

WASATCH COUNTY SCHOOL DISTRICT

2019 BOND VIABILITY RESEARCH
LIKELY VOTER SURVEY RESULTS



ANALYTICS

SURVEY OBJECTIVES

RESEARCH GOALS

- Take the temperature of likely voters about a potential WCSD bond on the ballot this November.
- Understand perceptions of WCSD challenges and needs
- Understand which elements of the bond are supported by voters

SURVEY METHODOLOGY

SAMPLING & DATA COLLECTION

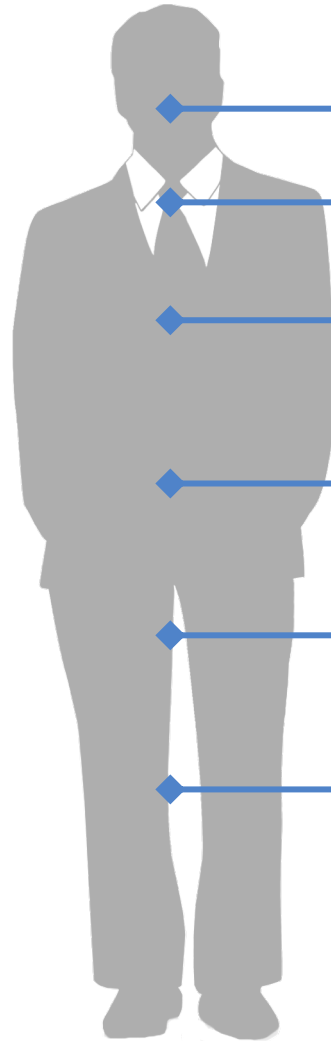
- 481 likely voters in Wasatch County School District
- Survey conducted primarily via self-administered online interviews, supplemented by live telephone interviews
- June 22 - July 7, 2019
- Data were weighted to reflect the demographics of **likely voters** in Wasatch County School District
- Margin of error ± 4.9 percentage points

DETERMINING LIKELY VOTERS – EXAMPLE VOTER

For each registered voter in Wasatch County, we built a statistical model that quantifies vote history, age, vote-by-mail, etc. into a likelihood of voting in November 2019.

86%

probability of
voting in 2019



52 year old unaffiliated voter

Registered to vote in Utah for 33 years

Voted in 4 of the last 4
federal general elections

Never voted in a federal
primary election

Voted in 3 of the last 4
municipal general elections

Never voted in a municipal
primary election

CURRENT CLIMATE

PERCEPTIONS & PRIORITIES

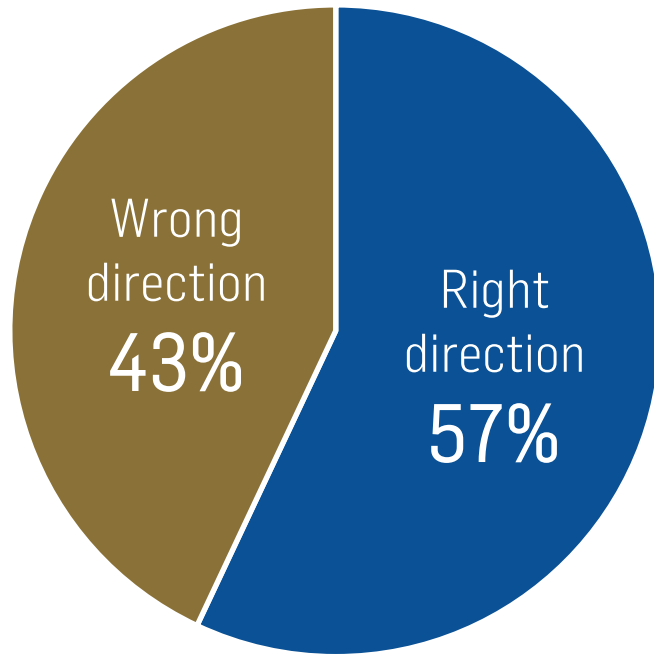
- More than half of voters believe that the educational value offered by Wasatch County District schools is above average.
- Growth in the District, teacher quality, and use of District funds are seen as the most important issues facing the District.
- There is a prevalent perception that the district is growing at a rapid rate and that there is not enough infrastructure to meet the high influx of students. This perception was also echoed in the focus groups.
- Most voters agree that the District needs increased funds to address current and future needs.

POSITIVE OUTLOOK ON OVERALL EDUCATION

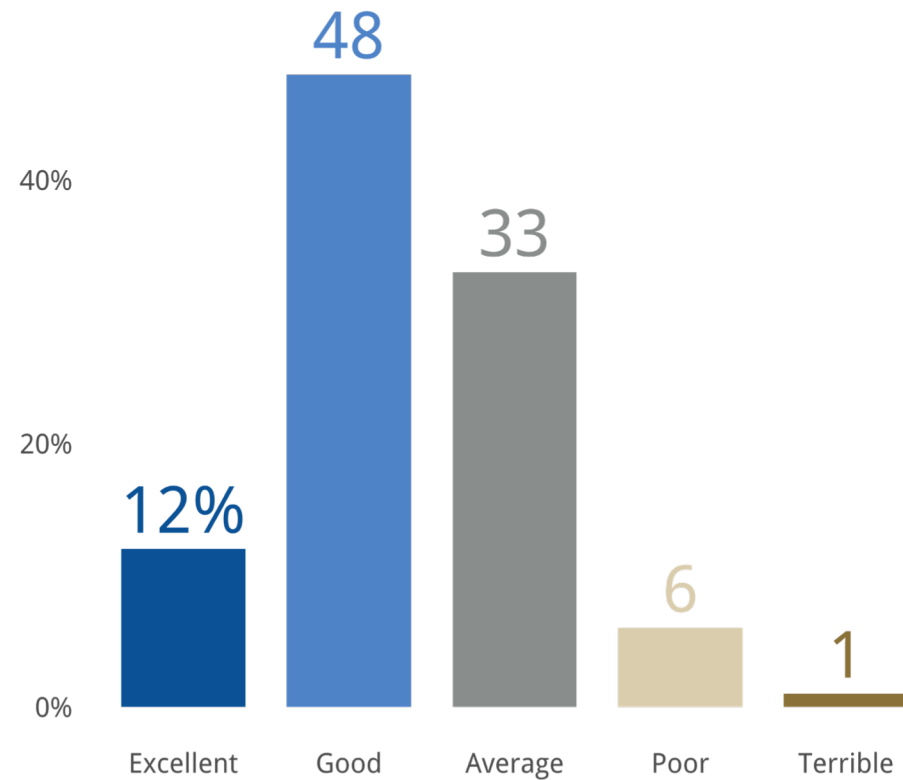
A majority of voters believe that Utah is heading in the right direction. Over half of voters believe the overall education for students in Wasatch County is excellent or good.



*Do you feel things in Utah are going in the **right direction**, or do you feel things have gotten off on the **wrong track**?*



*Based upon what you know or have heard, would you say the **overall education** students receive from schools in the Wasatch County School District is excellent, good, average, poor, or terrible?*



MAJORITY OF VOTERS UNDERSTAND NEED

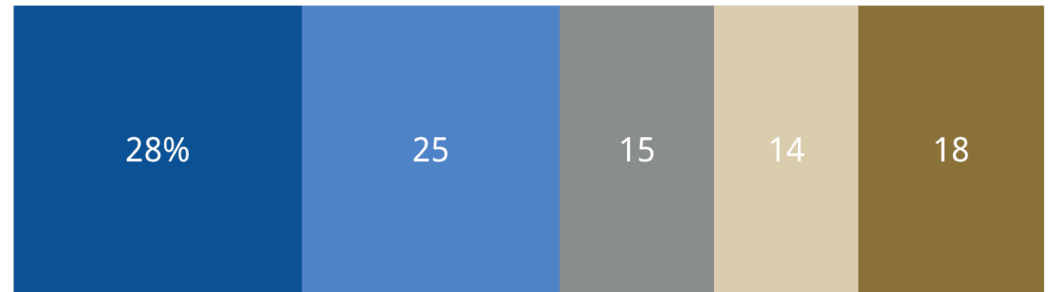
The majority of voters believe WCSD needs more funds to meet the needs that the growth in the region has presented.



How much do you agree or disagree with the following statements about the Wasatch County School District?

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

The Wasatch County School District needs more funds to expand and rebuild its schools to meet both current and future needs.

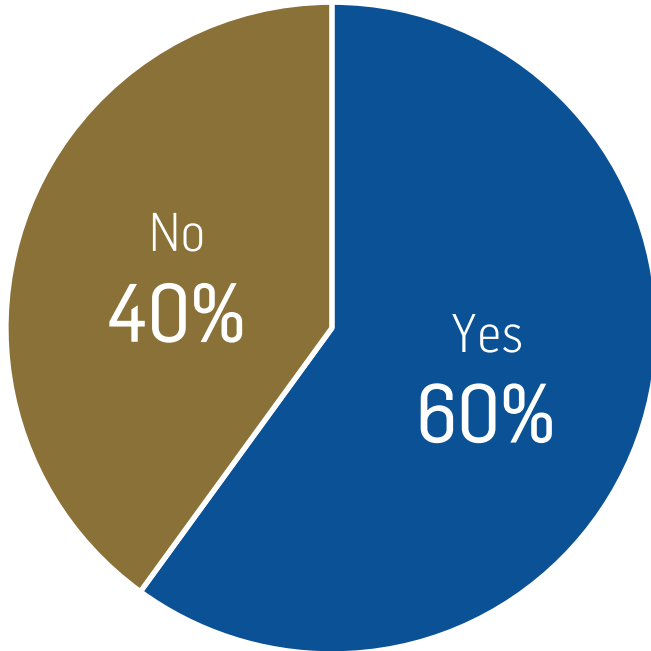


MOST VOTERS HAVE HEARD ABOUT THE PROPOSAL

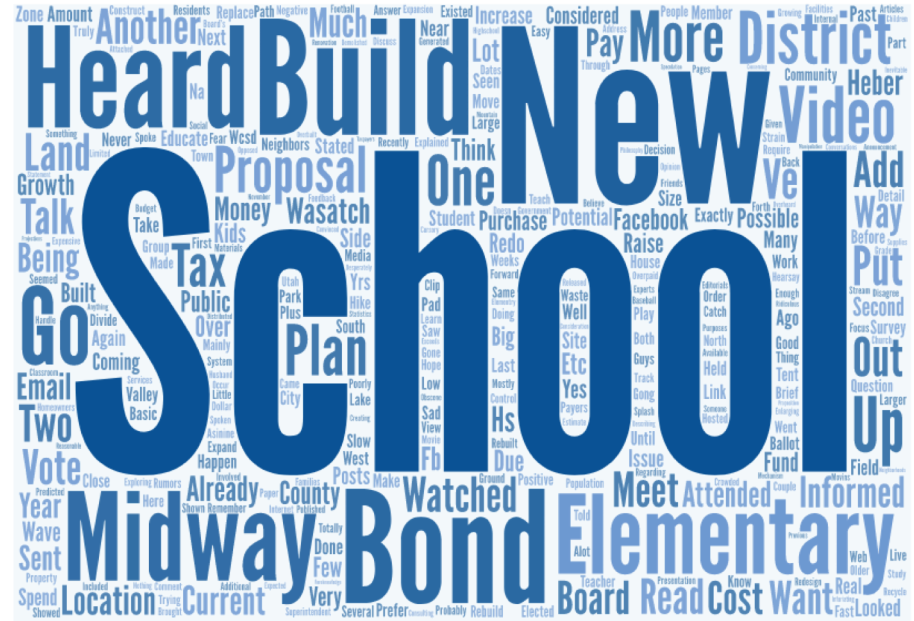
Voters report hearing that the bond will include the construction of new schools and many mentioned having seen the District's informational videos.



Before taking this survey, had you read or heard anything recently about a potential Wasatch County School District bond?



What have you recently read or heard about a potential Wasatch County School District bond?



PROPOSED BOND – \$150 MIL

PROPOSITION #1

Shall the Board of Education (the “Board”) of Wasatch County School District, Utah (the “District”), be authorized to issue General Obligation Bonds (the “Bonds”) in a principal amount not to exceed **One Hundred Fifty Million Dollars (\$150,000,000)** for the purpose of paying all or a portion of the costs to acquire land and construct school facilities; including acquiring, constructing, and furnishing a new high school, replacing the existing Midway Elementary School facilities, and related improvements; and the authorization and issuance of the Bonds due and payable with a term not to exceed twenty-one (21) years from the date of issuance of the Bonds?

PROPERTY TAX COST OF BONDS

If the Bonds are issued as planned, without regard to the existing taxes currently paid for existing bonds that will reduce over time, a property tax sufficient to pay debt service on the Bonds will be required over a period of twenty-one (21) years in the estimated amount of **\$262.00 per year** on a \$562,000 primary residence and in the estimated amount of \$476.00 per year on a business or secondary residence having the same value.

The District has other outstanding bonds for which a tax decrease would occur upon the retirement of such bonds, which may not occur if the Bonds are issued. However, these outstanding bonds reduce over time such that the incremental property tax due to the issuance of the Bonds on residences and businesses within the District is expected to have a **cumulative increase from current annual levels after the full \$150,000,000 of Bonds is issued of approximately \$214.00 per year** on a \$562,000 primary residence and in the estimated amount of \$389.00 per year on a business or secondary residence of the same value.

The foregoing information is only an estimate and is not a limit on the amount of taxes that the District may be required to levy to pay debt service on the Bonds. The District is obligated to levy taxes to the extent provided by law in order to pay the Bonds. The amounts are based on various assumptions and estimates, including estimated debt service on the Bonds and taxable values of property in the District.

MAJORITY SUPPORT FOR BOND PROPOSAL

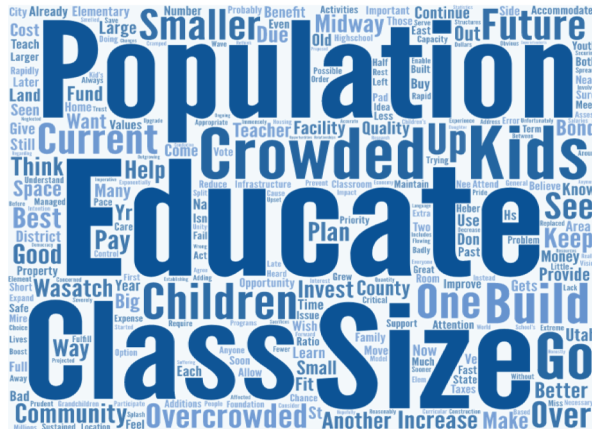
57% of voters report that they would vote for the ballot. Reasons given for voting for the ballot include improving education and adjusting for growth. Reasons given for voting against emphasize higher taxes.

Q Now that you have read the legal language as it might appear on the ballot, if this bond were on the ballot on an election today, would you vote for or against it?

Definitely vote for Probably vote for Probably vote against Definitely vote against



Q What is the biggest reason why you would vote for a Wasatch County School District bond in November?



Q What is the biggest reason why you would vote against a Wasatch County School District bond in November?



PRE-TO-POST BALLOT MOVEMENT

After being presented with information about the bond from the District's videos, total support for the proposal increased 6 percentage points from 57% to 63%. In addition, the percentage of voters who reported they would definitely vote for the bond increased 10 percentage points from 19% to 29%.



Now that you have heard some more information about the issue, if the November elections were being held today and the \$150 million school bond was on the ballot, would you vote for or against it?

Definitely vote for Probably vote for Probably vote against Definitely vote against



Pre-ballot

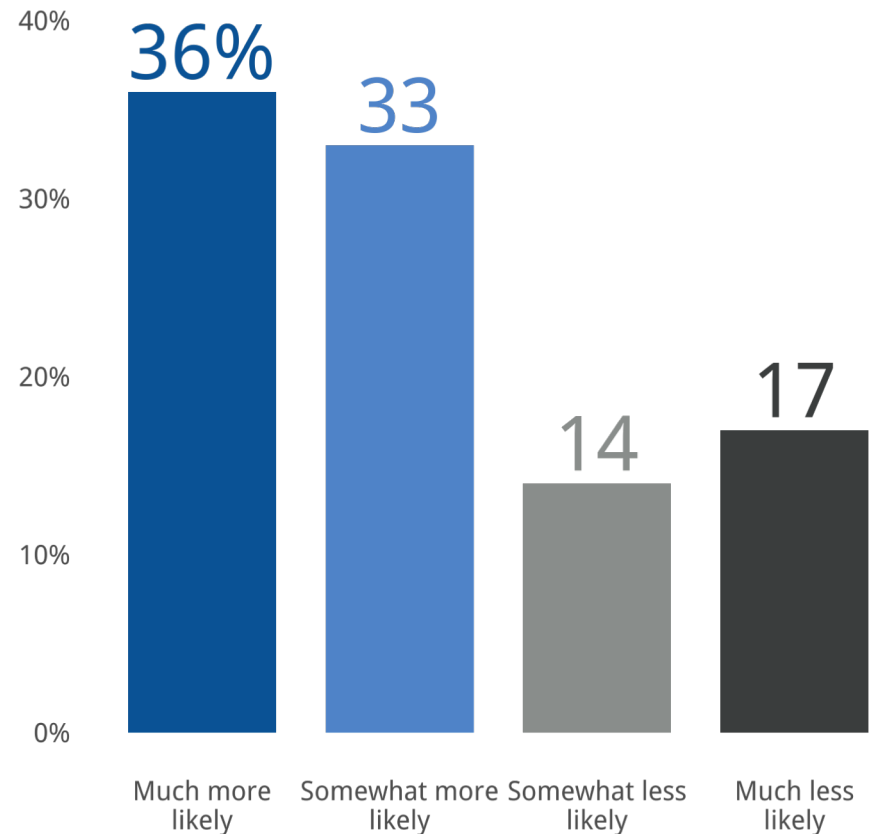
Post-ballot

FASTEST GROWING COUNTY MESSAGE RESONATED BEST

Reading information about the recent growth of Wasatch County and subsequent overcrowding of schools made a little over 2/3 of voters more likely to support the bond.

Q *Next you will read some information that you may have heard about the bond, and then I would like you tell me if this information makes you MORE or LESS likely to vote to support it in the upcoming election.*

This bond is needed due to the rapid growth of Wasatch County. Wasatch County is the fastest growing county in the state of Utah, and the 4th fastest growing county in the United States. Between 3,000 and 10,000 new homes will be built in the next decade, and this growth has contributed to the overcrowding of Wasatch High School and other Wasatch County schools.

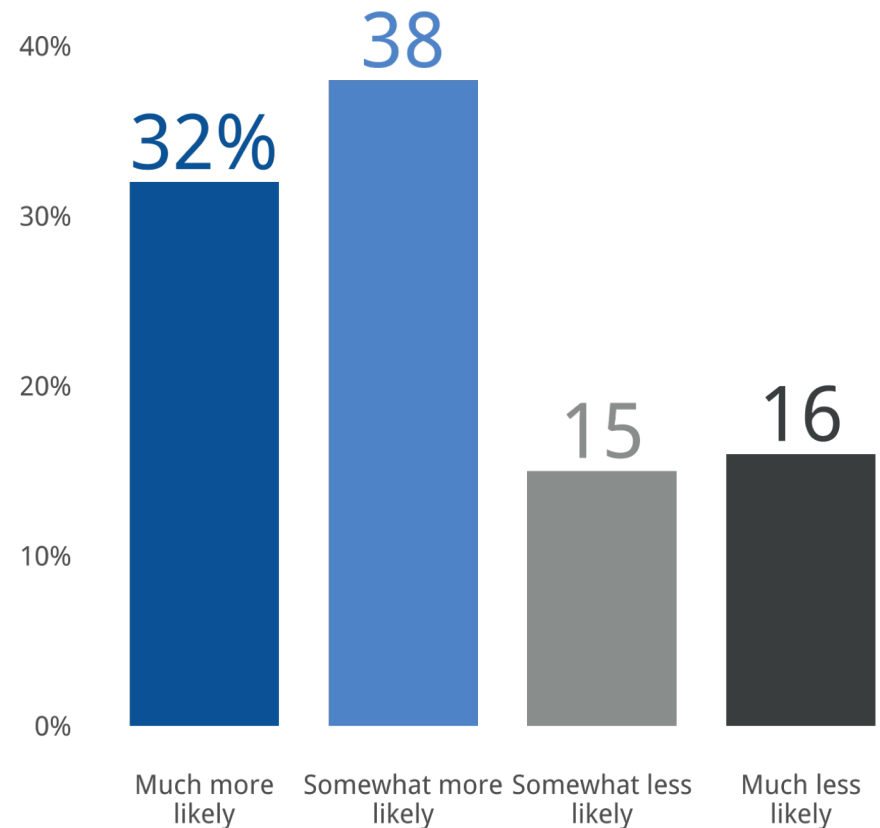


LOWER HOUSEHOLD IMPACT OVER TIME RESONATED SECOND BEST

Reading information about how future Wasatch County residents will help contribute to the costs of the new schools made 70% of voters more likely to support the bond.

Q *Next you will read some information that you may have heard about the bond, and then I would like you tell me if this information makes you MORE or LESS likely to vote to support it in the upcoming election.*

Building new schools using property tax bond funds allows the Wasatch County School District to ensure that future residents who move to the valley and contribute to the growth in student enrollment also contribute to the costs. Future Wasatch County residents will share the tax burden, ultimately decreasing the impact on each household over time.

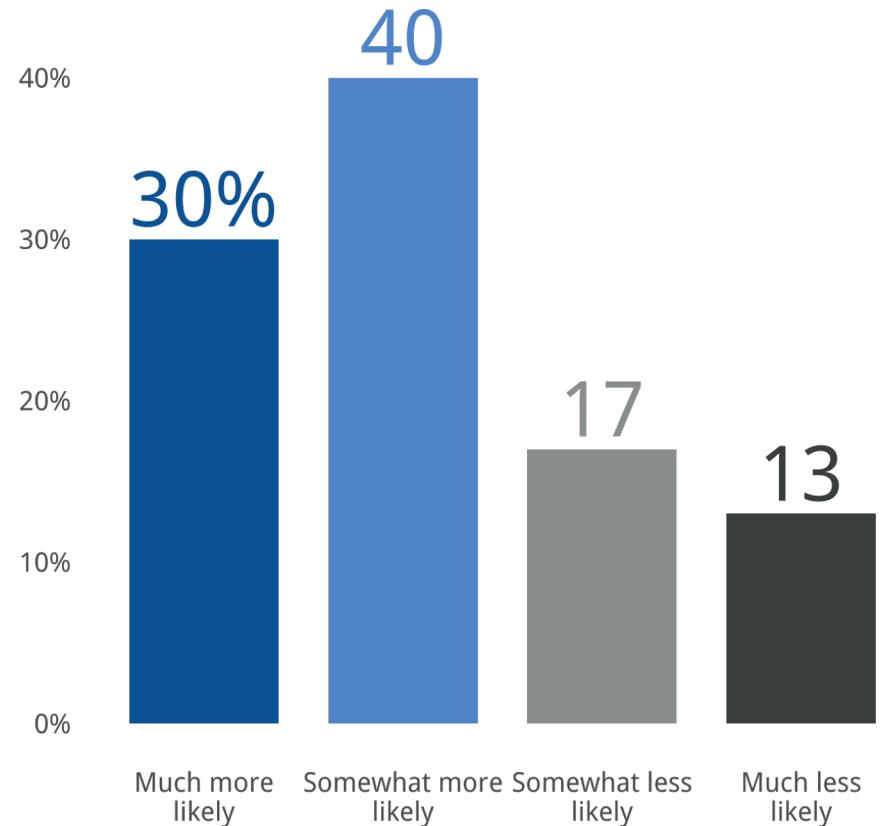


ADDITIONAL HIGH SCHOOL CAMPUS OVERCROWDED

Reading information about the overcrowding of Wasatch High School made 70% of voters more likely to support the bond.

Q *Next you will read some information that you may have heard about the bond, and then I would like you tell me if this information makes you MORE or LESS likely to vote to support it in the upcoming election.*

Wasatch County School District has been thrifty in recent years, using the vacant intermediate school as an additional campus for Wasatch High School. This facility provides more than 25 classrooms used every period of every school day while saving millions of dollars in remodeling costs. While this has helped address the need for classroom space, it has not solved overcrowding in common areas, and this overflow space is now at capacity as well. The cafeteria has already been expanded and accommodates two different lunch periods, but still does not have sufficient seating. The auditorium has a capacity just over half of the student population and is not sufficient for the predicted growth of Wasatch High School.

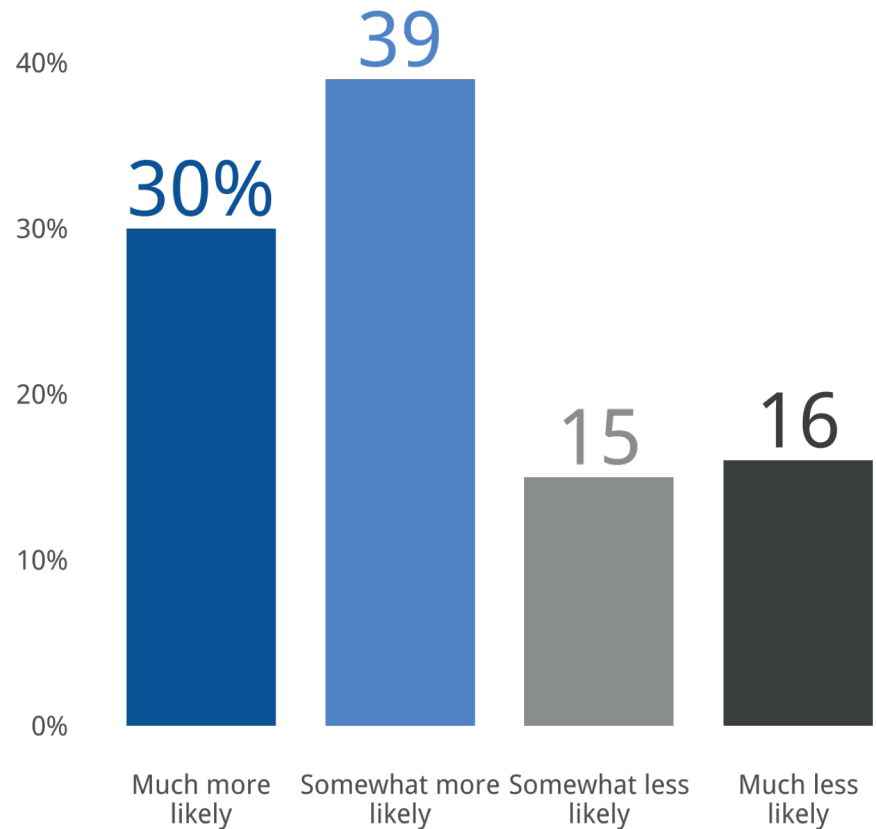


MIDWAY ELEMENTARY IS OLD AND UNSAFE

Reading information about safety concerns at Midway Elementary and overcrowding made more than 2/3 of voters more likely to support the bond.

Q *Next you will read some information that you may have heard about the bond, and then I would like you tell me if this information makes you MORE or LESS likely to vote to support it in the upcoming election.*

Wasatch County School District needs a new high school and a new building to house Midway Elementary school for the safety of our students. Midway Elementary is one of the oldest school buildings in the district and cannot accommodate the needs of the community looking toward the future, and Wasatch High School is already too overcrowded to safely house our projected student population in the coming years.

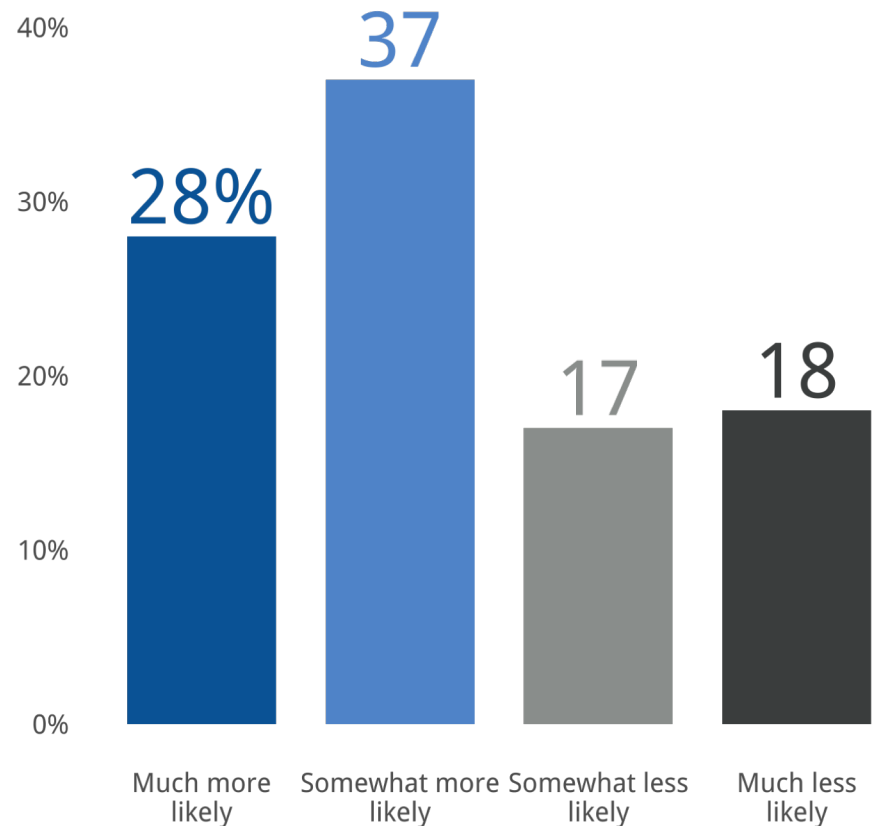


EVENTUAL NECESSITY FOR A BOND

Reading information about plans to address current and future growth made 65% of voters more likely to support the bond.

Q *Next you will read some information that you may have heard about the bond, and then I would like you tell me if this information makes you MORE or LESS likely to vote to support it in the upcoming election.*

Wasatch County School District is planning for growth now and in the future. Adding on to Wasatch High School could be a short-term fix, but it would likely lead to needing to build a larger high school at a later date at a much higher cost and potentially in a less desirable location. The projected bond would provide funding for a new high school and a replacement building for Midway Elementary, with any remaining funds after these projects are completed being set aside for future land purchases.

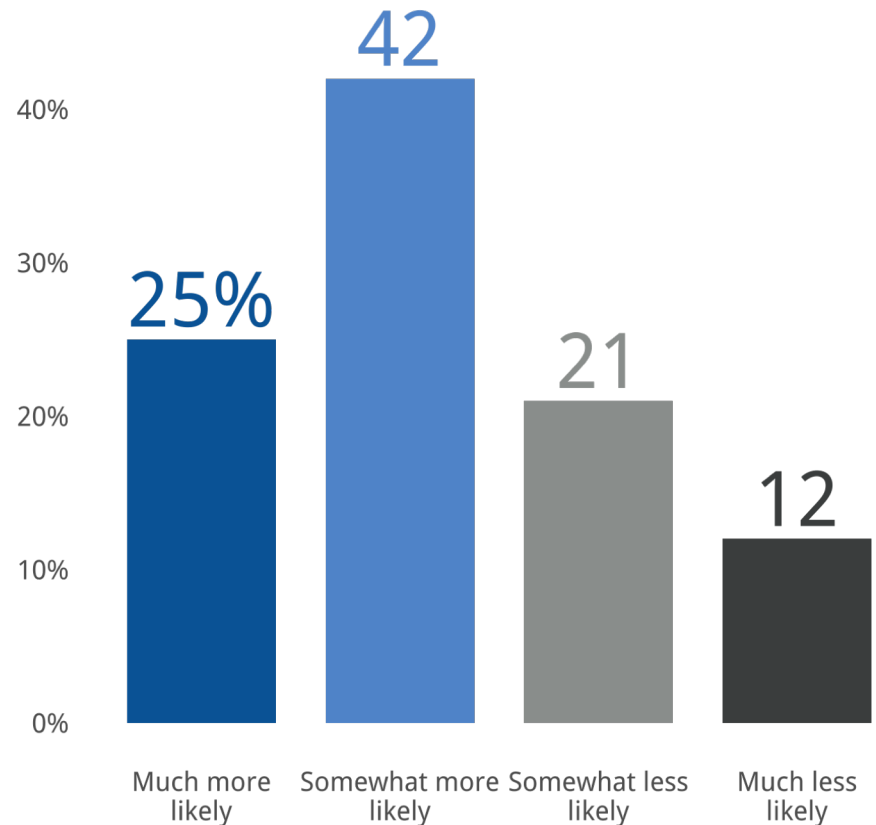


BOND MONEY ONLY FOR CONSTRUCTION

Reading information about how the bond can only be used to build and improve schools made 2/3 of voters more likely to support the bond.

Q *Next you will read some information that you may have heard about the bond, and then I would like you tell me if this information makes you MORE or LESS likely to vote to support it in the upcoming election.*

State law requires that bond money can only be used for constructing and upgrading schools and purchasing land. Bonds cannot be used to pay for teacher, staff, or administrator salaries or supplies. This bond is only to ensure there are safe buildings and enough desks for all the students in the Wasatch County School District.

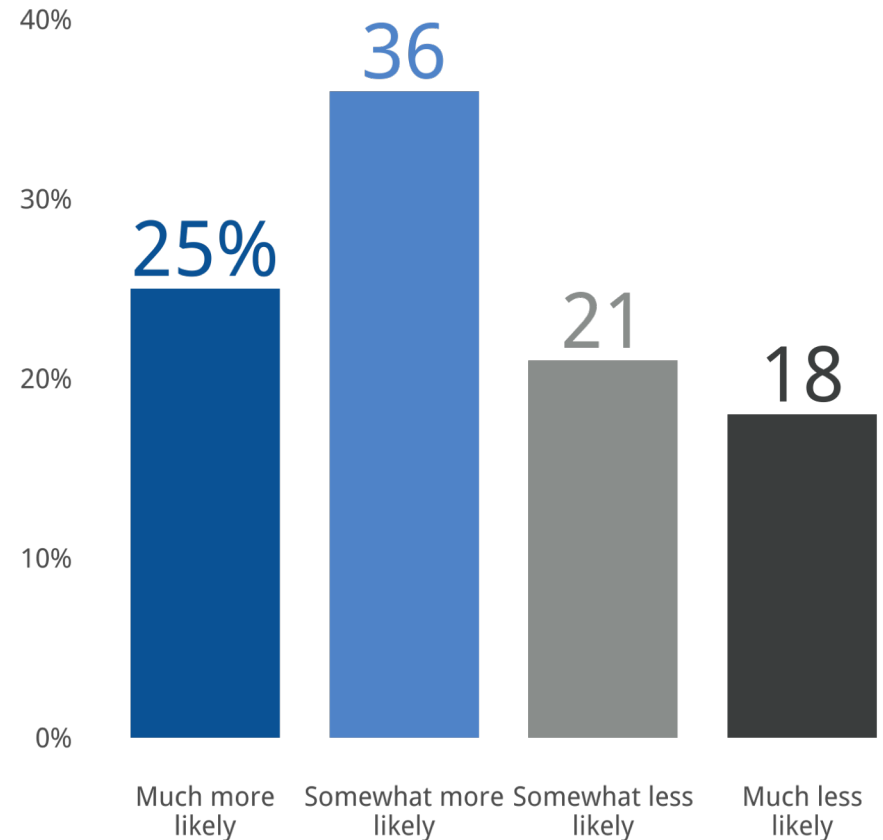


UNSAFE PARKING AT HIGH SCHOOL

Reading information about the potential unsafe driving/parking situations for students made 61% of voters more likely to support the bond.

Q *Next you will read some information that you may have heard about the bond, and then I would like you tell me if this information makes you MORE or LESS likely to vote to support it in the upcoming election.*

Overcrowded parking lots at Wasatch High School present a difficult, potentially unsafe environment for our students, especially those who are new drivers. Students must often park on city streets, and the overflow into the surrounding neighborhoods presents traffic challenges for students and neighboring residents alike.

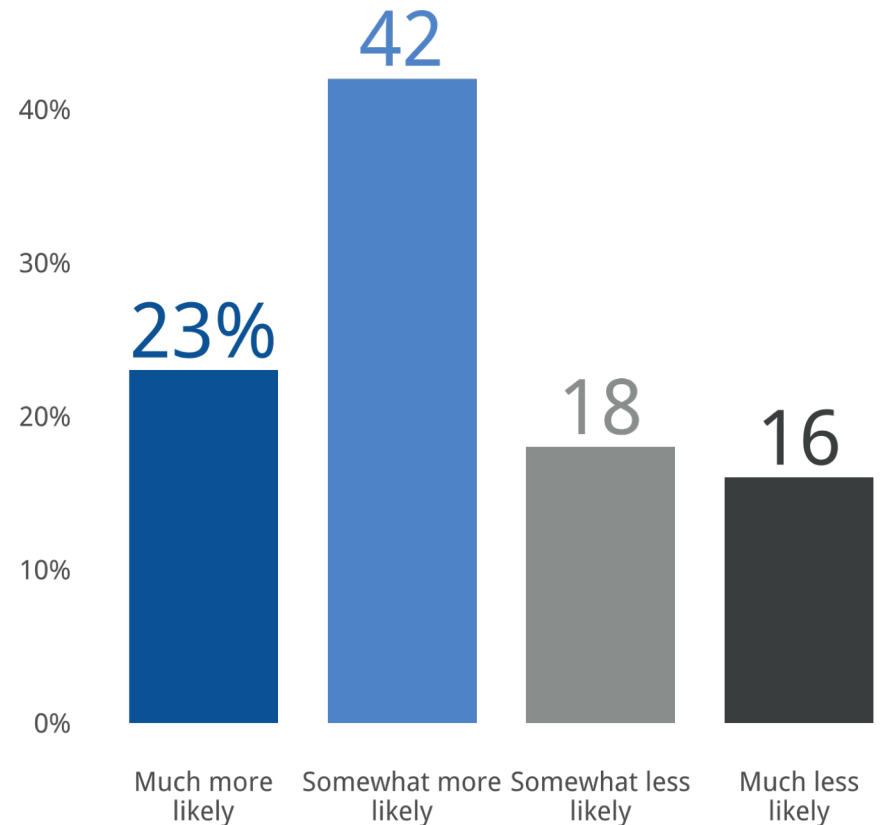


RESEARCH BY DISTRICT RESONATED LEAST

Reading information about potential locations for new schools and the work the District has already done lead to 65% of voters being more likely to support the bond. This message resonated the least.

Q *Next you will read some information that you may have heard about the bond, and then I would like you tell me if this information makes you MORE or LESS likely to vote to support it in the upcoming election.*

The Wasatch County School Board has carefully considered many factors in the plans for this proposal. District officials are doing their due diligence on potential school sites, including negotiating the best market prices for land and meeting with county officials, Heber and Midway City officials, and UDOT officials to discuss how the proposed school locations could impact future development in the Heber Valley. The planned location for a new high school would not impact the preferred by-pass routes for the Heber Valley Parkway, and the proposed site for the new Midway Elementary would keep the school conveniently located in its current neighborhood.

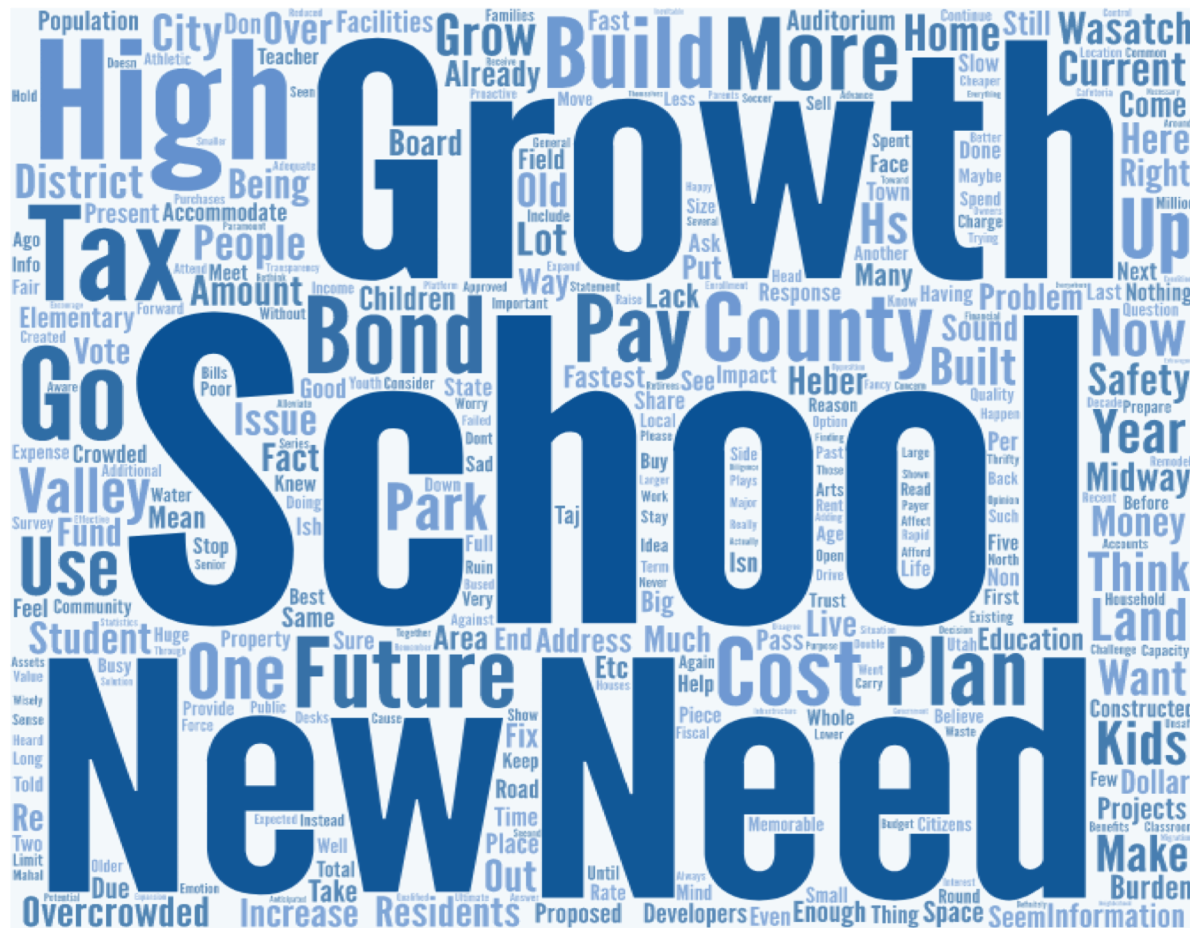


STICKY MESSAGES: GROWTH & NEW SCHOOLS

After taking the survey, voters remembered the bond would include the construction of new schools to accommodate growth in the county.



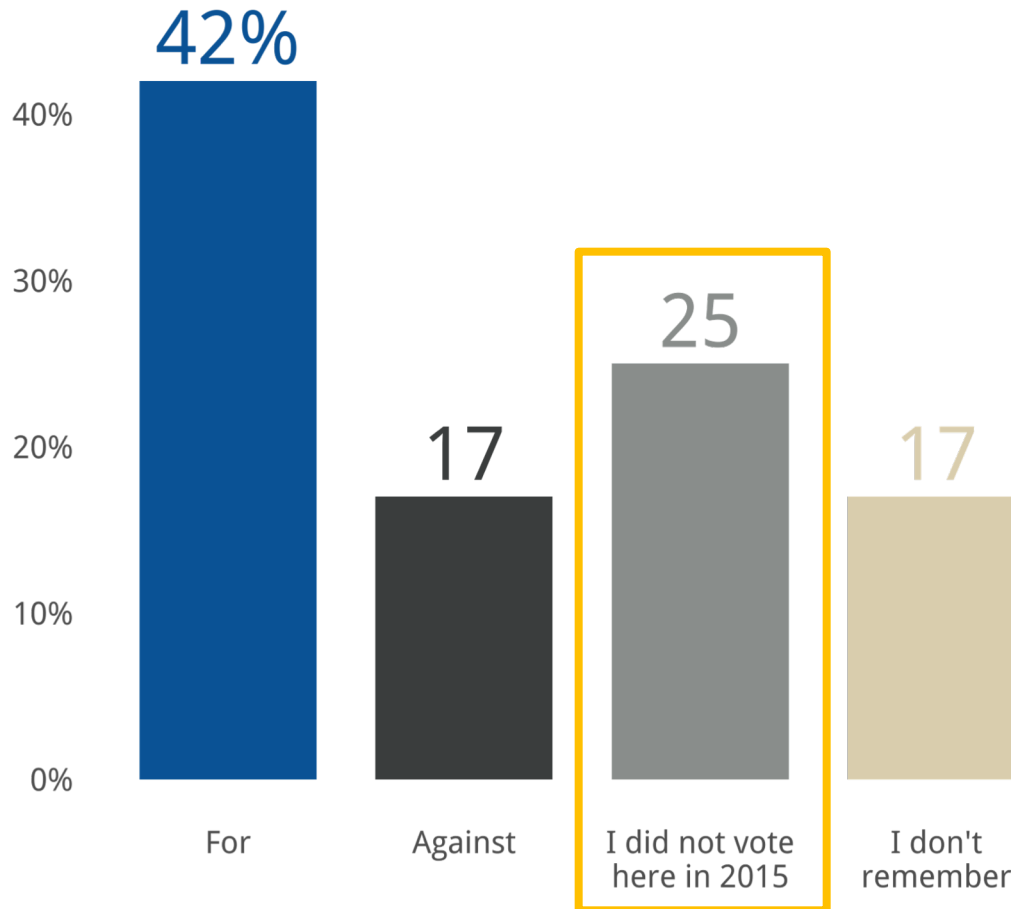
Thinking about everything presented in the survey so far, what would you say is the most memorable piece of information?



ONE-IN-FOUR VOTERS NEW TO WCSD SINCE 2015

42% of survey respondents reported that they voted for the bond in the 2015 election. A quarter of likely voters in our sample did not vote in Wasatch County in 2015. In the actual election, 55% of voters in Wasatch County voted for the bond.

Q *Thinking back to 2015... in the November 2015 school bond election, did you vote for or against the Wasatch County School District bond?*





ANALYTICS

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