



POOL FACILITIES COMMUNITY SURVEY RESULTS

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Telephone interviews performed by specially-trained opinion research interviewers

Conducted through random sampling of 300 randomly-selected registered voters residing in the Worthington City School District of Ohio, using a combination of valid residential, VOIP and cellular telephone listings

+/- 5.65% overall estimated margin of error, with a confidence interval of 11.3% within which the results can vary

October 29, 2019 – November 3, 2019

Data was stratified so that the differences in vital characteristics, such as age, race, gender and geography, are represented in proportion to their percentages of the district's electorate

Due to rounding, not all results add up to 100%, and the data is presented in a different order than the questions were asked

Unless otherwise noted, only statistically-significant differences that were outside the confidence interval for the overall estimated margin of sampling error have been reported in this presentation of key findings

Methods

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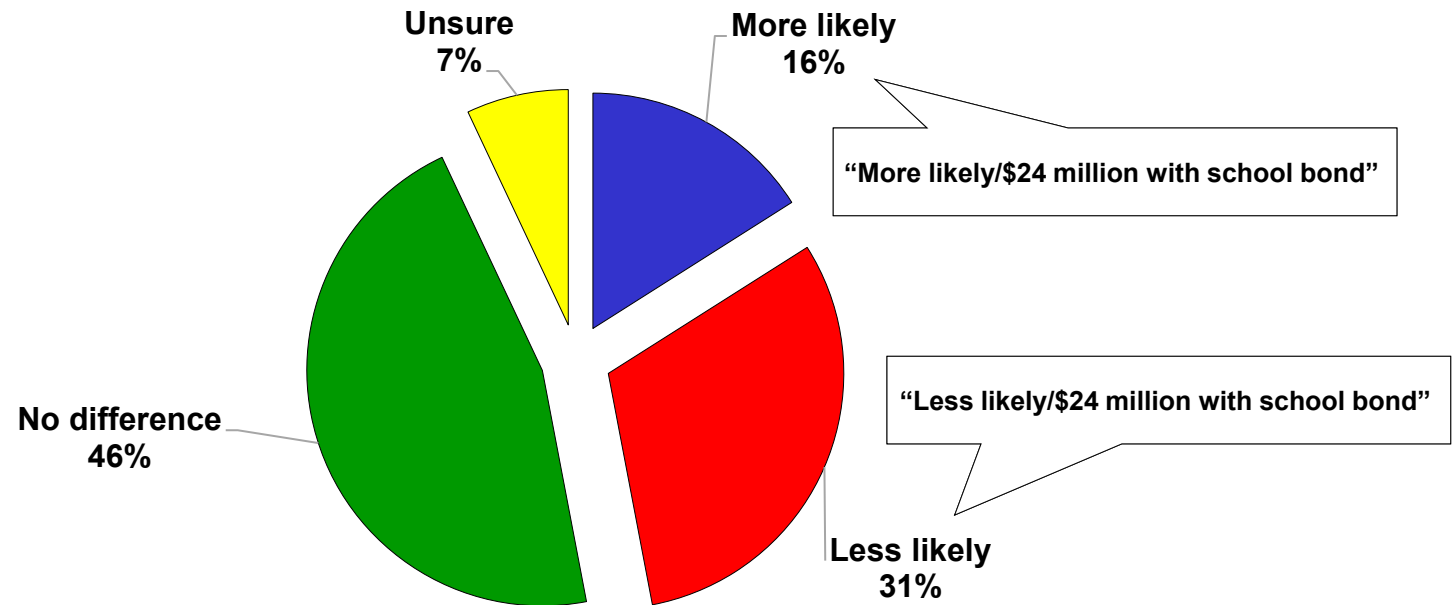


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Used as a crosstabulation point for gauging the effect of including pool funding in a school bond, it is telling that less than half had affective opinions about it



Supposing that the Worthington City School District includes \$24 million dollars in additional funding to renovate and improve the Natatorium in its upcoming Phase 3 bond issues for new school construction and improvement, would you be more or less likely to vote for the school bond issue or would it make no different in your decision?

Nomenclature

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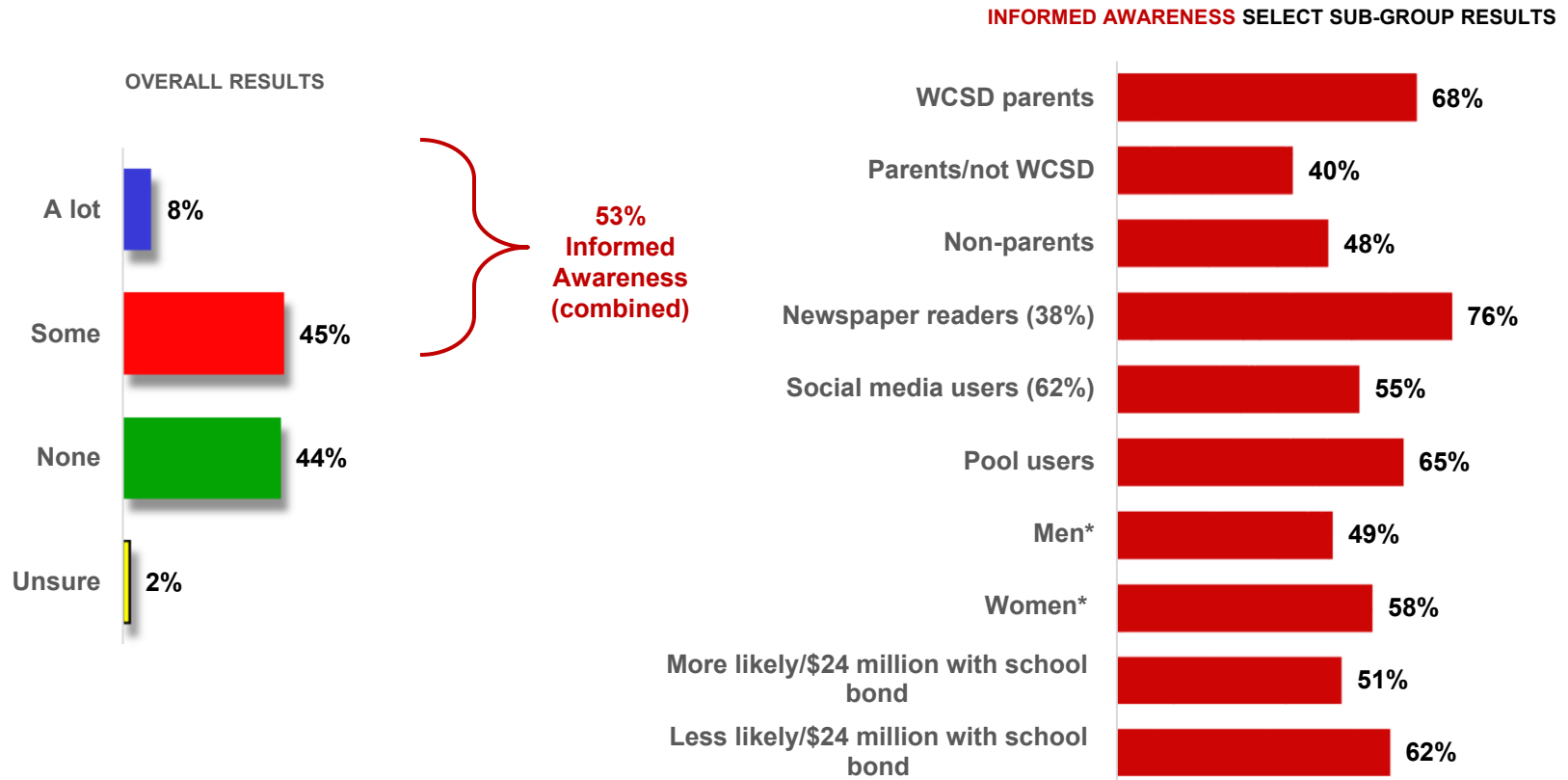


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Informed awareness about this matter appeared superficial, suggesting opinion formation was at a nascent stage and views about the matter could change



How much news and information have you recently heard, read or seen about the possible renovations being discussed for the Worthington Pool facilities?

Awareness

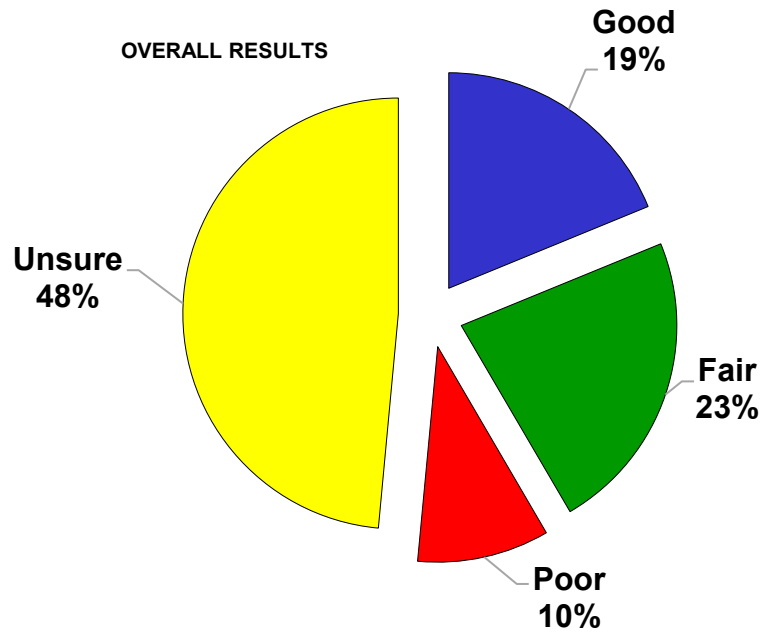
* Differences are not statistically significant

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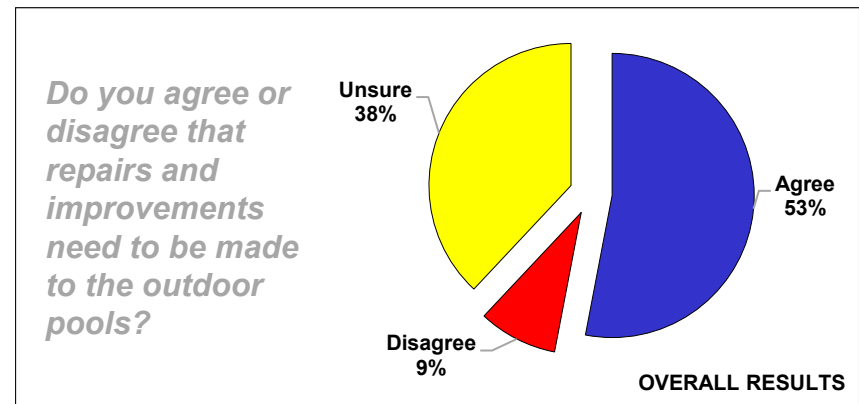
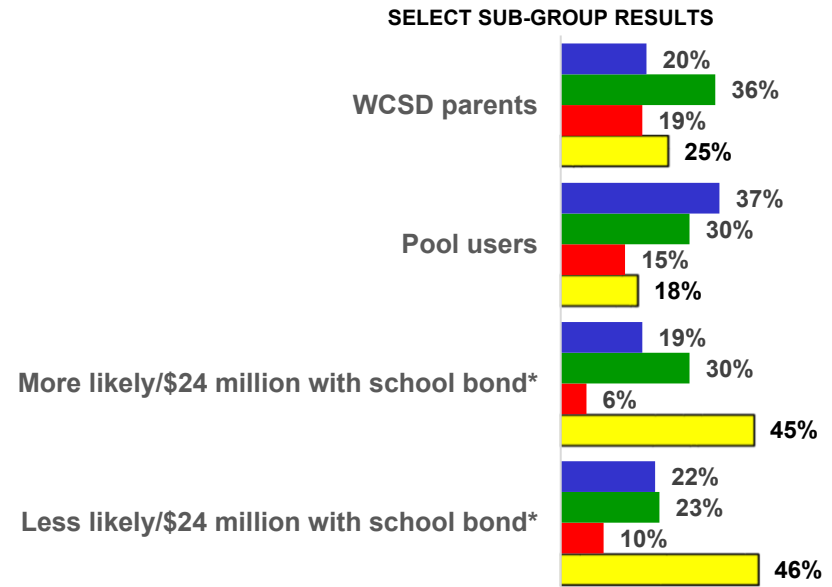


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There was no consensus on the conditions of the outdoor pools, but a majority agreed that repairs & improvements were needed, perhaps due to the age



Looking at a particular part of the Worthington Pool, how would you rate the conditions of the 3 outdoor pools that were constructed in 1954?



* Differences are not statistically significant

Conditions Of Outdoor Pools

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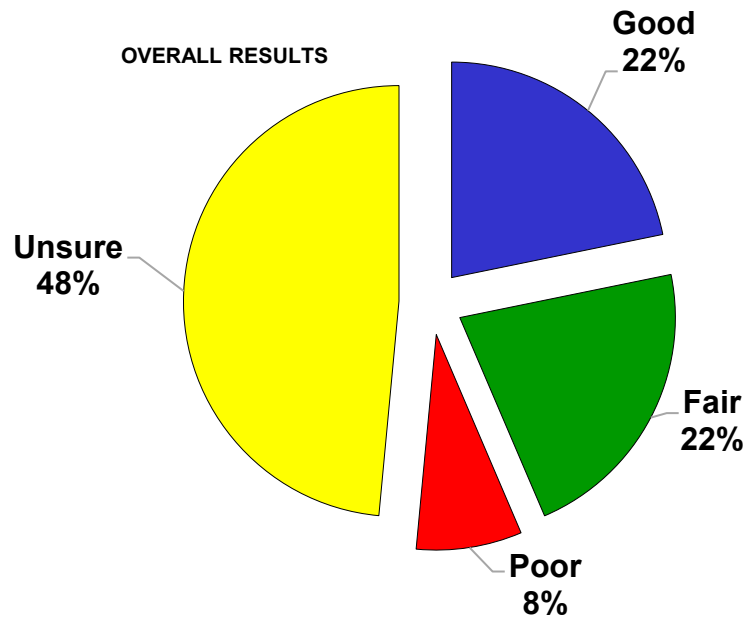


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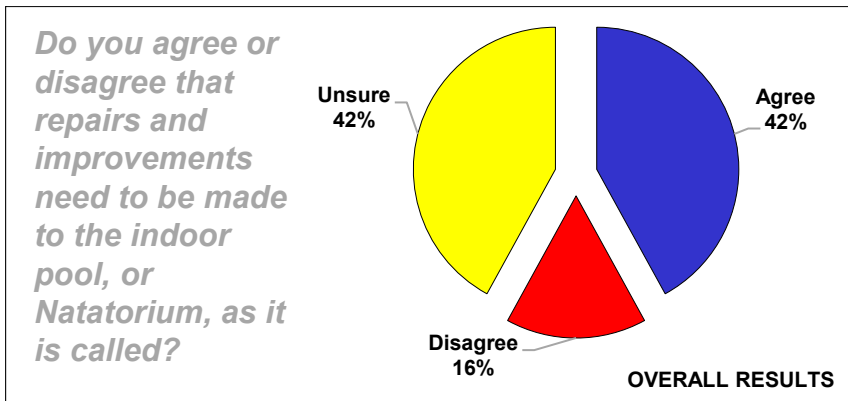
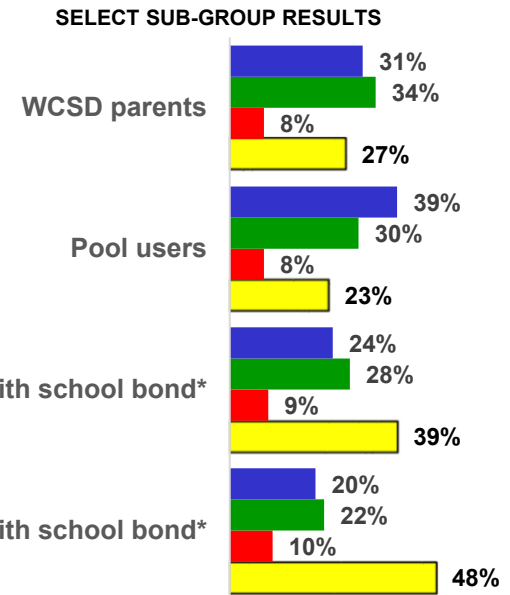
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There also was no consensus on the condition of the Natatorium, but ambivalence about the need for repairs, perhaps due to comparative age contrast



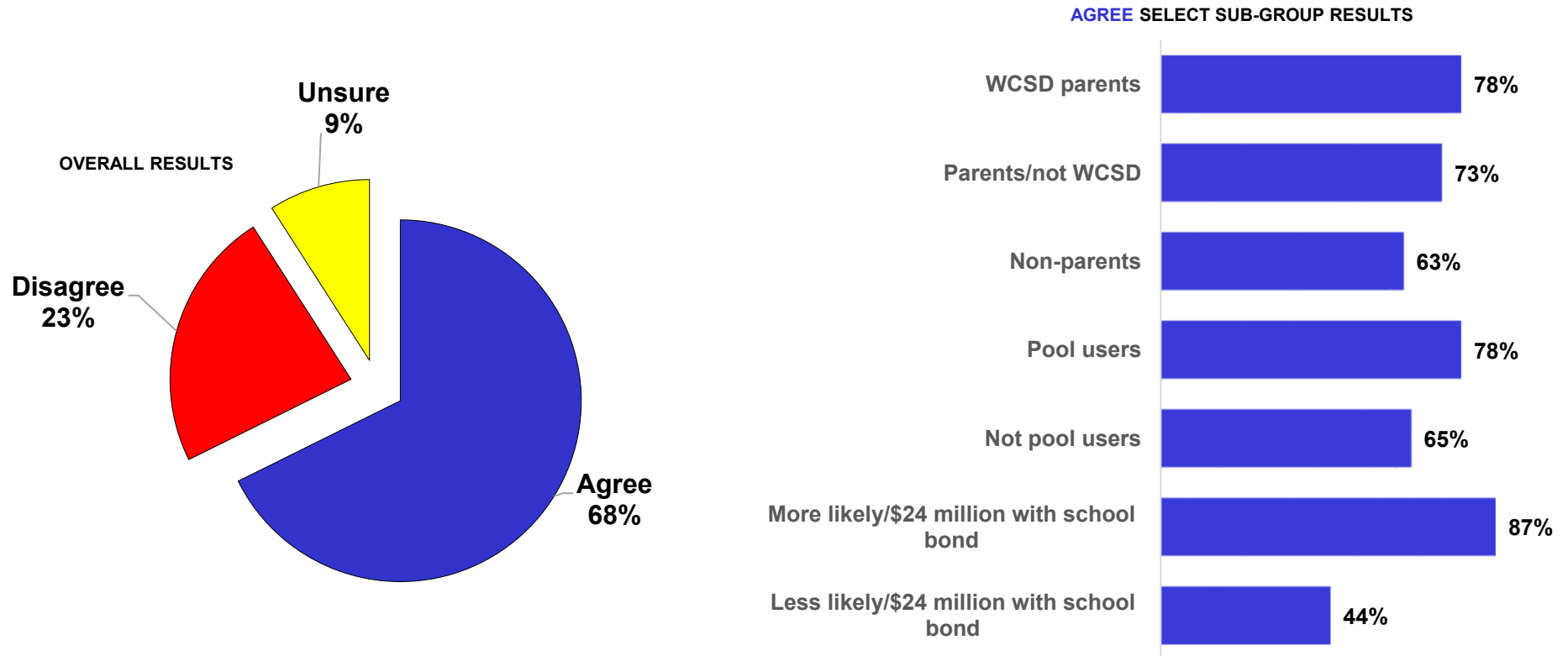
Looking at another part of the Worthington Pool, how would you rate the condition of the indoor pool, or Natatorium, as it is called, that was constructed in 1976?



* Differences are not statistically significant

Conditions Of Indoor Pool

Although there were some sizeable differences among sub-groups, it was evident that most voters believed the pool to be a vital and integral part of the community



Do you agree or disagree that the Worthington Pool is an important asset that is critical to the quality of life in the community and that local residents should help to pay to keep it running, even if they do not use it?

* Differences are not statistically significant

Quality Of Life

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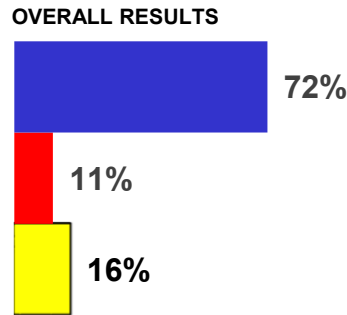


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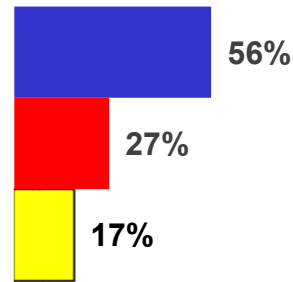
There is a clear mandate to take action to revitalize the pool, but little appetite for having the school district be the catalyst for putting forth a solution

Would you support or oppose a plan to...

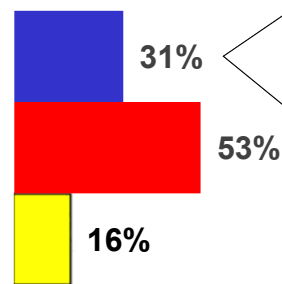
Use a \$1 million grant from the State of Ohio and any contributions that can be made from the non-profit corporation that manages the Worthington Pool to make short-term repairs and improvements to both the outdoor pools and Natatorium, and do more extensive long-term work at a future point in time?



Create a new joint recreation district with boundaries identical to the school district, including parts of Columbus and other neighborhoods served by the Worthington schools...but which would be a separate public entity, that would have the ability to use State grants and local contributions, as well as the authority to ask taxpayers for a tax or bond issue...in order to provide enough funding to make long-term repairs and improvements to both the outdoor pools and Natatorium?

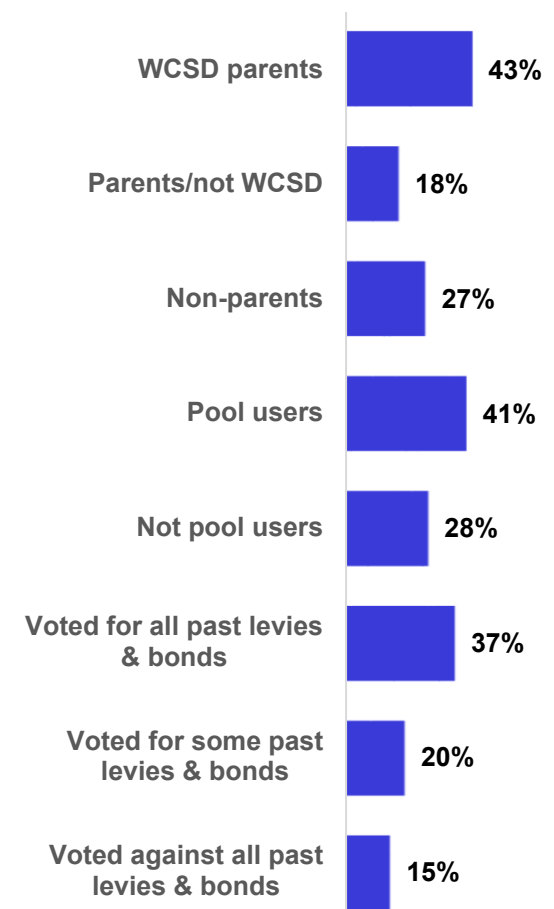


Have the Worthington City School District include an additional \$24 million dollars in its next school building bond issue to make critical infrastructure repairs and improvements and modernize the Natatorium, and allow other organizations to decide what should be done and how to fund repairs and improvements to the outdoor pools?



■ Support ■ Oppose ■ Unsure

SELECT SUB-GROUP RESULTS FOR OPTION 3



Options

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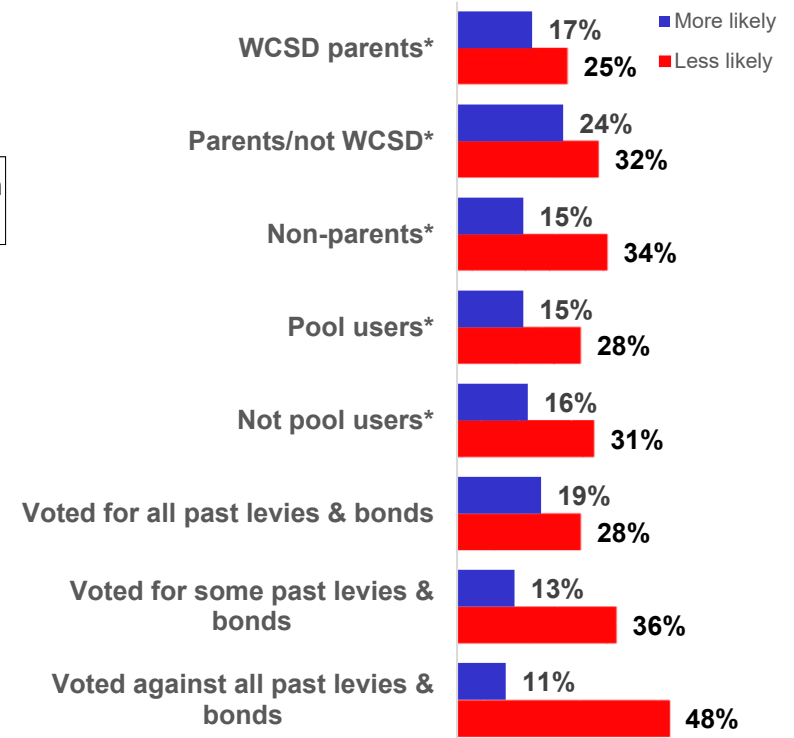
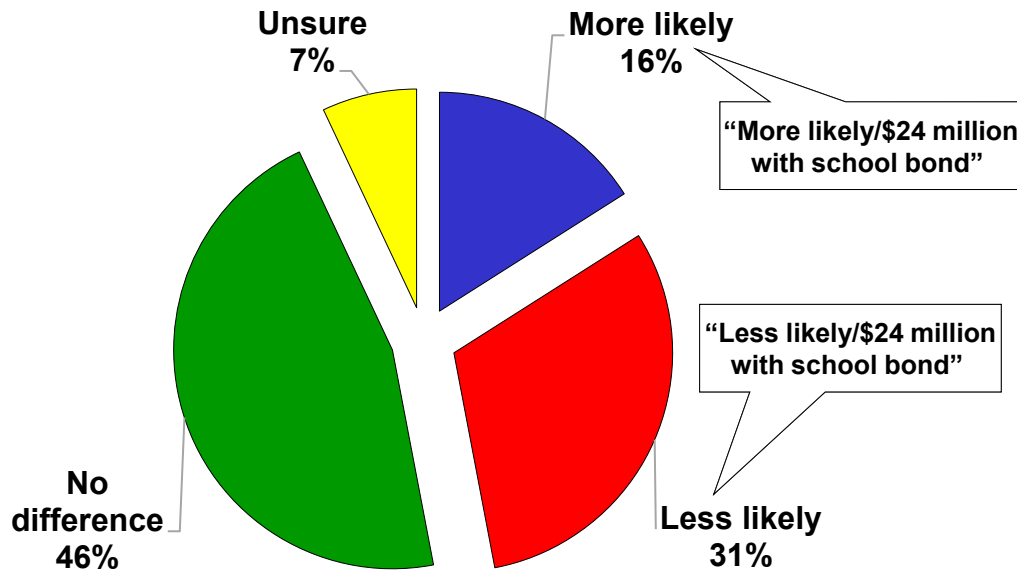


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It may provide additional rationale for those who might waver or oppose a request, but does appear to elicit the kind of ardent reaction that could doom a request



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Effect

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- 74 percent of voters said the Worthington area was moving in the right direction and only 13 percent said it had gotten off onto the wrong track, which signaled a high degree of contentment and a placid opinion environment
- 23 percent of respondents considered themselves to be frequent or occasional pool users, although it reached 47 percent among WCSD parents
- 39 percent of voters said property taxes were too high, although it reached 44 percent among homeowners and 60 percent among those who reported they would be less likely to support a future school bond issue, if it included money for pool repairs & improvements
- 51 percent were aware that even though it is located on school grounds, the Worthington Pool is a public facility that is privately managed by a non-profit corporation, rather than the City of Worthington or the Worthington City School District

Other Notable Findings

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QUESTIONS?

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