



2025 WEBINAR SERIES

BOND PLANNING - BEST PRACTICES WHEN IT'S NOT SO 'BASIC' ANYMORE



McGRANAHANPRK

Presenters



Benjamin Fields

Client Executive, Educational Planner



Marina Tanay

Director of Capital Projects



Sheleah D. Reed

Director, PreK-12 Engagement & Partnership



A young girl with long dark hair is sitting on a yellow cushioned reading nook in a library. She is wearing a light-colored hoodie, blue jeans, and black boots, and is focused on reading an open book. The nook is part of a grey shelving unit filled with books. In the background, the library is bright and modern, with blue chairs and tables, and a person in a purple shirt walking away. The text "WHY ARE WE HERE?" is overlaid in white on the left side of the image.

WHY ARE WE HERE?

Why Are We Here?

To Learn:

- ❑ Current Dynamics Affecting Washington School Bond Elections
- ❑ Successful Case Study with Sumner-Bonney Lake School District
- ❑ A “Playbook” for effectively building, packaging & campaigning for School Bonds

CURRENT CONSIDERATIONS



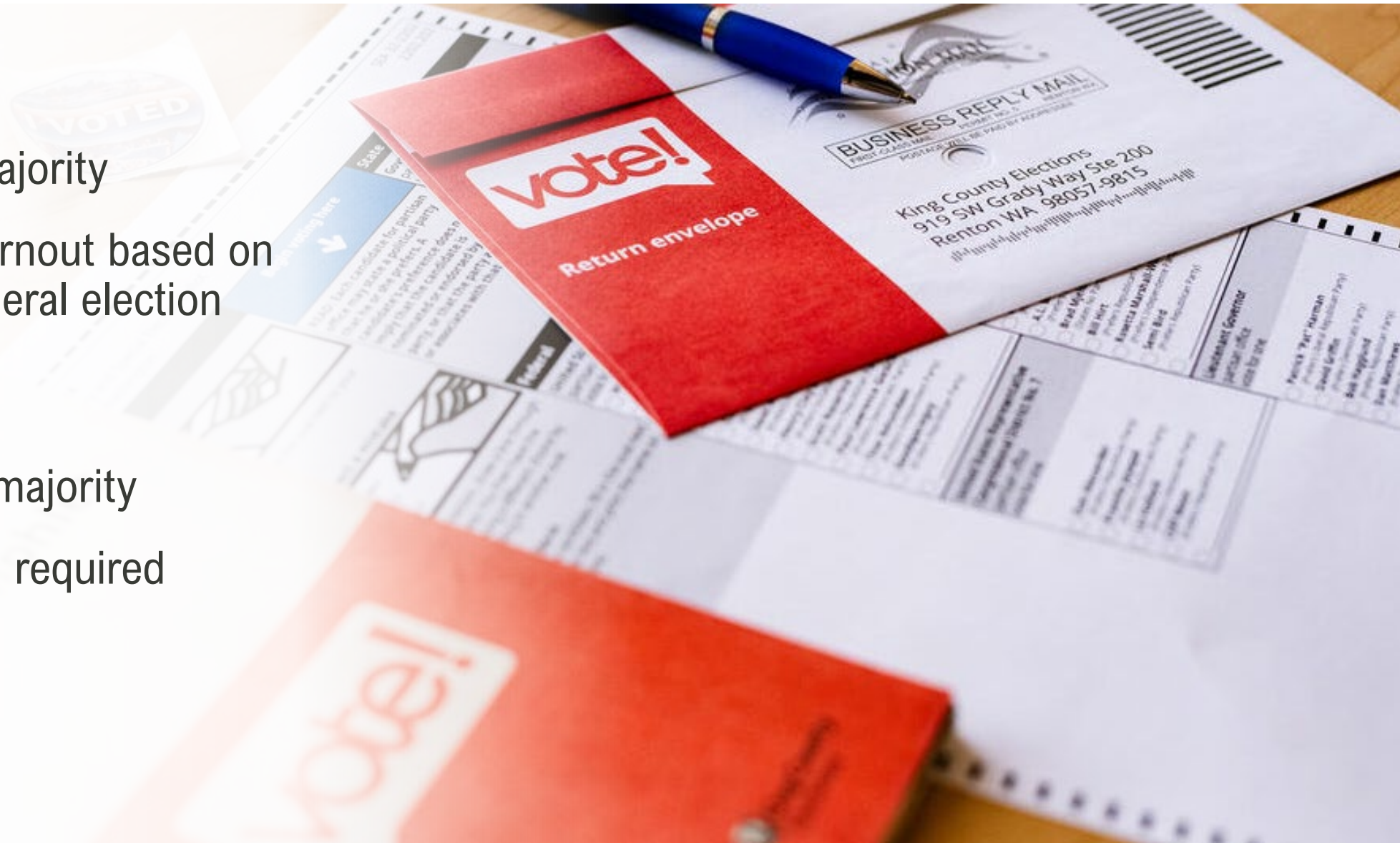
Requirements for Bonds & Levies

Bonds:

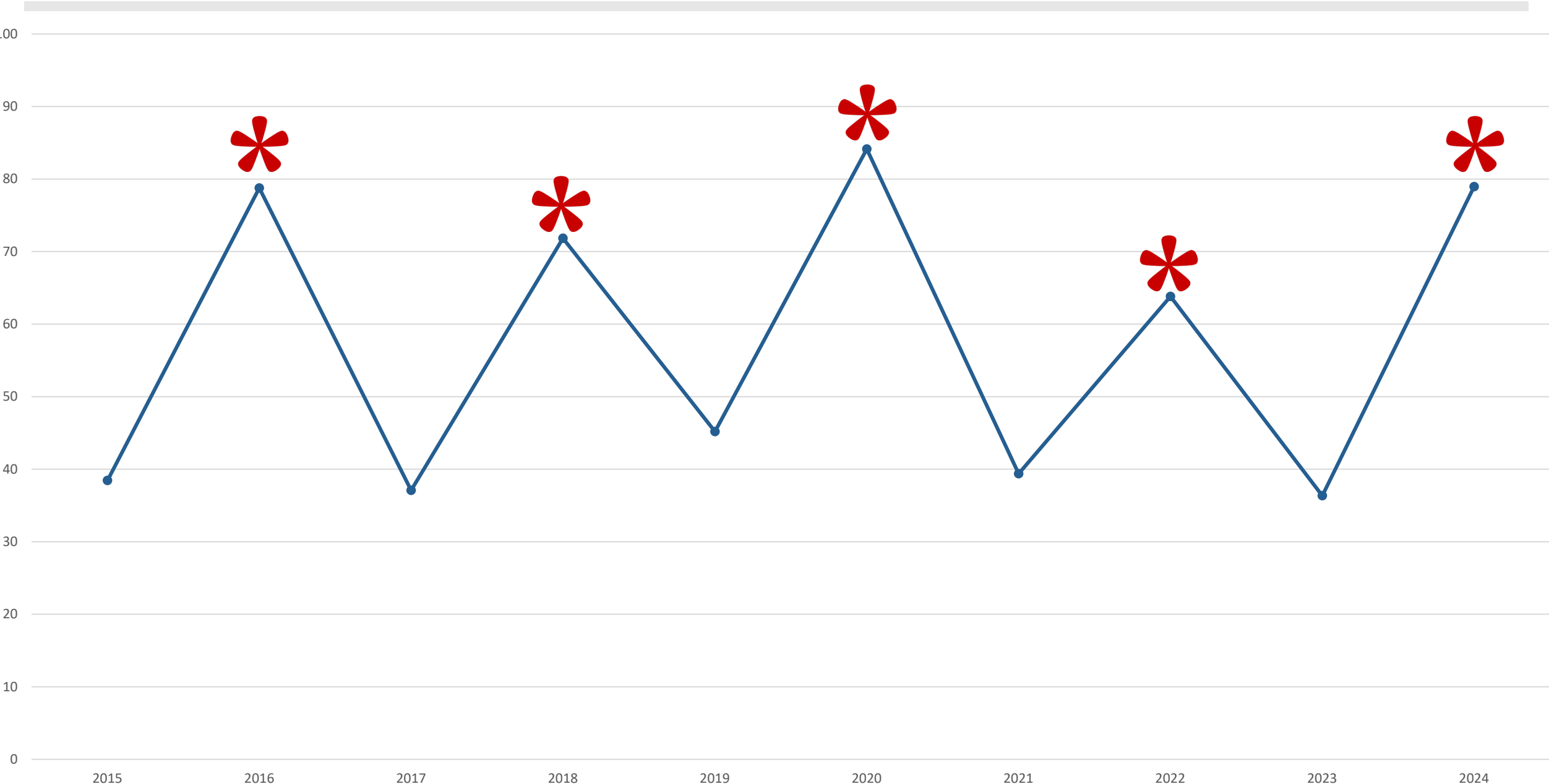
- 60% supermajority
- 40% voter turnout based on previous general election

Levies:

- 50% simple majority
- No validation required



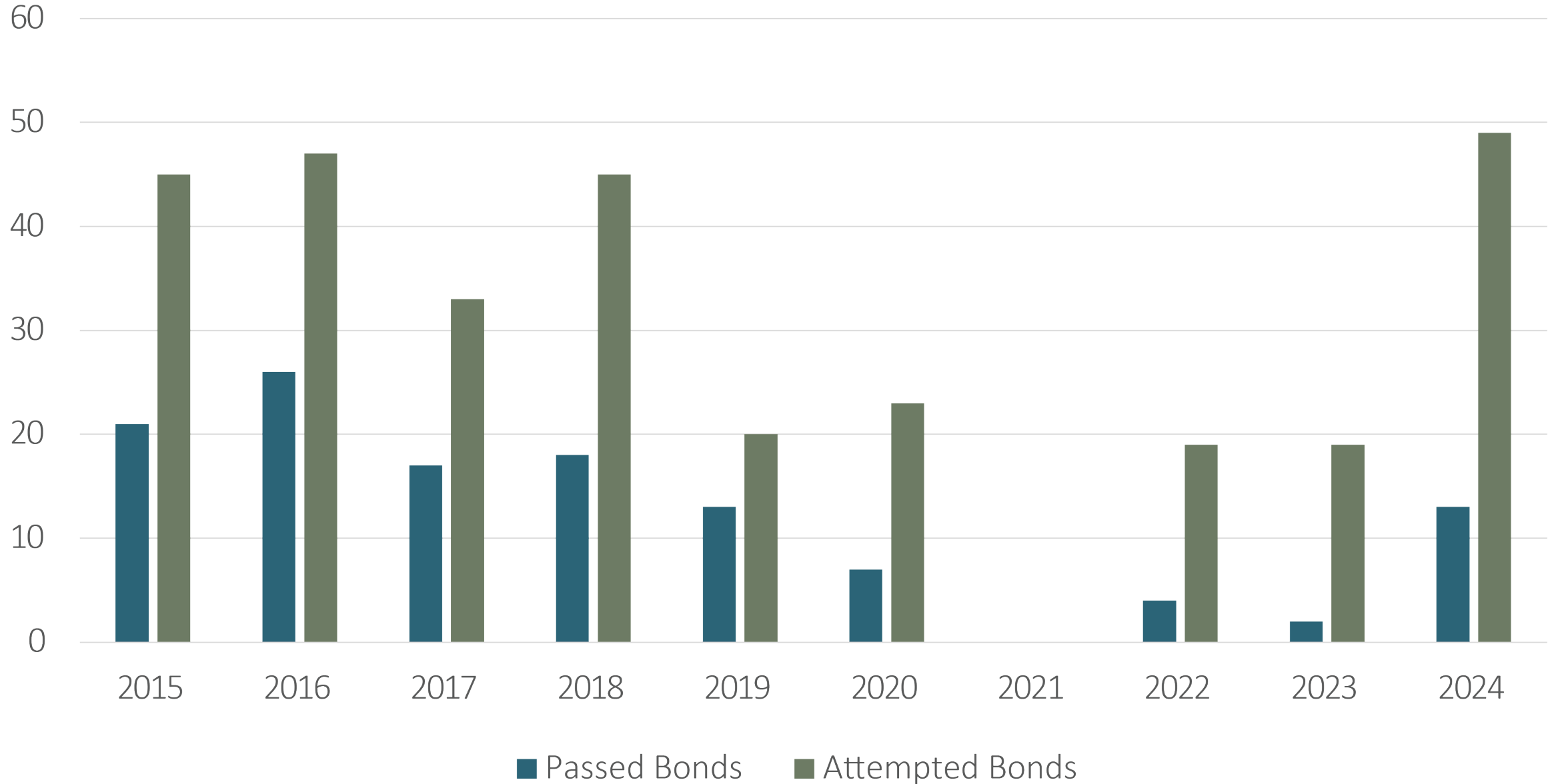
General Election Voter Turnout Since 2015



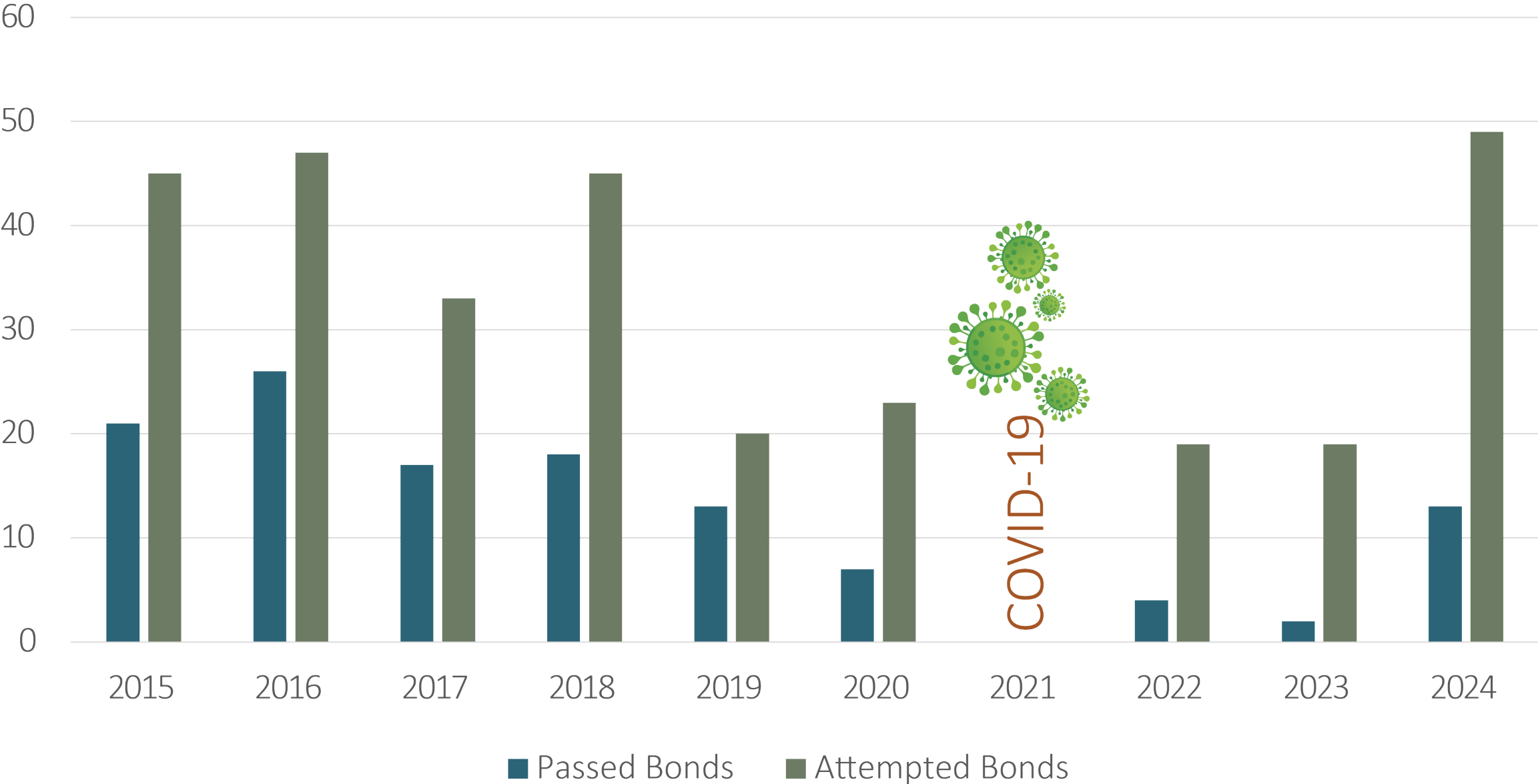
Special Election Dates & Deadlines for 2025

Special Election Dates	Resolution Filing Deadlines	2025 Election Dates	2025 Submission Deadlines
Special Election Second Tuesday in February	Early to Mid-December 60 days before election	February 11, 2025	December 13, 2024
Special Election Fourth Tuesday in April	Late February 60 days before election	April 22, 2025	February 21, 2025
Primary Election First Tuesday in August	Late April or Early May Friday immediately before first Monday in May	August 5, 2025	May 2, 2025
General Election First Tuesday after First Monday in November	First Tuesday in August Date of primary election	November 4, 2025	August 5, 2025

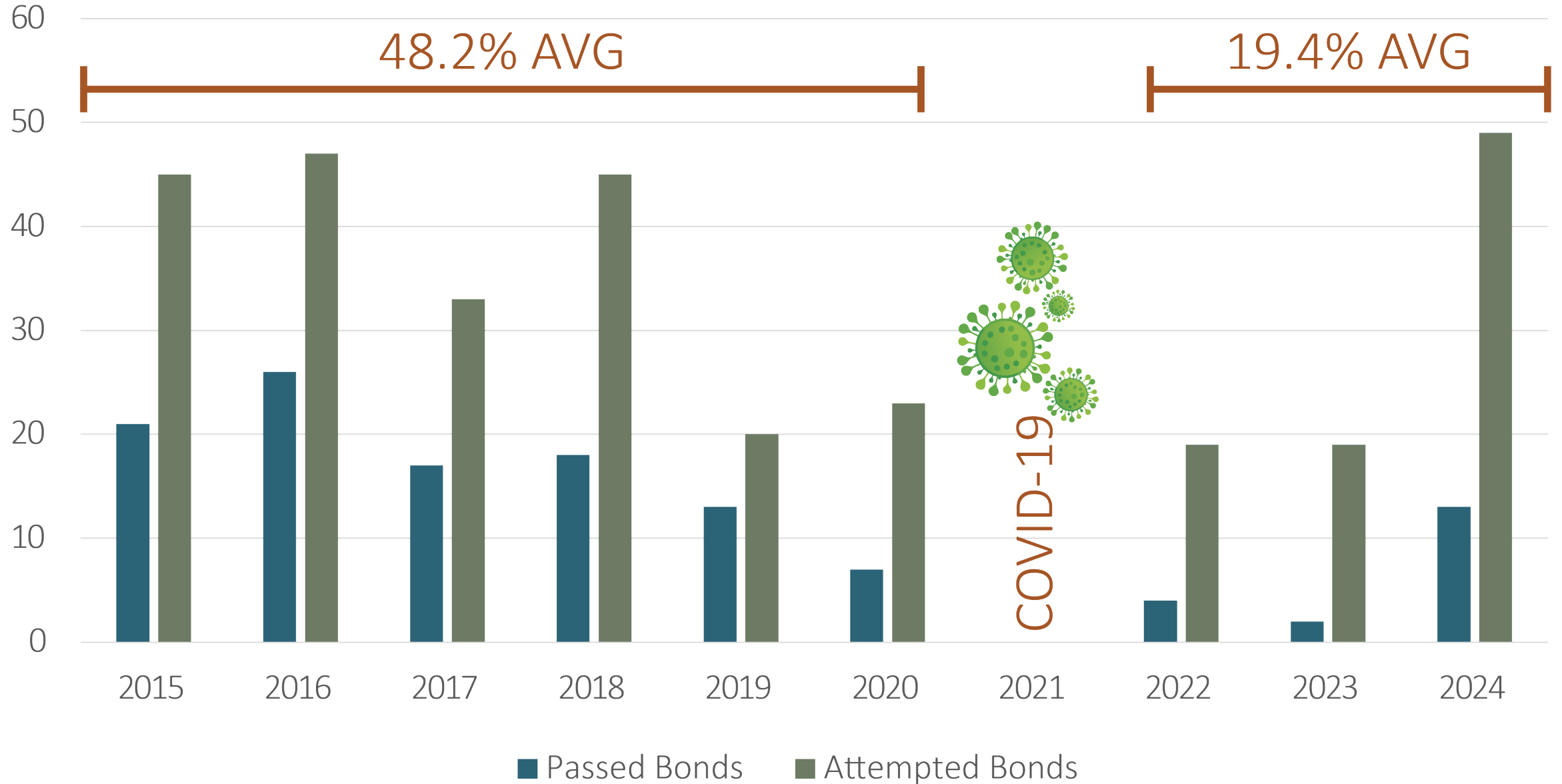
Annual Bond Results Since 2015



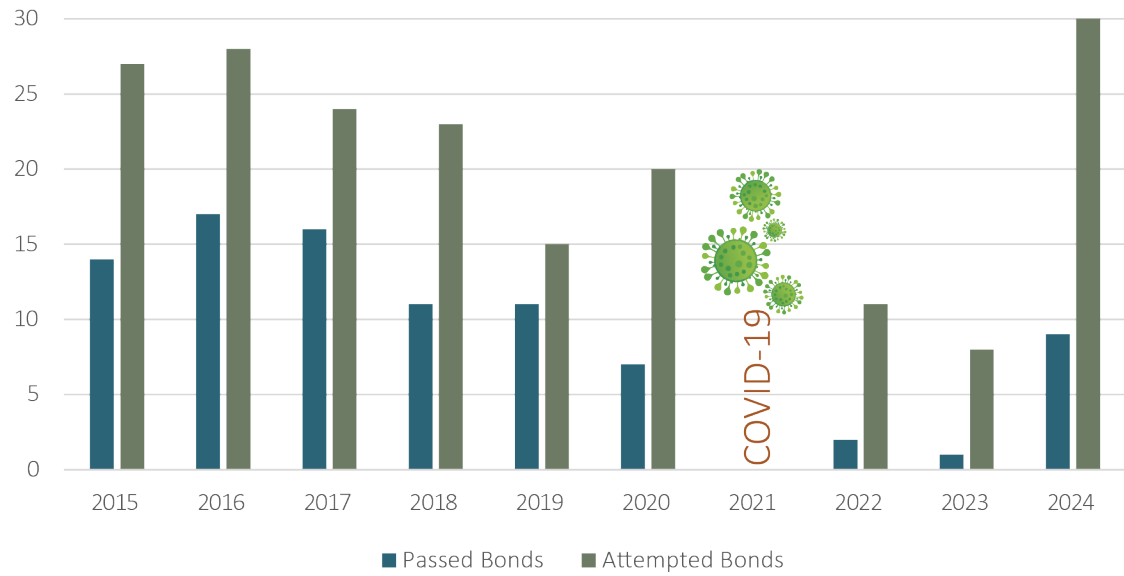
Annual Bond Results Since 2015



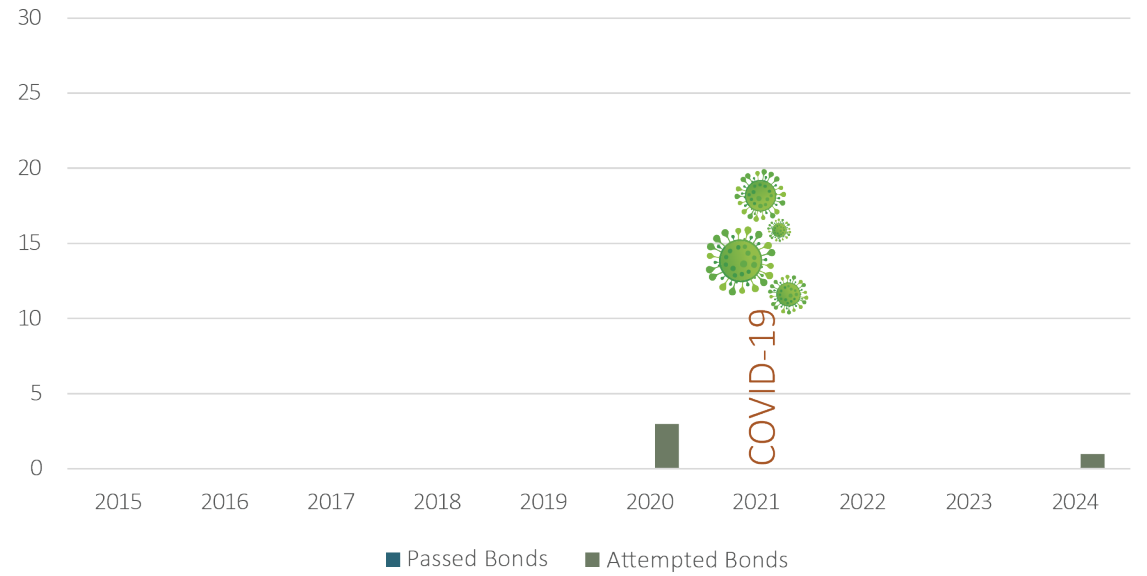
Annual Bond Results Since 2015



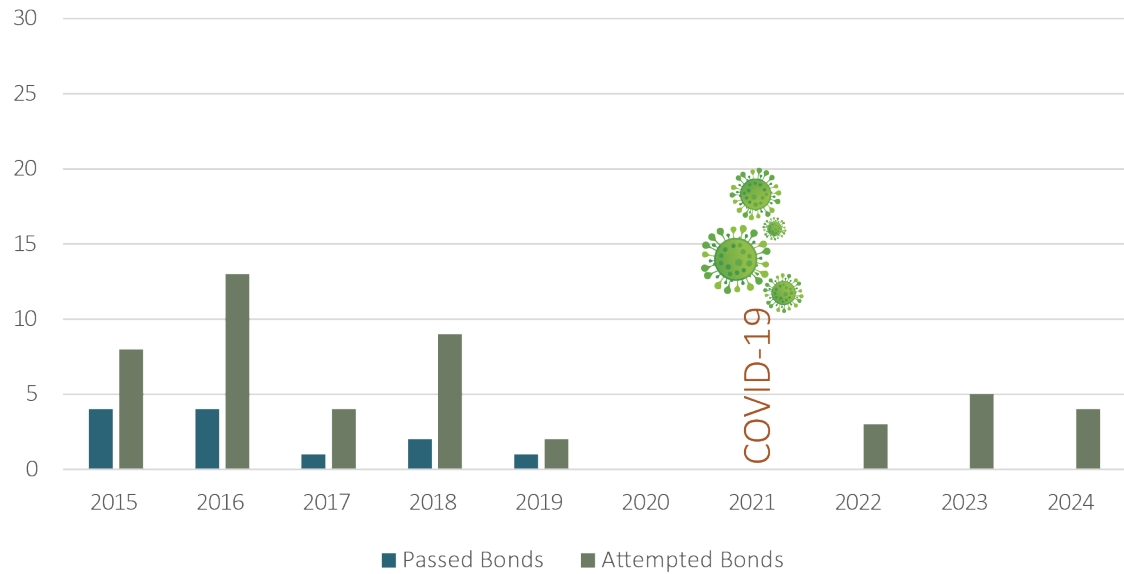
February Bond Results Since 2015



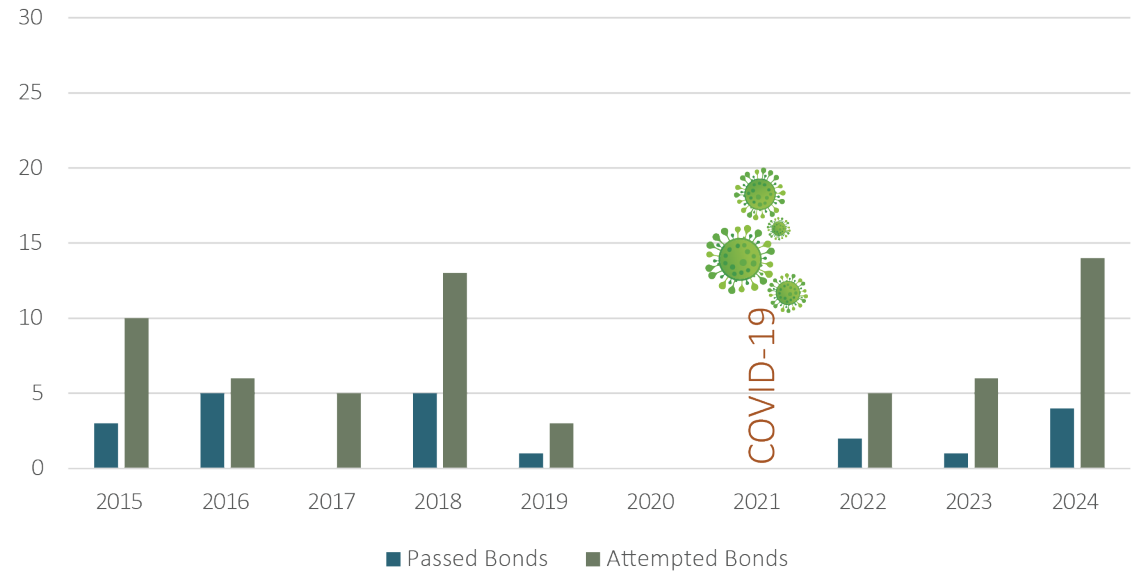
August Bond Results Since 2015



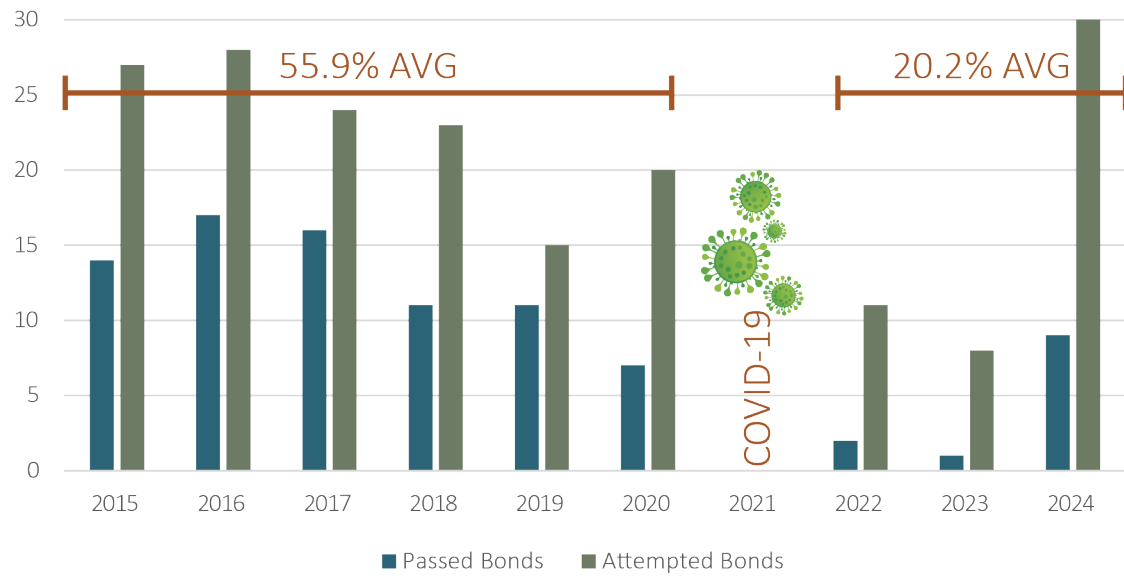
April Bond Results Since 2015



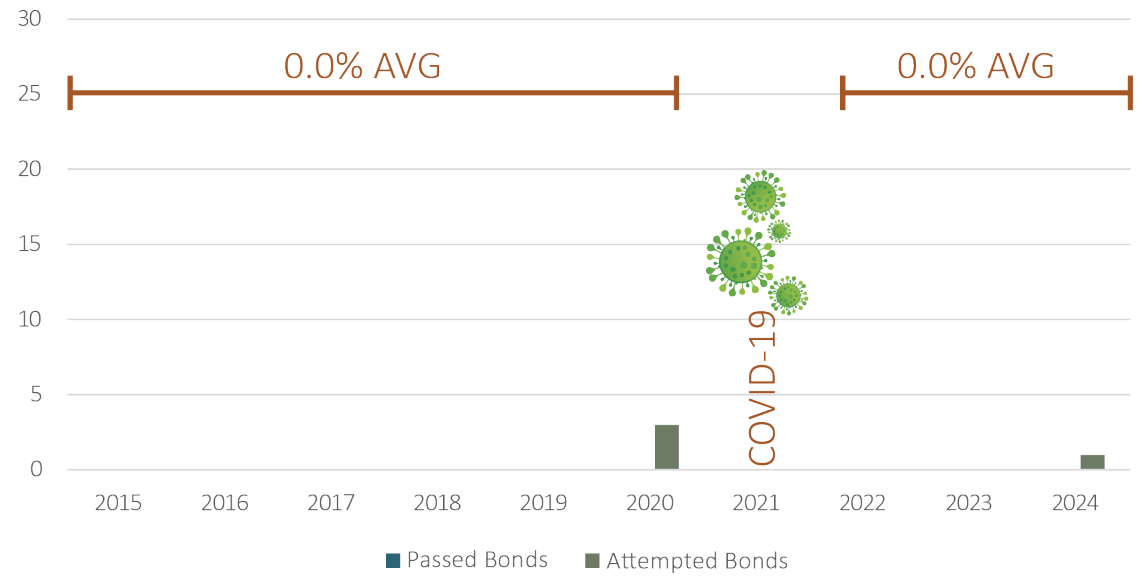
November Bond Results Since 2015



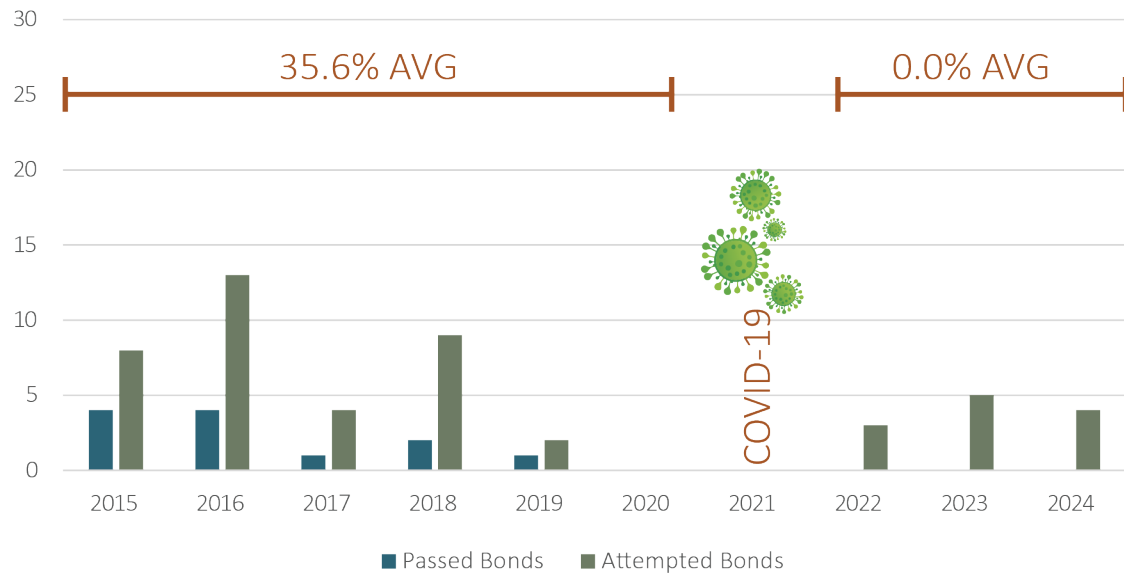
February Bond Results Since 2015



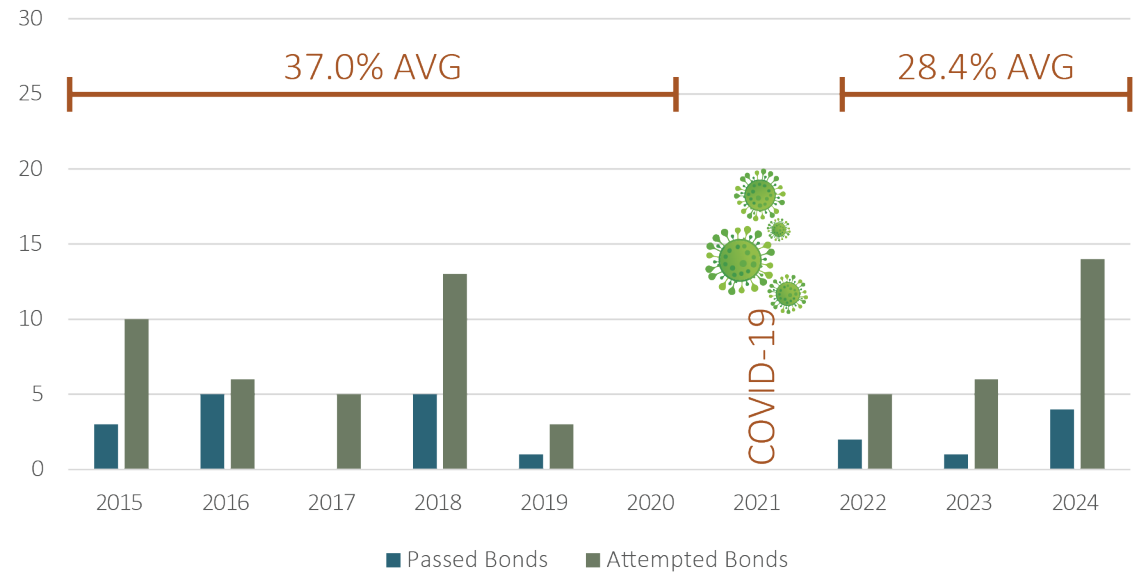
August Bond Results Since 2015



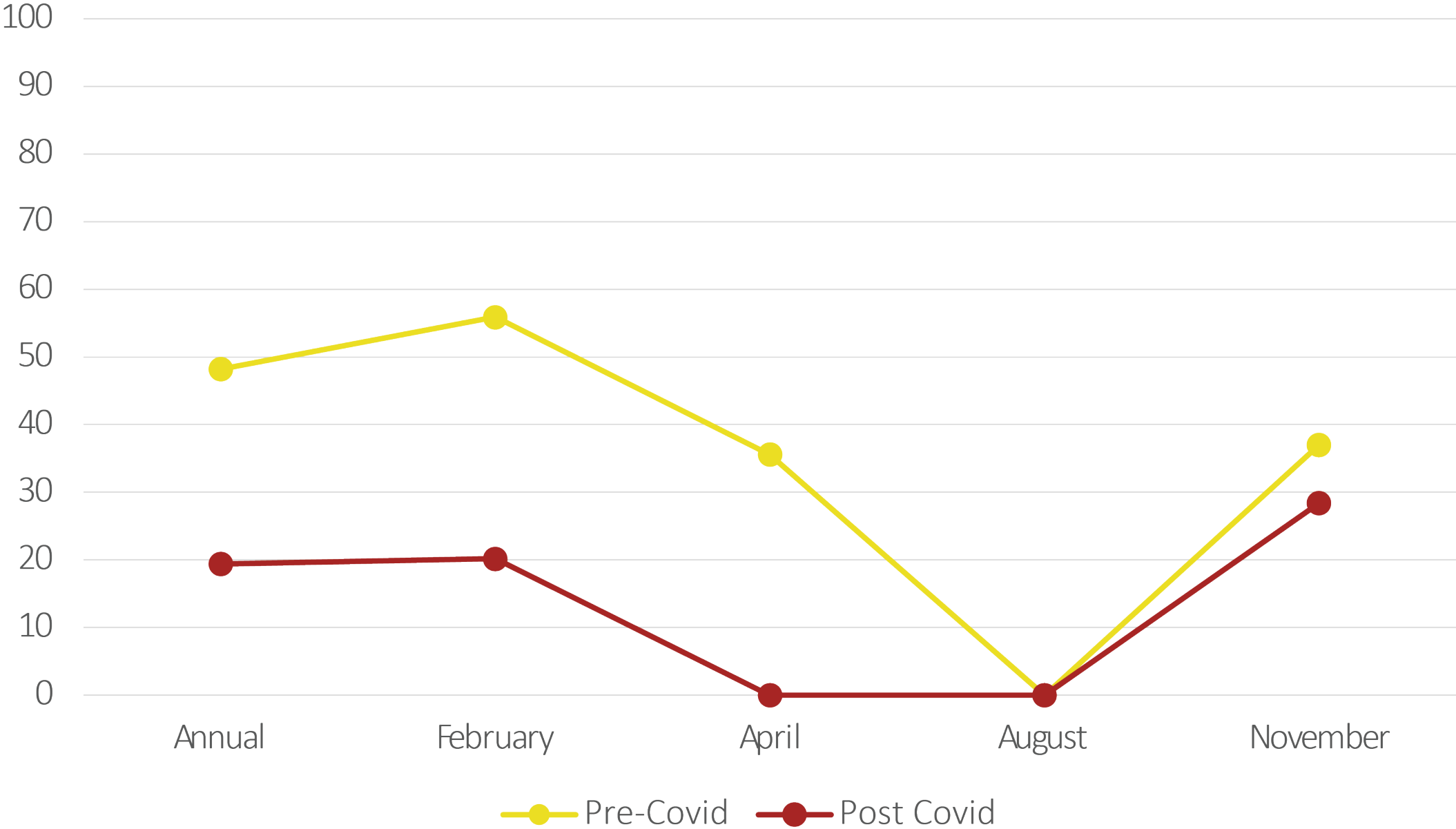
April Bond Results Since 2015



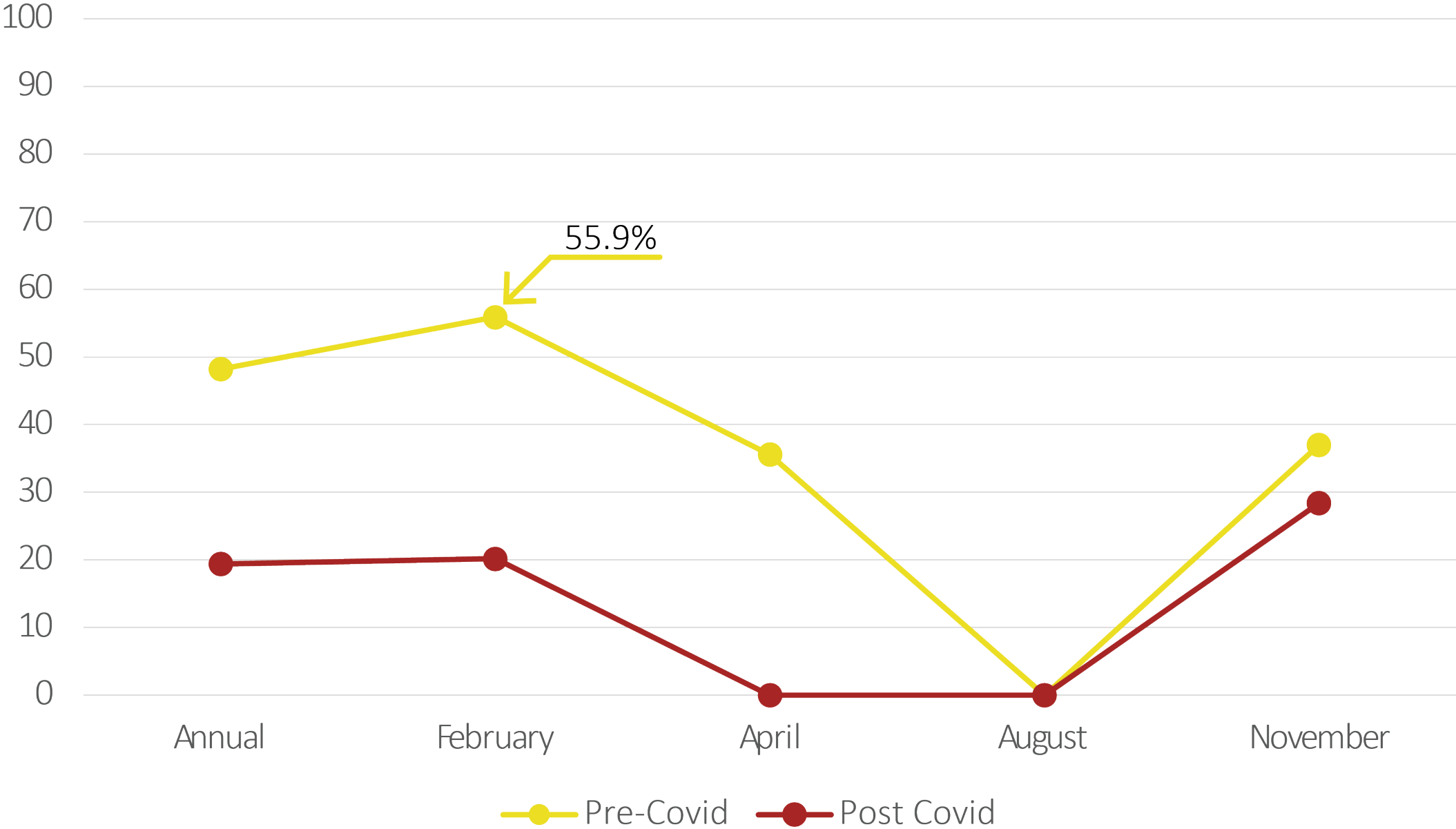
November Bond Results Since 2015



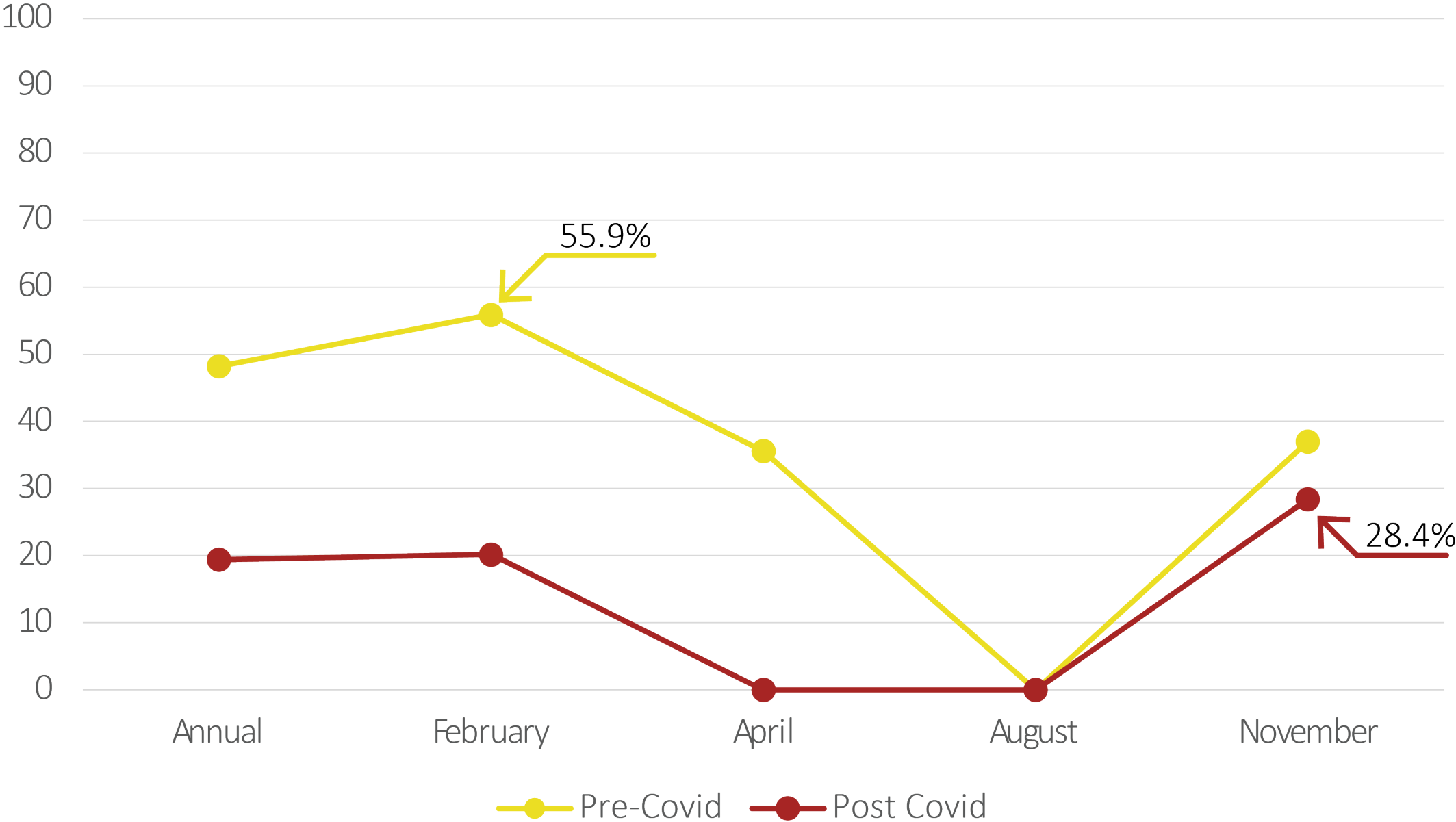
Pre & Post Covid Pass Rates by Month



Pre & Post Covid Pass Rates by Month



Pre & Post Covid Pass Rates by Month



HJR 4201 – 2025-26

Bonds:

- Reduces 60% supermajority to a **simple majority**
- Retains 40% voter turnout requirement based on previous general election
- **Did not make it out of committee**

Amending the Constitution to allow a majority of voters voting to authorize school district bonds.

Sponsors: Stonier, Ryu, Leavitt, Ramel, Berry, Macri, Callan, Gregerson, Goodman, Doglio, Wylie, Pollet, Fey, Ormsby, Tharinger, Hill

Bill Status-at-a-Glance ⓘ
See **Bill History** for complete details on the bill

As of Wednesday, January 29, 2025 10:12 AM

Current Version: HJR 4201	Current Status: HEducation
--	---

Where is it in the process?

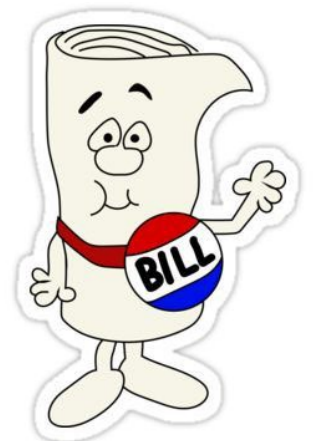
	Introduced	In Committee	On Floor Calendar	Passed Chamber
In the House:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In the Senate:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Send a comment on this bill to your legislators

Get Email Notifications

RSS Notifications

See Topics Related to This Bill



SJR 8200 – 2025-26



Bonds:

- Reduces 60% supermajority to a **55% majority – revised to 50% in committee**
- Removes 40% voter turnout requirement based on previous general election
- Eliminates impact fees for School Districts
- **Did not make it out of chamber**

Amending the Constitution to allow 55 percent of voters voting to authorize school district bonds.

Sponsors: Cortes, Wellman, Dhingra, Shewmake, Riccelli, Bateman, Hasegawa, Lovelett, Conway, Orwall, Pedersen, Salomon, Saldaña, Wilson, C., Chapman, Cleveland, Frame, Krishnadasan, Liias, Nobles, Slatter, Stanford, Valdez

Bill Status-at-a-Glance ⓘ
See **Bill History** for complete details on the bill

As of Wednesday, January 29, 2025 10:12 AM

Current Version: SJR 8200	Current Status: SEL/K-12
-------------------------------------	------------------------------------

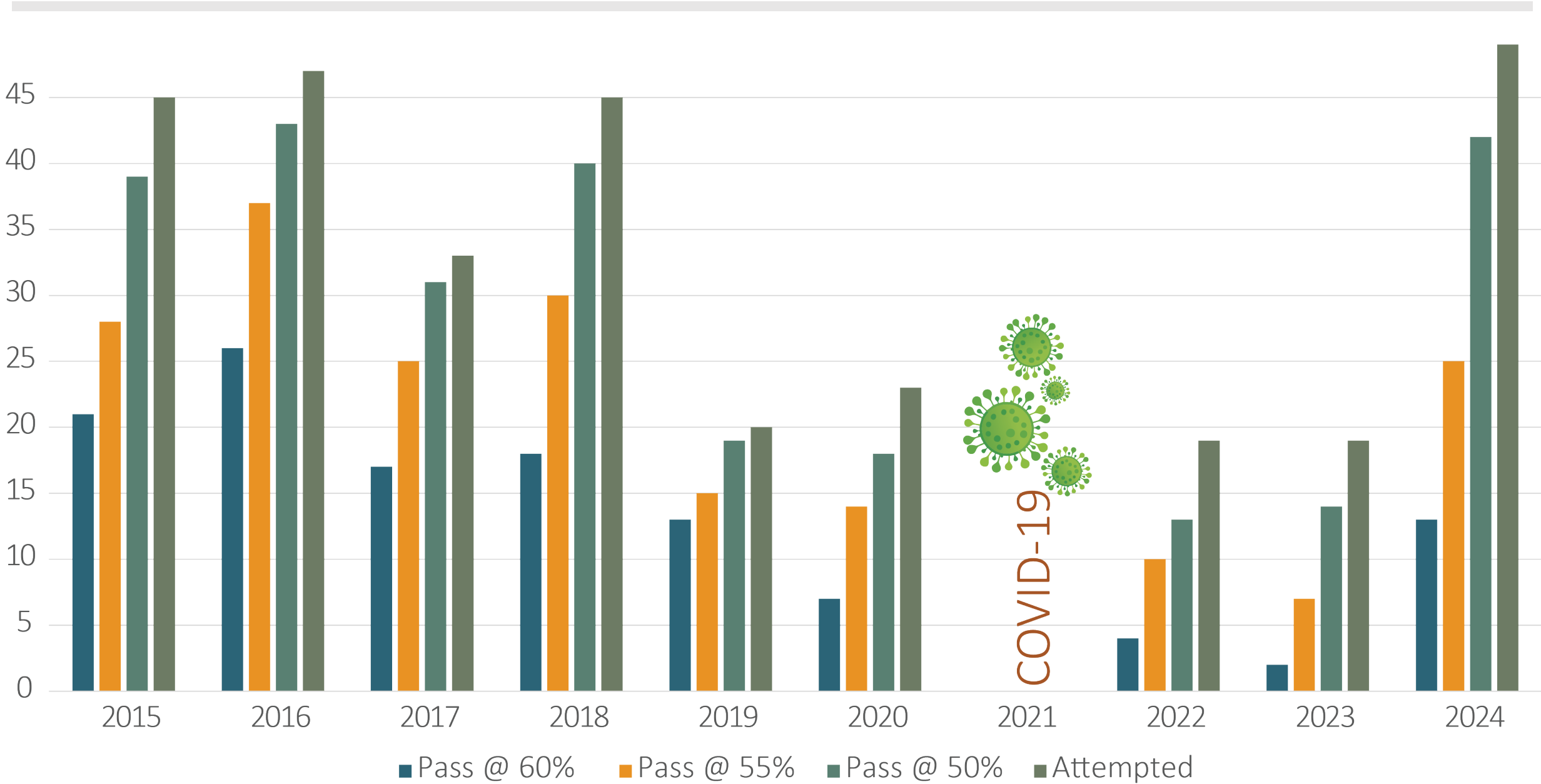
Where is it in the process?

	Introduced	In Committee	On Floor Calendar	Passed Chamber
In the Senate:	●	○	○	○
In the House:	○	○	○	○

- Send a comment on this bill to your legislators
- Get Email Notifications
- RSS Notifications
- See Topics Related to This Bill



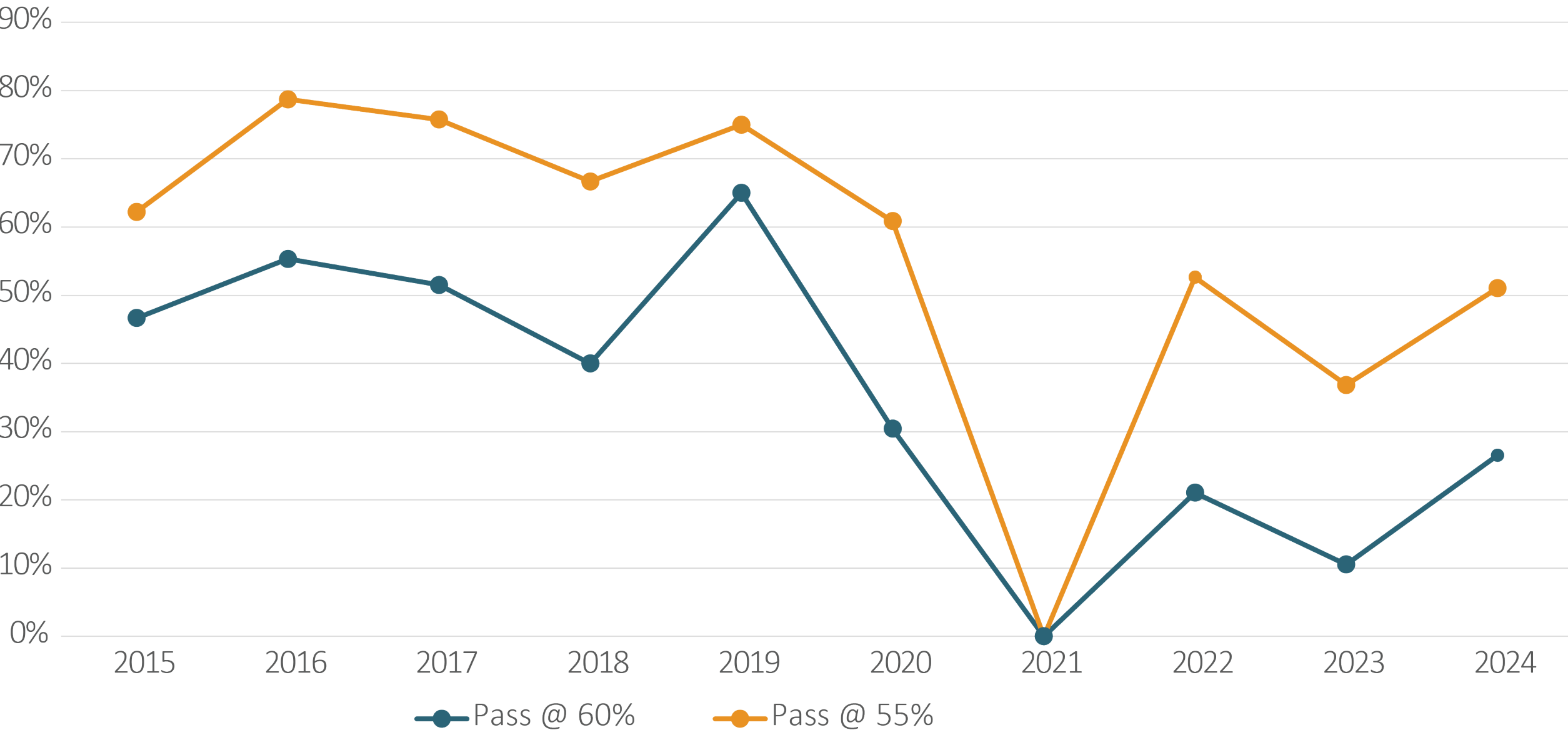
Potential Passage Rates by Vote



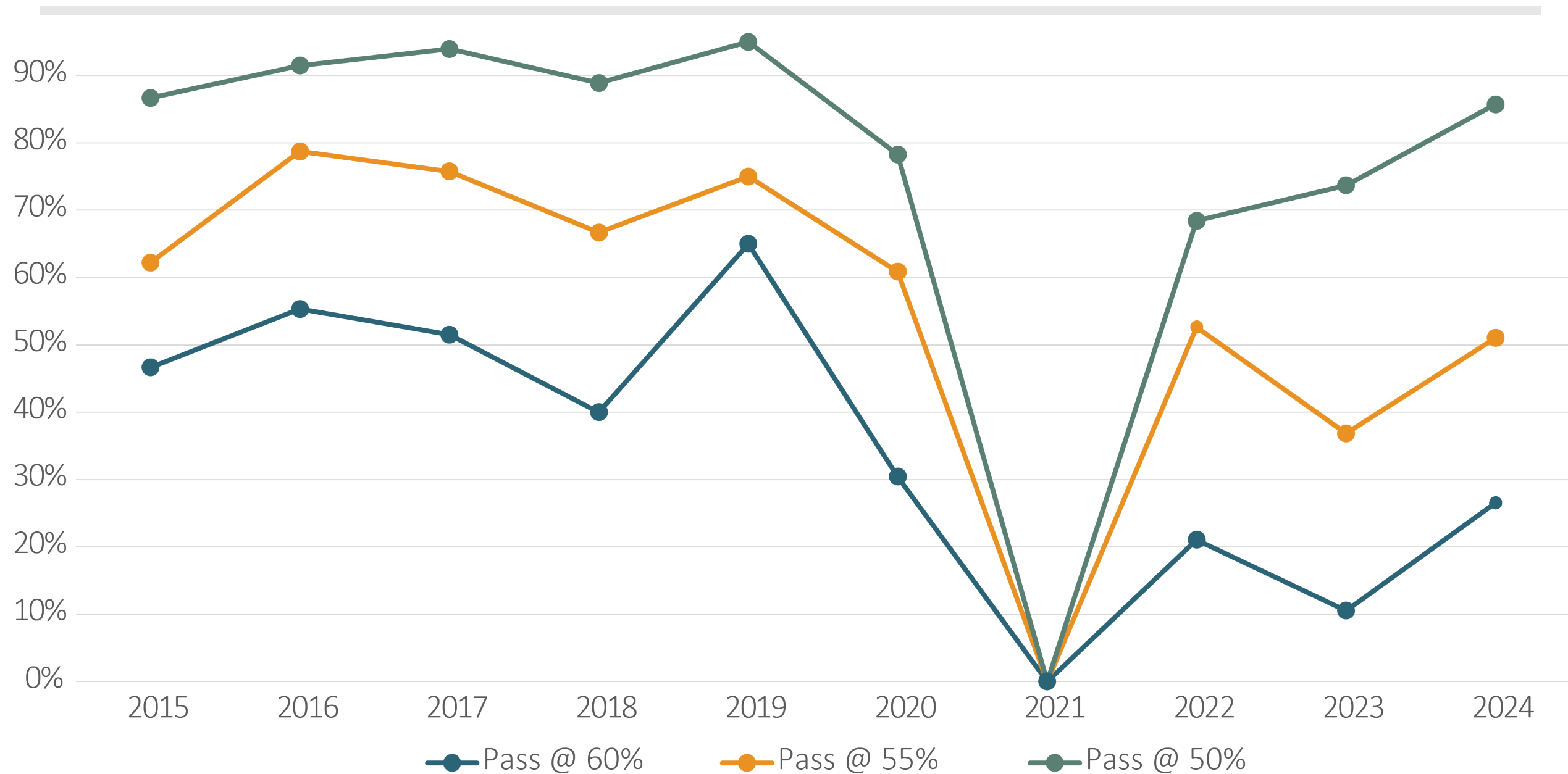
Potential Passage Rates by Vote



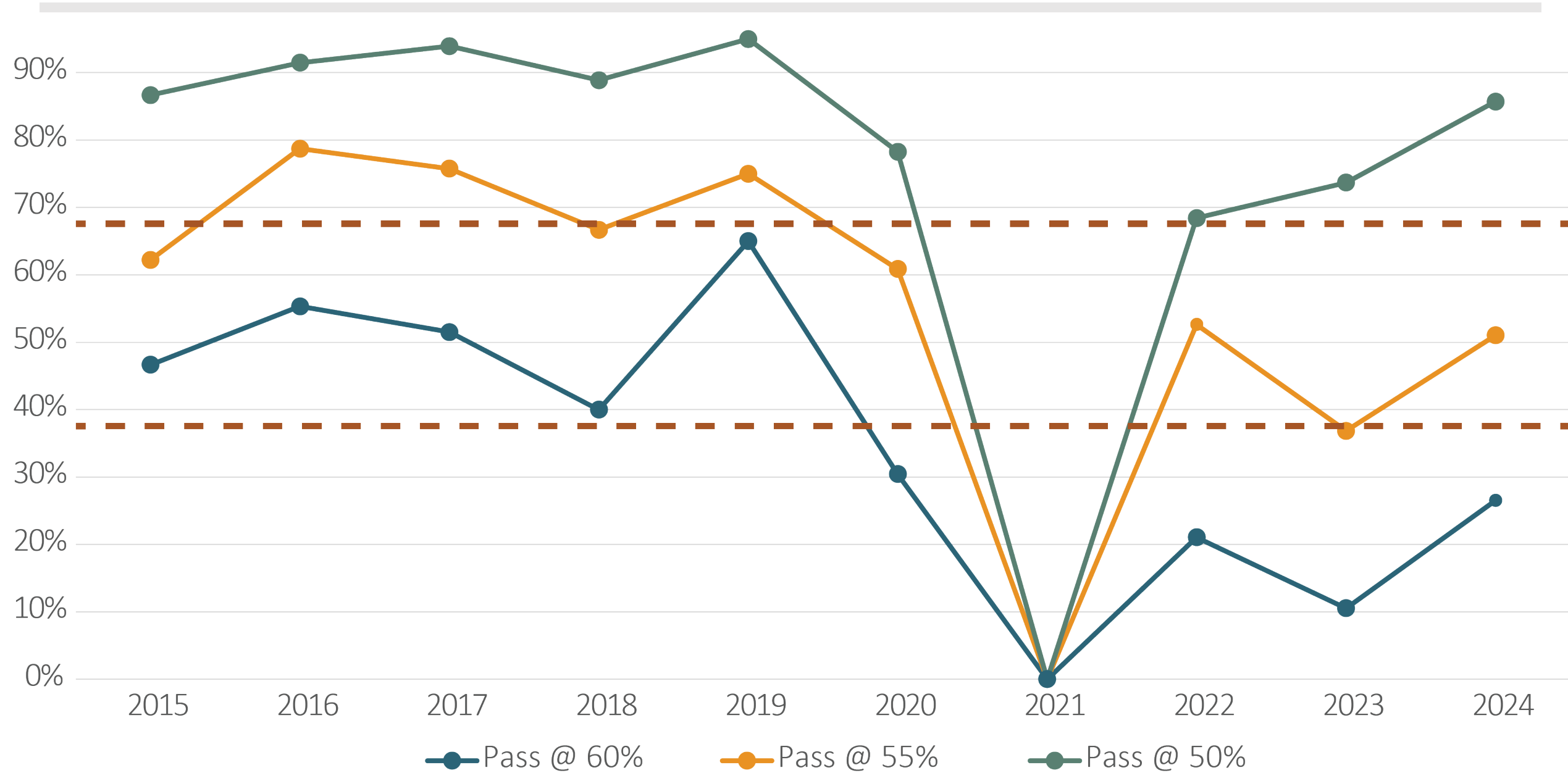
Potential Passage Rates by Vote



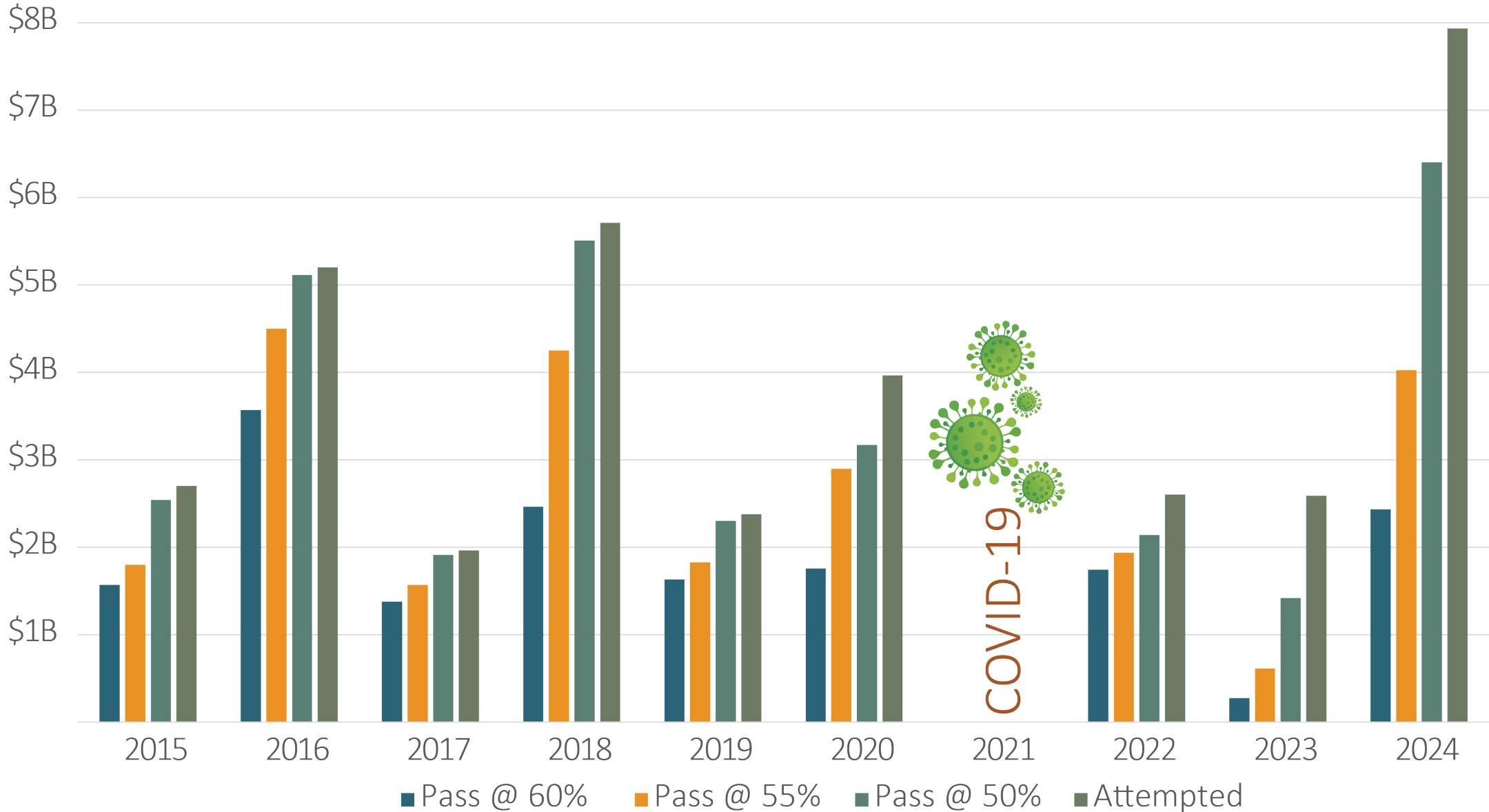
Potential Passage Rates by Vote



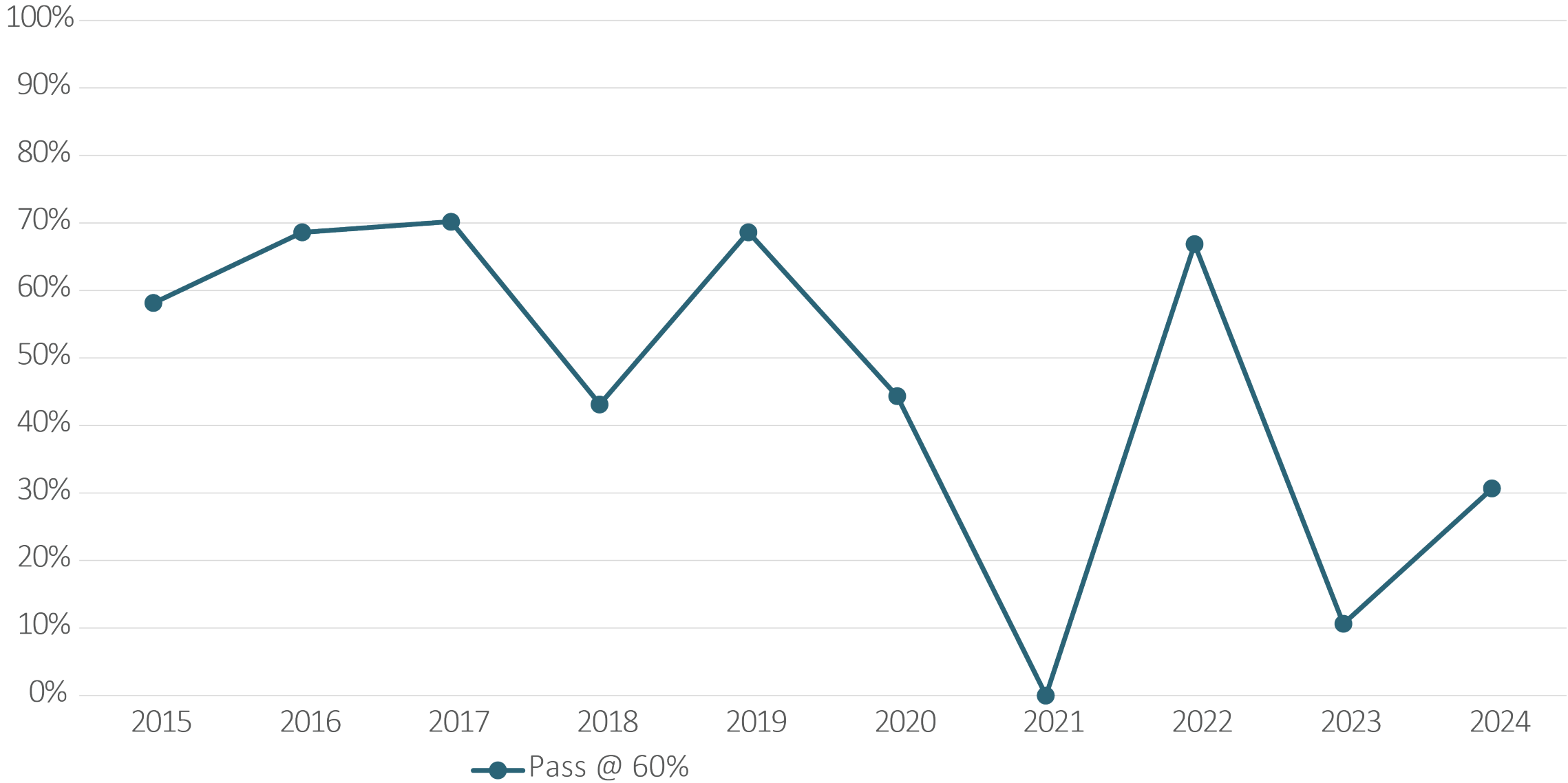
Potential Passage Rates by Vote



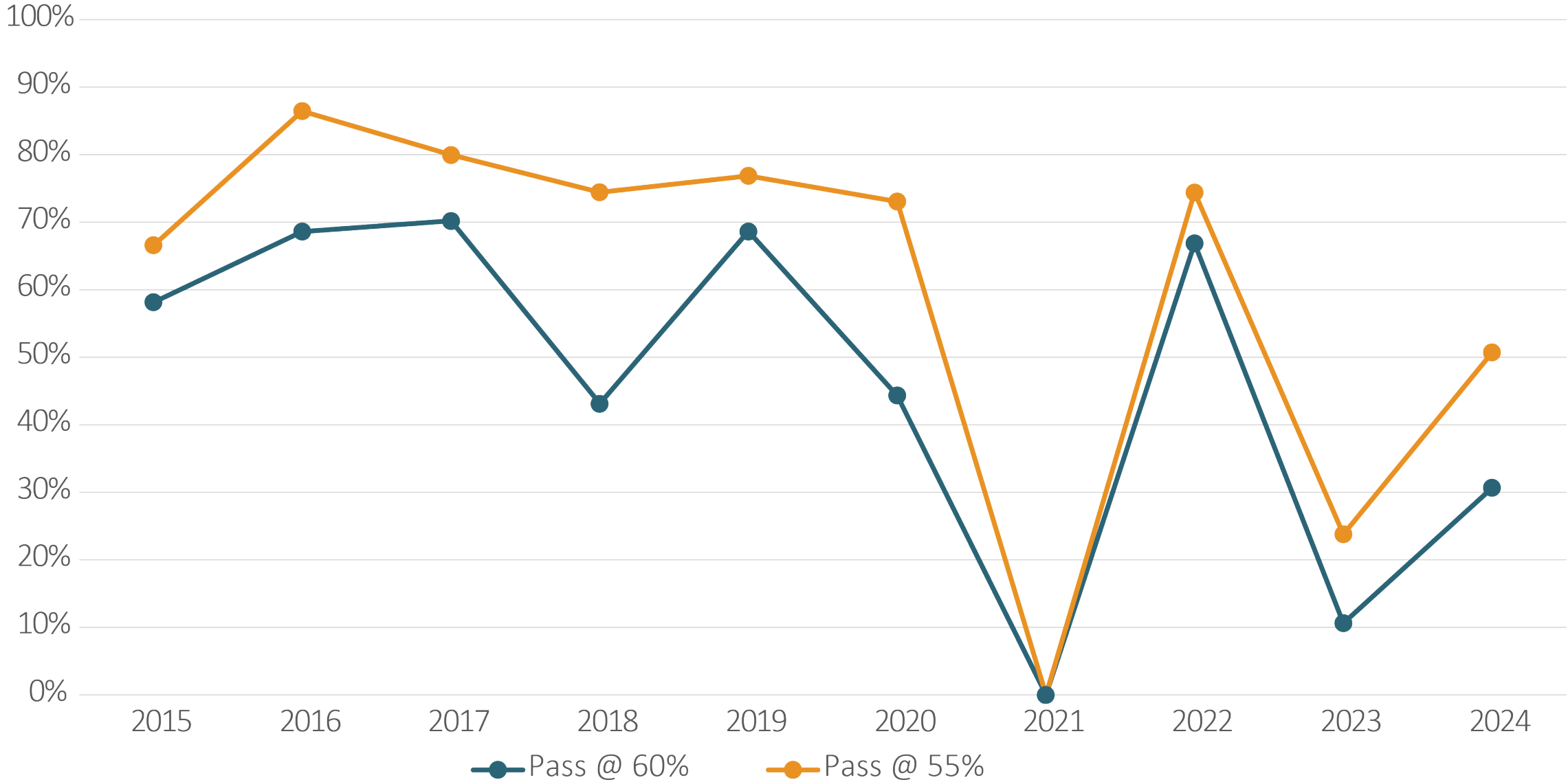
Potential Passage Rates by Value



Potential Passage Rates by Value



Potential Passage Rates by Value



Potential Passage Rates by Value



Potential Passage Rates by Value



What does this mean ...

Understanding

- ▶ Pre-Covid February 55.9%
- ▶ Post-Covid November 28.4%
- ▶ 19.4% pass rate in the last 3 years

19.4%

pass rate in the last 3 years

Awareness

- ▶ Increased residential movement from cities to suburbs
- ▶ Economic uncertainty
- ▶ Potential Legislature to change the super majority and voter turnout requirements

Action

- ❑ Know Your Community
- ❑ Understand Facilities Conditions
- ❑ Prioritize Needs
- ❑ Address Challenges
- ❑ Maximize Opportunities

SUCCESS STORY

THANK YOU
VOTERS!



Sumner-Bonney Lake School District 2024 Success Story

Decisions Can't be Made in a Vacuum

- Demographics
- Capacity
- Facility Condition Assessment
- Feasibility – Know the Site Constraints
 - Storm, Traffic, Jurisdictional Requirements
- Past projects and small caps
- Form an Advisory Committee, Strategically
 - Applications
 - Local Experts

<i>School</i>	Square Footage SCAP Sept. 2020	Design Capacity	Net Capacity	Enrollment Oct. 2023	Utilization Percent
<i>Elementary</i>					
Bonney Lake	47,243	438	437	443	101.37%
Crestwood	48,401	440	391	385	98.47%
Daffodil Valley	48,035	500	481	426	88.57%
Donald Eismann	50,000	550	481	712	148.02%
Emerald Hills	56,676	550	506	548	108.30%
Liberty Ridge	48,401	500	435	448	102.99%
Maple Lawn	51,291	446	454	583	128.41%
Tehaleh Heights	56,676	500	460	447	97.17%
Victor Falls	51,158	550	459	514	111.98%
<i>Middle School</i>					
Lakeridge Middle	96,608	650	623	739	118.62%
Mountain View Middle	90,351	820	778	872	112.08%
Sumner Middle	107,566	750	722	701	97.09%
<i>High School</i>					
Bonney Lake High School	202,581	1400	1260	1628	129.21%
Sumner High School	186,888	2240	1830	1784	97.49%

Make A Plan

Create an “Echo Chamber”

- Information Campaign Advisor
- Develop your Communication Plan
- Who are your community partners?
- What local groups can you present to?
- Social Media Campaign
- What about earned media?

THE NEWS TRIBUNE
edition
TUESDAY, OCTOBER 15, 2024

Orting, Sumner-Bonney Lake school districts bursting at the seams as others in WA shrink

BY ALEXIS KRELL
akrell@thenewstribune.com

Jacquelyn Goetz's son spent third grade in a portable classroom at Donald Eismann Elementary School near Bonney Lake.

Goetz, a long-time member of a Parent Teacher Association in the district who agreed to speak with The News Tribune, was happy to know that the district was building a new elementary school to address overcrowding.

"This will be fixed soon," she remembers thinking. "We won't always have portables."

Her son is now a sophomore at Bonney Lake High School,

Overcrowding at Bonney Lake the hallways on Oct. 9 in Bonn

The image shows a newspaper article from 'THE NEWS TRIBUNE' dated Tuesday, October 15, 2024. The headline reads 'Orting, Sumner-Bonney Lake school districts bursting at the seams as others in WA shrink'. The author is Alexis Krell. The article discusses school overcrowding in Pierce County, mentioning a parent's experience with a portable classroom and the district's plans for a new elementary school. A photograph shows a crowded hallway in a school.

Sumner-Bonney Lake School District
Published by ClassIntercom
October 2, 2024

Prop. 1: Relieving student overcrowding

As one of the fastest-growing areas in Pierce County, our schools are overcrowded. This bond on the Nov. 5 ballot would fund the construction and expansion of school facilities to ensure every student has access to a quality learning environment.

Currently, Bonney Lake High School is 29% overcapacity. That's equal to 368 students or 12 entire classrooms (a full graduating class). Some classes are held in hallway flex areas that are... See more

PROP. 1
Relieves K-12 Student & Classroom Overcrowding

Classes in hallway at Bonney Lake High School

Portables at Tehaleh Heights Elementary

Future middle school in Tehaleh

The image is a social media post from the Sumner-Bonney Lake School District. It features a title 'PROP. 1: Relieves K-12 Student & Classroom Overcrowding' and a detailed description of the school overcrowding problem in Pierce County. It includes statistics for Bonney Lake High School and mentions a ballot measure for Nov. 5. The post also contains three images: a hallway with students, portable classrooms, and a map of a future middle school location.

Work the Plan

Do you hear an echo in here?

96 Events in 90 Days

- 5 presenters – consistency of message
- Print media
 - Lanyard cards
 - Information sheet
 - Mailing to voters
 - Social media – targeted reels

Confront the issues before they become a “No” campaign



Relieves student overcrowding



Takes care of basics that extend school life and saves money in long-run



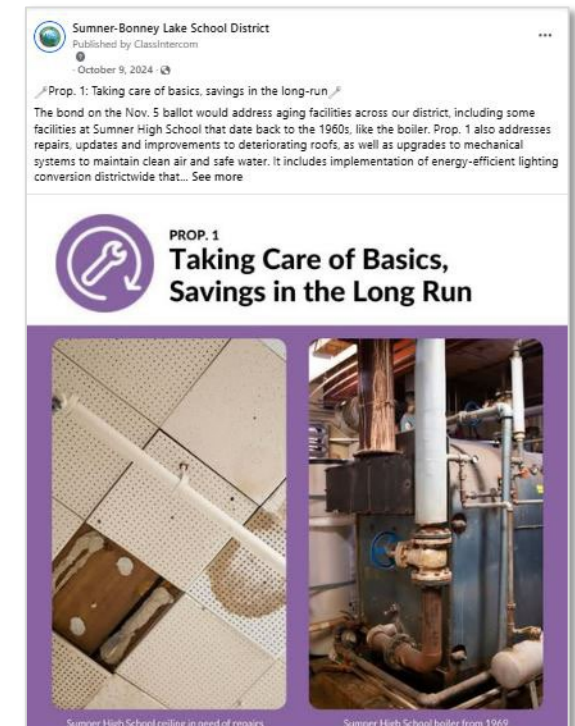
Expands space for career, technical & vocational education



Maintains health, safety, and security at all schools



Expands multi-use turf fields for year-round use by students & community



Ready for the Future



sumnerbonneylakesd What day is it? It's Election Day! 🗳️ Marty and Doc have an important message for you. #RememberToVote

There's still time to vote. You can drop off your ballot at a dropbox near you by 8 pm today. Find one at sumnersd.org/dropbox.

Not yet registered to vote? You can register at the Pierce County Election Center through 8:30 am today. Find more at PierceCountyElections.org.

Details about SBLSD Prop. 1 at sumnersd.org.
15w



bigshotsmedia Love it

15w Reply



Sumner-Bonney Lake School District

Published by Sumner-Bonney Lake

September 24, 2024

Is that a 1980s DeLorean in the [Bonney Lake High School](#) parking lot? It's Doc Brown -- back from the future with important information about the upcoming bond measure on the Nov. 5 ballot and how it will address overcrowding and update facilities in Bonney Lake and across our district. Let's listen in...

sumnersd.org/vote #ReadyfortheFuture



Campaign Elements

Learn More

PROJECTS BY SCHOOL

BOND OVERSIGHT COMMITTEE

RESOURCES

Q&A

VIDEO SERIES: SCHOOL VOICES

↓ Fact Sheet

[Spanish](#), [Russian](#), [Ukrainian](#)

↓ Brochure

🔗 Register to Vote

🔗 Drop Box Locations

🔗 Senior Tax Exemptions

November 5, 2024, 10:00 AM. The BOC will meet at least quarterly and will provide reports to the community and the District Board of Directors. Reports will be published on the website for public viewing. The BOC's scope will include:

- Reviewing the process to solicit, qualify and select general contractors, and provide recommendations for major projects;
- Reviewing financial statements, project scope, construction documents, and provide recommendations to the Superintendent on procedures, as may be needed to ensure accountability for use of Bond dollars; and
- Assist the District in communications with the public to ensure the goals of the implementation of the Bond Projects are delivered.

Campaign Elements

Proposition 1 · November 5, 2024

K-12 Expanded Student Capacity, School Improvements & Safety Upgrades



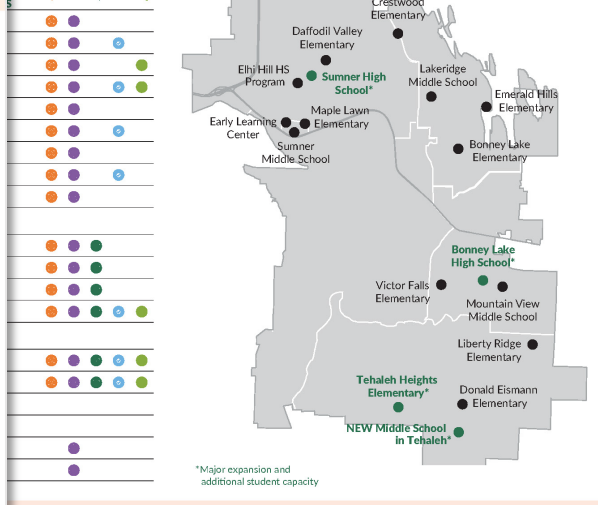



PREPARED for ALL students in Sumner-Bonney Lake

Community Advisory Committee

A 31-member community advisory committee (Capital Facility Advisory Committee)—made up of parents and experts with expertise in building, design, construction, as well as educators—studied the educational needs of rapidly growing enrollment of K-12 students. Today 9 of 14 schools are already overcapacity, and 4 others are over 95% capacity.

Prop. 1 is based upon the community advisory committee's **FUTURE READY** recommendations to address K-12 student overcrowding, make needed **basic improvements** to address aged and deteriorating schools, and make safety upgrades.



- PROP. 1:**
- Relieves student overcrowding
 - Takes care of **basics** that extend school life and saves money in long-run
 - Expands space for **career, technical & vocational education**
 - Health, safety, and security maintained at **all schools**
 - Expands multi-use **turf fields for year-round use** by students & community

Relieves K-12 Student & Classroom Overcrowding

- Add classrooms and "right size" school expansion to address an **18%** increase in student enrollment over the last decade.
- Future Ready to address **additional 16%** projected student increase over next decade.

Taking Care of Basics, Savings in the Long-Run

- Needed repairs, updates and improvements to deteriorating roofs, upgrades to mechanical systems to maintain clean air and safe water.
- Interior and exterior improvements to prevent weather damage, extend life of school buildings, and save on more costly future repairs.
- Energy efficient lighting conversion with \$167,899 in annual cost savings districtwide.

Post-Graduation Ready: Expand Career & Technical Education

- Additional space for Career, Technical & Vocational Education opportunities at **all** middle and high schools.
- Expanded opportunities for developing practical skills and preparation for post-graduation.

Learn more at sumnersd.org/vote.

PROPOSITION 1: Why Now?

RELIEVING STUDENT OVERCROWDING

Relieve Student Overcrowding, Preserve Quality Schools

SCHOOLS OVER CAPACITY

148%	129%	128%	118%	110%
Donald Eismann E.	Bonney Lake E.	Lakeridge M.S.	Liberty Ridge E.	Mountain View M.S.
112%	108%	103%	101%	98%
Victor Falls E.	Donald Eismann E.	Liberty Ridge E.	Bonney Lake E.	Donald E.
97%	97%	97%	88%	
Sumner E.	Sumner E.	Victor Falls E.	Donald Eismann E.	

9 of 14 schools already **OVER** 100% capacity. 4 other schools are over 95% capacity.

STUDENTS OVER CAPACITY

+791	+291	+445
Elementary students	Middle School students	High School students
= 30	= 10	= 14
Entire classrooms	Entire classrooms	Entire classrooms

ANOTHER ENTIRE GRADUATING CLASS

368

BLHS is 368 students **OVER** capacity - that's the equivalent of another **ENTIRE** graduating class!

MORE STUDENTS

+1,526 More students (2023)

8,979 (2014)

10,505 (2023)

PROPOSITION 1

K-12 Expanded Student Capacity, School Improvements & Safety Upgrades

FUTURE READY

Building for achievement where **every** child in Sumner-Bonney Lake succeeds.

EXPAND & IMPROVE SCHOOLS FOR TEACHING & LEARNING

Relieve Student Overcrowding, Preserve Quality Schools

TAKE CARE OF BASIC NEEDED IMPROVEMENTS

Cost Savings in the Long-run

PREP FOR POST-GRADUATION SUCCESS OPPORTUNITIES

Expanded Career & Technical Education Classroom Space Opportunities

NEW MULTI-USE TURF FIELDS & ATHLETIC FACILITIES

Year-round Playability for Students & Community

IMPROVE SCHOOL SAFETY, HEALTH & SECURITY

Controlled School & Classroom Access Districtwide

EXPAND & IMPROVE SCHOOLS FOR TEACHING & LEARNING

Relieve Student Overcrowding, Preserve Quality Schools

TAKE CARE OF BASIC NEEDED IMPROVEMENTS

Cost Savings in the Long-run

PREP FOR POST-GRADUATION SUCCESS OPPORTUNITIES

Expanded Career & Technical Education Classroom Space Opportunities

NEW MULTI-USE TURF FIELDS & ATHLETIC FACILITIES

Year-round Playability for Students & Community

IMPROVE SCHOOL SAFETY, HEALTH & SECURITY

Controlled School & Classroom Access Districtwide

MORE STILL COMING

2014 2023 2033

+1,526 More students (2014)

+1,680 More students (18% Projected Increase)

Lakeridge Middle School

18% OVER

+116 students OVER capacity = 4 classrooms

Bonney Lake High School

29% OVER

+368 students OVER capacity = 12 classrooms

Follow Through

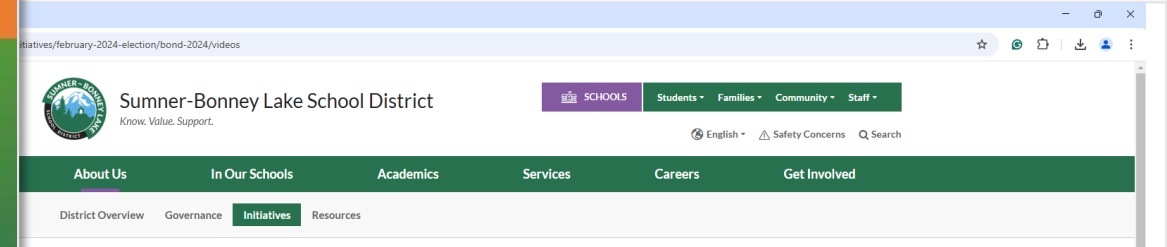
Sumner-Bonney Lake School District No. 320

Special Election - Proposition No. 1

Bonds for K-12 Expanded Student Capacity, School Improvements and Safety Upgrades

The Board of Directors of Sumner-Bonney Lake School District No. 320 adopted Resolution No. 23/23-24, concerning expanded K-12 capacity and school improvements to relieve student overcrowding. If approved, Proposition No. 1 would authorize the District to: expand/improve two High Schools; add Middle School in Tehaleh; improve five Elementary Schools; update learning technology; expand career/technical education; replace aging roofs; improve ADA accessibility; improve mechanical for clean air/water; add turf fields for students/community; improve health/safety/security; issue \$732,000,000 of general obligation bonds maturing within 21 years; and levy annual excess property taxes to repay the bonds, all as provided in Resolution No. 23/23-24. Should this proposition be:

- Approved
- Rejected



Thank you, voters, for passing Prop. 1 to support expanding and improving our schools!





PLANNING PROMOTING AND PASSING BONDS

Engage Stakeholders to Create Trust



Lay the groundwork for a collaborative relationship through:

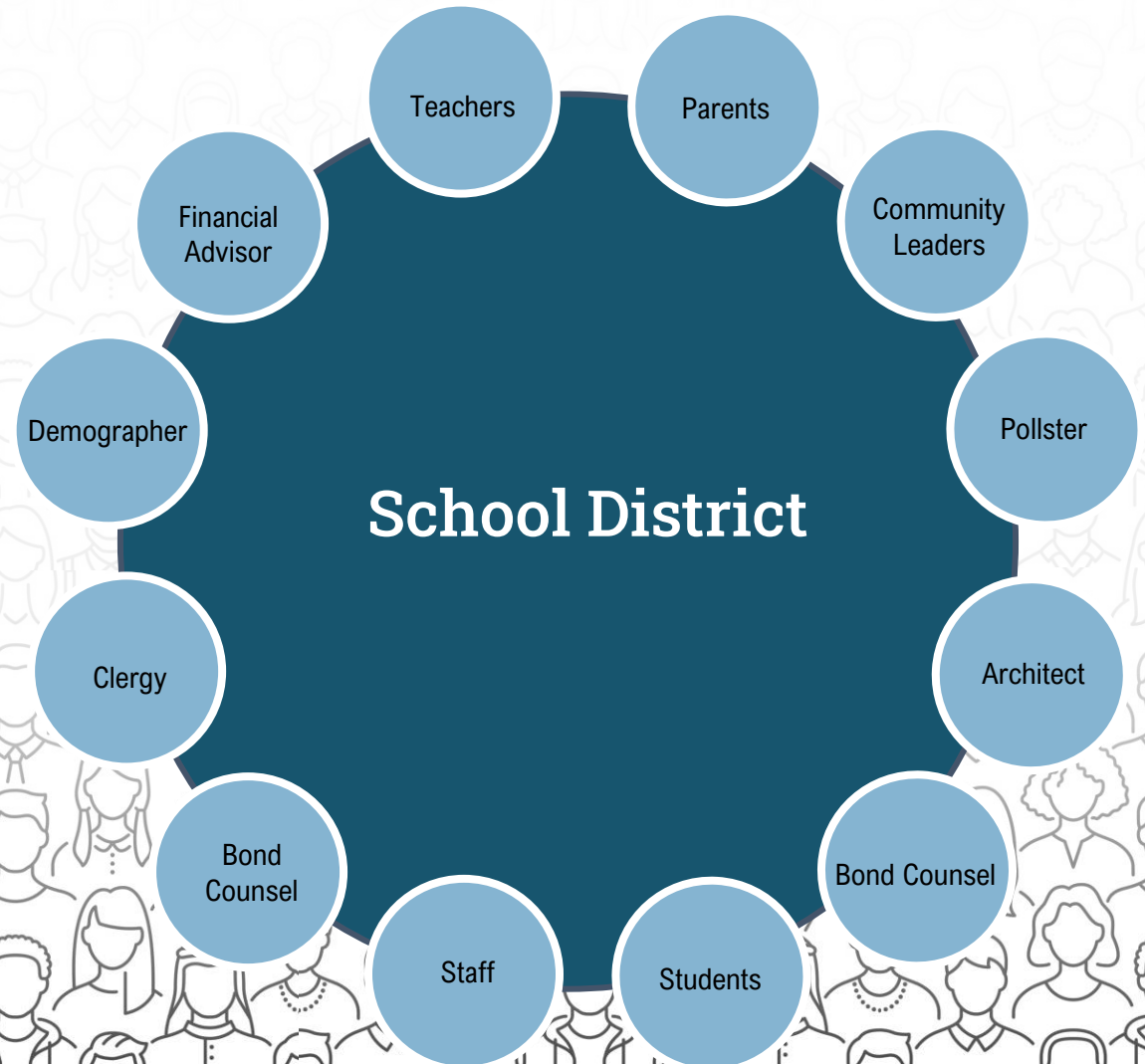
- ▶ Consistent and transparent communication
- ▶ Two-way dialogue
- ▶ Stories of the people: students and staff
- ▶ Visibility and involvement
- ▶ Listening

Create a stakeholder engagement strategy that:

- ▶ Manages the reputation of the district and the leadership
- ▶ Is accessible (appropriate language, timing, visible)
- ▶ Addresses stakeholder needs and expectations
- ▶ Is Timely and personable
- ▶ Shares wins of the district, doesn't ignore the opportunities

Establish Your Thought Partners and Team

- ✓ Bond Counsel
- ✓ Demographer
- ✓ Architect
- ✓ Financial Advisor
- ✓ Pollster
- ✓ Facilitation Consultant / Campaign Advisor
- ✓ Community Facility Advisory Committee



Craft a Compelling Case

Conduct Facilities
Condition Assessment

Recruit and Organize
Bond Steering Committee

Develop a
Bond Package

Committee Makes
Recommendation to
Board of Trustees

Stakeholder Engagement and Outreach

- ▶ Meet with campus leaders, administrators for feedback
- ▶ Categorize and prioritize work items
- ▶ Cost estimates for every work item
- ▶ Data used as resource for Bond Steering Committee
- ▶ Engage a broad, diverse cross-section of the entire School District community
- ▶ Conduct meetings at both older and newer campuses
- ▶ Create ambassadors
- ▶ Review demographics
- ▶ Review facility assessment data
- ▶ Consider financial implications
- ▶ Conduct tours of existing buildings
- ▶ Prioritize work items
- ▶ Generate consensus
- ▶ Outline process and engagement
- ▶ Share scopes and projects
- ▶ Explain cost and tax implications
- ▶ Request approval of the recommendation

Develop an Ongoing Bond Program for the District

- ▶ **Informed by Data:** Utilize enrollment data, demographics, financial capacity, tax implications, and facility assessments
- ▶ **Honors Community Needs:** Respect the unique needs of the community
- ▶ **Values History and Legacy:** Place value on the history and legacy of each campus
- ▶ **Consistently Timed Appropriately:** Fosters a culture of voting and addresses future capital
- ▶ **Addresses Safety and Security:** Focus on both physical safety and well-being
- ▶ **Driven by Goals and Vision:** Align with the district's goals and the community's vision
- ▶ **Strategically Planned:** Include strategic plans, attendance zones, and grade level configurations
- ▶ **Aligned with Partners:** Ensure alignment with city, county, and state plans



A Tale of Two Campaigns

School District

VOTE!

Factual

A communication campaign aimed at informing voters about the bond proposal and projects, while also encouraging voter participation without influencing their choice.

Political Action Committee

VOTE FOR!

Persuasive

A Political Action Committee is a group of community members organized to *support* or *oppose* a specific ballot measure, like a school district bond proposal.

District Campaign

ALICE ISD BOND PRIORITIES

- Increase Number of Stadium Restrooms & Concessions
- Updated Aluminum Stadium Bleachers
- New Game Day Fieldhouse
- Incorporate International Style Track
- Install LED Sports Lighting
- Increase Home Seating Capacity to 4,200 spectators
 - Visitor Seating Capacity: 1,800
 - Total Seating Capacity: 6,000
- Reinforce ADA Compliance
- Meet Soccer Field UIL Dimensions

\$0 TAX RATE INCREASE
AISD taxpayers would NOT see a TAX RATE increase due to

Early Voting April 22 - 30
Election Day Saturday, May 4

AliceISD.net

GO LAKEWOOD COUGARS

Lakewood School District
Your Community Your High School

THE COST
The total bond amount for the needed high school remodel is \$66.8 million.

- The estimated 2015 tax rate increase over and above the tax rate being paid today (all levies) is 55 cents per \$1,000 assessed property value. That translates to approximately \$68.92 per month for the owner of a \$100,000 home or \$17.23 per month for the owner of a \$300,000 home.

WHAT BENEFITS WILL THE COMMUNITY RECEIVE FROM THIS BOND?
Over the last 30 years, Lakewood High School has served as the focal point of the Lakewood Community. The intention with this project is to provide an enhanced student environment and create a place that will continue to benefit and serve the Lakewood community for many generations. The community will be able to enjoy an improved theatre and performance areas, upgraded sports and athletic facilities, an expanded library and additional community use areas.

MORE INFORMATION

- Please feel free to visit the district's website for additional information. The district will also be sending more detailed materials out to the community prior to the February bond election.
- You may also contact Dr. Derek Haddock, Superintendent at (405) 652-4500.
- WWW.LAKWOODVINEYETI.EDU

PROPOSITION A ADDRESS AGING FACILITIES & BUSES \$462.6 MILLION

Alice ISD maintains more than 60 facilities, totaling 6.5-million square feet, every school day. The average age of an AISD school building is more than 35 years old.

SAFETY & SECURITY
New 24-hour security centers for all schools...
NEW HIGH SCHOOL ELEMENTARY SCHOOLS
New 100,000 sq ft elementary schools...
NEW AGING CENTERS
New 100,000 sq ft aging centers...
CONSTRUCT NEW RENOVATIONS & UPGRADES
Renovate existing auditoriums & Fine Arts wing...
FINANCE ARTS
Over 50% of AISD's total revenue is used for arts...
CAREER & TECHNOLOGY EDUCATION (CTE)
Over 100% of AISD's total revenue is used for CTE...
NEW BUSES
Over 100% of AISD's total revenue is used for new buses...

2021 BOND

2020 BOND FRIENDSWOOD ISD

TOTAL BOND

PROPOSITION A: \$127.2

New Cline Elementary School \$53,373,000
Westwood Elementary School 4-Class
Bales Intermediate School 4-Classroom
Windsong Intermediate School 6-Classroom

PROPOSITION B: \$1,000,000

District-wide Safety & Security Improvements \$1,000,000
District-wide Priority Maintenance Projects \$16,456,500
Land Purchases \$1,900,000

ESTIMATED TAX IMPACT

The maximum tax rate impact of this bond election is projected to be no more than 10 cents per \$100 valuation.

\$29.11 per month for the owner of a \$319,372 home (includes homestead exemption)

Property taxes for citizens 65 years or older will NOT increase as a result of the 2020 Bond (allows current exemption rolling on homestead property)

REGISTER TO VOTE BY MONDAY, OCTOBER 5TH

PROPOSITION B ADDRESS THE RECREATION CENTER \$9.1 MILLION

PROPOSITION C ADDRESS THE COMMUNITY CENTER \$10.4 MILLION

PROPOSITION D TECHNOLOGY \$30.6 MILLION

ESTIMATED IMPACT \$3.75 MILLION

Thank You Hempstead

Hempstead ISD 2024 Bond Announcement

HEMPSTEAD INDEPENDENT SCHOOL DISTRICT

BOND 2024

Watch on YouTube

Campaign Should Reach All Stakeholders

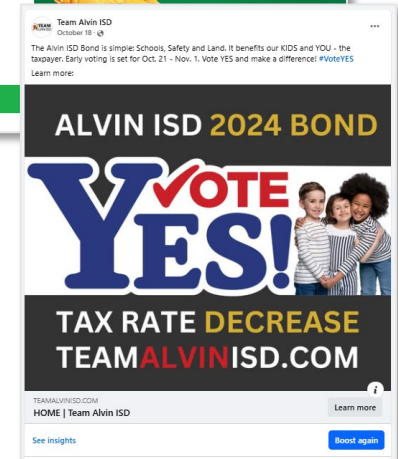
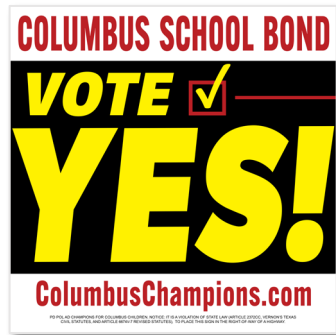
- ▶ District Roadshow
- ▶ Campus toolkits complete with detailed information
- ▶ Prewritten messages for announcements, marquee, newsletters, websites
- ▶ Clear and direct messaging
- ▶ Timing is important, 2-3 weeks prior to early voting

Targeted Events and Messaging

- ▶ State of the District
- ▶ Townhalls
- ▶ Voter registration events for student 18+
- ▶ Retiree lunches
- ▶ Staff presentations

Political Action Committee Campaign

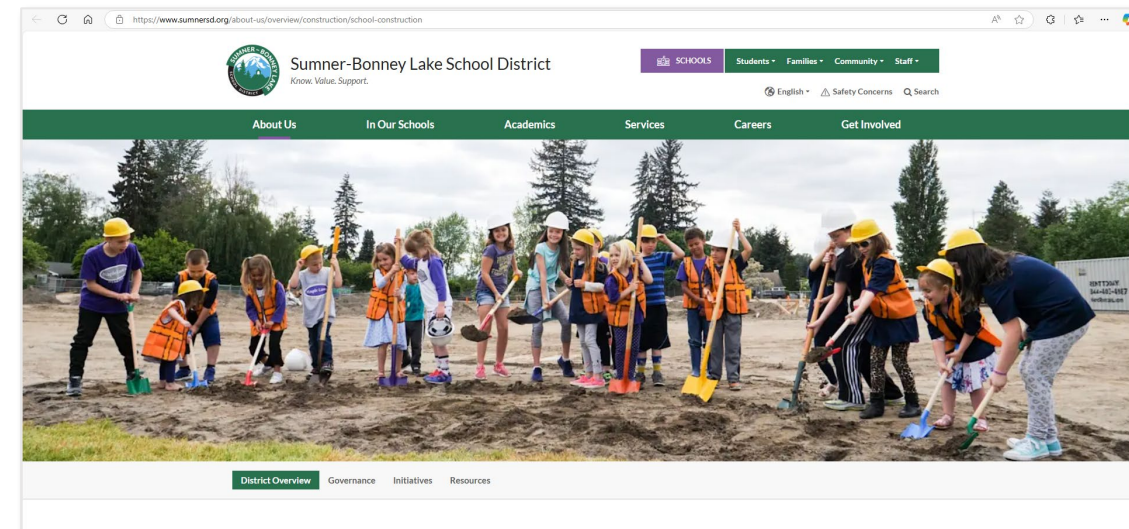
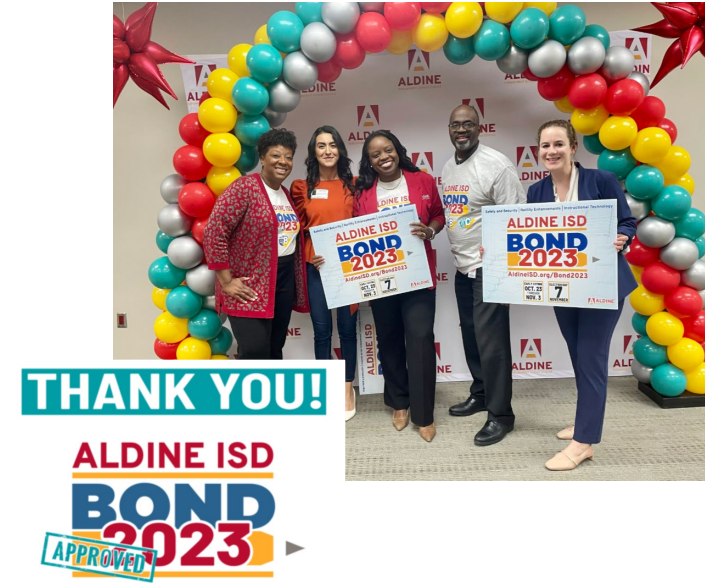
- ▶ Clearly articulate the WHY
- ▶ Involve influential and well-informed leaders
- ▶ Ensure visible support
- ▶ Employees support on their own time, off school property, without school resources
- ▶ Address concerns about tax increases, scope, and timing directly
- ▶ Target activities to support the district's education campaign



Engage Stakeholders to Continue Trust

Sustain the positive momentum and by:

- ▶ Celebrating the success of the community often and out loud
- ▶ Developing an aggressive bond schedule to show action
- ▶ Engaging stakeholders in every stage: design workshops, feedback sessions, celebrations
- ▶ Providing frequent updates with photos, renderings, descriptions, construction start dates, and projected completion date
- ▶ Creating a hub to share updates and progress
- ▶ Share stories of how the project is impacting student achievement and success





What does this mean ...

Understanding

- ▶ Improve the Statistics
- ▶ Make Informed Decisions
- ▶ Timing Impacts
- ▶ Increasing Values

Awareness

- ▶ Legislature Changes
- ▶ Growth

Action

- ❑ Build Trust
- ❑ Include Broad Spectrum of Voices
- ❑ Consistent and Aligned Messaging
- ❑ Maintain Trust

QUESTIONS





THANK YOU

McGRANAHANPRK