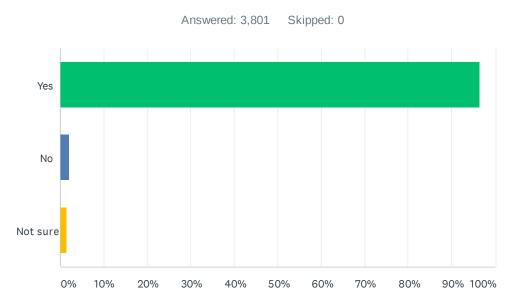
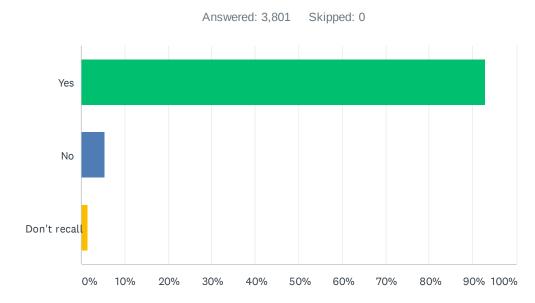
Q1 Are you registered to vote in Northwest ISD?



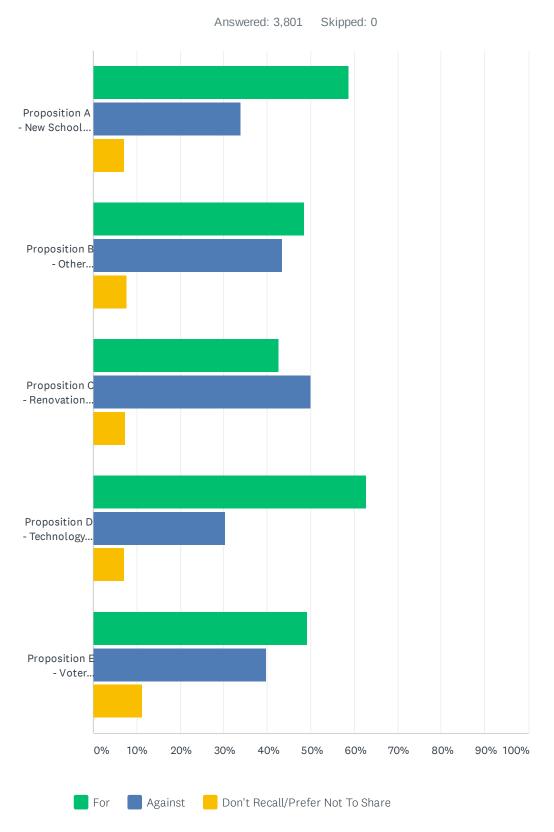
ANSWER CHOICES	RESPONSES
Yes	96.40% 3,664
No	2.16% 82
Not sure	1.45% 55
TOTAL	3,801

Q2 Did you vote on the Northwest ISD bond propositions and VATRE on the November 3, 2020 ballot?



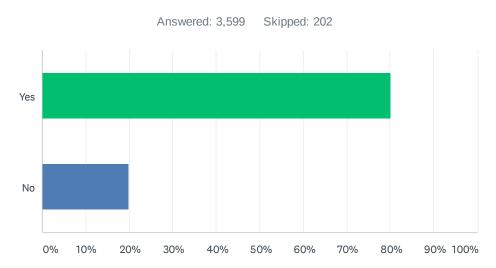
ANSWER CHOICES	RESPONSES	
Yes	92.98% 3,534	4
No	5.47% 208	8
Don't recall	1.55% 59	9
TOTAL	3,80	1

Q3 So NISD can better understand community preferences, please share how you voted in the November 3 election.



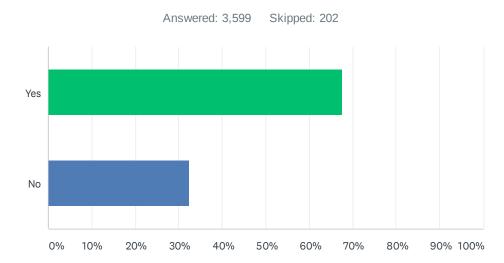
	FOR	AGAINST	DON'T RECALL/PREFER NOT TO SHARE	TOTAL
Proposition A - New Schools, Renovations, and Capital Improvements	58.88% 2,237	33.90% 1,288	7.21% 274	3,799
Proposition B - Other Recreational Facilities	48.58% 1,845	43.60% 1,656	7.82% 297	3,798
Proposition C - Renovations to Stadiums	42.65% 1,618	50.08% 1,900	7.27% 276	3,794
Proposition D - Technology Devices	62.66% 2,376	30.25% 1,147	7.09% 269	3,792
Proposition E - Voter Approval Tax Rate Election	49.08% 1,864	39.68% 1,507	11.24% 427	3,798

Q4 Did you know that NISD adds more than 1,000 new students each year, and NISD ranks 8th in the state for student growth based on growth in the past 5 years?



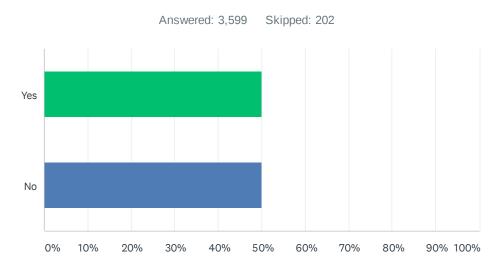
ANSWER CHOICES	RESPONSES	
Yes	80.16%	2,885
No	19.84%	714
TOTAL		3,599

Q5 Did you know that there are two parts to a school district tax rate? Maintenance & Operations (M&O) tax rate that funds teacher and staff salaries, supplies, utilities, etc. Interest & Sinking (I&S) tax rate that funds long-term projects like construction, land, and major facility improvement.



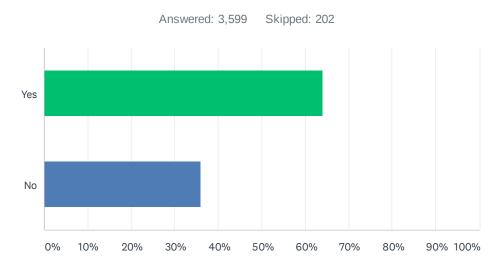
ANSWER CHOICES	RESPONSES	
Yes	67.49%	2,429
No	32.51%	1,170
TOTAL		3,599

Q6 Did you know that in August 2020 the NISD school board lowered the Interest & Sinking tax rate (used for bonds)?



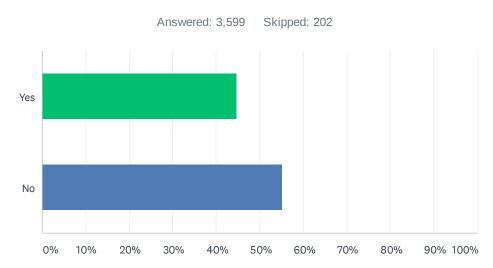
ANSWER CHOICES	RESPONSES	
Yes	50.04%	1,801
No	49.96%	1,798
TOTAL		3,599

Q7 Did you know that approving the November 2020 bond election would not have raised the NISD tax rate?



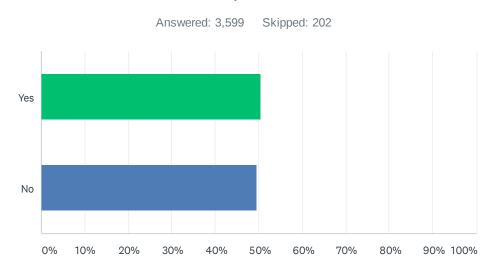
ANSWER CHOICES	RESPONSES	
Yes	64.05%	2,305
No	35.95%	1,294
TOTAL		3,599

Q8 Did you know that NISD's overall tax rate is the lowest it has been in 10 years?



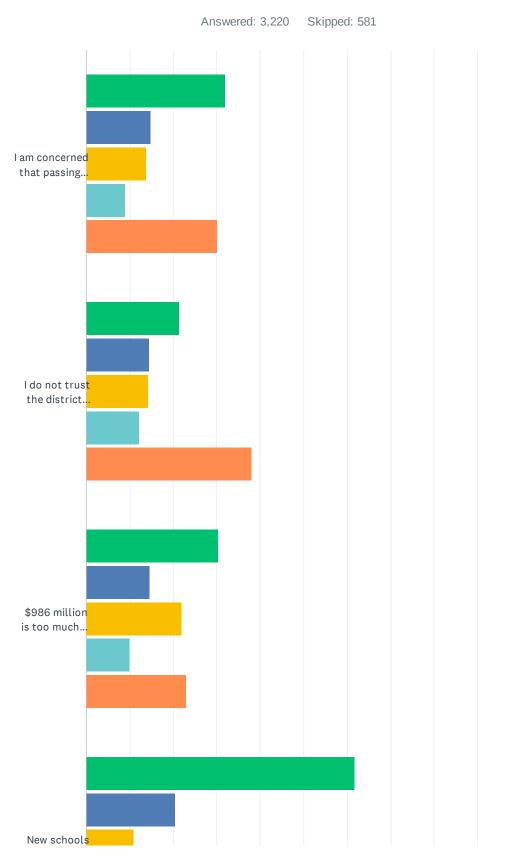
ANSWER CHOICES	RESPONSES	
Yes	44.73%	1,610
No	55.27%	1,989
TOTAL		3,599

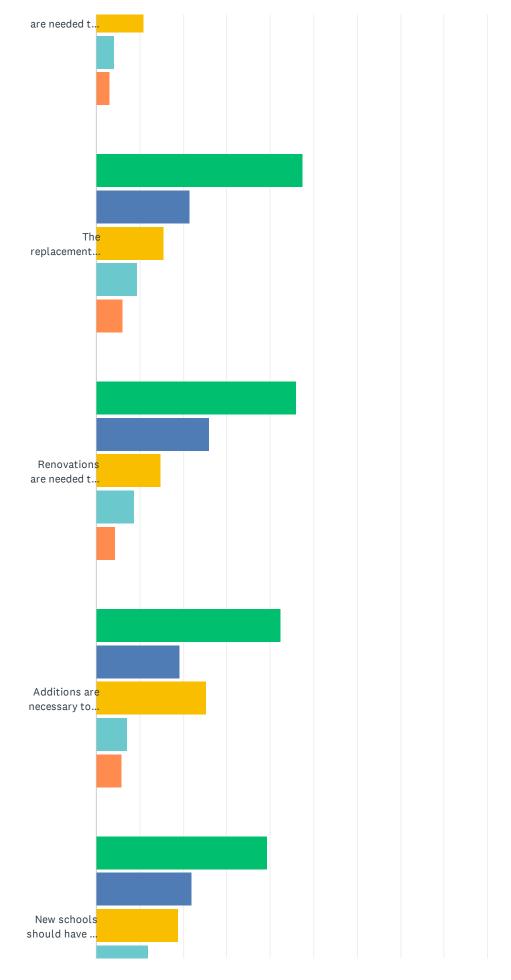
Q9 Did you know that NISD has a \$25 million deficit budget for 2020-2021, in part due to lost revenue as a result of new state legislation (House Bill 3)?

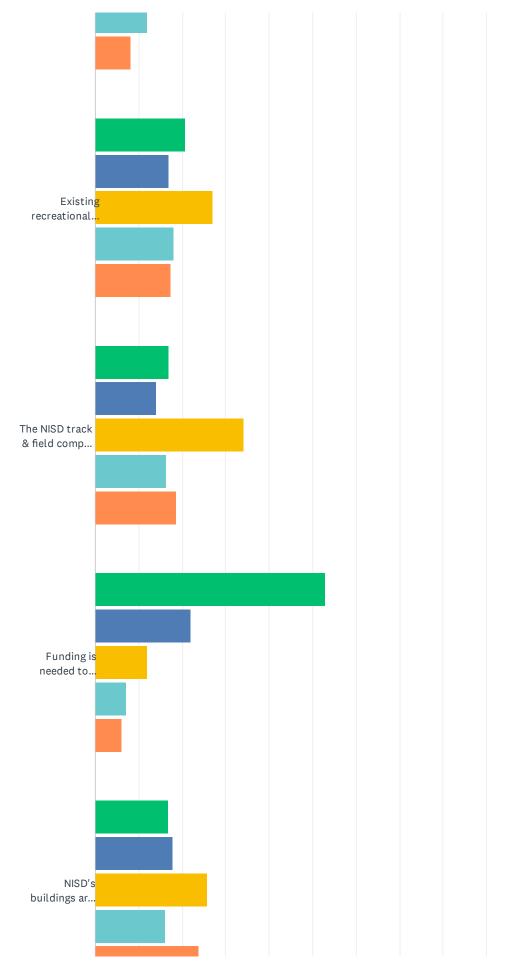


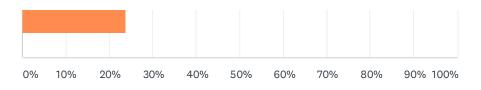
ANSWER CHOICES	RESPONSES	
Yes	50.43%	1,815
No	49.57%	1,784
TOTAL		3,599

Q10 Read each statement and select the response that most closely describes your opinion on the November 2020 BOND election (Propositions A-D).







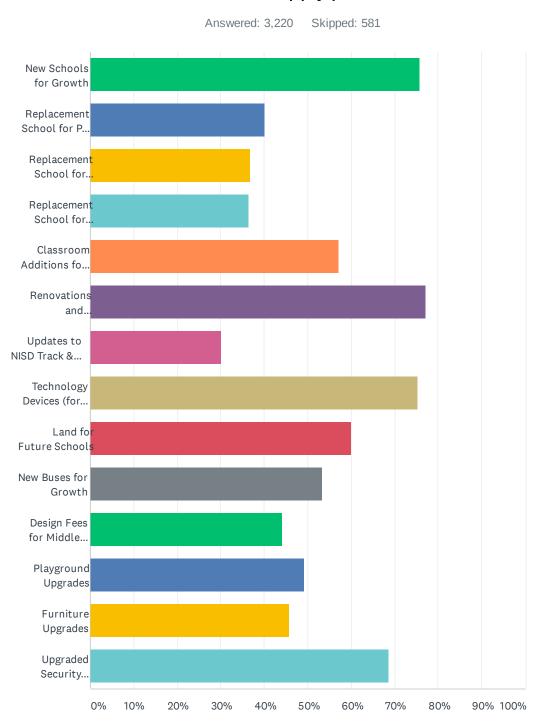


Strongly Disagree

Strongly Agree 🛛 Somewhat Agree 📒 Neutral 📄 Somewhat Disagree

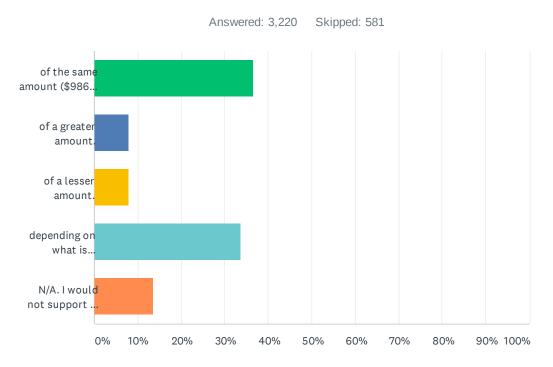
	STRONGLY AGREE	SOMEWHAT AGREE	NEUTRAL	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
I am concerned that passing the bond would raise taxes (although the district said the tax rate would not increase).	32.02% 1,031	14.94% 481	13.79% 444	9.04% 291	30.22% 973	3,220
I do not trust the district to spend the bond funds wisely.	21.24% 684	14.47% 466	14.13% 455	12.14% 391	38.01% 1,224	3,220
\$986 million is too much money.	30.28% 975	14.60% 470	22.02% 709	10.03% 323	23.07% 743	3,220
New schools are needed to keep up with growth.	61.61% 1,984	20.40% 657	10.78% 347	4.16% 134	3.04% 98	3,220
The replacement schools are needed for growth and equity.	47.48% 1,529	21.58% 695	15.43% 497	9.44% 304	6.06% 195	3,220
Renovations are needed to update aging facilities.	46.02% 1,482	25.87% 833	14.91% 480	8.85% 285	4.35% 140	3,220
Additions are necessary to expand PreK as required by law.	42.48% 1,368	19.16% 617	25.40% 818	7.05% 227	5.90% 190	3,220
New schools should have the same recreational facilities as existing schools.	39.32% 1,266	21.86% 704	18.79% 605	11.93% 384	8.11% 261	3,220
Existing recreational facilities (tennis, baseball, softball) need to be updated.	20.62% 664	16.89% 544	27.02% 870	18.07% 582	17.39% 560	3,220
The NISD track & field complex needs to be updated.	16.99% 547	14.07% 453	34.01% 1,095	16.24% 523	18.70% 602	3,220
Funding is needed to provide technology devices for new students and to continue the district's replacement cycle for outdated devices.	52.89% 1,703	21.99% 708	11.93% 384	7.20% 232	5.99% 193	3,220
NISD's buildings are too extravagant.	16.71% 538	17.70% 570	25.65% 826	16.06% 517	23.88% 769	3,220

Q11 What are you willing to support in a future bond election? (Check all that apply.)



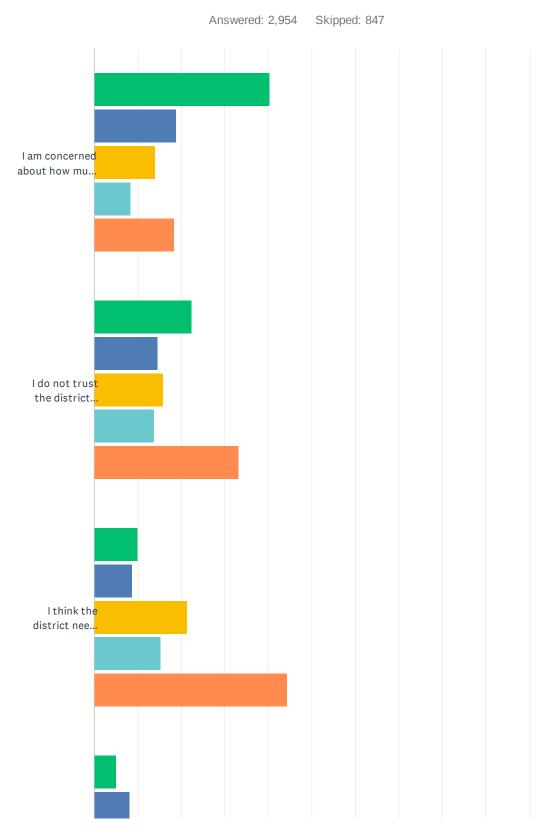
ANSWER CHOICES	RESPONSES	
New Schools for Growth	75.81%	2,441
Replacement School for Pike Middle School	40.12%	1,292
Replacement School for Seven Hills Elementary	36.80%	1,185
Replacement School for Hatfield Elementary	36.40%	1,172
Classroom Additions for PreK	57.02%	1,836
Renovations and Improvements (Flooring, Roofing, Lighting) to Aging Facilities	77.24%	2,487
Updates to NISD Track & Field Complex	30.09%	969
Technology Devices (for new students and district's replacement cycle)	75.31%	2,425
Land for Future Schools	59.97%	1,931
New Buses for Growth	53.26%	1,715
Design Fees for Middle School #8 and Comprehensive High School #4	44.16%	1,422
Playground Upgrades	49.25%	1,586
Furniture Upgrades	45.81%	1,475
Upgraded Security Systems	68.70%	2,212
Total Respondents: 3,220		

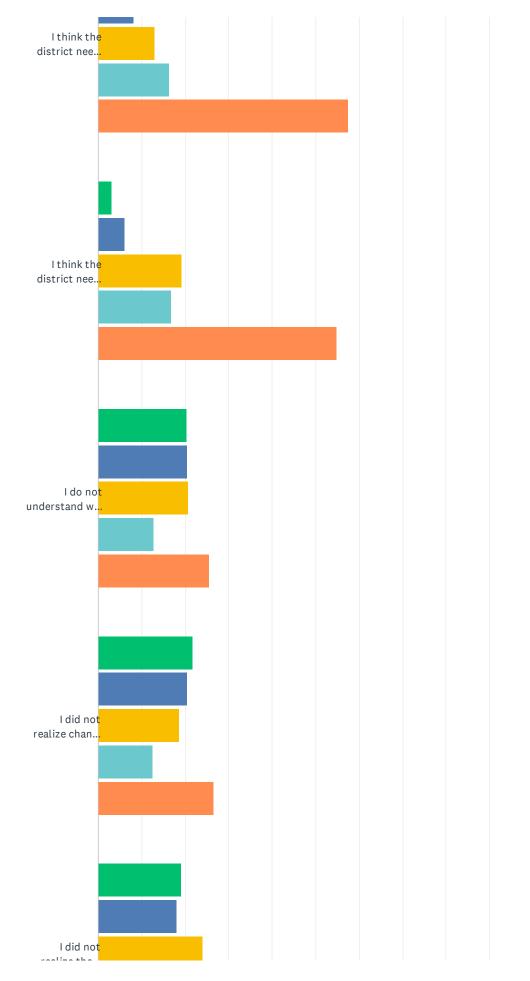
Q12 Knowing the I&S tax rate will not increase as a result of a bond election, I would support a May 2021 election...



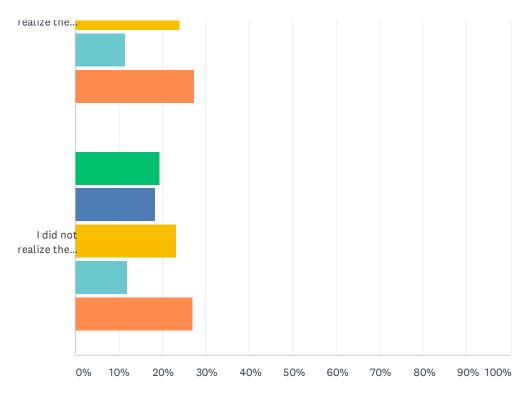
ANSWER CHOICES	RESPONSES	
of the same amount (\$986 million total for the four propositions).	36.71%	1,182
of a greater amount.	7.98%	257
of a lesser amount.	8.01%	258
depending on what is included.	33.76%	1,087
N/A. I would not support a bond.	13.54%	436
TOTAL		3,220

Q13 Read each statement and select the response that most closely describes your opinion on the November 2020 VATRE (Proposition E). The VATRE would increase the M&O tax rate, resulting in an increase of funding for the district.



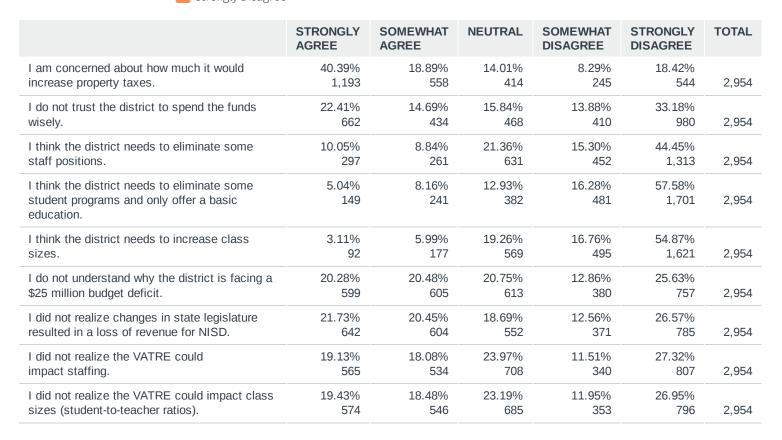








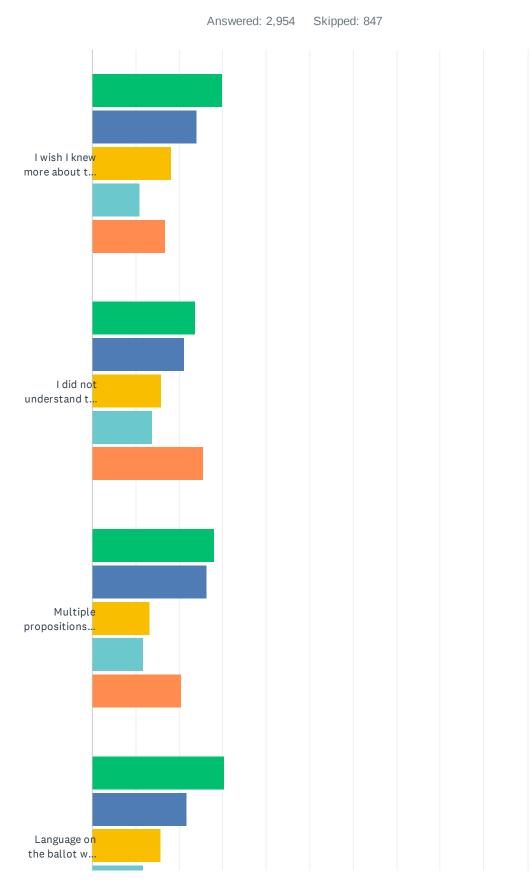




Neutral

Somewhat Disagree

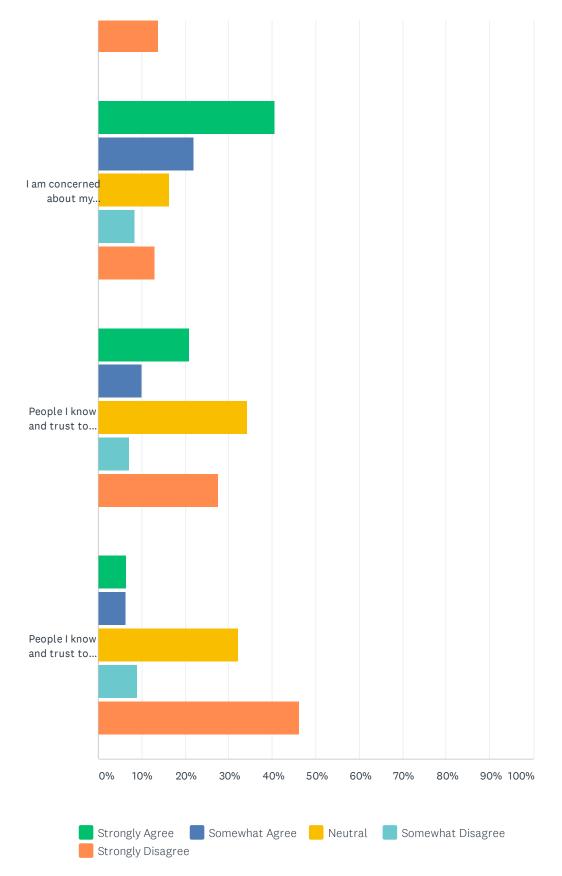
Q14 Read each statement and select the response that most closely describes your opinion about the NISD elections.



NISD did not listen to... November was not the righ... The information ... I am concerned

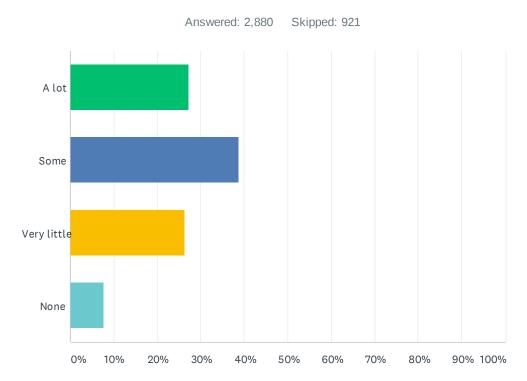
Northwest ISD Election Feedback Survey

about debt i...



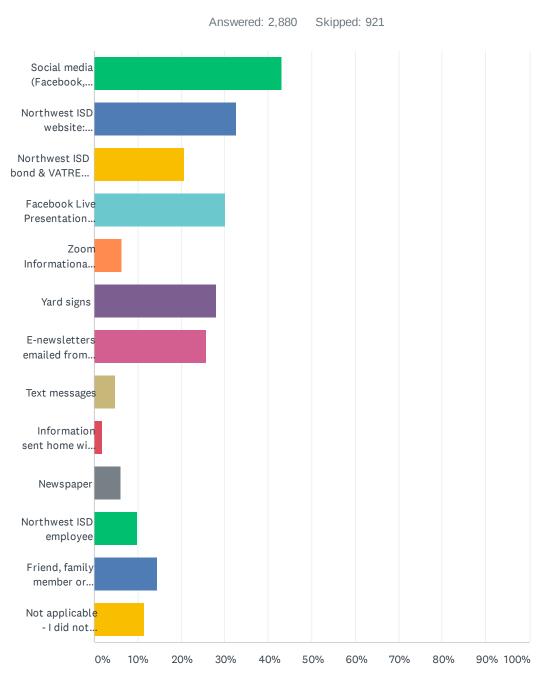
	STRONGLY AGREE	SOMEWHAT AGREE	NEUTRAL	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
I wish I knew more about the each proposition.	29.93% 883	23.97% 707	18.31% 540	10.98% 324	16.81% 496	2,950
I did not understand the difference between the bond election and the VATRE.	23.60% 697	21.23% 627	15.91% 470	13.71% 405	25.56% 755	2,954
Multiple propositions at one time was confusing.	28.12% 830	26.39% 779	13.21% 390	11.72% 346	20.56% 607	2,952
Language on the ballot was confusing.	30.33% 894	21.85% 644	15.74% 464	11.80% 348	20.28% 598	2,948
NISD did not listen to parents' concerns about COVID.	13.25% 391	8.71% 257	28.54% 842	13.42% 396	36.07% 1,064	2,950
November was not the right time for NISD to call an election.	26.92% 795	20.08% 593	25.50% 753	8.97% 265	18.52% 547	2,953
The information on the ballot didn't match what I heard about it.	10.44% 308	12.98% 383	35.53% 1,048	13.42% 396	27.63% 815	2,950
I am concerned about debt in Northwest ISD.	25.81% 761	28.04% 827	22.48% 663	9.83% 290	13.84% 408	2,949
I am concerned about my property appraisal.	40.58% 1,198	21.88% 646	16.26% 480	8.30% 245	12.97% 383	2,952
People I know and trust told me to vote "for" NISD's propositions.	21.02% 620	10.07% 297	34.31% 1,012	7.05% 208	27.56% 813	2,950
People I know and trust told me to vote "against" NISD's propositions.	6.51% 192	6.20% 183	32.12% 948	8.95% 264	46.22% 1,364	2,951

Q15 What best describes how much information you saw, heard, or read about the Northwest ISD bond election?



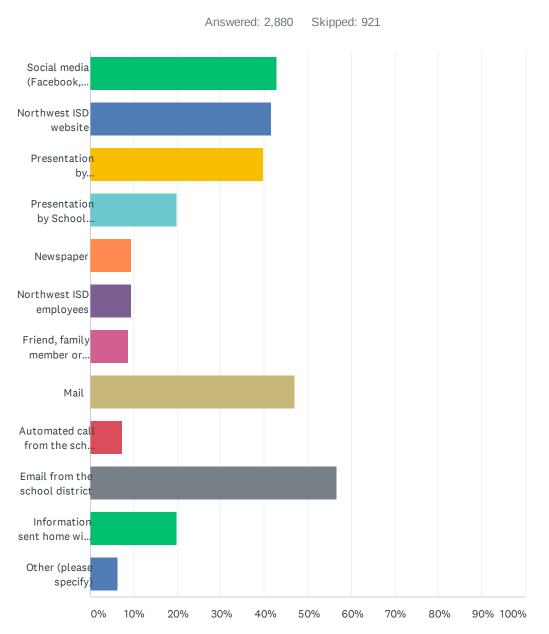
ANSWER CHOICES	RESPONSES	
A lot	27.19%	783
Some	38.61%	1,112
Very little	26.46%	762
None	7.74%	223
TOTAL		2,880

Q16 Where did you receive most of your information about the bond election and VATRE? (Select up to five.)

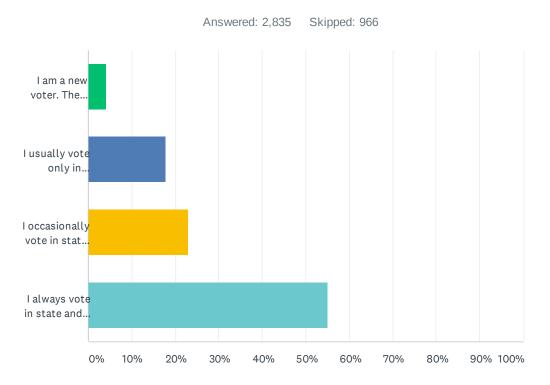


ANSWER CHOICES	RESPONSES	
Social media (Facebook, Instagram, Twitter, Next Door, etc.)	43.09%	1,241
Northwest ISD website: www.nisdtx.org	32.57%	938
Northwest ISD bond & VATRE website: www.nisdtxbond.org	20.76%	598
Facebook Live Presentation by Superintendent Ryder Warren	30.03%	865
Zoom Informational Meeting by Superintendent Ryder Warren	6.35%	183
Yard signs	28.06%	808
E-newsletters emailed from NISD	25.69%	740
Text messages	4.86%	140
Information sent home with my child	1.98%	57
Newspaper	6.08%	175
Northwest ISD employee	9.86%	284
Friend, family member or neighbor	14.34%	413
Not applicable - I did not know about the election until I went to vote.	11.53%	332
Total Respondents: 2,880		

Q17 How would you prefer to receive information about future elections in Northwest ISD? Check all that apply.

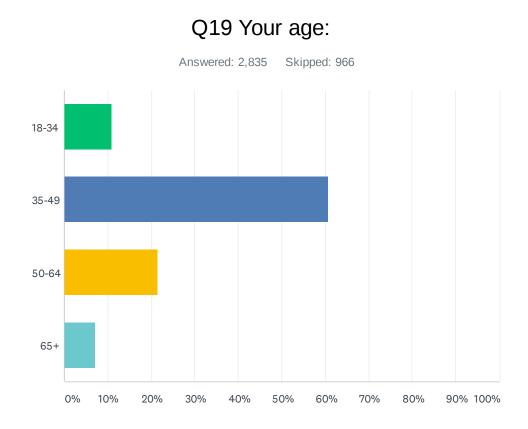


ANSWER CHOICES	RESPONSES	
Social media (Facebook, Instagram, Twitter, Next Door, etc.)	42.95%	1,237
Northwest ISD website	41.56%	1,197
Presentation by Superintendent Ryder Warren	39.83%	1,147
Presentation by School Principal or Other Staff	19.90%	573
Newspaper	9.48%	273
Northwest ISD employees	9.41%	271
Friend, family member or neighbor	8.72%	251
Mail	46.98%	1,353
Automated call from the school district	7.36%	212
Email from the school district	56.60%	1,630
Information sent home with my child	19.83%	571
Other (please specify)	6.28%	181
Total Respondents: 2,880		

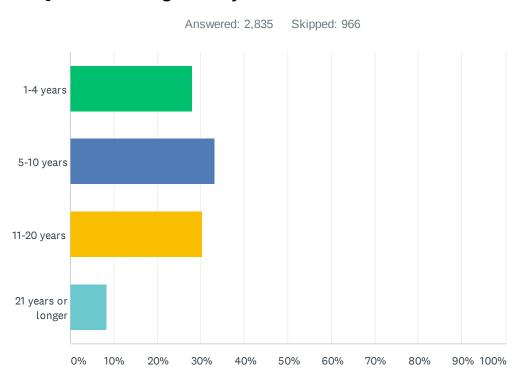


ANSWER CHOICES	RESPONSES	
I am a new voter. The November 3, 2020 election was the first time I've voted.	4.20%	119
I usually vote only in presidential elections (every 4 years).	17.88%	507
I occasionally vote in state and local elections, including school district elections.	23.00%	652
I always vote in state and local elections, including school district elections.	54.92%	1,557
TOTAL		2,835

Q18 Which best describes you?

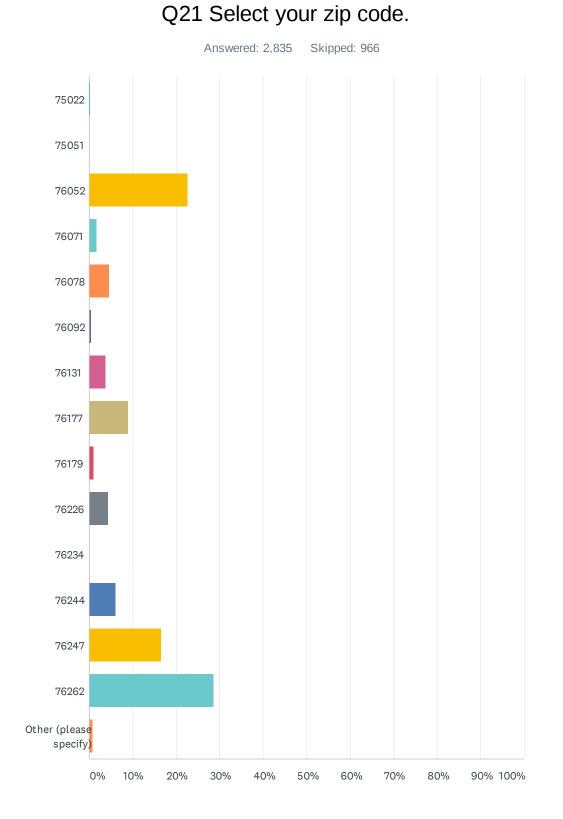


ANSWER CHOICES	RESPONSES	
18-34	10.79%	306
35-49	60.67% 1,	,720
50-64	21.45%	608
65+	7.09%	201
TOTAL	2,	,835

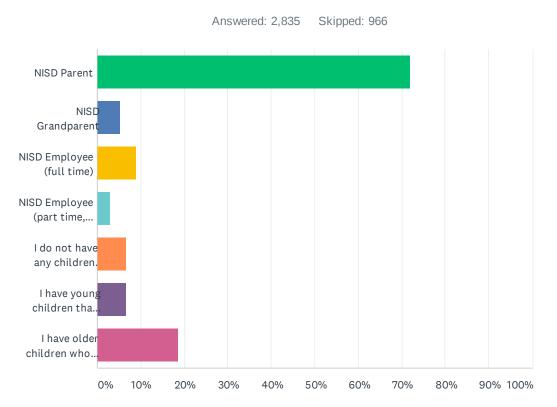


ANSWER CHOICES	RESPONSES	
1-4 years	28.01%	794
5-10 years	33.30%	944
11-20 years	30.37%	861
21 years or longer	8.32%	236
TOTAL		2,835

Q20 How long have you lived in Northwest ISD?



ANSWER CHOICES	RESPONSES
75022	0.18% 5
75051	0.07% 2
76052	22.61% 641
76071	1.76% 50
76078	4.55% 129
76092	0.35% 10
76131	3.77% 107
76177	9.03% 256
76179	1.13% 32
76226	4.30% 122
76234	0.07% 2
76244	6.07% 172
76247	16.61% 471
76262	28.57% 810
Other (please specify)	0.92% 26
TOTAL	2,835



Q22 Which best describes you? (Select all that apply)

ANSWER CHOICES	RESPONSES	
NISD Parent	71.96%	2,040
NISD Grandparent	5.26%	149
NISD Employee (full time)	9.03%	256
NISD Employee (part time, guest educator, or contracted service)	2.86%	81
I do not have any children.	6.60%	187
I have young children that are not yet school aged.	6.74%	191
I have older children who have already graduated.	18.66%	529
Total Respondents: 2,835		

Q23 COMMENTS/QUESTIONS - Use this space to share any additional comments or questions you may have regarding the bond or VATRE. If you would like the school district to follow up on your questions about the bond and VATRE, please include your name, phone number, and/or email address.

Answered: 1,152 Skipped: 2,649



2020 BOND ELECTION SURVEY: OPEN-ENDED RESPONSE ANALYSIS

Prepared for Northwest Independent School District (NISD)

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INTRODUCTION

In the following report, Hanover presents findings from an analysis of survey responses from voters who opposed Northwest Independent School District's (Northwest ISD) 2020 bond referenda.

Survey respondents include community members within the Northwest ISD catchment.

Each respondent answered the following open-ended prompt:

OPEN-ENDED PROMPT

Use this space to share any additional comments or questions you may have regarding the bond or VATRE. If you would like the school district to follow up on your questions about the bond and VATRE, please include your name, phone number, and/or email address.

In this analysis, Hanover provides a digestible summary of the open-ended responses for each school.

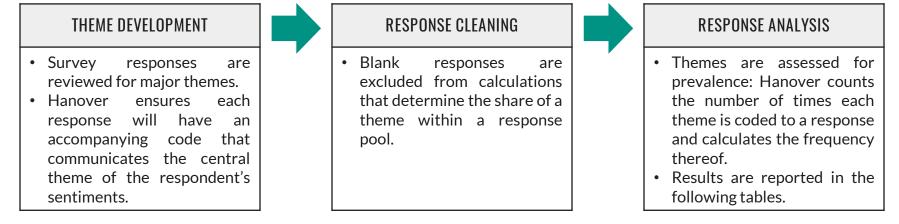


METHODOLOGY

Open-ended responses require a comprehensive qualitative approach. Due to the overwhelming number of responses, Hanover has prepared this analysis using a sample of responses based on the Principle of Saturation, which "occurs when adding more [responses] to the study does not result in obtaining additional perspectives or information."¹ For all surveys with over 500 responses, Hanover calculates an appropriate sample of those responses to reach saturation. This calculation is based on response distribution, confidence levels, and margins of error.² Using the Principle of Saturation, Hanover calculated that an appropriate sample size would be around 250 responses. However—Hanover expanded this sample to include 500 responses due to the nature of this survey and the importance of the bond election.

Hanover begins analyzing the open-ended responses by coding responses based on theme. Throughout the coding process, Hanover removes invalid or blank survey responses. Finally, the analysis portion of this qualitative methodology allows Hanover to determine quantitative measurements for the qualitative data—Hanover counts the number of responses that relate to each code and the frequency of each code in the responses.

The following figure illustrates Hanover's qualitative methodology for open-ended response analysis.





KEY FINDINGS

The largest number of respondents expressed concerns that the bond issue would increase property taxes or that property taxes were already excessive. A total of 32.6 percent of valid responses reference the effect of bond issues on property taxes. Although these respondents are aware of Northwest ISD's claim that the bond referendum will not increase taxes despite the ballot wording required by state law, many responses claim that the bond issues would result in a net increase in property taxes by preventing a decrease in property taxes or by issuing debt that will require increased taxes to pay off in the future.

The next largest category of respondents (29.6%) expressed concerns about voters' understanding of the implications of bond referenda. These respondents included voters who themselves understood that the bond issue would not increase property tax rates but believed that this may not have been clear to all voters. Some respondents also expressed concerns that Northwest ISD's outreach relating to the bond did not reach all voters, particularly voters who do not have children enrolled in the district. Many respondents expressed concerns in several categories related to financial management. For example, 19.0 percent of valid responses expressed concerns about the overall quality of financial management in Northwest ISD, while 9.2 percent express concerns about the number of administrators employed by the district or administrator salaries. An additional 14.8 percent of valid responses expressed concerns that the facilities and technologies proposed as part of the bond referendum are unnecessary or excessive, while 9.2 percent of respondents expressed concerns that the referendum funds athletics facilities over academics or other extracurricular activities.

Many respondents expressed a belief that the COVID-19 pandemic influenced the outcome of the election. For example, 11.8 percent of respondents expressed concerns related to the state of the economy, including the impact of the COVID-19 pandemic on taxpayers' finances. An additional 8.8 percent of respondents expressed concerns about the district's handling of the pandemic, with several respondents indicating that they would be unwilling to support additional expenditures due to dissatisfaction with Northwest ISD's policies around reopening and safety measures.

OPEN-ENDED RESPONSE ANALYSIS

THEME	COUNT	FRE- Quency	SAMPLE COMMENT
Concerns that the bond issue will increase property taxes or that property taxes are already too high	185	32.6%	 With the tax base (including all the new housing along 114 and 287) the district has, I believe the tax rate is still too high for Wise County keeps increasing evaluations every year. Rates need to be lowered much more, reduce some student field trips and/or reduce high dollar ad building administrator.
Concerns that voters did not understand the implications of the ballot initiatives or that district outreach did not reach all stakeholders	142	29.6%	 I voted for the bond and vatre. I knew from seeing the NISD Facebook post about it that it would not raise our taxes. When I saw it on the ballot and the way they worded the property tax increase I had a feeling that people would vote against it.
Concerns about the overall financial management of the district	94	19.0%	 I frequently see NISD SUV's driving all around the Metroplex with only 1 person inside. It seems like a waste of tax payer dollars. Please reduce the fleet and use less expensive autos
Concerns that expenditures for facilities or technology are unnecessary or excessive	74	14.8%	Your survey questions are very biased and trying to sway people and guilt people into voting for your bond. How many positions at the upper level did you try and cut before you went for a bond? How much programming cuts did you make before you went for a bond? Your bond was too high for this area to support that amount. You need to get realistic with your budget and the needs, students don't need the latest and greatest facilities for sports or seats. You had a 2020 Technology Initiative that just ended. You are in a very wealthy area where people on their own computers. Stop with the guilt and the poor pitiful me that these questions Cantel. Do some real digging to find out why your bond didn't pass.



THEME	COUNT	FRE- Quency	SAMPLE COMMENT
Concerns about the economy and the impact of COVID-19 on taxpayers	59	11.8%	 With covid and many of us losing or having jobs cut its not the right time to build new sports complexes. Also my personal property taxes have increased every year, and my salary has not. I truly support the school system, but this just isn't the right time
Comments expressing support for the bond referenda	57	11.7%	 I am pro public education and just wish more people would support our schools!
Concerns about the emphasis placed on sports versus academics or other extracurricular activities	46	9.2%	 I believe that NISD puts lavish schools and athletics into greater importance than academics and teachers
Concerns about the district's handling of COVID-19	44	8.8%	 Transparency is lacking. Especially around COVID. We should know which parents WANT to teach in person. We should know exactly how nurses will assess covid symptoms. It should be consistent. There should be logic in the new rules
Concerns about the impact of real estate development and population increases on district finances	41	8.4%	 Additional revenue should be sought from the new home and apartment developers.
Concerns about the total amount of funding requested	40	8.0%	 I believe the bond was asking for way too much money. I feel that the school district can accomplish much of what they are asking for with less money. I feel NISD is extravagant on the schools they are building. I would rather a good school be built and the "extra expense" of the beautification be put toward more staff.



THEME	COUNT	FRE- Quency	SAMPLE COMMENT
Concerns about educational outcomes	38	7.6%	 I've pulled my children from your district because of classroom overcrowding, lack of education, poor stewardship of the resources you've been given, propaganda being shoved down my children's minds without my consent, and lack of teacher support. I will not support any bond until the above issues are addressed
Concerns about the wording or administration of the survey	24	4.9%	 "This is the worst, most disgraceful "survey" I have EVER seen!! It is all leading questions and propaganda. Enjoy your echo chamber, you will learn nothing about what voters want from this. How can you call yourself an "educational" institution after sending something like this out LOL
Concerns about district leadership's engagement with stakeholders	21	4.2%	 Dr Warrens comments to a parent concerns on Facebook live about COVID policies was inappropriate
Concerns about the scheduling of the election	21	4.2%	 You selected the wrong time for this vote- a highly contested presidential cycle and in the midst if Covid when people feel insecure about their future. Definitely bad timing!
Concerns about state policies affecting school funding	20	4.1%	 I really cant support any additional funds for the district untill the states Robin Hood scheme is dismantled.
Concerns about the size of the district	19	3.8%	 Maybe it's time to consider splitting the district into smaller districts.
Concerns about community access to school facilities	19	3.8%	 Concerns as well with the school district not allowing public facilities such as track field and tennis courts Etc to be allowed for community use considering the lack of recreational spaces available in this area.
Concerns that administrators are overpaid or that NISD employs too many administrators	18	3.6%	 I feel it was irresponsible to ask for money for athletic facilities given the recent improvements and additions to Byron Nelson. This was not necessary. I also feel the district is top heavy at the administration level and is not well served by continually pulling teachers from the classroom for director positions in administration. Teachers should be the focus, not administration.



ТНЕМЕ	COUNT	FRE- Quency	SAMPLE COMMENT
Responses including email addresses	20	4.1%	 N/A
Irrelevant responses	11	2.2%	 N/A







Thank you.

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