

Kiel Area School District Community Survey Results

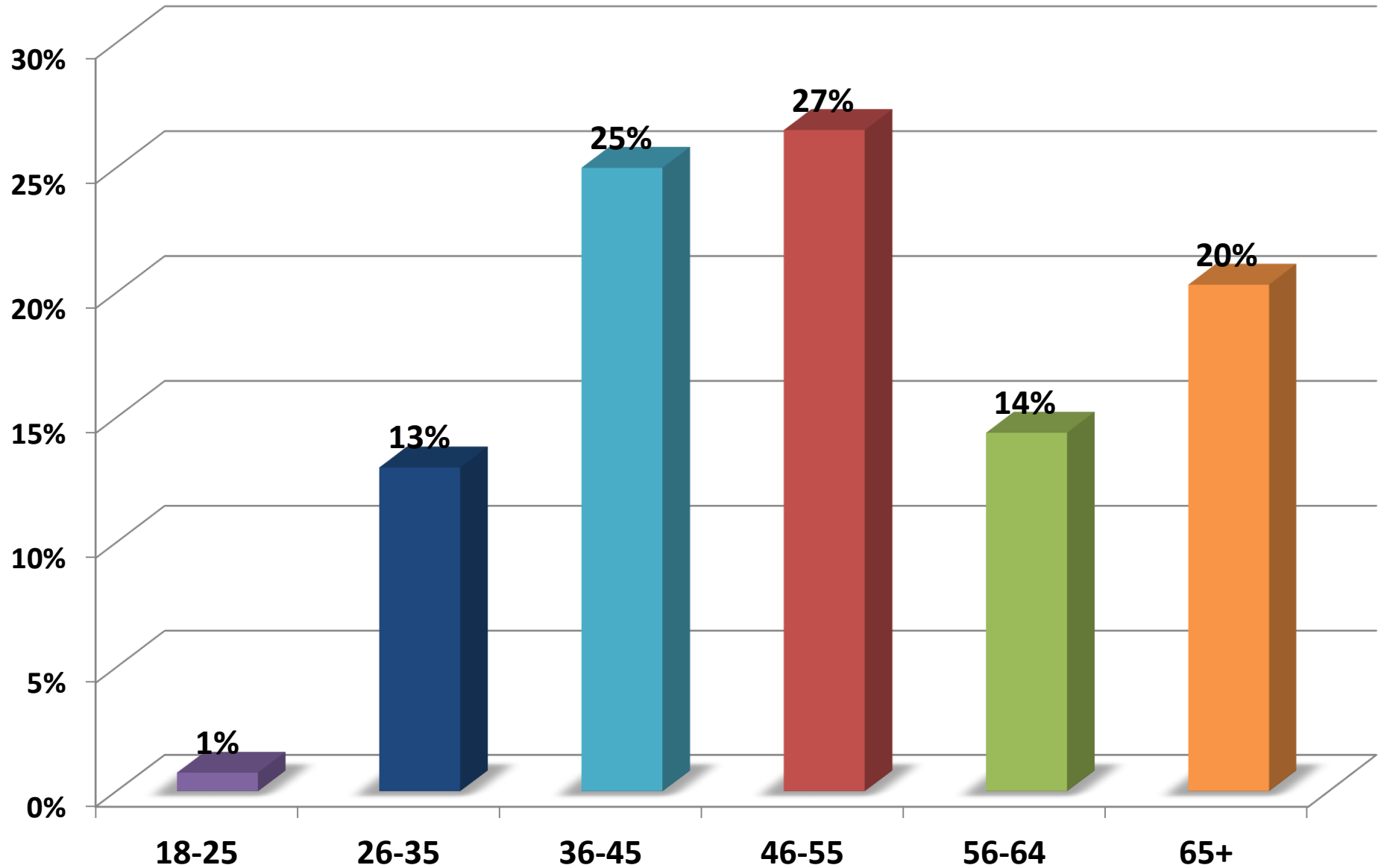
Fall 2014

Survey Summary

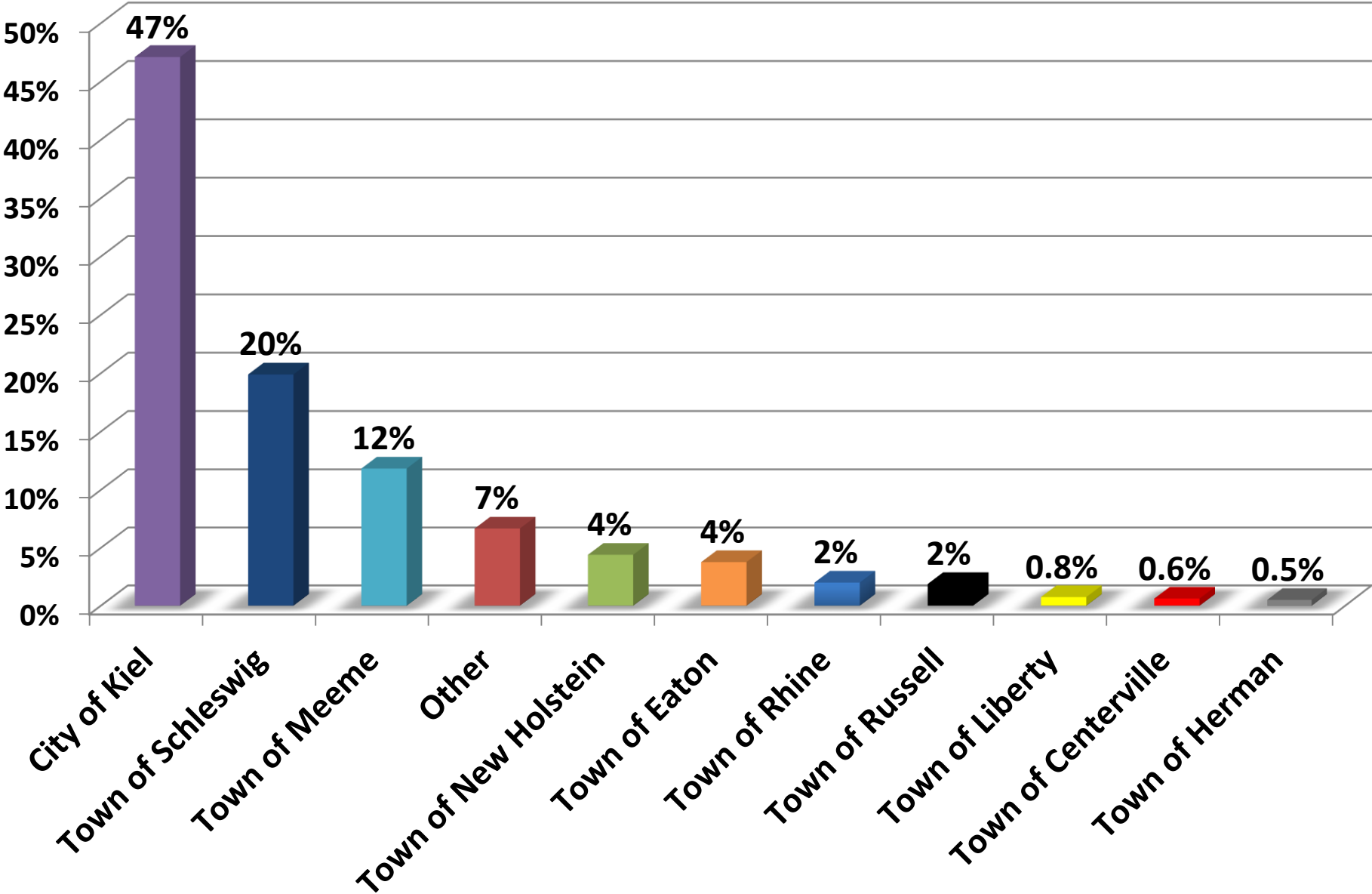
- The community survey was conducted in October/November of 2014
- All residents within the District were mailed a paper survey. Each survey included a unique survey access code for those who preferred to take the survey online.
- Total responses = 815/302 paper (21% response rate)
- Margin of error for the full sample +/- 3.5%

Section I: Respondent Information

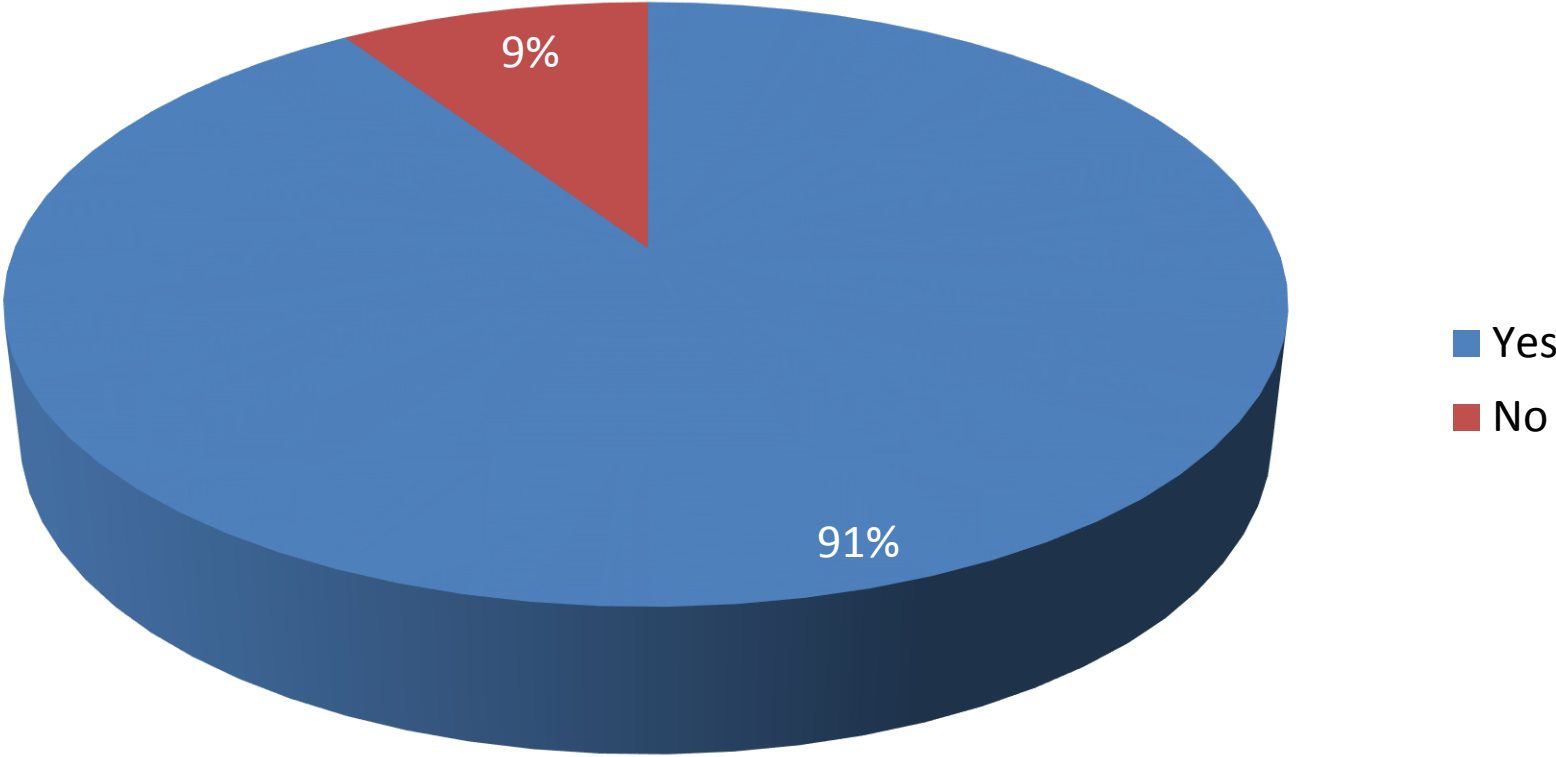
What is your age?



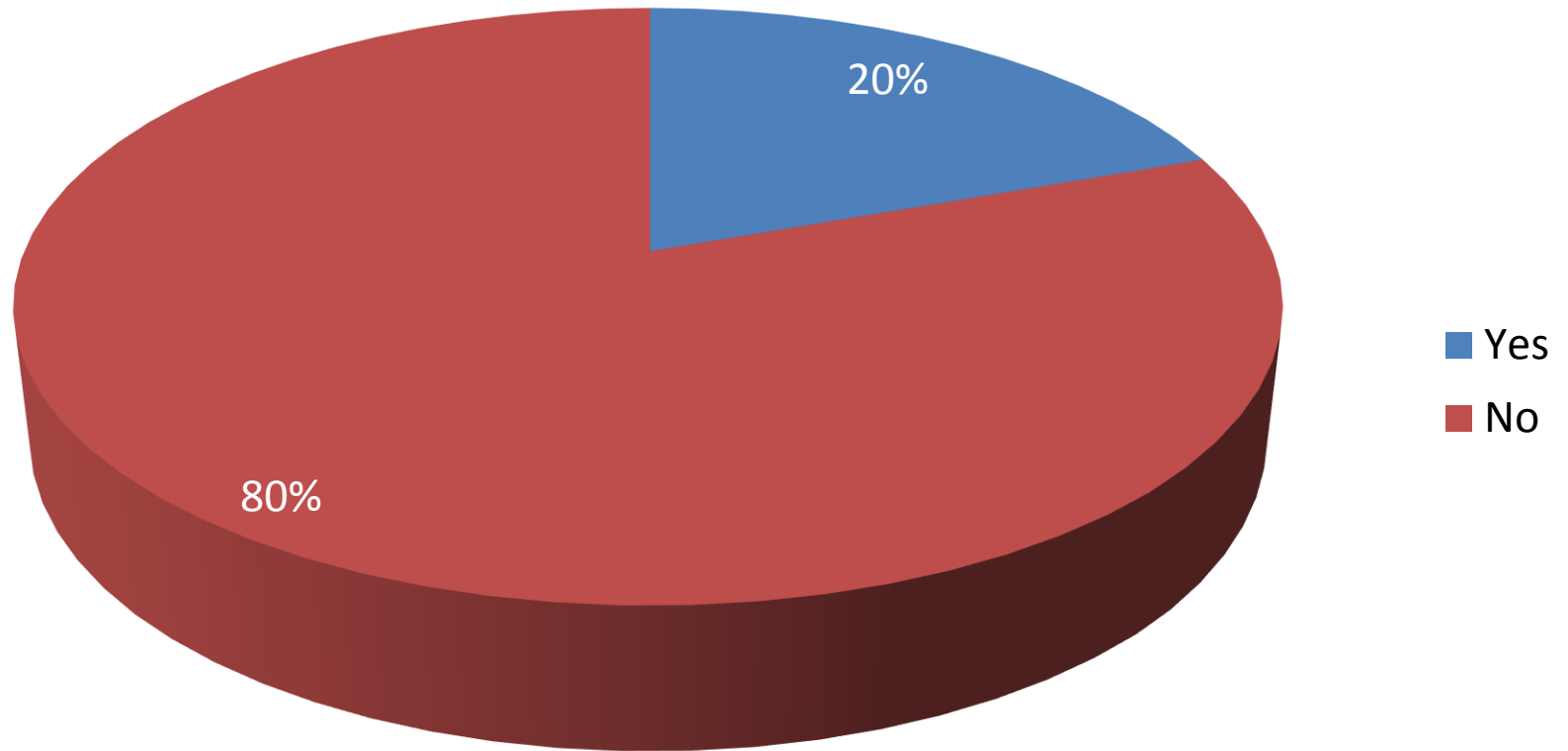
In which municipality do you live?



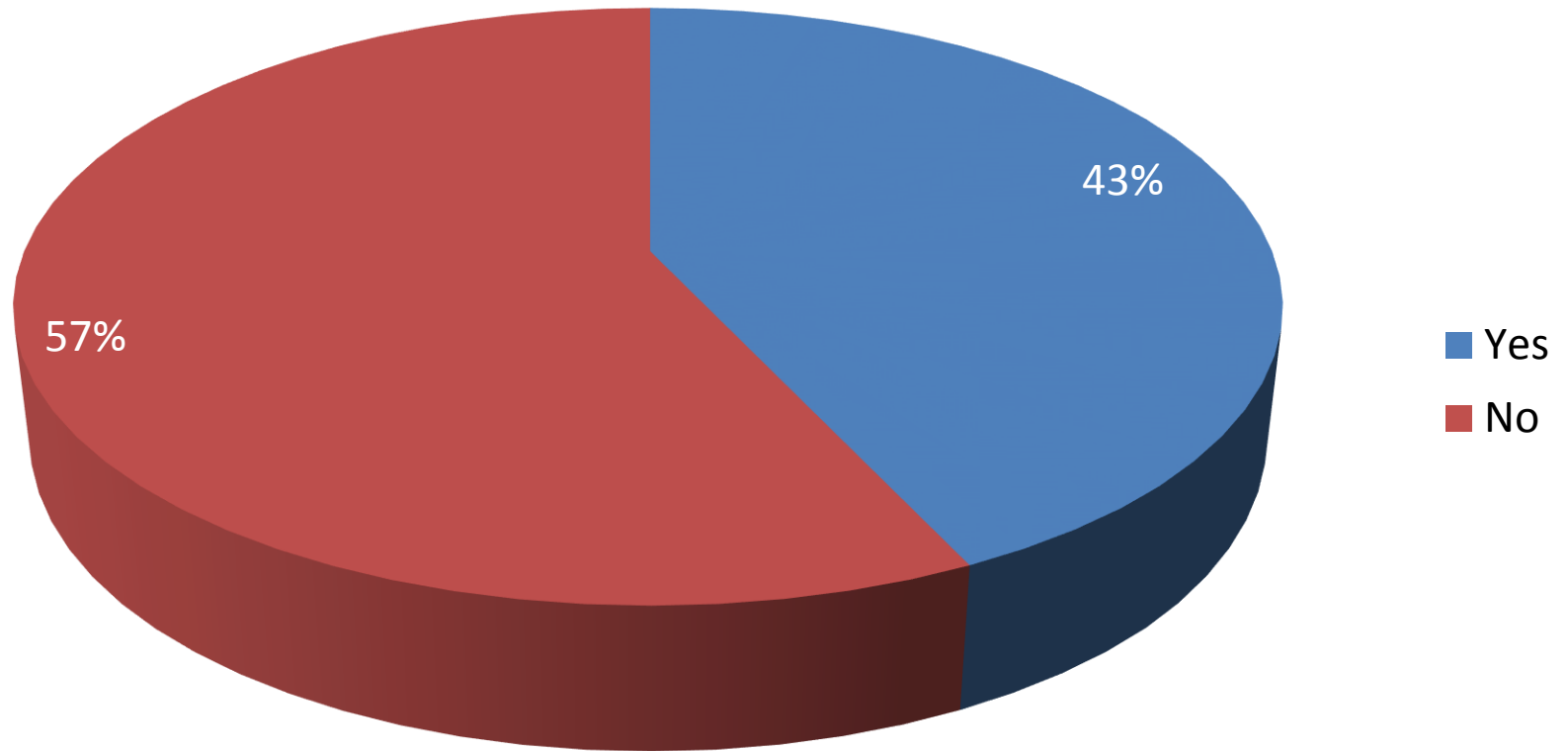
Do you live in the Kiel Area School District (KASD)?



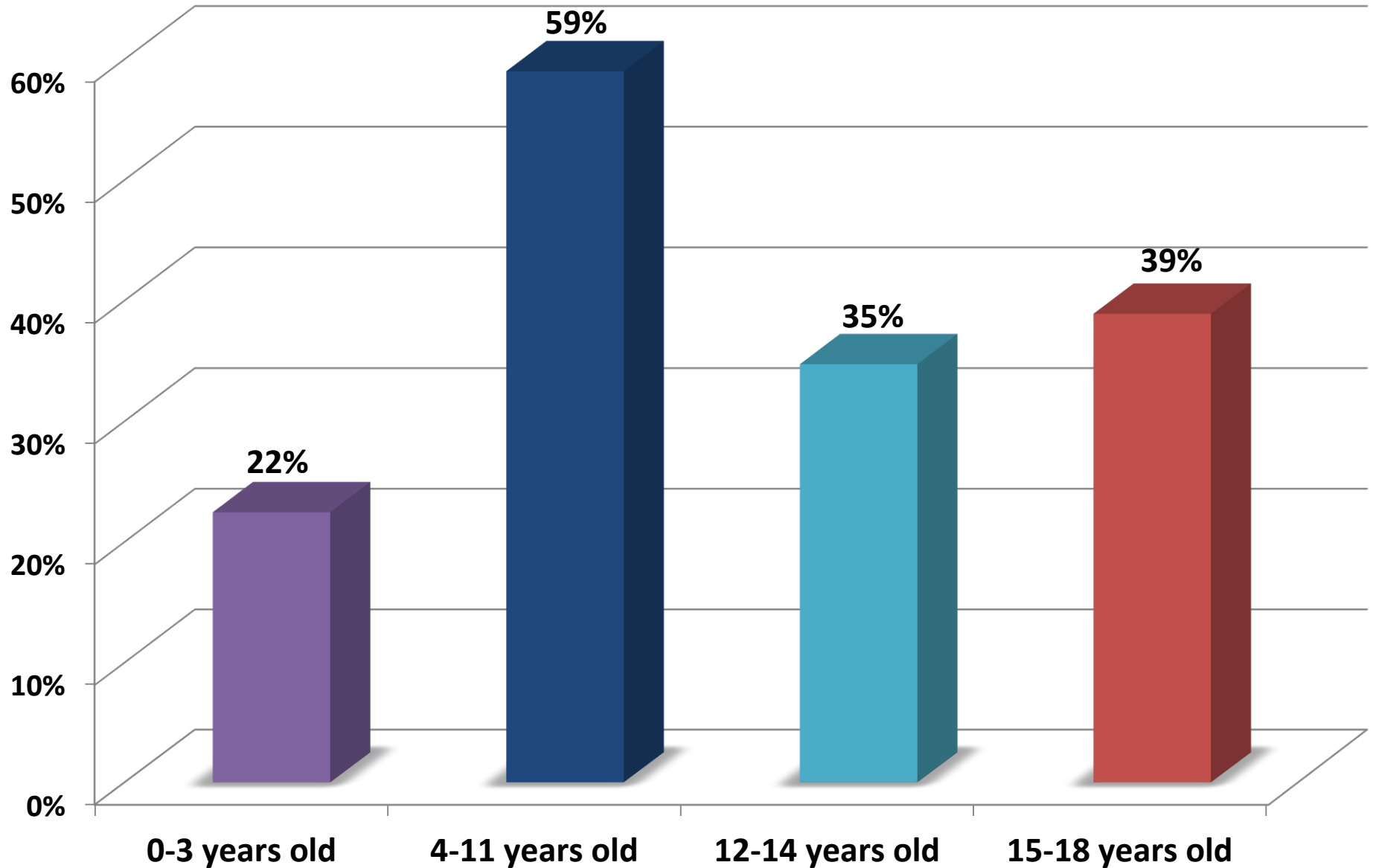
Are you an employee of the Kiel Area School District (KASD)?



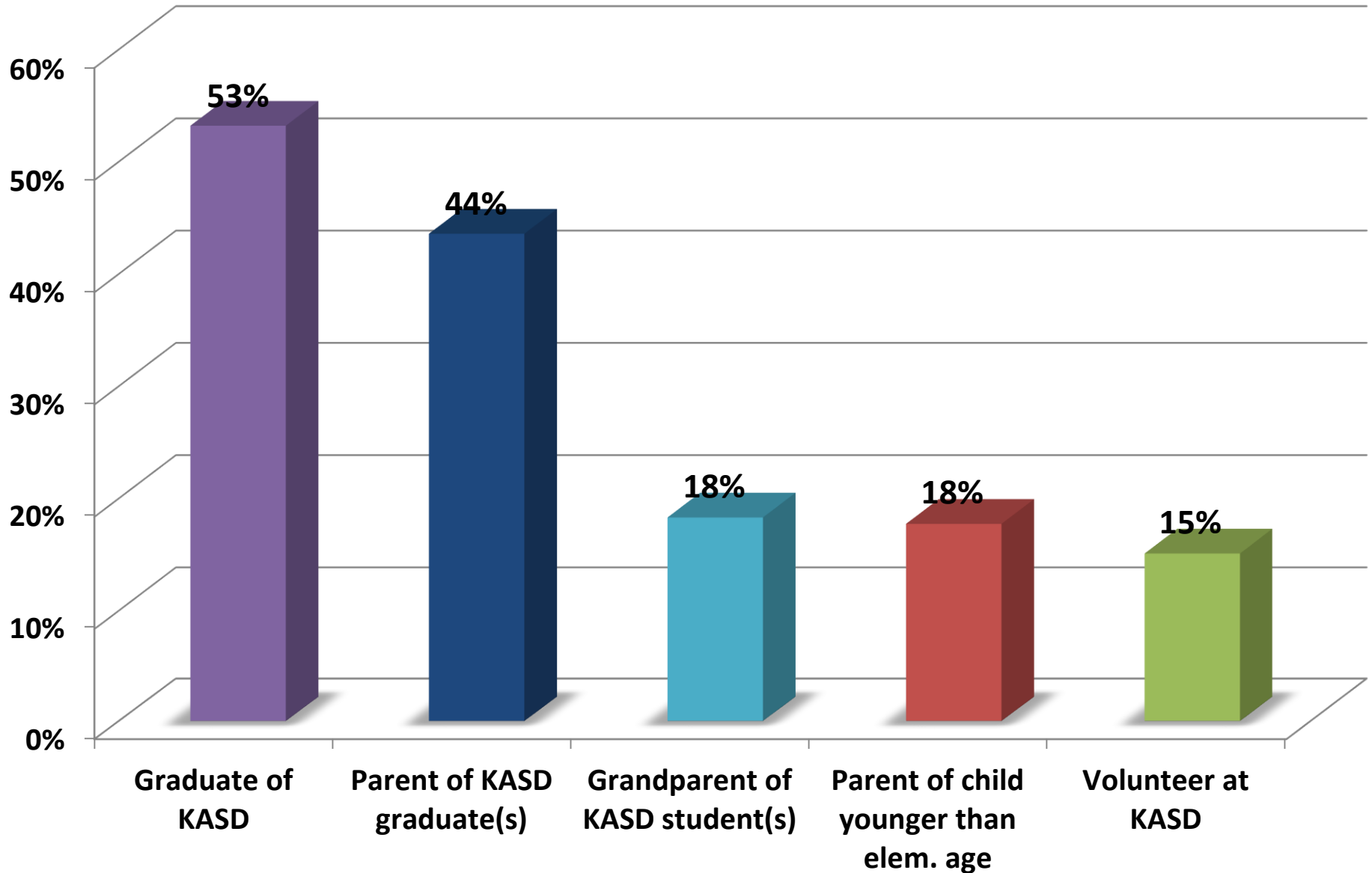
Are you a parent of a Kiel Area School District student?



If you have children 18 years-old or younger, what are their age(s)?

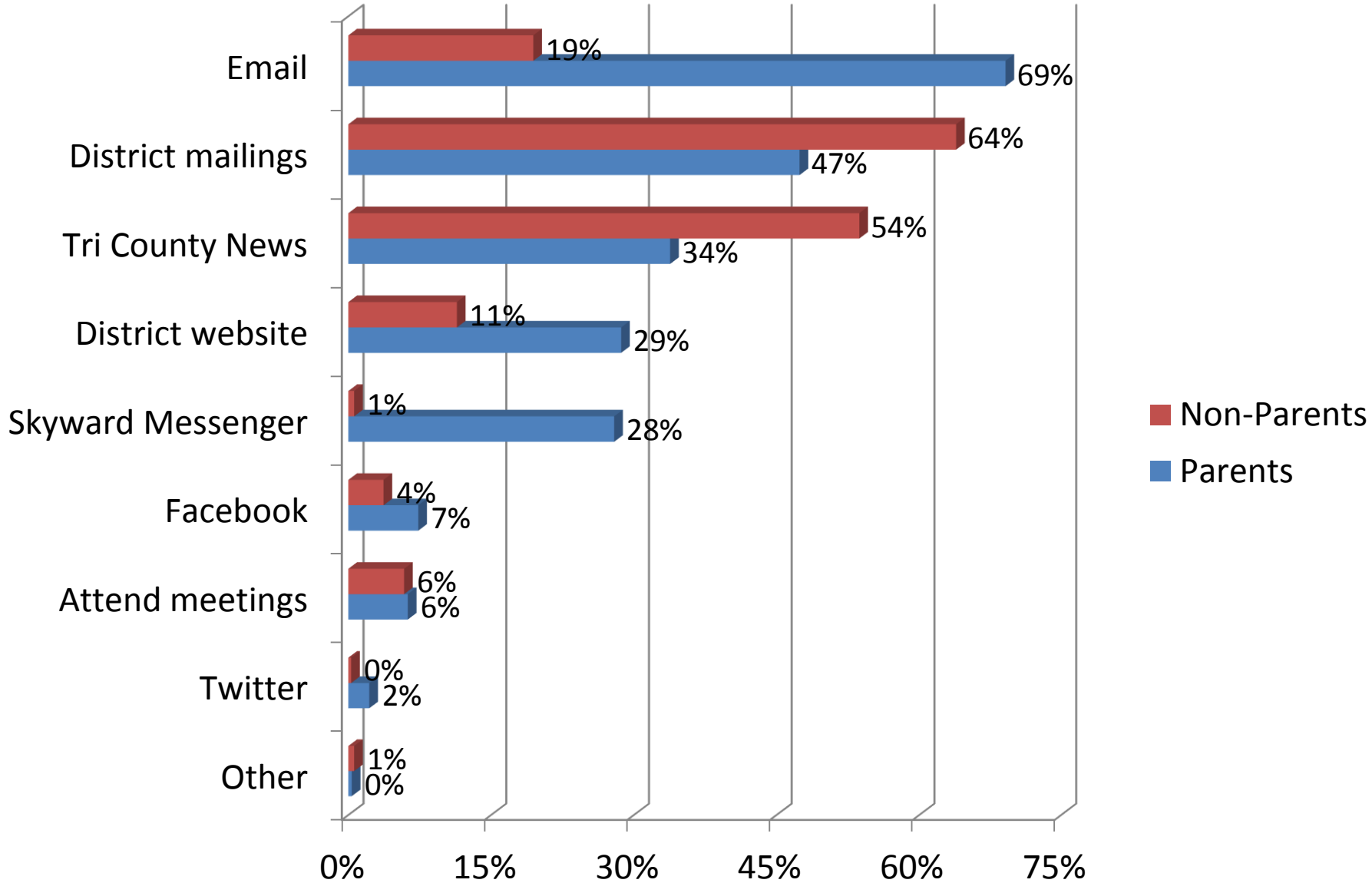


Please mark ALL other relationships you have with the District:



How would you like to receive school district information?

(Does not include staff members)



Section II:

Swimming Pool Background

Background Information

According to a Swimming Pool Audit conducted by Councilman-Hunsaker last summer, the area of most concern is the condition of the pool structure itself. The tunnel around the perimeter of the pool has significant structural cracks, many of which correspond with joints placed when the pool was initially constructed. Nearly all cracks and other penetrations of the pool shell (piping, lights, etc.) indicate calcification and bleed-through of chlorinated water despite attempts to patch and waterproof the shell.

The other main area of concern is the water chemistry in the pool. The chemical feed pumps do not work and have been disabled. Consequently, pool chemicals must be added by hand.

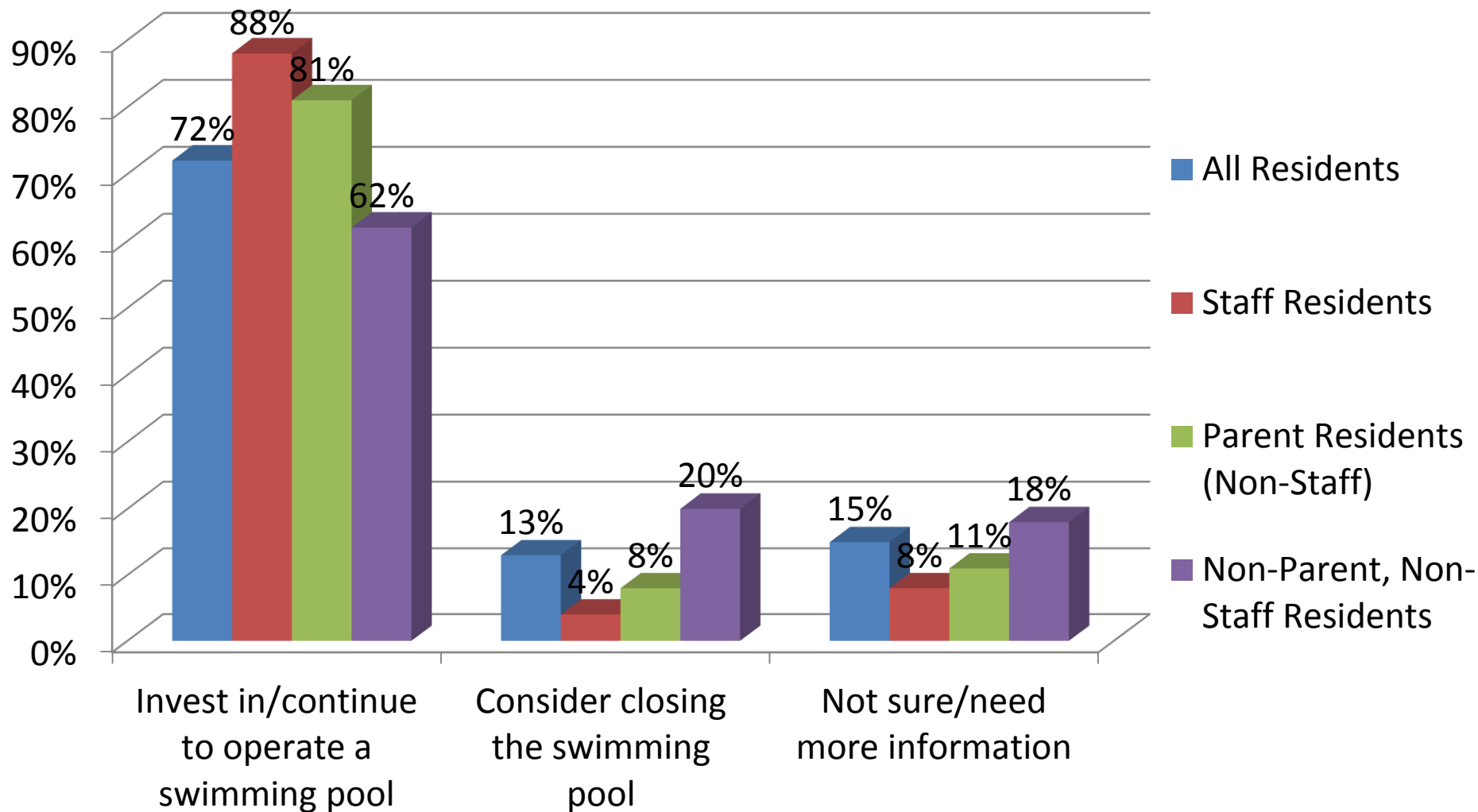
The community uses the pool for swim lessons as well as various park and recreation programming. The pool is open more than 70 hours per week during the summer months and even more during the school year. Individual swimming pool and spectator use exceeds 17,500 visits each year.

The school uses the pool for the Boys and Girls Swim Teams and physical education classes. The pool also has some limitations:

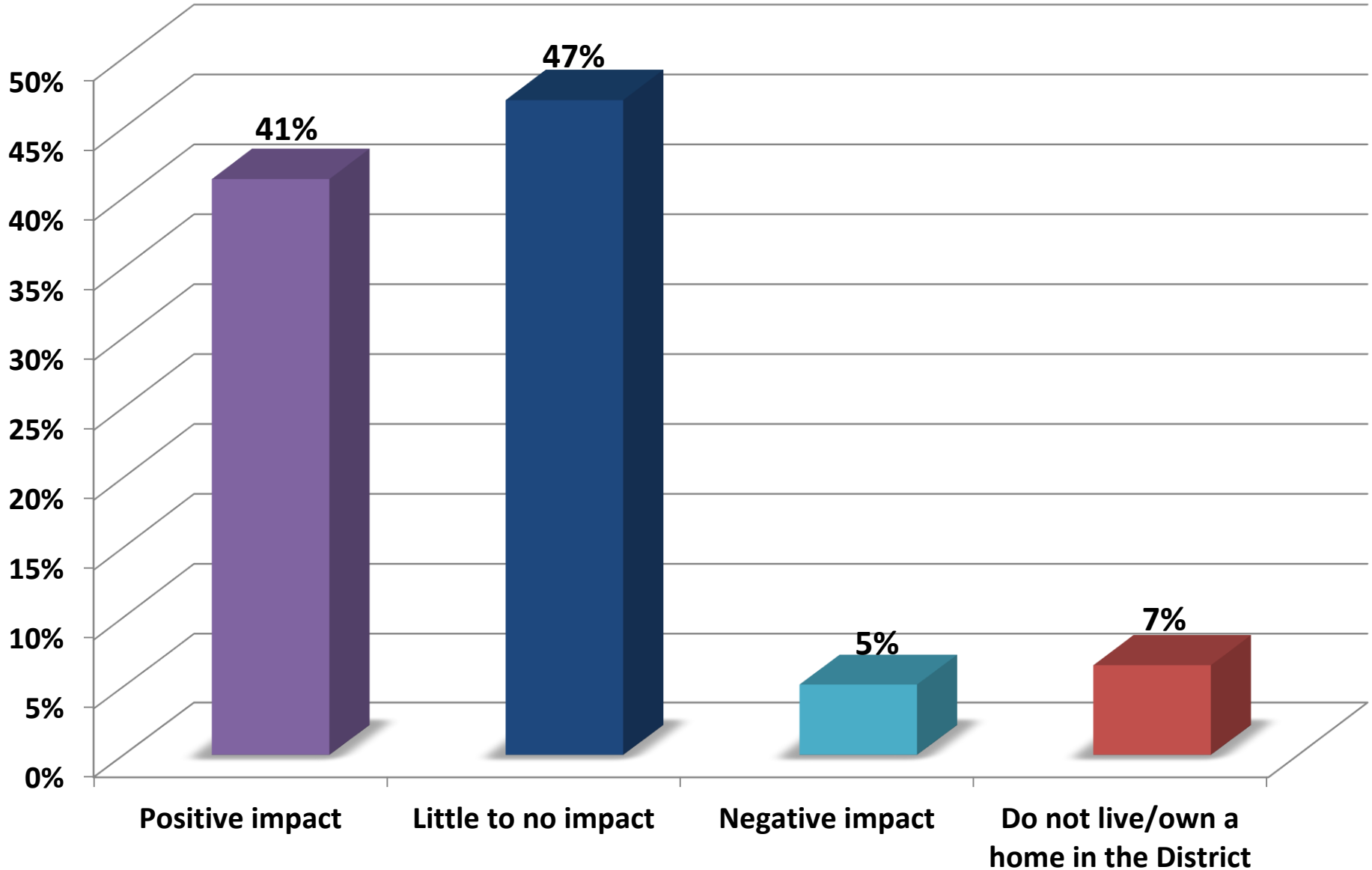
- The District cannot satisfy current demand for swimming lessons
- The pool size limits the District's ability to host multi-team swim meets or WIAA sectional events
- The area around the pool does not provide adequate spectator seating or space for competitor staging, creating safety concerns

The ***Community Pool Study Committee*** has studied the pool and recommends a significant upgrade that will be covered in more detail on the following pages. However, the School Board is committed to doing what a majority of our community desires.

What advice would you give the School Board?



Overall, how do you feel having a community swimming pool affects your home value?

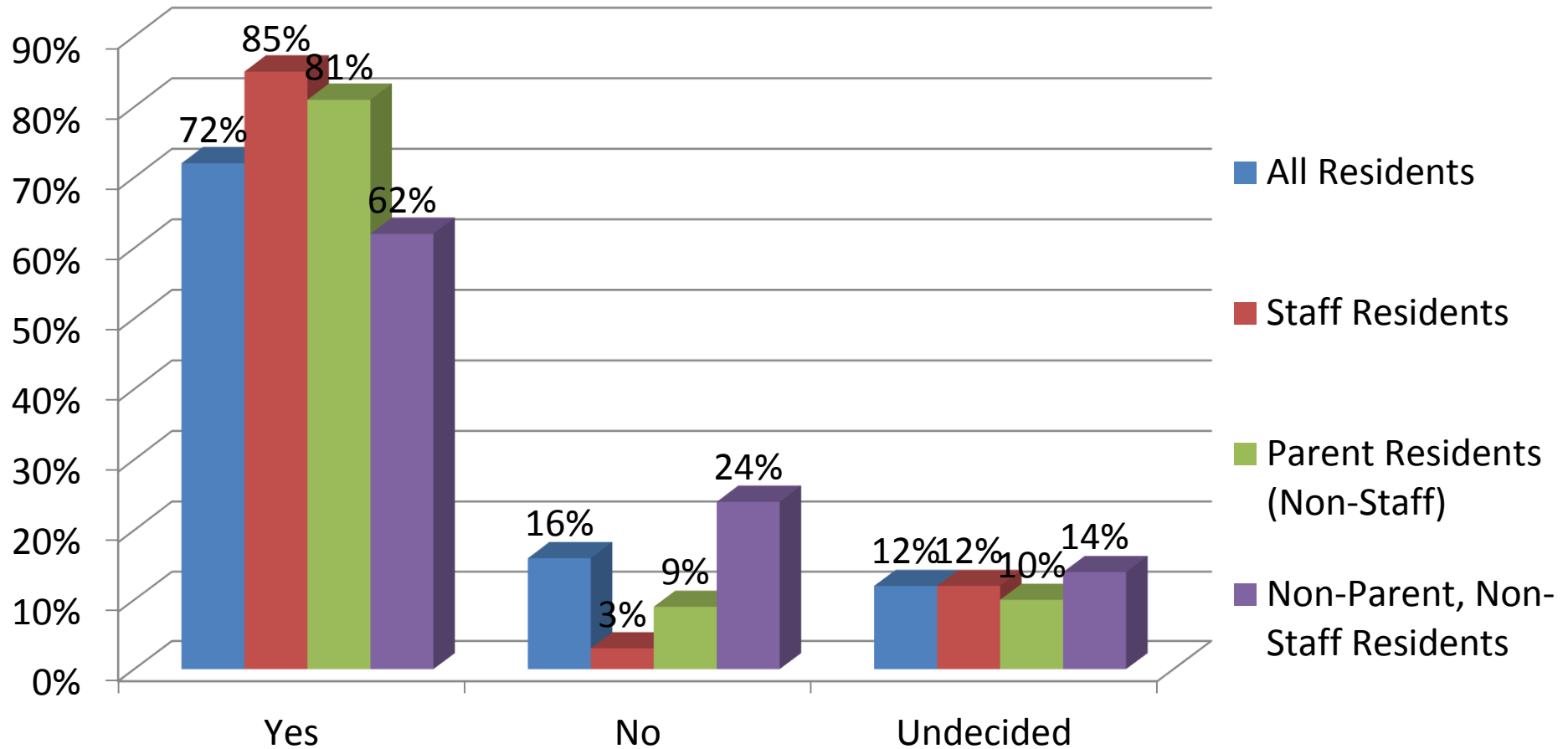


Section III: Swimming Pool Options

Background Information

| Option Overview | Option 1 Rebuild existing pool | Option 2 Expand existing pool | Option 3a Build a new Pool | Option 3b Build a new pool and 2 nd smaller pool |
|---|--------------------------------------|-------------------------------------|----------------------------------|--|
| Number of swim lanes | 6 lanes | 8 lanes | 8 lanes | 8 lanes + |
| Keeps pool open during construction | No | No | Yes | Yes |
| Provides pool access for people with disabilities | Chair lift | Ramp | Ramp | Ramp |
| Provides additional deck space | | | ✓ | ✓ |
| Provides additional spectator seating | Yes, but obstructed | Yes, but obstructed | ✓ | ✓ |
| Provides additional space for competitor staging | | | ✓ | ✓ |
| Provide sufficient space to host sectional events | | ✓ | ✓ | ✓ |
| Expands fitness center for community use | | | ✓ | ✓ |
| Adds a gym/multi-use area for community use | | | ✓ | ✓ |
| Expands pool space for swim lessons | | ✓ | ✓ | ✓ |
| Provides separate community entrance | | | ✓ | ✓ |
| Provides additional parking | | | ✓ | ✓ |
| Adds a warm water activity pool for youth swim lessons, water therapy and senior citizen activities | | | | ✓ |
| Recommended by <i>Pool Study Committee</i> | | | | ✓ |
| Total cost (millions) | \$4.0 | \$6.8 | \$7.7 | \$9.5 |

Would you support a referendum to update the District's swimming pool?



If “yes”, how likely would you be to support each of the following options?

Definitely yes (5), Probably yes (4), Undecided (3), Probably no (2), Definitely no (1)

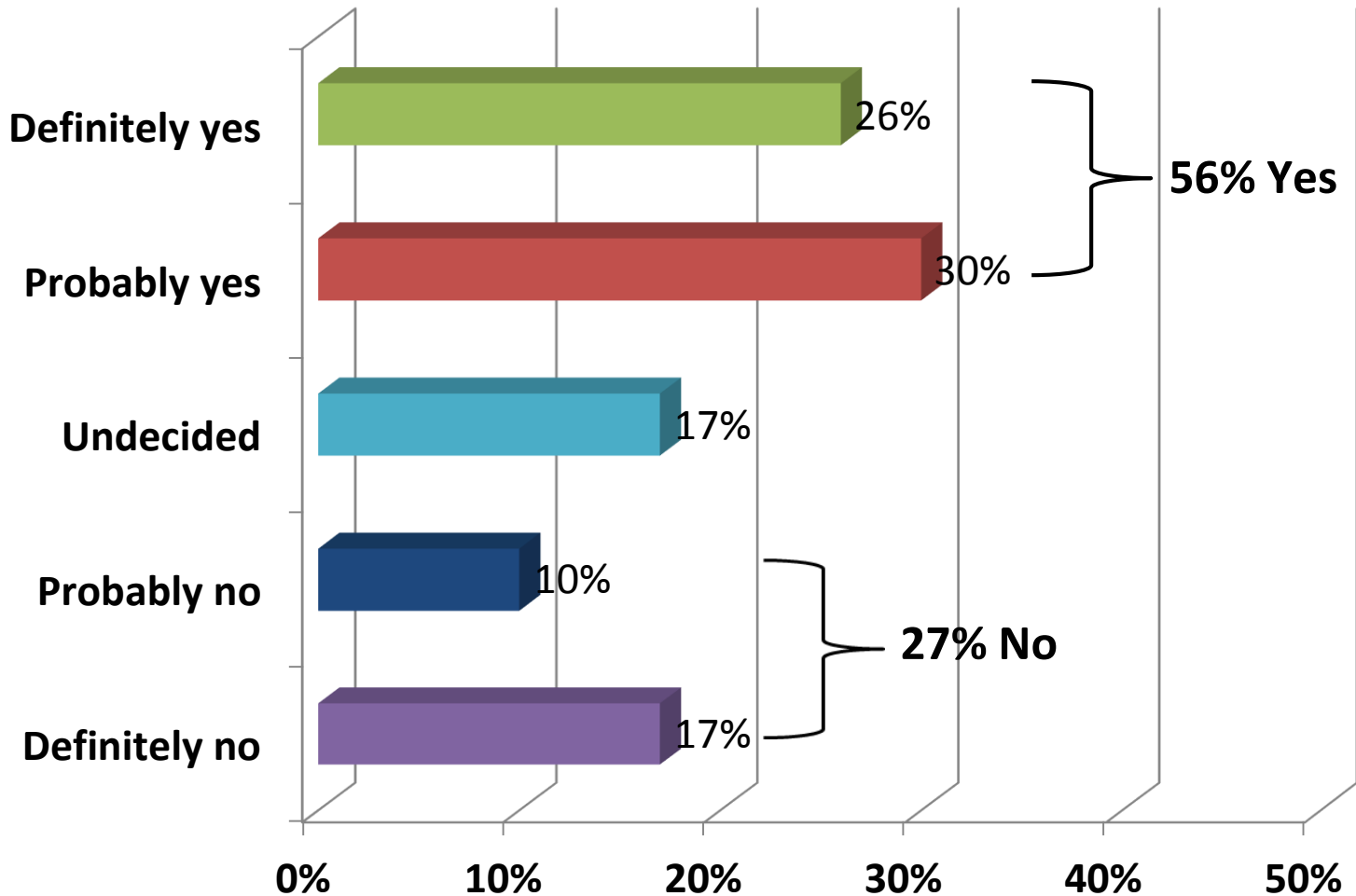
| Option | All Residents | Staff Residents | Parent Residents (Non-Staff) | Non-Parent, Non-Staff Residents |
|--|---------------|-----------------|------------------------------|---------------------------------|
| Option 3a: Build a new 8 lane pool \$45 tax increase for each \$100,000 of home value | 4.05 | 4.14 | 4.14 | 3.88 |
| Option 3b: Build a new 8 lane pool and a smaller warm water activity pool \$55 tax increase for each \$100,000 of home value | 3.6 | 3.62 | 3.6 | 3.58 |
| Option 1: Rebuild existing 6 lane pool \$24 tax increase for each \$100,000 of home value | 3.14 | 2.95 | 3.31 | 3.04 |
| Option 2: Expand existing pool to 8 lanes \$40 tax increase for each \$100,000 of home value | 3.13 | 3.05 | 3.34 | 2.92 |

Section IV:
Athletic Locker Room Renovation

Would you support a \$1.2 million referendum to update the original locker room areas as described above?

Representing an estimated annual tax impact of \$7 for every \$100,000 of property value

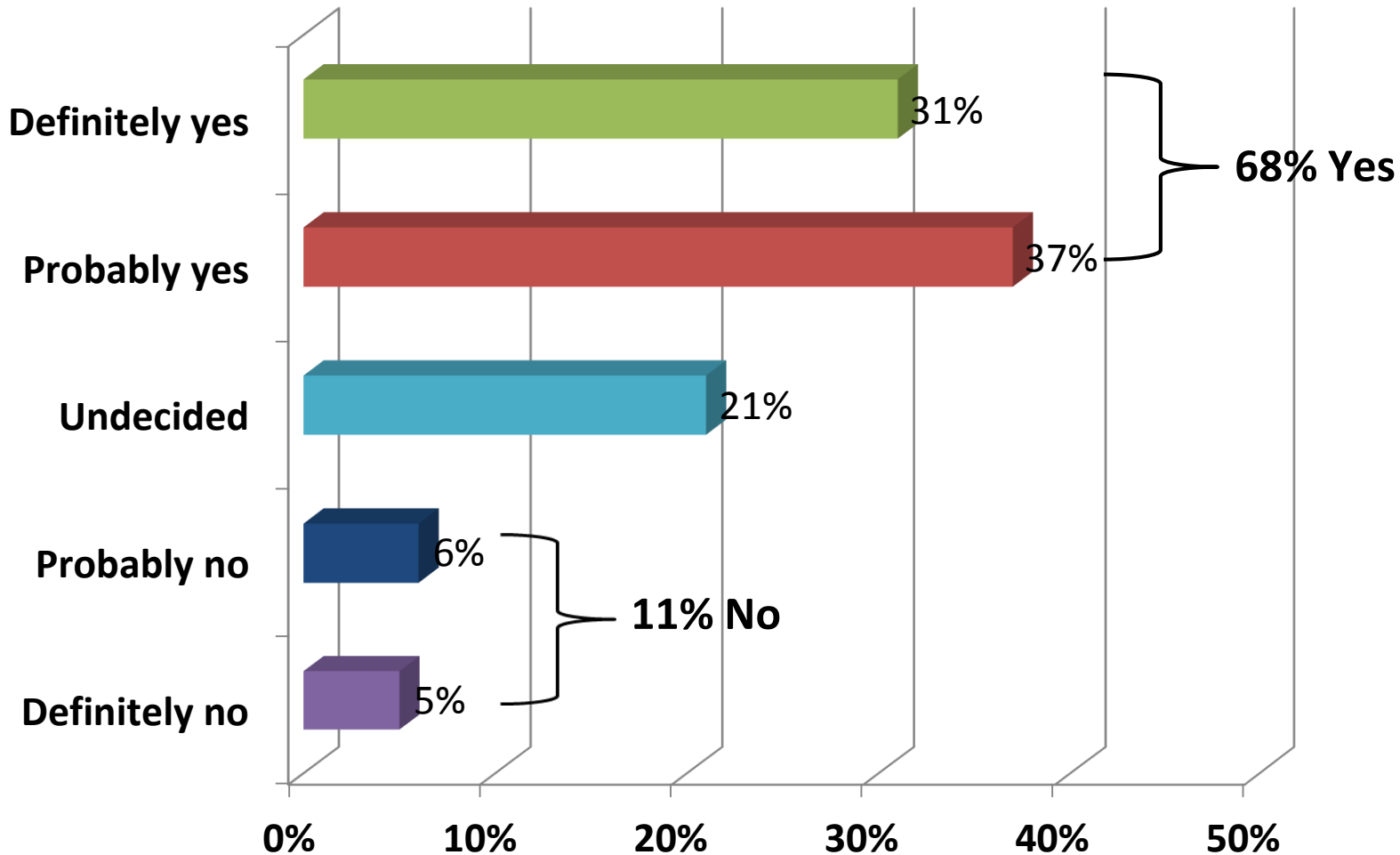
All Residents



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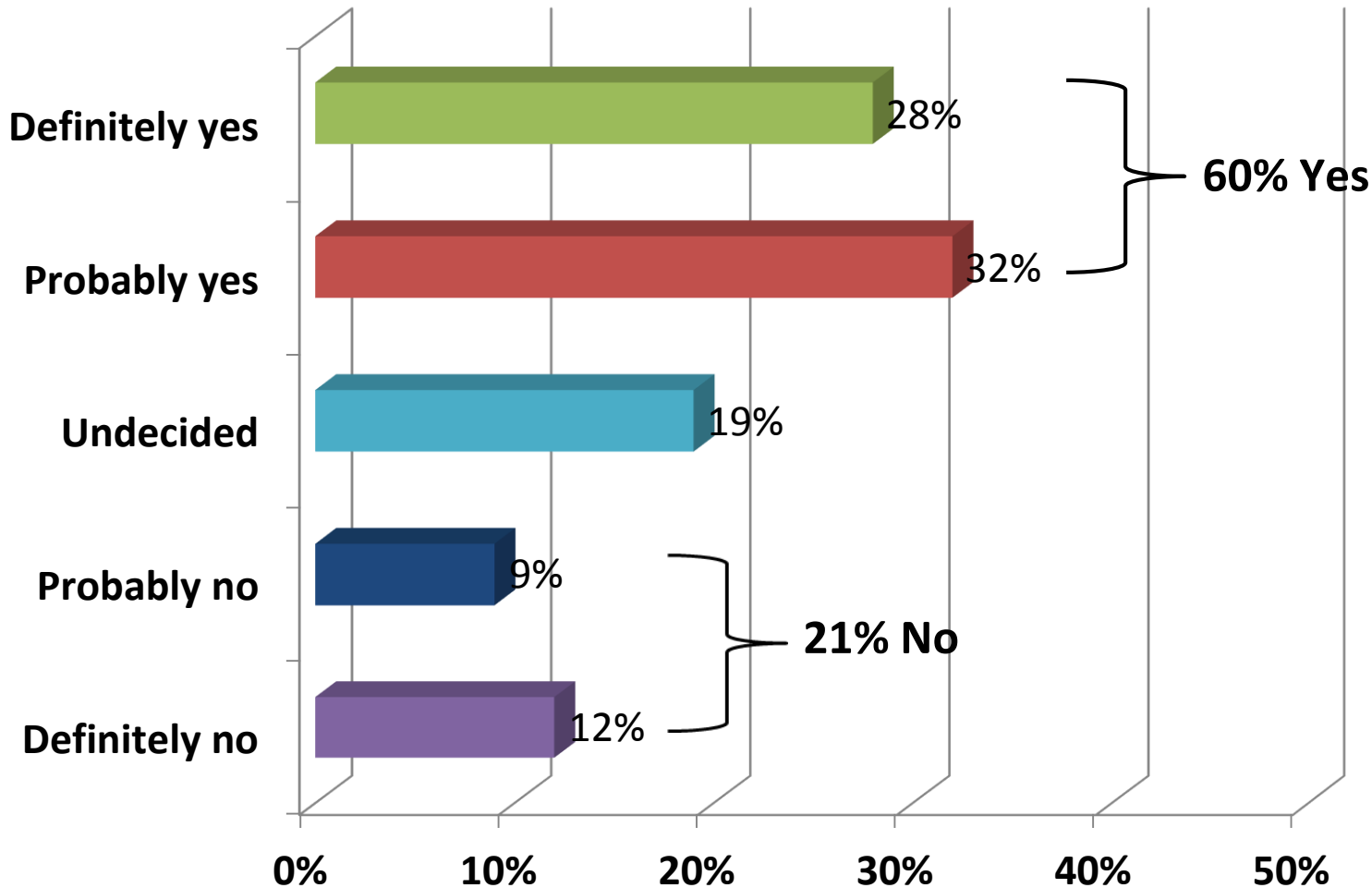
Staff Residents



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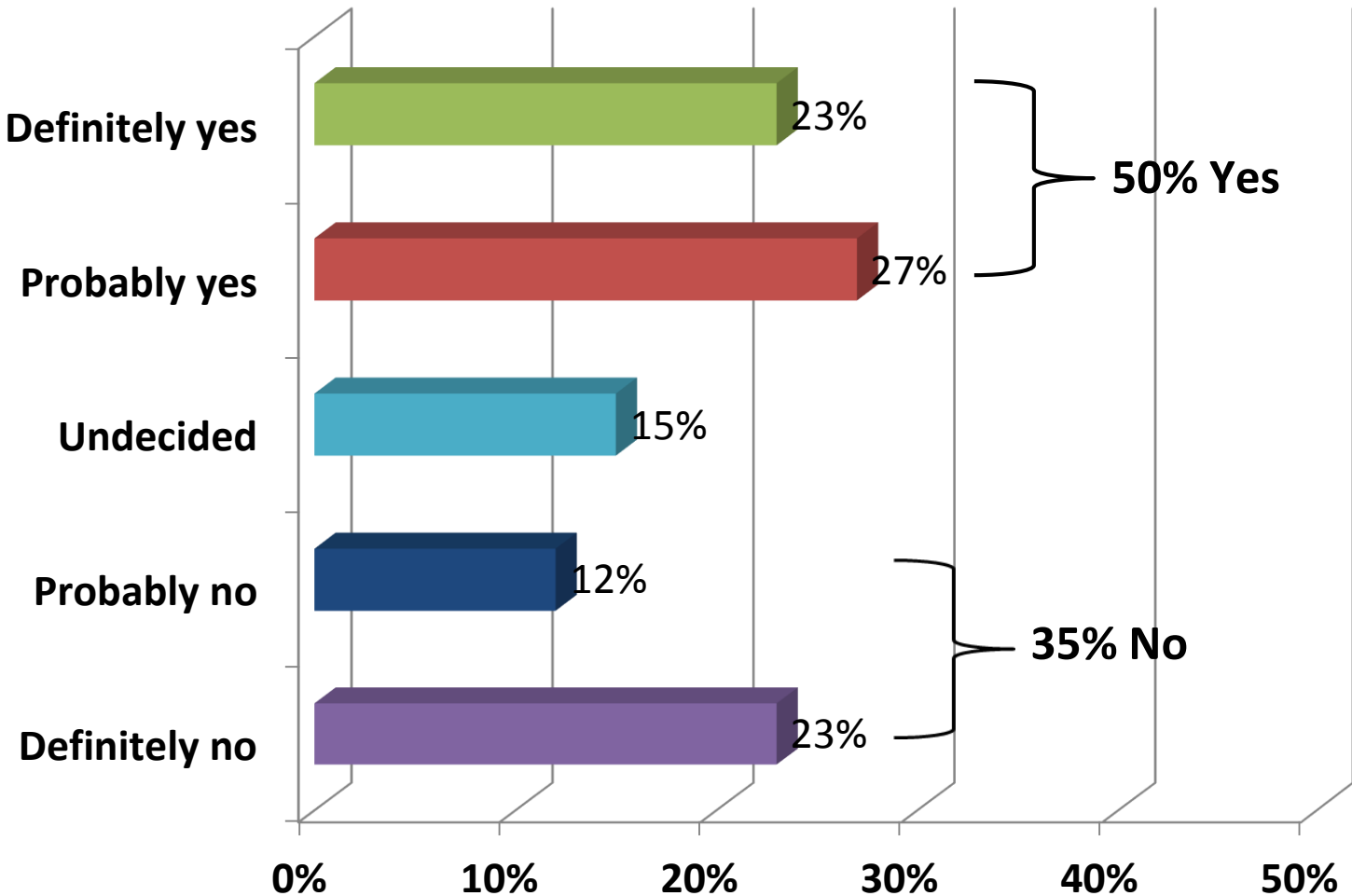
Parent Residents (Non-Staff)



Would you support a \$1.2 million referendum to update the original locker room areas as described above?

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Non-Parent, Non-Staff Residents

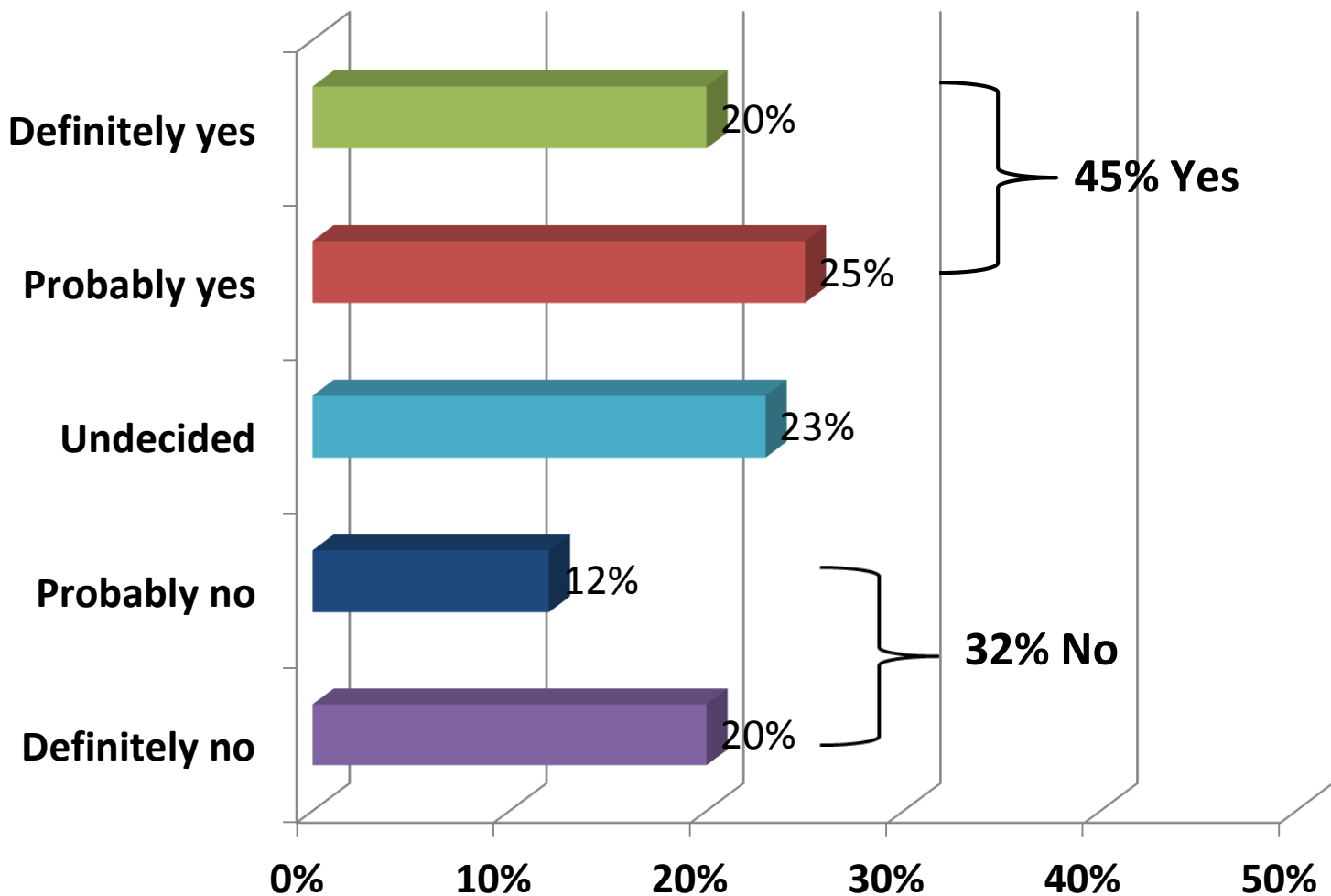


Section V:
Funding for School Operations

Would you support a \$250,000 referendum to help fund school operations?

Representing an estimated average annual recurring tax impact of \$34 for each \$100,000 of a home's value

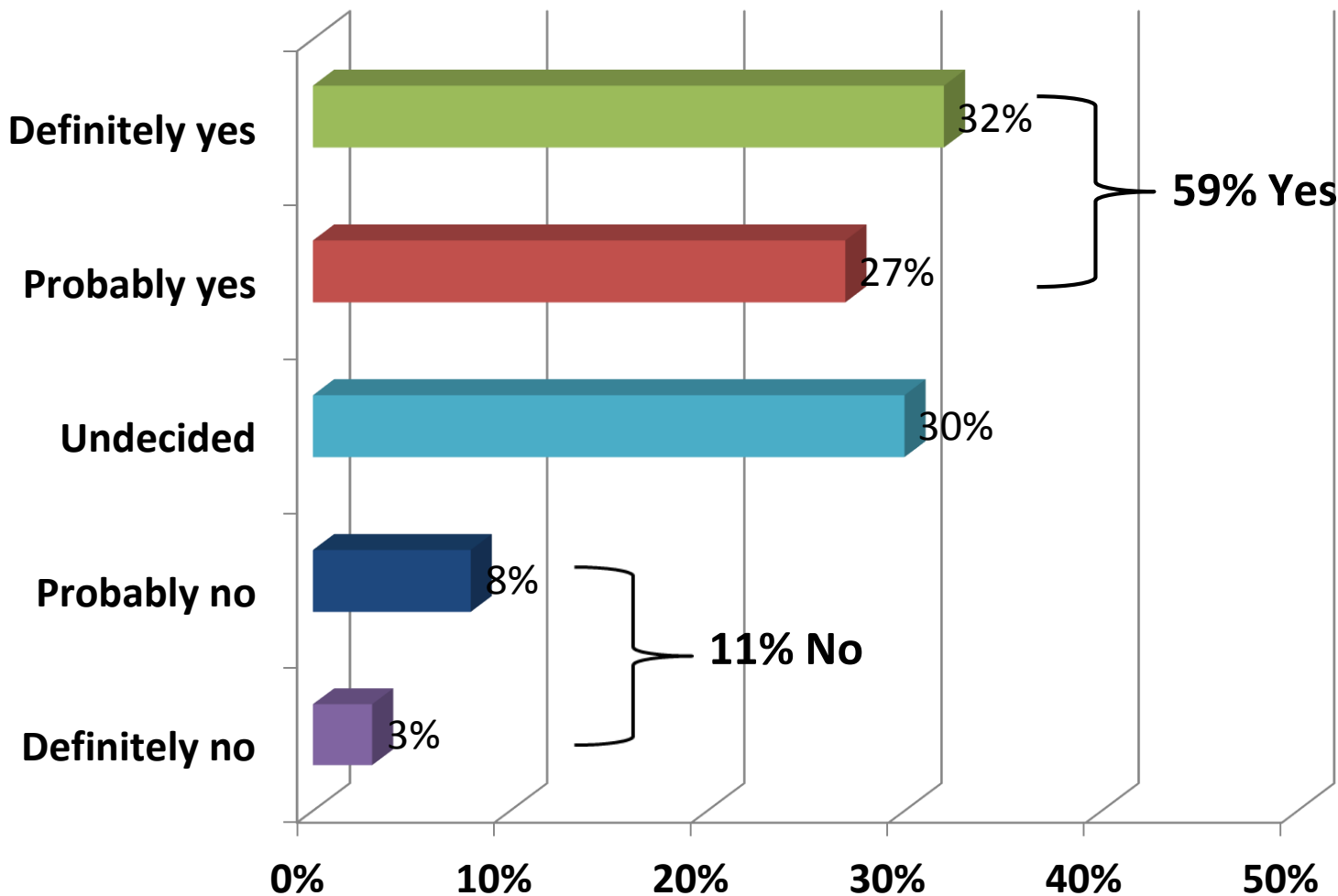
All Residents



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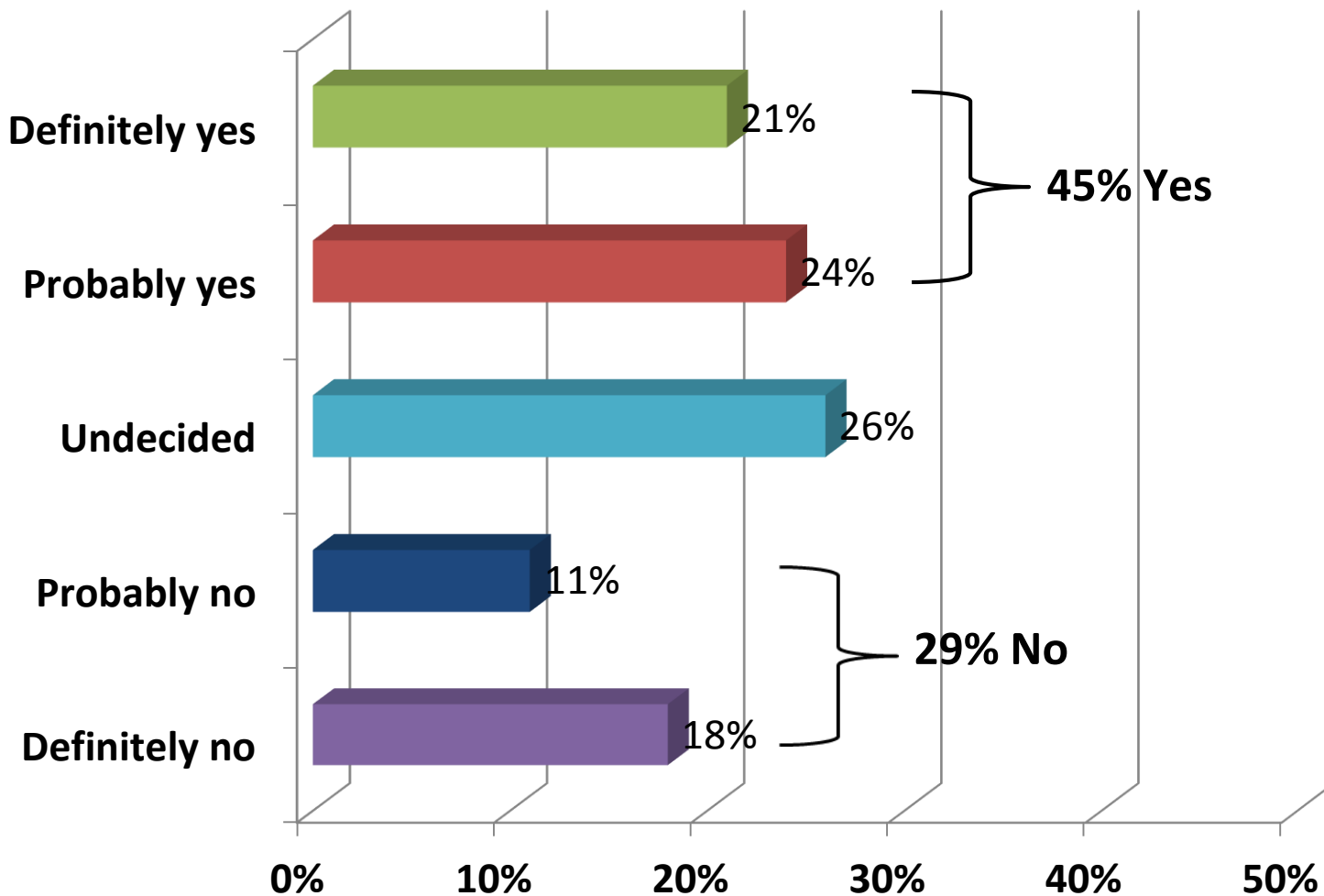
Staff Residents



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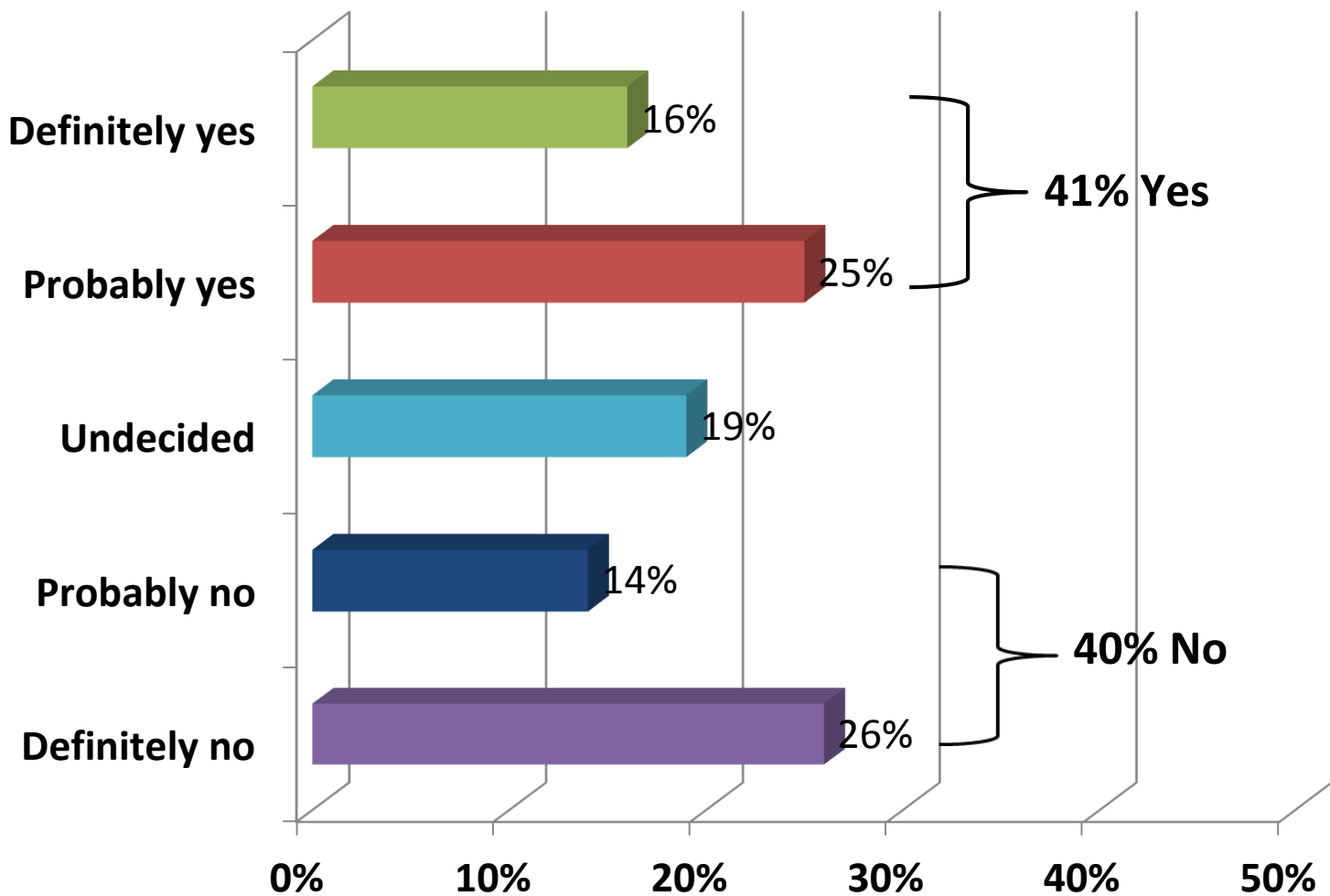
Parent Residents (Non-Staff)



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Non-Parent, Non-Staff Residents



Project Timeline

- **December 3rd**: School Perceptions presentation and initial reaction/thoughts from the School Board
- **December 17th**: Board discussion on referendum question(s) and review of draft referendum resolutions
- **Early January**: Work with attorney to develop ballot language
- **January 7th**: Board approval of final referendum resolution(s)
- **January-March**: Deploy the District's referendum communication plan
- **April 7**: Election day

Thank you!