

# **2019 Mail Survey Results: Executive Summary**

## **Salida School District**



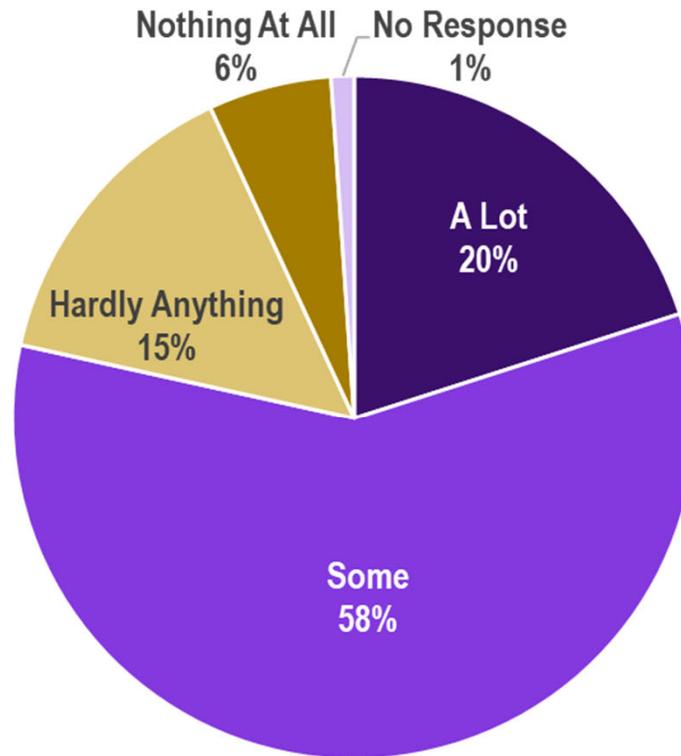
# Summary of Approach

- **Survey mailed to 4,597 registered voter households within Salida School District.**
- **Expected 8-17% response rate.**
- **738 replied as of June 19, 2019, representing a response rate of 16%.**
- **79% of respondents had at least one person in their household who was identified as a likely voter.**
- **Not a scientific poll.**
- **Not a predictor of a ballot measure's likely success or failure.**
- **Provides general undertone of the electorate.**



# Level of Awareness of Annexation Proposal

Before receiving the enclosed information, how much had you read, seen or heard about an annexation question that Salida School District may place on the November 2019 ballot to provide funding for Colorado Mountain College to support quality programming and affordable tuition for workforce training and degree-seeking students, dual-enrollment students, senior students and community education programs for residents of Salida and Poncha Springs?

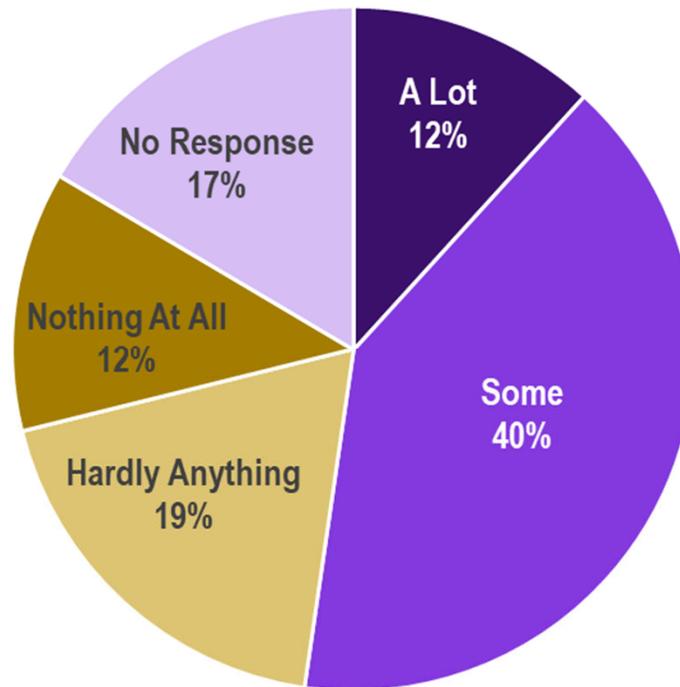


**A Lot + Some = 78%**



# Level of Awareness of Bond Proposal

Before receiving the enclosed information, how much had you read, seen or heard about Salida School District's bond proposal to fund construction of a multi-partner facility and to convert the Kesner Administration Building into instructional space for ninth-grade students?

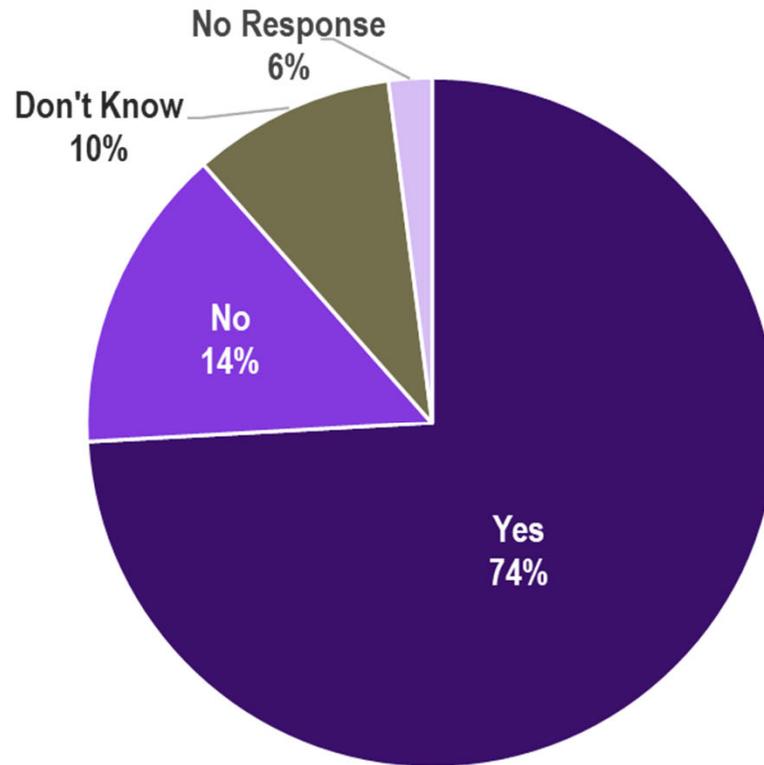


**A Lot + Some = 52%**



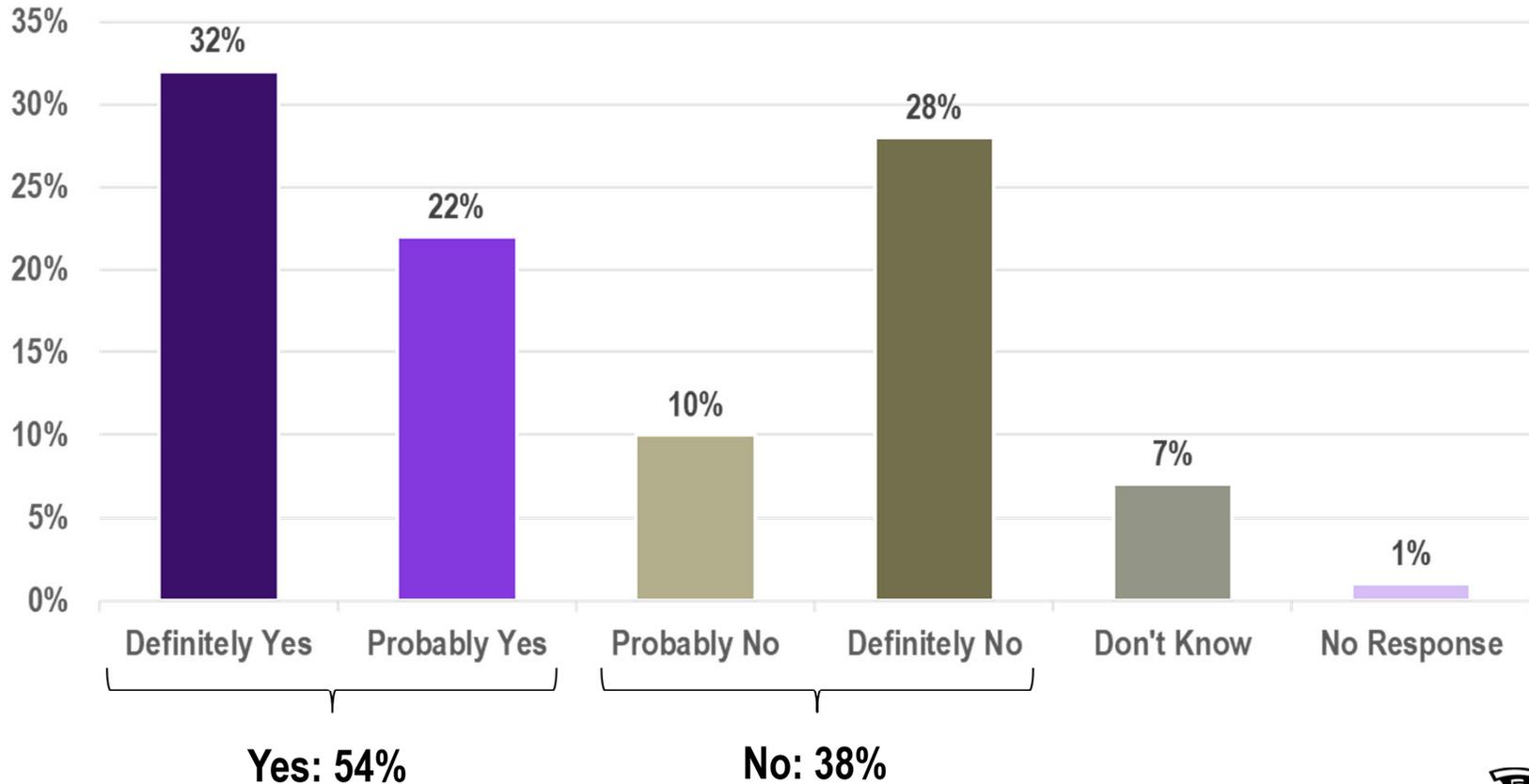
# Benefit from Higher Education Presence?

Do you believe Salida and Poncha Springs would benefit from having a higher education presence, like Colorado Mountain College, in the community?



# Annexation Proposal

If a local election were held today, would you vote “Yes” in favor, or “No” to oppose, the annexation of Salida School District into the Colorado Mountain College tax district, with a mill levy increase of 3.997 mills—representing an estimated tax impact of \$27.84 per year per \$100,000 of a home’s estimated market value as determined by the County Assessor—to support quality programming and affordable tuition for workforce training and degree-seeking students, dual-enrollment students, senior students and community education programs for residents of Salida and Poncha Springs?

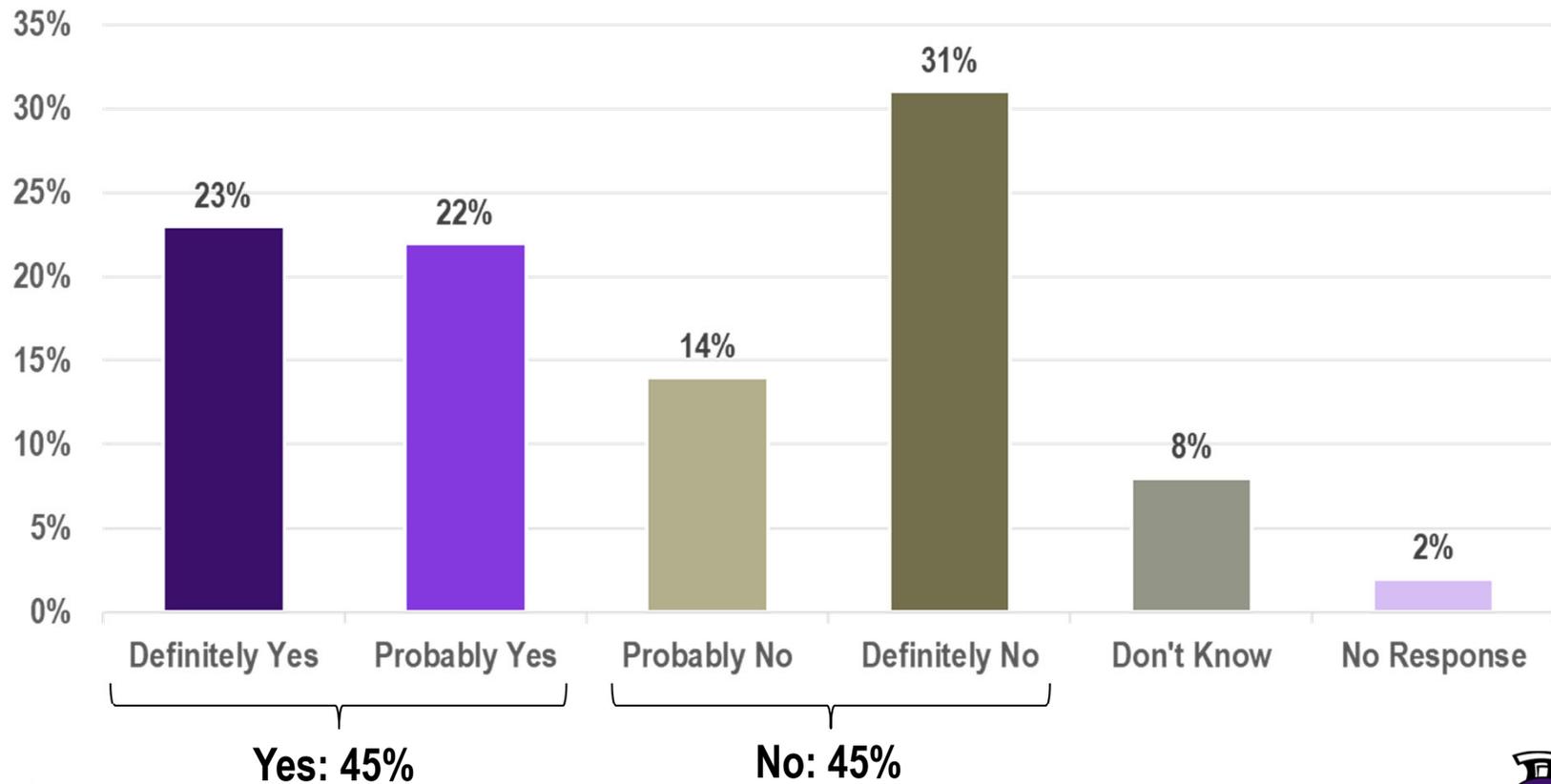


*Percentages may not equal 100% due to rounding.*



# Bond Question

If a local election were held today, would you vote “Yes” in favor, or “No” to oppose, a \$25.1 million bond measure—representing an estimated tax impact of \$43.32 per year per \$100,000 of a home’s estimated market value as determined by the County Assessor—to fund: constructing and equipping a multi-partner facility, including instructional space for Salida School District’s programming, space for the District’s two academies, career and technical education space for trades, digital media, engineering and other programs, space for post-secondary classes, administrative offices and physical education instructional space; and converting the Kesner Administration Building into instructional space to serve ninth-grade students; with any future funds allocated by Colorado Mountain College toward the multi-partner facility to be used to further improve the facility and/or reduce the size of the District’s future bond financing?



*Percentages may not equal 100% due to rounding.*



# Summary of Results/Conclusions

- The percentage breakdown of survey respondents by age is similar to the percentage breakdown projected for voter turnout for the November 2019 election.
- The percentage breakdown by residency is similar to the percentage breakdown of residency for all registered voters in the District.
- Almost 80% of the respondents have at least one person in their household who is likely to vote this fall.
- 56% of respondents gave the District an A or B grade versus 23% who gave the District a grade of C, D or F. Voters who gave the District an A or B grade are more likely to support the funding proposals, especially the annexation. A large percentage (20%) were not familiar enough with the District to provide a letter grade.
- There is strong awareness of the two funding proposals, probably the result of earned media, informational mailers, outreach meetings and related efforts.



## Summary of Results/Conclusions, Cont.

- When asked about parts of the proposed multi-partner facility, respondents placed the greatest priority on classrooms for SSD programming, CTE space and CMC instructional space. A lower priority was placed on physical education space and space for the two academies.
- Arguments in favor of the annexation proposal tested stronger than arguments against this proposal.
- Arguments against the bond proposal tested slightly stronger than arguments in favor of this proposal.
- The strongest argument in favor of the annexation proposal is the opportunity for high school students to earn college credits while still in high school.
- The strongest argument against the annexation proposal is the scope of the proposal, with the district trying to tackle both its own instructional space needs and create space for CMC programming.
- The strongest argument for the bond proposal is that it would solve the District's capacity issues, while also improving its educational offering.



## Summary of Results/Conclusions, Cont.

- Based on the arguments against the bond proposal that were tested, the message that “the District should wait to see if the annexation passes—and determine the amount of funds to be allocated by CMC—before placing a bond measure on the ballot” resonated most with survey respondents.
- There is moderate support for the annexation proposal in its current form, with 54% of respondents indicating they would definitely or probably support the proposal versus 38% who would definitely or probably not support the measure.
  - Support intensity is slightly stronger than opposition intensity:  
32% Definitely Yes versus 28% Definitely No
  - Support is strongest from female voters, voters with a child in the home, voters 18 to 54 years old and district employees
  - Unlikely voters are slightly more supportive of the annexation proposal than likely voters



## Summary of Results/Conclusions, Cont.

- Respondents are split when it comes to support for the bond proposal, with 45% of respondents indicating they would definitely or probably support the proposal versus 45% who would definitely or probably not support the measure.
  - Opposition intensity is stronger than support intensity:  
31% Definitely No versus 23% Definitely Yes
  - Support is strongest from female voters, voters with a child in the home, voters 18 to 54 years old and district employees
  - Unlikely voters are more supportive of the bond proposal than likely voters.

