

Focus Group Update

Focus Groups start in August, complete mid-September

Questions for CAG tonight & going forward

- Refine & finalize list of Focus Groups composition / topics
- **CAG, what do you see as most important goals for Focus Groups?**
 - Boost survey participation & input from user groups with typically low engagement
 - Discuss complex, nuanced questions in more depth to inform CAG deliberations
 - Discuss topics not addressed in survey to inform CAG deliberations

After today

- CAG help recruit potential FG participants
- Fall: incorporate FG feedback into recommendations to Mayor

Focus Group Structure

- Approximately 8 participants per group
- DREAM lead first group; CBI lead remaining discussions
- Additional facilitation, logistics, and recruitment support by City engagement staff, SFLC, SOIA, and SPS staff
- Not recorded, to allow for open discussion; documentation through notetaking
- Start with ice-breaker exercise
- 60 to 90 minutes
- Work through 5 to 7 core questions, same for all groups; plus additional topic-focused questions as appropriate for each group
- Participants will be encouraged to take the survey prior to FG meeting

Possible Focus Groupings

City has resources to support 6 Focus Groups

Examples of suggested groups, informed by prior comments.

1. Winter Hill School, with or without surrounding neighborhood ?
2. Brown School, with or without surrounding neighborhood ?
3. Trum Field Users, with or without surrounding abutters
4. Families of Students in Special Education Programs (AIM, SSEPAC, etc)
5. Families of English Language Learners (with SOIA and SFLC)
6. Existing SFLC Early Childhood family groups

CAG, what groupings are important to you?

Possible Focus Group Questions

1. How do you feel about tradeoffs in school size and location?
2. Should the City address needs of both schools now, or defer Brown renovation til later?
3. How do you feel about using a portion of Trum Field for a new school, and moving field space elsewhere in City?
4. Do you think city residents / voters will approve a debt exclusion to pay for a new PK-8 school?
5. Are you interested in helping to spread the word, and do you have suggestions for how the City should spread the word?

CAG, what other core questions do you think are important?

Next Steps

STEP 1: Tonight 8/11, CAG aligns on Focus Groupings

STEP 2: Tomorrow 8/12, CAG receives shared doc with FG core questions by email
CAG to provide any further feedback / input by email by Thursday August 14
DREAM to incorporate feedback and finalize core questions

STEP 3: City prepares informational materials to begin FG recruitment process
By 8/14, CAG receives materials to share with interested community members

STEP 4: DREAM shares revised Focus Group plan by email by Tuesday August 19
City / DREAM/ CBI will begin organizing and holding Focus Groups

STEP 5: Focus Group recruitment, scheduling, and execution throughout August/early-fall

STEP 6: Report-out to CAG at late Oct meeting.