

Minutes are considered "DRAFT" until approved by committee at next meeting.

Minutes  
Farmington High School Community Survey Ad Hoc Committee  
November 27, 2018

**Present:**

Beth Kintner, Chair  
C.J. Thomas  
Ellen Siuta  
Chris Fagan

Erica Robertson, Assistant Town Manager  
Kathy Greider, Superintendent of Schools  
Bill Silva, Farmington High School Principal  
Nancy Nickerson, Ex-Officio Member  
Matt Ross, Director of Technology

**Absent:**

Bill Beckert  
Camille Simpson  
Maura McInnis  
Kathryn Krajewski, Management Specialist

**A. Call to Order.**

The Chair called the meeting to order at 7:02 p.m.

**B. Public Comment.**

None.

**C. Consideration of Special Topics.**

**1) Presentation of Survey Results.**

Assistant Town Manager, Erica Robertson gave a presentation on the results of the FHS Community Survey. A copy of this presentation is recorded with these minutes as Attachment A.

**2) Review of FHS Community Survey Ad Hoc Committee's Findings and Recommendations.**

Beth Kintner, Chair of the FHS Community Survey Ad Hoc Committee, presented the survey findings and the recommendations. A copy of this document is recorded with these minutes as Attachment B.

**3) Discussion / Q&A**

Members of the Facility & Finance Committee asked various questions to the Survey Committee regarding the survey questions and results.

There was a general discussion about the need to properly articulate to the public the desired vs. required features of a high school building project. Bruce Charette inquired as to how the Board of Education plans on doing this. He suggested that the matrix that was created by the FHS Facility and Financial Facility could assist in prioritizing the required and desired needs. Kathy Greider explained that there are federal and state requirements for curriculum, accreditation, and code compliance that must be adhered to, but the items that would be desired needs would likely be determined based on the type of project

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- renovation in the existing footprint/renovate as new/new building. It was also noted that it is important to explain the benefit(s) of any proposed project(s) to the public. It was the consensus of both committees that communication and messaging are important aspects of any future project.

There was also discussion about the necessity of an interest group in support of the project. Kathy Eagen, Town Manager, explained that the recommendation of an interest group could be included in the Facility & Financial Committee Ad Hoc Committee's recommendations to the Town Council and Board of Education. CJ Thomas said that the PAC would have to come from the public, and could not be formed by Town officials.

The Farmington High School Facility and Financial Committee had general questions about the survey demographics and cross-tabulation data. It was noted that the Survey Committee will clarify the demographic and cross tabulation information with the survey consultant and provide the information to the Facility and Financial Committee.

There were discussions regarding the financial information collected from the survey. The questions regarding the project cost and tax impact were to understand the community's willingness to pay. The Survey Ad Hoc Committee members stressed that this survey was to collect input from residents regarding future upgrades and updates to the Farmington High School facility. Therefore, it only asked general financial questions to gather public opinion, as there is no project as this time.

Based on the questions that were raised at the meeting, it was suggested that in their recommendations to Town Council/Board of Education, the FHS Facility and Financial Committee clarify how the project cost is derived and communicate the cost in a clean and consistent manner.

Beth Kintner explained that there is a lot of valuable information in the survey and a future building committee should use the survey results throughout their process.

The survey consultant will be available at the Board of Education/Town Council joint meeting in January to help answer technical questions as they pertain to the survey.

**D. Adjournment.**

Upon a motion made and seconded (Thomas/ Siuta) the meeting adjourned at 8:44 p.m.

Minutes are considered "DRAFT" until approved by committee at next meeting.

Respectfully Submitted,

Anna Savastano  
Management Assistant



*Photo courtesy of Fpsct.org*

**NOVEMBER 27, 2018**

Prepared for:  
Joint Ad Hoc Subcommittee Meeting

**FARMINGTON HIGH SCHOOL  
COMMUNITY SURVEY RESULTS**





# Introduction



# Farmington High School Survey Ad Hoc Subcommittee

## Members:

**Beth Kintner, Town Council member, Chair**

**C.J. Thomas, Town Council member**

**Ellen Siuta, Board of Education member**

**Bill Beckert, Board of Education member**

**Chris Fagan, Board of Education member**

**Camille Simpson, Town Resident**

**Maura McInnis, Town Resident**

**Nancy Nickerson , Ex-officio member**

## Staff

**Kathy Greider, Superintendent of Schools**

**Bill Silva, FHS Principle**

**Erica Robertson , Assistant Town Manager**

**Kathryn Krajewski , Management Specialist**

**Matt Ross, BOE Director of Technology**

# Introduction

**Committee charge** : soliciting proposals to hire a consultant to facilitate a citizen survey poll focused on the Farmington High School facility, selecting a consultant, working with the consultant to prepare the survey, and reporting the results of the survey to the Town Council and Board of Education.

The Center for Research & Public Policy (CRPP) was selected to conduct the survey after an RFP process.

The survey was conducted to collect input regarding citizen attitudes towards and willingness to finance high school renovation in Farmington, CT.

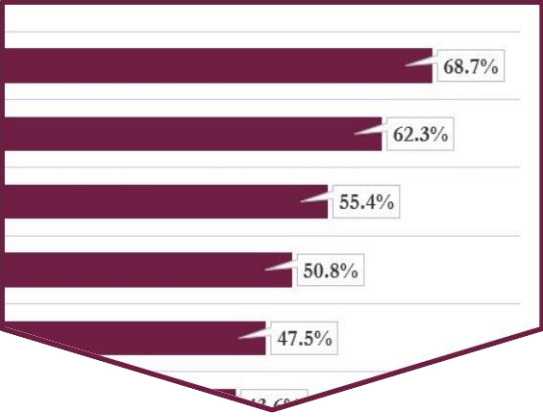
## Introduction

# The survey included the following areas for investigation:

- Quality of life living in Farmington;
- Current standard of living;
- Rating Farmington town services;
- Rating Farmington public schools;
- Interest in and perceived importance of Farmington High School upgrades/updates;
- Awareness levels for Statement of Need required high school repairs;
- Overall support or opposition to modifying Farmington High School;
- Support and opposition to new construction / renovation at varied cost levels / tax impact levels;
- Sources for information about the Farmington school system and town;
- Views on the 2017 high school referendum – support or opposition;
- Reasons for 2017 support or opposition in the referendum;
- Understanding of the 2017 associated high school new construction / renovation costs;
- Demographics.

## Introduction





# Methodology



Survey input was provided by the Subcommittee. The Subcommittee spent several meetings working on question development.

Survey design with CRPP is a careful, deliberative process to ensure fair, objective and balanced surveys. CRPP staff members, with years of survey design experience, edit out any bias.

All facets of the study were completed by CRPP's senior staff and researchers. These aspects include: survey design, sample plan design, pretest, computer programming, fielding, coding, editing, verification, validation and logic checks, computer analysis, analysis, and report writing.

## Methodology

Using a quantitative research design, CRPP completed 400 phone surveys among Farmington, CT residents.

All telephone interviews were conducted during October 17 – 25, 2018. Residents were contacted between 5:00 p.m. and 9:00 p.m. weekdays and 10:00 a.m. and 4:00 p.m. on the weekend.

Respondents qualified for the survey if they were a resident of Farmington and were 18 years of age or older.

## Methodology

All population-based surveys conducted by CRPP are approximately proportional to population contributions within states, towns, and known census tract, group blocks and blocks. This distribution ensures truly representative results without significant under-or-over representation of various geographic or demographic groups within a sampling frame.

CRPP utilized a “super random digit” sampling procedure, which derives a working telephone sample of both listed and unlisted telephone numbers. This method of sample selection eliminates any bias toward only listed telephone numbers. Additionally, this process allows randomization of numbers, which equalizes the probability of qualified respondents being included in the sampling frame. A “mixed access” sample of both cell and landline phone numbers was utilized.

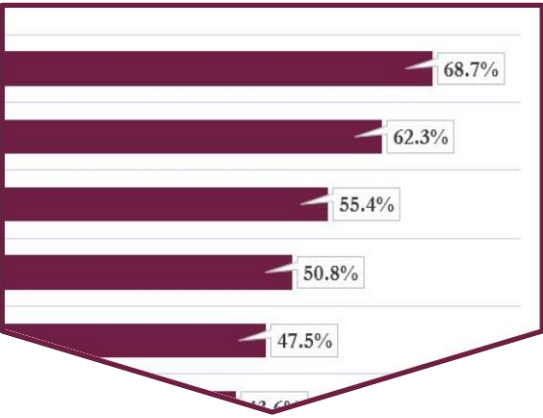
## Methodology

Statistically, a sample of **400** Farmington residents represents a margin for error of **+/-4.85%** at 95% confidence levels.

Each qualified resident who lives in Farmington had an equal chance for participating in the study.

## Methodology





# Summary of Findings

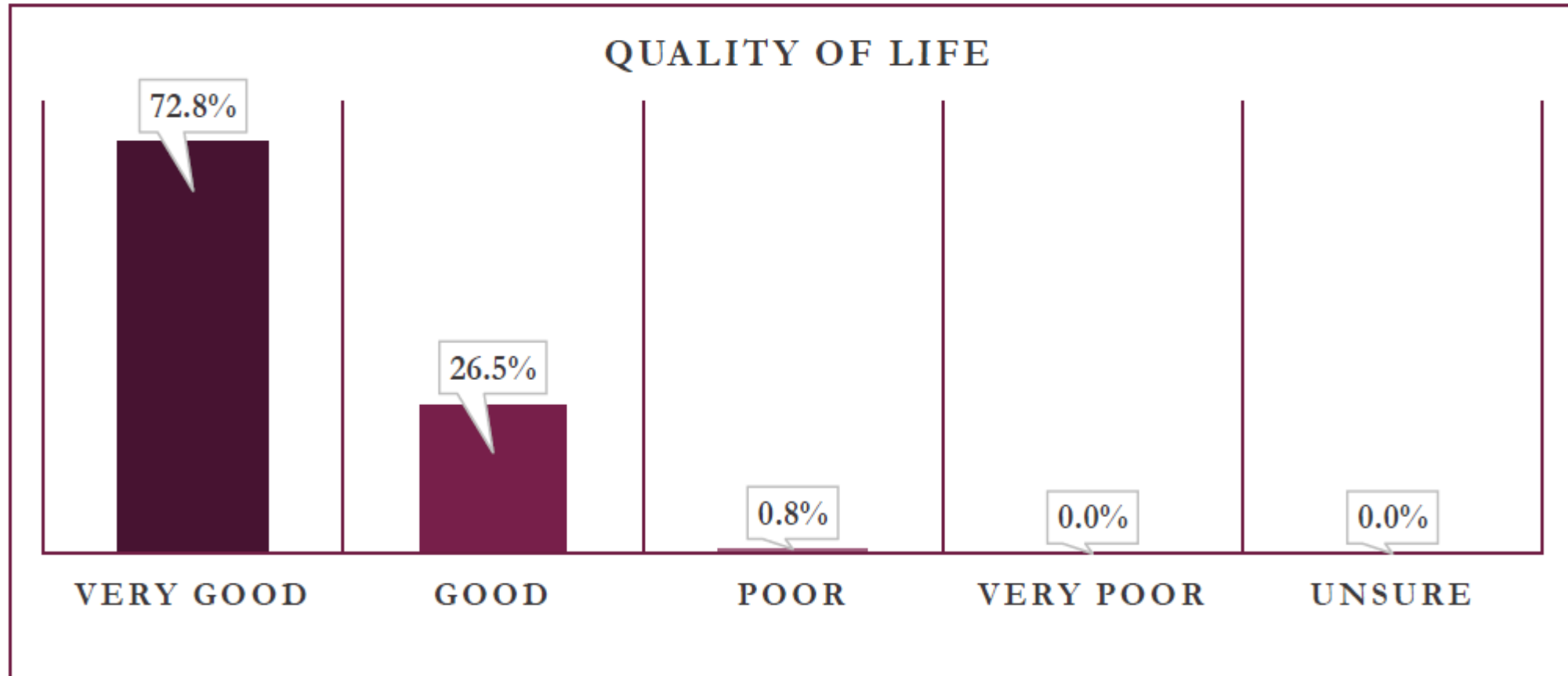




# On Quality of Life



Impressively, 99.3% of all residents surveyed reported their quality of life living in Farmington as very good (72.8%) or good (26.5%). Just 0.8% reported their quality of life as poor. No resident reported very poor.



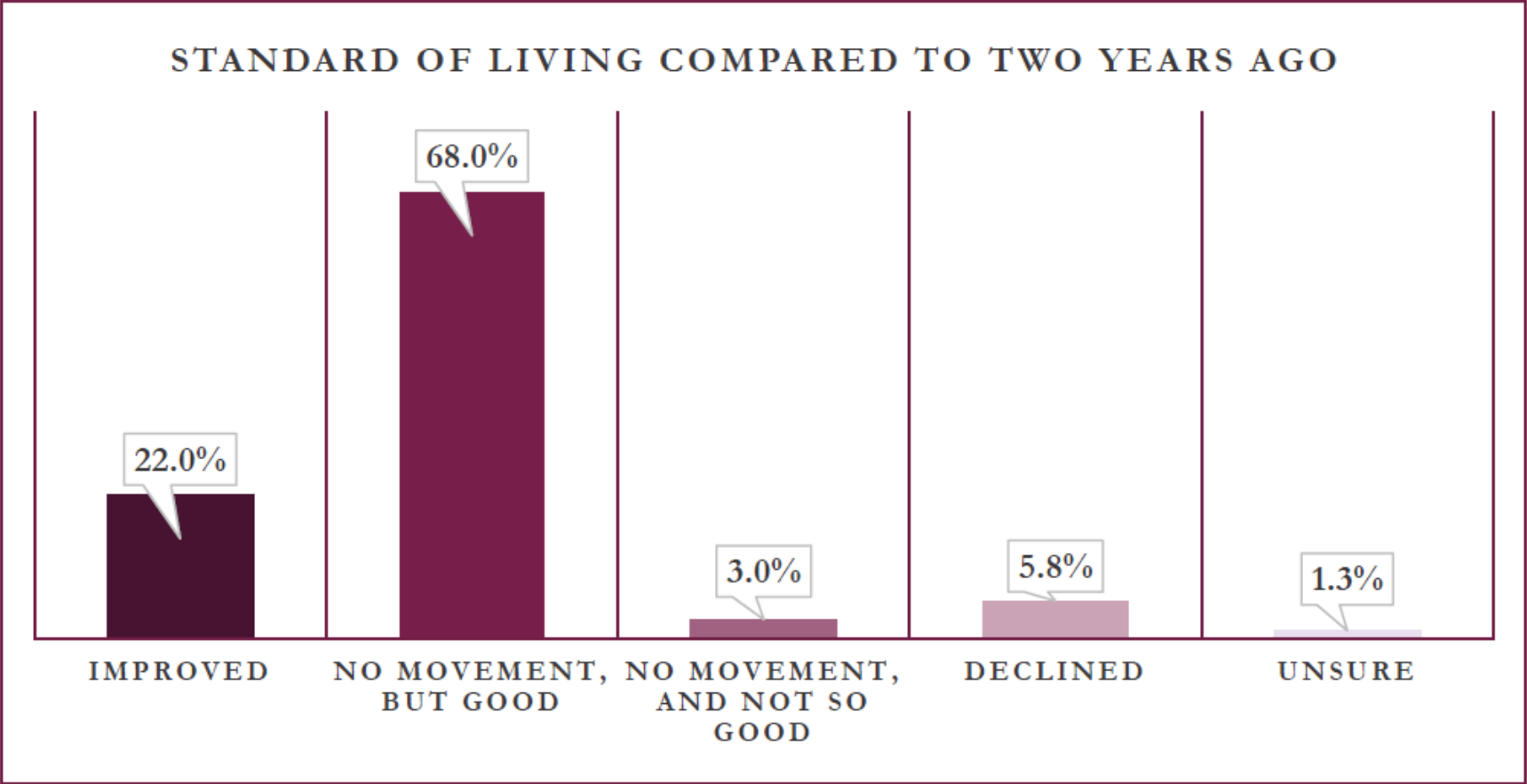
Quality of Life

Farmington H.S.





A large majority, 90.0%, suggested their standard of living, compared to two years ago, was “improved” (22.0%) or there was “no movement but good” (68.0%). Some suggested their standard of living was “no movement and not so good” (3.0%) or “declined” (5.8%).



Resident ratings of both Farmington town services and public schools was strong and positive. The positive rating for town services was 87.9% with poor ratings at 1.8%. On public schools, 82.1% provided positive ratings while 2.8% offered poor ratings.

RATING	PERCENT GOOD (7-10 RATING)	PERCENT NEUTRAL (5-6 RATING)	PERCENT POOR (1-4 RATING)
Quality of town services	87.9	8.8	1.8
Quality of Farmington public schools	82.1	7.8	2.8

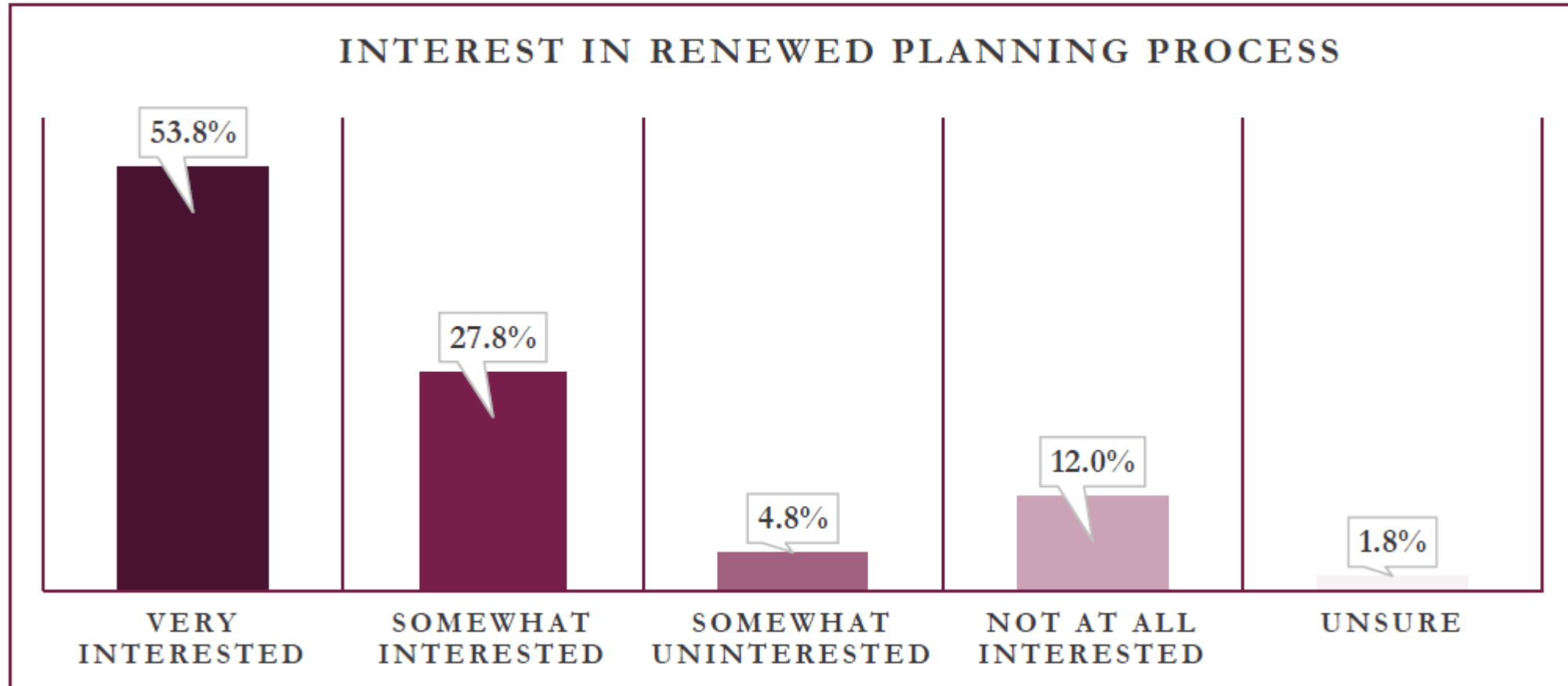




# On a Fresh Start

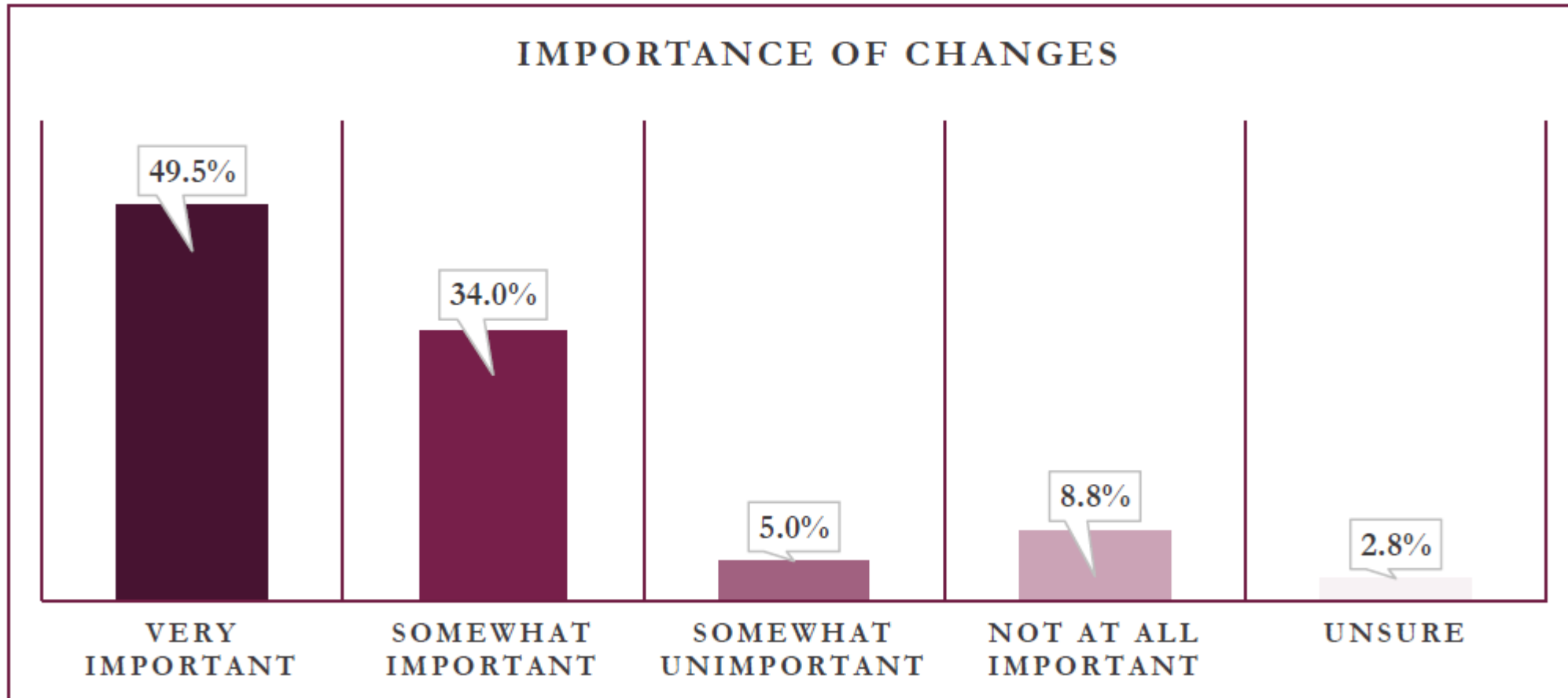


There exists strong interest in a renewed planning process for a new or renovated Farmington High School. A large majority, 81.6%, suggested they were either very interested (53.8%) or somewhat interested (27.8%).



Interest

The need for changes at the Farmington High School was perceived as important. Over four-fifths (83.5%) suggested changes were either very important (49.5%) or somewhat important (34.0%).



Interest

Farmington H.S.



In an open-end format question, survey respondents were asked to report the changes they would like considered in a new or renovated high school.

The most frequently named desired changes, in declining order, included:

FACILITY CHANGES	PERCENT
New roof	22.3
A facility that is <b>safe and secure</b> for students, faculty and staff	19.3
<b>Temperature control</b>	16.5
<b>Unsure/no suggestions</b>	16.5
<b>Code compliance</b>	15.8
A facility that is better designed to <b>educate</b>	14.5
Ensuring ADA: <b>Handicap</b> accessibility	14.2
<b>Update</b> the 1928 building	14.2
Maintaining <b>accreditation</b>	14.0
Ensure <b>21<sup>st</sup> century learning</b> is available to our students	14.0
Larger <b>auditorium</b>	13.3
Larger <b>cafeteria</b>	12.3
Improving <b>energy efficiency</b>	12.0

Desired Changes

## Others mentioned with less frequency include:

FACILITY CHANGES	PERCENT
A warm, more <b>comfortable</b> building for visitors, students, faculty and staff	10.8
<b>Gymnasium</b> – upgraded and/or ADA compliant	9.0
High school facility can be used as a <b>Community Shelter</b>	8.5
Improved and ADA accessible <b>athletic fields</b>	8.5
<b>Demolish</b> the 1928 building	7.8
A facility that is better designed to <b>attract new families</b> to town	7.5
Better <b>parking</b>	7.5
<b>Reducing the sprawl</b>	7.5
Adding a <b>second floor</b>	6.8
Maintaining the <b>historic appearance</b> / look	6.3
<b>None</b> – no need for a new or renovated high school	6.3
<b>Preserve the existing high school</b> for other uses	4.5
<b>Tennis courts</b>	3.8
<b>Keep / mothball</b> the 1928 building	3.8
Other...	22.8

Desired Changes

Respondents were asked how aware they were of several issues cited in a Statement of Need which need addressing in the existing high school facility. Approximately two-thirds of all residents surveyed were aware of most needs listed.

REQUIRED REPAIRS OR UPGRADES	VERY OR SOMEWHAT AWARE: PERCENT
School safety and security upgrades	68.0
Roof repairs required	67.5
Increased space for the auditorium, library, cafeteria and classrooms to accommodate students and educational needs	67.3
Meet and maintain high school accreditation requirements	66.8
Improvements - to address environmental issues such as temperature, water, air, noise and light	66.0
Increased space and classroom need for educational programming	64.5
Code compliance including energy efficiency improvements	63.7
Sprawl of the building, after additions, has caused increased internal travel time, hallway congestion, wasted usable space, and the need to cross outside the building during class changes which reduces security	63.7
Meet ADA Handicap Accessibility requirements	62.7
Parking lot improvements such as traffic flow and number of spaces	59.5

Awareness





# On Going Forward



## Going forward, in any renewed effort to upgrade the Farmington High School...

STATEMENTS	STRONGLY OR SOMEWHAT AGREE: PERCENT
Public communication of a new design should distinguish between required and desired upgrades	88.0
I could be convinced to support new construction or renovation if I clearly understood the need	84.3
An updated and upgraded high school facility is important to maintaining home property values	82.8
If space could be identified for purchase, I would support a new high school in a different location	48.3



# On Support / Opposition



In an early survey support or opposition question, researchers asked respondents which of three options they were currently most interested in seeing pursued by planners. Costs or tax impacts were not included in this initial question.

The highest level of support was recorded for a renovated high school where all required and some desired upgrades are accomplished.

STATEMENTS	PERCENT
A newly constructed high school where about 85% is new and where all required and most of desired upgrades are considered	32.8
A renovated high school where all required and some of the desired upgrades are accomplished	41.3
A renovated high school where the minimum required upgrades are accomplished	15.5
None of these options ( <i>Response not provided, but accepted</i> )	4.3
Unsure / Don't know ( <i>Response not provided, but accepted</i> )	6.3

Researchers read the following to all survey respondents:

“The committee, tasked with looking at future upgrades and updates of the Farmington High School facility, will be exploring new construction or renovation that will range in overall cost from \$75 million dollars to \$135 million dollars”.

Following the introduction, respondents were asked to report their support or opposition to high school construction / renovation at four different cost and personal tax impact levels.

## At \$135 million...

Respondents were asked to indicate their support or opposition in a new referendum if the investment in new high school construction or renovation is \$135 million, meaning an average increase of \$511 in taxes per year over 20 years for the average Farmington residential assessment.

Just over one-half of respondents, 51.0%, indicated they definitely (29.0%) or probably would support (22.0%) a renovation plan if it cost \$511, on average, per year.

AVERAGE INCREASE OF \$511 / YEAR	RESPONDENTS (PERCENT)	
	n=400	Total support or opposition
Definitely support	29.0	51.0
Probably support	22.0	
Probably oppose	12.0	40.7
Definitely oppose	28.7	
Unsure	8.3	8.3

Support / Opposition

At \$125 million...

Respondents that indicated they would probably oppose, definitely oppose or were unsure about their support of an additional \$511 in taxes to support a renovation were, in turn, asked to indicate their support or opposition if the investment in new high school construction or renovation is \$125 million, or an average increase of \$435 in taxes per year over 20 years for the average Farmington residential assessment.

An additional 3.5% of respondents indicated they would definitely or probably support the renovation at a cost of additional \$435, on average, per year, bringing the total amount of support to 54.5%.

AVERAGE INCREASE OF \$435 / YEAR	RESPONDENTS (PERCENT)	
		Total support
Definitely support	+1.0	54.5
Probably support	+2.5	

At \$100 million...

Respondents that indicated they would probably oppose, definitely oppose or were unsure about their support of an additional \$435 in taxes to support a renovation were, in turn, asked to indicate their support or opposition if the investment in new high school construction or renovation is \$100 million, meaning an average increase of \$348 in taxes per year over 20 years for the average Farmington residential assessment.

An additional 7.8% of respondents indicated they would definitely or probably support the renovation if it cost an additional \$348, on average, per year, bringing the total amount of support to 62.3%.

AVERAGE INCREASE OF \$348 / YEAR	RESPONDENTS (PERCENT)	
		Total support
Definitely support	+1.3	<b>62.3</b>
Probably support	+6.5	



## At \$75 million...

Respondents that indicated they would probably oppose, definitely oppose or were unsure about their support of an additional \$348 in taxes to support renovation or new construction were, in turn, asked to indicate their support or opposition if the investment in high school renovation without new construction is \$75 million, meaning an average increase of \$261 in taxes per year over 20 years for the average Farmington residential assessment.

An additional 12.0% of respondents indicated they would definitely or probably support the renovation if it cost an additional \$261, on average, per year, bringing the total amount of support to 74.3%.

AVERAGE INCREASE OF \$261 / YEAR	RESPONDENTS (PERCENT)	
		Total support
Definitely support	+2.5	74.3
Probably support	+9.5	

In an open-end format question, researchers asked respondents to identify three or four things they would need to see, hear or better understand before they would feel comfortable saying they could “definitely support” either new construction or renovation of the Farmington High School. The most frequently cited responses, in declining order, included:

STATEMENT	PERCENT (N=285)
Know more about costs / budget	24.9
Know detailed plan with on-going updates on proposal and process	17.5
Required vs desired needs to be justified / proved	14.0
Still would not agree / against it	6.3
Only minimum needs to be met in plan	5.3
No opinion / don't know	4.6
Town to seek unbiased / fair bids, be transparent in process	4.6
Need more information overall	3.9
Minimal impact on student life and education	2.8
Better communication / publicized meetings and info	2.1
Safety of students ensured	2.1
Want to know student enrollment / projected	2.1

Support / Opposition

**Others mentioned with less frequency include:**

STATEMENT	PERCENT (N=285)
No new building / construction	1.4
Know how long it would take / timeline	1.1
Need ensured fiscal responsibility	0.7
Has nothing to do with me	0.7
Focus on handicap accessibility	0.7
Know that student needs are met	0.7
Everything is too expensive	0.7
Town comparisons completed	0.7
Build on new land	0.7
More time before vote	0.4
Need tour of school	0.4
New roof	0.4
Understand effects on desire to move to Farmington	0.4
Improved technology in school	0.4
Bring in more skills	0.4
Improved space for special needs	0.4

Support / Opposition



# On Communication



The most frequently cited sources for information about the Farmington school system and town included, in declining order:

RECEIVE FARMINGTON INFORMATION FROM...	PERCENT
Friends/Family/Neighbors/Co-workers	31.5
Local Newspapers: Printed	29.0
Farmington Town newsletter	23.3
Internet / Websites	16.8
Farmington Town Website	14.2
Farmington Schools Website	13.5
Flyers/brochures	12.3
Local Newspapers: Online	11.3
Emails	11.3
Direct mail	10.0
Social media such as Facebook	9.5
Talk of Farmington	9.5
Directly from the schools / school system	8.5

## Others mentioned with less frequency include:

RECEIVE FARMINGTON INFORMATION FROM...	PERCENT
Farmington Public Schools App	4.8
TV	3.8
Other	3.3
State news outlets (papers, radio, TV)	2.8
Everbridge	2.0
Opponents of school facility initiatives	1.5
Employer	1.3
Proponents of school facility initiatives	1.3
Radio	1.0
Blogs	0.8
Front Porch or similar community forum	0.5
Don't know / Unsure	0.5

**Other responses included:** Board of Education meetings, Farmington Patch, meetings/meeting minutes, discussions with local politicians, patients, school letters, text alerts, Town Hall, community board, building commission and YouTube.

Social media used by respondents centered mostly on Facebook (55.5%), Instagram (18.3%) and Twitter (12.3%).

SOCIAL MEDIA USED	PERCENT
Facebook	55.5
Don't Use social media	35.0
Instagram	18.3
Twitter	12.3
YouTube	8.5
Snap Chat	7.2
LinkedIn	7.0
Google Plus+ (not "Google")	6.3
Pinterest	4.3
Yelp	2.0
Other	1.3
Front Porch Forum or similar community forum	1.0
Foursquare	0.3



# On The 2017 Referendum





Regardless of whether the respondent voted in the 2017 high school referendum or not, researchers asked each if they supported or opposed the 2017 new construction / renovation plan. A total of 44.3% reported they supported the plan either strongly (34.0%) or somewhat (10.3%) while 42.3% indicated they somewhat (7.5%) or strongly opposed (34.8%) the plan.

SUPPORT OR OPPOSITION	RESPONDENTS (PERCENT)	
		Total support or opposition
Strongly supported	34.0	44.3
Somewhat supported	10.3	
Somewhat opposed	7.5	42.3
Strongly opposed	34.8	
Had no opinion / no interest	6.5	6.5
Unsure / Don't know	7.0	7.0

In an open-end format question, supporters were asked for their reasons. The most frequent reasons for support included:

STATEMENT	PERCENT (N=157)
For the kids, investment in the kids, my kids go there	16.0
Current building conditions are poor, need repairs, bad shape	12.1
Quality education is important, education is a top priority	9.0
Need to maintain home and property values	9.0
Need a NEW building (not renovation)	5.7
Needs renovation, updates, upgrades, modernization	5.7
It's currently dangerous, safety reasons	5.1
High School reputation does not keep up with Town's	4.5
It was a good plan, well thought out, would benefit town	3.8
Not at code	2.5
Needs to be attractive to new residents	2.0
Not convinced on price, need an investment but not that much	0.6
Need a pool	0.6

## The most frequently cited reasons for opposition included:

STATEMENT	PERCENT (N=162)
Price was overblown, costly, taxes will increase, excessive expense	52.0
Not enough information, not convinced, lacked communication, handled poorly	8.0
No need, not necessary, fine as is	7.0
Don't need fancy new building, most expensive school in the state/nation	7.0
Renovate yes, build new no	5.0
Disagree with the plan, changes planned	4.0
Only offered one plan, no less expensive options offered, no wish list	4.0
No trust in board, lack honesty, lied, taken by surprise	4.0
Kids would be living in construction	2.0
Want new, not renovation	2.0
Waste	1.0
Debt incurred	1.0
New library and police station recently in town, same year	1.0
State budget not trustworthy	1.0

Majorities agreed (somewhat or strongly) with a few statements about the 2017 referendum....

STATEMENTS	STRONGLY OR SOMEWHAT AGREE: PERCENT
I clearly understood the proposal for the high school that was presented in the referendum	74.0
I was confident I knew the cost to me of a new high school in additional property taxes	71.3
I saw the overall cost of the new high school as too high	67.0
The communication to the public was adequate – I had enough information to make an informed decision	59.8
Public input was sought in the planning process	54.3

While 41.0% do not recall or were unsure of the cost / price tag in the 2017 referendum ballot, the largest group of respondents, 23.0%, suggested the cost was \$125 - \$150 million dollars. Some, 14.8% suggested the total price was \$175 or more.

PROPOSED COST	PERCENT
Under 50 million	1.8
50 to under 75 million	1.3
75 to under 100 million	3.3
100 to under 125 million	10.0
125 to under 150 million	23.0
150 to under 175 million	5.0
175 to under 200 million	10.0
200 million or more	4.8
Don't know / Unsure / Don't recall	41.0

# Next Presentation :

Beth Kintner – Chair of the Subcommittee  
Committee Findings and  
Recommendations

Farmington High School Community Survey  
Ad Hoc Committee  
Survey Results:  
*Findings & Recommendations  
of the Committee*

(Reference: Summary Document dated November 27, 2018)

- **Thank** the survey ad hoc committee members & the town staff – summer, winter
- **Thank** the facility & financial ad hoc committee for flexibility – (scheduling this meeting):
  - allowed us to spend more time time looking at the data
  - determine what we felt most important to present
  - have this presentation reflect input from the whole committee
- My presentation will have some overlap, but will focus on:
  - what the committee felt were the “big ideas” or takeaways from the survey results (we separated them into findings & recommendations)
  - and I’m also including **observations from the consultant**
- We plan to include the consultant in our joint presentation to the Town Council
- We’ll do our best to answer any & all questions, but those that are too technical for us, we can discuss with the consultant & get back with an answer
- Refer to the “Summary” document dated Nov 27th (make note of questions for end)



# Introduction Summary

- The Center for Research and Public Policy (CRPP) was selected by the Survey Committee from five firms that responded to our RFP
- Over the course of several meetings, the Survey Ad Hoc Committee provided input for formulating survey questions (and sought feedback from the facility & financial ad hoc committee), and CRPP staff edited out bias - ***probably 4-5 iterations***
- The survey was designed by CRPP using a careful, deliberative process to ensure a fair, objective and balanced survey - ***balancing scaled answers, wording & placement of questions, etc.***
- Results are based on 400 completed telephone surveys conducted among Farmington residents between October 17-25, 2018.

# Introduction Summary – cont.

## SAMPLING:

- Each qualified Farmington resident had an equal chance for participating in the study:
  - CRPP employed “random digit dialing” of both **listed & unlisted** phone numbers and a “mixed access” sample of both **cell & landline** phone numbers.
  - CRPP utilized measures to **ensure no significant over- or under-representation** of geographic or demographic groups
- The sample of 400 surveys had an associated margin for error of +/- 4.85% at a 95% confidence interval.

# Committee Findings

## ***High Quality of Life:***

- Nearly all residents (99.3%) said their quality of life was very good or good.

## ***Satisfaction with Town services and Farmington Public Schools:***

- Over 85% rated the quality of town services as positive (**good-very good, 7-10**)
- Over 80% rated the quality of the public schools as positive (good-very good, 7-10)

## ***The main ways people get information about the school system and Town:***

- Friends/Family/Neighbors/Co-workers (**informal network**)
- Local Newspapers: Printed (**surprising – Valley Press? Hartford Courant?**)
- Farmington Town newsletter \* **people are reading what comes from Town Hall**
- Of those who use **social media**, **Facebook** is the most popular (not surprising)

# Committee Findings

## AWARENESS:

*Residents are aware of the needs of the FHS facility as outlined in the Statement of Needs:*

- About two-thirds of respondents were aware of most of the needs of the high school facility
- Respondents were most aware of the needs for:
  - school safety and security upgrades (68%)
  - required roof repairs (67.5%), and
  - increased space to accommodate students and educational needs (67.3%)
- **At least 59% of respondents were aware of all of the needs – not a lot of fluctuation**

# Committee Findings

## SUPPORT:

***KEY – The survey found that there is support for a project:***

- 83% agreed that an updated and upgraded high school facility is important to **maintaining home property values**

**Support for project, by cost/tax impact (survey used figures that went through the town's Director of Finance, based on the financial model created out of the facility & financial committee)**

- **About a 50/50 split @ \$135M / \$511 annual tax increase)**
- **A bit better, but not much @ \$125M / \$435 annual tax increase)**
- **Moves to just over 60% @ \$100M / \$348 annual tax increase)**
- **Nearly 75% support a project of \$75M / \$261 annual tax increase)**

***Nearly three quarters of respondents support a project that accomplishes more than the minimum requirements***

There was significantly less interest in a renovation where the minimum required updates are accomplished (15.5%)

- The lead consultant did provide the survey committee with some feedback, made some observations –

Those are included here, then we'll take a look at the **survey committee's** recommendations

- The survey committee did approach the creation of the survey questions with a priority on looking forward, not back on the negativity of the 2017 referendum because we felt that wasn't necessary in looking at how to move forward, but there were some data that do help us analyze what happened with the 2017 referendum, that was highlighted in the consultant's observations:

# Consultant Observations

## Findings:

- The opposition identified and turned out their **voters (based on level of support in survey, compared to referendum results)**
- The opposition prevailed with their messages (**Taken from open-ended questions - examples: cost too high, that the new plan would create the most expensive new high school in the state/nation, only one option was considered**)
- Residents felt that the options were not presented in the process leading up to the vote
- 41% said they were unsure of what the total cost was in 2017
- Residents felt rushed, pushed into the vote

## Recommendations:

- Marketing/communication must focus on 4-5 messages (**choose main messages, stick to those**)
- The survey found **that there is significant awareness of the needs for the high school facility in community (2/3), but we should aim to increase awareness to 75-80%**

# Committee Recommendations

*Focused, clear, and concise communication is necessary to build support of a project.*

- **Understand how people get their information**
  - **Friends/family/neighbors/co-workers** is how most of those surveyed get their information – **importance of informal networks**
- **Encourage more public participation**
  - **Just over half think public participation was sought** in the planning process
  - **Need to get people inside the FHS facility** (increased **support**, **awareness** of needs, and **understanding** of project proposal for those that have been in the facility recently)
- **Show the public how the committee arrived at the proposed project**
  - **Under 60% said they had enough information** to make an informed decision
  - **17.5% said they would definitely support a project** if they know a **detailed plan with on-going updates on proposal and process**



- **Communicate the required vs. desired upgrades**
  - 88% of those surveyed agreed that **these should be differentiated** in public communication
- **Communicate the facility project cost - needs to done earlier & more clearly – different timeline**
  - Clearly articulate & justify the price of the project (show residents what they are getting, distinguish between required vs. desired needs)
  - 41% of those surveyed do not recall/know the price of the last project
  - 52% of those that opposed the project believe the price was overblown, costly, excessive, etc.

***A new building committee would benefit from using the survey results throughout their process – focus on different questions/data depending on the task at hand.***

# Questions & Answers / Discussion