

Port Angeles Citizens for Education (PACE)

RESEARCH SURVEY REPORT 2015



PACE SURVEY RESEARCH REPORT

- PACE contracted with The Nelson Report, a public opinion survey research arm of the Public Affairs Counsel, to better understand why the February 2015 Bond Issue to replace Port Angeles High School failed to reach a supermajority, and if run again, can the Bond to replace the High School pass.
 - The Nelson Report has conducted a wide range of public opinion surveys, and has been conducting public opinion research since 1980.
 - Survey conducted April 17-23, 2015 (2 months since Feb 10, 2015 Levy/Bond Election)
 - 372 respondents interviewed; 95% level of confidence
 - Survey responses correlate to final election results (53%)
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DEMOGRAPHIC & PASD VOTER TENDENCY TRENDS

PASD Registered Voters 18,005 (9,429 Female; 8,576 Male)

14,557 registered voters voted in 1 or more of the last 4 elections 80.8%

9,151 registered voters voted in 2 or more of the last 4 elections 62%

5,718 registered voters voted in 3 or more of the last 4 elections 43%

4,651 registered voters voted in all 4 of the last 4 elections 26% ("Perfect Voters")

55% of registered voters 45+ YO

35% of registered voters 25-34

55% of frequent voters (3 out of last 4 elections) 45+ YO (current trend nation-wide)

55% of perfect voters (4 out of 4 elections) 45+ YO



PASD JOB PERFORMANCE

- 61% of survey respondents – rated “excellent or pretty good” (Typical for school districts in WA & OR)

Primary reasons for an excellent rating were:

Personal experience	44%
Good performance	20%
Students get a good education	11%

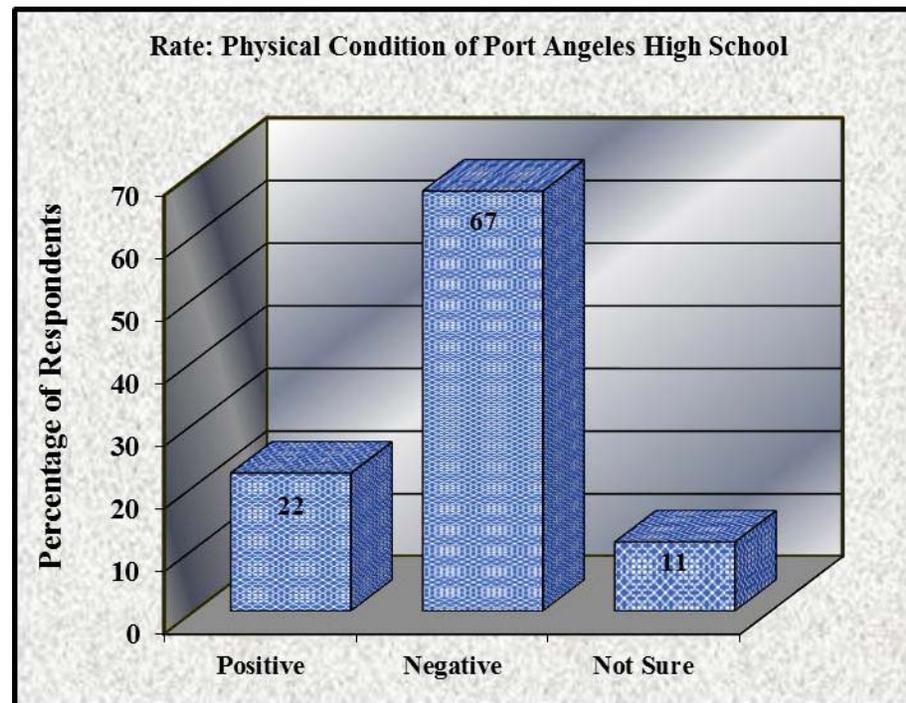
Primary reasons for a pretty good rating were:

Personal experience	26%
Good performance	12%
Students get a good education	12%



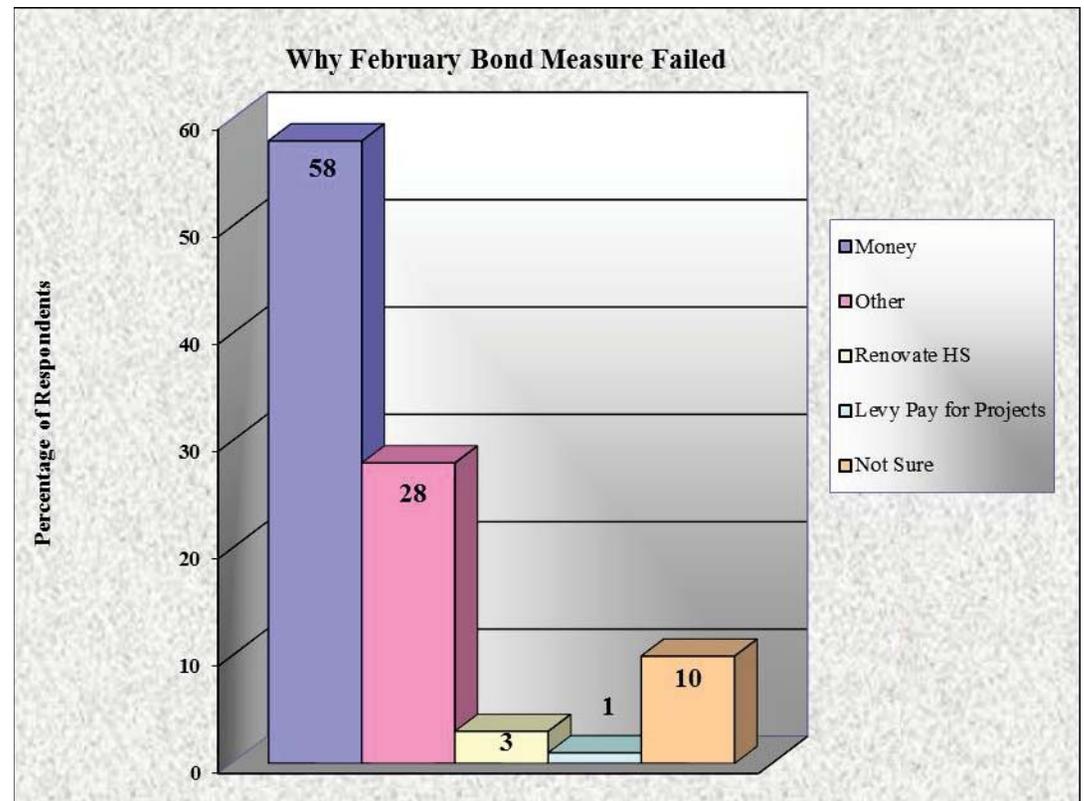
PHYSICAL CONDITION OF PAHS

- 67% of respondents gave the physical condition of the High School a negative rating (most recognize the need)



WHY FEBRUARY 2015 BOND ISSUE FAILED

- 58% of respondents believed the bond failed because of money
 - Too much money
 - Taxes too High
 - Increased Property Taxes
- 28% of respondents cited other reasons
 - Poor voter turnout
 - Bond measure unclear
 - No community support for education



WHAT THE SURVEY DATA SUGGESTS

The PASD Board decides to run the bond again

Certain elements important to the community increase favorable response to levels above 60% across all voter demographics

Survey data suggests voters may support a \$98.2 million bond measure to replace PAHS

Coordinating Community Conversations regarding district-wide facility needs and action plans may also improve support for the bond

Successful passage will take a great deal of focused and repeated community connection between the public and the School District



ELEMENTS THAT INCREASE SUPPORT

- Improved vocational programs and space for students, coupled with attracting and keeping businesses in the community are **primary** issues. (+15)
 - Energy efficiencies in a new high school that significantly save the district annual operating expense is a **primary** issue. (+12)
 - Attracting and keeping businesses in the area is a **primary** issue for respondents, especially when tied to providing improved student access to career/technical/engineering classes in the new high school. (+15)
 - Improving safety and security with a new high school is a **primary** issue for respondents. (+11)
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SUMMARY

- Community understands there are serious issues with Port Angeles High School
 - Support significantly increases when presented with information that the bond measure includes improved career/ technical/engineering space at the high school and that these types of vocational programs attract and retain businesses.
 - Information that constructing a new energy efficient high school would significantly save the district in operating costs and would improve the safety and security of students also solicit very strong levels of support.
 - While cost appears to be the main reason respondents believe the proposed bond measure failed in February 2015, they appear to support a \$98.2 million bond measure
 - If run again, it will be important for the district to focus its communication campaign on those components that solicit the strongest levels of support (career/tech/engineering, improved vocational programs for student learning, cost savings with energy improvements, and safety/security upgrades).
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QUESTIONS & THANK YOU

