

Building Our Future Together

Cuyahoga Falls City Schools



April 15, 2015

Telephone Survey Summary

Chris Caverter – Burges and Burges Strategists

Telephone Survey Summary

Survey Method

- Telephone survey of 400 registered voters that cast ballots in 2 of last 4 general elections.
 - Margin of Error: $\pm 4.9\%$
 - Confidence Level: 95%
- Purpose: To gauge perceptions of district facilities and potential solutions
- Stratified by district geography, gender
- These are preliminary findings, full report by LJR will follow

Telephone Survey Summary

Respondent Breakdown

- 17% - Have children in Cuyahoga Falls School District
- 26% - Have lived in the district for 15 years or less
- 28% - Have lived in the district for 16-30 years
- 19% - Have lived in the district for 31-45 years
- 27% - Have lived in the district for 46 years or more
- 46% - Say they are “Very Informed” or “Informed” about the district.
 - 37% - “Somewhat Informed”
 - 17% - “Not Informed” or “Don’t Know”

Telephone Survey Summary

General Perceptions

- 87% - Rate Quality of Education “Excellent” or “Good”
- 46% - Rate High School in “Good Condition” | 27% “Don’t Know”
- 36% - Rate Bolich Middle in “Good Condition” | 46% “Don’t Know”
- 34% - Rate Roberts Middle in “Good Condition” | 51% “Don’t Know”
- 46% - Rate Elementaries in “Good Condition” | 34% “Don’t Know”

Telephone Survey Summary

Facility Priorities

High Priorities

- 75% High Priority – “Provide safe, educationally productive learning environments”
- 70% High Priority – “Fix leaking roofs, bad plumbing and inadequate HVAC”
- 68% High Priority – “Update fire safety and security systems”
- 67% High Priority – “Functional electrical systems”

Less Important

- 25% High Priority – “Keep all schools open regardless of cost”

Telephone Survey Summary

Reasons to Replace Schools

- Up-to-date safety and security: 45% Very Convincing
30% Somewhat Convincing
- Greater ADA accessibility: 43% Very Convincing
27% Somewhat Convincing
- Up-to-date technology: 33% Very Convincing
32% Somewhat Convincing
- Outdated electrical and HVAC systems are inefficient and expensive to operate 26% Very Convincing
37% Somewhat Convincing

Telephone Survey Summary

Test of Full Plan

- Initial question begins at:
 - 39% for the issue, 44% against, 17% undecided
- 66% agreed new schools protect property values and attract families and business
- 66% agreed taxes are too high and can't afford any more
- 64% said bond issue is too expensive
- After hearing more facts, support moved to:
 - 42% for the issue, 43% against, 15% undecided

Telephone Survey Summary

Test of Phased Plan

- 46% agreed they would be more willing if construction was done in phases, and Phase 1 would replace middle and high schools.
- 37% would support a phased-in process starting with elementary schools.
- Asked only to those that were not “Definitely For” the full plan, overall support becomes:
 - 45% for the issue, 43% against, 12% undecided
- Opposition to overall or phased-in plan remains the same, whereas support increases for the phased-in plan.

Telephone Survey Summary

Conclusions

- The community is split on a potential bond issue, right now – *But it's still early.*
- More willing to accept a phased in plan that starts with middle and high school.
- Residents are unaware of the true condition, efficiency, and educational effectiveness of the buildings.
- A large number of voters are undecided, showing that communication is critical.
- Growth in supporters, but non-supports remain the same.