



Portland Public Schools

Findings and Recommendations From a
Survey of Likely Voters

July 2020

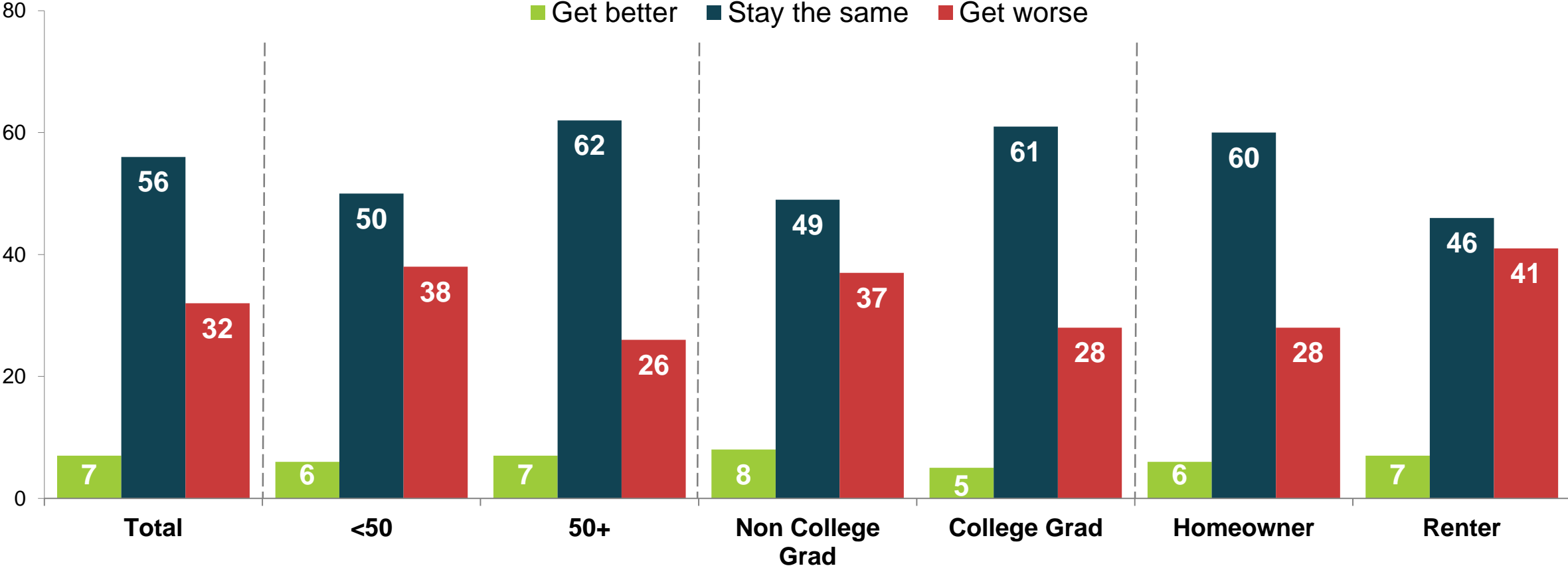
Survey Methodology - Phone

- ALG Research conducted a survey of N=602 likely 2020 general election voters in Portland, Oregon using live professional telephone interviewers.
- Interviews were conducted June 29 – July 6, 2020.
- 67% of all interviews were conducted via cell phone.
- The margin of error for the sample is +/- 4.0 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

CURRENT ENVIRONMENT

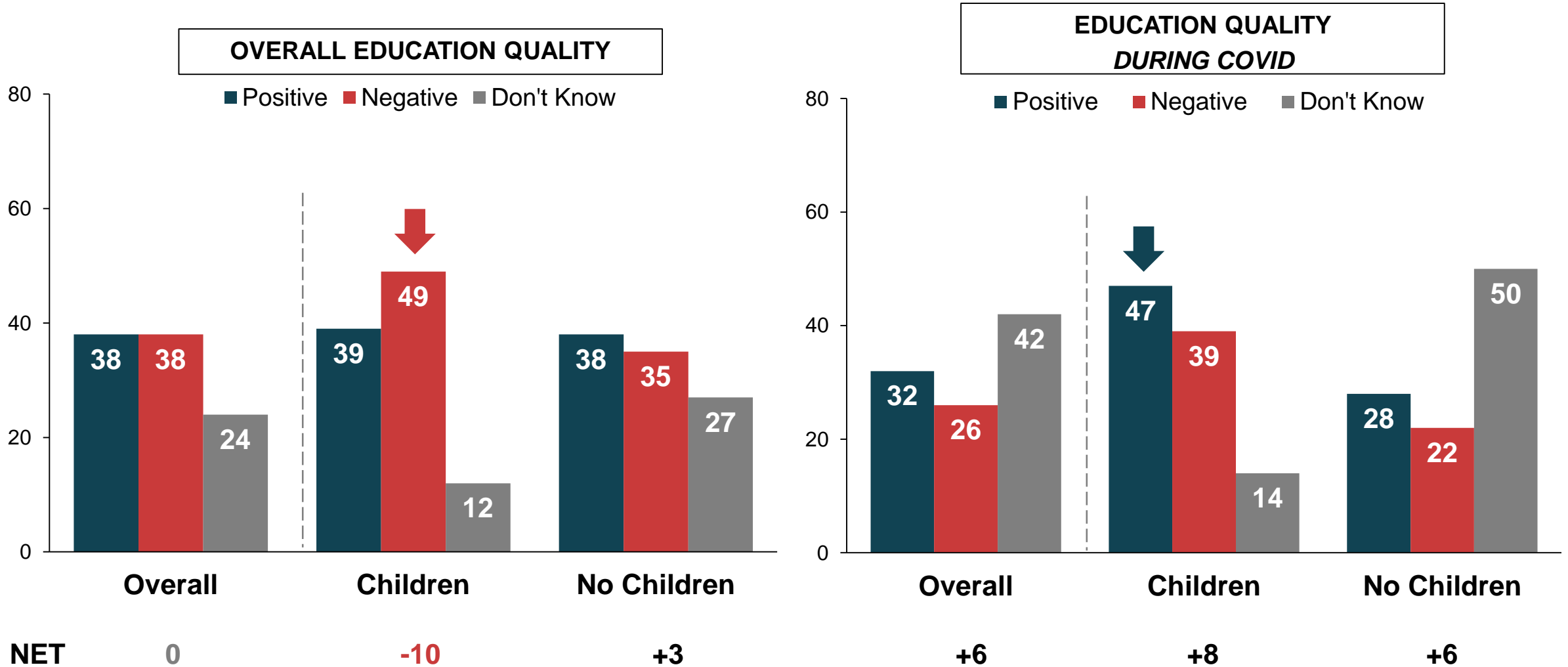
Overall, about 1-in-3 voters expect their financial situation to be negatively impacted by the coronavirus crisis, while 2-in-3 do not

As the coronavirus crisis continues, do you expect you or your family's financial situation will get better, stay the same or get worse?



Voters' perception of education quality is roughly even, but those with children report a negative overall rating

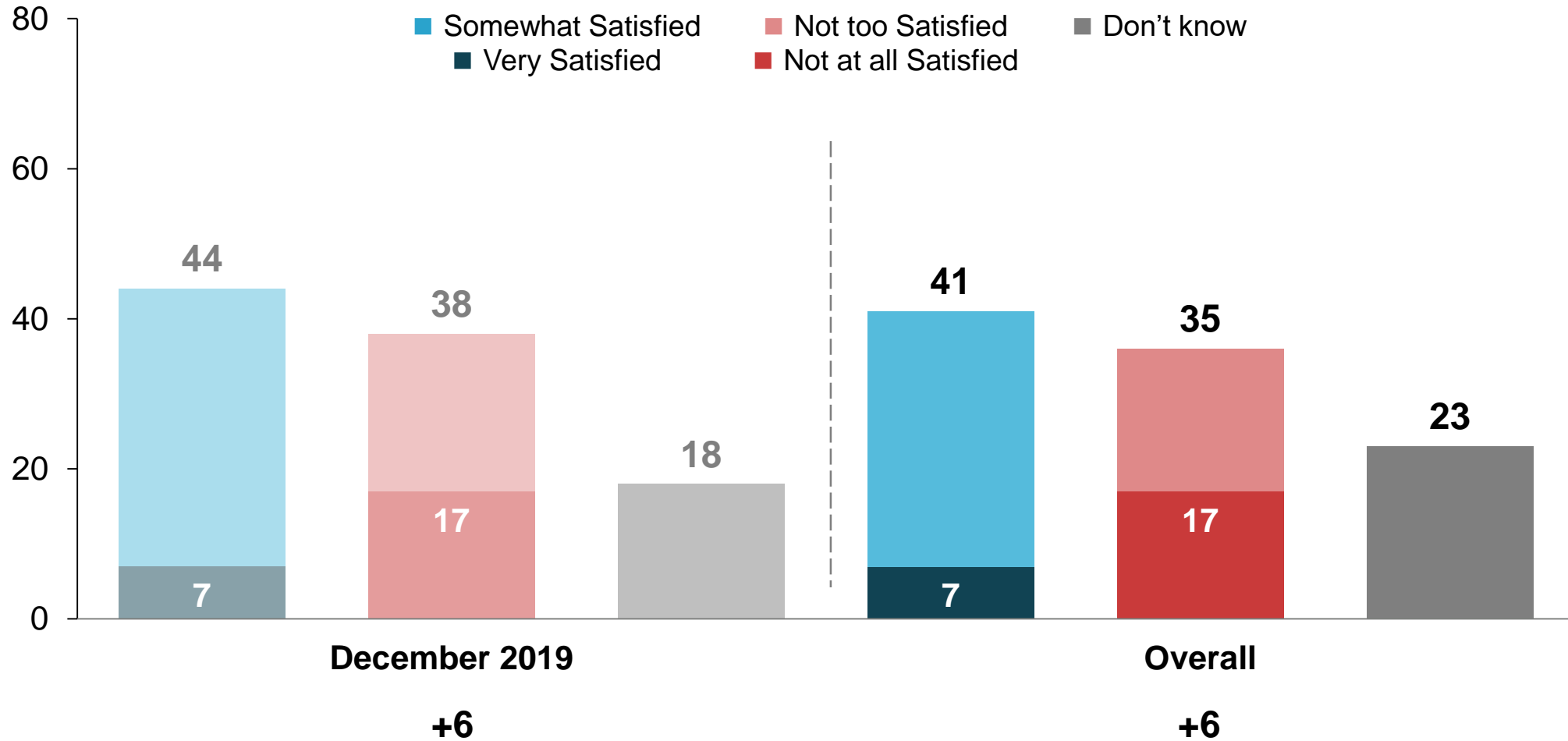
However, those with children also report a net positive rating for PPS' response to coronavirus



PPS receives net positives ratings on tax satisfaction

There is a slightly higher 'Don't know' rating than 2019, but net satisfaction has remained at +6

How satisfied are you with how Portland Public Schools spends the tax dollars it receives



NET

+6

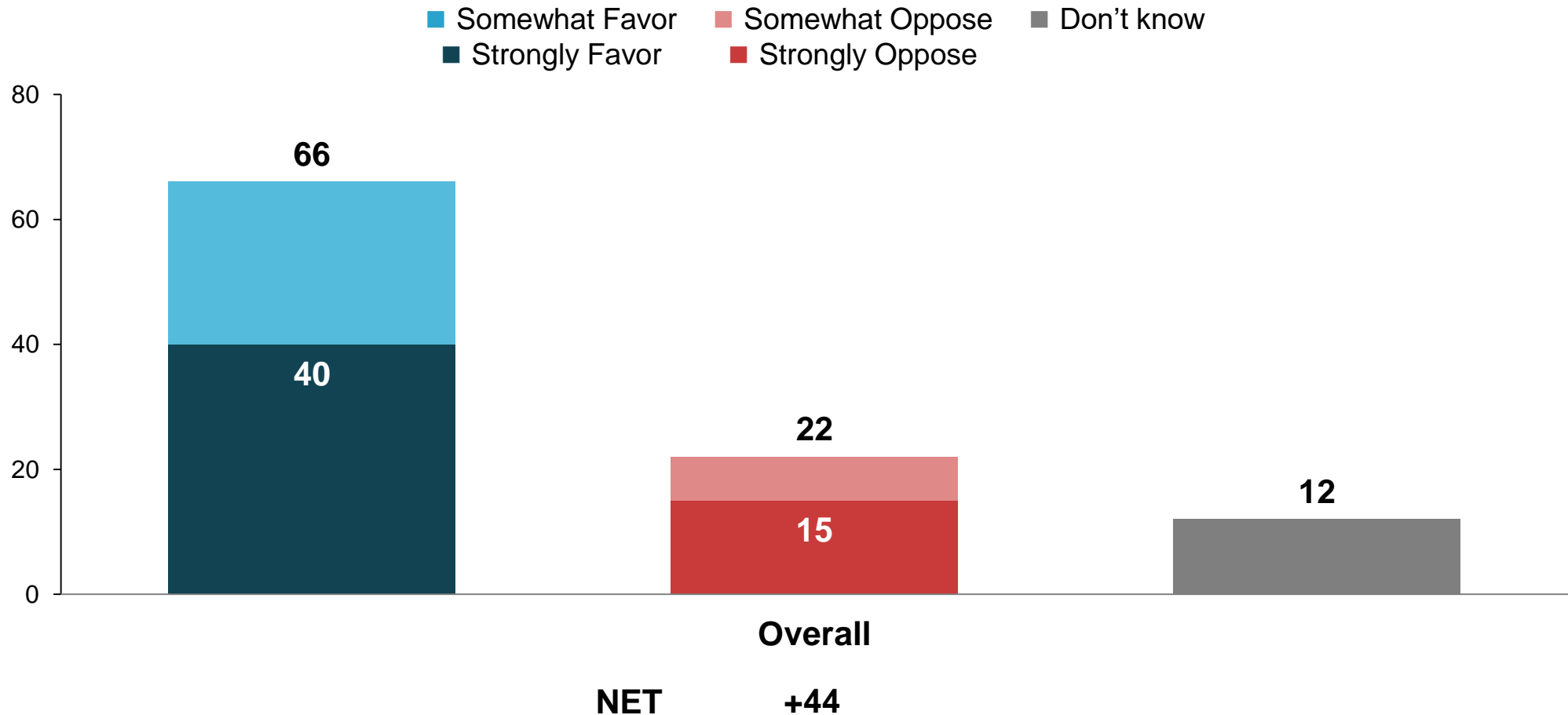
+6

BOND SUPPORT

Support for a new bond easily clears the viability threshold

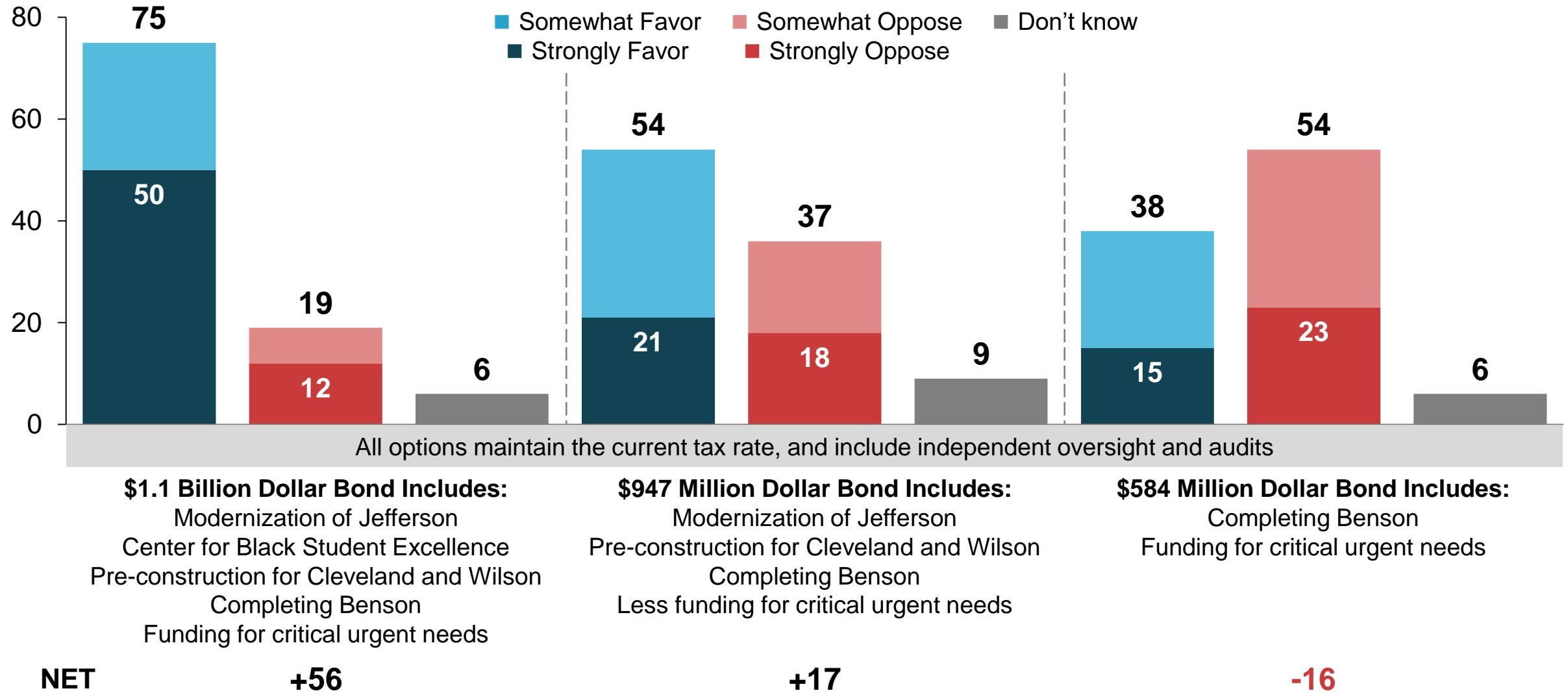
Generally, we look for overall support at 60% and strong support in the mid to high 30s

*There may be a bond measure placed on the November ballot which would read: “**Shall Portland Public Schools repair, modernize schools; replace technology, and update curriculum; by issuing bonds estimated to maintain current tax rate?**” If the election were held today, would you vote favor or oppose this bond measure?*



A majority of voters strongly favor the \$1.1 billion dollar bond proposal

All respondents heard the \$1.1 billion dollar option first, where support actually increases from the generic ask, and as we decrease the amount of the bond, losing components, opposition increases



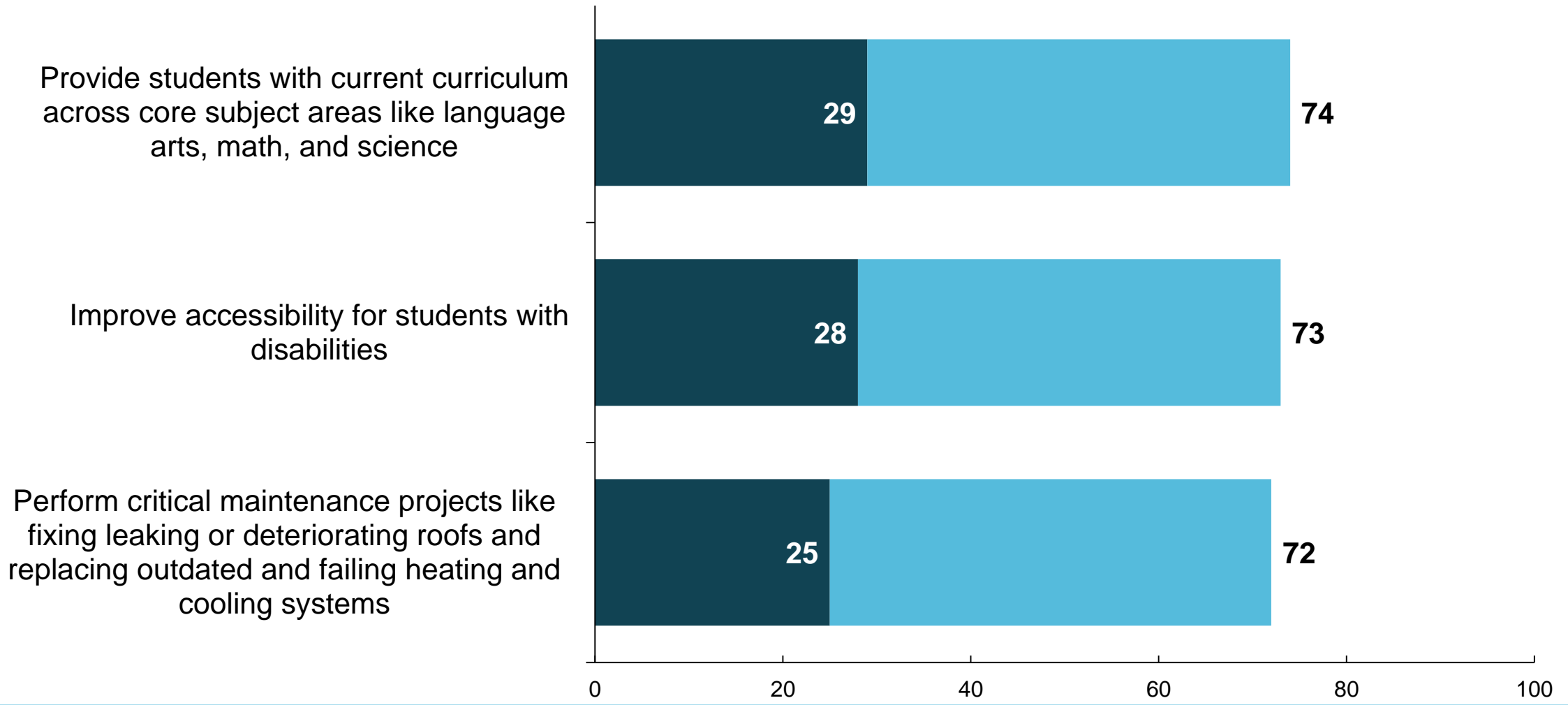
PRIORITIES

A modern curriculum and improved accessibility ensure the district is meeting students where they are at which is a priority for voters

Critical maintenance projects remain an important component

Priorities for How to Use Bond Money: Top Tier

■ One of the most important ■ Very important



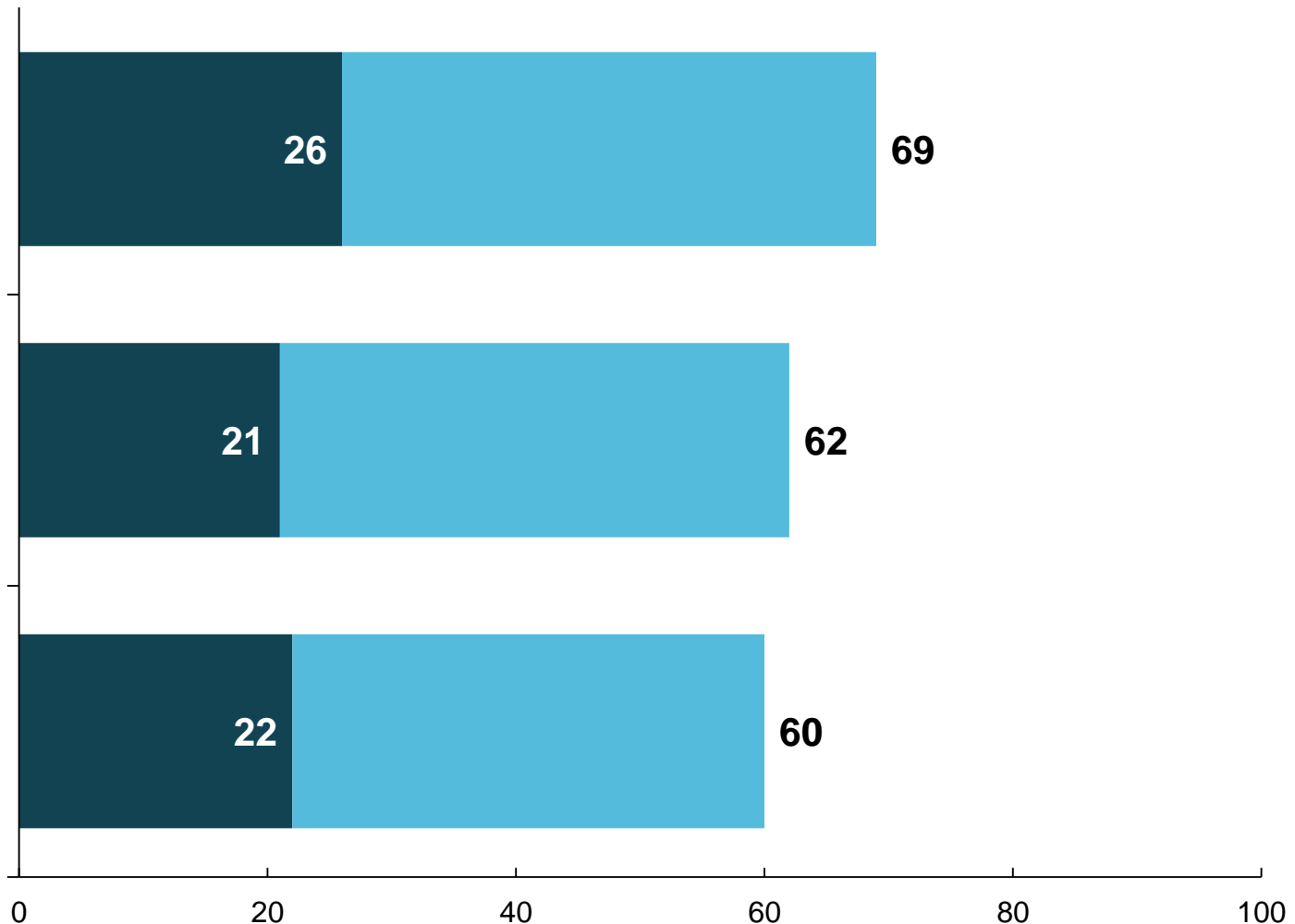
Accountability measures are a strong validator

Emphasizing the diversity and community vision for Jefferson is important

Priorities for How to Use Bond Money: Mid Tier

■ One of the most important ■ Very important

Include accountability measures that guarantee independent oversight and annual audits to ensure the money is spent wisely



Prioritize the modernization of Jefferson High School, PPS' most diverse high school with the highest proportion of Black students, and focus additional investments and master planning to realize a community vision of a Center for Black Student Excellence

Ensure every teacher and student in Portland schools has access to laptops, tablets, and other technology tools that support distance and classroom learning

All of the priorities except for school security would be strong additions

The condition of Jefferson is less important than its diversity

Priorities for How to Use Bond Money: Last Tier

■ One of the most important ■ Very important

Make seismic upgrades at our schools to ensure they are a safe place for students, teachers and our community in the event of an earthquake



Prioritize the modernization of Jefferson, PPS' most diverse high school. Jefferson's building is older and in worse condition than the remaining two high schools,...



Improve and modify special education classrooms to provide flexible, adaptive spaces that support learning



Strengthen school security, with additional door locks, secured entry systems, and security cameras



0 20 40 60 80 100

The equity message resonates the most with voters

Health and safety repairs and technology updates also test well into the high-40's, and none of these messages fail to shore up support from those voters who are undecided or just lean in the initial vote

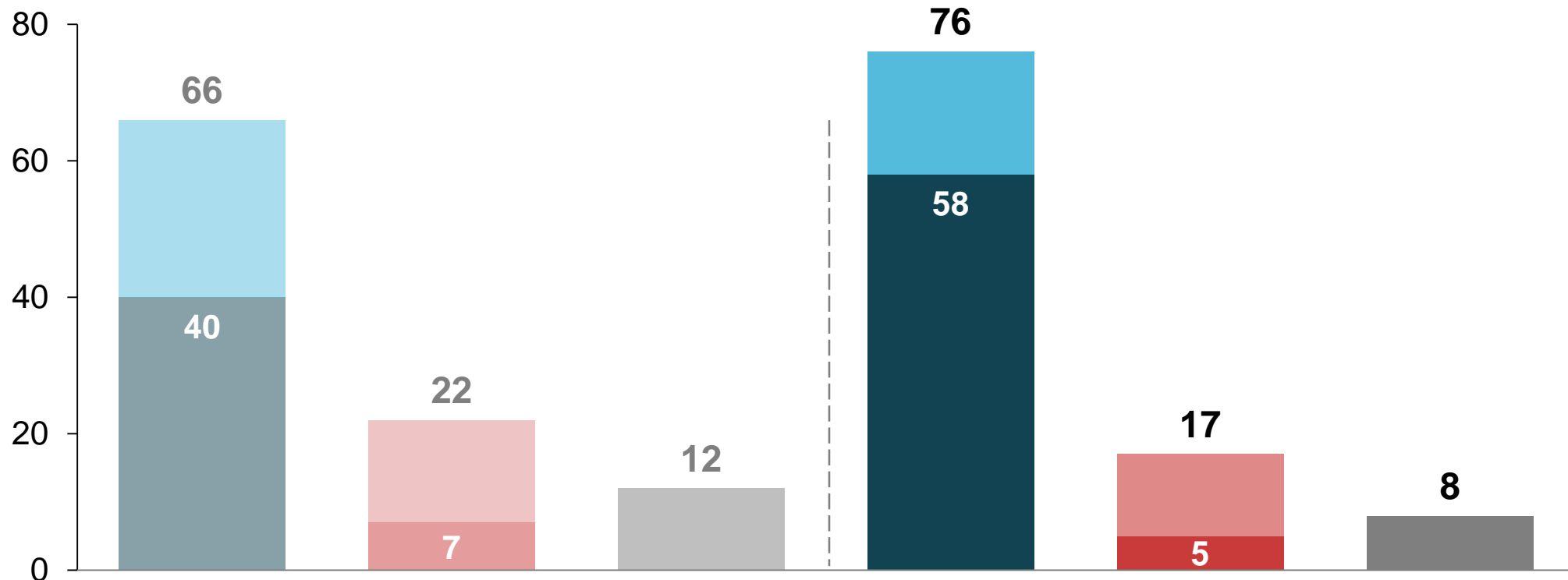
Positive Messaging on the Bond % Very convincing	TOTAL	SOFT VOTERS
[EQUITY] We need to make sure every student in PPS has the opportunity to succeed after they graduate-particularly students of color who have been historically underserved. That starts with investing in Jefferson High School, in the heart of Portland's historic Black community. Jefferson's building is old, unsafe, and in disrepair. School Principals at every PPS high school agree that modernizing Jefferson should be a priority.	55	51
[URGENT] Portland has many aging schools that are in critical need of repair. Nearly 30 roofs need replacement in the next decade, dozens of failing mechanical systems make classrooms too hot and too cold, and few of our districts schools meet current seismic code. It is well past time to repair and modernize these schools, making them safe and healthy places to learn.	48	43
[EDUCATION UPDATES] Portland's schools have outdated technology, and there aren't enough laptops or tablets for every student. Much of the district's curriculum is incomplete, in poor condition, and out of compliance with state standards. Our students need access to high-quality technology and instructional materials that truly support distance and classroom learning.	46	45

After hearing more about the bond, our vote share rises 10 points

Even with a high level of initial support, we are still able to consolidate large chunks of vote

VOTE PROGRESSION

- Somewhat Favor
- Strongly Favor
- Somewhat Oppose
- Strongly Oppose
- Don't know



NET

+44

+59

FINDINGS AND RECOMMENDATIONS

Key Findings

- **2-in-3 Portland voters support a new bond and 3-in-4 support a \$1.1 billion dollar package** that includes a realized community vision at the Jefferson High School campus for a Center of Black Student Excellence.
- **Expanding educational opportunity is the top priority for voters, that means increased equity, health and safety, and technology.** This starts with the modernization of Jefferson High School but applies district-wide to curriculum and accessibility.
- **We are able to demonstrate positive movement throughout the poll** as voters learn about the specific components of the bonds and hear positive messaging. We see consolidation among existing supporters and positive movement among the most undecided subgroups.

Vote Summary

