



Louisville Public Schools Survey Analysis

October 23, 2020

Boyd Jones

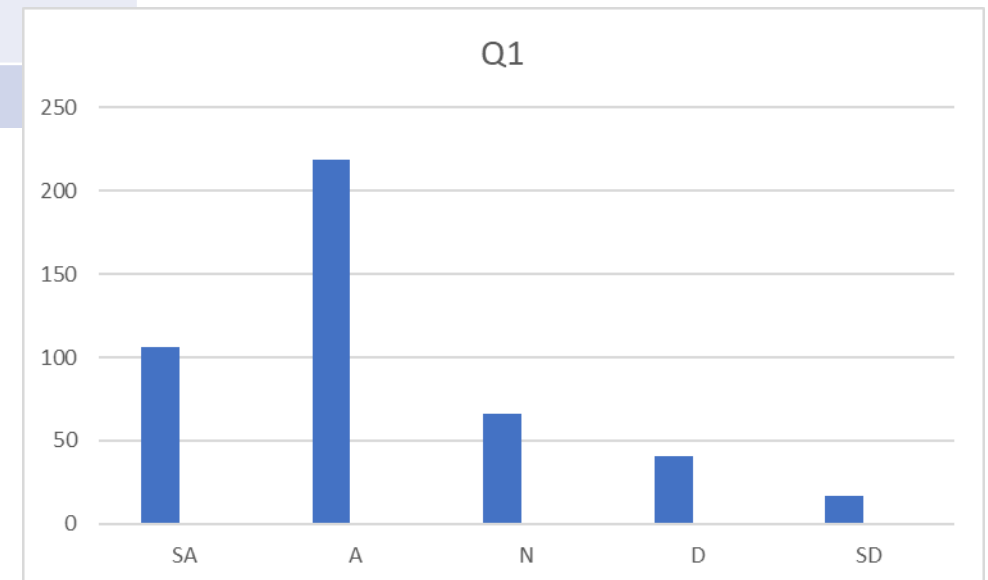


Boyd Jones

Q1: I understood where & how to get factual information about the bond issue.

- Total Responses: 449

| Response | Number of Votes | Percentage of Votes |
|-------------------|-----------------|---------------------|
| Strongly Agree | 106 | 24% |
| Agree | 219 | 49% |
| Neutral | 66 | 15% |
| Disagree | 41 | 9% |
| Strongly Disagree | 17 | 4% |



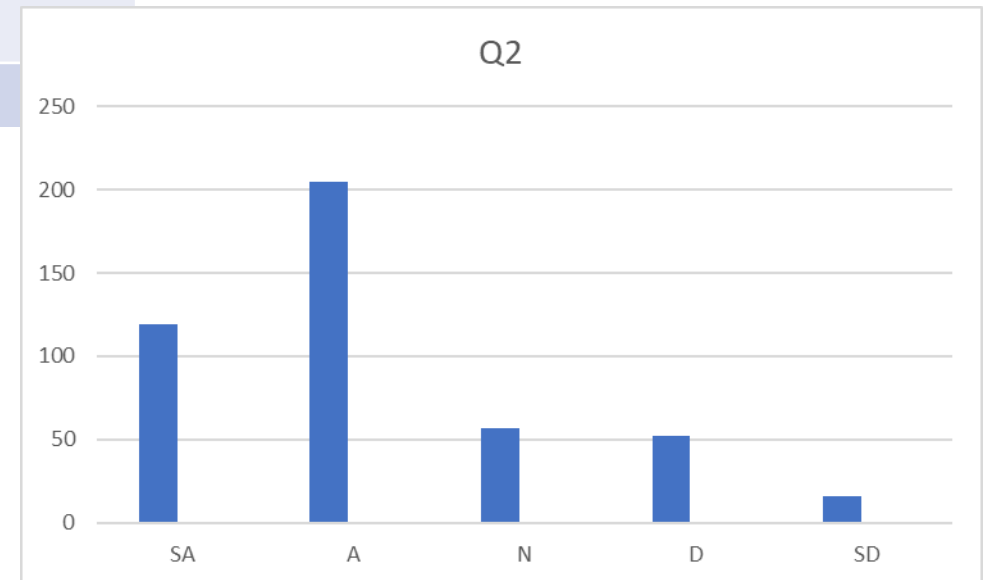


Boyd Jones

Q2: I understood what the scope of work would be for a \$30,000,000 project.

- Total Responses: 449

| Response | Number of Votes | Percentage of Votes |
|-------------------|-----------------|---------------------|
| Strongly Agree | 119 | 27% |
| Agree | 205 | 46% |
| Neutral | 57 | 13% |
| Disagree | 52 | 12% |
| Strongly Disagree | 16 | 4% |



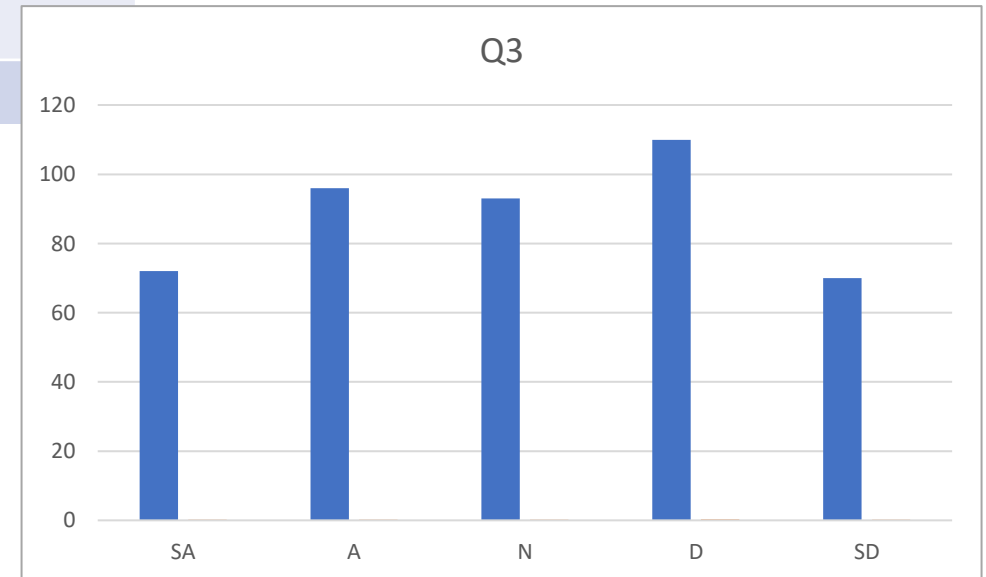


Boyd Jones

Q3: The project scope & budget were appropriate for the needs of LPS.

- Total Responses: 441

| Response | Number of Votes | Percentage of Votes |
|-------------------|-----------------|---------------------|
| Strongly Agree | 72 | 16% |
| Agree | 96 | 22% |
| Neutral | 93 | 21% |
| Disagree | 110 | 25% |
| Strongly Disagree | 70 | 16% |



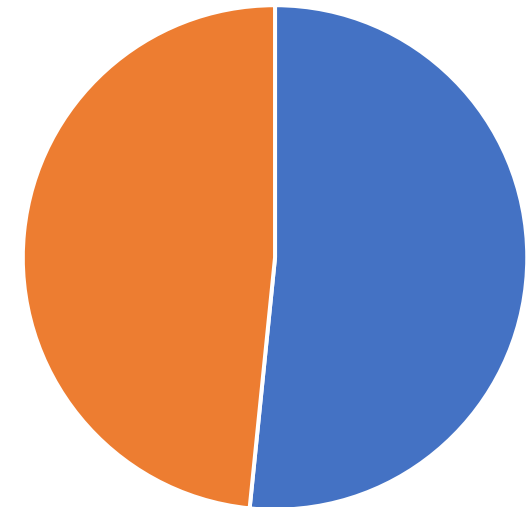


Boyd Jones

Q4: Were you aware that the total tax levy has been reduced each year for the past 4 years?

• Total Responses: 436

| Response | Number of Votes | Percentage of Votes |
|----------|-----------------|---------------------|
| Yes | 225 | 52% |
| No | 211 | 48% |



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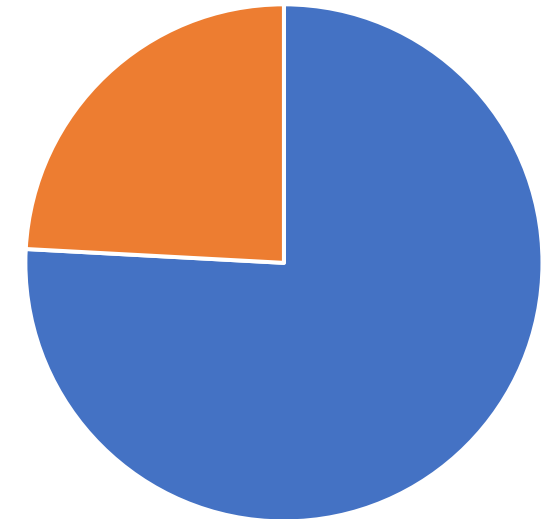


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Q5: Did you know that the tax increase for a home assessed at \$200,000 would be \$26.67/month if this bond issue passed?

• Total Responses: 439

| Response | Number of Votes | Percentage of Votes |
|----------|-----------------|---------------------|
| Yes | 333 | 76% |
| No | 106 | 24% |



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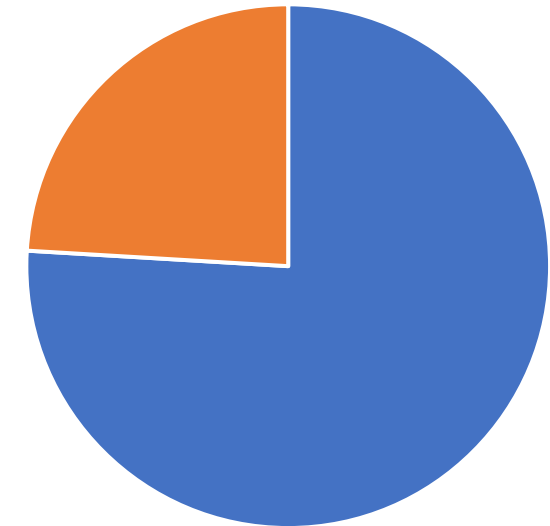


Boyd Jones

Q6: Did you know prior to voting what your tax increase would be if a \$30,000,000 bond passed?

• Total Responses: 449

| Response | Number of Votes | Percentage of Votes |
|----------|-----------------|---------------------|
| Yes | 341 | 76% |
| No | 108 | 24% |

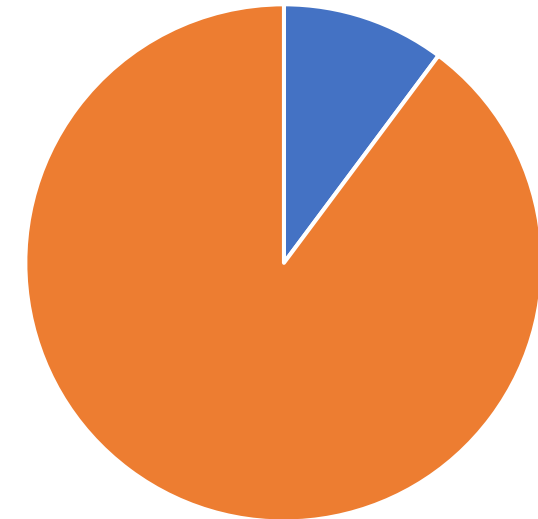


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Q7: Was the impact of COVID-19 a factor in your vote?

- Total Responses: 451

| Response | Number of Votes | Percentage of Votes |
|----------|-----------------|---------------------|
| Yes | 46 | 10% |
| No | 405 | 90% |



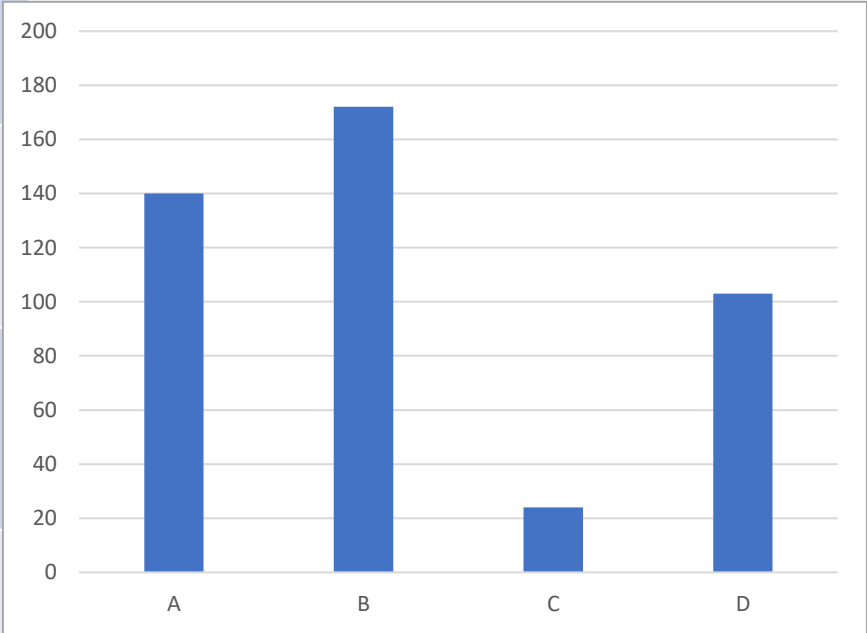
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Q8: In your opinion, which statement best describes how you would like LPS to proceed?

- Total Responses: 439

| Response | Number of Votes | Percentage of Votes |
|--|-----------------|---------------------|
| Develop a bond proposal same as or similar to the one defeated | 140 | 32% |
| Develop a bond proposal smaller in scope & budget | 172 | 39% |
| Develop a bond proposal larger in scope & budget | 24 | 5% |
| Do NOT run a bond issue in the next 3 years | 103 | 23% |





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Q9: If you answered “D” (don’t run a bond proposal) how would you suggest meeting the facility needs of the district?

- **Total Responses: 87**

- 23% of people who responded to Q8 answered D.
- 19.8% of people who responded to Q8 responded to Q9.

- **Most common responses:**

- Budget for the needs
- Be more efficient with what you have
- Limit option enrollment
- Wait to see the impact of COVID-19
- Fundraise/ask for donations
- Wait for tax revenue from new homes and businesses if growth is really coming

Q10: If you voted no, what were the top reasons?

- Total Responses: 72

Q11: What changes to the scope of work would change your vote to yes?

- Total Responses: 87

| Response | Number of Responses | Percentage of Responses |
|--|---------------------|-------------------------|
| Taxes & Cost – Increase in property tax is too large. Cost and scope of project is too large. | 102/75 | 64.2%/47.2% |
| Communication – Didn't receive detailed enough information, channels didn't reach audience (i.e. online vs face to face), retirees/voters without kids don't hear from district | 44 | 27.7% |
| Last bond issue – Projects from the last bond issue were done poorly & can't be used, don't know how money was used, pay off last bond first | 38 | 23.8% |
| Wants vs needs – Scope has too many "wish list" items, project is "gold-plated", district should focus on true needs only | 22 | 13.8% |
| Covid – Impact on education, remote learning, people have lost jobs and face unemployment | 17 | 10.7% |
| New location – Do not keep building on this site, perception that building elsewhere would be more affordable or a better solution | 17 | 10.7% |



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Q12: Demographics – check all that apply to you

- Second highest category is voters who have never had children attend LPS. Many responses from people without kids in the district who felt uninformed; such as retirees who moved to the district after kids were grown or voters who do not have children.
- A number of the voters with school-aged children are not attending LPS – comments from opt out families, home school families, & private school families.

| Response | Number of Responses | Percentage of Responses |
|--|---------------------|-------------------------|
| Have school-aged children | 118 | 25% |
| Have preschool-aged children | 57 | 12% |
| Children attend or graduated from LPS | 189 | 40% |
| Grandchildren attend or graduated from LPS | 88 | 19% |
| I attended LPS | 99 | 21% |
| Never had children attend LPS | 128 | 27% |
| Other | 18 | 4% |

Q13: Sources used to get your information on the bond issue

1. **Mailers – great opportunity!**
 - Also a lot of negative comments on these. Voters want more detailed info about the plan.
2. **Other people – shows the importance of controlling “gossip.”**
 - More one-on-one meetings, coffees, conversations, door-to-door, etc.
3. **Bond issue website, but Facebook isn’t far behind.**
 - Lots of comments about Facebook – ranging from “not everyone is online” to “rude/inappropriate comments on the Facebook page.”

| Response | Number of Responses | Percentage of Responses |
|--|---------------------|-------------------------|
| Town Hall Meetings | 68 | 15% |
| Community Org Meetings | 96 | 21% |
| Friends or Neighbors | 263 | 56% |
| My Children/Students | 42 | 9% |
| Mailings | 270 | 58% |
| Bond Issue Website | 185 | 40% |
| Teachers and Staff | 108 | 23% |
| Radio | 3 | 1% |
| Newspaper | 60 | 13% |
| Local Television | 9 | 2% |
| Facebook | 152 | 32% |
| Other (board members, billboards, signs) | 38 | 8% |



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Q14: Please provide any additional information that would be helpful in understanding the community & school district needs.

- Total Responses: 178

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|--|----|-------|
| Communication / Awareness – Lack of access to information about the bond, not enough detail about the plan, don't understand needs, don't know or hear from district / administration / board | 54 | 30.4% |
| Taxes / Cost – Property tax increase is too large / project is too big, too costly, too fancy for the community | 33 | 18.6% |
| Supportive – Many people complimented the effort, wrote encouraging notes, and said they liked the plan that was developed | 31 | 17.4% |
| Misinformation – Most of these responses asked the district and campaign committee to fight back harder on misinformation | 18 | 10.1% |
| Last bond issue – Voters unhappy about the football field not being usable, thought HVAC would be in last bond, pay off before next bond | 10 | 5.6% |



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Themes to Address

- **Previous Bond Issue**
 - Voters would like the football field to be fixed/usable.
 - There is a lack of understanding of how funds were used in last bond project, desire to have it paid off before another bond project begins.
- **Option Enrollment**
 - Many comments about limiting option enrollment and growth in general.
 - Opportunity to educate community on revenue/benefits of opt-in students.
- **Athletics/Gym Space**
 - Opportunity to educate voters about scheduling needs for gym spaces and how they serve multiple purposes.
 - This is less about winning championships or 'gold plating' and more about giving kids activities and experiences that promote teamwork and health – and not having to schedule at 5am or 11pm.
 - Also look at athletic space as a percentage of the overall project – show that it is a small portion.
- **Increase District Communication**
 - Clarity & consistency from district – many voters do not know who the board and administration are. Some think that the same people have been involved for multiple bond issue projects.
 - A mailed newsletter to district residents, or other type of outreach to bring people closer to the district might be effective.
- **Cost/Taxes**
 - It sounds like a smaller scope of work or phasing plan will be necessary. The team should consider a first phase that focuses on "needs" only.
 - Perhaps fixing issues with previous bond projects, plus the HVAC upgrades, would go a long way to improve relationship with the community, while educating about growth and needs – prepare them for a future phase that includes growth/expansion
- **Bond Campaign Committee & Communication**
 - More community engagement, meetings and conversations, mailers, and signs with more detail about the plan and costs.
 - Have a plan for fighting the opposition. Include a more diverse committee in the planning process.