

Bond Buy-In and Lessons Learned: Unlocking Support and Commitment from the Community



Presenters



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A Little About Us



- 124 square miles just outside of the Kansas City area
- 5,000 students
- 760 staff
- Multiple municipalities
- 5 elementary schools, an upper elementary, one middle school, one high school
- Early childhood center, Career & Technology Center, Alternative school
- Community of about 27,000 residents with about 13,000 households

Recent Passage Rates

2017

Bond Issue 80%

Levy Increase 68%

2021

Bond Issue 80%

Levy Transfer 67%

Key Audiences

- Board of Education Members
- Staff
- Community Members
- Parents
- Business Owners



The Financial Need

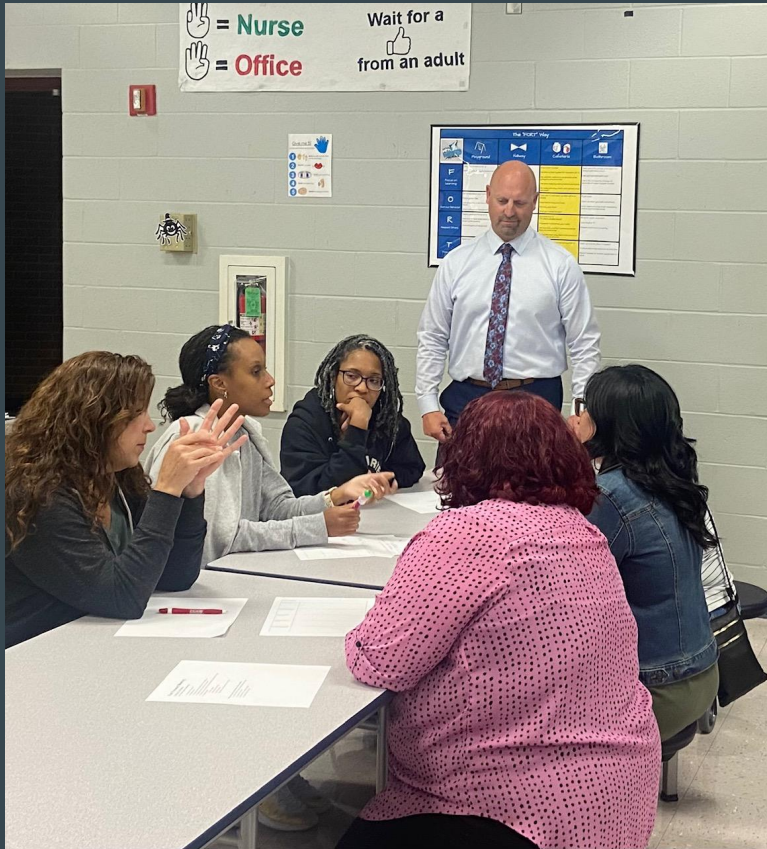
Over \$19,000,000 in Budget Reductions

The Why

- Reduction to Supply Budgets
 - 35%
- Transportation
 - Combined Routes
- Staffing
 - Clerical
 - Central Office
 - Para Professionals
 - Classroom teachers
 - 7 period day at high school



(Bond) Master Planning Conversations with Community



- Group that represents each school and area of your district
- District Bus Tour
- Listen to Research
- Define Needs
- Guide Conversation

Two Issues One Ballot

1. No Tax Increase Bond Issue

- New Construction, Facility Improvements, Renovations
- Process
 - Selected Architect
 - Master Planning
 - Staff and Community Input
 - Prioritize List
 - Board Approval
- 57.14% Approval Needed

2. Operating Levy Increase

- Generates Local Revenue for School Districts
- Utilized for General Operation of the School District
 - Salary and Benefits
 - Materials and Supplies
 - Utility Costs
 - Transportation
 - Property Insurance
- 50% + 1 (Simple Majority Needed)

Know Your Numbers

- Get your registered voter list from your election office (there is a minor cost)
- You can also get voter by election to see who frequent voters are
- Go back and look at election numbers to see how many voters
- Compare staff roster to registered voters
- Compare parents roster to registered voters
- Consider Voter Survey before ballot issue



Fort Osage School District
Impact of \$0.67 Tax Levy Increase

Residential Real Property			
<i>Market Value</i>	<i>Assessed Value</i>	<i>Yearly Increase</i>	<i>Monthly Increase</i>
\$50,000	\$9,500	\$63.65	\$5.30
\$75,000	\$14,250	\$95.48	\$7.96
\$100,000	\$19,000	\$127.30	\$10.61
\$140,000	\$26,600	\$178.22	\$14.85
\$180,000	\$34,200	\$229.14	\$19.10
\$220,000	\$41,800	\$280.06	\$23.34
\$300,000	\$57,000	\$381.90	\$31.83
\$400,000	\$76,000	\$509.20	\$42.43

Personal Property			
<i>Market Value</i>	<i>Assessed Value</i>	<i>Annual Increase</i>	<i>Monthly Increase</i>
\$5,000	\$1,667	\$11.17	\$0.93
\$10,000	\$3,333	\$22.33	\$1.86
\$15,000	\$5,000	\$33.50	\$2.79
\$20,000	\$6,667	\$44.67	\$3.72
\$40,000	\$13,333	\$89.33	\$7.44
\$60,000	\$20,000	\$134.00	\$11.17
\$80,000	\$26,667	\$178.67	\$14.89
\$100,000	\$33,333	\$223.33	\$18.61

Commercial Real Property			
<i>Market Value</i>	<i>Assessed Value</i>	<i>Annual Increase</i>	<i>Monthly Increase</i>
\$75,000	\$24,000	\$160.80	\$13.40
\$100,000	\$32,000	\$214.40	\$17.87
\$150,000	\$48,000	\$321.60	\$26.80
\$200,000	\$64,000	\$428.80	\$35.73
\$250,000	\$80,000	\$536.00	\$44.67
\$300,000	\$96,000	\$643.20	\$53.60
\$375,000	\$120,000	\$804.00	\$67.00
\$450,000	\$144,000	\$964.80	\$80.40

Agricultural Real Property			
<i>Market Value</i>	<i>Assessed Value</i>	<i>Annual Increase</i>	<i>Monthly Increase</i>
\$100,000	\$12,000	\$80.40	\$6.70
\$125,000	\$15,000	\$100.50	\$8.38
\$150,000	\$18,000	\$120.60	\$10.05
\$175,000	\$21,000	\$140.70	\$11.73
\$200,000	\$24,000	\$160.80	\$13.40
\$250,000	\$30,000	\$201.00	\$16.75
\$350,000	\$42,000	\$281.40	\$23.45
\$500,000	\$60,000	\$402.00	\$33.50

Finance

- **Transparency**
- **Set Your Budget**
- **Use Your Resources**

Know Your Community

- **Leaving No Stone Unturned**
- **Identify Key Community Leaders**
- **The Power of 10**
- **Personal Contacts**
- **School events**
- **750 Yard Signs**
- **67 Presentations**



One Voice

- **Snapchat Filters**
- **Meeting with FOHS Seniors**
- **Info boards at schools**
- **Voter Registration Research**
- **Car Rider Information**
- **Weekly Staff Updates**
- **Video messages**
- **Reminder to Vote Phone Calls**



Staff Do's and Don'ts

Do

- Provide factual information about the election anytime, anywhere to employees and patrons.
- Outside of working hours staff may distribute campaign literature, seek donations, telephone prospective voters, assist with mailings, etc.
- Contribute money to the campaign.
- Display political signage in or on personal vehicles and property.
- District employees may advise parents/citizens of the voting date, encourage voter registration, and urge them to vote on Election Day.

Don't

- Wear buttons, wristbands, or shirts supporting or opposing an election issue while on duty.
- Distribute any information in support of or against an election issue on school time. This includes newsletters or information not prepared by the staff member but given to the staff member to hand out.
- Use school time or resources to promote or oppose an election issue or candidate (computers, chromebooks, ipads, school email, copy machines, phones, cell phones, etc.).
- Use their school devices at home to support or oppose an election issue or candidate.

Yes Yes

- **Parent Group**
Called the Yes Yes
Committee
- **Architecture Firm**
Support
- **Social Media**



S U S T A I N I N G

Fort Osage Bond Election Strategy & Milestones

Weeks until Election Day	Date (Week of)	Speaking Engagements	District Events	District Marketing Info/Distribution	Material Development Deadlines (DLR GROUP) more detail provided during election	Potential YES Events	"YES" Committee
PREP	Remainder of Dec and Jan				Start collecting pictures from the district / Help to create 'Register to Vote' signage		Start reaching out to perspective YES team
13	Jan 8th		Register to Vote signage arrives at Schools	Schedule Staff and Admin meetings to discuss rules of a Bond Election	Message #1 District wide piece, General information on Bond Election & Kiosk signs and materials, including first message are created and distributed to schools		First Non-Vested "KIDS" Committee meeting. Select name and encourage group to double in size before the next meeting (Do/Don't's)
12	Jan 15th			Kiosk Boards and materials delivered / Message #1 Big general message	Message #2 'Why Now?' and Reminder to Register postcard		
11	Jan 22nd		Reminder to Register postcard	Message #2 "Why Now?"	Message #3 Financial, Challenges and Solutions (end of week)		
10	Jan 29th			Message #3 Financial, Challenges and Solutions (end of week)	Message #4 TBD		
9	Feb 5th		Potential Community Meeting #1		Message #5 TBD		



Get In Touch

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