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To: Pamela Doolan
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Re: Survey of Cragmont Community Preschooler Parents

Here are the results from a survey I conducted this month of 140 families of 200 preschool-aged (younger than 5 years old) children who live in the Cragmont community. The purpose of this survey was to identify the numbers of these young children and what schools they currently attend, as well as what school these preschoolers would probably attend in two different scenarios (one including Cragmont rebuilt at Spruce and Marin, and one without any hill school).

As you can see from the attached survey results summary and charts, there is a great deal of immediate and growing interest and support for a rebuilt Cragmont school at the Marin and Spruce site. Additionally, there appears to be some urgency for constructing the new school, so as to preserve relationships with parents of older school-aged children. (Parents tend to place their second and third children at whatever school their first child already attends.)

It seems clear that if the BUSD provides the Cragmont community with an elementary school building, we will be able to provide the children. Most parents are eager to know what they can do to help as soon as the building process begins; many have voiced interest in volunteering their time and expertise to assist in the process as best they can. As soon as Cragmont receives the necessary funding for rebuilding, this community is ready and willing to start marketing the new school.

SURVEY RESULTS

The findings from this survey indicate that 59% of Cragmont community preschooler parents (with no school-age children yet) would enthusiastically select the rebuilt Cragmont school for their children, with another 37% undecided (often wanting to compare the merits of Cragmont with other alternatives).

In the alternative scenario with no Cragmont school, but with a larger school (of 550-700 students) located somewhere in the flat part of Berkeley, this survey found that only a very small percentage of parents (less than 5%) would choose this more cost-effective school as the first choice for their children.

One rather surprising finding was that parents of preschoolers who already have older children attending school were almost certain to select for their preschoolers the school their older children already attend, regardless of what new options might present themselves. This tendency was noteworthy because it seemed to occur for all sorts of schools (private, BUSD, other districts), with no clear bias (for private over public, or for other districts over BUSD, for example).

RECOMMENDATION

This survey successfully accomplished the surveyer's primary objective of showing that there are a large number of preschool-aged children residing in the northeast Berkeley hills. It is clear that there would be sufficient demand for a K-3 or K-5 elementary school to warrant construction of such a school at the Spruce and Marin site.

Based on the finding that parents of school-aged children settle on a preferred school in much the same way that people choose their family doctor or dentist, it appears that there is a great deal of urgency in rebuilding the Cragmont school at the Spruce and Marin site. Once families go elsewhere, they probably won't come back.

Many parents voiced tremendous interest in getting involved and staying informed about building the new Cragmont school, possibly via a quarterly newsletter. Such a newsletter would provide the Cragmont community with the means to continue an ongoing public dialog about building the new school, and could help build and maintain school loyalty through the transition (building and construction) period.

METHODOLOGY

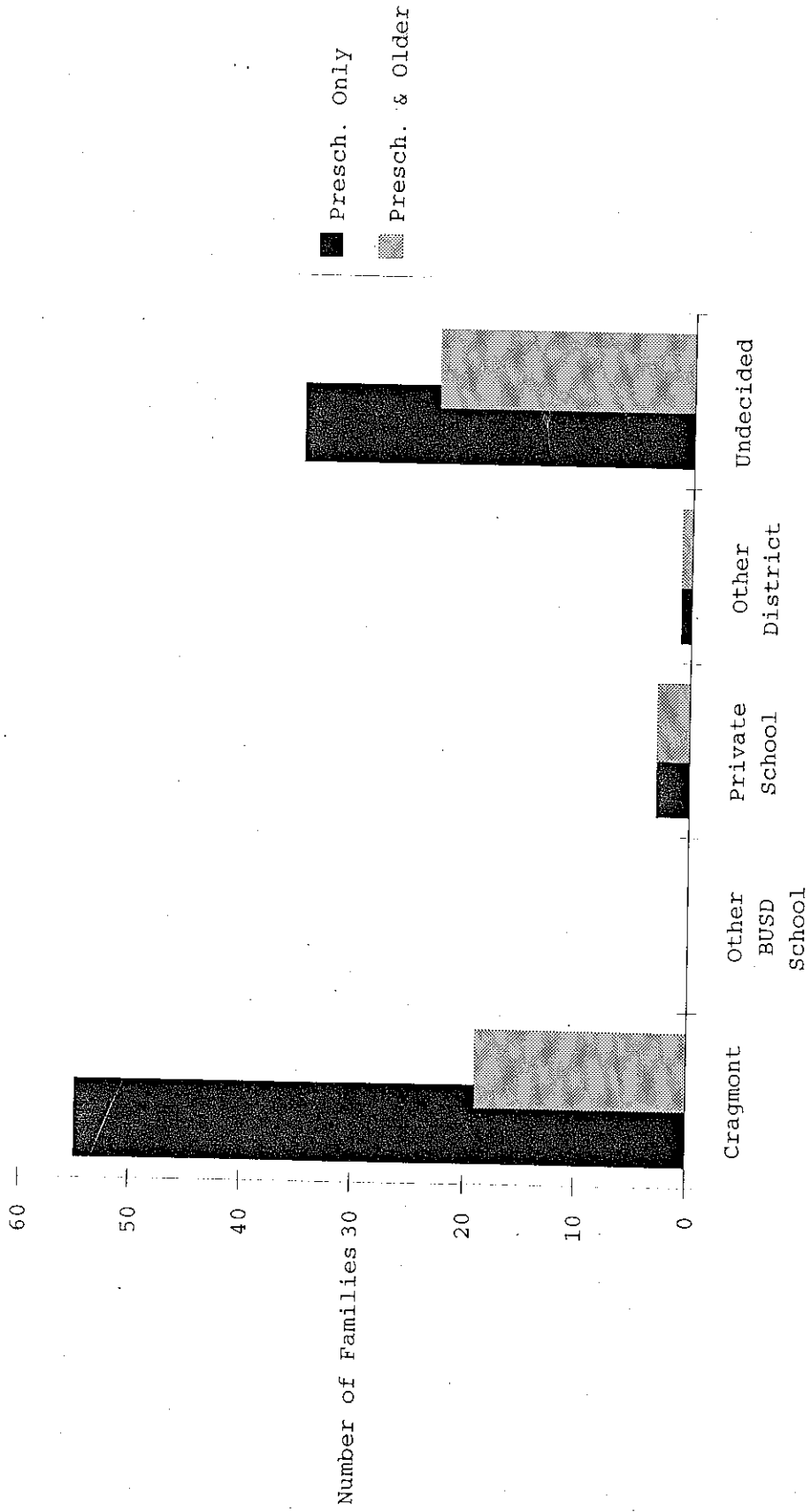
Most of the 140 surveys (89%) were completed via telephone, while the remainder were circulated and collected at two preschools, and also at a meeting at a neighbor's home. For the telephone surveys, I surveyed every family of preschoolers in the Cragmont area that I could find, by asking each survey participant at the end of the survey if they could give me any more names of people to call.

My only "hidden agenda" in conducting this survey was to show the Berkeley Unified School District that the North East Berkeley hill area is not a low-enrollment area. To reduce bias from the phone surveys, I assured each family I surveyed that their choice of a school for their children was their own, and that it made no difference to me whether they preferred private schools, some other BUSD school, homeschooling, or a school in some other district.

This survey should not be considered to be a true census of preschool-aged children residing in the Cragmont community, but instead a random sample that includes 200 preschoolers. Given more time and resources to continue this survey effort, I believe it would be possible to survey another 140 families (by using hospital "new baby" mailing lists, and by more thoroughly covering every neighborhood in the Cragmont community).

Cragmont Rebuilt

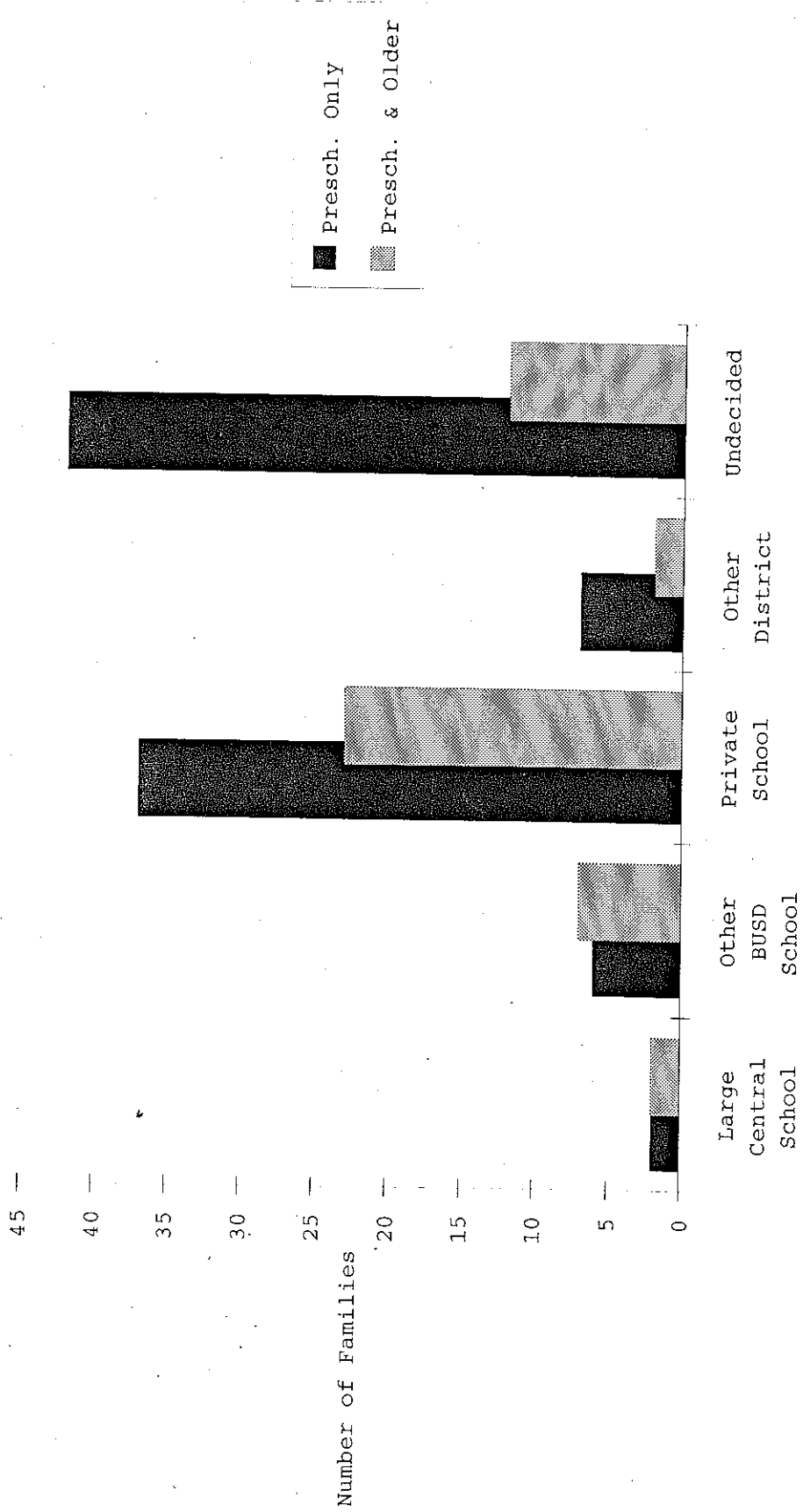
(K-3 or K-5)



Large Central chart

Larger, Central School

(No Cragmont)



HILL SCHOOL SELECTION SURVEY RESULTS

140 responses / 200 preschoolers

Parents of:	Presch. Only	Presch. & Older	Total
If Cragmont is rebuilt as a K-3 or K-5 school:			
Choose Cragmont:	59% (55)	41% (19)	53% (74)
Homeschooling:	0% (0)	0% (0)	0% (0)
Other BUSD School:	0% (0)	0% (0)	0% (0)
Private School:	3% (3)	7% (3)	4% (6)
Other District:	1% (1)	2% (1)	1% (2)
Undecided:	37% (35)	50% (23)	41% (58)
If a larger central school were created:			
Choose Central:	2% (2)	4% (2)	3% (4)
Homeschooling:	0% (0)	0% (0)	0% (0)
Other BUSD School:	6% (6)	15% (7)	9% (13)
Private School:	39% (37)	50% (23)	43% (60)
Other District:	7% (7)	4% (2)	6% (9)
Undecided:	45% (42)	26% (12)	39% (54)

SCHOOL SELECTION SURVEY FOR PRESCHOOL PARENTS

If you live in Berkeley, please take a few minutes to complete this survey and help the Berkeley Unified School District (BUSD) understand your choices for schools for your children. All information provided here will remain confidential. Thanks for your time!

(1) For each child in your family, please indicate the child's age and the name of the school (if any) they currently attend:

Age:	Name of School:	Age:	Name of School:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

(2) If Cragmont Elementary was rebuilt as a K-3 or K-5 school at its current site (Spruce and Marin), which school would you choose for your children?

		School Name:
Cragmont School	<input type="checkbox"/>	
Homeschooling	<input type="checkbox"/>	
Other BUSD School	<input type="checkbox"/>	_____
Private School	<input type="checkbox"/>	_____
School in Other District	<input type="checkbox"/>	_____

(3) If the Berkeley Unified School District, in lieu of rebuilding Cragmont, were to create a larger (550-700 children) school located more centrally in Berkeley somewhere in the flat part of town, which school would you choose for your children:

		School Name:
Larger Central School	<input type="checkbox"/>	
Homeschooling	<input type="checkbox"/>	
Other BUSD School	<input type="checkbox"/>	_____
Private School	<input type="checkbox"/>	_____
School in Other District	<input type="checkbox"/>	_____

(4) Please write your name and address (it will remain confidential):

Name: _____

Address: _____

Phone: _____