



Mill Bond Exploratory Ad Hoc Committee

Final Presentation to the Board of Education

June 7, 2022

Brad Geiger

Tania Stewart



MBEC Presentations and Outreach

Received Presentations From:

- Bond Financing (Kate Kotaska, Chief Financial Officer, DCSD; Hilltop Securities, Bond Consultants)
- Community Outreach (Stacy Rader)
- Erin Kane, Superintendent
- Property Taxes (Lisa Frizell, Douglas County Assessor)
- Finance (Kate Kotaska, CFO, and Colleen Doan)
- Operations and Capital Needs (Andy Abner and Rich Cosgrove)
- Presentations from members of the FOC, LRPC, MBOC
- Charter Application Review Team (CART) (Gordon Mosher)
- Campaign Priorities/Lessons Learned (Jake Meuli, Bright Futures for Douglas County Kids)
- Reaching Across the Political Aisle (Douglas County Democrats and Douglas County Republicans)

Outreach and Connection To:

- Outreach to/Polling of Parent/Teacher Organizations (PTOs) and School Accountability Committees (SACs)
- Focus Groups
- Church groups
- Neighborhood groups
- Political gatherings
- Outreach to Community Leaders
 - Political leadership, both Democrats and Republicans
 - Leadership of Bright Futures for DC Kids
- Board of Education Advisory Committees

Data Collection and Analysis From:

- State and local polling from 2016 - present
- Surveys
- Voting info from the 2018 bond/mill
- Data from the school district



MBEC Membership

Sandra Brownrigg, Chair

Joe Robinson, Vice Chair

Christina Marriott

Christa Gilstrap

Julie Gooden

John Freeman

Jim Maras

Tania Stewart

Larry Mugler

Brad Geiger

Josh Lederman

Chester Shaw

Valerie Thompson

Becky Walker

Janeen McDonald

Chris Pratt

Bianca Smith

Krista Stettler

Eric Woldeit

Gillian Heaton

Natasha Smith-Holmquist

Joe Hildebrand



Agenda

- 1. Introduction**
- 2. Data Results**
- 3. Recommendations**



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MBEC Final Recommendation

Urgent, Demonstrable Needs

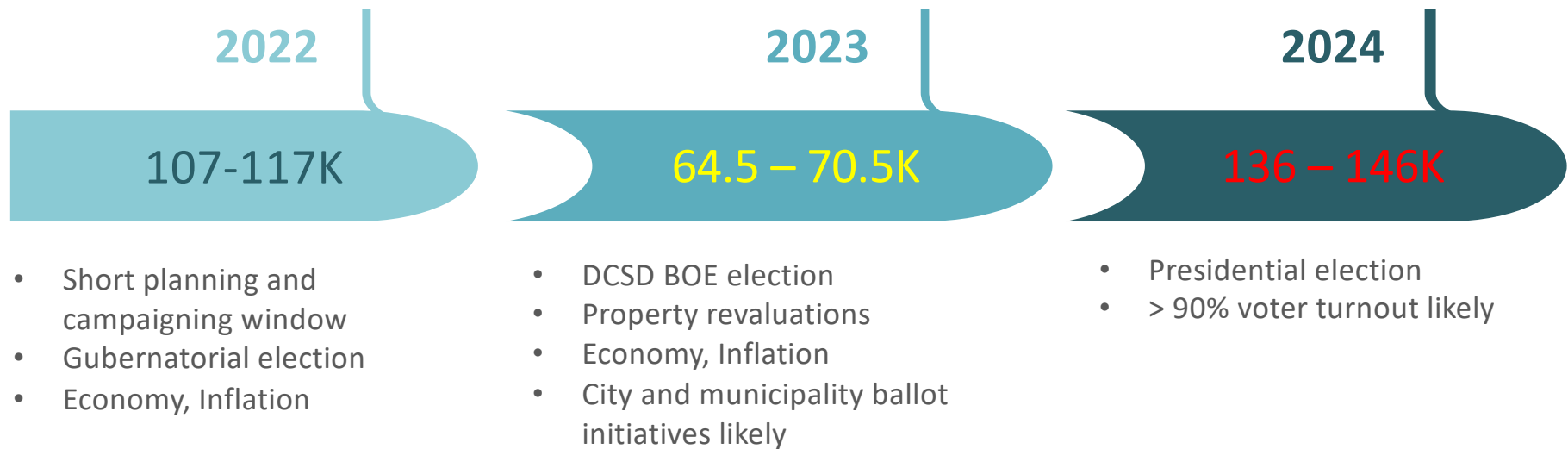
The demonstrated financial needs and commitments of the District are **so significant** that seeking additional funds from the voters in the near future is **vital** to the success of our current and future students and staff.

Feasibility Hinges on Prioritizing Community Outreach

A successful Mill Levy Override (MLO) and/or Bond issue on the November 2022 ballot is **only** feasible if the District, Board and building leadership **make funding the top priority**, creating and executing a well-resourced, unified, strategic plan for community outreach.

The End Goal

“YES” Voting Targets for the MLO and Bond Issues are:



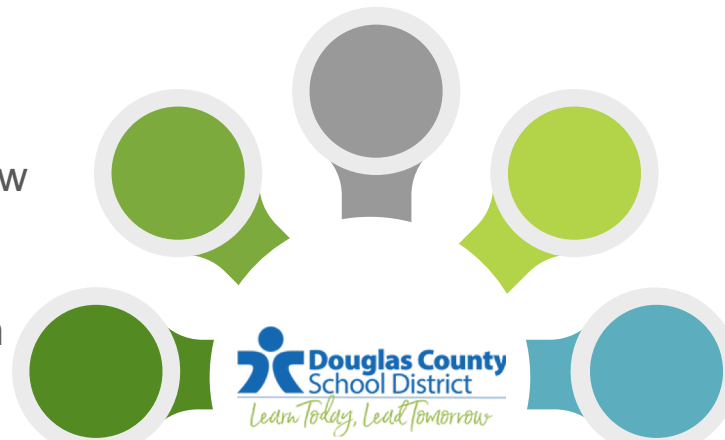
Recommend pursuing funding in **2022** rather than a 2023 delay, due to the urgency of funding needs, planning windows for multi-year construction, uncertainty of economic conditions in 2023, and high needs for community education. If funding does not pass, momentum can continue through 2023.

Note: Estimates extrapolated from historical Douglas County voter turnout and registered voters (Source: Colorado Secretary of State)

Urgent Funding Needs

Capital Needs

- Ongoing building maintenance
- New neighborhood elementary schools for new developments
- Expansion of middle schools to address growth



Operating Needs

- Competitive compensation for teachers and staff
- Staffing shortages
- Inflation/Rising prices for goods and services

Capacity

- Over-enrolled schools
- Under-enrolled schools

- (1) District growth necessitates new schools, which take 3 years to build
- (2) The cost of deferred maintenance on existing buildings has outpaced available funds, and we have critical infrastructure repairs needed
- (3) Competitive compensation, including new framework, require more resources in the next 3 years

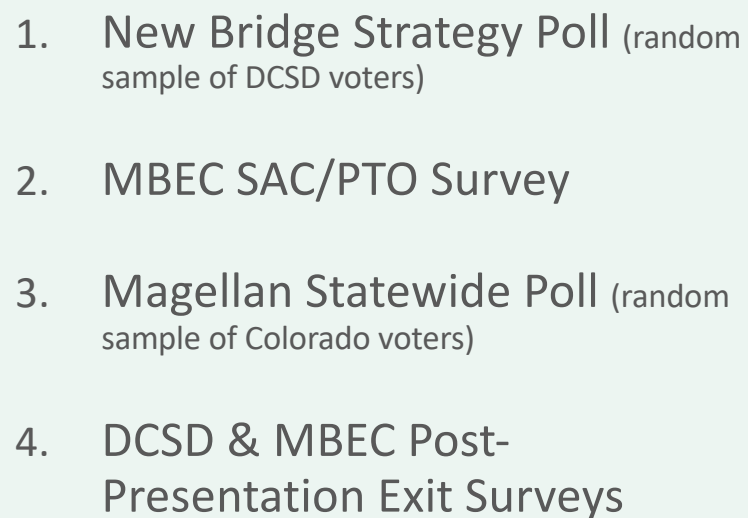


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1. Introduction

2. Data Results

3. Recommendations

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1. New Bridge Strategy Poll (random sample of DCSD voters)
 2. MBEC SAC/PTO Survey
 3. Magellan Statewide Poll (random sample of Colorado voters)
 4. DCSD & MBEC Post-Presentation Exit Surveys

New Bridge Strategy

Polled participants support DCSD priorities:

| | Percent Extremely or Very Important |
|--|-------------------------------------|
| ✓ Attracting and retaining quality teachers and staff by increasing district salaries to be more competitive with neighboring districts | 92% |
| ✓ Increasing availability of student programming in career and technical education | 93% |
| ✓ Updating and repairing school buildings to continue providing safe, efficient, quality learning environments for students and staff | 92% |
| ✓ Enhancing safety and security resources | 94% |
| ✓ Constructing new neighborhood elementary schools and creating additions to existing neighborhood middle schools to reduce crowding in existing schools | 77% |

Source: New Bridge Strategy Public Opinion Poll; May 6-12, 2022; N=400; MOE = +/-4.9% at 95% Conf. Interval



New Bridge Strategy

Polled participants do not support paying for DCSD priorities

- Fewer than 50% rate District performance an “A” or “B”
- 39% of polled participants responded that they would vote for funding in November
- Polled participants responded that they would not change their “no” vote, even after being informed of the reasons for the need for increased funding
- The size of the mill levy override or bond did not affect willingness to fund.
 - Polled respondents were randomly assigned to either a “lower” MLO (\$40M) and Bond (\$250M), or a “higher” MLO (\$60M) and Bond (\$450M). There was not a statistically significant difference in support between the two tiers.

Source: New Bridge Strategy Public Opinion Poll; May 6-12, 2022; N=400; MOE = +/-4.9% at 95% Conf. Interval

New Bridge Strategy Poll

MBEC SAC/PTO
Surveys

Magellan
Statewide Poll

MBEC/DCSD Post-
Pres. Exit Surveys

New Bridge Strategy – Historical Polling

**FUNDING SUPPORT DECLINE FROM
2016 TO 2022**

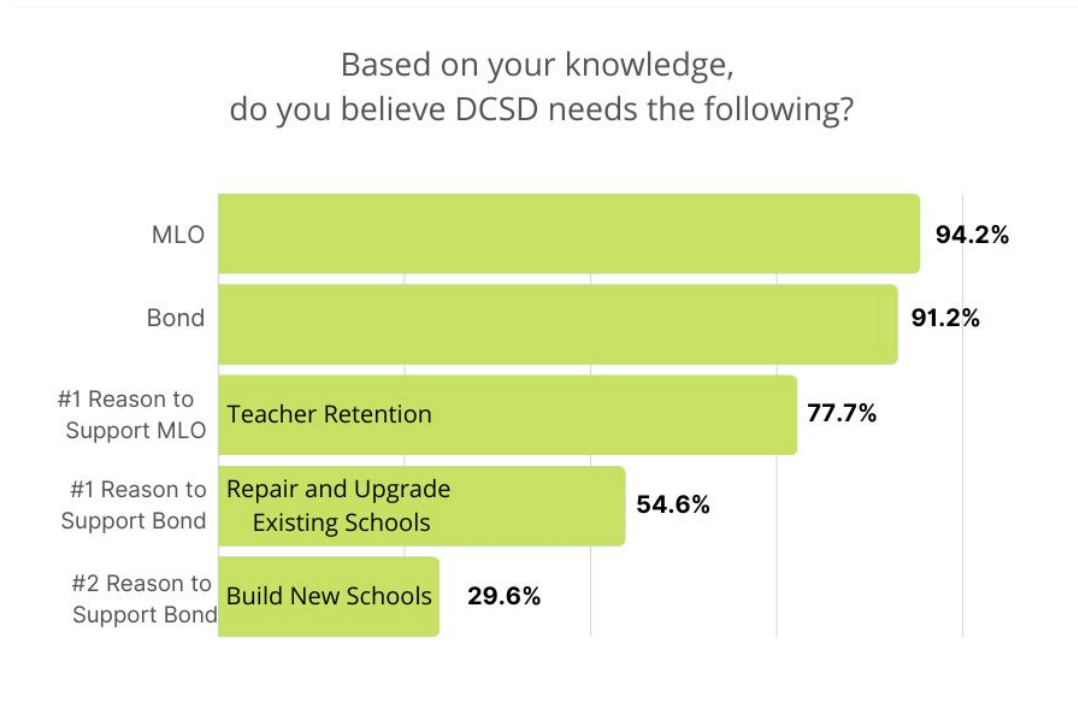
| | 2016 | 2018 | % CHANGE FROM 2016-2018 | 2022 | % CHANGE FROM 2018-2022 |
|---------------------|------|------|----------------------------|------|----------------------------|
| Bond | 48% | 59% | +11% | 36% | -24% |
| MLO | 60% | 66% | +6% | 39% | -27% |
| Democrats | 78% | | | 57% | |
| Republicans | 51% | | | 27% | |
| Unaffiliated | 60% | | | 42% | |
| Parents | 70% | | | 48% | |
| Non-Parents | 52% | | | 33% | |

- 2022 polled support is lower than in 2018 (issue passed)
- 2022 polled support is lower than in 2016 (issue did not pass)

Sources: New Bridge Strategy Public Opinion Poll; 2016-2022



MBEC SAC/PTO Surveys



Surveys of highly involved parents show high support for both MLO and Bond

Sources: MBEC SAC/PTO Surveys; March 2022; N=260



Magellan Strategies Statewide Poll

Dissatisfaction with school districts' performance is high

- A majority of respondents (58%) have a “favorable opinion of teachers.”
- A plurality of respondents (42%) “disapprove of the job [respondent’s] local school district is doing educating children.”
- A plurality of respondents (44%) believe school districts are “on the wrong track,” versus only 28% “right direction” and 28% “no opinion/not sure.”
- A plurality of respondents (42%) responded “no” regarding local school districts “spending money wisely” versus 31% “yes.”
- A plurality of respondents (43%) think school districts have sufficient funding.
- A majority of respondents (56%) think “additional funding for public education...will result in a better education for students.” “Yes” responses by party: Dem (85%) Unaff (51%), Rep (36%)

Source: Magellan Strategies Poll; April-May 2022; N=882 (Col. voters); Margin of Error = +/- 3.3% at 95% CI



DCSD Post-Presentation Exit Surveys

Superintendent Kane's Exit Survey Results

Based on the information you heard today, how likely would you be able to vote "yes" on a Mill Levy Override or Bond for DCSD?



✓ Exit Survey results from DCSD leadership presentations show high support for MLO/Bond

Additional Upcoming Staff Activities

- Deploy Director of Parent, Community and Civic Engagement for summer outreach
- BoE, leadership continue presentations to major external groups
- Help coordinate/engage volunteers, train ambassadors
- Release video messaging to staff and community; media outreach; community events
- Host minimum three virtual town halls (June)
- Facilitate Board of Education editorial(s)

Source: DCSD exit surveys from leadership presentations to staff and community; April-May 2022; N=160

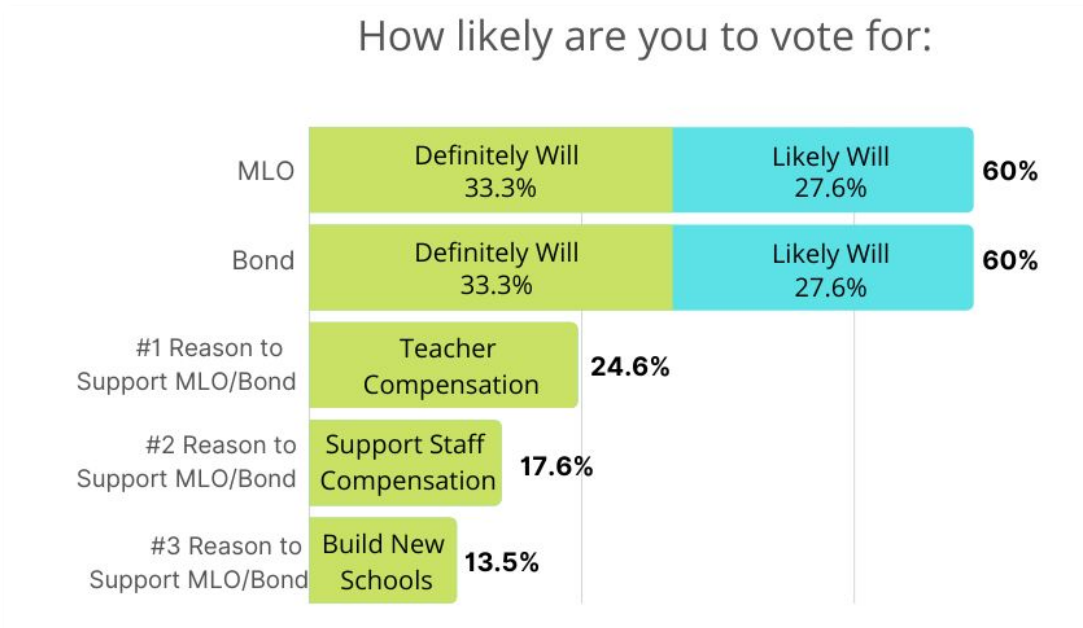
New Bridge Strategy Poll

MBEC SAC/PTO Surveys

Magellan Statewide Poll

MBEC/DCSD Post-Pres. Exit Surveys

MBEC Focus Group Exit Surveys



✓ Exit Survey results from DCSD leadership presentations show high support for MLO/Bond

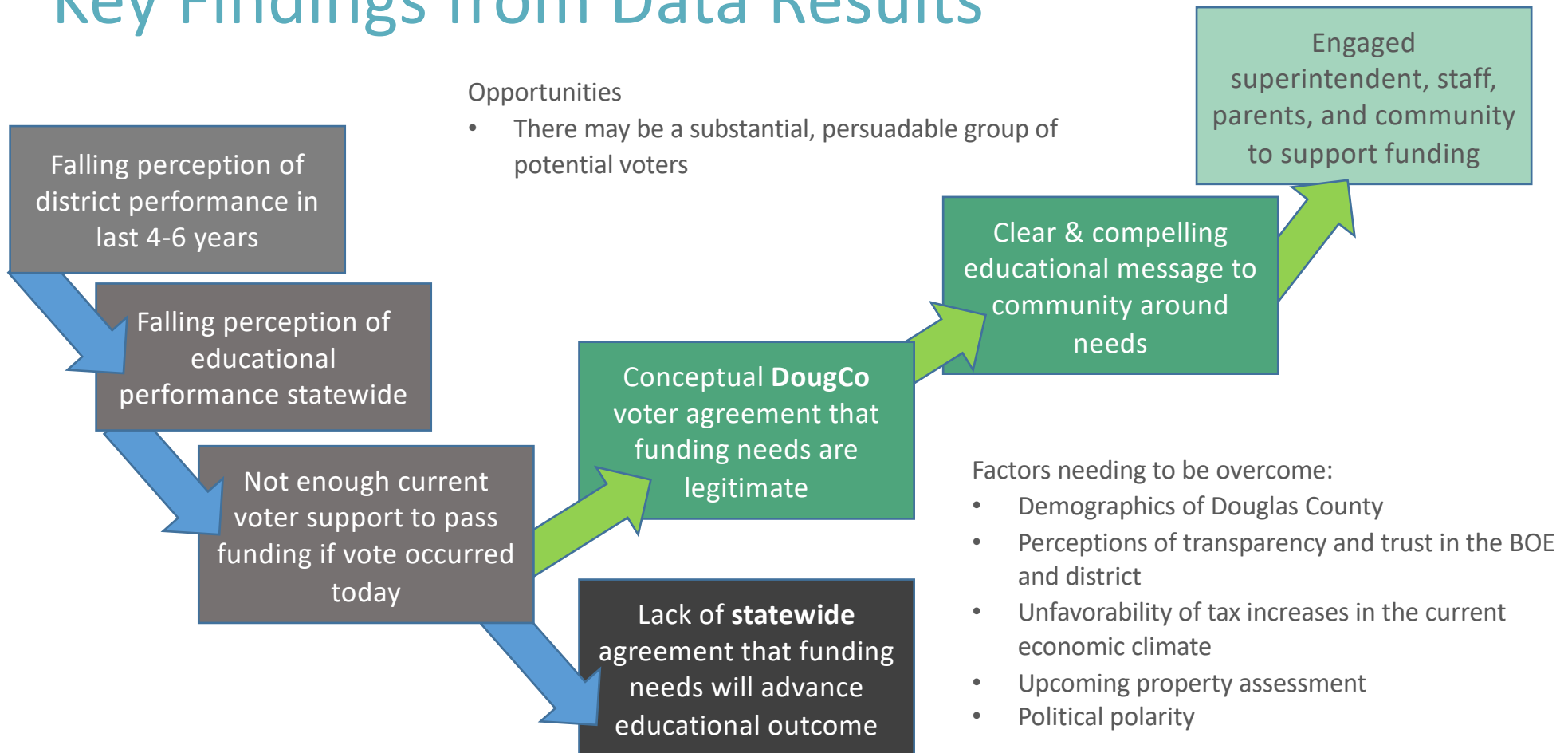
Source: MBEC exit surveys from presenting Super. Kane's presentation to community groups; May 2022; N=64



Key Findings from Data Results

Opportunities

- There may be a substantial, persuadable group of potential voters



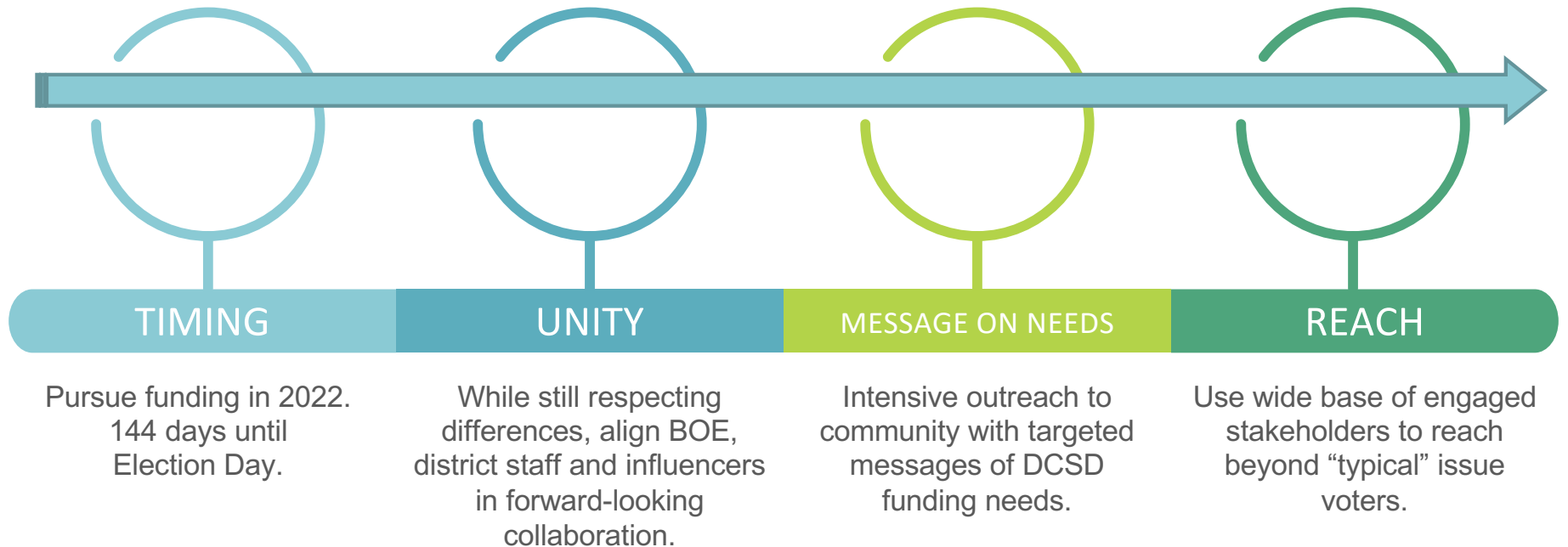


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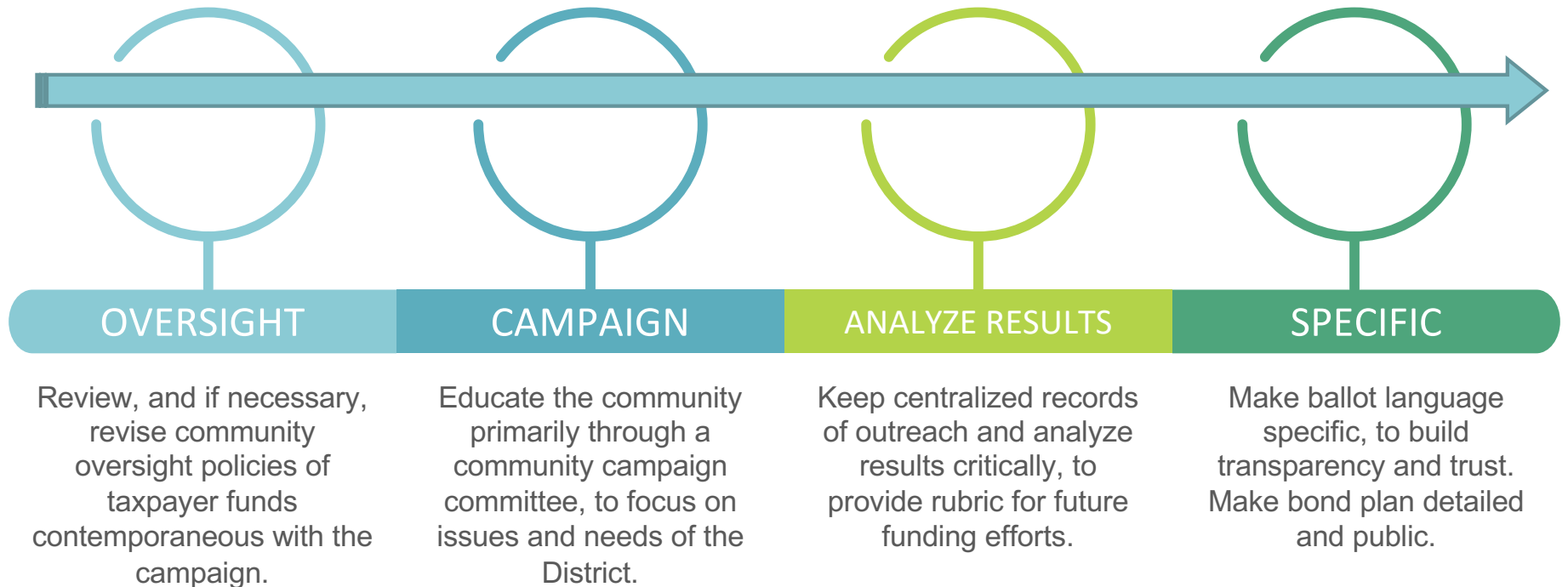
Recommendations to the BOE (1 of 2)

Pursue MLO and Bond in 2022



Recommendations to the BOE (2 of 2)

Pursue MLO and Bond in 2022





Community Engagement is Critical

Continue sustained community connection

It is vital that all elements of the district and supporters of the district participate immediately in robust community engagement, including specific outreach to:

- District citizens without school-age children
- Unaffiliated voters
- Traditional supporters of education funding
- Center-right voters

Mobilize Essential, Influential Stakeholders

Continue sustained stakeholder identification, outreach, training

Intensive Outreach & Education Conducted by Staff

January – February 2022

- Staff presents initial funding needs/challenges, Master Capital Plan, Priority Capital Needs to BOE
- BOE Votes to form MBEC

March – May 2022

- Funding Challenges Presenter Kit/Materials sent to District leaders, BOE, Board Committees, Foundation Board
- Principals began presenting to staff, PTOs, SACs
- Presentation training conducted for school & dept leaders, BOE members, Board Committees
- Superintendent Funding Challenges Presentations began (and to continue through August)

- Principals
- Teachers
- District and Board Committees
- Business Leaders
- Political Leaders
- SAC and PTO Leadership



Emphasize Community Involvement

Clear community oversight builds trust

- **Include community involvement** as a well-thought-out, major plank in future strategic plan.
- **Review current procedures and establish policy** to ensure open and transparent financial oversight, which includes involvement of citizen committees as well as appropriate professional review.
- **Build trust with the community** by listening to and carefully considering feedback provided by the committees.
- **Develop and publish spending plan**, available to the public on the District's website prior to the vote, that includes an easily understandable change management process, so the plan can evolve to match changing circumstances.



District Challenges if Funding Does Not Pass in 2022

“Delayed” does not mean “Denied”

District Challenges if Funding Does Not Pass in 2023

- Without increased funding for competitive compensation, the district will need to find other methods to retain and recruit qualified teachers and other staff. Reductions in force may be necessary.
- The District will continue to use operating funds to meet only the most critical maintenance needs in its current buildings and will be limited its ability to provide safety and security upgrades.
- Without community anchor neighborhood schools in high-growth areas, other options such as longer bus rides to crowded schools that are not in the students' immediate community will be necessary. Reliance on charter school expansion may be required.

Passing funding beyond 2023 will become increasingly difficult

2022

2023

2024

107-117K

64.5 – 70.5K

136 – 146K



Regardless of *when* funding passes

- Continue to engage the community in ongoing outreach and education
- Continue to gather, examine, and analyze data to gauge community support
- Conduct regular focus groups to evaluate public understanding of the District's needs and the factors that may impede support
- Engage further with the public to address the needs and concerns of voters by creating an ongoing standing subcommittee of the FOC, LRPC, DAC, and MBOC to accomplish the following:
 - Continue to regularly explore feasibility and the needs for additional funding
 - Collaborate with Communications on outreach to educate the community about the District's needs, operations, and long-term objectives
 - Provide an annual report on feasibility



MBEC Final Recommendation

Feasibility Hinges on Prioritizing Community Outreach

A successful Mill Levy Override (MLO) and/or Bond issue on the November 2022 ballot is **only** feasible if the District, Board and building leadership **make funding the top priority**, creating and executing a well-resourced, unified, strategic plan for community outreach.

Prioritize ongoing community outreach, education and connection.

If the short time frame does not allow us to pass funding this year, continue to unify the community and place funding on the ballot in 2023.



Questions?