



**A PROPOSAL TO CONDUCT A
COMMUNITY ATTITUDE SURVEY FOR THE
BRECKSVILLE-BROADVIEW HEIGHTS
SCHOOL DISTRICT**

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**TRIAD Research Group, Inc.
2001 Crocker Road Suite 530
Westlake, Ohio 44145**

**440.471.4230
Fax 440.617.6777**

Introduction

TRIAD Research Group is pleased to submit this proposal to conduct a community attitude survey for the Brecksville-Broadview Heights Schools. TRIAD Research Group is well qualified to complete this survey. In business since 1975, we are a full service market research firm and are well versed in both quantitative and qualitative research techniques. This includes telephone surveys of voters, consumers and businesses, online surveys, mail surveys and on-site surveys (quantitative) as well as focus groups and depth interviews, both in-person and by telephone (qualitative).

We have worked with a large number of local school districts in Ohio to assess community attitudes and aid in developing long-range plans and communications strategies. Our experience often gives us added insight into the survey results. Some of the districts we've worked for include Cleveland, Akron, Dayton, Lakewood, Rocky River, Westlake, Berea, Bedford, Mayfield, Shaker Heights, Cleveland Heights-University Heights, North Royalton, Olmsted Falls, Euclid, Lorain, Elyria, North Ridgeville, Highland, Middletown, Worthington, Wickliffe and others. In addition, TRIAD conducted surveys for the Brecksville-Broadview Heights Schools in 2002 and 2003. We look forward to working with the Brecksville-Broadview Heights Schools on this important project.

Survey Purpose

As we understand it, the purpose of the survey is to gain a better understanding of voters' perceptions and attitudes toward the Brecksville-Broadview Heights Schools and examine what programs and services are important to voters and if they are willing to support a tax levy to pay for these additional services. Conducting a telephone survey will provide the district with a scientifically valid measure of residents' opinions of the schools and valuable community insight. Some of the specific topics that could be examined in the survey include the following:

- General opinions of the Brecksville-Broadview Heights Schools, such as perceptions of the quality of education, the job the board and administration is doing, and ratings of the schools on their use of tax money, credibility, listening and communicating with residents, etc.
- How well informed voters are about the schools and where they get their information including both school and non-school sources.
- The community's priorities for various things the schools could do to improve the quality or delivery of education, such as offering more classroom programs, providing busing, reducing the pay-to-play fees, improving facilities, and other items the district might be considering.
- Voters' attitudes towards taxes and specifically their support for converting a renewal levy into a continuing levy, and possibly their support for an additional levy in the near future.
- Attitudinal questions such as the importance of good schools to property values, importance of maintaining the schools' excellent rating, impact of knowing the district has not asked for new money in 11 years, etc.

The results of the survey will be analyzed to determine the district's strengths and areas where voters support expanded services. The report will include an analysis of the results by key demographic subgroups, such as respondents by age, gender, if they have children in the Brecksville-Broadview Heights Schools and region.

Survey Methodology

Survey Approach & Sample Size

We recommend conducting a telephone survey with 350 registered voters in the Brecksville-Broadview Heights School District. A telephone survey ensures a broad, stratified (half male/half female) random sample. It also minimizes difficulties associated with response rates and self-selection in other forms of such assessments, such as mail surveys and community workshops. This approach is also less expensive and more expedient than in-person surveys.

Based on the number of voter households in the district, a sample size of 350 completed interviews is recommended. The results of a survey completed with 350 respondents will have a sampling error of no more than $\pm 5.4\%$ at the 95% confidence level. A sample of 350 is large enough to permit the analysis of key attitudinal and demographic subgroups. These might include respondents by age, gender, region, and if they have children attending the Brecksville-Broadview Heights Schools.

Registered Voters

It is also our recommendation that the survey be conducted of registered voters. We make this recommendation for several reasons. First, the voter tape is organized by precinct, which ensures a very fine geographic stratification of respondents throughout the school district. Without going into technical detail of how we would draw the sample, suffice it to say that we would obtain 350 data points at which to conduct interviews which will be dispersed throughout the school district in the same way the voters are. Most other methods of sampling (e.g., using the telephone book and controlling for zip code) are cruder and therefore more prone to sampling error. Secondly, the Brecksville-Broadview Heights Schools rely in part on local tax support and voters decide these issues. Furthermore, residents who are registered to vote are often more informed and more interested in matters of public policy.

Questionnaire Length

Most telephone surveys we conduct for school districts generally contain between 30 and 40 question items (10 to 15 minutes in length). Based on the research objectives, we expect that a 30 to 35 item survey will likely be needed, but we have also provided a price for a 25-item survey.

Cell Phones

Due to growing number of households that no longer have landline phones and rely only on a cell phone, we will include cell phone only voter households in the sample. We will try to complete at least 10% of the calls with cell only households, but this can be difficult since because the phone numbers are more transient and the voter may no longer live in the school district. This cost of dialing wireless households is included in the interviewing cost.

In addition, we will look at the age distribution of the survey respondents and if needed, we will weight the results to more accurately reflect voters in the district by age. The weighting will be based on age counts for all likely voters, not just those with landline only phones. Additionally, any significant differences by age will be pointed out in the report and the age variable will be included in the detailed tables.

Scope of Work

In the performance of this community attitude survey on behalf of the Brecksville-Broadview Heights Schools, TRIAD Research Group will be responsible for the execution of the following work items:

Questionnaire Design

- Meeting with appropriate representatives from the Brecksville-Broadview Heights Schools to obtain input needed to develop questions for the survey.
- Designing and revising a bias-free questionnaire containing the agreed to number of question items.
- Obtaining final approval of the revised questionnaire from the client. We will continue to revise and review the questionnaire until both the client and TRIAD are completely satisfied with it.

Sampling and Interviewing

- Obtaining a computer generated stratified random sample of registered voters in the school district with telephone numbers. Sampling is a very important part of the survey process. Interview quotas will be set across the district to reflect recent voting patterns.
- Pre-testing the questionnaire to make sure respondents understand the questions they are being asked.
- Supervision and training of professional interviewers and quality control of their work. The interviewers we would use for this survey have worked on numerous TRIAD projects for many years. They are highly qualified and would be thoroughly briefed. In addition, all of our surveys are completed using Computer Assisted Telephone Interviewing (CATI), which means that data entry is concurrent with the interviewing process.
- Completing 350 interviews with voters that are stratified by geography and gender, with approximately one-half male and one-half female. Our goal is complete about 10% of the calls with wireless voter households in the district.

Analysis and Report

- Reviewing the data file containing the results of all of the interviews for completeness and providing top-line results within three days of completion of the telephone interviewing. This will consist of a “marked-up” questionnaire showing the frequency of results to each closed-ended question.
- Full analysis and interpretation of the results, including demographic tables and cross-tabulations. TRIAD possesses a range of software packages that includes the ability to perform multivariate analysis. Regression analysis, CHAID, etc. will be run as considered appropriate.
- Preparing a written report presenting the findings of the survey. The report will include the coded responses to all open-ended questions and tables showing results of each closed-ended question by various demographic subgroups.
- Presenting an in-person briefing on the final report at the client’s request within 10 days of the submission of the final report.

Project Deliverables

As part of the survey process, the Brecksville-Broadview Heights Schools will receive the following items:

1. A finalized survey questionnaire
2. Top-line results shortly upon completion of the telephone interviewing which will consist of a “marked-up” questionnaire showing the results of the survey
3. Written report for the survey that will include the following:
 - A summary of the key findings
 - A description of results to all questions
 - Graphic presentation of important measures
 - Full analysis and interpretation of results, including any major demographic variations by age, gender, region and if they have children in the schools.
 - Coded responses to all open-ended questions
 - Tables showing results by various demographic subgroups, including a breakout of parents with children attending the Brecksville-Broadview Heights vs. those who do not have children in the schools
 - The final questionnaire and
 - A description of how the survey was implemented including interviewing dates, sample size and associated margin of error, and the sampling frame used.
4. In-person presentation of the survey findings upon request and
5. Final written report in electronic format for duplication, if desired.

The results will be analyzed to develop recommendations with regard to planning. Our reports contain not only a complete description of the results for each question, but also our interpretation of what the results mean, what the results tell you to do and, equally important but often overlooked, what the results tell you not to do. In addition, because TRIAD has worked with many different school districts, we are often able to draw conclusions that others might miss.

Confidentiality

The results of the community attitude survey and the report are confidential and will be given only to the Brecksville-Broadview Heights Schools. The names and addresses of all survey respondents will be kept confidential by TRIAD Research Group and will not be released to the Brecksville-Broadview Heights Schools or any other organization or person.

Timing

It typically takes four to six weeks to complete the survey process.

- One to two weeks for questionnaire design.
- One week to complete the telephone interviewing.
- Two to three weeks for coding, data processing, analysis and report preparation.

Top-line results will be provided a day or two after the telephone interviewing is completed.

Fee for Service

The cost of conducting a telephone survey depends on the sample size (number of completed interviews) and the length of the questionnaire (number of survey items). The costs below are based on completing a total of 350 telephone interviews and vary based on the length of the survey.

Survey Costs with a Sample of 350 Completed Interviews	
<u>Number of Items</u>	<u>Cost of Survey</u>
25 to 29	\$13,800
30 to 35	\$15,900
36 to 40	\$17,500

The fee will be payable one-half upon initiation of the project and one-half upon delivery of the final report.

Kathy Severinski
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For TRIAD Research Group