



Weld RE-4 School District Bond Measure Survey

June 9th to 16th, 2022



Methodology



Hello! The Weld RE-4 School District invites you to participate in an important survey regarding a potential November ballot measure to fund school building construction. Make your voice heard by sharing your opinion! Your answers are strictly confidential, and the survey will take twelve minutes to complete.

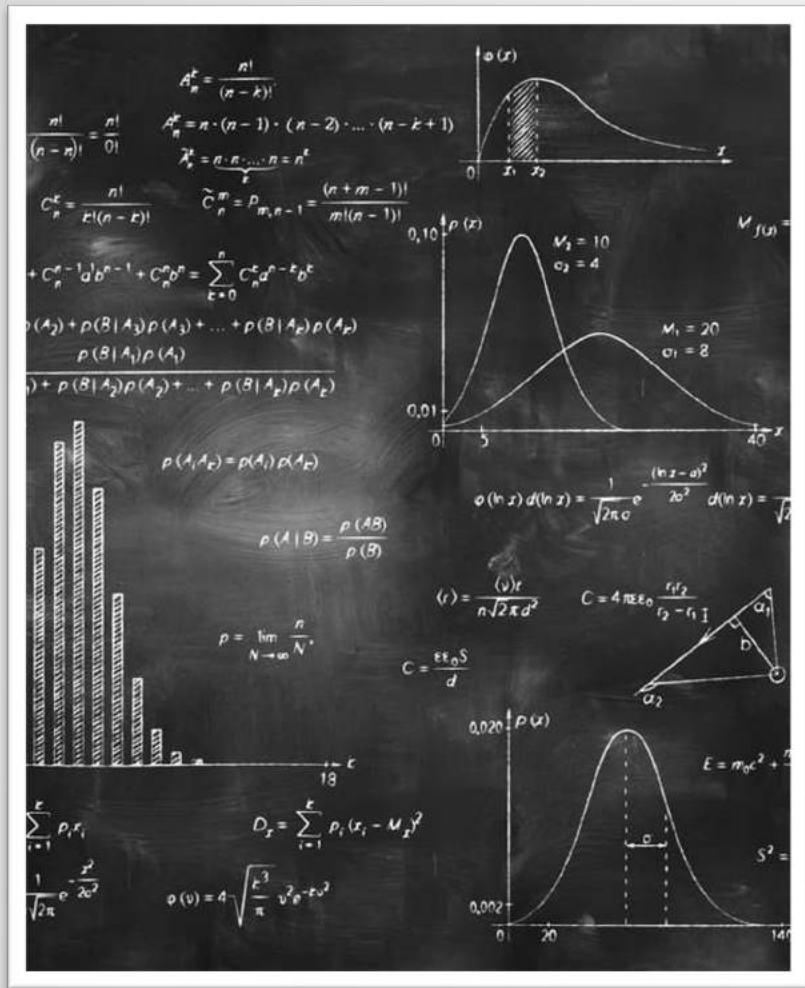
Delivered

Magellan Strategies is pleased to present the results of an online survey of 1,208 likely November 2022 voters within Weld RE-4 School District. Text messages were sent to 15,834 registered voters within the District. The interviews were conducted from June 9th to 16th, 2022.

The overall survey responses have a margin of error of +/- 2.76% at the 95% confidence interval. Subgroups of voters will have a higher margin of error than the overall sample.



Methodology

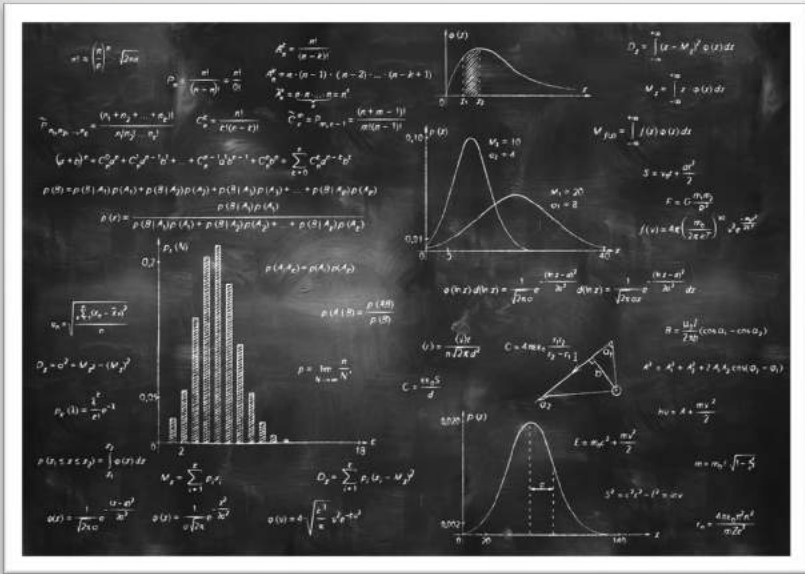


The survey results are weighted to be representative of the voter demographics for a midterm election within the School District.

Weighting the data by age, gender, party affiliation, and region is important to ensure that the survey results accurately reflect the population we are measuring, in this case, the likely November 2022 voters within Weld RE-4.

Without weighting, the results would not be statistically valid.

Survey Goals & Objectives



The primary objective of this survey was to measure voter opinion of a potential bond measure on the November 2022 ballot and to understand why voters would approve or reject it.

The survey also asked about a potential Mill Levy Override and general opinion measurements of the Weld RE-4 School District, including:

- The School District's image rating
- Whether voters approve or disapprove of the job the District is doing to educate students
- Whether voters agree or disagree that the District is fiscally responsible and spends taxpayer money wisely

Weld RE-4 School District Voter Registration and Past Turnout Demographics

Weld County School District RE-4 Magellan Strategies Voter Registration and Past Election Turnout Report

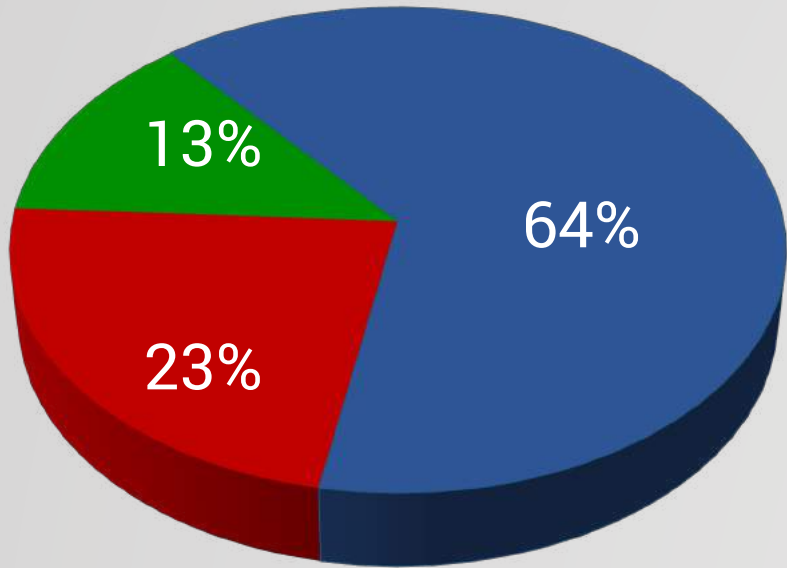
Municipality	Registration		2023		2022		2021		2020	
	Count	%	Count	%	Count	%	Count	%	Count	%
Windsor	22,627	59.8%	8,568	63.9%	14,124	62.8%	8,161	65.8%	15,295	61.4%
Severance	7,415	19.6%	2,399	17.9%	4,098	18.2%	1,980	16.0%	4,393	17.6%
Greeley	5,606	14.8%	1,465	10.9%	2,705	12.0%	1,270	10.2%	3,364	13.5%
Other	2,197	5.8%	980	7.3%	1,560	6.9%	990	8.0%	1,841	7.4%
Total	37,845	100.0%	13,412	100.0%	22,487	100.0%	12,401	100.0%	24,893	100.0%

Sex	Registration		2023		2022		2021		2020	
	Count	%	Count	%	Count	%	Count	%	Count	%
Female	19,267	50.9%	7,050	52.6%	11,729	52.2%	6,474	52.2%	12,913	51.9%
Male	18,578	49.1%	6,362	47.4%	10,758	47.8%	5,928	47.8%	11,981	48.1%
Total	37,845	100.0%	13,412	100.0%	22,487	100.0%	12,401	100.0%	24,893	100.0%

Age Group	Registration		2023		2022		2021		2020	
	Count	%	Count	%	Count	%	Count	%	Count	%
18-34	12,003	31.7%	2,058	15.3%	4,898	21.8%	1,966	15.9%	6,956	27.9%
35-44	8,431	22.3%	2,422	18.1%	4,920	21.9%	2,609	21.0%	5,405	21.7%
45-54	5,971	15.8%	2,156	16.1%	3,918	17.4%	2,101	16.9%	4,174	16.8%
55-64	4,889	12.9%	2,428	18.1%	3,577	15.9%	2,229	18.0%	3,759	15.1%
65+	6,551	17.3%	4,348	32.4%	5,174	23.0%	3,496	28.2%	4,599	18.5%
Total	37,845	100.0%	13,412	100.0%	22,487	100.0%	12,401	100.0%	24,893	100.0%

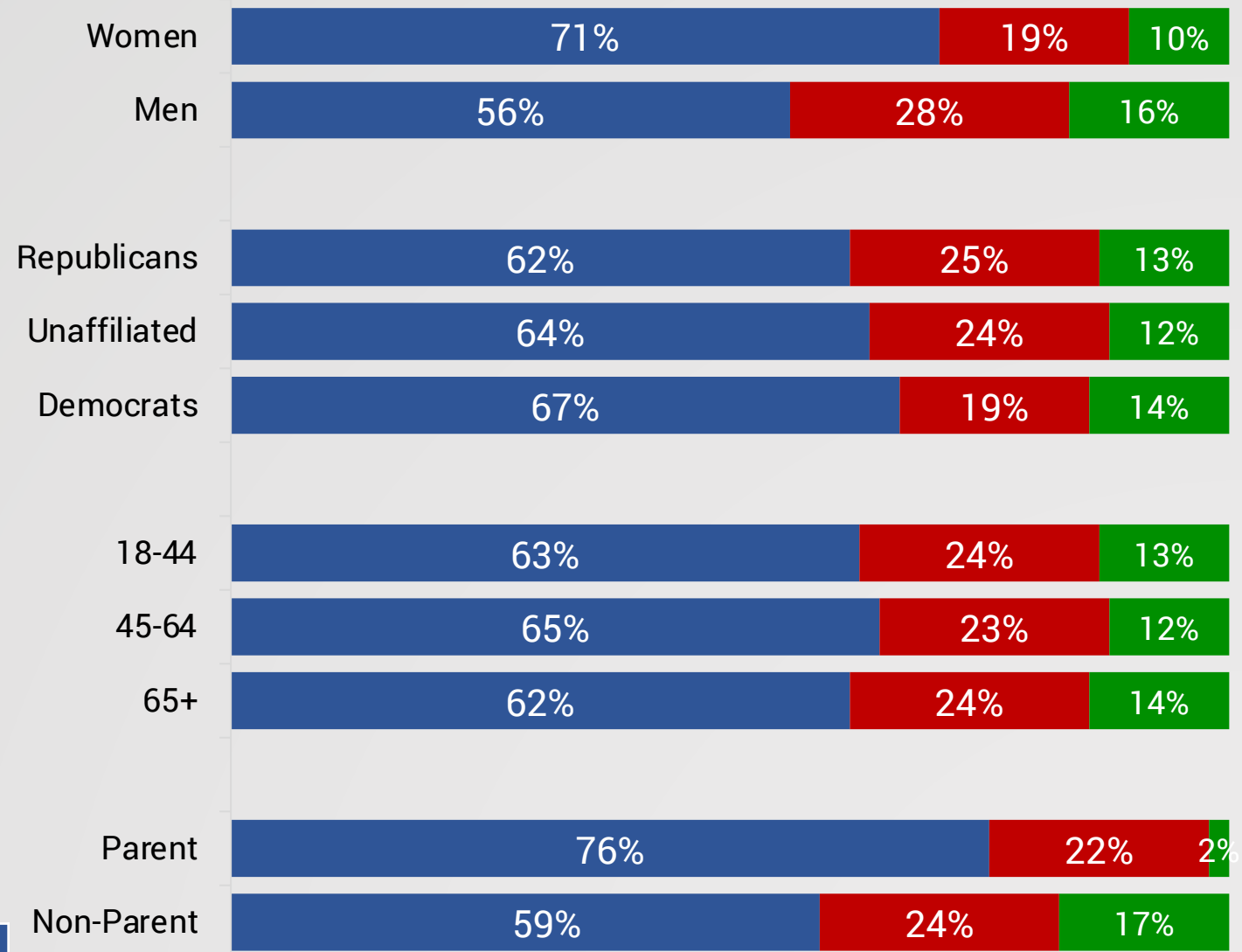
Party	Registration		2023		2022		2021		2020	
	Count	%	Count	%	Count	%	Count	%	Count	%
Unaffiliated	17,689	46.7%	5,250	39.1%	8,962	39.9%	4,465	36.0%	9,431	37.9%
Democrat	5,595	14.8%	2,219	16.5%	3,756	16.7%	2,110	17.0%	4,201	16.9%
Republican	13,887	36.7%	5,786	43.1%	9,485	42.2%	5,701	46.0%	10,922	43.9%
Libertarian	406	1.1%	97	0.7%	205	0.9%	92	0.7%	249	1.0%
Other	268	0.7%	60	0.4%	79	0.4%	33	0.3%	90	0.4%
Total	37,845	100.0%	13,412	100.0%	22,487	100.0%	12,401	100.0%	24,893	100.0%

Do you have a favorable or unfavorable opinion of the Weld RE-4 School District?



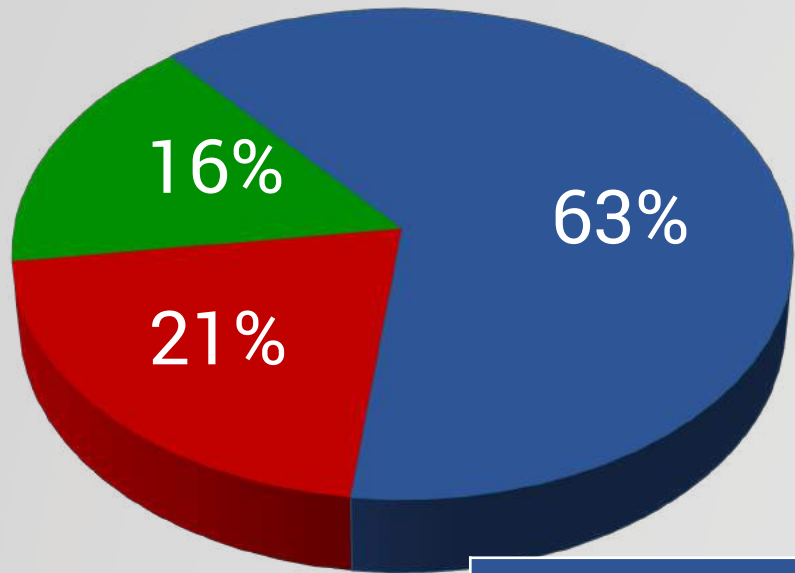
■ Total Favorable
■ Total Unfavorable
■ No Opinion

Very Favorable	31%
Somewhat Unfavorable	33%
Very Unfavorable	7%
Somewhat Unfavorable	16%



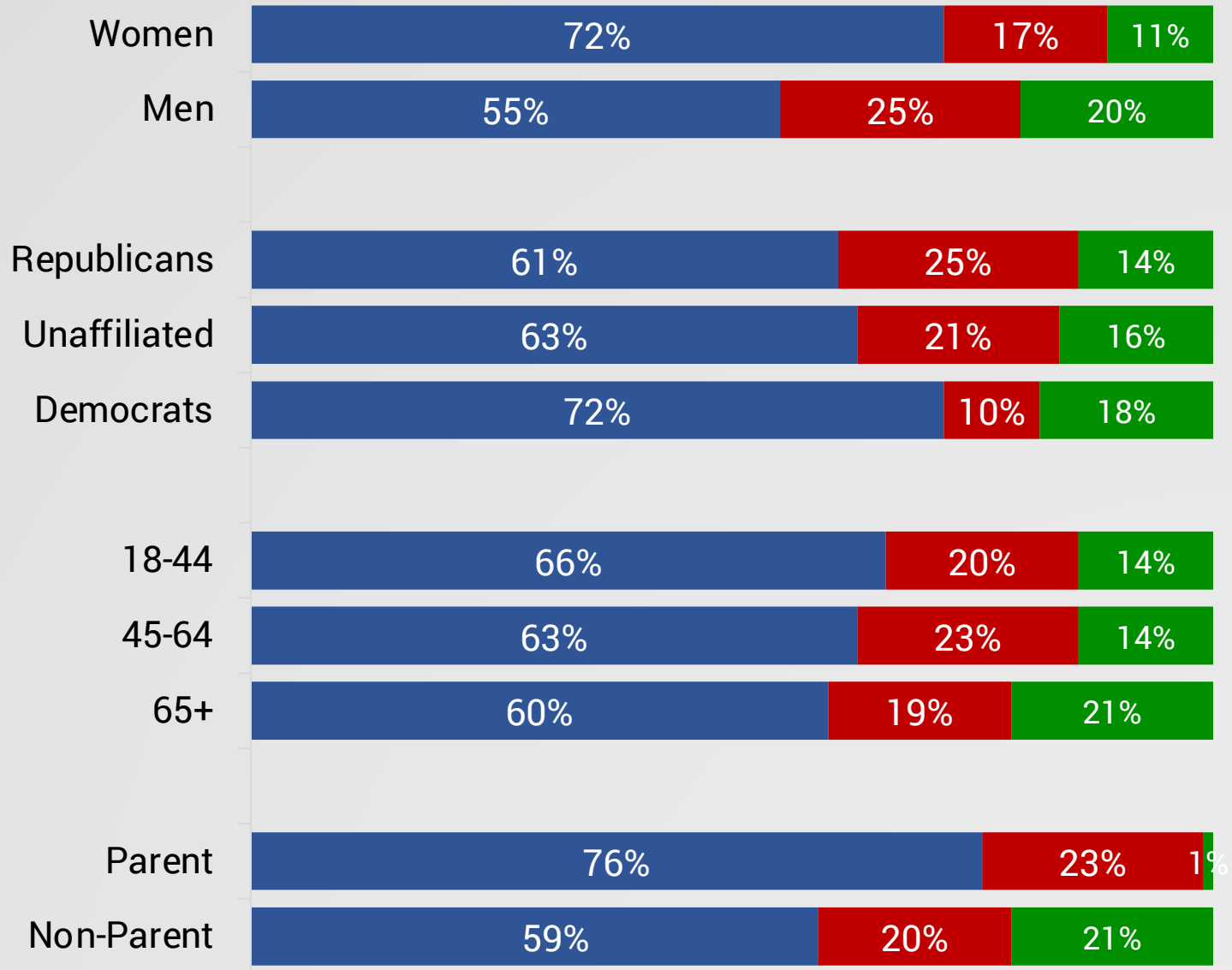
■ Total Favorable
 ■ Total Unfavorable
 ■ No Opinion

Do you approve or disapprove of the job the Weld RE-4 School District is doing to educate students?



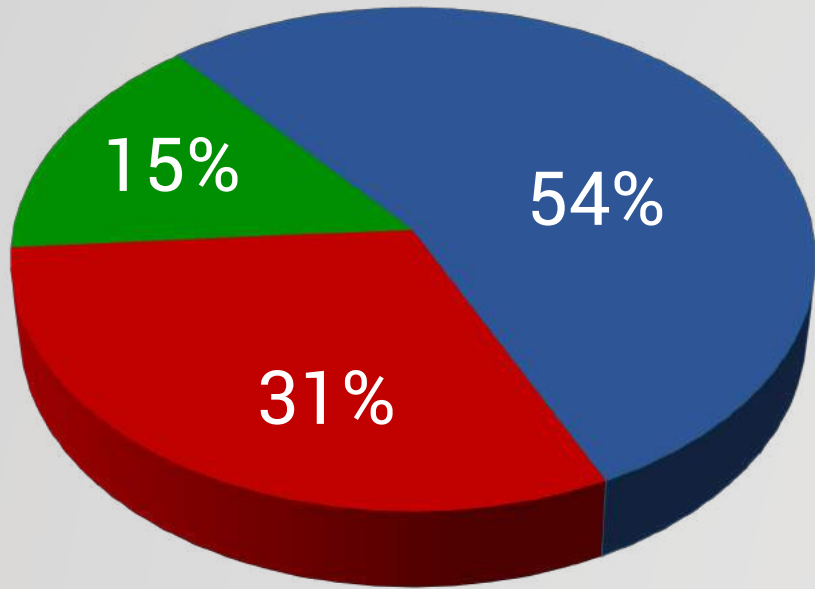
■ Total Approve
■ Total Disapprove
■ No Opinion

Strongly Approve	32%
Somewhat Approve	31%
Strongly Disapprove	7%
Somewhat Disapprove	14%



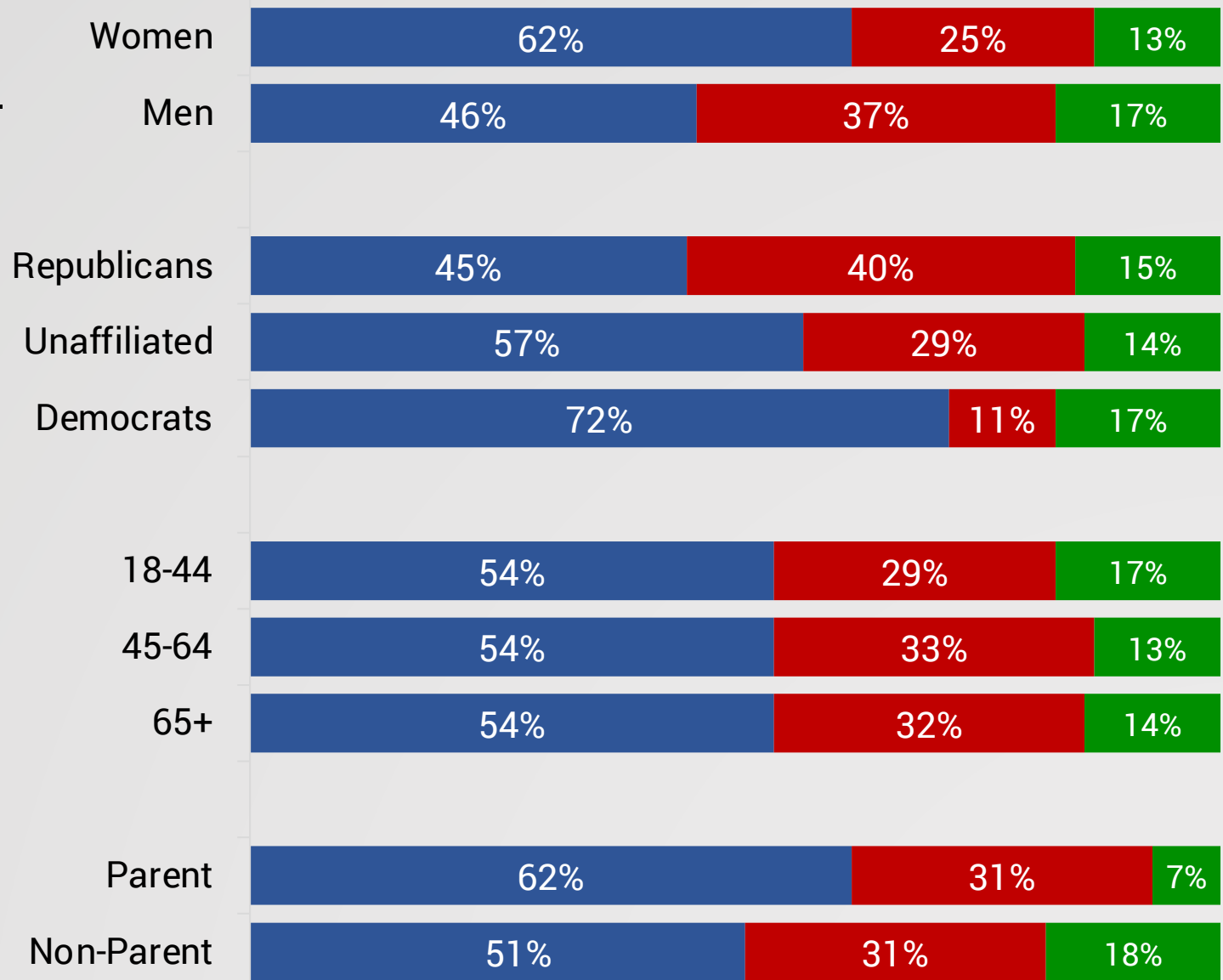
■ Total Approve ■ Total Disapprove ■ No Opinion

Do you agree or disagree with the following statement? The Weld RE-4 School District is fiscally responsible and spends taxpayer money wisely.



■ Total Agree
 ■ Total Disagree
 ■ No Opinion

Strongly Agree	27%
Somewhat Agree	27%
Strongly Disagree	14%
Somewhat Disagree	17%



■ Total Agree ■ Total Disagree ■ No Opinion

Weld RE-4 Bond Measure Uninformed Ballot Test



Before we continue, it is important to understand no decision has been made by the Weld RE-4 Board of Education or the school district to put a ballot measure before voters to fund school building construction.

Your honest answers to the following questions will help inform those decisions. Let's continue the survey now.

The Weld RE-4 School District is considering a bond measure this November to fund necessary new school building construction and infrastructure repairs to existing school buildings. The cost to taxpayers would be \$50.25 per month on a \$500,000 home.

Weld RE-4 Bond Measure Uninformed Ballot Test

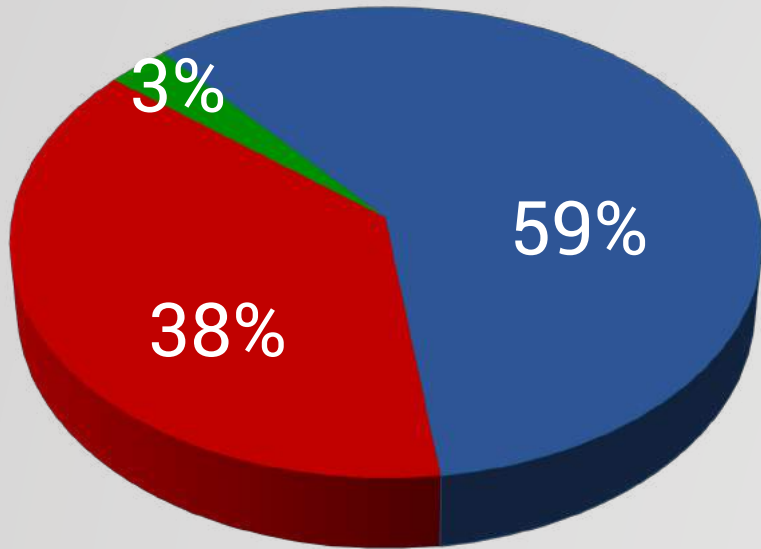


The list of projects that would be funded includes:

- The Construction of 2 New Elementary Schools (one in the Peakview Subdivision and one in the Raindance Subdivision.
- The Construction of a new middle school in Winsor with a capacity of 1,200 6-8 grade students.
- The construction of an addition to Severance Middle School will increase the capacity to 900 6-8 grade students and a second gymnasium.
- Construction of an addition to Severance High School will increase the capacity to 1,200 9-12 grade students.
- The construction of a Career and Technical Education Center at Severance High School will provide programming space for Welding, Vocational Agriculture, and Culinary programs.
- The expansion of Windsor Charter Academy
- The repair and improvements to other district schools to extend their useful life, reduce energy costs, and make upgrades for security and life safety needs.

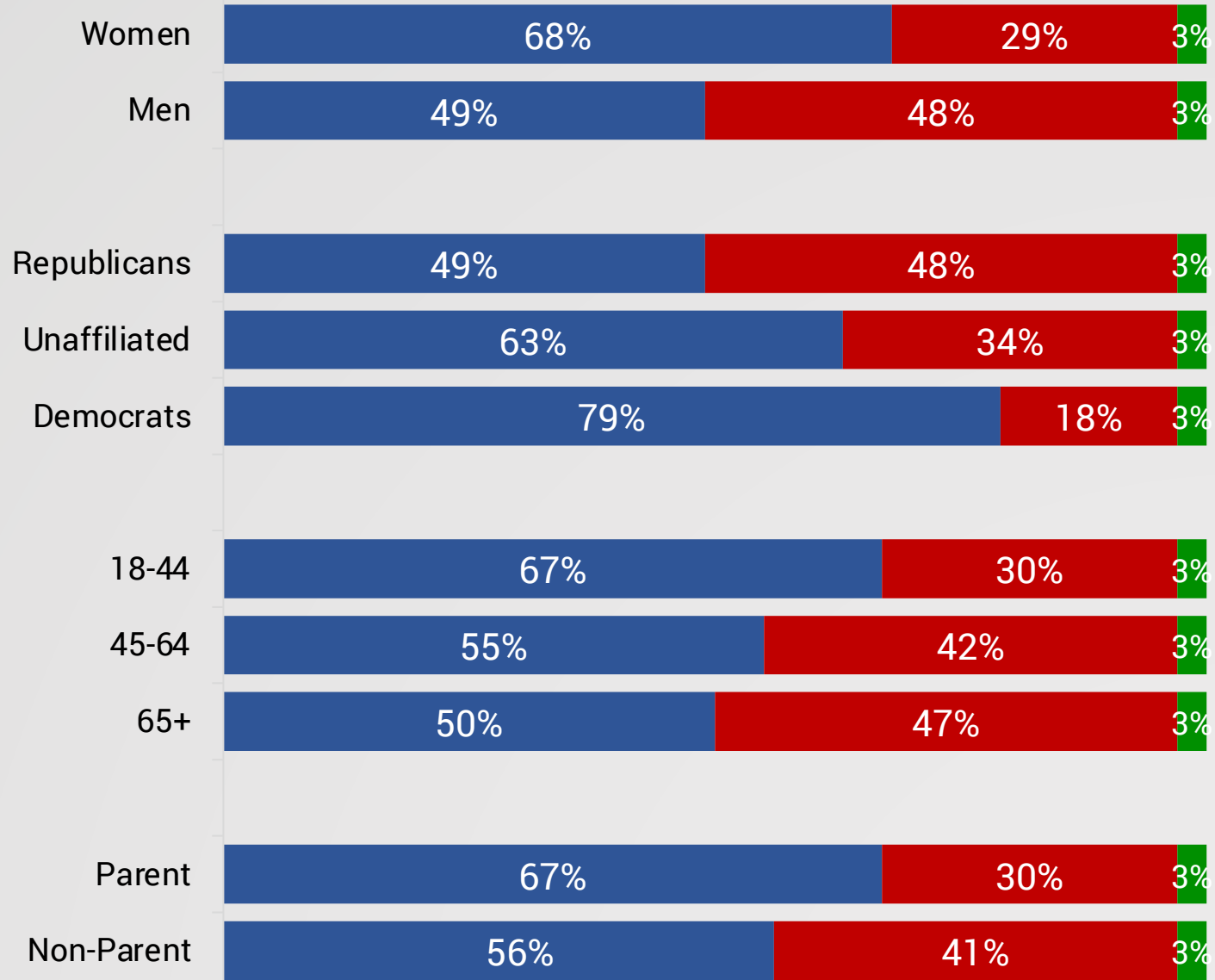
Uninformed Bond Measure Ballot Test

If an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?



- Total Approve
- Total Reject
- Undecided

Definitely Approve	49%
Probably Approve	10%
Definitely Reject	28%
Probably Reject	10%



- Total Approve
- Total Disapprove
- Undecided

Reasons Why 49% of Voters Would Vote Yes and Approve The Bond Measure

Please describe the reasons why you would likely vote yes and approve the ballot measure.

Themes
Overcrowding and Growth
Desire for Improved Education
Community Investment and Future Planning

“Much needed for growth, investing in the best buildings for our kids is what they deserve.” -**Female, 45-54, Severance Parent**

“It is important to invest in our students and our growing community. They deserve the best, and anything less than striving for that is not enough.” -**Female, 18-34, Windsor Non-Parent**

“The towns of Windsor and Severance continue to grow and are in need of these schools to accommodate our children.” -**Female, 65+, Windsor Parent**

“I will always support education measures that will benefit students and teachers.” - **Male, 18-34, Greeley Parent**

“We are in desperate need of more space for students and to keep up with future growth.” -**Male, 45-54, Windsor Non-Parent**



Reasons Why 49% of Voters Would Vote Yes and Approve The Bond Measure

Please describe the reasons why you would likely vote yes and approve the ballot measure.

1. Overcrowding and Growth: Many respondents express concern about overcrowded schools and the need for additional facilities due to the substantial growth in the Weld RE4 district. They highlight the impact of overcrowding on class sizes, learning opportunities, and the overall quality of education. The sentiment is generally in favor of building new schools to accommodate the growing student population.

2. Desire for Improved Education: Several respondents emphasize the importance of providing a quality education for children. There's a focus on the need for updated and well-designed school buildings, smaller class sizes, and improved learning environments. Some respondents mention the importance of having facilities that support vocational education and training.

3. Community Investment and Future Planning: Respondents express a belief in investing in schools as a means of building a strong and sustainable community. The consensus is that supporting schools is essential for the future, attracting good teachers, and ensuring that the community can handle further growth.

Overall, the key drivers for supporting the ballot measure include addressing overcrowding, improving education quality, and making a long-term investment in the community's future.

Reasons Why 29% of Voters Would Vote No and Reject The Bond Measure

Please describe the reasons why you would likely vote no and reject the ballot measure.

Themes
Financial Concerns and Cost
Lack of Trust in District Management
Alternative Solutions and Charter Schools

“You are receiving increased taxes from every new homeowner. The percentage of tax has increased to fund your expansion needs.” -**Male, 45-54, Windsor Non-Parent**

“Taxpayers are already under a lot of financial stress. I think we need to curb others moving in if we don’t have money in the current budget to update schools. At least for a period of time.” -**Female, 45-54, Greeley Parent**

“Too big of a bond. When are developers going to pay for growth? The school board is pushing an agenda I don’t agree with.” -**Female, 65+, Windsor Non-Parent**

“School district not responsible for what it currently oversees.” -**Male, 35-44, Severance Parent**

“I don’t see why all the new developments don’t add enough tax base to cover the costs for these projects. They have to be adding quite a bit to the pot.” - **Male, 55-64, Windsor Non-Parent**



Reasons Why 29% of Voters Would Vote No and Reject The Bond Measure

Please describe the reasons why you would likely vote no and reject the ballot measure.

- 1. Financial Concerns and Cost:** Many respondents express concerns about the ballot measure's high cost, with specific emphasis on the \$600 per year increase in taxes. Some mention the current economic climate, inflation, and the financial strain on families, making it challenging to afford additional taxes.
- 2. Lack of Trust in District Management:** Several respondents express a lack of trust in how the school district manages funds. Concerns include mismanagement, lack of transparency, and doubts about the district's ability to spend money wisely. Some mention dissatisfaction with the school board, superintendents being overpaid, and a perception that the district does not listen to the community's wishes.
- 3. Alternative Solutions and Charter Schools:** Respondents highlight the need for alternative solutions, such as charter schools, to address overcrowding without resorting to higher taxes. There is frustration with the district's rejection of charter school applications and a call for more options that align with parents' wishes.

Overall, the reasons for rejecting the ballot measure center around financial concerns, distrust in the district's management, and a desire for alternative solutions to address the challenges posed by population growth.

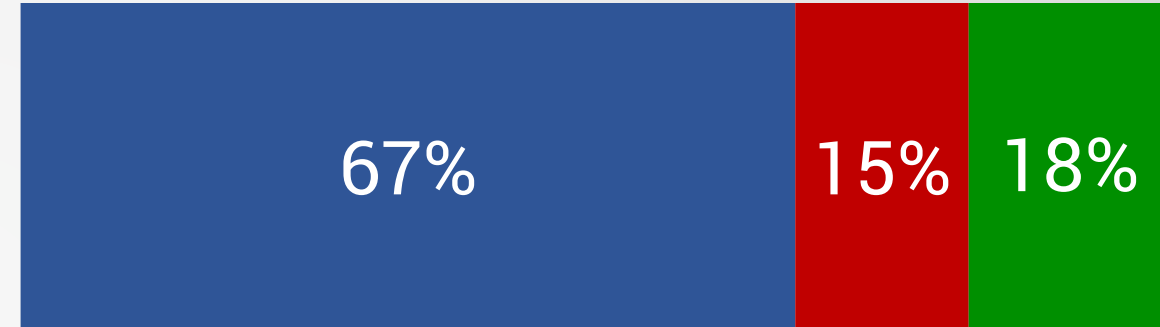
Weld RE-4 Bond Measure Information Questions



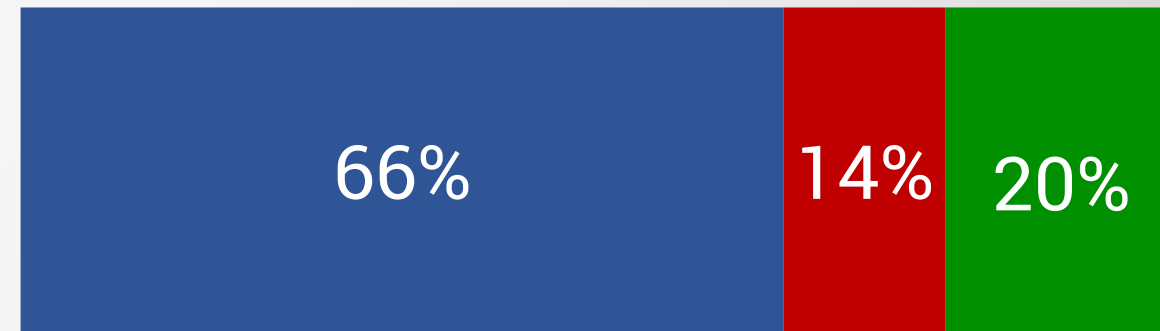
Does the inclusion of (XXX) influence your decision to vote to approve or reject the ballot measure?

Weld RE-4 Bond Measure Information Questions

Does the inclusion of the repair and improvements of other schools to upgrade security and life safety needs with a cost of \$7 million influence your decision to vote to approve or reject the ballot measure?



Does the inclusion of the repair and improvements of other schools to extend their useful life with a cost of \$2.7 million influence your decision to vote to approve or reject the ballot measure?

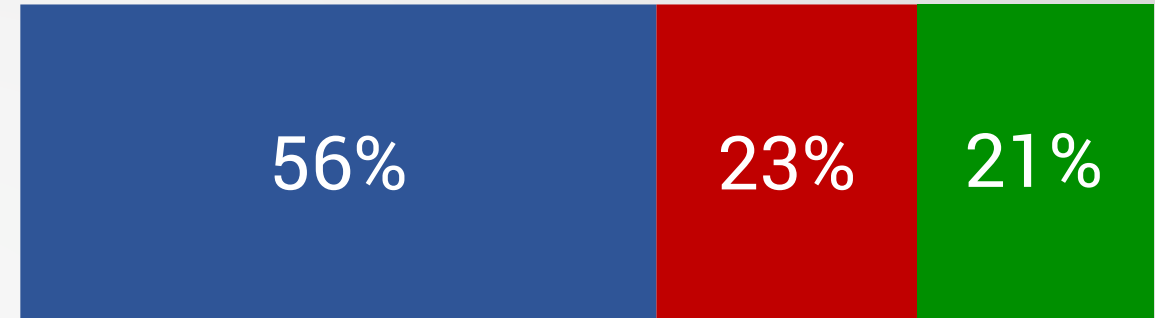


- More Likely to Vote Yes, Approve
- More Likely to Vote No, Reject
- Does Not Influence My Decision

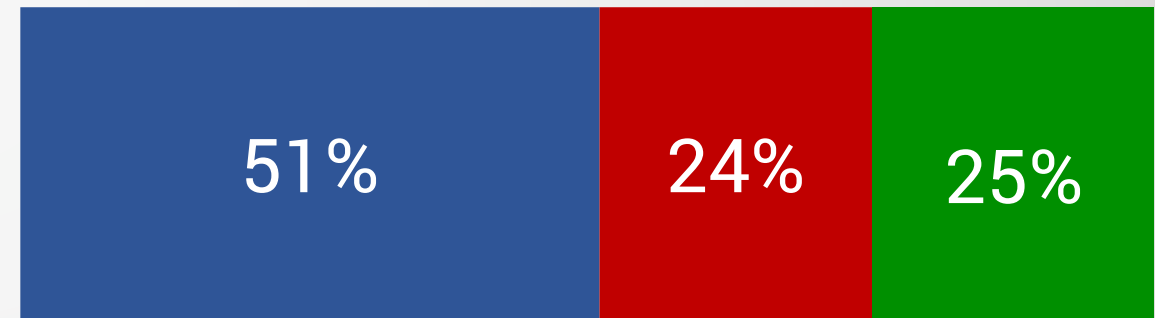


Weld RE-4 Bond Measure Information Questions

Does the inclusion of the repair and improvements of other schools to reduce energy costs with a cost of \$15.3 million influence your decision to vote to approve or reject the ballot measure?



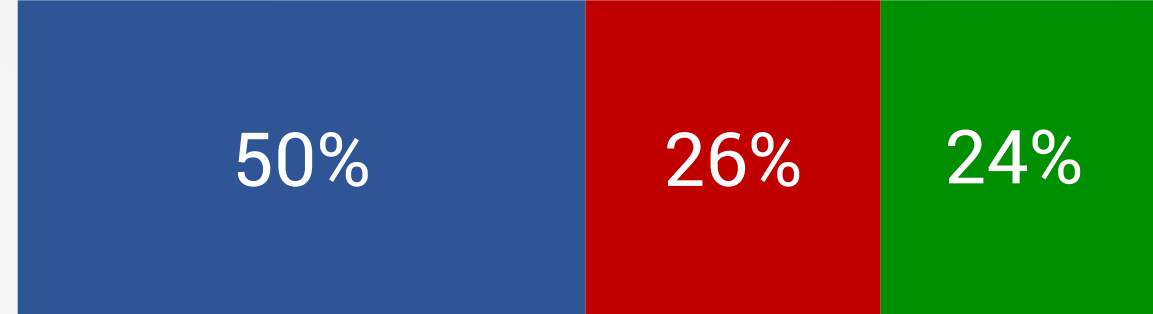
Does the inclusion of the construction of 2 new elementary schools with a cost of \$40 million per school influence your decision to vote to approve or reject the ballot measure?



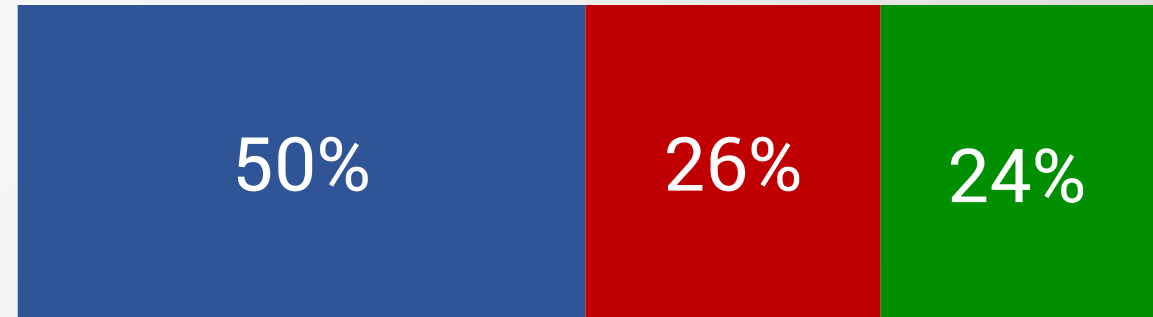
- More Likely to Vote Yes, Approve
- More Likely to Vote No, Reject
- Does Not Influence My Decision

Weld RE-4 Bond Measure Information Questions

Does the inclusion of the construction of a new middle school in Windsor with a capacity of 1,200 and a cost of \$110 million influence your decision to approve or reject the ballot measure?



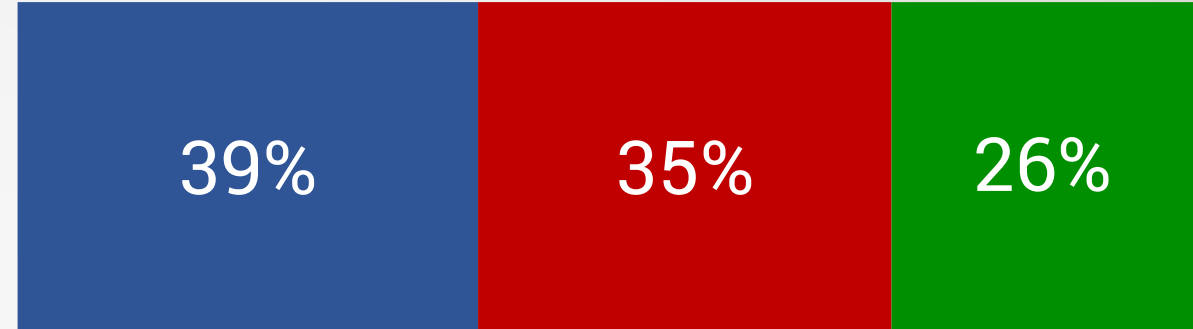
Does the inclusion of the construction of an addition and Career and Technical Education Center at Severance High School with a cost of \$36 million influence your decision to vote to approve or reject the ballot measure?



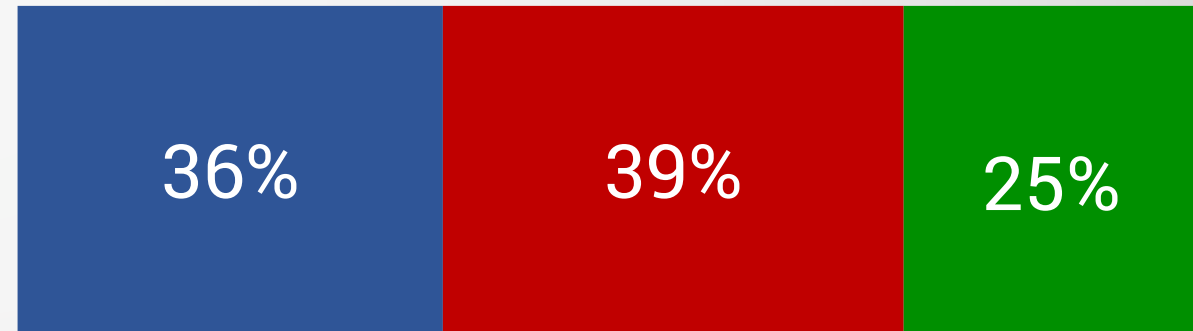
- More Likely to Vote Yes, Approve
- More Likely to Vote No, Reject
- Does Not Influence My Decision

Weld RE-4 Bond Measure Information Questions

Does the inclusion of the construction of an addition and second gym to Severance Middle School with a cost of \$25 million influence your decision to vote to approve or reject the ballot measure?

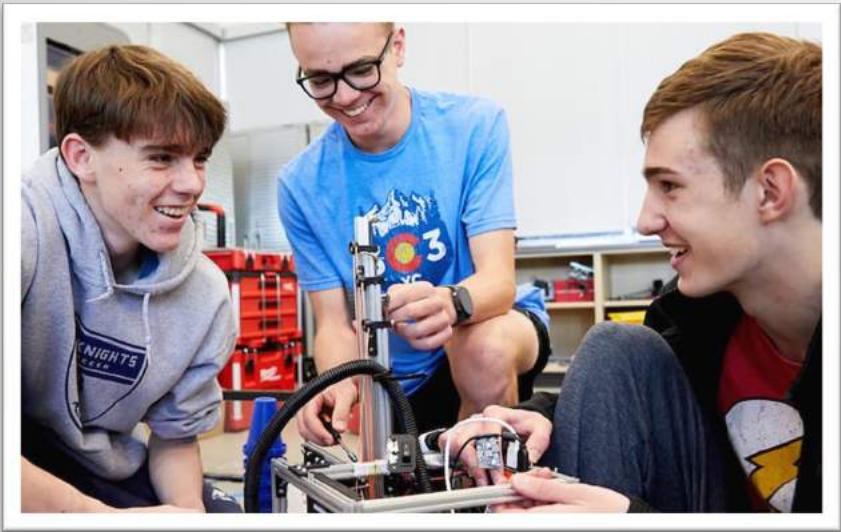


Does the inclusion of the expansion of Windsor Charter Academy with a cost of \$18 million influence your decision to vote to approve or reject the ballot measure?



- More Likely to Vote Yes, Approve
- More Likely to Vote No, Reject
- Does Not Influence My Decision

Potential Weld RE-4 Mill Levy Override Ballot Measure Information Questions



The school district is also considering a ballot measure asking voters to approve a property tax increase, also known as a Mill Levy Override. A Mill Levy Override can be used for the district's operational expenses, such as programs and staff, and is not used for construction, repair or renovation of buildings.

Below is a list of school district needs that the Mill Levy Override may fund. On a scale of 1-10, please indicate how important each need is to you. A 10 means that it is very important that the need is funded by the Mill Levy Override, and a 1 means that it is not important at all.

Below is a list of school district needs that the Mill Levy Override may fund. On a scale of 1-10, please indicate how important each need is to you. A 10 means that it is very important that the need is funded by the Mill Levy Override, and a 1 means that it is not important at all.

Retain and recruit high-quality teachers and support staff. 46% rated a 10



Provide additional safety, security, and mental health personnel across the school district. 41% rated a 10



Enhance safety and security at schools and district facilities. 42% rated a 10



Restructure the teacher and classified salary schedule to maintain competitive wages and allow Weld RE-4 to recruit and retain high-quality staff. 41% rated a 10



Establish the district as a competitive employer by increasing compensation to attract and retain high-quality employees. 39% rated a 10



■ 8 to 10 ■ 5 to 7 ■ 1 to 4



Below is a list of school district needs that the Mill Levy Override may fund. On a scale of 1-10, please indicate how important each need is to you. A 10 means that it is very important that the need is funded by the Mill Levy Override, and a 1 means that it is not important at all.

Expand the school resource officer program, a partnership with local law enforcement that enables specially trained police officers on school campuses. 35% rated a 10



Improve technology, digital content, curriculum materials, and textbooks. 22% rated a 10



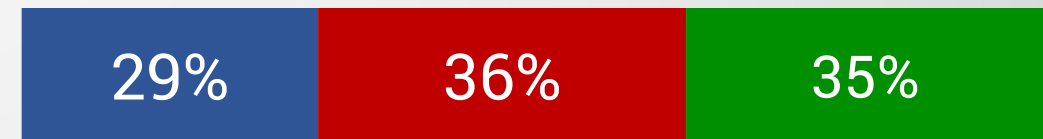
Replace buses that have reached the end of their service life and maintain transportation safety. 23% rated a 10



Operational funding for new district schools. 22% rated a 10



Proportionately share it with charter schools for operational or capital uses (this is required by state law). 18% rated a 10

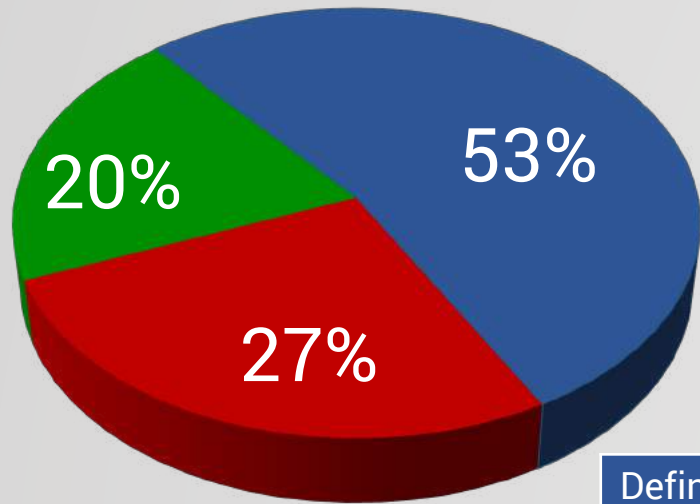


■ 8 to 10 ■ 5 to 7 ■ 1 to 4



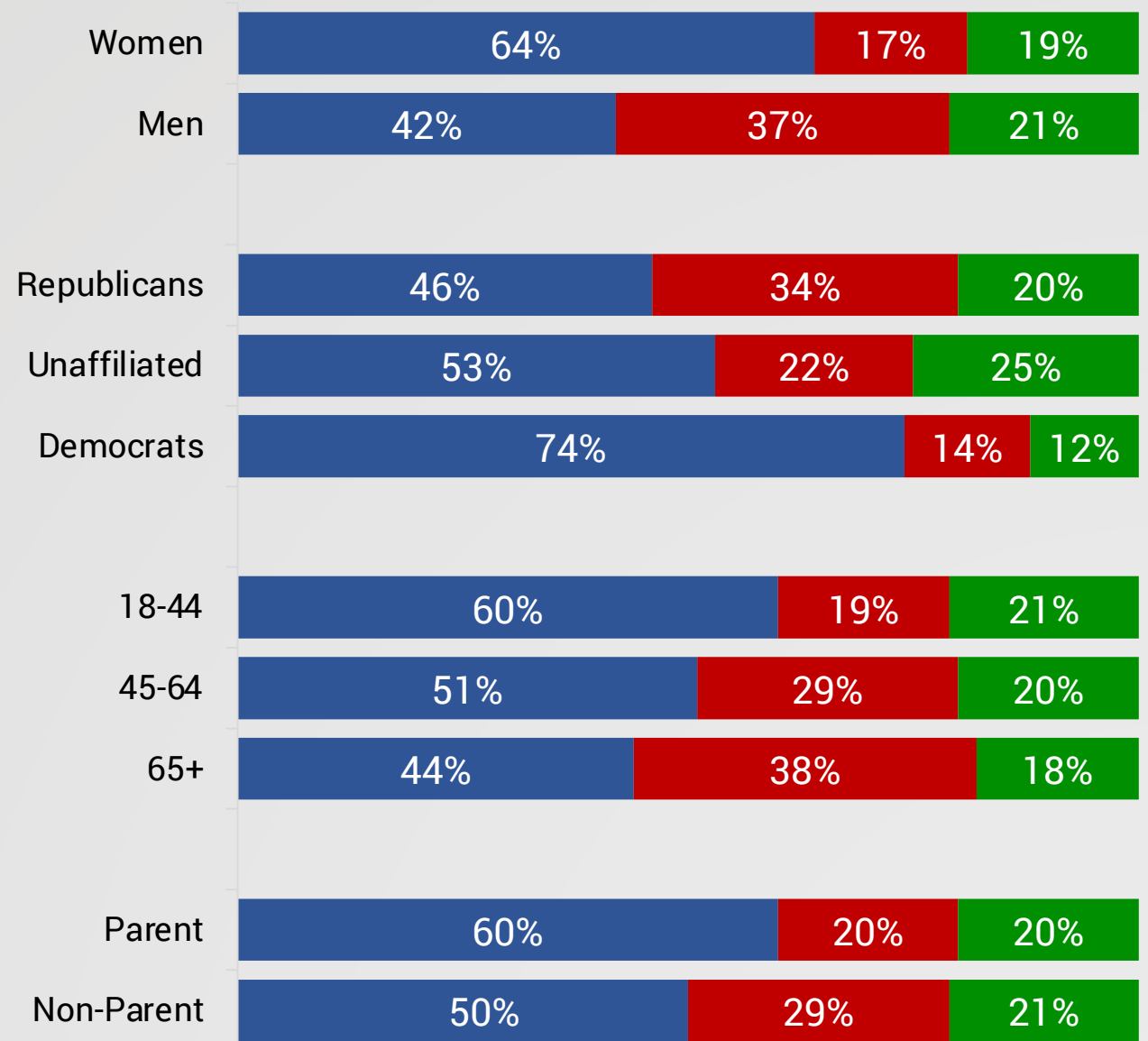
Weld RE-4 MLO Informed Ballot Test

If placed on the November ballot, the Mill Levy Override would allow Weld RE-4 School District to collect an additional \$3 million to \$5 million in property taxes. The cost to homeowners would be between \$7.50 and \$12.50 per month on a home valued at \$500,000. 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 Approve
 ■ Total Reject
 ■ Undecided

Definitely Approve	53%
Probably, Approve	11%
Definitely Reject	27%
Probably Reject	6%



■ Total Approve ■ Total Reject ■ Undecided

Reasons Why 53% of Voters Would Vote Yes and Approve the Mill Levy Override

Please describe the reasons why you would likely vote yes and approve the ballot measure.

Themes
Teacher Compensation and Retention
School Improvement and Safety
Community Investment in Education

“Teachers deserve to be paid more, and I care about quality teachers for my kids. My monthly cost seems low to be able to ensure that.” -**Female, 18-34, Windsor Parent**

“I am in favor of better security and better retaining staff.” -**Male, 18-34, Severance Parent**

“School safety, teachers, and students should be the priority.” -**Female, 45-54, Greeley Non-Parent**

“Our district is great, and this money will help it stay that way.” - **Male, 35-44, Severance Parent**

“Need staff to fill new schools. Don’t build if you can’t staff it. The bond and the override need to work in tandem.” -**Male, 65+, Windsor Non-Parent**

Reasons Why 53% of Voters Would Vote Yes and Approve the Mill Levy Override

- 1. Teacher Compensation and Retention:** Many respondents emphasized the need to pay teachers more competitively to attract and retain high-quality educators. Teacher retention is considered crucial for creating a positive learning environment and ensuring the best education for children.
- 2. School Improvement and Safety:** The focus is on using funds for school improvements, safety measures, and addressing issues such as bullying. Respondents stress the importance of investing in facilities, staff, and resources to enhance the overall quality of education.
- 3. Community Investment in Education:** A recurring theme is the belief in the importance of education and the willingness to invest in the community's schools for the benefit of students. Community members express a desire to support public schools and acknowledge the role of education in building a strong community.

Overall, the predominant sentiments revolve around valuing education, supporting teachers, improving school facilities, and ensuring the safety and well-being of students.

Reasons Why 27% of Voters Would Vote No and Reject the Mill Levy Override

Please describe the reasons why you would likely vote no and reject the ballot measure.

Themes
Distrust in Financial Management
Opposition to Tax Increases
Distrust of District Leadership

“There is no reason to drop the burden on current residences where this burden could have, should have been paid by developers.” -**Male, 65+, Windsor Non-Parent**

“District has not been responsible with current funds.” -**Male, 35-44, Severance Parent**

“New housing has exploded in our area. There should not be a need to increase property taxes.” -**Female, 55-64, Severance Non-Parent**

“Too much strain on families with this tough economy. Would have voted yes a year ago.” -**Female, 35-44, Windsor Parent**

“I would likely support if I believe the monies would be used responsibly. Again it is more more burden at a time when the burdens grow each day.” -**Female, 55-64, Windsor Non-Parent**

Reasons Why 27% of Voters Would Vote No and Reject the Mill Levy Override

1. Distrust in Financial Management: Many respondents express a lack of trust in the school board's financial management, citing concerns about previous wasteful spending and a need for better transparency. There is a perception that the district has not made optimal use of existing revenue and may not use additional funds wisely.

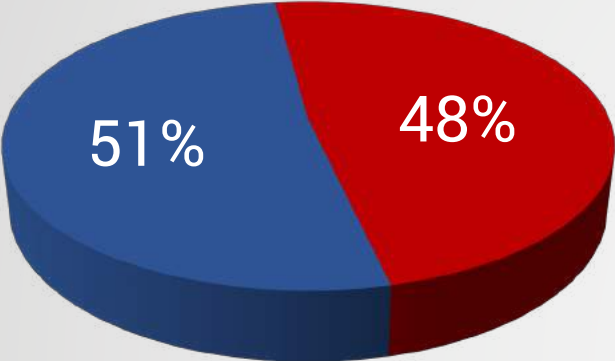
2. Opposition to Tax Increases: A prevalent theme is opposition to tax increases, with concerns about the economic impact on residents, especially during times of inflation and high costs of living. Some respondents argue that the district should work within its current budget and find alternative funding sources.

3. Distrust of District Leadership: Specific criticisms include skepticism about the need for continuous tax hikes, dissatisfaction with the current school board's decisions (e.g., mask mandates), and concerns about the curriculum, particularly the influence of DEI (Diversity, Equity, and Inclusion) instruction. Some respondents question the allocation of funds from previous grants or aid received by the district.

Overall, the themes indicate a combination of financial skepticism, resistance to tax increases, and a desire for greater accountability and transparency in the use of funds by the school district.

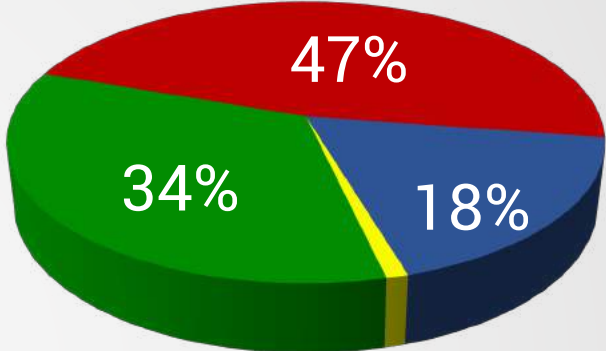
Survey Demographics

Gender



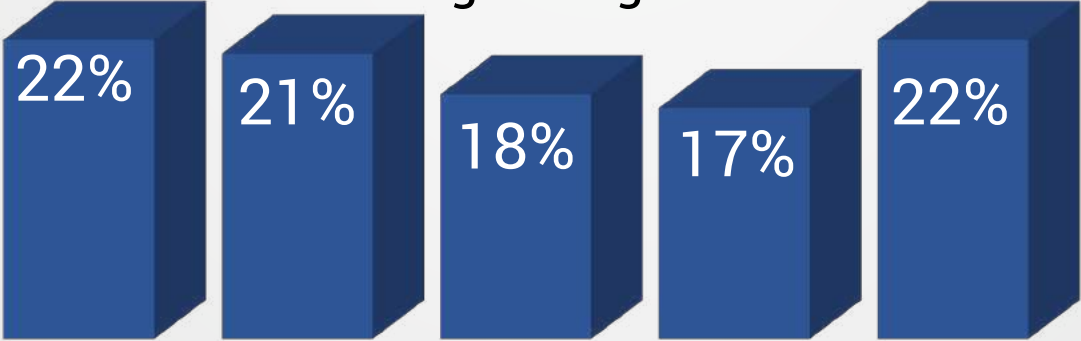
Female Male

Party Affiliation



Unaffiliated Republican Democrat Other

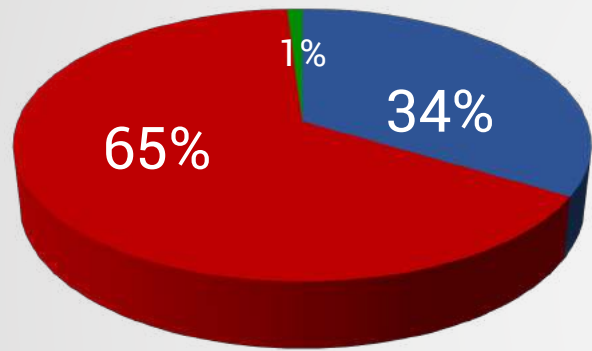
Age Range



18-34 35-44 45-54 55-64 65+

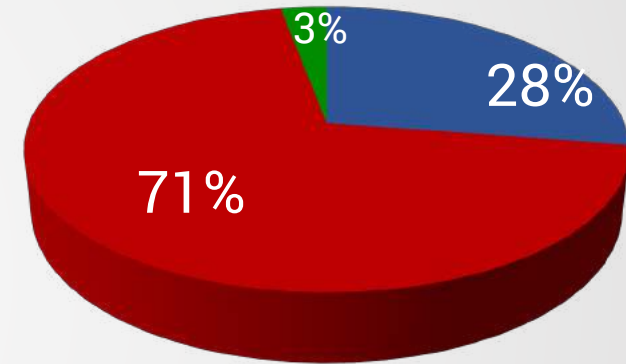
Survey Demographics

Are you the parent or guardian of an individual 18 or younger in your household?

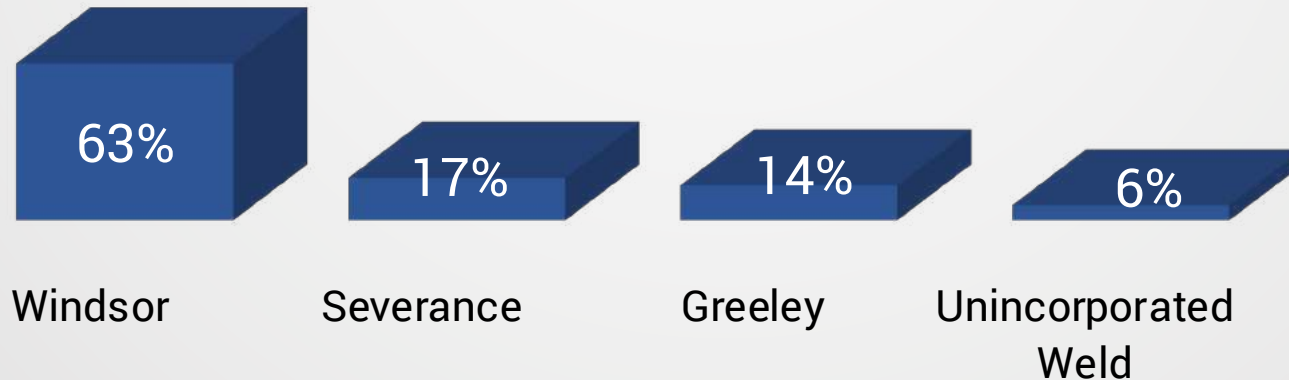


■ Yes ■ No ■ Prefer Not to Say

Do you have a student in your household who attends a school in Weld RE-4 School District?



■ Yes ■ No ■ Prefer Not to Say



Magellan Strategies
4800 Aspen Creek Drive
Broomfield, CO 80023
MagellanStrategies.com
(303) 861-8585

David Flaherty | Ryan Winger
Courtney Sievers | Katie Witt

