

FREDERICKSBURG ISD SURVEY

November 11 - 30, 2020

N = 300 respondents

margin of error: \pm 5.7%

OBJECTIVES



1

To assess current levels of support of and opposition to a bond proposals



2

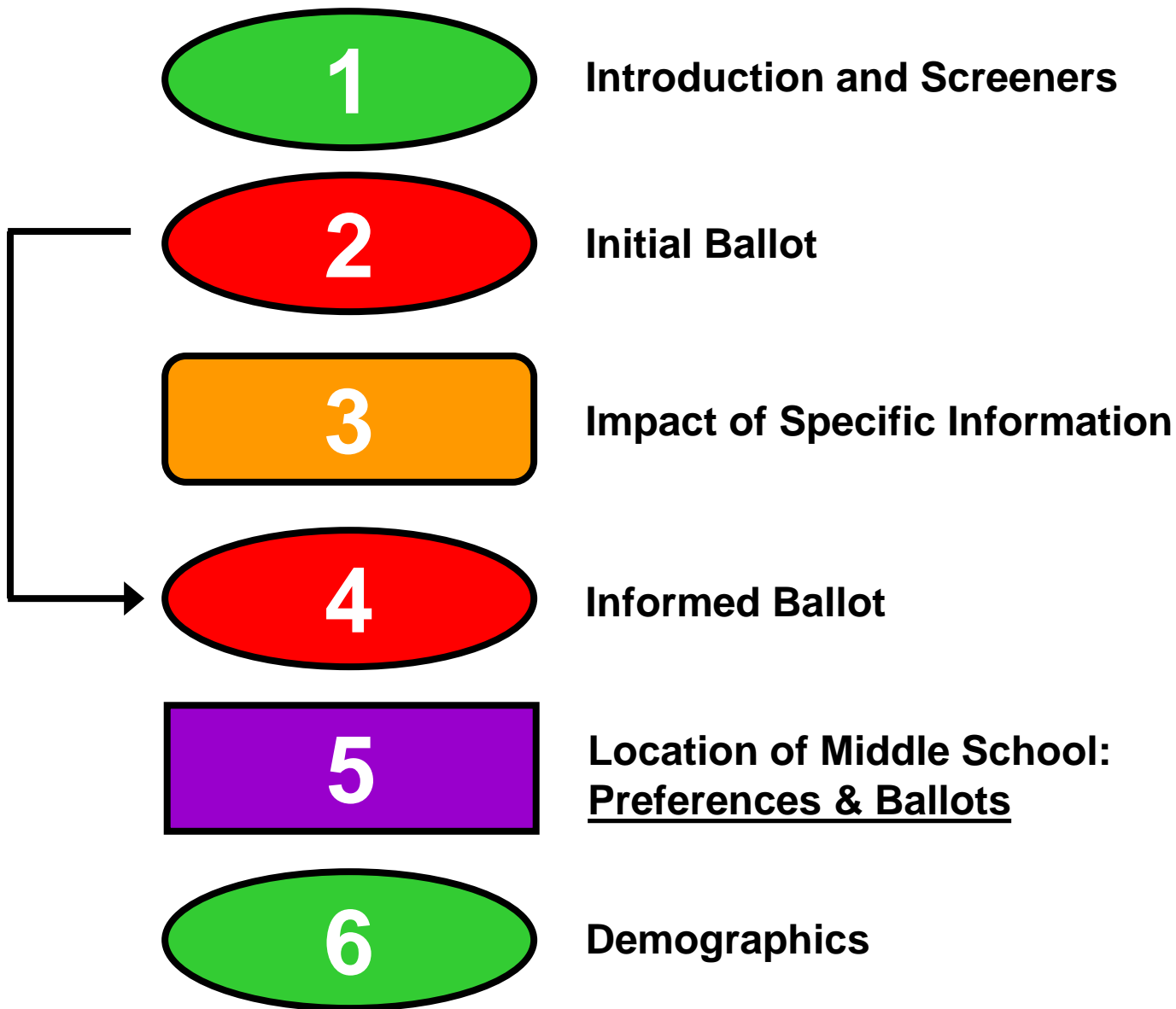
To measure the support of various potential bond projects and elements including location preference for a new middle school.



3

To measure “informed” support of the bond proposals.

QUESTIONNAIRE FORMAT



DISTRIBUTION OF INTERVIEWS BY SREGN

West

17%

(Avg Voters: 17%)

Northeast

16%

(Avg Voters: 16%)

NW Fredericksburg

25%

(Avg Voters: 25%)

SE Fredericksburg

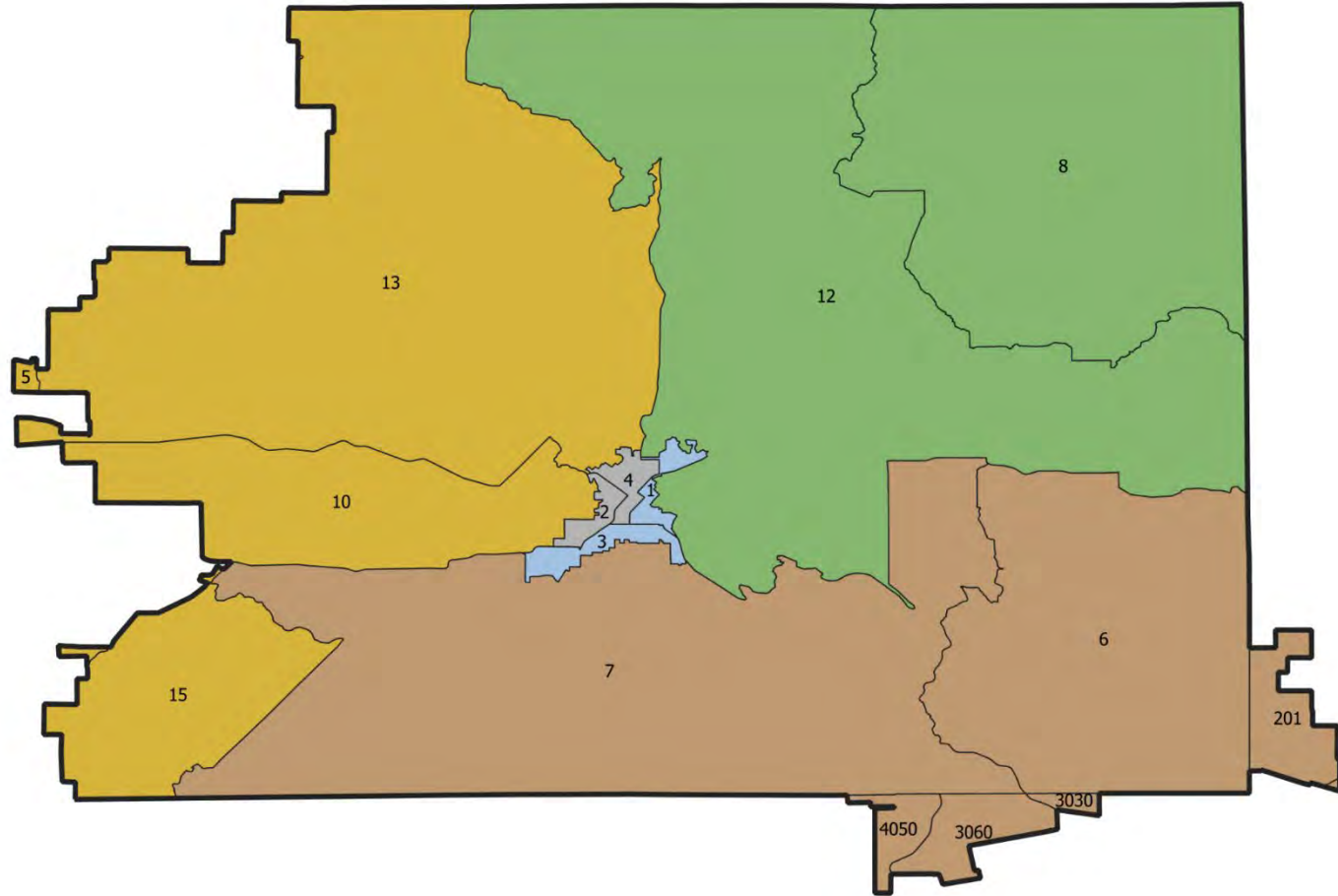
22%

(Avg Voters: 22%)

South

20%

(Avg Voters: 17%)



VOTER vs. SURVEY DEMOGRAPHICS

	18-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65+ yrs
May 2018	2.8%	12.0%	14.3%	18.2%	52.3%
Avg of high turnout & low turnout elections*	6.1%	7.8%	10.6%	20.4%	55.1%
Survey	6.0%	9.3%	11.3%	19.7%	53.7%

	Male	Female
May 2018	42.3%	57.7%
Avg of high turnout & low turnout elections*	46.7%	53.3%
Survey	46.3%	53.7%

	White	Black	Hispanic	Other (& Decline)
Census data combined with Hispanics surname on voter file*	93.3%	0.2%	5.1%	1.4%
Survey	87.7%	0.3%	5.3%	6.7%

* Derived from Nov 19 and Nov 18 elections

VOTER vs. SURVEY DEMOGRAPHICS

	GOP	IND	DEM
Voters (Avg base GOP & DEM votes in Nov 2018 & Nov 2016)	78.4%	6.9%	14.7%
Survey	77.7%	7.7%	14.7%

CHILDREN / GRANDCHILDREN

 Yes

 No / Unsure

Do you have any children who are currently attending a Fredericksburg ISD school?



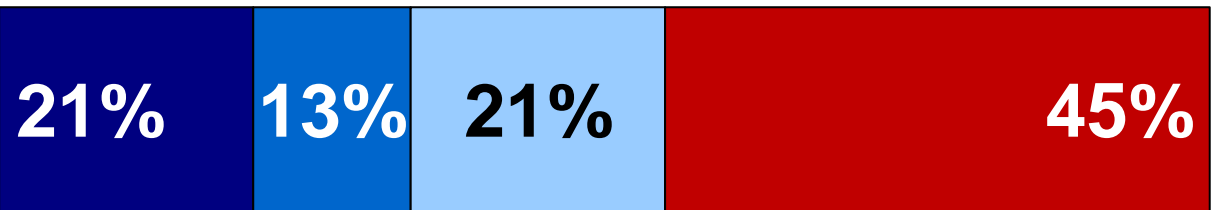
Do you have any grandchildren who are currently attending a Fredericksburg ISD school?



Do you have any children who graduated from Fredericksburg ISD schools?



Combination



Current parent

Grand-parent

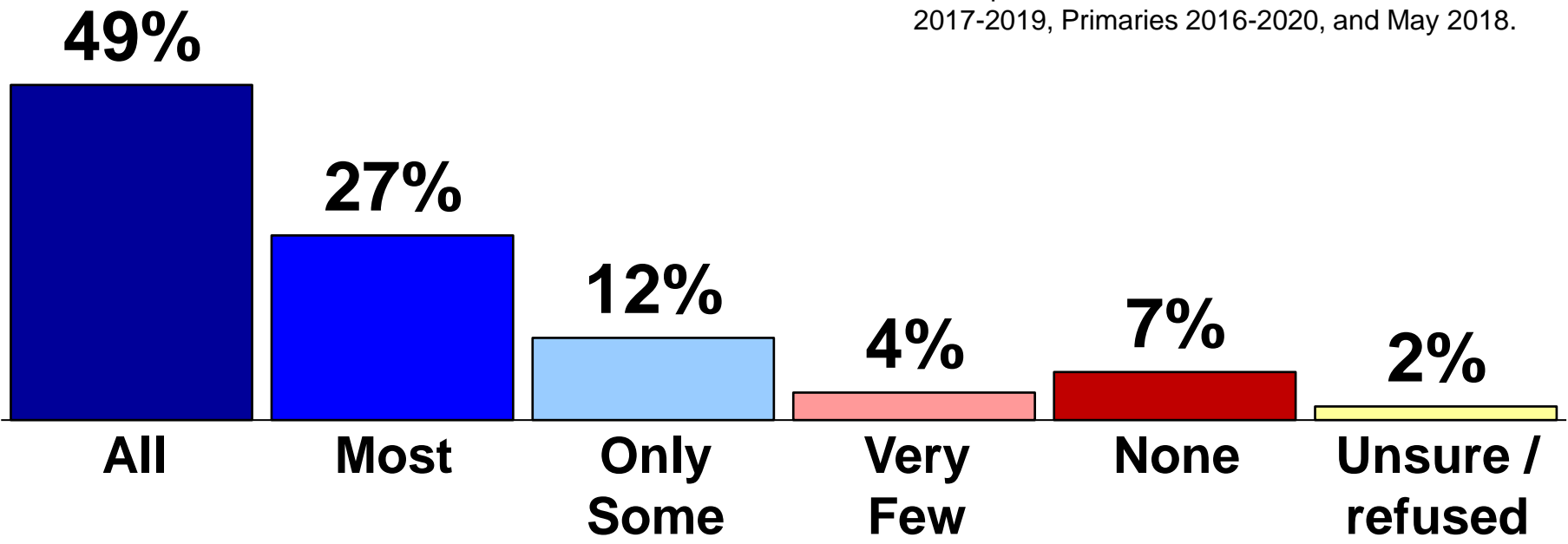
Former parent

No affiliation

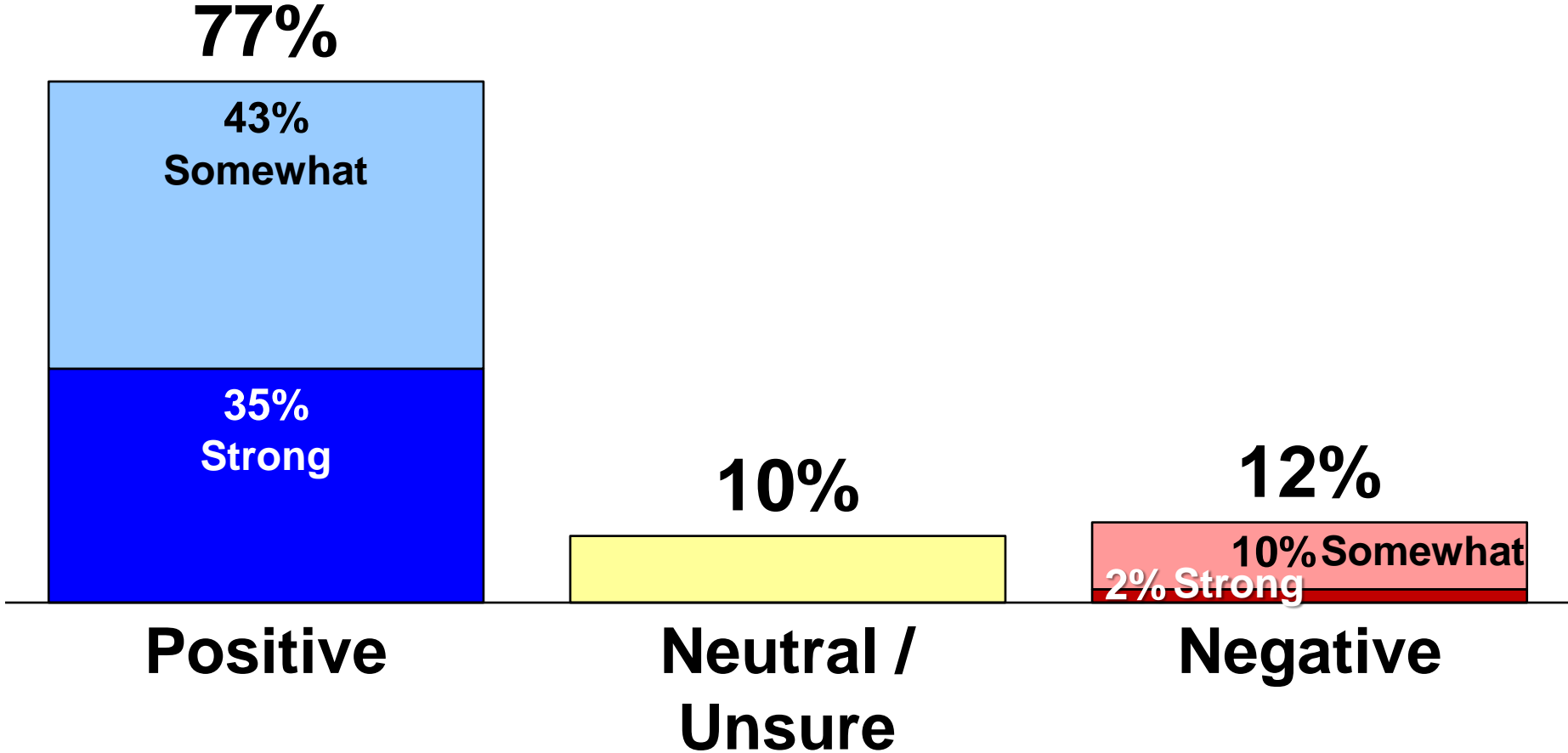
Q1. Thinking about local elections for a moment -- would you say that you vote in all, most, only some, very few, or none of the local elections dealing with bond issues, and city council and school board races?

	Base	All	Most	Only some	Very few	None	Unsure / Refused
Total	300	49%	27%	12%	4%	7%	2%
Election Participation*							
0-2	67	24%	35%	16%	7%	15%	4%
3-5	125	48%	25%	16%	5%	5%	2%
6-8	108	66%	23%	4%	2%	4%	0%

Election Participation counts November General Elections 2017-2019, Primaries 2016-2020, and May 2018.

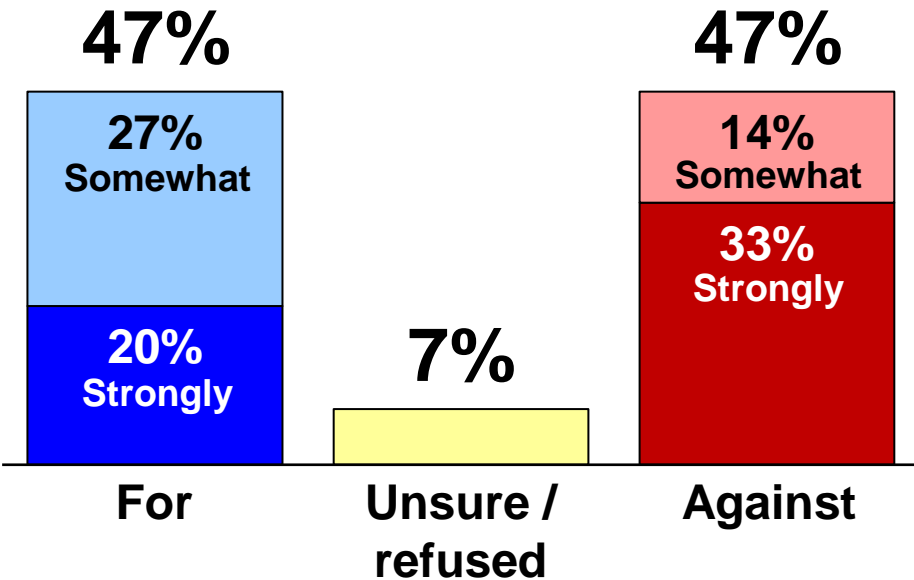


Q2. Do you have a strong positive, somewhat positive, somewhat negative or strong negative impression of Fredericksburg Independent School District?



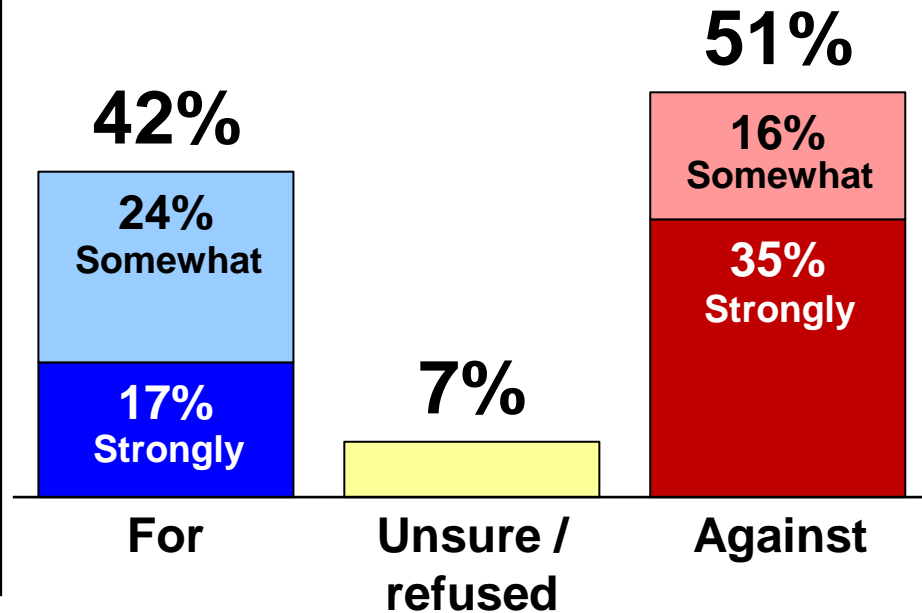
INITIAL BALLOT OF \$67M

Q3. Would you vote for or against the issuance of \$67 million of bonds for the construction, acquisition, renovation, and equipment of school buildings, the purchase of sites for school buildings, and the purchase of school buses, which will result in a property tax increase?



INITIAL BALLOT OF \$71.5M

Q5. Would you vote for or against the issuance of \$71.5 million of bonds for the construction, acquisition, renovation, and equipment of school buildings, the purchase of sites for school buildings, and the purchase of school buses, which will result in a property tax increase?



INITIAL BALLOTS

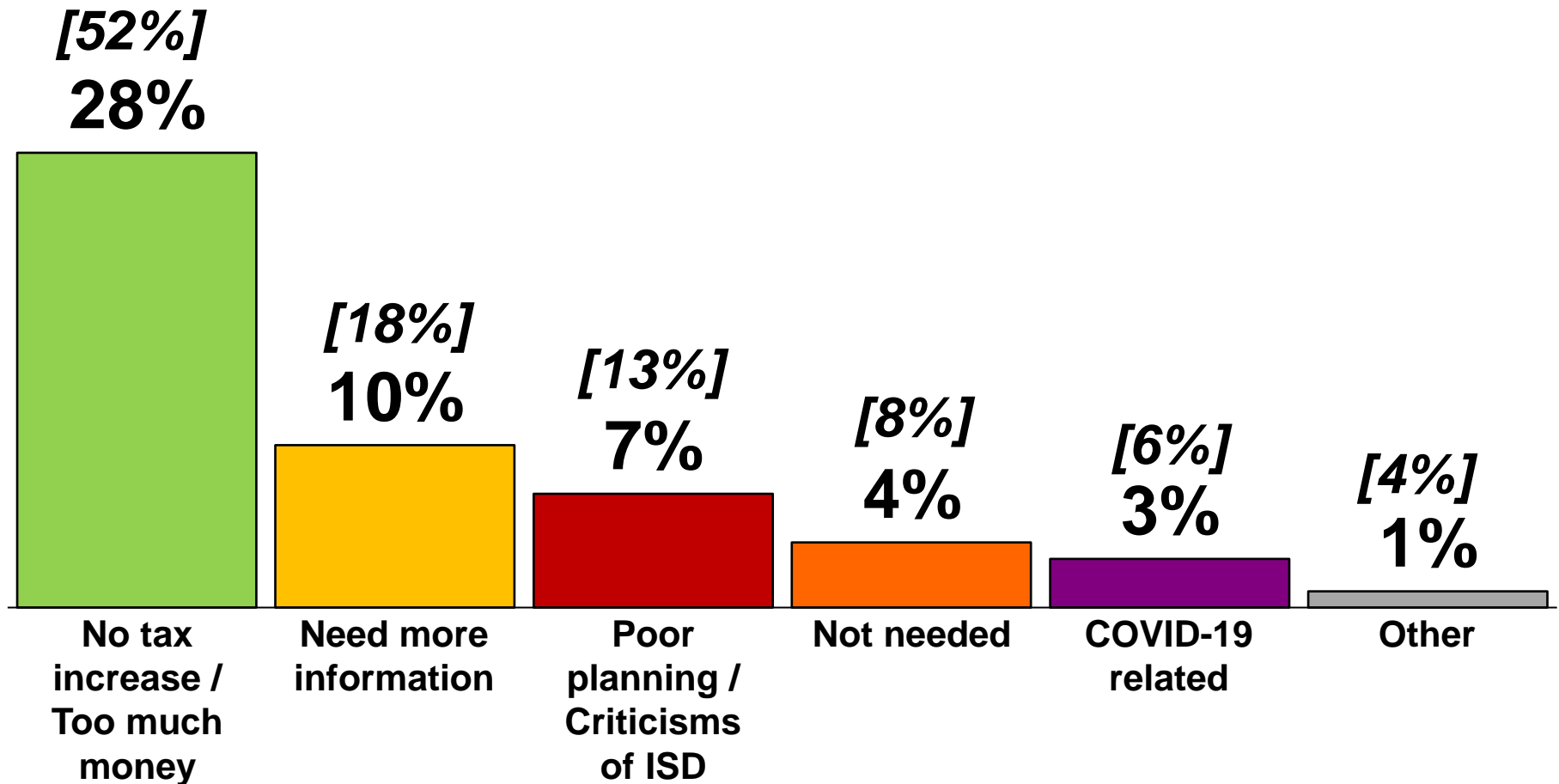
\$67M	Base	For / Strng	Against / Strng	TOTAL FOR	TOTAL AGNST	Unsure / Refused	NET FOR
Total	300	20%	33%	47%	47%	7%	0%
SCPARENT - Parent of an FISD Student							
Parent	62	40%	19%	67%	31%	2%	35%
Non-Parent	238	15%	37%	42%	51%	8%	-9%

\$71.5M	Base	For / Strng	Against / Strng	TOTAL FOR	TOTAL AGNST	Unsure / Refused	NET FOR
Total	300	17%	35%	42%	51%	7%	-9%
SCPARENT - Parent of an FISD Student							
Parent	62	35%	23%	63%	35%	2%	29%
Non-Parent	238	13%	39%	36%	55%	9%	-19%

Q4. And, in your own words, please tell me why you (would vote against / are hesitant to vote for) this bond proposal.

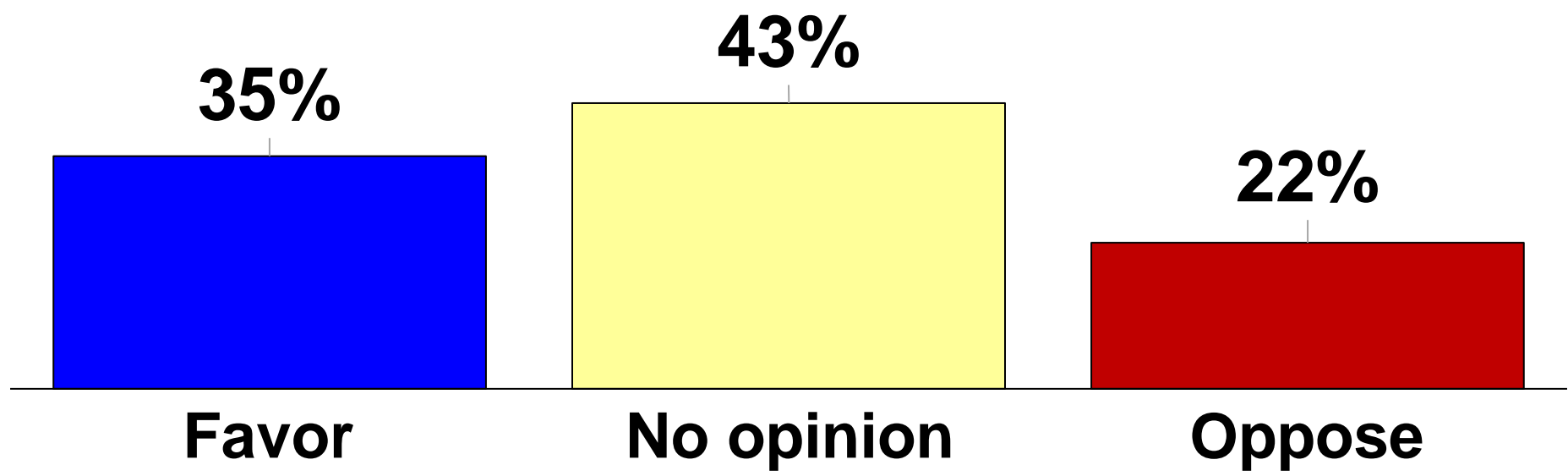
(47% Not asked)

[Percentages among those asked the question / not in favor are in brackets]



Q6. Do you favor or oppose rebuilding Fredericksburg Middle School or do you not have an opinion about it?

	Base	Favor	Oppose	No Opinion / Unsure
Total	300	35%	22%	43%
SCPARENT - Parent of an FISD Student				
Parent	62	59%	18%	23%
Non-Parent	238	29%	23%	48%



REBUILDING MIDDLE SCHOOL



Net Favor

Q7. The middle school is made up of many detached buildings most of which are several decades old, including one that was built in 1882. These buildings have structural deficiencies and require significant repair.

Ver A. Rather than continue to invest money into these old buildings, rebuilding the school would provide the community with a fresh start.



+31%

Ver B. It is estimated that renovating the middle school would cost nearly as much as building a new school. Rebuilding the middle school could be done for only a little more money.



+26%

Q8. Having several detached buildings at the current campus presents safety and security concerns and is not ideal for changing classes during inclement weather. Rebuilding the middle school as one building would address these issues.



+28%

Q9. Two buildings that make up Fredericksburg Middle School are designated as Historical Sites, and they would be protected and preserved, and either be incorporated into the new school design or be re-purposed for other use.



+44%

REBUILDING MIDDLE SCHOOL

Q7. The middle school is made up of many detached buildings most of which are several decades old, including one that was built in 1882. These buildings have structural deficiencies and require significant repair.....

	Base	TOTAL FAVOR	TOTAL OPPOSE
Total	300	62%	34%
Q6 - Favor or oppose rebuilding Fredericksburg MS?			
Favor	106	86%	13%
Oppose	65	16%	81%
No Opinion / Unsure	128	67%	27%

Q8. Having several detached buildings at the current campus presents safety and security concerns and is not ideal for changing classes during inclement weather. Rebuilding the middle school as one building would address these issues.

	Base	TOTAL FAVOR	TOTAL OPPOSE
Total	300	62%	34%
Q6 - Favor or oppose rebuilding Fredericksburg MS?			
Favor	106	86%	13%
Oppose	65	18%	80%
No Opinion / Unsure	128	64%	27%

Q9. Two buildings that make up Fredericksburg Middle School are designated as Historical Sites, and they would be protected and preserved, and either be incorporated into the new school design or be re-purposed for other use.

	Base	TOTAL FAVOR	TOTAL OPPOSE
Total	300	69%	25%
Q6 - Favor or oppose rebuilding Fredericksburg MS?			
Favor	106	88%	10%
Oppose	65	29%	65%
No Opinion / Unsure	128	72%	16%

OTHER PROJECTS



Net Favor

Q11. This bond could allow for the purchase of new buses to replace those which have exceeded their useful 20-year life span.



+57%

Q14. This bond could allow for maintenance and repair to school buildings such as air conditioning, flooring, and replacing broken and worn out furniture.



+55%

Q12. The bond could allow for improvements to technology infrastructure and the purchase of software and classroom projectors to support 21st Century teaching and learning.



+51%

Q10. The bond could allow for improvements to campus safety and security such as upgraded perimeter fencing.



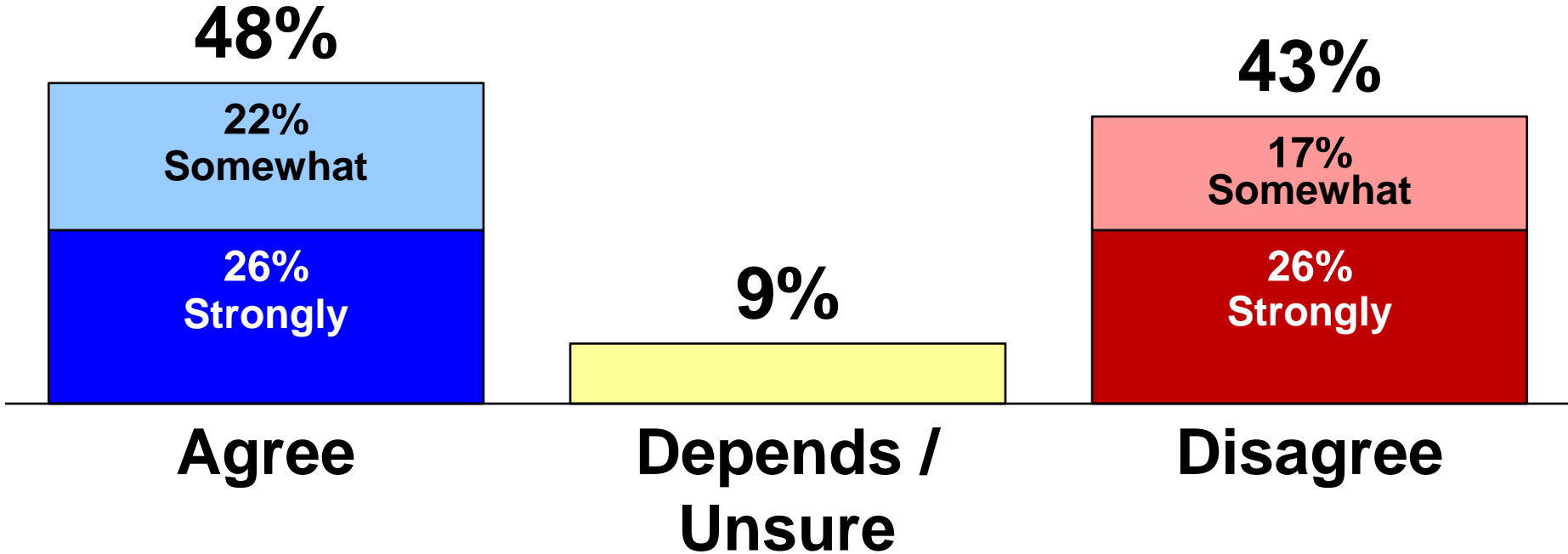
+31%

Q13. This bond could allow for improvements for high school athletics and fine arts such as repairs to bleachers at the high school gym and band instruments.



+26%

Q15. Do you agree or disagree that bonds are not a priority right now as students are learning remotely at home, and not even using school buildings?



OTHER INFORMATION

Net
Favor



Q16. State law require all ballots to include the words, quote - this is a property tax increase - end quote, even if tax rates will NOT go up. This is the case here, where a bond of \$67 million could be financed using existing tax revenues and if it passed it bond would NOT actually increase the property tax rate.



+49%

Q17. An advisory committee of citizens, parents, and local leaders will meet over the course of several months to evaluate the needs of the district, and any bond proposal will include their recommendations.



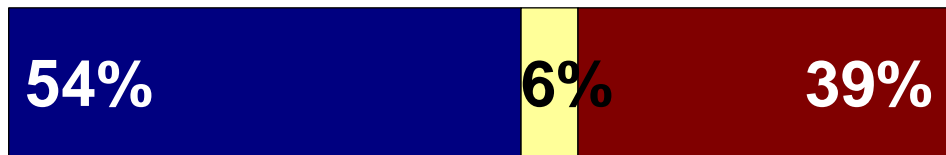
+45%

Q18. Because construction costs increase each year with inflation and because interest rates are at an all-time low, this bond could save money because it is cheaper to address needs now rather than wait to do them years from now.



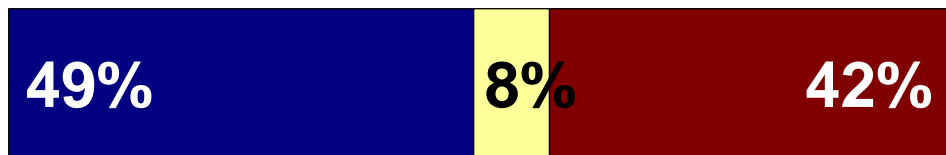
+41%

Q20B. Even though the district can finance \$67 million in bonds using current revenues and without a tax rate increase, state law now requires the ballot language to indicate there will be a property tax increase because property taxes are being used to repay the bonds.



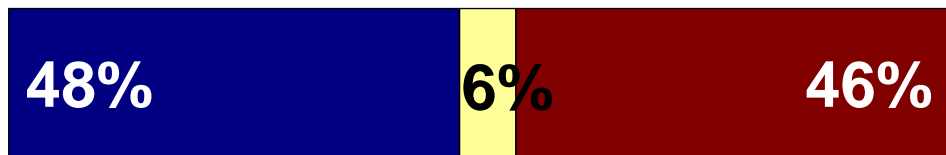
+15%

Q20A. Even though the district can finance \$67 million in bonds without a tax rate increase state law now requires the ballot language to indicate bonds will increase property taxes because current tax rates are being extended to take on new debt.



+7%

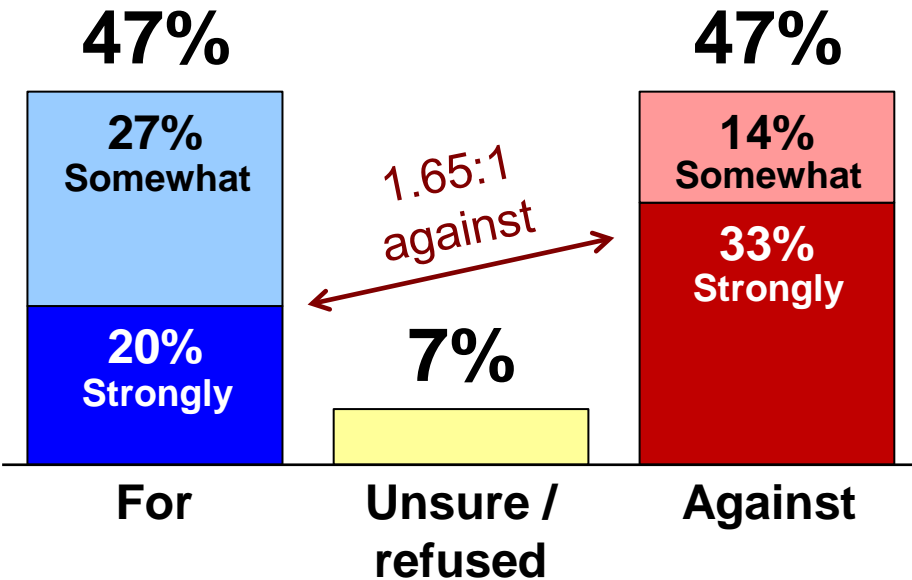
Q19. Voters previously have approved bonds for Fredericksburg ISD in 2011, 2015 and 2018. This bond would be significantly larger than previous bonds and would take 30 years to pay off.



+2%

INITIAL BALLOT OF \$67M

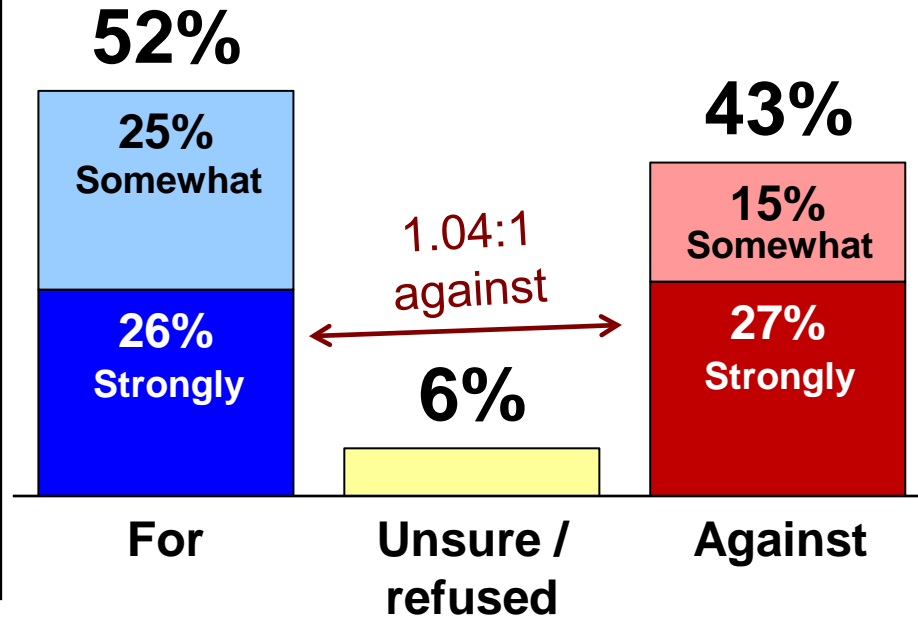
Q3. Would you vote for or against the issuance of \$67 million of bonds for the construction, acquisition, renovation, and equipment of school buildings, the purchase of sites for school buildings, and the purchase of school buses, which will result in a property tax increase?



INFORMED BALLOT OF \$67M

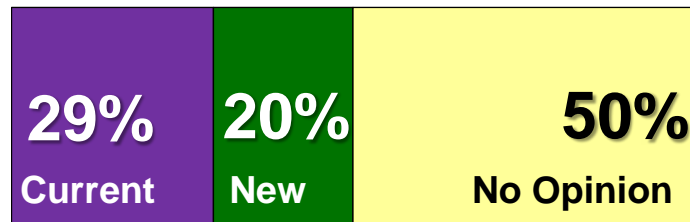
Q21. Having (heard / learned) more about it, would you vote for or against a bond proposal of \$67 million (**Ver Y: knowing the ballot states this proposal is a property tax increase**)?

	For	Against	Net
Ver X	54%	40%	+13%
Ver Y	50%	45%	+5%

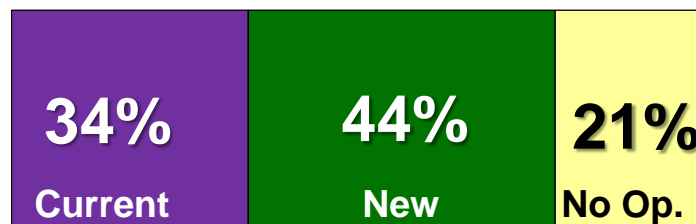


CURRENT SITE vs. NEW SITE

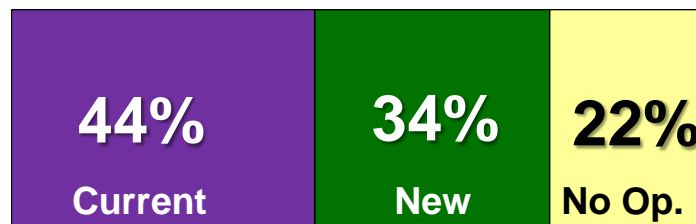
Q22. Now going back to the middle school for a moment and thinking about WHERE it could be rebuilt, do you prefer the middle school be rebuilt on the current site or on a new site near the high school, or do you not have an opinion about it?



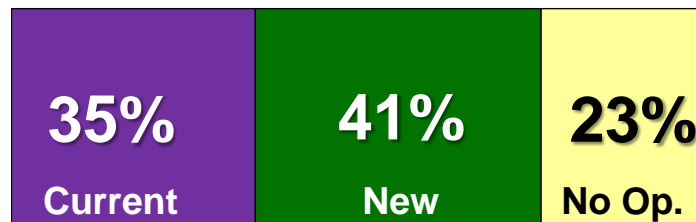
Q23. Rebuilding on the current site would take a little over two years to complete because work would be done in phases, with students being moved into different buildings and temporary portables while other parts of the campus are being rebuilt. Rebuilding on a new site could be done in less time and with no disruption to students. (Phone: Hearing / Mailer: Knowing) this do you prefer rebuilding the middle school...



Q24. If the middle school is rebuilt on a new site, then the buildings on the current site would be left vacant until the district decides how to re-purpose them. (Phone: Hearing / Mailer: Knowing) this do you prefer rebuilding...



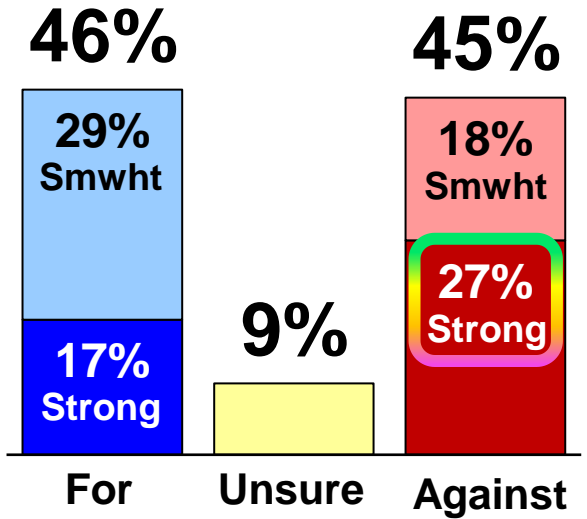
Q25. Because rebuilding on the current site would cost slightly more than rebuilding on a new site, there may not be enough money to upgrade certain athletic facilities if the middle school is rebuilt at the existing site. Which do you prefer...Rebuilding on the current site which would include construction of a competition gym but leaving the auxiliary gym and the track in their current condition. OR Rebuilding on a new site near the high school to include construction of a competition gym as well as a new auxiliary gym and upgraded track.



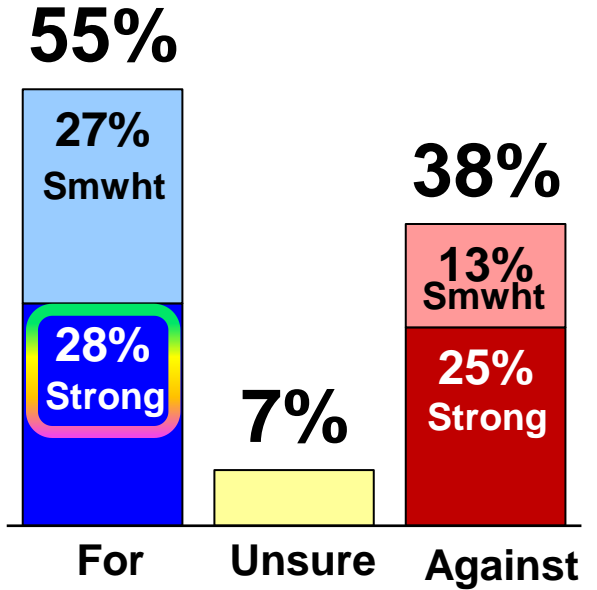
CURRENT SITE vs. NEW SITE

	Base	Current on all	Current on 2	Mixed	New on 2	New on 3
Total	300	28%	9%	22%	12%	29%
SCPARENT - Parent of an FISD Student						
Parent	62	21%	9%	11%	15%	44%
Non-Parent	238	30%	9%	25%	11%	25%
Q3Q5 - Combo of Q3 & Q5						
For Both	117	21%	11%	11%	17%	41%
Mixed	52	26%	7%	29%	6%	31%
Against Both	131	36%	8%	29%	9%	18%
Q21 - Informed \$67M bond ballot						
TOTAL FOR	155	19%	9%	16%	16%	41%
TOTAL AGAINST	128	39%	10%	27%	7%	17%
Unsure / Refused	17	38%	1%	40%	5%	17%
Q6 - Favor or oppose rebuilding Fredericksburg MS?						
Favor	106	24%	10%	10%	16%	40%
Oppose	65	38%	8%	38%	5%	11%
No Opinion / Unsure	128	27%	9%	24%	11%	29%

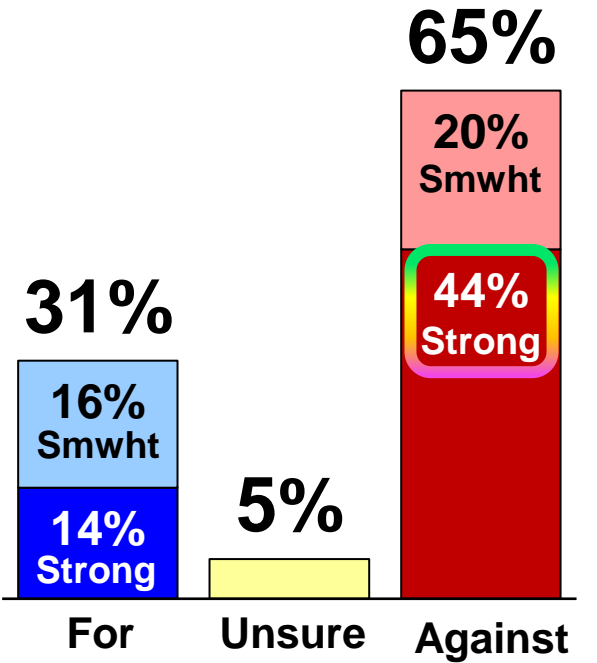
Q26. Would you vote for or against a bond proposal of \$67 million with no tax rate increase that would rebuild the middle school where it is currently located but not include upgrades to all athletic facilities?



Q27. Would you vote for or against a bond proposal of \$67 million with no tax rate increase that would rebuild the middle school on a new site near the high school to include all new athletic facilities?



Q28. Another option would be pass a larger bond amount to rebuild the middle school on the existing site and upgrade all athletic facilities. This could be done by increasing the tax rate one cent, to finance a bond of \$71.5 million that would increase property taxes by \$2.50 per month on every \$100,000 of taxable property value, except for seniors, whose property tax rates are frozen. Would you vote for or against this?



Q27. Would you vote for or against a bond proposal of \$67 million with no tax rate increase that would rebuild the middle school on a new site near the high school to include all new athletic facilities?

	Base	For / Strongly	Against / Strongly	TOTAL FOR	TOTAL AGAINST	Unsure / Refused	NET FOR
Total	300	28%	25%	55%	38%	7%	16%
RR1 - Vote in local elections?							
All	147	29%	28%	54%	39%	7%	14%
Most	80	29%	21%	57%	35%	8%	23%
Some - None	68	22%	24%	52%	41%	7%	11%
Unsure	5	59%	15%	73%	27%	0%	47%
Election Participation*							
0-2	67	32%	17%	62%	32%	7%	30%
3-5	125	29%	25%	56%	38%	7%	18%
6-8	108	24%	29%	50%	43%	7%	7%
SCPARENT - Parent of an FISD Student							
Parent	62	48%	14%	74%	24%	2%	50%
Non-Parent	238	22%	28%	50%	42%	8%	8%

Election Participation counts November General Elections 2017-2019, Primaries 2016-2020, and May 2018.

CONCLUSIONS



1

Respondents are split on the initial ballot of \$67M (47% for vs 47% against). Initial levels of strong opposition (33%) are higher than strong support (20%), which is common on an “initial ballot” before respondents are given any information about the bond.



2

After hearing more about the bond components, a majority (52%) indicate they would vote for it while 43% are against (Q21). Additionally, intense support (26%) is nearly equal to intense opposition (27%). This indicates a close outcome after voters learn more about the bond.



3

By nearly a two-to-one margin, voters support rebuilding FMS after hearing about its current condition. Initially, 50% of respondents do not have a preference for where a new middle school should be rebuilt. There is more support for a bond that builds the MS in a new location, as those who prefer to keep it where it is located are more likely to be opposed to bonds in general.

TOP ELEMENTS - RANKED

Based on correlation to the informed ballot for a MS on a new site (Q27) using regression analysis

State law require all ballots to include the words, quote - this is a property tax increase - end quote, even if tax rates will NOT go up. This is the case here, where a bond of \$67 million could be financed using existing tax revenues and if it passed it bond would NOT actually increase the property tax rate (Q16).

The bond could allow for improvements to technology infrastructure and the purchase of software and classroom projectors to support 21st Century teaching and learning (Q12).

The middle school is made up of many detached buildings most of which are several decades old, including one that was built in 1882. These buildings have structural deficiencies and require significant repair. Ver A: Rather than continue to invest money into these old buildings, rebuilding the school would provide the community with a fresh start. / Ver B: It is estimated that renovating the middle school would cost nearly as much as building a new school. Rebuilding the middle school could be done for only a little more money (Q7).

This bond could allow for the purchase of new buses to replace those which have exceeded their useful 20-year life span (Q11).

This bond could allow for maintenance and repair to school buildings such as air conditioning, flooring, and replacing broken and worn out furniture (Q14).

The bond could allow for improvements to campus safety and security such as upgraded perimeter fencing (Q10).

Among Parents

- No tax increase (Q16)
- Citizen Committee (Q17)
- Benefits of new MS (Q8)
- Acting now cost savings (Q18)
- Maintenance & Repair (Q14)
- New MS (Q7)

Among Non-Parents

- No tax increase (Q16)
- Safety & Security (Q10)
- Technology (Q12)
- New MS (Q7)
- Maintenance & Repair (Q14)
- Busses (Q11)

Most Likely (6-8) Voters

- No tax increase (Q16)
- Citizen Committee (Q17)
- Maintenance & Repair (Q14)
- New MS (Q7)
- Safety & Security (Q10)
- Busses (Q11)