

JARRELL

Independent School District

Facilities Planning Committee

Meeting 5

Monday, December 5, 2016

JARRELL ISD VOTER SURVEY

November 10 - 17, 2016

N = 300 respondents

margin of error: $\pm 5.7\%$

OBJECTIVES



1

To assess general attitudes about Jarrell ISD.



2

To assess current levels of support and opposition to a \$50 million bond proposal.



3

To measure the correlation of informative statements on support / opposition to a bond proposal.

QUESTIONNAIRE FORMAT



Introduction and Screeners



General & Specific Issues



Initial Ballot (Q5)



Impact of Specific Information



Informed Ballot (Q23)

Multiple regression is used to measure importance of specific information between initial and informed ballots



Demographics



DISTRIBUTION OF INTERVIEWS




COMPARISON of SAMPLE FILE to RESPONDENTS

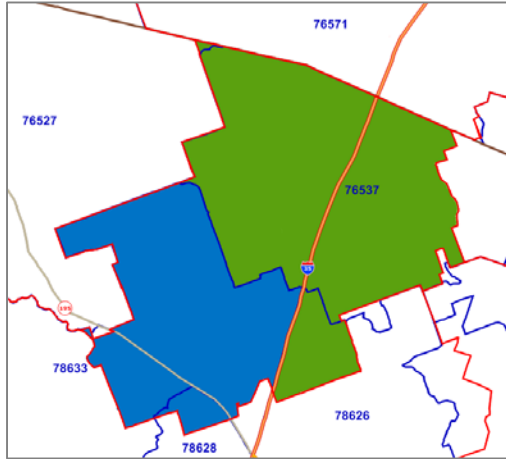
		18-44 yrs	45-54 yrs	55-64 yrs	65+ yrs
All registered voters					
All voters	North	48%	19%	17%	16%
	South	7%	5%	13%	76%
	Total	26%	11%	14%	49%

COMPARISON of SAMPLE FILE to RESPONDENTS

		18-44 yrs	45-54 yrs	55-64 yrs	65+ yrs
All registered voters					
All voters					
	Total	26%	11%	14%	49%
Election years					
2012	Total	14%	10%	15%	61%
2014	Total	9%	7%	14%	70%
2015	Total	5%	4%	14%	77%
Survey					
N=300 respondents	Total	21%	16%	13%	49%



REGIONAL DISTRIBUTION



 North

 South

All Registered Voters



**2012 Presidential Election
(65% of Voters)**



**2014 Gubernatorial Election
(49% of Voters)**



**2015 Nov. Constitutional
Election (20% of Voters)**



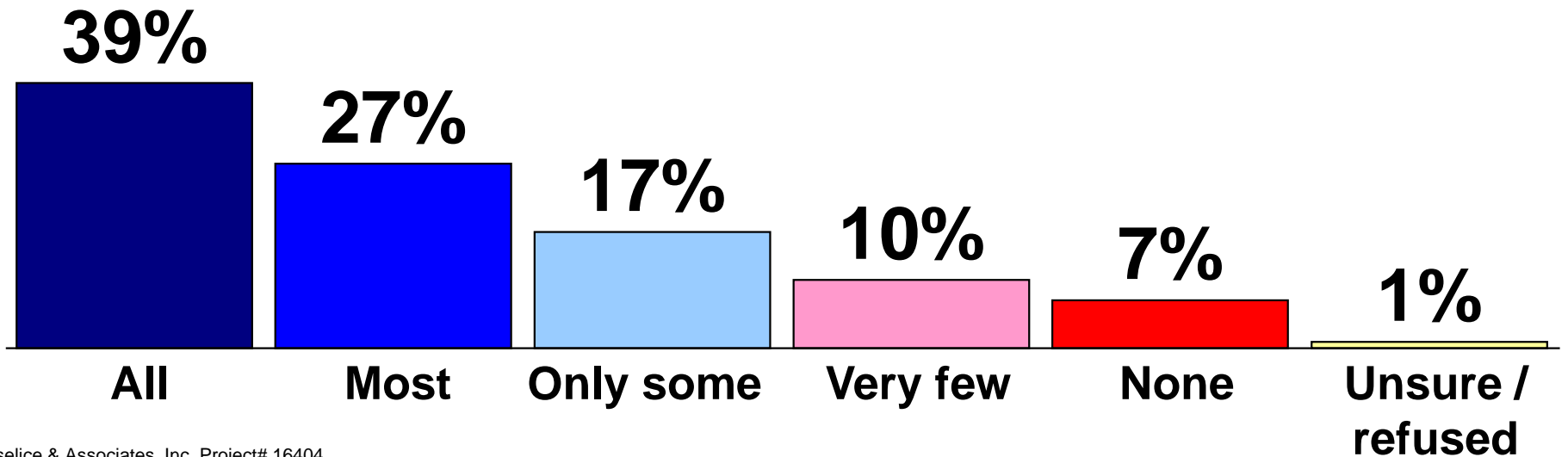
**Survey of N=300
Respondents**



VOTING BEHAVIOR

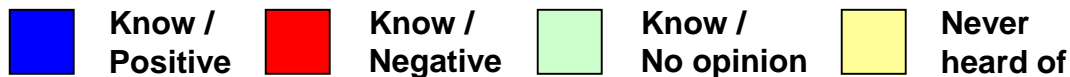
Q1. Thinking about local elections for a moment -- would you say that you vote in all, most, only some, very few, or none of the local elections dealing with bond issues, and city council and school board races?

	Base	All	Most	Only some	Very few	None	Unsure / Refused
Total	300	39%	27%	17%	10%	7%	1%
SCPARENT - Parent of a JISD Student							
Parent	108	28%	27%	22%	14%	9%	0%
Non-parent	192	46%	27%	14%	7%	6%	1%



NAME AWARENESS LEVELS

(Ranked by Positive % plus Negative %)



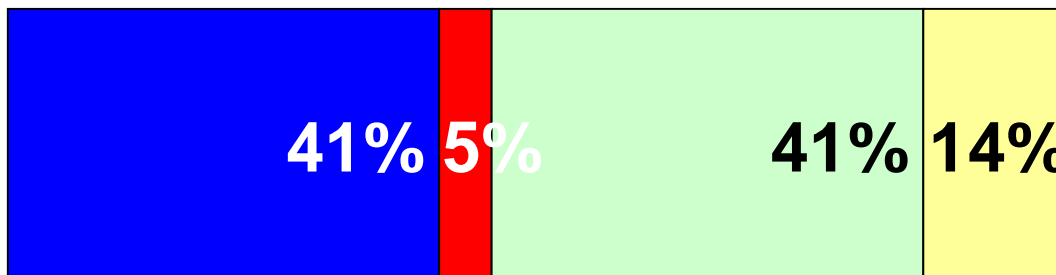
Positive /
Negative
Ratio

Jarrell Independent
School District



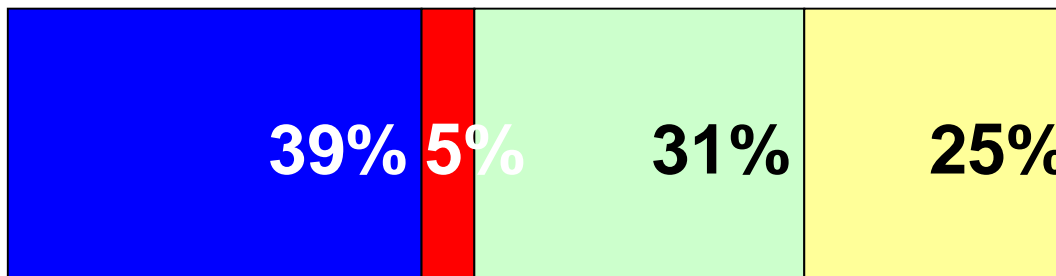
19.5:1

Jarrell ISD Board
of Trustees



8.2:1

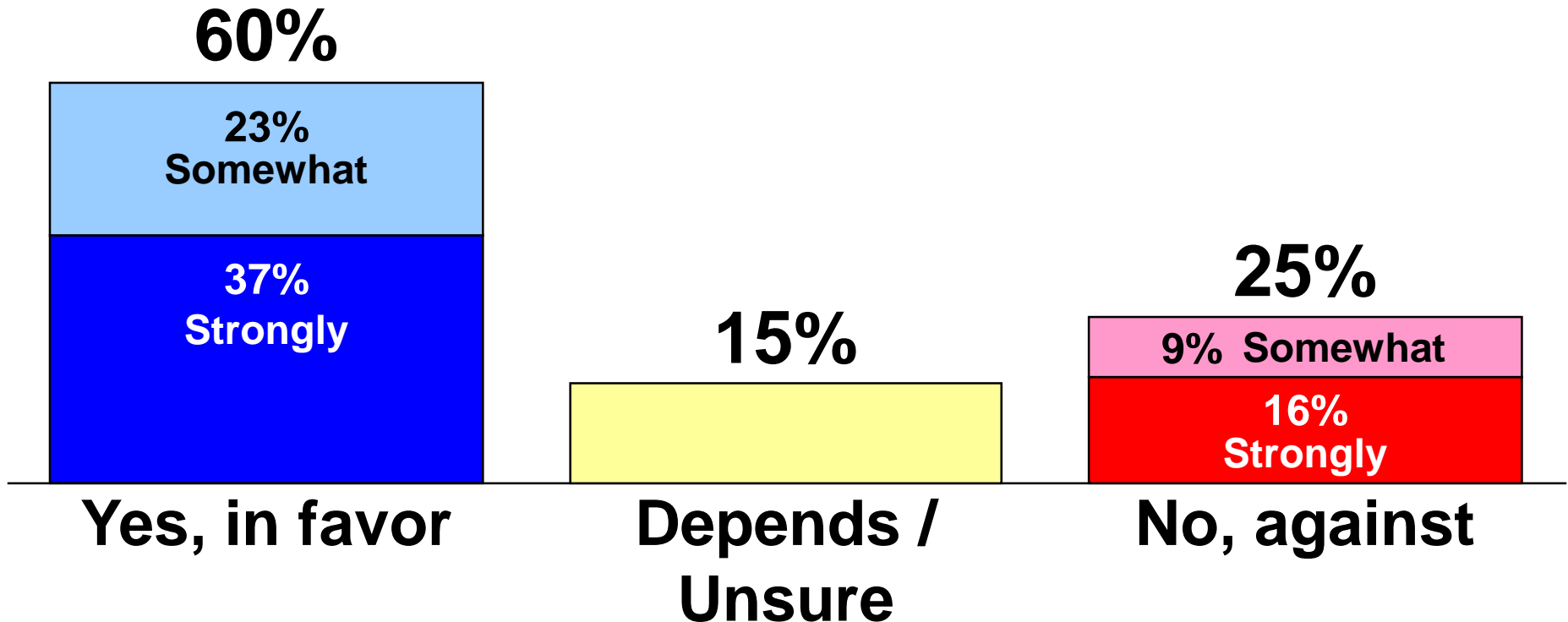
Jarrell ISD
Superintendent



7.8:1

INITIAL BALLOT

Q5. Jarrell ISD is considering calling a bond election for this coming May 2017. If the election on school bonds in the Jarrell Independent School District was held today, would you vote yes, in favor or no, against the issuance of \$50 million in bonds for the construction and renovation of school buildings and facilities, and to be financed by property taxes?



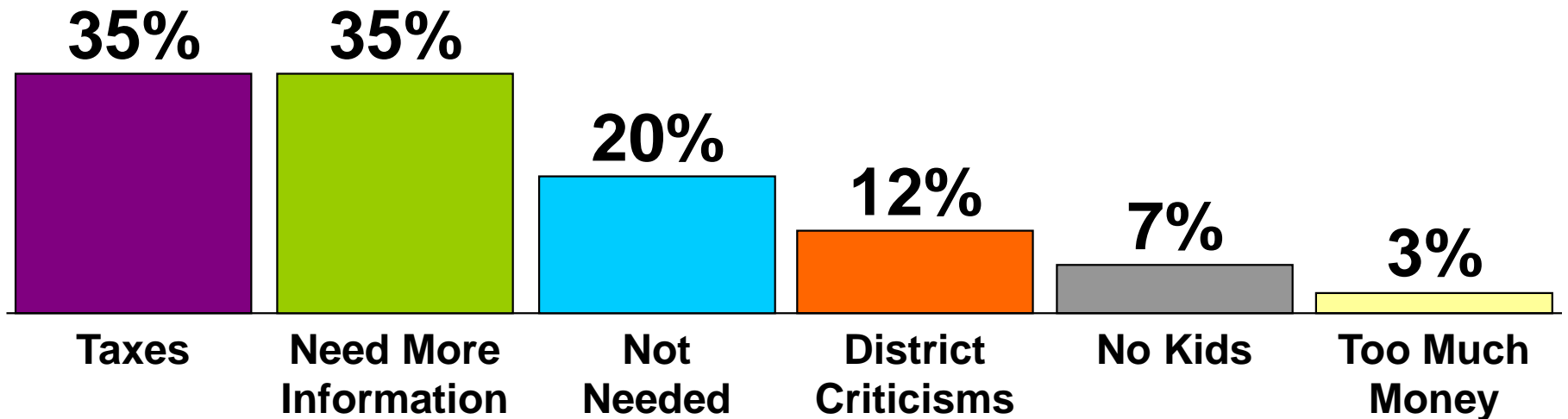
INITIAL BALLOT

	Base	TOTAL YES, IN FAVOR	TOTAL NO, AGAINST	DEPENDS / UNSURE	NET YES, IN FAVOR
Total	300	60%	25%	15%	34%
REGN - Sample Regions					
North	136	64%	21%	15%	42%
South	164	56%	28%	15%	28%
SCPARENT - Parent of a JISD Student					
Parent	108	63%	20%	17%	44%
Non-parent	192	58%	29%	14%	29%
RR9665 - Age / Gender					
Male / 18-64	69	62%	24%	14%	38%
Male / 65+	67	49%	34%	17%	15%
Female / 18-64	79	64%	22%	15%	42%
Female / 65+	81	65%	21%	15%	44%

WHY VOTE AGAINST / HESITANT

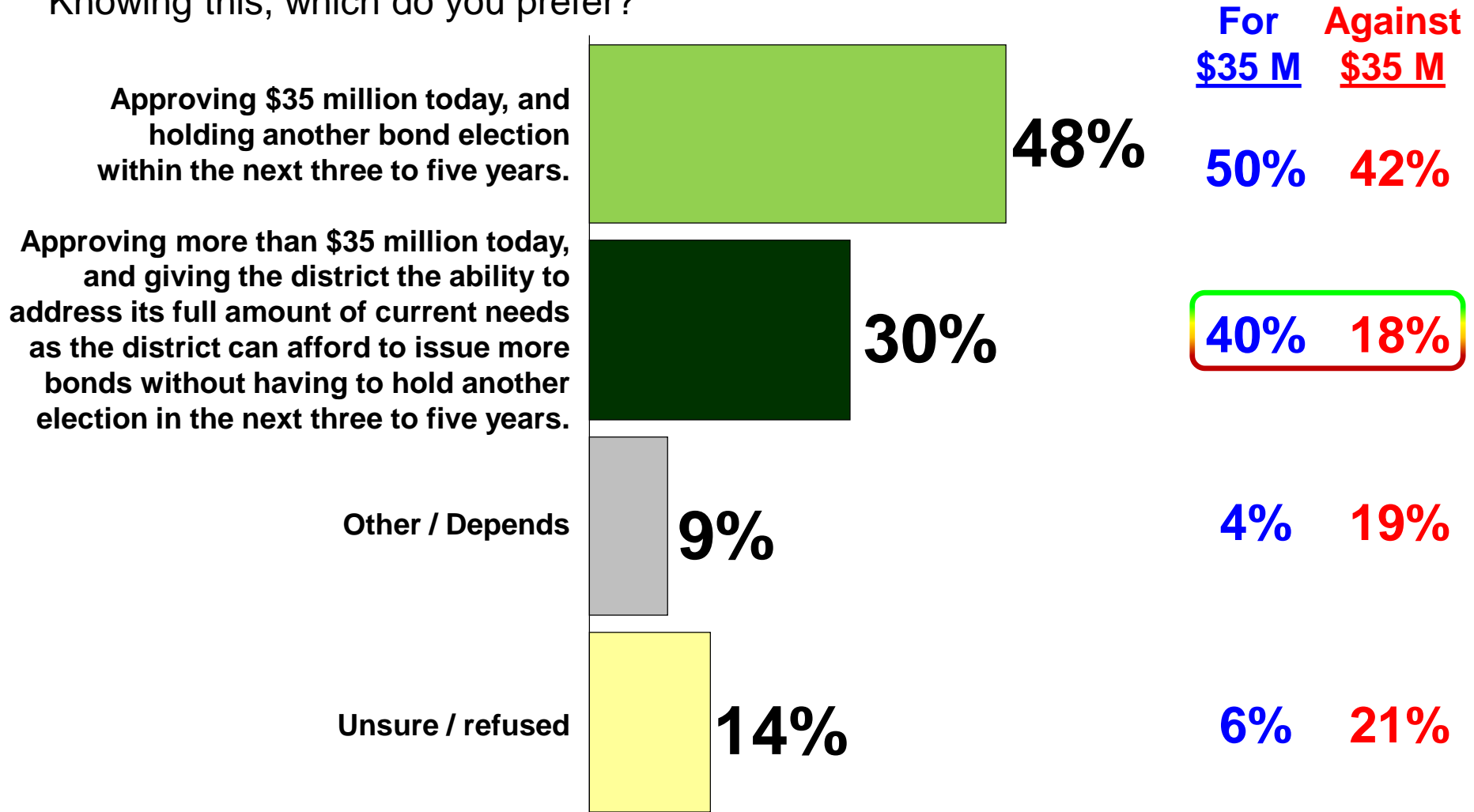
Q6. And in your own words, please tell me why you (would vote against / might be hesitant to support) a bond proposal?

(n=121)



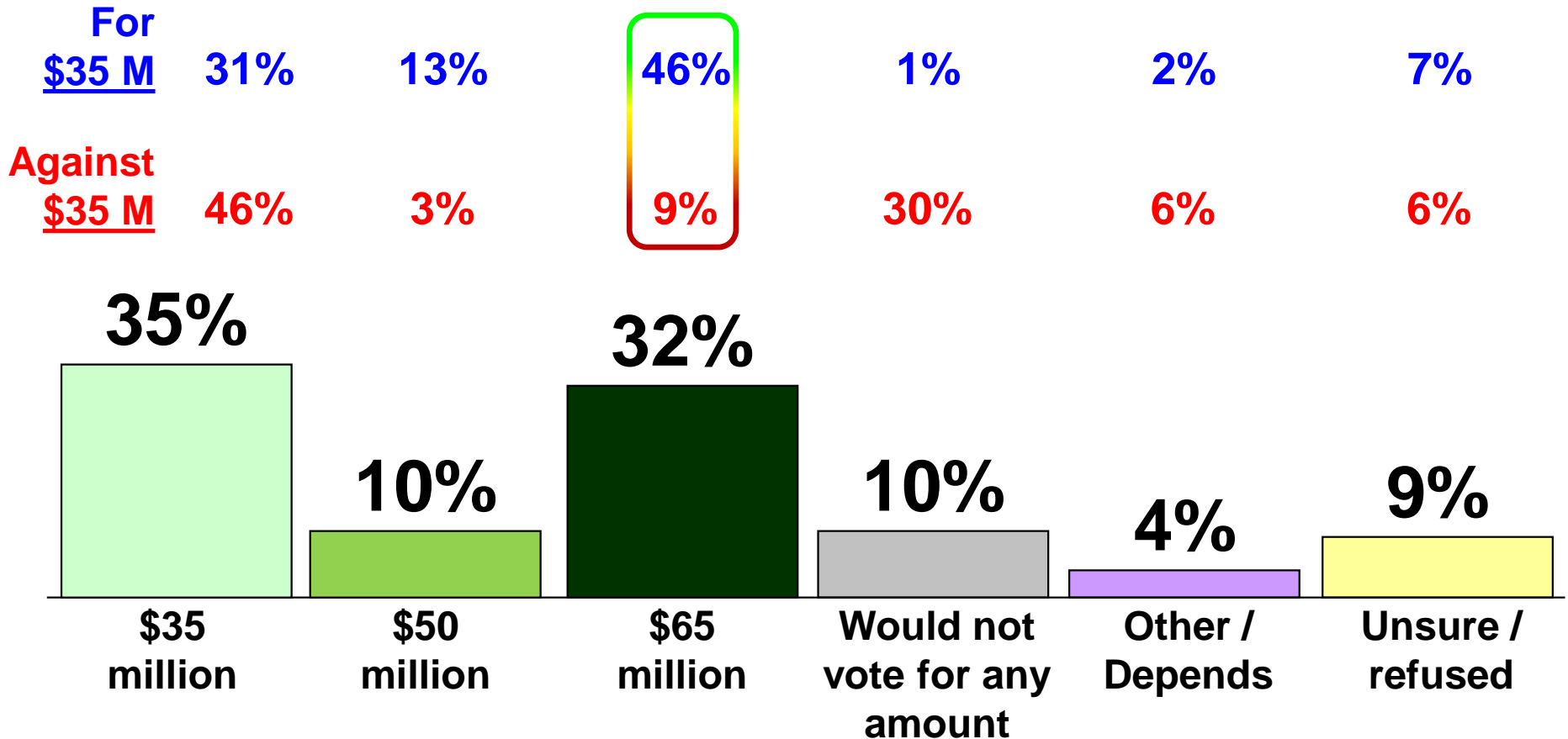
\$35 MILLION vs. MORE

Q7. The amount of the possible bond proposal is not yet set. The district's current needs have been identified to total more than \$100 million. Currently, the district can raise a maximum of \$35 million based on current and projected property values in the district. This amount will increase as the district grows in the future. Knowing this, which do you prefer?



BOND AMOUNTS

Q8. Passing \$35 million in bonds, which is the district's current bond taxing capacity, would result in a school property tax increase on \$100,000 of taxable property value of \$10.74 per month. If the voters passed more than \$35 million in bonds, then the property tax increase would still be the same but the school district could use the bond money as it needed. Knowing a property tax increase would be the same amount regardless of the size of the bond package, would you prefer to issue school bonds of...

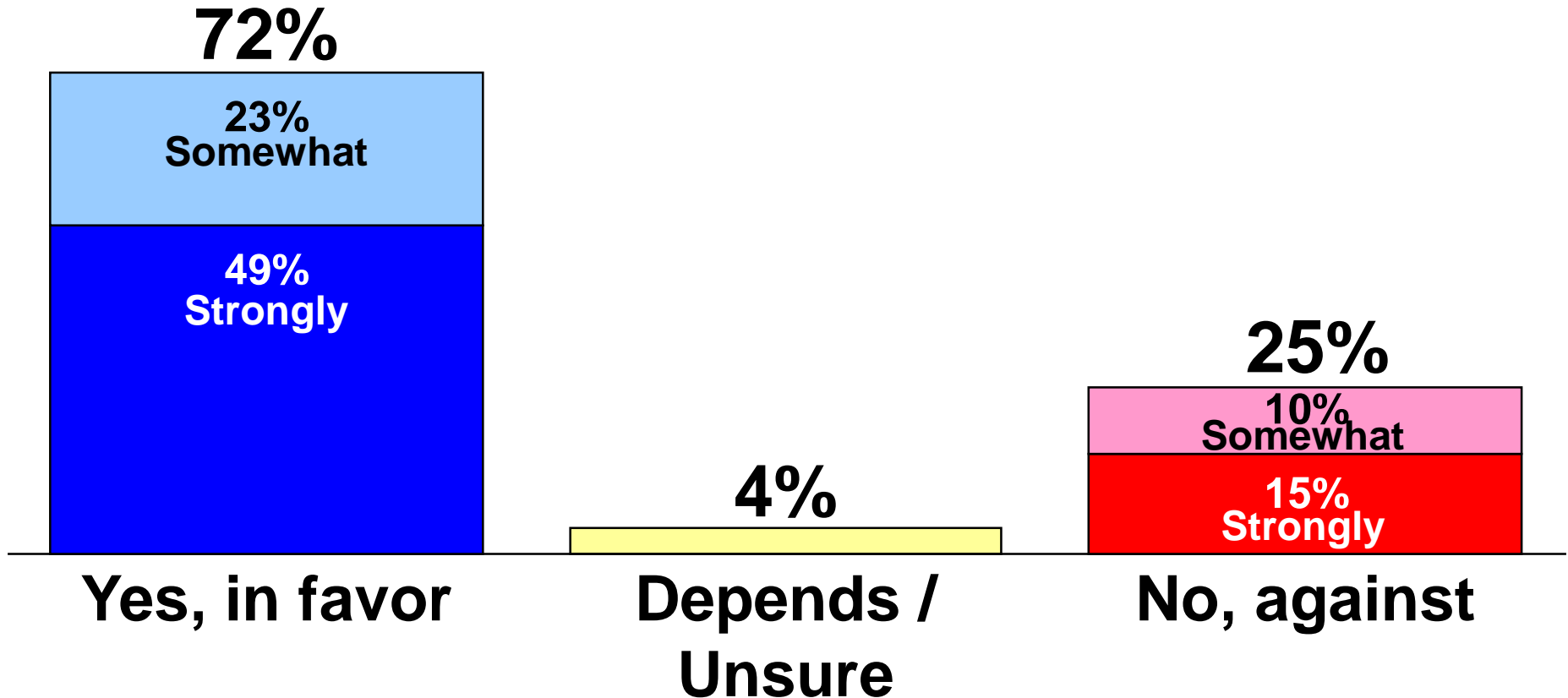


BOND ELEMENTS

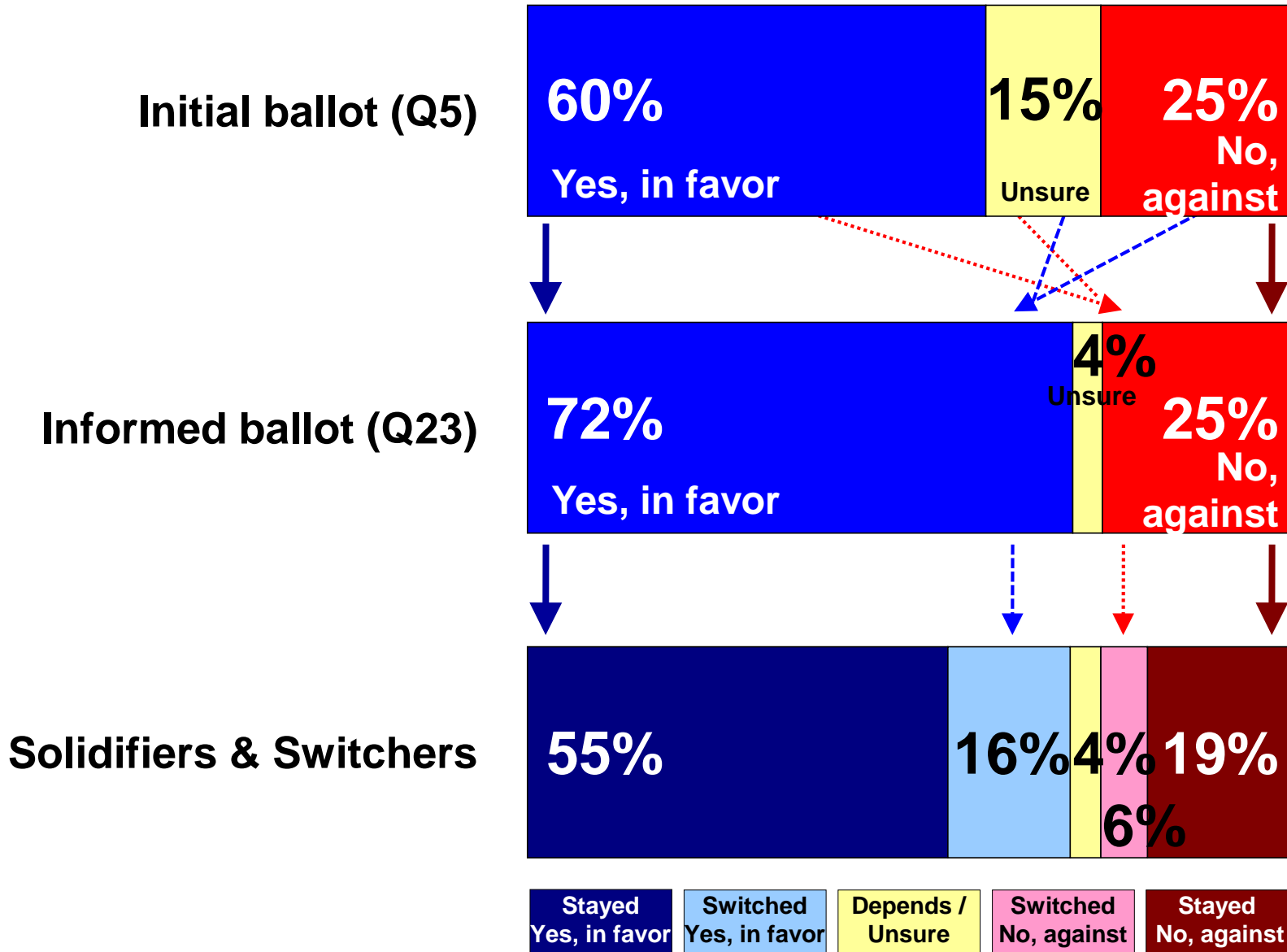
		Favor	Oppose	Depends / Unsure	Net Favor
Q9	Jarrell ISD is anticipated to grow by almost 12% next fall and is expected to add an additional 950 students over the next five years. This bond will allow for new schools and expansions to existing schools to accommodate this growth.	81%	14%	5%	+67%
Q10	The Elementary School is expected to reach functional capacity in one to three years. One element of the bond would allow for construction of a new elementary school.	76%	17%	7%	+58%
Q11	One element of the bond would allow for construction of a third elementary school, which will be needed in three to four years.	61%	30%	8%	+31%
Q12	The intermediate school will soon be over capacity and needs so many repairs that it does not make financial sense to renovate it. This bond could allow for a grade realignment to be phased in over the next few years to eliminate the intermediate level and move grades three to five to the elementary school as a fiscally responsible solution.	73%	17%	10%	+55%
Q13	The High School is expected to reach functional capacity in four to five years. One element of the bond would allow for classroom wing additions to accommodate growth.	83%	12%	4%	+71%
Q14	The Middle School is expected to reach functional capacity in three to four years. One element of the bond would allow for classroom wing additions at the middle school to accommodate growth.	79%	16%	5%	+63%
Q15	This bond would allow for making renovations to the 1916 school building, the district's oldest building, which is currently vacant, so that it could be used as a central administration office. The current administration office would be re-purposed for other district use	73%	21%	6%	+51%
Q16	Currently the district's existing tennis courts do not have lights and there are not enough courts to accommodate the high school and middle school tennis programs. This bond would allow for lighting and additional courts at the high school extending opportunities for more student practice and tennis matches.	62%	32%	7%	+30%
Q17	Currently the district uses its campus cafeterias for fine arts activities but these are no longer adequate. This bond would allow the district to complete the original master plan for the high school by constructing a districtwide performing arts center.	72%	22%	7%	+50%
Q18	Currently, there is a lack of parking at Jarrell Elementary School during school events. Parents are forced to park in the grass or along the road which floods when it rains. This bond would allow for expansions to parking lots at the Elementary School.	76%	21%	4%	+55%
Q19	This bond will allow for construction of a new transportation facility as well as renovations to the existing transportation facility to accommodate the growing bus fleet.	69%	23%	9%	+46%
Q20	Existing state law freezes the tax rate of homeowners 65 years of age or older. Senior citizens who file their exemption will not have to pay any additional property taxes associated with this bond proposal.	84%	8%	8%	+76%
Q21	An advisory committee of citizens, teachers, and parents has been working to evaluate the school district's needs and this bond proposal will include recommendations from this citizen's group.	78%	11%	11%	+67%
Q22	Opponents say a bond package will continue to maintain a level of debt that we will be paying for years to come.	53%	29%	18%	+24%

INFORMED BALLOT

Q23. Having heard more about it...if the election on school bonds in the Jarrell Independent School District was held today, would you vote yes, in favor or no, against the issuance of \$50 million in bonds for the construction and renovation of school buildings and facilities, and to be financed by property taxes?

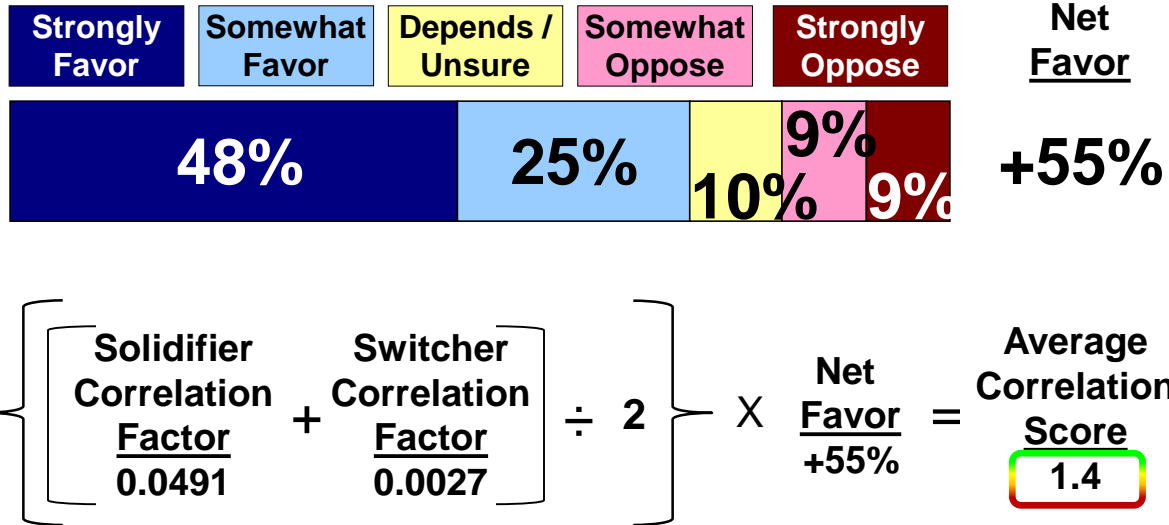


COMPARISON OF INITIAL & INFORMED BALLOTS

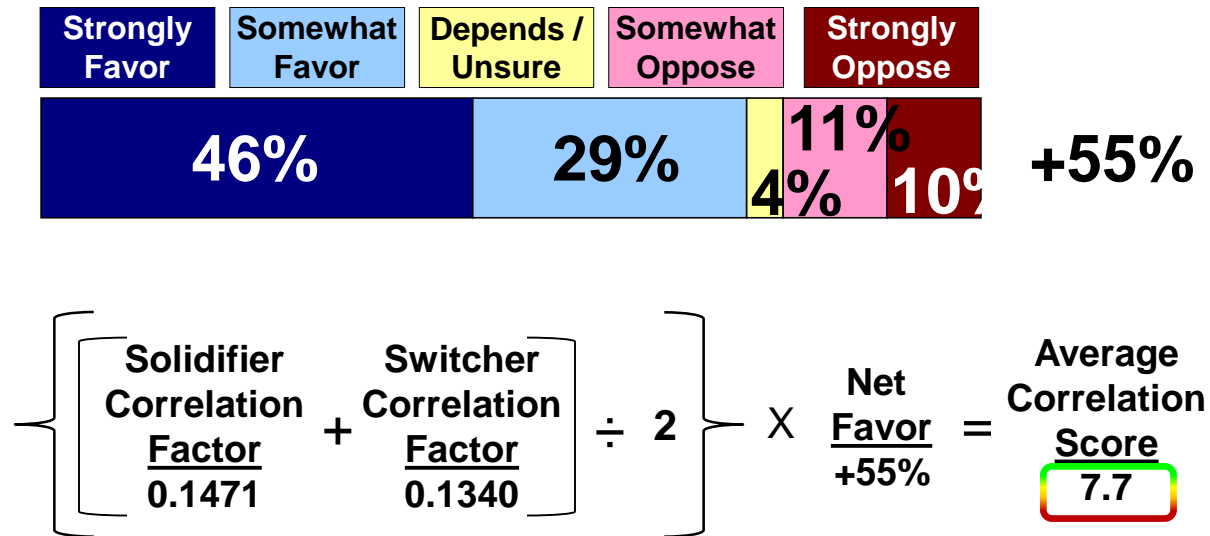


CALCULATING CORRELATION SCORES

Q12. The intermediate school will soon be over capacity and needs so many repairs that it does not make financial sense to renovate it. This bond could allow for a grade realignment to be phased in over the next few years to eliminate the intermediate level and move grades three to five to the elementary school as a fiscally responsible solution.



Q18. Currently, there is a lack of parking at Jarrell Elementary School during school events. Parents are forced to park in the grass or along the road which floods when it rains. This bond would allow for expansions to parking lots at the Elementary School.



Summary of Correlation Scores

The top three scores are highlighted in light blue. Scores are relative measures that should be compared within a subgroup, not compared between different subgroups.

**Total
Sample
(N=300)**

Correlation
Score

Q9	Jarrell ISD is anticipated to grow by almost 12% next fall and is expected to add an additional 950 students over the next five years. This bond will allow for new schools and expansions to existing schools to accommodate this growth.	12.8
Q10	The Elementary School is expected to reach functional capacity in one to three years. One element of the bond would allow for construction of a new elementary school.	3.6
Q11	One element of the bond would allow for construction of a third elementary school, which will be needed in three to four years.	0.6
Q12	The intermediate school will soon be over capacity and needs so many repairs that it does not make financial sense to renovate it. This bond could allow for a grade realignment to be phased in over the next few years to eliminate the intermediate level and move grades three to five to the elementary school as a fiscally responsible solution.	1.4
Q13	The High School is expected to reach functional capacity in four to five years. One element of the bond would allow for classroom wing additions to accommodate growth.	11.1
Q14	The Middle School is expected to reach functional capacity in three to four years. One element of the bond would allow for classroom wing additions at the middle school to accommodate growth.	3.1
Q15	This bond would allow for making renovations to the 1916 school building, the district's oldest building, which is currently vacant, so that it could be used as a central administration office. The current administration office would be re-purposed for other district use	6.8
Q16	Currently the district's existing tennis courts do not have lights and there are not enough courts to accommodate the high school and middle school tennis programs. This bond would allow for lighting and additional courts at the high school extending opportunities for more student practice and tennis matches.	3.3
Q17	Currently the district uses its campus cafeterias for fine arts activities but these are no longer adequate. This bond would allow the district to complete the original master plan for the high school by constructing a district-wide performing arts center.	3.1
Q18	Currently, there is a lack of parking at Jarrell Elementary School during school events. Parents are forced to park in the grass or along the road which floods when it rains. This bond would allow for expansions to parking lots at the Elementary School.	7.7
Q19	This bond will allow for construction of a new transportation facility as well as renovations to the existing transportation facility to accommodate the growing bus fleet.	3.9
Q20	Existing state law freezes the tax rate of homeowners 65 years of age or older. Senior citizens who file their exemption will not have to pay any additional property taxes associated with this bond proposal.	3.0
Q21	An advisory committee of citizens, teachers, and parents has been working to evaluate the school district's needs and this bond proposal will include recommendations from this citizen's group.	1.8
Q22	Opponents say a bond package will continue to maintain a level of debt that we will be paying for years to come.	0.7

Summary of Correlation Scores

The top three scores are highlighted in light blue. Scores are relative measures that should be compared within a subgroup, not compared between different subgroups.

	Total Sample (N=300)	Parent (n=108)	Non-Parent (n=192)	
	Correlation Score	Correlation Score	Correlation Score	
Q9	Jarrell ISD is anticipated to grow by almost 12% next fall and is expected to add an additional 950 students over the next five years. This bond will allow for new schools and expansions to existing schools to accommodate this growth.	12.8	25.4	9.0
Q10	The Elementary School is expected to reach functional capacity in one to three years. One element of the bond would allow for construction of a new elementary school.	3.6	2.8	3.4
Q11	One element of the bond would allow for construction of a third elementary school, which will be needed in three to four years.	0.6	3.3	2.3
Q12	The intermediate school will soon be over capacity and needs so many repairs that it does not make financial sense to renovate it. This bond could allow for a grade realignment to be phased in over the next few years to eliminate the intermediate level and move grades three to five to the elementary school as a fiscally responsible solution.	1.4	3.7	2.5
Q13	The High School is expected to reach functional capacity in four to five years. One element of the bond would allow for classroom wing additions to accommodate growth.	11.1	1.7	15.2
Q14	The Middle School is expected to reach functional capacity in three to four years. One element of the bond would allow for classroom wing additions at the middle school to accommodate growth.	3.1	8.1	1.5
Q15	This bond would allow for making renovations to the 1916 school building, the district's oldest building, which is currently vacant, so that it could be used as a central administration office. The current administration office would be re-purposed for other district use	6.8	1.7	5.6
Q16	Currently the district's existing tennis courts do not have lights and there are not enough courts to accommodate the high school and middle school tennis programs. This bond would allow for lighting and additional courts at the high school extending opportunities for more student practice and tennis matches.	3.3	4.3	2.1
Q17	Currently the district uses its campus cafeterias for fine arts activities but these are no longer adequate. This bond would allow the district to complete the original master plan for the high school by constructing a district-wide performing arts center.	3.1	11.3	1.3
Q18	Currently, there is a lack of parking at Jarrell Elementary School during school events. Parents are forced to park in the grass or along the road which floods when it rains. This bond would allow for expansions to parking lots at the Elementary School.	7.7	10.6	5.3
Q19	This bond will allow for construction of a new transportation facility as well as renovations to the existing transportation facility to accommodate the growing bus fleet.	3.9	2.0	3.9
Q20	Existing state law freezes the tax rate of homeowners 65 years of age or older. Senior citizens who file their exemption will not have to pay any additional property taxes associated with this bond proposal.	3.0	5.2	6.4
Q21	An advisory committee of citizens, teachers, and parents has been working to evaluate the school district's needs and this bond proposal will include recommendations from this citizen's group.	1.8	10.8	5.1
Q22	Opponents say a bond package will continue to maintain a level of debt that we will be paying for years to come.	0.7	0.5	4.4

CONCLUSIONS



1

Over three-quarters of respondents have a positive impression of Jarrell ISD while just 4% have a negative impression.



2

On an initial ballot test, 60% would vote in favor of a \$50 million bond while 25% would vote against it.



3

A plurality of respondents (48%) prefer a bond of \$35 million (bonding capacity) and holding another election in three to five years while 30% prefer going above \$35 million and giving the district the ability to issue more bonds without another election.



4

Knowing that the tax increase is the same, 35% prefer passing \$35 million in bonds while 32% prefer passing \$65 million in bonds. 10% prefer \$50 million in bonds.



5

After hearing more information about a possible bond of \$50 million, 72% would vote for it while 25% would vote against it.



6

The most important elements to communicate are found in the element matrix.

MESSAGE MATRIX

Total Sample

Parent

Non-Parent

Jarrell ISD is anticipated to grow by almost 12% next fall and is expected to add an additional 950 students over the next five years. This bond will allow for new schools and expansions to existing schools to accommodate this growth (Q9).

The High School is expected to reach functional capacity in four to five years. One element of the bond would allow for classroom wing additions to accommodate growth (Q13).

Currently the district uses its campus cafeterias for fine arts activities but these are no longer adequate. This bond would allow the district to complete the original master plan for the high school by constructing a district-wide performing arts center (Q17).

The High School is expected to reach functional capacity in four to five years. One element of the bond would allow for classroom wing additions to accommodate growth (Q13).

Currently, there is a lack of parking at Jarrell Elementary School during school events. Parents are forced to park in the grass or along the road which floods when it rains. This bond would allow for expansions to parking lots at the Elementary School (Q18).

An advisory committee of citizens, teachers, and parents has been working to evaluate the school district's needs and this bond proposal will include recommendations from this citizen's group (Q21).

Existing state law freezes the tax rate of homeowners 65 years of age or older. Senior citizens who file their exemption will not have to pay any additional property taxes associated with this bond proposal (Q20).

Break

5 MINUTES

Review

Previous Meeting

- Enrollment as of 11/18/2016 – 1505; Current - 1518
- How to Build a Total Project Cost
- Committee Consensus items: 800 capacity Elementary School and \$65 million bonding capacity



Tax Impact

Home Value	Taxable Value (after exemption)	Max Annual Increase	Max Monthly Increase
\$100,000	\$75,000	\$128.86	\$10.74
\$125,000	\$100,000	\$171.82	\$14.31
\$150,000	\$125,000	\$214.77	\$17.90
\$200,000	\$175,000	\$300.65	\$25.04
\$220,000*	\$195,000	\$335.01	\$27.91
\$250,000	\$225,000	\$377.96	\$31.49
\$300,000	\$275,000	\$472.45	\$39.37

If you are 65 years or older with an “Over 65” homestead exemption, your school tax rate is frozen and will not increase

* Average home value



Project Costs

Priority	Project	Estimated Project Cost
1	New Elementary School #2: 800 Capacity	\$31,387,302
2	MS Additions: 120-240 student capacity <ul style="list-style-type: none">120 students: 4 classrooms & 2 science labs240 students: 8 classrooms & 4 science labsFall 2021 Opening	\$2,319,234 - \$4,638,468
3	Elementary School #3: <ul style="list-style-type: none">800 studentsFall 2022 Opening	\$37,442,283
4	HS Additions: 120 student capacity <ul style="list-style-type: none">120 students: 4 classrooms & 2 science labsFall 2022 Opening	\$2,511,530

Project Costs

Priority	Project	Estimated Project Cost
5	New Performing Arts Center: 500-750 seating <ul style="list-style-type: none">Fall 2020 Opening500 seat auditorium, no black box or shop750 seat auditorium with 75 seat black box and shop	\$7,428,091 - \$10,689,106
6	Additional Parking at Elementary: <ul style="list-style-type: none">24 spaces accessed from an existing access aisle; asphalt pavingCompletion Fall 2019	\$82,920
7	Land Acquisition	TBD



Project Costs

Priority	Project	Estimated Project Cost
8	Additional Transportation Parking	\$1,046,941
9	Transportation Shop Renovations and Additions	\$1,109,757
10	New Tennis Courts and Lighting: <ul style="list-style-type: none">• 4 additional lighted courts plus lighting on existing courts• 5/1/2019 completion• Takes into consideration bad soils on site	\$924,159
11	1916 Building Renovations	\$3 million - \$6 million

Total of all project costs: \$87,252,217 - \$95,832,466



Group Discussion

Prioritization & Reaching Final Consensus

Projects

Project	High End Options		Project	Low End Options
New Elementary School	\$31,387,302		New Elementary School	\$31,387,302
MS Additions	\$4,638,468		MS Classroom Additions	\$2,319,234
Elementary School #3	\$37,442,283		Elementary School #3	\$37,442,283
HS Additions	\$2,511,530		HS Classroom Additions	\$2,511,530
New PAC	\$10,689,106		New PAC	\$7,428,091
ES Parking	\$82,920		ES Parking	\$82,920
Land			Land	
Transp Parking	\$1,046,941		Transp Parking	\$1,046,941
Transp Reno & Adds	\$1,109,757		Transp Reno/ Adds	\$1,109,757
Tennis Courts	\$924,159		Tennis Courts	\$924,159
1916 Building	\$6,000,000		1916 Building	\$3,000,000
TOTAL	\$95,832,466		TOTAL	\$87,252,217

Project Options

Project	High End Options		Project	Low End Options
New Elementary School	\$31,387,302		New Elementary School	\$31,387,302
MS Additions	\$4,638,468		MS Classroom Additions	\$2,319,234
Elementary School #3	\$37,442,283		Elementary School #3	\$37,442,283
HS Additions	\$2,511,530		HS Classroom Additions	\$2,511,530
New PAC	\$10,689,106		New PAC	\$7,428,091
ES Parking	\$82,920		ES Parking	\$82,920
Land			Land	
Transp Parking	\$1,046,941		Transp Parking	\$1,046,941
Transp Reno & Adds	\$1,109,757		Transp Reno/ Adds	\$1,109,757
Tennis Courts	\$924,159		Tennis Courts	\$924,159
1916 Building	\$6,000,000		1916 Building	\$3,000,000
TOTAL	\$58,390,183		TOTAL	\$49,809,934

Meeting Wrap Up

Final Meeting:

Meeting 6

Tuesday, January 3, 2017 at 6:30 p.m.



Date Changes

Recommendations to the Board:

Monday, January 9 or 16 at 7:15 p.m.

