

WINNETKA DISTRICT 36 SCHOOL FACILITIES STUDY

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Telephone interviews performed by specially-trained opinion research interviewers

Conducted with 301 randomly-selected adults 18 years of age or older residing in the Winnetka District 36 school district, with District parent oversampling, using a combination of valid residential, VOIP and cellular telephone listings

+/- 5.64% overall estimated margin of error, with a confidence interval of 11.28% within which the results can vary

September 11 – September 17, 2018

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 estimates of the district's adult population

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

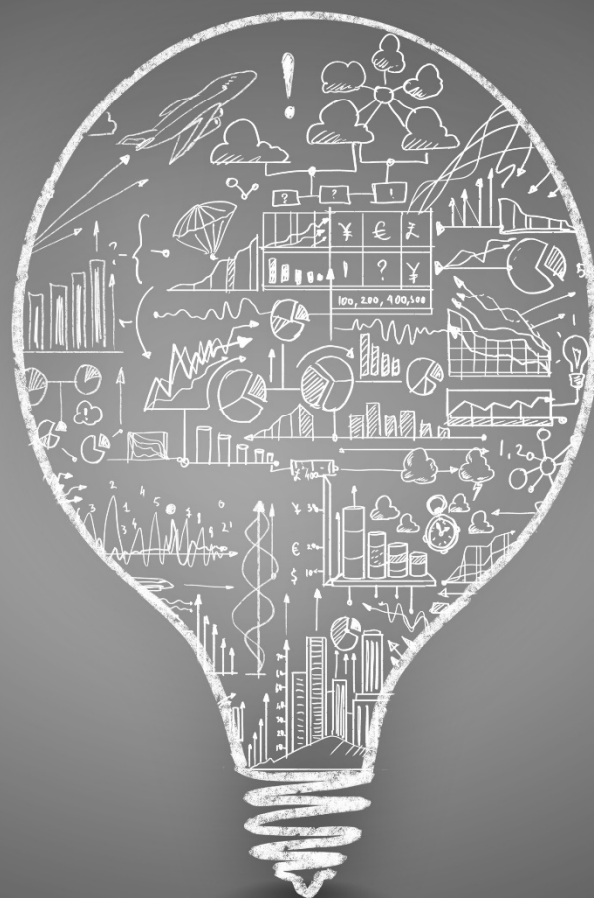
Methods

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Opinion Environment

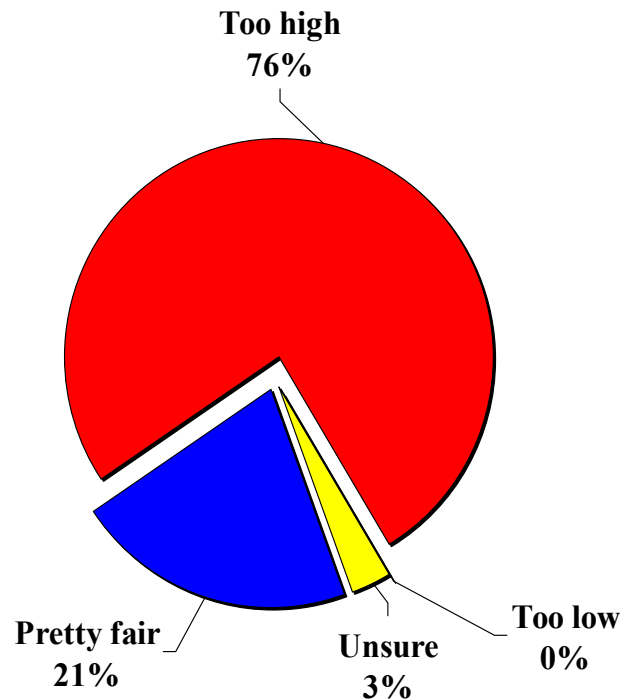
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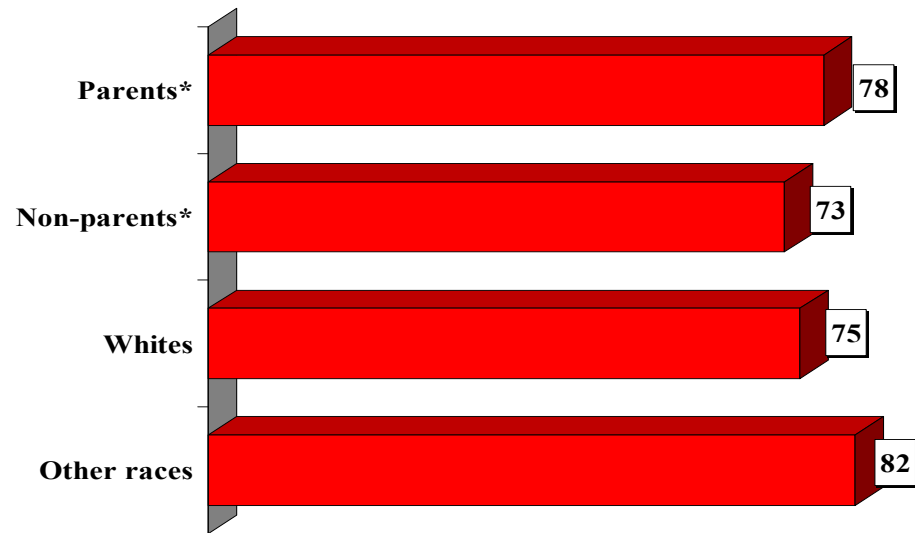


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Sensitivity to the rate of property taxation is high and the sentiment appears to be consistent among key sub-groups



TAXES TOO HIGH SELECT KEY SUB-GROUP RESULTS



** There are no other statistically significant differences by sub-group for the results of this question

Generally speaking, would you say that property taxes in your community are too high, mostly pretty fair or too low?

Property Taxes**

* Differences are not statistically significant

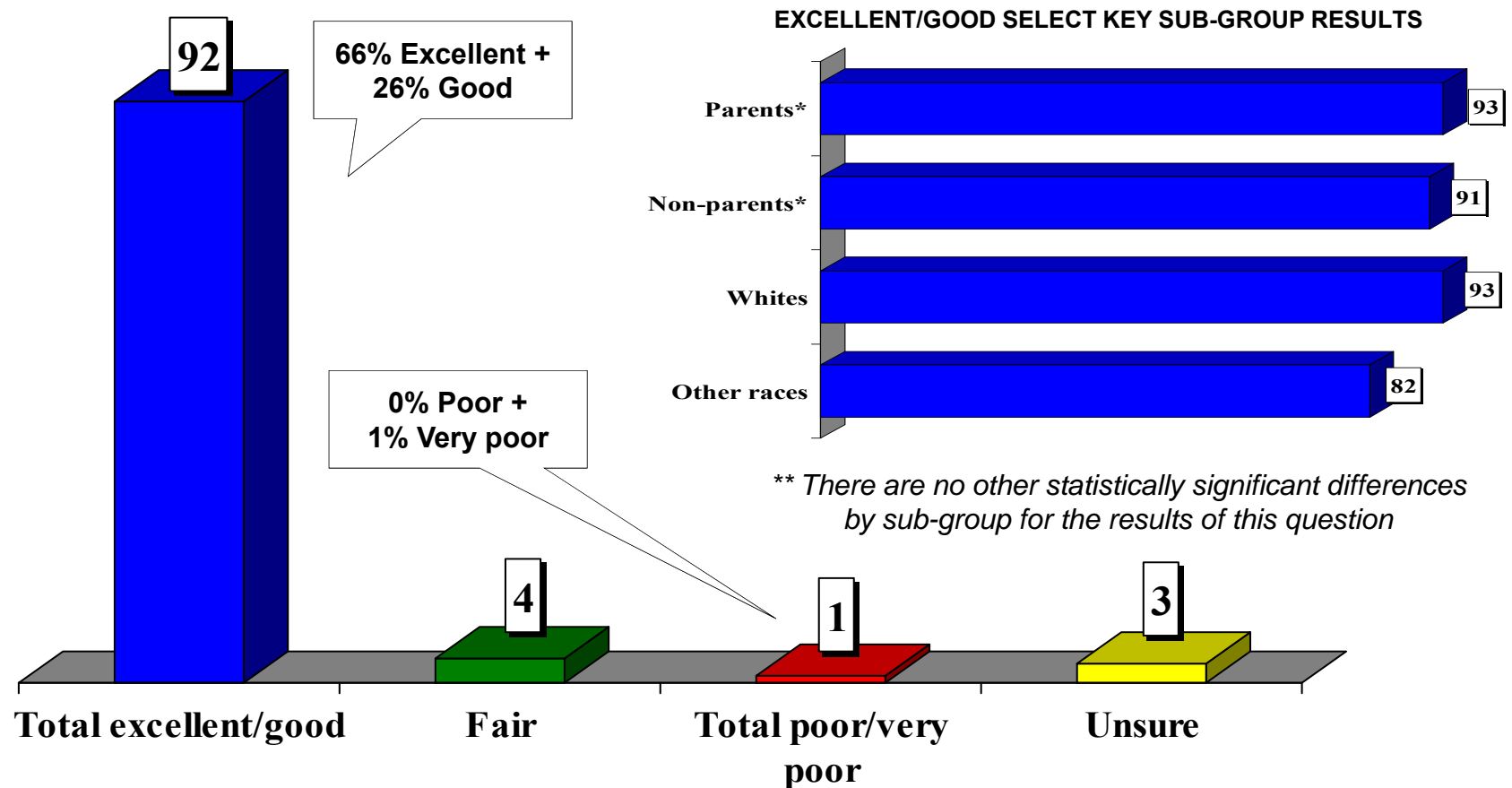
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Assessments of the quality of education are uniformly high and it does not appear that this will affect preferences or support for facility initiatives



Overall, how would you rate the quality of education being provided by the Winnetka District 36 school system?

Quality of Education**

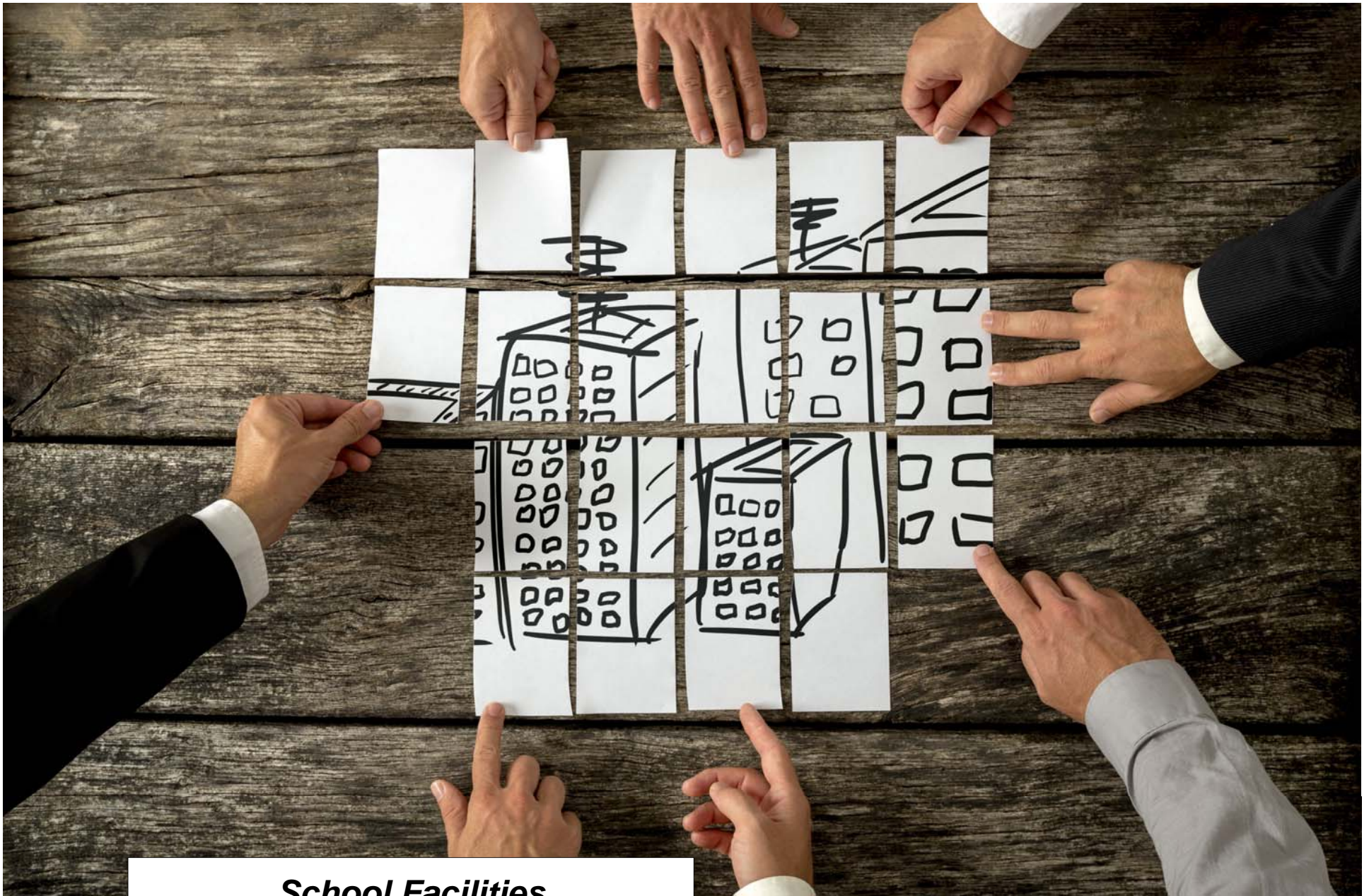
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School Facilities

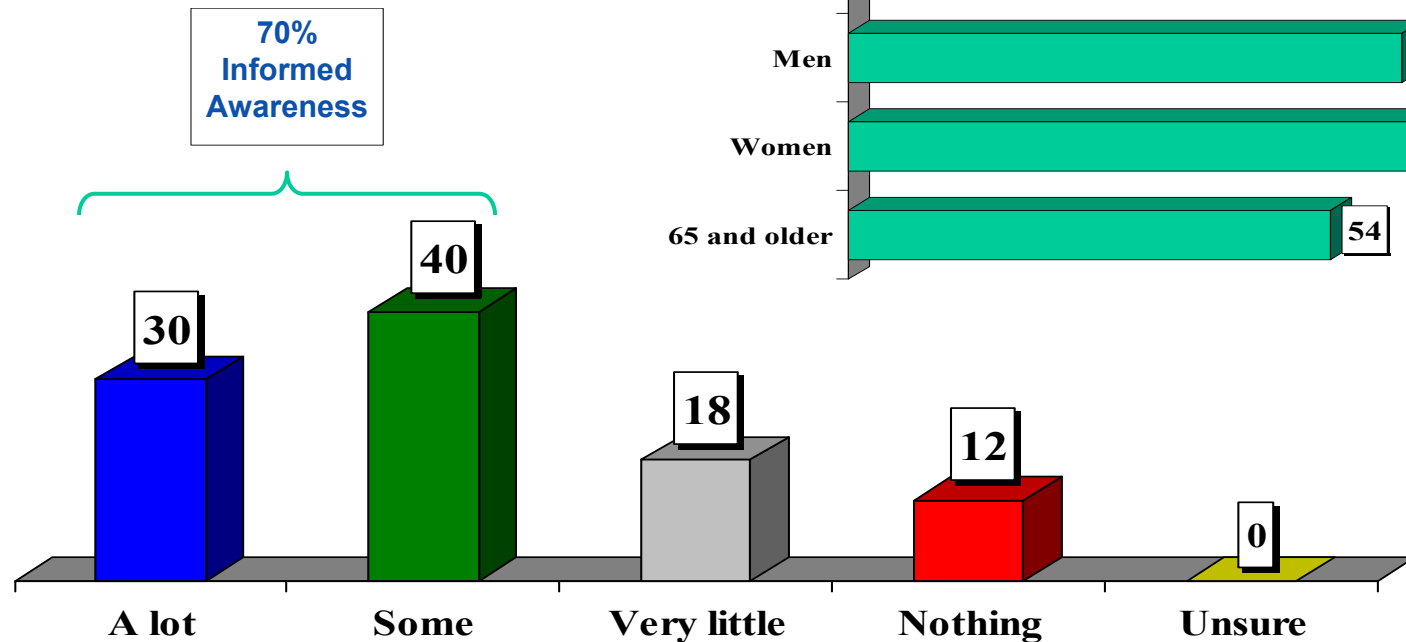
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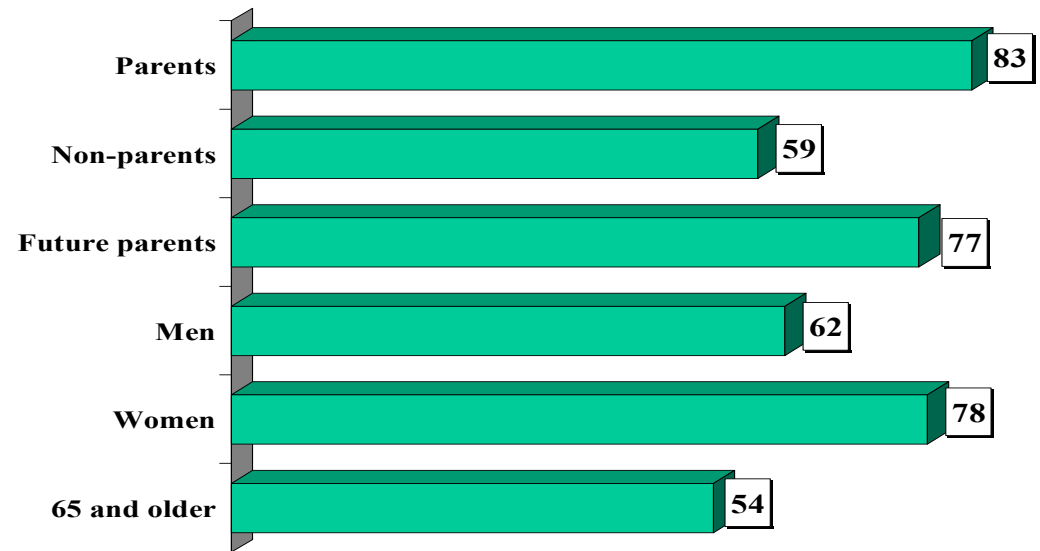


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Despite substantial differences among various sub-groups, it appears that critical first impressions have already been formed



INFORMED AWARENESS SELECT KEY SUB-GROUP RESULTS



At this time, the school system is exploring plans to repair and upgrade the Winnetka District 36 school buildings. How much news and information have you heard, read or seen about this matter?

Informed Awareness

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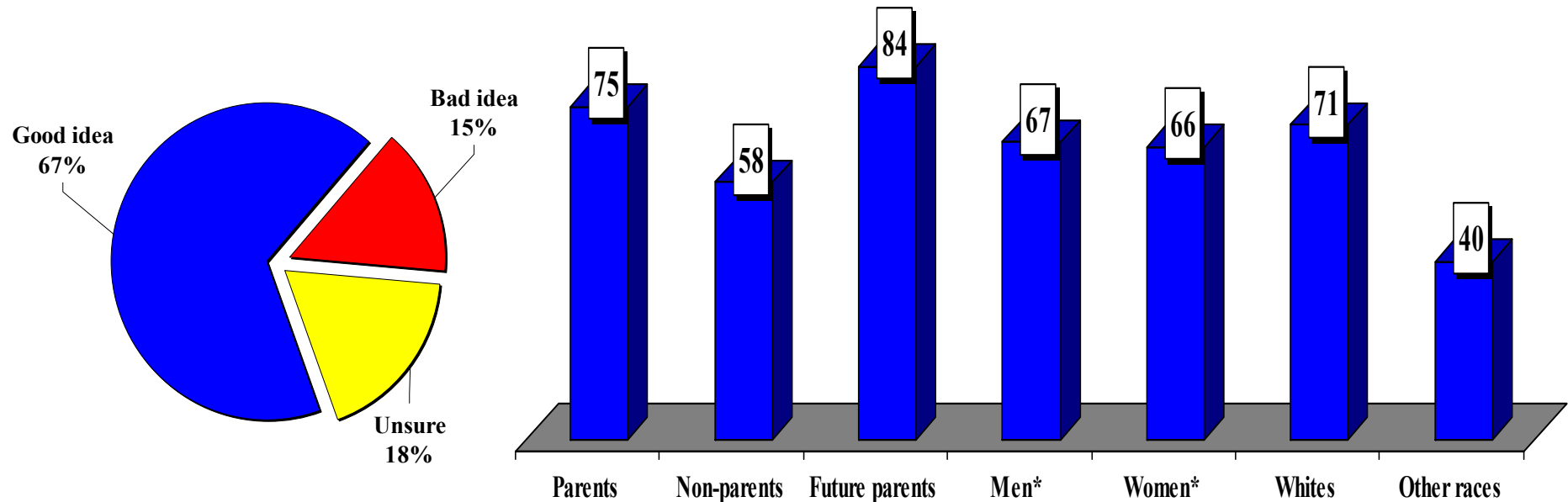
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There is considerable conceptual support for repairing and upgrading facilities, especially among current & future parents

FIRST CONCEPT TEST GOOD IDEA SELECT KEY SUB-GROUP RESULTS



Based on what you know and have heard, at this time do you generally think it is a good or bad idea to repair and upgrade the Winnetka District 36 school system school buildings?

** Differences are not statistically significant*

First Concept Test

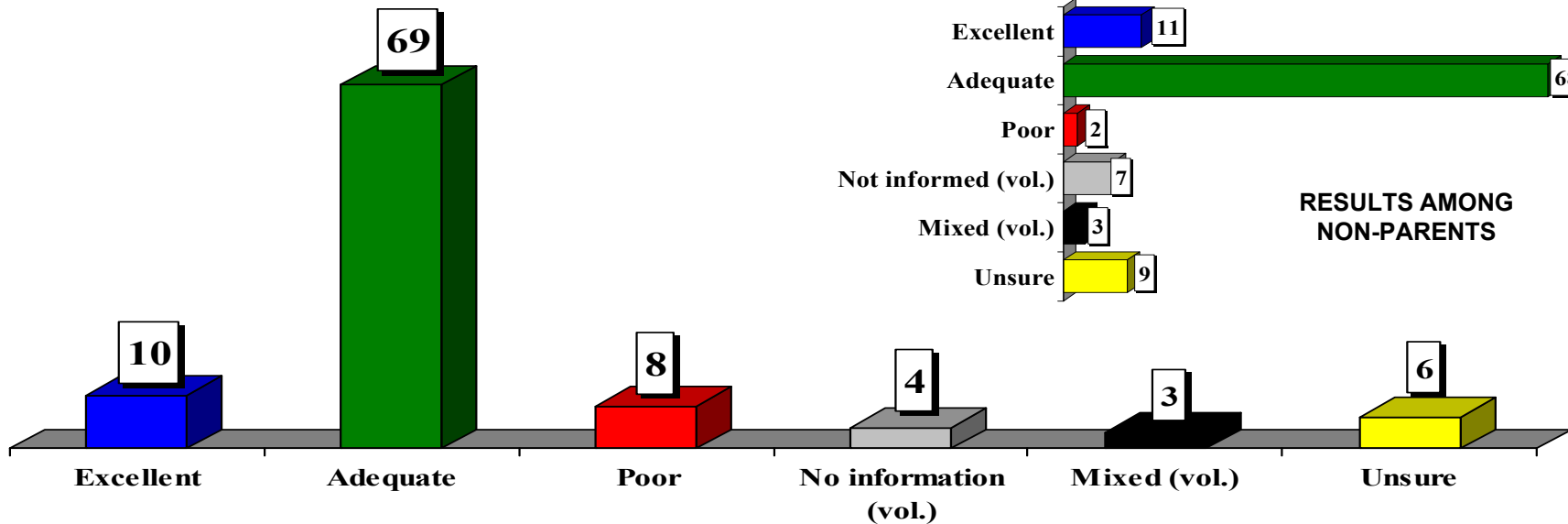
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A seemingly benign, but complex problem in establishing a consensus is that the public seems complacent about the current state of the facilities and there may be little or no sense of urgency to act



In general, do you think that the Winnetka District 36 school buildings and classrooms are excellent facilities with no major repairs and renovations, adequate facilities that need some repairs and renovations or poor facilities that need extensive repairs and renovations?

Assessments of Facilities

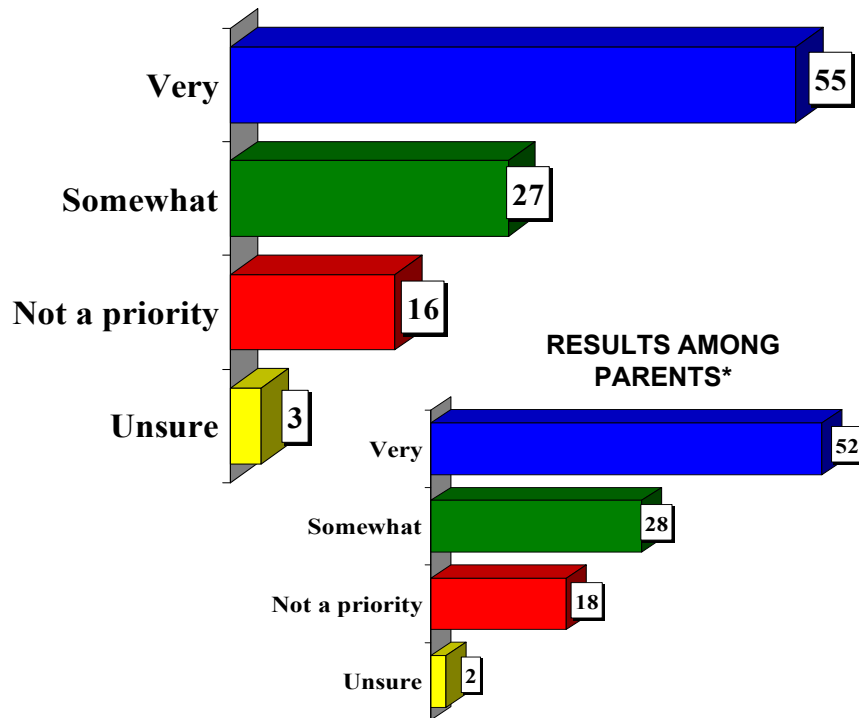
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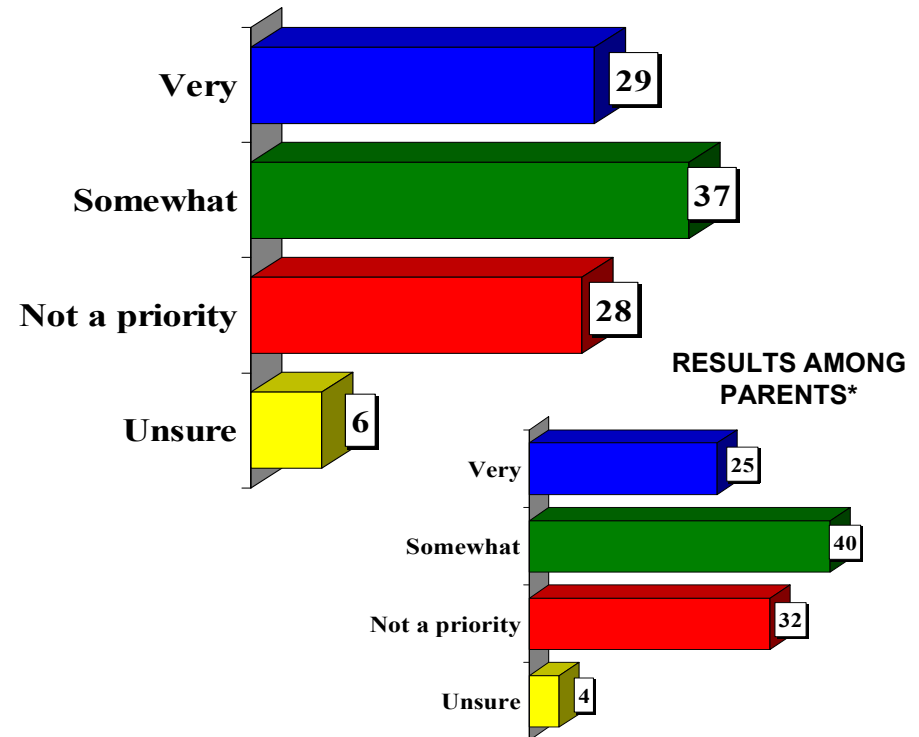


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Maintaining neighborhood elementary schools is a high priority among parents and non-parents, while the community is tepid about balancing enrollment



How important is it to maintain neighborhood elementary schools, even though this configuration is significantly more expensive to operate than consolidating the schools?



How important is it to minimize disruption to current elementary school attendance boundaries to balance enrollment?

* Differences are not statistically significant when compared with non-parents

Operational Priorities

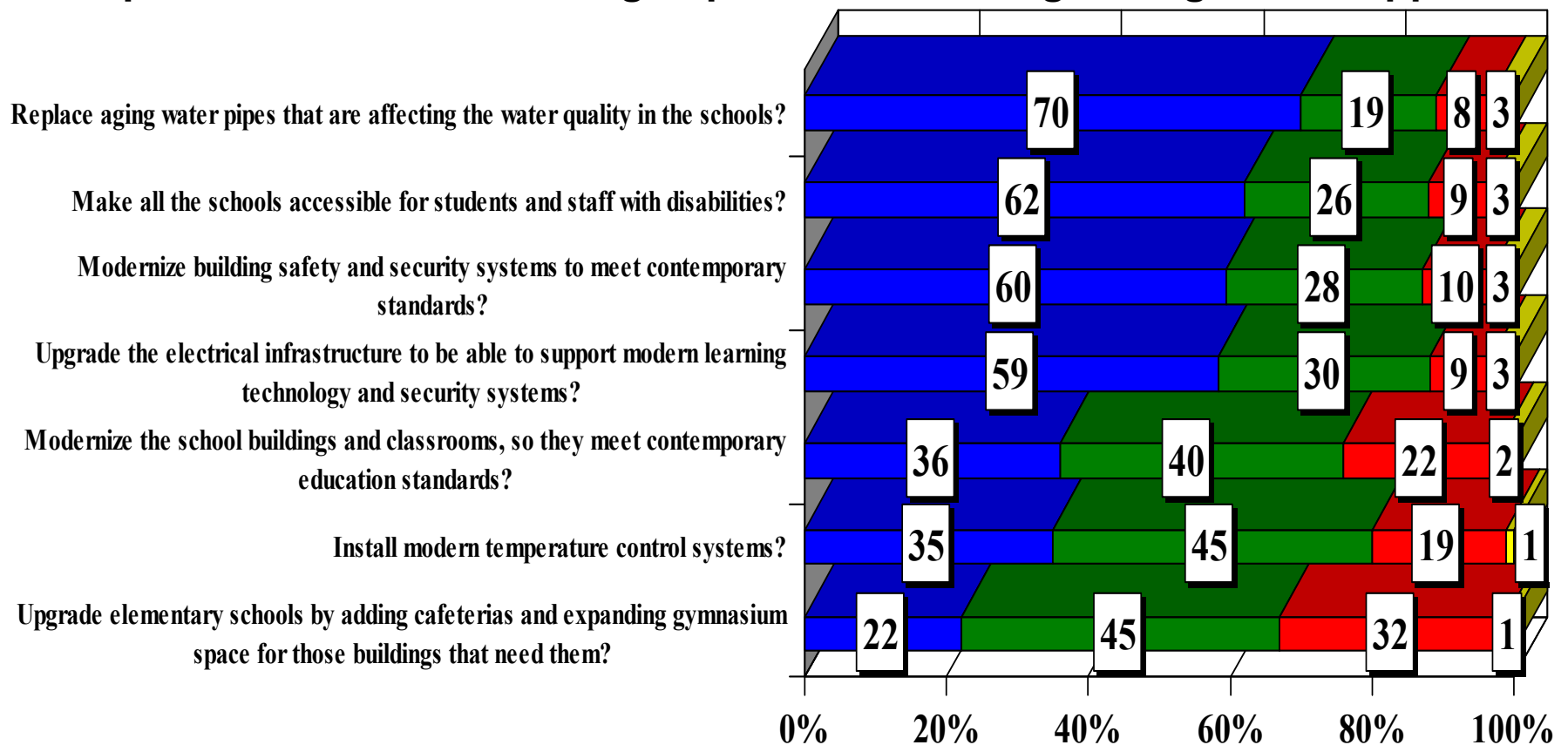
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Many fundamental aspects were deemed high priorities that will help to tangibly explain the need for building improvements and garner greater support



■ High

■ Medium

■ Low

■ Unsure

How much of a priority should it be to...

Building Priorities

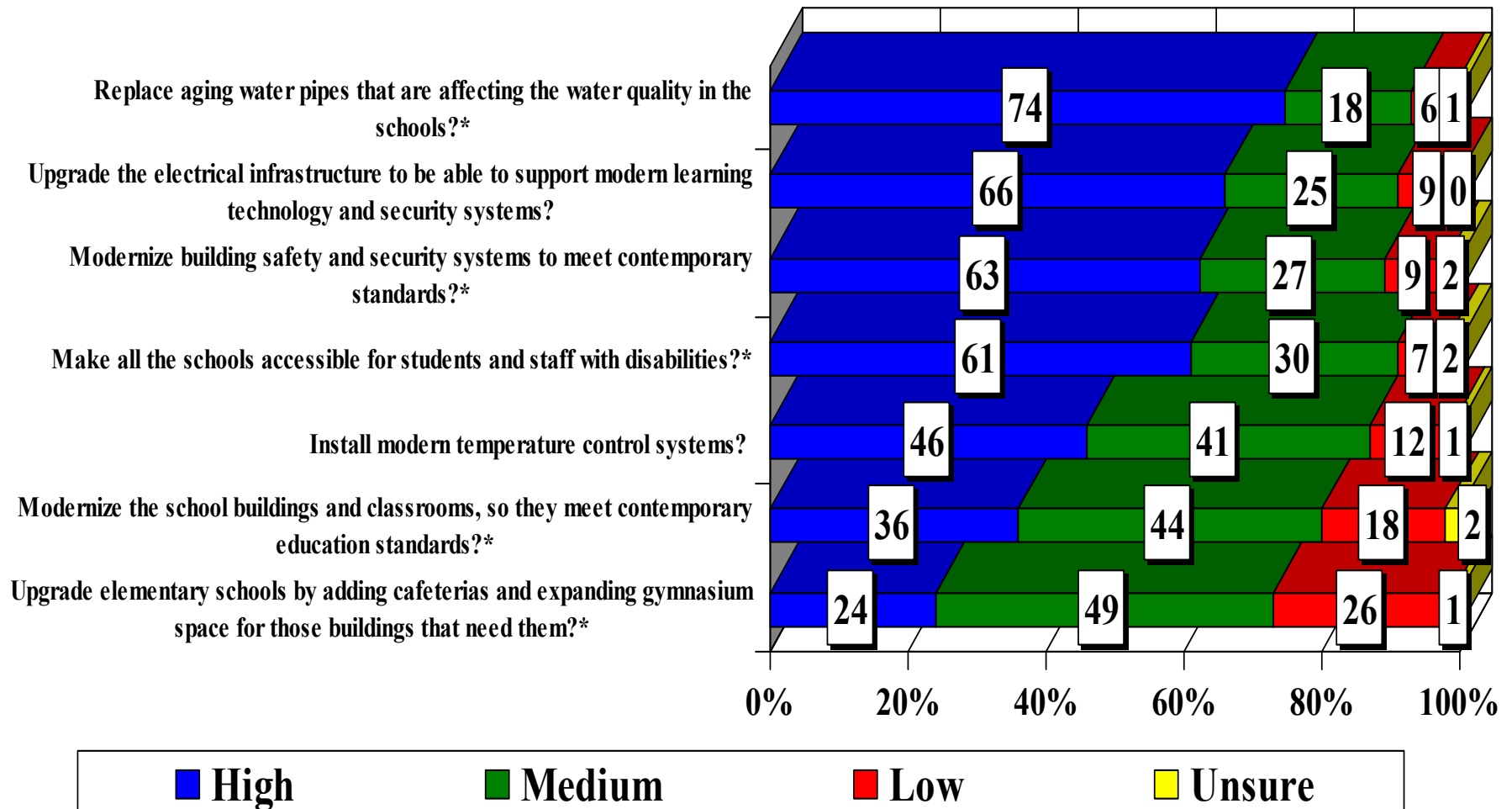
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The few significant differences suggest that parents and non-parents are like-minded about most priorities, although parents are much more interested in climate control



How much of a priority should it be to...

Building Priorities Among Parents

* Differences are not statistically significant when compared with non-parents

n=150

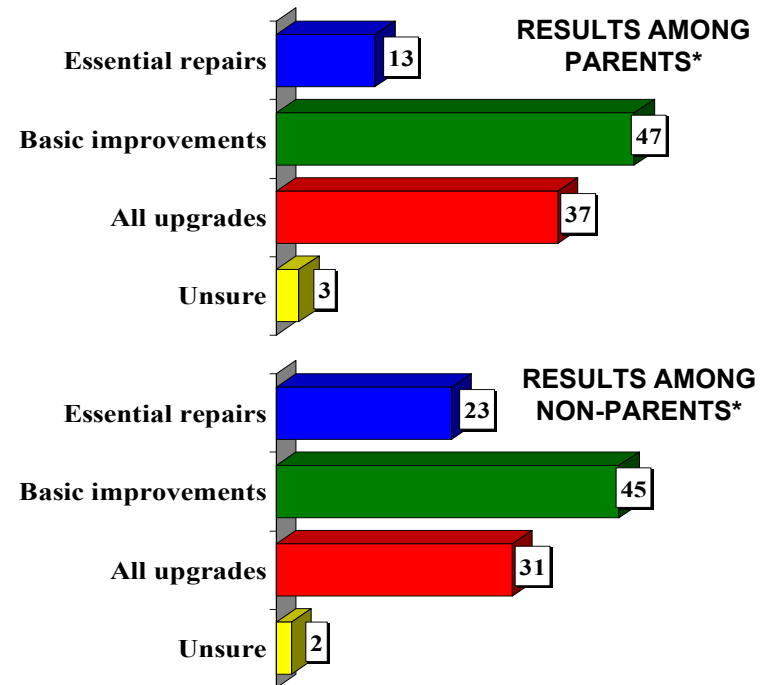
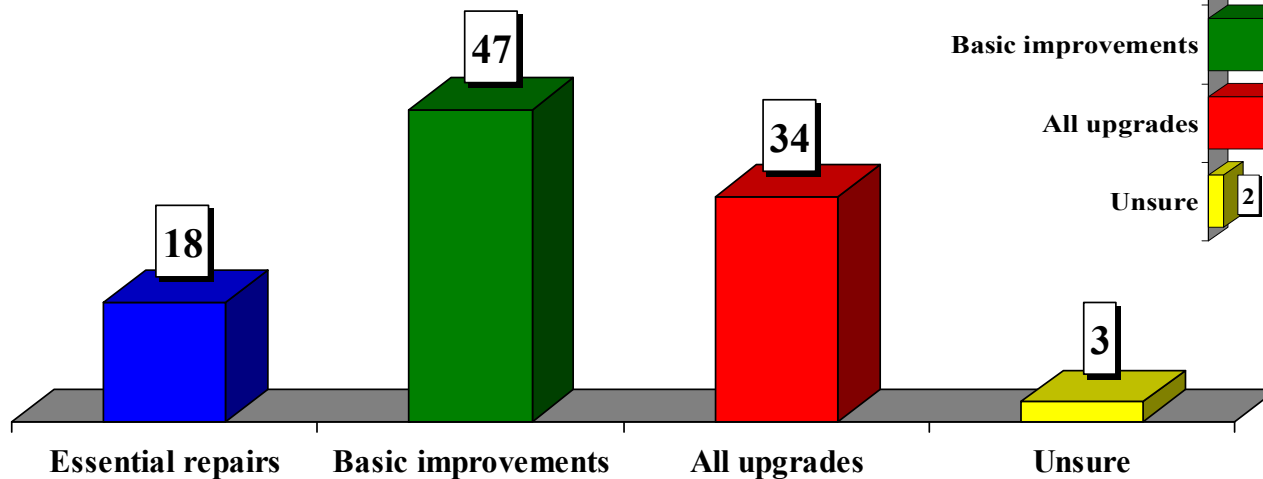
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A plurality of the community appears to prefer basic improvements, such as those to mechanical systems, and, quite notably, the sentiment is the same for parents and non-parents



If you could choose, would you prefer that the Winnetka District 36 school system make only essential repairs to keep the buildings serviceable, make basic improvements, such as to the heating, water, electrical and security systems or make all the upgrades necessary to ensure that schools are equipped to provide modern, exceptional educational experiences?

Extent of Revitalization

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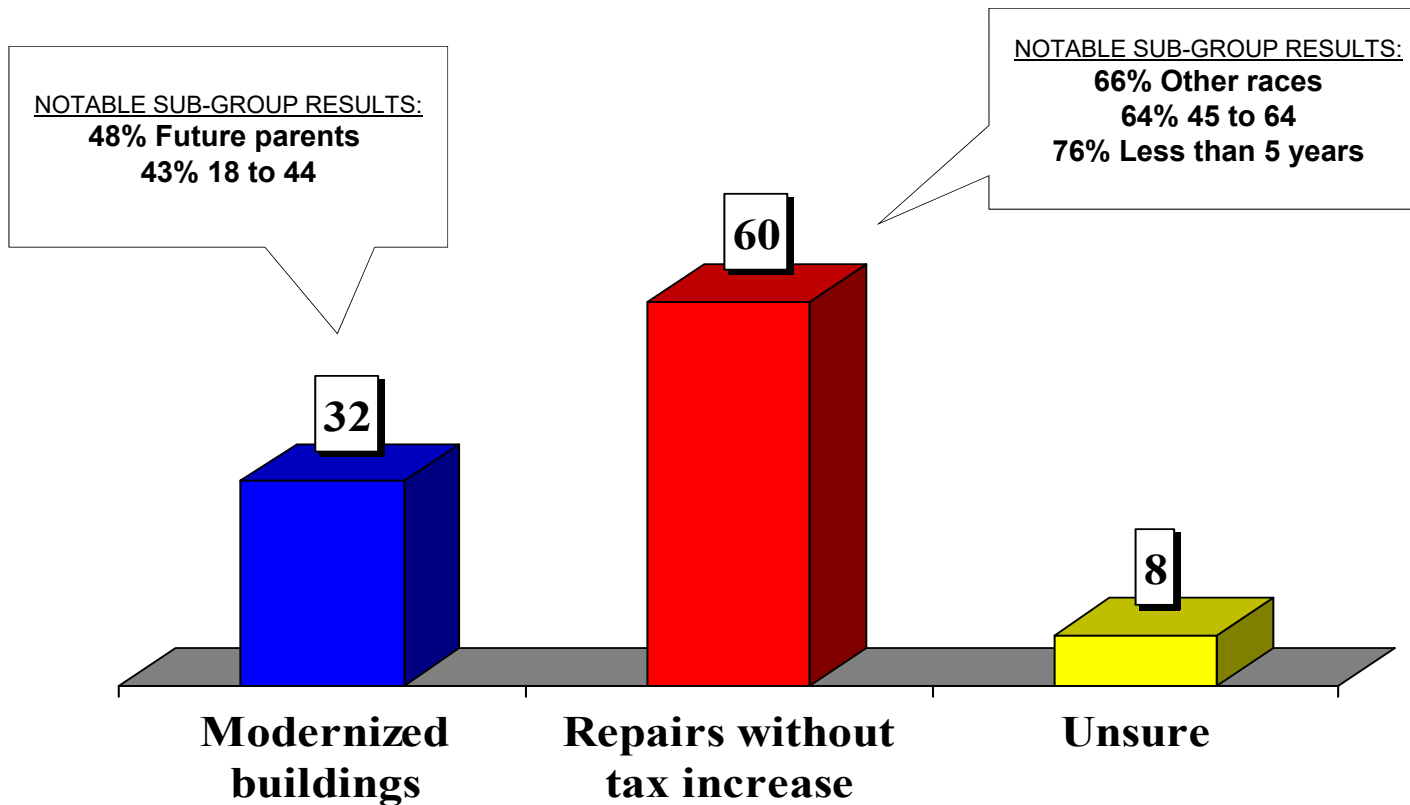
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* Differences are not statistically significant

It appears that most in the community prefer to avoid cost implications and will likely be resistant to building plans that increase taxes



In general, do you think this is more important to have modernized buildings that can offer a contemporary education, even if taxes will have to be increased or do only whatever repairs can be done without increasing taxes, even though many facility shortcomings will not be addressed?

Willingness to Accept a Tax Increase

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Conclusion

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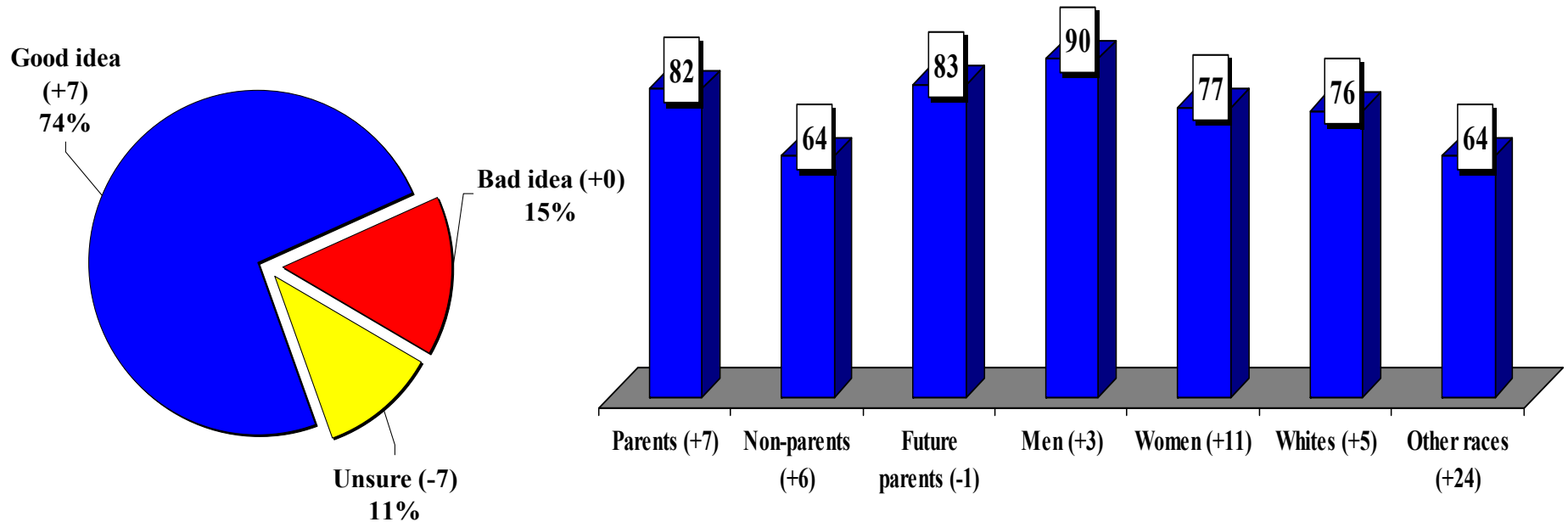
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Despite what may be fairly established views at this mature point in the public dialogue, support for facilities revitalization increases

FINAL CONCEPT TEST GOOD IDEA SELECT KEY SUB-GROUP RESULTS



Now that you know more about what is being considered, do you generally think it is a good or bad idea to repair and upgrade the Winnetka District 36 school system school buildings?

Final Concept Test

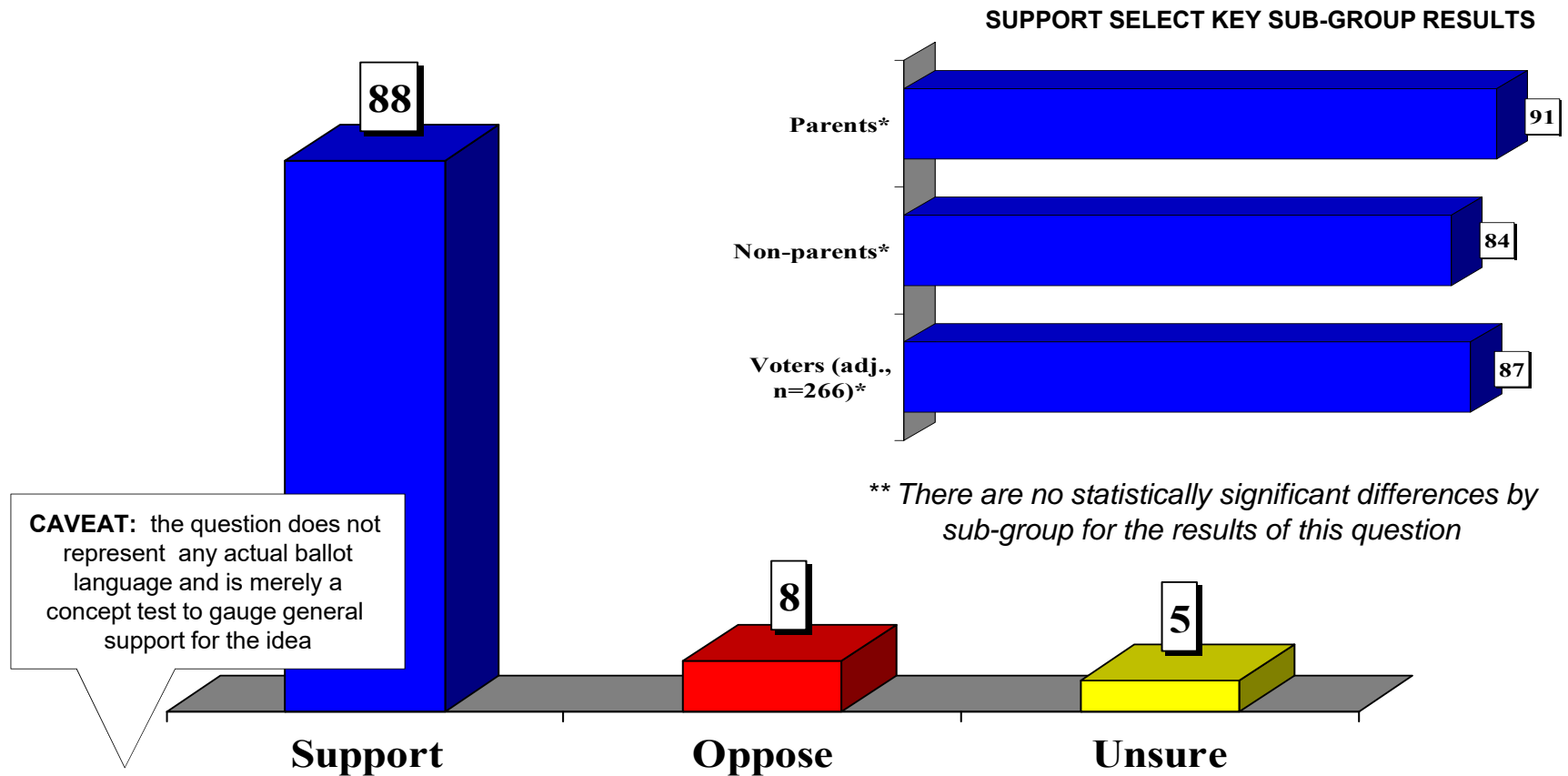
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There appears to be a mandate for steps that can be accomplished without raising taxes, which suggests that the public does indeed want something to be done



If some vital repairs and upgrades of the kindergarten through fourth grade and fifth through eighth grade buildings could be accomplished by maintaining the current bond obligation, so these taxes would not change, would you support or oppose such a plan?

Bond Without Net Cost Implications**

** Differences are not statistically significant*

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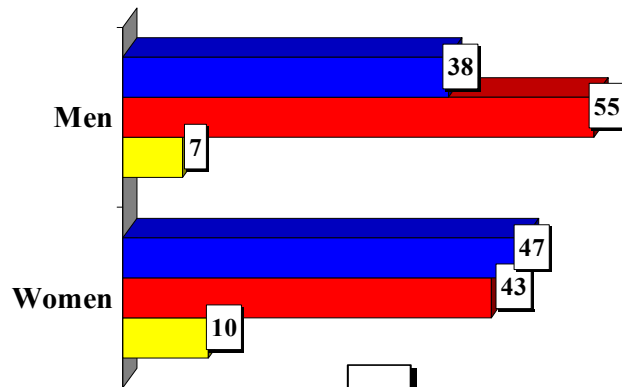
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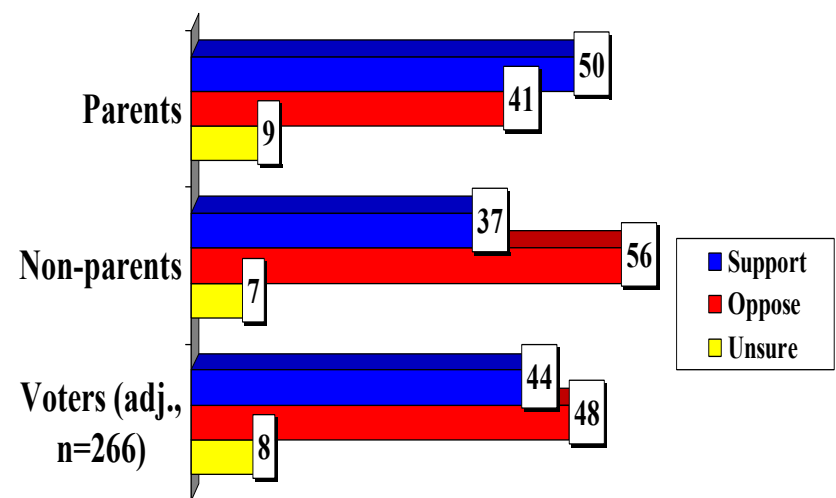
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A plurality-bordering-on-a-majority oppose increasing taxes for building needs and such a request may encounter resistance at the ballot box

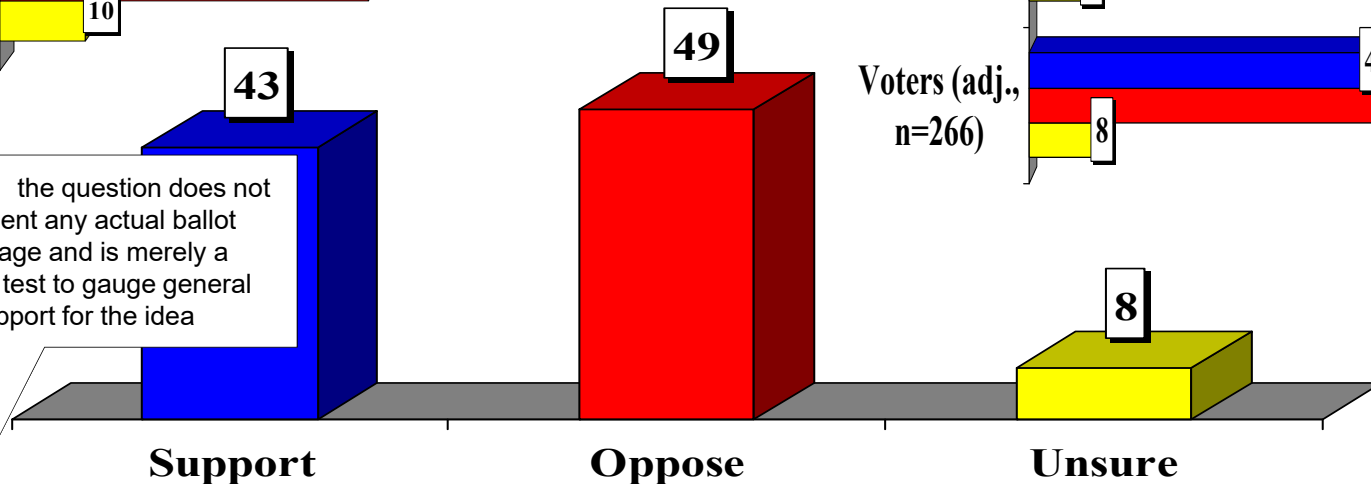
SUB-GROUP RESULTS BY GENDER



SELECT KEY SUB-GROUP RESULTS



CAVEAT: the question does not represent any actual ballot language and is merely a concept test to gauge general support for the idea



If fully modernizing the kindergarten through fourth grade and fifth through eighth grade buildings increased property taxes about \$1,000 each year for every \$1,000,000 dollars of property value, would you support or oppose such a plan?

Bond With Net Cost Implications

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Re-purposing the building is the most popular proposed use among those tested, but there is no clear consensus about the matter

37% **Lease the building to another organization**

NOTABLE SUB-GROUP RESULTS:

44% Non-parents
39% Women
42% 65 and older
47% 20 years or more

26% **Preserve some of the auditorium and gyms for community use and demolish the rest of it**

NOTABLE SUB-GROUP RESULTS:

30% Parents
32% 65 and older
30% Less than 5 years

18% **Demolish the building and use the land for another school purpose**

NOTABLE SUB-GROUP RESULTS:

24% Men
23% 18 to 44
5% 65 and older
25% Future parents

5% **Other (vol.)**

14% **Unsure**

If classes are no longer held in the Skokie School, which of the following things do you think the school system should do with the building?

Forced Choice Battery*

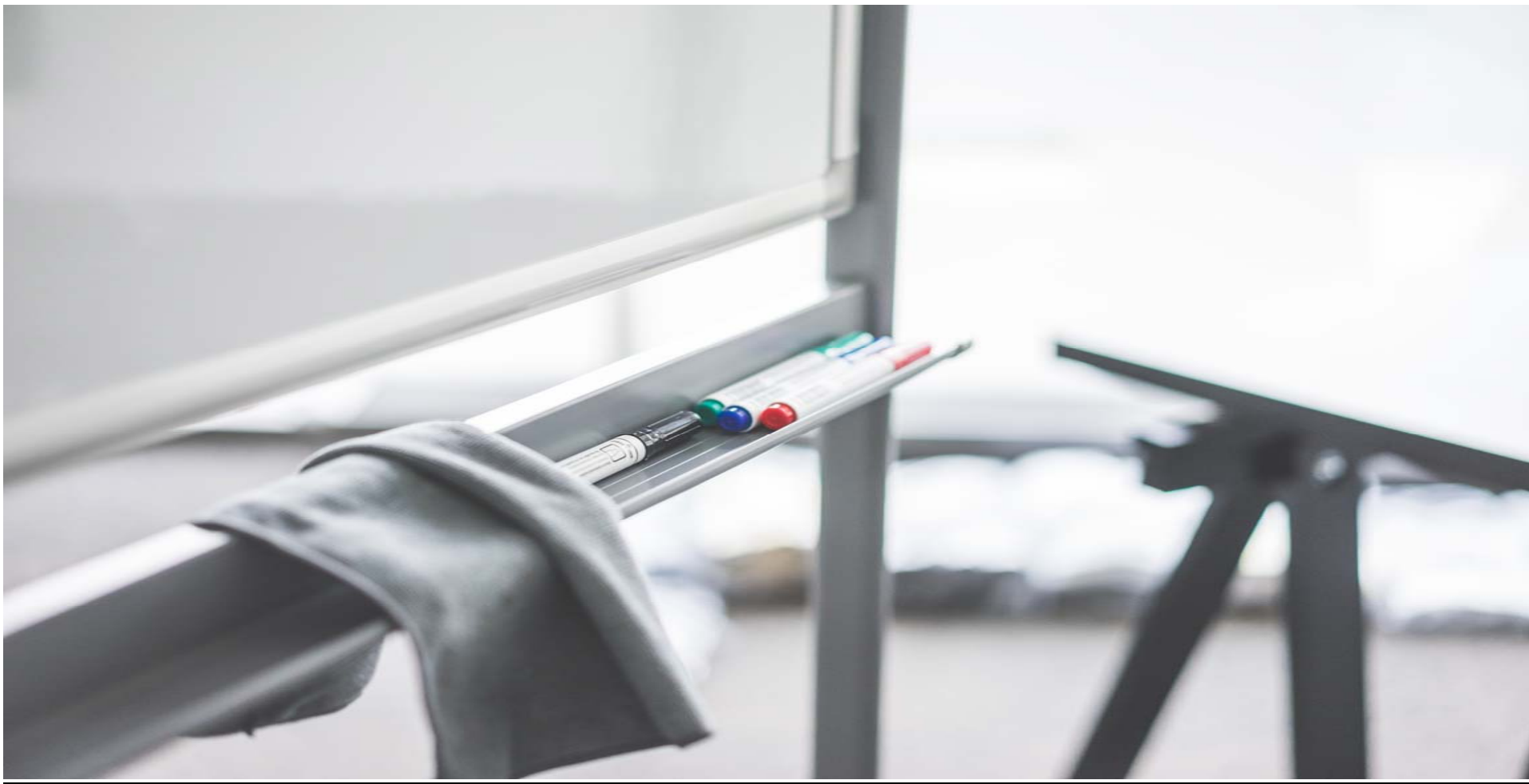
* Sub-group differences may not be statistically significant for this measure due to the structure of the question and multiplicity of values for the variables

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QUESTIONS?

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