



**School District 27J Board of Directors
Proposal for Feasibility Analysis and Outreach Support for a Possible 2015
Ballot Referral**

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Strategies 360

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Who we Are

Strategies 360 is one of the Western region's largest and most successful research and public affairs firms with more than 20 years of integrated expertise in polling, marketing, campaign management, communications, public relations, and government relations at the local, state and federal levels. Our Colorado office is an established regional leader in non-partisan strategic consulting, communications and campaign management.

From ballot measures to advocacy efforts around curriculum to school district outreach—we understand the unique and complex world that Colorado school districts face. We have already put this expertise to work for School District 27J with telephone town halls and audience research. Now we would like to put that expertise to work by helping the 27J staff develop a strategic communications plan.

Tyler Chafee is the Senior Vice President of Operations for the Colorado office, and has more than 15 years of communications experience in Colorado. He will be your main point of contact and responsibility for the project. Also involved will be Alvina Vasquez, our Communications Director, considerable experience in communications and project management. She is a former resident of Brighton and has ties to the community.

27J's Challenge

The voters have dealt 27J a heartbreaking loss at the 2014 ballot that will have a significant impact on the way students are educated. While every other major school district in Adams County lost their measure by an average of 15 points, 27J came within 90 votes.

Adams County School District Results (November 2014) – (districts with 5,000+ eligible voters)

District	Moniker	Type	Eligible	Voted	Yes#	Yes%	No#	No%	Margin
D50	3C	Mill	40,015	18,648	8,743	46.88%	9,905	53.12%	-6.23%
D50	3D	Bond	40,015	18,655	7,812	41.88%	10,843	58.12%	-16.25%
D14	3E	Mill	15,098	5,842	2,377	40.69%	3,465	59.31%	-18.62%
D14	3F	Bond	15,098	5,820	2,222	38.18%	3,598	61.82%	-23.64%
27J	3B	Bond	49,490	28,722	14,316	49.84%	14,406	50.16%	-0.31%
D12	3I	Mill	113,522	57,295	25,272	44.11%	32,023	55.89%	-11.78%
D12	3J	Bond	113,522	56,990	22,418	39.34%	34,572	60.66%	-21.33%
D1	3K	Mill	16,623	7,588	3,395	44.74%	4,193	55.26%	-10.52%
D1	3L	Bond	16,623	7,555	3,252	43.04%	4,303	56.96%	-13.91%

This outcome leaves the 27J school board with a decision to make: should we refer the same (or similar) measure to the 2015 ballot?

We believe the board should engage two processes on parallel tracks in order to answer this question. The first is an analysis of the 2014 election as it compares to an odd-year electorate. The second is help with the community outreach planning.

Our Strategic Approach

We see two aspects of this scope of work. The first is analysis of the 2014 election and how that compares to the likely 2015 electorate.

We will utilize the voter file, precinct-level election results, as well as the poll commissioned last year by the board to provide an analysis of the “differences that make a difference” between 2014 and 2015. We already know that for the 27J voter population, only slightly more than half of the voters who participate in a non-presidential even year election will also participate in the subsequent odd year election. The question we will seek to answer is: what are the differences and how those differences are likely to impact a hypothetical 2015 bond measure.

The deliverable for this aspect of the scope of work will be a document that walks through the demographic characteristics and presents a recommendation.

The second part of the scope of work pertains to the outreach plans for the district.

We will consult with the staff and leadership on a weekly basis over the course of an eight week period to analyze the challenges, evaluate the strengths and weaknesses of various communications channels that the district is using, outline the audiences that we need to educate and determine the best messaging for those audiences and channels.

The result is a plan that is written by the 27J staff and informed by the outside expertise and best practices that Strategies 360 brings to the table. This process is a cost-effective means for a school district to incorporate our ideas and expertise into a plan that the 27J staff has ownership over.

Budget

EXPENSE CATEGORY	
Fee for Strategic Advica and Analysis of the 2014 vs. 2015 electorate	\$5,000
Mileage and Other Expenses	\$250
TOTAL	\$ 5,250

Note: 1. Expenses over \$250 would need to be approved in advance by School District 27J.



TYLER CHAFEE

SENIOR VICE PRESIDENT, COLORADO OPERATIONS

Tyler Chafee runs Strategies 360 Colorado in Denver, providing clients with his extensive public policy experience and strategic expertise.

Formerly, Tyler worked on issue advocacy, campaign consulting, demographic targeting, and message development at RBI Strategies and Research in Denver. Tyler was the campaign manager for now-Governor John Hickenlooper's successful effort to pass the "Better Denver" bond and mill levy campaign to improve infrastructure and transportation. He also ran several successful statewide candidate campaigns, 527 and ballot initiatives.

Tyler began his career 15 years ago driving a Colorado congressional candidate around in his 1978 Jeep Cherokee Wagoneer. Tyler also worked on two campaign cycles in Colorado and then served as a political analyst for the Service Employees International Union in Washington, D.C., where he oversaw multi-million dollar independent expenditure campaigns. He oversaw lobbying and electoral strategy for the Colorado AFL-CIO, then worked with the western-based Bighorn Action on messaging and advocacy related to Colorado's budget challenges.

Tyler has a B.A. in Political Science from the University of Denver, where he competed in parliamentary debate at national and world competitions.



ALVINA VASQUEZ

COMMUNICATIONS DIRECTOR, COLORADO

Alvina Vasquez is the Communications Director for Strategies 360. She most recently worked at Campaign for a Strong Colorado, where she developed communications strategies for over 40 Colorado non-profits.

Alvina worked in General Market and Spanish language television and radio for over 15 years. She spent a majority of those years flexing her marketing muscle to bring business and community organizations together as the Community Outreach specialist at the Denver ABC affiliate 7News.