



Berkeley District 87: Phase 3 Community Engagement Report

Over the past few months, District 87 has continued to engage the District's community to determine a vision for the future of our schools. Thus far, we've received feedback from over 1,144 members of the community, through in-person discussions and scientific phone surveys, on what improvements they would like to see to our schools and possible infrastructure and funding solutions.

Phase 3 of community engagement was conducted during November. Using the feedback provided by the public during Phase 2, we developed three options for the community to give their feedback. Throughout this phase, the district has been diligently listening to the community as they ranked each option in order of favorability.

To engage the community and solicit feedback, we updated messaging, met with the Community Committee for another in-depth discussion, engaged key influencers, and conducted a second public phone survey. Feedback from the community was documented during this time through notes taken of all direct communications, feedback provided on paper forms at the Community Committee meetings, and spreadsheets showing the results from the phone survey. We received tremendous levels of engagement and feedback in Phase 3, gathering 564 total responses.

We are nearing the end of this community engagement process, which was conducted throughout much of 2019 to determine the future of our schools. As this process enters Phase 4, the district, equipped with all data gathered from the community to date, will work with the board to determine the best possible course forward that aligns with the community's wishes.

Messaging:

The district continued to use messaging to properly communicate how we got to this point, what our successes and challenges have been, and how to approach the path forward. This messaging detailed recent progression and improvements, the challenge posed by rising education costs, and the obstacles posed by aging infrastructure. The five key takeaways from the messaging are below, and a full copy of the messaging is provided with this report.

- Working together, we've made tremendous improvements in our district as we strive to provide all our students a quality education.
- These improvements have led to increased student achievement.
- Our fiscal responsibility benefits the families and taxpayers of District 87.
- We are doing the most we can with our limited resources. However, we are at the breaking point—we cannot do more without additional resources.



- With how much we have already accomplished together, we know we can meet this challenge.

Options Survey:

During Phase 3, the district conducted a public phone survey to gauge support for each potential option. For each option, respondents were given full information, including which projects were addressed and not addressed with each as well as estimated costs and the average tax impact. The survey was taken before the full public had been educated on the options in order to obtain an accurate representation of the public's unbiased, intuitive reactions to the options.

The analysis of the results from the options survey is included with this report (below).

Community Committee:

The community committee continued to meet throughout this process to provide the district with direct input. The committee is made up of a cross-section of D87 stakeholders: parents, taxpayers without children in the school, business and community leaders, teachers, and administration members. The Committee met on November 20th and was encouraged to continue to share their thoughts directly via email.

In addition, all Phase 3 materials were made available to the public on the district's website.

Feedback Report:

Attached is a detailed report of the feedback that was collected during Phase 3 of this process, which includes feedback from the Community Committee (CM Total Feedback).

Phase 3 Analysis:

In forming our analysis of Phase 3, we reviewed hundreds of data points provided by members of the community in two separate tracks. First, through the options survey, which gives us a scientifically-accurate snapshot of the intuitive reactions of members of the community to the items being discussed. Second, the community committee, whose responses come after hours of discussion, allowing us to track the movement of opinions as individuals become more engaged and educated on these topics.

The feedback during Phase 3 showed the public is ready to move forward with improvements to their D87 schools.

In the scientific phone survey, the public shows a willingness to move forward with any of the three options, with a slight preference towards Option 1. All three options are favorable: Option 1 at +22%, Option 2 at +12%, and Option 3 at +8%. This is uncommon—typically the public shows less support towards Options 2 and 3 in the phone survey at this stage. When asked to choose a single option, the public prefers Option 1 at 26%, then Option 3 at 19%, then Option 2



at 18%. Encouragingly, 63% of the public chooses one of the three options, with only 20% choosing the option to provide no additional funding to D87 schools.

The community committee's viewpoint is the reverse. They nearly unanimously favor Option 3, with Options 2 and 1 lagging by a wide margin. This shows that the more engaged and informed community members become, the more they favor new construction and a single building.

Taking all this feedback into account, as well as feedback from previous phases, D87 has three viable options to potentially pursue, each of which has a strong likelihood of being successful if placed on the March ballot as a referendum.

Option 3 would have the most passionate support, as the option clearly favored by those most involved in the schools. As individuals are more engaged and educated on the needs of the schools and the benefits of Option 3, they are more supportive of this option, indicating that with robust public engagement supporting this option it would increase in popularity and gain significant public support.

Option 1 would be the safest option. Not only did this receive the highest level of support in the survey, but it is likely (though not assured) that those who supported the other options would get on board with this option, even though it won't achieve all of the improvements they wish to see, as they'll recognize that this would at least achieve a number of community priorities to improve D87 schools. That said, passion would be minimal among those who preferred Option 2 and especially Option 3.

Option 2 is not the favored option of any of the feedback tracks, but it is also not an unpopular option. If D87 wished for a compromise option that achieved many of the community's priorities at a lower cost than Option 3, this is a viable option. However, it would not receive as much passionate support as Option 3, and there is no guarantee that those who preferred Option 1 would support this option.