

APPENDIX B

SCHOOL BOND

SCHOOL REFERENDUM PREPERATION

The following outline highlights processes and tools that can help the success rate of a given school bond referendum, of particular interest in this case due to the challenges faced in the past. This outline addresses the highlights of a Scope of Work for a qualified organization to assist the District in referendum development.

“Learn from the Recent Past”

- » review recent school district facility data
- » review recent school facility planning results
- » review recent referendum lessons

“Active Listening and Learning”

- » Community sessions (work towards consensus)
 - » Gather Pros, Cons, concerns, suggestions
 - » Communicate how schools contribute to economic development
- » “Invite dinner guest into the kitchen”
 - » Show options, allow the public to effect outcome of final planning results

“Apply and communicate new knowledge”

- » Provide analysis of and “new perspective” to the school district facility master plan
- » Create a revised plan and communication tools suggested but not limited to:
 - » Case for Change (data, pie charts, demographics, operational spending)
 - » Primer on school facility funding/operations (show how improved life cycle cost decisions push money back to “teachers and teaching tools”)
 - » Site/floor plan of proposed additions/remodels/changes
 - » Possible image of new school (if deemed appropriate)
 - » Illustrated District wide map showing demographic, grade level shifts and overall strategy

“Get the Votes”

- » Create and implement a well- designed referendum plan
 - » Identify key community communicators (use architects and school officials as resource, not referendum leaders)
 - » Create a communication plan (detailed who what where and when)
 - » Neighborhood meetings, yard signs, social media, personal testimony, phone tree night, etc.
 - » The period when gathering petitions is the BEST time to communicate the new plan with passion
 - » Get people to the polls
 - » Absentee ballots, volunteer drivers, neighborhood hospitality event, etc.

Timeline and Costs

- » Probable time line would be 5-6 months including time to listen, review and communicate plus the Iowa code required time line for public hearings, postings, etc.
- » Probable costs would be \$35-\$50k depending on how far the district needs to go in developing design solutions vs. more broad-based concepts.