

Building Futures: Neighborhood Focus Group (9/29/26)



Focus Group Purpose



Purpose: We are gathered to engage our closest school neighbors in open, constructive dialogue as we prepare for the November 3, 2026 referendum. Our objective is to bridge our physical facility needs with neighborhood priorities—surfacing actionable insights around safety, traffic, and site logistics to guide our decision-making if voters approve the referendum this fall.



Focus Group Format



Small Group Tables

Interactive table circles are guided by neutral facilitators to ensure a balanced, easy discussion. *(Handouts provided at tables).*



Shared Airtime

Initial responses use a gentle 2-minute sand timer so everyone gets an equal opportunity to speak before open conversation begins.



Safe, Mutual Space

This circle is structured for listening, not debate. Divergent perspectives and differing opinions are welcomed and respected.

Working Agreements

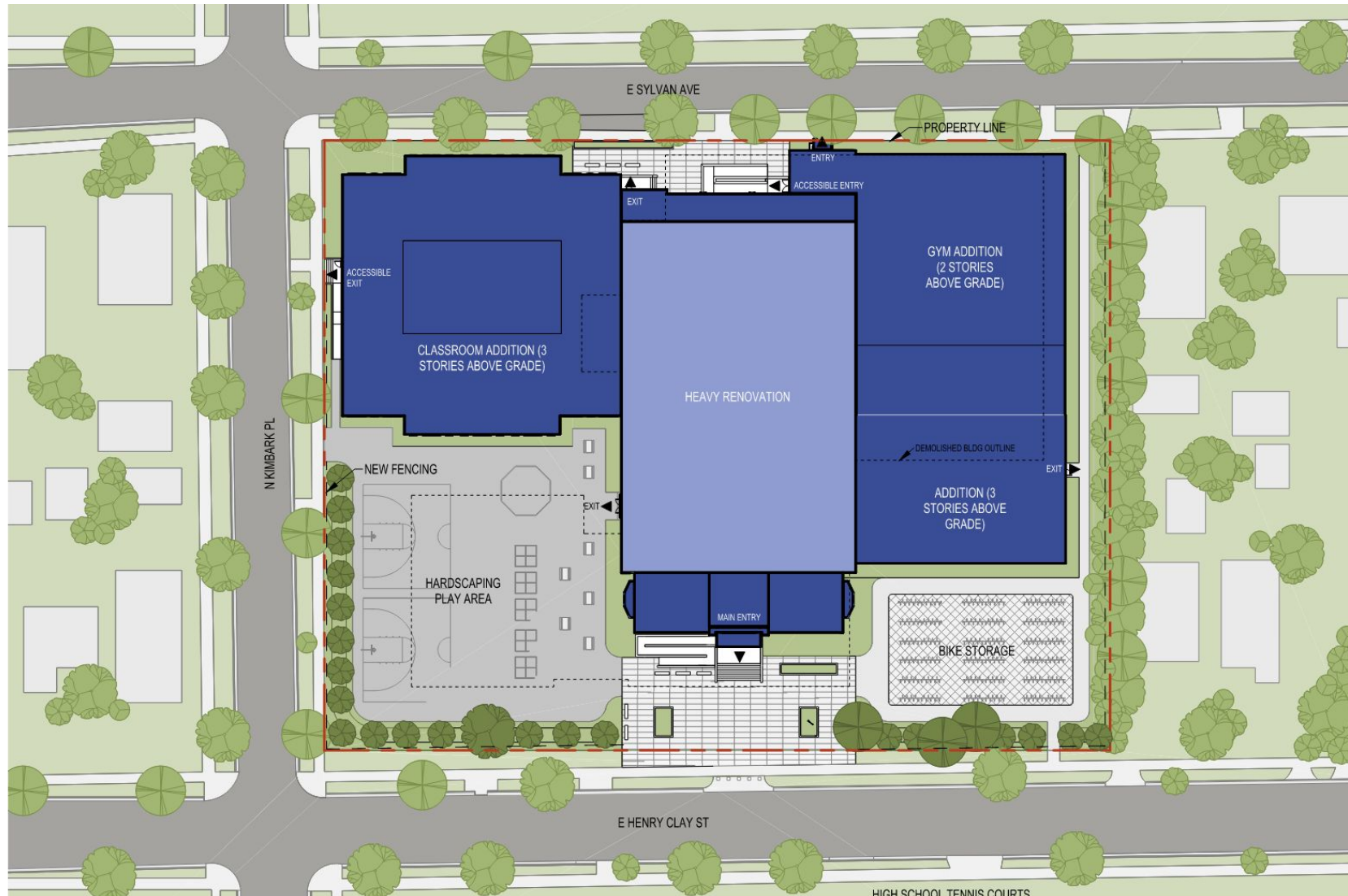


- 1. Own Your Timer, Own the Equity**
- 2. The Right to Pass (And Return)**
- 3. Share the Mic, Share the Space**
- 4. Welcome Divergent Perspectives**

Note: Due to the specificity and variety of questions, note takers are only here to take notes/gather feedback. Feel free to use the QR code for any questions (on the final slide).



Middle School: Site Plan



Middle School: Renderings



Middle School: Renderings



Middle School: Phasing (video)



Whitefish Bay
SCHOOL DISTRICT

An Exceptional Place to Learn
2026 Referendum

Middle School Renovation



Focus Group Questions: Pending Nov. 3 Vote



1. **Construction Logistics & Street Management:** As our closest neighbors, what specific traffic, contractor staging, or street access concerns along Henry Clay Street and surrounding blocks should our construction management firm, CD Smith, and district leadership prioritize in our daily site operations plan?
2. **Neighborhood Safety & Student Play Transitions:** With outdoor student recreation temporarily shifting to the tennis courts during construction, what crossing controls, noise/dust buffers, or safety measures would give you the greatest peace of mind as nearby homeowners?
3. **Long-Term Site Design & Neighborhood Integration:** Looking ahead to a potential renovated middle school, what site design elements—such as landscape screening, lighting controls, or parent drop-off loop configurations—are most vital to preserving our neighborhood's aesthetic and daily traffic flow?



Building Futures

Thank You!

Website



Questions?

