



Donovan Group
School Communications

**Mequon-Thiensville
School District**

**COMMUNITY SURVEY REPORT
May 2024**

EXECUTIVE SUMMARY

The Mequon-Thiensville School District (MTSD) Board of Education has evaluated the district's budget challenges and begun to investigate possible solutions as the next step in its long-range plan.

The Board of Education invited all voters to participate in a survey to evaluate the MTSD's needs, consider possible solutions, including an operational referendum, and contribute feedback about budget challenges to guide our next steps. The survey was administered by the Donovan Group. Input from community members through the survey will be used to evaluate solutions that meet the community's needs, are financially responsible, and move the district and community forward.

It is worth noting that, for most of the survey questions, there was a high level of clarity and consistency in terms of the preferences expressed by survey takers. To that end, it is unlikely that more responses would have significantly changed the survey's results.

This report provides a summary of survey responses, along with analysis from the Donovan Group team.

PROCESS & METHODOLOGY

The survey was administered using the Donovan Group's survey engine. Efforts were made to ensure that all eligible respondents had the opportunity to take the survey, but that no respondents took it multiple times. In accordance with best practices in online research and to protect the security of the survey, internet protocol (IP) addresses were logged and each response was time-stamped.

While we do not detail our survey security protocols, if we have reason to believe that anyone has taken the survey more than once or that there is any fraud, those responses are removed. We set aside seven completed surveys (0.6 percent) due to duplicate responses and other factors.

To encourage residents to take the survey, the school district sent a postcard with information about how to access the survey to all households. The district also used its multiple communication tools to remind stakeholders to complete the survey while it was open. The survey was open from May 1 to May 12, 2024.

Finally, it is worth noting that, by design, this data is not based on a scientific sample. Therefore, it should be treated as qualitative data that is similar to data from a large number of focus groups. Because we used a convenience sample, it would be methodologically inappropriate to carry out a regression analysis or attempt to calculate error. Our response pool to date is a solid one that provides sound data to the board.

SURVEY RESULTS

A total of 1,117 people completed the survey. The vast majority of the respondents who completed the survey did so online. To complete the survey, respondents must have clicked "submit" at the end of the online survey. Paper copies were made available for anyone who preferred that method, but fewer than five completed paper surveys were submitted.

Below are the questions and their corresponding responses. For some of the questions or statements later in the survey, there are three columns of data. The first column reflects the responses of all completed surveys. The second column indicates responses from a comparison group of district residents who are not current parents of preschool or school-aged students, employees, or students. The comparison group does include parents of former district students.

The third column of data provides a weighted average of those who are affiliated with the district and the comparison group. In most districts, about 70 percent of eligible voters do not have an affiliation with the district, which is why that group was given a .70 weight. Those who are affiliated with the district received a .30 weight.

We typically find the comparison group to be a more accurate representation of the general population than all respondents. There were 484 completed results in the comparison group, representing about 43 percent of the total respondents. This is quite a bit higher than we see in most community surveys, but it is encouraging because it means we are hearing from many who don't have a direct connection to the District. The responses of this comparison group differed significantly from the overall response pool for some questions, as noted in the analysis of those questions.

Below are the questions and their corresponding responses. Under each question and results is some brief analysis from the Donovan Group team.

1) What is your age? *

Answer	Responses	Comparison
18 or under	0.36%	0.00%
18-25	0.54%	0.83%
26-34	3.31%	1.86%
35-44	23.81%	1.65%
45-54	26.50%	6.20%
55-64	17.91%	27.69%
65 or older	27.57%	61.78%

Analysis: *Generally, we find that those who are 65 and older tend to be under-represented in school district surveys. We are pleased that the all-respondent group included more than 45 percent of those who are 55 and older. This is 15-20 percentage points higher than we normally see. It is also typical for the comparison group to skew older than the larger group of respondents, which is the case here; more than 89 percent of the comparison group was 55 or older. Overall, the survey received a healthy balance of respondents across age groups 35 and older, although we certainly would have liked to see more participation from those ages 34 and younger.*

2) Where do you reside? *

Answer	Responses	Comparison
City of Mequon	83.53%	86.78%
Village of Thiensville	12.18%	13.02%
Other	4.30%	0.21%

Analysis: *According to the most recent U.S. Census, there are 25,337 individuals who live in the City of Mequon and 3,294 individuals who live in the Village of Thiensville. Based on those numbers, the percentages of those who completed the survey is very close to the population for each municipality. Nearly all of those who selected Other were staff members and while they didn't indicate where they lived it is safe to assume they are not voters in the school district.*

3) How long have you lived in the Mequon-Thiensville School District? *

Answer	Responses	Comparison
Fewer than 2 years	6.09%	2.07%
Between 2 and 5 years	9.94%	3.10%
Between 5 and 10 years	15.85%	6.61%
Between 10 and 20 years	26.95%	16.94%
Between 20 and 30 years	17.64%	24.17%
More than 30 years	23.55%	47.11%

Analysis: We often find that newer residents and those who have lived for a long time in the school district tend to differ significantly in their perceptions and opinions. While we would have liked to see a few more responses from those who lived in the district for 5 years or fewer, this pool provides us with a solid representation of the overall district community.

The group of all respondents skews on the older side as more than 68 percent of all respondents have lived in the District at least 10 years, while more than 71 percent of the comparison group have lived in the District at least 20 years. It is also apparent that once residents move into the Mequon-Thiensville school community, they tend to stay for a long time.

4) Please select all the following that apply to you. *

Answer	Responses	Comparison
I have school-aged children (4+)	38.32%	0.00%
I have preschool-aged children (0-3)	7.43%	0.00%
I have children who currently attend a Mequon-Thiensville School District school	40.20%	0.00%
I have children who graduated from or previously attended a Mequon-Thiensville School District school	37.96%	63.43%
I have grandchildren who currently attend or have attended a Mequon-Thiensville School District school	5.46%	11.98%
I have attended a Mequon-Thiensville School District school	10.92%	11.36%
I am a community member who has never had children attending a Mequon-Thiensville School District school	14.23%	27.27%
I am currently a student at a Mequon-Thiensville School District school	0.09%	0.00%
I am currently employed by the Mequon-Thiensville School District	9.40%	0.00%
Other	2.69%	5.37%

Analysis: No surprises here. The all-respondent pool is meaningfully diverse in terms of participants and connections to the school district. Note that less than 11 percent of all respondents have attended a Mequon-Thiensville School District school. This indicates residents move to the community and we can assume one big reason is the quality of schools. Meanwhile, more than 63 percent have a child who graduated from or previously attended a Mequon-Thiensville School District school. Meanwhile, more

than 27 percent of the comparison group were community members who never had children attending a MTSD school. This is 10-plus percentage points higher than we see in other school communities.

You will notice that the percentages add up to more than 100 percent here. We believe it is important to take the number of choices participants selected to this statement and divide by all respondents or the comparison group. In all, 1,862 submissions were made to this statement.

5) If you have school-aged children, which schools do your children attend? *
(Please select all that apply)

Answer	Responses
Homestead High School	49.89%
Lake Shore Middle School	14.03%
Steffen Middle School	17.15%
Donges Bay Elementary School	17.15%
Oriole Lane Elementary School	16.48%
Wilson Elementary School	16.70%
Range Lane Preschool 4K Collaborative Partner	1.11%
Public school outside the district	0.45%
Private school	5.79%
I do not have school-aged children	0.72%
My children are home-schooled	0.67%
Other	0.67%

Analysis: It is interesting that nearly 50 percent of those who answered this question indicated they had a child at Homestead High School, while only 34 percent of the District's total student population attends the school. Each middle school is over-represented by 5-6 percentage points, while representation from the three elementary schools is very close to what it should be.

However, it is important that we had a good cross-section of participation from families with children at each of the six schools. It is interesting that nearly 6 percent of all respondents to this question indicated they had a child at a private school. In all, 630 options were selected for the question.

6) Where do you get your information about the Mequon-Thiensville School District? *
(Please select all that apply)

Answer	Responses	Comparison
Parent organizations	32.86%	10.12%
Friends and neighbors	49.60%	47.31%
My children and their friends	32.23%	11.57%
District and/or school websites	51.57%	30.37%
District e-newsletters	53.36%	27.69%
School e-newsletters	43.78%	4.96%

Mailings from the school district	61.68%	64.05%
School newsletters (email)	35.54%	4.34%
Board of Education meetings	13.16%	7.64%
Teachers and staff	27.13%	7.85%
Milwaukee Journal-Sentinel (print or online)	19.16%	31.20%
Ozaukee County News Graphic (print or online)	32.41%	46.69%
Local television	13.61%	23.55%
Local radio	8.86%	13.64%
District and-or school social media	23.10%	11.57%
Other	2.69%	4.55%

Analysis: You will notice that the percentages add up to more than 100 percent here. We believe it is important to take the number of choices participants selected to this statement and divide by all respondents or the comparison group.

What stands out here is how many ways respondents get information about the District. Normally, we see 3-4 options that receive 30 percent or more. In this case, there were nine with more than 30 percent. Mailings from the school district (61.68 percent), District e-newsletters (53.36 percent), and District and/or school websites (51.57 percent) were the clear top three.

Even the comparison group had seven options that received at least 20 percent, although the top three there were mailings from the school district, friends and neighbors, and the Ozaukee County News Graphic. We would encourage the district to use this data to determine the best communication tools for reaching specific audiences going forward. In all, 5,593 options were selected for this question.

7) Why do you visit the Mequon-Thiensville School District’s website? *
(Please select all that apply)

Answer	Responses	Comparison
Infinite Campus (check grades, student schedules, etc.)	41.00%	1.24%
Upcoming events/calendar	47.27%	17.98%
Access staff contact information	21.67%	1.65%
News and updates	32.59%	26.45%
Lunch menus	11.82%	0.21%
Classroom websites	7.07%	0.21%
District policies, bylaws, and guidelines	14.95%	8.47%
Board of Education agendas/minutes	16.38%	13.84%
I don’t visit the district website	29.81%	56.40%
Other	2.60%	2.69%

Analysis: You will notice that the percentages add up to more than 100 percent here. We believe it is important to take the number of choices participants selected to this statement and divide by all respondents or the comparison group.

What stands out here is the many reasons why respondents visit the District website. Normally, we see 2-3 options that receive 20 percent or more. In this case, there were five with more than 20 percent among all respondents. It is important to note more than 56 percent of the comparison group don't visit the district website. In all, 2,515 options were selected for this question.

8) I am satisfied with the quality and timeliness of information that I receive from the Mequon-Thiensville School District? *

Answer	Responses	Comparison
Strongly agree	25.60%	11.78%
Agree	42.26%	34.30%
Disagree	7.61%	10.74%
Strongly disagree	5.01%	8.26%
No opinion	19.52%	34.92%

Analysis: Nearly 68 percent of all respondents and more than 46 percent of the comparison group are satisfied with the quality and timeliness of information they receive from the district. A no opinion option was included and had it been removed the percentages would have likely increased by 10-20 points.

These numbers are similar to what we see in other districts, although having more than one-third of the comparison group not offer an opinion is quite high. That can mean they don't receive much from the district or that they are uninterested, which can present another set of challenges. Additional engagement efforts over the next year would be one way to raise the percentage of those who strongly agree or agree with this statement and also have a positive impact on any referendum efforts.

9) I am satisfied with the Mequon-Thiensville School District? *

Answer	Responses	Comparison
Strongly agree	30.53%	19.83%
Agree	40.29%	37.19%
Disagree	13.97%	18.18%
Strongly disagree	7.25%	11.16%
No opinion	7.97%	13.64%

Analysis: Nearly 71 percent of all respondents and more than 57 percent of the comparison group are satisfied with the district. A no opinion option was included and had it been removed the percentages would have likely increased by 4-8 points.

These numbers are also similar to what we see in other districts and are solid. This is one ceiling we find for possible referendum support. It is rare that residents who are dissatisfied with a district will support a referendum, even if it is the right solution and has minimal or no tax impact.

10) On a scale of 0-10, how likely would you be to recommend the MTSD to a friend, colleague, or family member? (A score of zero means you would not recommend the MTSD, while a score of 10 means you would be extremely likely to recommend the MTSD) *

Answer	Responses	Comparison
0	3.85%	5.37%
1	1.79%	2.27%
2	2.42%	3.10%
3	2.42%	3.31%
4	3.76%	5.17%
5	8.86%	13.22%
6	5.01%	5.99%
7	8.77%	9.30%
8	17.64%	15.70%
9	16.29%	12.60%
10	29.19%	23.97%

Analysis: Scores of 7 or higher on this question indicate survey participants would be likely to recommend the district, while scores of 4 or lower are cause for concern. The district had more than 71 percent of all respondents offer a score of 7 or higher, which is a good result and what we would expect based on the results of the previous statement. Even among the comparison group, more than 62 percent offered a score of 7 or higher. Meanwhile, about 14 percent of all respondents and about 19 percent of the comparison group gave a score of 4 or lower, indicating the district has a solid reputation among those who do not have direct connections to it.

11) How would you describe the Mequon-Thiensville School District to someone who is unfamiliar with it?

Summary: Approximately 1,000 responses were provided. Respondents used this open-ended question to leave a variety of responses regarding the school district as it looks to address facility needs. In examining the responses, we found that they tended to fall into several overall categories:

- **Historical reputation:** The district has a strong historical reputation for excellence, with many commenters noting that it was once a great district or has a proud history.
- **Mixed current perceptions:** There's a divergence in current perceptions. While some still view the district as excellent or high-performing, others feel it has declined in recent years, with mentions of mediocrity, declining quality, and excessive spending without adequate results.
- **Educational quality:** Despite varying opinions on recent performance, there's a consensus that the district provides a quality education, often noted for rigorous academics, strong extracurriculars, and supportive teachers. The district is consistently praised for providing a high-quality education, with a focus on college preparation and rigorous academic programs.
- **Financial management:** Several comments express concerns about financial management, mentioning excessive spending, over-reliance on referendums, and a lack of fiscal responsibility.
- **Community engagement:** The district is noted for its strong community involvement and support, with many praising the dedication of teachers and staff, as well as the overall

commitment to student success.

- **Diversity and inclusion:** There are varying perspectives on diversity and inclusion within the district, with some praising its efforts in this area while others express concerns about lack of diversity or perceived biases in the curriculum.

12) How familiar are you with the Mequon-Thiensville School District's budget challenges and the process the District is using to find solutions? *

Answer	Responses	Comparison
I am very familiar with the district's budget challenges	29.19%	21.07%
I am somewhat familiar with the district's budget challenges	53.18%	54.96%
I have no familiarity with the district's budget challenges	17.64%	23.97%

Analysis: More than 82 percent of all respondents and more than 76 percent of the comparison group indicated they were well informed or had some familiarity with the District's budget challenges and the process the District is using to find solutions. This indicates the District has done a very good job of educating the community about its facility challenges. However, with 17 to nearly 24 percent (depending on the group) having no familiarity with the process, there appears to be some opportunity for the District to continue to engage and inform stakeholders in the coming months.

13) I believe the Mequon-Thiensville School District's most urgent financial needs must be addressed now. *

Answer	Responses	Comparison	Weighted
Strongly agree	38.94%	24.59%	32.25%
Agree	31.96%	33.47%	33.10%
Disagree	15.76%	22.73%	18.71%
Strongly disagree	13.34%	19.21%	15.94%

Analysis: In most cases, the percentage of respondents who strongly agree or agree with addressing urgent financial needs now tends to be higher than the support for specific solutions, after a referendum date is announced, or once dollar amounts and tax impact are provided. This statement often sets the ceiling for support for specific solutions.

Notably, more than 70 percent of all respondents and more than 58 percent of the comparison group strongly agree or agree that the district's facility needs must be addressed now. More than 65 percent of the weighted group strongly agreed or agreed with this statement. This bodes well for the district if the right option and tax impact are determined.

14) How likely are you to support an operational referendum on the November 2024 ballot? *

Answer	Responses	Comparison	Weighted
I would definitely support it	33.21%	19.42%	27.27%
I would probably support it	24.44%	20.66%	22.96%
I would probably not support it	15.67%	20.87%	17.48%
I would definitely not support it	26.68%	39.05%	32.33%

Analysis: In most cases, the percentage of respondents who strongly agree or agree with a statement where a referendum date is included tends to be higher than support for specific solutions, or once a dollar amount or tax impact is provided. Again, this statement often sets another ceiling for support for specific solutions.

Notably, more than 57 percent of all respondents and more than 40 percent of the comparison group definitely or probably would support an operational referendum question on the November 2024 ballot. Meanwhile, a little more than 50 percent of the weighted group strongly agreed or agreed with this statement. This is lower than we usually see and would indicate that finding the right dollar amount and tax impact will be crucial in moving forward.

15) The work of the 2023 Community Task Force makes me more likely to support an operational referendum in November 2024. *

Answer	Responses	Comparison	Weighted
Strongly agree	23.01%	15.29%	19.47%
Agree	34.56%	26.24%	31.29%
Disagree	21.22%	29.13%	24.09%
Strongly disagree	21.22%	29.34%	25.15%

Analysis: More than 57 percent of all respondents and more than 41 percent of the comparison group strongly agree or agree that the work of the 2023 Community Task Force makes them more likely to support an operational referendum in November 2024. More than 50 percent of the weighted group strongly agreed or agreed with this statement. These numbers are almost identical to what we saw for the previous question and would indicate that while the CTF did important work they may not have had much of an impact on respondents' feelings about a possible referendum.

16) MTSD's Zero-Based Budgeting approach makes me more likely to support an operational referendum in November 2024. *

Answer	Responses	Comparison	Weighted
Strongly agree	22.20%	15.08%	19.25%
Agree	32.32%	27.69%	30.11%
Disagree	12.18%	14.26%	12.70%
Strongly disagree	17.10%	23.14%	19.90%
No opinion/I don't have enough information	16.20%	19.83%	18.04%

Analysis: More than 54 percent of all respondents and nearly 43 percent of the comparison group strongly agree or agree that the district's Zero-Based Budgeting approach makes them more likely to support an operational referendum in November 2024. More than 49 percent of the weighted group strongly agreed or agreed with this statement. While these numbers are a little lower than we saw for the previous two, however, it is important to note a No opinion/I don't have enough information option was offered and ranged from 16.2 to 19.83 percent depending on the group. Had that option not been offered, each group likely would have had 8-10 percent more support so ZBB likely had more of a positive impact on respondents than the Community Task Force.

17) If an operational referendum is approved, I support funds being used to maintain competitiveness in salary and benefits for teachers/instructional staff members. *

Answer	Responses	Comparison	Weighted
Strongly agree	41.63%	25.41%	33.51%
Agree	28.92%	30.37%	30.10%
Disagree	14.23%	21.69%	17.67%
Strongly disagree	15.22%	22.52%	18,71%

Analysis: This was the first of five value statements included in the survey to gauge how respondents would like potential operational referendum funds to be spent. More than 70 percent of all respondents and more than 55 percent of the comparison group strongly agree or agree that they would support funds being used to maintain competitiveness in salary and benefits for teachers/instructional staff members. More than 63 percent of the weighted group strongly agreed or agreed with this statement. Not only did this have the most support of any of the value statements, it had the largest percentage of those who strongly agree.

18) If an operational referendum is approved, I support funds being used to maintain extra or co-curricular programming and activities. *

Answer	Responses	Comparison	Weighted
Strongly agree	28.47%	16.74%	22.90%
Agree	35.00%	30.58%	33.50%
Disagree	19.87%	27.89%	23.29%
Strongly disagree	16.65%	24.79%	20.22%

Analysis: More than 63 percent of all respondents and more than 47 percent of the comparison group strongly agree or agree that they would support potential operational referendum funds being used to maintain extra or co-curricular activities. More than 56 percent of the weighted group strongly agreed or agreed with this statement. While these are solid numbers, support for this statement ranked fourth overall among the five included. The percentage of all respondents who strongly agreed was more than 10 percent behind the top two choices.

19) If an operational referendum is approved, I support funds being used to retain or add staff to keep class sizes from increasing. *

Answer	Responses	Comparison	Weighted
Strongly agree	41.00%	22.11%	32.18%
Agree	28.02%	29.13%	28.78%
Disagree	15.49%	23.97%	19.20%
Strongly disagree	15.49%	24.97%	19.97%

Analysis: More than 69 percent of all respondents and more than 51 percent of the comparison group

strongly agree or agree that they would support potential operational referendum funds being used to retain or add staff to keep class sizes from increasing. Nearly 61 percent of the weighted group strongly agreed or agreed with this statement. This had the second-most support of any of the value statements, while it also had the second-largest percentage of those who strongly agree.

20) If an operational referendum is approved, I support funds being used for necessary facilities and equipment maintenance. *

Answer	Overall	Comparison	Weighted
Strongly agree	30.62%	19.63%	25.30%
Agree	39.30%	38.43%	39.22%
Disagree	14.68%	20.66%	17.26%
Strongly disagree	15.40%	21.28%	18.22%

***Analysis:** Nearly 70 percent of all respondents and more than 58 percent of the comparison group strongly agree or agree that they would support potential operational referendum funds being used for necessary facilities and equipment maintenance. More than 64 percent of the weighted group strongly agreed or agreed with this statement. This value statement had the most support of the five among the comparison group, which is often what we find as residents not directly affiliated with a district want to see operational funds used for facility upgrades. It is also important to note the percentage of all respondents who strongly agreed was about 15 percent behind the top two choices.*

21) If an operational referendum is approved, I support funds being used to purchase classroom furniture rather than the current approach of relying on donations and school support group fundraising to cover the costs. *

Answer	Overall	Comparison	Weighted
Strongly agree	15.58%	8.68%	12.35%
Agree	31.51%	28.51%	30.69%
Disagree	31.15%	35.33%	32.82%
Strongly disagree	21.75%	27.48%	24.15%

***Analysis:** More than 47 percent of all respondents and more than 37 percent of the comparison group strongly agree or agree that they would support potential operational referendum funds being used to purchase classroom furniture rather than the current approach of relying on donations and school support group fundraising to cover the costs. More than 43 percent of the weighted group strongly agreed or agreed with this statement. This was the only value statement to have less than 50 percent support among all respondents and the weighted group so if a decision is made to ask for less than what was tested on the survey this would be one area to not include an operational referendum.*

22) I would vote “yes” on a non-recurring referendum question that funds all of the items mentioned and increases the revenue limit by \$30 million over the next four years if there was projected to be a total tax increase of \$79 (\$43 in Year 1, \$17 in Year 2, \$11 in Year 3, and \$8 in Year 4) on each \$100,000 of equalized property value (a chart below your choices shows what the tax mill rate would look like along with what it has been since 2018). *

Answer	Overall	Comparison	Weighted
I would definitely support it	36.62%	21.90%	30.14%
I would probably support it	17.99%	14.88%	16.77%
I’m not sure if I would support it	11.91%	14.26%	12.78%
I would probably not support it	9.67%	14.26%	11.64%
I would definitely not support it	23.81%	34.71%	28.68%

Analysis: More than 54 percent of all respondents and more than 36 percent of the comparison group would support a non-recurring operational referendum question that funds all of the items mentioned and increases the revenue limit by \$30 million over the next four years if there was projected to be a total tax increase of \$79. Nearly 47 percent of the weighted group strongly agreed or agreed with this statement.

A Not Sure option was also included with about 12-14 percent depending on the group selecting that choice. Had that been removed, support in each group likely would have increased by 4-7 percentage points, however, it would have been very soft support. We typically find districts that continue to do a lot of engagement with stakeholders in the months leading up to a referendum question on the ballot can raise support by 2-3 percentage points if other factors (inflation, war, etc.) stay relatively the same.

23) Please use the space below to provide additional information to the School Board as it considers solutions to address the district’s financial needs.

Summary: Approximately 400 responses were provided. Respondents used this open-ended question to leave a variety of responses regarding the school district as it looks to address facility needs. In examining the responses, we found that they tended to fall into several overall categories:

- **Community concerns about financial management:** *There is significant skepticism among community members regarding the management and budgeting practices of the district. There are concerns about excessive spending, lack of transparency, and mismanagement of funds from previous referendums.*
- **Calls for fiscal responsibility and efficiency:** *Many individuals advocate for a more fiscally responsible approach within the district. This includes reducing administrative overhead, cutting unnecessary expenses, and tightening budgets without compromising the quality of education.*
- **Desire for community engagement, accountability and transparency:** *Community members are calling for greater accountability and transparency in how funds are allocated and spent within the district. There is a demand for clarity regarding where the money from previous referendums has been utilized.*
- **Mixed views on further taxation:** *There is a range of opinions about additional funding through referendums. While some are strongly against further tax increases, others express willingness to support funding initiatives if they are convinced of the necessity and efficiency of spending.*
- **Focus on core education:** *Many stakeholders emphasize the importance of prioritizing core curriculum and educational programs over non-essential expenditures. There's a call to redirect resources toward classroom instruction, teacher salaries, and academic initiatives rather than non-educational amenities or initiatives perceived as politically motivated.*

