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**2018 Mail Survey Results**  
**Maine Township High School District 207**

*June 13, 2018*

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### Introduction, Purpose & Approach

This report addresses the methodology and findings derived from public opinion research conducted by George K. Baum & Company on behalf of Maine Township High School District 207.


Approximately 48,000 registered voter households within the District received a public opinion mail survey. The questionnaire served as an invitation for public reaction to a funding proposal.

The mail survey included a total of 17 questions, including one open-ended question. Included with the mail survey questions was background information on the District's capital facility needs and proposed improvements.

The mail questionnaire used for this research is not a scientific poll, but a tool for collecting public input and understanding the general tone of the public's receptiveness to the issues presented. The overall summaries and conclusions drawn in this report are therefore not presented as predictors of an issue's likely success or failure at the polls. They are only presented to aid the District with another means for collecting community input and initial reaction to the proposal.

George K. Baum & Company acknowledges that this particular questionnaire functions as an opportunity to disseminate information and as an information-gathering tool, and in no way represents a scientific survey, or one that estimates statistical margin of error. The chief distinction is that this questionnaire was returned in lieu of people attending a public hearing (a non-representative sample of the registered voter population) as opposed to the returns representing a scientific sub-sample of the registered voter population. The results are subjective and limited in interpretation based on the volume of returns, not the science of returns. Think of this document as a written collection of comments from people who would have stood up and participated in a public hearing, but instead preferred to express their feelings through written form.


A total of 3,695 surveys were completed and processed for responses as of June 13, 2018. This represents a response rate of approximately 7.6 percent. Previous mail surveys conducted by George K. Baum & Company have typically yielded response rates between 8 and 17 percent.



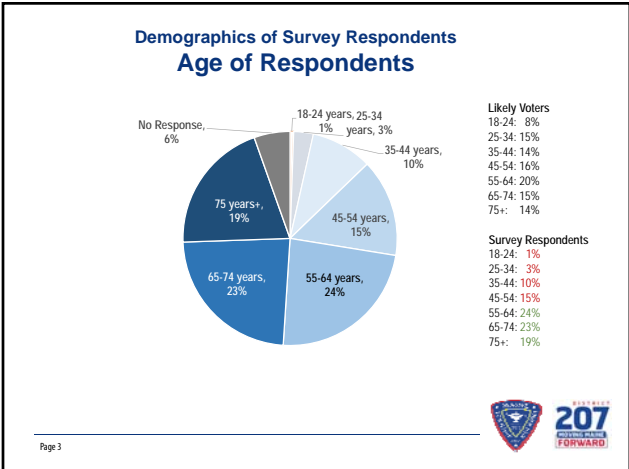
Page 1

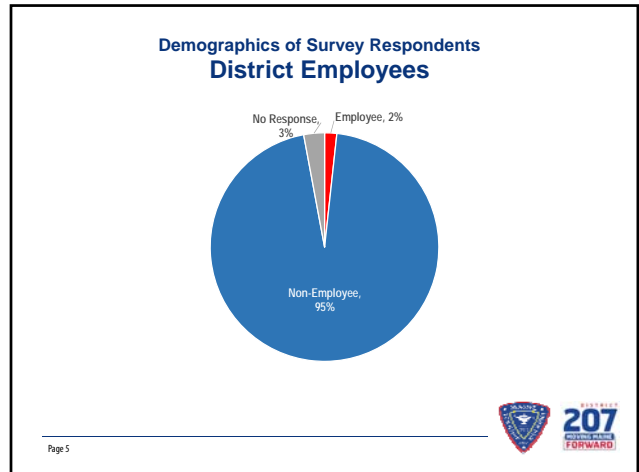
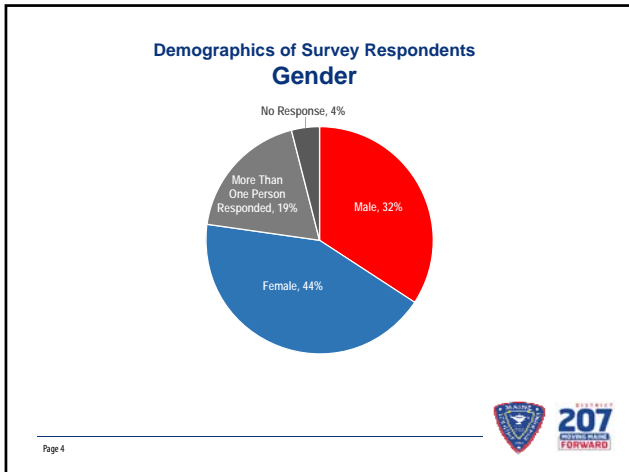
### Summary of Approach

- Survey mailed to approximately 48,000 households within District 207
- Expected 8-17% response rate
- 3,695 replied (7.6% response rate) as of June 13, 2018
- Not a scientific poll
- Not a predictor of a ballot measure's likely success or failure
- Provides general undertone of the electorate



Page 2

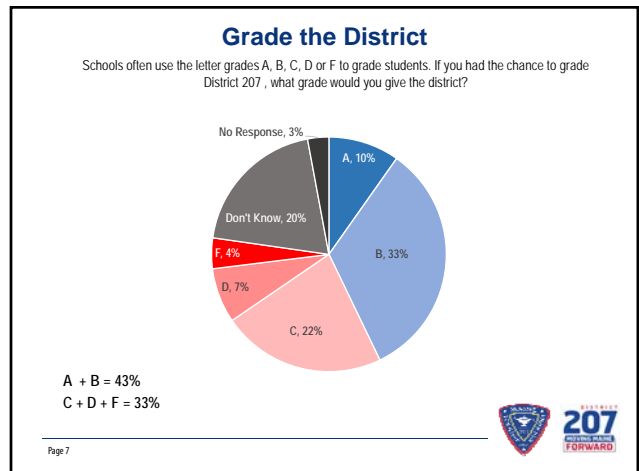




### Demographics of Survey Respondents Community of Residence

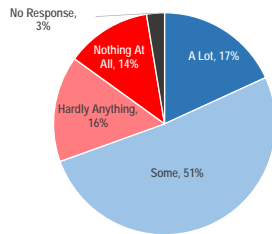
Community of Residence	Number of Respondents	Percentage of Respondents	Percentage of Registered Voters
Park Ridge	1,513	41.0%	31.0%
Des Plaines	1,308	35.4%	43.5%
Niles	445	12.0%	14.0%
Morton Grove	125	3.4%	
Glenview	71	1.9%	
Other	64	1.7%	
Harwood Heights	56	1.5%	
Norridge	22	0.6%	
Rosemont	6	0.2%	
Chicago	5	0.1%	
No Response	79	2.1%	

Page 6



### Level of Awareness

Before receiving the enclosed information, how much had you read, seen or heard about District 207's proposed facility improvements and funding proposal?

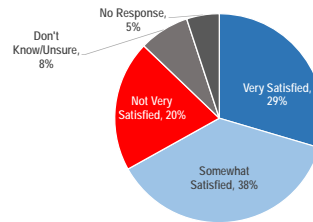


A Lot + Some = 68%



### Level of Satisfaction With Information Received

How satisfied are you with the amount of information you have received regarding District 207's proposed facility improvements and funding proposal?

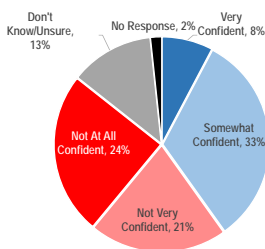


Very Satisfied + Somewhat Satisfied = 67%



### Confidence in District 207 Handling Taxpayer Money Wisely

How confident are you that District 207 is handling taxpayers' money wisely?



Very Confident + Somewhat Confident = 41%  
Not Very + Not At All = 45%



### Priority Placed on Parts of Tax Proposal: Improvements at All Three Schools

Main Parts of Proposal	Low Priority (1)	(2)	(3)	(4)	High Priority (5)
Improving safety and security by constructing new front entrances with secure vestibules to prevent visitors from entering the buildings before being cleared by personnel	13%	6%	11%	14%	53%
Installing new fire suppression systems	11%	8%	18%	21%	38%
Replacing outdated plumbing, electrical and mechanical systems to extend the useful life of the existing buildings, reduce costly emergency repairs and improve energy efficiency	10%	8%	19%	27%	33%
Updating classrooms and labs to create flexible learning spaces that leverage instructional technology, enhance current teaching methods and promote collaboration	21%	12%	21%	22%	20%
Right sizing and relocating special education spaces to better meet the needs of students	18%	15%	24%	22%	17%



### Priority Placed on Parts of Tax Proposal: Improvements at All Three Schools (cont.)

Main Parts of Proposal	Low Priority (1)	(2)	(3)	(4)	High Priority (5)
Improving the Library Media Centers to increase functionality and access for all students and staff	22%	15%	23%	21%	14%
Expanding undersized fine arts spaces	26%	16%	25%	19%	11%
Relocating offices of counselors, deans, psychologists and other support personnel into one area at each school. This will enhance student access to these services while also maintaining student privacy/confidentiality	35%	17%	23%	13%	9%
Creating flexible learning spaces for students to study individually and in small groups	32%	19%	23%	15%	9%
Adding and expanding tutoring space at each building	31%	25%	25%	14%	8%



### Priority Placed on Parts of Tax Proposal: School-Specific Improvements

Main Parts of Proposal	Low Priority (1)	(2)	(3)	(4)	High Priority (5)
Adding a handicapped-accessible hallway at Maine East, connecting the west wing to the center court, improving students' traffic flow and access throughout.	15%	9%	21%	23%	27%
Relocating and expanding the dining area and renovating the food service area at Maine South to ease congestion, as well as replacing the 50-year-old equipment.	25%	15%	22%	20%	14%
Constructing a new fieldhouse at Maine West to consolidate athletics/physical education space in one location. This will allow greater resource sharing and an ability to secure the rest of the building during after-hours events.	30%	13%	22%	17%	13%



### Priority Placed on Parts of Tax Proposal: School-Specific Improvements, Cont.

Main Parts of Proposal	Low Priority (1)	(2)	(3)	(4)	High Priority (5)
Expanding and improving the Career and Technical Education instructional space at Maine South, including adding business presentation rooms.	26%	16%	23%	19%	12%
Creating an Entrepreneurial/Professional Development Center at Maine East by repurposing the old pool area located in the lower level of the building.	31%	17%	24%	15%	8%
Expanding the dining to the lower level at Maine West, providing a more efficient connection to student services and support programs.	31%	18%	25%	14%	7%



### Arguments in Favor of Bond Proposal

Argument in Favor	Not At All Convincing (1)	(2)	(3)	(4)	Very Convincing (5)	NR
The proposed safety and security improvements, including upgrades to front entrances, are critical. Keeping students, staff and teachers safe should be a top priority.	14%	8%	12%	17%	47%	3%
Improvements like replacing outdated electrical, plumbing and mechanical systems at the three high schools aren't luxuries, they're necessities. These improvements will save taxpayer monies by reducing costly emergency repairs and improving energy efficiencies	14%	9%	18%	25%	30%	3%
Improving access for students, teachers and visitors with disabilities is a fair and reasonable request.	12%	10%	20%	25%	29%	4%
It's much less expensive to renovate the three high schools than to replace them. This is a fiscally prudent approach.	22%	9%	18%	20%	27%	4%
Quality schools drive property values. This proposal will protect local property values that are so important to the financial health of many residents.	23%	10%	18%	21%	24%	3%



### Arguments in Favor of Bond Proposal

Argument In Favor	Not At All Convincing (1)	(2)	(3)	(4)	Very Convincing (5)	NR
The last time voters in District 207 approved <b>additional funding</b> for building improvements was in <b>1967—51 years ago</b> .	31%	11%	16%	15%	24%	4%
As <b>borrowing and construction costs continue to rise</b> , it's important to address facility improvements as soon as possible. The longer the District waits, the more it will cost.	24%	14%	20%	20%	19%	3%



### Arguments Against Bond Proposal

Argument Against	Not At All Convincing (1)	(2)	(3)	(4)	Very Convincing (5)	NR
The size of the tax impact will be a <b>hardship on many seniors</b> who are on a fixed income.	8%	7%	14%	16%	51%	4%
<b>Illinois residents are already over-taxed</b> , especially with the recent increase in state income taxes. The District is just going to have to live within its means.	14%	11%	17%	14%	40%	3%
<b>District 207 should have been saving</b> for the proposed improvements rather than asking for additional tax dollars.	12%	11%	18%	17%	39%	3%
While it makes sense to provide equity across all three high schools, this <b>current proposal is too ambitious</b> . District 207 should downsize the bond measure and focus on its absolute highest priority needs like replacing outdated mechanical systems.	12%	11%	20%	20%	33%	4%



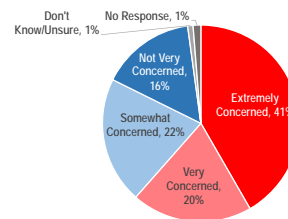
### Arguments Against Bond Proposal

Argument Against	Not At All Convincing (1)	(2)	(3)	(4)	Very Convincing (5)	NR
<b>Quality instruction is what drives quality schools, not the facilities.</b> Much of what is proposed should be eliminated, especially improvements like a new fieldhouse and updated locker rooms.	13%	13%	21%	17%	33%	3%
The District should be <b>putting more than \$45.7 million toward the projects.</b> That's less than 20% of the total cost.	17%	12%	28%	15%	21%	7%
While it would be much more expensive, <b>one or more of the Maine 207 schools should be leveled and replaced.</b> Starting from scratch makes more sense than renovating the aging high schools.	52%	15%	16%	5%	7%	4%



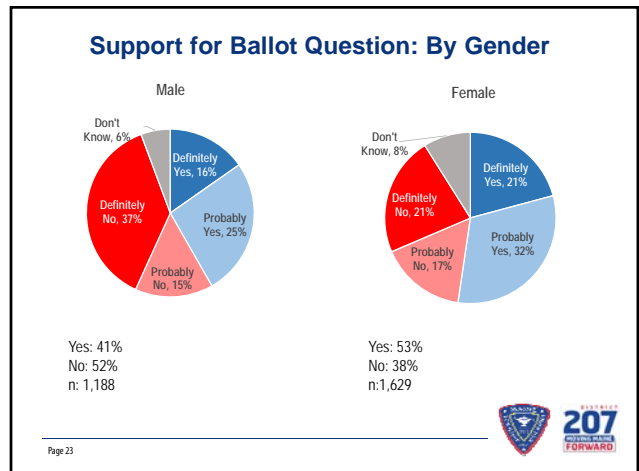
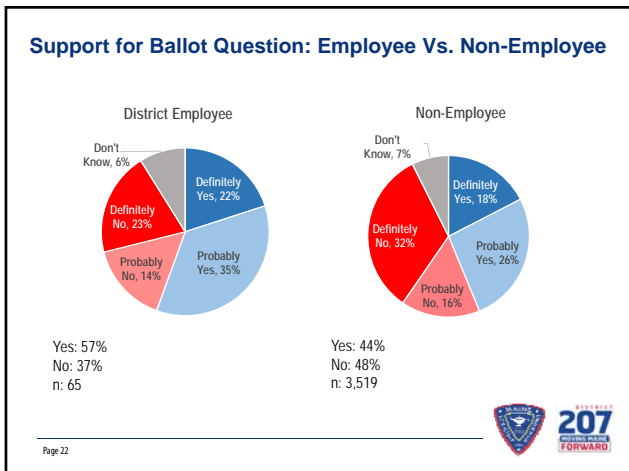
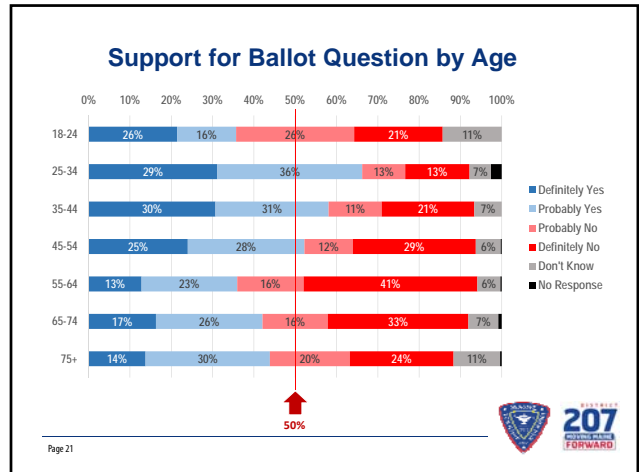
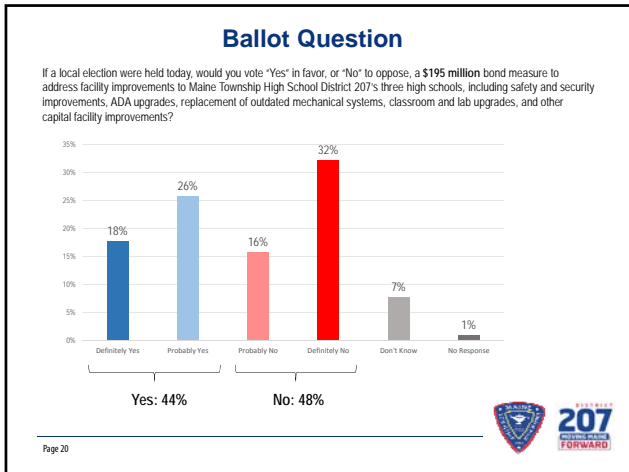
### Tax Sensitivity

For homeowners in District 207, the estimated annual tax impact of the proposed \$195 million bond measure is \$7.59 per month, or about \$91.02 per year, per \$100,000 of a home's market value (as determined by the county assessor). For example, the annual tax impact on a \$250,000 home would be about \$228. How concerned are you about the impact of the possible tax increase on your family's budget?

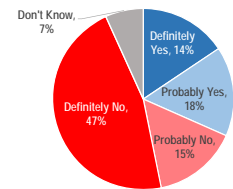


Extremely + Very Concerned: 61%  
Somewhat + Not Very Concerned: 38%





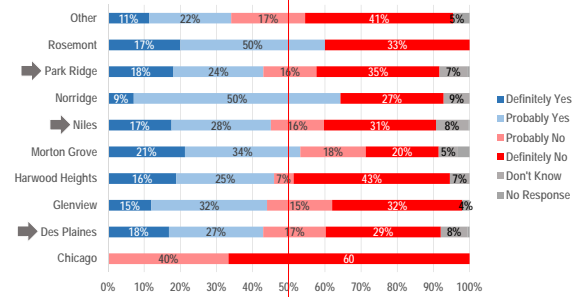
### Support for Ballot Question: More Than One Person Completed Survey



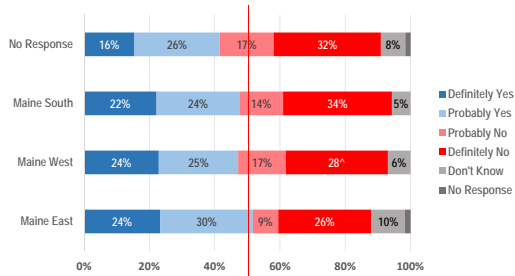
Yes: 32%  
No: 62%  
n: 714



### Support for Ballot Question: Community of Residence



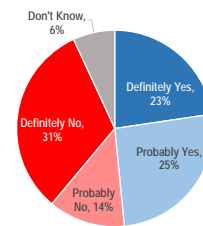
### Support for Ballot Question: Parent of District 207 Student



50%

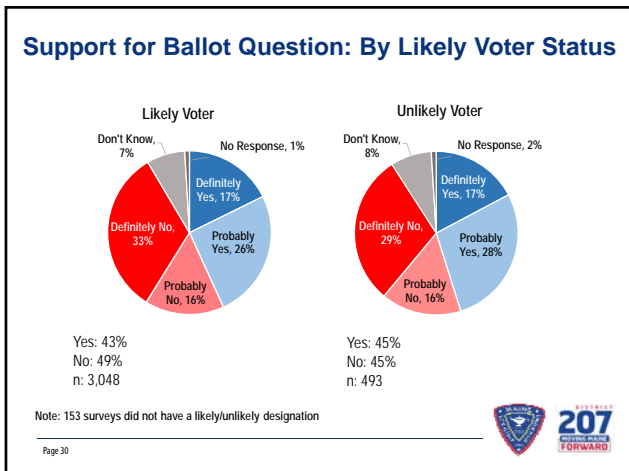
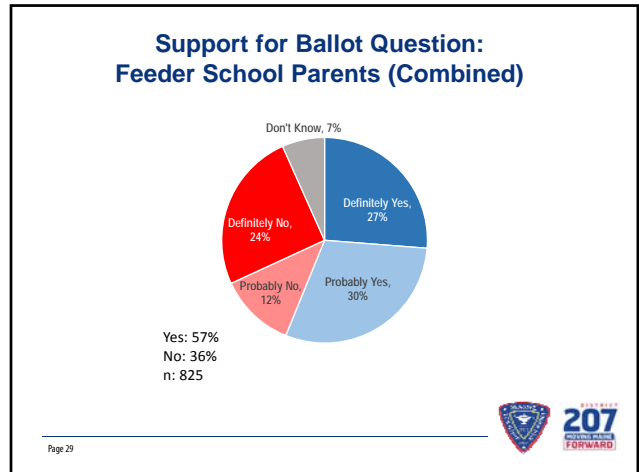
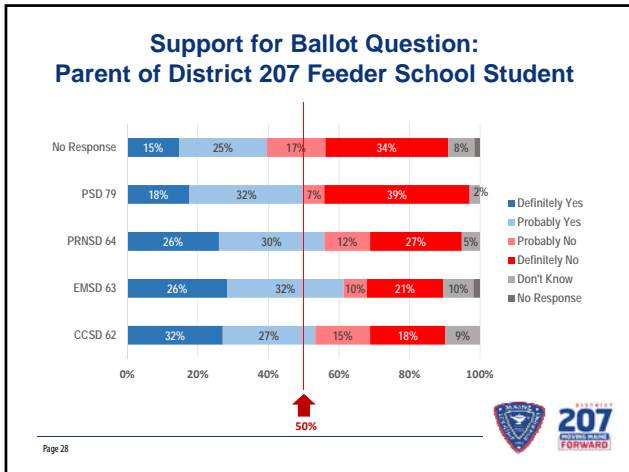


### Support for Ballot Question: District 207 Parents (Combined)



Yes: 48%  
No: 45%  
n: 869





### Main Concerns

NA/None	32.5%
Tax Impact	20.2%
District Management	7.5%
Oversight/Use of Bond Proceeds	6.5%
Proposal Should Be Scaled Back	5.0%
Fixed Income Concerns	3.8%
Positive Commentary	3.4%
Total Cost	3.0%

Page 31



### Concerns...In Their Own Words

**Tax Impact (20.2%)**

- "I will vote against any tax increase!"
- "Real estate taxes are already too high. You need to limit expenditures to current revenue. Too many taxing authorities all wanting a little bit more."
- "I am concerned that the PRPD, the library, city council, SID #64, and the state will also increase their tax burdens in the next 2 years."

**District Management (7.5%)**

- "A district should be fiscally responsible. Don't believe money is spent wisely & closely watched as to how it is spent."
- "Improvements should have been made gradually. Discipline and quality teachers appear to be primary issues."
- "They have not used taxpayer money wisely in the past--so they won't now."

**Oversight/Use of Bond Measure Proceeds (6.5%)**

- "Construction schedule and staying on budget. I don't mind the increase in taxes, but the projects need to be managed well."
- "Money will be wasted by corrupt unions."
- "The money would be wasted and not put to the needs that they should be."



### Concerns...In Their Own Words, Cont.

**Proposal Should Be Scaled Back (5.0%)**

- "Scale back to security building electric/plumbing, fire -- that's it -- study impact of internet on future of building campuses!"
- "Has the project really been thought out? List only critical improvements."

**Fixed Income Concerns (3.8%)**

- "Paying the real estate tax from a 3-digit social security deposit."
- "I recently moved here from the city. I'm retired and on a budget. I'm not sure if I can squeeze anymore out of my retirement money!"

**Positive Commentary (3.4%)**

- "The kids deserve the very best. Doing these improvements sends them a clear message. You're valued."
- "We must keep moving in all aspects to compete for our country & children."

**Total Cost (3.0%)**

- "Cost - are you kidding?"



### Summary of Results

- Respondents trend older than likely voter base for November 2018
- Park Ridge over represented in responses compared to all registered voters
- Fairly strong level of awareness of the bond proposal
- Marks roughly in line with the national average, with 43% of survey respondents giving the District an A or B
- There is limited support for the \$195 million tax proposal, with a total of 44% support
  - Support intensity is lower than opposition intensity
  - Support is strongest with respondents between the ages of 25 and 44
  - District 207 employees are supportive, but not as strong as would be expected
  - Women are more supportive than men
  - Surveys reporting multiple respondents are much less supportive



### Summary of Results

- Tax sensitivity is high for the \$195 million bond proposal, with 61% of survey respondents either extremely or very concerned about the estimated tax impact
- Highest priority placed on safety and security upgrades and replacing plumbing, electrical and mechanical systems
- Lowest priority on adding and expanding tutoring space
- Of the school-specific improvements, highest priority placed on handicap-accessible hallway at Maine East
- Arguments against the proposal tested stronger than arguments for the proposal
- Messages that were strongest were tied to safety and security upgrades, ADA accessibility enhancements and saving taxpayers money through replacing aging infrastructure systems
- Concerns regarding the proposal are focused on:
  - Tax impact
  - District management and oversight of use of proceeds
  - Proposal's scope and total cost



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