

**27J Schools
Mill Levy Override
Voter Opinion Survey**

July 26th to July 29th, 2022





27J Schools invites you to participate in a very important survey regarding public schools in our community and a potential property tax increase on the ballot this November. YOUR input will determine how the district proceeds. Make your voice heard! The survey will only take 12 minutes to complete, and your answers will remain strictly confidential. Let's get started!
REPLY STOP TO OPT OUT
[88888888](tel:88888888)

Survey Methodology

- Magellan Strategies are pleased to present the results of a live telephone and online survey of 938 registered voters within the 27J Schools boundary.
- The interviews were conducted from July 26th to July 30th, 2022. The overall survey responses have a margin of error of +/- 3.18% at the 95% confidence interval. Subgroups of voters will have a higher margin of error than the overall sample.
- The survey results were weighted to be representative of the voter turnout demographics of a midterm election within the 27J Schools boundary.



Survey Objectives

- The primary objective of this survey was to measure voter support and opposition levels for an 8-mill property tax increase to be used for programs and staff.
- The survey included information questions regarding the reasons why the district is considering this ballot measure, as well as general questions regarding overall satisfaction with the district, student performance, and funding priorities.

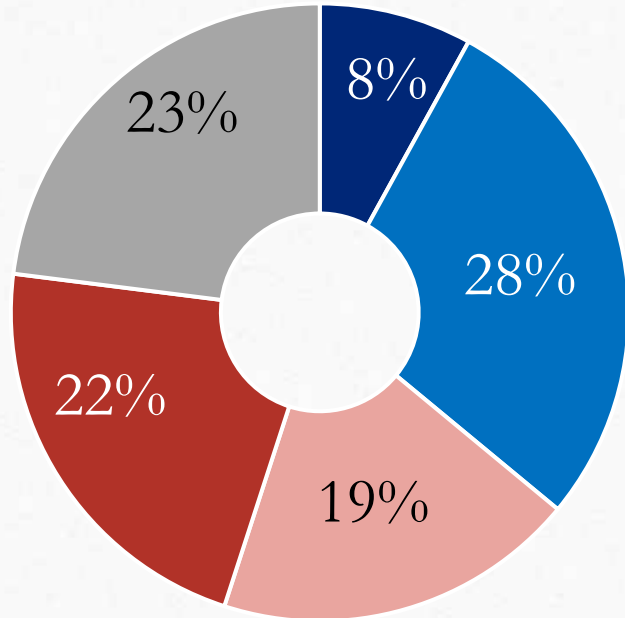
Registration and Past Turnout Demographics

Magellan Strategies 27J Schools										
Registration and Voter Turnout Demographics										
City	Active Registration		2021		2020		2019		2018	
Brighton	23,663	33.0%	8,152	30.8%	18,924	32.1%	9,081	34.6%	14,074	33.1%
Commerce City	24,097	33.6%	7,845	29.6%	19,474	33.1%	7,295	27.8%	12,815	30.2%
Thornton	12,050	16.8%	5,370	20.3%	10,143	17.2%	4,506	17.2%	7,040	16.6%
Unincorporated	10,692	14.9%	4,790	18.1%	9,459	16.1%	5,028	19.1%	7,901	18.6%
Other	1,118	1.6%	317	1.2%	875	1.5%	350	1.3%	632	1.5%
	71,620		26,474		58,875		26,260		42,462	
Sex	Active Registration		2021		2020		2019		2018	
Female	36,177	51.1%	13,629	51.8%	30,176	52.0%	13,469	51.8%	21,806	52.0%
Male	34,599	48.9%	12,665	48.2%	27,803	48.0%	12,542	48.2%	20,093	48.0%
Total	70,776		26,294		57,979		26,011		41,899	
Age Group	Active Registration		2021		2020		2019		2018	
18-34	21,321	29.8%	3,615	13.7%	15,480	26.3%	3,806	14.5%	8,345	19.7%
35-44	15,650	21.9%	5,243	19.8%	12,917	21.9%	4,794	18.3%	9,002	21.2%
45-54	12,776	17.8%	4,940	18.7%	11,075	18.8%	4,984	19.0%	8,306	19.6%
55-64	10,424	14.6%	5,204	19.7%	9,397	16.0%	5,619	21.4%	8,035	18.9%
65+	11,449	16.0%	7,472	28.2%	10,006	17.0%	7,057	26.9%	8,774	20.7%
Total	71,620		26,474		58,875		26,260		42,462	
Party	Active Registration		2021		2020		2019		2018	
Unaffiliated	31,501	44.0%	9,980	37.7%	23,507	39.9%	8,979	34.2%	14,871	35.0%
Republican	19,631	27.4%	8,766	33.1%	18,119	30.8%	9,549	36.4%	14,645	34.5%
Democrat	19,274	26.9%	7,434	28.1%	16,388	27.8%	7,397	28.2%	12,344	29.1%
Libertarian	740	1.0%	197	0.7%	564	1.0%	226	0.9%	404	1.0%
Other	474	0.7%	97	0.4%	297	0.5%	109	0.4%	198	0.5%
	71,620		26,474		58,875		26,260		42,462	

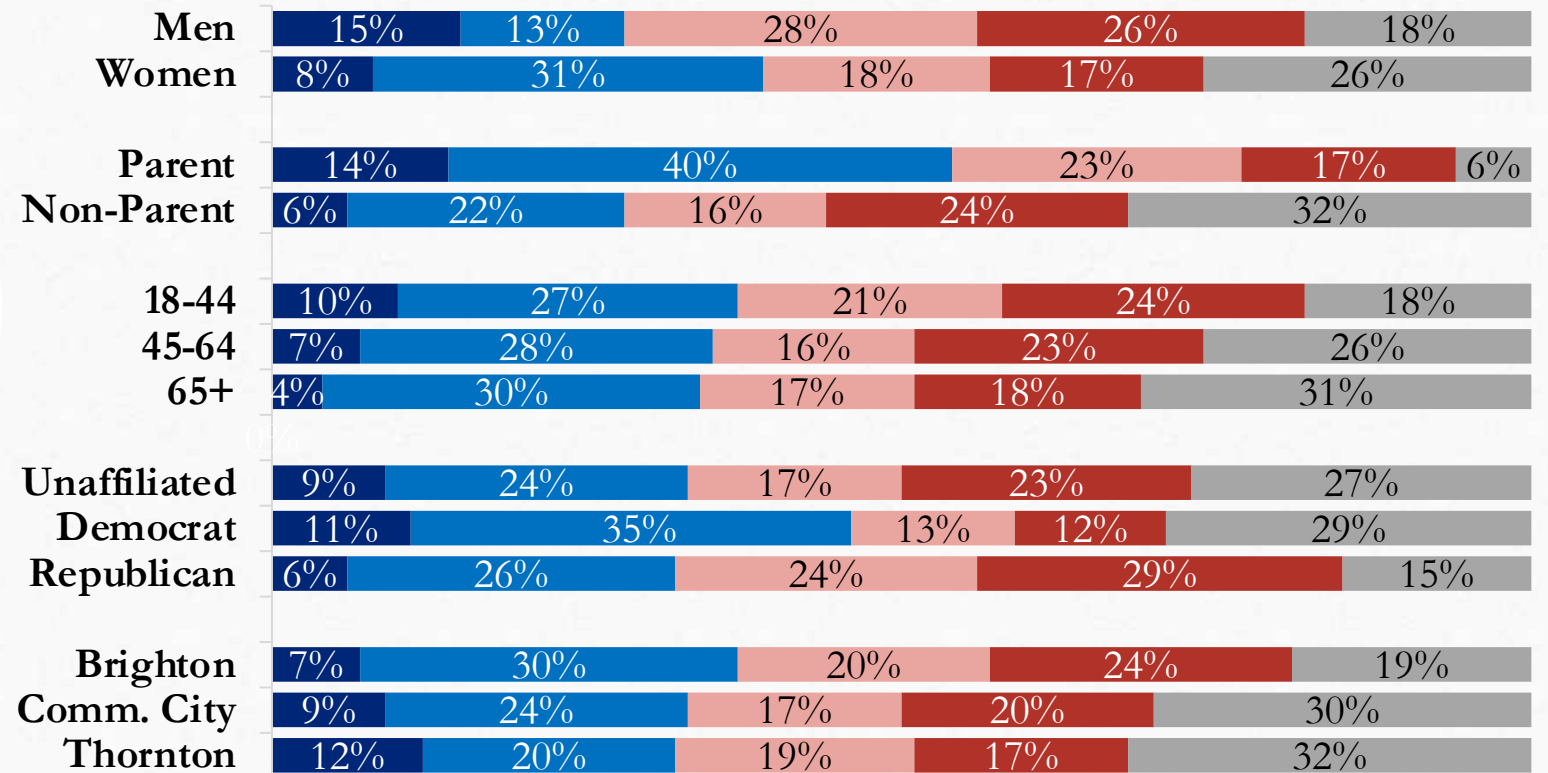
Voter Satisfaction with the Quality of Public Education in 27J Schools



Thinking now about kindergarten through 12th grade public schools in your local school district, known as 27J Schools, would you say you are satisfied or dissatisfied with the quality of public education children are receiving? If you are unsure, there is an option for that as well.



- Very Satisfied
- Somewhat Satisfied
- Somewhat Dissatisfied
- Very Dissatisfied
- No Opinion



■ Very Satisfied ■ Somewhat Satisfied ■ Somewhat Dissatisfied ■ Very Dissatisfied ■ No Opinion

Total Satisfied 36% - Total Dissatisfied 41%

Rating Different Indicators of Student Performance



On a scale of 1-10, please rate the importance of the following indicators of student performance.

A 10 means that the indicator is a very important measurement of student performance, while a 1 means that the indicator is not an important measurement.

Importance of MLO Funding for Specific Items Ranked by % Rated 8 or Above

Graduation rates

81%

Student grades/report card

63%

College entrance exam scores

49%

The District's overall test scores

42%

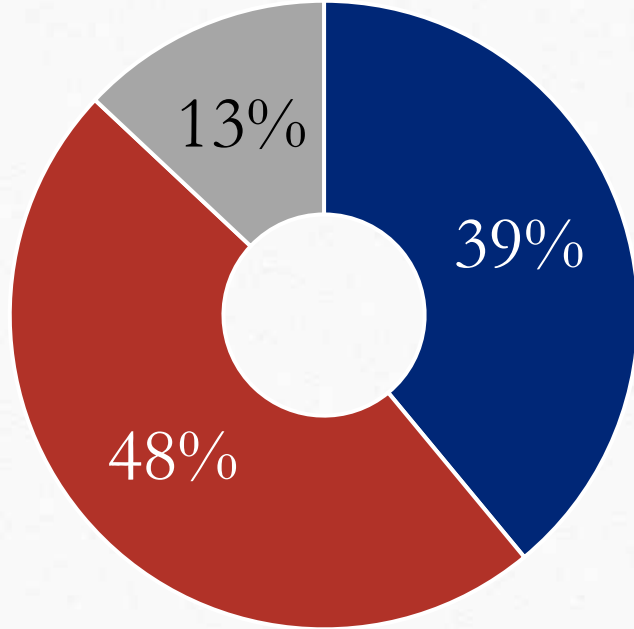
Student state test scores

39%

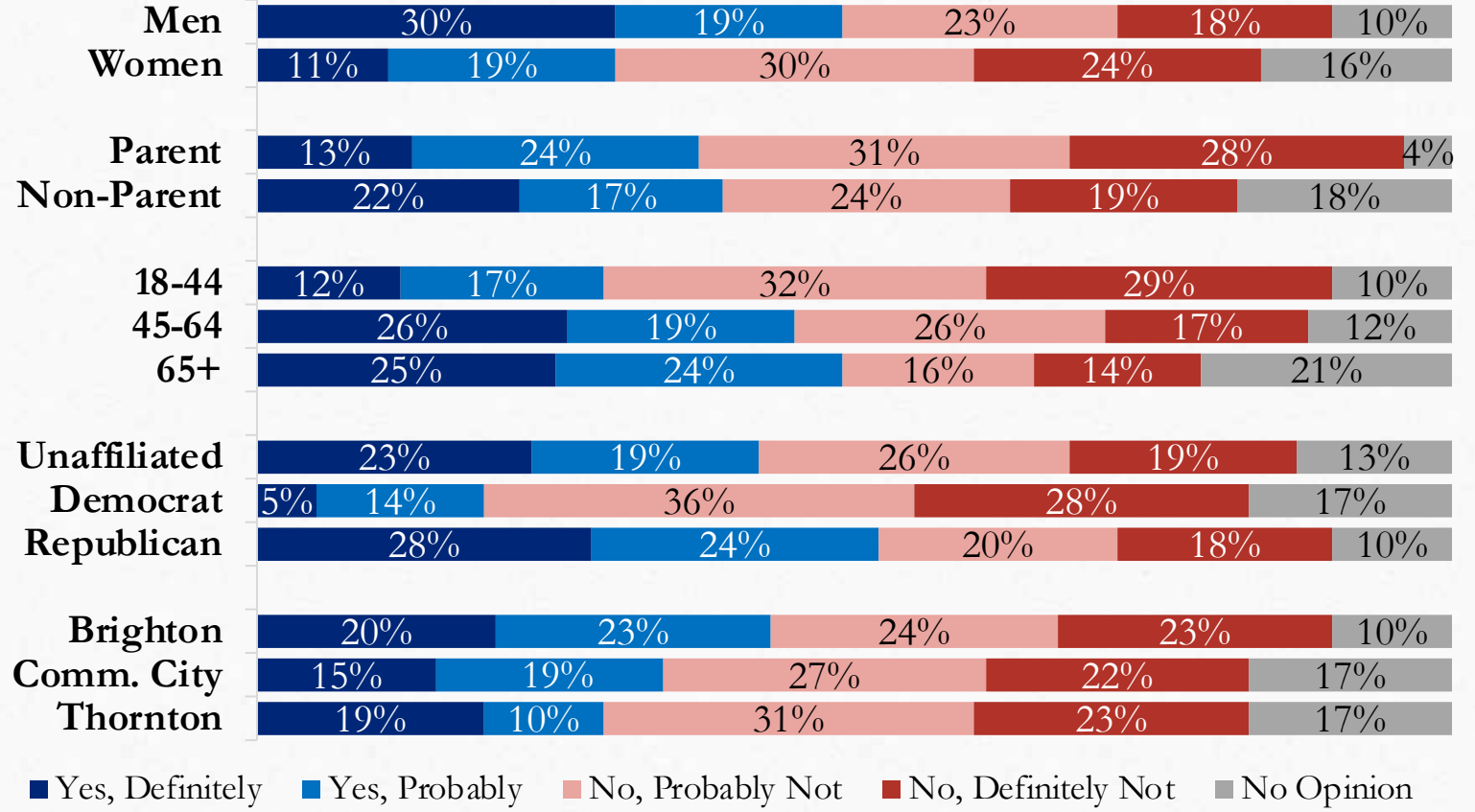
Voter Perception of 27J Schools' Financial Resources



Do you think 27J Schools has the financial resources needed to provide students with a quality education?



- Total Yes
- Total No
- No Opinion

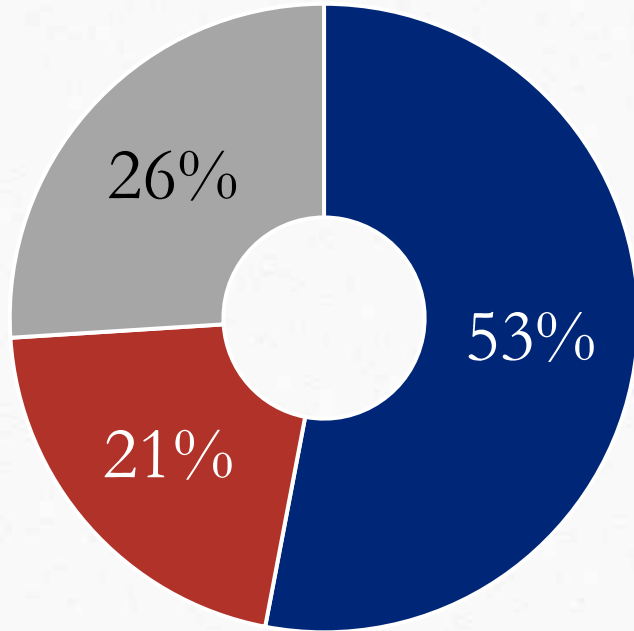


Yes Definitely 20%, Yes Probably 19%, No Probably Not 27%, No Definitely Not 21%

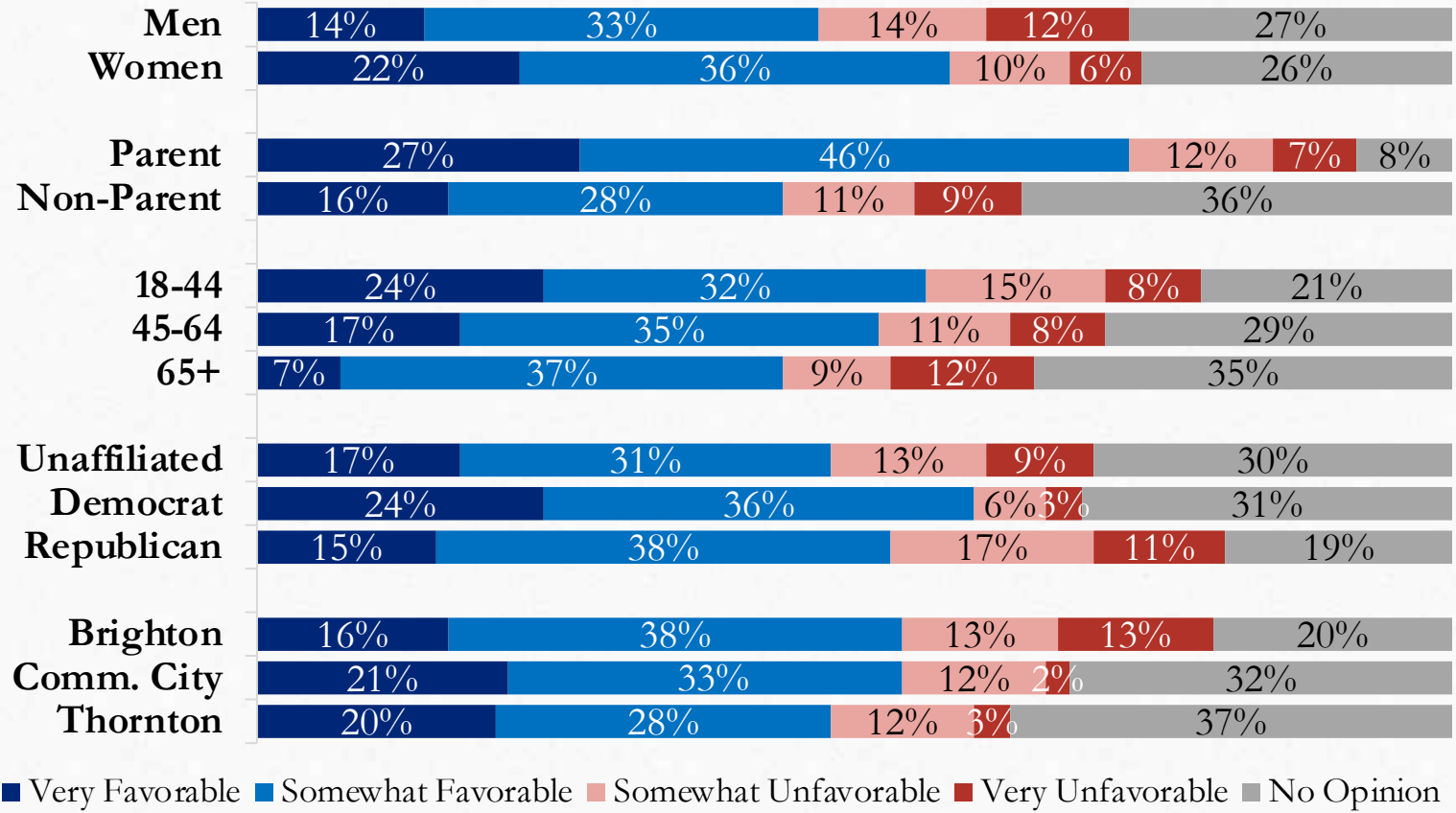
Image Rating of Teachers in 27J Schools



Do you have a favorable or unfavorable opinion of the teachers in 27J Schools?



- Total Favorable
- Total Unfavorable
- No Opinion

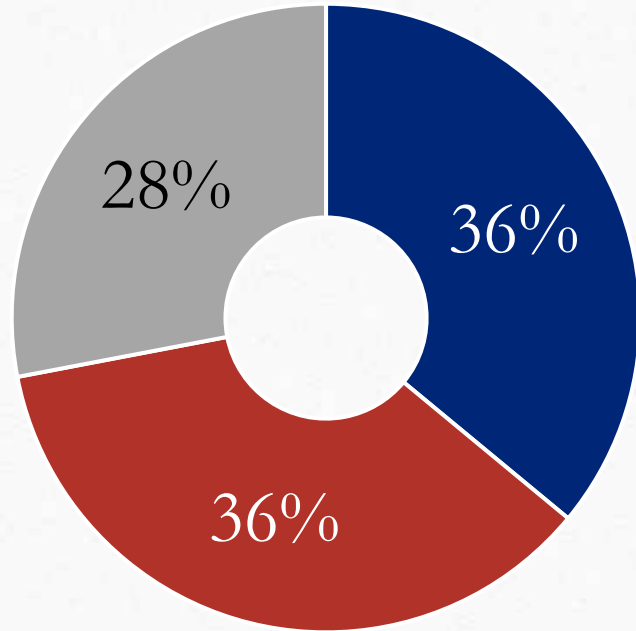


Very Favorable 19%, Somewhat Favorable 34%, Somewhat Unfavorable 12%, Very Unfavorable 9%

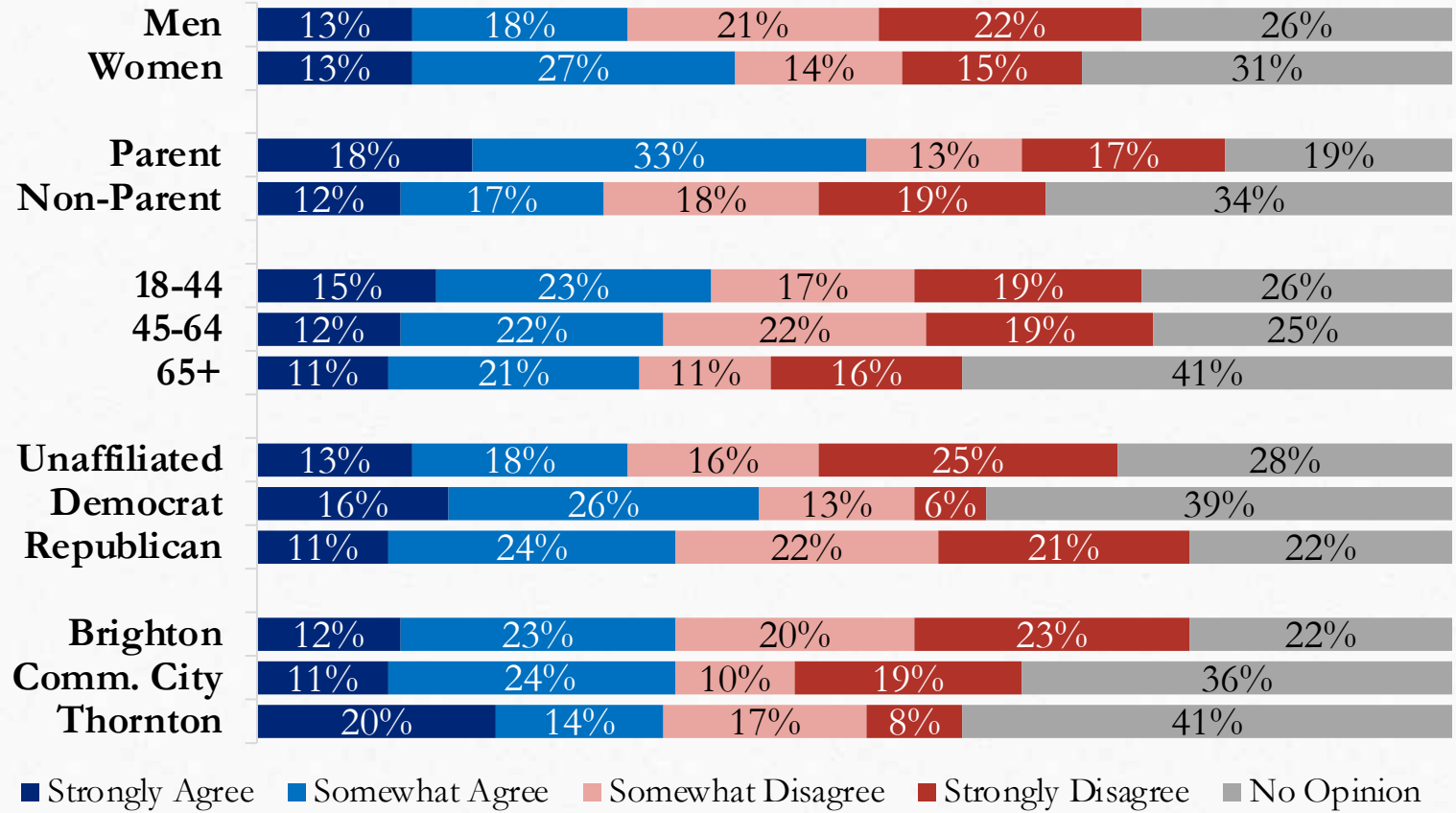
Voter Perception of 27 Schools' Fiscal Responsibility



Do you agree or disagree with the following statement? *27J Schools is fiscally responsible and spends taxpayer money wisely.*



- Total Agree
- Total Disagree
- No Opinion



Strongly Agree 13%, Somewhat Agree 23%, Somewhat Disagree 17%, Strongly Disagree 19%

Desired Evidence of Fiscal Responsibility (Asked to 319 respondents who did not agree on T11)

Thank you for your feedback. 27J Schools is committed to financial transparency and accountability.

As we work to improve communications to all residents, please describe what evidence you would like to see as proof that the district is fiscally responsible and spends taxpayer money wisely.

Themes

Different Priorities (Teacher pay, curriculum, others)

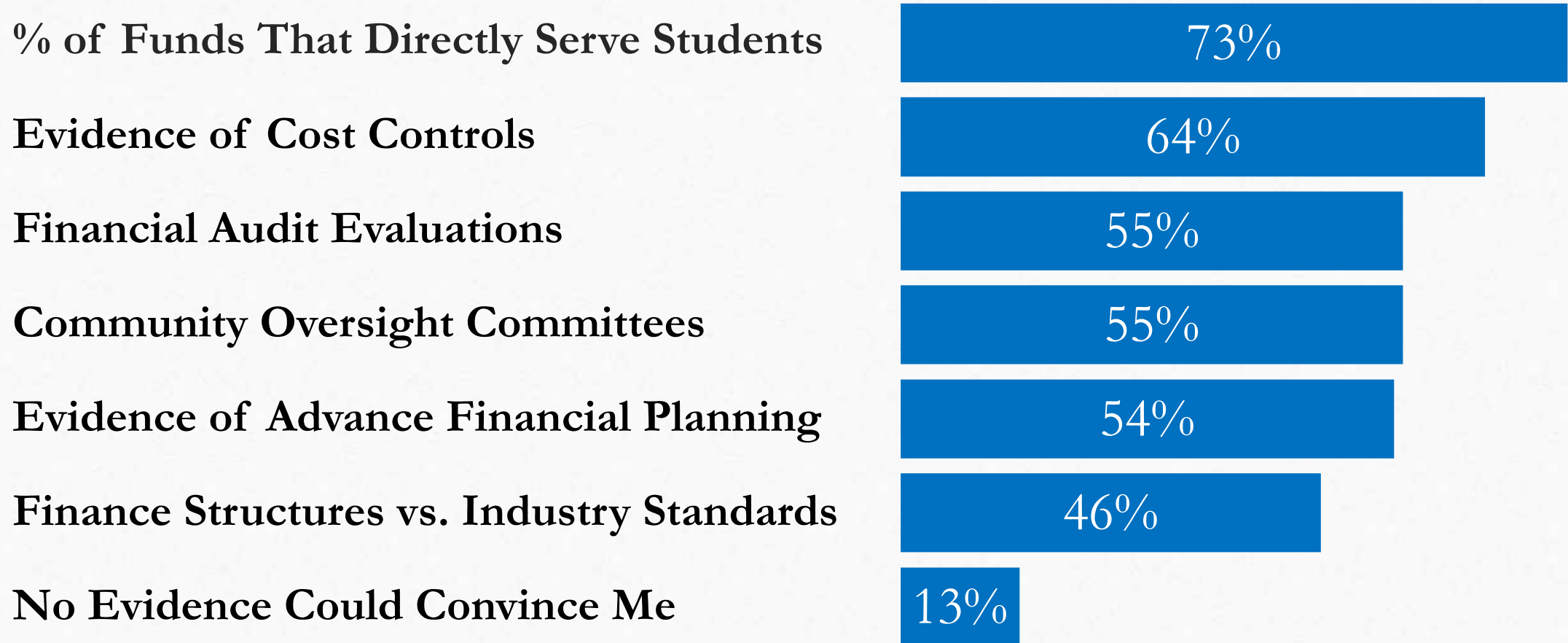
Transparency

More \$ Directly into Classrooms

Reduce Waste

- Cut the number of district-level administrators and put more teachers in classrooms to reduce class sizes. -Male, 35-44, Unaf., Commerce City
- I want detailed reports sent out to all who live in the district, either via mail, email, or text. -Female, 45-54, Unaf., Brighton
- I would like to see students get better resources and opportunities to grow. -Female, 18-34, Rep., Commerce City
- I don't really know how you are spending money, so I don't know if you are spending it wisely. It seems like more money goes to the administration and less to the classrooms and teachers. -Female, 55-64, Unaf., Thornton
- A budget that spends less than 10% on administrative costs. -Male, 65+, Rep., Thornton

Demonstrations of Fiscal Responsibility Ranked by % of Respondents who Chose the Option



Importance of Program & Staff Needs Ranked by % Rated 8 or Above

Increase Salaries Closer to Market Average

66%

School Safety and Security

63%

STEM, CTE and Vocational Teachers

61%

Tech, Digital Content, Materials & Textbooks

60%

More Staff to Focus on Student Instruction

59%

Continue to Provide Bus Services for Students

54%

More Staff to Meet Growth in Non-Core Classes

48%

27J Schools Mill Levy Override Uninformed Ballot Test



Before we continue, it is important to understand that no decision has been made by 27J Schools to put a property tax increase before voters this November. Your honest answers to the following questions will help inform that decision. Let's continue the survey now..

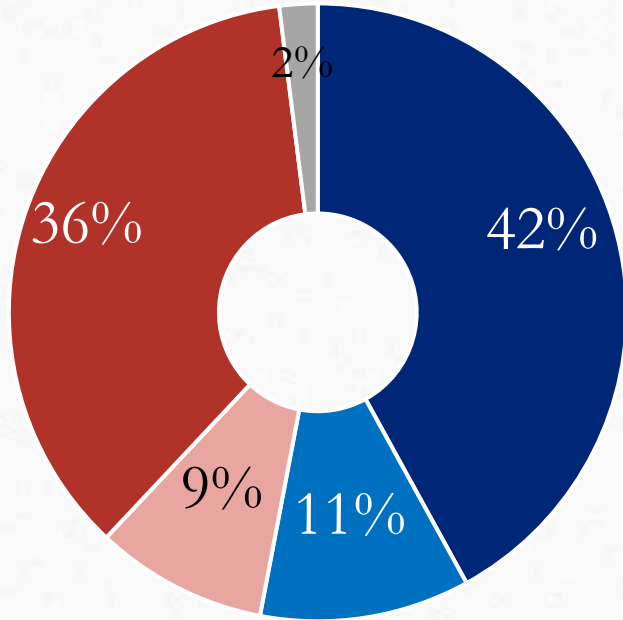
27J Schools is considering a ballot measure in November asking voters to approve an 8 mill property tax increase, also known as a Mill Levy Override. Revenue from a Mill Levy Override can be used for operational expenses, such as programs and staff, and is not used for construction or repair of buildings.

An 8 mill property tax increase would raise \$16 million annually and would cost a homeowner \$55.60 per year per \$100,000 of a home's assessed value.

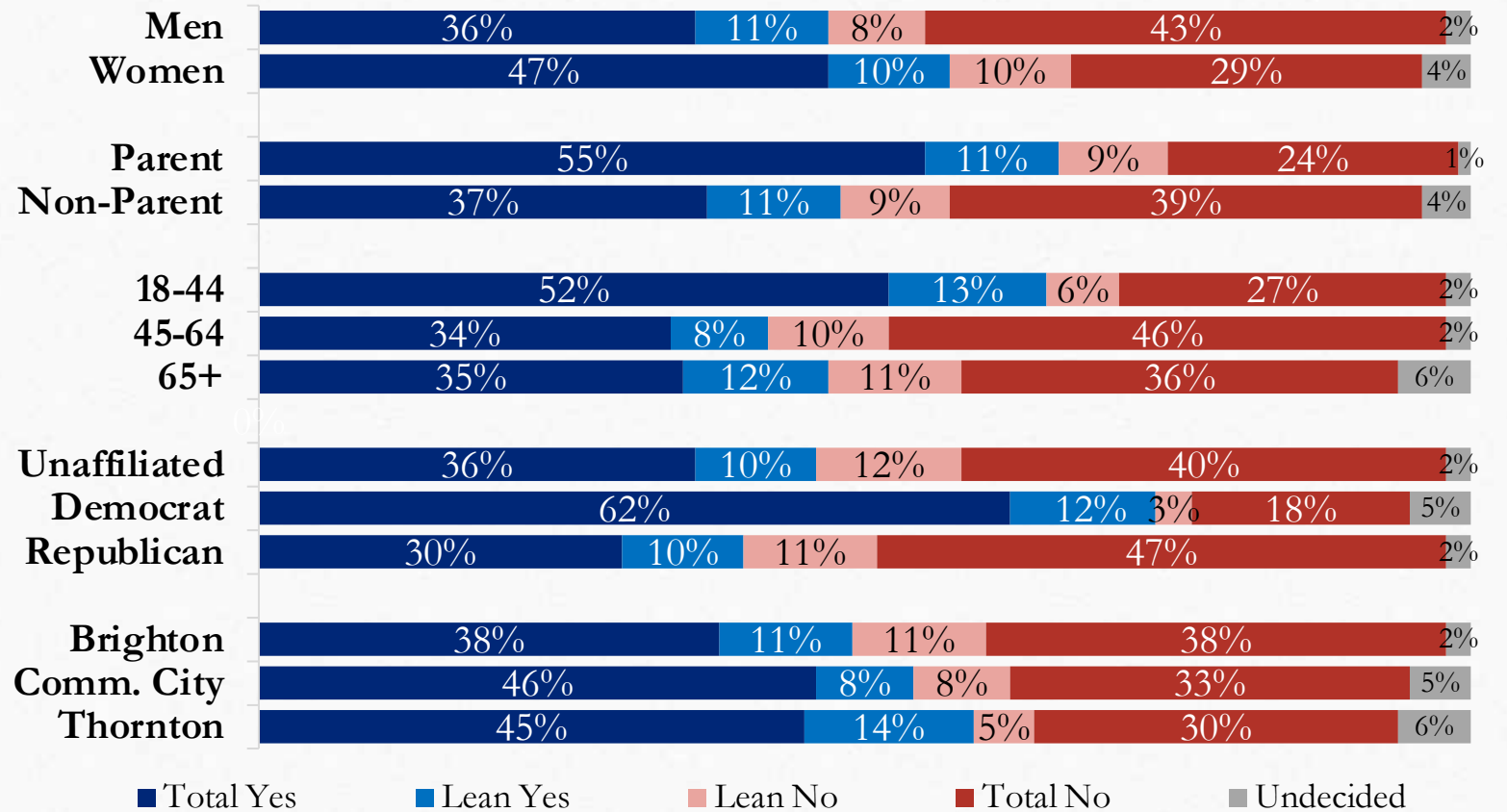
Revenue from the property tax increase would allow 27J to compete with other districts to recruit and retain experienced teachers and student support staff by increasing salaries closer to the market average. It would also allow the District to hire additional teachers and provide additional resources for career-focused instruction so that students gain the skills they need for jobs and careers. The revenue would also be used to hire school safety officers to increase protection for students and staff.

If an election were being held today, would you vote yes and approve this property tax increase, or would you vote no and reject it?

If an election were being held today, would you vote yes and approve this property tax increase, or would you vote no and reject it?



■ Total Yes ■ Lean Yes
■ Lean No ■ Total No
■ Undecided



Definitely Yes 32%, Probably Yes 10%, Probably No 9%, Definitely No 27%

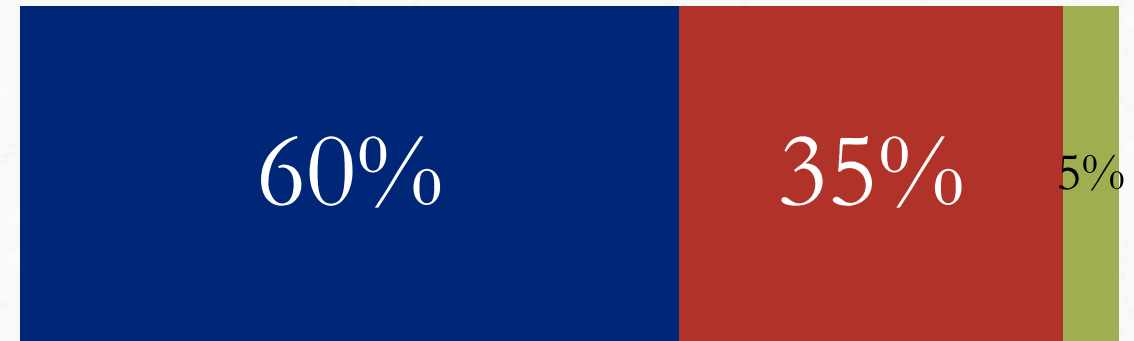
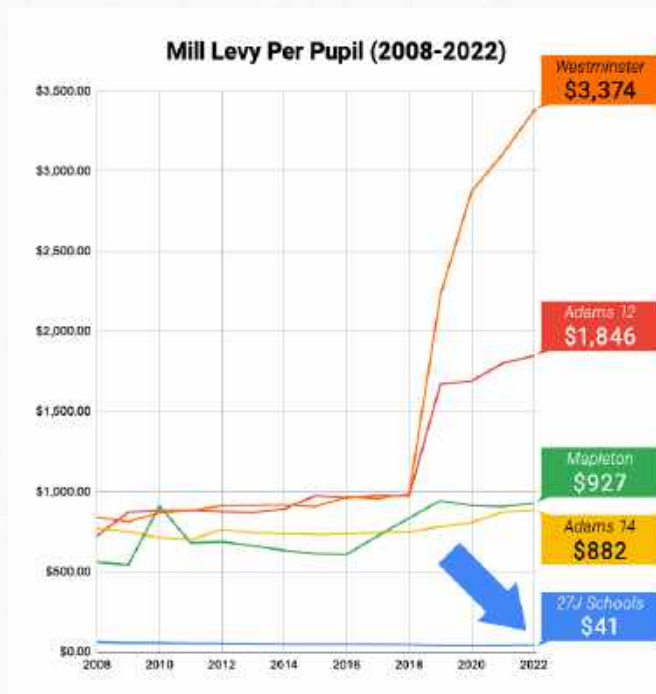
Information Questions About An 8-Mill Property Tax Increase Ballot Measure Proposal



We will now share information about why 27J Schools is considering an 8-mill property tax increase. After reading the information, please indicate if you are more likely to vote yes and approve the property tax increase or if you are more likely to vote no and reject it.

Information Questions About an 8-Mill Property Tax Increase Ranked by Percent More Likely to Approve

This graph shows a comparison of the mill levy (property tax) funding per pupil for Adams County's metro-area school districts. 27J Schools has not increased its mill levy for programs and staff since November 1999 and, at \$41 per pupil, is well below the other four districts. Knowing this information, are you:



- More Likely to Approve
- More Likely to Reject
- No Influence in Decision

Information Questions About an 8-Mill Property Tax Increase

Ranked by Percent More Likely to Approve

27J Schools' per-student funding currently ranks 175th out of 178 school districts in Colorado and is ranked last in the metro area.

Knowing this information, are you:

To ensure community input and fiscal oversight, if this property tax increase is approved, 27J will form a mill levy oversight committee made up of community members to ensure that the funds are spent efficiently and as promised. Knowing this information, are you:

Because teachers are leaving 27J to go to other districts with higher salaries, 27J hires on average 200 new teachers every year. Many leave 3-5 years into their career when research shows teachers need 5-7 years to reach their full professional potential. Higher salaries would allow 27J to retain more of these high-quality, experienced teachers. Knowing this information, are you:

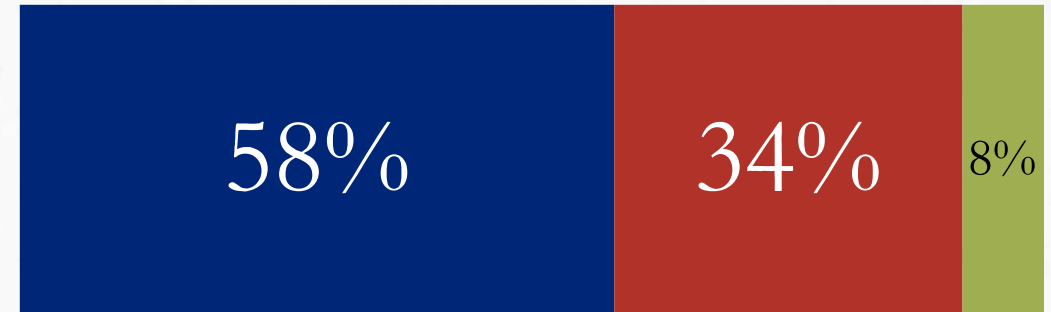


- More Likely to Approve
- More Likely to Reject
- No Opinion

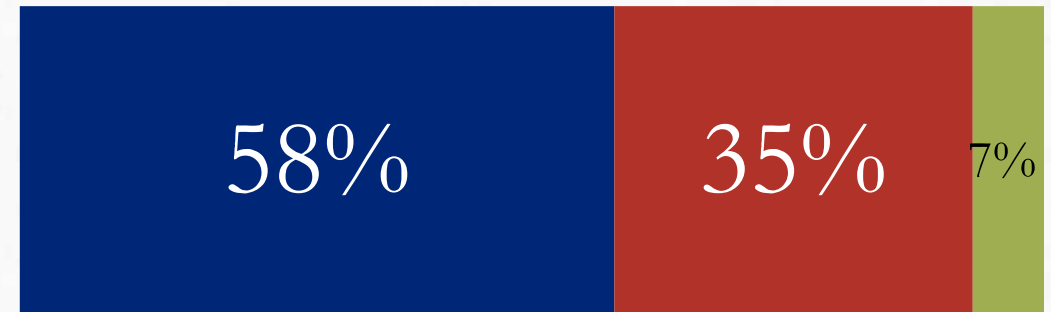
Information Questions About an 8-Mill Property Tax Increase

Ranked by Percent More Likely to Approve

This property tax increase would allow 27J to hire professionally trained school safety officers to protect students and staff more effectively. Knowing this information, are you:



27J Schools' teacher and support staff salaries are 20% below all other metro-area school districts, which prevents the district from hiring and retaining quality, experienced teachers and student support staff. Knowing this information, are you:



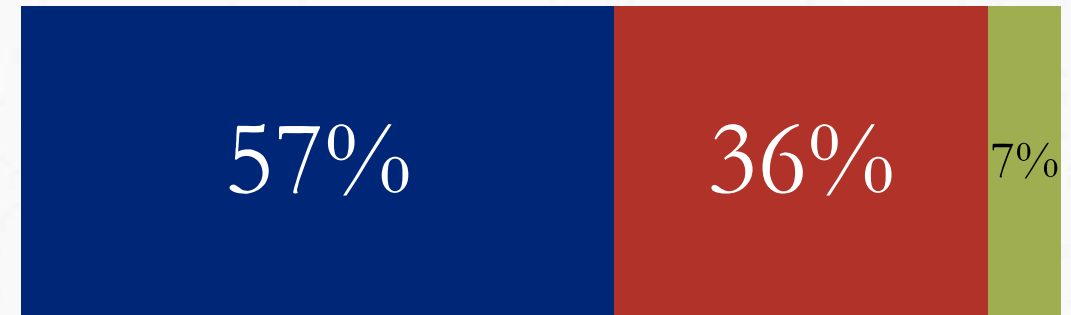
- More Likely to Approve
- More Likely to Reject
- No Opinion

Information Questions About an 8-Mill Property Tax Increase

Ranked by Percent More Likely to Approve

On average, the other 14 Denver metro-area school districts have at least \$2,000 more per student to fund their schools. This means 27J does not have funds to fully staff essential components of an effective education system, such as:

- Provide specially trained staff to improve instruction at all levels in reading, writing, math, science, and social studies to improve student skills
- Research and data analysis to best understand how to improve instruction to improve student learning
- Engage parents and the community in meaningful ways to keep them informed about their schools and district
- Provide students with educational materials for hands-on learning, so they aren't charged fees to take advanced and specialized courses



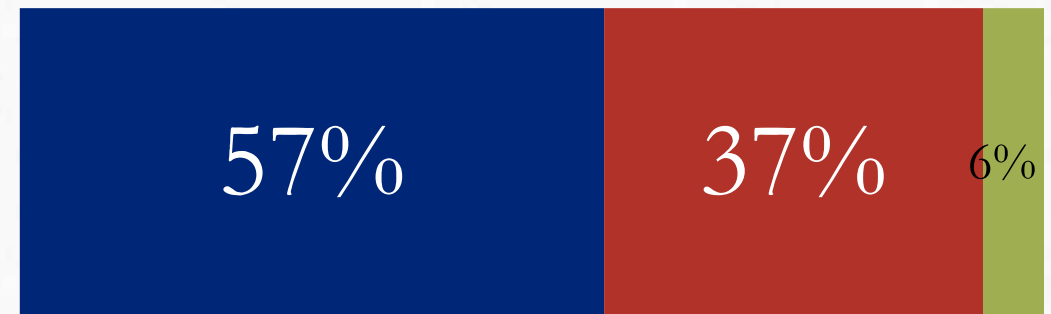
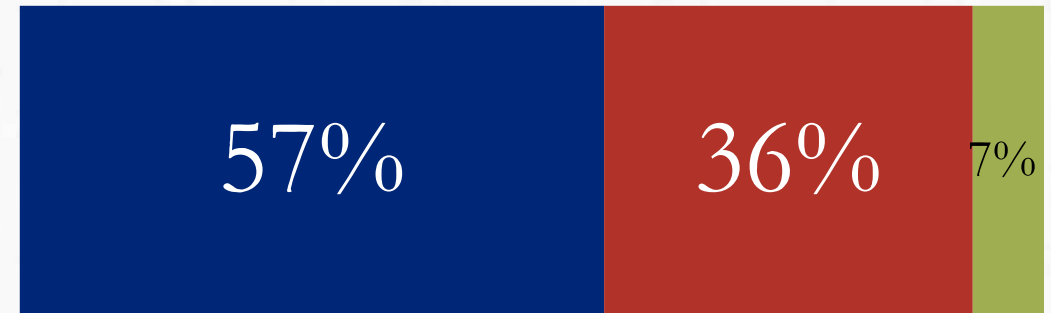
- More Likely to Approve
- More Likely to Reject
- No Influence in Decision

Information Questions About an 8-Mill Property Tax Increase

Ranked by Percent More Likely to Approve

Due to a lack of funding compared to other Denver metro-area districts, 27J students have fewer counselors, bus drivers and support staff, and can only operate a skeleton crew when it comes to school maintenance. These employees are essential for schools to operate safely and responsibly. Knowing this information, are you:

To be clear, residential growth and increased property values do not mean more money for 27J Schools. In fact, the only way for 27J Schools to receive additional funding directly from homeowners is for voters to approve a dedicated property tax increase, also known as a mill levy override. The last time a mill levy override was passed in 27J Schools was in 1999. Knowing this information, are you:



- More Likely to Approve
- More Likely to Reject
- No Opinion

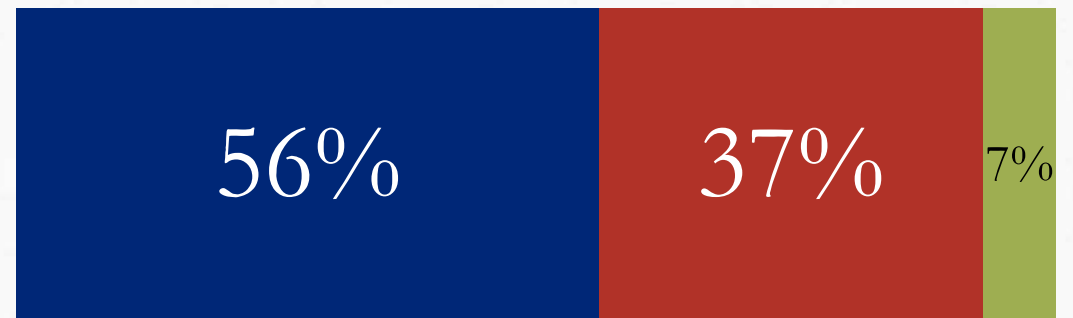
Information Questions About an 8-Mill Property Tax Increase

Ranked by Percent More Likely to Approve

As you may know, last year voters approved a \$515 million bond issue at no increase in tax rates. The bond will pay for the construction of at least five new schools in 27J, as well as renovations across the district.

While a bond can only be used to pay for school buildings and construction, only a mill levy increase can be used to pay for 27J teachers, staff and learning programs for students.

Therefore, without a property tax increase to fund programs and staff, the district will not be able to recruit and retain quality teachers and staff and provide more programs for students. Knowing this information, are you:



- More Likely to Approve
- More Likely to Reject
- No Influence in Decision

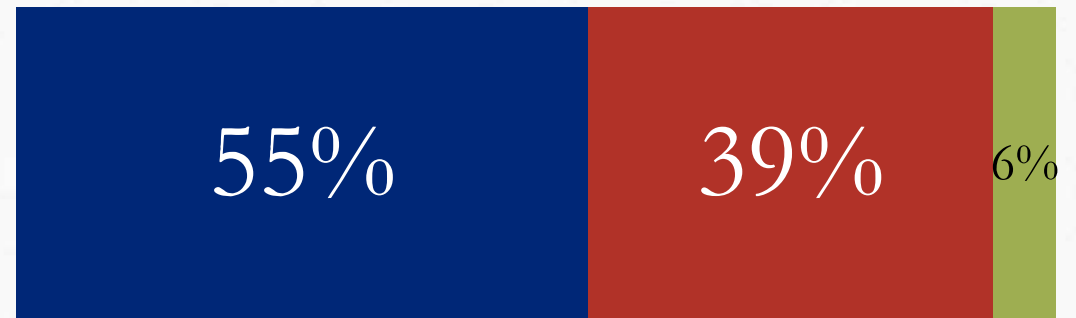
Information Questions About an 8-Mill Property Tax Increase

Ranked by Percent More Likely to Approve

27J Schools is one of the fastest growing school districts in the Denver metro area, adding as many as 1,000 new students each year. There are 42% more students in 27J as compared to just 10 years ago.

Furthermore, the District is projected to reach about 50,000 students in roughly the next 20 years. The bond issue that passed last year will help avoid overcrowding in existing schools and meet the needs of the growing community.

However, a property tax increase is still needed to ensure the schools and programs are adequately staffed. Knowing this information, are you:

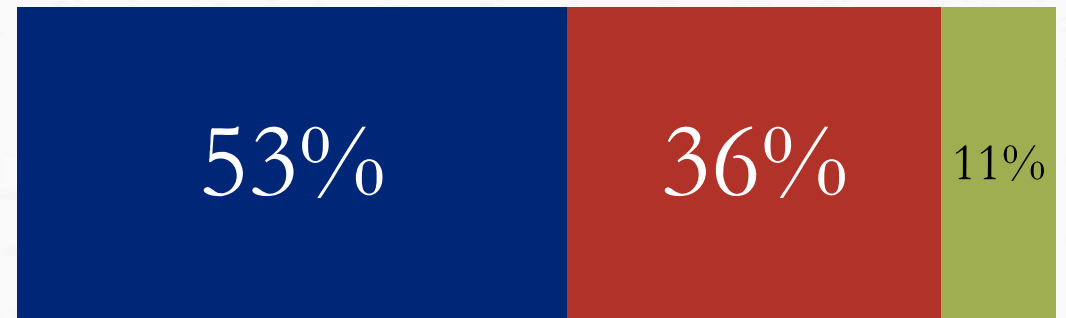


- More Likely to Approve
- More Likely to Reject
- No Influence in Decision

Information Questions About an 8-Mill Property Tax Increase

Ranked by Percent More Likely to Approve

Increasing property taxes to support our local schools helps ensure a quality public education system, with the following benefits: an improved local economy, community safety, an attractive quality of life, students who can get high-paying jobs right out of high school, and graduates who choose to stay in our community and be contributing members. Knowing this information, are you:



- More Likely to Approve
- More Likely to Reject
- No Influence in Decision

27J Schools Mill Levy Override Informed Ballot Test



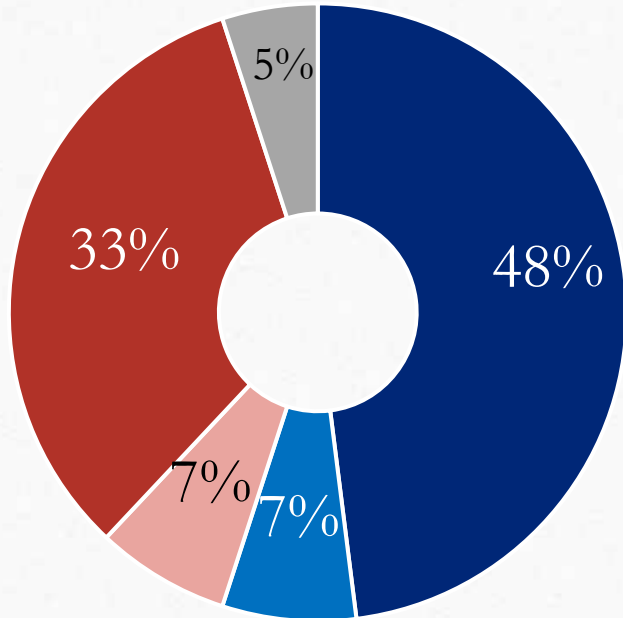
Thank you for taking the time to read why 27J Schools is considering an 8-mill property tax increase on the ballot this November to fund programs and staff for 27J students. As a reminder, besides state revenue, only funds from a local Mill Levy Override can be used for programs and staff. A Mill Levy Override is not used for construction or repair of buildings.

An 8-mill property tax increase would raise \$16 million annually and would cost a homeowner \$55.60 per year per \$100,000 of a home's assessed value.

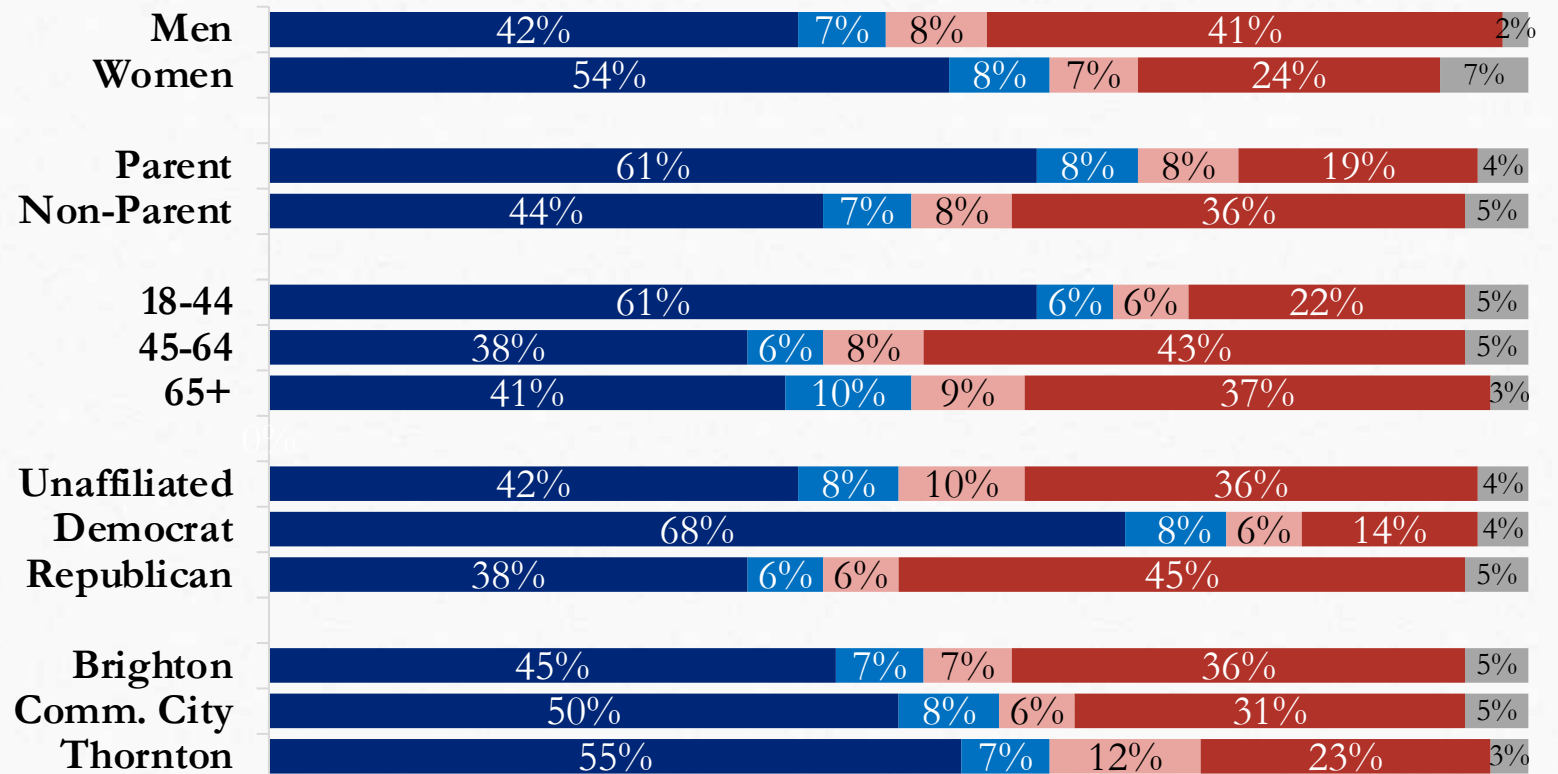
Revenue from the property tax increase would allow 27J to compete with other districts to recruit and retain experienced teachers and student support staff by increasing salaries closer to the market average. It would also allow the district to hire additional teachers and provide additional resources for career-focused instruction so that students gain the skills they need for jobs and careers. The revenue would also be used to hire school safety officers to increase protection for students and staff.

If an election were being held today, would you vote yes and approve this property tax increase, or would you vote no and reject it?

If an election were being held today, would you vote yes and approve this property tax increase, or would you vote no and reject it?



■ Total Yes ■ Lean Yes
■ Lean No ■ Total No
■ Undecided



■ Total Yes ■ Lean Yes ■ Lean No ■ Total No ■ Undecided

Definitely Yes 36%, Probably Yes 12%, Probably No 6%, Definitely No 27%

Why 48% of Voters Would Approve an 8-Mill Property Tax Increase

“Please describe the reasons why you would vote yes and approve the property tax increase.”

Themes

Understand the Need

Want Good Schools/See Value

- It saddens me that America is so anti-education and does a poor job of funding its schools. I would absolutely vote in favor of an increase in property taxes to support schools. This is the price we pay for an educated, civilized society. **-Male, 45-54, Dem., Henderson**
- Our teachers deserve to be paid for what they do. The schools need help with the staff. They should be able to hire the staff they need! **-Female, 45-54, Unaf., Brighton**
- We need to rise to the level of other districts in CO. We need teachers to be compensated competitively, and we need to be able to increase staff at schools. **-Female, 18-34, Rep., Commerce City**
- First of all, our kids and staff deserve it. Second, better-funded schools would lead to a more desirable area to live in, ultimately increasing property values! **-Male, 35-44, Dem., Thornton**
- I believe students in my neighborhood deserve a high-quality education, which can only be achieved through proper funding. Approving no new funding for 23 years is absolutely insane. **-Female, 18-34, Unaf., Commerce City**

Why 33% of Voters Would Reject an 8-Mill Property Tax Increase

“Please describe the reasons why you would vote no and reject the property tax increase.”

Themes

Property Taxes Are Already Too High/Inflation

Don't Trust How \$ is Spent

Opposed to Politics in Classroom

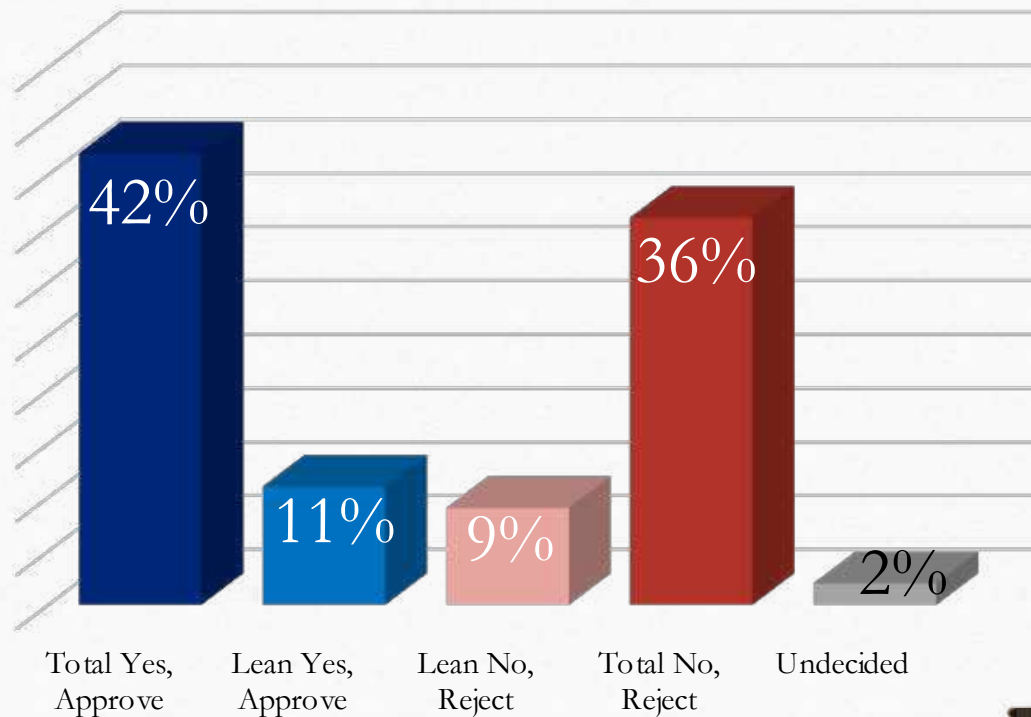
- You can't manage the funds you currently have appropriately, why would I give you more of my money to mismanage? I had to take my kids out of district for education because 27J doesn't function properly. -Female, 35-44, Unaf., Brighton
- Because our property taxes will cause a great hardship on a lot of people. A lot of us are on a fixed income, taxes in Adams County are too high already. No new taxes!! -Female, 65+, Unaf., Brighton
- Don't have kids in school so that's one reason. Given the current status of the country price of gas, groceries and higher property taxes, we don't need to be bankrupt. -Male, 55-64, Unaf., Commerce City
- Teachers have no accountability, can't lose their job, and teach inappropriate subjects to children. Start there and the money will follow. -Male, 35-44, Rep., Thornton

The 5% of voters who are undecided just generally need more information or are worried about high taxes and the overall economy.

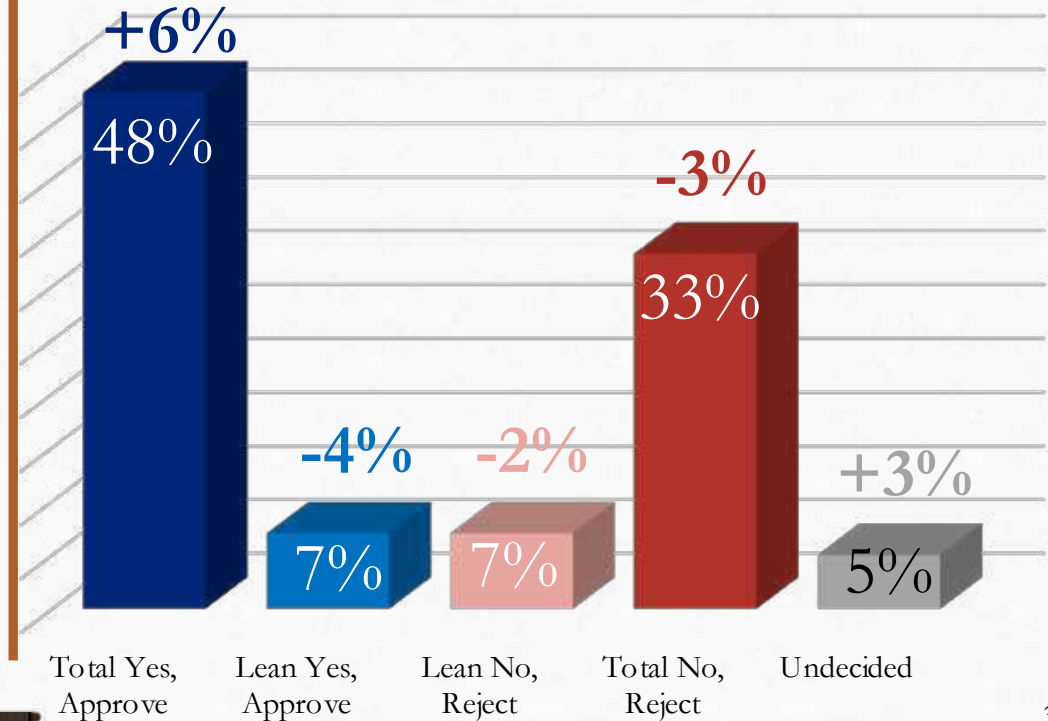
Uninformed vs. Informed Ballot Test

8 Mill Property Tax Increase

Uninformed Ballot Test



Informed Ballot Test



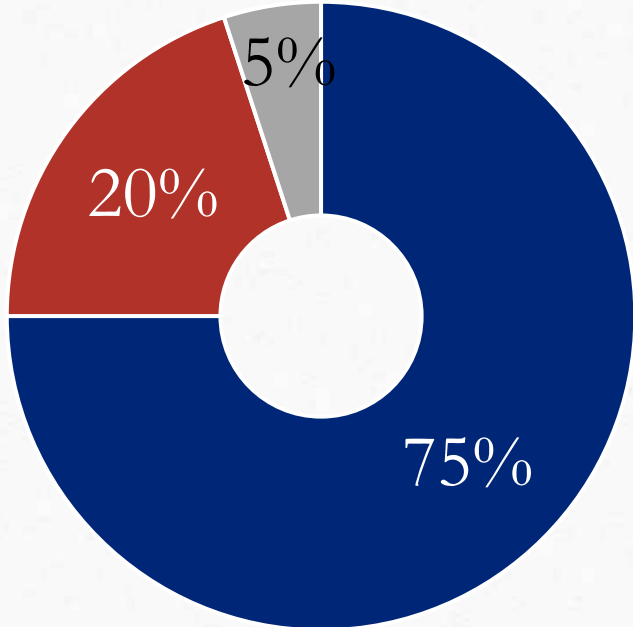
Uninformed vs. Informed Ballot Test Support for an 8-Mill Property Tax Increase

	All Voters	Men	Wom	18-34	18-44	45-64	65+	Unaf.	Dem.	Rep.
Change	+6%	+6%	+7%	+10%	+9%	+4%	+6%	+6%	6%	+8%
Informed	48%	42%	54%	60%	61%	38%	41%	42%	68%	38%
Uninformed	42%	36%	47%	50%	52%	34%	35%	36%	62%	30%

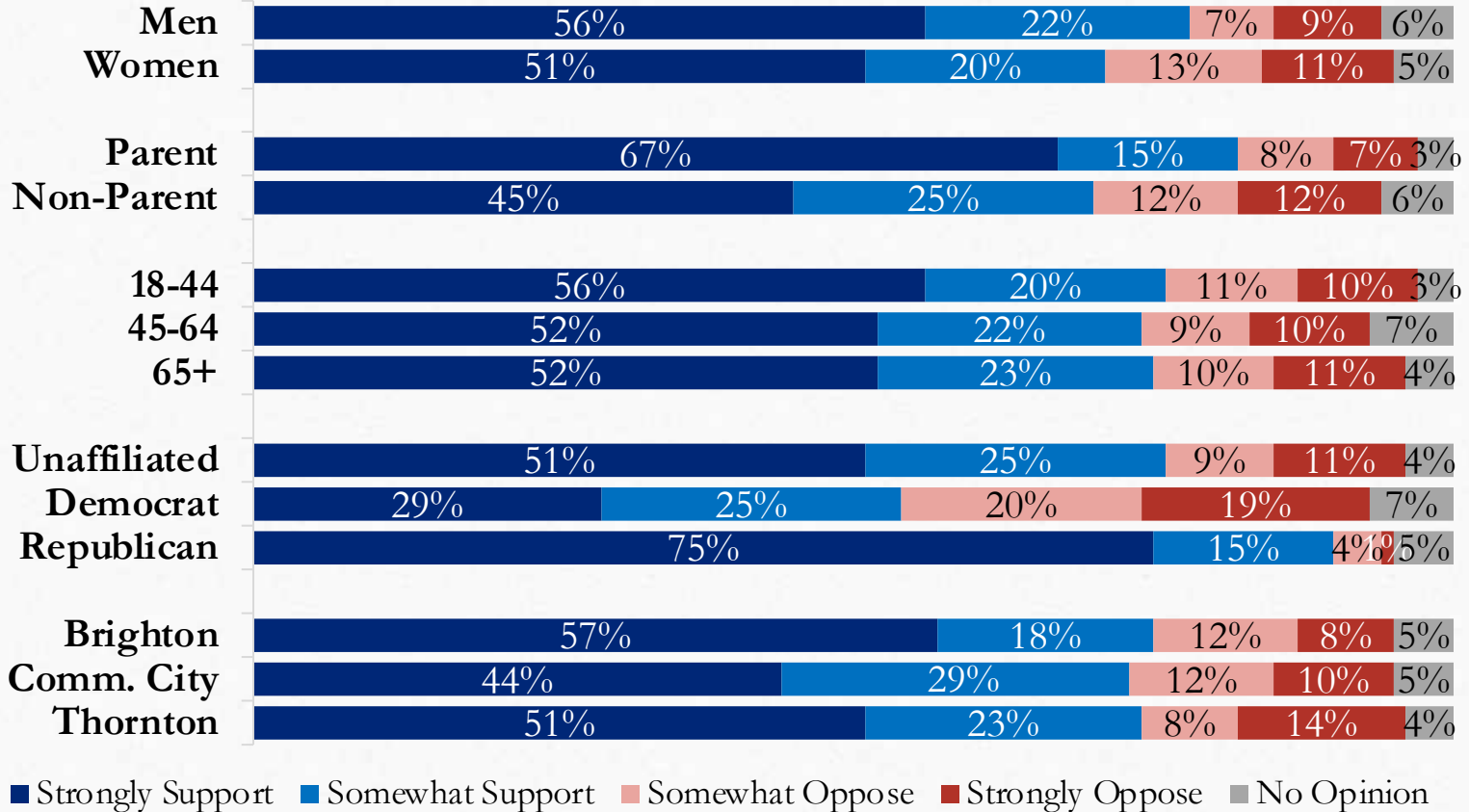
Voter Perception of Armed School Safety Officers or Teachers in Schools



Changing topics now, do you support or oppose hiring school safety officers who are individuals trained in school safety, being armed with guns in schools?

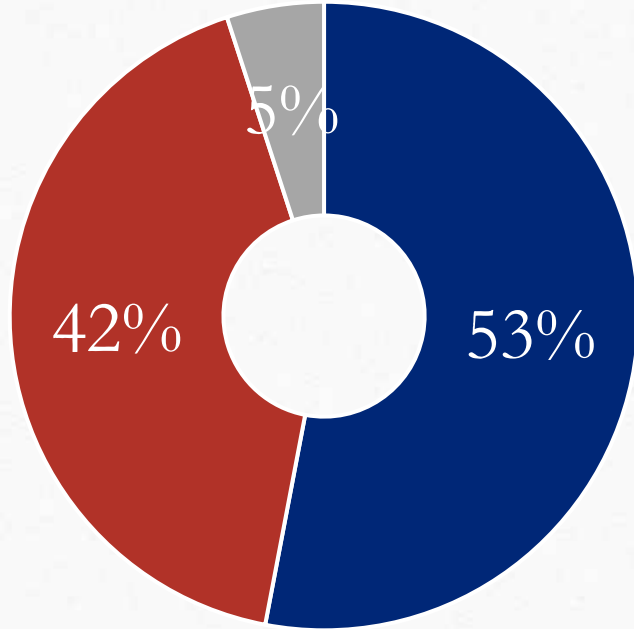


- Total Support
- Total Oppose
- No Opinion

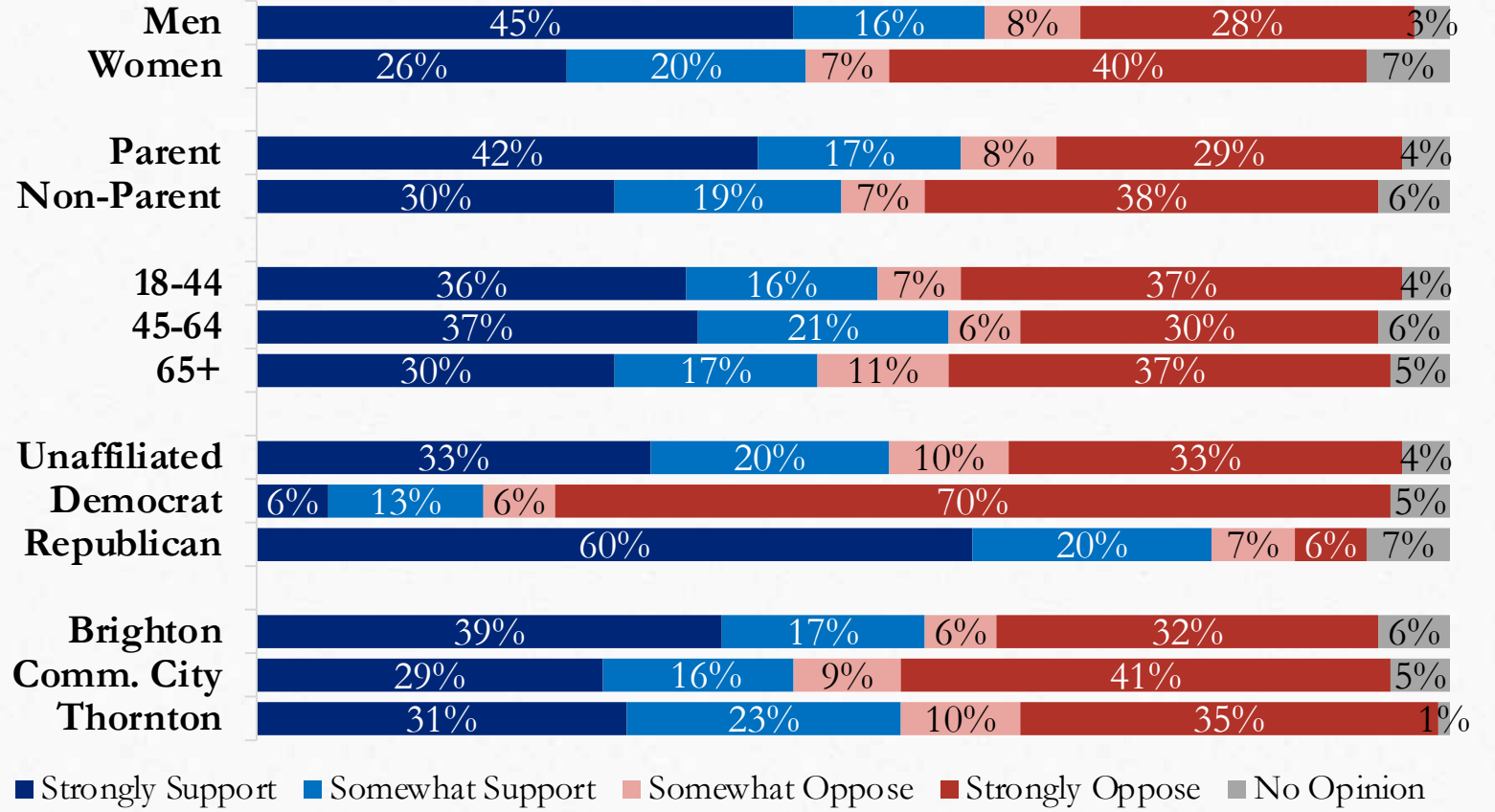


Strongly Support 54%, Somewhat Support 21%, Somewhat Oppose 10%, Strongly Oppose 10%

Do you support or oppose allowing teachers to be armed with guns in schools?

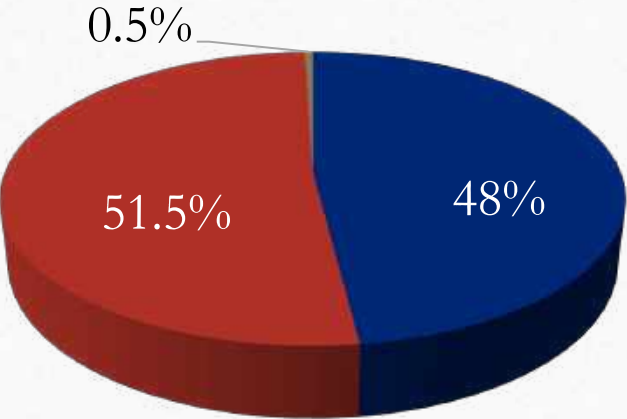


■ Total Support
■ Total Oppose
■ No Opinion

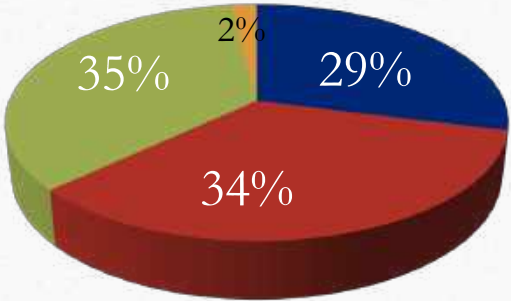


Strongly Support 35%, Somewhat Support 18%, Somewhat Oppose 8%, Strongly Oppose 34%

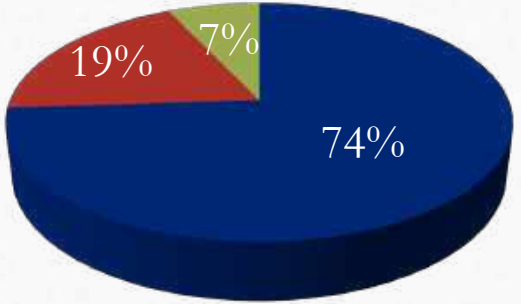
Survey Demographics



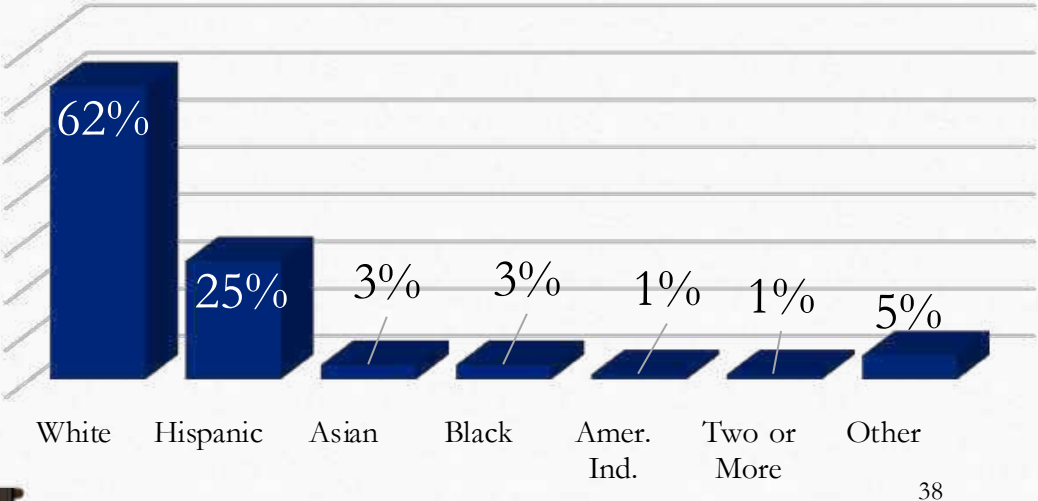
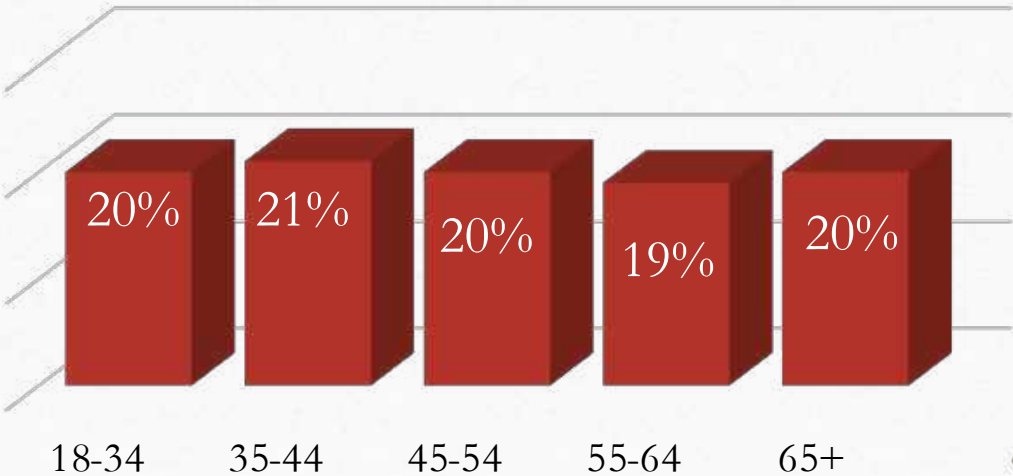
■ Male ■ Female ■ Identify Different



■ Democrat ■ Republican
■ Unaffiliated ■ Other

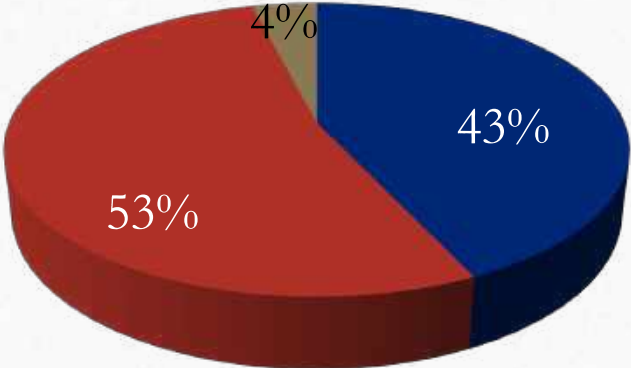


■ Married
■ Single
■ Prefer Not to Say



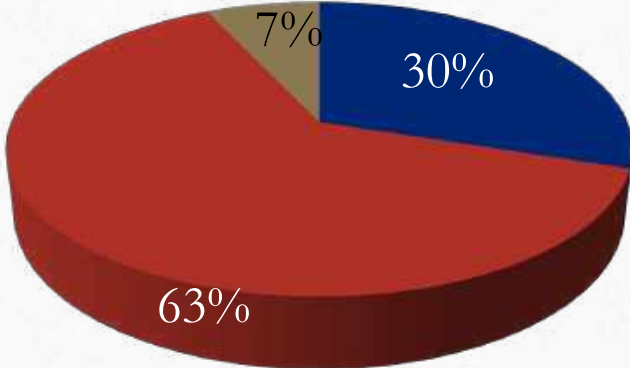
Survey Demographics

Child Under 18 in HH

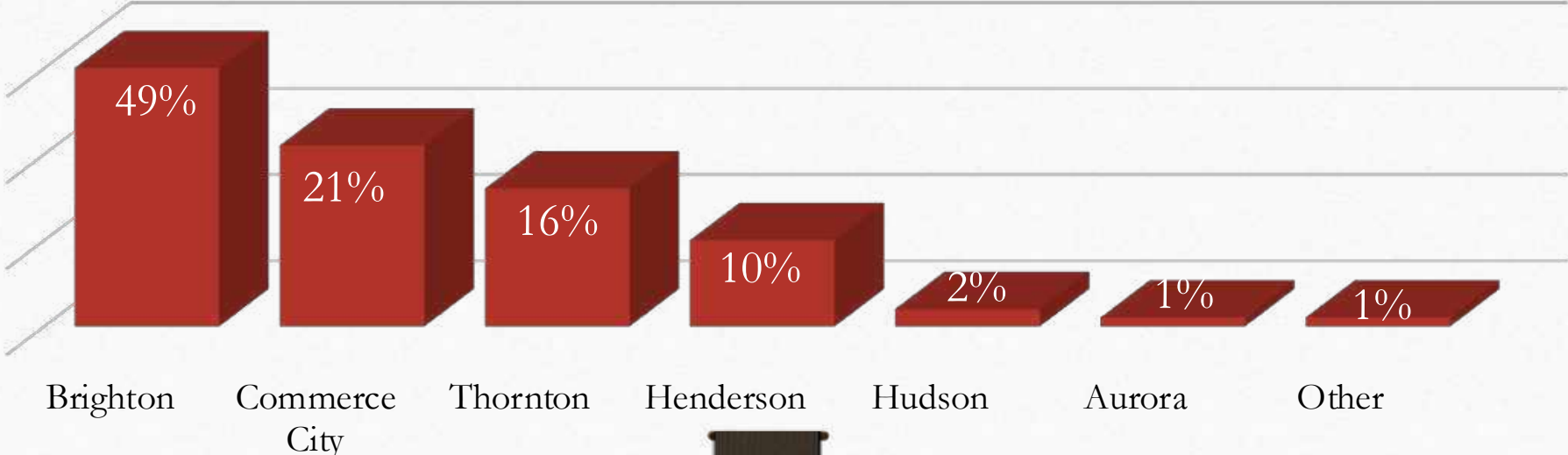


■ Yes ■ No ■ Prefer Not to Say

27J Student in HH



■ Yes ■ No ■ Prefer Not to Say





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