

**GREATER ALBANY SCHOOL DISTRICT
SURVEY RESEARCH REPORT
EXECUTIVE SUMMARY
DECEMBER 19, 2016**

The following survey research report provides some valuable information regarding the public's perception of Greater Albany School District's proposed \$161 million bond measure. This report should assist the school district in its planning and decision making process in regards to the proposal.

Below, The Nelson Report has highlighted the key results of the survey research report.

Throughout this executive summary, The Nelson Report identifies "key" demographics for many of the questions. Key demographics are those subgroups that respond at a higher percentage rate than the total sample for any given response. The key demographic groups for any given opinion are not necessarily the only subgroups in the survey who share that opinion. They are, however, the ones that hold that opinion most strongly.

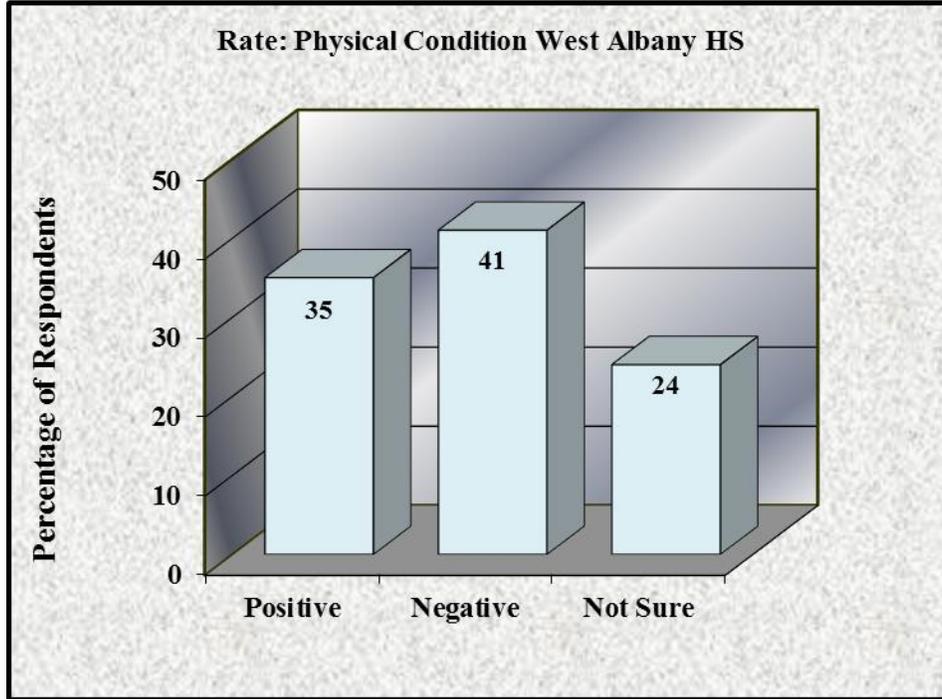
While a few of the questions are similar to those that were presented in a survey in February of 2016, most are different and distinct. In terms of those questions that were repeated, the reader will note slight changes in responses.

A total of 384 respondents were interviewed between December 12 and December 16, 2016. The margin of error for this survey is +/-4.98% at the 95% level of confidence.

An extremely high percentage of respondents participating in the survey, 88%, were frequent or perfect voters (voted in at least 3 out of the last 4 elections or voted in all 4 of the last 4 elections). In addition, 81% of those participating in the survey were made up of older voter groups (45+ years of age and less likely to have children in school). It is important to note, this demographic group also makes up the majority of the district's frequent and perfect voters and are the voters most likely to vote in a May off-year election.

ALBANY HIGH SCHOOL

A plurality of respondents, 41%, rated the physical condition of West Albany High School negatively (only fair-32%, poor-9%), while 35% rated the physical condition of this school positively (excellent-4%, pretty good-31%). A relatively high 24% were not sure how to rate the physical condition of West Albany High School.



Key groups that gave the physical condition of West Albany High School a negative rating were females (44%), 18-24 years old (50%), 35-44 years old (44%), 45-59 years old (42%), voters in 4 out of 4 elections (43%), North Albany (44%), and North/West Linn County (42%).

Foremost reasons for an only fair rating were: (32% of all respondents) **Total Universe**

Buildings are getting old	38%	12%
Need updates	34%	11%
From what I've heard/seen	11%	4%

Reasons for a poor rating were: (9% of all respondents)

Buildings need updates	40%	4%
Buildings are old	31%	3%

Key demographics that gave the physical condition of West Albany High School a positive rating were males (38%), 25-34 years old (46%), 45-59 years old (37%), voters in 2 out of 4 elections (41%), 3 out of 4 elections (38%), and North/West Linn County (37%).

Principal reasons for an excellent rating were: (4% of all respondents) **Total Universe**

Buildings look good	36%	1%
Buildings are well maintained	27%	1%

Primary reasons for a pretty good rating were: (31% of all respondents) **Total Universe**

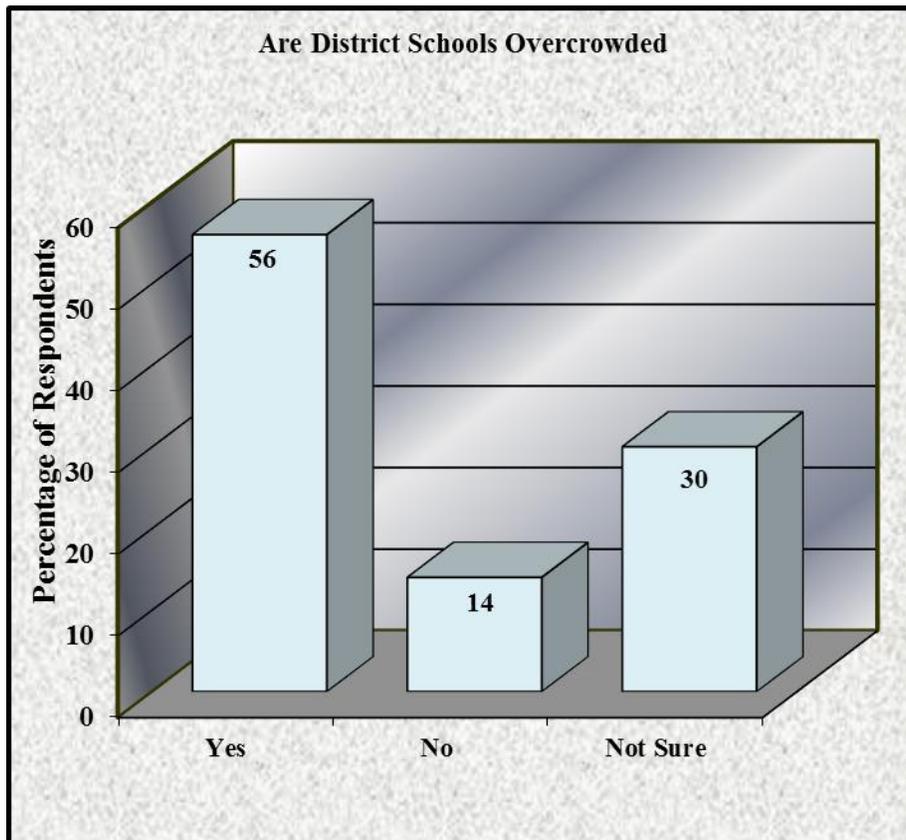
Look good/from what I've seen	43%	13%
Personal experience	10%	3%
Buildings need to be updated	8%	2%
Buildings are well maintained	8%	2%

Key demographics that were not sure how to rate the physical condition of West Albany High School were females (25%), 25-34 and 35-44 years old (31%), 60+ years old (25%), voters in 2 out of 4 elections (28%), 3 out of 4 elections (25%), and South/Linn County (26%).

In a special cross tab, 51% of respondents that later **strongly favored** Greater Albany School District's proposed \$161 million bond measure (21% of all respondents) rated the physical condition of West Albany High School **negatively**.

ARE GREATER ALBANY SCHOOLS OVERCROWDED

Well over half of respondents, 56%, believed Greater Albany schools were overcrowded, while 14% did not. A high 30% were not sure.



Key groups that believed Greater Albany schools were overcrowded were females (58%), 18-24 years old (75%), 25-34 years old (73%), 45-59 years old (62%), 35-44 years old (61%), voters in 2 out of 4 elections (61%), 3 out of 4 elections (57%), and North Albany and North/West Linn County (58%).

Key demographics that did not believe the district's schools were overcrowded were males (15%), 18-24 years old (25%), 45-59 years old (15%), voters in 3 out of 4 (15%), and 4 out of 4 elections (15%), and South Linn County (15%).

Key groups that were not sure if the district's schools were overcrowded were males (31%), 60+ years old (38%), voters in 4 out of 4 elections (32%), South Linn County (32%), and North/West Linn County (31%).

In a key cross tab, 66% of respondents that later **strongly favored** Greater Albany School District's proposed \$161 million bond measure (27% of all respondents) believed the district's schools were **overcrowded**.

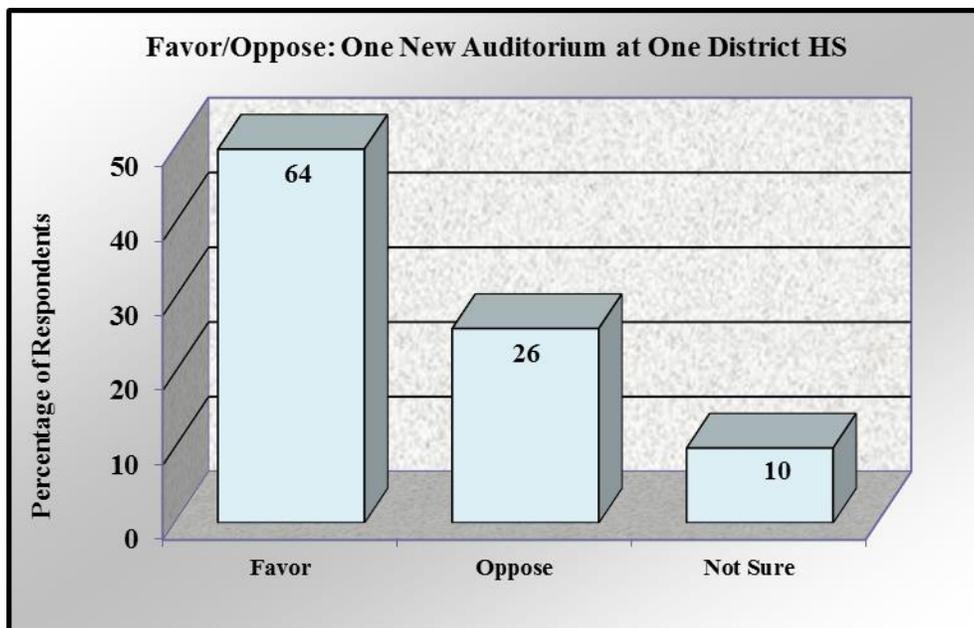
In another cross tab, 52% of respondents that later **somewhat favored** Greater Albany School District's proposed \$161 million bond measure (12% of all respondents) also believed the district's schools were **overcrowded**.

SCHOOL AUDITORIUMS

Next, respondents were given the following information and question:

“Currently, Greater Albany School District does not have an auditorium. Neither High School has suitable performance space for band, choir, drama, musical theater or hosting community events, nor do they have modern facilities to teach technical skills such as set construction, lighting and sound design and engineering, or recording. Would you FAVOR or OPPOSE the district constructing one new auditorium at a cost of \$13.2 million at one of the district's high schools?”

A large percentage of respondents, 64%, favored constructing one new auditorium at one of the district's high schools, while 26% opposed a new auditorium. Another 10% were not sure.



Key demographics that favored constructing one new auditorium were females (66%), 18-24 years old (83%), 35-44 years old (69%), 25-34 and 45-59 years old (68%), voters in 2 out of 4 and 3 out of 4 elections (65%), and South Linn County (67%).

Key groups that opposed one new auditorium were males (29%), 60+ years old (29%), voters in 4 out of 4 elections (31%), 2 out of 4 elections (28%), and North/West Linn County (27%).

In a special cross tab, 88% of respondents that later **strongly favored** Greater Albany School District's proposed \$161 million bond measure (36% of all respondents) also **favored** constructing one new auditorium at one of the high schools.

In another cross tab, 65% of respondents that later **somewhat favored** Greater Albany School District's proposed \$161 million bond measure (15% of all respondents) also **favored** constructing one new auditorium at one of the high schools.

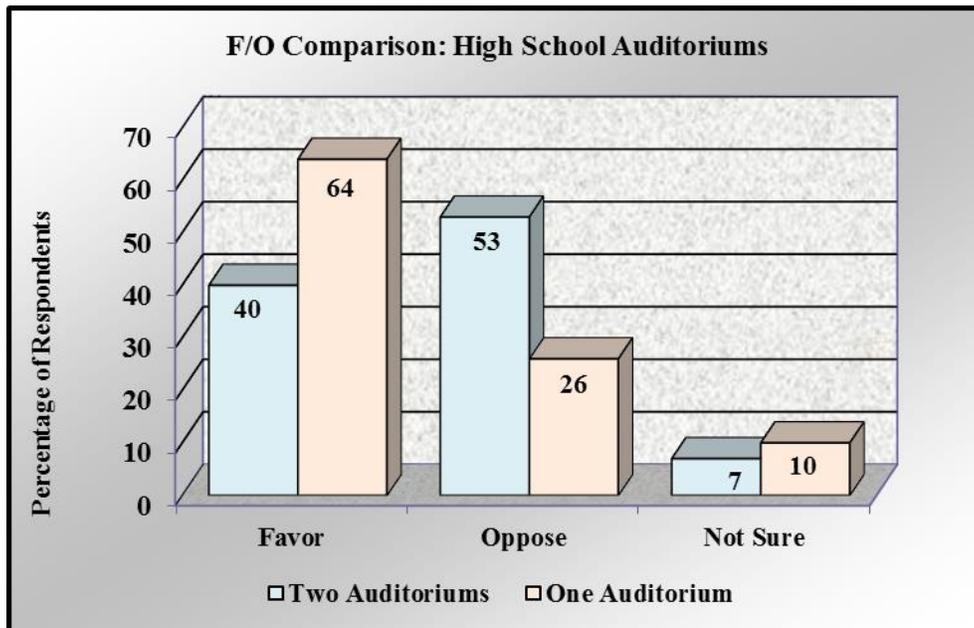
In yet another key cross tab, 68% of respondents that later **strongly opposed** Greater Albany School District's proposed \$161 million bond measure (11% of all respondents) **opposed** constructing one new auditorium at one of the high schools.

In addition, respondents were asked:

“Would you FAVOR or OPPOSE the district constructing two new auditoriums at a cost of \$26.4 million at both of the district's high schools?”

Slightly over half of respondents, 53%, **opposed** constructing two new auditoriums at both of the district's high schools, while 40% favored. Seven percent were not sure.

Comparing these responses to those pertaining to the question regarding constructing one auditorium, there is a significant decrease (-24%) in the number of respondents that favor constructing two auditoriums.



Key demographics decreasing in support were males (-25%), 45-59 years old (-29%), voters in 2 out of 4 elections (-30%), and South Linn County (-30%).

Key groups that opposed two new auditoriums were males (57%), 60+ years old (58%), 45-54 years old (54%), voters in 4 out of 4 elections (55%), 2 out of 4 elections (54%), and South Linn County (56%).

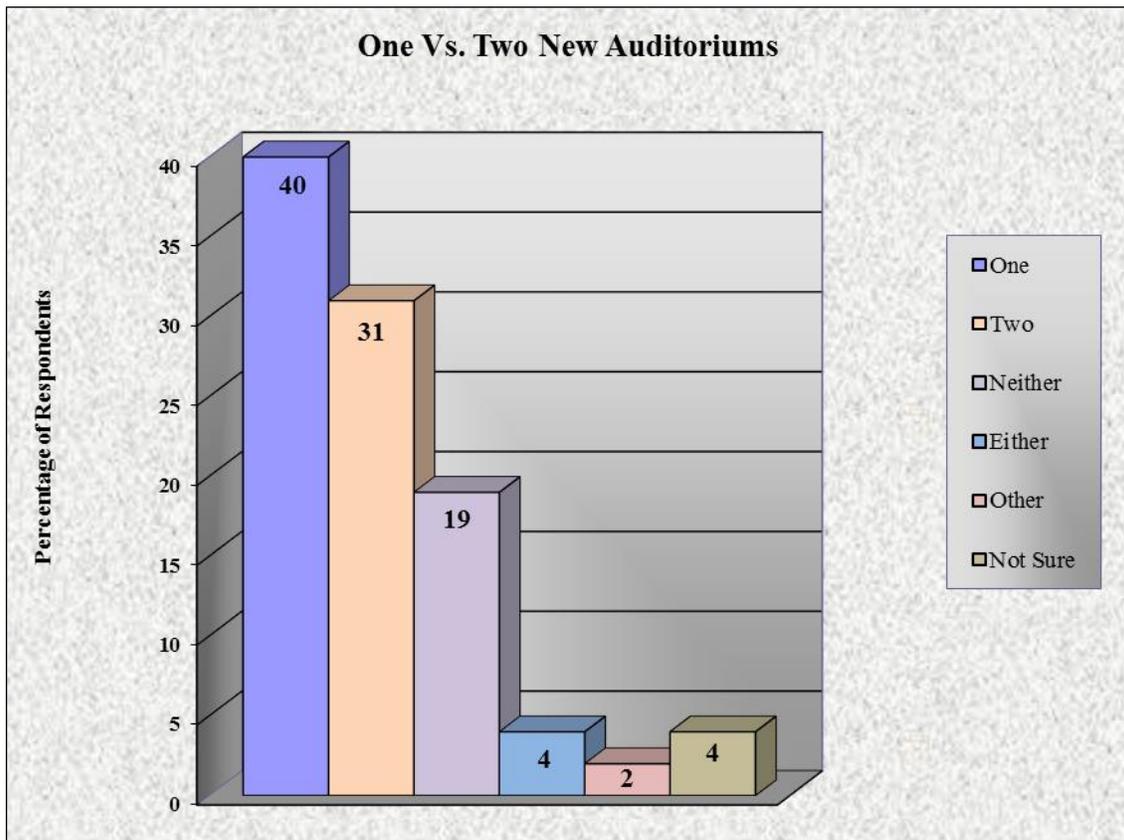
In an interesting and important cross tab, 59% of respondents that later **somewhat favored** a \$161 million bond measure (14% of all respondents), **opposed** constructing two new auditoriums.

In another key cross tab, 30% of respondents that later **strongly favored** a \$161 million bond measure (12% of all respondents), **opposed** constructing two new auditoriums.

Furthermore, respondents were then asked the following:

“If you had to choose, would you prefer ONE NEW AUDITORIUM at a cost of \$13.2 million, TWO NEW AUDITORIUMS at a cost of \$26.4 million, or would you prefer NO NEW AUDITORIUMS?”

A plurality of respondents, 40%, preferred constructing one new auditorium, while 31% preferred constructing two new auditoriums, 19% said they preferred no new auditoriums, 4% said either, 2% cited “other” options and 4% were not sure.



Key demographics that preferred one new auditorium were 18-24 years old (50%), 35-44 years old (46%), 45-59 years old (42%), voters in 4 out of 4 elections (43%), and South Linn County (45%).

Key groups that preferred two new auditoriums were females (33%), 25-34 years old (55%), 18-24 years old (42%), 45-59 years old (36%), voters in 3 out of 4 elections (34%), North Albany (38%), and North/West Linn County (32%).

Key groups that said no new auditoriums were males (21%), 60+ years old (22%), 35-44 years old (20%), voters in 4 out of 4 elections (22%), and North Albany (20%).

The top “other” response is reflected below. The reader should note the following percentage was taken from a much, much smaller sub-sample (2% of all respondents). All “other” responses can be found in the full open-ended report.

		Of Total Universe
Use one auditorium for both schools	71%	1%

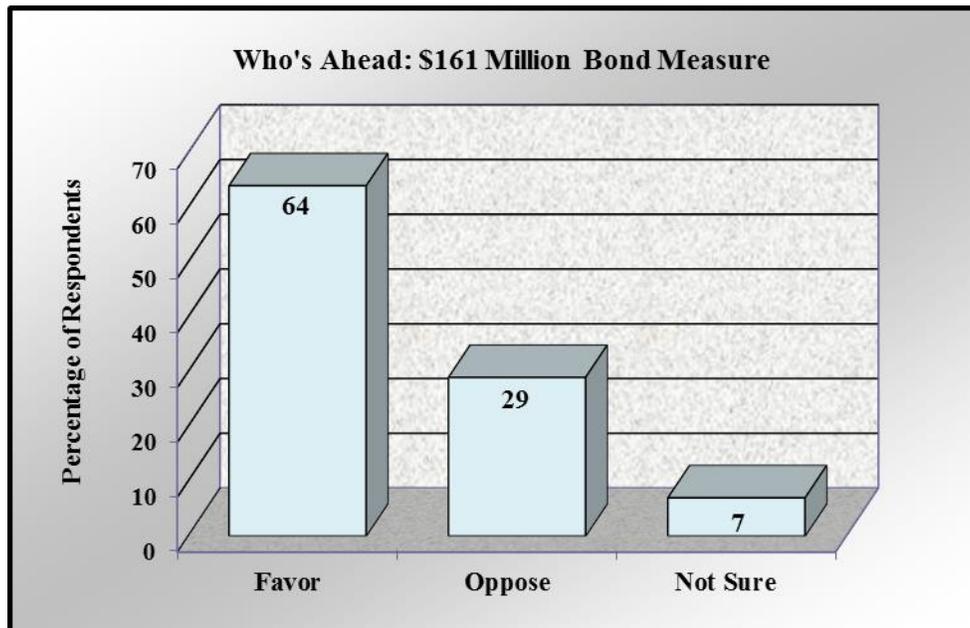
WHO’S AHEAD: \$161 MILLION BOND MEASURE

Next, respondents were given the following information and question:

“Greater Albany School District is currently considering a bond measure that would be used to make major renovations and upgrades district-wide such as replacing heating and ventilation systems, roofs, seismic, safety and security and vocational classroom improvements. This proposal also includes new classroom space and cafeteria at Oak Grove Elementary, a new elementary school in NE Albany and a phased-in rebuild of West Albany High School. This proposal is \$161 million and would cost property taxpayers an estimated \$2.49 per thousand dollars of assessed property value, or 78-cents per thousand more than what taxpayers have been paying.

If an election were held today, would you FAVOR or OPPOSE a \$161 million bond measure that would cost property taxpayers an estimated \$2.49 per thousand dollars of assessed property value?”

A large percentage of respondents, 64%, favored a \$161 million bond measure (strongly favored-41%, somewhat favored-23%), while 29% opposed the proposal (13% somewhat oppose, 16% strongly oppose). Seven percent were not sure. It is interesting to note, a majority of respondents in every demographic group favored a \$161 million bond measure.



Key demographics that favored a \$161 million bond measure were females (68%), 35-44 years old (72%), voters in 3 out of 4 elections (69%), and North Albany and North/West Linn County (65%).

Top reasons for favoring the bond measure were: (64% of respondents) **Total Universe**

Updates are needed	26%	17%
Schools need the money	23%	15%
Always support schools/children	22%	14%

Key groups that opposed a \$161 million bond measure were males (35%), 25-34 years old (32%), 60+ years old (31%), voters in 2 out of 4 elections (41%), 4 out of 4 elections (34%), South Linn County (32%), and North/West Linn County (30%).

Main reasons for opposing the proposal were: (29% of respondents) **Total Universe**

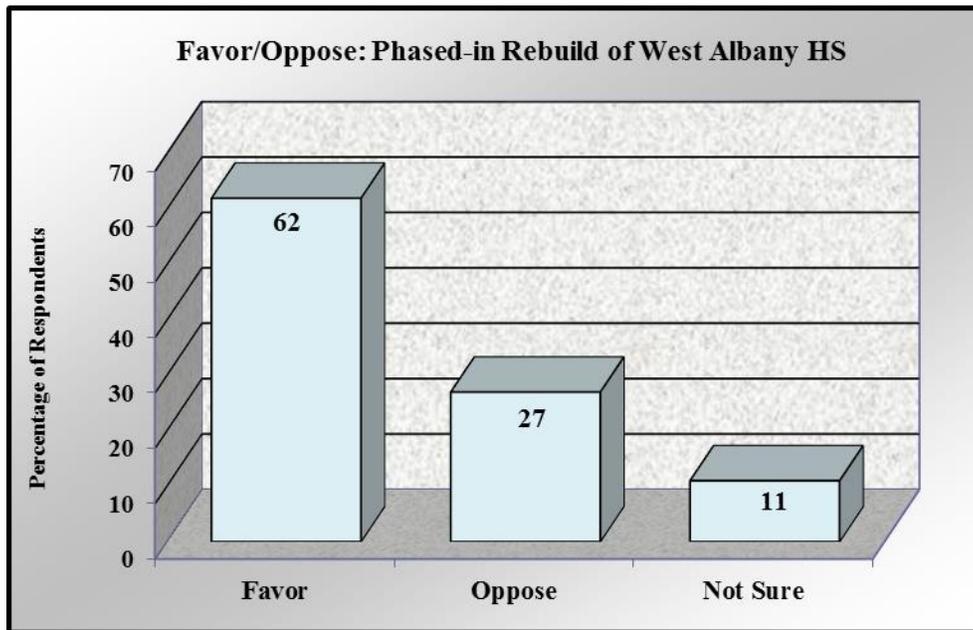
Taxes are too high already	28%	8%
Asking for too much money	26%	8%
Mismanage money	20%	6%
Unnecessary	10%	3%

PHASED-IN REBUILD WEST ALBANY HIGH SCHOOL

Next, respondents were given the following information and question:

“West Albany High School was originally built in 1953. Due to the age and design of this school, it cannot be renovated to serve high school students’ current educational and vocational needs. Would you FAVOR or OPPOSE a phased in rebuild of West Albany High School that would include new classrooms, commons, gymnasium and an auditorium?”

A large percentage of respondents, 62%, favored a phased-in rebuild of West Albany High School, while 27% opposed. Eleven percent were not sure.



Key demographics that favored a phased-in rebuild of West Albany High School were females (66%), 18-24 years old (91%), 35-44 years old (75%), 25-34 years old (68%), 45-59 years old (66%), voters in 3 out of 4 elections (63%), and North Albany and South Linn County (63%).

Key groups that opposed a phased-in rebuild of West Albany High School were males (34%), 60+ years old (30%), voters in 2 out of 4 elections (38%), 3 out of 4 (28%), and 4 out of 4 elections (28%), and North/West Linn County (29%).

In an important cross tab, 88% of respondents that previously **strongly favored** Greater Albany School District’s proposed \$161 million bond measure (36% of all respondents) also **favored** a phased-in rebuild of West Albany High School.

In another key cross tab, 63% of respondents that previously **somewhat favored** Greater Albany School District’s proposed \$161 million bond measure (14% of all respondents) also **favored** a phased-in rebuild of West Albany High School.

In yet another cross tab, 69% of respondents that later **strongly opposed** Greater Albany School District’s proposed \$161 million bond measure (11% of all respondents) **opposed** a phased-in rebuild of West Albany High School.

PUSH RESULTS

Next, respondents were asked a series of questions designed to gauge the positive or negative impact of certain pieces of information. This methodology was used to ascertain which arguments produced the greatest net movement from the original “who's ahead” question.

The reader should keep in mind the “if you knew. . .” format. Certain arguments may push people “if they knew,” but the nature of the argument may make it impossible to convince someone that it is factual. In addition, the resources required to do the convincing may be too great when compared to other arguments. This series was cross-checked later in the survey by the agree/disagree series. The results are ranked on the following page in descending positive order. The net gain/loss reflects the push or movement off the **original** \$161 million “who's ahead” question.

Question	Favor	Oppose	Not Sure	Net Gain/Loss
Who's Ahead Results: \$161 Million Bond Measure	64	29	7	
If you knew passage of the proposed bond measure would protect the community's investment in existing school buildings by making upgrades and improvements district-wide such as replacing roofs, siding, windows, plumbing and electrical systems, would you FAVOR or OPPOSE a bond measure that includes these projects?	81	15	4	+17
If you knew replacing old, inefficient and high maintenance heating and ventilation systems and making other energy improvements district-wide would save the district tens of thousands of dollars per year in operating costs, would you FAVOR or OPPOSE the bond measure?	79	15	6	+15
If you knew the proposed bond measure includes safety and security upgrades throughout the district such as seismic upgrades, automatic door locks, fire alarms and security cameras, would you FAVOR or OPPOSE a bond measure that includes these components?	74	18	8	+10
If you knew student enrollment growth projections show Greater Albany School District's student enrollment will increase by 6% or 500 students over the next five years, would you FAVOR or OPPOSE a bond measure that would construct additional space to address growing student enrollment?	74	20	6	+10

Question	Favor	Oppose	Not Sure	Net Gain/Loss
Who's Ahead Results: \$161 Million Bond Measure	64	29	7	
If you knew the proposed bond measure includes upgrades and improvements to vocational classrooms at the middle school level to help better prepare students for jobs in the future, would you FAVOR or OPPOSE the bond measure?	74	21	5	+10
If you knew passage of the bond measure would include upgrades at South Albany High School for vocational programs such as small engine repair, electronics and construction, would you FAVOR or OPPOSE the bond measure?	73	20	7	+9
Due to the high cost of replacing high school space, The Greater Albany School District plans to rebuild West Albany High School in several phases. If you knew the passage of a \$161 million bond measure would enable the district to complete the first phase of West Albany High School's rebuild, which would include additional vocational/technical classroom space and commons, would you FAVOR or OPPOSE the proposal?	68	23	9	+4
If you knew an auditorium at West Albany High School would also provide vocational classroom space for theater technical classes such as sound, lighting and carpentry, would you FAVOR or OPPOSE the proposed phase 1 rebuild of West Albany High School?	66	28	6	+2

Question	Favor	Oppose	Not Sure	Net Gain/Loss
Who's Ahead Results: \$161 Million Bond Measure	64	29	7	
If you knew the phase 1 rebuild of West Albany High School also includes an auditorium to provide suitable performance space for band, choir, drama, musical theater, and community events, would you FAVOR or OPPOSE the bond measure?	63	31	6	-1
If you knew due to retiring bond debt, Passage of a \$161 million bond measure would cost property taxpayers an estimated 78-cents more per thousand than what they are currently paying, or \$140 per year for the owner of a home with an assessed property value of \$180,000, would you FAVOR or OPPOSE the proposal?	62	30	8	-2
If you knew the proposed bond measure includes constructing a new 600-student elementary school in NE Albany, would you FAVOR or OPPOSE a bond measure that includes a new school to address growing enrollment in the district?	59	28	13	-5
If you knew the proposed bond measure includes a gymnasium as part of the phase 1 rebuild at West Albany High School, would you FAVOR or OPPOSE a bond measure that includes this component?	56	34	10	-8
If you knew the proposed bond measure includes a gymnasium at South Albany High School for physical education classes, athletic activities and community events, would you FAVOR or OPPOSE a bond measure?	50	36	14	-14

Key observations to this series were as follows: All the demographics in this series are key demographics. Those respondents highlighted in **bold** are those demographics that move consistently with each argument.

- The argument that produced the largest increase in support for the \$161 million bond measure (+17%) was information that passage of the proposed bond measure would protect the community's investment in existing school buildings by making upgrades and improvements district-wide such as replacing roofs, siding, windows, plumbing and electrical systems. Key demographics increasing to favor were **males** (+24%), **18-24 years old** (+41%), **45-59 years old** (+24%), **25-34 years old** (+22%), **voters in 2 out of 4 elections** (+26%), **4 out of 4 elections** (+19%), North Albany (+22%), and **South Linn County** (+19%).
- Knowledge that replacing old, inefficient and high maintenance heating and ventilation systems and making other energy improvements district-wide would save the district tens of thousands of dollars per year in operating costs moved +15% of respondents to favor the bond measure. Key demographics that increased in support were **males** (+26%), **18-24 years old** (+24%), **45-59 years old** (+23%), **25-34 years old** (+22%), **voters in 4 out of 4 elections** (+20%), **2 out of 4 elections** (+18%), North/West Linn County and **South Linn County** (+17%).
- Information that the proposed bond measure includes safety and security upgrades throughout the district such as seismic upgrades, automatic door locks, fire alarms and security cameras also pushed a significant number of respondents (+10%) to favor the bond measure. Key demographics increasing to favor were **males** (+19%), **25-34 years old** (+18%), **18-24 years old** (+16%), **45-59 years old** (+14%), **voters in 2 out of 4 elections** (+28%), **4 out of 4 elections** (+12%), North Albany (+14%), and **South Linn County** (+11%).
- The fact that student enrollment growth projections show Greater Albany School District's student enrollment will increase by 6% or 500 students over the next five years moved another +10% of respondents to favor a \$161 million bond measure. Key groups responding to this information were **males** (+21%), **18-24 years old** (+33%), **25-34 years old** (+22%), **45-59 years old** (+18%), **voters in 2 out of 4 elections** (+20%), **4 out of 4 elections** (+13%), and **South Linn County** (+11%).
- Knowledge that the proposed bond measure includes upgrades and improvements to vocational classrooms at the middle school level to help better prepare students for jobs in the future, also moved a substantial number of respondents to favor the proposal (+10%). Key groups increasing to favor were **males** (+17%), **18-24 years old** (+33%), 35-44 years old (+14%), **25-34 years old** (+13%), **voters in 2 out of 4 elections** (+24%), **4 out of 4 elections** (+13%), and **South Linn County** (+12%).
- On the other hand, information that the Phase 1 rebuild of West Albany High School also includes an auditorium to provide suitable performance space for band, choir, drama, musical theater, and community events slightly **decreased** support for the bond measure (-1%). Key demographics decreasing in support were **females** (-2%), **60+ years old** (-5%), 35-44 years old (-3%), and **voters in 3 out of 4 elections** (-2%).

- In addition, knowledge that due to retiring debt, passage a \$161 million bond measure would cost property taxpayers an estimated 78-cents more per thousand than what they are currently paying, or \$140 per year for the owner of a home with an assessed property value of \$180,000 also slightly **decreased** support for the bond measure (-2%). Key groups impacted by this information were 35-44 years old (-8%), **60+ years old** (-5%), **voters in 3 out of 4 elections** (-3%), and South Linn County (-3%).
- The argument that the proposed bond measure includes constructing a new 600-student elementary school in NE Albany also decreased support for a \$161 million bond measure (-5%). Key demographics decreasing in support with this information were **females** (-11%), **60+ years old** (-10%), **voters in 3 out of 4 elections** (-16%), North/West Linn County (-9%), and South Linn County (-5%).
- Information that the proposed bond measure includes a gymnasium as part of the phase 1 rebuild at West Albany High School decreased support the bond measure by -8%. Key groups responding to this knowledge were **females** (-13%), **60+ years old** (-12%), **voters in 3 out of 4 elections** (-12%), and North/West Linn County (-10%).
- Decreasing support for a bond measure by the largest margin (-14%) was knowledge that the proposed bond measure includes a gymnasium at South Albany High School for physical education classes, athletic activities and community events. Key demographics decreasing in support were **females** (-20%), **60+ years old** (-20%), **voters in 3 out of 4 elections** (-16%), and North Albany (-16%).

PRIORITY RANKINGS: CONSTRUCTION PROJECTS

Next, respondents were read a list of construction projects that may be included in a bond measure and were asked to rate each project on a scale of one to four, with “1” representing a low priority and “4” representing a high priority. The ones and twos have been collapsed into a low priority and the threes and fours into a high priority. While some of the questions are similar to those presented in a survey conducted in February 2016, many are different in distinct. Results are displayed on the following page in descending order of priority. Results from February are displayed in parentheses alongside current results.

Project	High Priority	Low Priority	Not Sure
Make energy improvements district-wide such as replacing old, inefficient high maintenance heating and ventilation systems and doors at a cost of \$20.5 million? <i>Slightly different language</i>	70 (67)	27 (28)	3 (5)
Make safety and security upgrades where they are needed throughout the district such as automatic door locks, fire alarms and security cameras at a cost of \$3.6 million? <i>Slightly different language</i>	69 (73)	23 (23)	8 (4)
Make upgrades and improvements district-wide such as replacing roofs, siding, windows, plumbing and electrical systems at a cost of \$28.8 million? <i>Slightly different language</i>	69 (71)	23 (23)	8 (6)
Renovate existing classroom space to offer new vocational/technical classes such as small engine repair, woodshop and welding at South Albany High School at a cost of \$2.9 million?	68 (NA)	31 (NA)	1 (NA)
Make seismic upgrades district-wide to enable buildings to better withstand a major earthquake at a cost of \$2.3 million?	65 (NA)	29 (NA)	6 (NA)
Improve all district middle school buildings to support vocational classes at a cost of \$3.2 million? <i>Slightly different language</i>	62 (66)	31 (28)	7 (6)
Renovate and add classrooms and a cafeteria at Oak Grove Elementary School to address growing enrollment at a cost of \$18 million? <i>Significantly different language</i>	62 (42)	32 (43)	6 (15)
Complete the first phase of West Albany High School's rebuild that would include new classrooms and commons at a cost of approximately \$17.2 million? <i>Significantly different language</i>	58 (43)	37 (43)	5 (14)
Construct a new 600-student elementary school in NE Albany to address growing enrollment at a cost of \$38.7 million?	54 (NA)	41 (NA)	5 (NA)

Project	High Priority	Low Priority	Not Sure
Construct an auditorium at West Albany High School as part of the phase 1 rebuild at a cost of \$13.2 million?	50 (NA)	46 (NA)	4 (NA)
Construct a gymnasium as part of phase 1 of the West Albany High School rebuild at a cost of \$6.3 million?	47 (NA)	48 (NA)	5 (NA)
Construct a new gymnasium at South Albany High School for physical education, athletic events and community use at a cost of \$6.3 million?	39 (NA)	52 (NA)	9 (NA)

A very large number of respondents rated energy improvements as the highest priority, followed closely by safety and security upgrades, upgrades and improvements district-wide such as roofs, siding and windows and classroom renovations at South Albany High School. On the other hand, a new gym as part of the phased-in rebuild at West Albany High School and a new gym at South Albany High School were given lower priority ratings.

Key demographics that rated an auditorium at West Albany High School as part of the phased-in rebuild as a **high priority** were females (53%), 18-24 years old (58%), 45-59 years old (57%), voters in 2 out of 4 elections (54%), 3 out of 4 elections (53%), and North Albany (52%).

Key groups that rated a gym at West Albany High School as part of the phased-in rebuild as a **high priority** were 25-34 years old (55%), 35-44 and 45-59 years old (53%), voters in 3 out of 4 elections (51%), and North Albany (52%).

Key demographics that rated a gym at South Albany High School as a **low priority** were males (55%), 35-44 years old (58%), 45-59 years old (54%), 60+ years old (53%), voters in 2 out of 4 elections (57%), 4 out of 4 elections (55%), and North Albany (58%).

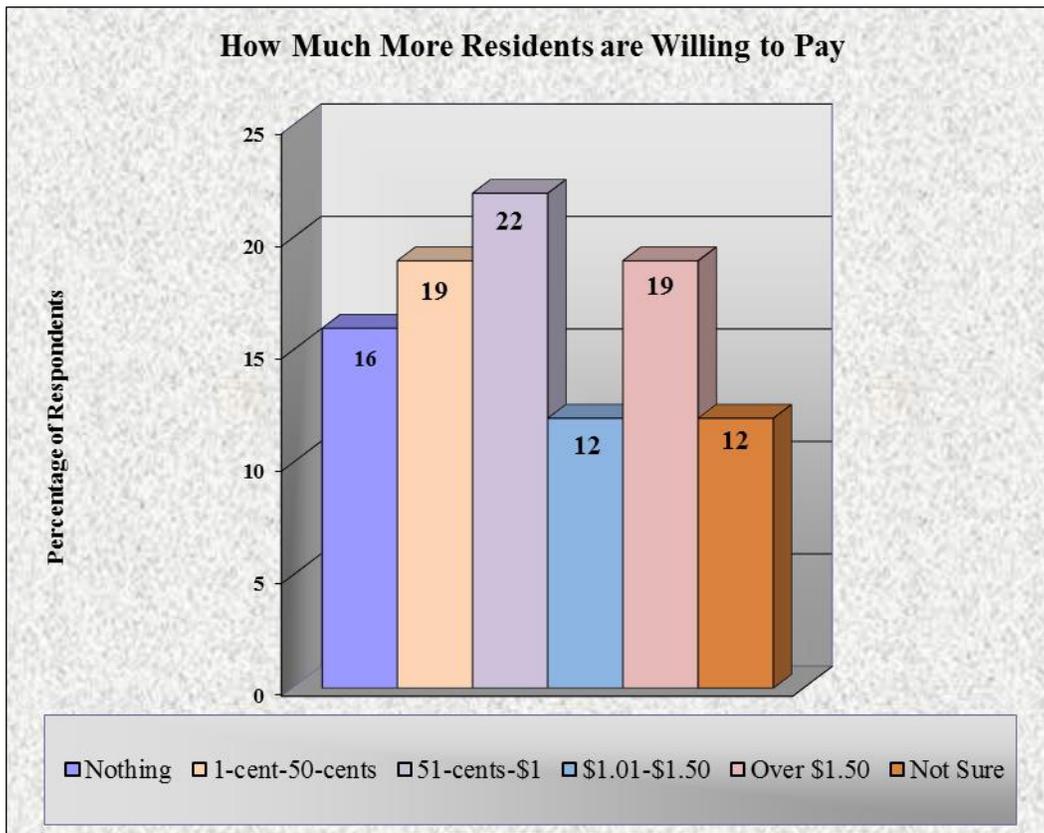
Including a new gym at South Albany High School could be problematic, especially in light of the fact that a majority of voters over the age of 35 consider this component a low priority and a strong majority of perfect (4 out of 4) voters (55%) also rate this component as a low priority. It is also interesting to note that 51% of respondents in the South Linn County area consider this component a low priority.

HOW MUCH RESIDENTS ARE WILLING TO PAY IN INCREASED TAX RATES

Next, respondents were given the following information and question:

“How much more would you be willing to pay per thousand in school property taxes to address growing enrollment, make necessary upgrades to school buildings and improve education at Greater Albany School District?”

Slightly over half of respondents, 53% were willing to pay 51-cents or more (51-cents-\$1-22%, \$1.01-\$1.50-12%, over \$1.50-19%) per thousand in school property taxes to address school facility needs, while 19% were willing to pay 1-cent to 50-cents more. Sixteen percent were not willing to pay anything more and another 12% were not sure.



Key demographics willing to pay 51-cents or more per thousand in school district property tax rates were females (57%), 18-24 and 45-59 years old (59%), voters in 3 out of 4 elections (55%), and North Albany (57%).

Key groups that were not willing to pay anything more in school district property taxes were males (17%), 60+ years old (17%), voters in 4 out of 4 elections (19%), and North/West Linn County (20%).

AGREE/DISAGREE

In this series, respondents were presented with a number of potentially prejudicial statements regarding Greater Albany School District and its \$161 million bond measure proposal. This format was designed to serve as a cross-check on various closed-ended questions as well as to pick up variations on prejudices not readily apparent in those types of questions. This is an important series of questions, especially when cross-checked with the “if you knew” push questions.

The results are displayed in two different tables. In the first table, the key push arguments have been isolated and set against their corresponding agree/disagree questions. The second table simply displays all of the agree/disagree statements in descending order of agreement.

PUSH I: ENERGY IMPROVEMENTS WILL SAVE IN OPERATING COSTS THAT CAN BE REDIRECTED TO THE CLASSROOM

If you knew replacing old, inefficient and high maintenance heating and ventilation systems and making other energy improvements district-wide would save the district tens of thousands of dollars per year in operating costs, would you FAVOR or OPPOSE the bond measure?

Favor 79

Oppose
15

Not Sure
6

PRIORITY SERIES

Make energy improvements district-wide such as replacing old, inefficient high maintenance heating and ventilation systems and doors at a cost of \$20.5 million?

High Priority 70

Low Priority
27

Not Sure
3

AGREE/DISAGREE

If making energy improvements to existing schools and constructing new, energy efficient schools will save the district tens of thousands of dollars per year in operating costs that can be redirected into the classroom, I would favor a \$161 million bond measure that makes these improvements.

Agree 68

Disagree
25

Not Sure
7

PUSH II: MEASURE INCLUDES VOCATIONAL CLASSROOM UPGRADES AT MIDDLE AND HIGH SCHOOLS

If you knew the proposed bond measure includes upgrades and improvements to vocational classrooms at the middle school level to help better prepare students for jobs in the future, would you FAVOR or OPPOSE the bond measure?

Favor 74

Oppose
21

Not Sure
5

If you knew passage of the bond measure would include upgrades at South Albany High School for vocational programs such as small engine repair, electronics and construction, would you FAVOR or OPPOSE the bond measure?

Favor 73

Oppose
20

Not Sure
7

Due to the high cost of replacing high school space, The Greater Albany School District plans to rebuild West Albany High School in several phases. If you knew the passage of a \$161 million bond measure would enable the district to complete the first phase of West Albany High School’s rebuild, which would include additional vocational/technical classroom space and commons, would you FAVOR or OPPOSE the proposal?

Favor 68

Oppose
23

Not Sure
9

PRIORITY SERIES

Renovate existing classroom space to offer new vocational/technical classes such as small engine repair, woodshop and welding at South Albany High School at a cost of \$2.9 million?

High Priority 68

Low Priority
31

Not Sure
1

Improve all district middle school buildings to support vocational classes at a cost of \$3.2 million?

High Priority 62

Low Priority
31

Not Sure
7

Complete the first phase of West Albany High School’s rebuild that would include new classrooms and commons at a cost of approximately \$17.2 million?

High Priority 58

Low Priority
37

Not Sure
5

AGREE/DISAGREE

I want Greater Albany School District to be able to offer high-quality courses and options that give our local students the best chance of finding a living wage job immediately after graduating. I would favor a bond measure that includes enhancements to vocational/career technical classes for middle and high school students.

Agree 80

Disagree
15

Not Sure
5

PUSH III: MEASURE WILL ADDRESS OVERCROWDING/FUTURE PROJECTED STUDENT ENROLLMENT GROWTH

If you knew student enrollment growth projections show Greater Albany School District’s student enrollment will increase by 6% or 500 students over the next five years, would you FAVOR or OPPOSE a bond measure that would construct additional space to address growing student enrollment?

Favor 74

Oppose
20

Not Sure
6

If you knew the proposed bond measure includes constructing a new 600-student elementary school in NE Albany, would you FAVOR or OPPOSE a bond measure that includes a new school to address growing enrollment in the district?

Favor 59

Oppose
28

Not Sure
13

PRIORITY SERIES

Renovate and add classrooms and a cafeteria at Oak Grove Elementary School to address growing enrollment at a cost of \$18 million?

High Priority 62

Low Priority
32

Not Sure
6

Construct a new 600-student elementary school in NE Albany to address growing enrollment at a cost of \$38.7 million?

High Priority 54

Low Priority 41

Not Sure 5

AGREE/DISAGREE

Due to increasing enrollment and growth in our district, some schools are at or above capacity. I would support a bond measure proposal that includes additional classroom space and a new school to address overcrowding in our district.

Agree 67

Disagree 25

Not Sure 8

PUSH IV: COST OF BOND MEASURE TO PROPERTY TAXPAYERS

If you knew due to retiring bond debt, passage of a \$161 million bond measure would cost property taxpayers an estimated 78-cents more per thousand than what they are currently paying, or \$140 per year for the owner of a home with an assessed property value of \$180,000, would you FAVOR or OPPOSE the proposal?

Favor 62

Oppose 30

Not Sure 8

AGREE/DISAGREE

I think 78-cents more per thousand or \$140 per year is a reasonable amount to pay to address overcrowding, improve schools and ensure our children have the highest quality education possible. I would favor a \$161 million bond measure.

Agree 66

Disagree 29

Not Sure 5

I can't afford a 78-cents per thousand increase in my existing property tax rates. I would oppose any school district bond measure that increases my property taxes.

Agree 31

Disagree 65

Not Sure 4

I would support a bond measure that would maintain what I am currently paying in school property tax rates, but I will oppose any measure that increases what I'm currently paying.

Agree
31

Disagree 63

Not Sure
6

**AGREE/DISAGREE STATEMENTS IN DESCENDING
ORDER OF AGREEMENT**

Statement	Agree	Disagree	Not Sure
I want Greater Albany School District to be able to offer high-quality courses and options that give our local students the best chance of finding a living wage job immediately after graduating. I would favor a bond measure that includes enhancements to vocational/career technical classes for middle and high school students.	80	15	5
If making energy improvements to existing schools and constructing new, energy efficient schools will save the district tens of thousands of dollars per year in operating costs that can be redirected into the classroom, I would favor a \$161 million bond measure that makes these improvements.	68	25	7
Due to increasing enrollment and growth in our district, some schools are at or above capacity. I would support a bond measure proposal that includes additional classroom space and a new school to address overcrowding in our district.	67	25	8
I think 78-cents more per thousand or \$140 per year is a reasonable amount to pay to address overcrowding, improve schools and ensure our children have the highest quality education possible. I would favor a \$161 million bond measure.	66	29	5
I would support a bond measure that would maintain what I am currently paying in school property tax rates, but I will oppose any measure that increases what I'm currently paying.	31	63	6

Statement	Agree	Disagree	Not Sure
I can't afford a 78-cents per thousand increase in my existing property tax rates. I would oppose any school district bond measure that increases my property taxes.	31	65	4

CONCLUSIONS

1. A plurality of respondents rate the physical condition of West Albany High School negatively, with a relatively high percentage of respondents that are not sure how to rate the physical condition of this school. This demonstrates a need for the district to do some further education about the structural issues related to the physical condition of this school and how it impacts student education.
2. Primary reasons for giving the physical condition of West Albany High School district a negative rating are “buildings are getting old,” “need updates” and “from what I’ve heard/seen.”
3. Foremost reasons for rating the physical condition of the high school positively are “look good/from what I’ve seen” and “personal experience.”
4. Well over half of respondents believe Greater Albany schools are overcrowded. Again a relatively high percentage of respondents are not sure whether schools are overcrowded which demonstrates a need for further education about projected enrollment growth and the overcrowding issue in the district.
5. A large percentage of respondents favor constructing one new auditorium at one of the district’s high schools.
6. Slightly over half of respondents **oppose** constructing two new auditoriums, one at each of the district’s high schools. Comparing these responses to responses from the single auditorium question, there is a significant decrease in support. What is even more concerning, however, is that a sizeable number of respondents that later support (both strongly and somewhat) a \$161 million bond measure **oppose** constructing two auditoriums at both high schools.
7. When asked to choose, a plurality of respondents prefer one new auditorium.
8. A large percentage of respondents initially favor a \$161 million bond measure. It is interesting to note, a majority of respondents in every demographic group favor a \$161 million bond measure.
9. Principal reasons for favoring a \$161 million bond measure are “updates are needed,” “schools need the money” and “always support schools/children.”
10. “Taxes are too high already” tops the list of reasons for opposing a \$161 million bond measure, followed by “asking for too much money” and “mismanage money.”
11. A majority of respondents favor a phased-in rebuild of West Albany High School.

12. The argument that produces the largest increase in support for the \$161 million bond measure is information that passage of the proposed bond measure would protect the community's investment in existing school buildings by making upgrades and improvements district-wide such as replacing roofs, siding, windows, plumbing and electrical systems. Protecting the community's investment in existing school buildings is a **primary** issue for respondents and solicits a very strong majority of support across all demographic groups and should be one of the top campaign messages.
13. Knowledge that replacing old, inefficient and high maintenance heating and ventilation systems and making other energy improvements district-wide would save the district tens of thousands of dollars per year in operating costs moves a substantial number of respondents to favor the bond measure. Energy improvements will significantly save the district in operating costs that can be redirected into the classroom is a **primary** issue for respondents. In addition, tying this message back to protecting the community's investment in school buildings will only strengthen this message. This argument solicits strong support across all demographic groups and should be a main component of the district's campaign messaging.
14. Information that the proposed bond measure includes safety and security upgrades throughout the district such as seismic upgrades, automatic door locks, fire alarms and security cameras also pushes a significant number of respondents to favor the bond measure. This is a **primary** issue for respondents in every demographic group.
15. The fact that student enrollment growth projections show Greater Albany School District's student enrollment will increase by 6% or 500 students over the next five years moves a number of respondents to favor a \$161 million bond measure. Passage of the bond measure will relieve overcrowding and address the significant projected student enrollment growth is a **primary** issue for respondents and resonates with a large majority from every demographic group.
16. Knowledge that the proposed bond measure includes upgrades and improvements to vocational classrooms at the middle school level to help better prepare students for jobs in the future, also moves respondents to favor the proposal. Upgraded career/technical classrooms will enhance vocational programs and give local students the best chance of finding a living wage job after graduating are **primary** issues for respondents. This message generates a very strong majority of support across **all** demographic groups.
17. On the other hand, information that the phase 1 rebuild of West Albany High School also includes an auditorium to provide suitable performance space for band, choir, drama, musical theater, and community events slightly **decreases** support for the bond measure. While this argument slightly decreases support, a majority of respondents in every demographic group still favor a \$161 million bond measure even when presented with this information.

18. In addition, knowledge that due to retiring bond debt, passage of a \$161 million bond measure would cost property taxpayers an estimated 78-cents more per thousand than what they are currently paying, or \$140 per year for the owner of a home with an assessed property value of \$180,000 also slightly decreases support for the bond measure. It will be important for the district to talk to the community about the measure being a 78-cent increase from what they are currently paying, not the total \$2.49 cost. Despite the decrease in support, a majority of respondents in every demographic group favor a \$161 million bond measure.
19. The argument that the proposed bond measure includes constructing a new 600-student elementary school in NE Albany also decreases support for a \$161 million bond measure.
20. Information that the proposed bond measure includes a gymnasium as part of the phase 1 rebuild at West Albany High School also decreases support the bond measure. This component could still be part of a \$161 million proposal, but attention should not be focused on this component during the campaign.
21. Decreasing support for a bond measure by the largest margin is knowledge that the proposed bond measure includes a gymnasium at South Albany High School for physical education classes, athletic activities and community events. This component could be problematic and negatively impact support for a school district bond measure.
22. A very large number of respondents rate energy improvements as the highest priority, followed closely by safety and security upgrades, improvements and upgrades district-wide such as roofs, siding and windows and classroom renovations at South Albany High School. On the other hand, a new gym as part of the phased-in rebuild at West Albany High School and a new gym at South Albany High School were given lower priority ratings. Again, responses to a new gymnasium at South Albany High School is concerning, especially in light of the fact that a majority of voters over the age of 35 consider this component a low priority and a strong majority of perfect (4 out of 4) voters also rate this component as a low priority.
23. Slightly over half of respondents, 53% were willing to pay 51-cents or more per thousand in school property taxes to address school facility needs, which indicates that a \$161 million bond measure at a 78-cent per thousand increase would be acceptable to property owners and voters in the community.

24. Clearly the community highly values education as reflected in their initial strong support for a \$161 million school district bond measure. Information that the bond measure would protect the community's investment in existing buildings, significantly save the district in energy costs that could be redirected into the classroom and ensure the safety and security of students all significantly increase support for the proposal. In addition, relieving overcrowding and addressing the significant projected student enrollment growth, along with enhancements to vocational classrooms for both middle and high school students to help better prepare them for jobs after graduation also solicit very strong levels of support. While respondents appear to support an auditorium as part of a phased-in rebuild at West Albany High School, they clearly do **not** support constructing two auditoriums at this time.

One area of caution to note: In the initial "who's ahead" question, 34% of perfect (4 out of 4) voters oppose a \$161 million bond measure. When we consider that this is a May primary election, those perfect voters will most certainly vote and at least 34% will vote no. Even though 59% of perfect voters say yes, The Nelson Report is concerned that if the district attempts to ask for more or significantly changes the proposal, they will lose those yes voters.

Furthermore, respondents do **not** appear to support a new gym at either West Albany or South Albany High School. In light of the lower priority rankings of these projects, the Nelson Report recommends removing the gymnasiums (one at each high school) from the proposed bond measure. If there is a project at South Albany High School that is more directly tied to enhancing high school education programs, it could be a viable alternative to a gymnasium as long as it does **not** increase the overall cost of the bond measure to property taxpayers. This will be **very important** if the district wants to be successful. It will also be important for the district to keep the bond measure proposal intact. Making significant and untested changes to the bond measure could negatively impact support.

Overall, it appears that passage of a \$161 million bond measure could be successful with messages woven into a clear, **disciplined** and concise strategy. It will be very important for the district to emphasize those components the community highly values (protecting the community's investment, energy improvements, safety and security upgrades, space to relieve overcrowding/address increased enrollment and enhanced vocational classrooms for middle and high school students). The district should immediately begin educating the community about existing and projected student enrollment growth so the community understands the need for a new elementary school. Once the bond measure has been approved by the board, the district can begin talking about how passage of the measure will address these issues and enhance student education. It will also be **key** for the district to reassure voters that passage of a \$161 million bond measure will only increase existing property taxes by 78-cents per thousand or \$140 per year for the owner of a home with an assessed value of \$180,000.

Finally, there appears to be an underlying concern expressed by some respondents throughout the survey regarding fiscal accountability and money management that the district should continue to address.