

# Anchorage Voter Opinions: 2009 Bond Issues

School Board Meeting  
December 15, 2008



## METHODOLOGY

- ✎ Telephone Survey
- ✎ Voted 2007 or 2008 Municipal Election, or registered to vote since
- ✎ “Very” or “Absolutely” certain to vote
- ✎ Dates in Field: Nov 28 – Dec 7, 2008
- ✎ Sample Size: n=609
- ✎ Sample Error:  $\pm 4.0\%$



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## BOND BALLOT DESCRIPTION

The first bond is for **\$71 million**.

This bond would provide **\$68 million** for an addition and renewal at Service High School to complete the final phases of construction there, **\$680 thousand** for design work at Girdwood School, and **\$2.5 million** for a sewer extension at Eagle River High School. Passage of this bond would result in an increase in your annual property taxes of approximately **\$19** for every \$100,000 of assessed property value.



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## BOND BALLOT DESCRIPTION

The second bond on the ballot is for **\$27 million**.

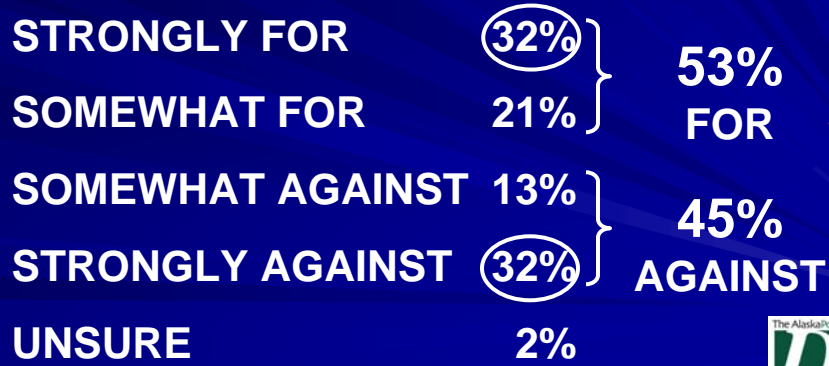
This bond would provide for district-wide maintenance and building systems -- including roof repairs, security system upgrades, electrical, mechanical, and traffic safety upgrades -- and **\$6.5 million** for future school site acquisition. Passage of this **\$27 million** bond would result in an increase in your annual property taxes of approximately **\$7** for every \$100,000 of assessed property value.



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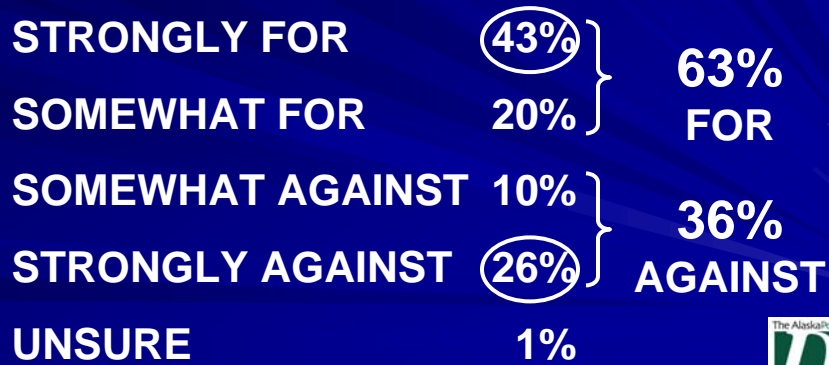
If the election were held today, and both bonds were on the ballot, do you think you would vote for or against the \$71 million dollar bond?



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And do you think you would vote for or against the \$27 million dollar bond?



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Now, assume instead that these bonds are put together, and appear on the ballot as just one bond proposition.

This bond would be for **\$98** million, and ... would result in an increase in your annual property taxes of approximately **\$27** for every \$100,000 of assessed property value.



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If the election were held today, and this was the only school improvement bond on the ballot, do you think you would vote for or against the \$98 million dollar bond?

<b>STRONGLY FOR</b>	<b>29%</b>	}	<b>47%</b>
<b>SOMEWHAT FOR</b>	<b>18%</b>		
<b>SOMEWHAT AGAINST</b>	<b>14%</b>	}	<b>51%</b>
<b>STRONGLY AGAINST</b>	<b>37%</b>		
<b>UNSURE</b>	<b>2%</b>		



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With the exception of the future school site acquisition, all of these projects are eligible for debt reimbursement by the State of Alaska. This means that if debt reimbursement is approved by the state legislature, 60 to 70 percent of the cost of this combined bond will be paid for by the state. Passage of this **\$98** million dollar bond would then result in an increase in your annual taxes of approximately **\$11** for every \$100,000 of assessed property value.



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Now that you know the majority of this bond is eligible for debt reimbursement...  
...for or against the \$98 million bond?



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## HOW CONVINCING?

“Nearly 60% of the cost of these bonds is eligible to be reimbursed by the state, leaving only about 40% to be paid for by Anchorage taxpayers. This makes this bond a good deal.”

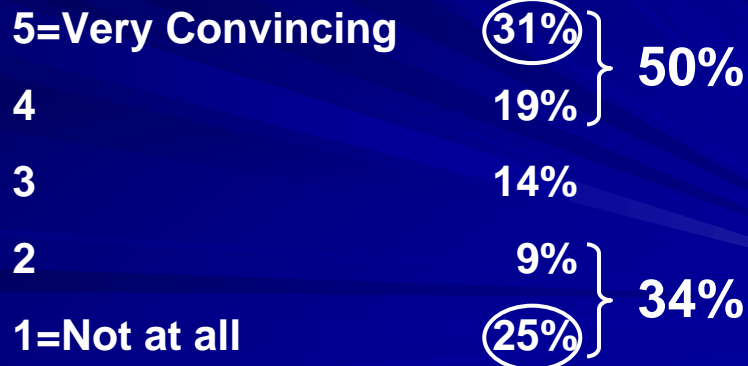


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## HOW CONVINCING?

“...eligible to be reimbursed...”



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## HOW CONVINCING?

“The construction project at Service High School is a top priority project. The incomplete renewal of Service has left more than half the building needing renewal to extend the facility life and provide for current instructional requirements.”



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## HOW CONVINCING?

“...Service is a top priority...”



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## HOW CONVINCING?

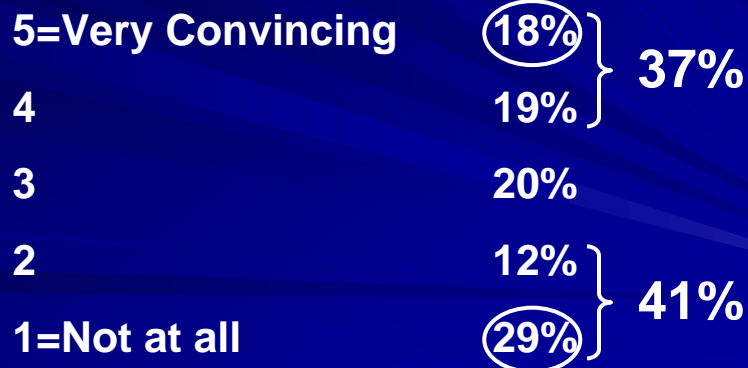
“The School District has listened to voters in recent years and responded this year by not asking for too much. These bonds are targeted at top priorities only.”



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## HOW CONVINCING? “...top priorities only...”



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## HOW CONVINCING?

“This year the school district has retired \$46.6 million in bond debt, which is more than the amount of unreimbursed debt that the school district is asking voters to approve.”

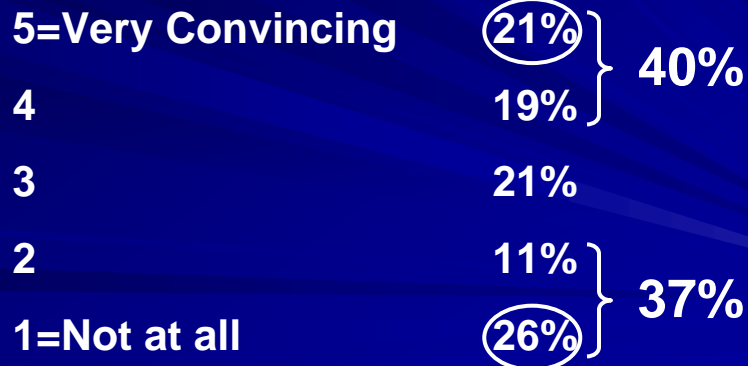


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## HOW CONVINCING?

“...retired \$46.6 million in debt...”



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And if I can ask you one more time,  
if the election were held today...  
for or against the \$98 million bond?

<b>STRONGLY FOR</b>	<b>36%</b>	}	<b>56%</b>
<b>SOMEWHAT FOR</b>	<b>20%</b>		
<b>SOMEWHAT AGAINST</b>	<b>10%</b>	}	<b>42%</b>
<b>STRONGLY AGAINST</b>	<b>32%</b>		
<b>UNSURE</b>	<b>2%</b>		



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**BEFORE and AFTER ARGUMENTS**  
...for or against the \$98 million bond?

	<u>Q.4</u>		<u>Q.10</u>
<b>Strongly FOR</b>	<b>29%</b>	}	<b>36%</b>
<b>Somewhat FOR</b>	<b>18%</b>		<b>47%</b>
<b>Somewhat AGAINST</b>	<b>14%</b>	}	<b>10%</b>
<b>Strongly AGAINST</b>	<b>37%</b>		<b>51%</b>
<b>UNSURE</b>	<b>2%</b>		<b>2%</b>



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## ANALYSIS OF CHANGE

	Q.4 <u>For</u>	Q.10 <u>For</u>
Age: 18-34	66%	79%
35-44	51%	59%
45-54	47%	53%
55+	45%	55%
Male	43%	53%
Female	51%	59%



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## ANALYSIS OF CHANGE (cont'd)





	Q.4 <u>For</u>	Q.10 <u>For</u>
Married	48%	55%
Single	45%	60%
Children in ASD	61%	69%
Children in household	57%	65%



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## Argument Rating (4/5 “Convincing”)

 Debt reimbursement	50%
 Service top priority	45%
 Retired bond debt	40%
 Listened – top priorities only	37%



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## Questions?



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