



June 15, 2023

TO: Interested Parties
FROM: Evan Wilson, Moore Information Group
RE: Survey Results: Potential DCSD School Funding Measures 5A & 5B

A new Moore Information Group survey of likely voters in Douglas County indicates support for additional school funding remains strong despite the emergence of rising assessments on property values and presence of Proposition HH on the statewide November 2023 ballot. In fact, 95% of voters in the County are aware of recent increases in assessed property values yet support for 5A remains stronger today at +12 (50% “yes”/38% “no” and 13% undecided) than when MIG first tested the measure in March 2023. Support for 5B remains within the margin of error, with 44% of voters saying “yes,” 41% saying “no” and 15% undecided.

- Support for school funding provisions is widespread and has broad support across the political spectrum.

Support for Potential School Funding Areas	Strongly agree	Total agree	Total disagree	Net agree
Provide additional Career and Technical Education opportunities which provide students with industry certifications and training to directly enter the workforce after graduation. (Q3)	64%	86%	12%	+74%
Retain and attract excellent teachers and staff by increasing salaries to be more competitive with neighboring school districts. (Q1)	59%	84%	12%	+72%
Increase and maintain school safety and security support, such as School Resource Officers. (Q2)	59%	83%	14%	+69%
Update, maintain, equip, and construct educational facilities as described in the district bond plan in order to ensure safe and adequate learning spaces for students and staff and to reduce overcrowding. (Q4)	42%	75%	20%	+55%

- The presence of Proposition HH on the statewide ballot in November does not appear to be having a negative impact on Douglas County voters’ stance on local school funding measures. Just over one-quarter of the electorate (28%) is more likely to vote for proposed school funding measures 5A and 5B knowing Prop. HH is on the ballot, while 22% are less likely. Meanwhile, half of voters say the addition of Prop. HH to November’s ballot has no impact on their vote (34%) or are unsure (16%).
- Voters were also asked an agree/disagree question detailing how recent assessment increases will drive up the cost of homeownership in Douglas County, but that additional property tax revenue will not change current school funding, therefore voters need to pass 5A and 5B at the local level (Q13). This question – designed to inform voters of the dilemma surrounding increasing assessments on one hand, while asking for additional school funding on the other hand, helps gauge voter sentiment. We found 41% of voters in agreement that additional school funding is necessary given current assessment increases, while 37% disagree and one-in-five are undecided.

- The more voters hear about potential school funding measures 5A and 5B, the more likely they are to support the measures on November’s ballot:

Message Testing	Much more likely	Total more likely	Total less likely	Net more likely
Douglas County School District is at risk of losing some of its best teachers to neighboring school districts because we cannot pay them as well as many other districts due to the difference in local funding. Douglas County School District starting teacher pay is \$45,209. (Q16)	30%	54%	29%	+25%
An investment in our students and schools is an investment in our community. A high-quality school system, which requires high-quality teachers and staff, attracts businesses and residents to our thriving community and helps keep our home values strong. (Q17)	25%	53%	32%	+21%
Assessed property values in Douglas County are on the rise. But even with increased assessment rates, the Douglas County School District cannot compete with neighboring districts when it comes to paying teachers and staff. In Colorado, the only way to increase funding at the local level is through mill levy overrides and bond measures. Due to differences in local mill levy override funding, Douglas County School District is funded at \$2,000 less per student compared to other school districts such as Cherry Creek and Littleton. As a result, Douglas County School District's average teacher salary is \$18,000-\$20,000 less than neighboring school districts. Douglas County School District needs to pass a mill levy override and bond in order to remain competitive with other school districts in the area. (Q15)	25%	53%	33%	+20%
At the Douglas County School District, ensuring students have a safe learning environment is a top priority. Passing 5A and 5B will provide the district with the funding needed to increase and maintain school safety and security by providing additional trained security personnel such as School Resource Officers and Campus Security Specialists and upgrading school buildings with new technology and safety advancements to keep students, teachers, and staff safe. (Q14)	23%	51%	32%	+19%
If 5A and 5B were to pass, the cost to homeowners for both measures combined would be approximately \$180 per year for a \$500,000 home. (Q18)	22%	50%	36%	+14%

The bottom line is that support for additional school funding at the local level remains strong among likely voters in Douglas County. The emergence of increasing property tax assessments and presence of Prop. HH has an impact on the ballot, but subgroup analysis suggests a portion of undecided voters can be persuaded by targeted messaging and are “gettable.” These results indicate there is ample grassroots support today to continue moving forward with a full-fledged campaign in support of 5A and 5B leading into this Fall.

Methodology

This survey was conducted June 10-13, 2023, by Moore Information Group. A total of 400 interviews were conducted among a representative sample of likely municipal election voters in Douglas County using live telephone (50% of responses) and text-to-online (P2P) technologies (50% of responses). The potential sampling error is plus or minus 5% at the 95% confidence level.