EOSULLIVAN
CONSULTING

D87 Menu Survey Results 10-22-19

Note that this memo is a summary of our analysis of the Menu Survey only. Much information will be gleaned from a comparison of these results to the results from the remaining Phase 2 community engagement activities. That full analysis will be conducted at the end of this phase and reported as part of our Phase 2 report.

While important information was provided to survey-takers with each question, including the advantages, disadvantages, and cost of each item discussed, this survey was intentionally taken before the general public has been educated fully on the items surveyed. This is important to obtain an accurate representation of the public's intuitive reactions to the potential individual projects, infrastructure solutions, and funding levels contained in this survey. We will poll again during Phase 3 to gather the public's informed opinions.

Draft Results Memo

The results from the Menu Survey show overall support for this effort, including support for all potential individual projects and infrastructure solutions, though support in some areas was weaker than we'd like to see. Support for funding levels was positive overall with less opposition than typically seen. The public had some clear preferences which will be detailed in this memo.

First, Berkeley residents have a favorable opinion of their school district. 65% rate their district favorably, including 31% who rate their district "very favorable." Meanwhile, only 20% rate their district unfavorably. This gives the district a net positive favorability rating of 46%. This favorability number is very strong, though there is some room for improvement. While the public feels positively about their schools and district, they would like to see some improvements, which is the purpose of this effort so we believe these favorability numbers will improve as improvements are made to D87's schools.

Next, residents show support for all potential individual projects tested, though this support is stronger for certain projects than for others. Receiving the strongest support is investments in STEM labs (+72%), this was the project with the most support and least opposition. Receiving nearly as strong support is investments in ADA accessibility (+64%), security upgrades (+59%), and library media centers (+54%). The remaining projects all received significant support, though less than the previous projects, including investments in infrastructure & life safety (+46%), maintaining smaller class sizes (+45%), 21st century learning (+44%), learning environments (+44%), capacity & safety (+40%), and traffic flow & safety (+35%).

When asked their top priority project, to determine the public's strongest priorities, there was some variation from the overall support levels. The public ranked learning environments as their top priority, followed by maintaining smaller class sizes, showing that while these projects may have slightly lower overall levels of support, they are considered higher priorities. The next 6 priorities are roughly in order of their favorability: STEM labs, security upgrades, 21st century learning, capacity & safety, infrastructure & life safety, and traffic flow & safety. Dropping in priority compared to their overall support levels is library media centers, which is the 2nd lowest priority, and ADA accessibility, which is the lowest.

Demographic support levels for all potential individual projects follow the trend of younger people, females, moderates, liberals, and those with a direct tie to the district (parents of children who are currently attending or

have previously attended a D87 school) being more supportive of each project; while males, seniors, conservatives, and individuals who have not had children go through D87 are less supportive of each project. That said, a few numbers from the demographic breakdown stand out from this trend:

- Age
  - Young voters (29 and under) place a lower priority on infrastructure and library media centers, and a higher priority on learning environments.
  - Young adults (30-44) place a lower priority on learning environments and ADA accessibility, and the highest priority on smaller class sizes.
  - Middle-aged adults (45-64) place a lower priority on traffic flow & safety and smaller class sizes, and the highest priority on 21st century learning.
  - Seniors (65+) show higher levels of support for investments in ADA accessibility, being the most supportive age demographic for that project (+75% & ranking 5th). They place a significantly lower priority on 21st century learning and a lower priority on capacity & safety, and a higher priority on infrastructure, ADA accessibility, and smaller class sizes.
- Gender
  - While both genders strongly support STEM labs, males show even higher levels of support, which is relevant as males show less support than females on 8 of the 10 projects. Males also show slightly higher support for capacity & safety.
  - Males place the highest priority on STEM labs, 21st century learning, and smaller class sizes (all tied for 1st priority among males). Females place the highest priority on learning environments (1st), then security upgrades and smaller class sizes (tied for 2nd).
- Ethnicity
  - Whites place the highest priority on STEM labs & 21st century learning (tied for 1st), then security upgrades (3rd)
  - African Americans place the highest priority on learning environments (1st), smaller class sizes (2nd), and 21st century learning (3rd).
  - Hispanics and Asians place the highest priority on security upgrades (1st for each), then STEM labs and smaller class sizes (tied for 2nd for each).
- Ideology
  - Conservatives are particularly supportive of security upgrades (17% above average), while their support for library media centers (20% below average), capacity & safety (16% below average), and learning environments (13% below average) lags the other ideological demographics. Conservatives rank security upgrades as their highest priority.
  - Moderates are particularly supportive of security upgrades (12% above average) and traffic flow & safety (12% above average), while their support for learning environments (4% above average) and library media centers (6% above average) slightly lags their relative level of support for other projects. Moderates rank security upgrades as their highest priority.
  - Liberals are particularly supportive of library media centers (15% above average), learning environments (11% above average), and STEM labs (5% above average), while their support for security upgrades (21% below average) lags the other ideological demographics by a significant margin. Liberals place the lowest priority of all ideological demographics on security upgrades (9th), instead ranking learning environments as their highest priority.
- Connection
  - Those whose children are currently attending D87 schools are particularly supportive of STEM labs (15% above average), learning environments (15% above average), and maintaining smaller class sizes (13% above average), while their support lags other connection demographics on ADA accessibility (6% below average). They place a higher priority relative to other connection demographics on learning environments (1st) and security upgrades (2nd), and a lower priority on 21st century learning (5th) and ADA accessibility (10th).
  - Those whose children had previously attended D87 schools are nearly as favorable towards each project as those with children currently attending D87 schools, which is significant because this demographic tends to be the least supportive demographic. They are particularly supportive of 21st century learning (17% above

average), learning environments (13% above average), traffic flow & safety (13% above average), capacity & safety (12% above average), and ADA accessibility (11% above average), while their support lags other connection demographics on STEM labs (2% below average). They place a higher priority relative to other connection demographics on 21st century learning (1st), security upgrades (2nd) and traffic flow (tied for 5th), and a lower priority on STEM labs (tied for 5th) and ADA accessibility (10th).

- Those who have not had children attend D87 schools are less supportive of projects than those with a direct tie to the district, which is typical. Their support particularly lags the other connection demographics on 21st century learning (27% below average), learning environments (26% below average) and traffic flow & safety (23% below average), while their support lags less on ADA accessibility (5% below average) and library media centers (9% below average). They place a higher priority relative to other connection demographics on ADA accessibility (5th) and library media centers (6th), and a lower priority on security upgrades (7th) and traffic flow (10th).

- Campus
  - Relative to each other, north residents are particularly supportive of STEM labs (+15%), 21st century learning (+13%), traffic flow & safety (+13%), and infrastructure & life safety (+12%), while South residents are particularly supportive of ADA accessibility (+1%) and maintaining smaller class sizes (+1%). North residents place a higher priority on 21st century learning (tied for 1st), while south residents place a higher priority on learning environments (1st) and security upgrades (tied for 2nd).

Next, the public shows support for all four potential infrastructure solutions. Solution 1 (renovating & expanding Sunnyside plus renovating MacArthur) is the most favorable (+44%); solution 3 (building a new MacArthur plus renovating the old MacArthur to house Sunnyside students) is the 2nd most favorable (+38%); solution 2 (building a new Sunnyside plus expanding MacArthur) is the 3rd most favorable (+32%); and solution 4 (building a new building to house both Sunnyside and MacArther students) is 4th (+28%). The public ranks solution 4 as its top option (26%), with solution 1 a close 2nd (23%); solution 2 (14%) and solution 3 (13%) are ranked significantly lower. The demographics that most strongly rank solution 4 are middle-aged individuals (30-44 & 45-64), females, African Americans and Hispanics, moderates and liberals, those with direct ties to D87 schools, and south residents; the demographics that most strongly rank solution 1 are young voters (29 and under), males, whites, conservatives, those who have not had children attend D87 schools, and north residents.

Finally, the public is supportive of two potential funding levels and opposed to a third. The minimal funding level gets the most support (+22%), the medium level gets some support (+1%), while the maximum funding level gets some opposition (-8%). The public ranks the minimum funding level the highest (33%) over the medium level (23%) and maximum level (17%). Of note, 73% of the public support some level of additional funding for schools compared to 15% who do not support any additional funding.

Survey Methodology

Results are based on automated telephone interviews conducted among a sample of individuals in Berkeley District 87. Data for this survey research was collected by Victory Geek for EOSullivan Consulting.

Interviews were conducted via a computer-assisted telephone interviewing system utilizing techniques designed to achieve the highest possible respondent cooperation, including providing the ability to take the survey in Spanish. The surveys were conducted from Saturday, September 28th through Saturday, October 5th. The margin of sampling error for the survey is ±4.36%. The margin of sampling error may be higher for subgroups.

Data is modeled in real-time as the interviews are conducted using Victory Geek's proprietary system, which determines interview targets based on weighted demographic information from the U.S. Census Bureau's Current Population Survey Voting and Registration Supplement. Data is sampled using demographic information from the Illinois Secretary of State and Cook County Clerk to construct sample target weights.

COMMUNITY ENGAGEMENT FEEDBACK SUMMARY

Q1 - POTENTIAL INDIVIDUAL PROJECTS	Average	Best	Worst	Variance
1- Security Upgrades (Up to $2 million)	3.1	1	10	6.3
5- Infrastructure & Life Safety (Up to $24.6 million)	4.2	1	10	7.1
6- Learning Environments (Up to $15.4 million)	4.7	1	8	4.2
9- Maintaining Smaller Class Sizes ($50 million- $81.2 million)	5.1	1	10	9.5
7- 21st Century Learning (Up to $7.8 million)	5.7	1	10	5.2
3- STEM Labs (Up to $1.3 million)	6.1	1	10	8.6
8- ADA Accessibility (Up to $1 million)	6.3	1	10	5.9
10- Capacity & Safety (Up to $17.7 million)	6.5	1	10	6.9
2- Traffic Flow & Safety (Up to $5.8 million)	6.5	1	10	11.2
4- Library Media Centers (Up to $2.5 million)	6.9	2	10	5.0
Q2 - POTENTIAL INFRASTRUCTURE SOLUTIONS	**Average**	**Best**	**Worst**	**Variance**
4- Build New Building to House Both Sunnyside Intermediate and MacArthur Middle Schools Sidey-By-Side (~$72.6 million)	2.0	1	4	1.6
3- Build New MacArthur Middle School and Renovate Existing MacArthur Middle School to House Sunnyside Intermediate Students (~$58.3 million)	2.3	1	4	0.8
2- Build New Sunnyside Intermediate School and Renovate & Expand MacArthur Middle School (~$55.5 million)	2.4	1	4	0.6
1- Renovate & Expand Sunnyside Intermediate School and Renovate MacArthur Middle School (~$36.1 million)	3.3	1	4	1.2
Q3 - POTENTIAL FUNDING LEVELS	**Average**	**Best**	**Worst**	**Variance**
3- Maximum Funding Level (Up to $111 Million)	1.8	1	4	1.0
2- Medium Funding Level (Up to $95 Million)	1.8	1	3	0.3
1- Minimum Funding Level (Up to $75 Million)	2.6	1	4	0.5
4 - Do Not Support Additional Funding for Schools	3.8	1	4	0.4

COMMUNITY COMMITTEE FEEDBACK SUMMARY

Q1 - POTENTIAL INDIVIDUAL PROJECTS	Average	Best	Worst	Variance
1- Security Upgrades (Up to $2 million)	3.6	1	8	5.2
6- Learning Environments (Up to $15.4 million)	4.5	1	9	7.6
9- Maintaining Smaller Class Sizes ($50 million- $81.2 million)	4.7	1	10	8.3
5- Infrastructure & Life Safety (Up to $24.6 million)	5.2	1	10	10.0
10- Capacity & Safety (Up to $17.7 million)	5.6	1	10	5.3
2- Traffic Flow & Safety (Up to $5.8 million)	5.7	1	10	10.6
3- STEM Labs (Up to $1.3 million)	5.9	1	10	7.6
8- ADA Accessibility (Up to $1 million)	6.0	1	10	6.7
7- 21st Century Learning (Up to $7.8 million)	6.2	1	10	6.9
4- Library Media Centers (Up to $2.5 million)	7.7	2	10	5.4
Q2 - POTENTIAL INFRASTRUCTURE SOLUTIONS	**Average**	**Best**	**Worst**	**Variance**
4- Build New Building to House Both Sunnyside Intermediate and MacArthur Middle Schools Sidey-By-Side (~$72.6 million)	1.9	1	4	1.3
2- Build New Sunnyside Intermediate School and Renovate & Expand MacArthur Middle School (~$55.5 million)	2.2	1	4	0.9
3- Build New MacArthur Middle School and Renovate Existing MacArthur Middle School to House Sunnyside Intermediate Students (~$58.3 million)	2.3	1	4	0.8
1- Renovate & Expand Sunnyside Intermediate School and Renovate MacArthur Middle School (~$36.1 million)	3.5	2	4	0.6
Q3 - POTENTIAL FUNDING LEVELS	**Average**	**Best**	**Worst**	**Variance**
2- Medium Funding Level (Up to $95 Million)	1.6	1	3	0.4
3- Maximum Funding Level (Up to $111 Million)	1.8	1	3	0.7
1- Minimum Funding Level (Up to $75 Million)	2.6	1	3	0.4
4 - Do Not Support Additional Funding for Schools	4.0	4	4	0.0