

CITIZENS ADVISORY COMMITTEE

MEETING #8

Tuesday, December 10, 2019
Friendswood ISD Board Room



WELCOME





PROPOSED BOND RECOMMENDATION REVIEW



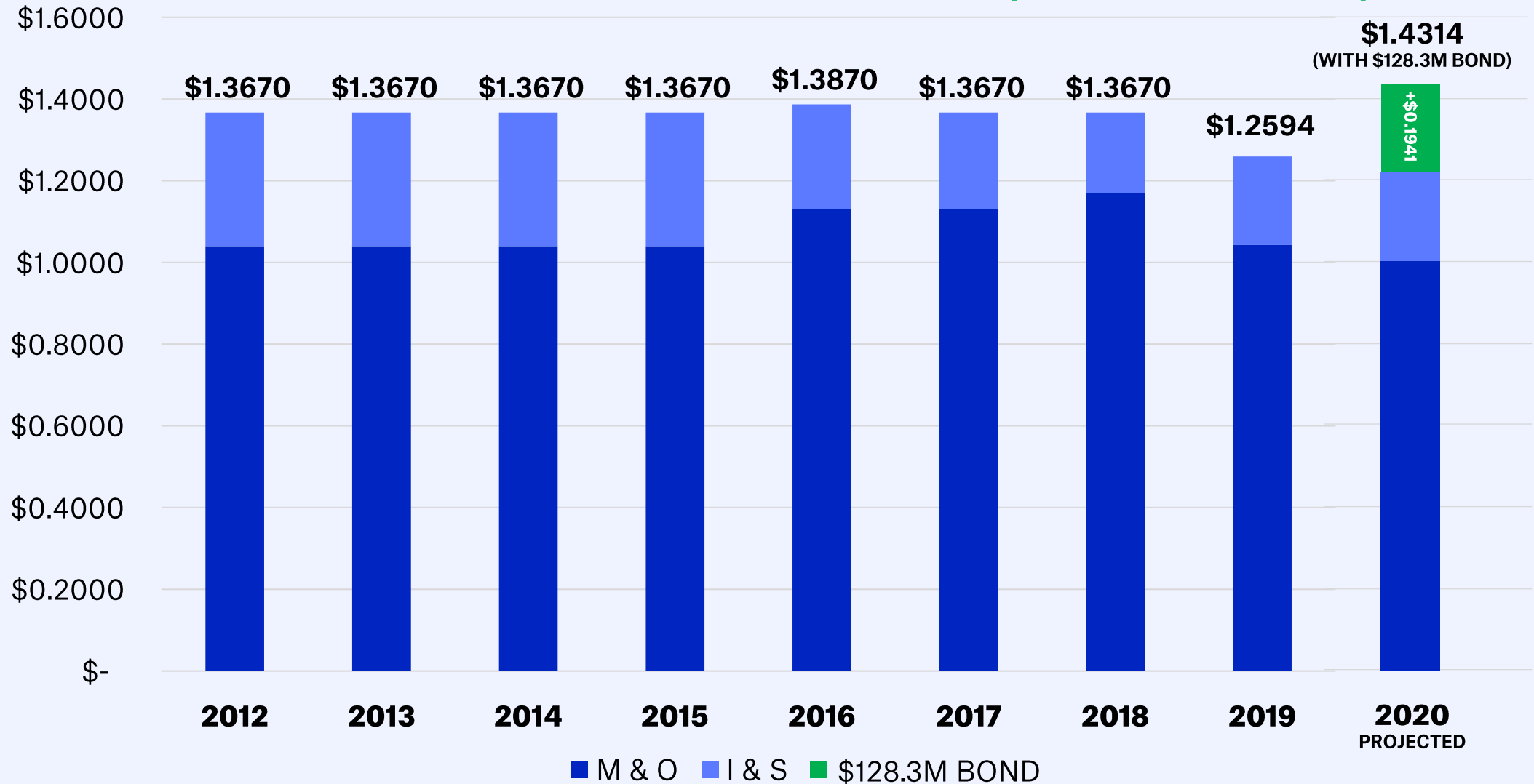
PROPOSED BOND PROJECTS

<i>District-wide Priority Maintenance</i>	\$16,456,902
<i>Friendswood High School Additions & Renovations</i>	\$53,372,527
<i>Bales Intermediate School Classroom Addition</i>	\$2,376,629
<i>Windsong Intermediate School Classroom Addition</i>	\$4,554,758
<i>Cline Elementary School Replacement</i>	\$44,606,235
<i>Westwood Elementary School Classroom Addition</i>	\$3,006,429
<i>District-wide Safety & Security Improvements</i>	\$1,000,000
<i>District-wide Technology Improvements</i>	\$1,000,000
<i>Land Purchases</i>	\$1,900,000
BOND RECOMMENDATION TOTAL	\$128,273,480



TAX RATE IMPACT

+\$0.0644
PROJECTED
3-YEAR NET TAX RATE INCREASE
(\$1.3670 TO \$1.4314)





TAX RATE IMPACT

2020 Bond Election

Election Amount	\$128,273,480
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Projected Tax Rate Impact

Current I&S Tax Rate	\$0.2170
(+) I&S Tax Rate Increase	<u>\$0.1941</u>
(=) Maximum I&S Tax Rate	\$0.4111

Projected Homeowner Impact*

Annual Tax Increase to Average Homeowner	\$691.13
Monthly Tax Increase to Average Homeowner	\$57.59

** Based on an average taxable home value of \$356,000.*



**WHERE DO WE
GO FROM HERE?**



NEXT STEPS

BOARD OF TRUSTEES RECOMMENDATION

Monday, January 13

BOARD OF TRUSTEES WORKSHOP

Monday, February 3

BOARD OF TRUSTEES CONSIDERS CALLING BOND ELECTION

Monday, February 10

DEADLINE TO CALL MAY 2020 BOND ELECTION

Friday, February 14

CAMPAIGN ACTIVITIES BEGIN

Monday, February 17

PBK Community Engagement

OVERVIEW

RULES & TRENDS FOR COMMUNICATING A SCHOOL BOND ELECTION



RULE OF THUMB

If there truly is **A NEED...**

And that need has been
PROPERLY EVALUATED & PRIORITIZED;

And worked into an
EFFECTIVE SOLUTION

that is
**SENSITIVE TO
CURRENT ECONOMIC CONDITIONS;**

And is **PROPERLY COMMUNICATED;**

Then Texas school bond referendums
DO NOT FAIL.

YOUR RESPONSIBILITY

- Get Registered to Vote
- Get Informed
- Spread the Word
- VOTE!



**ARE YOU REGISTERED TO
VOTE?**

**LAST DAY
Thursday, April 2nd**



2 CAMPAIGNS

2 CAMPAIGNS

School District (ISD)

Political Action Committee (PAC)

2 CAMPAIGNS

School District (ISD)

FACTUAL

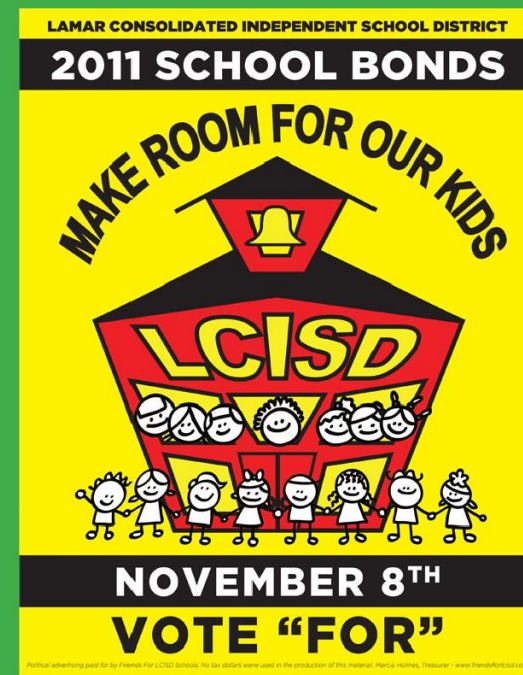
“Remember to Vote!”



Political Action Committee (PAC)

PERSUASIVE

“Remember to Vote FOR!”



2 CAMPAIGNS

School District (ISD)

FACTUAL

- Voter Registration Forms
- Absentee Ballots
- Web Site & Social Media
- Brochures / Newsletters
- School Handouts / Take-homes
- Campus Posters / Signs
- Presentations / Community Forums
- Campus Marquees
- Staff E-Blasts

Political Action Committee (PAC)

PERSUASIVE

- Fundraising Campaign
- Web Site & Social Media
- Brochures / Postcards
- Signage
- Advertising
- Presentations
- E-Blasts
- Letters to Editor
- Pushcards



CAMPAIGN STRUCTURE

CAMPAIGN STRUCTURE

- 1. District Campaign**
- 2. PAC Campaign**
- 3. Organized Meetings**
- 4. Strategy + Messaging**
- 5. Production + Distribution**



CAMPAIGN STRUCTURE

- 1. District Campaign**
- 2. PAC Campaign**
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- 4. Production + Distribution**



- **Campus-specific Literature**
- **Campus-specific Signage**
- **Direct Mail**
- **Website**

CAMPAIGN STRUCTURE

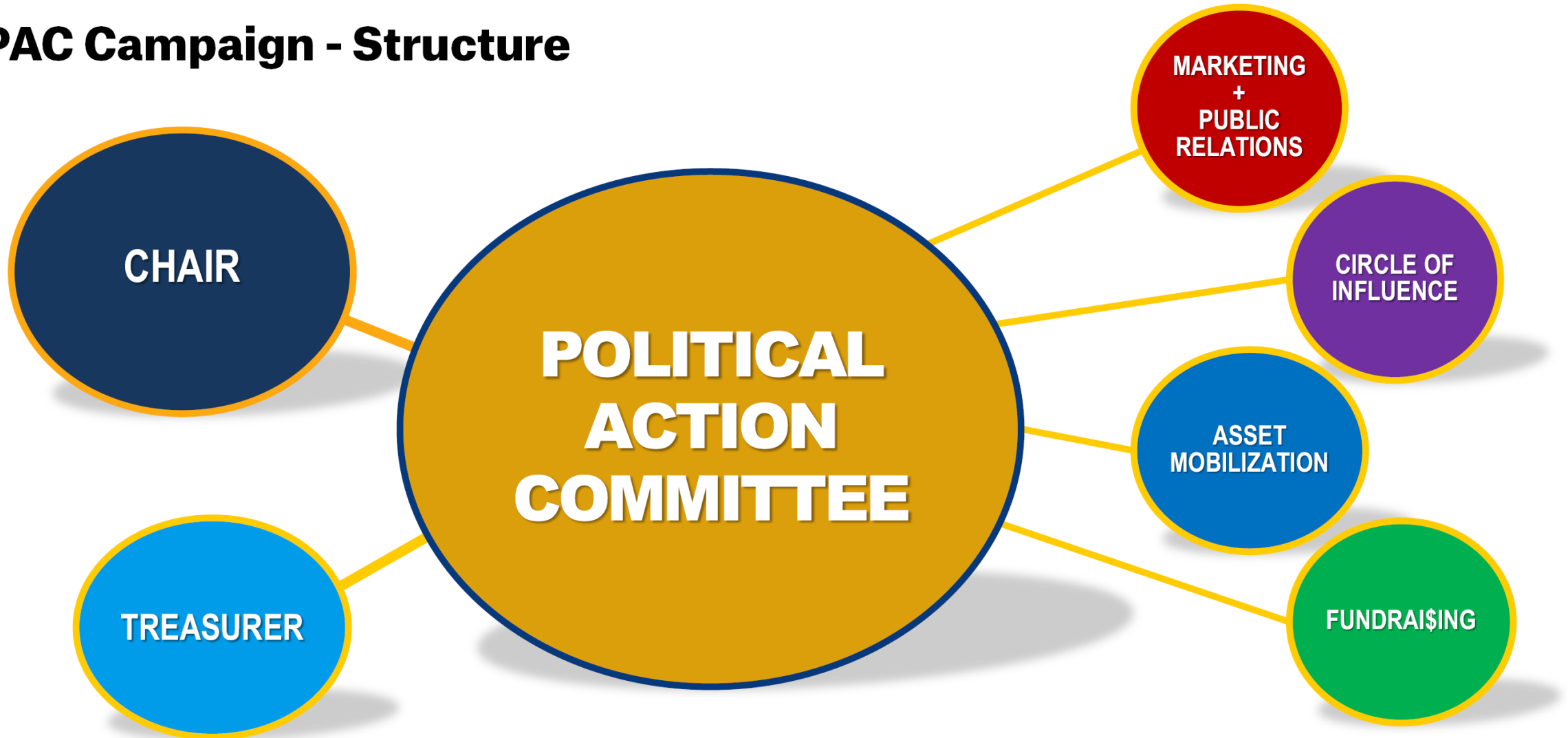
- 1. District Campaign**
- 2. PAC Campaign**
- 3. Strategy + Messaging**
- 4. Production + Distribution**

- **Committee Leadership (Chair, Treasurer)**
- **Sub-Committees**
- **Laws (Ethics Commission)**
- **Required Filings**
 - Form STA (Identify Treasurer)
 - Form SPAC (Finance)



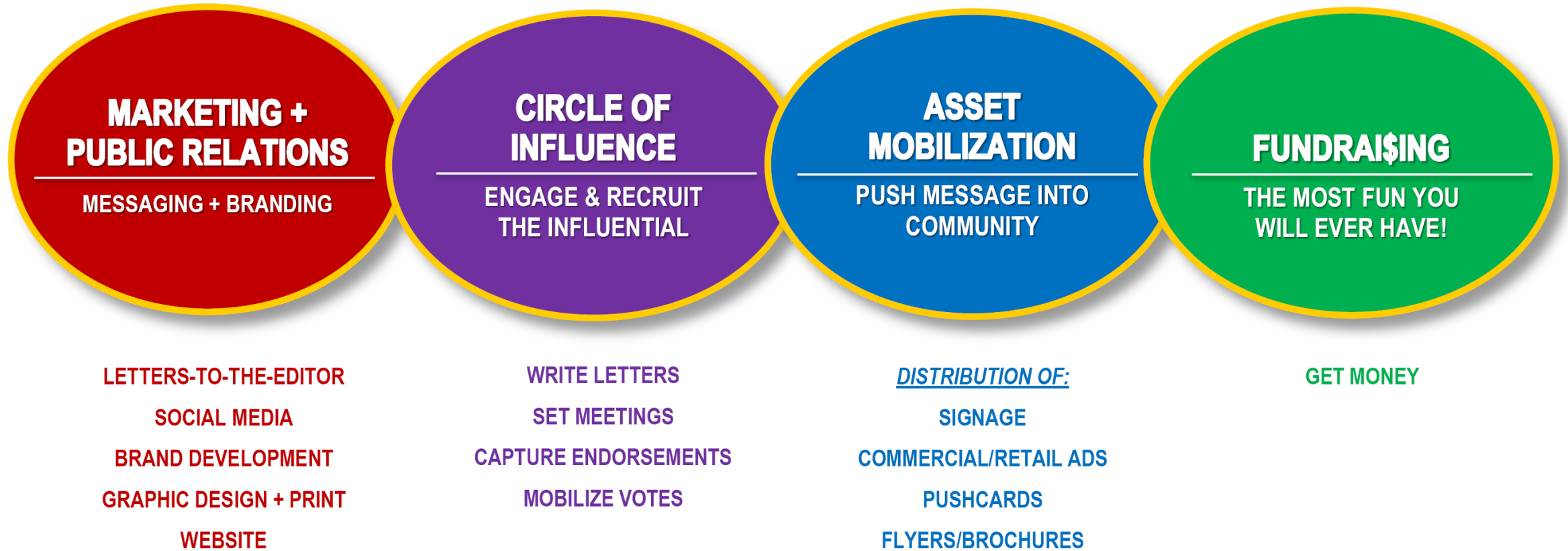
CAMPAIGN STRUCTURE

PAC Campaign - Structure



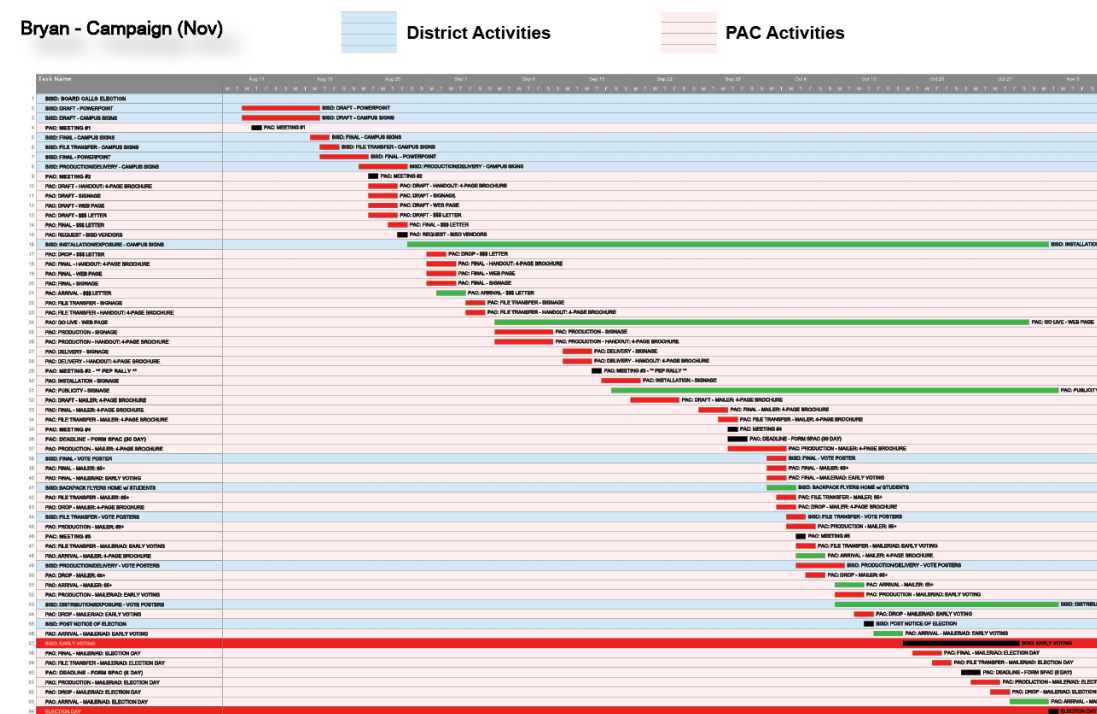
CAMPAIGN STRUCTURE

PAC Campaign - Subcommittees



CAMPAIGN STRUCTURE

- **Strategic Campaign Scheduling**
 - Alignment of ISD & PAC Campaign Activities



CAMPAIGN STRUCTURE

1. District Campaign
2. PAC Campaign
3. Strategy + Messaging
4. Production + Distribution





THE RULES

THE RULES

“HOW DO I STAY OUTTA’ TROUBLE?”

District Staff...

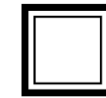
CAN:

- Organize a citizen-based committee to assess needs
- Serve as facilitator & advisor to the committee
- Communicate the committee’s efforts to the public
- COMMUNICATE THE FACTS. ONLY THE FACTS.
- Communicate with community organizations/clubs
(i.e. Chamber of Commerce, PTA, Rotary Club, etc.)
- Produce factual materials for circulation
- Communicate regularly with district employees
- Capitalize on the WWW & Email to communicate

CAN NOT:

- ADVOCATE FOR THE BOND
- Use district resources for “political advertising”
- Spend or authorize spending for “political advertising”
- Use paid time for “political advertising”
- Host PAC meetings on district-owned property

“Political Advertising” - A communication that advocates a particular outcome of an election. It can be a communication in almost any written or broadcast form, such as a billboard, a flier, a newsletter, a poster, a television or radio ad, an Email message, or a web site.



Know the
DATES



Know the
DO’s & DON’Ts

THE RULES

"HOW DO I STAY OUTTA' TROUBLE?"

Political Action Committee...

CAN:

- ADVOCATE THE BOND
- Organize PAC meetings for a Pro-Bond campaign
- Solicit for and raise funds for a Pro-Bond campaign
- Produce and distribute Pro-Bond materials
- Produce and post Pro-Bond signage
- Produce and publicize Pro-Bond advertisements
- Host and facilitate Pro-Bond presentations
- ** File required forms with Texas Ethics Commission

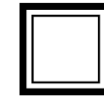
** Should/Must

CAN NOT:

- Distribute materials without required disclaimers
- Display signage without required disclaimers
- Display signage in prohibited areas
- Display Pro-Bond materials on private property without Owner's permission
- Host PAC meetings on district-owned property

Sample Disclaimer

"This material produced using private donations. No tax dollars were used in the production of this material."



**Know the
DATES**



**Know the
DO's & DON'Ts**

DID YOU KNOW?

TOP FIVE REASONS SCHOOL BOND PROPOSITIONS DO NOT PASS

**BAD
ECONOMY**



**TAX
EFFECT**



**LACK OF
TRUST**



**UN-
INFORMED**



APATHY





THANK YOU



**QUESTIONS?
COMMENTS?
FEEDBACK?**

The seal of Friendswood Independent School District is a circular emblem. It features a central design with a building and a tree, surrounded by the words "FRIENDS WOOD" at the top and "INDEPENDENT SCHOOL DISTRICT" at the bottom.

THANK YOU!

RECOMMENDATION TO BOARD OF TRUSTEES

Monday, January 13, 2020
Friendswood ISD Board Room