Grafton School District
Community Survey Results

Fall 2015
Survey Summary

• The community survey was conducted in November/December of 2015
• Residents within the District were mailed a paper survey. Each survey included a unique survey access code for those who preferred to take the survey online.
• Total responses = 1,228/341 paper
• Margin of error for the full sample +/- 2.9%
Respondent Information
What is your age?

- Under 18: 0%
- 18-25: 1%
- 26-34: 10%
- 35-54: 55%
- 55-64: 15%
- 65 and over: 19%
Do you live in the Grafton School District?

- Yes: 86%
- No: 14%
Are you an employee of the Grafton School District?

- Yes: 15%
- No: 85%
Do you have child(ren) attending the District?

50% Yes

50% No
If you have school-aged children, what school(s) do they attend?

- Grafton High School: 39%
- John Long Middle School: 33%
- Grafton Elementary School: 23%
- Woodview Elementary School: 18%
- John F. Kennedy Elementary School: 13%
- Private/parochial school: 9%
- Public school outside of District: 5%
- Other: 1%
- Home schooled: 0.3%
- Virtual/online school: 0%
In which city or township do you reside?

- Village of Grafton: 60%
- Town of Grafton: 25%
- Do not live in the District: 8%
- Village of Saukville: 3%
- Town of Cedarburg: 2%
- City of Cedarburg: 2%
Overall, how do you feel the quality of the Grafton School District is affecting your home value?

- Positive impact: 54%
- Little to no impact: 28%
- Negative impact: 4%
- Do not live in the District/own a home: 14%
How would you like to receive School/District information? *(Does not include staff)*

- **Email**: 74% (Parents), 20% (Non-Parents)
- **School and District websites**: 68% (Parents), 29% (Non-Parents)
- **School newsletters**: 53% (Parents), 23% (Non-Parents)
- **District mailings**: 45% (Parents), 45% (Non-Parents)
- **Family Access (Skyward)**: 39% (Parents), 0% (Non-Parents)
- **Text messaging**: 29% (Parents), 3% (Non-Parents)
- **News Graphic**: 25% (Parents), 29% (Non-Parents)
- **Automated phone notification**: 21% (Parents), 1% (Non-Parents)
- **Facebook**: 19% (Parents), 5% (Non-Parents)
- **Ozaukee Press**: 19% (Parents), 19% (Non-Parents)
- **Meetings at school**: 18% (Parents), 5% (Non-Parents)
- **Parent organizations**: 13% (Parents), 2% (Non-Parents)
- **School board meetings**: 12% (Parents), 8% (Non-Parents)
- **Twitter**: 12% (Parents), 1% (Non-Parents)
- **townnewstoday.com**: 4% (Parents), 2% (Non-Parents)
- **Milwaukee Journal-Sentinel**: 15% (Parents), 3% (Non-Parents)
- **Radio**: 1% (Parents), 3% (Non-Parents)
- **Other**: 1% (Parents), 1% (Non-Parents)

Legend:
- **Red** represents Non-Parents.
- **Blue** represents Parents.
Why is the District considering a referendum?

Since 1993, when the state capped all public school revenues, our District has dealt with budget deficits. In just the last two years, the District has cut more than $2 million to balance our budget including:

- cutting over 13 positions, including administrators, teachers and support staff
- reducing employee benefits
- reducing program and building budgets

The District continues to work hard and make cuts in order to balance its operating budget. Unfortunately, these budget challenges have not allowed the District to address the major renovation needed in our buildings. In fact, it has been over 15 years since the community made an investment in our schools through a referendum.
What advice would you give the Board of Education?

- **Pursue a referendum to update the schools**
  - All Residents: 76%
  - Staff Residents: 86%
  - Parent Residents (Non-Staff): 83%
  - Non-Parent, Non-Staff Residents: 67%

- **Do nothing at this time**
  - All Residents: 15%
  - Staff Residents: 11%
  - Parent Residents (Non-Staff): 10%
  - Non-Parent, Non-Staff Residents: 9%

- **Not sure/no opinion**
  - All Residents: 21%
  - Staff Residents: 2%
  - Parent Residents (Non-Staff): 3%
  - Non-Parent, Non-Staff Residents: 7%
Projects that could be included in a referendum:
How likely would you be to support a plan that provides funding to address the school district’s infrastructure needs?

- Very likely: 81%
- Somewhat likely: 46%
- Not likely: 19%
- Undecided: 10%

- All Residents
- Staff Residents: 1%
- Parent Residents: 28%
- Non-Parent, Non-Staff Residents: 25%
How likely would you be to support a plan that provides funding to renovate and expand the science facilities?

- Very likely: 75%
- Somewhat likely: 67%
- Not likely: 24%
- Undecided: 15%

All Residents:
- Very likely: 58%
- Somewhat likely: 29%
- Not likely: 15%
- Undecided: 15%

Staff Residents:
- Very likely: 75%
- Somewhat likely: 24%
- Not likely: 15%
- Undecided: 3%

Parent Residents (Non-Staff):
- Very likely: 45%
- Somewhat likely: 21%
- Not likely: 15%
- Undecided: 0%

Non-Parent, Non-Staff Residents:
- Very likely: 29%
- Somewhat likely: 15%
- Not likely: 10%
- Undecided: 0%
How likely would you be to support a plan that provides funding to improve school safety and security?

- **Very likely**: 83%
- **Somewhat likely**: 71%
- **Not likely**: 51%
- **Undecided**: 21%
- **62%** All Residents
- **7%** Staff Residents
- **27%** Parent Residents
- **19%** Non-Parent, Non-Staff Residents

The chart above illustrates the distribution of responses across different groups.
How likely would you be to support a plan that provides funding to improve site safety and traffic flow?

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>All Residents</th>
<th>Staff Residents</th>
<th>Parent Residents</th>
<th>Non-Parent, Non-Staff Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>67%</td>
<td>33%</td>
<td>25%</td>
<td>2%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>60%</td>
<td>24%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Not likely</td>
<td>24%</td>
<td>7%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>Undecided</td>
<td>35%</td>
<td>14%</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

(Non-Staff)
How likely would you be to support a plan that provides funding to improve and expand the technical education area?

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>All Residents</th>
<th>Staff Residents</th>
<th>Parent Residents (Non-Staff)</th>
<th>Non-Parent, Non-Staff Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>67%</td>
<td>62%</td>
<td>67%</td>
<td>67%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>56%</td>
<td>24%</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>Not likely</td>
<td>26%</td>
<td>19%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Undecided</td>
<td>4%</td>
<td>1%</td>
<td>21%</td>
<td>4%</td>
</tr>
</tbody>
</table>

All residents: 67% very likely, 24% somewhat likely, 19% not likely, 4% undecided.
Staff residents: 62% very likely, 22% somewhat likely, 16% not likely, 1% undecided.
Non-parent, non-staff residents: 67% very likely, 26% somewhat likely, 13% not likely, 4% undecided.
How likely would you be to support a plan that provides funding to remodel and expand Woodview and Kennedy Primary Schools?

- Very likely: 74%
- Somewhat likely: 58%
- Not likely: 14%
- Undecided: 4%

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By category:

- All Residents: 74%
- Staff Residents: 60%
- Parent Residents (Non-Staff): 39%
- Non-Parent, Non-Staff Residents: 52%
How likely would you be to support a plan that provides funding to repair/improve the outdoor physical education, athletic, and community recreation areas?
How likely would you be to support a plan that provides funding to:

*Very likely (3), Somewhat likely (2), Not likely (1)*

<table>
<thead>
<tr>
<th>Item</th>
<th>All Residents</th>
<th>Staff Residents</th>
<th>Parent Residents (Non-Staff)</th>
<th>Non-Parent, Non-Staff Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve school safety and security</td>
<td>2.49</td>
<td>2.73</td>
<td>2.61</td>
<td>2.32</td>
</tr>
<tr>
<td>Improve and expand the technical education area</td>
<td>2.41</td>
<td>2.55</td>
<td>2.51</td>
<td>2.29</td>
</tr>
<tr>
<td>Address the school district’s infrastructure needs</td>
<td>2.47</td>
<td>2.72</td>
<td>2.63</td>
<td>2.25</td>
</tr>
<tr>
<td>Renovate and expand the science facilities</td>
<td>2.44</td>
<td>2.65</td>
<td>2.59</td>
<td>2.25</td>
</tr>
<tr>
<td>Remodel and expand Woodview and Kennedy Primary Schools</td>
<td>2.3</td>
<td>2.63</td>
<td>2.42</td>
<td>2.11</td>
</tr>
<tr>
<td>Improve site safety and traffic flow</td>
<td>2.25</td>
<td>2.56</td>
<td>2.46</td>
<td>1.98</td>
</tr>
<tr>
<td>Repair/improve the outdoor physical education, athletic, and community recreation areas</td>
<td>2.08</td>
<td>2.33</td>
<td>2.26</td>
<td>1.84</td>
</tr>
</tbody>
</table>
After reviewing the classroom/building capacity limitations, academic requirements, infrastructure needs and community feedback, the Citizens Facilities Committee examined over 10 options and narrowed them down to the following comprehensive plan.

– Build a Technology Center
– Renovate Grafton High School
– Replace Grafton Elementary with a new John Long Middle School for 7th and 8th grade
– Renovate John Long Middle School into Grafton Elementary School for 3rd through 6th Grade
– Renovate/Reconfigure Kennedy and Woodview Elementary for Kindergarten through 2nd Grade
Would you support a $49.5 million referendum for the conceptual plan as described above?

Representing an estimated average annual tax impact of $149 for each $100,000 of a home’s value

<table>
<thead>
<tr>
<th></th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Not likely</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Residents</td>
<td>66%</td>
<td>51%</td>
<td>43%</td>
<td>39%</td>
</tr>
<tr>
<td>Staff Residents</td>
<td>51%</td>
<td>21%</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Parent Residents (Non-Staff)</td>
<td>22%</td>
<td>18%</td>
<td>29%</td>
<td>13%</td>
</tr>
<tr>
<td>Non-Parent, Non-Staff Residents</td>
<td>21%</td>
<td>13%</td>
<td>39%</td>
<td>9%</td>
</tr>
</tbody>
</table>
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Representing an estimated average annual tax impact of $149 for each $100,000 of a home’s value.
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Representing an estimated average annual tax impact of $149 for each $100,000 of a home’s value

**Parent Residents**

- **Not likely**: 6%
- **Undecided**: 21%
- **Somewhat likely**: 22%
- **Very likely**: 51%

27% No

73% Yes
Would you support a $49.5 million referendum for the conceptual plan as described above?

Representing an estimated average annual tax impact of $149 for each $100,000 of a home’s value

Non-Parent, Non-Staff Residents

- Not likely: 39%
- Undecided: 9%
- Somewhat likely: 21%
- Very likely: 31%

48% No
52% Yes
Thank you!