

SBAC OUTCOMES: SURVEY HOPING FOR?

1. CORINNE
 - a. Evaluate our communications efficacy
 - b. Educate about need/solutions ,with images & data
 - c. Take the temperature of what the community is thinking
2. LARRY
 - a. Clean/concise survey design - repeat level taxation question they would be comfortable with
 - b. Preferences 3 options, including a don't know at this point option.
 - c. Want feedback on the effectiveness of communication by committee so far
 - d. The survey is the best mechanism to deliver information to all voters
3. PENNY
 - a. Effectiveness of SBAC communication so far
 - b. What is their current preference among the options ---> with an explanation of their rationale/understanding
 - c. Provide knowledge of each option
 - d. willingness to pay monthly \$ toward the solution
4. PATRICK
 - a. Educate community on the needs of the schools
 - b. Ask when was the last time they were in a Cape school
5. MICHAEL
 - a. Agree with Penny's points
 - b. Discover how the tax evaluation has impacted voter sentiment
 - c. Has the cost/process transparency increased support for a big investment
 - d. Main thing is what is people's comfort level with cost/tax implications
6. CAITLIN
 - a. Have we been able to increase the education level of the public on school needs
 - b. If they don't support a particular option, what would move the needle to increase support
 - c. What can we utilize to to assuage voter fears
7. TIM
 - a. Do voters know where information is to educate themselves
 - b. Need guidance on whether E is doable
 - c. This is not a vote, but we need to get a sense of support for the three options

SBAC Communications Committee Meeting Notes (draft)

Thursday March 14, 2024

8. CINDY

- a. Opportunity to gauge the effectiveness of SBAC communication
- b. The prior survey should be seen as a benchmark
- c. Use this survey to educate & inform the voters
- d. Need to find out what people are willing to invest based upon what you get for the investment
- e. How do maximize the investment to meet the most needs

9. LISA

- a. Determine where people are at & inform our next steps, what components to include in the solution
- b. What solution meets people's concerns the most
- c. Ask when they were last in a Cape school

10. CHUCK

- a. Are voters following what is going on?
- b. Are the voters engaged?
- c. Is the SBAC getting heard

ANY CONCERNS/QUESTIONS ABOUT SURVEY?

1. CORINNE

- a. Perception that this survey is a vote will bring bad feelings if we end up going in a different direction
- b. Need to emphasize that these are not the final options, this is a process

2. LARRY

- a. Be efficient with survey design to keep the costs under control
- b. Make sure every voter has an opportunity to participate
- c. Ensure we have valid results

3. PENNY

- a. That we end up with a firm understanding of preferences
- b. But that it is clear that the survey is not the determining factor
- c. What is the impact of doing nothing?

4. PATRICK

- a. Don't want to see which of 3 options is selected, seen as a vote

5. MICHAEL

- a. We need to reach everyone

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- b. Support paper survey, even at extra cost
 - c. Emphasize this is not a vote
 - d. Information included on all 3 options may be overwhelming
6. CAITLIN
- a. Do not want the survey to be seen as a straw poll
 - b. Do not want to undermine the work of SBAC
7. TIM
- a. Timing on getting the survey out and returned, we need the feedback now
 - b. A lot of people not paying attention, many are out of town
 - c. We need to get the survey out to all voters
8. CINDY
- a. In the information we share with the survey, does a picture do enough to show an option