



# **BIRDVILLE ISD VOTER SURVEY**

**March 11 – 15, 2010**

**N = 400 respondents**

**margin of error:  $\pm$  4.9%**



**PERCEPTION INSIGHT**

*opinion research for strategic communications*

# OBJECTIVES



1

**To assess impressions of the Birdville ISD and associated groups, and to compare these impressions with results from previous studies.**



2

**To measure satisfaction levels regarding the progress on the 2006 BISD bond projects.**

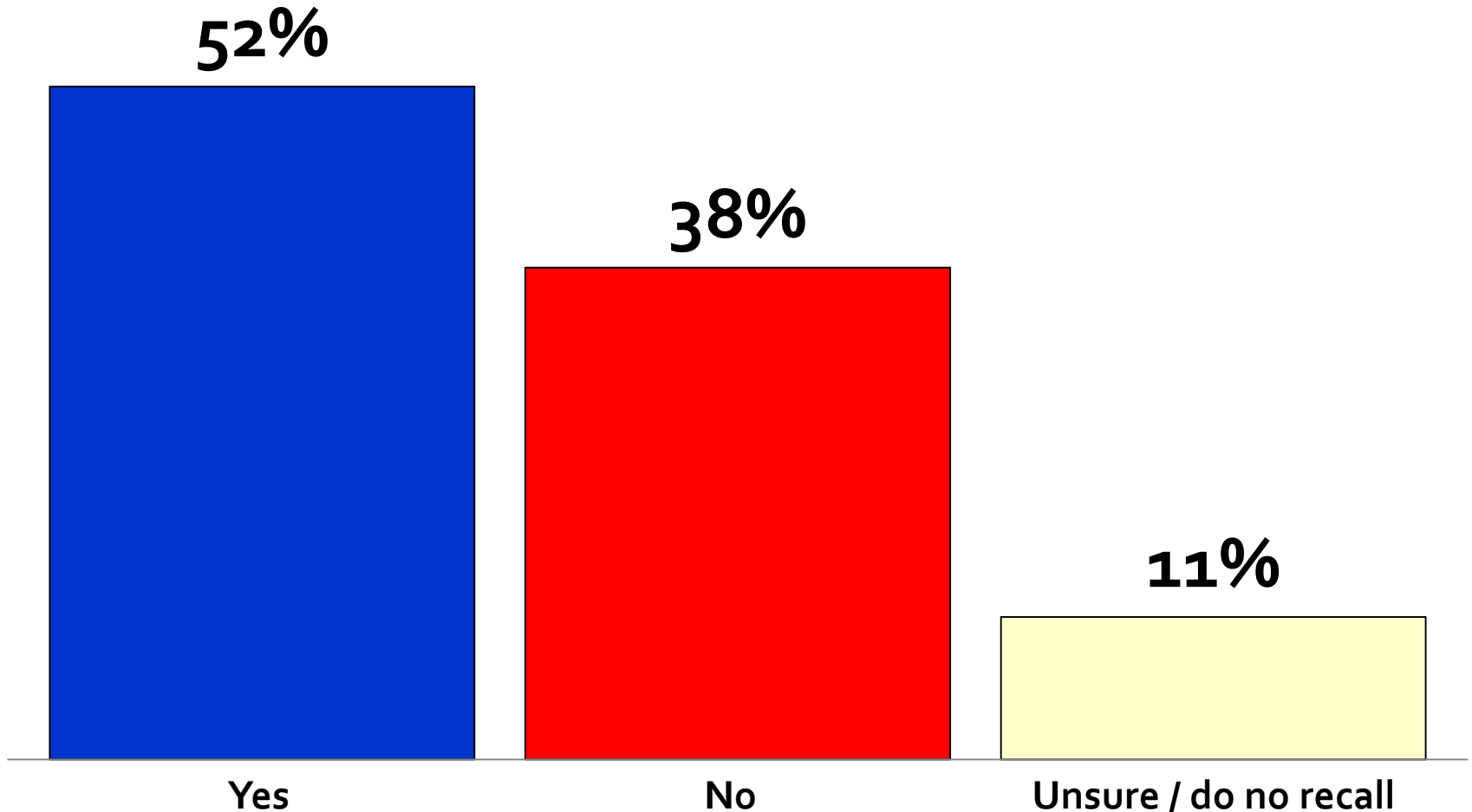


3

**To determine voter support levels for possible bond and tax rate proposals under consideration, and to assess the potential of various proposals which may be put before voters at some point in the future.**

# 2006 BOND ELECTION

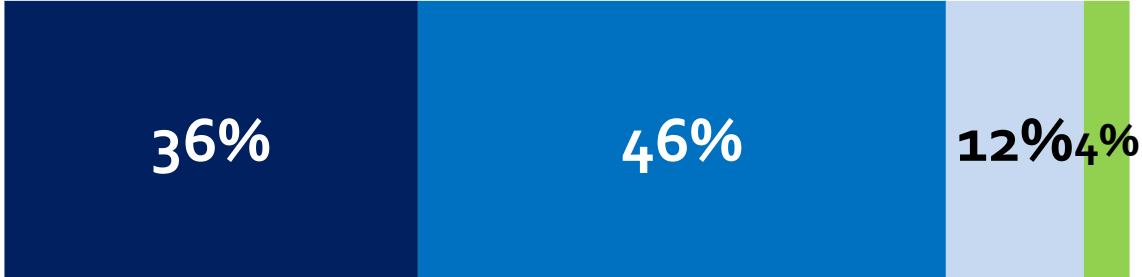
Q6. In November 2006, voters in Birdville Independent School District had a chance to vote on a proposition totaling one hundred twenty-eight and a half million dollars. Did you get to vote in that bond election?



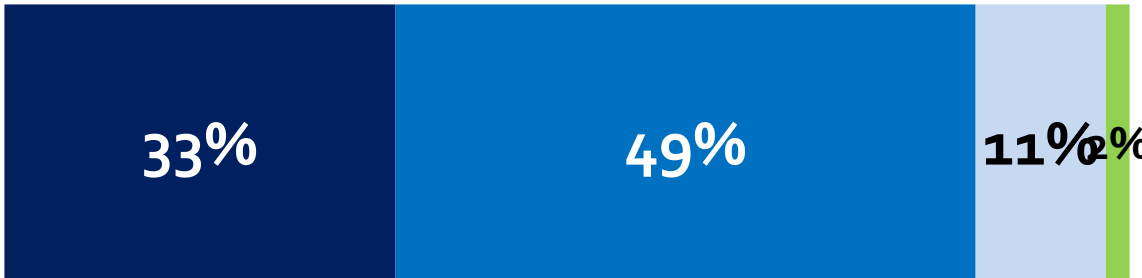
# IMPORTANCE OF 2006 BOND PACKAGE INFO

Now I am going to read you some information about the 2006 bond package, please tell me if you find the information about the 2006 bond package to be very important, somewhat important or not important.

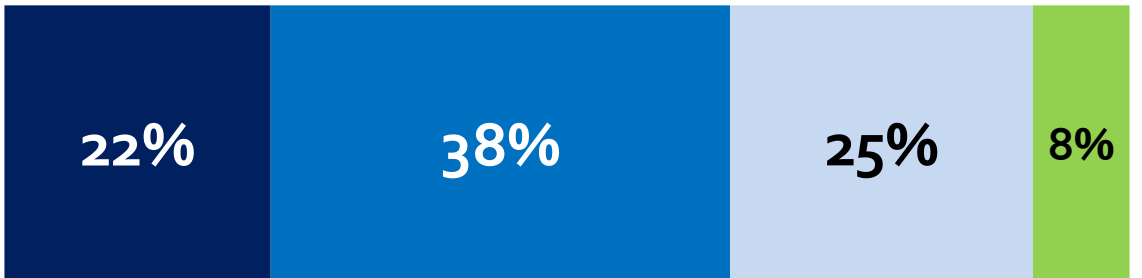
Q9. The oversight committee commended the Birdville ISD's Board of Trustees, administration and staff for completing all projects promised to the voters of the BISD on time and using only the money approved in the election so the district did not have to use any of the operational money or more taxpayer dollars.



Q7. The Birdville ISD has completed all projects from the 2006 bond election on time and within budget.



Q8. The Birdville ISD had a citizen's oversight committee to monitor the progress of, review the information about, report on, and analyze and study information and data concerning the 2006 bond package.

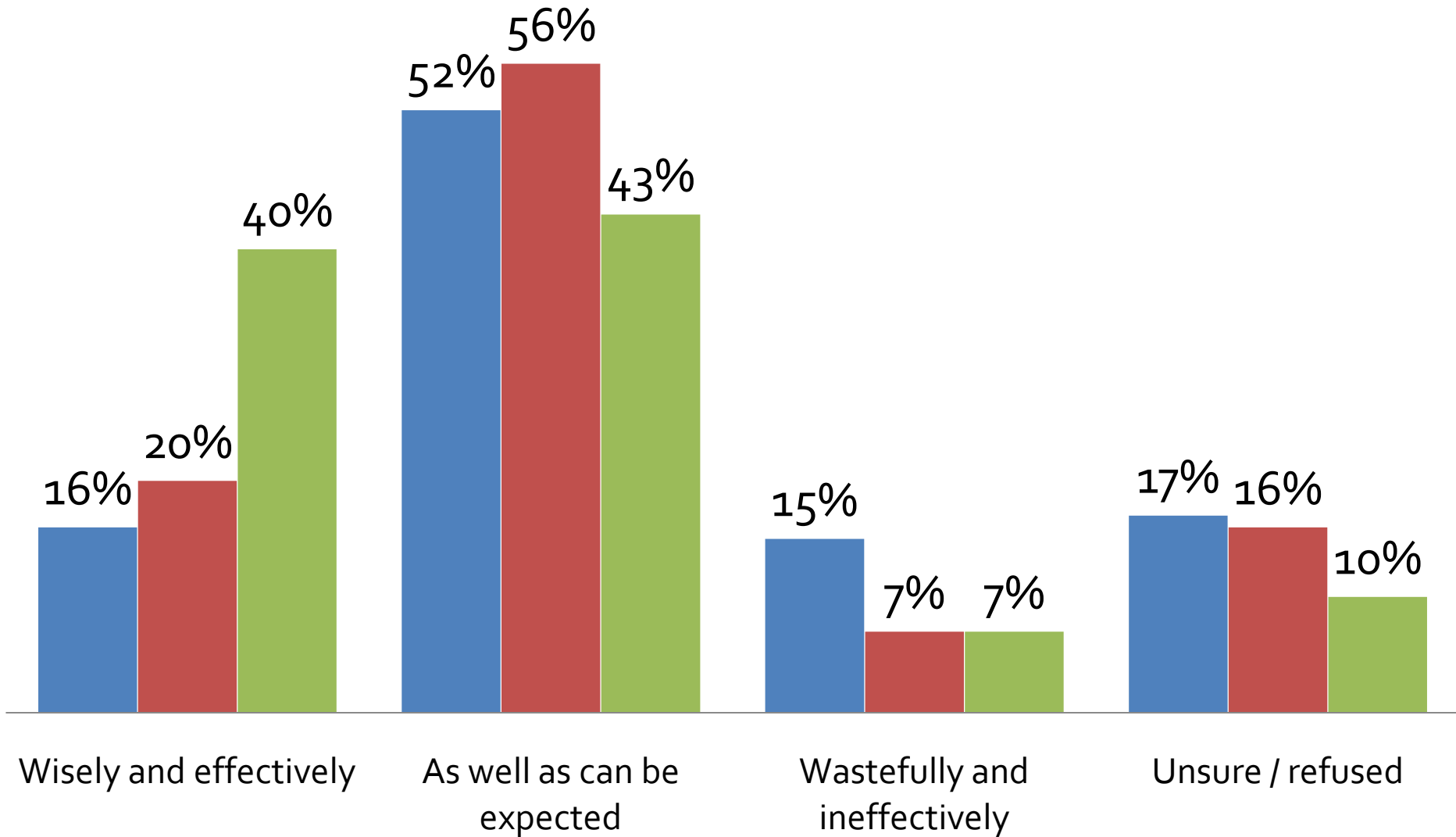


■ Extremely Important ■ Very Important  
■ Somewhat Important ■ Not Important

# MONEY MANAGEMENT

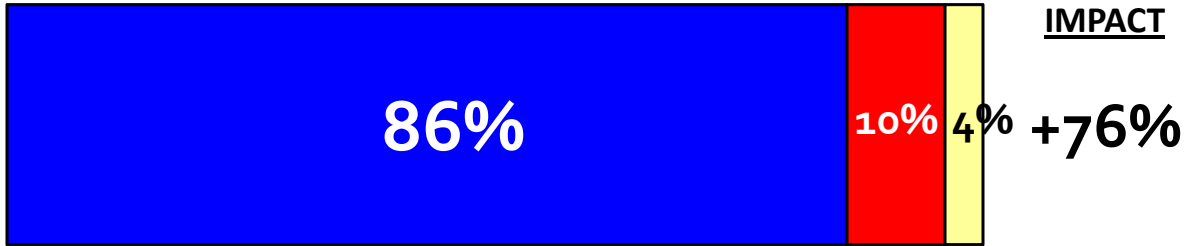
Q10. Which of the following best describes your opinion of how Birdville ISD manages the money it has to operate the school district?

■ Oct-07 ■ Jan-09 ■ Mar-10

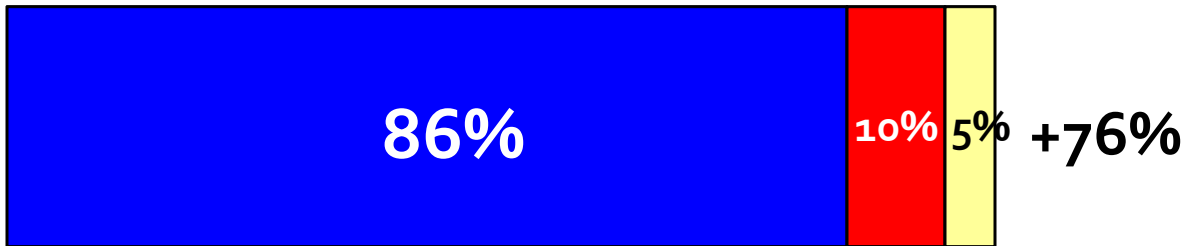


# AGREE / DISAGREE STATEMENTS

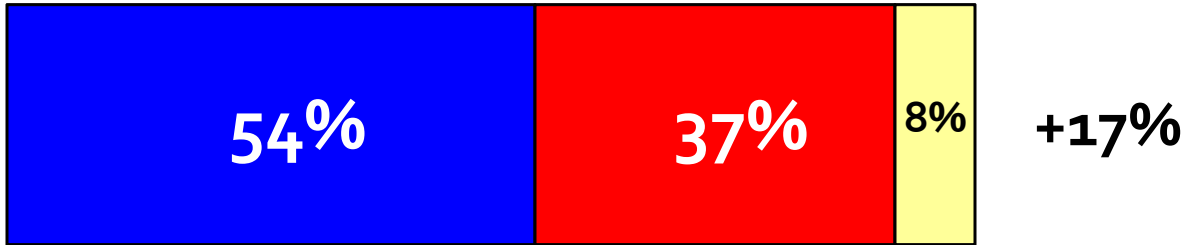
Q12 The school administration should form a citizen's committee to evaluate the district's facilities plan and recommend future bond packages.



Q14. The school administration should have a citizens committee to oversee the expenditure of funds associated with all voter approved bond programs



Q11 The Birdville ISD needs to build new schools to replace aging facilities.



Q13 Increasing property taxes to pay for improvements to our public schools is worth the extra expense.



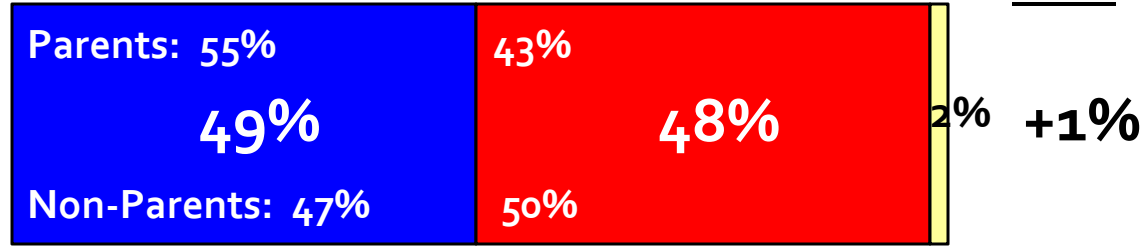
Agree

Disagree

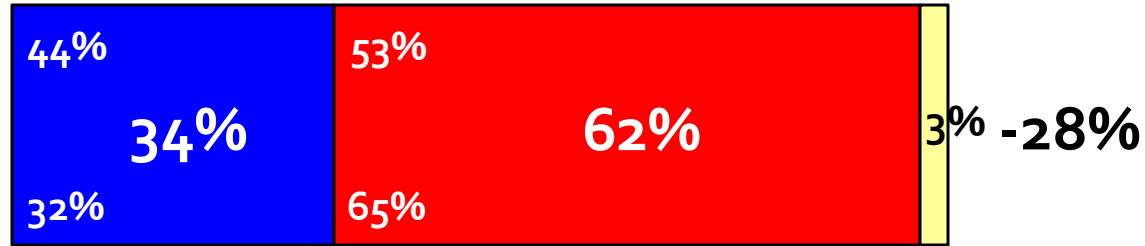
Depends / neutral / unsure

# FAVOR / OPPOSE BOND PROPOSALS

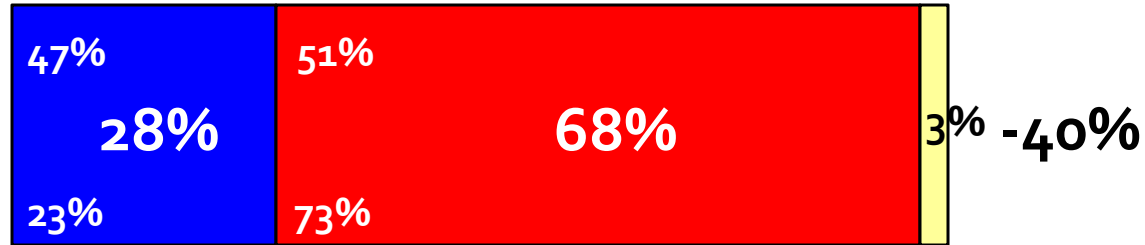
**Q15** Issuing 75 million dollars in school building and renovation bonds which would increase property taxes about **\$4.50** per month on a hundred thousand dollar house to construct and renovate new and existing school buildings.



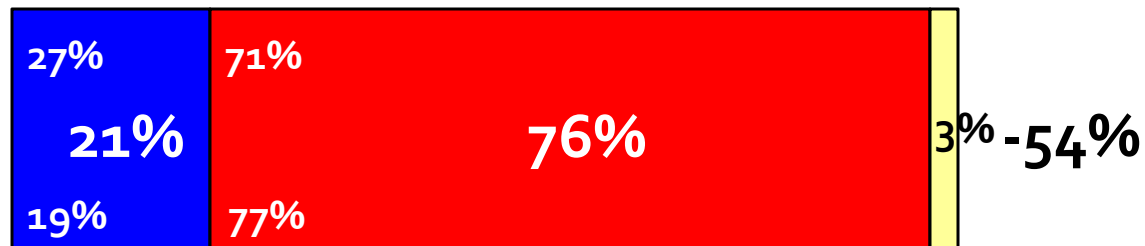
**Q16.** Issuing 100 million dollars in school building and renovation bonds which would increase property taxes about **\$6.75** per month on a hundred thousand dollar house to construct and renovate new and existing school buildings.



**Q17** Issuing 125 million dollars in school building and renovation bonds which would increase property taxes about **\$8.85** per month on a hundred thousand dollar house to construct and renovate new and existing school buildings.

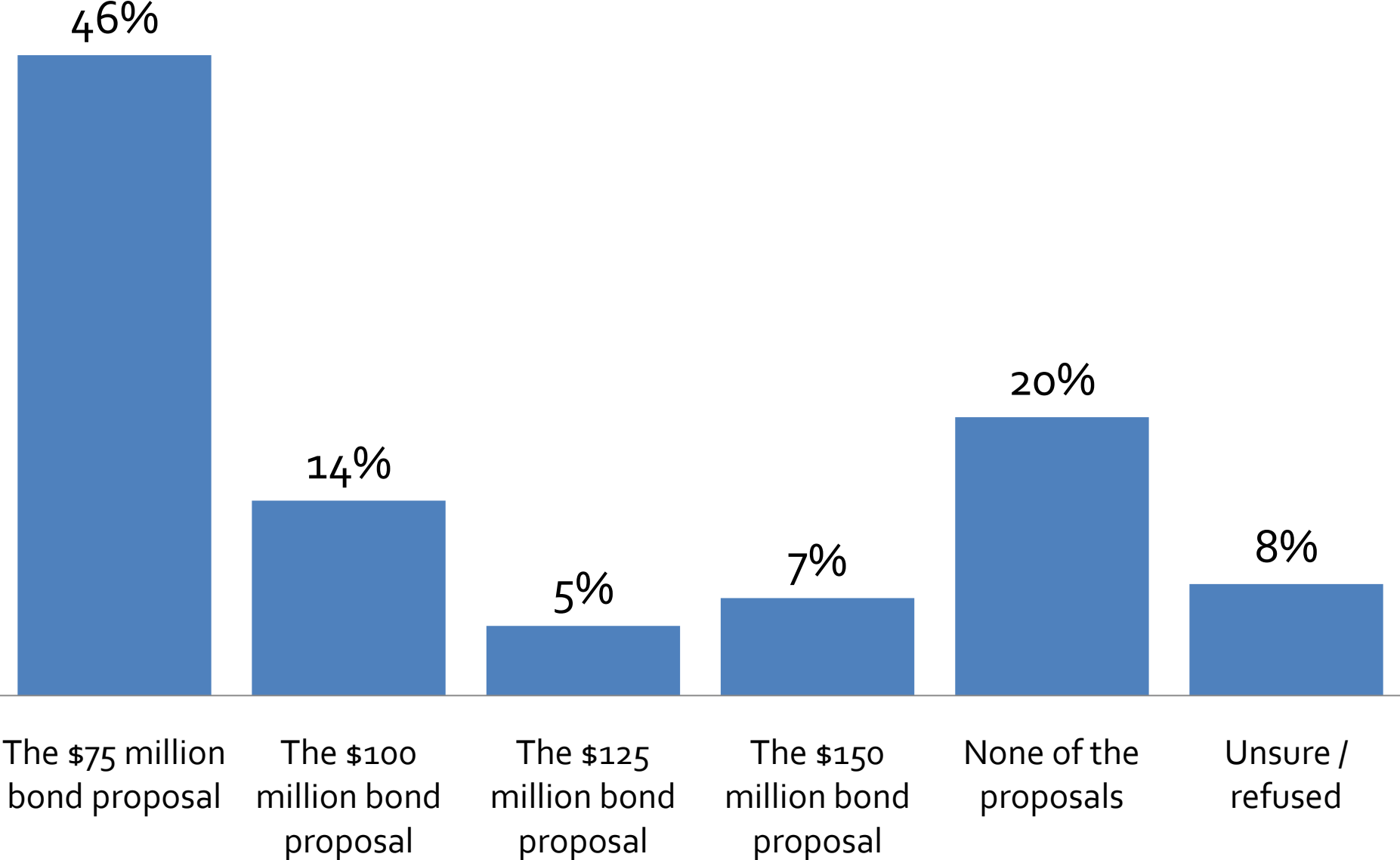


**Q18** Issuing 150 million dollars in school building and renovation bonds which would increase property taxes about **\$11** per month on a hundred thousand dollar house to construct and renovate new and existing school buildings.



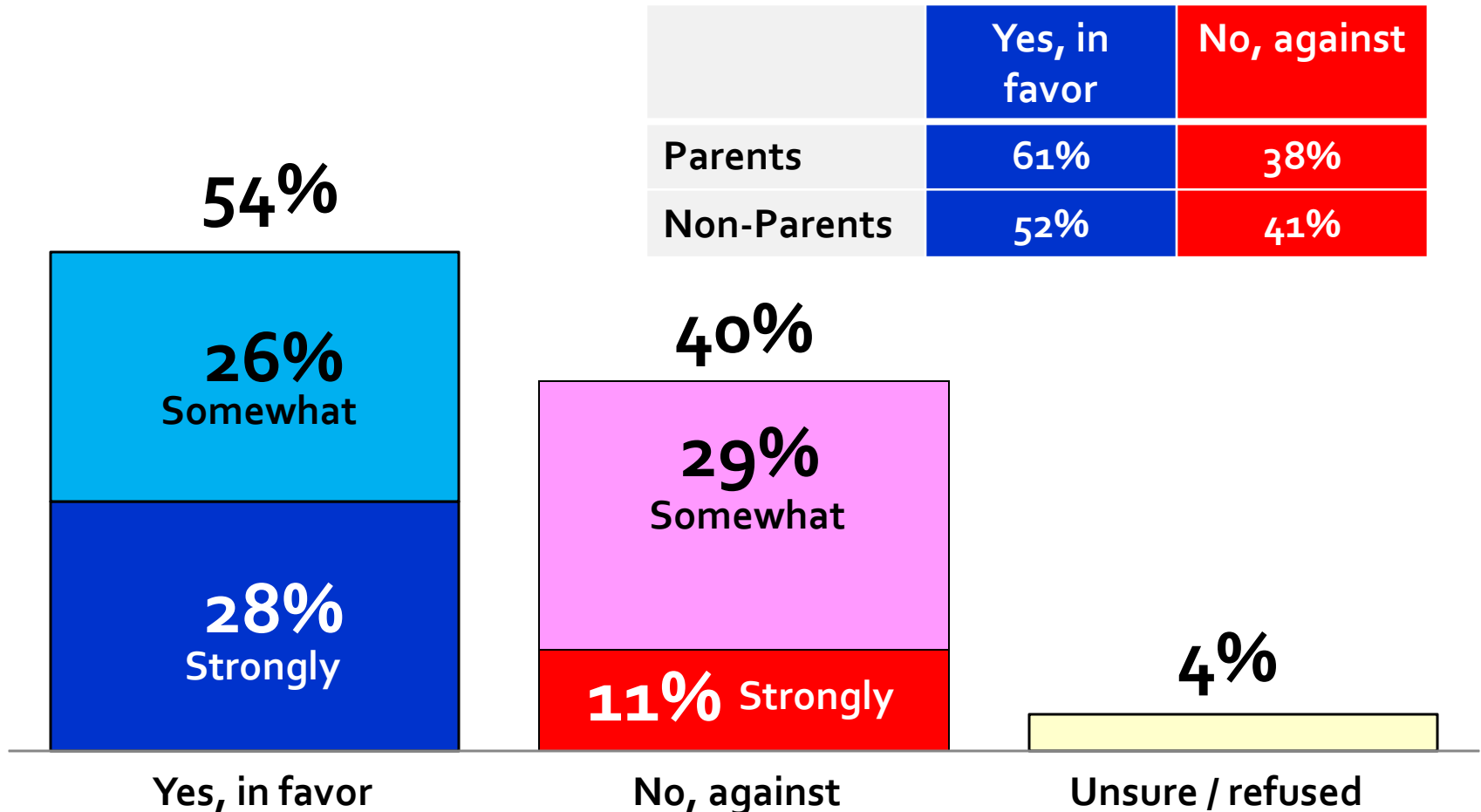
# BOND PACKAGE OPTIONS

**Q19.** Which of the bond proposals being considered would you be most likely to support if the Board of Trustees were to call for a bond election?



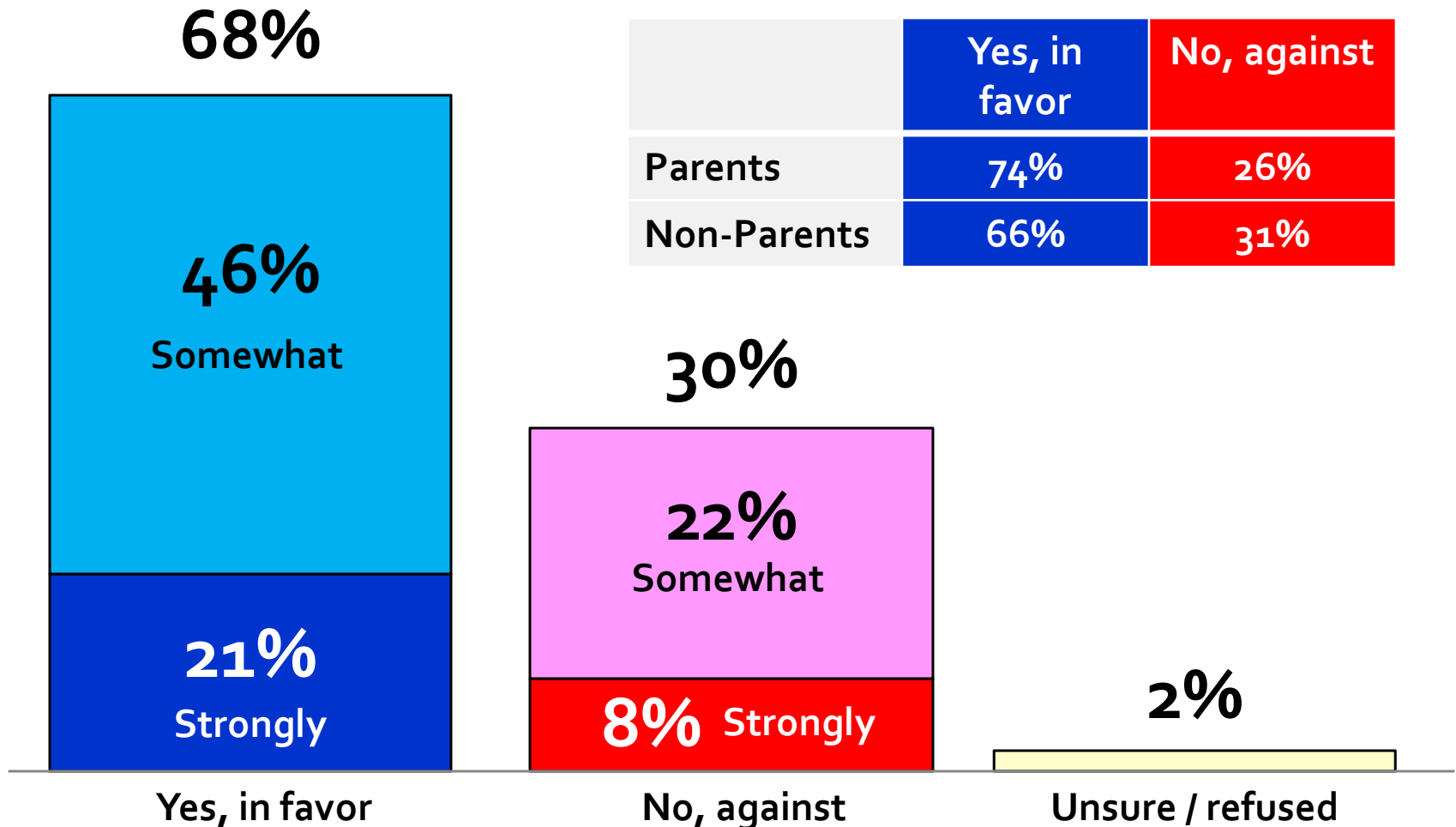
# TECHNOLOGY TAX INCREASE

Q20. If the election was held today, would you vote yes, in favor or no, against, increasing the school property tax rate by 4 cents, adding approximately \$40 per year for the owner of a \$100,000 house, to provide an additional \$3.2 million a year that Birdville ISD could use to pay for reoccurring technology costs.



# TEACHER SALARY TAX INCREASE

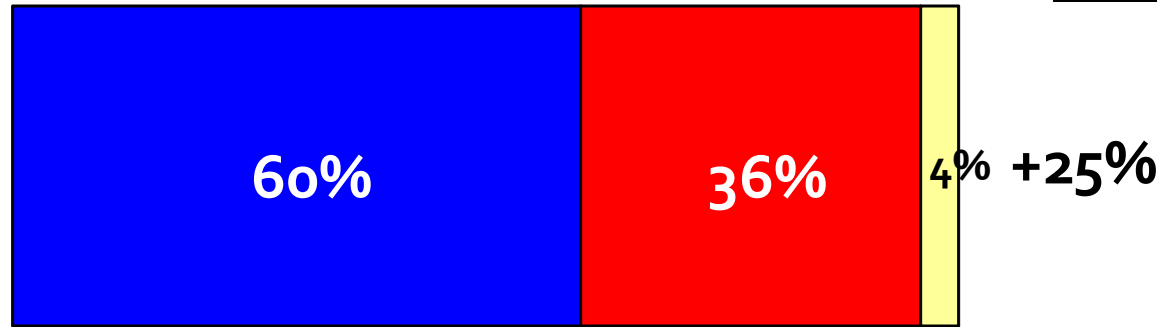
Q21. And if the election was held today, would you vote yes, in favor or no, against, increasing the school property tax rate by 2 cents, adding approximately \$20 per year for the owner of a \$100,000 house, to provide an additional \$1.6 million a year that Birdville ISD could use to pay for teacher salaries.



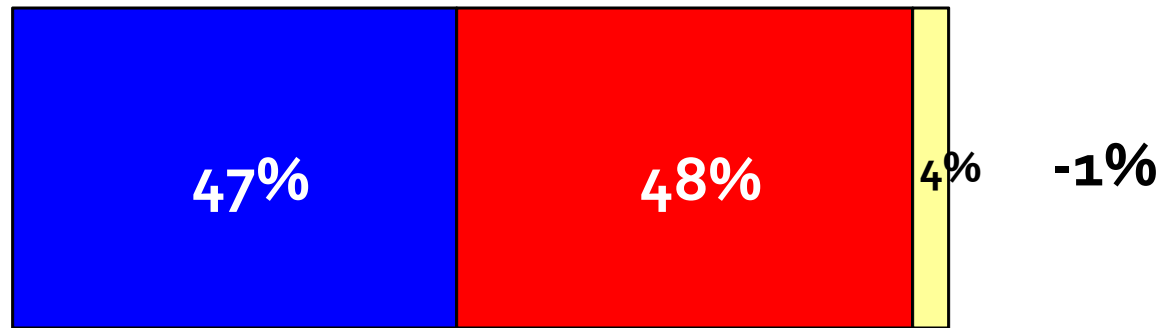
# TAX RATE MORE / LESS LIKELY STATEMENTS

NET  
FAVOR

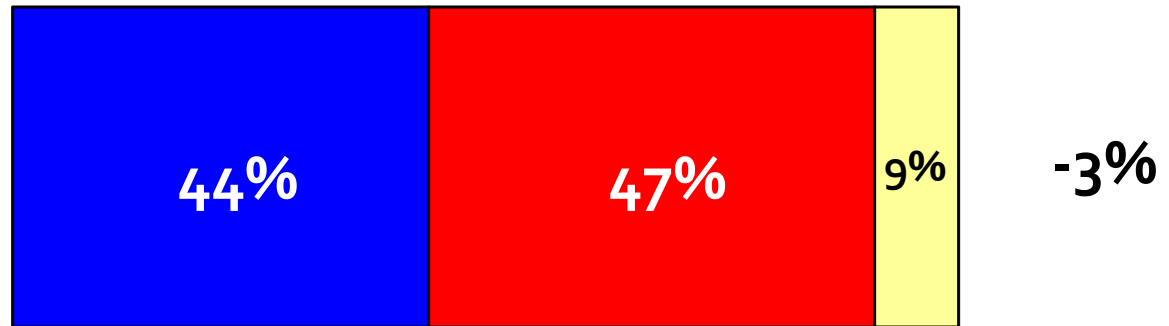
**Q24** Money generated by increasing the property tax rate could be used in part to provide pay increases for teachers and staff.



**Q23** Unlike bond revenue which is a one-time-only source of money, a tax rate increase would allow the district to help keep pace with reoccurring costs, so a portion of a property tax increase could be permanently dedicated to purchasing technology such as laptops or handheld computers for all students.

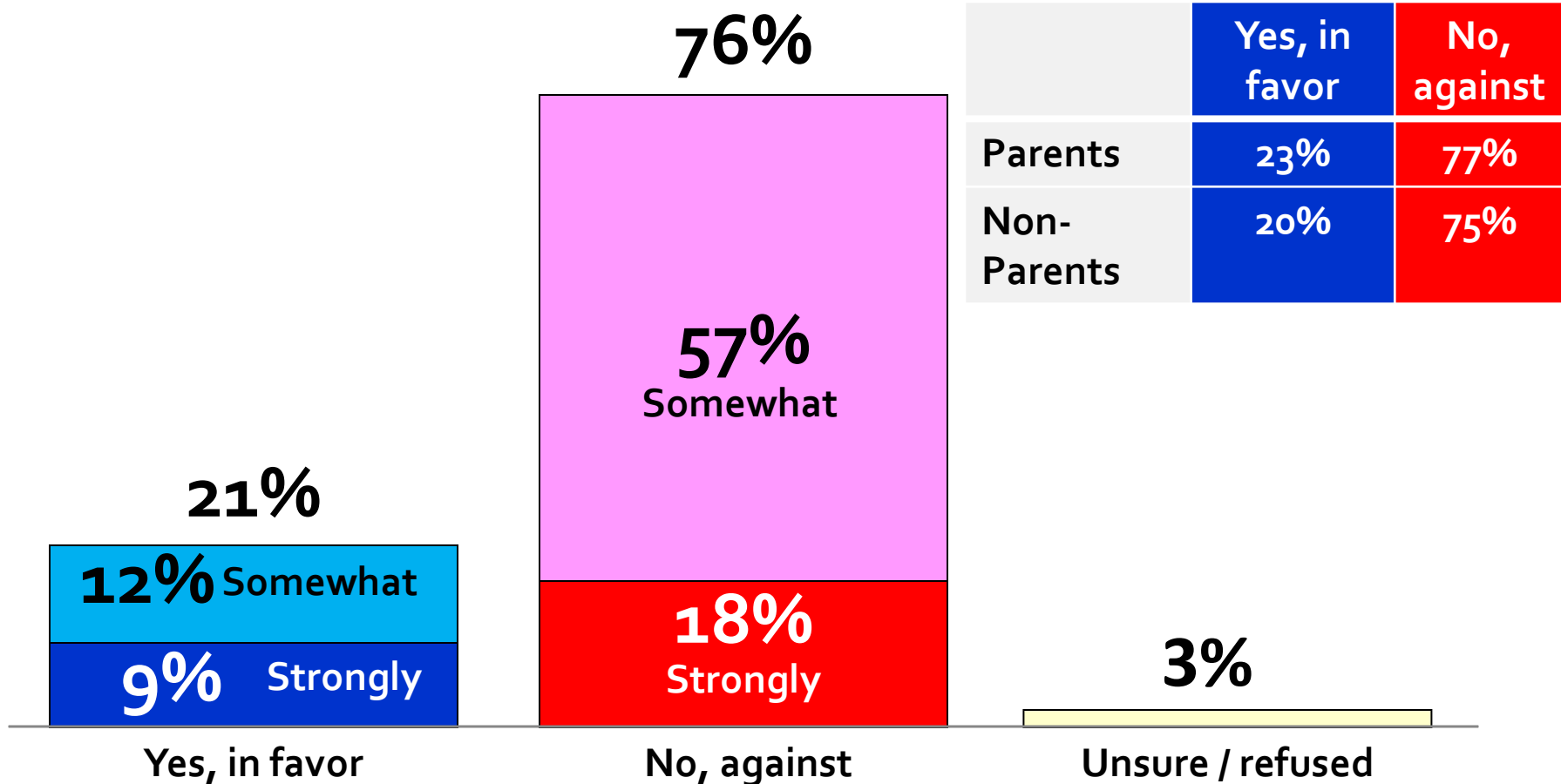


**Q22** The state's system for financing public schools collects local tax dollars and only returns a portion of the property taxes collected back to Birdville to pay for annual operating costs. The only way to provide additional revenue for the district for items such as increases in fuel cost, insurance, and raises for staff is for voters to approve a tax increase.



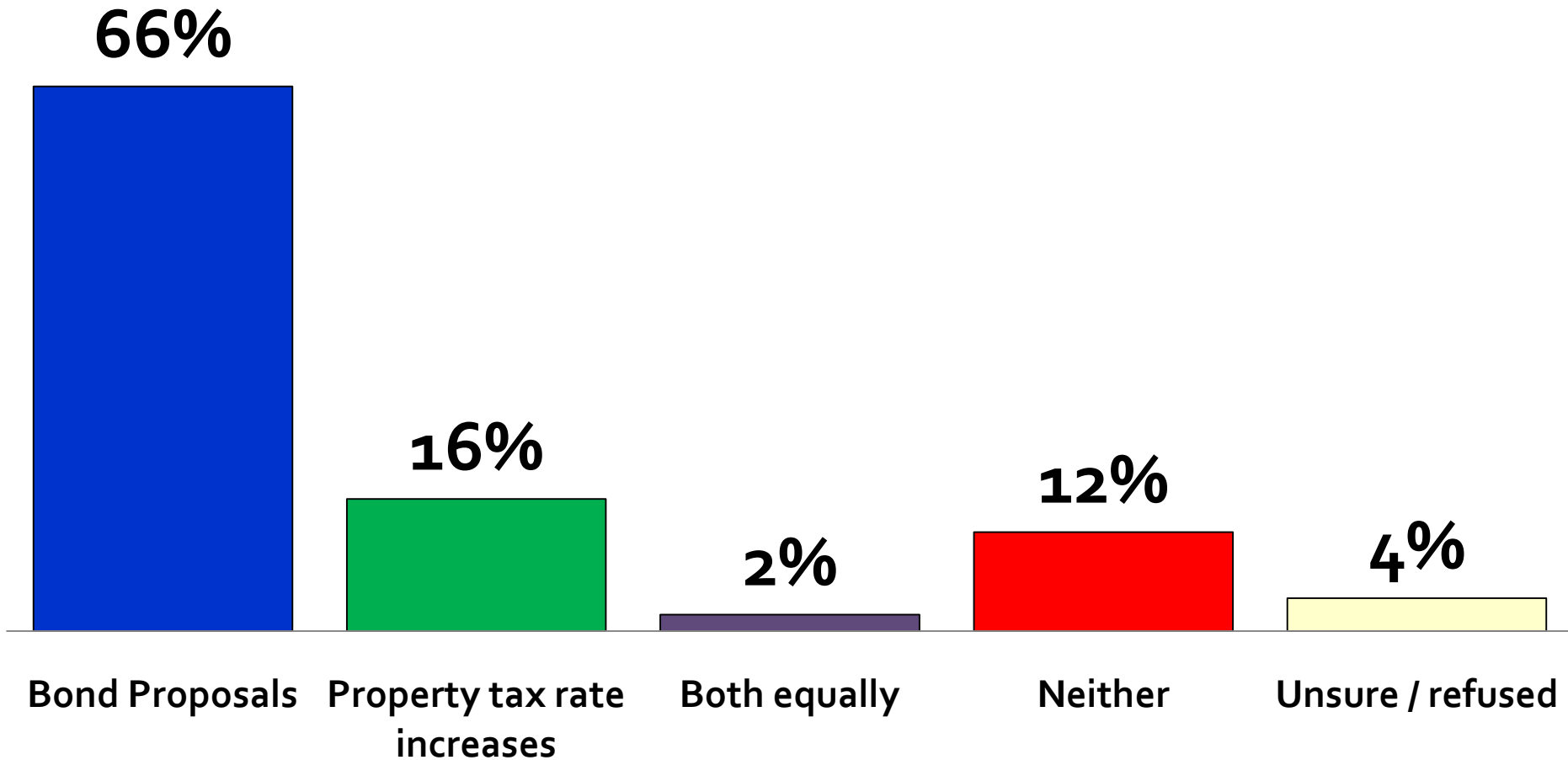
# 13 CENT TAX INCREASE

Q25. State law would allow Birdville ISD to seek a voter approved property tax rate increase of up to an additional 13 cents. Although a rate increase of this size is NOT under consideration, would you vote yes, in favor or no, against, increasing the school property tax rate by 13 cents, adding approximately \$130 per year for the owner of a \$100,000 house, to provide an additional \$10.4 million a year that Birdville ISD could use to pay for increases in operational costs and staff salaries.



# BONDS VS. PROPERTY TAXES

Q26. Having heard about possible bond proposals and tax rate increases, which method of raising additional revenue for the Birdville ISD do you most favor?



# CONCLUSIONS



1

The image of the Birdville ISD and related entities is generally positive among the district's voters and has shown measured improvement over recent years.



2

Large majorities agree that there should be citizens' committees to evaluate the district's facilities plans and make recommendations about future bonds (86%), and that a citizens' committee should oversee the expenditure of all voter approved funds (86%).



3

Voters are increasingly likely to think the BISD manages its money *wisely and effectively* (currently 40%) while 43% say the money is managed *as well as can be expected* and only 7% think the money is managed *wastefully and ineffectively*.

# CONCLUSIONS



4

**Of the four possible bond packages tested, only the \$75 million proposal attains higher voter support than opposition (49% favor / 48% oppose).**



5

**A majority (54%) favors a \$.04 property tax rate increase to provide revenue for reoccurring technology costs. An even larger majority (68%) favors an \$.02 property tax rate increase to pay for teacher salaries.**



6

**With a challenging economic environment, voter support for increased taxes appears limited. The survey results indicate that the BISD could reasonably expect to pass a bond in the range of \$75 millions OR a property tax rate increase in the range of \$.06.**