

Building & Facilities Needs Opinion Study



WORTHINGTON CITY SCHOOL DISTRICT

SURVEY RESULTS OVERVIEW



Building & Facilities Needs Opinion Study

Telephone interviews performed by specially-trained opinion research interviewers

Conducted with 403 randomly-selected registered voters in the Worthington City School District, using a combination of valid residential, VOIP and cellular telephone listings

+/- 4.88% overall estimated margin of error, with a confidence interval of 9.76% within which the results can vary

March 27 – March 31, 2017

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 and account for planned over-sampling of District parents

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

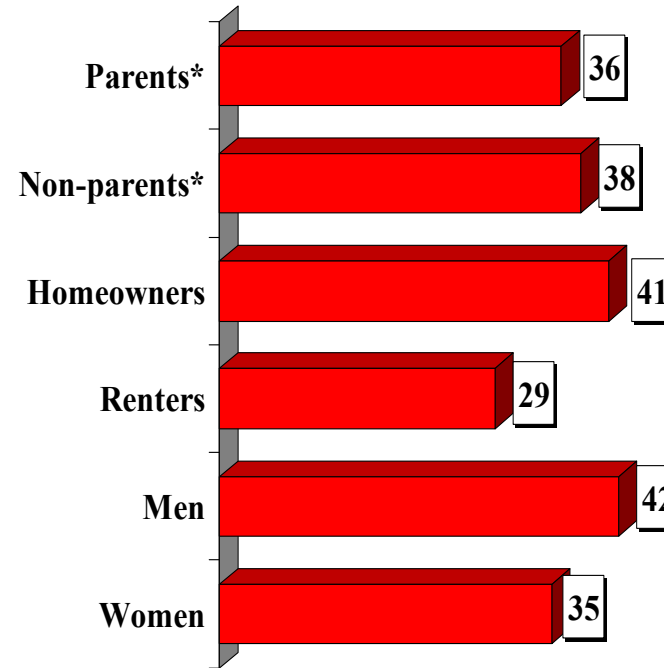
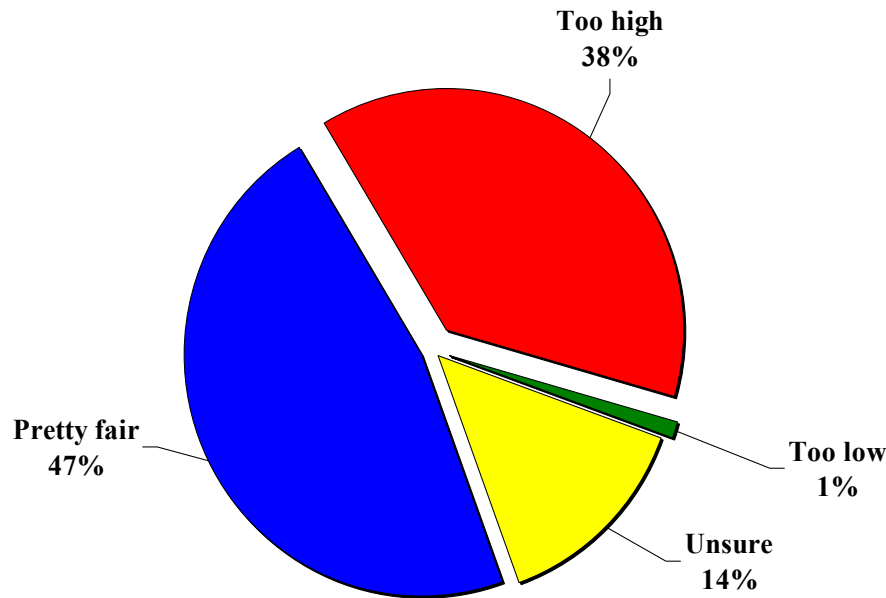
Unless otherwise noted, only statistically-significant differences that were outside the confidence interval for the overall estimated margin of sampling error have been reported in this presentation of key findings

METHODS

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SELECT KEY SUB-GROUP RESULTS

OVERALL RESULTS

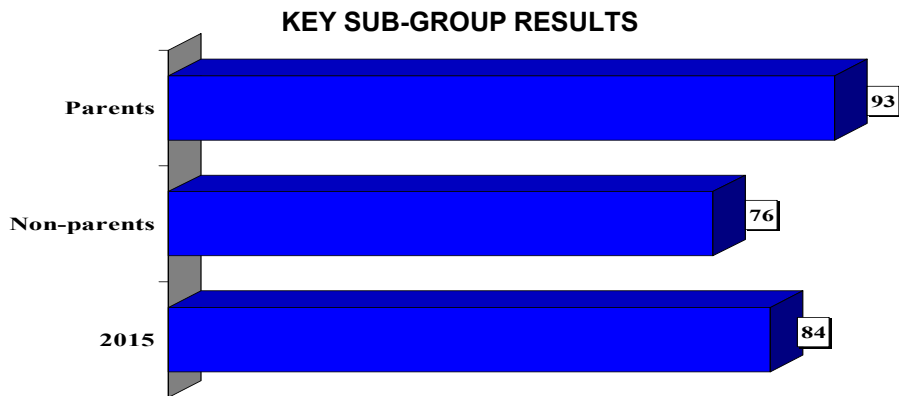
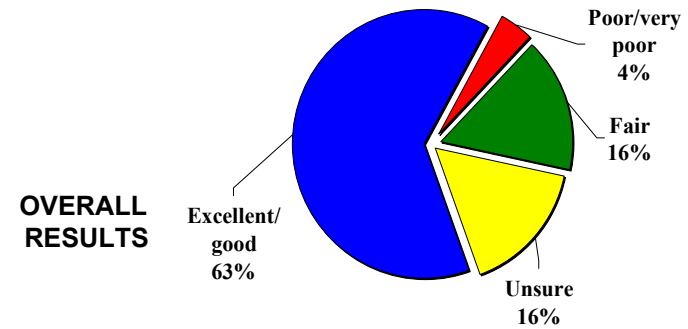
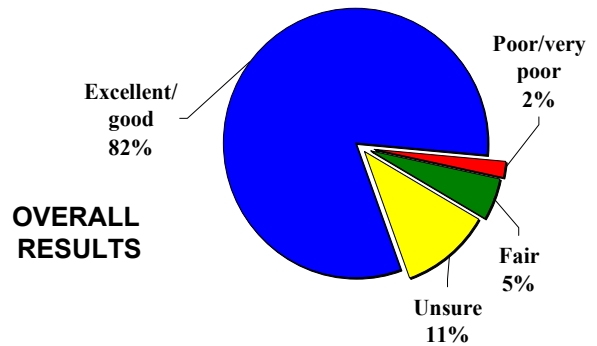


Do you think that property taxes in the area where you live are too high, generally pretty fair or too low?

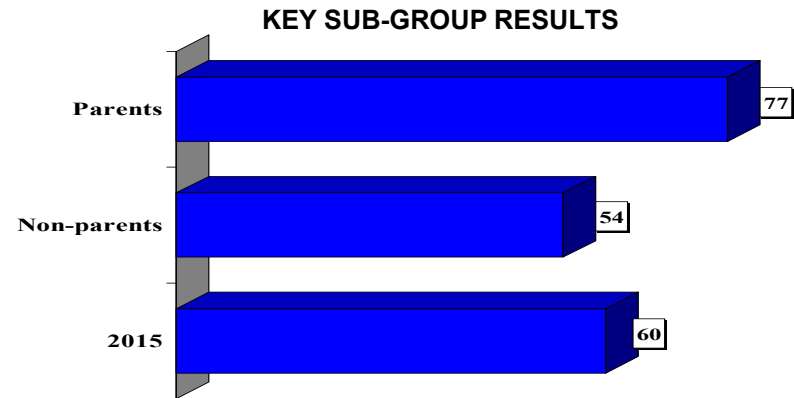
** Differences are not statistically significant*

TAX SENSITIVITY

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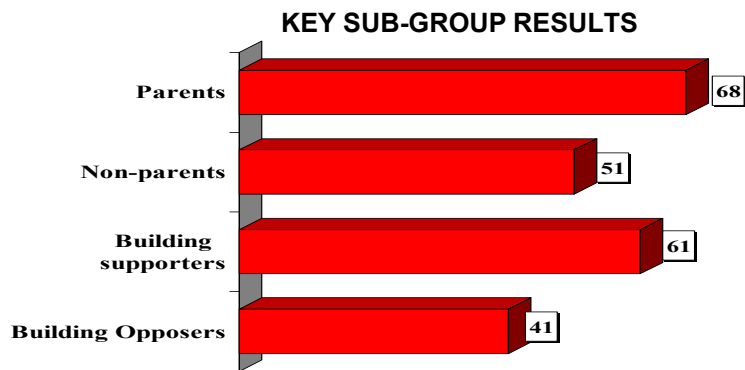
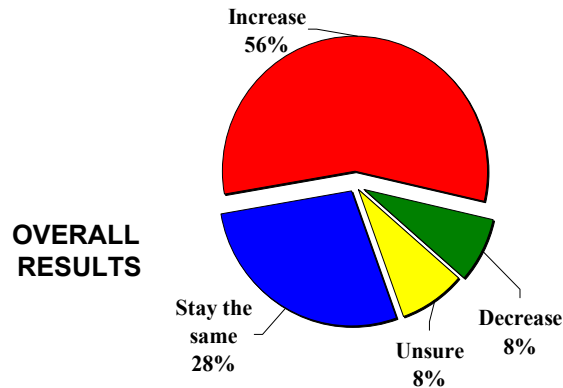
Overall, how would you rate the quality of education being provided by the Worthington School District?



In your opinion, how would you rate the job the Worthington School District has done spending its money in an effective and responsible manner?

KEY PERFORMANCE MEASURES

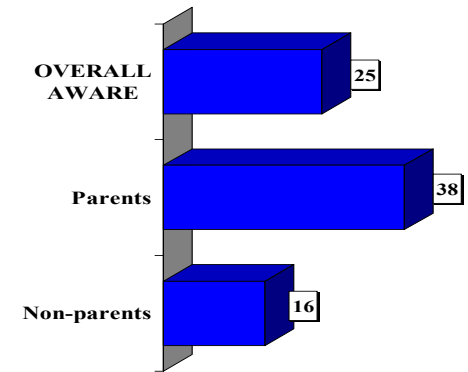
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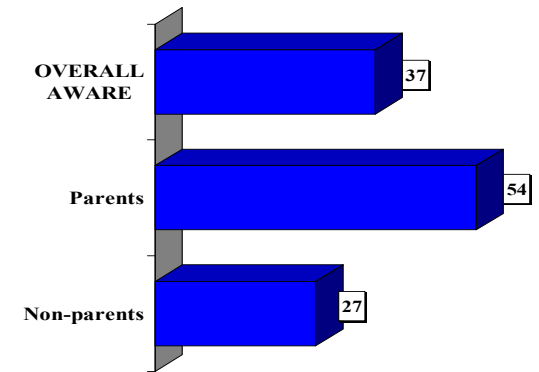
Over the next few years, do you think that enrollment of students in the Worthington schools will increase, stay about the same, or decrease?

SPLIT SAMPLE TESTS:

VERSION A: *Prior to this survey, were you aware that because of generational changes and new families moving in, the number of children in the Worthington schools will increase by approximately 800 students above typical enrollment over the next 5 years?*



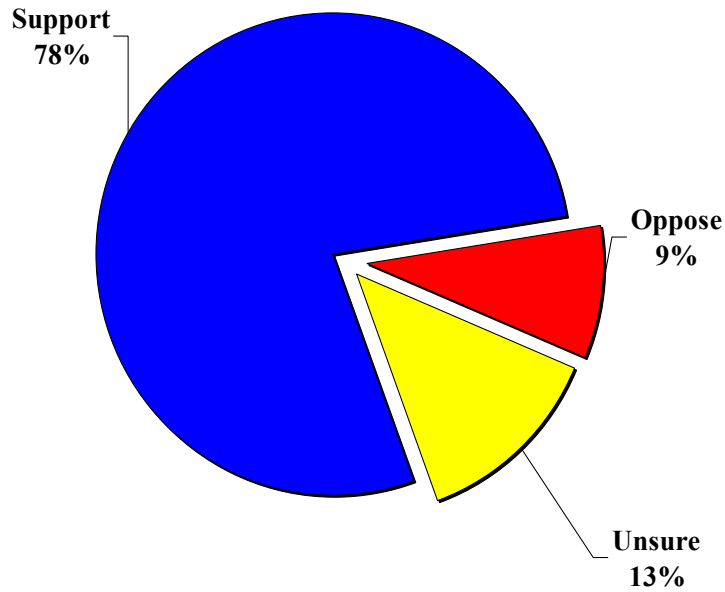
VERSION B: *Prior to this survey, were you aware that because of generational changes and new families moving in, the number of children in the Worthington schools has increased by nearly 900 students above typical enrollment over the past few years?*



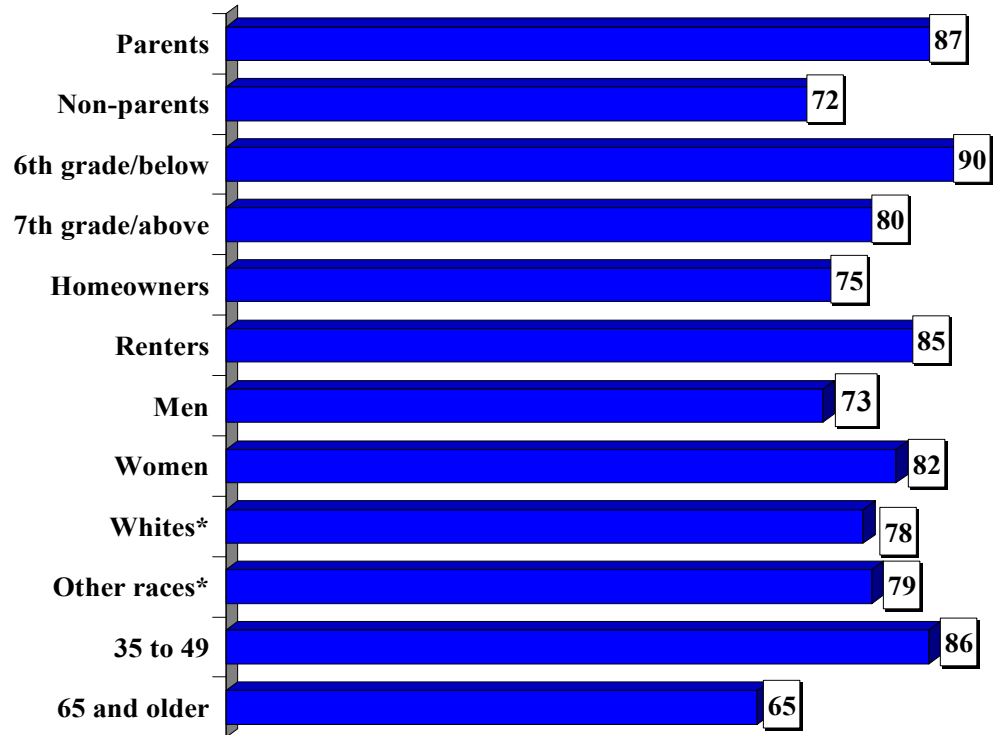
ENROLLMENT

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OVERALL RESULTS



SELECT KEY SUB-GROUP RESULTS

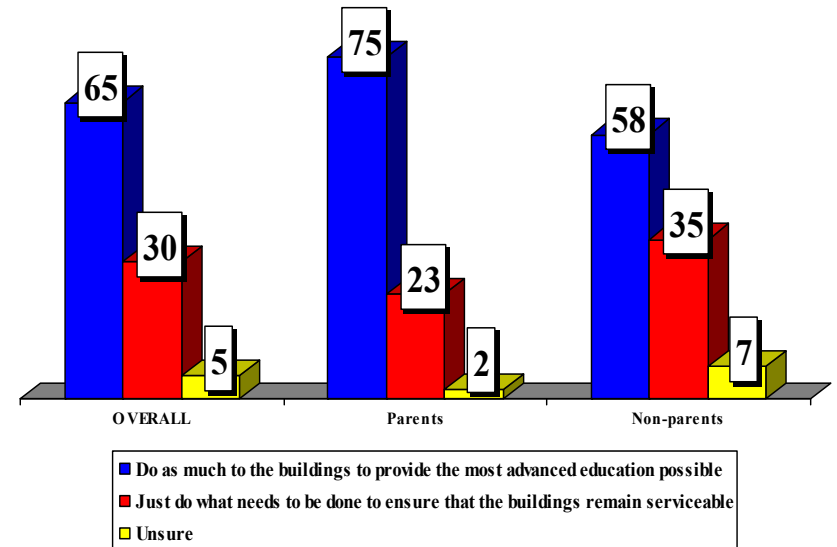
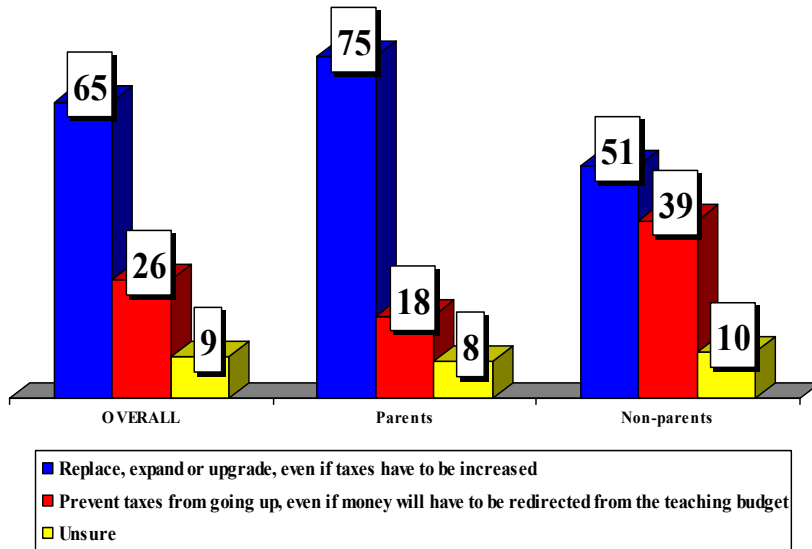


Based on what you know at this time, do you generally support or oppose the plans for repairing, renovating or rebuilding the Worthington school buildings?

** Differences are not statistically significant*

CONCEPTUAL SUPPORT FOR BUILDINGS

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VERSION A: Do you think it is more important to replace, expand or upgrade the Worthington school buildings, even if taxes have to be increased or prevent taxes from going up, even if money will have to be redirected from the teaching & instructional budget to fund facility needs and create more classroom spaces?

VERSION B: Generally speaking, if you could choose, at this time would you prefer the school district do as much to the buildings to provide the most advanced education possible or just do what needs to be done to ensure that the buildings remain serviceable?

SPLIT SAMPLE TESTING

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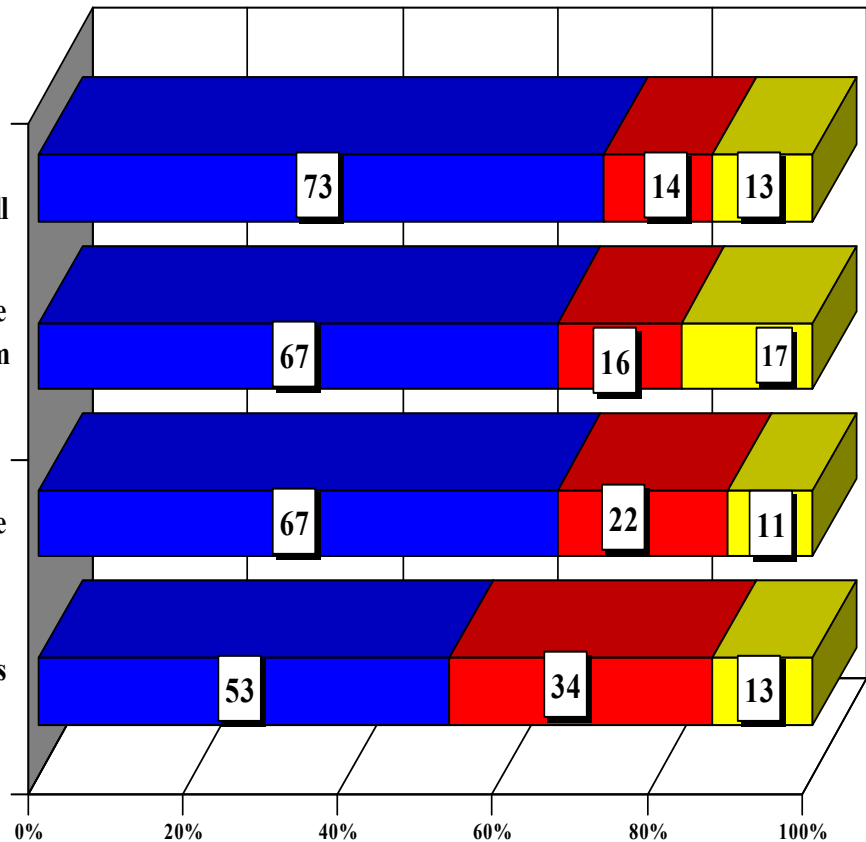
Favor ■ Oppose ■ Unsure ■

Renovating the Thomas Worthington High School by replacing the classrooms, science labs and other academic areas with new ones that will accommodate more students?

Forming a single consolidated alternative school campus at the site of the Linworth Alternative High School, which would also include students from the Phoenix Middle School and Worthington Academy, so it offers more programs?

Shifting high school attendance zones, in order to balance enrollment at the high schools so they have equal amounts of students?

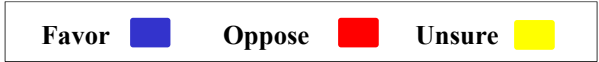
Changing grade configurations, so sixth graders are shifted to various middle schools, in order to accommodate enrollment growth at the elementary schools?



Do you favor or oppose...

BUILDING PROPOSALS & RATIONALES

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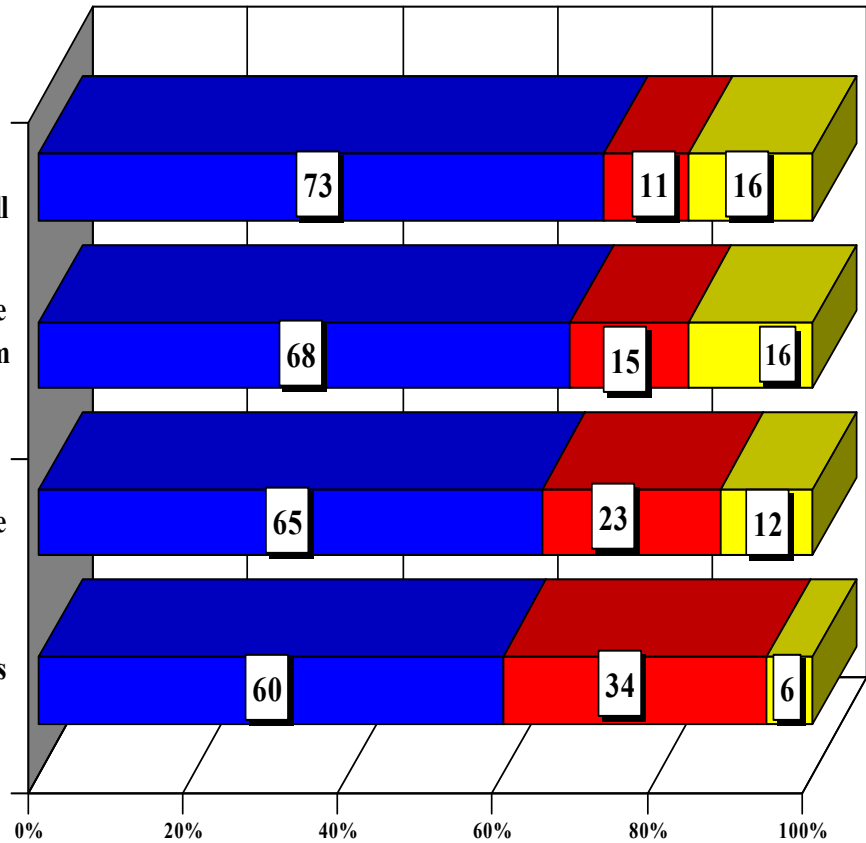


Renovating the Thomas Worthington High School by replacing the classrooms, science labs and other academic areas with new ones that will accommodate more students?*

Forming a single consolidated alternative school campus at the site of the Linworth Alternative High School, which would also include students from the Phoenix Middle School and Worthington Academy, so it offers more programs?*

Shifting high school attendance zones, in order to balance enrollment at the high schools so they have equal amounts of students?*

Changing grade configurations, so sixth graders are shifted to various middle schools, in order to accommodate enrollment growth at the elementary schools?

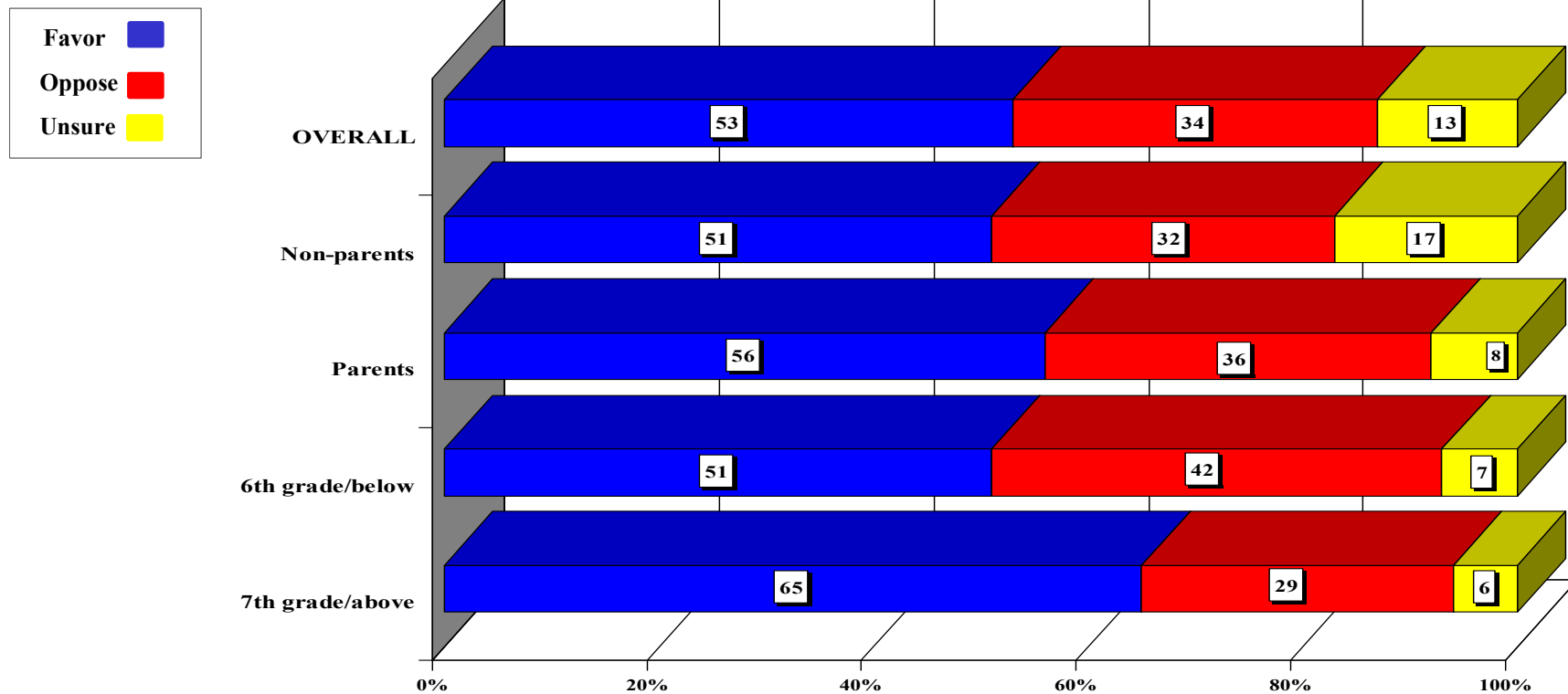


Do you favor or oppose...

** Differences between parents and non-parents are not statistically significant*

AMONG PARENTS (182n unweighted)

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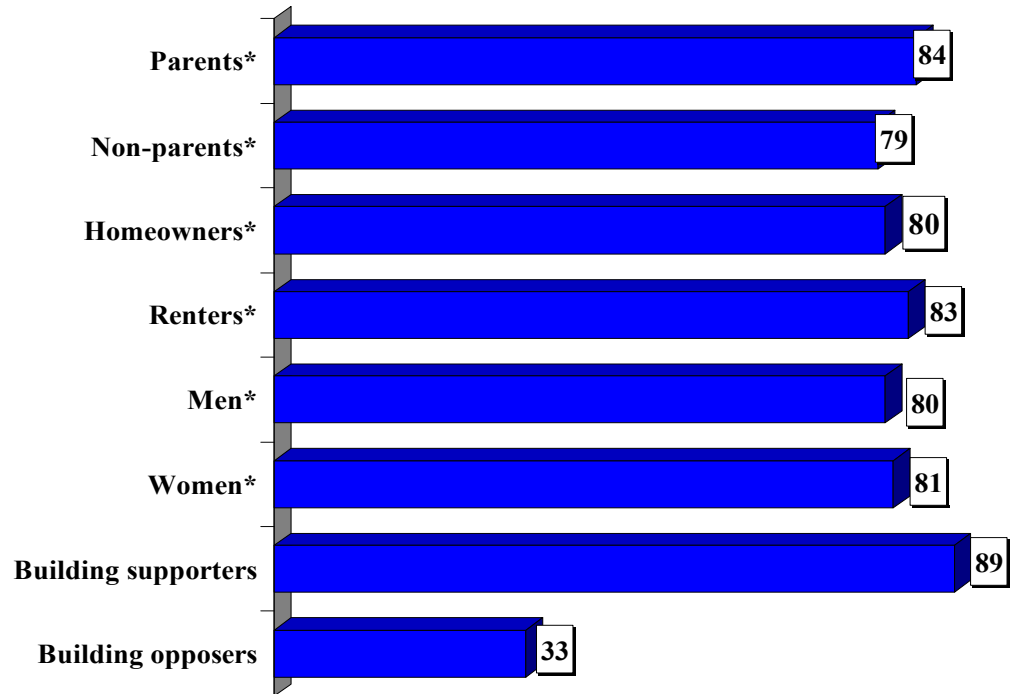
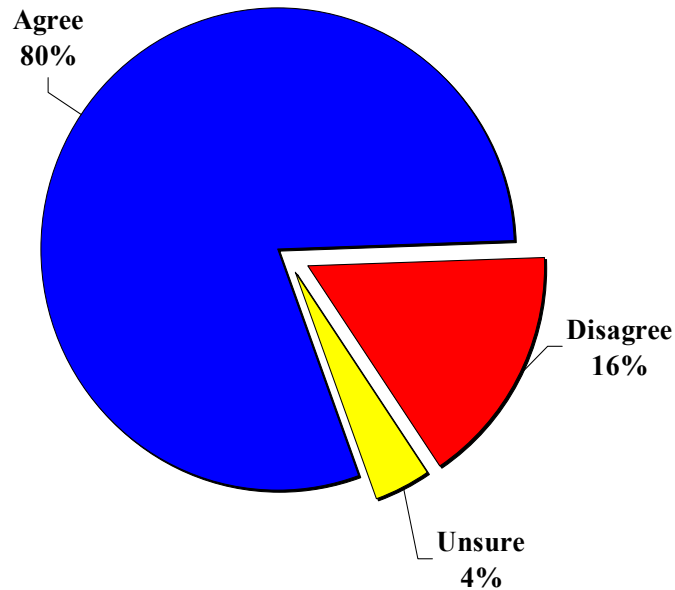
Do you favor or oppose changing grade configurations, so sixth graders are shifted to various middle schools, in order to accommodate enrollment growth at the elementary schools?

CHANGING GRADE CONFIGURATIONS (weighted)

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SELECT KEY SUB-GROUP RESULTS

OVERALL RESULTS



Generally speaking, do you agree or disagree that repairing, renovating or rebuilding school buildings will improve the community's image and reputation?

** Differences are not statistically significant*

IMPACT ON COMMUNITY

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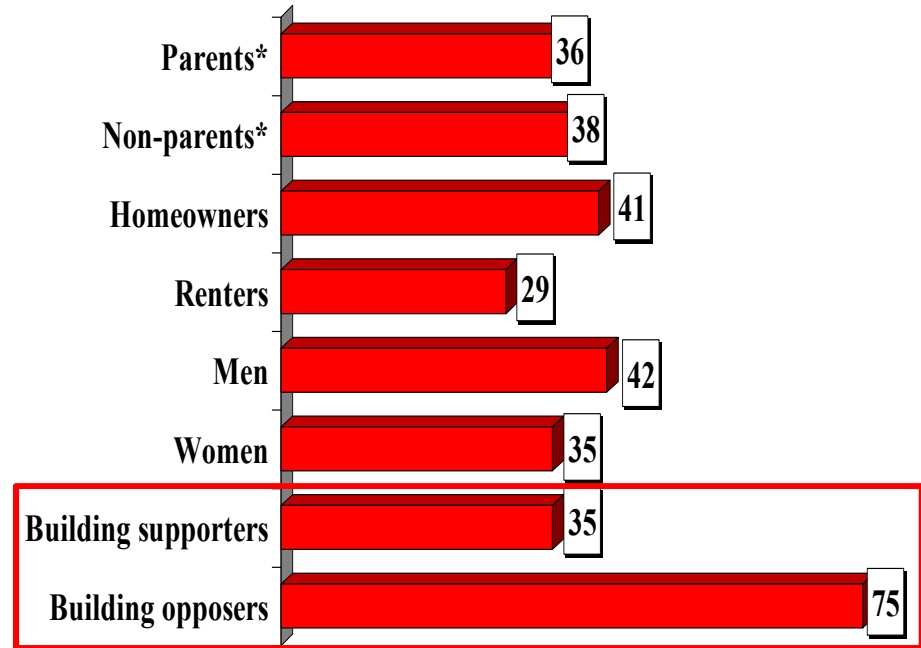
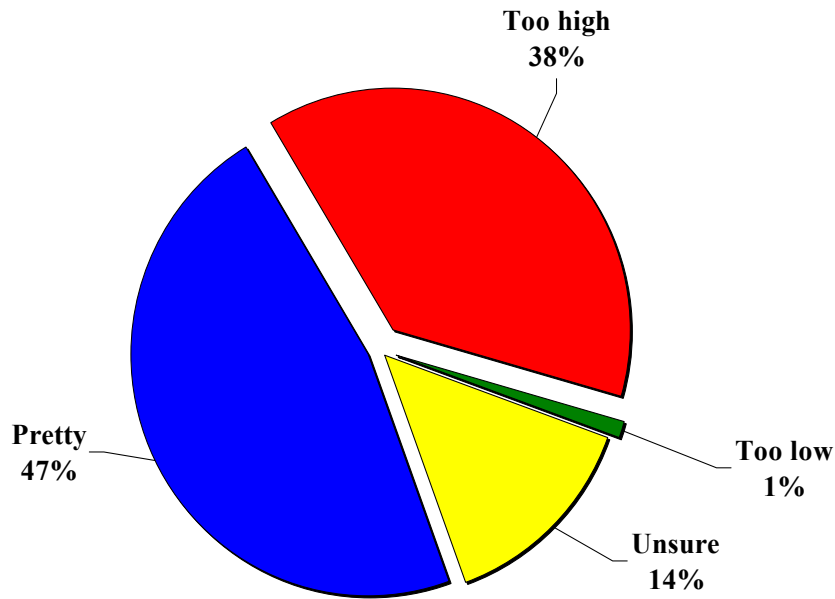
- The right direction rating for the school system was 65 percent overall, including 84 percent for parents and 53 percent for non-parents. The overall rating also was 65 percent in 2015, when the very same question was asked
- Only 32 percent had heard or read a lot or some information about the Worthington City School District exploring plans for possibly replacing or upgrading school buildings, including 52 percent of parents and just 20 percent of non-parents
- In a forced choice battery of response options, 56 percent said that ensuring there is enough space to accommodate increasing enrollment should be the most important factor in deciding what will be done with the school buildings, including 64 percent of parents and 52 percent of non-parents. Ranked second, 18 percent chose avoiding a tax increase
- Views of the job being done seeking input from the public about ideas and possible plans for repairing, renovating or rebuilding school buildings were mixed, as 34 percent rated it as excellent or good, 27 percent said fair, 22 percent gave poor or very poor assessments and 17 percent were unsure
- A majority, 58 percent, said they were not familiar enough with the current state of the Thomas Worthington High School building to have opinions about its condition, including 54 percent of parents

OTHER SURVEY FINDINGS

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SELECT KEY SUB-GROUP RESULTS

OVERALL RESULTS



Do you think that property taxes in the area where you live are too high, generally pretty fair or too low?

** Differences are not statistically significant*

TAX SENSITIVITY REVISITED

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- Satisfaction with critical performance areas remains very high, including, impressively, among non-parents who have fewer opportunities for direct first-hand observation
- There is moderately high – albeit somewhat superficial – awareness of enrollment growth, which helps to set the stage for explaining why the facility plan is being pursued, but it is largely among parents; non-parents appear less unattuned to the matter and particular aspects of it
- Conceptual support for a plan for new and improved buildings is quite high and the sentiment is a consistent one among the vast majority of key segments of the community. At this time, the greater priority appears to be emphasis on ensuring that the new and improved facilities are poised to provide the best education possible, rather than averting a tax increase
- All of the particular ideas garnered majorities of support and appear to be viable ones that warrant further exploration, even among parties that will be affected the most, such as parents of young students
- At this time, sensitivity to the rate of taxes appears to be the most likely impediment to supporting a plan for new and improved buildings, and could presage greater resistance to a bond issue request, when the public dialog shifts from *having* new and improved buildings to *paying* for them

KEY FINDINGS RECAP

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QUESTIONS?

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