

Connect NC Bond Referendum

Board of Trustees

Advancement and External Affairs Committee Meeting

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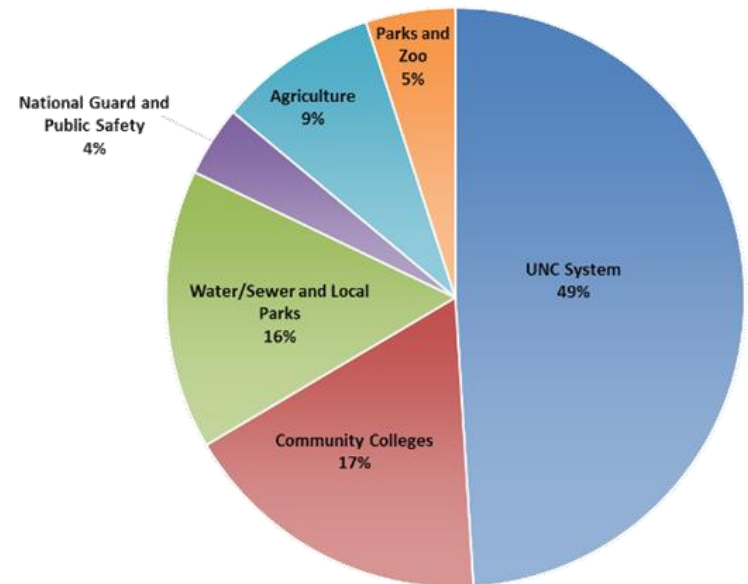


North Carolina Agricultural and Technical State University



Connect NC Bond Referendum

On March 15, voters across North Carolina will be asked to support a \$2b bond package for our university system, our community colleges, our state parks, our National Guard and numerous local water and sewer systems. The bond will provide targeted, long-term improvements focused on areas critical to improving our quality of life.





Connect NC- State Government Infrastructure

- Water and sewer \$309.5m
- UNC System \$980m
- Community Colleges \$350m
- Agriculture \$94m
- State Parks \$75m
- National Guard \$70m
- Projects in 73 of 100 Counties
 - \$383m investment in Piedmont Triad





Connect NC- Impact on N.C. A&T

N.C. A&T will receive an investment of **\$90m** to construct the Engineering Research and Innovation Complex (ERIC) that will:

- » Educate 21st century STEM leaders and workforce
- » Develop diverse, adaptive and innovative engineers and computer scientists
- » Enhance A&T's critical areas of research
- » Ensure A&T's competitiveness with peer institutions
- » Provide modernized classroom space needed to meet projected enrollment growth



Connect NC- Why Now?

- NC has grown by 2m people since the 2000 bond referendum
- Bond focuses on areas that will boost NC's economic activity and impact
- Connect NC will pay for assets that will last 50+ years
- Interest rates on government bonds are at historic lows
- No new taxes or tax increases proposed as a result of the Connect NC bond



Connect NC- Coordinated Campaign

- \$3.3m dollar budget (Goal)
- 30-50% spend on digital ads/ Social media driven campaign
- UNC System carrying much of the “outreach” load
- Led by bipartisan coordinated campaign consultants
- 3 regional field organizers hired to for “grassroots” work
- Each university has campaign team



Connect NC- A&T Campaign Team

- Chief of Staff
- Office of External Affairs
- University Relations
- Alumni Relations
- Student Affairs
- Office of Facilities
- College of Engineering
- UNCG/GTCC/Greensboro Partnership (external)



Connect NC- Campaign Update

- Civitas polling results- Bond will pass. However, support needs to be shored up through more information
 - » Polling consists of two surveys: 500 likely (R)voters and 500 (D)voters, asked who they would support in the March 15th primaries (polling done 1/13-1/16)
 - » 30% of the sample were contacted via cellphone
 - » Majority of likely voters believe that bond will increase their taxes
- Opposition to bond referendum is minimal
- Limited resources have been spent by Presidential candidates in NC



Connect NC- Polling Results (D)

The following three questions were asked of likely Democratic primary voters:

Please tell me if you would vote FOR or AGAINST the “Connect NC Public Improvement Bond

- 66% For
- 14% Against
- 19% Don’t Know/ Need more Information
- 1% Refused

And regardless of how you plan on voting for the two billion dollar bond referendum, if it passes, in your opinion, do you think that taxes will go up to pay for the bonds? (ROTATE)

- 67% Yes, taxes will increase
- 12% No, money will come from other sources
- 21% Don’t Know/ Need more Information
- 1% Refused

In your opinion, and in your own words, what would you say the word “infrastructure” means, when it comes to state government spending? (open-ended)

- 50% Transportation/ Roads/ Highways/ Roads and bridges
- 12% Buildings/ Maintaining buildings/ State buildings
- 8% Construction/ Building (Non-specific)
- 6% Wasted money/ Overspending/ Too much/ Taking money from tax payers/ Money not going
- 12% Don’t know



Connect NC- Polling Results (R)

The following three questions were asked of likely Republican primary voters:

Please tell me if you would vote FOR or AGAINST the “Connect NC Public Improvement Bond”

- 42% For
- 35% Against
- 23% Don't Know/ Need more Information
- Refused

And regardless of how you plan on voting for the two billion dollar bond referendum, if it passes, in your opinion, do you think that taxes will go up to pay for the bonds?

- 76% Yes, taxes will increase
- 14% No, money will come from other sources
- 10% Don't Know/ Need more Information
- Refused

In your opinion, and in your own words, what would you say the word “infrastructure” means, when it comes to state government spending (open-ended)

- 58% Transportation/ Roads/ Highways/ Roads and bridges
- 11% Buildings/ Maintaining buildings/ State buildings/ Physical/ Tangible structure/ Building
- 6% Public services/ State services/ Public works/ Utilities (Non-specific)

- 16% Don't know



Connect NC- Engagement Strategy

Utilize earned and owned media to convey A&T's three-point message to target audiences:

- Students
- Alumni
- Employees
- Piedmont Triad Community
- North Carolina residents



Connect NC- A&T Message

“Preparing for Tomorrow, Investing in A&T Today”

- The ERIC will create jobs by serving as a catalyst for economic growth in both the short and long term
- The ERIC will establish a pipeline of diverse STEM leaders
- The ERIC will provide a return on investment that will enlarge the university’s economic impact in the Piedmont Triad- \$656.2 million and nearly \$1 billion in the state of North Carolina



Connect NC- Engagement Timeline

- Please see handout



Questions

