

2023 Portland Public School Assessment Survey



Report of Findings

17 January 2024 Confidential & Proprietary

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Project Overview

GreatBlue was commissioned by the Town of Portland, Connecticut (hereinafter, "Portland" or "the Town") - specifically the Town's First Selectman and the Facility Study Committee - to **conduct comprehensive research** to better understand Portland residents' preferred path for the future of the Portland Public School System. A bespoke survey instrument was designed to measure sentiment and opinions regarding the Portland's Public School System, the requisite improvements needed to these schools in the next ten (10) years, and gauge support for a myriad of proposed plans to address the needs of Portland's Public Schools in the near future.

The ultimate goal of the research was to guide civic leaders' thoughts and decision-making as they consider placing a bonding question before Portland residents that will directly impact the mill rate and the future improvement plans for the Public School System.

Overall, the full breadth of the areas of investigation within this survey included, but was not limited to, the following topics:

- Overall quality of life within the town
- Importance of community priorities and initiatives
- Awareness and perceptions of schools within the community
- Identify overall awareness of the various school development options
- Perceived benefits/drawbacks to school development and/or re-purposing individual schools as needed
- Preference for communication mediums (email, online, print, etc.)
- Demographics

In order to achieve these research goals, GreatBlue (working with Portland project personnel) employed a **dual-mode research methodology** for data collection. Primary data collection was done through a mail-to-digital recruiting process, in which all registered voters in the Town were mailed a postcard with a QR code and weblink providing them access to the survey instrument. In addition, GreatBlue also utilized inbound river sampling to augment the data set, in which individuals were able to access the survey instrument through the Town's website, social media pages, and other official Town digital assets.

Research Methodology Snapshot



Methodology

Digital

No. of Completes

1,000

No. of Questions

35*

Incentive

None

Sampling

Mail-to-Digital & Inbound River Sampling

Target

Town Residents

Quality Assurance

Dual-level^^

Margin of Error

+/-3.0%

Confidence Level

95%

Research Dates

Nov 6, 2023 - Jan 1, 2024

^{*} This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

^{^^}Data quality personnel in addition to computer-aided interviewing platform ensure the integrity of the data is accurate.

Respondent Demographic Profile

This slide quantifies select data points to provide context for this research study. The data is meant to provide an empirical view into the demographic profile of the participants.

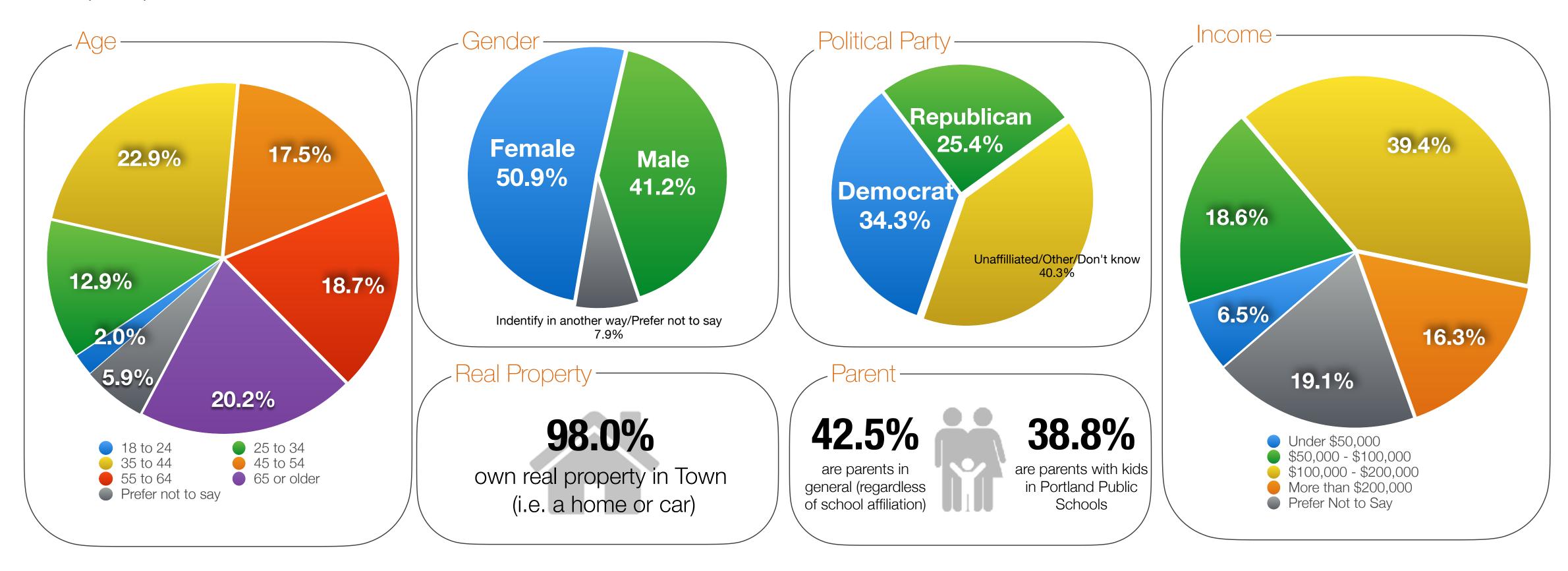


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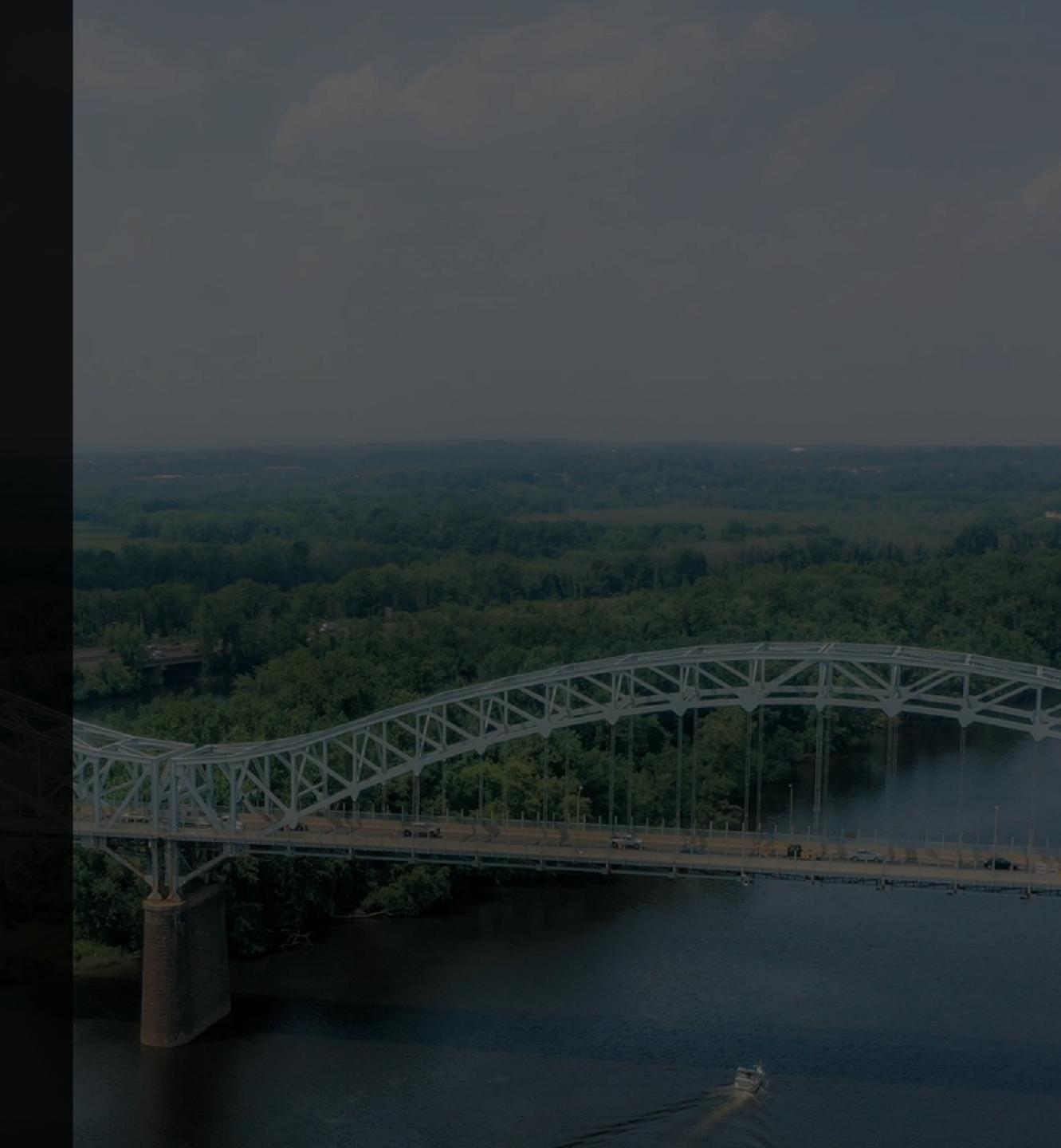
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Executive Summary | Observations & Conclusions

Observations. Overall, interest in the topic of how to address the needs of the Portland Public Schools is high. Three-quarters of the general public (76.2%) say the Portland Public Schools are a key factor in their decision to live in Town, 59.0% were aware of the formation of the Facility Study Committee on June 2, 2021, and 71.7% indicated interest in learning more about this issue and the proposed solutions over the course of the next year.

Approximately half of all residents were aware of the need for capital investment to make infrastructure improvements to the Portland Public Schools within the next ten (10) years, and over two-thirds (68.4%) agreed significant facility improvements are necessary to the Portland Public Schools to ensure the long-term stability of the school infrastructure.

Balance in addressing these issues is key. While over nine-in-ten residents said Portland should prioritize ensuring school safety (94.8%), maximize heating, air conditioning, and air quality (92.4%), and ensuring ADA-compliance for all facilities (91.2%); a near equal rate of the general public said it was important Portland do so in a manner that is cost-effective (92.1%) and minimizes the impact on taxpayers (91.4%).

Of the three (3) unique plans to specifically address the infrastructure needs of Portland's elementary schools, the most popular plan decommissioned Gildersleeve and Brownstone, leaving Valley View Elementary School in use and renovating that facility to new and expanding it to multiple wings for upper and lower elementary grade levels. 56.9% of the general public indicated supporting this proposal if it were to come up in a bonding question before voters, and a plurality (42.5%) chose that plan when compared to other two options. It is important to note this plan received support from over two-thirds of Portland's Public School Parents (68.3%) and approximately six-in-ten parents said reducing the number of elementary schools could have a positive impact on teaching and learning (58.0%) and reduce staffing or overhead costs (61.1%).

The next most popular option with 49.8% support was the plan that left all three elementary schools in use and would only approve the requisite capital improvements needed to the buildings' electrical, exterior shell, grounds, HVAC, interior shell, mechanical, plumbing, safety/code, heating, and cooling infrastructure (with no additional improvements being made to the elementary schools).

Next steps are crucial. Over three-quarters of the general public indicated the eventual plans for either Brownstone (80.9%) and/or Gildersleeve (78.2%) were important to know prior to voting on a potential bonding question and 71.7% wanted to know more about the final mill rate increase (or cost to the individual taxpayer).

Executive Summary | Observations & Conclusions

Conclusions. A key theme throughout the results is the dichotomy of opinion amongst the general public - data suggest an attempt to find a balance between maximizing the value of the Portland Public Schools (specifically the elementary schools for both current and future students) and doing so in a way that is fiscally responsible. These contrasts showed up not only when residents were asked to rate the importance of a series of value drivers for the schools, but also in their preferred paths forward on a potential bonding question.

As a result, the most popular option for a potential bonding question was the second most expensive option. This choice could be viewed as maximizing the potential value of a future Valley View Elementary School by renovating it to new and expanding upon it to create separate state-of-the-art leaning environments for grades Pre-K through grades three, and grades four through either five or six. This plan could also be positioned as the most fiscally responsible based on the expected cost savings of decommissioning both Gildersleeve and Brownstone Elementary Schools.

Ultimately, opinions are not static and data suggest that sentiment can shift as the proposed options come to fruition. All surveys are a snapshot in time and residents already indicated that the final mill rate increase, plans for Gildersleeve and Brownstone, and grade level configuration for Valley View may impact their support. Further, among the supporters of this proposed plan, 37.4% are more likely to support this option if it also included additional capital investments to address the infrastructure needs of Portland's Secondary Schools, while 16.7% are less likely to support such a plan.

Based on these variables and the acknowledgement that, while 56.9% of the general public supported this plan, only 25.8% "strongly" supported it at the time of the survey, any potential loss of support could greatly impact the likelihood of successful passage. Thus, it is critical that the Town work to finalize the potential mill rate increase, demonstrate the value proposition for the Valley View Elementary School (and/or potential value added to the secondary schools as well), calculate the cost savings for decommissioning Glldersleeve and Brownstone, and propose a grade level configuration for Valley View. Afterwards, communicate that information in a clear, transparent, and ongoing manner to residents in the weeks and months to come and continue to collect ad hoc feedback from residents on their opinions and support for these proposals.

Finally, it is important to recognize these decisions are not made in a vacuum. Major shifts to the economic state of the local area, state of Connecticut, or nation as whole as well as persistent inflation, cost of living, and housing cost increases may all impact how the general public approaches the question regarding Portland's Public Schools and how they intend to vote in 2024 and/or at another future date.

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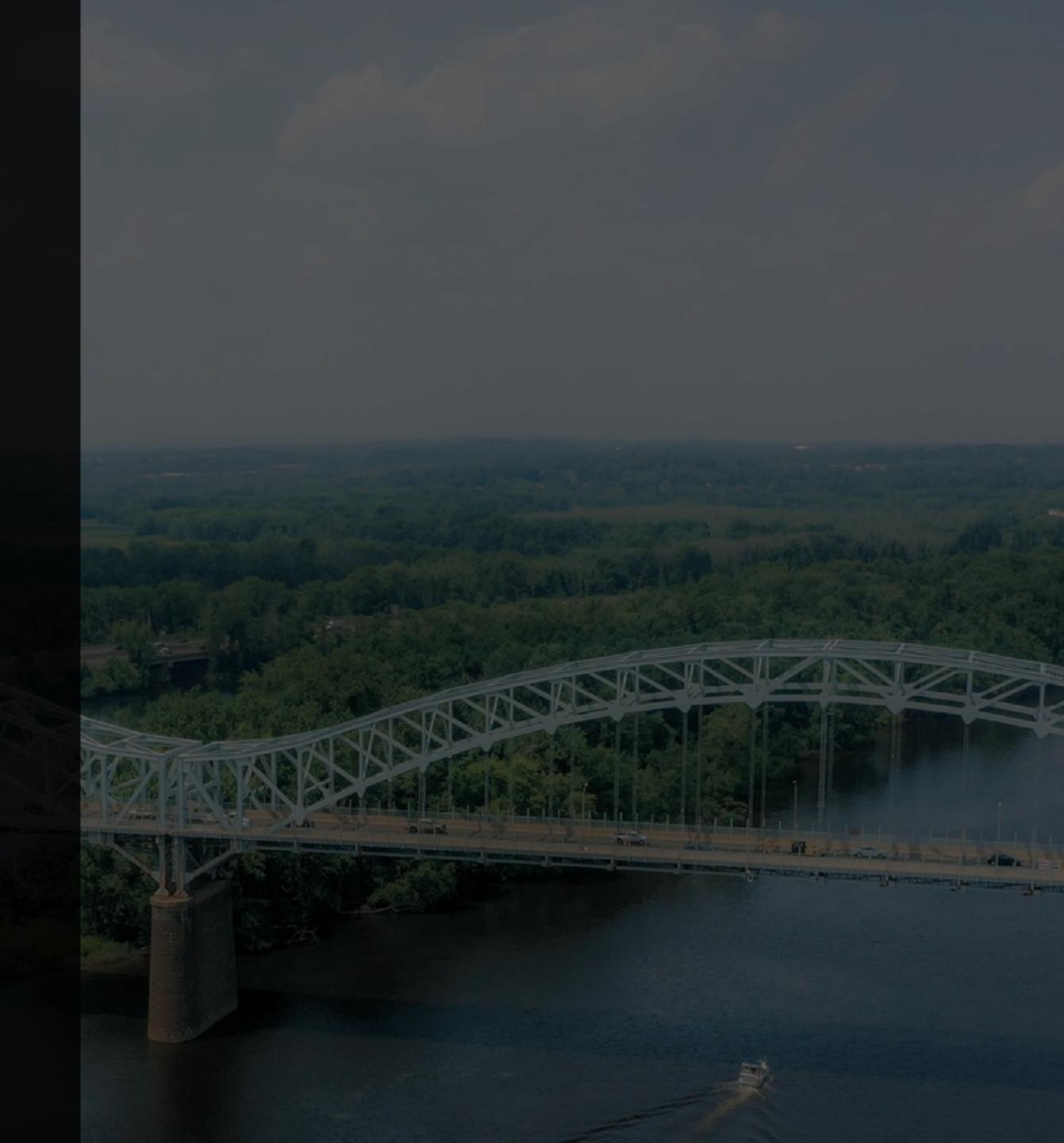
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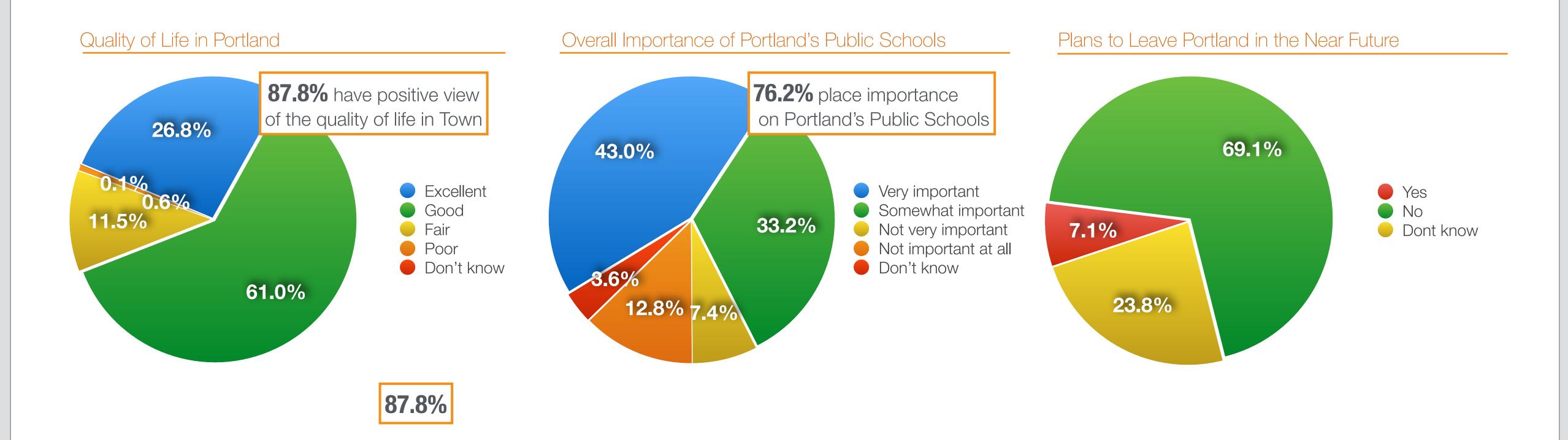
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Perceptions | Quality of Life and Impact of Schools

The vast majority of the general public have a positive perception of the quality of life in Town and few indicate plans to move out of Portland in the near future. This positive sentiment was driven not in small part by the quality of public schools in Town as over three-quarters say the public schools play an important part in their decision to live in Portland.



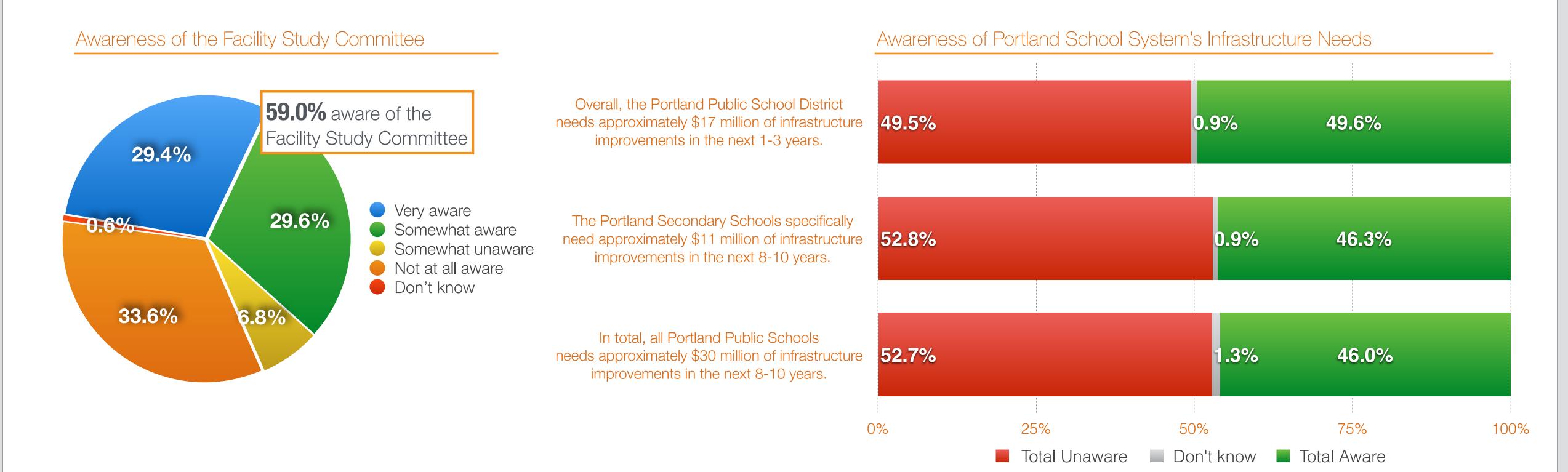
Q: How would you rate your overall quality of life in Portland? Would you say... (N=998)

Q: Overall, how important would you say the quality of Portland's Public Schools were in your decision to live in Portland? Would you say... (N=1000)

Q: Do you anticipate relocating to a new permanent residence outside of Portland in the next five (5) years? (N=997)

Awareness Understanding the Public School Needs

While a slight majority of all residents were at least somewhat aware of the Facilities Study Committee formed on June 2, 2021 to address the future facility needs of Portland's Public Schools, fewer than half were aware of specific capital investment that would be required to make the necessary infrastructure improvements to the schools in the next ten (10) years.



Q: Prior to today's survey, were you aware that beginning on June 2, 2021, a facility study committee was commissioned by the Portland Board of Selectmen for the purpose of developing a report relating to the current and future facility needs of the Portland Public Schools? Would you say you were... (N=1000)

Q: Part of the work of the Facility Study Committee was assessing and estimating the current infrastructure needs of the Portland's schools in the near future? (N=996 - 998)

Awareness Public School Needs

Awareness of the capital investment required for the school district's infrastructure improvements was higher among Portland's Public School Parents. Almost three-in-five parents were, specifically, aware of the immediate investment of approximately \$17 million of infrastructure improvements needed in the next one (1) to three (3) years; suggesting they appreciated urgency to address these concerns in the near future.

Statements	Total Aware	Portland LVs* (N=981)	Portland Public School Parents (N=388)
Overall, the Portland Public School District needs approximately \$17 million of infrastructure improvements in the next 1-3 years.	49.6%	49.9%	59.2%
The Portland Secondary Schools specifically need approximately \$11 million of infrastructure improvements in the next 8-10 years.	46.3%	46.5%	55.4%
In total, all Portland Public Schools needs approximately \$30 million of infrastructure improvements in the next 8-10 years.	46.0%	46.3%	54.4%
Awareness of the Facility Study Committee that was commissioned by the Portland Board of Selectmen for the purpose of developing a report relating to the current and future facility needs of the Portland Public Schools	59.0%	59.4%	66.2%

Audience(s): Town Residents (N=1000), Portland "Likely Voters" (N=981), and Portland Public School Parents (N=388)

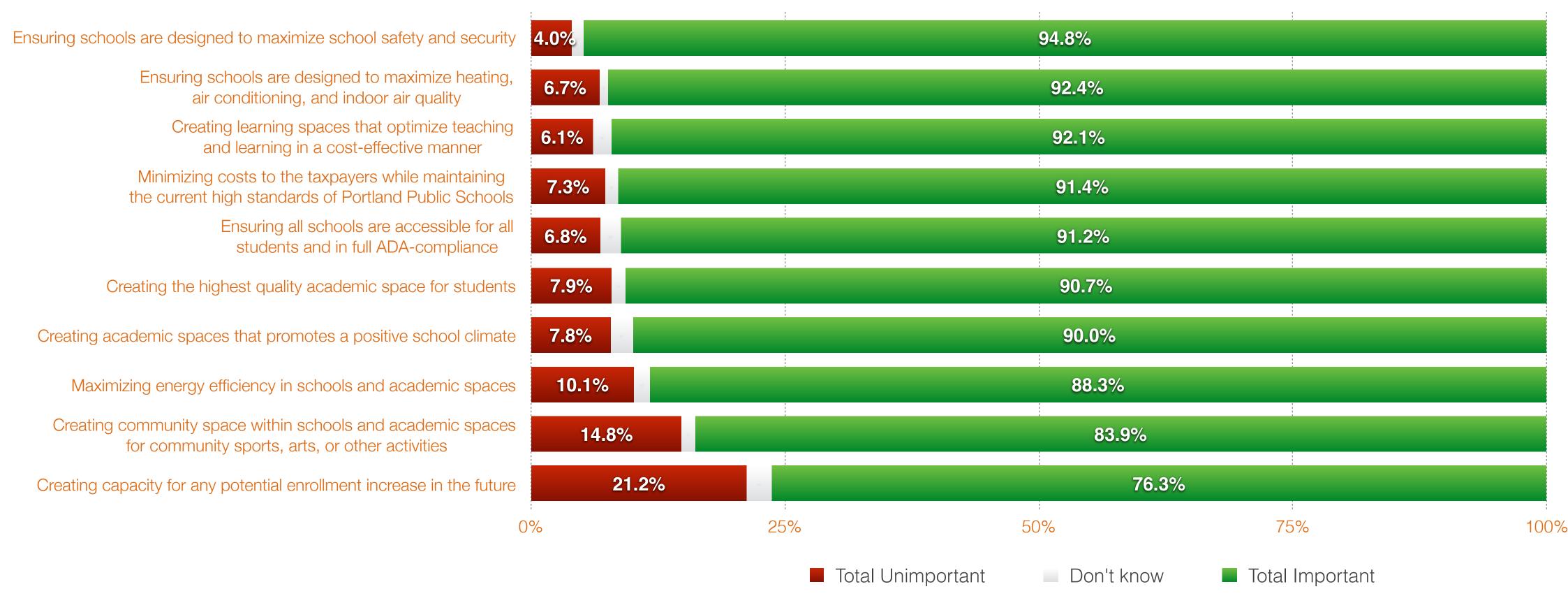
Q: Prior to today's survey, were you aware that beginning on June 2, 2021, a facility study committee was commissioned by the Portland Board of Selectmen for the purpose of developing a report relating to the current and future facility needs of the Portland Public Schools? Would you say you were... (N=1000)

Q: Part of the work of the Facility Study Committee was assessing and estimating the current infrastructure needs of the Portland's schools in the near future?

Importance | Future Goals for the Portland Schools

School safety and learning conditions were top of mind for most. There was near unanimous consensus among the general public that it is important for Portland to prioritize school safety, security, as well as air quality, heating/cooling, and ADA-compliant learning spaces in the next ten (10) years. However, the vast majority of residents also placed on importance on doing this in a cost-effective manner that minimized costs to the tax payers.

Level of Consensus on the Future Goals for the Portland Public School District



Audience(s): Town Residents (N=1000)

Q: Now, please read the following list of characteristics that have been put forth as goals for the Portland Public Schools' future plans. (N=997 - 999)

Planning | Future Goals for the Portland Schools

Importantly, over two-thirds of all residents agree significant facility improvements are needed to the Portland Public Schools, with over eight-in-ten Public School Parents acknowledging the need for these improvements. Promisingly, there was majority agreement - both among the general public and parents - reducing the number of elementary schools could have a positive impact on students as well as be more fiscally efficient for the Town.

Level of Consensus on the Direction to Address the Future of Portland's Public Schools and their Facilities

Statements	Total Agree	Portland LVs* (N=981)	Portland Public School Parents (N=388)
Reducing the number of elementary schools may positively impact teaching and learning by creating fewer transitions for students.	52.8 %	52.8%	58.0%
The staffing and associated overhead costs could be considered more fiscally efficient by reducing the number of elementary schools.	60.2%	60.4%	61.1%
Sixth graders may thrive better from the additional year in the elementary grade configuration compared to going to a middle school setting.	40.3%	40.7%	37.9%
Moving forward, I trust Portland's public officials (such as the Board of Education and Board of Selectmen) to make the best decision for the future of Portland's Public Schools.	41.8%	42.1%	47.2%
"Significant facility improvements are necessary to the Portland Public Schools to ensure the long-term stability of the school infrastructure."	68.4%	68.6%	81.2%

Audience(s): Town Residents (N=1000), Portland "Likely Voters" (N=981), and Portland Public School Parents (N=388)

Q: After this research process, this facility study committee formed a consensus on several key points regarding the direction of the future of Portland's Public Schools and their facilities. Please read the following list of some of these key findings from the committee and indicate how strongly you agree or disagree with each. (N=999 - 1000)

^{*&}quot;LVs" are "Likely Voters" that indicated they are likely to vote in the 2024 election



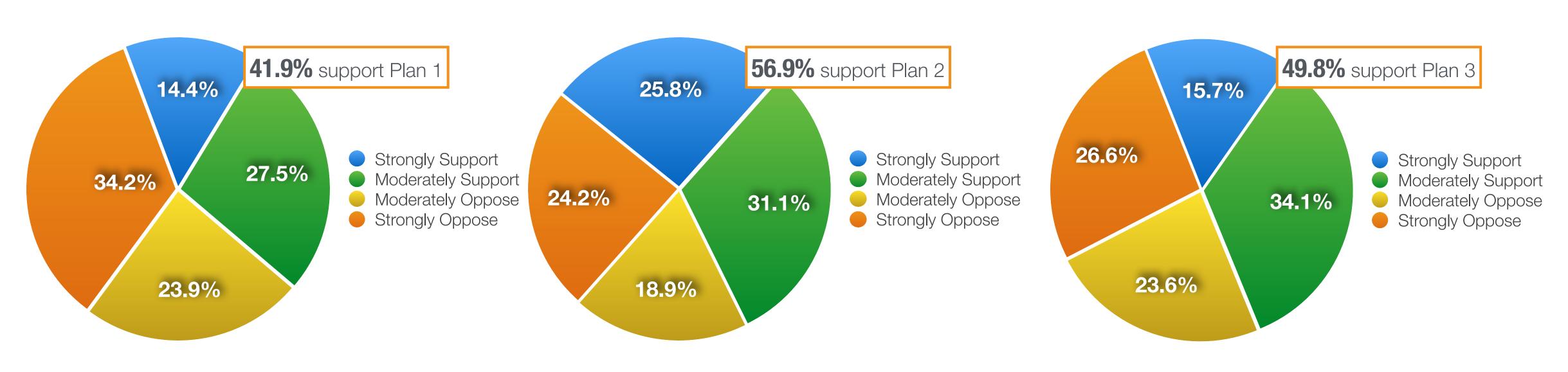
Proposals Individual Distinct Choice

When presented, individually, with each of the three (3) proposed plans to address the infrastructure needs of Portland Public Schools, the only plan that received majority support (56.9%) was the plan that decommissioned Gildersleeve and Brownstone, leaving Valley View Elementary School in use and renovating that facility to new and expanding it to multiple wings for upper and lower elementary grade levels (i.e. "Plan 2" in the study). The next closest option was the plan that left all three (3) elementary schools in use, which received support from just about half the population (49.8%).





Plan 3: Three Elementary Schools Remain*



^{*}For a full detailed outline of the proposed plans within the 2024 survey instrument, please see slide 25 in the appendix.

The order of these plans was randomized in the survey to reduce order bias and each plan was presented individually to respondents. After reading the full details of each individual plan, all respondents were asked to rate their level of support or opposition to a that specific plan before moving on. (N=996 - 998)

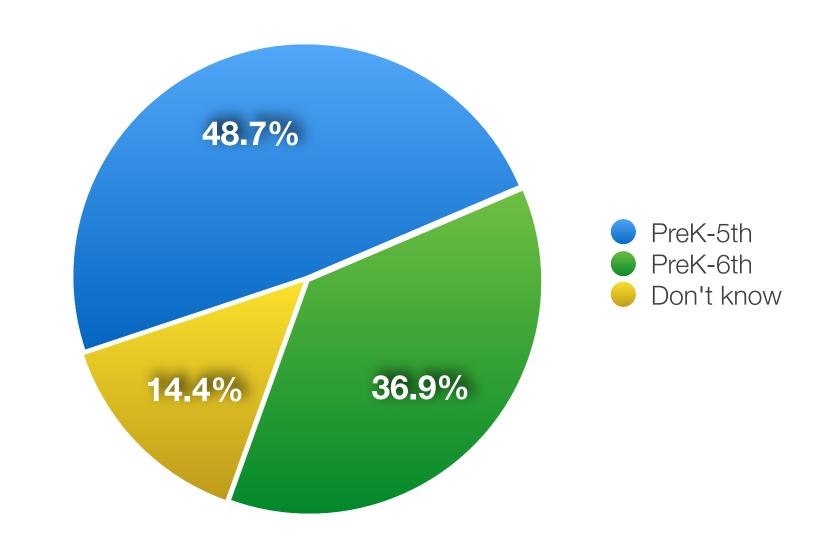
Proposals Individual Distinct Choice

The plan to decommission both Gildersleeve and Brownstone and renovate Valley View to new received even stronger support among Portland's Public School Parents. In addition, almost half of parents preferred the renovated Valley View facility be designed to be a Pre-Kindergarten through 5th grade school with 6th graders moving on to Portland's Secondary Schools.

Level of Support for Each Proposal for the Improvements to the Portland Public School District

Proposed Plans	Total Support	Portland LVs** (N=981)	Portland Public School Parents (N=388)
Plan 1: Two Elementary Schools* (Decommission Gildersleeve)	41.9%	42.1%	50.0%
Plan 2: One Elementary School* (Decommission Gildersleeve & Brownstone)	56.9%	57.0%	68.3%
Plan 3: Three Elementary Schools Remain*	49.8%	49.8%	49.0%

Preferred Grade Levels for New Valley View School (Among Portland's Public School Parents (N=388))



Audience(s): Town Residents (N=1000), Portland "Likely Voters" (N=981), and Portland Public School Parents (N=388)

^{*}For a full detailed outline of the proposed plans within the 2024 survey instrument, please see slide 25 in the appendix.

The order of these plans was randomized in the survey to reduce order bias and each plan was presented individually to respondents. After reading the full details of each individual plan, all respondents were asked to rate their level of support or opposition to a that specific plan before moving on. (N=996 - 998)

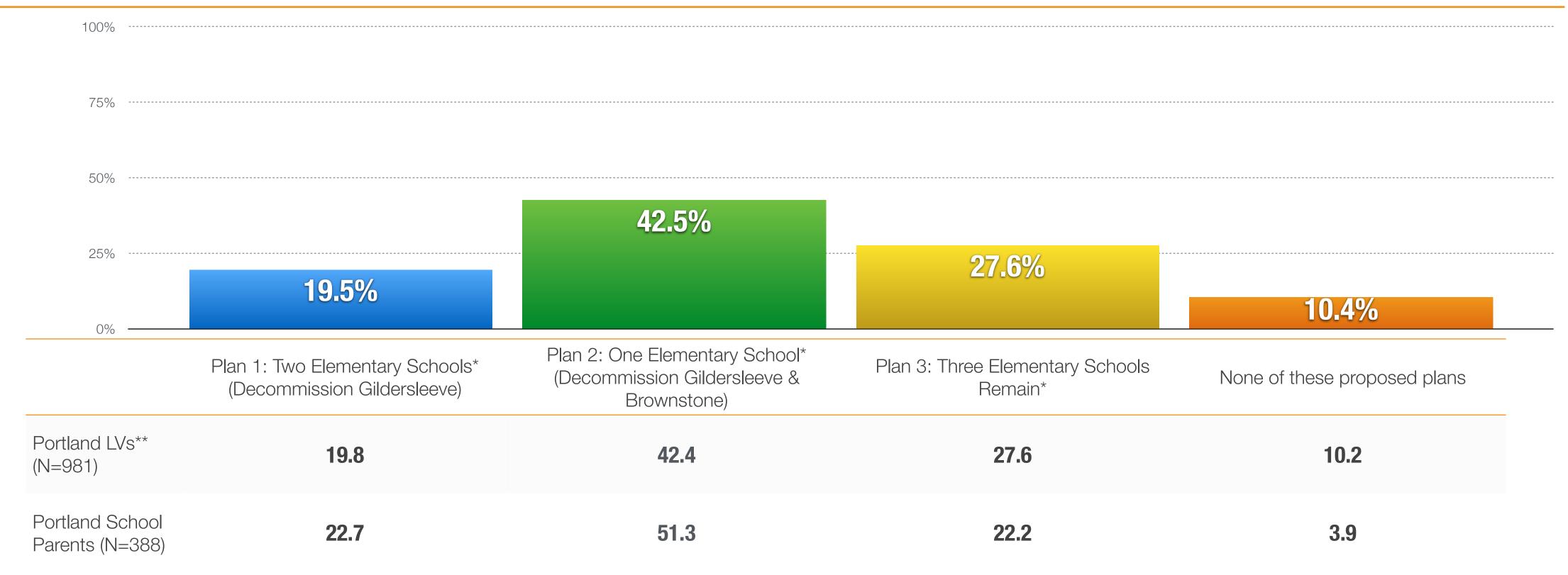
^{**&}quot;LVs" are "Likely Voters" that indicated they are likely to vote in the 2024 election

Q: Would you prefer that the new Valley View Elementary School be structured as PreK-5th or PreK-6th in this scenario? (N=382)

Proposals | Comparative Choice

After rating their support for each plan individually, residents were presented with all three plans again and asked their top choice, comparatively. Once again, "Plan 2" or the plan to decommission both Gildersleeve and Brownstone and renovate Valley View to new was the most popular; achieving a plurality for support among the general public and a majority support among Portland's Public School Parents.

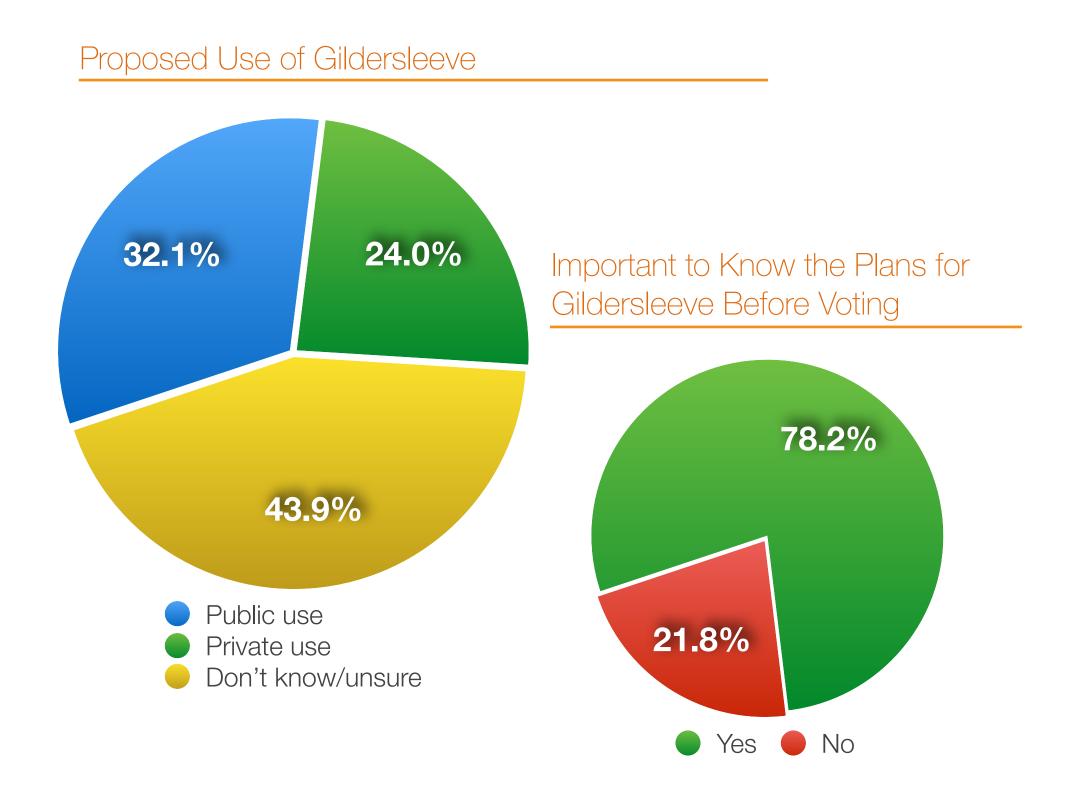
Preferred Proposal for the Improvements to the Portland Public School District



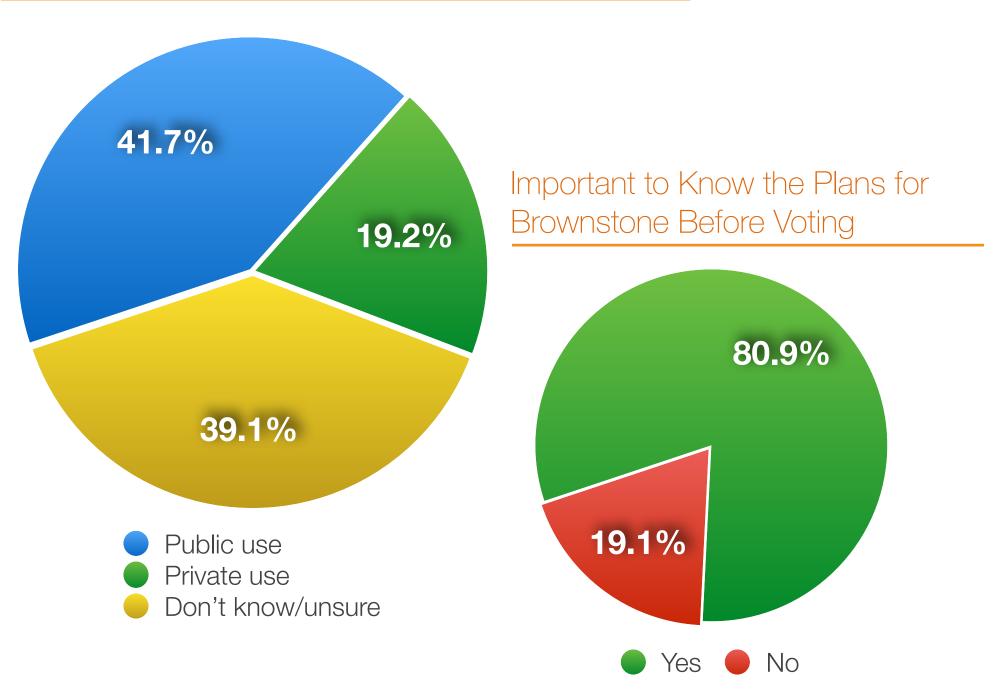
Audience(s): Town Residents (N=1000), Portland "Likely Voters" (N=981), and Portland Public School Parents (N=388) *For a full detailed outline of the proposed plans within the 2024 survey instrument, please see slide 25 in the appendix. Q: After reviewing each plan again, please indicate which, if any, of these proposals you prefer the most? (N=1000) ***"LVs" are "Likely Voters" that indicated they are likely to vote in the 2024 election

Proposals | Ancillary Options and Preferences

The general public placed slightly more importance on the Brownstone building remaining in public use than the Gildersleeve facility. Although, in general, many residents were unsure exactly how they wanted these locations to be potentially used if they were to be decommissioned as elementary schools. It is more critical, regardless of the proposed use, voters know the plans for either of these locations prior to casting their vote on any future infrastructure plans for the elementary schools in 2024.







Q: Regardless of whether you currently support or oppose this proposal, if it were to pass Gildersleeve would be decommissioned as an elementary school. If this were to happen, would you prefer the Town of Portland utilize that site for public or private use? (N=984)

Q: Regardless of whether you currently support or oppose this proposal, if it were to pass Brownstone would be decommissioned as an elementary school. If this were to happen, would you prefer the Town of Portland utilize that site for public or private use? (N=981)

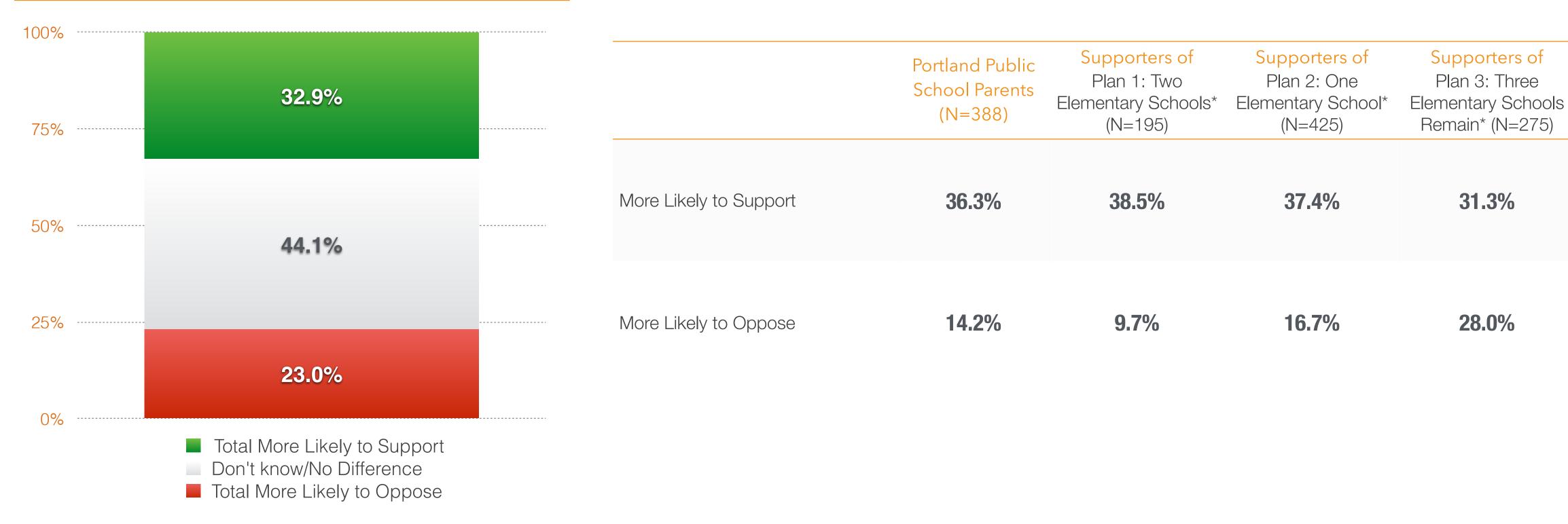
Q: Would it be important for you to know the plans for the Gildersleeve location prior to voting on this proposal in the potential referendum in 2024? (N=977)

Q: Would it be important for you to know the plans for the Brownstone location prior to voting on this proposal in the potential referendum in 2024? (N=970)

Proposals | Ancillary Options and Preferences

About one-third of residents said the inclusion of additional funds and resources to renovate Portland's Secondary Schools in this bonding question would make them more likely to vote for any of these proposals. This support was higher among Portland's Public School Parents as well as supporters of both plans one (1) and two (2) that would decommission one or more of the elementary schools.

Support or Opposition for Secondary School Improvements



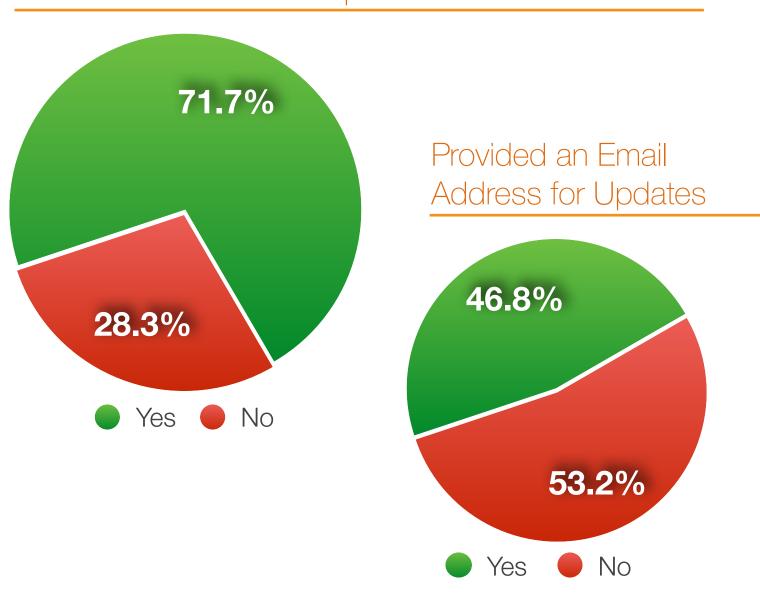
Audience(s): Town Residents (N=1000) and Portland Public School Parents (N=388)

*For a full detailed outline of the proposed plan for Portland's Secondary Schools within the 2025 survey instrument, please see slide 25 in the appendix.

Moving Forward | Message & Medium for Comms

Overall, interest in this topic is high. Almost three-quarters of respondents were interested in signing up for more communications and updates from the Town on this potential bonding question between the time of the survey and 2024 elections. The final mill rate increase is the overwhelming priority for the key information that residents want more information on, with a combination of direct mail and email being the top sources to distribute said information to the general public.





Other Important Information to Residents	
Mill rate increase (or cost to the individual taxpayer)	71.7%
Length of time to complete the construction/improvements	52.3%
More information on future enrollment projections from the town	48.4%
Return on investment for the town	44.0%
Impact on the students learning environment	43.5%
Design plans	41.4%
More information on the need for these improvements	39.3%
Comparable plans from nearby towns/school districts	34.2%
Impact on the school calendar	23.6%

Pre	eferred Communication Methods	
Mai	lings / direct mail	28.0%
Em	ail	19.5%
Nev	wspaper	16.7%
Tov	vn website	13.5%
Soc	cial Media (e g , Facebook, Twitter)	10.6%
Puk	olic meetings	6.5%
Tex	t message	1.3%
In-p	person at public events/town fairs	0.9%
In-p	person at local businesses	0.3%

Q: What additional information would you like to receive from the Town of Portland that would help you make a more informed decision on any of these proposals between now and November 2024? Please select any or all that apply. (N=1000)

Q: Finally, moving forward, what is your preferred method for learning more about this upcoming referendum and any of these proposals from the Town of Portland? (N=993)

Q: Would you be interested in opting in to receive more communications, information from the Town, and updates on this potential referendum on Portland Public Schools in the future? (N=991)

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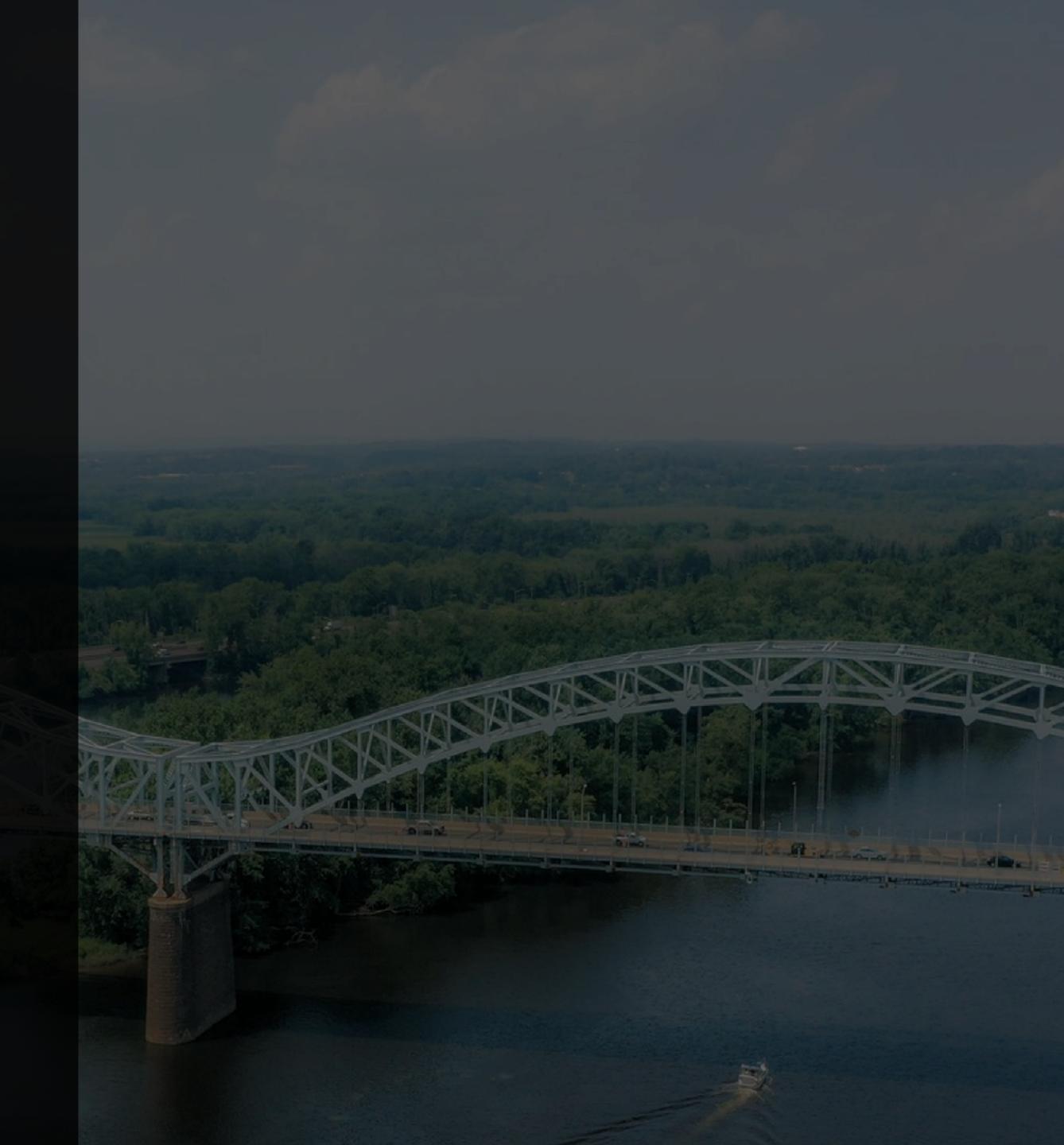
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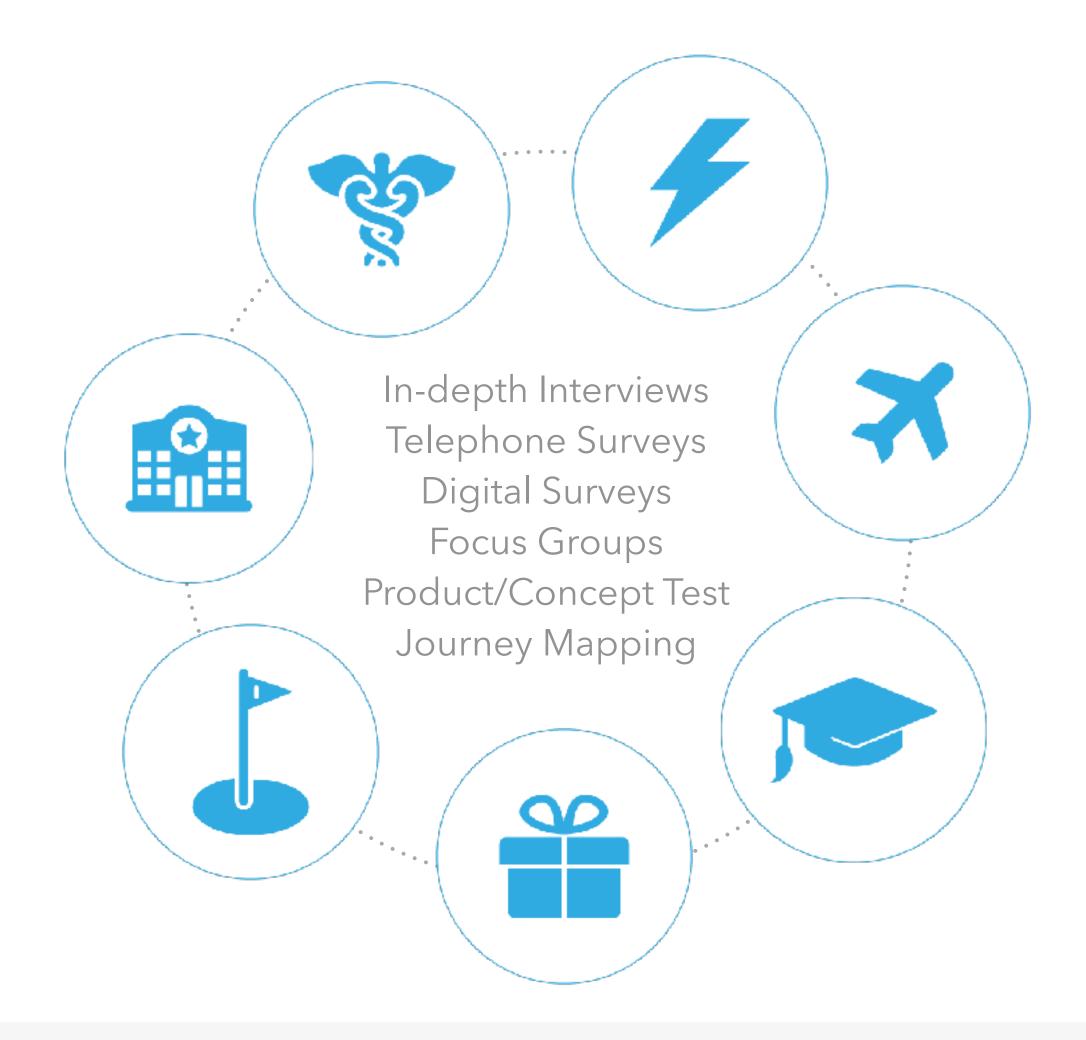


About GreatBlue - Harnessing the Power of Data to Help Clients Achieve Organizational Goals

Data to support strategic decisions to improve on your products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the "why" and "what's next."

Talent with a knowledge base in a wide range of industries and methodologies ensures a 360° view of the challenges you face and the expertise to address them.

Solutions that are customized to provide you with a personalized approach of understanding your organizational, employee, and customer needs allowing you to make more informed decisions.



Collateral - Invitation Postcard



TOWN OF PORTLAND CONNECTICUT

Important Survey Information

The Town of Portland, in partnership with GreatBlue Research, is inviting you to participate in a community survey. The purpose of the survey is to better understand Portland residents' preferred path for the future of the **Portland Public School System**. Your input will help the Town understand the concerns and priorities of residents. Your responses will help determine a bonding question that will directly impact the Town's mill rate.

All results from this survey will be kept strictly confidential and only aggregated results will be shared with the Town.

Link to complete the survey: https://surveys.greatblueresearch.com/s3/Town-of-Portland-CT-2023

Or, scan this QR code to complete the survey:



Collateral - Detailed Description of Proposed Plans

Survey Plan 1: The "Two Elementary School" Option | Gildersleeve Elementary School would be decommissioned as an elementary school. Valley View Elementary School would be renovated to new with extensions to create a state-of-the-art grades PreK-3 elementary school, and alterations and renovations would also be made to the Brownstone school to create a long-term grade 4-6 upper elementary school. Currently, this plan would approximately cost in the range of \$46-48 million overall to the town and would cover the required capital improvements and alterations for the next 10 years.

For a home assessed at approximately \$200,000, this proposal would result in estimated tax increase of \$642 per year. This is before any overhead savings from the closing of Gildersleeve are factored in.

Survey Plan 2: The "One Elementary School" Option | Gildersleeve Elementary School and Brownstone Elementary School would be decommissioned as elementary schools. Valley View Elementary School would be renovated to new and expanded to create a grades PreK through either grade 5 or grade 6 elementary school. This new and expanded Valley View Elementary School would be structured with "wings" to create separate state-of-the-art learning environments for grades PreK-3 and grades 4 – either 5 or 6. Currently, this plan would approximately cost in the range of \$34 -\$36 million overall to the town and would cover the required capital improvements and alterations for the next 10 years.

For a home assessed at approximately \$200,000, this proposal would result in estimated tax increase of \$480 per year. This is before any overhead savings from the closing of Gildersleeve and Brownstone are factored in.

Survey Plan 3: All Three Elementary Schools Remain | In this plan, all three elementary schools would remain in use. Each elementary school would undergo only the requisite capital improvements needed to the buildings' electrical, exterior shell, grounds, HVAC, interior shell, mechanical, plumbing, safety/code, heating, and cooling infrastructure. No additional improvements would be made to the buildings beyond what is currently required. Currently, this plan would approximately cost in the range of \$25 - \$27 million overall to the town and would cover just the required capital improvements for the next 10 years.

For a home assessed at approximately \$200,000, this proposal would result in estimated tax increase of \$356 per year.

Secondary School Option | Any of these plans could also include an additional up to \$12 million of necessary capital improvements to the Portland Middle School and High School. For a home assessed at approximately \$200,000, these additional costs included in the proposal would result in an additional tax increase of \$160 per year. This is before any overhead savings from the closing of Gildersleeve and/or Brownstone are factored in.

