



ARLINGTON HIGH SCHOOL BUILDING PROJECT

JUNE 19TH 2018

*June Feedback Form
Data Summary*





Goals

- Gather community feedback on design concepts as well as specific design attributes
- Gather feedback from general community – not just parents
- Continue to increase awareness about the project
- Gather feedback from 1,000 community members



Demographics

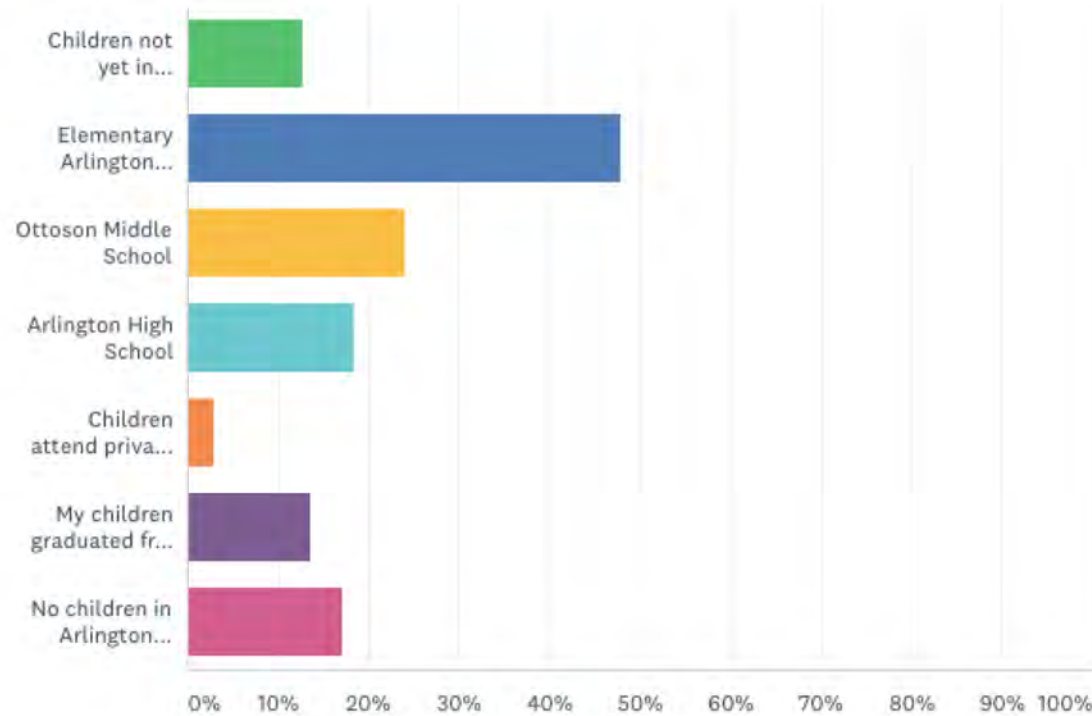
- 1,246 respondents
 - ~90% completed entire survey
 - Some people completed more than one survey, estimated <5%
- June 4 Forum Attendees
 - 132 paper form respondents, no demographic questions asked
- Online – General Community
 - 983 respondents, June 4 forum attendees (37%), other (73%)
- Online – AHS staff and students
 - 93 respondents, Staff (33%), Students (67%)



Demographics – Online General Community

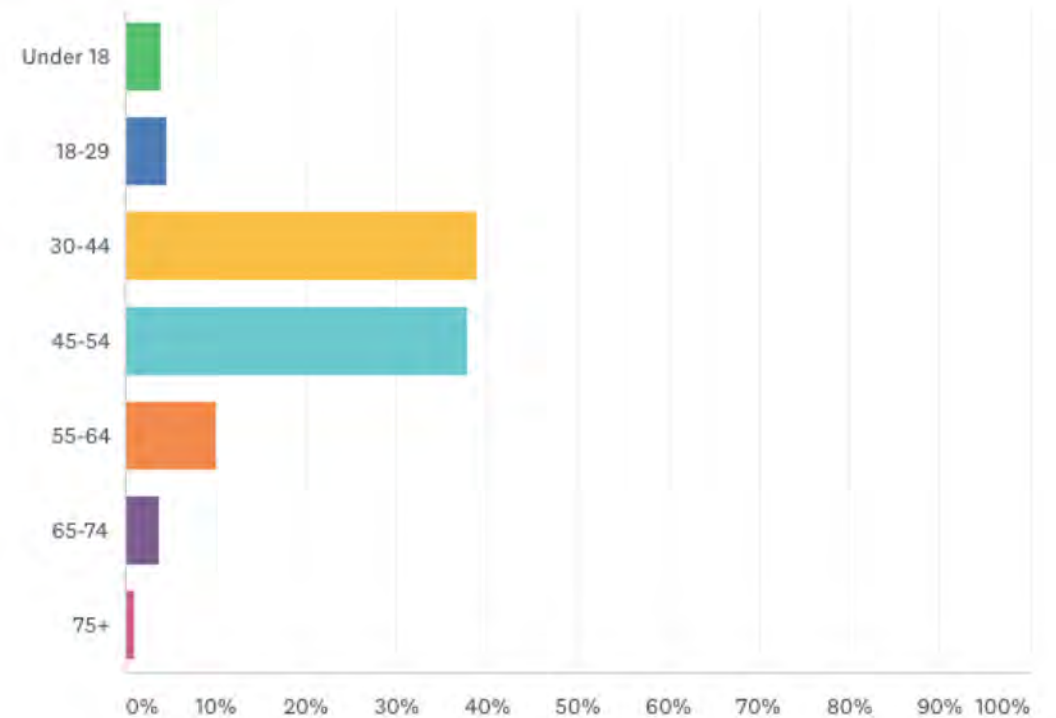
Do you have children? (check all that apply)

Answered: 871 Skipped: 112



What is your age?

Answered: 881 Skipped: 102





High Level Summary

- Respondents felt
 - Slightly positive about Options 1, 3
 - Neutral about Option 2
 - Negative about Option 4
- Strong desire for keeping at least some of the front green
- Liked historic and classic, New England look
- Felt neutral about minimizing costs



High Level Summary – Survey Comments

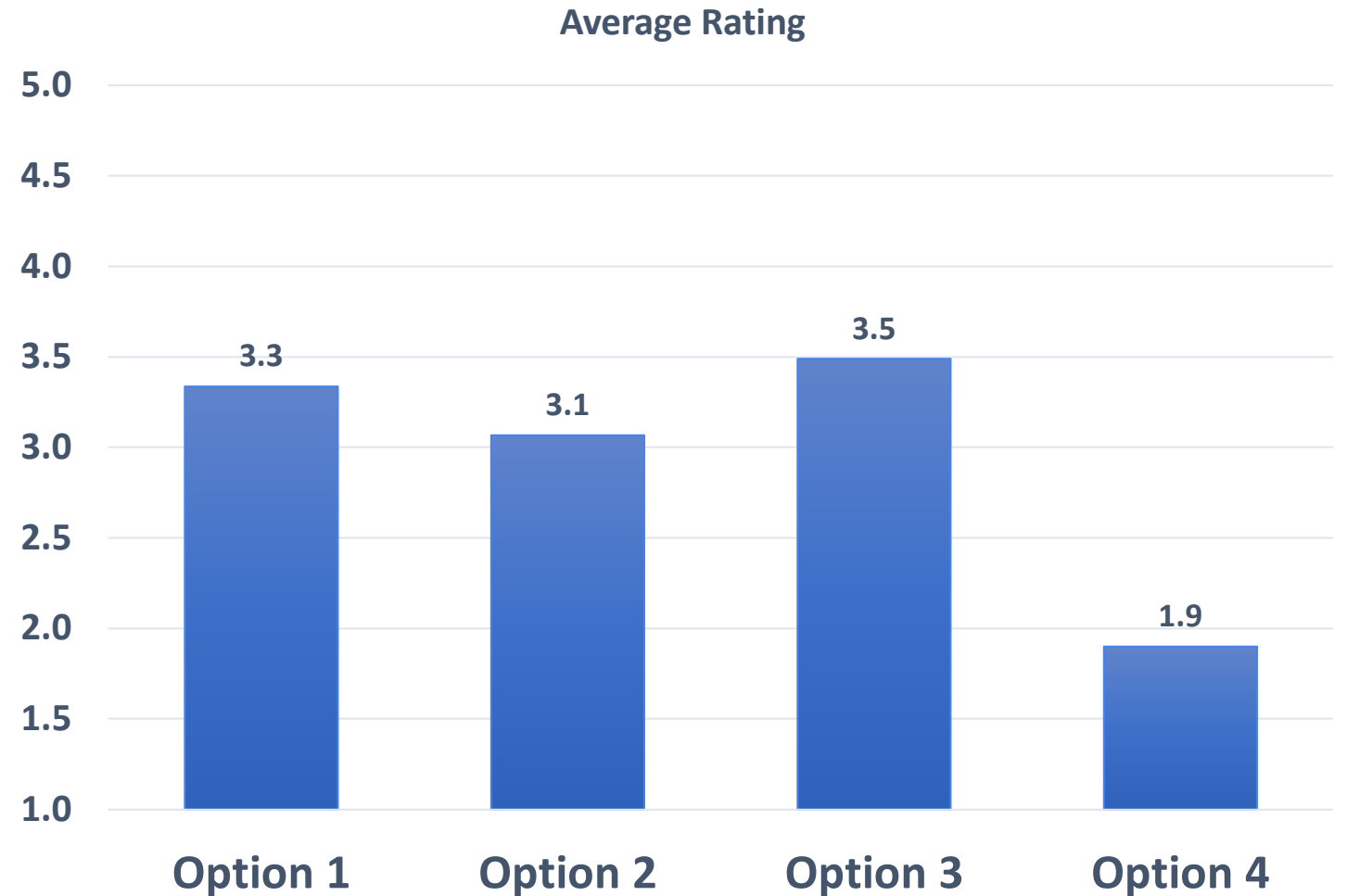
- 378 online respondents left comments
- Many cited highest priority by far is best educational fit
- Those who want to keep historic buildings/build new feel quite strongly
- Strong desire for outdoor spaces (some front green, student learning and gathering spaces)
- ~3% cited they are unhappy with the process (too expensive, not enough transparency, poor process)



All Options - Rating Summary

Respondents felt

- Slightly positive about Option 1
- Slightly positive about Option 3
- Neutral about Option 2
- Negative about Option 4

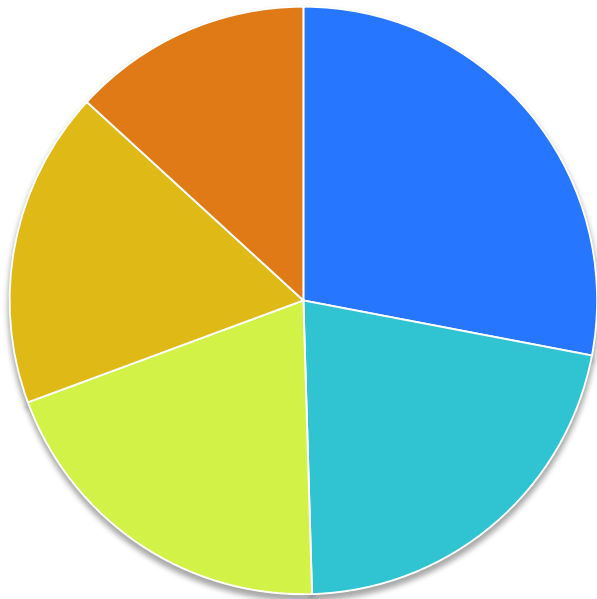




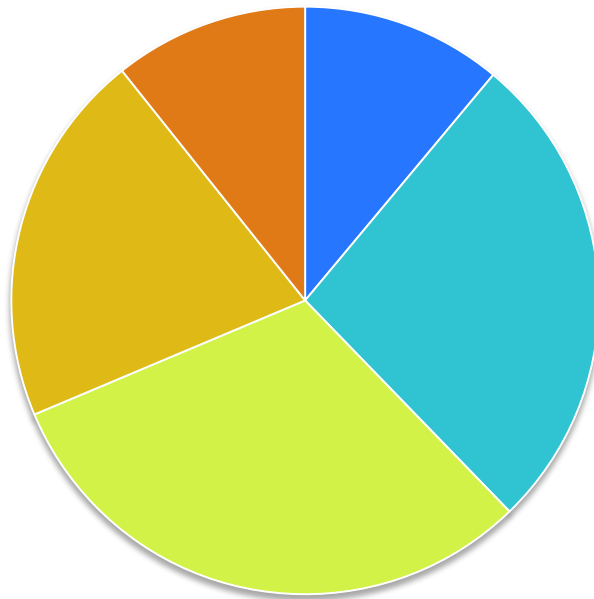
All Options – Rating Summary

1 Dislike 2 3 Neutral 4 5 Like

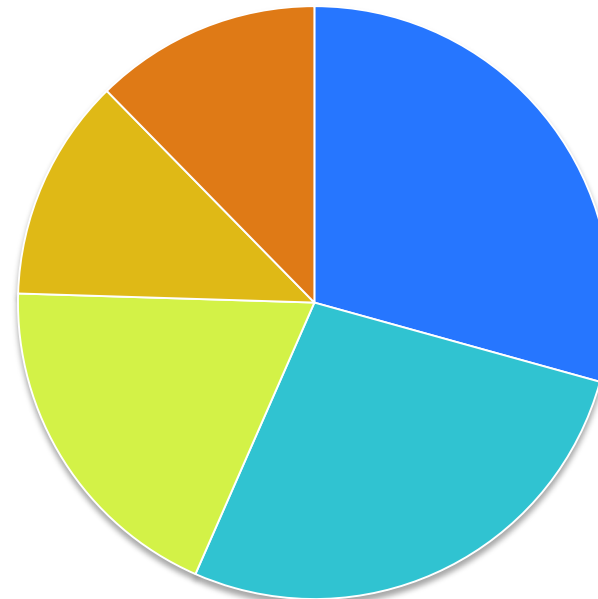
Option 1



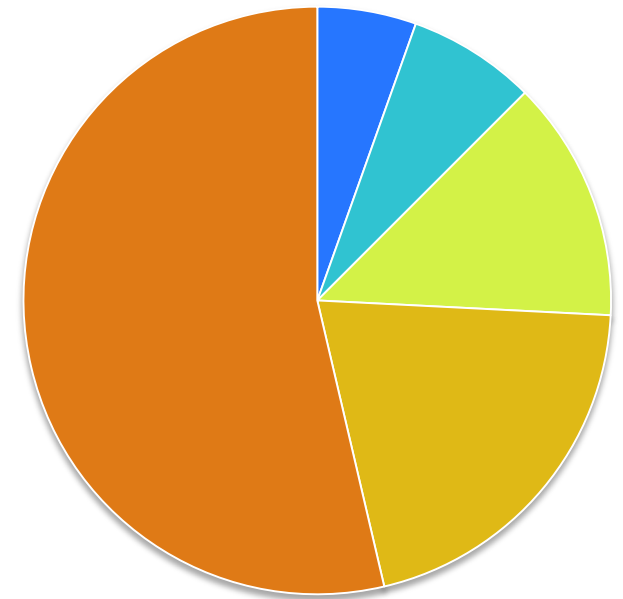
Option 2



Option 3



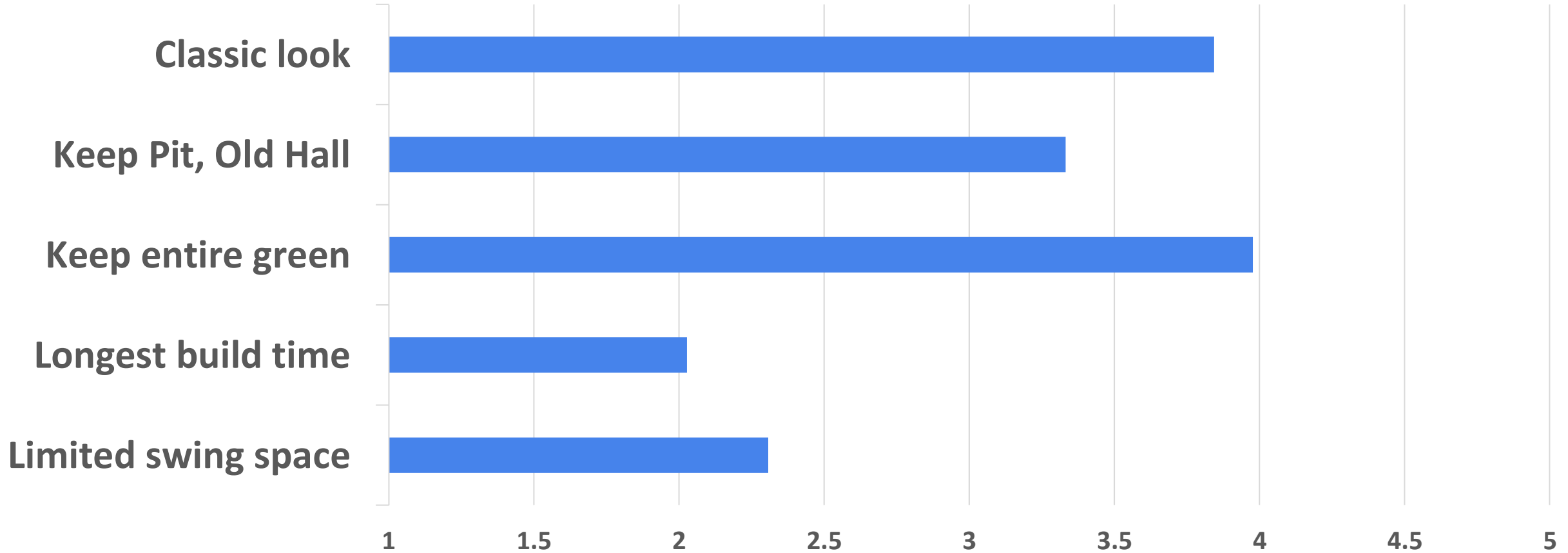
Option 4





Option 1 Feedback – Overall Rating 3.3

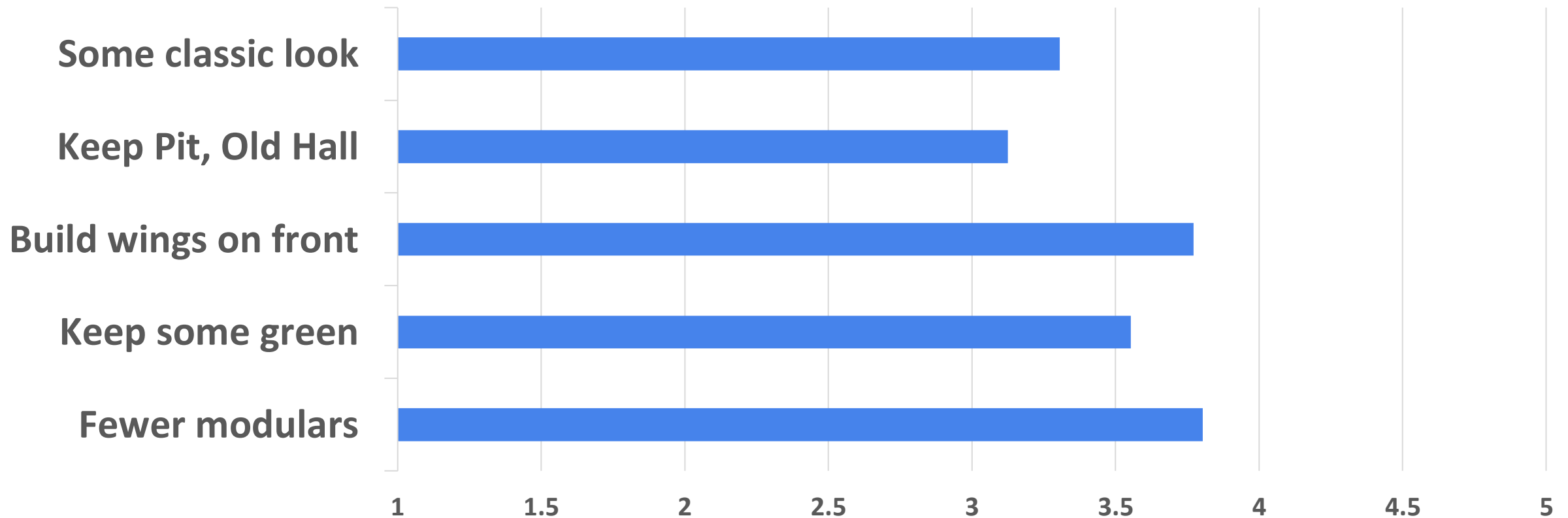
Average Rating for Attribute





Option 2 Feedback – Overall Rating 3.1

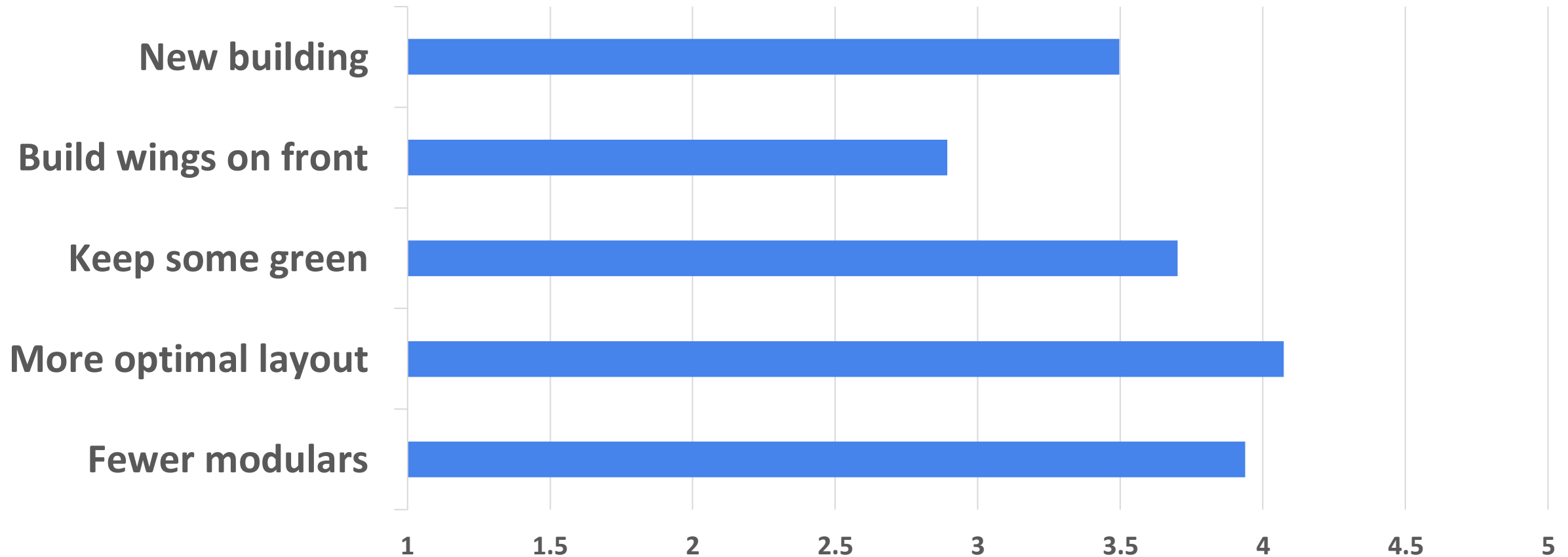
Average Rating for Attribute





Option 3 Feedback – Overall Rating 3.5

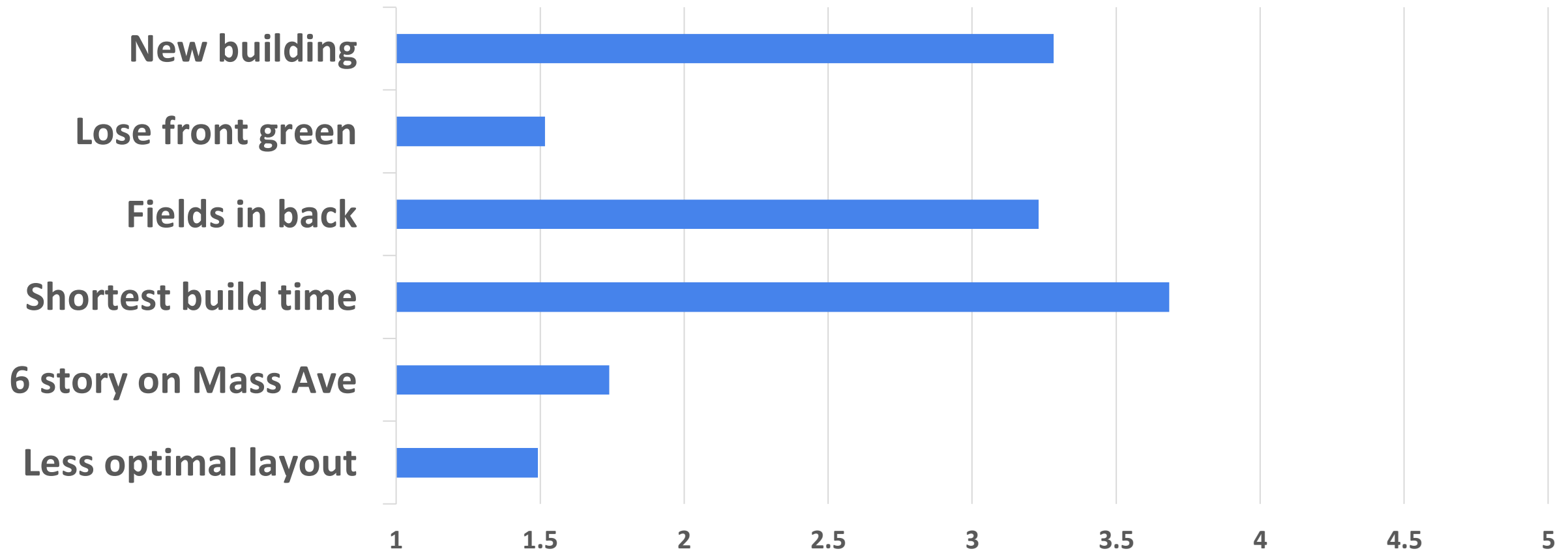
Average Rating for Attribute





Option 4 Feedback – Overall Rating 1.9

Average Rating for Attribute





Like / Neutral / Dislike Analysis

For each option, clustered responses into 3 groups:

- Likes (rated option as 4 or 5)
- Neutrals (rated option as 3)
- Dislikes (rated option as 1 or 2)

Then looked at what each group listed for

“What factor weighed most heavily in your rating?”

Examined results for big picture take-away points



Option 1 Important Attribute Analysis

582 Like - 233 Neutral - 360 Dislike

Take-away points from Likes/Neutral/Dislike analysis:

- 31% of all respondents like the classic look
- 10% like keeping all of the green
- 12% dislike the longest build time



Option 1 Important Attribute Analysis

		LIKES	Neutrals	DISLIKES
Classic look		362	56	54
Keep Pit, Old Hall		40	17	19
Keep entire green		117	35	28
Longest build time		10	71	146
Limited swing space		13	35	70
Non-respondents		40	19	43



Option 2 Important Attribute Analysis

430 Like - 352 Neutral - 357 Dislike

Take-away points from Likes/Neutral/Dislike analysis:

- 14% of all respondents like fewer modulars
- 11% like some classic look
- 14% dislike building wings on front



Option 2 Important Attribute Analysis

	LIKES	Neutrals	DISLIKES
Some classic look	123	85	68
Keep Pit, Old Hall	15	22	22
Build wings on front	46	82	165
Keep some green	59	42	19
Fewer modulars	155	94	38
Non-respondents	32	27	45



Option 3 Important Attribute Analysis

637 Like - 215 Neutral - 236 Dislike

Take-away points from Likes/Neutral/Dislike analysis:

- 23% of all respondents like cohesive, collaborative layout
- 20% like brand new building

- 11% dislike brand new building



Option 3 Important Attribute Analysis

	LIKES	Neutrals	DISLIKES
New building	225	57	122
Build wings on front	12	26	90
Keep some green	36	29	14
More optimal layout	256	56	19
Fewer modulars	67	22	8
Non-respondents	41	23	23



Option 4 Important Attribute Analysis

140 Like - 149 Neutral - **831 Dislike**

Take-away points from Likes/Neutral/Dislike analysis:

- 27% of all respondents dislike 6 story building on Mass. Ave.
- 22% dislike losing front green
- 15% dislike less optimal layout

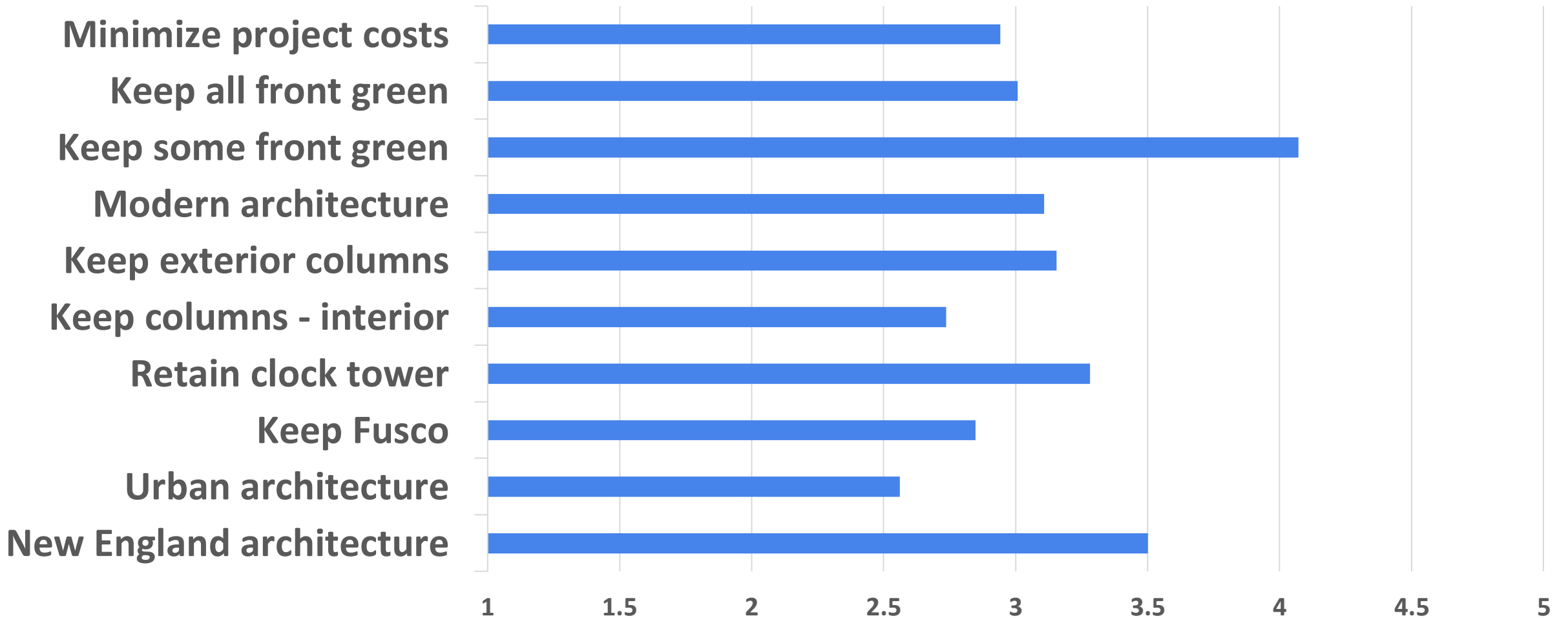


Option 4 Important Attribute Analysis

	LIKES	Neutrals	DISLIKES
New building	38	14	38
Lose front green	2	16	248
Fields in back	20	6	6
Shortest build time	48	25	6
6 story on Mass Ave	11	18	304
Less optimal layout	14	51	168
Non-respondents	7	19	61

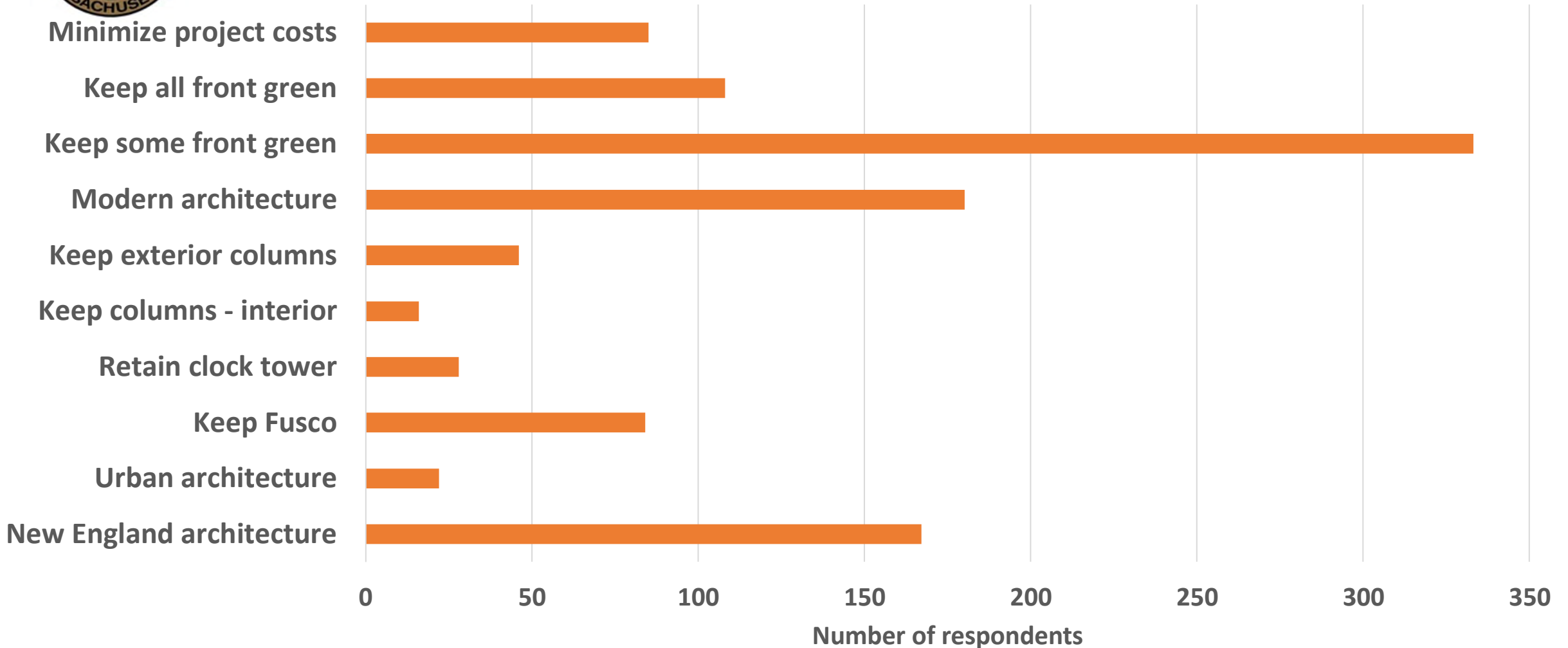


General Aspect Feedback



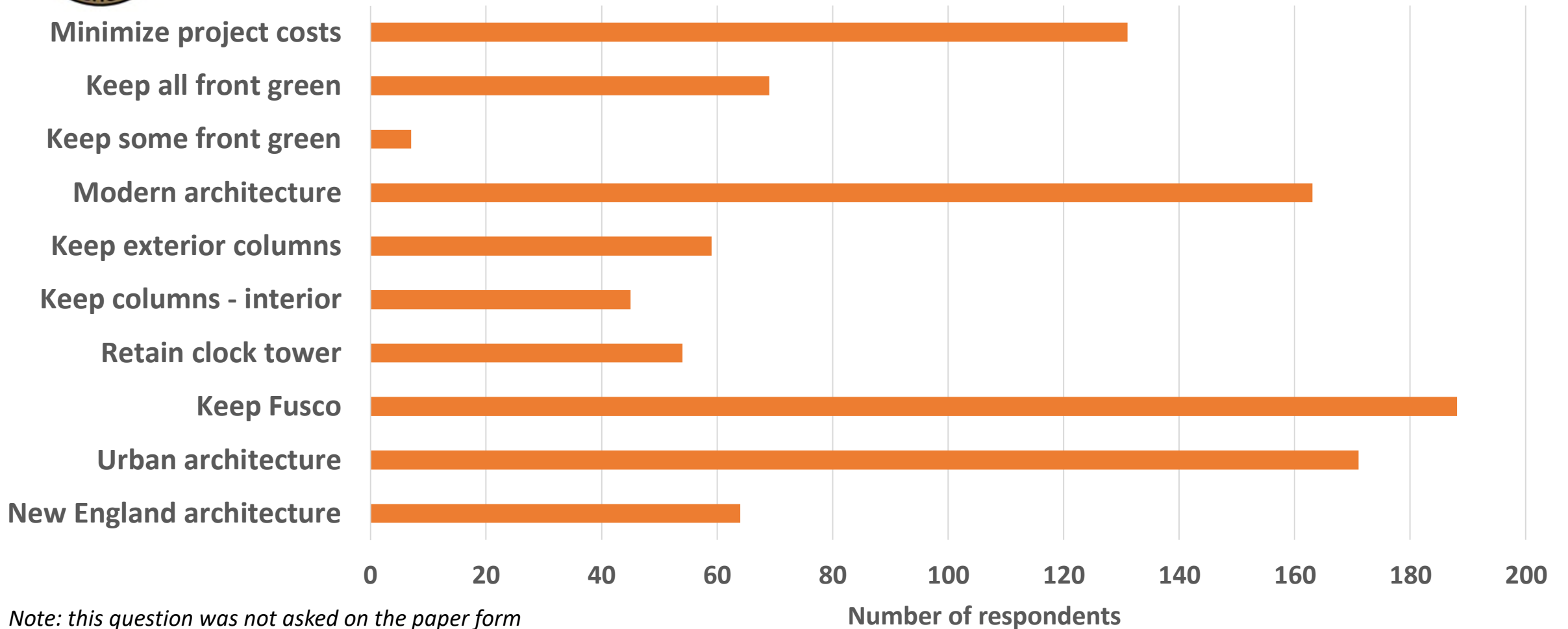


General Aspect Feedback – Ranked Most Important





General Aspect Feedback – Ranked Least Important

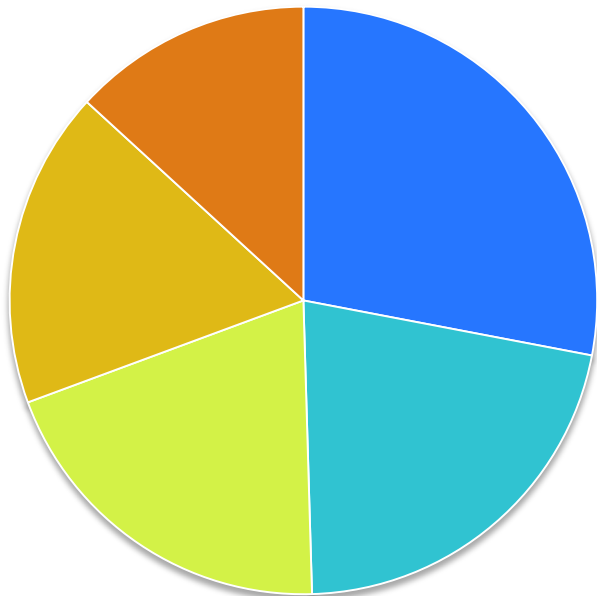




Questions?

1 Dislike 2 3 Neutral 4 5 Like

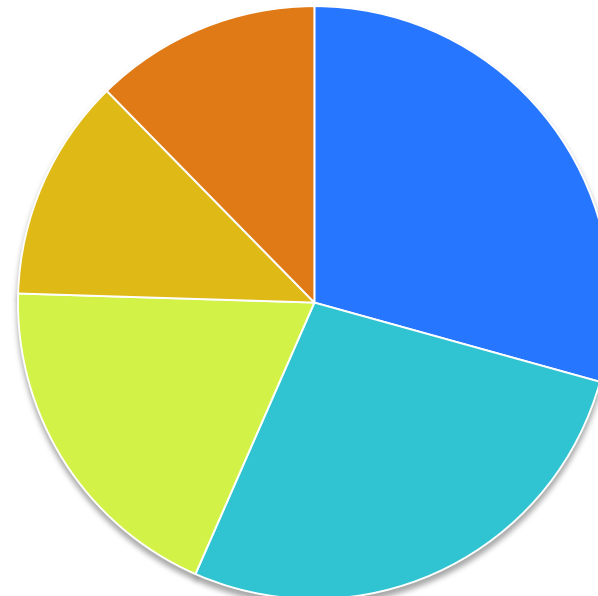
Option 1



Option 2



Option 3



Option 4

