



Cape Elizabeth
School Building Advisory Committee (SBAC)
Voter Survey
September 2023



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Objectives

- The primary objectives of this research are to:
 - Understand specifically why Cape Elizabeth voters favored or opposed (or did not vote on) the \$115.9 million school buildings bond proposal presented in the November 2022 Referendum
 - Obtain input from Cape Elizabeth residents about how to handle the needs of the Cape Elizabeth school buildings.
- Specific learning includes:
 - Understanding residents' reasons for their vote (or not voting) in the November 2022 Referendum;
 - Gauging feelings about specific aspects of the November 2022 Referendum proposal and changes that would increase likelihood to support a proposal;
 - Measuring the level of concern with the current condition of the school buildings;
 - Determining the perceived importance of specific school building features;
 - Identifying previous and preferred sources of information about the proposal, as well as information perceived to be missing at the time of the November 2022 referendum;
 - Understanding perceptions of the size of the school buildings proposed and preference for new construction, renovation, or combination of both;
 - Assessing the impact of the pending property tax revaluation on opinions of a project and level of property tax increase, if any, residents would support to address the needs of the school buildings.

Methodology

- Data Collection – July 27, 2023 – August 22, 2023
 - Mailed a survey packet (Cover Letter with instructions, paper survey, postage paid envelope) to 3,874 Cape Elizabeth property owners (from Cape Elizabeth Town Assessor database)
 - Cover letter included a web survey link and QR Code
 - Paper surveys with web survey link and QR Code were available at Town Hall, Thomas Memorial Library and the Community Center
 - The Web survey URL and QR Code posted on Town, School and Library websites
- Respondent Sample:
 - Eligible Cape Elizabeth voters 18 years of age or older – if there were multiple eligible voters living in a household, each eligible voter could respond
 - Received n=1,652 responses (n=1,102 web and n=550 paper); a response rate of 22.6% based on the current population of 7,309 adults 18 years or older
 - Strong response – usually target a 15% response to minimize non-response bias
 - A sample size of n=500 or greater is typically considered a meaningful quantity

Methodology: Sample Segments

- A random sample* size of n=1,652 yields a maximum sampling error of +/- 2.4 percentage points at the 95% level of confidence. That is, if the reported percentage is 50%, the point of greatest variability, one can be 95% confident that the percentage for the entire population would fall within the range of 47.6% and 52.4%. Sample tolerances for smaller subgroups are broader (n=92; +/- 10.2 percentage points).

	<u>Sample Size</u>
Total	(n=1,652)
Referendum Vote	
In Favor	n=655
Oppose	n=861
Did not vote/ Not aware/ Refused	n=136
Preferred Project Approach	
Renovation and New Construction	n=829
New Construction only	n=389
Renovation only	n=296
No opinion	n=99

	<u>Sample Size</u>
Total	(n=1,652)
Annual Property Taxes	
Less than \$4,000	n=92
\$4,000 to less than \$8,000	n=640
\$8,000 to less than \$15,000	n=556
\$15,000 or more	n=180
Prefer not to answer	n=184
Tax Increase Support	
0%	n=202
Less than 5%	n=283
5% to less than 10%	n=354
10% to less than 15%	n=183
15% or more/Whatever is needed	n=337
Not sure	n=228

- Responses are weighted to align the distribution of those who voted in favor or against the referendum with the actual results of the election

*This is not a random sample, but the confidence interval serves as a proxy for sample tolerances.

Methodology: Sample Segments (cont'd)

- A random sample size of n=1,652 yields a maximum sampling error of +/- 2.4 percentage points at the 95% level of confidence. That is, if the reported percentage is 50%, the point of greatest variability, one can be 95% confident that the percentage for the entire population would fall within the range of 47.6% and 52.4%. Sample tolerances for smaller subgroups are broader (n=92; +/- 10.2 percentage points).

	<u>Sample Size</u>
Total	(n=1,652)
Respondent Age	
18 to 44	n=305
45 to 64	n=638
65 or older	n=617
Prefer not to answer	n=92
Household Income	
Less than \$100,000	n=380
\$100,000 to less than \$200,000	n=435
\$200,000 or more	n=448
Prefer not to answer	n=389

	<u>Sample Size</u>
Total	(n=1,652)
Years Lived in Cape Elizabeth	
Less than 5 years	n=243
5 to less than 15 years	n=492
15 years or more	n=855
Kids in Cape Elizabeth Schools	
Yes	n=561
No	n=1,062
Gender	
Male	n=598
Female	n=863

Key Findings

- Top reasons for voting in favor of the November 2022 referendum versus against it are very disparate.
 - Two-fifths of those who voted in favor of the proposal and provided a response said the age/condition of the buildings influenced their vote, and about one-third each cited need to modernize/ buildings are outdated and general support for schools/ students/ teachers/ education, while one-quarter said good schools benefit the community and/or property values.
 - Among those who voted against the November 2022 referendum and provided a response, cost was the primary driver of opposition cited by two-thirds of this group. One-half mentioned the proposed property tax increase and one-third thought the proposal was excessive.
- None of the elements of the proposal included in the research garnered positive ratings from the majority of respondents – the closest, at 49% is the inclusion of new systems to minimize repair costs. Next in line was a modern security design, identified as a positive by two-fifths.
 - With respect to feeling informed, a slightly higher percentage felt negatively (31%) than positively (29%).
 - Two-fifths felt negatively about the size of the buildings for student enrollment, and majorities felt negatively about the impact on property taxes, overall cost, and confidence in the proposed cost estimate.
- Nearly one-half of those who provided a response feel the sizes of the school buildings proposed in November 2022 were too big, while one-third feel the school buildings proposed were about the right size. Few feel the proposed buildings were too small.
- Over one-half of those who provided a response feel a proposal should focus on renovation and new construction, while one in five each believe a proposal should focus on new construction only and renovation only – those in favor lean towards new construction while those opposed seek at least some renovations
- Among respondents who voted against the November 2022 proposal, nearly one-half said a lower cost would increase their likelihood to support a revised school building proposal.
 - Over one-quarter indicated reduced size/scope would increase their likelihood to support a proposal, while one-fifth would like a smaller tax increase, and one in six would prefer a focus on renovation.
 - Among all respondents who provided an answer, one-third said a lower cost would increase their likelihood to support a revised school building proposal.

Key Findings (continued)

- About two-fifths of those who provided ratings each are concerned about the physical structure and functionality of the current buildings, while one-fifth each are not concerned.
 - Among those concerned about both physical structure and functionality, top reasons include general disrepair/deterioration, security concerns, age, leaking roofs, safety concerns, insufficient classroom/program space, and inadequate HVAC.
 - Over one-half who provided “not concerned” ratings for both the physical condition and functionality of the current school buildings said conditions are fine/OK/do not impact education, while one-fifth believe renovation/repairs would be sufficient.
- Three-quarters of respondents who provided a rating consider it important for the buildings to meet current safety and security standards; just under three-fifths each feel space for music/arts programs and design to support special needs are important; about one-half each consider an environmentally friendly building, maximizes natural light inside, space for athletic programs, and a modern learning environment important.
 - “Not important” ratings exceed “important” ratings for a larger auditorium to fit community events (40% vs. 24%) and attractive exterior design (28% vs. 26%).
- About one-half of respondents indicated that the pending property tax revaluation increased their opposition to the school buildings project, and nearly one-half provided a neutral rating for the impact of the pending revaluation on their opinion of the project. Few said the pending revaluation increased their support.
- Similar percentages of respondents—about one in seven each—indicated that they are not willing to support a tax increase for a school buildings project, would pay whatever is needed, and are not sure at this time.
 - Overall, one-half of respondents would accept a property tax increase of 5% to less than 10% - some in this group would go higher.
- Virtually all respondents who provided an answer said they obtained information about the school buildings proposal via *Cape Courier* Articles, three-fifths obtained information from *Cape Courier* Letters to the Editor, one-half learned about the proposal from friends/ relatives, and just under one-half from mailers to their home.
- Two-fifths of respondents would prefer to receive information about the work of the School Building Advisory Committee (SBAC) via email, while one-third favor news media, particularly the *Cape Courier*.
 - One-quarter want information via mail, while one-fifth would like information to be available online.

Detailed Findings

Data note:

All of the results are based on Cape Elizabeth residents' perceptions and self-reported data.
Perceptions do not always reflect facts.

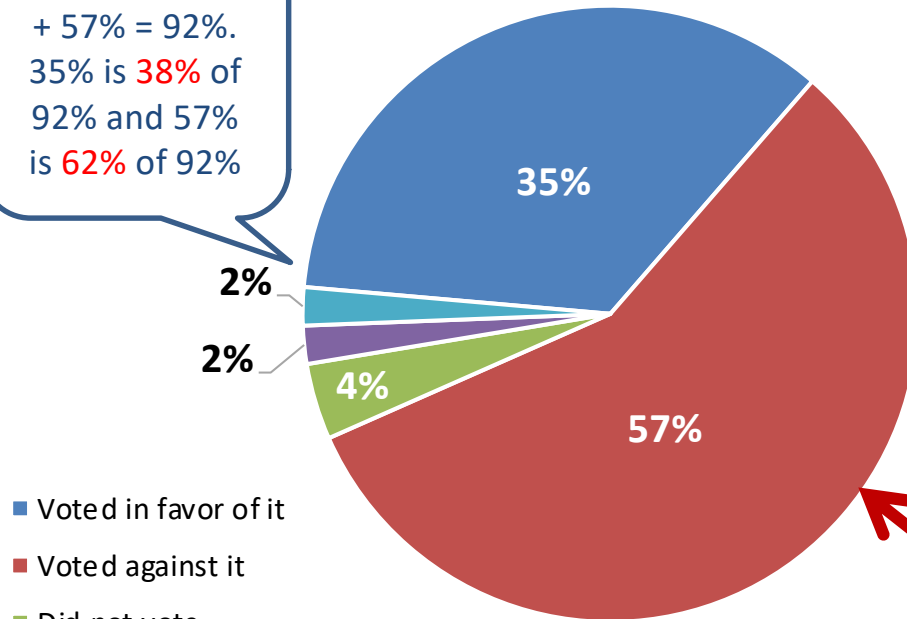
November 2022 Proposal

Vote on Proposal in November 2022 Election

Vote on Proposal in November 2022 Election

Base: All respondents (n=1,652)

Note that 35% + 57% = 92%.
35% is 38% of 92% and 57% is 62% of 92%



- Voted in favor of it
- Voted against it
- Did not vote
- Not aware/ Not a resident then/ Not old enough then
- Prefer not to answer

Weighted Data

Actual Survey Responses (Raw Data)

- In Favor: 40%
- Opposed: 52%
- Other: 8%



November 2022 Vote

- In Favor: 38%
- Opposed: 62%



Weighting Factors

- In Favor: 1 = 0.879
- Opposed: 1 = 1.092
- Other: 1 = 1.000

➤ Q1. We'd like to understand what you liked and did not like about the \$115.9 million school buildings bond proposal presented in the November 2022 election. Did you vote on it and if so, were you in favor of it or against it? (Aided, single response)

Vote on Proposal in November 2022 Election (cont'd)

- Respondents ages 18 to 44 are significantly more likely than those 45 to 64, who in turn are significantly more likely than those 65 or older to have voted in favor of the November 2022 school buildings proposal, while those 65 or older are significantly more likely than those 18 to 64 to have voted against it.
- Compared to respondents with household incomes of \$100K or more, those with incomes of less than \$100K are significantly more likely to have voted against the proposal. Respondents with household incomes of \$200K+ are significantly more likely than those with incomes of \$100K to less than \$200K, who in turn are significantly more likely than those with incomes of less than \$100K to have voted in favor of the proposal.
- Those with children in Cape Elizabeth schools are significantly more likely than those without to have voted for the proposal, while those without kids in Cape Elizabeth schools are significantly more likely to have voted against the proposal or not to have voted.

Vote on Proposal in November 2022 Election										
Base: All respondents										
November 2022 Proposal	Age				HH Income				Kids in Schools	
	18 to 44 (n=305) A	45 to 64 (n=638) B	65+ (n=617) C	Refused (n=92) D	<\$100K (n=380) E	\$100K - <\$200K (n=435) F	\$200K+ (n=448) G	Refused (n=389) H	Yes (n=561) I	No (n=1,062) J
Voted in favor of it	71% _{BCD}	40% _{CD}	18%	10%	19%	44% _{EH}	57% _{EFH}	17%	63% _J	22%
Voted against it	24%	53% _A	73% _{AB}	73% _{AB}	72% _{FG}	50% _G	37%	71% _{FG}	32%	69% _I
Did not vote	3%	4%	6% _A	3%	5%	3%	4%	5%	3%	5% _I
Not aware/ Not a resident then/ Not old enough then	2%	2%	2%	4%	2%	2%	2%	3%	1%	2%
Prefer not to answer	1%	1%	2%	9% _{ABC}	2%	1%	1%	5% _{EFH}	2%	2%

A,B,C,D,E,F,G,H,I,J: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q1. We'd like to understand what you liked and did not like about the \$115.9 million school buildings bond proposal presented in the November 2022 election. Did you vote on it and if so, were you in favor of it or against it? (Aided, single response)

Vote on Proposal in November 2022 Election (cont'd)

- Respondents with annual property tax bills of \$8,000 to less than \$15,000 are significantly more likely than those with annual property tax bills of \$15,000 or more to have voted in favor of the November 2022 school buildings proposal.
- Those who prefer new construction only are significantly more likely than those who prefer both renovation and new construction, who in turn are significantly more likely than those who prefer renovation only to have voted in favor of the proposal. Conversely, respondents who prefer renovation only are significantly more likely than those who prefer both renovation and new construction, who in turn are significantly more likely than those who prefer new construction only to have voted against the proposal.
- Women are significantly more likely than men to have voted in favor of the proposal; men are significantly more likely than women to have voted against it.

Vote on Proposal in November 2022 Election											
Base: All respondents											
November 2022 Proposal	Annual Property Taxes					Project Approach				Gender	
	<\$4K (n=92) A	\$4K- <\$8K (n=640) B	\$8K- <\$15K (n=556) C	\$15K+ (n=180) D	Refused (n=184) E	Both (n=829) F	New Only (n=389) G	Reno Only (n=296) H	No Opinion (n=99) I	Male (n=598) J	Female (n=863) K
Voted in favor of it	33%	35%	39% _{DE}	31%	28%	29% _H	86% _{FHI}	---	27% _H	35%	40% _J
Voted against it	55%	58%	55%	59%	57%	62% _G	9%	92% _{FGI}	61% _G	59% _K	52%
Did not vote	5%	4%	3%	6%	4%	5%	2%	5%	5%	4%	4%
Not aware/ Not a resident then/ Not old enough then	4%	2%	2%	3%	2%	2%	1%	1%	4% _{GH}	2%	2%
Prefer not to answer	2%	1%	1%	2%	9% _{ABCD}	2%	2%	3%	3%	1%	2%

A,B,C,D,E,F,G,H,I,J: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q1. We'd like to understand what you liked and did not like about the \$115.9 million school buildings bond proposal presented in the November 2022 election. Did you vote on it and if so, were you in favor of it or against it? (Aided, single response)

Vote on Proposal in November 2022 Election (cont'd)

- Age range groups were broadly represented in many of the different segments used in the analysis throughout this report.
- Retirees (65 or older) are well represented across all property tax segments. In addition, two-thirds (67%) of respondents from households earning less than \$100,000 are age 65 or older.
- Not surprisingly, the majority of respondents with children in the Cape Elizabeth school system are between the ages of 18 to 44 and 45 to 64.

Age Distribution											
Base: All respondents											
	Annual Property Taxes					HH Income				Kids in School	
Age	<\$4K (n=92) A	\$4K- <\$8K (n=640) B	\$8K- <\$15K (n=556) C	\$15K+ (n=180) D	Refused (n=184) E	<\$100K (n=380) F	\$100K - <\$200K (n=435) G	\$200K+ (n=448) H	Refused (n=389) I	Yes (n=561) J	No (n=1,062) K
18 to 44	25% _D	18%	16%	11%	18%	9%	21% _{FI}	28% _{FGI}	10%	37% _K	8%
45 to 64	28%	34%	43%	51% _{ABE}	32%	23%	40% _{FI}	56% _{FGI}	31% _F	57% _K	30%
65 or older	41% _E	46% _{CDE}	37% _E	37% _E	19%	67% _{HGI}	38% _H	15%	37% _H	2%	57% _K
Refused	6%	2%	4%	2%	31% _{ABC} D	1%	1%	1%	22% _{FGH}	4%	5%

A,B,C,D,E,F,G,H,I,J,K: Significantly higher than the indicated column(s) at the 95% level of confidence.

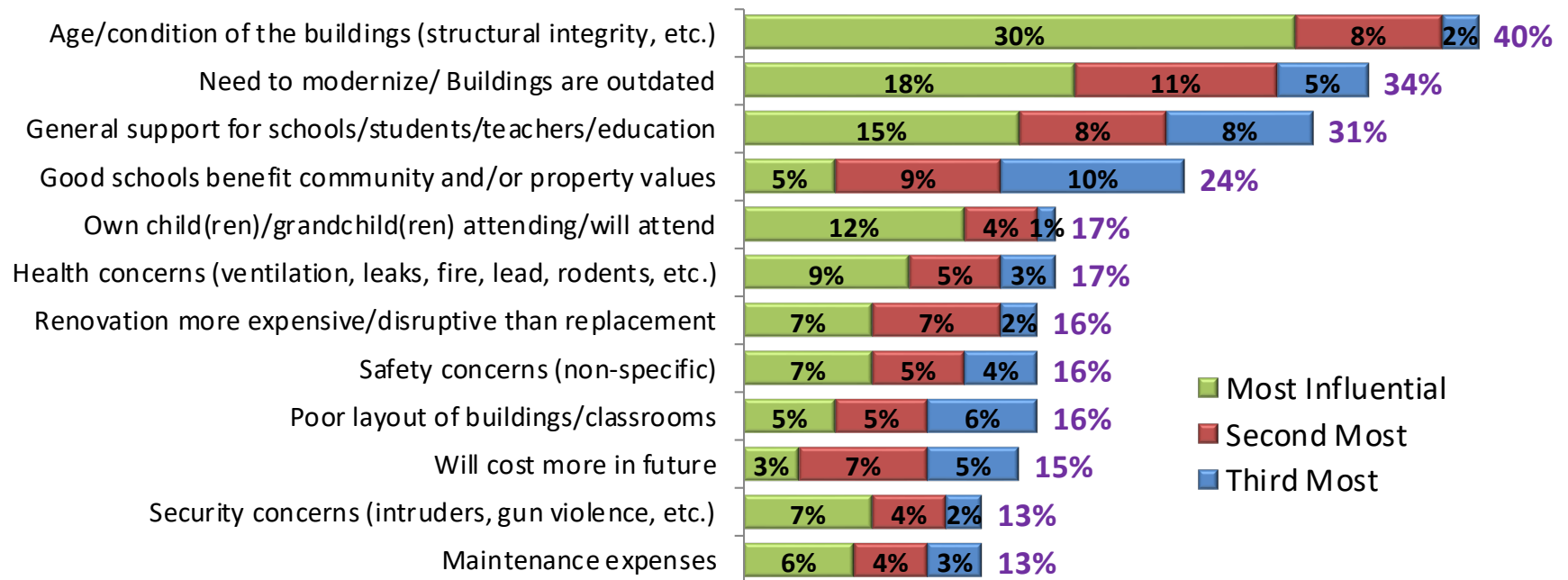
➤ Q1. We'd like to understand what you liked and did not like about the \$115.9 million school buildings bond proposal presented in the November 2022 election. Did you vote on it and if so, were you in favor of it or against it? (Aided, single response)

Reasons for Vote In Favor of Proposal

- Two-fifths (40%) of those who voted in favor of the proposal and provided a response said the age/condition of the buildings influenced their vote, and nearly one-third (30%) indicated it was the most influential reason for their vote.
- About one-third each cited need to modernize/ buildings are outdated (34% total; 18% most influential) and general support for schools/students/teachers/education (31% total; 15% most influential).
- One-quarter (24% total; 5% most influential) said good schools benefit the community and/or property values.
- About one in six each mentioned children/grandchildren in school system (17%), health concerns (17%), renovation expense (16%), safety concerns (16%), poor layout of buildings/classrooms (16%), and will cost more in the future (15%).

Reasons for Vote in Favor of Proposal*

Base: Those who voted in favor of the proposal and provided a response (n=634)



*Please see Appendix A for full detail.

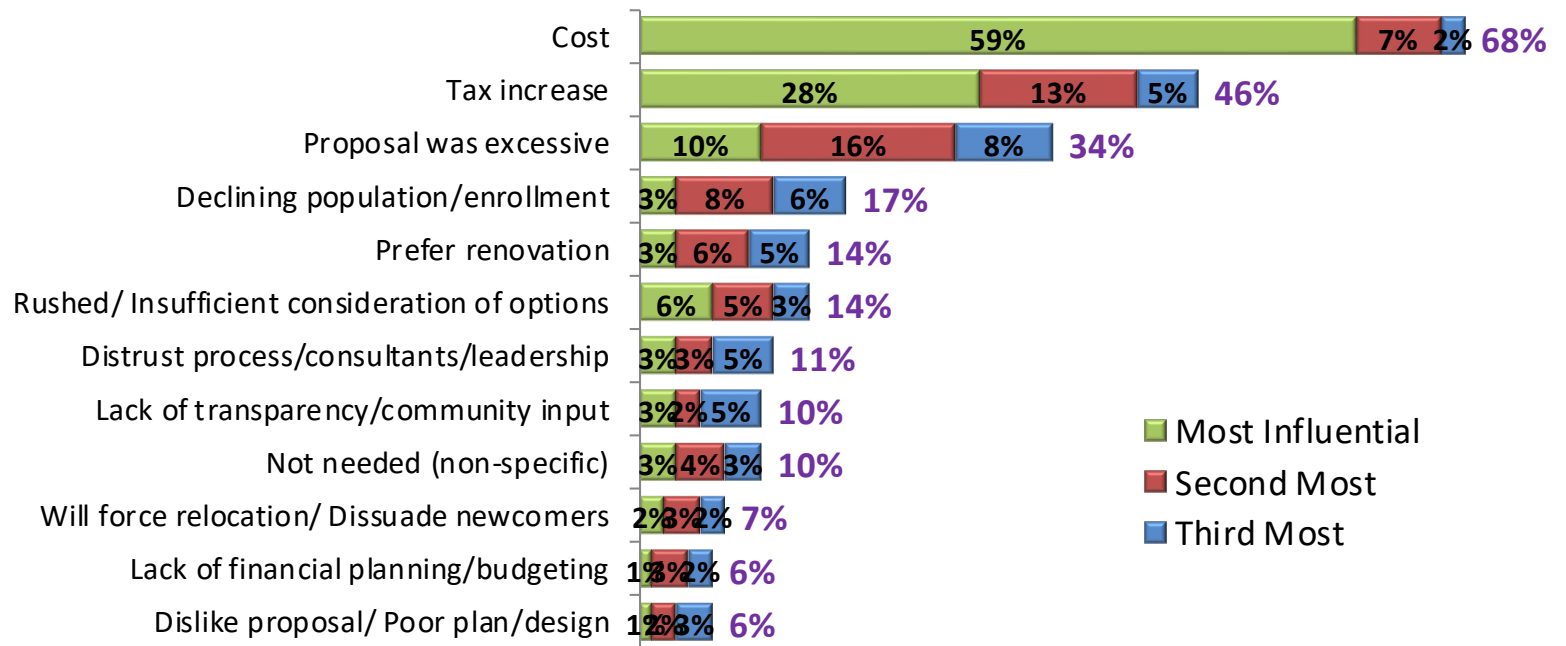
➤ Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Vote **Against** Proposal

- Two-thirds (68%) of those who voted against the proposal and provided a response said the cost influenced their vote, and three-fifths (59%) indicated it was the most influential reason for their vote.
- Nearly one-half (46%) cited the potential tax increase, and over one-quarter (28%) said this aspect was the most influential.
- One-third (34% total; 10% most influential) found the proposal excessive.
- Declining population/enrollment (17%), prefer renovation (14%), rushed/ insufficient consideration of options (14%), distrust process/consultants/leadership (11%), lack of transparency/community input (10%), and not needed (non-specific) (10%) follow as reasons mentioned for voting against the proposal.

Reasons for Vote **Against** Proposal*

Base: Those who voted **against** the proposal and provided a response (n=844)



*Please see Appendix A for full detail.

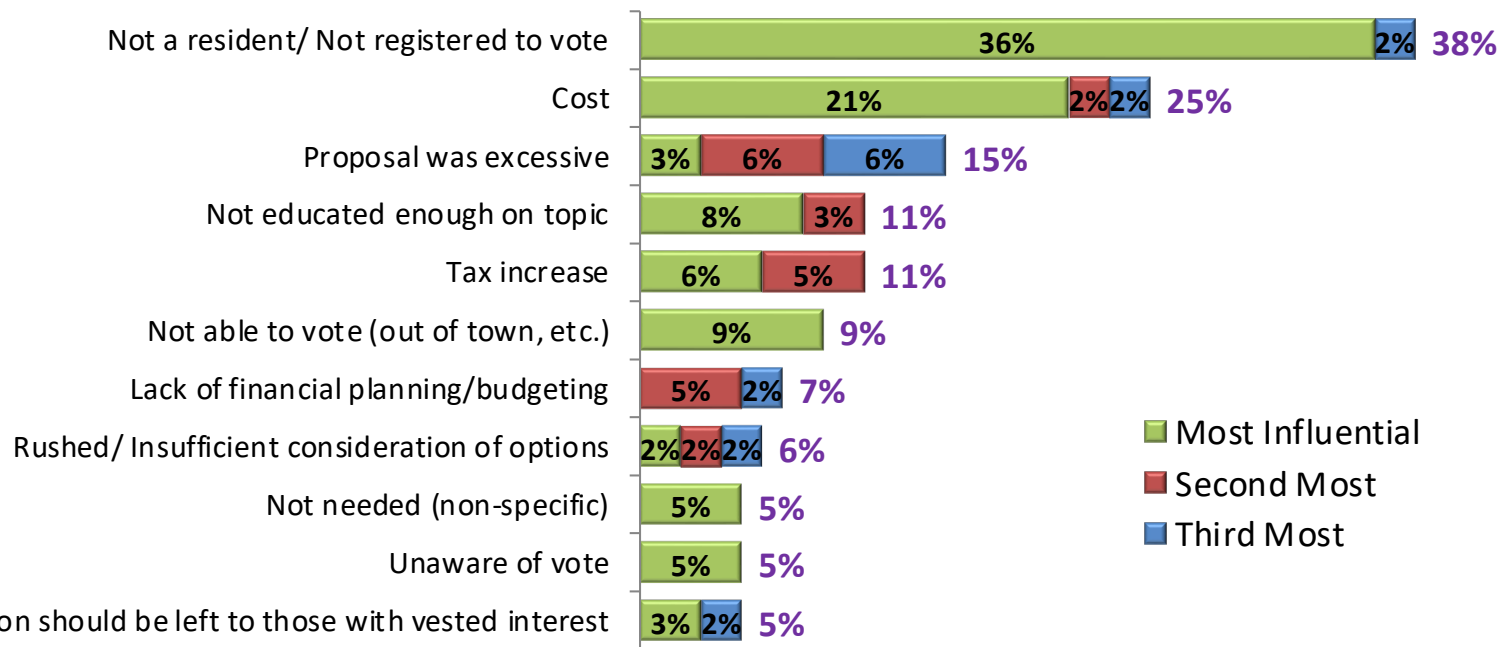
➤ Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Not Voting on Proposal

- Two-fifths (38%) of those who did not vote on the proposal and provided a response said they were not a resident at the time and/or not registered to vote.
- One-quarter (25%) cited cost, and one-fifth (21%) indicated this was the most influential reason for their not voting, while one in six (15%) found the proposal excessive, and one in nine (11%) did not want a tax increase.
- One in nine (11%) did not feel educated enough on the topic to vote, while one in eleven (9%) were unable to vote for logistical reasons.

Reasons for Not Voting on Proposal*

Base: Those who did not vote on the proposal and provided a response (n=66)



*Please see Appendix A for full detail.

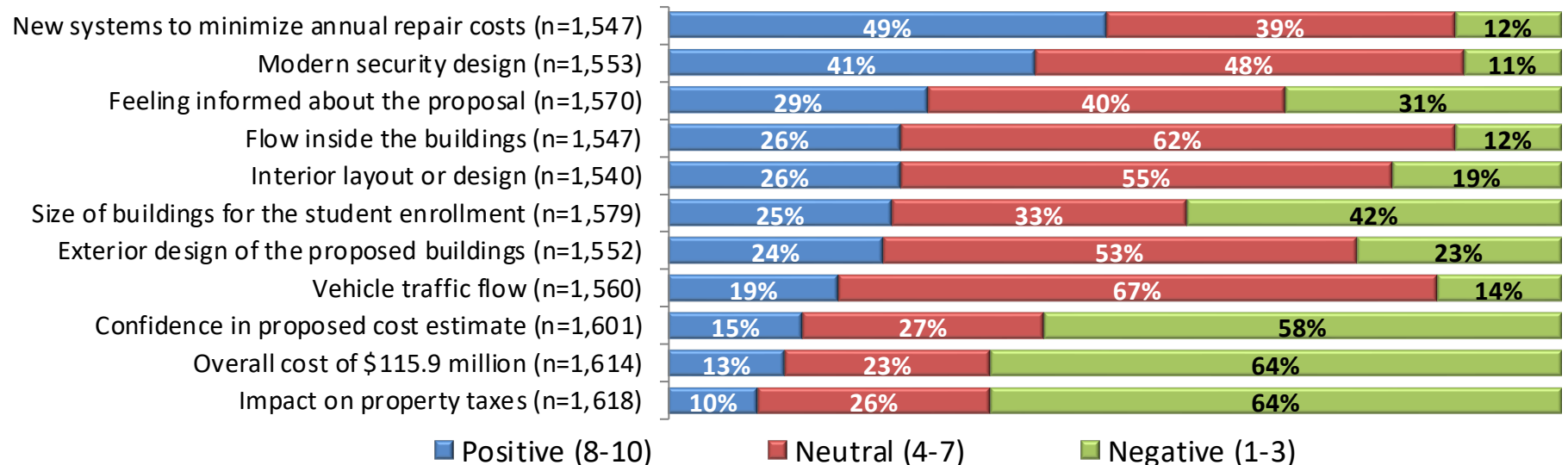
➤ Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Feelings About Specific Aspects of Proposal

- None of the specific aspects of the proposal garnered positive ratings from the majority of respondents.
- One-half (49%) of respondents who provided a rating felt positively about the proposal’s inclusion of new systems to minimize annual repair costs, while two-fifths (41%) felt positively about the modern security design.
- With respect to feeling informed, a slightly higher percentage felt negatively (31%) than positively (29%).
- Large percentages (the majority) of neutral ratings were given to vehicle traffic flow (67%), flow inside the buildings (62%), interior layout or design (55%), and exterior design of the proposed buildings (53%).
- Majorities of respondents felt negatively about the impact on property taxes (64% negative vs. 10% positive), overall cost (64% vs. 13%), and confidence in the proposed cost estimate (58% vs. 15%).

Feelings About Specific Aspects of Proposal

Base: Those who provided a response



➤ Q3. Regarding the November 2022 school buildings proposal, please indicate the extent to which you feel negative or positive, if either, about each of the following aspects. (Ten-point scale: 1=“Very Negative”; 10=“Very Positive”)

Feelings About Aspects of Proposal (cont'd)

- Please see the following three slides for subgroup comparisons regarding feelings about specific aspects of the November 2022 school buildings proposal.
 - Unsurprisingly, respondents who supported the November 2022 school buildings proposal are significantly more likely than those who opposed the proposal to feel positively about each specific aspect of the proposal.
 - Respondents who believe a school buildings project should focus on new construction only are significantly more likely than those who feel there should be a mix of new construction and renovation, who in turn are significantly more likely than those who prefer renovation only to feel positively about each of specific aspect.
 - Compared to residents of 15 or more years, newer Cape Elizabeth residents are significantly more likely to feel positively about each specific aspect of the proposal.
 - Likewise, respondents ages 18 to 44 are significantly more likely than those 45 to 64, who in turn are significantly more likely than those 65 or older to feel positively about each specific aspect, as are respondents with children in Cape Elizabeth schools compared to those without.
 - Respondents with household incomes of \$200K or more are significantly more likely than those with incomes of \$100K to less than \$200K, who in turn are significantly more likely than those with incomes of less than \$100K to feel positively about each specific aspect of the proposal (with two exceptions: \$200K+ respondents are only directionally more likely than \$100K to less than \$200K respondents to feel positively about vehicle traffic flow and confidence in the cost estimate).
 - While respondents' reported annual property taxes do not correlate neatly with their feelings about aspects of the proposal, support for progressively larger tax increases correlates with comparatively positive feelings about each aspect of the proposal.

➤ Q3. Regarding the November 2022 school buildings proposal, please indicate the extent to which you feel negative or positive, if either, about each of the following aspects. (Ten-point scale: 1="Very Negative"; 10="Very Positive")

Feelings About Aspects of Proposal (cont'd)

Feelings About Specific Aspects of Proposal

Percent "Positive" (8-10)

Base: Those who provided a response

Aspects	Referendum Vote			Project Approach				Years Lived in Cape		
	In Favor	Oppose	Other	Both	New Only	Reno Only	No Opinion	<5 years	5 to <15 years	15+ years
	A	B	C	D	E	F	G	H	I	J
New systems/ min. repair costs	85% _{BC} (n=648)	26% (n=792)	43% _B (n=113)	47% _F (n=784)	88% _{DFG} (n=388)	13% (n=270)	37% _F (n=95)	66% _J (n=234)	60% _J (n=475)	40% (n=788)
Modern security design	76% _{BC} (n=643)	19% (n=797)	35% _B (n=113)	40% _{FG} (n=783)	75% _{DFG} (n=387)	10% (n=271)	26% _F (n=95)	57% _J (n=235)	50% _J (n=474)	33% (n=788)
Feeling informed about proposal	59% _{BC} (n=645)	12% (n=811)	14% (n=114)	24% _F (n=790)	60% _{DFG} (n=388)	11% (n=278)	20% _F (n=95)	36% _J (n=234)	38% _J (n=477)	23% (n=803)
Flow inside the buildings	61% _{BC} (n=641)	5% (n=793)	20% _B (n=113)	22% _F (n=781)	61% _{DFG} (n=386)	2% (n=270)	16% _F (n=95)	39% _J (n=235)	36% _J (n=475)	19% (n=781)
Interior layout or design	62% _{BC} (n=636)	3% (n=793)	23% _B (n=111)	21% _F (n=777)	62% _{DFG} (n=383)	1% (n=269)	21% _F (n=95)	42% _J (n=234)	38% _J (n=473)	16% (n=777)
Size of buildings for enrollment	61% _{BC} (n=644)	2% (n=819)	21% _B (n=116)	19% _F (n=797)	64% _{DFG} (n=388)	1% (n=281)	17% _F (n=95)	40% _J (n=234)	36% _J (n=478)	16% (n=811)
Exterior design of buildings	56% _{BC} (n=644)	4% (n=794)	17% _B (n=114)	19% _F (n=789)	56% _{DFG} (n=386)	2% (n=267)	14% _F (n=93)	38% _J (n=235)	36% _J (n=472)	14% (n=789)
Vehicle traffic flow	42% _{BC} (n=643)	4% (n=801)	15% _B (n=116)	15% _F (n=792)	45% _{DFG} (n=387)	3% (n=271)	11% _F (n=94)	30% _J (n=234)	24% _J (n=477)	14% (n=793)
Confidence in cost estimate	39% _{BC} (n=648)	1% (n=833)	13% _B (n=120)	10% _F (n=815)	44% _{DFG} (n=388)	1% (n=283)	8% _F (n=95)	24% _J (n=238)	23% _J (n=486)	9% (n=820)
Overall cost of \$115.9 million	33% _{BC} (n=645)	<1% (n=846)	10% _B (n=123)	8% _F (n=812)	38% _{DFG} (n=388)	<1% (n=289)	5% _F (n=98)	22% _J (n=240)	18% _J (n=487)	8% (n=830)
Impact on property taxes	24% _{BC} (n=648)	2% (n=846)	8% _B (n=124)	7% _F (n=816)	26% _{DFG} (n=389)	2% (n=289)	7% _F (n=98)	17% _J (n=239)	13% _J (n=488)	7% (n=834)

A,B,C,D,E,F,G,H,I,J: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q3. Regarding the November 2022 school buildings proposal, please indicate the extent to which you feel negative or positive, if either, about each of the following aspects. (Ten-point scale: 1="Very Negative"; 10="Very Positive")

Feelings About Aspects of Proposal (cont'd)

Feelings About Specific Aspects of Proposal										
Percent "Positive" (8-10)										
Base: Those who provided a response										
Aspects	Age				HH Income				Kids in Schools	
	18 to 44 A	45 to 64 B	65+ C	Refused D	<\$100K E	\$100K - \$200K F	\$200K+ G	Refused H	Yes I	No J
New systems/ minimize repair costs	74% _{BCD} (n=303)	54% _{CD} (n=615)	36% _D (n=553)	18% (n=82)	40% _{oH} (n=343)	54% _{EH} (n=415)	67% _{oEFH} (n=438)	31% (n=357)	67% _J (n=554)	40% (n=983)
Modern security design	67% _{BCD} (n=302)	44% _{CD} (n=618)	28% _D (n=551)	14% (n=82)	31% (n=341)	47% _{EH} (n=416)	57% _{EFH} (n=439)	25% (n=357)	62% _J (n=554)	30% (n=983)
Feeling informed about proposal	45% _{BCD} (n=303)	32% _{CD} (n=623)	20% (n=561)	19% (n=83)	20% (n=348)	36% _{EH} (n=419)	40% _{EH} (n=440)	18% (n=363)	46% _J (n=557)	20% (n=996)
Flow inside the buildings	49% _{BCD} (n=302)	29% _{CD} (n=615)	16% (n=549)	11% (n=81)	19% (n=341)	32% _{EH} (n=415)	39% _{EFH} (n=436)	14% (n=355)	45% _J (n=554)	17% (n=978)
Interior layout or design	52% _{BCD} (n=301)	30% _{CD} (n=615)	12% (n=542)	7% (n=82)	15% (n=340)	31% _{EH} (n=412)	42% _{EFH} (n=433)	12% (n=355)	46% _J (n=553)	16% (n=972)
Size of buildings for enrollment	48% _{BCD} (n=302)	29% _{CD} (n=626)	12% (n=568)	10% (n=83)	15% (n=355)	30% _{EH} (n=421)	40% _{EFH} (n=440)	12% (n=363)	45% _J (n=558)	15% (n=1,002)
Exterior design of buildings	48% _{BCD} (n=304)	28% _{CD} (n=614)	10% (n=552)	9% (n=82)	13% (n=345)	29% _{EH} (n=414)	38% _{EFH} (n=436)	12% (n=357)	44% _J (n=555)	14% (n=982)
Vehicle traffic flow	36% _{BCD} (n=303)	23% _{CD} (n=620)	8% (n=556)	7% (n=81)	11% (n=347)	24% _{EH} (n=416)	28% _{EH} (n=439)	10% (n=358)	33% _J (n=555)	12% (n=988)
Confidence in cost estimate	34% _{BCD} (n=304)	17% _{CD} (n=628)	7% (n=585)	5% (n=84)	8% (n=359)	21% _{EH} (n=428)	24% _{EH} (n=443)	7% (n=371)	29% _J (n=558)	9% (n=1,023)
Overall cost of \$115.9 million	27% _{BCD} (n=305)	13% _C (n=635)	6% (n=588)	7% (n=86)	7% (n=362)	15% _{EH} (n=429)	21% _{EFH} (n=447)	6% (n=376)	24% _J (n=561)	7% (n=1,030)
Impact on property taxes	19% _{BCD} (n=304)	11% _C (n=630)	6% (n=598)	7% (n=86)	5% (n=368)	11% _{EH} (n=428)	17% _{EFH} (n=445)	7% (n=377)	17% _J (n=560)	7% (n=1,035)

A,B,C,D,E,F,G,H,I,J: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q3. Regarding the November 2022 school buildings proposal, please indicate the extent to which you feel negative or positive, if either, about each of the following aspects. (Ten-point scale: 1="Very Negative"; 10="Very Positive")

Feelings About Aspects of Proposal (cont'd)

Feelings About Specific Aspects of Proposal

Percent "Positive" (8-10)

Base: Those who provided a response

Aspects	Annual Property Taxes					Tax Increase Support					
	<\$4K	\$4K- <\$8K	\$8K- <\$15K	\$15K+	Refused	0%	<5%	5%- <10%	10%- <15%	15%+/ Needed	Not Sure
	A	B	C	D	E	F	G	H	I	J	K
New systems/ min. repair costs	50% _E (n=88)	50% _E (n=602)	51% _E (n=530)	48% _E (n=166)	36% (n=167)	9% (n=181)	30% _F (n=254)	45% _{FG} (n=338)	69% _{FGHK} (n=178)	89% _{FGHIK} (n=336)	46% _{FG} (n=216)
Modern security design	38% (n=88)	40% _E (n=603)	44% _E (n=529)	42% (n=166)	32% (n=167)	7% (n=181)	23% _F (n=257)	40% _{FG} (n=339)	53% _{FGHK} (n=178)	77% _{FGHIK} (n=333)	41% _{FG} (n=215)
Feeling informed about proposal	29% (n=88)	27% (n=609)	32% (n=535)	32% (n=169)	25% (n=169)	5% (n=182)	15% _F (n=263)	27% _{FG} (n=341)	38% _{FGHK} (n=180)	63% _{FGHIK} (n=335)	22% _F (n=218)
Flow inside the buildings	32% (n=86)	25% (n=602)	28% (n=528)	28% (n=166)	21% (n=165)	1% (n=179)	10% _F (n=255)	23% _{FG} (n=339)	35% _{FGHK} (n=180)	63% _{FGHIK} (n=332)	23% _{FG} (n=214)
Interior layout or design	32% _E (n=86)	25% (n=599)	28% _E (n=526)	29% _E (n=163)	20% (n=166)	1% (n=180)	7% _F (n=253)	20% _{FG} (n=336)	34% _{FGHK} (n=180)	68% _{FGHIK} (n=330)	21% _{FG} (n=212)
Size of buildings for enrollment	30% (n=87)	23% (n=614)	27% (n=538)	27% (n=172)	22% (n=168)	1% (n=184)	5% _F (n=267)	18% _{FG} (n=344)	32% _{FGHK} (n=181)	68% _{FGHIK} (n=335)	21% _{FG} (n=216)
Exterior design of buildings	28% (n=84)	21% (n=605)	27% _A (n=530)	23% (n=166)	21% (n=167)	1% (n=178)	7% _F (n=258)	18% _{FG} (n=338)	33% _{FGH} (n=179)	61% _{FGHIK} (n=335)	18% _{FG} (n=214)
Vehicle traffic flow	30% _{BCE} (n=88)	18% (n=604)	18% (n=531)	22% (n=168)	18% (n=169)	2% (n=181)	7% _F (n=261)	15% _{FG} (n=338)	30% _{FGHK} (n=180)	45% _{FGHIK} (n=333)	12% _F (n=215)
Confidence in cost estimate	23% _{BDE} (n=88)	15% (n=621)	16% (n=543)	14% (n=177)	13% (n=172)	1% (n=187)	3% _F (n=272)	11% _{FG} (n=349)	17% _{FGHK} (n=181)	48% _{FGHIK} (n=335)	10% _{FG} (n=223)
Overall cost of \$115.9 million	15% (n=89)	12% (n=626)	13% (n=546)	14% (n=178)	9% (n=175)	1% (n=193)	1% (n=278)	8% _{FG} (n=350)	15% _{FGHK} (n=182)	43% _{FGHIK} (n=335)	6% _{FG} (n=222)
Impact on property taxes	5% (n=90)	10% (n=626)	11% (n=549)	14% _A (n=177)	8% (n=176)	3% (n=194)	3% (n=280)	6% (n=347)	10% _{FGH} (n=181)	33% _{FGHIK} (n=335)	4% (n=226)

A,B,C,D,E,F,G,H,I,J,K: Significantly higher than the indicated column(s) at the 95% level of confidence.

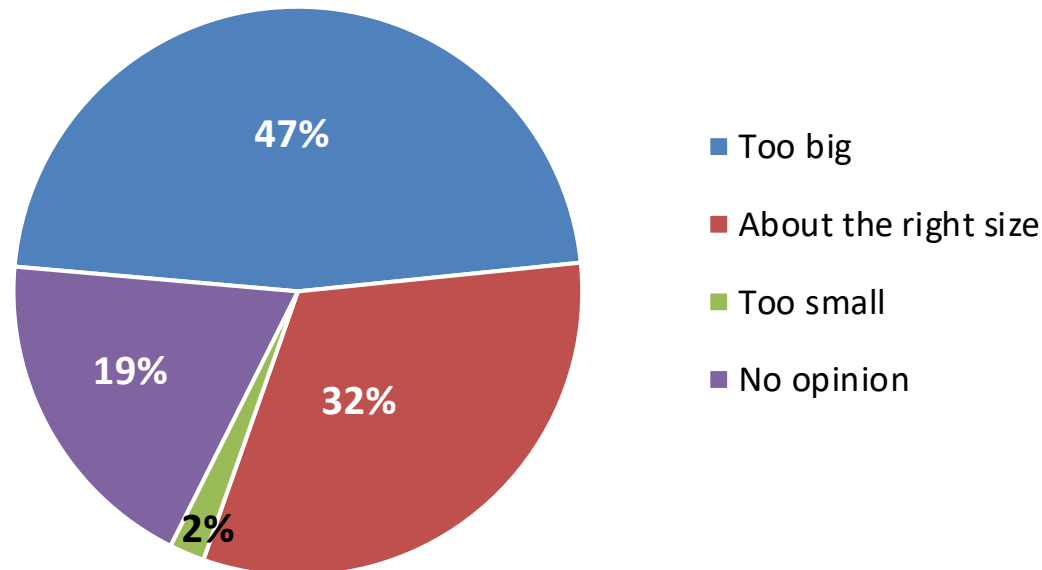
➤ Q3. Regarding the November 2022 school buildings proposal, please indicate the extent to which you feel negative or positive, if either, about each of the following aspects. (Ten-point scale: 1="Very Negative"; 10="Very Positive")

Perception of Size of School Buildings Proposed

- Nearly one-half (47%) of those who provided a response feel the sizes of the school buildings proposed in November 2022 were too big.
 - The results are significantly different between those opposed to the proposal and those in favor and exactly flip flopped from the buildings being too big (71% opposed vs. 9% in favor) to being about the right size (71% in favor vs. 9% opposed).
- One-third (32%) feel the school buildings proposed were about the right size.
- Few (2%) respondents feel the proposed buildings were too small.
- One in five (19%) do not have an opinion.

Perception of Size of School Buildings Proposed

Base: Those who provided a response (n=1,600)



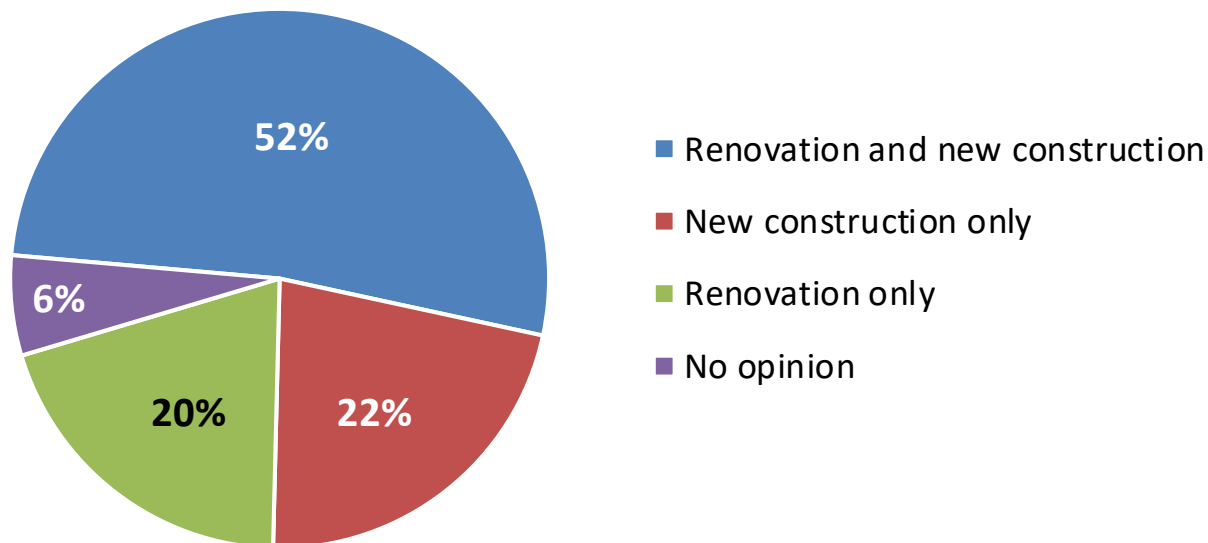
➤ Q12. Do you feel the sizes of the school buildings proposed in November 2022 were...? (Aided, single response)

New Construction and/or Renovation

- Over one-half (52%) of those who provided a response feel a proposal for the school buildings should focus on renovation and new construction .
 - Those who voted against the buildings proposal (58%) are significantly more likely than those who voted in favor of it (43%) to support a combination of renovation and new construction.
- One in five each believe a proposal should focus on new construction only (22%) and renovation only (20%).
 - Respondents who supported the November 2022 proposal (53%) are significantly more likely than those who did not vote or share their vote (13%), who in turn are significantly more likely than those who opposed the proposal (3%) to believe a school building proposal should focus on new construction only.
 - Those who opposed the proposal (32%) are significantly more likely than those who did not vote or share their vote (21%), who in turn are significantly more likely than those who supported the proposal (0%) to prefer renovation only.

New Construction and/or Renovation

Base: Those who provided a response (n=1,613)



➤ Q13. Should a proposal for the school buildings focus on...? (Aided, single response)

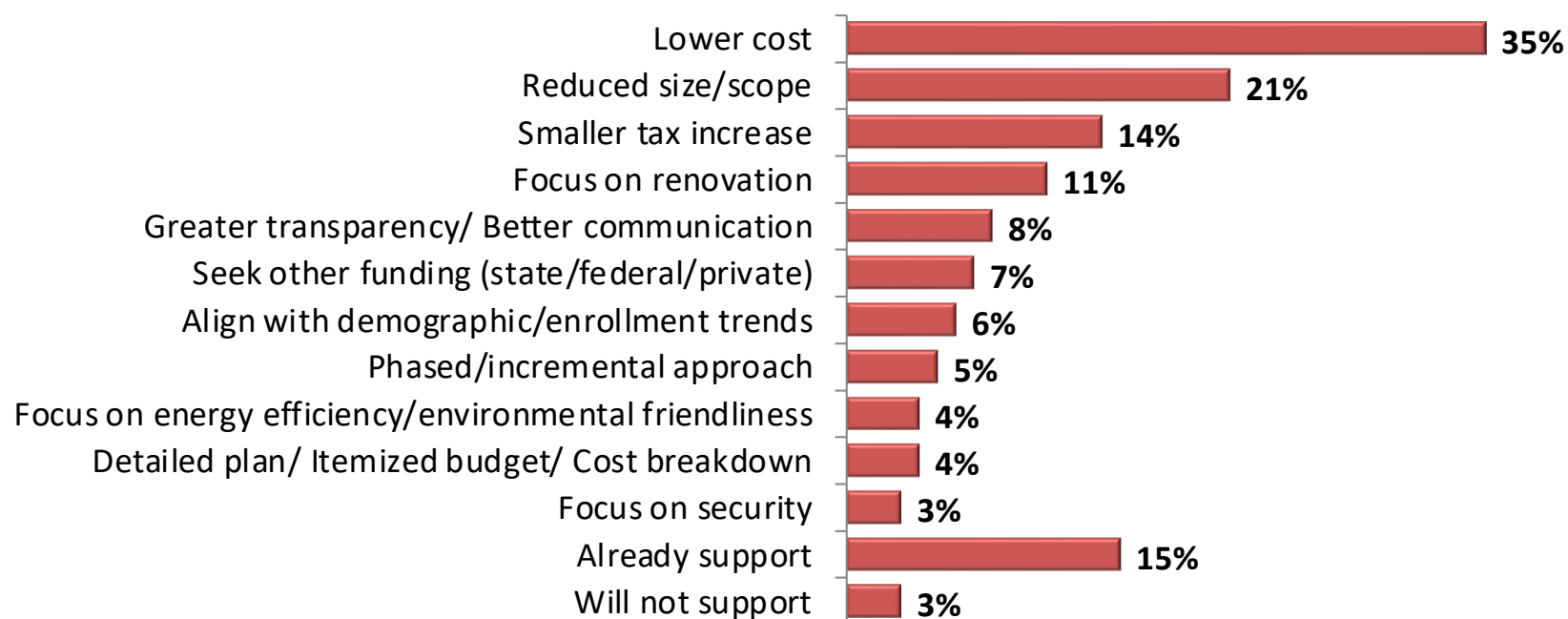
New Proposal Development

Changes That Would Increase Likelihood to Support Proposal

- Among all respondents who provided an answer, one-third (35%) said a lower cost would increase their likelihood to support a revised school building proposal.
- One-fifth (21%) indicated reduced size/scope would increase their likelihood to support a proposal, while one in seven (14%) said a smaller tax increase would help.
- Additional suggestions include focus on renovation (11%), greater transparency/ better communication (8%), seek other funding (7%), align with enrollment trends (6%), and take a phased/incremental approach (5%).
- One in six (15%) respondents said the proposal already has their support.

Changes That Would Increase Likelihood to Support Proposal*

Base: Those who provided a response (n=1,409)



*Please see Appendix A for complete detail.

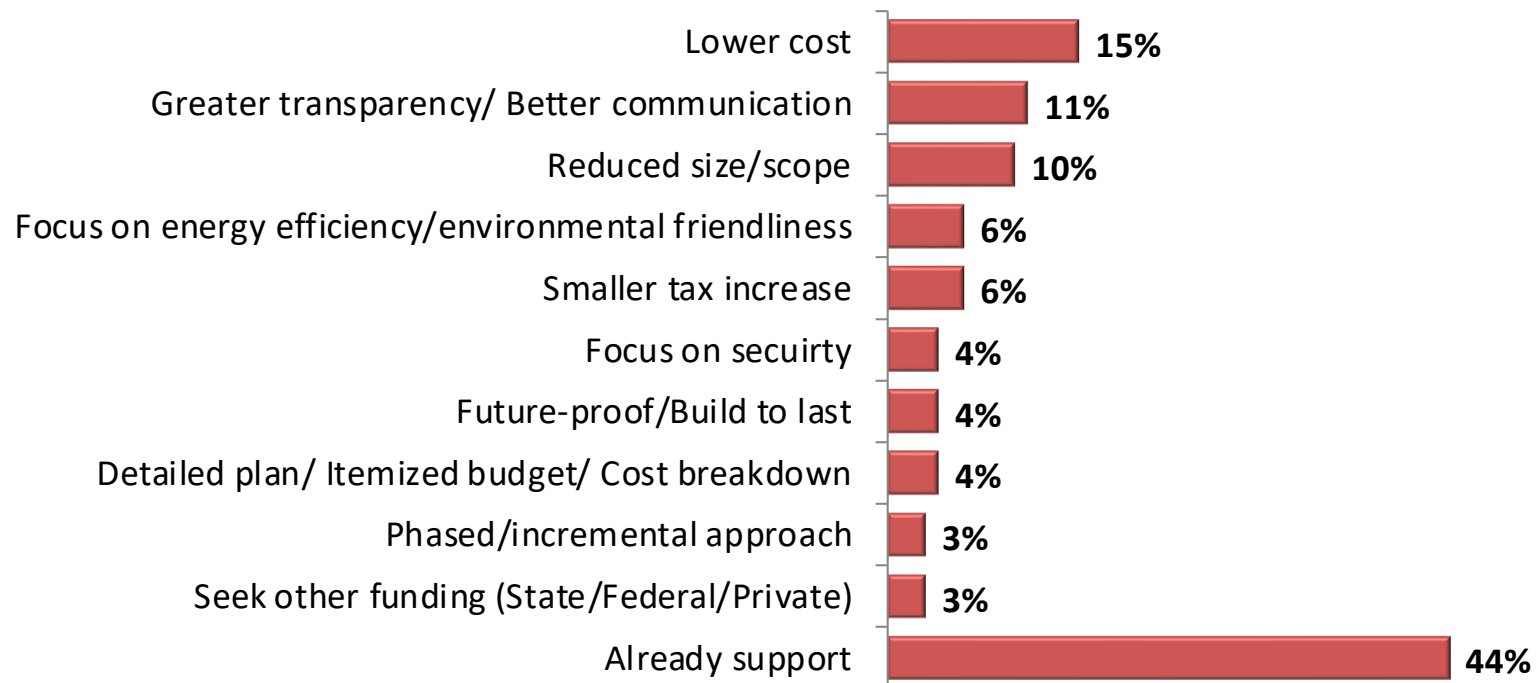
➤ Q4. If a revised school building proposal was to be presented, what changes or conditions would increase your likelihood to support it? (Unaided, multiple responses)

Changes That Would Increase Likelihood to Support Proposal (cont'd)

- Among respondents who voted in favor of the November 2022 proposal, over two-fifths(44%) said they already support the school building proposal and did not mention anything else.
- .The top suggestions for increasing their likelihood to support a school building proposal among those who voted in favor of the November 2022 referendum includes lower cost (15%), greater transparency (11%) and reduced size or scope (10%).

Changes That Would Increase Likelihood to Support Proposal: In Favor*

Base: Those who voted in favor of the November 2022 proposal and provided a response (n=552)



*Please see Appendix A for complete detail.

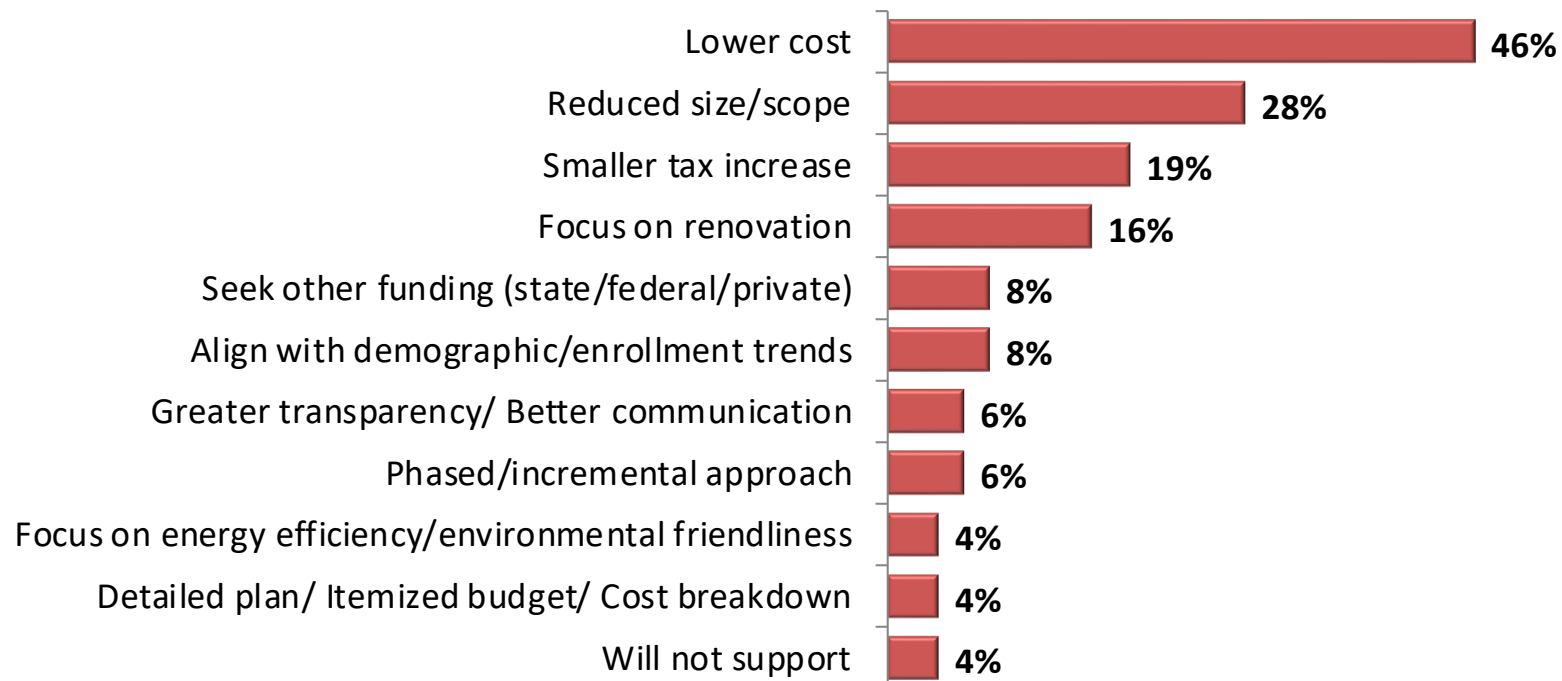
➤ Q4. If a revised school building proposal was to be presented, what changes or conditions would increase your likelihood to support it? (Unaided, multiple responses)

Changes That Would Increase Likelihood to Support Proposal (cont'd)

- Among respondents who voted against the November 2022 proposal, nearly one-half (46%) said a lower cost would increase their likelihood to support a revised school building proposal.
- Over one-quarter (28%) indicated reduced size/scope would increase their likelihood to support a proposal, while one-fifth (19%) would like a smaller tax increase, and one in six (16%) would prefer a focus on renovation.
- Additional suggestions include seek other funding (8%), align with demographic/enrollment trends (8%), greater transparency/ better communication (6%), and take a phased/incremental approach (6%).

Changes That Would Increase Likelihood to Support Proposal: **Opposed***

Base: Those who voted against the November 2022 proposal and provided a response (n=771)



*Please see Appendix A for complete detail.

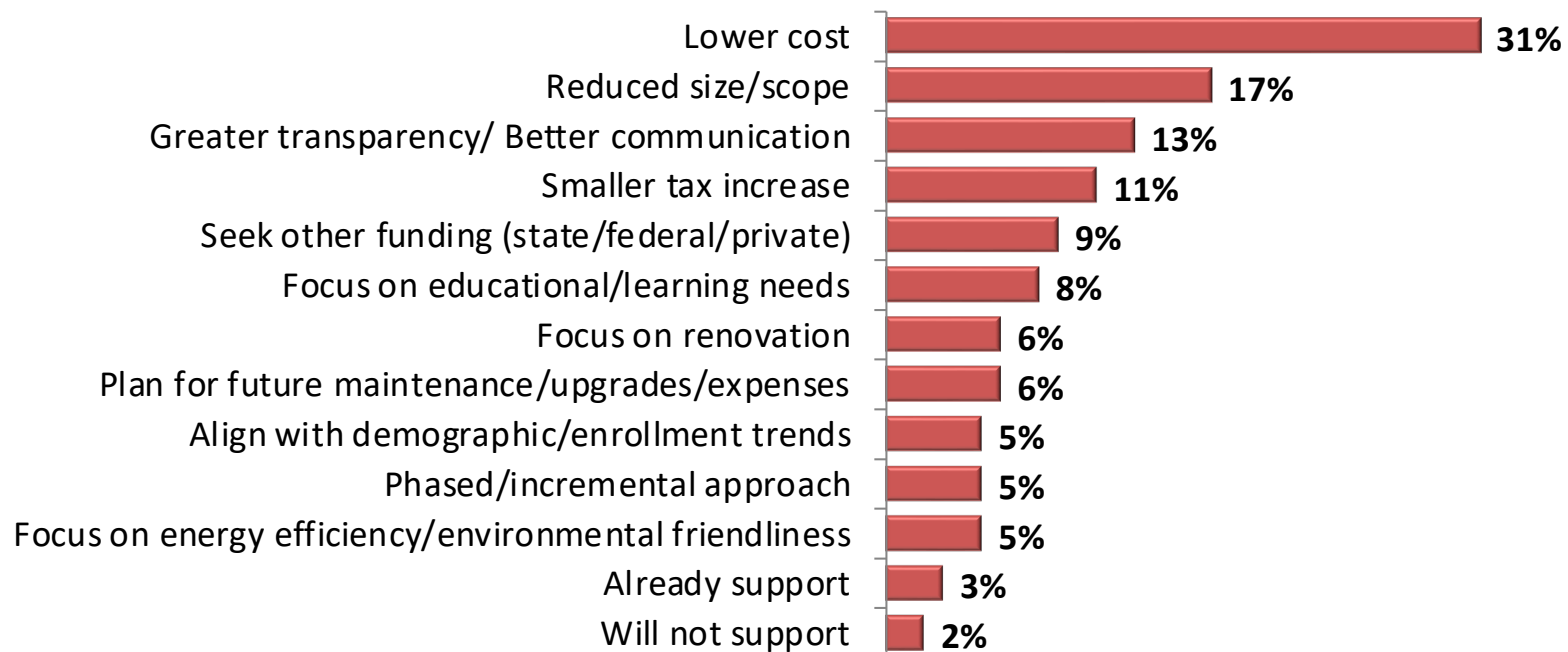
➤ Q4. If a revised school building proposal was to be presented, what changes or conditions would increase your likelihood to support it? (Unaided, multiple responses)

Changes That Would Increase Likelihood to Support Proposal (cont'd)

- Among respondents who did not vote on the November 2022 proposal, about one-third (31%) said a lower cost would increase their likelihood to support a revised school building proposal.
- Nearly one-fifth (17%) indicated reduced size/scope would increase their likelihood to support a proposal, while one in seven (13%) want greater transparency/ better communication, and one in nine (11%) would prefer a smaller tax increase.
- Additional suggestions include seek other funding (9%), focus on educational/learning needs (8%), focus on renovation (6%), and plan for future maintenance/upgrades/expenses (6%).

Changes That Would Increase Likelihood to Support Proposal: **Did Not Vote***

Base: Those who did not vote on the November 2022 proposal and provided a response (n=64)

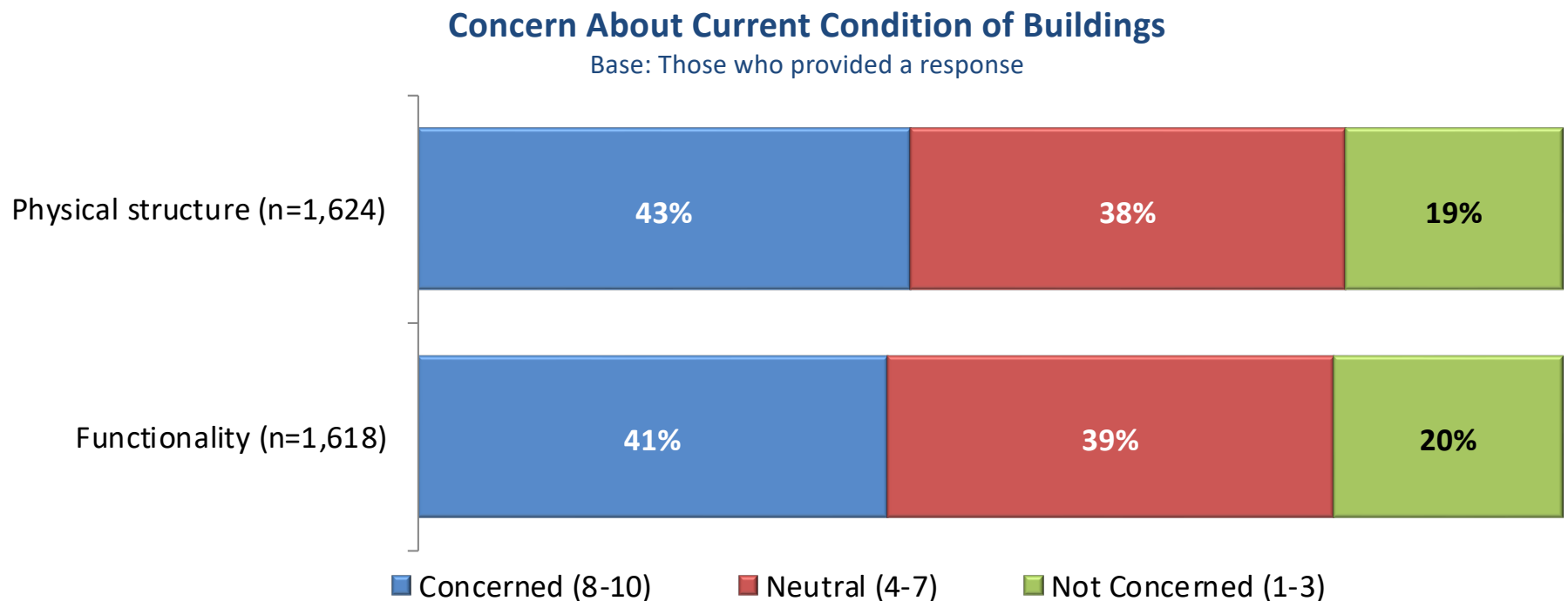


*Please see Appendix A for complete detail.

➤ Q4. If a revised school building proposal was to be presented, what changes or conditions would increase your likelihood to support it? (Unaided, multiple responses)

Concern About Current Condition of Buildings

- About two-fifths of respondents who provided ratings each are concerned about the physical structure (43%) and functionality (41%) of the current school buildings.
 - Similar percentages provided neutral ratings for their concern about the physical structure (38%) and functionality (39%) of the current school buildings.
- One-fifth each are not concerned with the physical structure (19%) and functionality (20%).



➤ Q5. To what extent are you not concerned or concerned, if at all, about the current condition of the Cape Elizabeth school buildings? (Ten-point scale: 1="Not at All Concerned"; 10="Very Concerned")

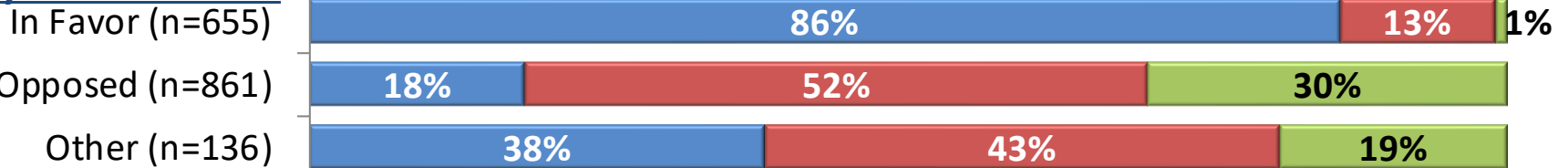
Concern About Current Condition of Buildings (cont'd)

- Most respondents who voted in favor of the November 2022 referendum are concerned about the physical structure (86%) and functionality (84%) of the Cape school buildings; significantly higher percentages than those reported by respondents who opposed the referendum or didn't vote (other) on the referendum.
- The percent concerned among other respondents is also significantly higher than the percent concerned among those opposed.

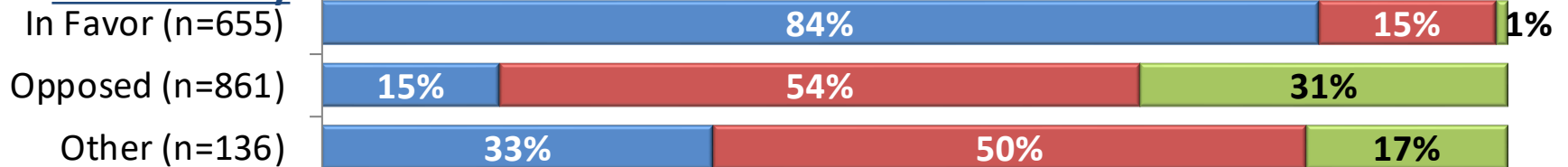
Concern About Current Condition of Buildings

Base: Those who provided a response

Physical Structure



Functionality



■ Concerned (8-10) ■ Neutral (4-7) ■ Not Concerned (1-3)

➤ Q5. To what extent are you not concerned or concerned, if at all, about the current condition of the Cape Elizabeth school buildings? (Ten-point scale: 1="Not at All Concerned"; 10="Very Concerned")

Concern About Current Condition of Buildings (cont'd)

- Please see the following slide for subgroup comparisons regarding concern with the current condition of the school buildings.
 - Respondents who supported the November 2022 school buildings proposal are significantly more likely than those who did not vote or preferred not to share how they voted, who in turn are significantly more likely than those who opposed the proposal to indicate concern about the physical structure and functionality of the current school buildings.
 - Respondents who believe a school buildings project should focus on new construction only are significantly more likely than those who feel there should be a mix of new construction and renovation, who in turn are significantly more likely than those who prefer renovation only to indicate concern with the physical structure and functionality of the current buildings.
 - Compared to residents of 15 years or more, newer Cape Elizabeth residents are significantly more likely to be concerned about the physical structure and functionality of the current buildings.
 - Likewise, respondents ages 18 to 44 are significantly more likely than those 45 to 64, who in turn are significantly more likely than those 65 or older to be concerned about the physical structure and functionality of the current school buildings, as are respondents with children in Cape Elizabeth schools compared to those without.
 - Respondents with household incomes of \$200K or more are significantly more likely than those with incomes of \$100K to less than \$200K, who in turn are significantly more likely than those with incomes of less than \$100K to indicate concern about the physical structure and functionality of the current buildings.
 - While respondents' reported annual property taxes do not correlate neatly with levels of concern about the condition of the current buildings, support for progressively larger tax increases correlates with increasing concern about the physical structure and functionality.

➤ Q5. To what extent are you not concerned or concerned, if at all, about the current condition of the Cape Elizabeth school buildings? (Ten-point scale: 1="Not at All Concerned"; 10="Very Concerned")

Concern About Current Condition of Buildings (cont'd)

Concern About Current Condition of Buildings											
Percent "Concerned" (8-10)											
Base: Those who provided a response											
Aspects	Referendum Vote			Project Approach				Years Lived in Cape			
	In Favor A	Oppose B	Other C	Both D	New Only E	Reno Only F	No Opinion G	<5 years H	5 to <15 years I	15+ years J	
Physical structure	86% _{BC} (n=652)	18% (n=843)	38% _B (n=129)	41% _F (n=823)	90% _{DFG} (n=389)	6% (n=290)	31% _F (n=97)	58% _I (n=239)	55% _I (n=490)	35% (n=839)	
Functionality	84% _{BC} (n=650)	15% (n=841)	33% _B (n=127)	38% _F (n=819)	87% _{DFG} (n=388)	5% (n=289)	28% _F (n=97)	54% _J (n=241)	54% _J (n=489)	32% (n=832)	
Aspects	Age				HH Income				Kids in Schools		
	18 to 44 A	45 to 64 B	65+ C	Refused D	<\$100K E	\$100K - <\$200K F	\$200K+ G	Refused H	Yes I	No J	
Physical structure	69% _{BCD} (n=305)	48% _{CD} (n=631)	31% _D (n=606)	19% (n=82)	33% (n=370)	49% _{EH} (n=432)	61% _{EFH} (n=446)	29% (n=376)	66% _J (n=559)	33% (n=1,045)	
Functionality	68% _{BCD} (n=305)	45% _{CD} (n=628)	29% _D (n=602)	16% (n=83)	31% (n=367)	48% _{EH} (n=432)	56% _{EFH} (n=445)	26% (n=374)	64% _J (n=559)	30% (n=1,039)	
Aspects	Annual Property Taxes					Tax Increase Support					
	<\$4K A	\$4K- <\$8K B	\$8K- <\$15K C	\$15K+ D	Refused E	0% F	<5% G	5%- <10% H	10%- <15% I	15%+/ Needed J	Not Sure K
Physical structure	43% (n=90)	43% _E (n=630)	47% _E (n=554)	43% (n=178)	34% (n=172)	5% (n=195)	18% _F (n=278)	42% _{FG} (n=353)	59% _{FGHK} (n=181)	90% _{FGHIK} (n=337)	46% _{FG} (n=224)
Functionality	41% (n=89)	42% _E (n=627)	44% _{DE} (n=553)	35% (n=177)	33% (n=172)	4% (n=193)	17% _F (n=275)	39% _{FG} (n=351)	53% _{FGHK} (n=181)	88% _{FGHIK} (n=336)	40% _{FG} (n=226)

A,B,C,D,E,F,G,H,I,J,K: Significantly higher than the indicated column(s) at the 95% level of confidence.

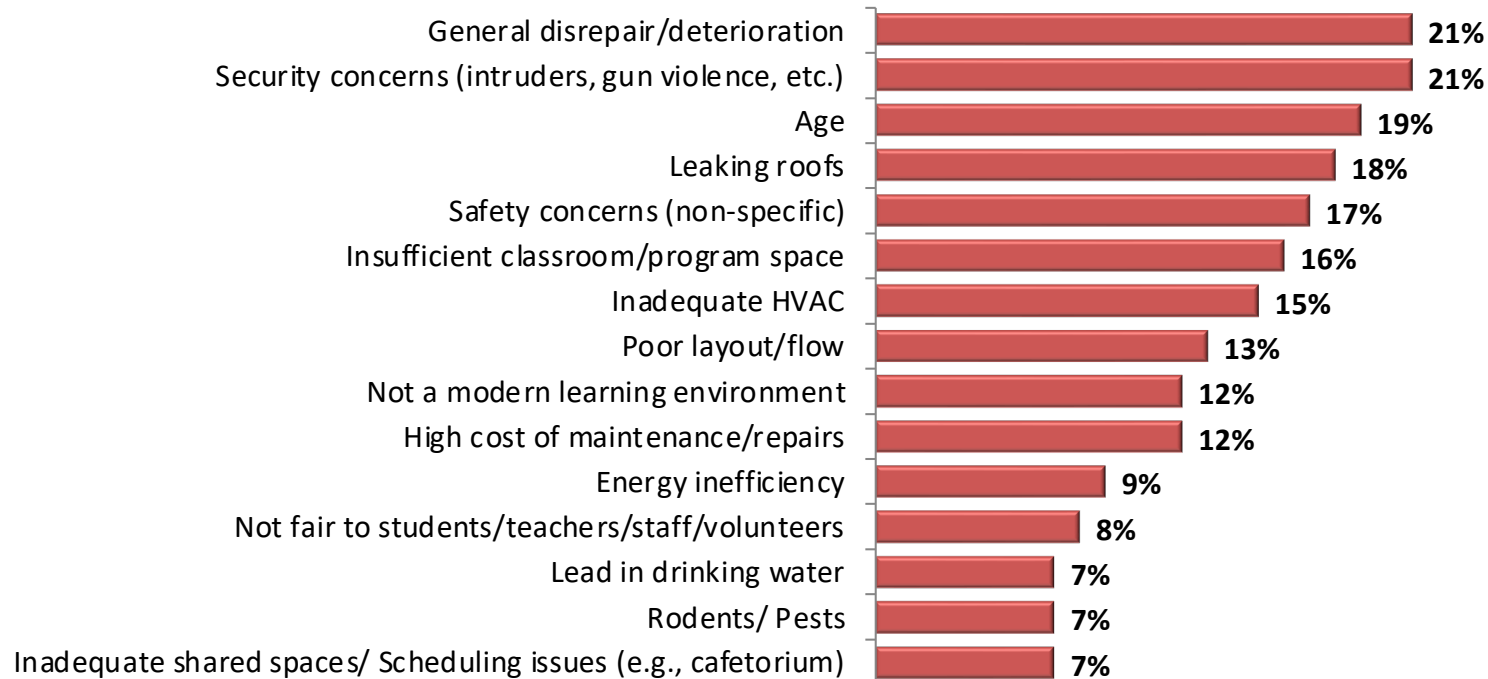
➤ Q5. To what extent are you not concerned or concerned, if at all, about the current condition of the Cape Elizabeth school buildings? (Ten-point scale: 1="Not at All Concerned"; 10="Very Concerned")

Reasons for Level of Concern About Condition of Buildings

- Among those concerned about both the physical structure and functionality of the current school buildings, top reasons for concern include general disrepair/deterioration (21%), security concerns (21%), age (19%), leaking roofs (18%), safety concerns (17%), insufficient classroom/program space (16%), and inadequate HVAC (15%).
- These respondents also mentioned poor layout/flow (13%), said the buildings do not offer a modern learning environment (12%), and cited the high cost of maintenance/repairs (12%).

Reasons for Level of Concern About Condition of Buildings: **Concerned***

Base: Those who provided “concerned” (8-10) ratings for both physical structure and functionality provided a response (n=543)



*Please see Appendix A for complete detail.

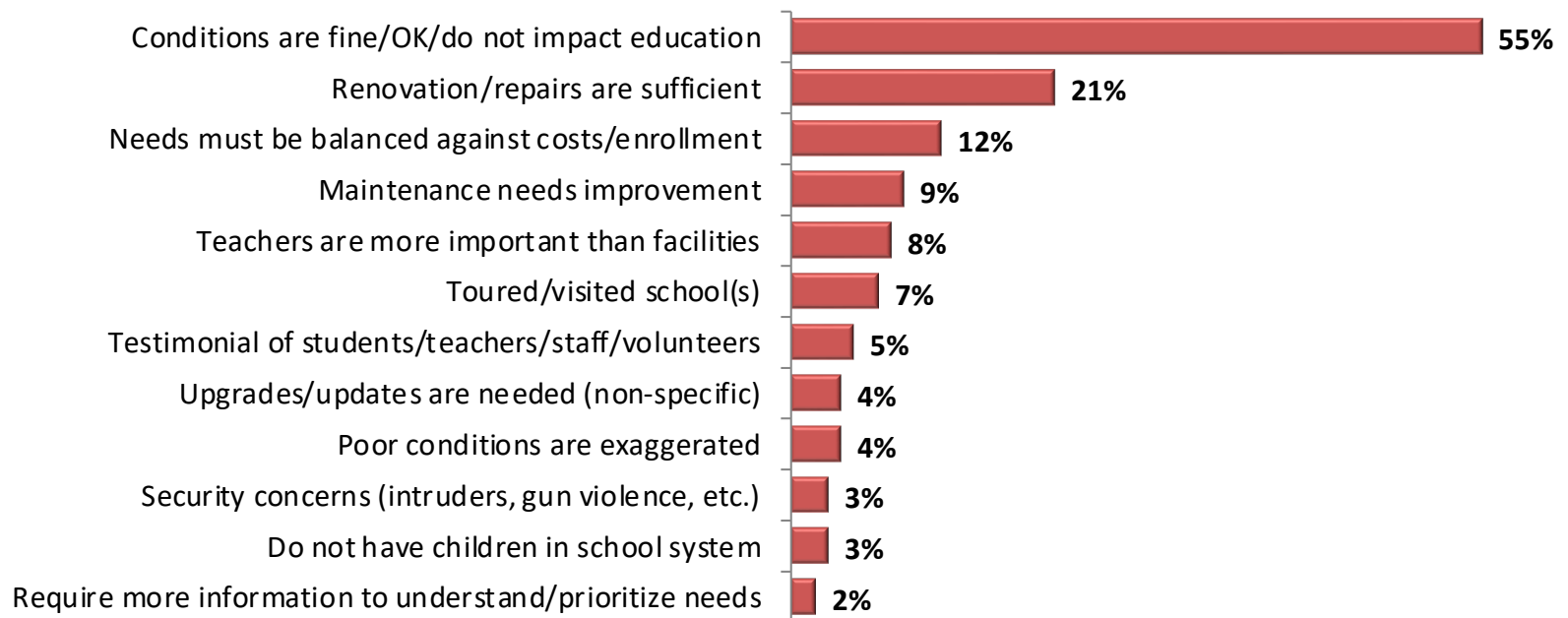
➤ Q6. Please explain your rating of not being concerned or being concerned about the current condition of the school buildings. (Unaided, multiple responses)

Reasons for Level of Concern About Condition of Buildings (cont'd)

- Over one-half (55%) of respondents who provided “not concerned” ratings for both the physical condition and functionality of the current school buildings said conditions are fine/OK/do not impact education.
- One-fifth (21%) believe renovation/repairs would be sufficient.
- Needs must be balanced against cost/enrollment (12%), maintenance needs improvement (9%), and teachers are more important than facilities (8%) follow as reasons for low levels of concern with both the physical structure and functionality of the school buildings.

Reasons for Level of Concern About Condition of Buildings: **Not Concerned***

Base: Those who provided “not concerned” (1-3) ratings for both physical structure and functionality provided a response (n=177)



*Please see Appendix A for complete detail.

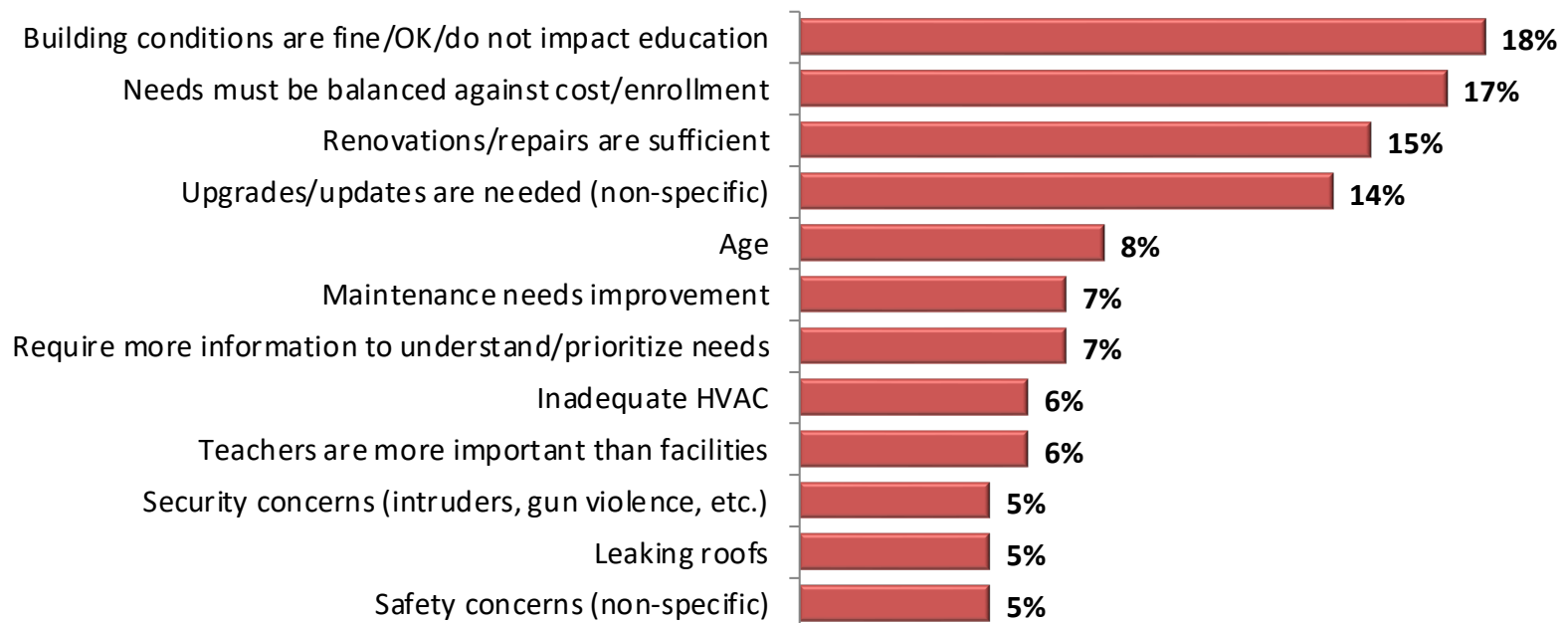
➤ Q6. Please explain your rating of not being concerned or being concerned about the current condition of the school buildings. (Unaided, multiple responses)

Reasons for Level of Concern About Condition of Buildings (cont'd)

- Respondents who provided mixed ratings for their level of concern about the physical structure and functionality of the current school buildings most broadly said building conditions are fine/OK/do not impact education (18%), needs must be balanced against cost/enrollment (17%), renovations/repairs would be sufficient (15%), and non-specific upgrades/updates are needed (14%).
- Age (8%), maintenance needs improvement (7%), and require more information to understand/prioritize needs (7%) follow as top reasons for mixed levels of concern about the current condition of the school buildings.

Reasons for Level of Concern About Condition of Buildings: **Mixed***

Base: Those who provided mixed ratings for physical structure and functionality and provided a response (n=500)



*Please see Appendix A for complete detail.

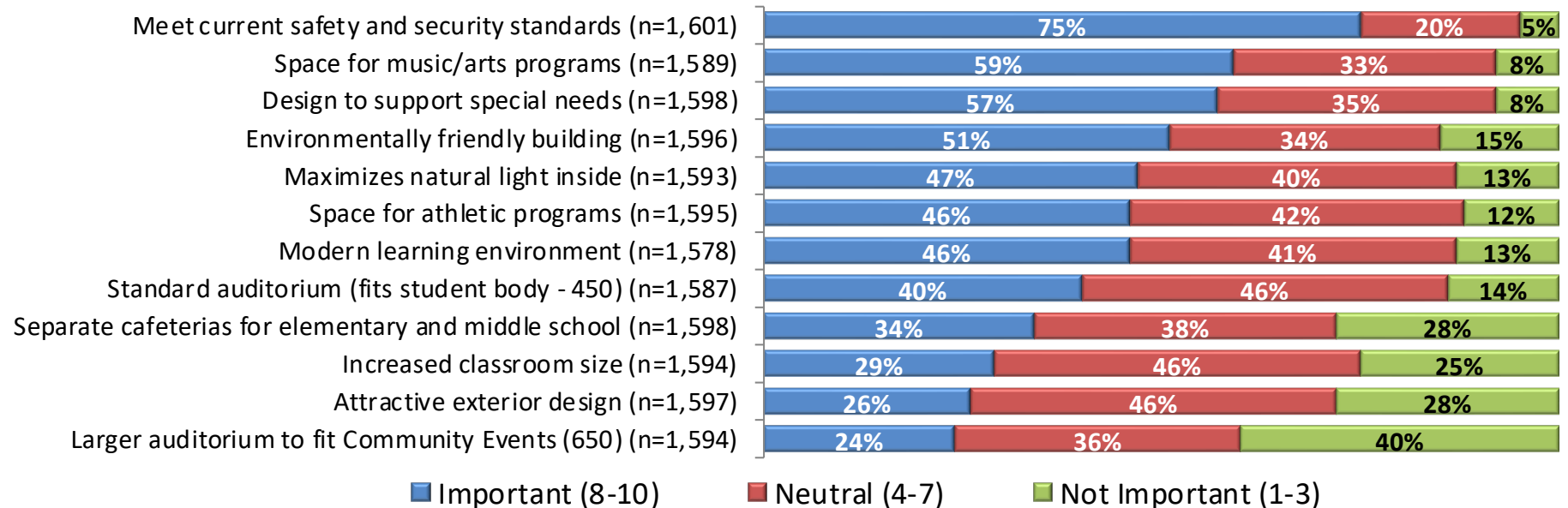
➤ Q6. Please explain your rating of not being concerned or being concerned about the current condition of the school buildings. (Unaided, multiple responses)

Importance of Building Features

- Three-quarters (75%) of respondents who provided a rating consider it important for the buildings to meet current safety and security standards.
- Just under three-fifths each feel space for music/arts programs (59%) and design to support special needs (57%) are important.
- About one-half each consider an environmentally friendly building (51%), maximizes natural light inside (47%), space for athletic programs (46%), and a modern learning environment (46%) important.
- Two-fifths (40%) feel a standard auditorium to fit the student body is important, while about one-third each consider separate cafeterias for elementary and middle school students (shared kitchen) (34%) and increased classroom size (29%) important.
 - About one-quarter each feel separate cafeterias (28%) and increased classroom size (25%) are not important.
- “Not important” ratings exceed “important” ratings for a larger auditorium to fit community events (40% vs. 24%) and attractive exterior design (28% vs. 26%).

Importance of Building Features

Base: Those who provided a response



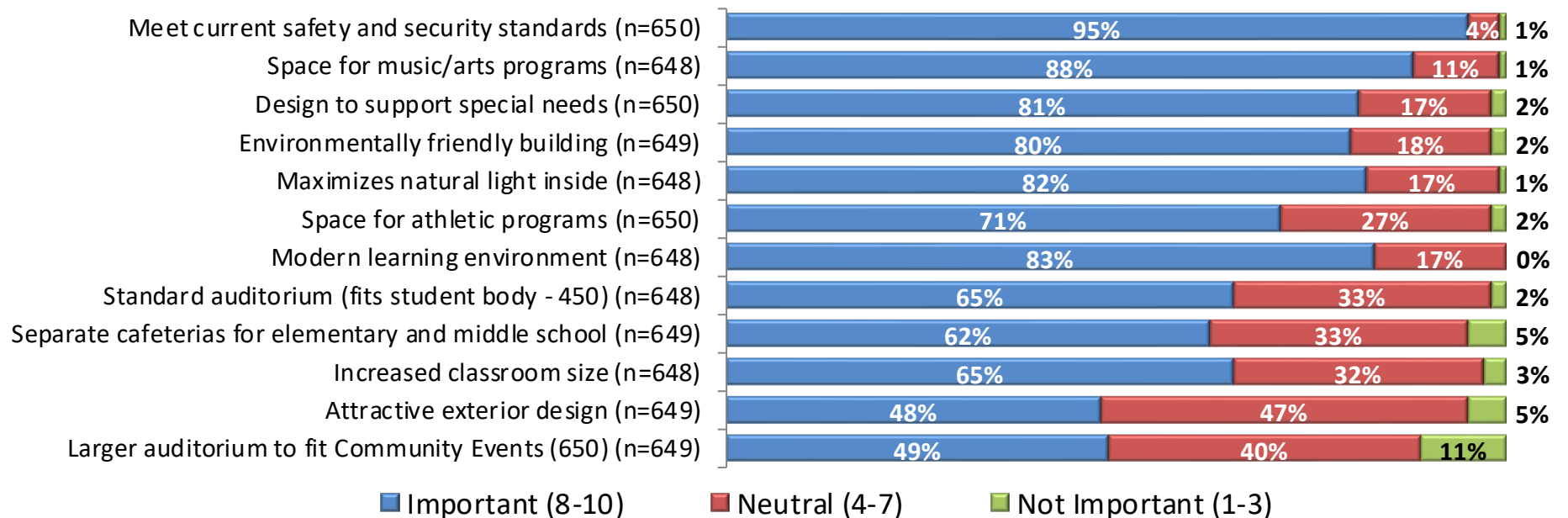
➤ Q7. Considering various options, please rate how not important or important you feel it is that the elementary and middle school buildings offer the following features. (Ten-point scale: 1=“Not at All Important”; 10=“Very Important”)

Importance of Building Features (cont'd)

- The majority of those who voted in favor of the November 2022 Referendum felt all but two of the potential building features for elementary and middle schools included in the research are important.
- The remaining two, attractive exterior design (48%) and large auditorium to fit Community Events (49%) just missed being deemed important by the majority.

Importance of Building Features – In Favor

Base: Those who provided a response



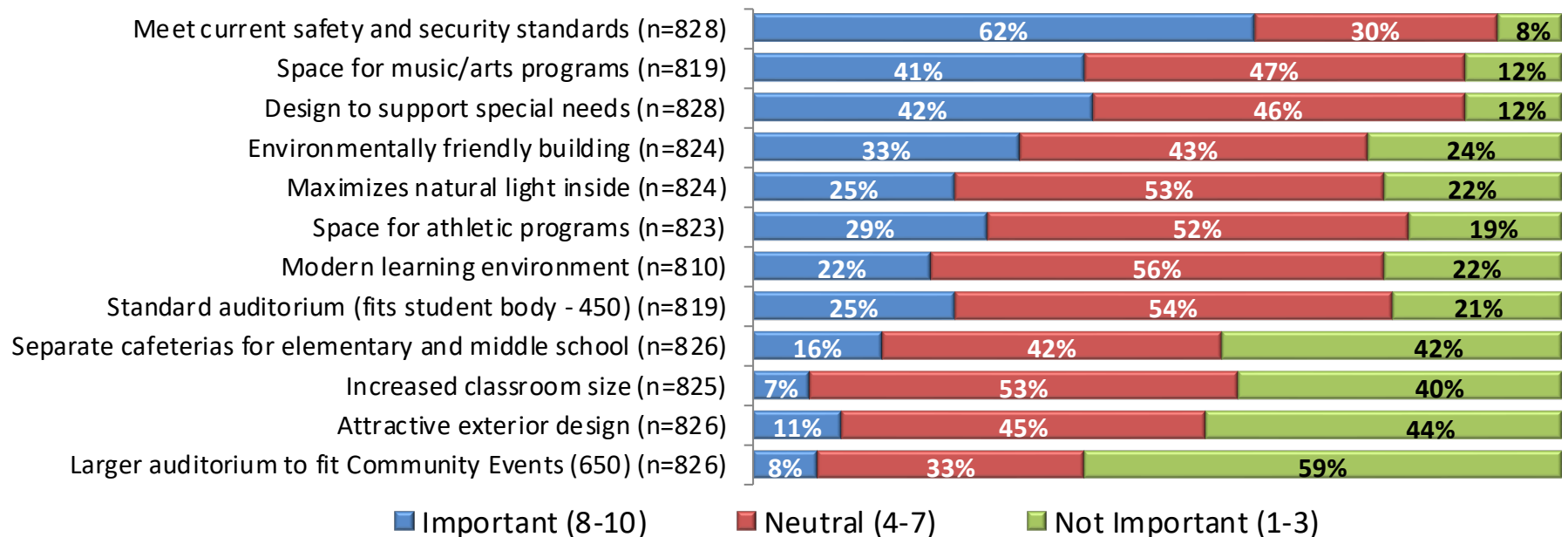
➤ Q7. Considering various options, please rate how not important or important you feel it is that the elementary and middle school buildings offer the following features. (Ten-point scale: 1="Not at All Important"; 10="Very Important")

Importance of Building Features (cont'd)

- Respondents who voted against the November 2022 Referendum were far less inclined than those who voted in favor to find the elementary and middle school features included in the research important. Only meet current safety and security standards (62%) was rated important by over one-half of this segment.
- Four of the features were rated not important by a higher percentage than those who rated them important.
- The majority gave neutral ratings, so they were undecided, for five of the building features.
-

Importance of Building Features – Opposed

Base: Those who provided a response



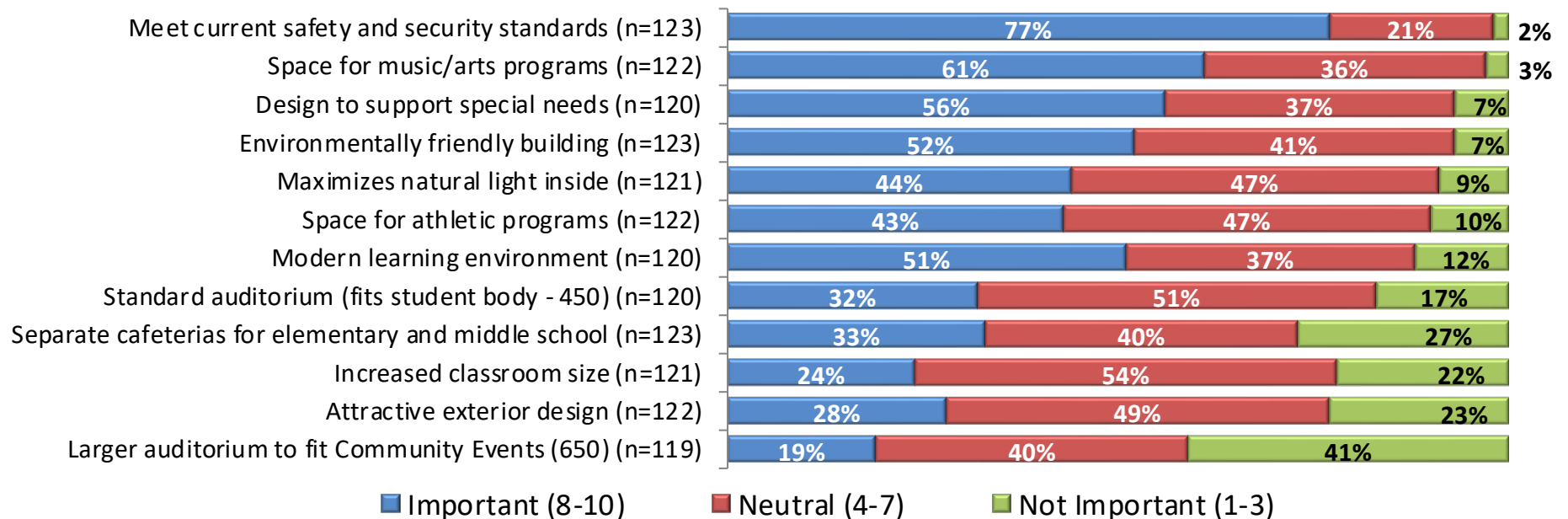
➤ Q7. Considering various options, please rate how not important or important you feel it is that the elementary and middle school buildings offer the following features. (Ten-point scale: 1="Not at All Important"; 10="Very Important")

Importance of Building Features (cont'd)

- Those who did not vote in the November 2022 Referendum struck the middle ground between those in favor and those against the Referendum.
- Five building features, led by meet safety and security standards (77%) are considered important by the majority of those who did not vote.
- Only one featured presented in the research, larger auditorium to fit Community Events, received a lower percentage of important than not important ratings.

Importance of Building Features – Did not Vote

Base: Those who provided a response



➤ Q7. Considering various options, please rate how not important or important you feel it is that the elementary and middle school buildings offer the following features. (Ten-point scale: 1="Not at All Important"; 10="Very Important")

Importance of Building Features (cont'd)

- Please see the following three slides for subgroup comparisons regarding perceived importance of school building features.
 - Respondents who supported the November 2022 school buildings proposal are significantly more likely than those who did not vote or preferred not to share their vote, who in turn are significantly more likely than those who opposed the proposal to consider each building feature important (with one exception: those who did not vote or share their vote are only directionally more likely to consider a standard auditorium (450) important).
 - Respondents who believe a school buildings project should focus on new construction only are significantly more likely than those who feel there should be a mix of new construction and renovation, who in turn are significantly more likely than those who prefer renovation only to consider each feature important.
 - Compared to residents of 15 years or more, newer Cape Elizabeth residents are significantly more likely to consider each feature important.
 - Likewise, respondents ages 18 to 44 are significantly more likely than those 45 to 64, who in turn are significantly more likely than those 65 or older to consider each feature important, as are respondents with children in Cape Elizabeth schools compared to those without.
 - Respondents with household incomes of \$200K or more are significantly more likely than those with incomes of \$100K to less than \$200K, who in turn are significantly more likely than those with incomes of less than \$100K to consider most features important.
 - There are seven exceptions: \$200K+ respondents are only directionally more likely than \$100K to less than \$200K respondents to consider space for music/arts programs, design to support special needs, environmentally friendly building, maximizes natural light inside, separate cafeterias, increased classroom size, and attractive exterior design important.
 - While respondents' reported annual property taxes do not correlate neatly with their ratings for the importance of building features, support for progressively larger tax increases correlates with perceived importance of each feature.

➤ Q7. Considering various options, please rate how not important or important you feel it is that the elementary and middle school buildings offer the following features. (Ten-point scale: 1="Not at All Important"; 10="Very Important")

Importance of Building Features (cont'd)

Importance of Building Features										
Percent "Important" (8-10)										
Base: Those who provided a response										
Features	Referendum Vote			Project Approach				Years Lived in Cape		
	In Favor A	Oppose B	Other C	Both D	New Only E	Reno Only F	No Opinion G	<5 years H	5 to <15 years I	15+ years J
Meet safety/security standards	96% _{BC} (n=650)	62% (n=828)	77% _B (n=123)	79% _{FG} (n=815)	97% _{DFG} (n=388)	47% (n=281)	64% _F (n=95)	86% _J (n=241)	82% _J (n=482)	71% (n=823)
Space for music/arts programs	88% _{BC} (n=648)	41% (n=819)	61% _B (n=122)	61% _{FG} (n=810)	88% _{DFG} (n=388)	25% (n=277)	47% _F (n=93)	70% _J (n=240)	68% _J (n=480)	52% (n=814)
Design to support special needs	81% _{BC} (n=650)	42% (n=828)	56% _B (n=120)	58% _{FG} (n=815)	85% _{DFG} (n=388)	27% (n=280)	46% _F (n=94)	66% _J (n=240)	65% _J (n=483)	52% (n=820)
Environmentally friendly building	80% _{BC} (n=649)	33% (n=824)	52% _B (n=123)	51% _F (n=812)	83% _{DFG} (n=388)	17% (n=279)	45% _F (n=94)	61% _J (n=240)	61% _J (n=481)	45% (n=820)
Maximizes natural light inside	82% _{BC} (n=648)	25% (n=824)	44% _B (n=121)	46% _F (n=812)	82% _{DFG} (n=388)	14% (n=279)	39% _F (n=93)	59% _J (n=240)	58% _J (n=480)	39% (n=818)
Space for athletic programs	71% _{BC} (n=650)	30% (n=823)	43% _B (n=122)	45% _F (n=813)	74% _{DFG} (n=388)	18% (n=279)	37% _F (n=94)	60% _J (n=241)	53% _J (n=481)	39% (n=818)
Modern learning environment	83% _{BC} (n=648)	22% (n=810)	51% _B (n=120)	45% _F (n=806)	85% _{DFG} (n=385)	9% (n=275)	35% _F (n=93)	64% _J (n=240)	57% _J (n=475)	37% (n=808)
Standard auditorium (450)	65% _{BC} (n=648)	25% (n=819)	32% (n=120)	39% _F (n=807)	67% _{DFG} (n=388)	14% (n=278)	30% _F (n=93)	51% _J (n=238)	45% _J (n=479)	35% (n=815)
Separate cafeterias	62% _{BC} (n=649)	16% (n=826)	33% _B (n=123)	31% _F (n=813)	71% _{DFG} (n=388)	5% (n=281)	24% _F (n=94)	50% _{IJ} (n=241)	42% _J (n=481)	26% (n=821)
Increased classroom size	65% _{BC} (n=648)	7% (n=825)	24% _B (n=121)	24% _F (n=811)	69% _{DFG} (n=388)	3% (n=281)	19% _F (n=94)	45% _J (n=241)	40% _J (n=480)	20% (n=818)
Attractive exterior design	48% _{BC} (n=649)	11% (n=826)	28% _B (n=122)	24% _F (n=815)	50% _{DFG} (n=388)	8% (n=279)	18% _F (n=94)	36% _J (n=241)	32% _J (n=480)	20% (n=821)
Larger auditorium (650)	50% _{BC} (n=649)	8% (n=826)	19% _B (n=119)	22% _F (n=811)	47% _{DFG} (n=388)	4% (n=279)	22% _F (n=94)	32% _J (n=241)	32% _J (n=482)	17% (n=816)

A,B,C,D,E,F,G,H,I,J: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q7. Considering various options, please rate how not important or important you feel it is that the elementary and middle school buildings offer the following features. (Ten-point scale: 1="Not at All Important"; 10="Very Important")

Importance of Building Features (cont'd)

Importance of Building Features										
Percent "Important" (8-10)										
Base: Those who provided a response										
Features	Age				HH Income				Kids in Schools	
	18 to 44 A	45 to 64 B	65+ C	Refused D	<\$100K E	\$100K - <\$200K F	\$200K+ G	Refused H	Yes I	No J
Meet safety/security standards	90% _{BCD} (n=305)	78% _{CD} (n=627)	68% _D (n=588)	56% (n=81)	69% (n=364)	79% _{EH} (n=427)	85% _{EFH} (n=443)	67% (n=367)	87% _J (n=556)	70% (n=1,027)
Space for music/arts programs	75% _{BCD} (n=305)	63% _{CD} (n=628)	51% _D (n=575)	34% (n=81)	49% (n=360)	68% _{EH} (n=425)	70% _{EH} (n=442)	46% (n=362)	71% _J (n=557)	53% (n=1,016)
Design to support special needs	74% _{BCD} (n=305)	59% _{CD} (n=627)	51% _D (n=584)	34% (n=82)	50% (n=364)	66% _{EH} (n=426)	65% _{EH} (n=443)	46% (n=365)	68% _J (n=557)	53% (n=1,024)
Environmentally friendly building	66% _{BCD} (n=305)	55% _{CD} (n=629)	45% _D (n=580)	24% (n=82)	47% _H (n=360)	59% _{EH} (n=425)	61% _{EH} (n=443)	37% (n=368)	65% _J (n=558)	45% (n=1,020)
Maximizes natural light inside	70% _{BCD} (n=305)	51% _{CD} (n=628)	37% _D (n=579)	19% (n=81)	42% (n=359)	52% _{EH} (n=425)	58% _{EH} (n=444)	35% (n=365)	67% _J (n=557)	38% (n=1,021)
Space for athletic programs	62% _{BCD} (n=305)	50% _{CD} (n=626)	37% _D (n=583)	20% (n=81)	34% (n=359)	52% _{EH} (n=426)	59% _{EFH} (n=444)	35% (n=366)	59% _J (n=555)	39% (n=1,023)
Modern learning environment	69% _{BCD} (n=304)	51% _{CD} (n=624)	35% _D (n=571)	16% (n=79)	32% (n=357)	54% _{EH} (n=420)	64% _{EFH} (n=442)	32% (n=359)	65% _J (n=554)	37% (n=1,008)
Standard auditorium (450)	57% _{BCD} (n=305)	43% _{CD} (n=627)	31% (n=574)	24% (n=81)	31% (n=356)	42% _{EH} (n=424)	50% _{EFH} (n=444)	34% (n=363)	53% _J (n=557)	34% (n=1,014)
Separate cafeterias	57% _{BCD} (n=305)	35% _{CD} (n=629)	25% (n=582)	16% (n=82)	28% (n=358)	40% _{EH} (n=427)	45% _{EH} (n=445)	22% (n=368)	52% _J (n=558)	25% (n=1,023)
Increased classroom size	54% _{BCD} (n=305)	32% _{CD} (n=627)	18% (n=580)	12% (n=82)	19% (n=358)	36% _{EH} (n=426)	43% _{EH} (n=444)	18% (n=366)	51% _J (n=557)	19% (n=1,020)
Attractive exterior design	36% _{BCD} (n=305)	30% _{CD} (n=628)	18% (n=582)	15% (n=82)	19% (n=360)	31% _{EH} (n=426)	34% _{EH} (n=444)	17% (n=367)	37% _J (n=557)	21% (n=1,023)
Larger auditorium (650)	38% _{BCD} (n=305)	29% _{CD} (n=628)	14% (n=580)	10% (n=81)	17% (n=360)	28% _{EH} (n=426)	34% _{EFH} (n=444)	14% (n=364)	41% _J (n=556)	15% (n=1,022)

A,B,C,D,E,F,G,H,I,J: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q7. Considering various options, please rate how not important or important you feel it is that the elementary and middle school buildings offer the following features. (Ten-point scale: 1="Not at All Important"; 10="Very Important")

Importance of Building Features (cont'd)

Importance of Building Features											
Percent "Important" (8-10)											
Base: Those who provided a response											
Features	Annual Property Taxes					Tax Increase Support					
	<\$4K A	\$4K- <\$8K B	\$8K- <\$15K C	\$15K+ D	Refused E	0% F	<5% G	5%- <10% H	10%- <15% I	15%+/ Needed J	Not Sure K
Meet safety/security standards	74% (n=89)	77% _D (n=626)	78% _D (n=546)	68% (n=172)	71% (n=168)	37% (n=184)	64% _F (n=276)	76% _{FG} (n=350)	90% _{FGH} (n=183)	96% _{FGHIK} (n=335)	85% _{FGH} (n=222)
Space for music/arts programs	54% (n=86)	63% _{DE} (n=624)	60% _D (n=541)	50% (n=171)	53% (n=167)	22% (n=183)	45% _F (n=272)	58% _{FG} (n=349)	75% _{FGHK} (n=183)	90% _{FGHIK} (n=335)	59% _{FG} (n=218)
Design to support special needs	61% _D (n=89)	62% _{DE} (n=627)	57% _D (n=546)	47% (n=170)	50% (n=166)	25% (n=182)	40% _F (n=276)	58% _{FG} (n=350)	68% _{FGH} (n=183)	84% _{FGHIK} (n=335)	65% _{FG} (n=223)
Environmentally friendly building	58% _{DE} (n=87)	54% _{DE} (n=626)	52% _{DE} (n=543)	43% (n=171)	42% (n=169)	14% (n=183)	35% _F (n=275)	52% _{FG} (n=349)	63% _{FGH} (n=183)	83% _{FGHIK} (n=335)	56% _{FG} (n=221)
Maximizes natural light inside	47% (n=88)	50% _{DE} (n=622)	48% _D (n=545)	38% (n=171)	41% (n=167)	13% (n=184)	24% _F (n=273)	46% _{FG} (n=349)	63% _{FGHK} (n=183)	82% _{FGHIK} (n=335)	52% _{FG} (n=219)
Space for athletic programs	37% (n=87)	45% (n=625)	50% _{AE} (n=544)	47% (n=172)	39% (n=167)	15% (n=184)	30% _F (n=272)	48% _{FG} (n=349)	55% _{FGK} (n=183)	75% _{FGHIK} (n=335)	44% _{FG} (n=222)
Modern learning environment	43% (n=87)	48% _E (n=617)	47% _E (n=536)	45% (n=172)	38% (n=166)	9% (n=183)	22% _F (n=265)	47% _{FG} (n=344)	59% _{FGHK} (n=183)	88% _{FGHIK} (n=335)	45% _{FG} (n=220)
Standard auditorium (450)	36% (n=87)	41% (n=621)	41% (n=543)	37% (n=170)	36% (n=166)	10% (n=182)	27% _F (n=272)	38% _{FG} (n=350)	51% _{FGH} (n=182)	68% _{FGHIK} (n=335)	41% _{FG} (n=217)
Separate cafeterias	33% (n=87)	36% _E (n=626)	36% (n=545)	29% (n=172)	28% (n=168)	8% (n=185)	16% _F (n=275)	34% _{FG} (n=349)	41% _{FG} (n=183)	66% _{FGHIK} (n=335)	35% _{FG} (n=222)
Increased classroom size	36% _D (n=87)	30% (n=624)	31% (n=544)	24% (n=171)	26% (n=168)	2% (n=184)	12% _F (n=273)	24% _{FG} (n=350)	37% _{FGHK} (n=183)	72% _{FGHIK} (n=335)	24% _{FG} (n=221)
Attractive exterior design	29% (n=87)	28% _E (n=625)	25% (n=545)	22% (n=172)	20% (n=168)	7% (n=184)	11% (n=274)	23% _{FG} (n=350)	30% _{FG} (n=183)	54% _{FGHIK} (n=335)	27% _{FG} (n=222)
Larger auditorium (650)	24% (n=88)	25% (n=625)	24% (n=543)	21% (n=172)	24% (n=166)	3% (n=183)	9% _F (n=274)	22% _{FG} (n=351)	30% _{FGH} (n=183)	50% _{FGHIK} (n=335)	26% _{FG} (n=218)

A,B,C,D,E,F,G,H,I,J,K: Significantly higher than the indicated column(s) at the 95% level of confidence.

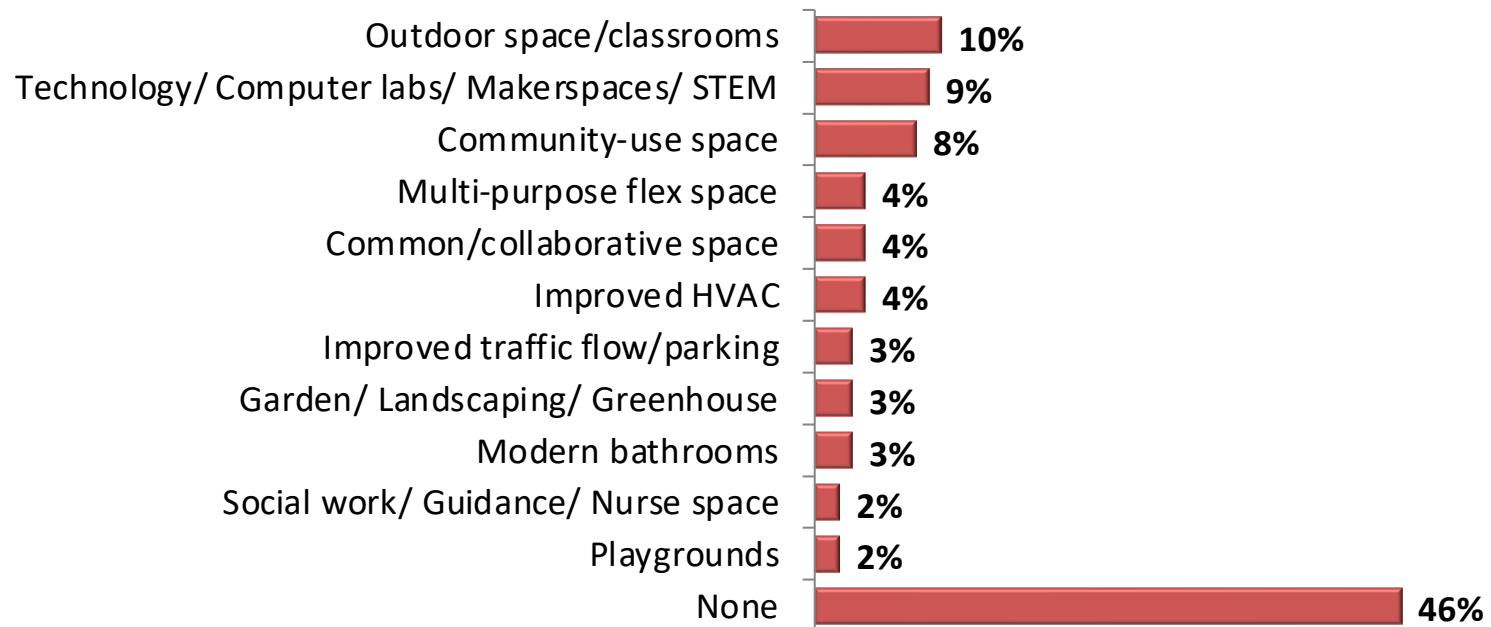
➤ Q7. Considering various options, please rate how not important or important you feel it is that the elementary and middle school buildings offer the following features. (Ten-point scale: 1="Not at All Important"; 10="Very Important")

Other Building Features Desired

- Asked about other features they would like the school buildings to provide, one in ten (10%) of those who provided a response mentioned outdoor space/classrooms, while one in eleven (9%) would like technology/ computer labs/ makerspaces/ STEM, and one in twelve (8%) want a community-use space.
- Multi-purpose/flex space, common/collaborative space, and improved HVAC (4% each), as well as improved traffic flow/parking, garden/ landscaping/ greenhouse, and modern bathrooms (3% each) follow as broadly cited features.
- Nearly one-half (46%) said there were no other features they would like the school buildings to provide.

Other Building Features Desired*

Base: Those who provided a response (n=472)



*Please see Appendix A for complete detail.

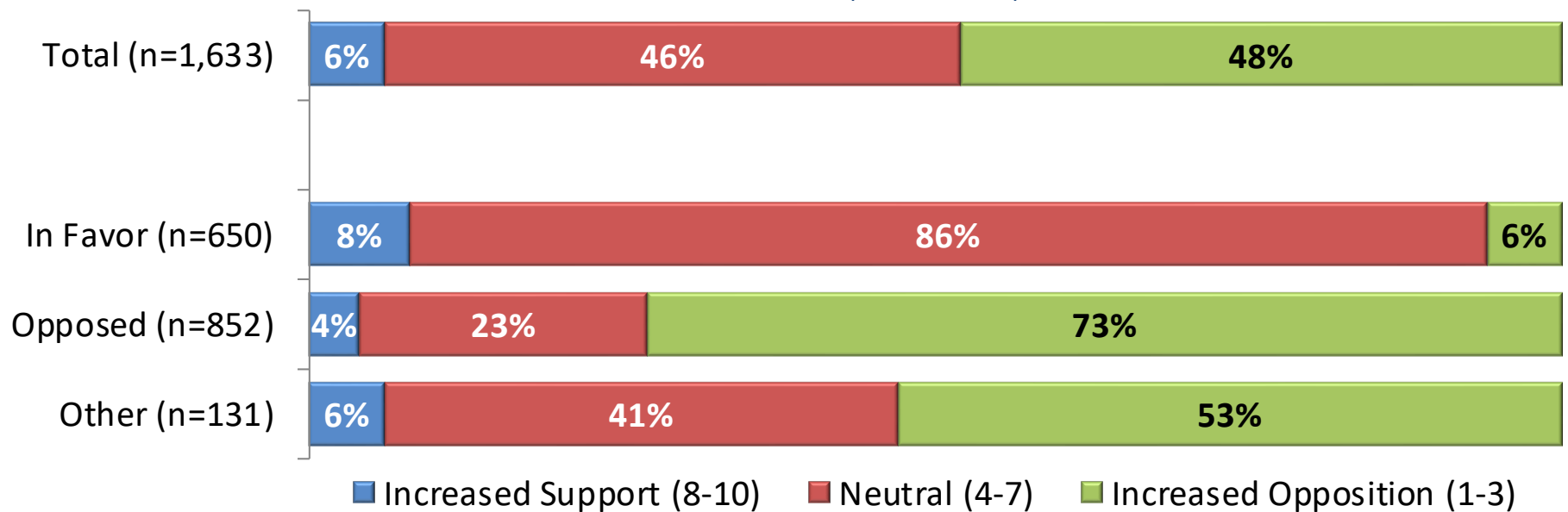
➤ Q8. What other features, not listed above in Question 7, if any, would you like our school buildings to provide? (Unaided, multiple responses)

Impact of Pending Property Tax Revaluation on Opinion of Project

- About one-half (48%) of respondents indicated that the pending property tax revaluation increased their opposition to the school buildings project; three-quarters (73%) of those who voted against the referendum.
- Nearly one-half (46%) provided a neutral rating for the impact of the pending revaluation on their opinion of the project; the majority (86%) of those who voted in favor of the referendum.
- Few (6%) respondents said the pending revaluation increased their support for the project.

Impact of Pending Property Tax Revaluation on Opinion of Project

Base: Those who provided a response



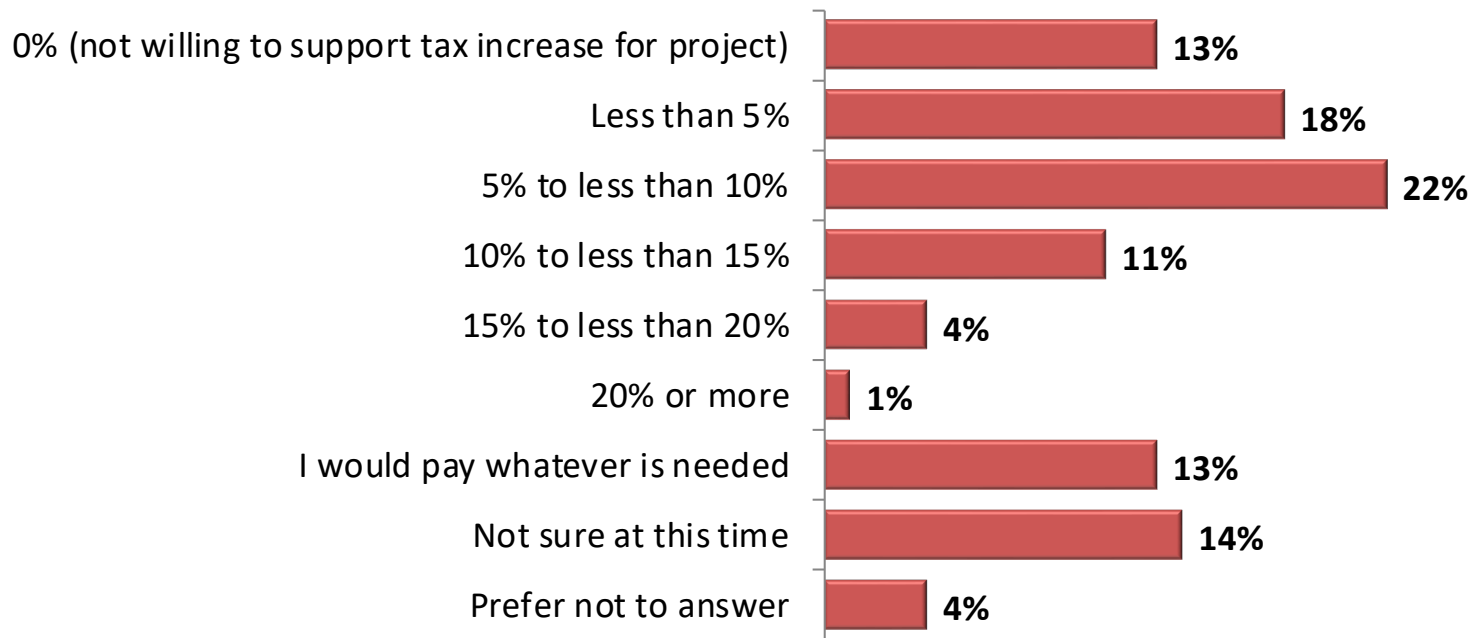
➤ Q14. To what extent did the pending property tax revaluation impact, if at all, your opinion about the school buildings project? (Ten-point scale: 1="Greatly Increased My Opposition"; 10="Greatly Increased My Support")

Level of Property Tax Increase Supported for School Buildings

- Similar percentages of respondents—about one in seven each—indicated that they are not willing to support a tax increase for a school buildings project (13%), would pay whatever is needed (13%), and are not sure at this time (14%).
- Working up from the highest level of support, “I would pay whatever is needed” to reach support from the majority of respondents, one has to go to a 5% to less than 10% property tax increase. Therefore, 51% of respondents would accept a 5% to less than 10% property tax increase to support the needs of the school buildings.

Level of Property Tax Increase Supported for School Buildings

Base: All respondents (n=1,652)



➤ Q16. Based on your understanding of the needs of the school buildings in Cape Elizabeth, what level of property tax increase, if any, would you support for these needs? (Aided, single response)

Level of Property Tax Increase Supported for School Buildings (cont'd)

- Respondents who feel a school buildings project should focus on new construction only tend to be significantly more likely than those who feel a project should also (or only) include renovation to support tax increases of 10% or more.
- Compared to respondents who have lived in Cape Elizabeth for less than 15 years, longer-tenured residents are significantly more likely not to be willing to support a tax increase or to support a tax increase of less than 5%.

Level of Property Tax Increase Supported for School Buildings										
Base: All respondents										
Level of Property Tax Increase Supported for School Buildings	Referendum Vote			Project Approach				Years Lived in Cape		
	In Favor (n=655) A	Oppose (n=861) B	Other (n=136) C	Both (n=829) D	New Only (n=389) E	Reno Only (n=296) F	No Opinion (n=99) G	<5 years (n=243) H	5 to <15 years (n=492) I	15+ years (n=855) J
0% (not willing to support tax increase for project)	---	20% _A	19% _A	5% _E	<1%	45% _{DEG}	20% _{DE}	5%	9%	16% _{HI}
Less than 5%	4%	28% _{AC}	15% _A	21% _E	3%	27% _{DEG}	17% _E	12%	14%	23% _{HI}
5% to less than 10%	17%	25% _A	20%	28% _{EFG}	15%	16%	16%	22%	20%	24%
10% to less than 15%	16% _B	8%	10%	12% _F	18% _{DFG}	2%	9% _F	14% _J	14% _J	8%
15% to less than 20%	9% _{BC}	1%	2%	4% _F	8% _{DFG}	<1%	2%	8% _J	5% _J	3%
20% or more	4% _{BC}	<1%	---	1%	4% _{DF}	---	2% _F	2% _J	3% _J	1%
I would pay whatever is needed	35% _{BC}	<1%	8% _B	8% _F	39% _{DFG}	---	7% _F	21% _J	17% _J	9%
Not sure at this time	14%	13%	18%	17% _{EF}	10%	7%	21% _{EF}	12%	15%	13%
Prefer not to answer	3%	4%	8% _{AB}	3%	3%	3%	6%	3%	3%	4%

A,B,C,D,E,F,G,H,I,J: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q16. Based on your understanding of the needs of the school buildings in Cape Elizabeth, what level of property tax increase, if any, would you support for these needs? (Aided, single response)

Level of Property Tax Increase Supported for School Buildings (cont'd)

- Younger respondents, ages 18 to 44, are significantly more likely to support tax increases of 10% or more, while older respondents are more likely not to be willing to support a tax increase or to support a tax increase of less than 10%, as are respondents with kids in Cape Elizabeth schools compared to those without.
- Compared to respondents with household incomes of less than \$100K, higher income respondents are significantly more likely to support tax increases of 10% or more. Lower income respondents are significantly more likely not to support a tax increase or to support an increase of less than 5%.

Level of Property Tax Increase Supported for School Buildings										
Base: All respondents										
Level of Property Tax Increase Supported for School Buildings	Age				HH Income				Kids in Schools	
	18 to 44 (n=305) A	45 to 64 (n=638) B	65+ (n=617) C	Refused (n=92) D	<\$100K (n=380) E	\$100K - <\$200K (n=435) F	\$200K+ (n=448) G	Refused (n=389) H	Yes (n=561) I	No (n=1,062) J
0% (not willing to support tax increase for project)	3%	12% _A	16% _{AB}	37% _{ABC}	20% _{FG}	8%	5%	21% _{FG}	6%	16% _I
Less than 5%	9%	17% _A	24% _{ABD}	15%	26% _{FGH}	17%	13%	18% _G	9%	23% _I
5% to less than 10%	13%	24% _{AD}	26% _{AD}	11%	21%	24%	22%	21%	22%	22%
10% to less than 15%	18% _{BCD}	11%	8%	4%	7%	15% _{EH}	15% _{EH}	6%	13% _J	10%
15% to less than 20%	7% _{CD}	6% _{CD}	2%	---	2%	5% _{EH}	8% _{EH}	2%	7% _J	3%
20% or more	3% _C	2%	1%	---	<1%	2% _H	3% _{EH}	<1%	2% _J	1%
I would pay whatever is needed	30% _{BCD}	14% _{CD}	6%	4%	6%	17% _{EH}	22% _{EH}	5%	24% _J	7%
Not sure at this time	17%	13%	14%	11%	14%	11%	13%	18% _F	15%	14%
Prefer not to answer	1%	3%	4% _A	19% _{ABC}	3% _G	2%	1%	10% _{EFG}	1%	5% _I

A,B,C,D,E,F,G,H,I,J: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q16. Based on your understanding of the needs of the school buildings in Cape Elizabeth, what level of property tax increase, if any, would you support for these needs? (Aided, single response)

Level of Property Tax Increase Supported for School Buildings (cont'd)

- There is no clear correlation between respondents' reported annual property taxes and their willingness to support a tax increase for a school buildings project.

Level of Property Tax Increase Supported for School Buildings					
Base: All respondents					
Level of Property Tax Increase Supported for School Buildings	Annual Property Taxes				
	<\$4K (n=92) A	\$4K- <\$8K (n=640) B	\$8K- <\$15K (n=556) C	\$15K+ (n=180) D	Refused (n=184) E
0% (not willing to support tax increase for project)	20% _C	13% _C	8%	17% _C	23% _{BC}
Less than 5%	24% _E	18% _E	19% _E	23% _E	11%
5% to less than 10%	20% _E	21%	26% _{BE}	25% _E	10%
10% to less than 15%	8%	13% _E	12% _E	10% _E	3%
15% to less than 20%	2%	5% _E	5% _E	2%	1%
20% or more	---	1%	2%	1%	1%
I would pay whatever is needed	15%	12%	15%	13%	10%
Not sure at this time	9%	15% _D	12%	8%	22% _{ABCD}
Prefer not to answer	2%	2%	2%	1%	19% _{ABCD}

A,B,C,D,E: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q16. Based on your understanding of the needs of the school buildings in Cape Elizabeth, what level of property tax increase, if any, would you support for these needs? (Aided, single response)

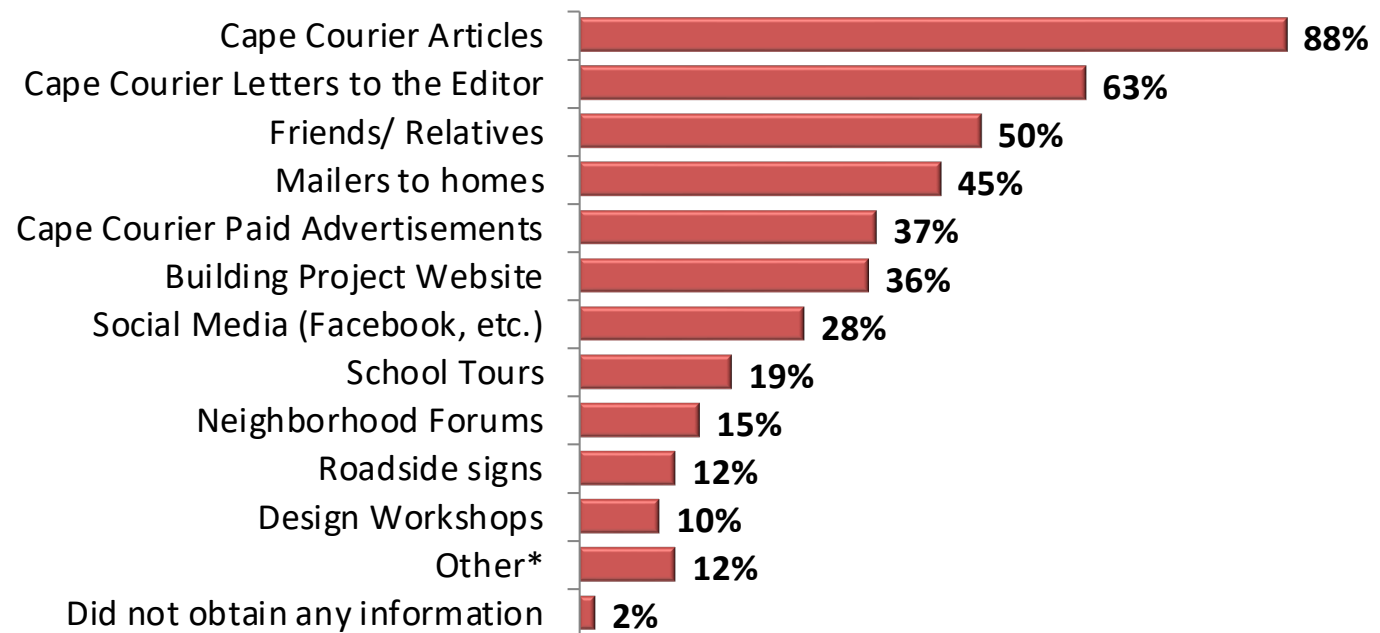
Information About Proposals

Sources of Information About Proposal

- Virtually all (88%) respondents who provided an answer said they obtained information about the school buildings proposal via *Cape Courier* Articles.
- Three-fifths (63%) obtained information from *Cape Courier* Letters to the Editor, while one-half (50%) learned about the proposal from friends/ relatives, and just under one-half (45%) from mailers to their home.
- *Cape Courier* Paid Advertisements (37%), the Building Project Website, and Social Media (28%) follow as broadly mentioned sources of learning.
 - Few (2%) respondents indicated that they did not obtain any information about the proposal.

Sources of Information About Proposal

Base: Those who provided a response (n=1,623)



*Please see Appendix A for complete detail.

➤ Q9. Where did you obtain information about the school buildings proposal? (Aided, multiple responses)

Sources of Information About Proposal (cont'd)

- Respondents who voted against the November 2022 proposal are significantly more likely than other respondents to have obtained information from *Cape Courier* Letters to the Editor and Paid Advertisements as well as mailers to homes.
- Those who voted in favor of the proposal are significantly more likely than other respondents to have obtained information from friends/ relatives, the building project website, social media, school tours, neighborhood forums, and design workshops.

Sources of Information About Proposal							
Base: Those who provided a response (n=1,623)							
Sources of Information	Referendum Vote			Project Approach			
	In Favor (n=650)	Oppose (n=844)	Other (n=129)	Both (n=824)	New Only (n=389)	Reno Only (n=288)	No Opinion (n=97)
	A	B	C	D	E	F	G
<i>Cape Courier</i> Articles	87% _C	91% _{AC}	74%	91% _{EF}	86%	85%	86%
<i>Cape Courier</i> Letters to the Editor	57%	68% _{AC}	52%	69% _{EF}	55%	58%	54%
Friends/ Relatives	57% _{BC}	47%	42%	51% _F	56% _F	42%	50%
Mailers to homes	40%	50% _{AC}	31%	47% _{EG}	40%	51% _{EG}	30%
<i>Cape Courier</i> Paid Advertisements	29%	43% _{AC}	31%	41% _E	30%	36%	31%
Building Project Website	45% _{BC}	33% _C	17%	35% _F	50% _{DFG}	27%	29%
Social Media (Facebook, etc.)	39% _{BC}	21%	22%	24%	46% _{DFG}	21%	22%
School Tours	28% _{BC}	15% _C	8%	18% _F	30% _{DFG}	13%	11%
Neighborhood Forums	22% _{BC}	12%	9%	12%	25% _{DFG}	14%	12%
Roadside signs	11%	13%	11%	12%	11%	16%	10%
Design Workshops	15% _{BC}	9% _C	3%	9%	19% _{DFG}	8%	4%
Other*	12%	12%	9%	11%	12%	14% _G	7%
Did not obtain any information	1%	1%	9% _{AB}	1%	1%	3% _E	4% _{DE}

A,B,C,D,E,F,G: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q9. Where did you obtain information about the school buildings proposal? (Aided, multiple responses)

Preferred Ways to Receive Information About SBAC Work

- Two-fifths (40%) of respondents would prefer to receive information about the work of the School Building Advisory Committee via email, while one-third (35%) favor news media, particularly the *Cape Courier* (32%).
- One-quarter (25%) want information via mail, while one-fifth (22%) would like information to be available online.
 - Larger percentages of respondents mentioned the town website (9%) and online sources in general (9%) than cited the building project website (5%) specifically, suggesting awareness of the building project website could be improved.

Preferred Ways to Receive Information About School Building Advisory Committee Work*	
Base: Those who provided a response (n=1,264)	
Email	40%
<u>News media (NET)</u>	<u>35%</u>
<i>Cape Courier</i>	32%
<i>News (non-specific)</i>	2%
<i>Community TV</i>	1%
<i>Portland Press Herald</i>	1%
<i>Forecaster</i>	<1%
Mail	25%
<u>Online (NET)</u>	<u>22%</u>
<i>Town website</i>	9%
<i>Online/website (non-specific)</i>	9%
<i>Building project website</i>	5%
<i>School website</i>	1%
Meetings/ Forums (inc. minutes/recordings)	9%
<u>Social media (NET)</u>	<u>5%</u>
<i>Social media (non-specific)</i>	3%
<i>Facebook</i>	2%
<i>Cape POD</i>	1%

*Please see Appendix A for complete detail.

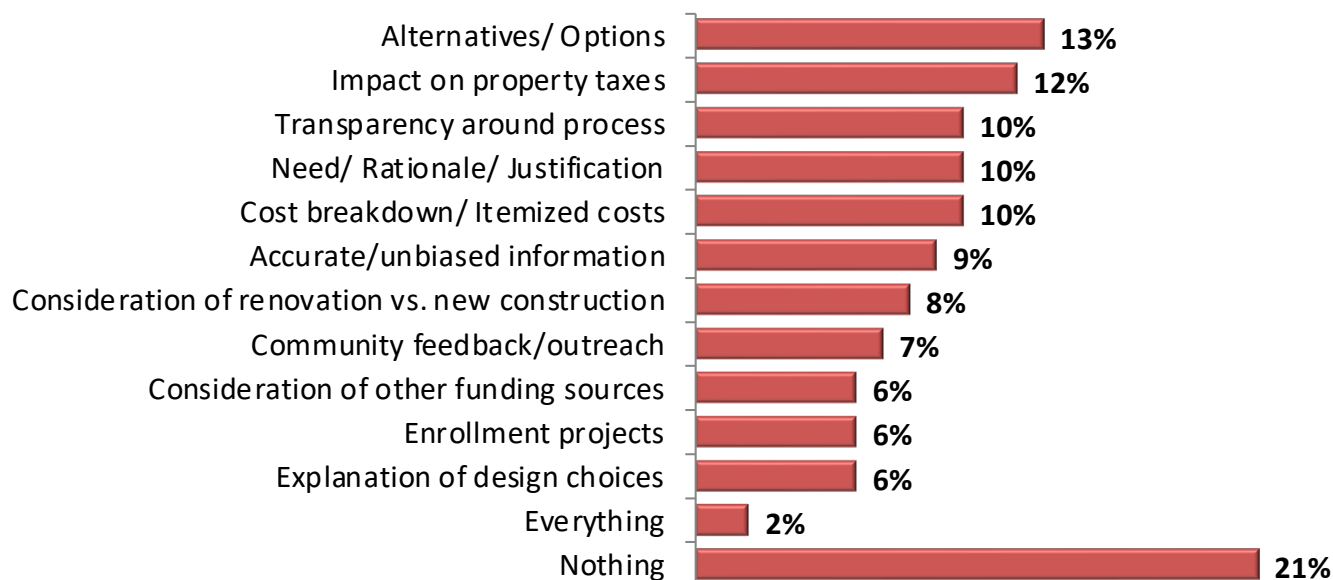
➤ Q10. How would you prefer to receive information about the work of the School Building Advisory Committee (SBAC)? (Unaided, multiple responses)

Information Missing at Time of November 2022 Referendum

- One-fifth (21%) of those who provided a response did not feel any information was missing at the time of the November 2022 referendum.
- Alternatives/ options (13%), impact on property taxes (12%), transparency around process (10%), need/ rationale/ justification (10%), and cost breakdown/ itemized costs (10%) are the most broadly mentioned pieces of information respondents felt to be missing at the time of the referendum.
 - Respondents who opposed the proposal (16%) and those who did not vote or preferred not to share the way they voted (17%) are significantly more likely than those who supported the proposal (7%) to say alternatives/options were missing.
 - Those who supported the proposal (17%) are significantly more likely than those who opposed it (9%) and those who did not vote or preferred not to share the way they voted (4%) to say the impact on property taxes was unclear.

Information Missing at Time of November 2022 Referendum*

Base: Those who provided a response (n=932)



*Please see Appendix A for complete detail.

➤ Q11. What information about the school buildings proposal, if any, do you feel was missing at the time of the November 2022 referendum? (Unaided, multiple responses)

Respondent Profile

Respondent Profile

- The demographic composition of respondents align fairly well with U.S. Census data with the exception of household income, which skews a little higher among respondents and the youngest age groups, 18 to 34, which are light (motivating 18 to 34 year olds to complete surveys is a market research industry issue right now).
- Respondent age is well balanced: similar percentages are ages 18 to 44 (17%), 45 to 54 (19%), 55 to 64 (19%), 65 to 74 (23%), and 75 or older (16%). Note that Maine is the oldest State in the nation and Cape Elizabeth is among the older towns in Cumberland County.
- Just over one-half (52%) of respondents are female, while over one-third (36%) are male.
 - One in eight (12%) respondents declined to indicate their gender.
- One-half (50%) of respondents do not have children in their household.
 - Households represented in this research include children under age 5 (8%), 5 to under 10 (16%), 10 to under 15 (16%), 15 to under 19 (12%), and 19 or older (10%).
- Two-thirds (67%) of those who provided a response do not have children in Cape Elizabeth schools.
 - Similar percentages of respondents have students in Cape Elizabeth schools at the elementary (16%), middle (14%), and high (15%) school levels.
- Nearly one-third (31%) of respondents have lived in Cape Elizabeth for 30 years or more, and one in six (16%) have lived in Cape Elizabeth for 20 to less than 30 years.
- Most respondents (88%) live in Cape Elizabeth year-round.
- Over one-half of respondents are employed full (44%) or part (10%) time, while just over one-third (35%) are retired.
- One-quarter of respondents each have household incomes of less than \$100K (24%), \$100K to less than \$200K (26%), and \$200K or more (26%); one-quarter (24%) declined to indicate their income.
- Respondents most broadly pay annual property tax bills of \$4,000 to less than \$8,000 (39%) and \$8,000 to less than \$15,000 (34%). Smaller percentages pay \$15,000 or more (11%) or less than \$4,000 (5%).

Respondent Profile (continued)

Age	Total (n=1,652)
18 to 24	1%
25 to 34	1%
35 to 44	15%
45 to 54	19%
55 to 64	19%
65 to 74	23%
75 to 84	14%
85 or older	2%
Prefer not to answer	6%
Ages of Children in Household	Total (n=1,652)
Under 5 years old	8%
5 to under 10 years old	16%
10 to under 15 years old	16%
15 to under 19 years old	12%
19 years or older	10%
None	50%
Prefer not to answer	7%
Currently Have Students in Cape Elizabeth Schools	Total (n=1,623)
Elementary (Grades K – 4)	16%
Middle (Grades 5 – 8)	14%
High School (Grades 9 – 12)	15%
No	67%

Years Lived in Cape Elizabeth	Total (n=1,652)
Less than one year	1%
1 to less than 5 years	13%
5 to less than 10 years	15%
10 to less than 15 years	14%
15 to less than 20 years	6%
20 to less than 30 years	16%
30 years or more	31%
Prefer not to answer	4%
Average Months Per Year Live in Cape Elizabeth	Total (n=1,652)
Less than one month	<1%
1 to 3 months	1%
4 to 6 months	1%
7 to 9 months	3%
10 to 11 months	3%
12 months	88%
Prefer not to answer	3%
Gender	Total (n=1,652)
Female	52%
Male	36%
Non-binary	<1%
Prefer not to answer	12%

Respondent Profile (continued)

Current Employment Status	Total (n=1,652)
Employed full-time (30 hours+/week)	44%
Employed part-time (<30 hours/week)	10%
Unemployed	1%
Retired	35%
Military	<1%
Student	<1%
Stay at home parent	3%
Other	1%
Prefer not to answer	6%
Household Income	Total (n=1,652)
Less than \$50,000	6%
\$50,000 to less than \$75,000	8%
\$75,000 to less than \$100,000	10%
\$100,000 to less than \$150,000	15%
\$150,000 to less than \$200,000	11%
\$200,000 to less than \$250,000	8%
\$250,000 or more	18%
Prefer not to answer	24%

Total Annual Property Tax Bill	Total (n=1,652)
\$0.00 (I don't pay Cape Elizabeth taxes)	1%
\$1 to less than \$2,000	<1%
\$2,000 to less than \$4,000	4%
\$4,000 to less than \$6,000	18%
\$6,000 to less than \$8,000	21%
\$8,000 to less than \$10,000	15%
\$10,000 to less than \$15,000	19%
\$15,000 to less than \$20,000	6%
\$20,000 or more	5%
Prefer not to answer	11%

Conclusions

Conclusions

- Cape Elizabeth residents would like to be able to see and compare several options to resolving the school building needs.
 - Respondents feel this will bring more transparency to the process.
 - Residents would like to be able to more easily assess what “extras” cost and identify those they feel are affordable.
 - Large percentages of respondents expressed interest in varying approaches to a project: new construction only, new construction and renovation and renovation only. Seeing options for all three approaches will allow residents to compare the options.
 - Many respondents felt more than one proposal should have been offered or vetted before the November 2022 Referendum and they didn’t feel like that happened.
- The majority of respondents expressed concerns about the cost of the proposal presented in the November 2022 Referendum.
 - Two-thirds of those who voted against the November 2022 referendum cited cost and almost one-half mentioned property tax increase as the top reasons for their opposition.
 - The data suggests that the property tax increase can be no more than 5% to less than 10% to gain support from at least 50% of residents.
 - Some investigation into alternative sources of revenue to help pay for the project was encouraged by many respondents.

Conclusions (cont'd)

- New systems to minimize annual repair costs received the highest level of positive ratings among the eleven specific elements of the Referendum Proposal respondents rated.
 - The condition and structural integrity of the school buildings was most frequently cited as a reason to support the referendum.
 - Modernizing perceived outdated school buildings was the second most frequently reported reason for voting in favor of the referendum.
- Moving forward, meeting current safety and security standards received by far the highest percentage of “important” ratings .
 - Other features deemed important by a broad spectrum of respondents include space for music/arts programs, a design to support special needs and buildings that are environmentally friendly.
 - Garnering the lowest level of “important” ratings was a larger auditorium to fit Community Events (650). The “650” refers to the capacity of the larger auditorium.
 - Respondents were asked to rate their perceived importance of twelve features that could be offered in elementary and middle school buildings.

Conclusions (cont'd)

- The research revealed that a fairly substantial group of residents perceive student enrollment in the Cape Elizabeth School System has been declining.
 - Many respondents who voted against the November 2022 referendum proposal questioned the size, need for, and scope of the project given their perceptions of declining enrollment.
 - Linked to this is some concern that the project includes the flexibility to adjust to future changes in enrollment and the evolving needs of the school system.
- The pending property tax revaluation has created considerable apprehension among residents about a school buildings proposal.
 - Dispositions about the revaluation impacted many responses in the research causing some people to lessen their support for the project, remain undecided or oppose the project entirely until more is known about the revaluation.
 - Just under one-half indicated the revaluation increased their opposition of the school buildings project and an almost equal percentage were non-committal about how it impacted their opinion about a school building project. Only about one in sixteen indicated it increased their support.
 - Less than one in ten who voted in favor of the November 2022 Referendum indicated the tax revaluation increased their support.
 - Depending on the outcome of the revaluation and reactions to it, the entire current landscape of support and opposition for the project could change.

Conclusions (cont'd)

- Existing perceptions indicate that communications about school building proposals and the work of the SBAC could be improved.
 - *Cape Courier* Articles and Letters to the Editor were the most broadly sought after sources of information about the November 2022 proposal.
 - Mailers to homes, *Cape Courier* Paid Advertisements and the Building Project Website were also widely viewed sources of information.
 - Other sources of information such as school tours, neighborhood forums, design workshops, Town Council and SBAC Meetings, etc. were not nearly as broadly used.
 - Email and articles in the *Cape Courier* followed by mail are the preferred methods of receiving information about the work of the School Building Advisory Committee.

Appendix A

Additional Data

Appendix A: Additional Data

- Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Vote In Favor of Proposal	
Base: Those who voted in favor of the proposal and provided a response (n=634)	
<u>Age/condition of buildings (structural integrity, etc.) (NET)</u>	<u>40%</u>
<i>Most Influential</i>	30%
<i>Second Most</i>	8%
<i>Third Most</i>	2%
<u>Need to modernize/ Buildings are outdated (NET)</u>	<u>34%</u>
<i>Most Influential</i>	18%
<i>Second Most</i>	11%
<i>Third Most</i>	5%
<u>General support for schools/students/teachers/education (NET)</u>	<u>31%</u>
<i>Most Influential</i>	15%
<i>Second Most</i>	8%
<i>Third Most</i>	8%
<u>Good schools benefit community and home values (NET)</u>	<u>24%</u>
<i>Most Influential</i>	5%
<i>Second Most</i>	9%
<i>Third Most</i>	10%

Reasons for Vote In Favor of Proposal (cont'd)	
Base: Those who voted in favor of the proposal and provided a response (n=634)	
<u>Own child(ren)/grandchild(ren) attending/will attend (NET)</u>	<u>17%</u>
<i>Most Influential</i>	12%
<i>Second Most</i>	4%
<i>Third Most</i>	1%
<u>Health concerns (ventilation, leaks, fire, lead, rodents, etc.) (NET)</u>	<u>17%</u>
<i>Most Influential</i>	9%
<i>Second Most</i>	5%
<i>Third Most</i>	3%
<u>Renovation more expensive/disruptive than replacement (NET)</u>	<u>16%</u>
<i>Most Influential</i>	7%
<i>Second Most</i>	7%
<i>Third Most</i>	2%
<u>Safety concerns (non-specific) (NET)</u>	<u>16%</u>
<i>Most Influential</i>	7%
<i>Second Most</i>	5%
<i>Third Most</i>	4%

Appendix A: Additional Data (cont'd)

- Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Vote In Favor of Proposal (cont'd)	
Base: Those who voted in favor of the proposal and provided a response (n=634)	
<u>Poor layout of buildings/classrooms (NET)</u>	<u>16%</u>
<i>Most Influential</i>	5%
<i>Second Most</i>	5%
<i>Third Most</i>	6%
<u>Will cost more in future (NET)</u>	<u>15%</u>
<i>Most Influential</i>	3%
<i>Second Most</i>	7%
<i>Third Most</i>	5%
<u>Security concerns (intruders, gun violence, etc.) (NET)</u>	<u>13%</u>
<i>Most Influential</i>	7%
<i>Second Most</i>	4%
<i>Third Most</i>	2%
<u>Maintenance expenses (NET)</u>	<u>13%</u>
<i>Most Influential</i>	6%
<i>Second Most</i>	4%
<i>Third Most</i>	3%

Reasons for Vote In Favor of Proposal (cont'd)	
Base: Those who voted in favor of the proposal and provided a response (n=634)	
<u>Need (non-specific) (NET)</u>	<u>12%</u>
<i>Most Influential</i>	8%
<i>Second Most</i>	2%
<i>Third Most</i>	2%
<u>Environmental/efficiency considerations (NET)</u>	<u>8%</u>
<i>Most Influential</i>	2%
<i>Second Most</i>	3%
<i>Third Most</i>	3%
<u>Input from board/consultants/studies (NET)</u>	<u>8%</u>
<i>Most Influential</i>	3%
<i>Second Most</i>	2%
<i>Third Most</i>	2%
<u>Comfort concerns (heat, air conditioning, light, space, etc.) (NET)</u>	<u>7%</u>
<i>Most Influential</i>	3%
<i>Second Most</i>	1%
<i>Third Most</i>	3%

Appendix A: Additional Data (cont'd)

- Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Vote In Favor of Proposal (cont'd)	
Base: Those who voted in favor of the proposal and provided a response (n=634)	
<u>Attract/retain teachers (NET)</u>	<u>6%</u>
<i>Most Influential</i>	1%
<i>Second Most</i>	3%
<i>Third Most</i>	3%
<u>Personal observation/experience (NET)</u>	<u>4%</u>
<i>Most Influential</i>	3%
<i>Second Most</i>	1%
<i>Third Most</i>	1%
<u>Proposal is fair/ Reasonable compromises (NET)</u>	<u>3%</u>
<i>Second Most</i>	1%
<i>Third Most</i>	2%
<u>Community can afford it (NET)</u>	<u>3%</u>
<i>Most Influential</i>	1%
<i>Second Most</i>	1%
<i>Third Most</i>	1%

Reasons for Vote In Favor of Proposal (cont'd)	
Base: Those who voted in favor of the proposal and provided a response (n=634)	
<u>Like proposal/ Good plan/design (NET)</u>	<u>3%</u>
<i>Most Influential</i>	<1%
<i>Second Most</i>	1%
<i>Third Most</i>	1%
<u>Time/money/effort already invested (NET)</u>	<u>2%</u>
<i>Most Influential</i>	<1%
<i>Second Most</i>	1%
<i>Third Most</i>	1%
<u>Cost (NET)</u>	<u>1%</u>
<i>Most Influential</i>	<1%
<i>Second Most</i>	1%
<i>Third Most</i>	<1%
<u>Increasing population/enrollment (NET)</u>	<u>1%</u>
<i>Second Most</i>	1%
<i>Third Most</i>	1%

Appendix A: Additional Data (cont'd)

- Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Vote In Favor of Proposal (cont'd)	
Base: Those who voted in favor of the proposal and provided a response (n=634)	
<u>Tax increase (NET)</u>	<u>1%</u>
<i>Most Influential</i>	<1%
<u>Proposal is excessive (NET)</u>	<u><1%</u>
<i>Second Most</i>	<1%
<u>Lack of transparency/community input (NET)</u>	<u><1%</u>
<i>Third Most</i>	<1%
<u>Too much at one time/ Spread out (NET)</u>	<u><1%</u>
<i>Second Most</i>	<1%

Appendix A: Additional Data (cont'd)

- Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Vote Against Proposal (cont'd)	
Base: Those who voted against the proposal and provided a response (n=844)	
<u>Cost (NET)</u>	<u>68%</u>
<i>Most Influential</i>	59%
<i>Second Most</i>	7%
<i>Third Most</i>	2%
<u>Tax increase (NET)</u>	<u>46%</u>
<i>Most Influential</i>	28%
<i>Second Most</i>	13%
<i>Third Most</i>	5%
<u>Proposal is excessive (NET)</u>	<u>34%</u>
<i>Most Influential</i>	10%
<i>Second Most</i>	16%
<i>Third Most</i>	8%
<u>Declining population/enrollment (NET)</u>	<u>17%</u>
<i>Most Influential</i>	3%
<i>Second Most</i>	8%
<i>Third Most</i>	6%

Reasons for Vote Against Proposal (cont'd)	
Base: Those who voted against the proposal and provided a response (n=844)	
<u>Prefer renovation (NET)</u>	<u>14%</u>
<i>Most Influential</i>	3%
<i>Second Most</i>	6%
<i>Third Most</i>	5%
<u>Rushed/ Insufficient consideration of options (NET)</u>	<u>14%</u>
<i>Most Influential</i>	6%
<i>Second Most</i>	5%
<i>Third Most</i>	3%
<u>Distrust process/consultants/leadership (NET)</u>	<u>11%</u>
<i>Most Influential</i>	3%
<i>Second Most</i>	3%
<i>Third Most</i>	5%
<u>Lack of transparency/community input (NET)</u>	<u>10%</u>
<i>Most Influential</i>	3%
<i>Second Most</i>	2%
<i>Third Most</i>	5%

Appendix A: Additional Data (cont'd)

- Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Vote Against Proposal (cont'd)	
Base: Those who voted against the proposal and provided a response (n=844)	
<u>Not needed (non-specific) (NET)</u>	10%
<i>Most Influential</i>	3%
<i>Second Most</i>	4%
<i>Third Most</i>	3%
<u>Will force relocation/ Dissuade newcomers (NET)</u>	7%
<i>Most Influential</i>	2%
<i>Second Most</i>	3%
<i>Third Most</i>	2%
<u>Lack of financial planning/budgeting (NET)</u>	6%
<i>Most Influential</i>	1%
<i>Second Most</i>	3%
<i>Third Most</i>	2%
<u>Dislike proposal/ Poor plan/design (NET)</u>	6%
<i>Most Influential</i>	1%
<i>Second Most</i>	2%
<i>Third Most</i>	3%

Reasons for Vote Against Proposal (cont'd)	
Base: Those who voted against the proposal and provided a response (n=844)	
<u>Other ways to improve education (NET)</u>	5%
<i>Most Influential</i>	1%
<i>Second Most</i>	2%
<i>Third Most</i>	2%
<u>Economy/ Inflation (NET)</u>	4%
<i>Most Influential</i>	2%
<i>Second Most</i>	2%
<i>Third Most</i>	1%
<u>Too much at one time/ Spread out (NET)</u>	4%
<i>Most Influential</i>	1%
<i>Second Most</i>	2%
<i>Third Most</i>	1%
<u>Should seek state funding/other financing (NET)</u>	4%
<i>Most Influential</i>	1%
<i>Second Most</i>	2%
<i>Third Most</i>	1%

Appendix A: Additional Data (cont'd)

- Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Vote Against Proposal (cont'd)	
Base: Those who voted against the proposal and provided a response (n=844)	
<u>Tax revaluation (NET)</u>	<u>4%</u>
<i>Most Influential</i>	2%
<i>Second Most</i>	1%
<i>Third Most</i>	1%
<u>Unfair to those without children in schools (NET)</u>	<u>4%</u>
<i>Most Influential</i>	1%
<i>Second Most</i>	1%
<i>Third Most</i>	1%
<u>Poor timing (NET)</u>	<u>3%</u>
<i>Most Influential</i>	1%
<i>Second Most</i>	1%
<i>Third Most</i>	1%
<u>Proposal does not address all needs/priorities (NET)</u>	<u>3%</u>
<i>Most Influential</i>	1%
<i>Second Most</i>	1%
<i>Third Most</i>	1%

Reasons for Vote Against Proposal (cont'd)	
Base: Those who voted against the proposal and provided a response (n=844)	
<u>Community has other needs (NET)</u>	<u>2%</u>
<i>Most Influential</i>	1%
<i>Second Most</i>	1%
<i>Third Most</i>	1%
<u>School budget too high across the board (NET)</u>	<u>2%</u>
<i>Most Influential</i>	<1%
<i>Second Most</i>	1%
<i>Third Most</i>	1%
<u>Lack of confidence in proposed cost estimate (NET)</u>	<u>1%</u>
<i>Most Influential</i>	<1%
<i>Second Most</i>	1%
<i>Third Most</i>	1%
<u>Increase teacher pay instead (NET)</u>	<u>2%</u>
<i>Most Influential</i>	1%
<i>Second Most</i>	1%
<i>Third Most</i>	1%

Appendix A: Additional Data (cont'd)

- Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Vote Against Proposal (cont'd)	
Base: Those who voted against the proposal and provided a response (n=844)	
<u>Concerns about historic building (NET)</u>	<u>1%</u>
<i>Second Most</i>	<1%
<i>Third Most</i>	1%
<u>Inadequate maintenance of current buildings (NET)</u>	<u>1%</u>
<i>Second Most</i>	<1%
<i>Third Most</i>	<1%
<u>Environmental impact (NET)</u>	<u>1%</u>
<i>Most Influential</i>	<1%
<i>Second Most</i>	<1%
<i>Third Most</i>	<1%
<u>Personal observation/experience (NET)</u>	<u><1%</u>
<i>Most Influential</i>	<1%
<i>Second Most</i>	<1%
<u>Outdoor spaces present security concerns (NET)</u>	<u><1%</u>
<i>Third Most</i>	<1%

Reasons for Vote Against Proposal (cont'd)	
Base: Those who voted against the proposal and provided a response (n=844)	
<u>Other citizens' opposition (NET)</u>	<u><1%</u>
<i>Second Most</i>	<1%
<u>Not educated enough on topic (NET)</u>	<u><1%</u>
<i>Second Most</i>	<1%
<u>Need (non-specific) (NET)</u>	<u><1%</u>
<i>Third Most</i>	<1%
<u>No children in school (NET)</u>	<u><1%</u>
<i>Third Most</i>	<1%

Appendix A: Additional Data (cont'd)

- Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Not Voting on Proposal	
Base: Those who did not vote on the proposal and provided a response (n=66)	
<u>Not a resident/ Not registered (NET)</u>	<u>38%</u>
<i>Most Influential</i>	36%
<i>Third Most</i>	2%
<u>Cost (NET)</u>	<u>25%</u>
<i>Most Influential</i>	21%
<i>Second Most</i>	2%
<i>Third Most</i>	2%
<u>Proposal is excessive (NET)</u>	<u>15%</u>
<i>Most Influential</i>	3%
<i>Second Most</i>	6%
<i>Third Most</i>	6%
<u>Not educated enough on topic (NET)</u>	<u>11%</u>
<i>Most Influential</i>	8%
<i>Second Most</i>	3%
<u>Tax increase (NET)</u>	<u>11%</u>
<i>Most Influential</i>	6%
<i>Second Most</i>	5%

Reasons for Not Voting on Proposal (cont'd)	
Base: Those who did not vote on the proposal and provided a response (n=66)	
<u>Not able to vote (out of town, etc.) (NET)</u>	<u>9%</u>
<i>Most Influential</i>	9%
<u>Lack of financial planning/budgeting (NET)</u>	<u>7%</u>
<i>Second Most</i>	5%
<i>Third Most</i>	2%
<u>Rushed/ Insufficient consideration of options (NET)</u>	<u>5%</u>
<i>Most Influential</i>	2%
<i>Second Most</i>	2%
<i>Third Most</i>	2%
<u>Not needed (non-specific) (NET)</u>	<u>5%</u>
<i>Most Influential</i>	5%
<u>Unaware of vote (NET)</u>	<u>5%</u>
<i>Most Influential</i>	5%
<u>Feel decision should be left to those with vested interest (NET)</u>	<u>5%</u>
<i>Most Influential</i>	3%
<i>Third Most</i>	2%

Appendix A: Additional Data (cont'd)

- Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Not Voting on Proposal (cont'd)	
Base: Those who did not vote on the proposal and provided a response (n=66)	
<u>Declining population/enrollment (NET)</u>	<u>3%</u>
<i>Second Most</i>	2%
<i>Third Most</i>	2%
<u>Distrust process/consultants/leadership (NET)</u>	<u>3%</u>
<i>Second Most</i>	3%
<u>Increase teacher pay instead (NET)</u>	<u>3%</u>
<i>Most Influential</i>	2%
<i>Second Most</i>	2%
<u>Forgot to vote (NET)</u>	<u>3%</u>
<i>Most Influential</i>	3%
<u>Other citizens' opposition (NET)</u>	<u>3%</u>
<i>Most Influential</i>	2%
<i>Second Most</i>	2%
<u>Age/condition of buildings (structural integrity, etc.) (NET)</u>	<u>2%</u>
<i>Most Influential</i>	2%

Reasons for Not Voting on Proposal (cont'd)	
Base: Those who did not vote on the proposal and provided a response (n=66)	
<u>Safety concerns (non-specific) (NET)</u>	<u>2%</u>
<i>Second Most</i>	2%
<u>Poor timing (NET)</u>	<u>2%</u>
<i>Third Most</i>	2%
<u>Economy/ Inflation (NET)</u>	<u>2%</u>
<i>Third Most</i>	2%
<u>Will force relocation/dissuade newcomers (NET)</u>	2%
<i>Most Influential</i>	2%
<u>Lack of transparency/community input (NET)</u>	<u>2%</u>
<i>Second Most</i>	2%
<u>Proposal does not address all needs/priorities (NET)</u>	<u>2%</u>
<i>Third Most</i>	2%
<u>School budget too high across the board (NET)</u>	<u>2%</u>
<i>Second Most</i>	2%

Appendix A: Additional Data (cont'd)

- Q2. What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election? (Unaided, multiple responses)

Reasons for Not Voting on Proposal (cont'd)	
Base: Those who did not vote on the proposal and provided a response (n=66)	
<u>Environmental impact (NET)</u>	<u>2%</u>
<i>Most Influential</i>	2%
<u>No children in school (NET)</u>	<u>2%</u>
<i>Most Influential</i>	2%
<u>Disruptive to students (NET)</u>	<u>2%</u>
<i>Second Most</i>	2%
<u>No strong opinion (NET)</u>	<u>2%</u>
<i>Third Most</i>	2%
<u>Inadequate maintenance of current buildings (NET)</u>	<u>2%</u>
<i>Second Most</i>	2%

Appendix A: Additional Data (cont'd)

- Q4. If a revised school building proposal was to be presented, what changes or conditions would increase your likelihood to support it? (Unaided, multiple responses)

Changes That Would Increase Likelihood to Support Proposal	
Base: Those who provided a response (n=1,409)	
Lower cost	35%
Reduced size/scope	21%
Smaller tax increase	14%
Focus on renovation	11%
Greater transparency/ Better communication	8%
Seek other funding (state/federal/private)	7%
Align with demographic/enrollment trends	6%
Phased/incremental approach	5%
Focus on energy efficiency/environmental friendliness	4%
Detailed plan/ Itemized budget/ Cost breakdown	4%
Focus on security	3%
Focus on educational/learning needs	3%
Present options/alternatives	2%
Focus on health/comfort	2%
Competitive bidding process	2%
More public input	2%
Future-proof/ Built to last	2%
Address teacher hiring/retainment/pay	2%

Changes That Would Increase Likelihood to Support Proposal (cont'd)	
Base: Those who provided a response (n=1,409)	
Focus on safety (non-specific)	2%
Plan for future maintenance/upgrades/expenses	2%
No tax increase	2%
Fixed budget	1%
Appropriate/fitting aesthetics	1%
Attention to high school	1%
Specify precise tax increase	1%
Assemble team of trusted/neutral experts	1%
Additional studies/research	1%
Focus on building new	1%
Include community resources	1%
Consolidate	1%
Address traffic flow/transportation/parking	1%
Tax burden should reflect use/benefit	1%
Follow state guidelines	1%
Rely on teacher input	1%
Increase classroom/cafeteria space	1%
Improve technology	1%

Appendix A: Additional Data (cont'd)

- Q4. If a revised school building proposal was to be presented, what changes or conditions would increase your likelihood to support it? (Unaided, multiple responses)

Changes That Would Increase Likelihood to Support Proposal (cont'd)	
Base: Those who provided a response (n=1,409)	
Provide outdoor spaces	1%
Repurpose old building(s)	1%
More arts/theater space	1%
Delay project (tax revaluation, economy, interest rates, COVID, etc.)	1%
Expedite process/ Shorter timeline	1%
Refer to other towns' designs	1%
Minimize disruptions	<1%
Improve layout/flow	<1%
Preserve historic building	<1%
Increased attention to special needs	<1%
Space for trades	<1%
Modernize bathrooms	<1%
Address other community needs (e.g., affordable housing)	<1%
Use local builders/contractors	<1%
Not a resident	<1%
Already support	15%
Will not support	3%

Appendix A: Additional Data (cont'd)

- Q4. If a revised school building proposal was to be presented, what changes or conditions would increase your likelihood to support it? (Unaided, multiple responses)

Changes That Would Increase Likelihood to Support Proposal: In Favor	
Base: Those who voted for the November 2022 proposal and provided a response (n=552)	
Lower cost	15%
Greater transparency/ Better communication	11%
Reduced size/scope	10%
Focus on energy efficiency/environmental friendliness	6%
Smaller tax increase	6%
Focus on security	4%
Future-proof/ Build to last	4%
Detailed plan/ Itemized budget/ Cost breakdown	4%
Phased/incremental approach	3%
Seek other funding (state/federal/private)	3%
Focus on building new	3%
Focus on health/comfort	3%
Appropriate/fitting aesthetics	3%
Focus on safety (non-specific)	3%
Competitive bidding process	3%

Changes That Would Increase Likelihood to Support Proposal: In Favor (cont'd)	
Base: Those who voted for the November 2022 proposal and provided a response (n=552)	
Focus on education/learning needs	3%
Focus on renovation	2%
Include community resources	2%
Specify precise tax increase	2%
More public input	2%
Align with demographic/enrollment trends	2%
Attention to high school	2%
Present options/alternatives	1%
Address traffic flow/transportation/parking	1%
Assemble team of trusted/neutral experts	1%
Plan for future maintenance/upgrades/expenses	1%
Expedite process/ Shorter timeline	1%
Refer to other towns' designs	1%
Repurpose old building(s)	1%
More arts/theater space	1%

Appendix A: Additional Data (cont'd)

- Q4. If a revised school building proposal was to be presented, what changes or conditions would increase your likelihood to support it? (Unaided, multiple responses)

Changes That Would Increase Likelihood to Support Proposal: In Favor (cont'd)	
Base: Those who voted for the November 2022 proposal and provided a response (n=552)	
Provide outdoor spaces	1%
Rely on teacher input	1%
Minimize disruptions	1%
Increase classroom/cafeteria space	1%
Improve layout/flow	1%
Fixed budget	1%
Tax burden should reflect use/benefit	1%
Improve technology	<1%
Address teacher hiring/retainment/pay	<1%
Additional studies/research	<1%
Consolidate	<1%
Increased attention to special needs	<1%
Modernize bathrooms	<1%
Already support	44%

Appendix A: Additional Data (cont'd)

- Q4. If a revised school building proposal was to be presented, what changes or conditions would increase your likelihood to support it? (Unaided, multiple responses)

Changes That Would Increase Likelihood to Support Proposal: Opposed	
Base: Those who voted against the November 2022 proposal and provided a response (n=771)	
Lower cost	46%
Reduced size/scope	28%
Smaller tax increase	19%
Focus on renovation	16%
Seek other funding (state/federal/private)	8%
Align with demographic/enrollment trends	8%
Greater transparency/ Better communication	6%
Phased/incremental approach	6%
Focus on energy efficiency/environmental friendliness	4%
Detailed plan/ Itemized budget/ Cost breakdown	4%
Present options/alternatives	3%
Focus on educational/learning needs	3%
No tax increase	2%
Focus on security	2%
Fixed budget	2%
More public input	2%
Address teacher hiring/retainment/pay	2%

Changes That Would Increase Likelihood to Support Proposal: Opposed (cont'd)	
Base: Those who voted against the November 2022 proposal and provided a response (n=771)	
Competitive bidding process	2%
Focus on health/comfort	2%
Plan for future maintenance/upgrades/expenses	1%
Additional studies/research	1%
Attention to high school	1%
Assemble team of trusted/neutral experts	1%
Consolidate	1%
Follow state guidelines	1%
Focus on safety (non-specific)	1%
Specific precise tax increase	1%
Address traffic flow/transportation/parking	1%
Appropriate/fitting aesthetics	1%
Delay project (tax revaluation, economy, interest rates, covid, etc.)	1%
Tax burden should reflect use/benefit	1%
Rely on teacher input	1%
Improve technology	1%
Preserve historic building	<1%

Appendix A: Additional Data (cont'd)

- Q4. If a revised school building proposal was to be presented, what changes or conditions would increase your likelihood to support it? (Unaided, multiple responses)

Changes That Would Increase Likelihood to Support Proposal: Opposed (cont'd)	
Base: Those who voted against the November 2022 proposal and provided a response (n=771)	
Include community resources	<1%
Increase classroom/cafeteria space	<1%
Future-proof/ Build to last	<1%
Repurpose old building(s)	<1%
Focus on building new	<1%
Address other community needs (e.g., affordable housing)	<1%
Expedite process/ Shorter timeline	<1%
Provide outdoor spaces	<1%
Use local builders/contractors	<1%
Refer to other towns' designs	<1%
Minimize disruptions	<1%
More arts/theater space	<1%
Space for trades	<1%
Not a resident	<1%
Already support	1%
Will not support	4%

Appendix A: Additional Data (cont'd)

- Q4. If a revised school building proposal was to be presented, what changes or conditions would increase your likelihood to support it? (Unaided, multiple responses)

Changes That Would Increase Likelihood to Support Proposal: Did Not Vote

Base: Those who did not vote on the November 2022 proposal and provided a response (n=64)

Lower cost	31%
Reduced size/scope	17%
Greater transparency/ Better communication	13%
Smaller tax increase	11%
Seek other funding (state/federal/private)	9%
Focus on educational/learning needs	8%
Focus on renovation	6%
Plan for future maintenance/upgrades/expenses	6%
Align with demographic/enrollment trends	5%
Phased/incremental approach	5%
Focus on energy efficiency/environmental friendliness	5%
Detailed plan/ Itemized budget/ Cost breakdown	3%
Address teacher hiring/retainment/pay	3%
Additional studies/research	3%
Focus on health/comfort	3%
Focus on security	3%
Tax burden should reflect use/benefit	3%
Provide outdoor spaces	3%

Changes That Would Increase Likelihood to Support Proposal: Did Not Vote (cont'd)

Base: Those who did not vote on the November 2022 proposal and provided a response (n=64)

Present options/alternatives	2%
No tax increase	2%
Specify precise tax increase	2%
More public input	2%
Competitive bidding process	2%
Attention to high school	2%
Include community resources	2%
Focus on safety (non-specific)	2%
Assemble team of trusted/neutral experts	2%
Consolidate	2%
Increase classroom/cafeteria space	2%
Increased attention to special needs	2%
Improve layout/flow	2%
More arts/theater space	2%
Not a resident	2%
Already support	3%
Will not support	2%

Appendix A: Additional Data (cont'd)

- Q6. Please explain your rating of not being concerned or being concerned about the current condition of the school buildings. (Unaided, multiple responses)

Reasons for Level of Concern About Conditions of Buildings: Concerned

Base: Those who provided "concerned" (8-10) ratings for both physical structure and functionality provided a response (n=543)

General disrepair/deterioration	21%
Security concerns (intruders, gun violence, etc.)	21%
Age	19%
Leaking roofs	18%
Safety concerns (non-specific)	17%
Insufficient classroom/program space	16%
Inadequate HVAC	15%
Poor layout/flow	13%
Not a modern learning environment	12%
High cost of maintenance/repairs	12%
Energy inefficiency	9%
Not fair to students/teachers/staff/volunteers	8%
Lead in drinking water	7%
Rodents/ Pests	7%
Inadequate shared spaces/ Scheduling issues (e.g., cafeteria)	7%
Embarrassing/ Compares unfavorably to other districts	7%
Poor air quality	6%
Interruptions due to conditions	6%

Reasons for Level of Concern About Conditions of Buildings: Concerned (cont'd)

Base: Those who provided "concerned" (8-10) ratings for both physical structure and functionality provided a response (n=543)

Mold	5%
Upgrades/updates are needed (non-specific)	4%
Toured/visited school(s)	4%
Testimonial of students/teachers/staff/volunteers	4%
Reports	4%
Burst pipes	4%
Lack of natural light	4%
Inadequate assembly/performance space	4%
Time since last update(s)	4%
Needs must be balanced against budget/costs/enrollment	3%
Flooding	3%
Walking distance between classrooms	2%
Falling/caving ceilings	2%
Code violations (non-specific)	2%
Worked/volunteered in school(s)	2%
Handicap/disabled inaccessibility	2%
Cracked floors/walls/foundation	1%
Word of mouth	1%

Appendix A: Additional Data (cont'd)

- Q6. Please explain your rating of not being concerned or being concerned about the current condition of the school buildings. (Unaided, multiple responses)

Reasons for Level of Concern About Conditions of Buildings: Concerned (cont'd)	
Base: Those who provided "concerned" (8-10) ratings for both physical structure and functionality provided a response (n=543)	
Inadequate technology	1%
Inadequate fire/emergency egress	1%
Poor insulation	1%
Noisy	1%
Gas leaks	1%
Require more information to understand/prioritize needs	1%
Inadequate bathrooms	1%
Hazardous materials	1%
Upgrades should be phased/incremental	<1%
Building conditions are fine/OK/do not impact education	<1%
Inadequate athletic space	<1%
Lack of outdoor space	<1%
Nonfunctional intercoms	<1%
Renovations/repairs are sufficient	<1%
Teachers are more important than facilities	<1%
Do not have children in school system	<1%

Appendix A: Additional Data (cont'd)

- Q6. Please explain your rating of not being concerned or being concerned about the current condition of the school buildings. (Unaided, multiple responses)

Reasons for Level of Concern About Conditions of Buildings: Not Concerned	
Base: Those who provided "not concerned" (1-3) ratings for both physical structure and functionality provided a response (n=177)	
Conditions are fine/OK/do not impact education	55%
Renovation/repairs are sufficient	21%
Needs must be balanced against costs/enrollment	12%
Maintenance needs improvement	9%
Teachers are more important than facilities	8%
Toured/visited school(s)	7%
Testimonial of students/teachers/staff/volunteers	5%
Upgrades/updates are needed (non-specific)	4%
Poor conditions are exaggerated	4%
Security concerns (intruders, gun violence, etc.)	3%
Do not have children in school system	3%

Reasons for Level of Concern About Conditions of Buildings: Not Concerned (cont'd)	
Base: Those who provided "not concerned" (1-3) ratings for both physical structure and functionality provided a response (n=177)	
Require more information to understand/prioritize needs	2%
Worked/volunteered in school(s)	2%
Poor layout/flow	1%
Inadequate shared spaces/ Scheduling issues (e.g., cafetorium)	1%
Energy inefficiency	1%
Age	1%
Reports	1%
Rated adequate by inspectors	1%
Improvements already completed (non-specific)	1%

Appendix A: Additional Data (cont'd)

- Q6. Please explain your rating of not being concerned or being concerned about the current condition of the school buildings. (Unaided, multiple responses)

Reasons for Level of Concern About Conditions of Buildings: Mixed

Base: Those who provided mixed ratings for physical structure and functionality and provided a response (n=500)

Building conditions are fine/OK/do not impact education	18%
Needs must be balanced against cost/enrollment	17%
Renovations/repairs are sufficient	15%
Upgrades/updates are needed (non-specific)	14%
Age	8%
Maintenance needs improvement	7%
Require more information to understand/prioritize needs	7%
Inadequate HVAC	6%
Teachers are more important than facilities	6%
Security concerns (intruders, gun violence, etc.)	5%
Leaking roofs	5%
Safety concerns (non-specific)	5%
Energy inefficiency	4%
Insufficient classroom/program space	4%
Poor layout/flow	4%
High cost of maintenance/repairs	3%
General disrepair/deterioration	3%

Reasons for Level of Concern About Conditions of Buildings: Mixed (cont'd)

Base: Those who provided mixed ratings for physical structure and functionality and provided a response (n=500)

Poor conditions are exaggerated	3%
Toured/visited school(s)	3%
Reports	2%
Not a modern learning environment	2%
Do not have children in school system	2%
Testimonial of students/teachers/staff/volunteers	2%
Worked/volunteered in school(s)	2%
Inadequate shared spaces/ Scheduling issues (e.g., cafetorium)	2%
Poor air quality	2%
Upgrades should be phased/incremental	2%
Not fair to students/teachers/staff/volunteers	1%
Word of mouth	1%
Burst pipes	1%
Rodents/ Pests	1%
Embarrassing/ Compares unfavorably to other school districts	1%
Interruptions due to conditions	1%
Rated adequate by inspectors	1%

Appendix A: Additional Data (cont'd)

- Q6. Please explain your rating of not being concerned or being concerned about the current condition of the school buildings. (Unaided, multiple responses)

Reasons for Level of Concern About Conditions of Buildings: Mixed (cont'd)	
Base: Those who provided mixed ratings for physical structure and functionality and provided a response (n=500)	
Lack of natural light	1%
Time since last update(s)	1%
Improvements already completed (non-specific)	1%
Handicap/disabled inaccessibility	1%
Flooding	1%
Walking distance between classrooms	1%
Inadequate technology	1%
Lead in drinking water	<1%
Falling/caving ceilings	<1%
Mold	<1%
Code violations (non-specific)	<1%
Noisy	<1%
Inadequate assembly/performance space	<1%
Hazardous materials	<1%
Previous poor decision-making	<1%

Appendix A: Additional Data (cont'd)

- Q8. What other features, not listed above in Question 7, if any, would you like our school buildings to provide? (Unaided, multiple responses)

Other Building Features Desired	
Base: Those who provided a response (n=472)	
Outdoor space/classrooms	10%
Technology/ Computer labs/ Makerspaces/ STEM	9%
Community-use space	8%
Multi-purpose flex space	4%
Common/collaborative space	4%
Improved HVAC	4%
Improved traffic flow/parking	3%
Garden/ Landscaping/ Greenhouse	3%
Modern bathrooms	3%
Social work/ Guidance/ Nurse space	2%
Playgrounds	2%
Improved flow/layout	1%
Bike lanes/storage	1%
Trades/ Technical education	1%
Libraries	1%
Teacher's lounges	1%
Quiet/safe/sensory/relaxation space	1%
Accessibility (ADA compliance, etc.)	1%

Other Building Features Desired (cont'd)	
Base: Those who provided a response (n=472)	
Appropriate/fitting aesthetics	1%
Clean water/ Water filtration	1%
Storage	1%
Pandemic preparedness	1%
Better/clearer entrances	1%
Covered exterior space	1%
Improved kitchen/food	1%
Smaller footprint (vertical vs. horizontal)	1%
Electric car hookups	1%
Low-maintenance design features	1%
Grouped into campus	1%
Language labs	<1%
Climate change preparedness	<1%
Poor	<1%
Learning Center/ Extra help spaces	<1%
Mural or other student creative design input	<1%
Improve signage for visitors	<1%
None	46%

Appendix A: Additional Data (cont'd)

- Q9. Where did you obtain information about the school buildings proposal? (OTHER) (Aided, multiple responses)

Sources of Information About Proposal: OTHER	
Base: Those who provided a response (n=1,623)	
Town Council meetings	2%
School/superintendent emails	1%
Administrators/ Teachers/ Staff	1%
Town website	1%
Being in a school (voting, school events, etc.)	1%
Town emails	1%
<i>Portland Press Herald</i>	1%
Employment in school system	1%
School Board meetings	1%
Child(ren) in school system	1%
Visit(s) from School Board member(s)	1%
Meeting minutes	<1%
Volunteering in school(s)	<1%
Building Committee meetings	<1%

Sources of Information About Proposal: OTHER (cont'd)	
Base: Those who provided a response (n=1,623)	
Community cable access	<1%
<i>Forecaster</i>	<1%
Former committee membership	<1%
Current/former student in school system	<1%
Local news (non-specific)	<1%
Consultants/ Experts	<1%
Building Committee members	<1%
Email (non-specific)	<1%
Town Hall	<1%
Booths at Cape Elizabeth events	<1%
Engineers/ Architects	<1%
Ballot	<1%
Cape Republicans	<1%
Online (non-specific)	<1%

Appendix A: Additional Data (cont'd)

- Q10. How would you prefer to receive information about the work of the School Building Advisory Committee (SBAC)? (Unaided, multiple responses)

Preferred Ways to Receive Information About School Building Advisory Committee Work	
Base: Those who provided a response (n=1,264)	
Email	40%
<u>News media (NET)</u>	<u>35%</u>
<i>Cape Courier</i>	32%
<i>News (non-specific)</i>	2%
<i>Community TV</i>	1%
<i>Portland Press Herald</i>	1%
<i>Forecaster</i>	<1%
Mail	25%
<u>Online (NET)</u>	<u>22%</u>
<i>Town website</i>	9%
<i>Online/website (non-specific)</i>	9%
<i>Building project website</i>	5%
<i>School website</i>	1%
Meetings/ Forums (inc. minutes/recordings)	9%
<u>Social media (NET)</u>	<u>5%</u>
<i>Social media (non-specific)</i>	3%
<i>Facebook</i>	2%
<i>Cape POD</i>	1%

Preferred Ways to Receive Information About School Building Advisory Committee Work (cont'd)	
Base: Those who provided a response (n=1,264)	
Third-party/neutral/unbiased source	4%
Detailed information	2%
Concise information	2%
Open houses/ Tours/ Video tours	1%
School Board	1%
Town Council	1%
Neighborhood meetings	1%
Superintendent	1%
Town Hall	<1%
Signage	<1%
School flyers	<1%
Text	<1%
Library	<1%
Schools communications director	<1%
None	1%
Same as present	2%
All/ Various	1%

Appendix A: Additional Data (cont'd)

- Q11. What information about the school buildings proposal, if any, do you feel was missing at the time of the November 2022 referendum? (Unaided, multiple responses)

Information Missing at Time of November 2022 Referendum	
Base: Those who provided a response (n=932)	
Alternatives/ Options	13%
Impact on property taxes	12%
Transparency around process	10%
Need/ Rationale/ Justification	10%
Cost breakdown/ Itemized costs	10%
Accurate/unbiased information	9%
Consideration of renovation vs. new construction	8%
Community feedback/outreach	7%
Consideration of other funding sources	6%
Enrollment projects	6%
Explanation of design choices	6%
Total/final cost	4%
Condition of buildings	3%
Competitive bids	3%
Additional/hidden costs	3%
Comparison with other towns/districts	3%
Timely information/ Earlier in process	3%

Information Missing at Time of November 2022 Referendum (cont'd)	
Base: Those who provided a response (n=932)	
Implications/cost of voting no	2%
Impact on community/property values	2%
Comprehensive/detailed information	2%
Timing	2%
Impact of facilities on educational outcomes	1%
Summary/concise information	1%
Input from students/teachers/staff	1%
Plans for funding future maintenance/replacement	1%
Third-party/neutral evaluation	1%
Other community needs/expenditures	1%
State/federal requirements/regulations	1%
Economic climate	1%
Construction plans	<1%
Impact/disruption of construction	<1%
Plans for old school building(s)	<1%
Everything	2%
Nothing	21%

Appendix B

Questionnaire

Appendix B: Questionnaire



SURVEY

Thank you for taking time to share your opinions about the Cape Elizabeth school buildings. The input of every resident is critically important to help us develop a school buildings proposal that will best serve the entire Cape Elizabeth community. Please know that your responses will remain **strictly confidential** – only Portland Research Group will review your individual responses. **To minimize town expenses**, please fill out the survey online at: <https://www.portlandresearch.com/CapeSBACSurvey/>. Every person in your household who is currently 18 years of age or older can complete the survey whether they voted in November 2022 or not. Thank you for your feedback!

1. **We'd like to understand what you liked and did not like about the \$115.9 million school buildings bond proposal presented in the November 2022 election. Did you vote on it and if so, were you in favor of it or against it?** (Please select one response – keep in mind your responses are confidential. No matter what your response, we still want your opinions – it is critical to the success of the project)

- Voted in favor of it Did not vote Prefer not to answer
 Voted against it Not aware of it/ Not a resident then/ Not old enough then

2. **What were the first, second and third most influential reasons for your vote (in favor or against) or your decision not to vote on the school buildings proposal in the November 2022 election?** (Please enter your response below)

- a. _____
- b. _____
- c. _____

3. **Regarding the November 2022 school buildings proposal, please indicate the extent to which you feel negative or positive, if either, about each of the following aspects.** (Please circle one rating for each)

	Very Negative			Neutral			Very Positive			
	1	2	3	4	5	6	7	8	9	10
a. Exterior design of the proposed buildings	1	2	3	4	5	6	7	8	9	10
b. Overall cost of \$115.9 million	1	2	3	4	5	6	7	8	9	10
c. Size of the buildings for the student enrollment	1	2	3	4	5	6	7	8	9	10
d. Interior layouts or design	1	2	3	4	5	6	7	8	9	10
e. Feeling informed about the proposal	1	2	3	4	5	6	7	8	9	10
f. Modern security design	1	2	3	4	5	6	7	8	9	10
g. Flow inside the buildings	1	2	3	4	5	6	7	8	9	10
h. New systems: plumbing, HVAC (heating, ventilation, air conditioning), electrical, etc., to minimize annual repair costs	1	2	3	4	5	6	7	8	9	10
i. Impact on property taxes	1	2	3	4	5	6	7	8	9	10
j. Confidence in the proposed cost estimate	1	2	3	4	5	6	7	8	9	10
k. Vehicle traffic flow	1	2	3	4	5	6	7	8	9	10

4. **If a revised school building proposal was to be presented, what changes or conditions would increase your likelihood to support it?** (Please enter your response below)

5. **To what extent are you not concerned or concerned, if at all, about the current condition of the Cape Elizabeth school buildings?** (Please circle one rating for each)

	Not at All Concerned				Neutral			Very Concerned		
	1	2	3	4	5	6	7	8	9	10
a. Physical structure	1	2	3	4	5	6	7	8	9	10
b. Functionality	1	2	3	4	5	6	7	8	9	10

6. **Please explain your rating of not being concerned or being concerned about the current condition of the school buildings.** (Please enter your response below)

7. **Considering various options, please rate how not important or important you feel it is that the elementary and middle school buildings offer the following features.** (Please circle one rating for each)

	Not at All Important				Neutral			Very Important		
	1	2	3	4	5	6	7	8	9	10
a. Modern learning environment	1	2	3	4	5	6	7	8	9	10
b. Separate cafeterias for elementary and middle school students (shared kitchen)	1	2	3	4	5	6	7	8	9	10
c. Space for athletic programs	1	2	3	4	5	6	7	8	9	10
d. Maximizes natural light inside	1	2	3	4	5	6	7	8	9	10
e. Increased classroom size (square footage)	1	2	3	4	5	6	7	8	9	10
f. Standard auditorium (fits student body - 450)	1	2	3	4	5	6	7	8	9	10
g. Design to support special needs	1	2	3	4	5	6	7	8	9	10
h. Meet current safety and security standards	1	2	3	4	5	6	7	8	9	10
i. Space for music/ arts programs	1	2	3	4	5	6	7	8	9	10
j. Larger auditorium to fit Community Events (650)	1	2	3	4	5	6	7	8	9	10
k. Environmentally friendly building	1	2	3	4	5	6	7	8	9	10
l. Attractive exterior design	1	2	3	4	5	6	7	8	9	10

8. **What other features, not listed above in Question 7, if any, would you like our school buildings to provide?** (Please enter your response below)

9. **Where did you obtain information about the school buildings proposal?** (Please select all that apply)

- Cape Courier Articles Building Project Website Mailers to homes
 Cape Courier Letters to the Editor Design Workshops Neighborhood Forums
 Cape Courier Paid Advertisements Friends/ Relatives Roadside signs
 School Tours Social Media (Facebook, etc.)
 Other (Please specify): _____ Did not obtain any information

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Appendix B: Questionnaire (continued)

10. How would you **prefer** to receive information about the work of the School Building Advisory Committee (SBAC)? (Please enter your response below)

11. What information about the school buildings proposal, if any, do you feel was missing at the time of the November 2022 referendum? (Please enter your response below)

12. Do you feel the sizes of the school buildings proposed in November 2022 were...? (Please select one response)

- Too big About the right size Too small No opinion

13. Should a proposal for the school buildings focus on...? (Please select one response)

- New construction only Renovation and new construction Renovation only No opinion

14. To what extent did the pending property tax revaluation impact, if at all, **your opinion** about the school buildings project? (Please circle on rating)

Greatly Increased My Opposition				No Impact					Greatly Increased My Support
1	2	3	4	5	6	7	8	9	10

15. Into which of the following broad categories does your **total annual** property tax bill fall? Please keep in mind annual property taxes are paid in **two** installments. (Please select one response)

- | | |
|--|---|
| <input type="checkbox"/> \$0.00 (I don't pay Cape Elizabeth taxes) | <input type="checkbox"/> \$8,000 to less than \$10,000 |
| <input type="checkbox"/> \$1 to less than \$2,000 | <input type="checkbox"/> \$10,000 to less than \$15,000 |
| <input type="checkbox"/> \$2,000 to less than \$4,000 | <input type="checkbox"/> \$15,000 to less than \$20,000 |
| <input type="checkbox"/> \$4,000 to less than \$6,000 | <input type="checkbox"/> \$20,000 or more |
| <input type="checkbox"/> \$6,000 to less than \$8,000 | <input type="checkbox"/> Prefer not to answer |

16. Based on your understanding of the needs of the school buildings in Cape Elizabeth, what level of property tax increase, if any, would you support for these needs? (Please select one response)

- | | |
|---|---|
| <input type="checkbox"/> 0% (I am not willing to support a tax increase for this project) | <input type="checkbox"/> 20% or more |
| <input type="checkbox"/> Less than 5% | <input type="checkbox"/> I would pay whatever is needed |
| <input type="checkbox"/> 5% to less than 10% | <input type="checkbox"/> Not sure at this time |
| <input type="checkbox"/> 10% to less than 15% | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> 15% to less than 20% | |

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Some Information about You (This information will help us with our analysis, but will not be used to identify you in any way. Your responses will remain completely confidential.)

17. To the nearest year, how many years have you lived in Cape Elizabeth? _____ years

18. How many months per year, on average, do you currently live in Cape Elizabeth? _____ months

19. Into which of the following does your age fall? (Please select one response)

- | | | |
|-----------------------------------|-----------------------------------|---|
| <input type="checkbox"/> 18 to 24 | <input type="checkbox"/> 45 to 54 | <input type="checkbox"/> 75 to 84 |
| <input type="checkbox"/> 25 to 34 | <input type="checkbox"/> 55 to 64 | <input type="checkbox"/> 85 or older |
| <input type="checkbox"/> 35 to 44 | <input type="checkbox"/> 65 to 74 | <input type="checkbox"/> Prefer not to answer |

20. Please indicate the ages of children living in your household. (Please select all that apply)

- | | | | |
|--|---|---|-------------------------------|
| <input type="checkbox"/> Under 5 years old | <input type="checkbox"/> 10 to under 15 years old | <input type="checkbox"/> 19 years or older | <input type="checkbox"/> None |
| <input type="checkbox"/> 5 to under 10 years old | <input type="checkbox"/> 15 to under 19 years old | <input type="checkbox"/> Prefer not to answer | |

21. Do you currently have students in Cape Elizabeth schools? (Please select all that apply)

- Elementary (Grades K – 4) Middle (Grades 5 – 8) High School (Grades 9 – 12) No

22. What is your current employment status? (Please select one response)

- | | | |
|---|-----------------------------------|---|
| <input type="checkbox"/> Employed full-time (30 hours or more per week) | <input type="checkbox"/> Retired | <input type="checkbox"/> Stay at home parent |
| <input type="checkbox"/> Employed part-time (less than 30 hours per week) | <input type="checkbox"/> Military | <input type="checkbox"/> Other |
| <input type="checkbox"/> Unemployed | <input type="checkbox"/> Student | <input type="checkbox"/> Prefer not to answer |

23. Which of the following broad ranges best describes your 2022 annual household pre-tax income from all sources? (Please select one response)

- | | | |
|--|---|---|
| <input type="checkbox"/> Less than \$50,000 | <input type="checkbox"/> \$100,000 to less than \$150,000 | <input type="checkbox"/> \$250,000 or more |
| <input type="checkbox"/> \$50,000 to less than \$75,000 | <input type="checkbox"/> \$150,000 to less than \$200,000 | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> \$75,000 to less than \$100,000 | <input type="checkbox"/> \$200,000 to less than \$250,000 | |

24. How do you identify? Male Female Non-binary Prefer not to answer

25. Additional Comments: _____

Thank you very much for taking the time to participate in this research!

**Please return your complete questionnaire in the enclosed postage-paid envelope to
 Portland Research Group, P.O. Box 18185, Portland, Maine 04112-9701.**

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