



Portland Public Schools

Findings and Recommendations from a
Districtwide Survey of 400 Voters

January 2017

ANZALONE
LISZT
GROVE | research

Methodology

Anzalone Liszt Grove Research conducted a survey of n=400 likely May 2017 voters between January 12-16, 2017.

Respondents were selected at random from a file of those who voted in at least one of the May elections in 2011, 2013, 2014 or 2015. Respondents were further screened based on a combination of their stated intention to vote and their vote history.

A total of 45% of interviews were conducted via cell phone. Expected margin of sampling error for the main sample is $\pm 4.9\%$ at the 95% confidence level and higher for subgroups.

Key Findings

- **This appears to be a viable effort.** We start out with 59% of voters supporting the measure as tested, including 40% who strongly support it. Both of these measures are on the nose for where we want to be at this juncture. That support grows after voters hear key facts is also encouraging.
- **Voters understand the need for this measure.** There is general consensus that Portland school buildings are not in great shape, with 61% of voters rating the quality of PPS school buildings negatively.
- **PPS is generally trusted to spend money wisely.** A majority of voters (51%) say they are satisfied with the way PPS spends voter-approved tax dollars, though views are soft with only 7% saying they are "very satisfied."

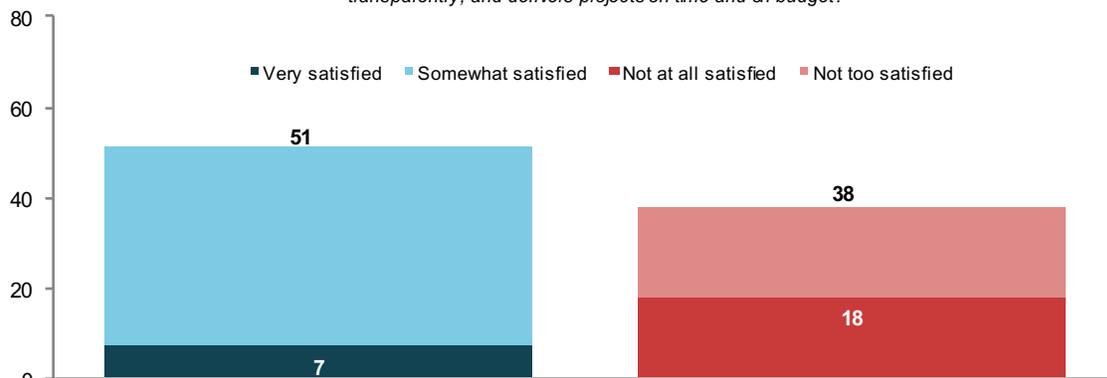
Key Findings

- **Replacing lead pipes and fixtures in order to improve water quality in schools is voters' number one priority.** Nearly three in 10 say it is "one of the most important" uses for the funding.
- **Other health and safety projects round out the top tier of priorities,** including removing asbestos, updating fire safety alarms, removing lead paint, and fixing leaky roofs. Modernizing the four school sites falls near the bottom of voters' priorities, though they agree that the money is best spent on the "schools in the most need." Though, to be clear, all of the possible funding items we tested were deemed at least "somewhat important" to most.

LAY OF THE LAND

While views are soft, most voters are satisfied with the way PPS has been handling its money

Generally speaking, how satisfied are you that Portland Public Schod's spends the voter-approved tax dollars it receives transparently, and delivers projects on time and on budget?

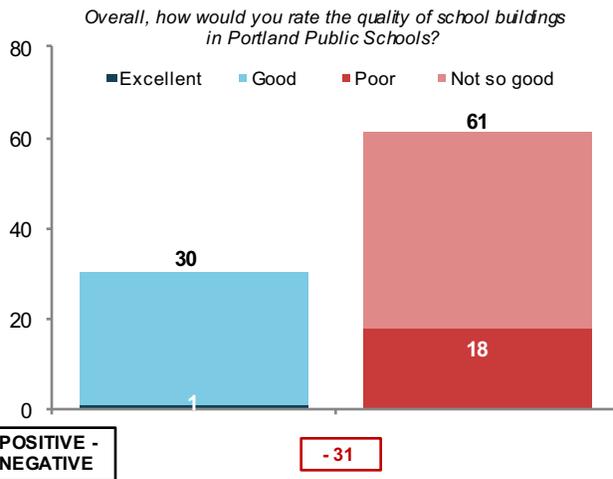


SATISFIED – NOT SATISFIED

+13

Six in 10 voters say PPS buildings are in “not so good” or “poor” shape

Those with children in PPS are especially critical, with more than 8 in 10 rating the quality of buildings negatively



Most likely 'Positive'	
Overall	30%
Non-college graduates	37%
Millennials	37%
Seniors (65+)	35%
Most likely 'Negative'	
Overall	61%
Children attend school in PPS	82%
Moms	80%
Dads	73%

© Anzalone Liszt Grove Research

7

VIEWSON A PROPOSED BOND MEASURE

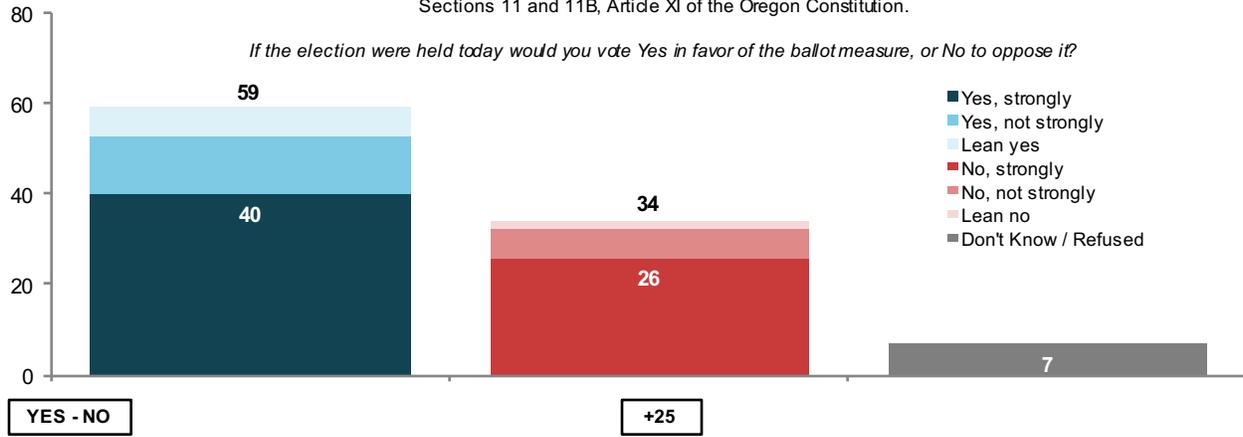
Nearly six in 10 support the \$750 million bond measure, with just over one-third in the “no” column

With overall support at almost 60% and strong support at 40%, we appear to be in a good position for May

BONDS TO IMPROVE HEALTH, SAFETY, LEARNING BY REPAIRING, UPGRADING SCHOOLS

Is Portland Public Schools authorized to issue general obligation bonds not exceeding \$750 million to repair and upgrade its schools? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of Sections 11 and 11B, Article XI of the Oregon Constitution.

If the election were held today would you vote Yes in favor of the ballot measure, or No to oppose it?



© Anzalone Liszt Grove Research

9

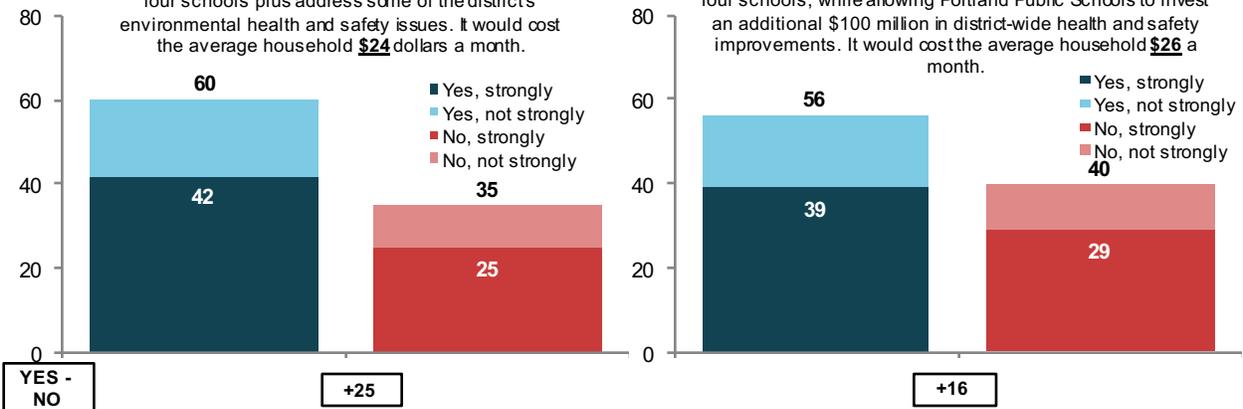
A majority of voters support both the \$750 million bond and the \$850 million bond, but the latter could be a tougher sell.

Four in 10 voters oppose the \$850 million bond, including 50% of seniors, 55% of non-college voters and 68% of Republicans while overall support is in the mid-fifties.

I'm going to read you some possible options for a Portland Public Schools bond measure. After I read each one, please tell me whether you would vote yes or no on that option.

A **\$750** million bond that would modernize and repair four schools plus address some of the district's environmental health and safety issues. It would cost the average household **\$24** dollars a month.

An **\$850** million bond that would also modernize and repair four schools, while allowing Portland Public Schools to invest an additional \$100 million in district-wide health and safety improvements. It would cost the average household **\$26** a month.

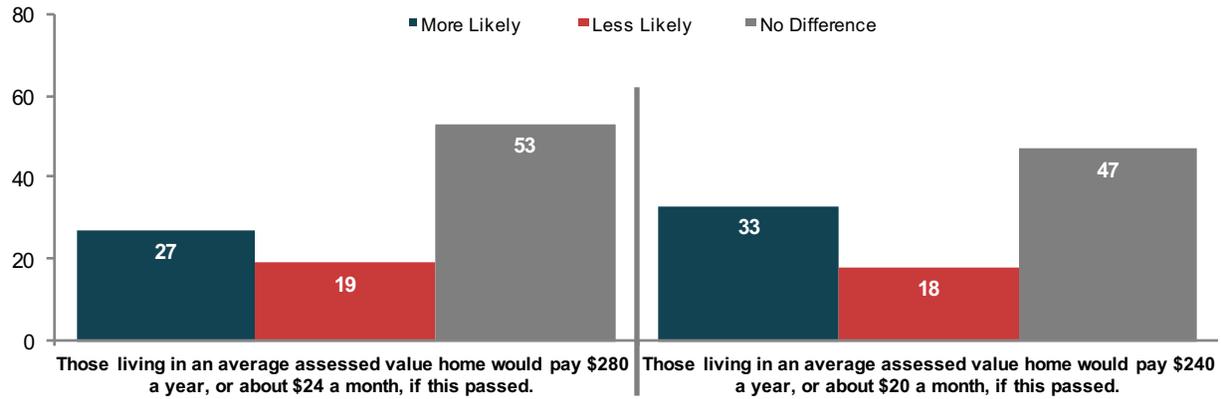


© Anzalone Liszt Grove Research

10

The \$240/year cost is slightly more appealing than the \$280/year cost to voters, but neither appears to be a deal breaker

Now, let me read you some statements from supporters of this measure. After each statement, please tell me if it makes you more likely to support the measure, less likely to support the measure, or if it would make no more difference in your support of this measure.



MORE – LESS LIKELY

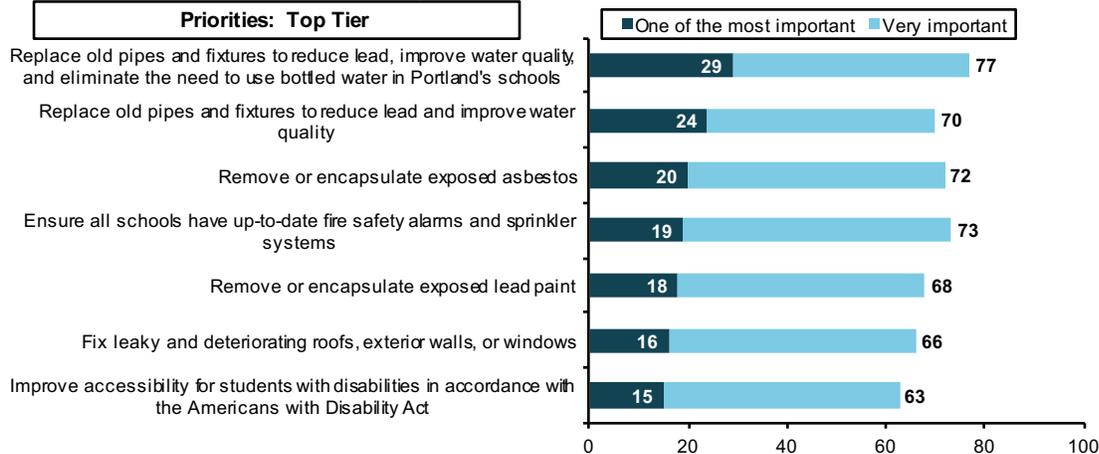
+8

+15

Fixing the water situation in PPS buildings tops the list of priorities for voters, with roughly a quarter of voters saying it is “one of the most important” uses for the revenue

Reducing the amount of exposed asbestos and lead, and updating fire safety alarms are also very important to voters. In fact, nearly everything we tested was considered important by most.

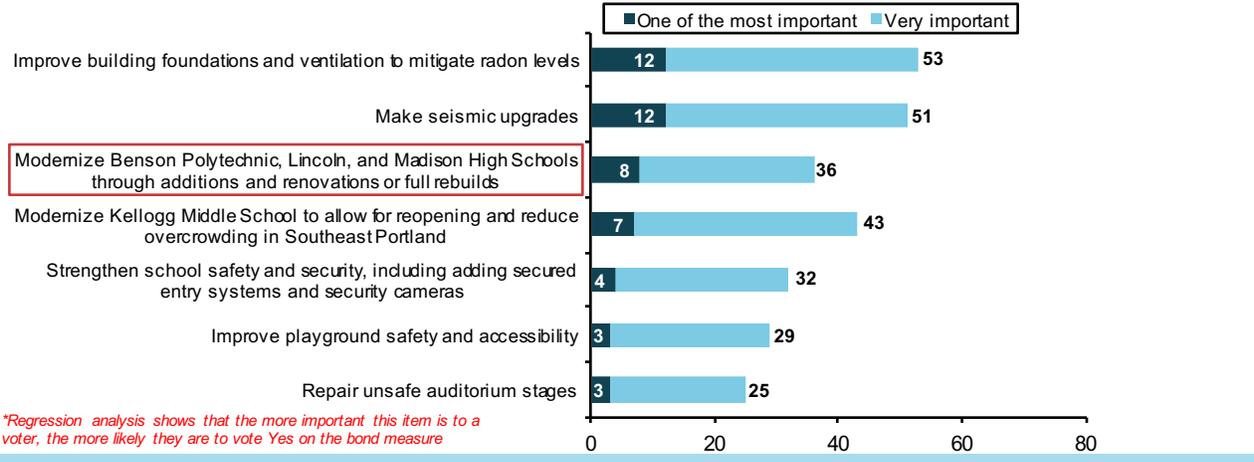
I would like to read you some potential ways Portland Public Schools may use funding from the general obligation bond. After each item, please tell me how important this item is to you personally as a use for the funding.



Modernizing the three high schools falls lower on the priorities list, although for voters for whom it is important, they are strong supporters of the measure

Improving the safety of playgrounds and auditoriums is at the bottom of the list for voters

Now, I would like to read you some potential ways Portland Public Schools may use funding from the general obligation bond. After each item, please tell me how important this item is to you personally as a use for the funding.



**Regression analysis shows that the more important this item is to a voter, the more likely they are to vote Yes on the bond measure*