



GREENVILLE ISD SURVEY

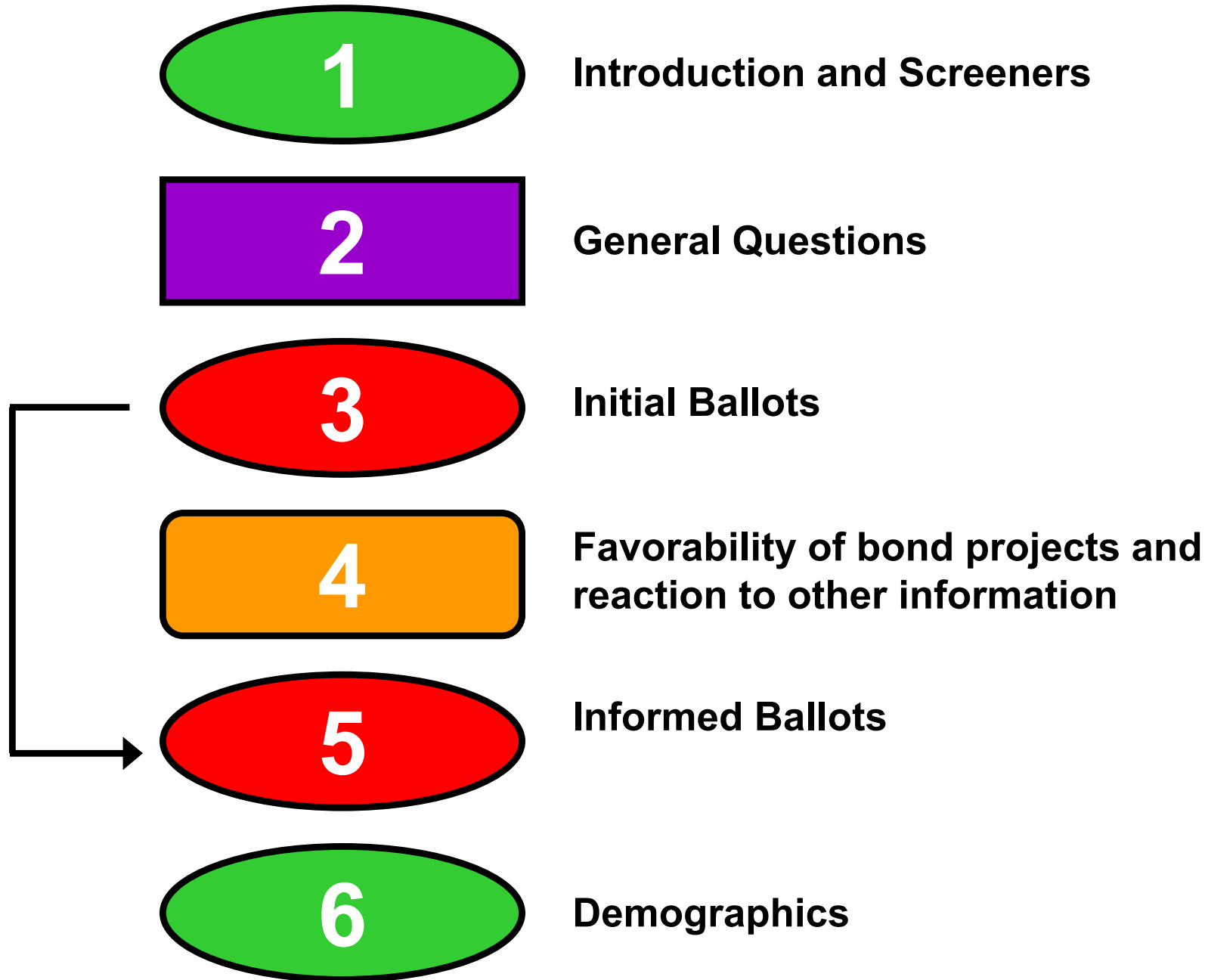
December 12 - 30, 2021

N = 300 respondents

margin of error: $\pm 5.7\%$

Interviews were collected via telephone and internet. Telephone interviews were collected by dialing a list of registered voters in Greenville ISD. Internet interviews were collected by mailing a survey invitation to a random selection of voter households, which contained a QR code and a link for accessing the online survey. The survey was offered in English and Spanish.

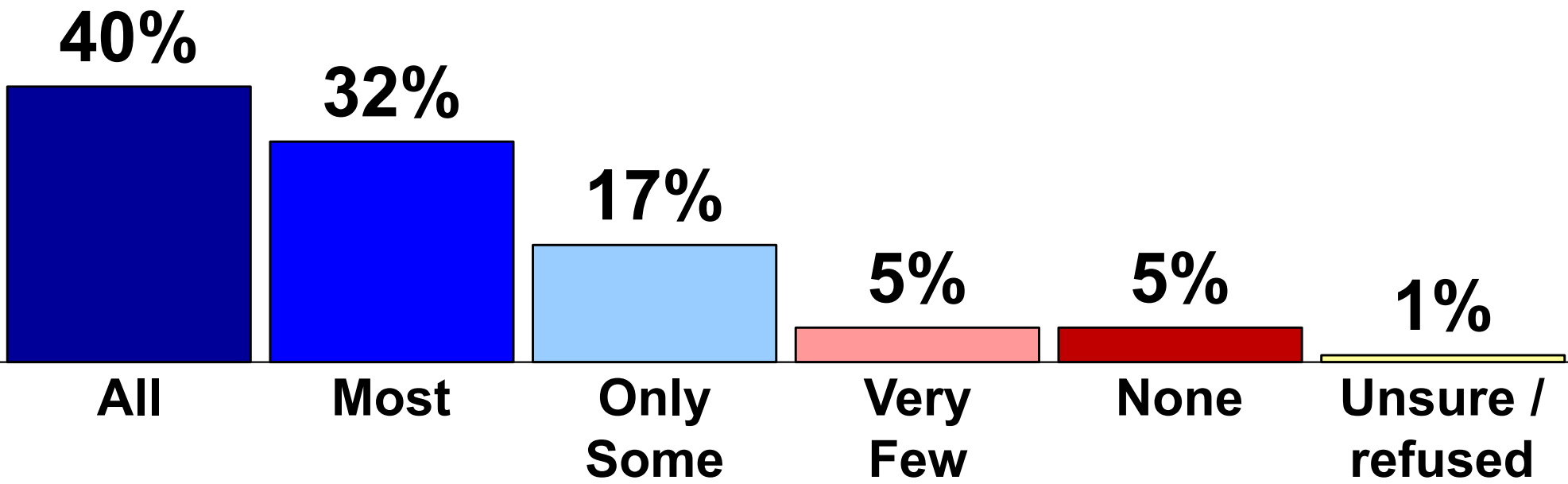
QUESTIONNAIRE FORMAT



COMPARISON of VOTER FILE to RESPONDENTS

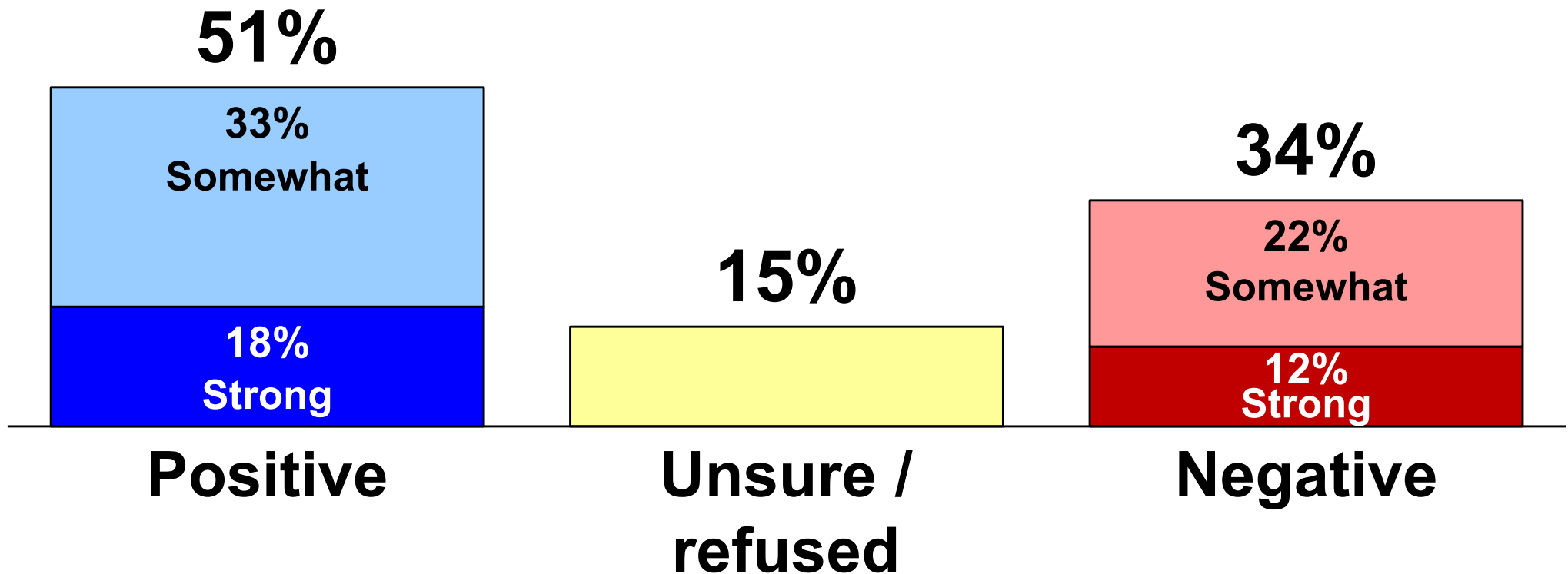
	18-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65+ years
All registered voters	27%	15%	14%	18%	26%
Nov 2020	19%	13%	15%	21%	32%
Nov 2018	15%	11%	14%	22%	39%
Nov 2019	6%	6%	10%	23%	55%
Nov 2021	8%	7%	10%	23%	51%
Survey N=300	12%	11%	13%	22%	41%

Q2. 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, taxes and local development projects?



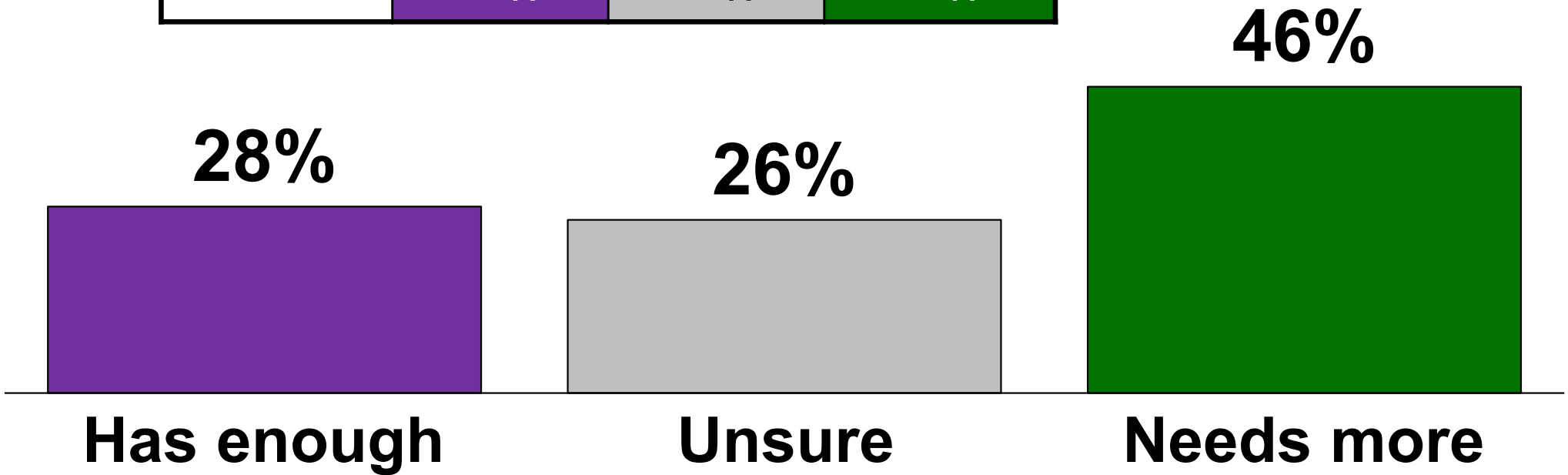
Q1. Do you have a positive or negative impression of the Greenville Independent School District?

	Positive	Unsure	Negative
Parent	74%	0%	28%
Non-Parent	45%	19%	36%



Q13. Do you think the district needs more schools and classrooms (**Ver X**: for its current enrollment / **Ver Y**: to accommodate growth over the next five years), or do you think it has enough?

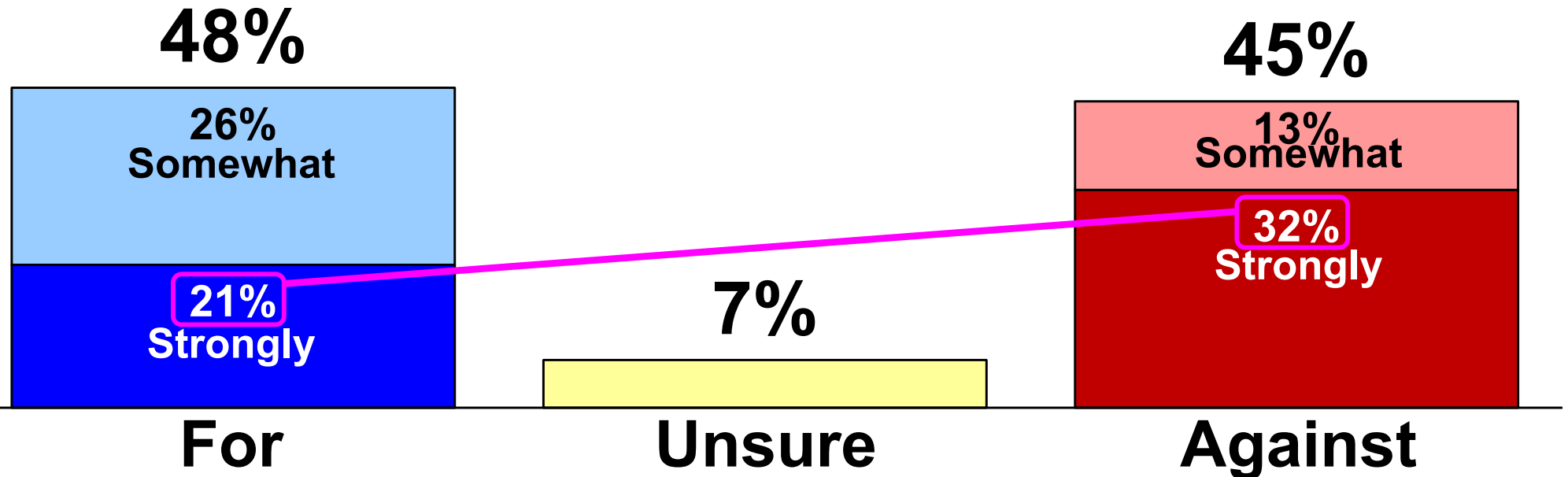
	Has enough	Unsure	Needs more
Ver X	30%	31%	39% (+9% current)
Ver Y	27%	20%	53% (+26% future)
Parents	32%	7%	61%
Non-Par	28%	31%	41%



INITIAL BALLOT ON \$130M

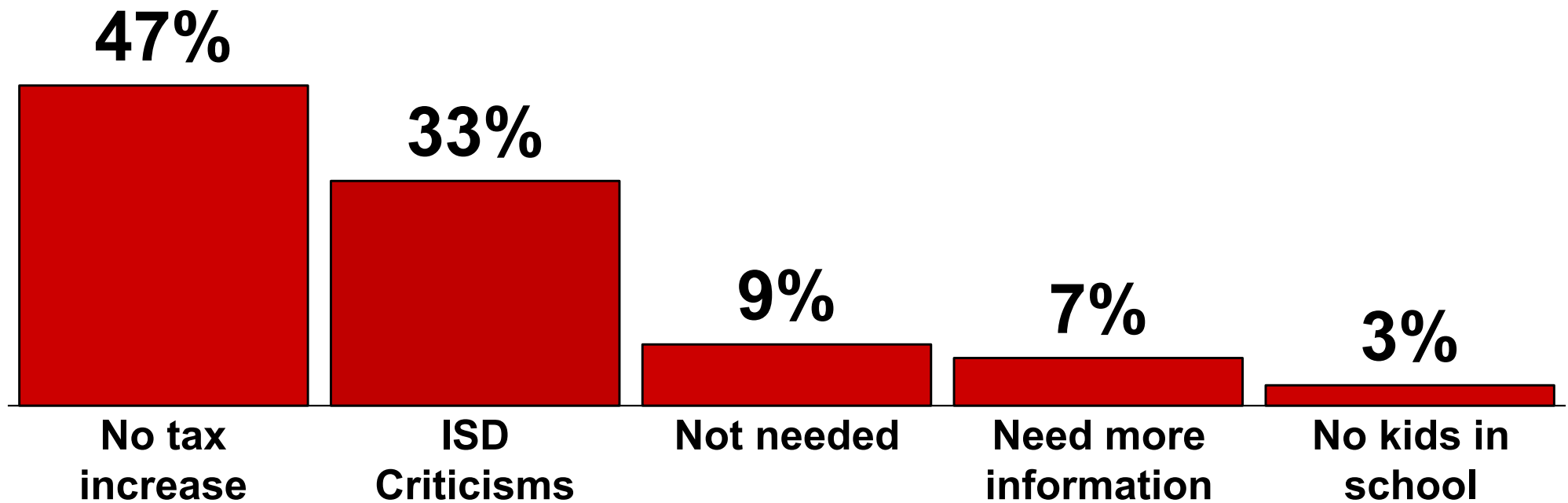
Q3. Greenville ISD is considering calling a bond election for May 2022. If the election were held today, would you vote for or against the issuance of \$130 million in bonds to construct, renovate and equip school buildings, purchase land for future sites, and the imposition of a property tax increase sufficient to pay for the bonds?

Strong For	Strong Agn		Total For	Total Agn
25%	42%	Votes all	42%	52%
13%	28%	Votes most	45%	48%
26%	22%	Votes some-	58%	33%
35%	16%	Parents	73%	23%
18%	36%	Non-Parents	41%	51%



Q4. And in your own words please (tell me / describe) why you would vote against this bond proposal.

Percentages among those asked

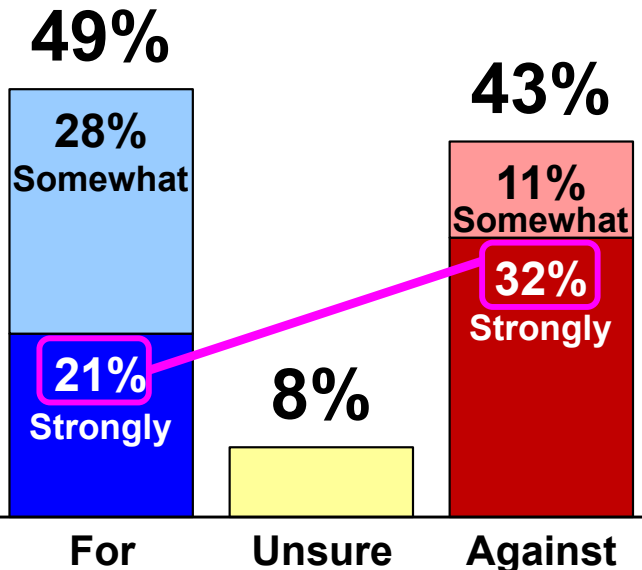


INITIAL BALLOTS FOR GENERAL BOND

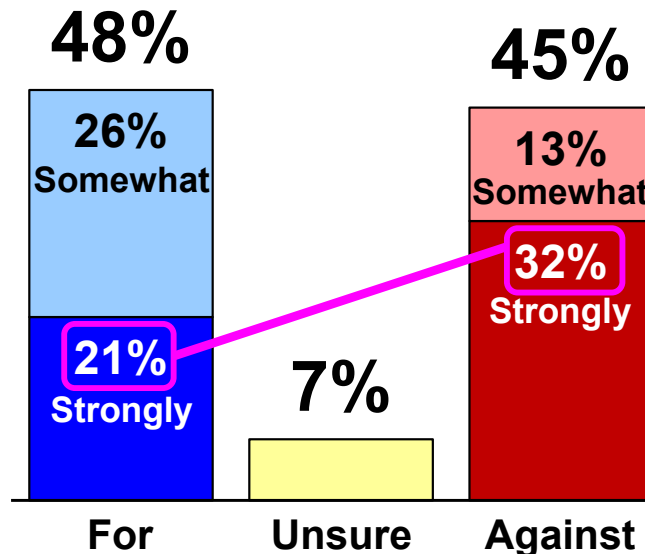
Asked among those not in favor of \$130 million.

\$98 million (Q6)

The chart below is a combination of those in favor of \$130M and those who were asked about \$98M



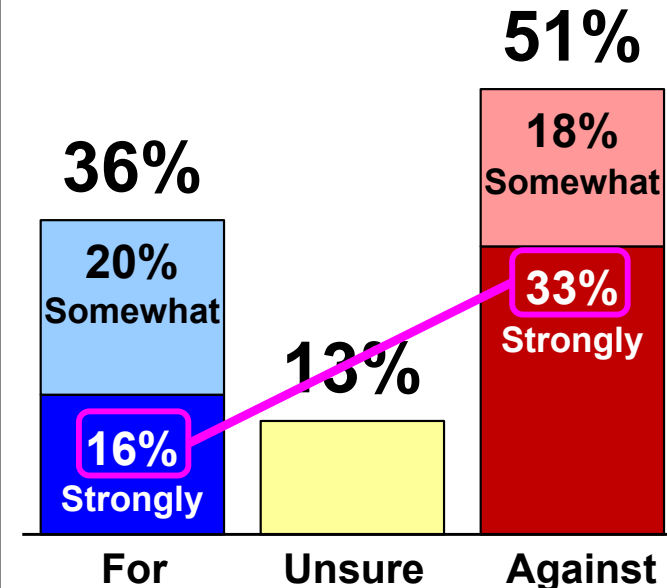
\$130 million (Q3)



Asked among those in favor of \$130 million.

\$163 million (Q5)

The chart below is a combination of those against \$130M and those who were asked about \$163M



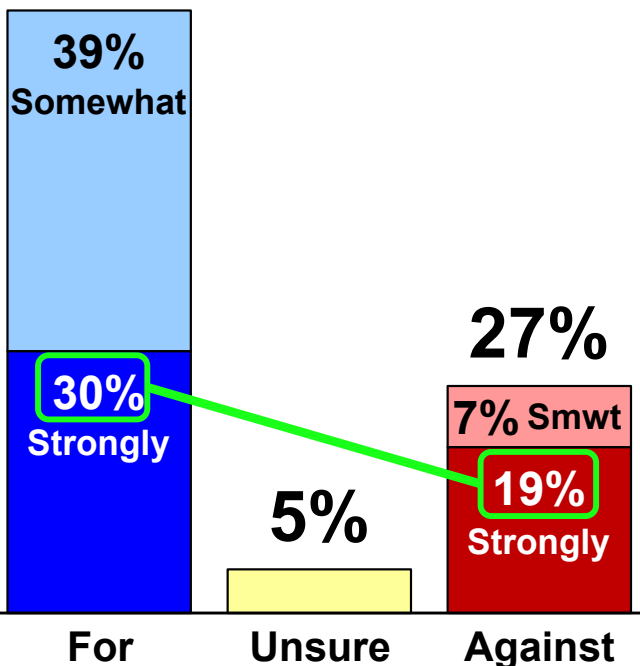
BOND AMOUNTS WITH TAX IMPACTS

\$98 million with no increase in the property tax rate (Q9)

Was only asked among not in favor of \$130 million. The chart below is a combination of Q9 and those in favor of \$130M.

+20% after
tax impact

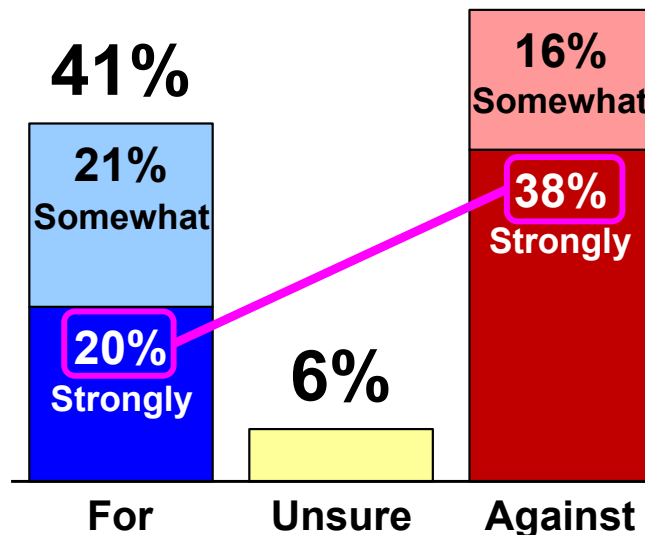
69%



\$130 million which would increase property taxes by (Ver X: \$50 per year / Ver Y: \$4.17 per month) for every 100K taxable property value (Q7)

+9% after
tax impact

54%

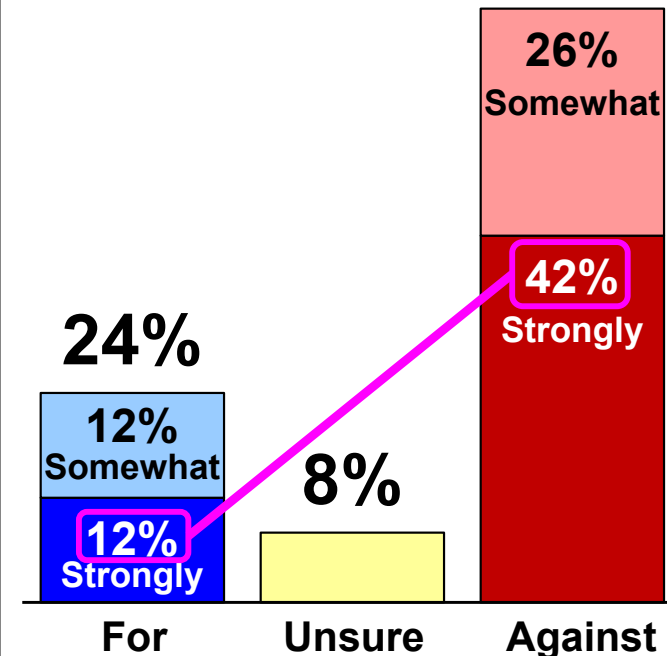


\$163 million which would increase property taxes by (Ver X: \$100 per year / Ver Y: \$8.33 per month) for every 100K taxable property value (Q8)

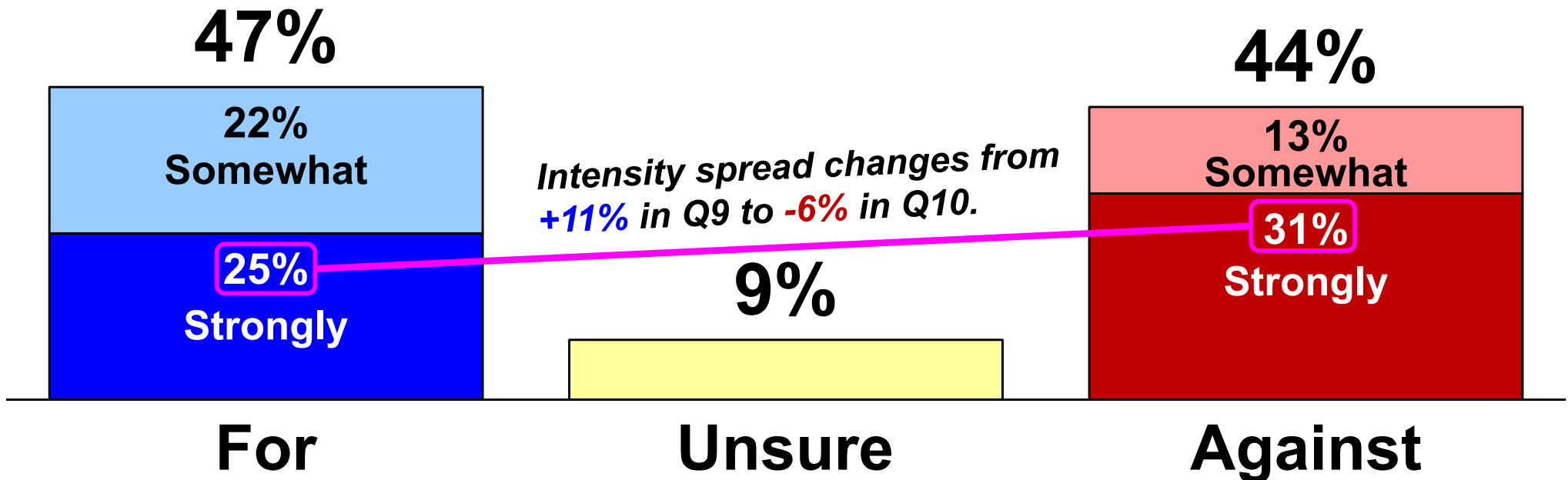
Was only asked among those in favor of \$130 million. The chart below is a combination of Q8 and those not in favor of \$130M.

+17% after
tax impact

68%



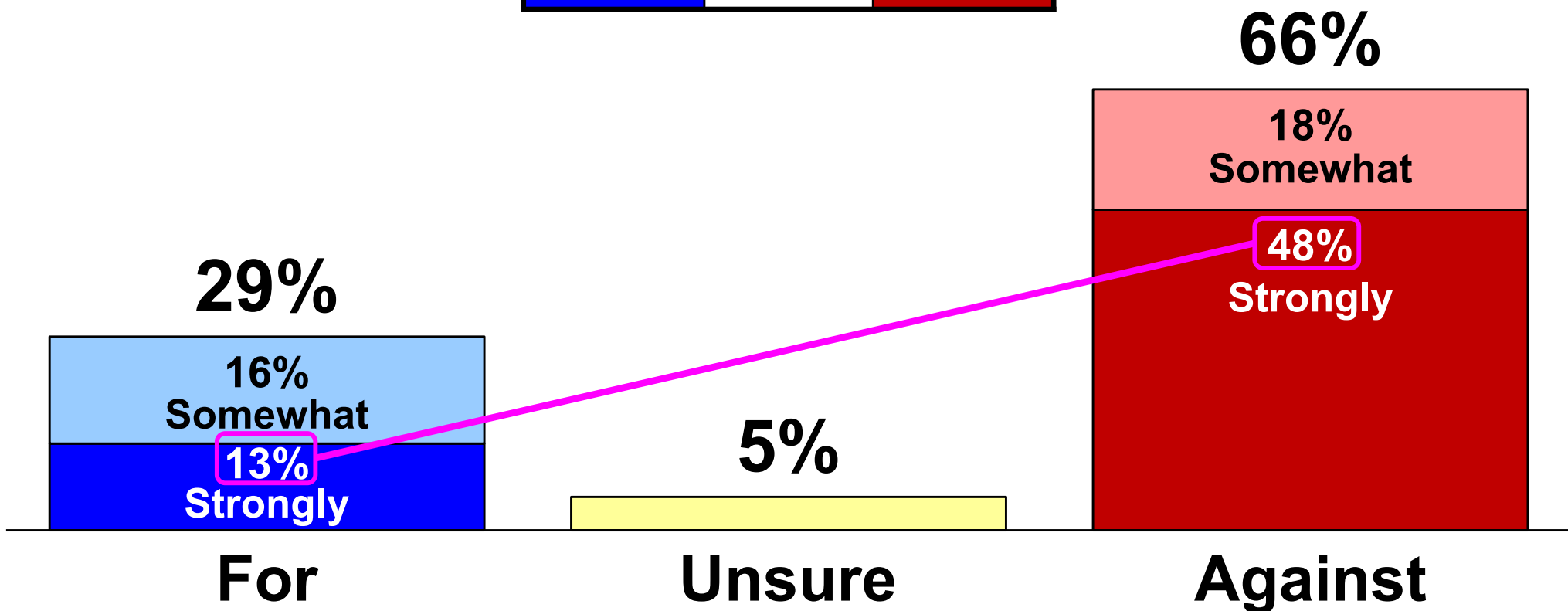
Q10. State law now requires the official ballot language for all school bonds to state the bonds will be a property tax increase, even if bonds will not increase the property tax rate. If you were told that a bond of \$98 million would not increase the property tax rate, would you vote for or against it if the ballot language indicated it was a property tax increase?



INITIAL BALLOT ON \$5M ATHLETIC FACILITIES BOND

Q11. Would you vote for or against the issuance of \$5 million in bonds for renovations and improvements to athletic facilities (**Ver Y:** such as a new scoreboard, expansions to the press box and new turf for baseball and softball fields) and the imposition of a property tax increase sufficient to pay for the bonds?

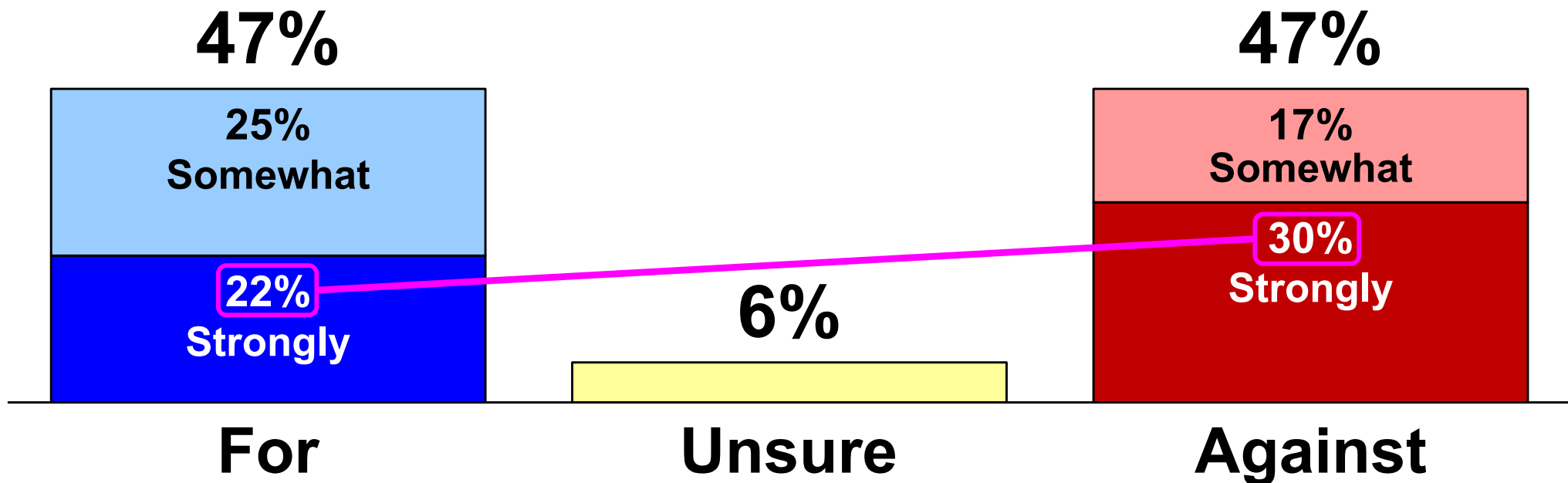
For		Against
30%	Ver X	66%
27%	Ver Y	67%



INITIAL BALLOT ON \$4.5M AG BOND

Q12. Would you vote for or against the issuance of \$4.5 million in bonds for the construction of an (**Ver X: Ag Barn / Ver Y: Agricultural Sciences facility**) and the imposition of a property tax increase sufficient to pay for the bonds?

For		Against
46%	Ver X	47%
48%	Ver Y	47%



PROJECTS AND ELEMENTS - I

		Total Favor	Total Oppose	Unsure / Refused
Q19	The bond could allow for maintenance and repair of aging school buildings such as updates to roofing, drainage, plumbing, HVAC, safety and security features, and technology infrastructure.	73%	25%	2%
Q16	The middle school is currently over its functional capacity. This bond could allow for construction of a second middle school (Ver A: to meet the needs of the growing student enrollment / Ver B: to keep schools from being overcrowded).	67%	30%	4%
Q18	L.P. Waters Early Childhood Center is over 70 years old and needs significant repairs including redoing most of the foundation. Rather than spend tens of millions of dollars on this old building, the bond could allow for building a replacement school to address these deficiencies, increase student safety, and also provide a school with more modern learning spaces and a longer life span.	67%	28%	4%
Q20	District buses transport over eleven hundred students to school each day. The bond could allow for improvements to the transportation facility to accommodate the growing fleet and adding a new space for driver training.	67%	30%	3%
Q21	This district does not currently have an (Ver X: Ag Barn / Ver Y: Agricultural Sciences facility), which means students who live in the city limits cannot participate because they cannot care for these animals at home. The bond could allow for construction of an Ag Barn to give all students access to this program.	67%	29%	3%

PROJECTS AND ELEMENTS - II

		Total Favor	Total Oppose	Unsure / Refused
Q14	The district has grown by over 500 students (Ver A: over the last seven years / Ver B: since the last bond), and growth will continue as 3,500 new homes are expected to be built over the next two years alone. This bond will help the district accommodate growth.	64%	32%	4%
Q17	This bond could allow for the purchase of land for schools the district will need to build in the future, so the district will be prepared when they are needed.	58%	39%	3%
Q15	Without a bond the district will need to purchase portables to accommodate growth, which is not a cost-effective long-term solution. This bond will reduce the reliance on portables.	57%	39%	5%
Q23	The bond could allow for adding (Ver A: artificial / Ver B: synthetic) turf to baseball and softball fields which can allow for more playing after rain, save millions of gallons of water, and improve safety.	46%	49%	5%
Q22	The bond could allow for improvements to athletic facilities such as replacing the decades-old score board at TA Cotton Ford Stadium with a (Ver A: modern / Ver B: state-of-the-art) score board and expanding the undersized press box for more adequate space for play calling by both teams.	35%	61%	4%

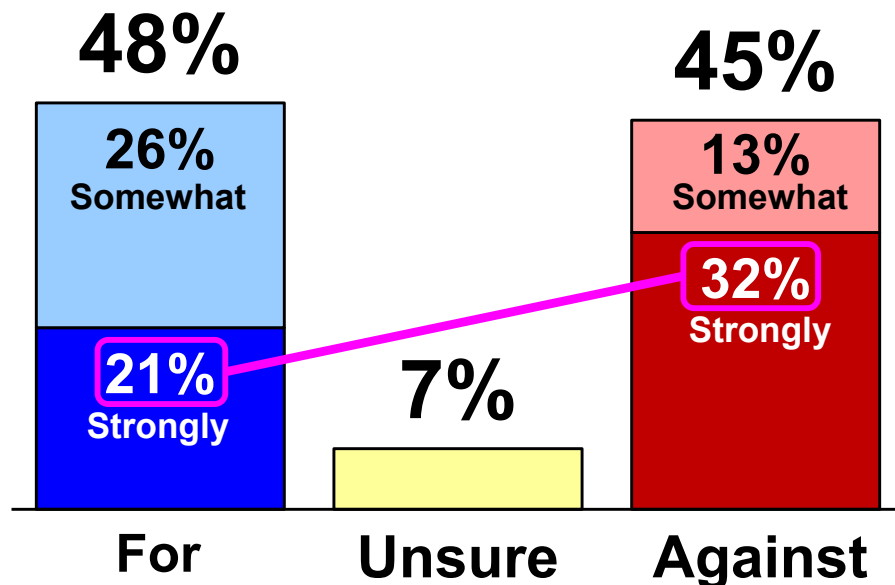
ADDITIONAL INFORMATION

		Total Favor	Total Oppose	Unsure / Refused
Q26	No matter what amount of bonds are passed, they will NOT increase tax rates for senior citizens, since their property tax rates are frozen.	68%	27%	5%
Q24	A diverse citizen steering committee of community leaders, district employees and parents helped to study and prioritize the district's needs, and this bond proposal will include their recommendations.	63%	29%	8%
Q25	Because of rising land prices and construction costs, this bond will save taxpayers money because it is less expensive to address needs now than to wait and do it a few years from now.	60%	36%	4%
Q27	Voters approved a bond for \$72.3 million seven years ago that is still being paid off, and this bond will increase local debt that will take at least another 25 to 30 years to pay off.	35%	58%	6%

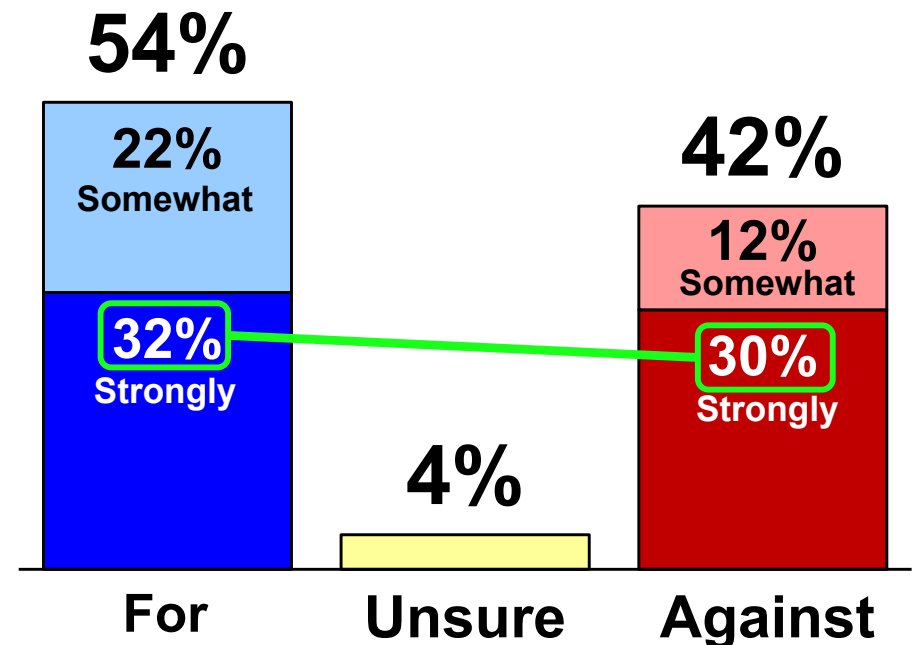
INFORMED BALLOT ON \$130 MILLION

Q28. The district has identified over \$163 million in needs. The more bonds that are issued will allow more of the needs to be met. Having (heard / learned) more about it, if the election were held today, would you vote for or against the issuance of \$130 million in bonds to construct, renovate and equip school buildings, purchase land for future sites, and the imposition of a property tax increase sufficient to pay for the bonds?

Initial Ballot



Informed Ballot



INFORMED BALLOT ON \$130 MILLION

Q28. The district has identified over \$163 million in needs. The more bonds that are issued will allow more of the needs to be met. Having (heard / learned) more about it, if the election were held today, would you vote for or against the issuance of \$130 million in bonds to construct, renovate and equip school buildings, purchase land for future sites, and the imposition of a property tax increase sufficient to pay for the bonds?

Initial Ballot (Q3)

Strong For	Strong Agn		Total For	Total Agn
25%	42%	Votes all	42%	52%
13%	28%	Votes most	45%	48%
26%	22%	Votes some-	58%	33%
35%	16%	Parents	73%	23%
18%	36%	Non-Parents	41%	51%

Informed Ballot (Q28)

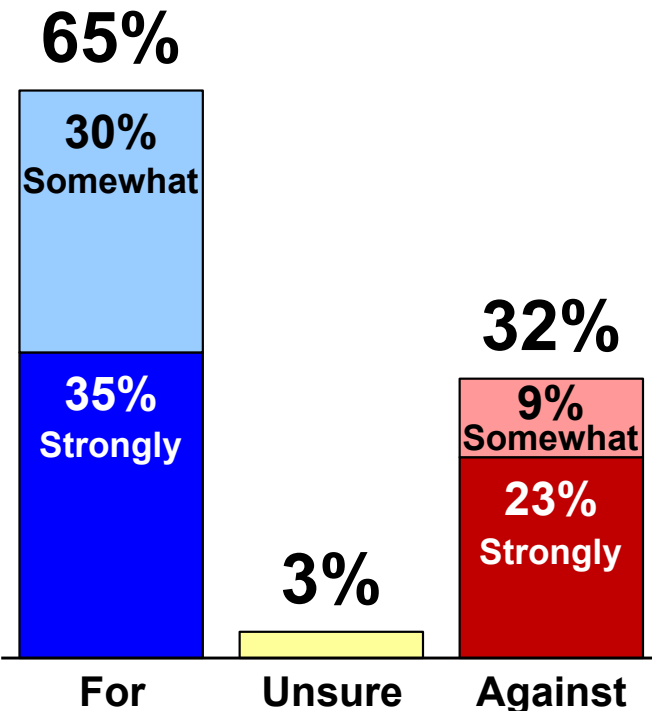
Strong For	Strong Agn		Total For	Total Agn
31%	41%	Votes all	45%	52%
25%	27%	Votes most	54%	43%
41%	20%	Votes some-	66%	27%
51%	13%	Parents	81%	17%
27%	35%	Non-Parents	46%	49%

INFORMED BALLOTS

Asked among those not in favor of \$130 million.

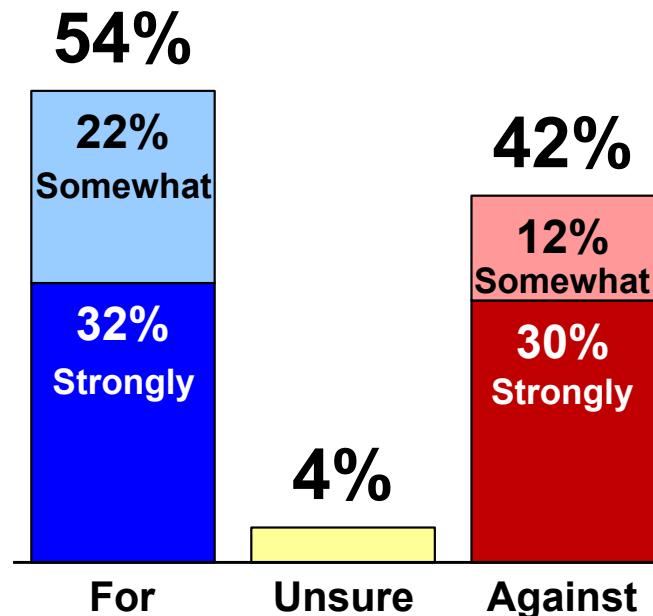
\$98 million (Q30)

The chart below is a combination of those in favor of \$130M and those who were asked about \$98M



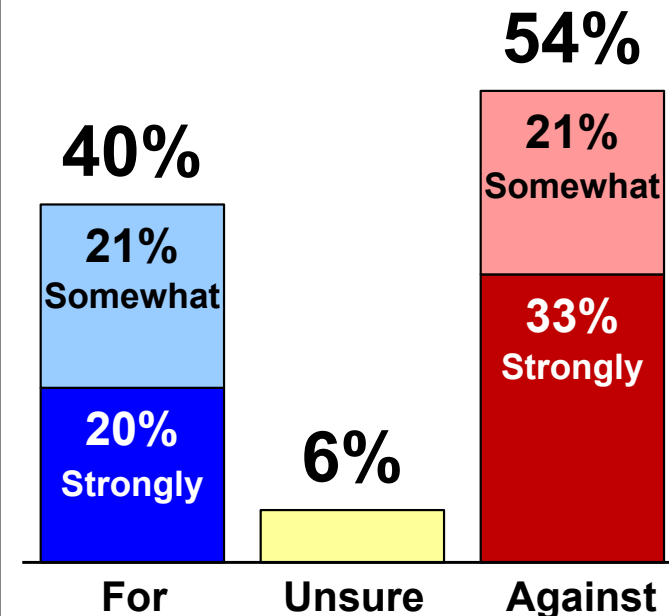
Asked among those in favor of \$130 million.

\$130 million (Q28)



\$163 million (Q29)

The chart below is a combination of those against \$130M and those who were asked about \$163M



INFORMED BALLOTS

\$98 million (Q30)

Strg For	Strg Agn		Total For	Total Agn
33%	34%	Votes all	53%	44%
28%	21%	Votes most	66%	31%
45%	10%	Votes some-	79%	17%
54%	10%	Par.	88%	12%
30%	27%	Non-Par.	59%	38%

\$130 million (Q28)

Strg For	Strg Agn		Total For	Total Agn
31%	41%	Votes all	45%	52%
25%	27%	Votes most	54%	43%
41%	20%	Votes some-	66%	27%
51%	13%	Par.	81%	17%
27%	35%	Non-Par.	46%	49%

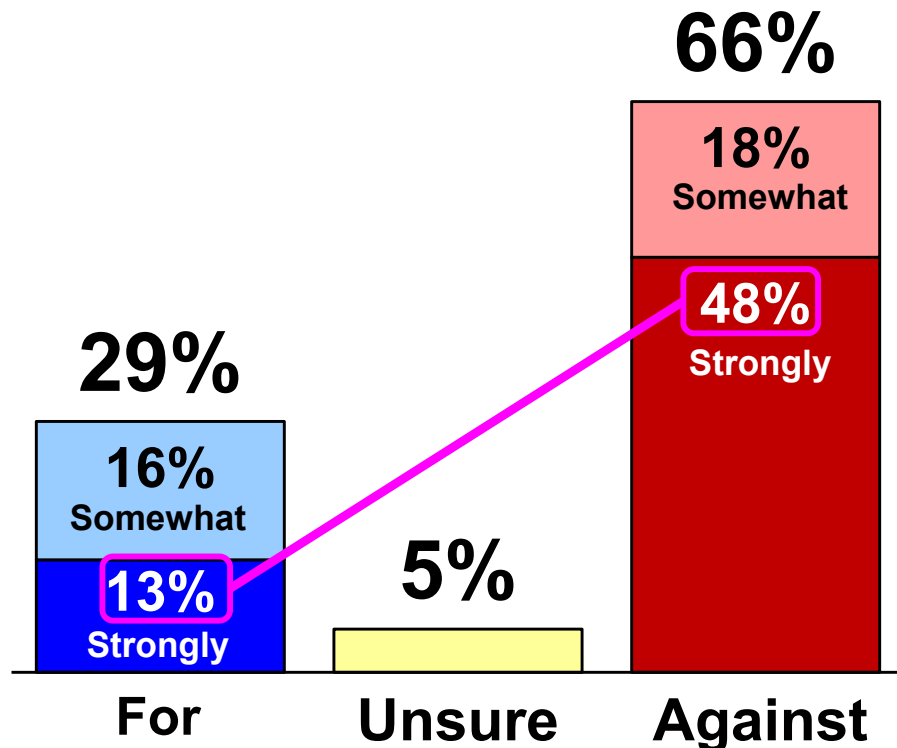
\$163 million (Q29)

Strg For	Strg Agn		Total For	Total Agn
22%	45%	Votes all	35%	61%
15%	28%	Votes most	37%	57%
22%	22%	Votes some-	51%	38%
26%	16%	Par.	65%	32%
18%	38%	Non-Par.	34%	59%

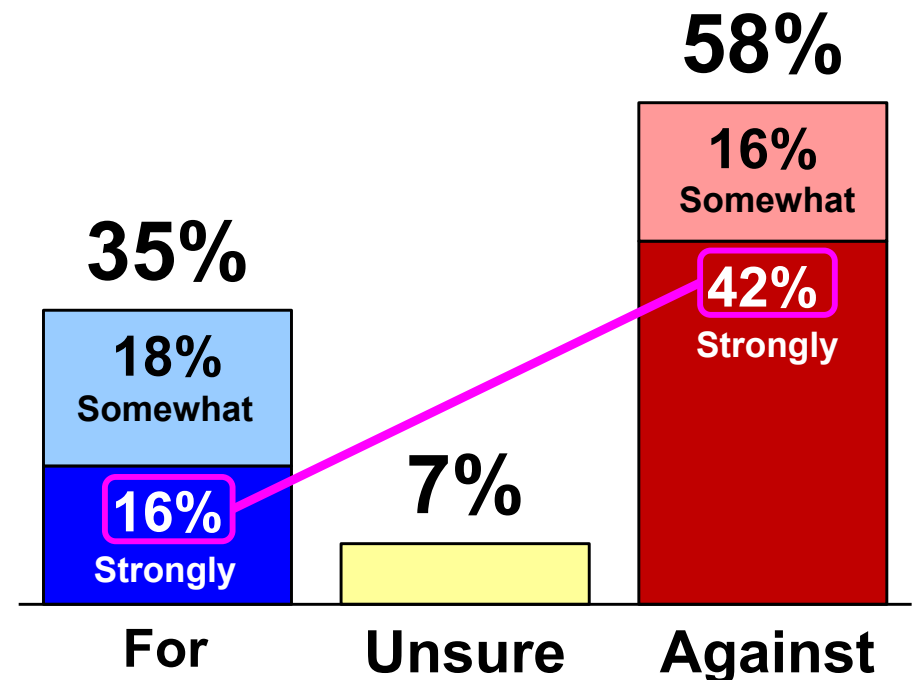
INFORMED BALLOT ON \$5M ATHLETIC FACILITIES

Q31. And having (heard / learned) more about it, would you vote for or against the issuance of \$5 million in bonds for renovations and improvements to athletic facilities (**Ver Y:** such as a new scoreboard, expansions to the press box and new turf for baseball and softball fields) and the imposition of a property tax increase sufficient to pay for the bonds?

Initial Ballot (Q11)



Informed Ballot (Q31)



INFORMED BALLOT ON \$5M ATHLETIC FACILITIES

Q31. And having (heard / learned) more about it, would you vote for or against the issuance of \$5 million in bonds for renovations and improvements to athletic facilities (**Ver Y:** such as a new scoreboard, expansions to the press box and new turf for baseball and softball fields) and the imposition of a property tax increase sufficient to pay for the bonds?

Initial Ballot (Q11)

Strong For	Strong Agn		Total For	Total Agn
15%	60%	Votes all	23%	75%
8%	42%	Votes most	31%	64%
15%	38%	Votes some-	35%	57%
20%	36%	Parents	48%	51%
11%	51%	Non-Parents	24%	71%

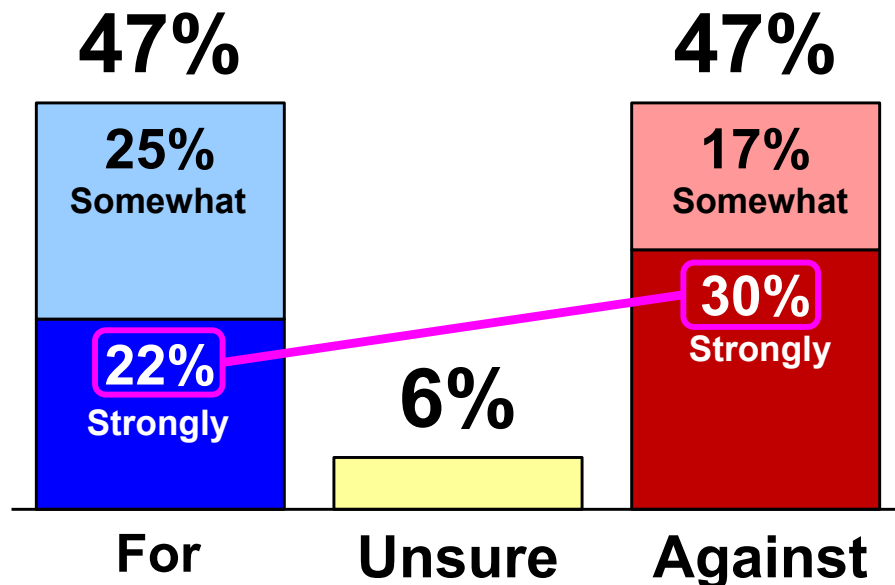
Informed Ballot (Q31)

Strong For	Strong Agn		Total For	Total Agn
17%	55%	Votes all	28%	69%
13%	38%	Votes most	32%	55%
20%	27%	Votes some-	48%	46%
23%	29%	Parents	45%	46%
15%	45%	Non-Parents	32%	61%

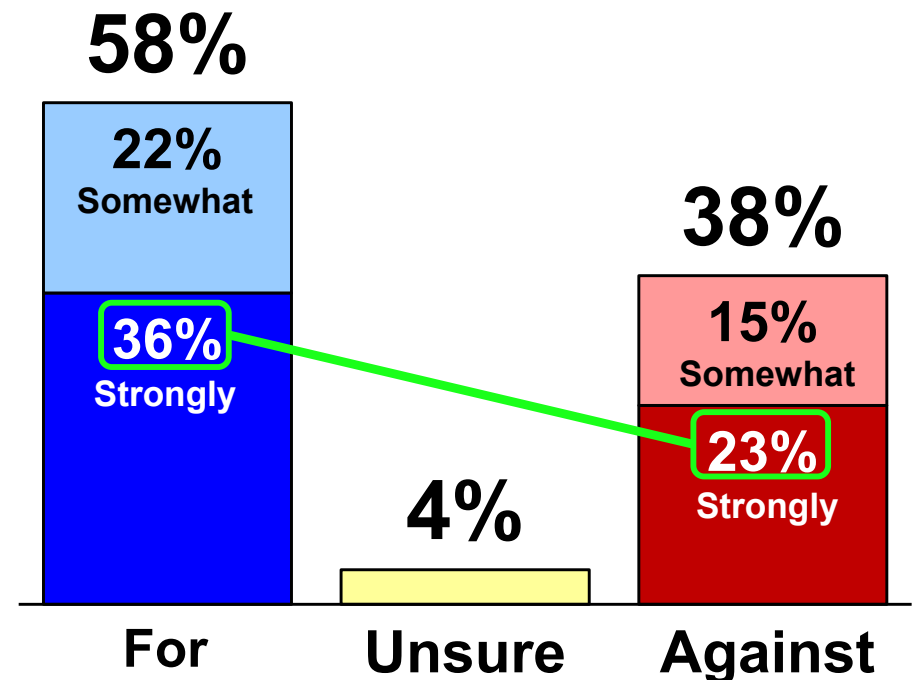
INFORMED BALLOT ON \$4.5M AG BARN

Q32. And having (heard / learned) more about it, would you vote for or against the issuance of \$4.5 million in bonds for the construction of an (**Ver X: Ag Barn / Ver Y: Agricultural Sciences facility**) and the imposition of a property tax increase sufficient to pay for the bonds?

Initial Ballot (Q12)



Informed Ballot (Q32)



INFORMED BALLOT ON \$4.5M AG BARN

Q32. And having (heard / learned) more about it, would you vote for or against the issuance of \$4.5 million in bonds for the construction of an (**Ver X: Ag Barn / Ver Y: Agricultural Sciences facility**) and the imposition of a property tax increase sufficient to pay for the bonds?

Initial Ballot (Q12)

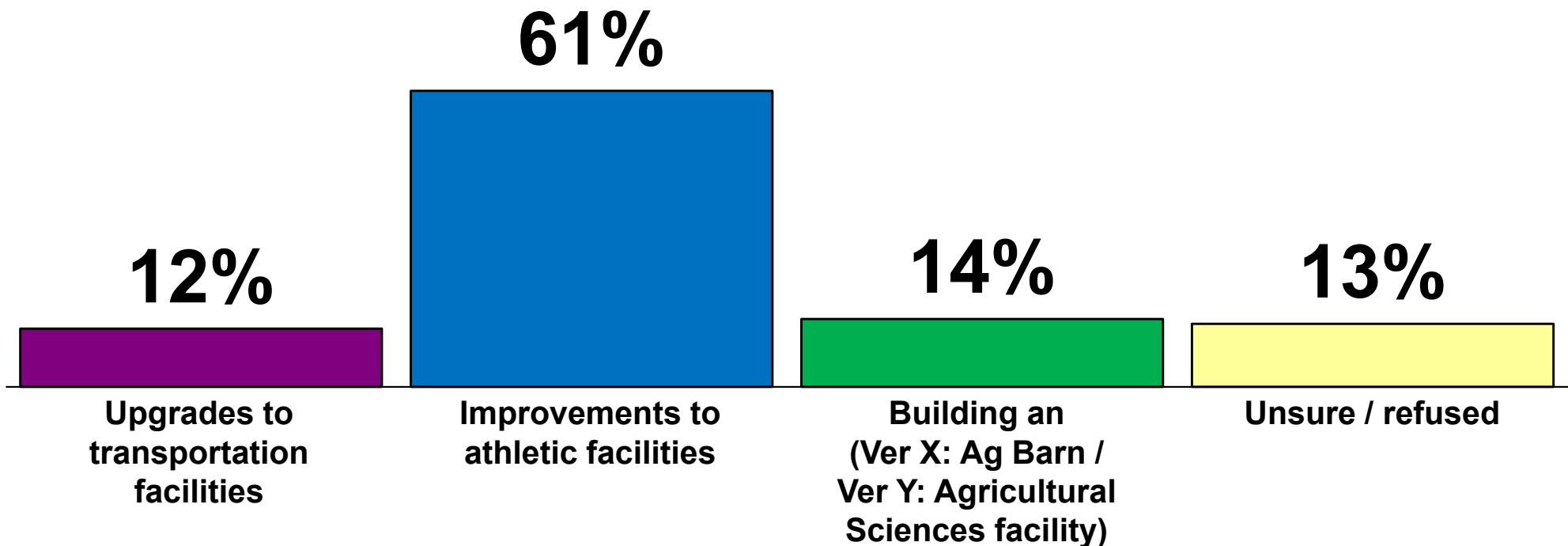
Strong For	Strong Agn		Total For	Total Agn
25%	39%	Votes all	43%	54%
16%	26%	Votes most	48%	45%
26%	23%	Votes some-	53%	39%
45%	15%	Parents	71%	28%
17%	34%	Non-Parents	41%	52%

Informed Ballot (Q32)

Strong For	Strong Agn		Total For	Total Agn
37%	30%	Votes all	56%	42%
30%	22%	Votes most	56%	38%
41%	14%	Votes some-	64%	31%
62%	8%	Parents	80%	20%
29%	27%	Non-Parents	52%	42%

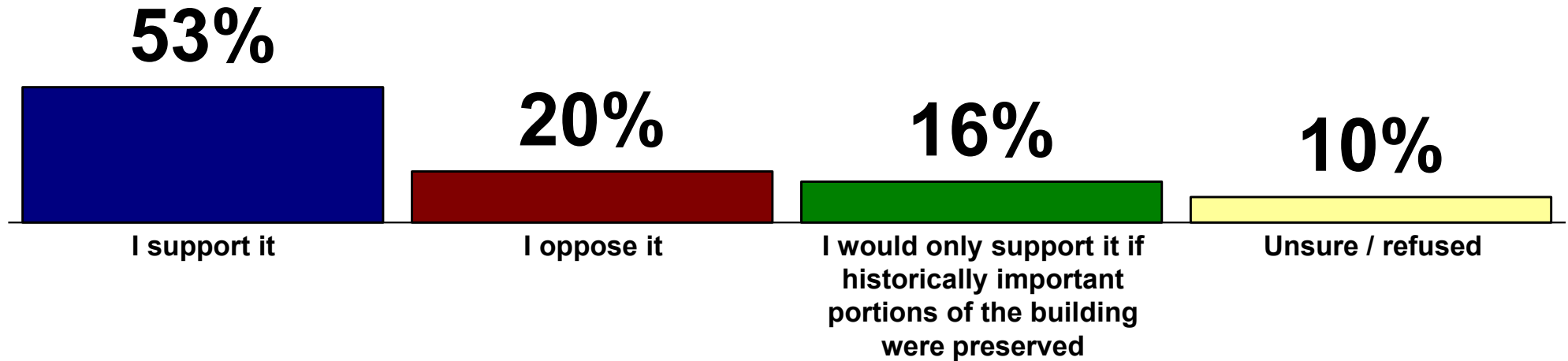
LEAST IMPORTANT PROJECT

Q33. Which of the following projects is least important to you?

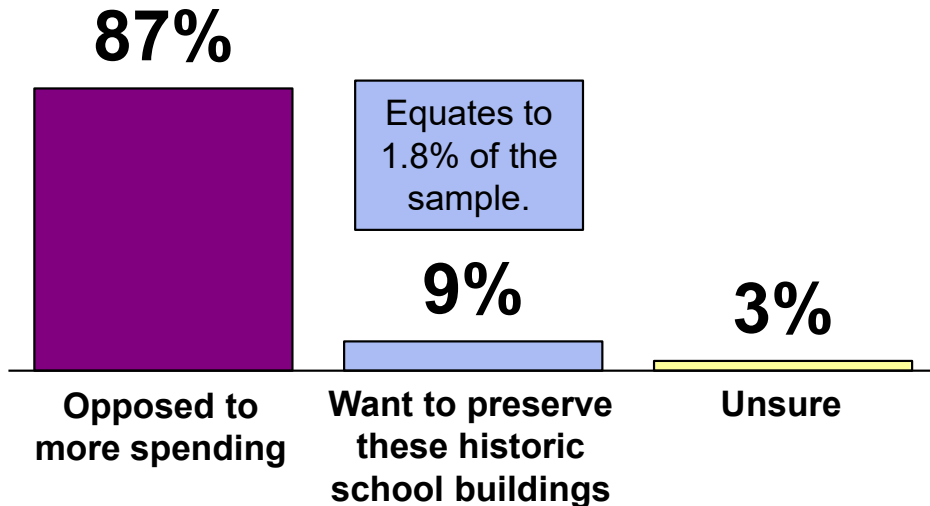


REBUILDING / REPLACING OLDER CAMPUSES

Q34. Which one of the following best describes your opinion about the district rebuilding or replacing older campuses such as L.P. Waters or Greenville Middle School?

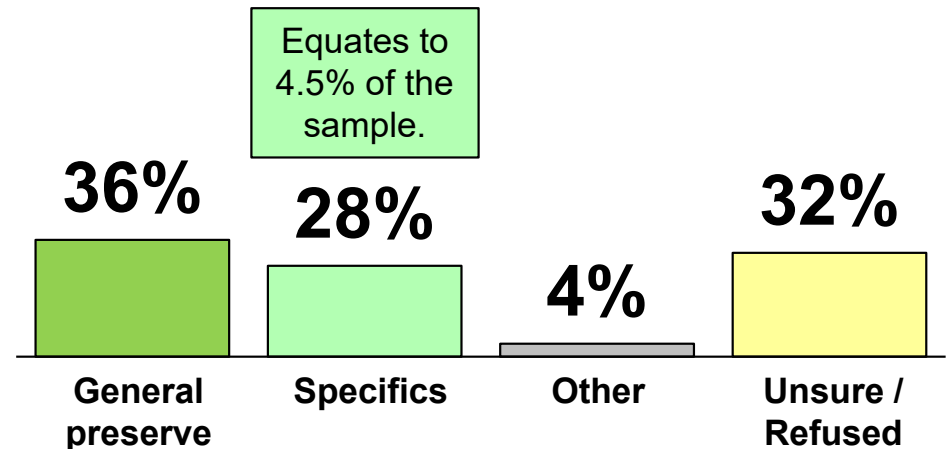


Q36. If OPPOSE in Q34, ask: And are you opposed mostly because you are opposed to more spending, or because you want to preserve these historic school buildings? *Percentages among those asked*



Q35. If VALUE 3 in Q34, ask: And in your own words, please (tell me / describe) which parts, of which buildings you would like to see preserved.

Percentages among those asked



Regression analysis was conducted to measure the correlation between support of each element and support of the bond to determine which projects or elements mattered most to those supporting a bond. The scores are relative measures, and they should only be compared within their respective subgroups.

Top 5 best scores		Total Sample (N=300)	Parent (n=63)	Non-Parent (n=237)	Vote All (n=119)	Vote Most (n=97)	Vote Some / None (n=84)	18-49 yrs (n=88)	50-64 yrs (n=88)	65+ yrs (n=123)
Q14	The district has grown by over 500 students (Ver A: over the last seven years / Ver B: since the last bond), and growth will continue as 3,500 new homes are expected to be built over the next two years alone. This bond will help the district accommodate growth.	7.3	23.0	3.4	1.0	5.1	16.3	12.1	6.5	8.0
Q15	Without a bond the district will need to purchase portables to accommodate growth, which is not a cost-effective long-term solution. This bond will reduce the reliance on portables.	0.6	3.0	1.3	0.2	1.8	4.9	0.5	0.3	1.6
Q16	The middle school is currently over its functional capacity. This bond could allow for construction of a second middle school (Ver A: to meet the needs of the growing student enrollment / Ver B: to keep schools from being overcrowded).	2.9	16.2	1.7	3.7	4.9	3.2	10.3	1.3	2.0
Q17	This bond could allow for the purchase of land for schools the district will need to build in the future, so the district will be prepared when they are needed.	4.1	4.6	2.3	0.2	9.1	5.1	3.9	0.2	7.0
Q18	L.P. Waters Early Childhood Center is over 70 years old and needs significant repairs including redoing most of the foundation. Rather than spend tens of millions of dollars on this old building, the bond could allow for building a replacement school to address these deficiencies, increase student safety, and also provide a school with more modern learning spaces and a longer life span.	1.0	6.1	0.2	3.2	5.6	4.2	5.8	7.6	2.1
Q19	The bond could allow for maintenance and repair of aging school buildings such as updates to roofing, drainage, plumbing, HVAC, safety and security features, and technology infrastructure.	1.0	6.6	0.5	1.3	2.3	2.3	2.3	1.5	2.2
Q20	District buses transport over eleven hundred students to school each day. The bond could allow for improvements to the transportation facility to accommodate the growing fleet and adding a new space for driver training.	1.8	8.3	0.9	3.5	2.1	12.1	9.9	4.8	5.7
Q21	This district does not currently have an (Ver X: Ag Barn / Ver Y: Agricultural Sciences facility), which means students who live in the city limits cannot participate because they cannot care for these animals at home. The bond could allow for construction of an Ag Barn to give all students access to this program.	0.7	10.9	0.8	4.2	3.0	2.9	11.1	2.9	2.5
Q22	The bond could allow for improvements to athletic facilities such as replacing the decades-old score board at TA Cotton Ford Stadium with a (Ver A: modern / Ver B: state-of-the-art) score board and expanding the undersized press box for more adequate space for play calling by both teams.	-0.9	-0.8	-3.6	-3.5	-3.2	-0.3	-3.0	-3.1	-1.9
Q23	The bond could allow for adding (Ver A: artificial / Ver B: synthetic) turf to baseball and softball fields which can allow for more playing after rain, save millions of gallons of water, and improve safety.	-0.7	5.1	-2.2	-8.4	0.0	3.5	2.5	-2.0	-0.2
Q24	A diverse citizen steering committee of community leaders, district employees and parents helped to study and prioritize the district's needs, and this bond proposal will include their recommendations.	3.1	17.0	1.5	1.3	1.3	4.1	2.0	0.5	4.5
Q25	Because of rising land prices and construction costs, this bond will save taxpayers money because it is less expensive to address needs now than to wait and do it a few years from now.	1.7	8.8	0.9	1.2	3.2	3.3	3.0	1.6	1.1
Q26	No matter what amount of bonds are passed, they will NOT increase tax rates for senior citizens, since their property tax rates are frozen.	5.5	5.7	5.3	2.9	7.1	4.8	9.8	1.2	10.1
Q27	Voters approved a bond for \$72.3 million seven years ago that is still being paid off, and this bond will increase local debt that will take at least another 25 to 30 years to pay off.	-6.0	1.0	-10.2	-9.8	-3.1	-3.8	-3.4	-12.4	-2.3

Regression analysis was conducted to measure the correlation between support of each element and support of the bond to determine which projects or elements mattered most to those supporting a bond. The scores are relative measures, and they should only be compared within their respective subgroups.

Top 5 best scores		Q13: Has enough (n=85)	Q13: Needs more (n=137)	Q13: Unsure / Refused (n=78)
Q14	The district has grown by over 500 students (Ver A: over the last seven years / Ver B: since the last bond), and growth will continue as 3,500 new homes are expected to be built over the next two years alone. This bond will help the district accommodate growth.	-7.9	16.2	2.3
Q15	Without a bond the district will need to purchase portables to accommodate growth, which is not a cost-effective long-term solution. This bond will reduce the reliance on portables.	-2.9	4.4	3.8
Q16	The middle school is currently over its functional capacity. This bond could allow for construction of a second middle school (Ver A: to meet the needs of the growing student enrollment / Ver B: to keep schools from being overcrowded).	-1.8	5.6	2.6
Q17	This bond could allow for the purchase of land for schools the district will need to build in the future, so the district will be prepared when they are needed.	-2.9	14.5	2.0
Q18	L.P. Waters Early Childhood Center is over 70 years old and needs significant repairs including redoing most of the foundation. Rather than spend tens of millions of dollars on this old building, the bond could allow for building a replacement school to address these deficiencies, increase student safety, and also provide a school with more modern learning spaces and a longer life span.	-1.2	9.3	3.1
Q19	The bond could allow for maintenance and repair of aging school buildings such as updates to roofing, drainage, plumbing, HVAC, safety and security features, and technology infrastructure.	0.2	0.3	5.6
Q20	District buses transport over eleven hundred students to school each day. The bond could allow for improvements to the transportation facility to accommodate the growing fleet and adding a new space for driver training.	-1.2	7.2	2.5
Q21	This district does not currently have an (Ver X: Ag Barn / Ver Y: Agricultural Sciences facility), which means students who live in the city limits cannot participate because they cannot care for these animals at home. The bond could allow for construction of an Ag Barn to give all students access to this program.	-0.5	4.1	1.5
Q22	The bond could allow for improvements to athletic facilities such as replacing the decades-old score board at TA Cotton Ford Stadium with a (Ver A: modern / Ver B: state-of-the-art) score board and expanding the undersized press box for more adequate space for play calling by both teams.	-9.8	1.3	-10.1
Q23	The bond could allow for adding (Ver A: artificial / Ver B: synthetic) turf to baseball and softball fields which can allow for more playing after rain, save millions of gallons of water, and improve safety.	-11.9	6.3	-1.2
Q24	A diverse citizen steering committee of community leaders, district employees and parents helped to study and prioritize the district's needs, and this bond proposal will include their recommendations.	-3.1	3.8	1.0
Q25	Because of rising land prices and construction costs, this bond will save taxpayers money because it is less expensive to address needs now than to wait and do it a few years from now.	-2.9	8.7	0.7
Q26	No matter what amount of bonds are passed, they will NOT increase tax rates for senior citizens, since their property tax rates are frozen.	-0.8	18.0	0.9
Q27	Voters approved a bond for \$72.3 million seven years ago that is still being paid off, and this bond will increase local debt that will take at least another 25 to 30 years to pay off.	-20.1	4.1	-6.1

ELEMENT MATRIX

The district has grown by over 500 students (Ver A: over the last seven years / Ver B: since the last bond), and growth will continue as 3,500 new homes are expected to be built over the next two years alone. This bond will help the district accommodate growth (Q14).

A diverse citizen steering committee of community leaders, district employees and parents helped to study and prioritize the district's needs, and this bond proposal will include their recommendations (Q24).

The middle school is currently over its functional capacity. This bond could allow for construction of a second middle school (Ver A: to meet the needs of the growing student enrollment / Ver B: to keep schools from being overcrowded) (Q16).

Total Sample

No matter what amount of bonds are passed, they will NOT increase tax rates for senior citizens, since their property tax rates are frozen (Q26).

This bond could allow for the purchase of land for schools the district will need to build in the future, so the district will be prepared when they are needed (Q17).

Parents

This district does not currently have an (Ver X: Ag Barn / Ver Y: Agricultural Sciences facility), which means students who live in the city limits cannot participate because they cannot care for these animals at home. The bond could allow for construction of an Ag Barn to give all students access to this program (Q21).

Because of rising land prices and construction costs, this bond will save taxpayers money because it is less expensive to address needs now than to wait and do it a few years from now (Q25).

Non-Parents

No matter what amount of bonds are passed, they will NOT increase tax rates for senior citizens, since their property tax rates are frozen (Q26).

This bond could allow for the purchase of land for schools the district will need to build in the future, so the district will be prepared when they are needed (Q17).

CONCLUSIONS

1

On initial ballot tests, none of the measures tested received a majority of support. Reasons for opposition are lead primary from opposition to tax increases and criticisms of the district.

2

A majority of respondents favor a bond of \$98 million when told the tax rate would not increase, but support drops below 50% when respondents are told the ballot language would state it was a “property tax increase”. (This is before respondents are told anything about what projects the bond would include).

3

After hearing more information, a majority would support a bond of \$130 million, however the intensity points to a close election (after an effective messaging and get-out-the-vote campaign). Those who are most likely to vote are leaning against it a bond of \$130M – a warning sign. A bond of \$98M with no increase in the tax rate receives positive support among the most likely voters.

4

A majority of respondents favor all projects tested expect for the athletics projects, and a large majority rated athletics as least important to them. The athletics prop failed to receive a majority of support on the informed test. The ag barn prop received a majority of support on the informed test – and the ag barn is a top-four element among parents and the number one element among the most likely voters. Support for the bond is driven mostly from growth-related projects.

5

A slight majority (53%) support “rebuilding or replacing older campuses such as L.P. Waters or Greenville Middle School”. Less than 2% of the sample is opposed because they want to preserve these historical buildings. Another 16% would support if certain parts were preserved, but most were unable to provide specifics for what they wanted preserved.