



**BOND ELECTION SUCCESS; A  
COMMUNITY EFFORT.**



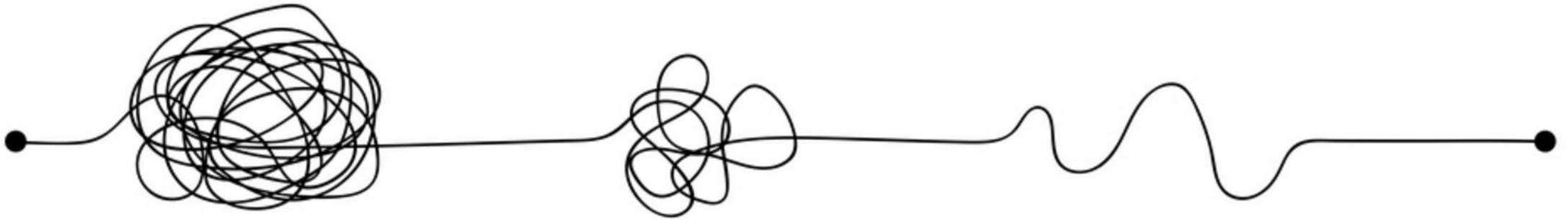
# Kimberly Bow Principal

- Community Facilitator
- ISD Bond Experience
- “Honorary” Unicorn
- Cheese





**You need to call a BOND.**



**Where do you START?**



*Maintenance and Operation (M&O)*



*Interest and Sinking (I&S)*

# School Finance

- Local Property Taxes
  - State Funding
  - Federal
- 
- Maintenance and Operations  
Personnel, Utilities, Supplies,  
Operating Costs, Etc.
  - Interest and Sinking  
Buildings, Land, Busses, Large  
Capital Items, Etc.





*Maintenance and Operation (M&O)*



*Interest and Sinking (I&S)*

# School Bonds

- Used to Finance Large Projects
- Typically, Not Enough Fund Balance in I&S
- Bond Dollars Go Into I&S
- Can't Go Into M&O



# School Bonds

- Like a home mortgage
- Bond amount/rate unique to community
- Repaid over an extended period
- Approved by voters
- Cost nothing until sold
- Regulated

*Indebtedness between NBISD and bond holders. AAA rated. Very low interest rates.*





# What Drives the Need?

- Aging facilities
- Growing enrollments
- New instructional programs
- Regulatory mandates
- Safety and security updates
- Inflation

Facility needs are constantly evolving

# BOND PROGRAM SUCCESS



**DATA/PLANNING**

**AGREEMENT/CONSENSUS**

**COMMUNICATION/CAMPAIGN**





# Experts

- District Leadership
- Demographer
- Financial Advisor
- Legal Council
- Architect
- Engineers
- Cost Estimator
- Program Manager
- Campaign Strategist
- Etc.





**DISTRICT LONG  
RANGE PLAN**



**EDUCATION  
SPECIFICATION**



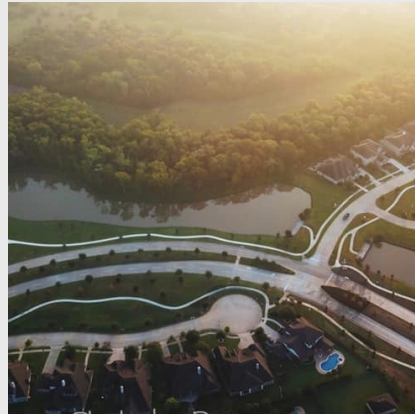
**UTILIZATION STUDY**



**TECHNOLOGY  
ASSESSMENT**



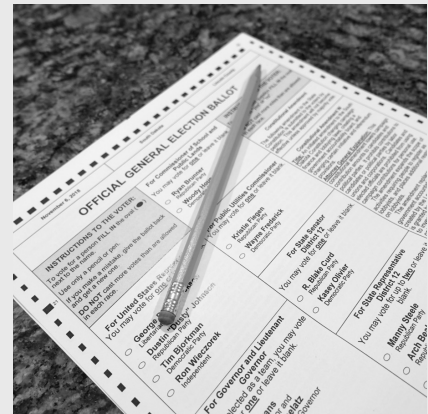
**FACILITY  
ASSESSMENT**



**DEMOGRAPHIC  
REPORT**



**BONDING  
CAPACITY**



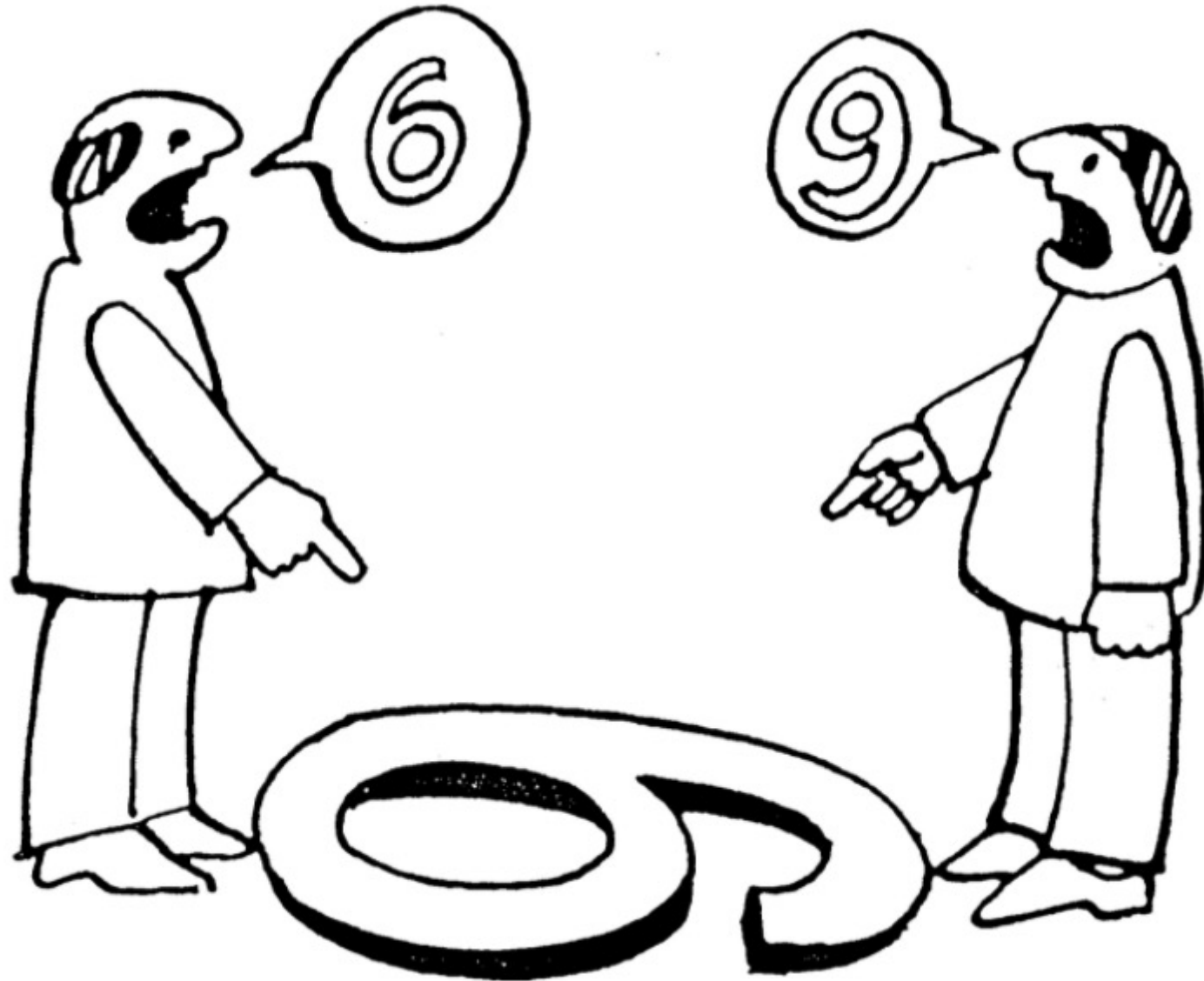
**BOND LANGUAGE**





**"PUBLIC SENTIMENT IS EVERYTHING. WITH IT, NOTHING CAN FAIL; AGAINST IT, NOTHING CAN SUCCEED."**

ABRAHAM LINCOLN











# LIFECYCLE OF BUILDING A PROJECT





# TEXAS ETHICS COMMISSION (TEC)

## INFORMATION CAMPAIGN

- District led
- Factual
- Illegal to spend or authorize public funds for political advertising

## PERSUASIVE CAMPAIGN

- Community led (Political Action Committee, PAC)
- Persuasive, vote FOR or AGAINST
- Legal to spend or authorize public funds for political advertising



Political Advertising Paid for by Vote Please, XYZ, Treasurer.



# Texas Ethics Commission

## Rule of Thumb

“You are free to campaign concerning issues related to the bond election on your own time and with your own resources...”



*What's in it*  
**FOR ME**





# Effective Communication

“VOTERS ARE 50% MORE LIKELY TO **VOTE** IF ASKED BY SOMEONE THEY LIKE AND RESPECT.” THE ECONOMIST

- Integrity + Trust
- Truths (statements everyone believes)
- Commonalities
- Language + Symbols
- Photos (don't just say it happened, prove it)
- Different Mediums (presentations, print, social media, etc.)
- Story Telling



# 2019 TX Bond Legislature

**“THIS IS A PROPERTY TAX INCREASE.”**

House Bill 3 was approved by the Legislature in 2019, that language is required on all school bond election ballots regardless if the bond will or will not actually increase property taxes.



# 2019 TX Bond Legislature

## **“GENERAL” AND “SPECIAL” PURPOSE SEPARATION**

General: construction, acquisition, and equipment of school buildings in the district, the purchase of new school buses, and the purchase of necessary sites for school buildings.

Special: (1) a stadium with seating capacity for more than 1,000 spectators; (2) a natatorium; (3) another recreational facility other than a gymnasium, playground, or play area; (4) a performing arts facility; (5) housing for teachers; and (6) an acquisition or update of technology equipment.



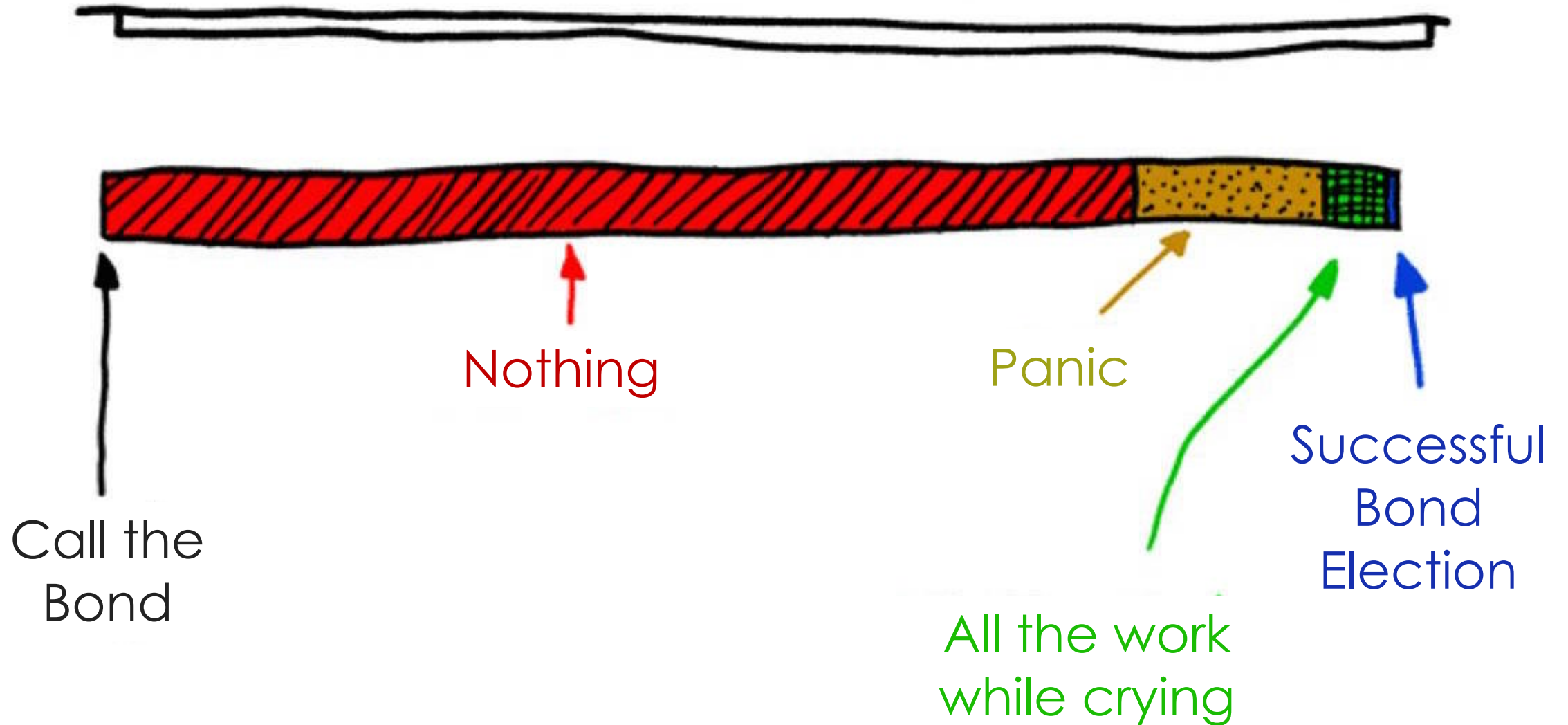
# Texas Education Agency (TEA)

**“DISTRICTS ARE REQUIRED TO HAVE WRITTEN, BOARD APPROVED, EDUCATIONAL SPECIFICATIONS PRIOR TO THE PLANNING PHASE OF NEW CONSTRUCTION OR RENOVATIONS PROJECTS.”**

Educational specifications provide guidance to design professionals regarding district expectations around compliance methodologies and expected space flexibility. These documents are updated every five years.”



# *Not* THE PROCESS





# Roadmap Moving Forward

*\*Sample schedule based on **May 2024** election calendar.*

