# 2016 PPS School Improvement Bond: Lay of the Land

Update to Master Planning Committees

February, 2016

# **What You Will Hear**

1. How we got here
   - Background on Long Range Facilities Plan
   - Background on School Improvement Bond Development
2. Lay of the Land
   - Learnings from recent public opinion research
3. Keys for success in 2016
   - How you can help PPS prepare to refer a strong bond measure

# How We Got Here

**2011**

- PPS school bond defeated by voters. 50.3% no vote.

- PPS re-groups.  Forms Long Range Facilities Advisory Committee.

**2012**

- PPS Adopts Long Range Facilities Plan.

- Research and community input identifies community priorities.

- Bond Advisory Committee Recommends new bond.

  - Start with high schools

  - Seismic safety & roofs

  - ADA access

  - Science labs

# How We Got Here

**2012 Continued**

- PPS Board refers new, focused bond to voters.

- Voters approve new bond. 66.5% vote yes.

**2013 – 15**

- High School Ed Specs developed with broad community input.

- Roosevelt & Franklin HS master planning and design completed.

- Summer improvement projects on 45 schools to date.

# How We Got Here

**2015**

- Bond development committee re-convened. Recommends Benson, Lincoln, and Madison for master planning; continued focus on building safety & access.

- Construction breaks grounds on Roosevelt, Franklin, and Faubion K-8.

- PPS Assesses community involvement in master planning thus far; implements recommended improvements.

- PPS tracks public opinion regarding priorities and support.

**2016**

- Benson, Lincoln, Madison master planning begin.

- Preparations for 2016 bond referral underway.

# Lay of the Land Today

- **Nearly 6 in 10 voters say that they would support a $638 million bond measure to improve schools. (approximately $1.75 per $1,000)**

The first survey question asked:

*"Shall Portland Public Schools issue up to $638 million of general obligation bonds to improve schools?"* (Q1). Fifty-eight percent (58%) said they would vote yes, 27% said that they would vote no, and 15% were undecided. The wording for this question mirrors the language from the 2012 bond measure.

# Lay of the Land Today

- **When given more information about specific planned improvements and potential property tax rates, support for the bond measure declined to 51%- 46% depending on the cost.**

- (Split Sample A; N=300)  A bond measure to fund school building improvements such as repairing roofs, strengthening against earthquakes and full re-builds of Benson, Lincoln, and Madison high schools. The rate for this bond would be $1.50 per $1.000 of a property's assessed value. This measure would cost a home assessed at $200,000 for property tax purposes $300 a year for 8 years.

- (Split Sample B; N=300)  A bond measure to fund school building improvements such as repairing roofs, strengthening against earthquakes and full re-builds of Benson, Lincoln, and Madison high schools. The rate for this bond would be $2.00 per $1.000 of a property's assessed value.  This measure would cost a home assessed at $200,000 for property tax purposes $400 a year for 8 years.

# Lay of the Land

**Priorities of voters remain exactly the same**

- Replace Leaking Roofs -  8.1/10
- Renovate run-down school buildings – 7.5/10
- Strengthen against earthquakes – 7.3/10
- Modernize Science Labs – 6.8/10
- Improve access – 6.8/10
- Continue long term plan to re-build schools – 6.7/10
- Build new hands on learning spaces – 6.5/10
- Re-build Benson, Lincoln, Madison high schools – 6.3/10

# Lay of the Land

- 33% of voters have heard about the school bond.  This is down from 48% in 2014.

- Of those who have heard about the bond 62% give PPS a positive rating.  25% are negative.

# Keys for Success in 2016

1. **Master plan an exciting, 21$^{st}$ century high school!**

2. Keep an eye on costs.  Where you have opportunities to make choices that are less costly – without compromising your values – take advantage of them.

3. Think about seismic safety, CTE, and STEM.

4. Help us build and tell the story of your work.  We need to start raising awareness among younger and older voters.