Years or More	113	23%	24%	41%	38%	21%	3%
Unsure / Refused	10	34%	19%	47%	29%	24%	18%

INITIAL BALLOT

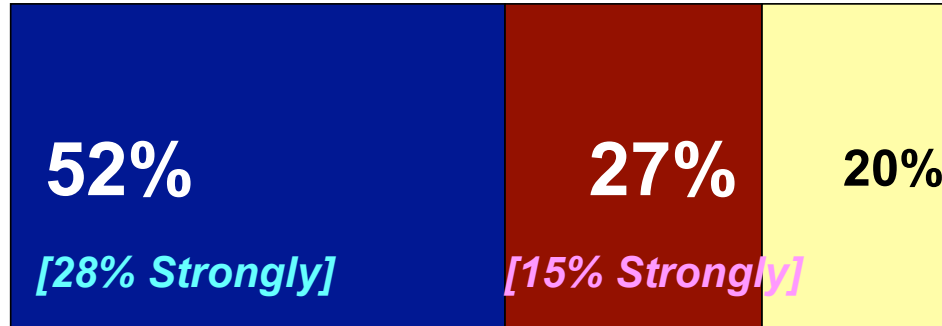
	Base	Yes, in favor / Strongly	No, against / Strongly	TOTAL YES, IN FAVOR	TOTAL NO, AGAINST	DEPENDS / UNSURE	NET YES, IN FAVOR
Total	352	28%	15%	52%	27%	20%	25%
SCPARENT - Parent of GCISD Student							
Parent	177	32%	9%	61%	15%	24%	45%
Non-Parent	175	24%	22%	44%	39%	17%	4%
GENPART – Parents / Non-Parents by Gender							
Male parent	76	29%	11%	62%	17%	21%	45%
Female parent	100	35%	8%	60%	14%	25%	46%
Male non-parent	89	24%	25%	41%	41%	17%	0%
Female non-parent	86	25%	18%	47%	37%	16%	9%
RSCPART - Current / Former GCISD Parents							
Current GCISD parent	177	32%	9%	61%	15%	24%	45%
Former GCISD parent	112	25%	19%	45%	34%	21%	11%
Not GCISD parent	63	23%	27%	41%	49%	10%	-8%
RAGE55 - Age							
18-44	97	34%	3%	60%	12%	28%	48%
45-54	86	35%	12%	62%	21%	17%	40%
55-64	96	25%	21%	50%	36%	15%	14%
65 or older	71	17%	26%	36%	43%	21%	-7%

VARIOUS BOND AMOUNTS

■ Yes, in favor
 ■ No, against
 ■ Depends / Unsure

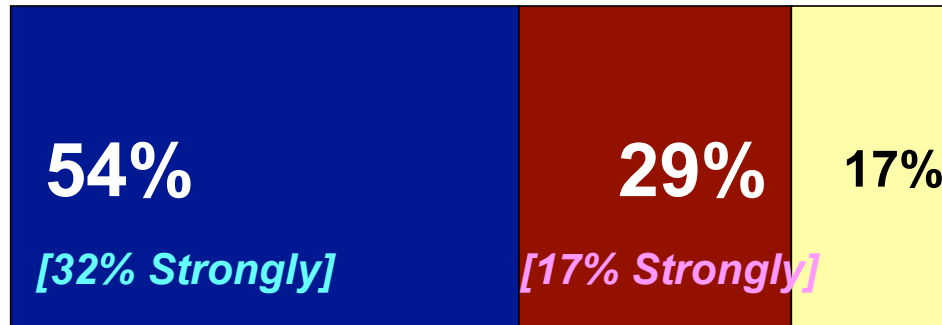
Net Favor

Q3. Would you vote yes, in favor or no, against the issuance of \$200 million in bonds for the construction and renovation of school buildings, and to make other improvements, with the levying of a property tax.



+25%

Q4. Would you vote yes, in favor or no, against the issuance of \$125 million in school bonds for the construction and renovation of school buildings, and to make other improvements, with the levying of a property tax?

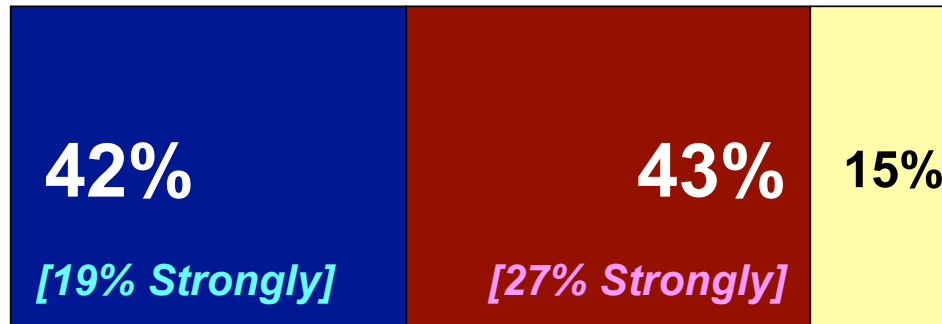


Read before \$225M
+23%

+25%

Read after \$225M
+28%

Q5. Would you vote yes, in favor or no, against the issuance of \$225 million in school bonds for the construction and renovation of school buildings, and to make other improvements, with the levying of a property tax?



Read before \$125M
+7%

-1%

Read after \$125M
-9%

BOND ELEMENTS

		Favor	Oppose	No Diff / Unsure	Net Impact
Q6	One element could include adding classrooms to Grapevine Elementary School, Timberline Elementary School and Grapevine Middle School to handle overcrowding and enrollment growth in Grapevine.	81%	17%	2%	+65%
Q7	Colleyville Middle School is 40 years old. One element could include rebuilding Colleyville Middle School so it can meet students' current educational needs.	62%	34%	4%	+28%
Q8	The original section of Cannon Elementary School is 56 years old and has a cracked foundation. One element could replace the building with a new school built for the existing Science, Technology, Engineering and Math Program.	77%	18%	6%	+59%
Q9	This bond could allow for improvements to heating and cooling systems and replacing exterior lighting with LED, all of which make schools more energy efficient and save on utility costs in the long run.	86%	13%	1%	+73%
Q10	Studies have shown Pre-K education provides a foundation for higher graduation and leads to better performing students who earn higher wages. One element could include construction of a district-wide Pre-K facility.	62%	35%	3%	+27%
Q11	One element could include (Version Y: 20 million dollars in) construction of two Multipurpose Activity Centers for use by students for practices and activities prevented by lightning or outdoor conditions.	55%	42%	3%	+14%
Q12	One element could include safety and security improvements to schools such as updated and expanded emergency communications systems, added surveillance cameras, and improved entries for secured entrance access.	86%	13%	2%	+73%
Q13	One element could include renovations to improve learning environments by creating multi-purpose areas for students to collaborate in small groups, conduct experiments and incorporate more hands-on learning.	75%	24%	2%	+51%
Q14	One element could include (Version Y: 18 million dollars in) improvements to athletic facilities such as improved lighting at tennis and baseball facilities, replacing old scoreboards at outdoor sports fields and gymnasiums, and addressing structural deficiencies at Mustang-Panther stadium.	57%	41%	2%	+16%
Q15	One element could include (Version Y: 20 million dollars in) improvements to technology infrastructure and digital learning devices that play a critical role in today's 21st Century classrooms and education.	81%	17%	1%	+64%
Q16	7 or 12% of the district's buses have exceeded their 15 year life span and are costly to maintain. One element could include purchasing new and more fuel efficient buses.	79%	19%	2%	+60%
Q17	29% of the district's schools are over 37 years old and 53% are over 20 years old. One element could include maintenance and repairs of these aging buildings such as improving flooring, roofing, air conditioning, kitchen equipment, electrical systems and plumbing.	86%	12%	2%	+75%
Q18	An advisory committee of citizens, business leaders, teachers and parents will evaluate and prioritize the district's 500 million dollars in needs and any bond proposal will include recommendations from this citizen's group.	82%	13%	5%	+69%
Q19	Because of rising construction costs and historically low interest rates, this bond package could save taxpayers money because it is less expensive to address these facilities now than to wait and do it five or ten years from now.	80%	17%	4%	+63%

X: +13%
Y: +15%

X: +25%
Y: +8%

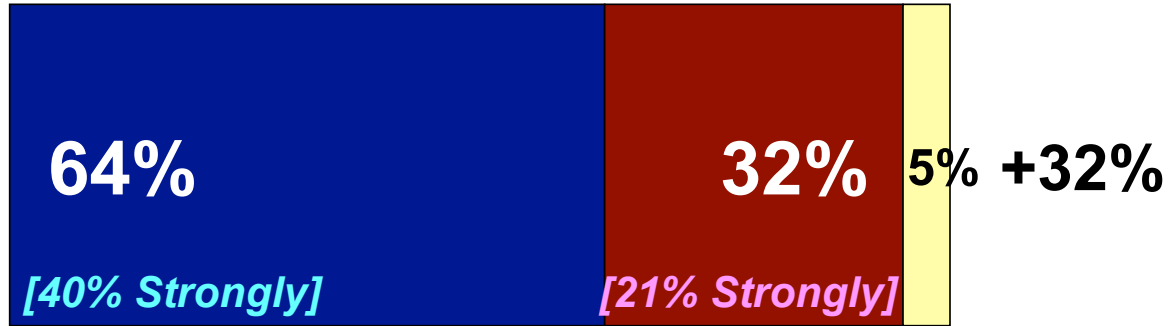
X: +67%
Y: +61%

VARIOUS BOND AMOUNTS & TAX IMPACT

Please tell me if you would be willing to pay these additional monthly property taxes. To start...

Yes
 No
 Depends / Unsure
 Net Yes

Q20. An additional \$13.47 per month in property taxes for school bonds?



Q21. An additional \$24.20 per month in property taxes for school bonds?



Q22. An additional \$27.78 per month in property taxes for school bonds?



VARIOUS BOND AMOUNTS & TAX IMPACT

\$13.47	Strong Yes	Strong No	Total Yes	Total No	Net
TOTAL	40%	21%	64%	32%	+32%
After bond elements	46%	18%	68%	29%	+39%
Before bond elements	35%	24%	60%	35%	+25%
Read first	35%	22%	57%	36%	+22%
Read last	45%	20%	70%	28%	+42%

\$24.20	Strong Yes	Strong No	Total Yes	Total No	Net
TOTAL	23%	37%	42%	54%	-12%
After bond elements	28%	36%	44%	55%	-11%
Before bond elements	19%	37%	40%	53%	-14%
Read after \$13.47	15%	43%	31%	63%	-33%
Read after \$27.78	32%	31%	53%	45%	+8%

\$27.78	Strong Yes	Strong No	Total Yes	Total No	Net
TOTAL	22%	42%	38%	58%	-20%
After bond elements	28%	42%	42%	56%	-14%
Before bond elements	16%	42%	34%	59%	-25%
Read last	12%	52%	22%	74%	-52%
Read first	31%	32%	54%	41%	+13%

ADDITIONAL INFORMATION REGARDING ISD TAXES & BONDS



**Net
More
Likely**

Q25. (Ver X: Taxes raised in support of / Ver Y: Revenues generated by) school bonds cannot be taken by the state and given to other districts, meaning 100% of the bond funds will remain in the community.



+76%
X: +79%
Y: +73%

Q24. All projects of the 2011 bond were completed and the bond program was delivered under budget and ahead of schedule.



+68%

Q23. In the past 10 years, the district has not raised the property tax rate for daily operating costs and the district's property tax rate is lower today than it was in 2006.



+54%

Q26. A \$200 million bond would increase property taxes by \$24.20 per month on the average home in the district, but because state law freezes tax rates for residents 65 years of age or older, senior citizens would NOT pay any additional taxes associated with the bond.



+45%

ATTITUDINAL STATEMENTS - I



Agree



Disagree



Neutral /
Unsure

**Net
Agree**

Q29. A top quality school district enhances my property value and strengthens our community.



Read after elements
+92%

Read before elements
+93%

Q27. Our schools must be maintained and improved to extend their life and protect taxpayer investment.



Read after elements
+87%

Read before elements
+81%

Q28. Renovations are needed to modernize our schools in order to continue providing a high-quality education with a variety of programs for our students.



Read after elements
+69%

Read before elements
+59%

ATTITUDINAL STATEMENTS - II



Agree



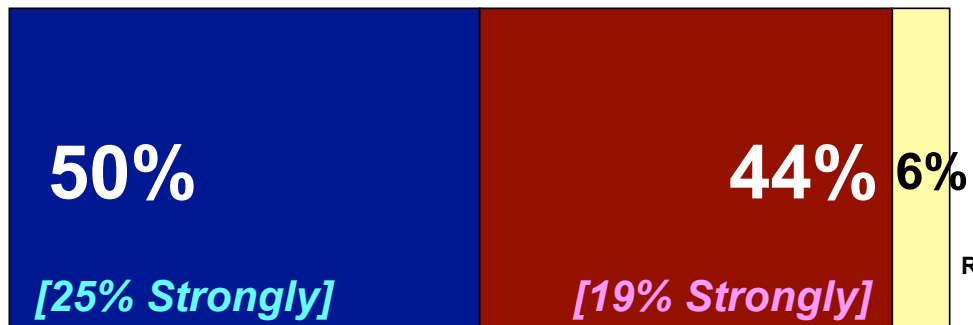
Disagree



Neutral /
Unsure

**Net
Agree**

Q30. Four years ago voters passed a \$124.5 million bond, which increased the district's property tax rate. It is not time for another bond.

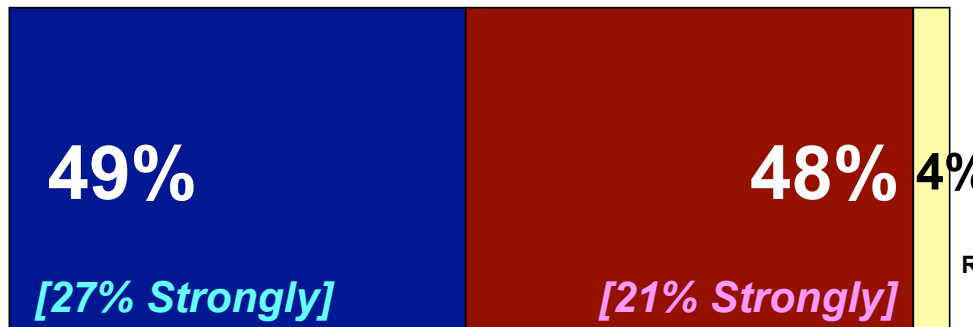


Read after elements
-1%

+5%

Read before elements
+11%

Q31. My taxes are already high enough and I cannot support a bond measure at this time.

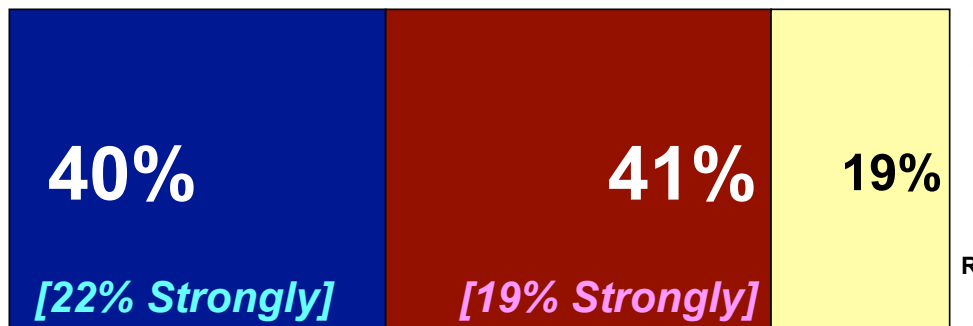


Read after elements
+1%

+1%

Read before elements
+3%

Q32. The bond proposal includes a lot of un-needed and costly items and voters should insist on something better.



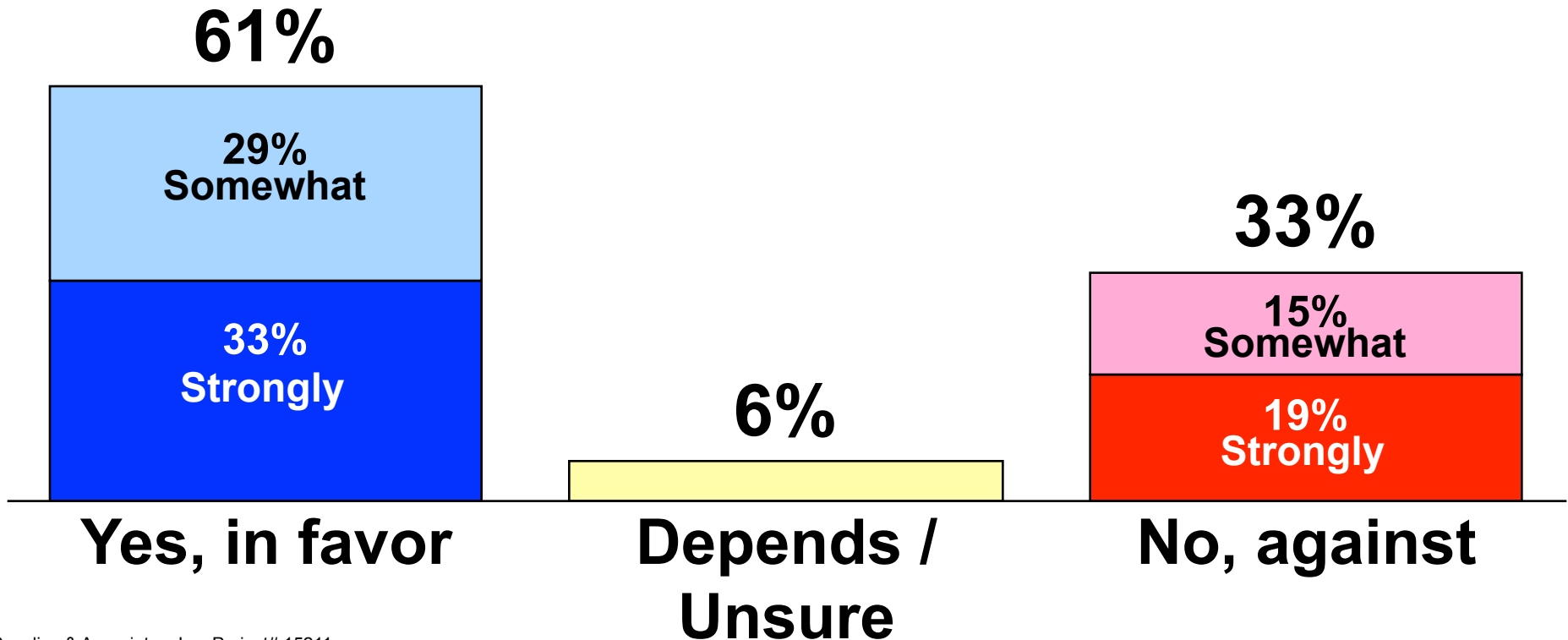
Read after elements
-7%

-1%

Read before elements
+4%

INFORMED BALLOT

Q33. Having heard more about it, if an election was held today, would you vote yes, in favor or no, against the issuance of \$200 million in bonds for the construction and renovation of school buildings, and to make other improvements, with the levying of a property tax.



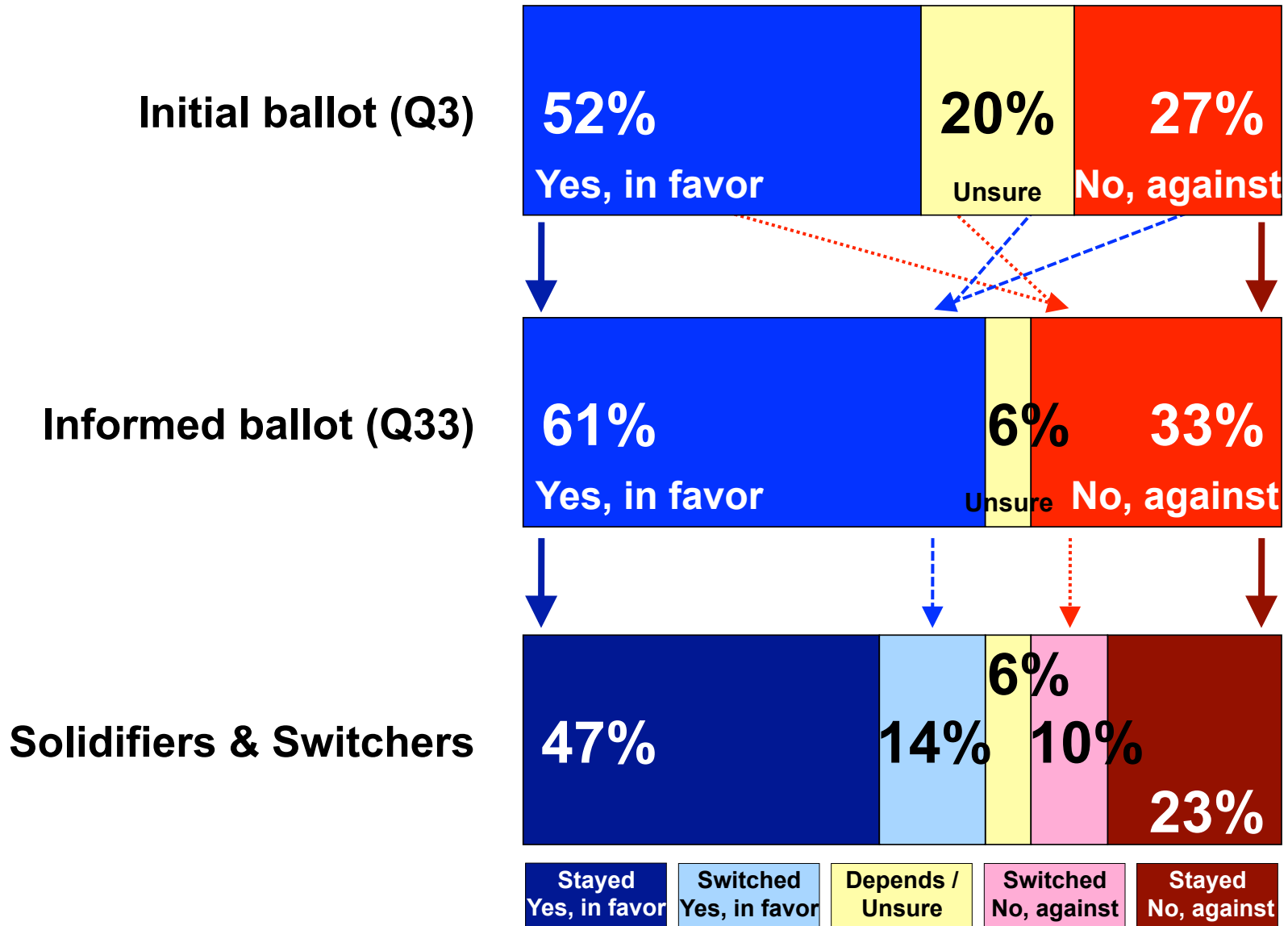
INFORMED BALLOT

Q33. Having heard more about it, if an election was held today, would you vote yes, in favor or no, against the issuance of \$200 million in bonds for the construction and renovation of school buildings, and to make other improvements, with the levying of a property tax.

INITIAL	Base	Yes, in favor / Strongly	No, against / Strongly	TOTAL YES, IN FAVOR	TOTAL NO, AGAINST	DEPENDS / UNSURE	NET YES, IN FAVOR
Total	352	28%	15%	52%	27%	20%	25%
SCPARENT - Parent of GCISD Student							
Parent	177	32%	9%	61%	15%	24%	45%
Non-Parent	175	24%	22%	44%	39%	17%	4%
GENPART – Parents / Non-Parents by Gender							
Male parent	76	29%	11%	62%	17%	21%	45%
Female parent	100	35%	8%	60%	14%	25%	46%
Male non-parent	89	24%	25%	41%	41%	17%	0%
Female non-parent	86	25%	18%	47%	37%	16%	9%

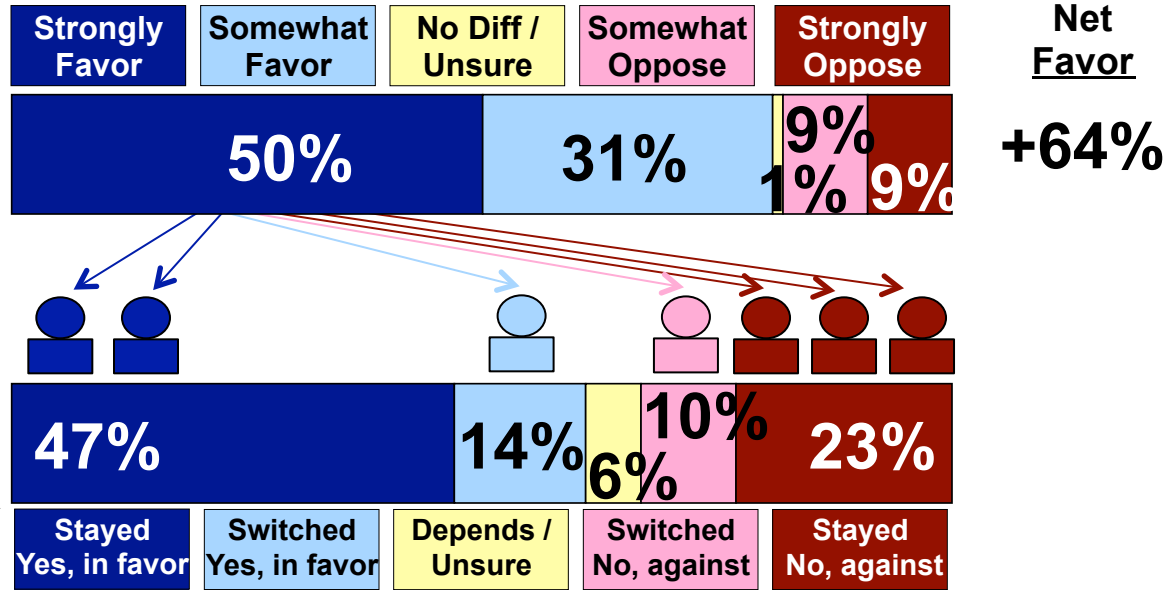
INFORMED	Base	Yes, in favor / Strongly	No, against / Strongly	TOTAL YES, IN FAVOR	TOTAL NO, AGAINST	DEPENDS / UNSURE	NET YES, IN FAVOR
Total	352	33%	19%	61%	33%	6%	28%
SCPARENT - Parent of GCISD Student							
Parent	177	36%	14%	71%	24%	6%	47%
Non-Parent	175	29%	24%	51%	43%	5%	8%
GENPART – Parents / Non-Parents by Gender							
Male parent	76	29%	16%	69%	25%	6%	45%
Female parent	100	42%	12%	72%	23%	6%	49%
Male non-parent	89	26%	27%	43%	50%	8%	-7%
Female non-parent	86	32%	21%	60%	37%	3%	24%

COMPARISON OF INITIAL & INFORMED BALLOTS



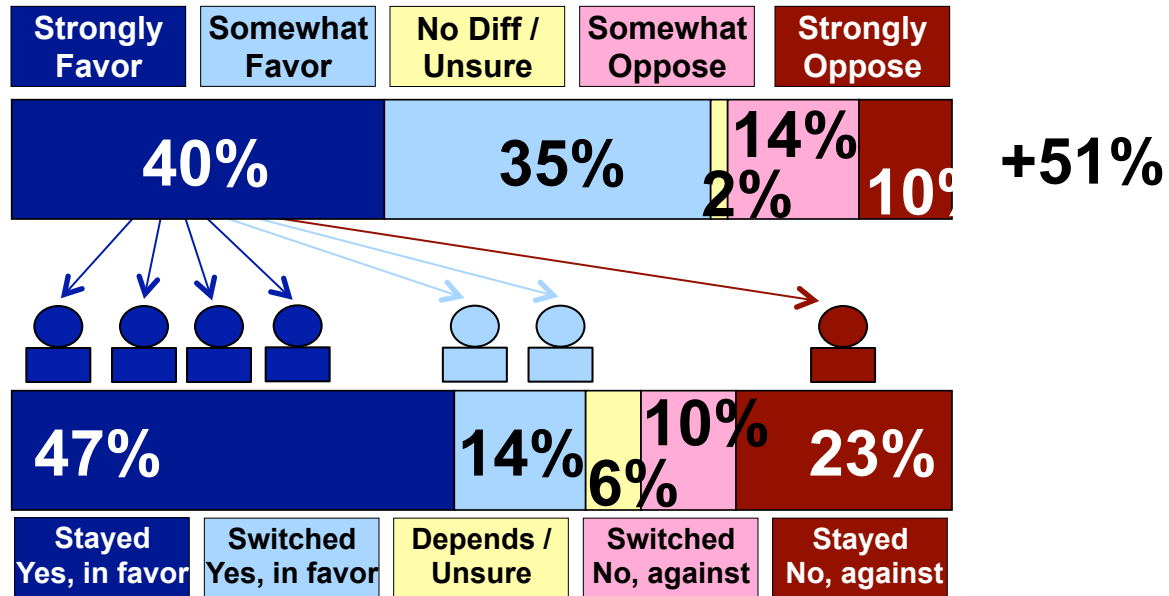
REGRESSION (CORRELATION) ANALYSIS

Q15. One element could include (Version Y: \$20 million in) improvements to technology infrastructure and digital learning devices that play a critical role in today's 21st Century classrooms and education.



Solidifiers and Switchers

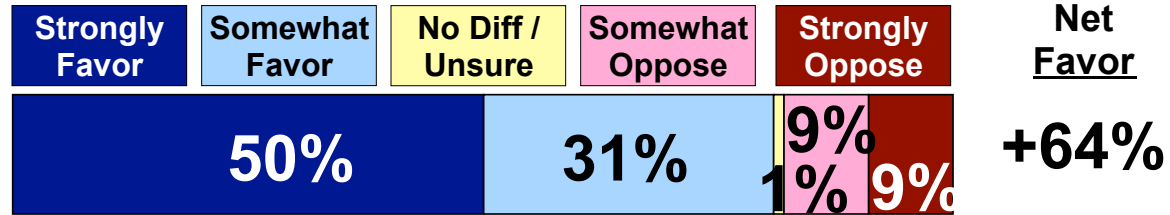
Q13. One element could include renovations to improve learning environments by creating multi-purpose areas for students to collaborate in small groups, conduct experiments and incorporate more hands-on learning.



Solidifiers and Switchers

CALCULATING CORRELATION SCORES

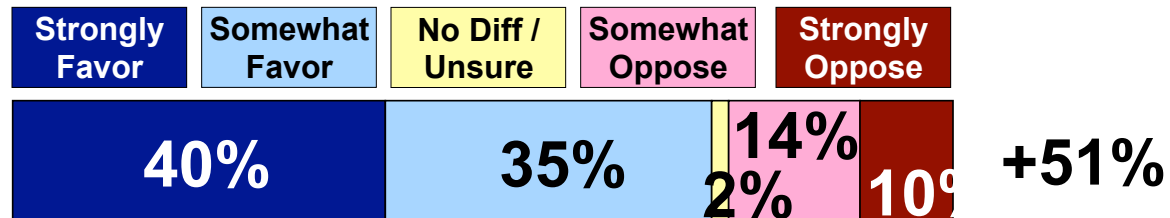
Q15. One element could include (Version Y: \$20 million in) improvements to technology infrastructure and digital learning devices that play a critical role in today's 21st Century classrooms and education.



$$\left[\frac{\text{Solidifier Correlation Factor}}{0.0264} + \frac{\text{Switcher Correlation Factor}}{0.0243} \right] \div 2 \times \frac{\text{Net Favor}}{+64\%} = \frac{\text{Average Correlation Score}}{1.6}$$

Tied for 10th highest score out of 14 elements

Q13. One element could include renovations to improve learning environments by creating multi-purpose areas for students to collaborate in small groups, conduct experiments and incorporate more hands-on learning.



$$\left[\frac{\text{Solidifier Correlation Factor}}{0.0823} + \frac{\text{Switcher Correlation Factor}}{0.1605} \right] \div 2 \times \frac{\text{Net Favor}}{+51\%} = \frac{\text{Average Correlation Score}}{6.2}$$

2nd highest score out of 14 elements

Correlation Scores - Bond Elements		Total Sample (N=352)	Parent (n=177)	Non-Parent (n=175)
<i>The top three scores are highlighted in light blue. Correlation Scores are relative measures that should be compared within a subgroup, not compared between different subgroups.</i>		Correlation Score	Correlation Score	Correlation Score
Q6	One element could include adding classrooms to Grapevine Elementary School, Timberline Elementary School and Grapevine Middle School to handle overcrowding and enrollment growth in Grapevine.	4.9	3.2	10.5
Q7	Colleyville Middle School is 40 years old. One element could include rebuilding Colleyville Middle School so it can meet students' current educational needs.	1.9	1.0	2.4
Q8	The original section of Cannon Elementary School is 56 years old and has a cracked foundation. One element could replace the building with a new school built for the existing Science, Technology, Engineering and Math Program.	3.3	5.9	1.2
Q9	This bond could allow for improvements to heating and cooling systems and replacing exterior lighting with LED, all of which make schools more energy efficient and save on utility costs in the long run.	1.6	9.3	2.0
Q10	Studies have shown Pre-K education provides a foundation for higher graduation and leads to better performing students who earn higher wages. One element could include construction of a district-wide Pre-K facility.	2.2	2.3	1.1
Q11	One element could include (Version Y: 20 million dollars in) construction of two Multipurpose Activity Centers for use by students for practices and activities prevented by lightning or outdoor conditions.	0.9	1.4	-0.3
Q12	One element could include safety and security improvements to schools such as updated and expanded emergency communications systems, added surveillance cameras, and improved entries for secured entrance access.	3.9	3.4	1.6
Q13	One element could include renovations to improve learning environments by creating multi-purpose areas for students to collaborate in small groups, conduct experiments and incorporate more hands-on learning.	6.2	12.9	0.8
Q14	One element could include (Version Y: 18 million dollars in) improvements to athletic facilities such as improved lighting at tennis and baseball facilities, replacing old scoreboards at outdoor sports fields and gymnasiums, and addressing structural deficiencies at Mustang-Panther stadium.	1.5	2.3	-0.2
Q15	One element could include (Version Y: 20 million dollars in) improvements to technology infrastructure and digital learning devices that play a critical role in today's 21st Century classrooms and education.	1.6	5.1	1.7
Q16	7 or 12% of the district's buses have exceeded their 15 year life span and are costly to maintain. One element could include purchasing new and more fuel efficient buses.	2.9	4.0	1.7
Q17	29% of the district's schools are over 37 years old and 53% are over 20 years old. One element could include maintenance and repairs of these aging buildings such as improving flooring, roofing, air conditioning, kitchen equipment, electrical systems and plumbing.	1.5	2.4	1.9
Q18	An advisory committee of citizens, business leaders, teachers and parents will evaluate and prioritize the district's 500 million dollars in needs and any bond proposal will include recommendations from this citizen's group.	4.1	5.0	2.5
Q19	Because of rising construction costs and historically low interest rates, this bond package could save taxpayers money because it is less expensive to address these facilities now than to wait and do it five or ten years from now.	8.9	4.6	6.9

ELEMENT MATRIX

Total Sample

Because of rising construction costs and historically low interest rates, this bond package could save taxpayers money because it is less expensive to address these facilities now than to wait and do it five or ten years from now (Q19).

One element could include renovations to improve learning environments by creating multi-purpose areas for students to collaborate in small groups, conduct experiments and incorporate more hands-on learning (Q13).

One element could include adding classrooms to Grapevine Elementary School, Timberline Elementary School and Grapevine Middle School to handle overcrowding and enrollment growth in Grapevine (Q6).

Parent

One element could include renovations to improve learning environments by creating multi-purpose areas for students to collaborate in small groups, conduct experiments and incorporate more hands-on learning (Q13).

This bond could allow for improvements to heating and cooling systems and replacing exterior lighting with LED, all of which make schools more energy efficient and save on utility costs in the long run (Q9).

The original section of Cannon Elementary School is 56 years old and has a cracked foundation. One element could replace the building with a new school built for the existing Science, Technology, Engineering and Math Program (Q8).

Non-Parent

One element could include adding classrooms to Grapevine Elementary School, Timberline Elementary School and Grapevine Middle School to handle overcrowding and enrollment growth in Grapevine (Q6).

Because of rising construction costs and historically low interest rates, this bond package could save taxpayers money because it is less expensive to address these facilities now than to wait and do it five or ten years from now (Q19).

An advisory committee of citizens, business leaders, teachers and parents will evaluate and prioritize the district's 500 million dollars in needs and any bond proposal will include recommendations from this citizen's group (Q18).