



**CENTRAL UNIFIED SCHOOL DISTRICT
 COMMUNITY INPUT SURVEY
 220-4980-WT
 N=550
 CONSULTANT WORKING DRAFT. NOT FOR PUBLICATION.
 CA GOVT CODE 6254.**

Hello, my name is _____ and I'm calling from _____, a public opinion research firm. **(IF RESPONDENT REPLIES IN SPANISH OR PUNJABI FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS THAT LANGUAGE.)** We're conducting a public opinion study about some important issues that concern the residents of your community. This survey is for informational purposes only and the results are confidential. I will not try to sell you anything and I will not ask for a donation. May I please speak to _____? **(MUST SPEAK TO VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED; OTHERWISE, TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely?

Yes, cell and can talk safely ----- 63%
 Yes, cell and cannot talk safely ----- **TERMINATE**
 No ----- 37%
(DON'T READ) DK/NA/REFUSED----- TERMINATE

1. To begin, do you think things in _____ are generally headed in the right direction, or are they off on the wrong track? **(DO NOT ROTATE)**

	<u>RIGHT</u>	<u>WRONG</u>	<u>DON'T</u>
	<u>DIRECTION</u>	<u>TRACK</u>	<u>KNOW</u>
[]a. The City of Fresno -----	49%	33%	18%
[]b. Your neighborhood -----	50%	30%	19%

2. Do you know the name of the school district that services your area? **(OPEN-END; RECORD VERBATIM RESPONSE)**

Central/Central Unified ----- 76%
 Yes ----- 5%
 Fresno/Fresno Unified ----- 4%
 No ----- 4%
 Teague Elementary School ----- 1%
 Liddell ----- 1%
 River Bluff ----- 0%
 Edison Bethune ----- 0%

 Other ----- 3%
 Nothing ----- 2%
 Don't know/Unsure ----- 3%
 N/A/Refused ----- 0%

3. You live in an area served by the Central Unified School District. How much do you know about Central Unified overall? Would you say that you...?

Know a great deal -----24%
 Know some -----55%
 Know almost nothing -----16%
 Have never heard of it ----- 2%
 Don't know ----- 2%

4. In your opinion, what is the most important issue facing Central Unified today? **(OPEN-END; RECORD VERBATIM RESPONSES)**

Crime/safety ----- 10%
 Overpopulation/growth-----8%
 Not enough teachers/not enough schools/class sizes -----8%
 Issue with Board/Superintendent -----8%
 Lack of support for students/bad teachers -----7%
 Low quality of education/preparation for the future-----6%
 Bullying -----4%
 Funding/where money/resources are spent -----4%
 Student behavioral issue/attendance-----3%
 Pick up and drop off/traffic around school -----2%
 Racism/diversity -----1%
 The school is too hard for the students -----1%
 Help kids to learn -----1%
 Education in general -----1%
 Staff don't take care of the students/treat students properly -----1%
 Drugs in school-----1%
 Communication between school and parents-----0%
 Make sure teachers get paid and trained -----0%
 Result of tests/exams are bad-----0%
 Lack of opportunities for students -----0%

 Other -----8%
 Nothing/no issues -----4%
 Don't know/Unsure ----- 16%
 N/A/Refused/No opinion-----4%

5. In recent years, do you think the total enrollment in Central Unified schools has been... **(ROTATE CODES 1 AND 3)**

[] Going up ----- 66%
 Staying about the same ----- 13%
 [] Going down-----2%
 Don't know----- 19%

THE NEXT FEW QUESTIONS RELATE TO THE HIGH SCHOOLS IN CENTRAL UNIFIED.

6. How much do you know about Central High School specifically? Would you say that you...?

- Know a great deal ----- 23%
- Know some ----- 45%
- Know almost nothing ----- 22%
- Have never heard of it-----3%
- Don't know-----6%

7. Do you think that Central High School...? **(ROTATE TOP-TO-BOTTOM**

- Is serving more students than it can handle -----49%
- Is serving about the right number of students ----- 18%
- Could be serving more students----- 6%
- Don't know-----26%

8. Here is some more information about Central High School.

Central High School currently operates on two campuses: the East campus is the larger campus and that is where most classes and programs are offered. But, there is not enough space there to offer all of the classes and programs that students need. So multiple times per day, hundreds of students are shuttled by bus approximately seven miles to the West campus. Taken together, the two campuses make a comprehensive high school.

How serious of a problem do you think it is that Central High School has to shuttle some of its students between the East and the West campus on a daily basis? Would you say it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious of a problem?

- EXT/VERY SERIOUS----- 56%**
- Extremely serious ----- 28%
- Very serious----- 28%

- SMWT/NOT TOO SERIOUS----- 39%**
- Somewhat serious ----- 19%
- Not too serious----- 20%

- Don't know -----4%

9. Are you aware of any plans for Central Unified to build a new high school?

Yes----- 38%
 No ----- 62%
(DON'T KNOW) DK/NA ----- 0%

10. **(IF Q9 CODED 1, “YES”: “As you may know, there”) (IF Q9 CODED 2, “NO”: “There”)** are plans for a new comprehensive high school near Harvest Elementary School and Glacier Point Middle School. The new high school is scheduled to open in three years for the 2021-22 School Year. When the school is open, many of the students who currently attend Central High School will attend the new high school and the need to shuttle students between the Central High School campuses will be reduced or eliminated.

Do you support or oppose building a new high school for Central Unified? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

TOTAL SUPPORT ----- 90%
 Strongly support----- 72%
 Somewhat support ----- 18%

TOTAL OPPOSE ----- 4%
 Somewhat oppose----- 2%
 Strongly oppose ----- 2%

(DON'T KNOW) DK/NA ----- 6%

11. Some people have suggested that, instead of this plan, the school district should upgrade the West campus of Central High School in time for the 2019-20 school year – before the new high school is completed – so some students would attend the West campus as their main high school and others would continue to attend the East campus. When the new high school opens, the student attendance areas would be rearranged.

Other people suggest waiting until the new high school is complete, because it will be less disruptive for students. Also, the West campus requires significant upgrades and improvements to be able to offer programs and classes that are equal to the East campus and the school district does not have the resources to make those upgrades until after the new high school is built.

Having heard these two options, which do you prefer?

(ROTATE)

Dividing Central School District’s high school students between the East campus of Central High School and West campus in the 2019-20 school year.----- 25%

OR

Dividing Central School District’s high school students between the East and West campus of Central High School and the new high school in the 2021-22 school year. ----- 55%

Don’t know ----- 19%

12. In a few of your own words, why do you prefer **(IF Q11 CODED 1: “splitting high school students between the East and West campus of Central High School in 2019-20?”)** **(IF Q11 CODED 2: “splitting high school students between the East and West Campus of Central High School and the new High school in 2021-22?”)** **(OPEN-END; RECORD VERBATIM RESPONSES)**

Splitting high school students between the East and West campus of Central High School in 2019-20:

Relocating students/shuttling/less disruptive-----	20%
It is the better/easier solution/we need it-----	15%
Upgrade west campus -----	12%
Give students more choices/more time to adapt -----	11%
Limit overcrowding/make more space -----	10%
Need to build the new high school/don't upgrade West Campus first-----	9%
Split the campuses -----	7%
Family went to West Campus -----	5%
Improve the quality of education -----	5%
It is cheaper/good use of money -----	4%
The campuses are too different from each other -----	4%
West Campus too far away/too small -----	4%
Not enough resources/money/won't be proper upgrades-----	3%
Fix the school zones -----	2%
Other-----	14%
Nothing/no reason -----	1%
Don't know/Unsure -----	2%
N/A/Refused/No opinion-----	3%

Splitting high school students between the East and West Campus of Central High School and the new High school in 2021-22:

Need to build the new high school/don't upgrade West Campus first-----	27%
Limit overcrowding/make more space -----	20%
Relocating students/shuttling/less disruptive -----	17%
Give students more choices/more time to adapt -----	12%
It is the better/easier solution/we need it-----	9%
Improve the quality of education -----	6%
Split the campuses -----	5%
West Campus too far away/too small -----	5%
Not enough resources/money/won't be proper upgrades-----	5%
Upgrade West Campus -----	4%
Family went to West Campus -----	4%
The campuses are too different from each other -----	2%
Prefer current situation/East Campus-----	2%
Fix the school zones -----	1%
It is cheaper/good use of money -----	0%
No preference/no children -----	0%
Other-----	10%
Nothing/no reason -----	1%
Don't know/Unsure -----	2%
N/A/Refused/no opinion -----	3%

13. Next, after the new high school is built, which of the following do you most favor as a use for the West campus? **(RANDOMIZE)**

<input type="checkbox"/> Upgrade and renovate it to serve as a third comprehensive high school -----	29%
<input type="checkbox"/> Use it as a magnet high school for agriculture, engineering or another subject -----	35%
<input type="checkbox"/> Use it as a vocational/career technical campus to serve students from Central and the region-----	25%
Don't know -----	11%

THE LAST FEW QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY.

14. Which of the following applies to your family situation? **(ACCEPT MULTIPLE RESPONSES)**

Have children under age 19 at home-----	53%
Have older children who live at home-----	9%
Have older children who no longer live at home-----	21%
Do not have any children-----	21%
Prefer not to answer -----	5%

(ASK Q15 ONLY IF Q14 CODED 1)

15. Which of the following applies to one or more of your children? **(ACCEPT MULTIPLE RESPONSES)**

- Attends a Central Unified elementary or middle school-----60%
- Attends Central High School-----31%
- Attends a public school in another district ----- 9%
- Attends a private or parochial school ----- 4%
- Is home-schooled ----- 2%
- Is not in school yet-----19%
- Prefer not to answer ----- 2%

(RESUME ASKING ALL RESPONDENTS)

16. How long have you lived in the Fresno area?

- Less than a year ----- 0%
- One to three years----- 4%
- Four to ten years -----13%
- Eleven to twenty years -----20%
- Twenty-one years or more-----61%
- Prefer not to answer ----- 1%

17. What was the highest level of school that you completed?

- Grades 1-8 ----- 3%
- Grades 9-12----- 3%
- High school graduate -----16%
- Less than 4 years of college -----25%
- College graduate -----29%
- Post graduate work/
Professional school-----23%
- Prefer not to answer ----- 2%

18. With which of the following racial or ethnic group do you most identify yourself?

- Hispanic/Latino ----- 45%
- White/Caucasian ----- 28%
- Black/African-American ----- 7%
- Asian/Pacific Islander ----- 10%
- Other **(SPECIFY)**_____ -----4%
- Prefer not to answer -----6%

THANK YOU FOR YOUR FEEDBACK

SEX :

Male -----	49%
Female -----	50%
Prefer not to say-----	1%

LANGUAGE:

English -----	92%
Spanish -----	7%
Punjabi -----	0%

AGE

18-29 -----	22%
30-39 -----	21%
40-49 -----	21%
50-54 -----	7%
55-59 -----	7%
60-64 -----	6%
65-74 -----	9%
75+ -----	4%
BLANK-----	3%

TRUSTEE AREA

District 1 -----	13%
District 2 -----	16%
District 3 -----	15%
District 4 -----	13%
District 5 -----	13%
District 6 -----	16%
District 7 -----	13%
BLANK -----	1%

FLAGS

P10 -----	22%
G10-----	38%
P12 -----	19%
G12-----	48%
P14 -----	22%
G14-----	38%
P16 -----	45%
G16-----	78%
BLANK-----	17%

MODE OF INTERVIEW

Phone -----	29%
Online-----	71%