



Oak Creek-Franklin Joint School District

Community Survey Report

April 22, 2024

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Our mission is to help educational leaders gather, organize, and use data to make strategic decisions.



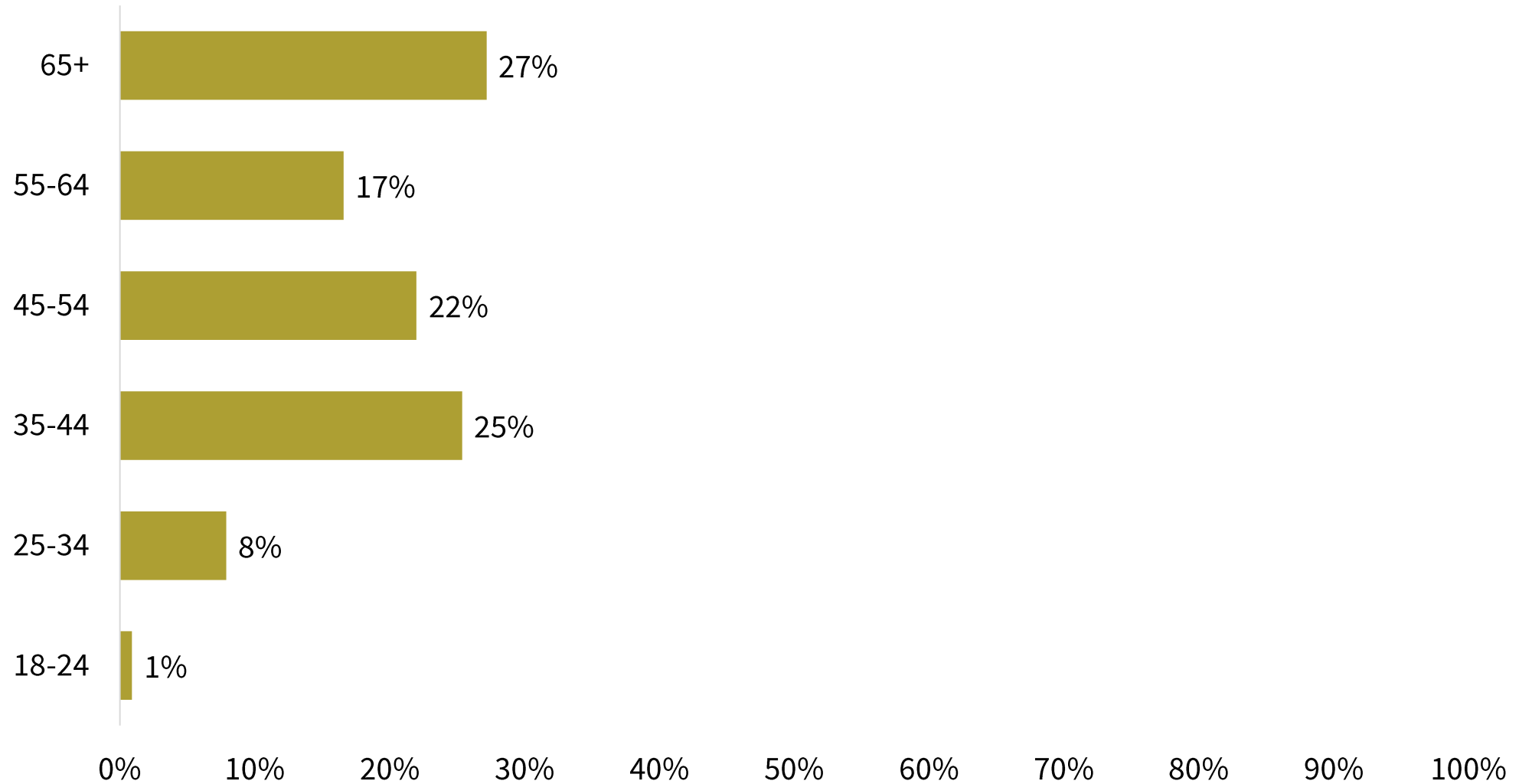
- Founded in 2002 to provide independent research
- Conducted over 10,000 staff, parent, and student, and community surveys for school improvement
- Helped more than 900 districts navigate the strategic planning and referendum planning process

Survey Information

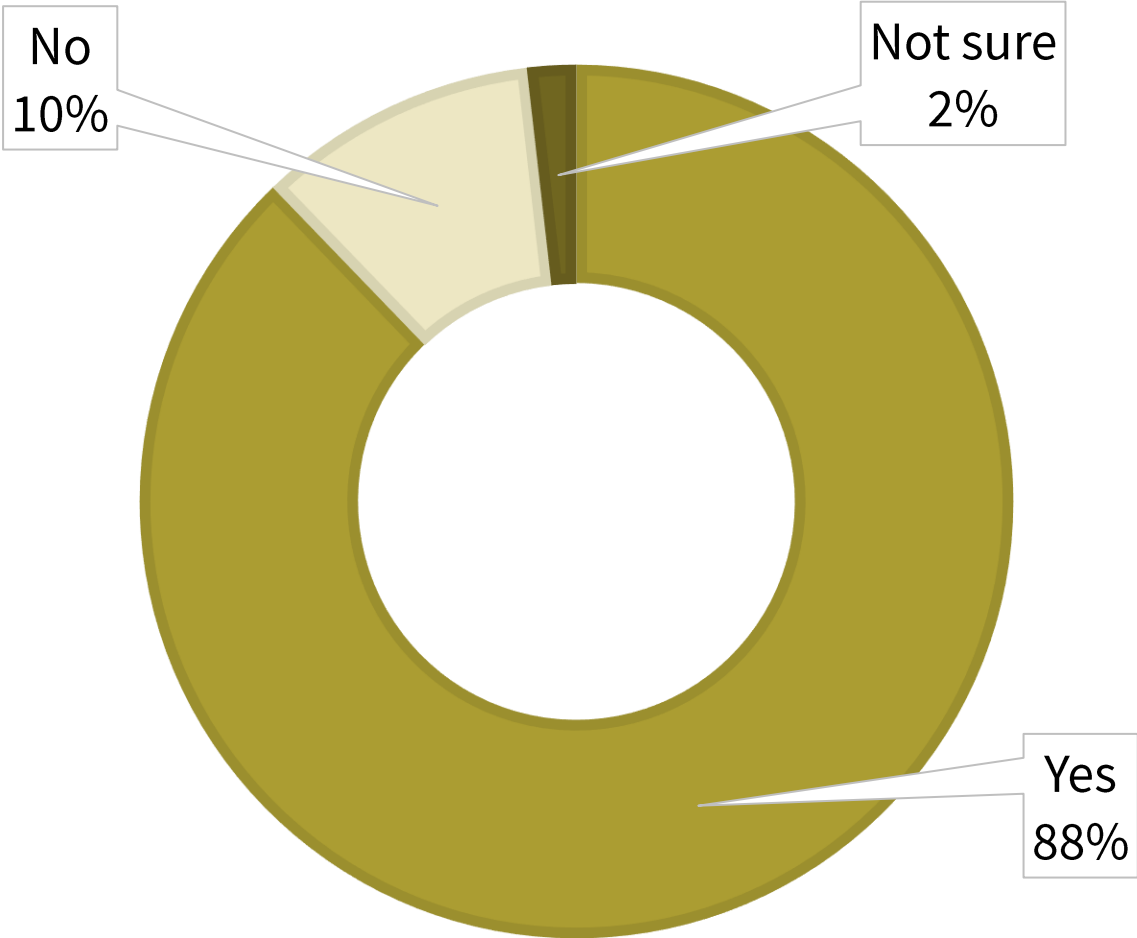
- **April 3, 2024** survey deadline
- **4,008** total respondents (1,478 paper)
- **18.2 %** response rate
- **+/- 1.58%** statistical margin of error



What is your age?



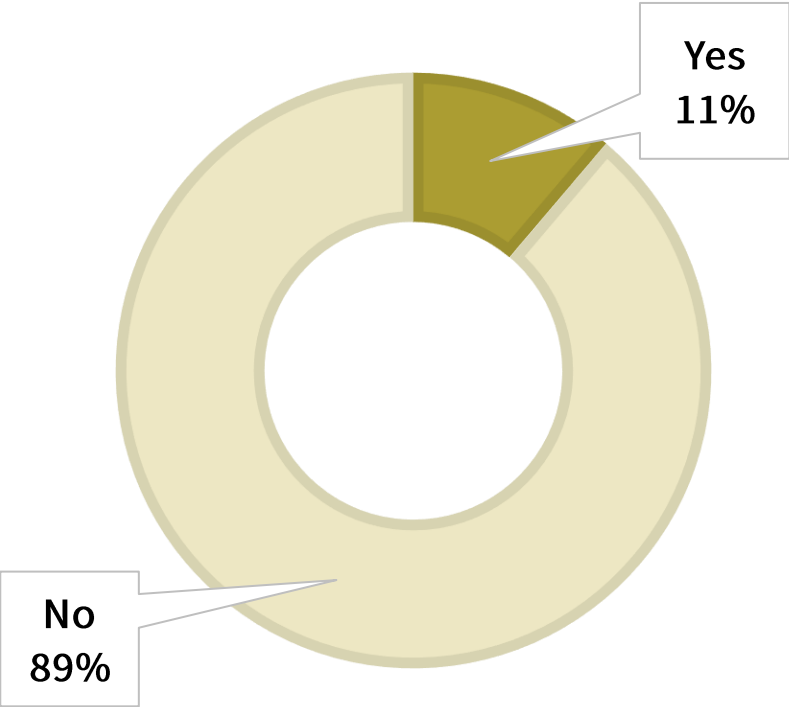
Do you live in the Oak Creek-Franklin Joint School District?



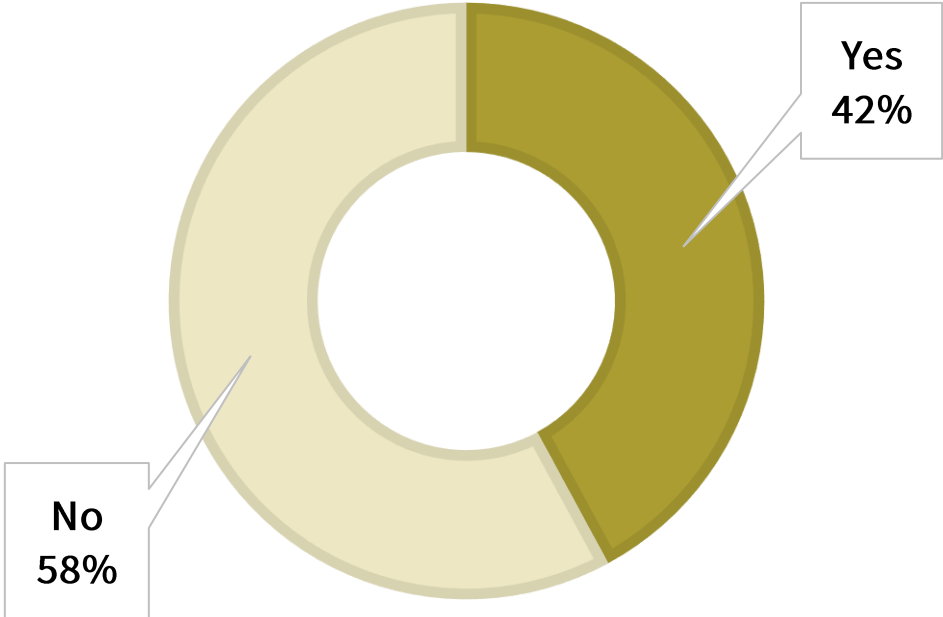
Respondent Information



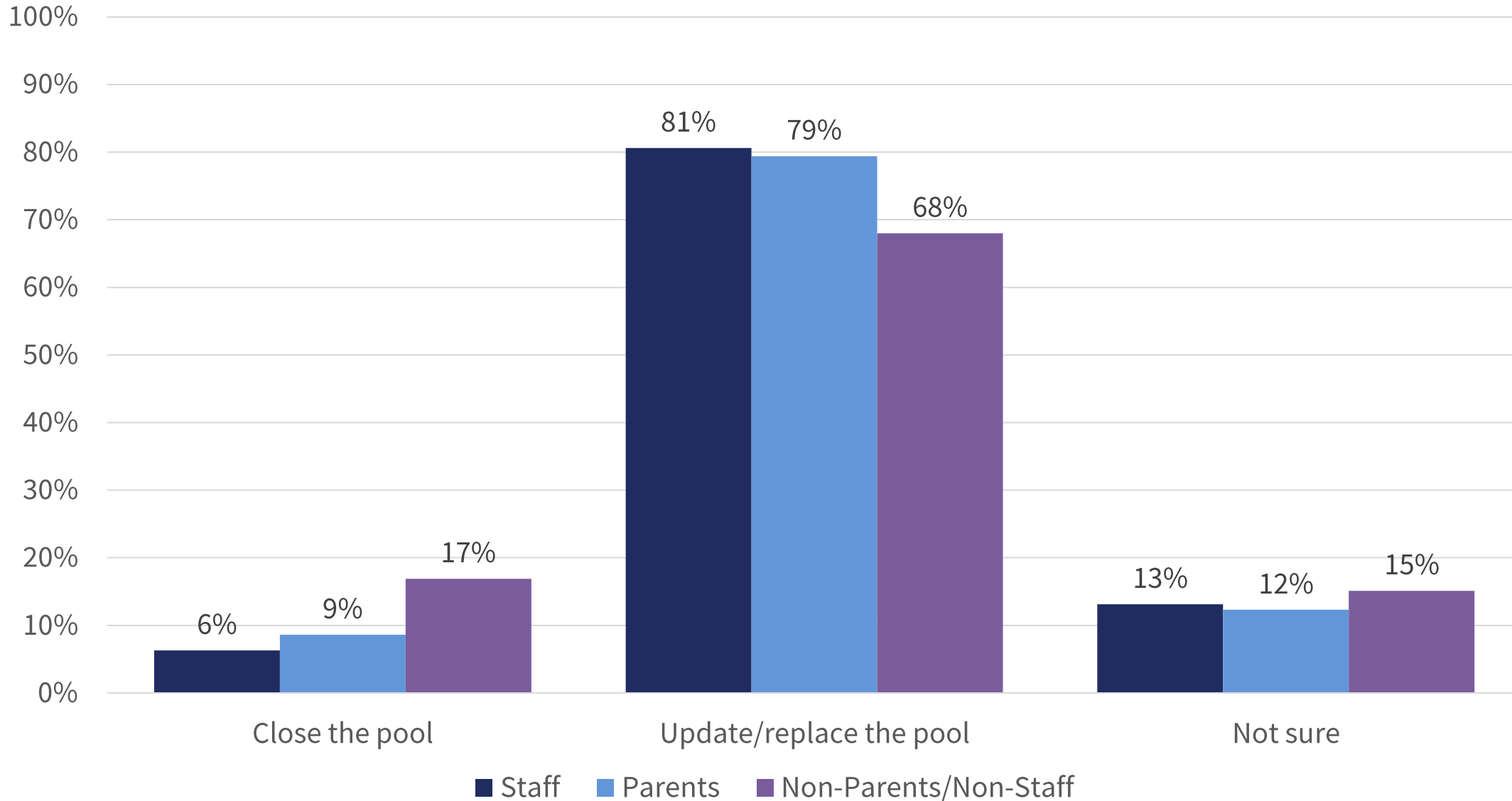
Are you an employee of the District?



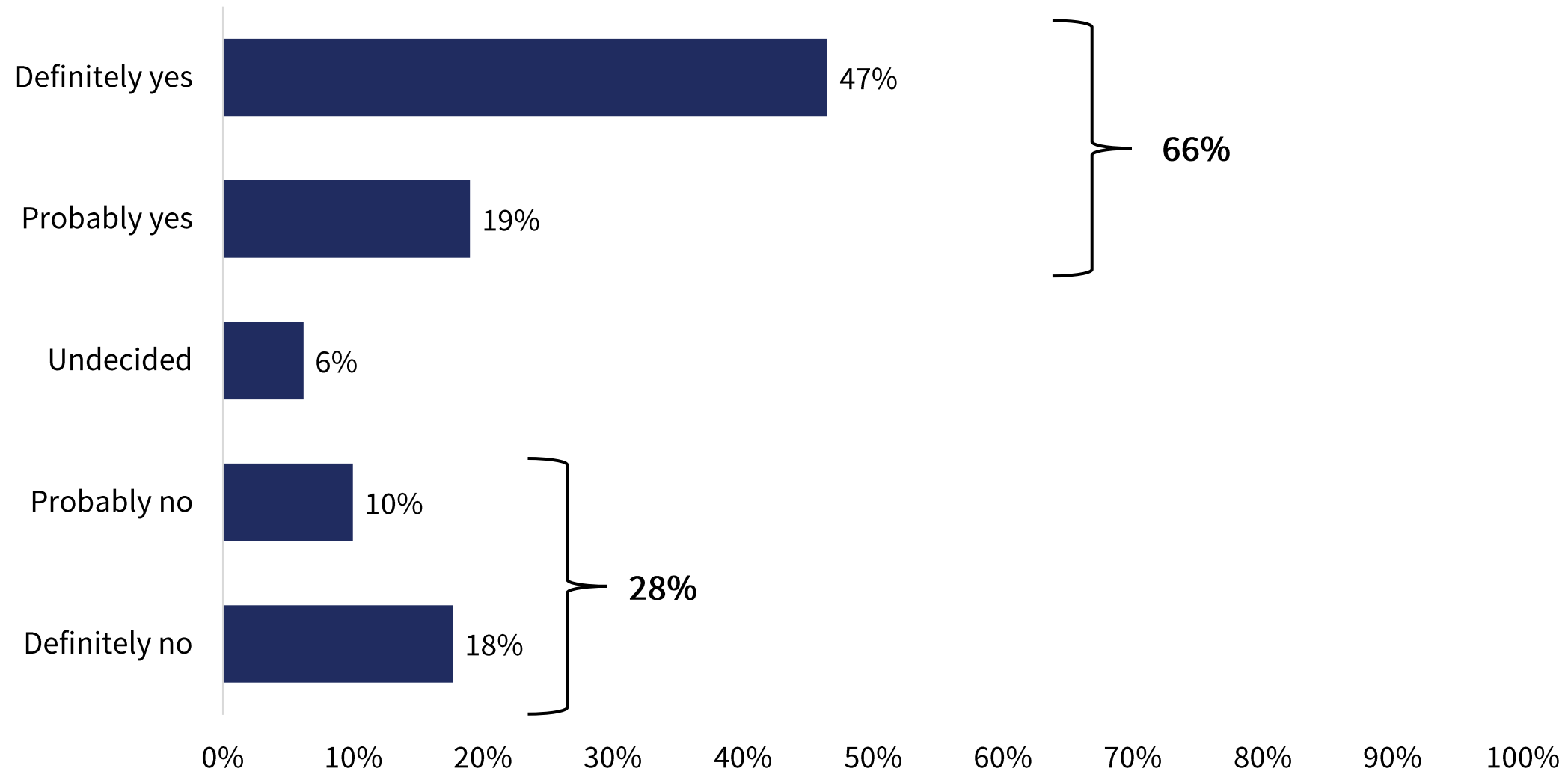
Do you have children attending a school in the District?



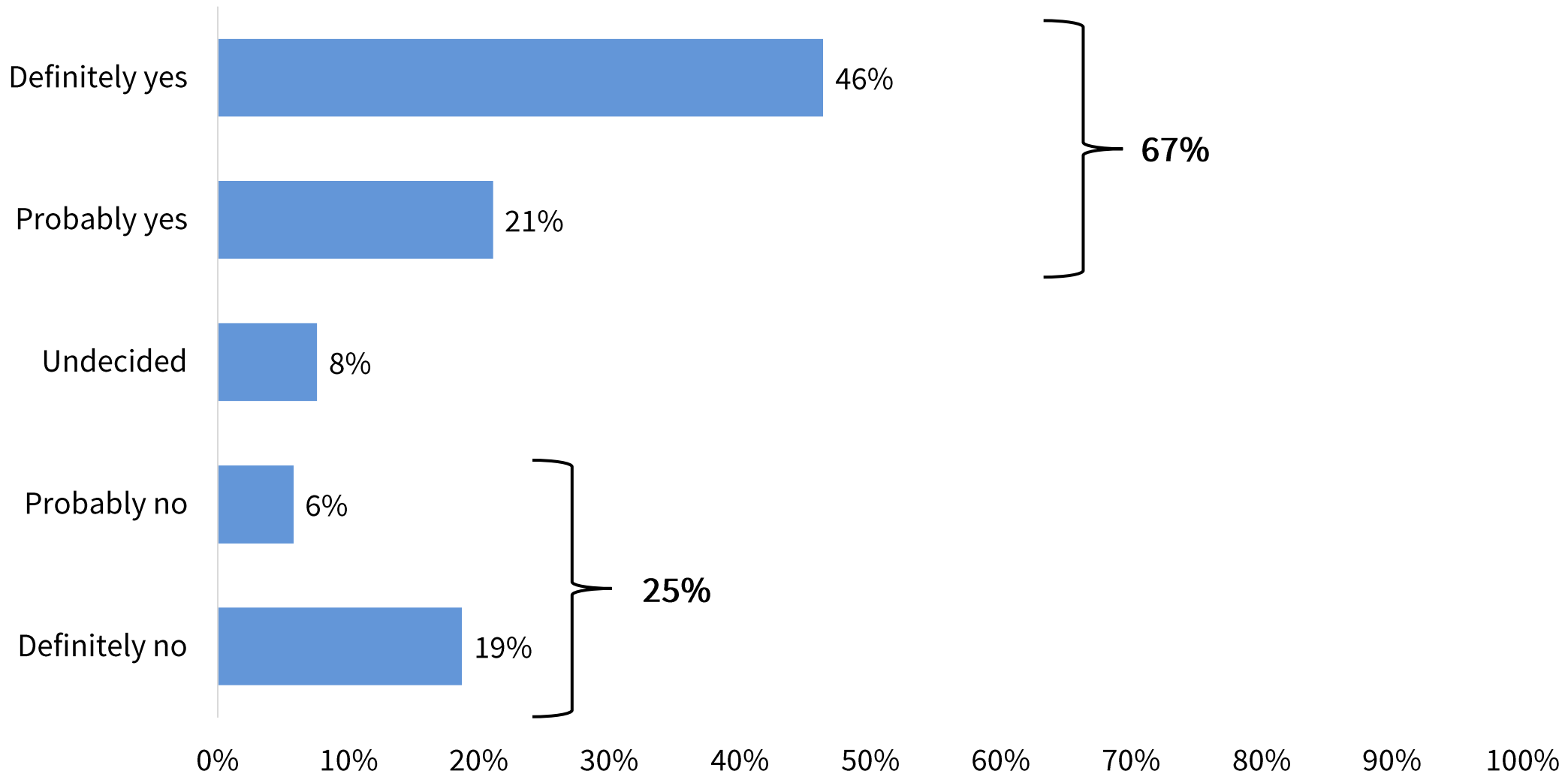
What advice would you give the District?



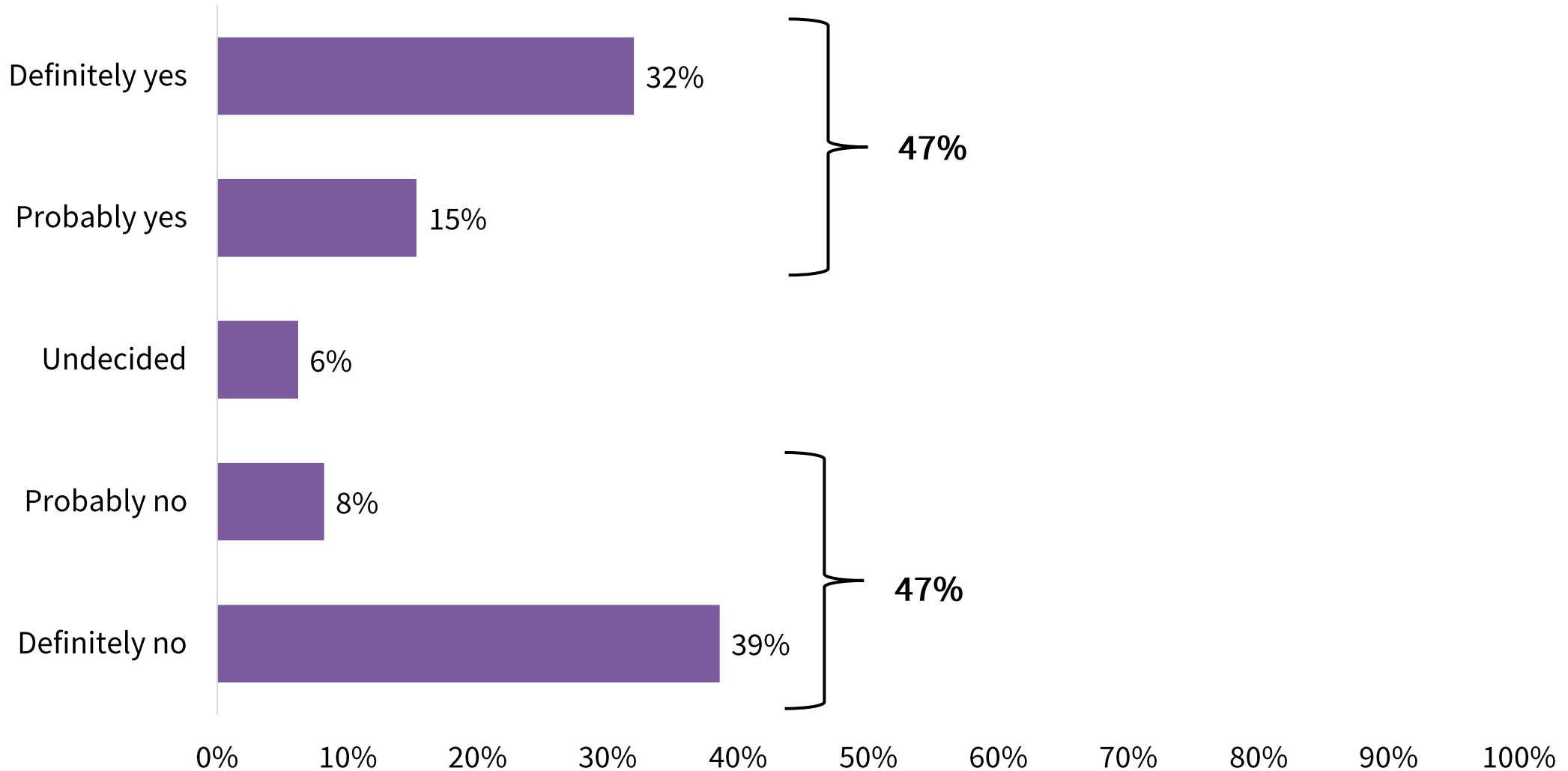
Would you support a \$36 million referendum to build competition and community pools? (*Staff Residents*)



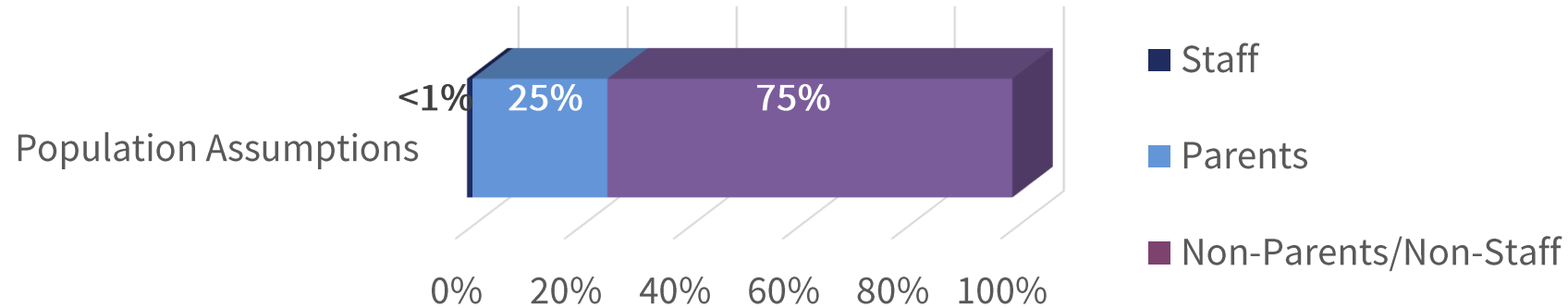
Would you support a \$36 million referendum to build competition and community pools? *(Parent Residents)*



Would you support a \$36 million referendum to build competition and community pools? *(Non-Parent/Non-Staff Residents)*



Additional Analysis: Would the \$36 million referendum to pay for competition and community pools be supported?

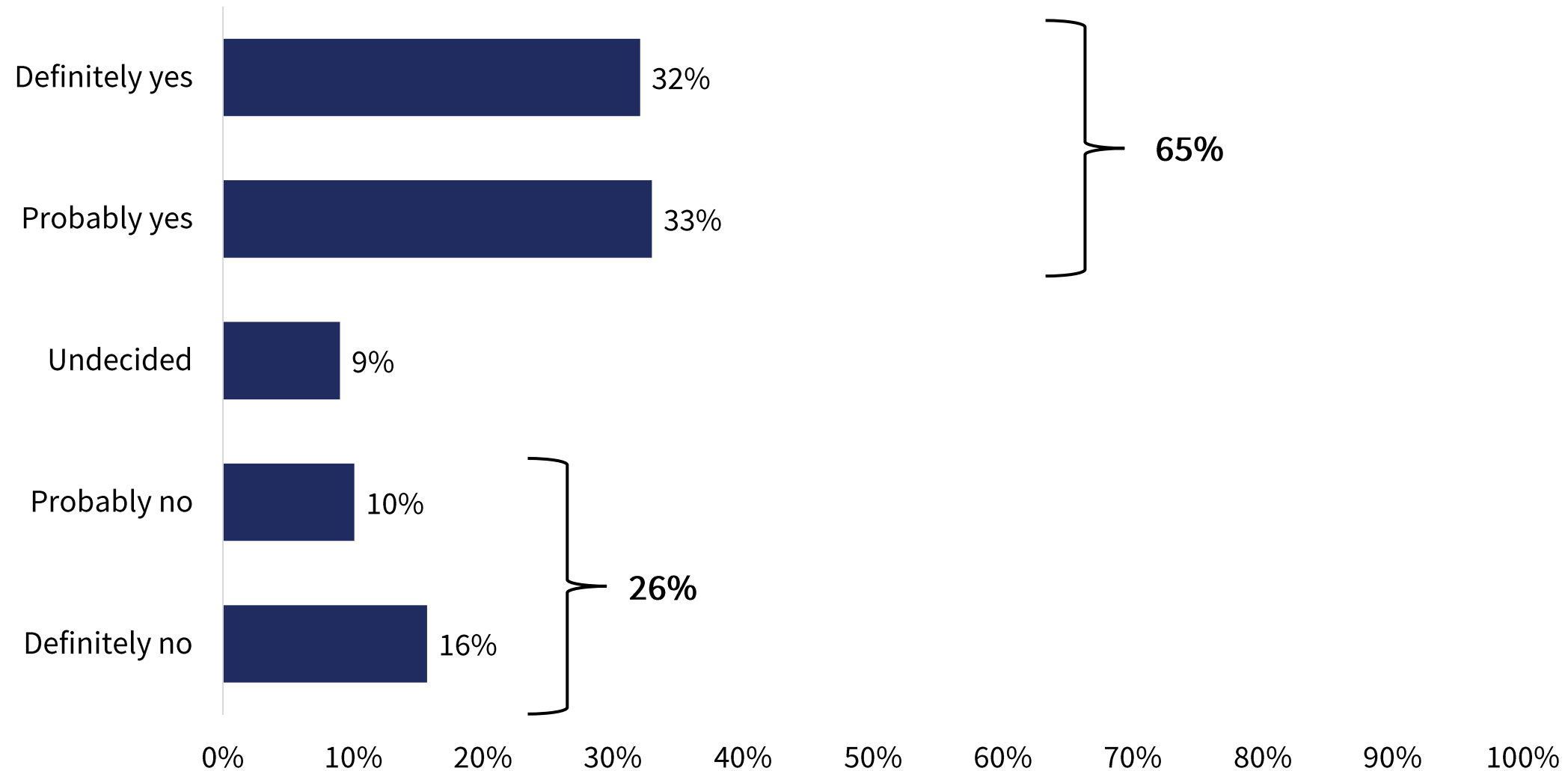


Weighted support for *Definitely yes and Probably yes*:

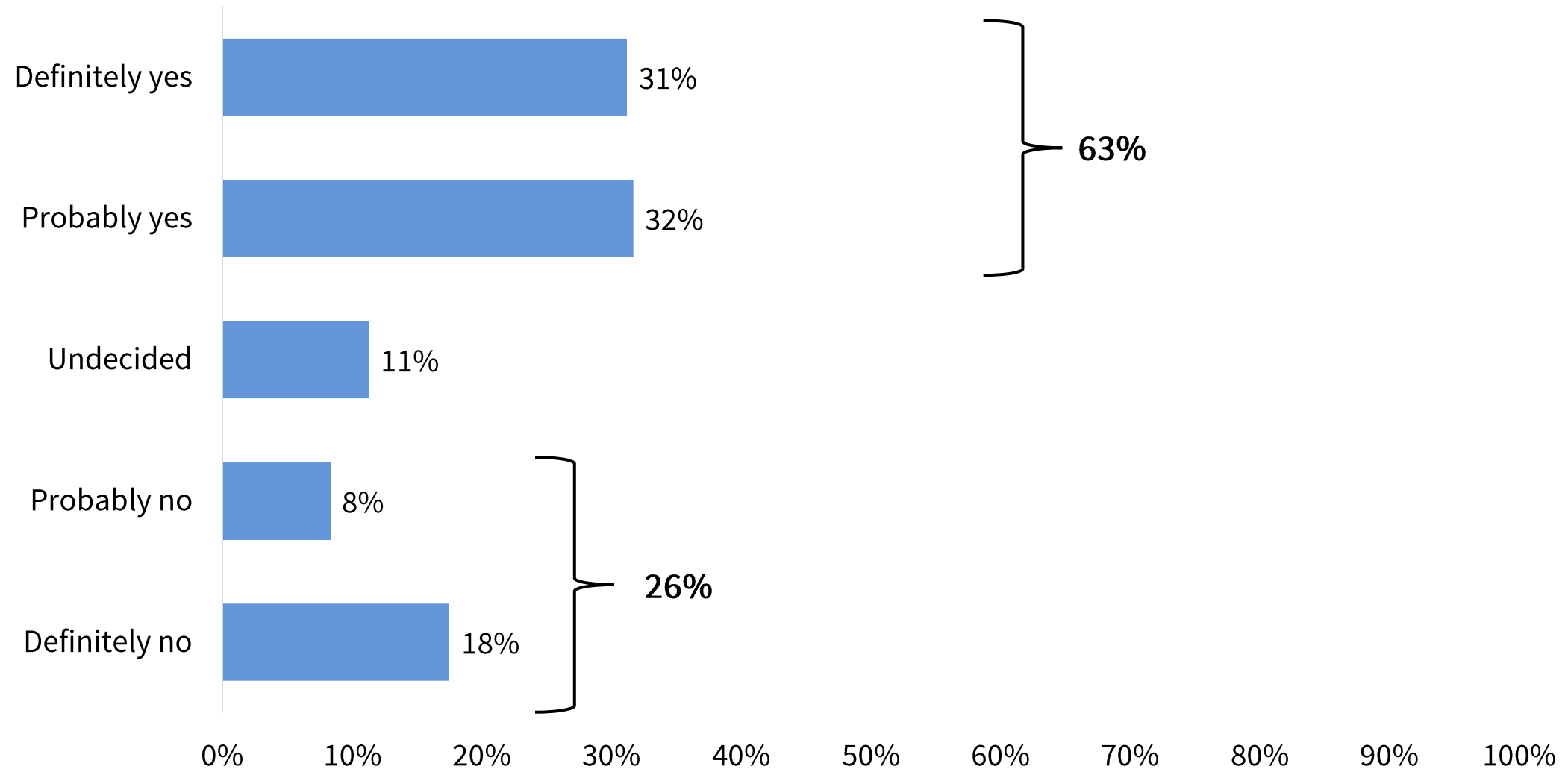
$$0.25 (67\%) + 0.75 (47\%) = \underline{\underline{52\%}}$$



Would you support a \$20 million referendum to build a competition pool? (*Staff Residents*)

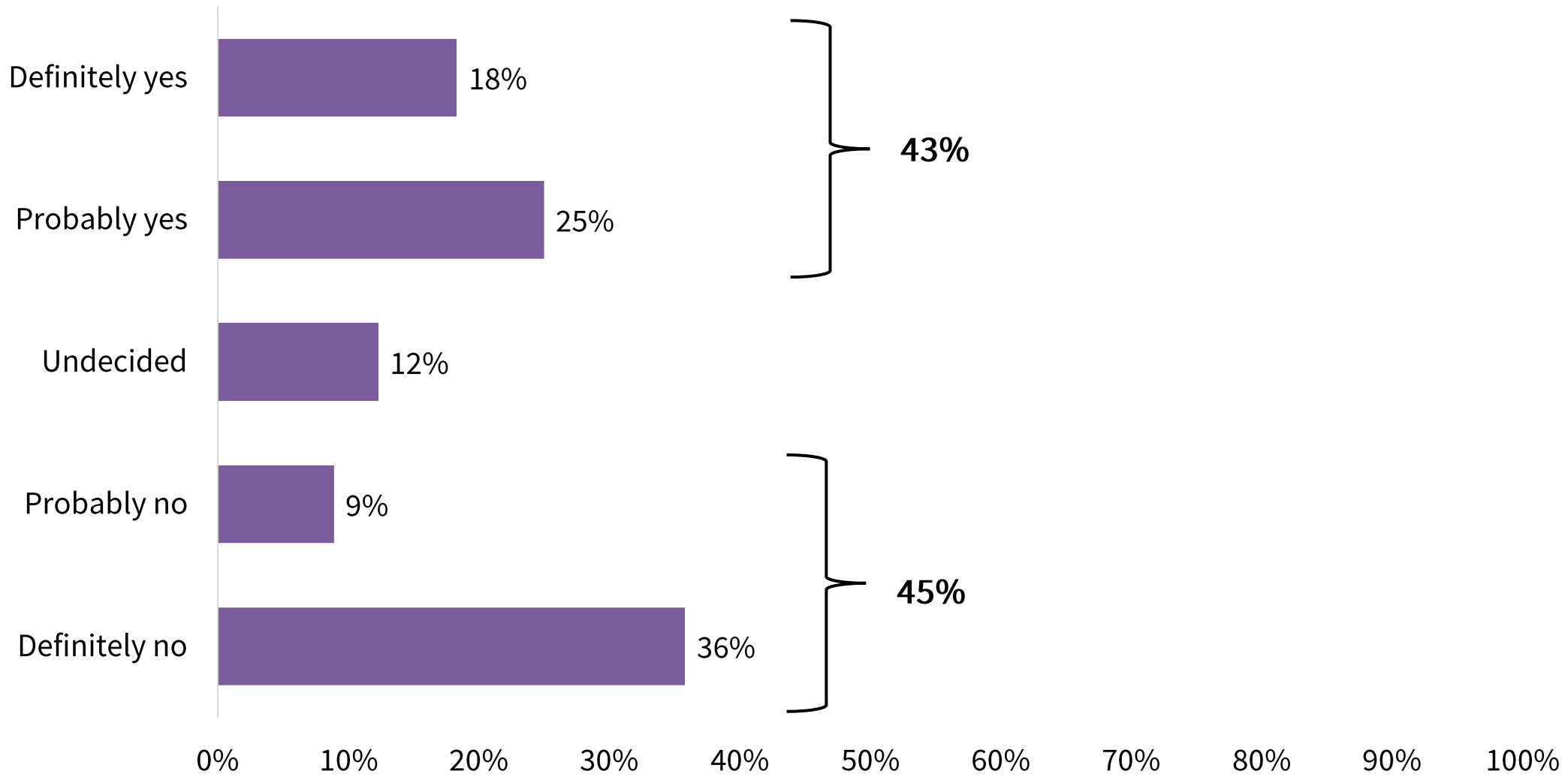


Would you support a \$20 million referendum to build a competition pool? (*Parent Residents*)

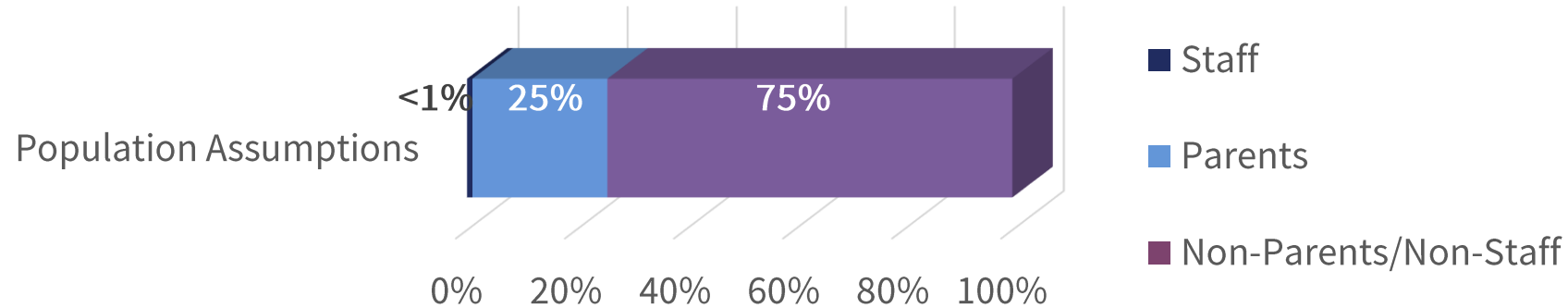


Would you support a \$20 million referendum to build a competition pool?

(Non-Parent/Non-Staff Residents)



Additional Analysis: Would the \$20 million referendum to pay for a competition pool be supported?

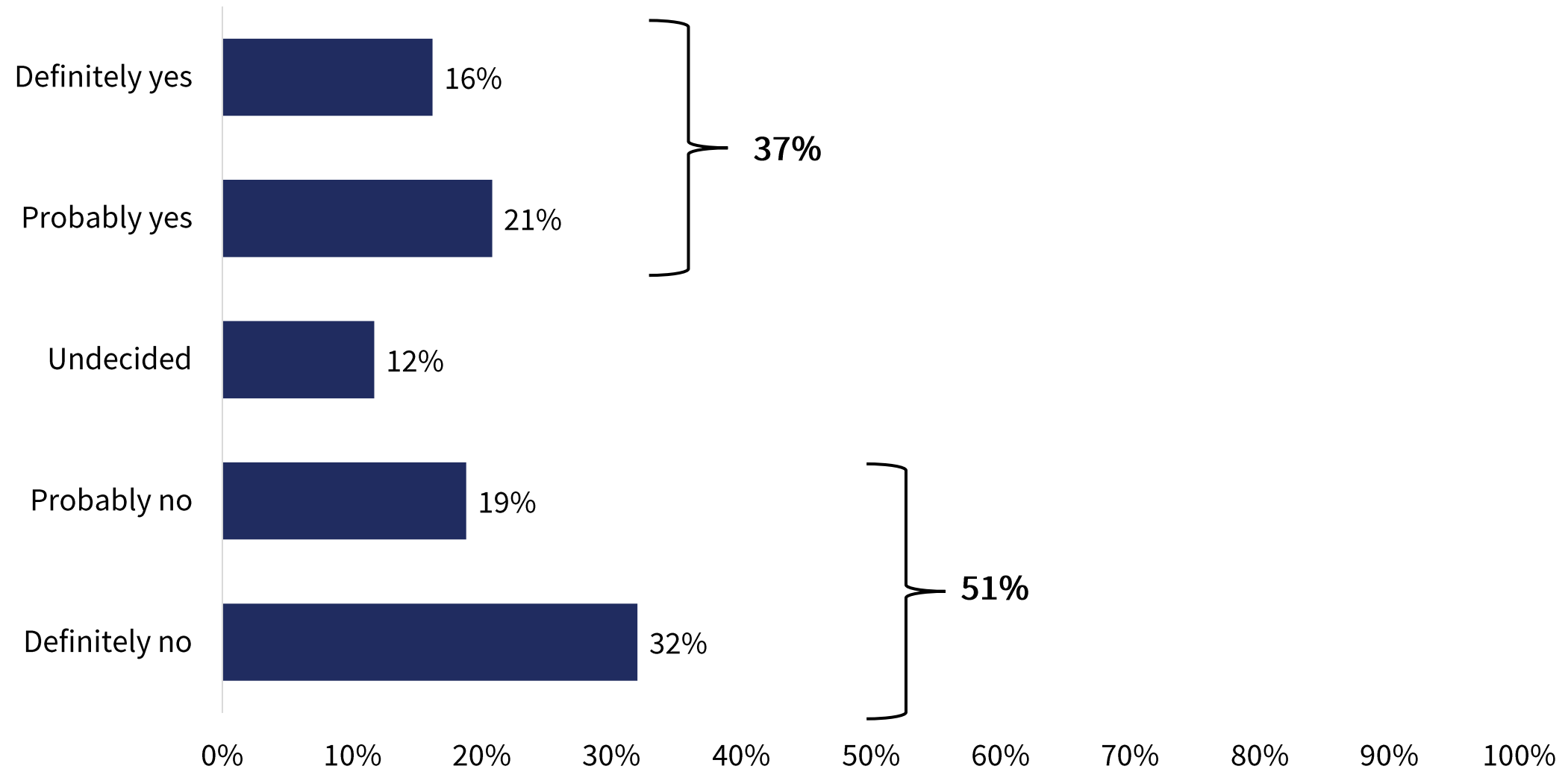


Weighted support for *Definitely yes and Probably yes*:

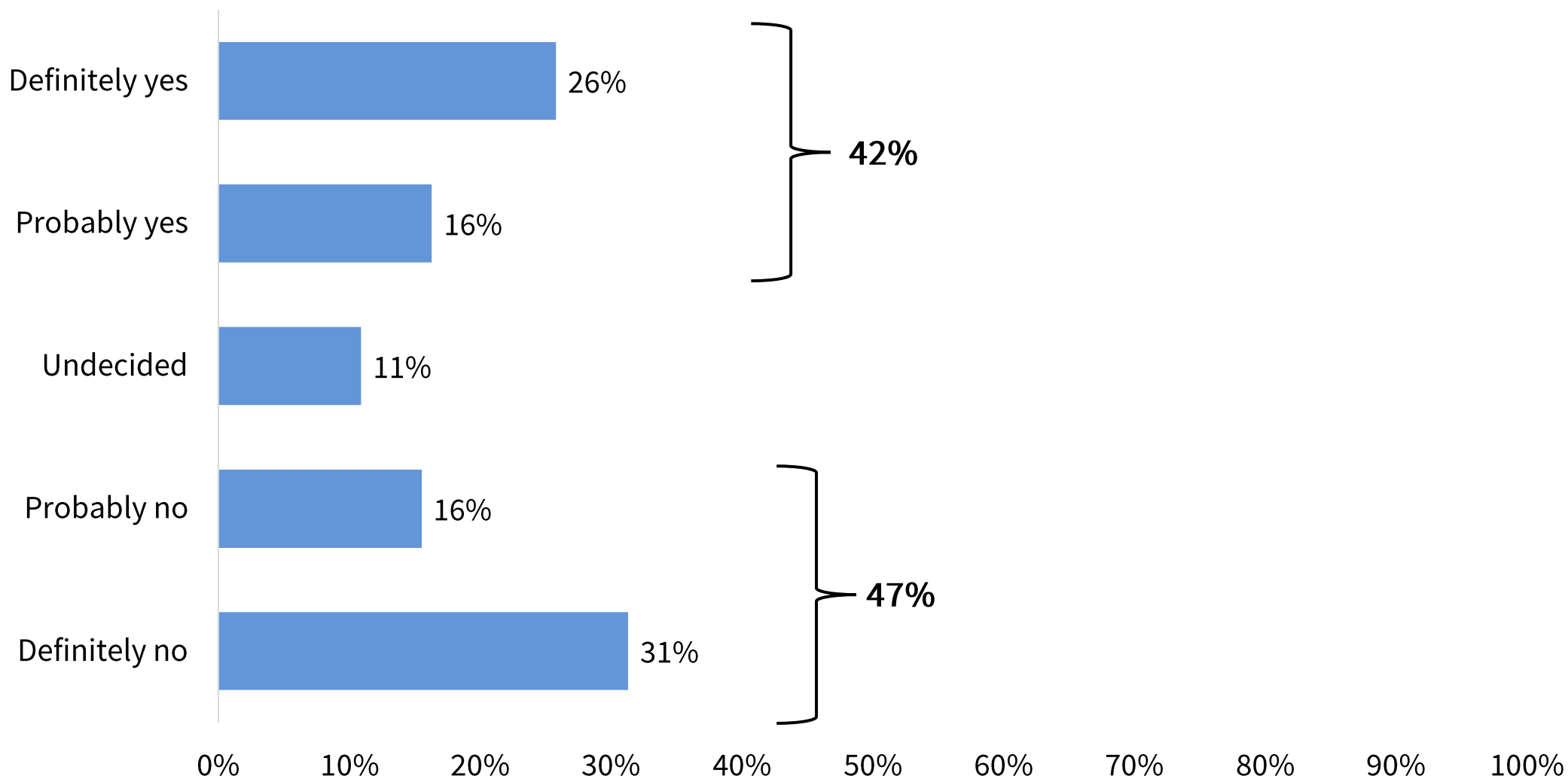
$$0.25 (63\%) + 0.75 (43\%) = \underline{48\%}$$



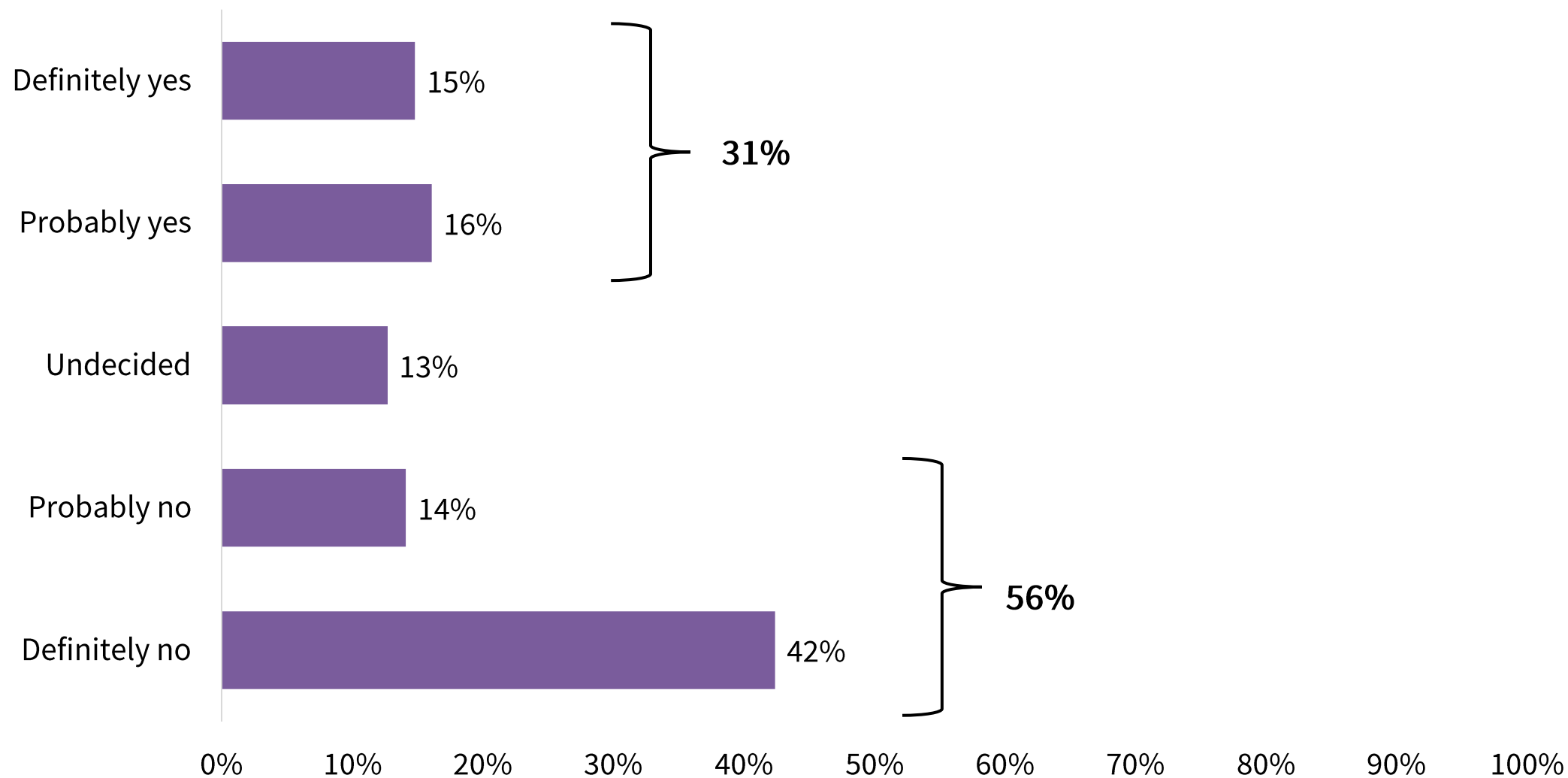
Would you support an \$8.5 million referendum to refurbish the existing pool? (*Staff Residents*)



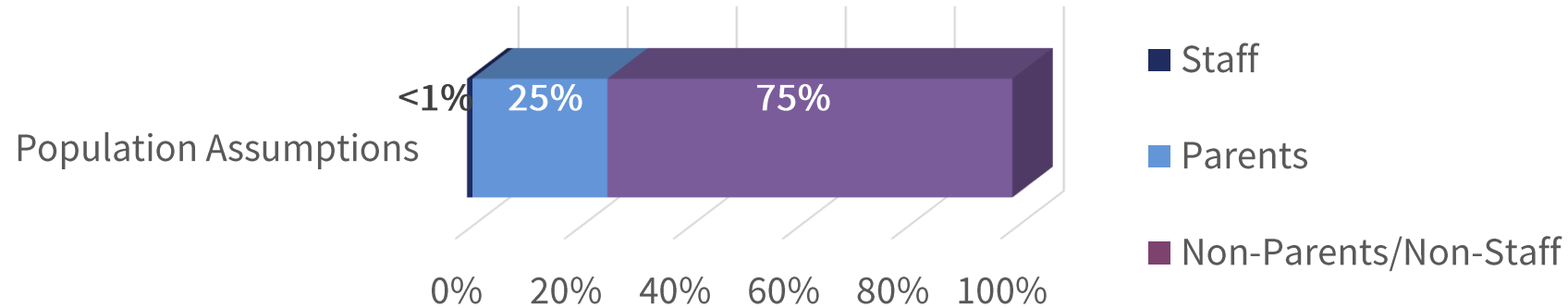
Would you support an \$8.5 million referendum to refurbish the existing pool? (*Parent Residents*)



Would you support an \$8.5 million referendum to refurbish the existing pool? *(Non-Parent/Non-Staff Residents)*



Additional Analysis: Would the \$8.5 million referendum to refurbish the existing pool be supported?



Weighted support for *Definitely yes and Probably yes*:

$$0.25 (42\%) + 0.75 (31\%) = \underline{\underline{33.75\%}}$$



What did we learn?

- A majority of all subgroups support the District pursuing a referendum to update or replace the swimming pool.
- Of the options tested, Option 1 (a \$36 million project to build competition and community pools) had the most backing with 52% weighted support.
- There is enough support to take Option 1 to referendum in November and let voters decide.





SCHOOL PERCEPTIONS

Measuring what matters

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Background Information

The Board has taken the opportunity to pre-pay more than \$15 million from past building projects (debt defeasance), saving more than \$6 million on interest expenses. This practice could be paused to reduce or eliminate the local property tax impact of any future pool investment.

The Oak Creek-Franklin pool was built in 1962 and partially repaired in 2013 and 2021 to keep it operational. Last year, swimming pool use exceeded 62,000 visits for physical education, swim team practice and meets, swimming lessons, community swim club, and open swimming.

The pool is not energy efficient and has exceeded its expected service life. Because of its age, repairs are much more complicated and costly. The size of the pool and limited surrounding space make pool accessibility difficult.

What advice would you give the District?

- Close the pool
- Update/replace the pool
- Not sure/Need more information





	Option 1 Build competition and community pools	Option 2 Build a competition pool	Option 3 Refurbish the existing pool
Number of competition swim lanes	8	8	6
Warm water pool	Yes	No	No
Zero-depth entry	Yes – both pools	Yes	No
Spectator seating	650	380	166/75 Obstructed
Expands hours for community use	Yes	No	No
Daytime community access	Yes	Yes - limited	No
Community room	Yes	No	No
Concessions	Yes	Yes	No
Public locker room	Yes	Yes	No
Family locker room	Yes	Yes	No
Team locker rooms	Yes	Yes	Yes
The pool is open during construction	Yes	Yes	No
Natural lighting	Yes	Yes	No
Repurpose the current pool area into a weight room	Yes	Yes	N/A
Estimated cost	\$36 million	\$20 million	\$8.5 million



Funding Support

Each option is too expensive to be paid for out of the annual operating budget. Therefore, Oak Creek-Franklin voters would need to approve a referendum, allowing the District to issue debt (take out a loan) For more information regarding the project financing, please visit www.ocfsd.org/pool.

OPTION 1: Build competition and community pools

<p>Would you support a \$36 million referendum to fund Option 1?</p> <p>Approval would increase the property tax mill rate by no more than \$.07, representing an annual tax increase of no more than \$7 per year for every \$100,000 of property value over the current level.</p> <p><i>Assumes financing over 5 years at an interest rate of 5.00%.</i></p>	<p><input type="checkbox"/> Definitely yes</p> <p><input type="checkbox"/> Probably yes</p> <p><input type="checkbox"/> Undecided</p> <p><input type="checkbox"/> Probably no</p> <p><input type="checkbox"/> Definitely no</p>
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OPTION 2: Build a competition pool

<p>Would you support a \$20 million referendum to fund Option 2?</p> <p>Approval would increase the property tax mill rate by no more than \$.04, representing an annual tax increase of no more than \$4 per year for every \$100,000 of property value over the current level.</p> <p><i>Assumes financing over 3 years at an interest rate of 5.00%.</i></p>	<p><input type="checkbox"/> Definitely yes</p> <p><input type="checkbox"/> Probably yes</p> <p><input type="checkbox"/> Undecided</p> <p><input type="checkbox"/> Probably no</p> <p><input type="checkbox"/> Definitely no</p>
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OPTION 3: Refurbish the existing pool

<p>Would you support a \$8.5 million referendum to fund Option 3?</p> <p>Approval would increase the property tax mill rate by no more than \$.02, representing an annual tax increase of no more than \$2 per year for every \$100,000 of property value over the current level.</p> <p><i>Assumes financing over 2 years at an interest rate of 5.00%.</i></p>	<p><input type="checkbox"/> Definitely yes</p> <p><input type="checkbox"/> Probably yes</p> <p><input type="checkbox"/> Undecided</p> <p><input type="checkbox"/> Probably no</p> <p><input type="checkbox"/> Definitely no</p>
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