

PITTSVILLE SCHOOL DISTRICT

BOARD UPDATE
PRE-REFERENDUM PLANNING
December 9, 2019

AGENDA

Board Meeting | December 9, 2019

AGENDA

- ❖ Confirm Referendum Planning Timeline
- ❖ Information Update
 - Financial Update - Net Tax Impact
 - Project Scope Update - Public Restrooms/City Discussions
 - Land Acquisition Update - Homeowner Discussions
- ❖ Review & Confirm Final Project Scope
- ❖ Review Ballot Resolution - Draft
- ❖ Next Steps



PITTSVILLE SCHOOL DISTRICT REFERENDUM PLANNING TIMELINE

OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
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Communications & Community Outreach

Survey Results (10.14.19)

Board Workshop (10.24.19)

- Review Data
- Refine Scope
- Consider Preliminary Cost & Tax Impact
- Establish Key Milestones
- Discuss Preliminary Communications

Board Workshop (11.11.20)

- Data Requests
- Finalize Project Scope & Cost

Develop Communications & Community Outreach Plan

Contact Bond Counsel

- Board Meeting (12.9.19)
- Finalize Project Scope Costs & Tax Impact
 - Review Draft Ballot Resolution

Bond Counsel Finalizes Ballot Resolution Language

Planning Team Finalizes Communications & Community Outreach Plan

Board Meeting (1.13.20)

- Adopt Ballot Resolution (deadline of 1.25.20)
- Communication & Outreach
- Advocacy Guidelines

Implement Communications & Community Outreach Plan

- Material development
- Community mailings
- Community conversations
- Referendum Information Presentations
- Open House & School Tours


Potential
Referendum
April 7, 2020

PROJECT SCOPE

Estimated Cost Range of \$6.65M - \$6.9M

PROPOSED PROJECT SCOPE:

- Build New Career & Technical Education Center (land included) \$ 6,400,000.00
 - Replace High School Backup Boiler \$ 25,000.00
 - Replace/Repair Primary Wing Roof
 - **Option #1: Replace material (only) w/comparable rubber material) \$ 225,000.00**
 - (or)
 - **Option #2: Modify structure to improve roof drainage; replace material with sloped Standing Seam metal roof to extend life cycle \$ 475,000.00**
-
- \$ 6.65M - \$ 6.9M**

PROJECT SCOPE

New Career & Technical Education Center | Conceptual Site Plan



ESTIMATED PROPERTY TAX IMPACT

Average net tax increase over 2019-20 levels...

\$6.65M PROJECT SCOPE

Estimated Average Net Tax Increase: \$ 0.19
(Represents increase over current levels)

	Annual Increase (Rounded)	Monthly Increase (Rounded)
\$ 100,000 of equalized property value	\$ 19.00	\$ 1.60
\$ 150,000 of equalized property value	\$ 29.00	\$ 2.40
\$ 250,000 of equalized property value	\$ 48.00	\$ 4.00

\$6.9M PROJECT SCOPE

Estimated Average Net Tax Increase: \$ 0.23
(Represents increase over current levels)

	Annual Increase (Rounded)	Monthly Increase (Rounded)
\$ 100,000 of equalized property value	\$ 23.00	\$ 1.90
\$ 150,000 of equalized property value	\$ 35.00	\$ 2.90
\$ 250,000 of equalized property value	\$ 58.00	\$ 4.80

Assumptions:

- Mill rate represents an average net increase over current school tax level (2019/20)
- Mill rate average net increase includes principal *and interest*
- 15 year borrowing
- Interest rate = 3.25%
- Property growth = 1%

Note:

- If approved, District residents would first note the tax impact on their December 2020 tax bills

*Debt schedules provided by PMA Securities, LLC

Referendum

Shall the School District of Pittsville, Wood, Jackson, Clark and Juneau Counties, Wisconsin be authorized to issue pursuant to Chapter 67 of the Wisconsin Statutes, general obligation bonds in an amount not to exceed \$ _____ for the public purpose of paying the cost of a school building and improvement program consisting of: the acquisition of land for and the construction of a new facility for career, technical and agricultural education; capital maintenance improvements at the Elementary School and the High School; and acquisition of related furnishings, fixtures and equipment?

YES

NO

LONG-RANGE FACILITIES PLANNING

Next steps

BOARD MEETING | JANUARY 13, 2020

- Action Item: ADOPT BALLOT RESOLUTIONS
- Review & Input: COMMUNICATIONS & OUTREACH PLAN
 - Present Key Messages & Key Graphics for all Material
 - Review REFERENDUM ANNOUNCEMENT POSTCARD (Mailer #1)
 - Review Preliminary REFERENDUM FACT SHEET
 - Discuss OUTREACH EVENTS CALENDAR
- Review ADVOCACY GUIDELINES
- Q&A

REFERENCE SLIDES

(Board Workshops: 10.24.19 and 11.11.19)

PROJECT SCOPE

Career & Technical Education Center

Program Update - Feedback from Staff Meetings

Project Overview | \$6.4M

- New facility construction for CTE and maintenance building
- Acquisition of land (included)
- 25,000 sq ft to incorporate programming and modern tools, technologies and equipment
- Expands offerings to meet student demand and growth in Technical Education and Agriculture
- Provides job-like learning environment for project-based and skilled trade experience
- Upgrades building security
- Offers community access for adult education, makerspace, etc.

COMMUNITY FEEDBACK

[Listening Session - Community Survey]

SURVEY REVIEW

Questions to consider...



1. What are the priorities of our community?
2. What are the program drivers and facilities needs?
3. What are the “non-negotiables” or boundaries for decision making?
 - Is doing nothing at this time an option for the Board?
 - Is the Board in agreement with the maximum amount to be spent on a facilities projects at this time?
4. Are there projects that should be modified, added, or removed based on community priorities? or evidence of new information?
5. What is the recommended project scope?

COMMUNITY FEEDBACK

Listening Sessions

Community Listening Sessions (2016-2018)

- Participation of broad community (parents, non-parents, business, higher ed., and residents)
- Community identified priority for CTE programming and facilities
- Board requested facility assessment, option exploration and cost estimates



Architectural Design/Construction Options Explored

- Options (Renovate/Addition or New Construction)
- Criteria for Evaluation
- Estimating Costs



Cost & Benefit of New Construction

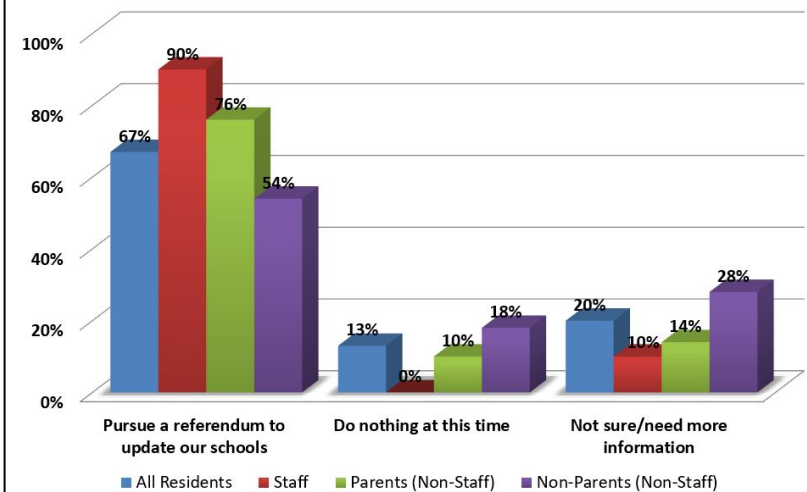
- Rationale from programmatic, design or construction perspectives
- Community feedback for new CTE

COMMUNITY FEEDBACK Survey

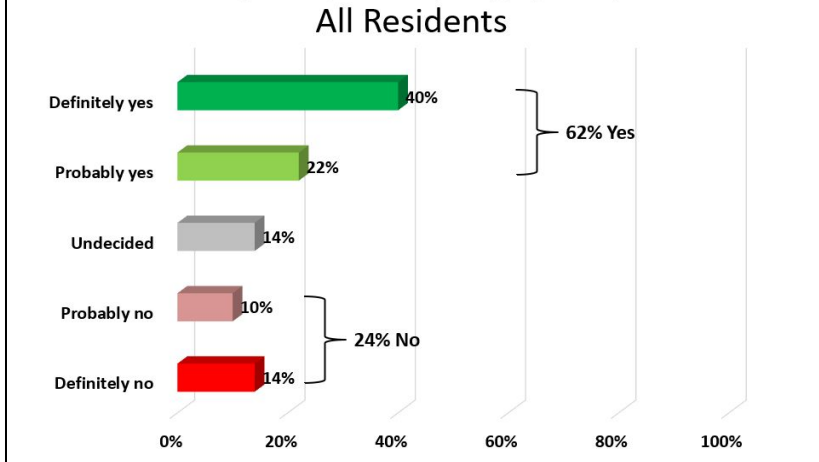
Community Survey Data (fall 2019)

- 23% participation (state average is 15-20%)
- 67% recommend the Board pursue a referendum
- 62% support a \$6.4 million referendum for new Career & Technical Education Center
- Majority support for tax increase of \$21 annually (\$1.75/month) per \$100,000 property value
(Note: this equates to approximately \$6.65M of project scope)

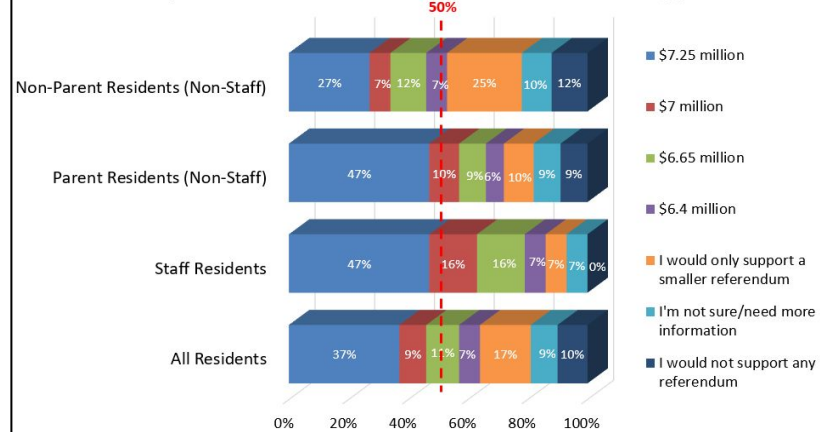
What advice would you give the School Board? (Pittsville School District Residents Only)



Would you support a \$6.4 million referendum to build a new Career and Technical Education center? Representing an estimated annual net tax increase averaging \$16 for each \$100,000 of property value for each of the next 15 years (life of the loan).



How much of a tax increase would you support through a referendum, assuming the projects included were acceptable to you? (Pittsville School District Residents Only)



COMMUNITY FEEDBACK Survey

How likely would you be to support a plan that provides funding to...

Very likely (3), Somewhat likely (2), Not likely (1)

Item	All Residents	Staff Residents	Parent Residents	Non-Parent Residents (Non-Staff)
replace the high school backup boiler? Estimated cost: \$25,000	2.65	2.83	2.63	2.61
replace the roof over the primary wing? Estimated cost: \$225,000	2.49	2.69	2.52	2.42
update primary wing classrooms? Estimated cost: \$80,000	2.31	2.44	2.41	2.19
add air conditioning/dehumidification systems in the 2000 section of the school? Estimated cost: \$180,000	2.25	2.46	2.44	2.04
add indoor/outdoor accessible restrooms? Estimated cost: \$250,000	2.12	2.41	2.26	1.92
repave the parking lots? Estimated cost: \$90,000	2.03	2.32	2.06	1.92

FINANCIAL OVERVIEW

PROJECT COST & TAX IMPACT

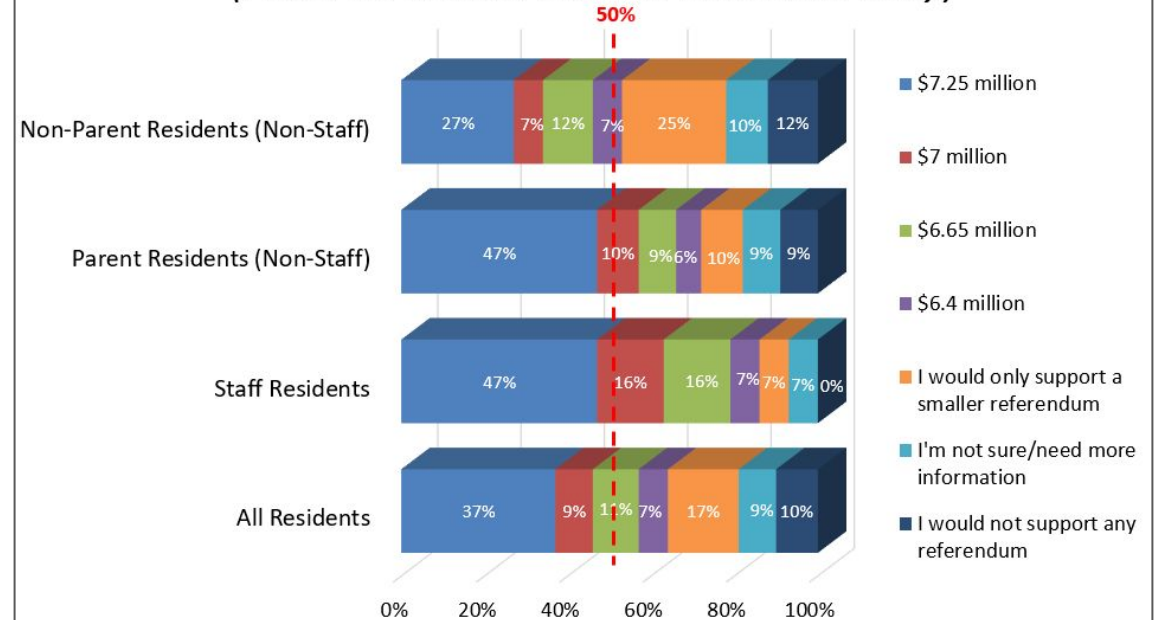
Scenario based on community feedback...

Project Estimated at \$6.65M (Scenario)

- Estimated tax increase = \$21.00 per \$100,000 of property value annually
- Estimated **AVERAGE** mill rate increase (over 2018-19) for debt service (principle + interest) = \$.21 per \$1,000 of property value
- Assumptions
 - 15 year borrowing
 - Interest rate range = 3.75%
 - Equalized valuation (growth) = 1%

How much of a tax increase would you support through a referendum, assuming the projects included were acceptable to you?

(Pittsville School District Residents Only)

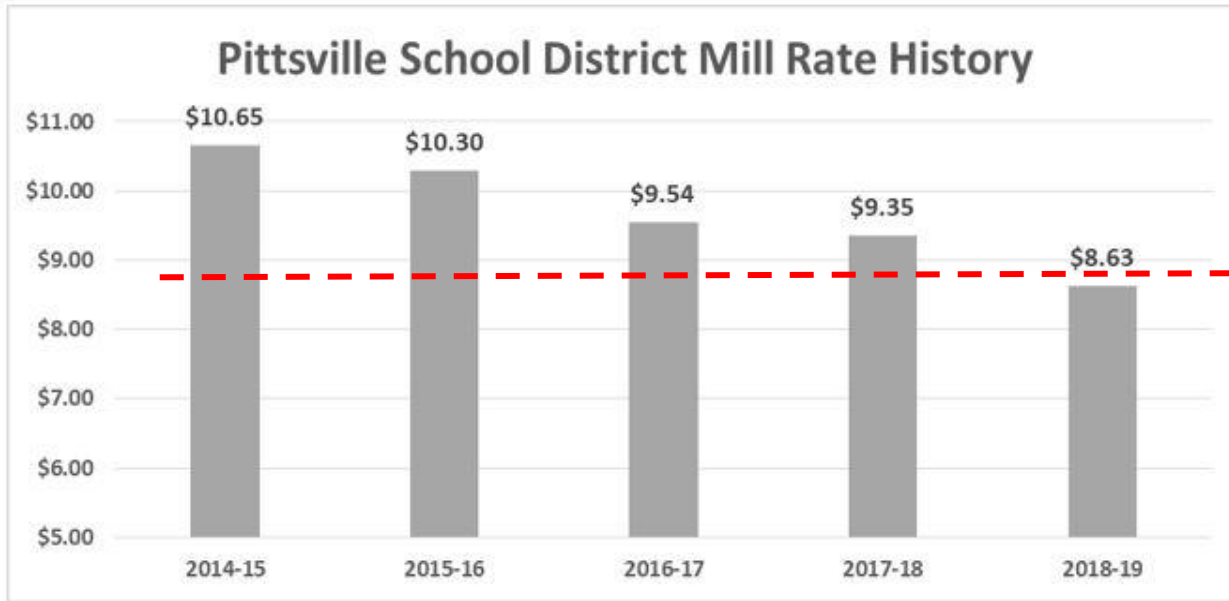


ESTIMATED NET SCHOOL PROPERTY TAX INCREASE

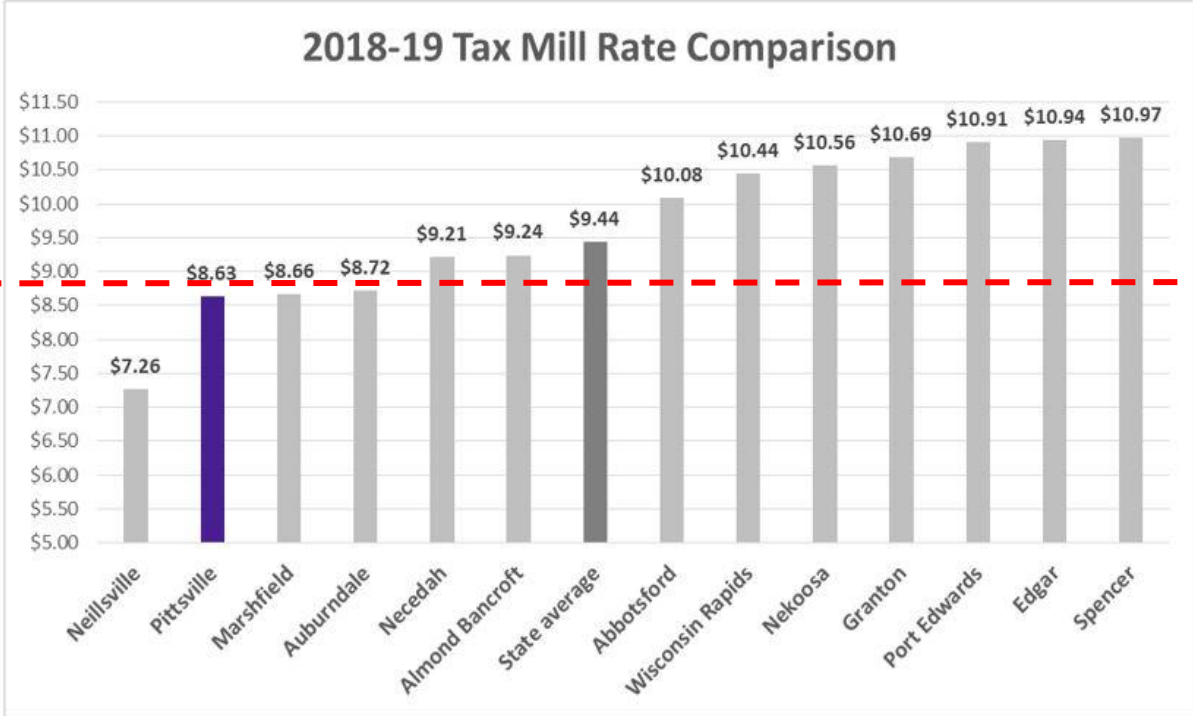
Referendum amount	\$6.4 million <i>Career and Technical Education Center Only</i>	\$6.65 million	\$7 million	\$7.25 million
Estimated average net tax increase per \$100,000 of property value	\$16 per year	\$21 per year	\$29 per year	\$35 per year

MILL RATE HISTORY & COMPARISON

Tax increase for potential \$6.65M project



Illustrates the averaged increase of \$.21 over 2018-19

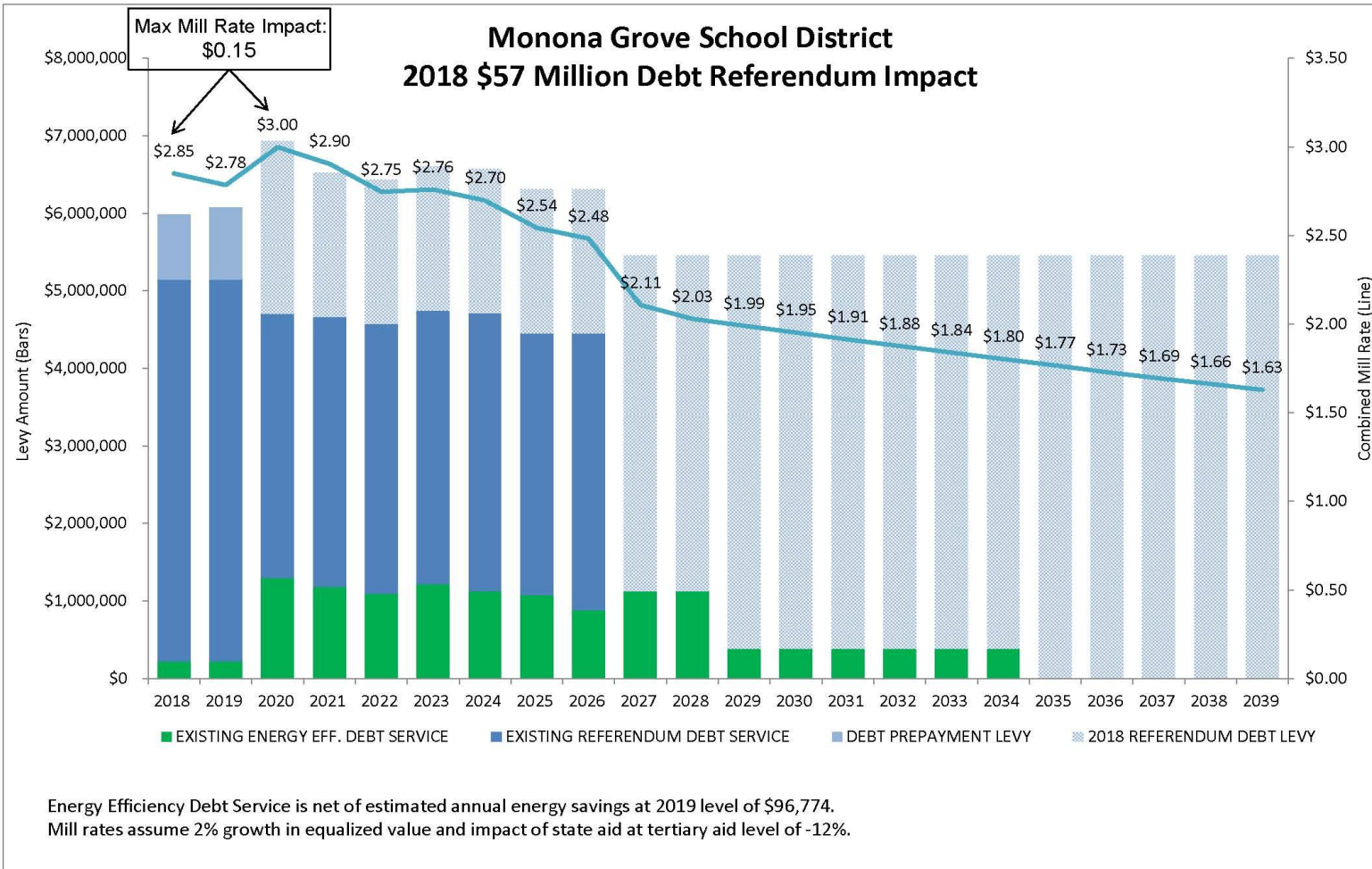


Illustrates the averaged increase of \$.21 over 2018-19

NOTE: ALL FINANCIAL PROJECTIONS WILL BE UPDATED USING CURRENT 2019-20 MILL RATE & FINANCE ASSUMPTIONS FOLLOWING BOARD RECOMMENDATION FOR PROJECT SCOPE

REFERENDUM DEBT IMPACT

Example: MGSD



FUND 46

Long-Term Capital Improvement Trust Fund

Where do the funds (money) come from?

- Funds transferred from General Fund (10) may be used to establish a “trust”

How does this impact state equalization aid?

- Funds transferred are recorded as an expenditure for shared costs (spending) and equalization aid purposes
- Future expenditures from Fund 46 are not part of shared costs (spending)

What are the restrictions for the use of funds (Fund 46)?

- Prohibited from removing funds for 5 years after Fund 46 is established
- After 5 years, funds may only be used for projects/purposes as identified in the (approved) Long-Term Capital Improvement Plan

Potential Projects

BOND COUNSEL
[Ballot Resolutions]



PITTSVILLE SCHOOL DISTRICT LONG-RANGE FACILITIES PLANNING TIMELINE

OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
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Communications & Community Outreach

Survey Results (10.14.19)

Board Workshop (10.24.19)

- Review Data
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Update Board (11.11.20)

- Data Requests
- Finalize Project Scope & Cost

Develop Communications & Community Outreach Plan

Contact Bond Counsel

Update Board (12.9.19)

Bond Counsel

- Confirm Schedule
- Ballot Resolution Language


Finalize Communications & Community Outreach Plan

- Fact Sheet
- Advocacy Guidelines & Board Role

Board Adopts Ballot Resolution (1.13.20 w/deadline of 1.25.20)

Implement Communications & Community Outreach Plan

- Material development
- Community mailings
- Community conversations
- Referendum Information Presentations
- Open House & School Tours
- Media plan

 Potential Referendum April 7, 2020


BOND COUNSEL

Role and timetable

BOND COUNSEL

- Drafts legal ballot resolution language
- Establishes and guides the District and School Board with the Bond Referendum Schedule
- Provides high level material review (Advocacy)



	
APRIL 7, 2020 ¹	
BOND REFERENDUM TIMETABLE*	
(Regularly Scheduled Election)	
<u>DATE</u>	<u>ACTION</u>
On or before January 25, 2020 (recommended at least 73 days prior to Referendum)	Board adopts Initial and Referendum Resolutions
At least 70 days prior to the Referendum (on or before January 28, 2020)	Ballot language (i) delivered to person responsible for printing the ballots and (ii) provided to county clerk(s) as required by Section 8.37, Wisconsin Statutes. If District prepares ballots, must be provided to municipal clerks 25 days before election.
Within 10 days of Board Action	Notice to Electors published (Exhibit A to Referendum Resolution) and Notice to DPI
Fourth Tuesday before referendum (or closest date before of official newspaper publication)	Type A Election Notice published by District (Type E Election Notice to be published by Municipal Clerks) (Exhibit B to Referendum Resolution)
By at least March 13, 2020 (25 days before the referendum)	Ballots printed and delivered to municipal clerks. Copy of ballot sent to bond counsel.
Closest date of official newspaper published before the referendum	Combined Type B and Type C Election Notices published by District (including the facsimile ballot) (Type D Election Notice to be published by Municipal Clerks) (Exhibit C to Referendum Resolution)
April 7, 2020	Referendum held
No later than April 14, 2020 at 9:00 a.m. (7 days after referendum)	Board of Canvassers meets

BALLOT RESOLUTION

What does ballot language include?

EXAMPLE:

Shall the Wauwatosa School District, Milwaukee County, Wisconsin be authorized to issue pursuant to Chapter 67 of the Wisconsin Statutes, general obligation bonds in an amount not to exceed \$124,900,000 for the public purpose of paying the cost of a building and improvement program consisting of: construction of four elementary schools on existing sites and removal of all or part of existing buildings; District-wide renovation and site improvements including safety and security updates, capital improvements, HVAC systems upgrades, ADA compliance updates, classroom updates; and acquisition of related fixtures, furnishings and equipment; and remodeling the technical education classrooms and lab spaces at East and West High Schools?

BALLOT RESOLUTION

What does *ballot language* include?

EXAMPLE:

COST - NOT TO EXCEED

Shall the Wauwatosa School District, Milwaukee County, Wisconsin be authorized to issue pursuant to Chapter 67 of the Wisconsin Statutes, general obligation bonds in an amount not to exceed \$124,900,000 for the public purpose of paying the cost of a building and improvement program consisting of: construction of four elementary schools on existing sites and removal of all or part of existing buildings; District-wide renovation and site improvements including safety and security updates, capital improvements, HVAC systems upgrades, ADA compliance updates, classroom updates; and acquisition of related fixtures, furnishings and equipment; and remodeling the technical education classrooms and lab spaces at East and West High Schools?

PURPOSE - IN GENERAL TERMS

COMMUNICATIONS & COMMUNITY OUTREACH PLANNING

COMMUNICATIONS & COMMUNITY OUTREACH PLAN

Informational materials

EXAMPLES

- Fact Sheet/Newsletter
- Postcard(s)
- Information Display Boards
- Website Info/Graphics
- School & Community Material



REFERENDUM 2014 FACT SHEET

WHAT IS ON THE BALLOT ON TUESDAY, NOVEMBER 4?

After more than three years of extensive research and community input, the Waunakee Community School Board has created a flexible long-range Facilities Master Plan intended to meet the needs of our students and reflect the priorities of our community. Based on the feedback, Waunakee residents will vote on two separate questions, one to borrow funds specifically for facility construction and the other to support the ongoing operational costs associated with the added space. While related, Wisconsin law requires that each of these questions be presented separately for individual vote.

- QUESTION #1: CONSTRUCT AND RENOVATE SCHOOLS - \$44,800,000**
- Construct a new Intermediate School for all 5-6
 - Construct a four-classroom addition to Prairie
 - Transition the existing Heritage Elementary to a dedicated K-4 elementary
 - Address prioritized capital maintenance projects at Prairie Elementary and Heritage Elementary
- QUESTION #2: OPERATING EXPENSES - \$2,160,000 ON A RECURRING BASIS**
- Support operational costs associated with construction of the new Intermediate School and the addition of a custodian staff, utilities and capital maintenance
 - Establish a district-wide capital maintenance fund to address future needs
 - Provide district-wide technology upgrades (i.e. infrastructure upgrades, wiring, computer and equipment replacements)

WHAT IS INCLUDED IN THE PROPOSED CONSTRUCTION PROJECT?

New 516 Intermediate School

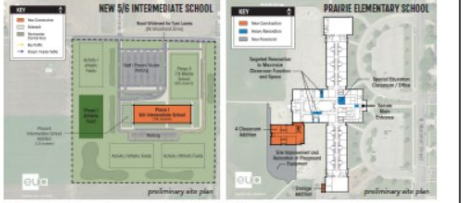
- Construct a two-story, 700-student Intermediate School for all 5-6 grade students with flexibility for expansion in future phases.
- Located on 20-acre district-owned site on West Woodland Drive, west of County Road Q

Addition to Prairie Elementary School (K-4)

- Construct a four classroom addition to Prairie Elementary and address prioritized capital maintenance.

Renovated Heritage Elementary School (K-4)

- Construct light renovations and prioritized capital maintenance needs at Heritage/Intermediate School to create a dedicated K-4 elementary school (Heritage Elementary) and secure math entrance.
- Part of the Heritage Elementary renovation are available online at www.waunakee.k12.wi.us/referendum2014



Full size site plans of the new Intermediate School, Prairie Elementary School, and Heritage Elementary are available online at www.waunakee.k12.wi.us/referendum2014.

WHAT IS THE ESTIMATED IMPACT TO TAXPAYERS?

ESTIMATED MAXIMUM PROPERTY TAX INCREASE over the 2014/2015 year (Power Approach)	QUESTION 1 \$44,800,000 (\$1.91 per \$1,000 of Property Value*)		QUESTION 2 \$2,160,000 (\$0.95 per \$1,000 of Property Value*)	
	Per Year	Per Month	Per Year	Per Month
\$100,000 of property value	\$91	\$7.58	\$95	\$7.92
\$200,000 of property value	\$182	\$15.17	\$190	\$15.83
\$300,000 of property value	\$273	\$22.75	\$285	\$23.75

* To minimize the impact on taxpayers, the estimated maximum tax increase for Question #1 would be spread out over three (3) property tax years. District residents would first note the increase on their December 2014 tax bill, with the full impact of \$1.91 per \$1,000 of property value in effect by the December 2017 tax bill.

* To minimize the impact on taxpayers, the estimated maximum tax increase for Question #2 would be spread out over four (4) property tax years. District residents would first note the increase on their December 2014 tax bill with the full impact of \$0.95 per \$1,000 of property value in effect by the December 2017 tax bill.

Learn more at www.waunakee.k12.wi.us/referendum2014 or

ATTEND: Referendum Information Nights (Open Houses)

- Heritage Elementary - October 21, 6:30 - 8:00 PM
- Prairie Elementary - October 23, 6:30 - 8:00 PM

TOUR: the schools

- Prairie Elementary - October 8, 10:45 AM - 12:00 PM
- Heritage Elementary/Intermediate School - October 14, 10:45 AM - 12:00 PM
- October 27, 1:00 - 2:15 PM

WATCH your mail for a dedicated Referendum newsletter in October

EMAIL questions to referendum2014@waunakee.k12.wi.us

VISIT Superintendent Randy Gutterberg with questions

* District Administrative Offices, 905 S. Bell Street, Any Tuesday, September 2 - October 28, 8:30 - 5:00 PM

Waunakee Community School District Referendum 2014

PITTSVILLE PUBLIC SCHOOL DISTRICT
Communications & Outreach Plan (draft) | Activity for week of:

	OCT	NOV	DEC	15	1/13	1/20	1/27	2/3	2/10	2/17	2/24	3/2	3/9	3/16	3/23	3/30	4/6	
SCHOOL BOARD & ADMINISTRATIVE PLANNING (CAL)																		
Administrative - Core Team Planning (monthly/needs based meetings)																		
Board & Administration Workshop & Meeting																		
Survey Data Review - Facilitator (Scope/Confirms Support) LR Planning Guidelines Timeline											10/24		11/11					
Project Scope/Confirms Support: Tax Impact Confirmed: Bond Counsel-Draft Resolution Language																		
Bond Counsel Schedule & Resolution Language Confirmed: Communications & Outreach Plan																		
Resolutions Approved: Communications & Outreach Plan Implementation: Advisory Guidelines																		
COMMUNICATIONS & OUTREACH PLAN:																		
Communications & Outreach Plan finalized - confirmed with graphic design, printer, mail lists, portal plan																		
Community Events Calendar established with PSD & Board (portal/community events)																		
WEBSITE:																		
Website framework and content established; updates ongoing																		
Website content updates/updates (Background, Survey, Fall Outreach Materials, Video info, etc.)																		
MATERIALS:																		
Develop all graphic components: Kater, PMA, PSD (e.g. Site Plan, Th Chart, MI Rate/Finance, branding/tag, etc.)																		
Develop presentation framework for all community outreach																		
Master #1: Referendum Announcement (Data Points/Survey, Referendum, Info Source)																		
Master #2: Fact Sheet																		
International Display Board - have text kit																		
Master #3: Events, Voting Information, Key Facts																		
Collateral - Schools & Community (Website graphics, posters, flyers, resource table document, etc.)																		
Special Circumstance - Contingency (e.g. land acquisition, collaboration municipalities on scope, etc.)																		
Administration & Staff Review (Comm & Outreach Plan Review: Advocacy Guidelines)																		
Community Liaison Forum - Presentation (scope, Materials)																		
Superintendent & Board Open Door (Weekly/FBI)																		
Key Communication/Parent Outreach (see Events Calendar/PSD, Bookends, Clubs or School Events)																		
Community Outreach Events (see Events Calendar/Municipalities, Civic/Industry Business, Open)																		
Referendum Information Night & School Tour (see Events Calendar)																		
SCHOOL COMMUNICATIONS (PSH)																		
Direct Mail:																		
Elementary, Middle/High School Principal Newsletter, e-mail, FB, Twitter posts																		
MEDIA - TRADITIONAL, SOCIAL:																		
Media Release - Core Messages, press-Serv, P/R Referendum																		
Social Media Plan - per PSD-AG for FB, Twitter, blog, etc.																		
Video - per Kater, Inc.																		
Open Houses:																		
COMMUNITY VIDEO SPRING 2015 REFERENDUM																		



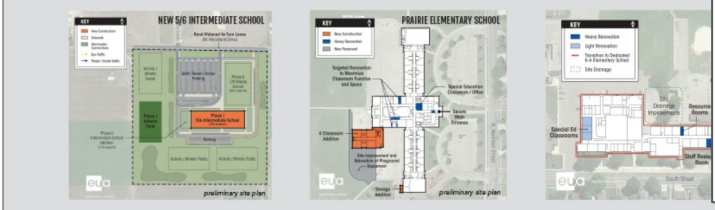
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QUESTION #1: CONSTRUCT AND RENOVATE SCHOOLS - \$44,800,000

- Construct a new Intermediate School for all 5-6 grade students on district-owned land
- Construct a four-classroom addition to Prairie Elementary School (K-4)
- Transition the existing Heritage Elementary/Intermediate School to a dedicated K-4 elementary
- Address prioritized capital maintenance projects at Prairie Elementary and Heritage Elementary

QUESTION #2: OPERATING EXPENSES - \$2,160,000 ON A RECURRING BASIS

- Support operational costs associated with construction of the new Intermediate School and the addition of a custodian staff, utilities and capital maintenance
- Establish a district-wide capital maintenance fund to address future needs
- Provide district-wide technology upgrades (i.e. infrastructure upgrades, wiring, computer and equipment replacements)



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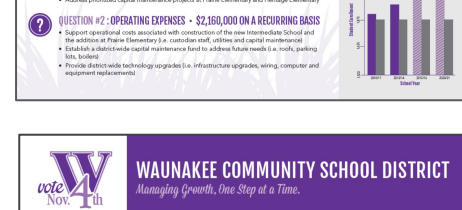
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- Provide district-wide technology upgrades (i.e. infrastructure upgrades, wiring, computer and equipment replacements)



Thank you! YOUR INPUT HAS SHAPED THE NOVEMBER 4TH REFERENDUM!

- 3+ years of long-range facility planning
- Feedback from over 2,500 community members
- Over 4,000 students impacted TODAY with room to grow in the FUTURE

Together we are **Managing Growth, One Step at a Time.**

MAKE AN INFORMED DECISION

VOTE NOVEMBER 4TH!

- Visit www.waunakee.k12.wi.us/referendum2014 for complete details.
- Constructive Projects, Costs, and Site Plans
- Referendum 2014 Video
- Frequently Asked Questions
- The Impact Calculator

LEARN MORE!
www.waunakee.k12.wi.us/referendum2014



Here's how to learn more:

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TWO SEPARATE QUESTIONS ON THE NOVEMBER 4TH BALLOT

QUESTION #1: CONSTRUCT AND RENOVATE SCHOOLS - \$44,800,000

QUESTION #2: OPERATING EXPENSES - \$2,160,000 ON A RECURRING BASIS

VOTING INFO

- Ballot Request & Mail Registration
- Early In-Person Voting at Public October 20 - October 31
- Poll Open November 4, 7:00 AM - 8:00 PM

LEARN MORE!
www.waunakee.k12.wi.us/referendum2014

WAUNAKEE COMMUNITY SCHOOL DISTRICT
905 S. Bell Street, Waunakee, Wisconsin 53190
www.waunakee.k12.wi.us/referendum2014

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www.waunakee.k12.wi.us/referendum2014

ADVOCACY GUIDELINES

Summary

Advocacy Guidelines

- Funds
- Information - Just the Facts
- Context

Roles - Recommendations

- Board
- Administration
- Staff

ADVOCACY GUIDELINES Summary for Public School Districts	
PERMITTED ACTIVITIES	PROHIBITED ACTIVITIES
Using DISTRICT FUNDS (taxpayer money) for "reasonable expenditures" and for the purpose of "giving voters relevant facts to aid them in reaching an informed judgment when voting" on a referendum questions.	<u>Expending public funds (taxpayer money) for the purpose of advocating a particular position</u> on a referendum question.
Providing OBJECTIVE, FACTUAL INFORMATION verbally or in printed material on a proposed district referendum.	<u>Distributing information or materials that use "express advocacy"</u> and support a position to VOTE YES or VOTE NO in any form, on a district referendum.
Holding INFORMATIONAL MEETINGS and unbiased voter registration and absentee ballot drives.	<u>Holding or hosting VOTE YES or VOTE NO</u> meetings or rallies.
Providing STUDENTS WITH FACTUAL INFORMATION about the proposed referendum or voting as a civic responsibility/right.	<u>Promoting a VOTE YES or VOTE NO message to students</u> in an official class setting, school sponsored club, or district activity.
Using DISTRICT RESOURCES (paper, copiers, supplies) or data lists (phone, email, other) for informational purposes only.	Using <u>district resources</u> (paper, copiers, supplies) or data lists/resources (phone, email, other) <u>for VOTE YES or VOTE NO</u> efforts.
Using official DISTRICT COMMUNICATION CHANNELS to provide factual information.	Using official <u>district communication channels to raise awareness, recruit members, or fundraise</u> for a VOTE YES or VOTE NO political action committee (PAC) or referendum group.
EXPRESSING PERSONAL OPINION about the referendum if you <u>are not serving in "official district capacity"</u> at the time and you identify your statements as personal opinion (including Board Members, administrators and district employees who reside in the district).	Expressing your VOTE YES or VOTE NO opinions <u>as a representative of the district in an official capacity.</u>
SERVING ON AN INDEPENDENT POLITICAL ACTION COMMITTEE (PAC) or referendum group "off the clock" <u>and</u> off school grounds if you are a contractual employee.	Working on VOTE YES or VOTE NO efforts for an independent political action committee (PAC) or referendum group <u>while on official school time</u> if a contractual employee.

REFERENDA HISTORY
Pittsville Public School District
[1993 - Present]

PITTSVILLE PUBLIC SCHOOL DISTRICT

Referenda history 1993 - present

The report below shows:

District = Pittsville (4368)

Vote Date = 01/01/93 to 4/2/2019

Type of Referendums = All

Referenda Outcome = All

District ^A _Z ↓	Vote Date	Amount	Type	Yes	No	Result	Brief Description
Pittsville (4368)	11/04/2008	2008 \$175,000 2009 \$175,000 2010 \$175,000 Total: \$525,000	RR 2010	1,031	1,013	Passed	operation and maintenance expenses
Pittsville (4368)	04/06/1999	\$3,350,000	Issue Debt	918	548	Passed	gym; music rooms; locker rooms; offices
Pittsville (4368)	04/06/1999	\$1,600,000	Issue Debt	868	573	Passed	auditorium
Pittsville (4368)	05/01/1993	\$3,000,000	Issue Debt	210	630	Failed	

Recent legislation limits school districts to:

- Referenda opportunity limited to regularly scheduled elections
 - Even years = April/November
 - Odd years = November
- Maximum of two (2) questions of any combination or type in a calendar year

OPERATING REFERENDA

Recurring, non-recurring & stepped referenda ...

RECURRING

...to exceed the revenue limit specified in Section 121.91, Wisconsin Statutes, **for the 2014-2015 school year and thereafter** by \$5,000,000 for recurring purposes: ongoing school building maintenance projects; replacement of inoperable technology; and staff positions to support technology training.

(Appleton - 2014)

NON-RECURRING

...to exceed the revenue limit specified in Section 121.91, Wisconsin Statutes, by up to \$2,600,000 per year **for a period of five years** on a non-recurring basis beginning with the 2016-2017 school year, and ending with the 2020-2021 school year, for the purpose of funding operations, including, but not limited to, costs associated with curriculum, technology, personnel, maintenance, equipment, and facility improvements.

(Monona Grove - April 2016)

STEPPED (RECURRING)

...to exceed the revenue limit specified in Section 121.91, Wisconsin Statutes, **by \$2,800,000 for the 2019-2020 school year** and by an additional **\$2,000,000 (for a total of \$4,800,000) for the 2020-21 school year and thereafter**, for recurring purposes.

(Middleton Cross Plains - Nov 2018)

OPERATING REFERENDA

2008 Pittsville School District Recurring ...

QUESTION 1

Shall the following Resolution be approved?

RESOLUTION
AUTHORIZING THE SCHOOL DISTRICT BUDGET
TO EXCEED REVENUE LIMIT
FOR RECURRING PURPOSES

BE IT RESOLVED by the School Board of the School District of Pittsville, Wood, Clark, Jackson, and Juneau Counties, Wisconsin, that the revenues included in the School District budget be authorized to exceed the revenue limit specified in Section 121.91, Wisconsin Statutes, by \$175,000 for the 2008-2009 school year; by an additional \$175,000 for 2009-2010 school year (for a total of \$350,000) and by an additional \$175,000 for 2010-2011 school year and thereafter (for a total of \$525,000), for recurring purposes consisting of ongoing operation and maintenance expenses.

YES **NO**

PITTSVILLE PUBLIC SCHOOL DISTRICT

Referenda history 1993 - present

The report below shows:

District = Pittsville (4368)
 Vote Date = 01/01/93 to 4/2/2019
 Type of Referendums = All
 Referenda Outcome = All

Stepped = \$175k/yr1, \$350k/yr2, \$525k/yr3 and thereafter (ongoing)

RR = Recurring, or ongoing

<u>District</u> ^A ↓ _Z	<u>Vote Date</u>	<u>Amount</u>	<u>Type</u>	<u>Yes</u>	<u>No</u>	<u>Result</u>	Brief Description
Pittsville (4368)	11/04/2008	2008 \$175,000 2009 \$175,000 2010 \$175,000 Total: \$525,000	RR 2010	1,031	1,013	Passed	operation and maintenance expenses
Pittsville (4368)	04/06/1999	\$3,350,000	Issue Debt	918	548	Passed	gym; music rooms; locker rooms; offices
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Pittsville (4368)	05/01/1993	\$3,000,000	Issue Debt	210	630	Failed	

Purpose: operational needs and deferred maintenance

Recent legislation limits school districts to:

- Referenda opportunity limited to regularly scheduled elections
 - Even years = April/November
 - Odd years = November
- Maximum of two (2) questions of any combination or type in a calendar year

SURVEY REPORT

[School Perceptions | October 14, 2019]

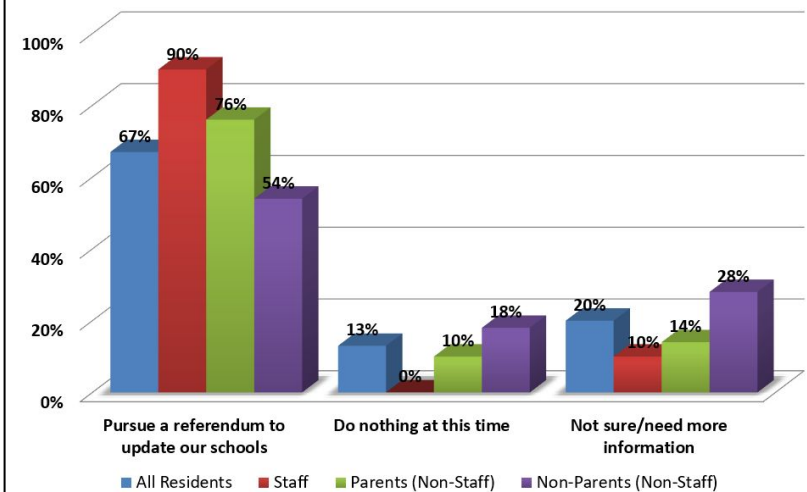
COMMUNITY FEEDBACK

Survey Summary (October 24 and November 11)

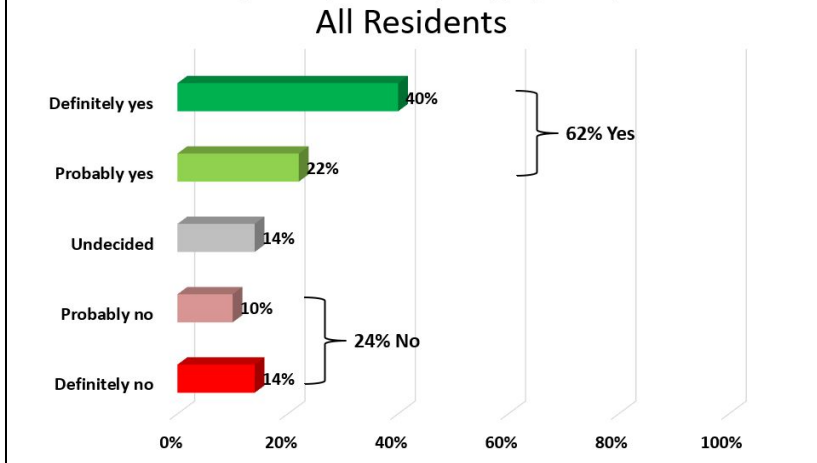
Community Survey Data (fall 2019)

- 23% participation (state average is 15-20%)
- 67% recommend the Board pursue a referendum
- 62% support a \$6.4 million referendum for new Career & Technical Education Center
- Majority support for tax increase of \$21 annually (\$1.75/month) per \$100,000 property value
(Note: this equates to approximately \$6.65M of project scope)

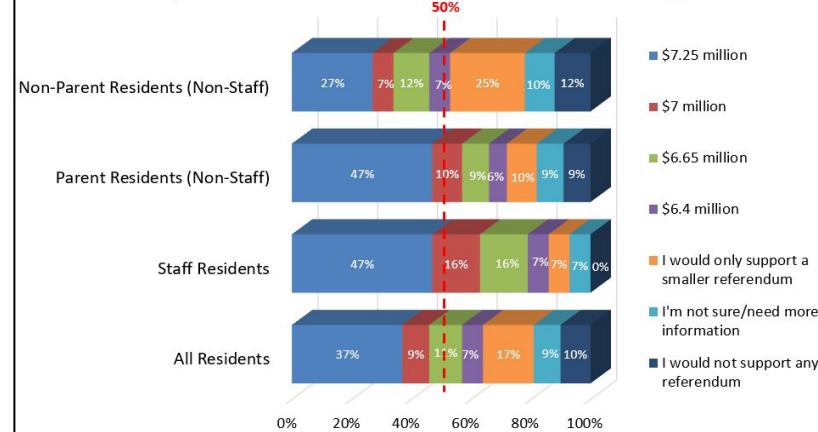
What advice would you give the School Board? (Pittsville School District Residents Only)



Would you support a \$6.4 million referendum to build a new Career and Technical Education center? Representing an estimated annual net tax increase averaging \$16 for each \$100,000 of property value for each of the next 15 years (life of the loan).



How much of a tax increase would you support through a referendum, assuming the projects included were acceptable to you? (Pittsville School District Residents Only)



Community Survey Results

Pittsville School District

Fall 2019

SCHOOL PERCEPTIONS

Our mission is to help educational leaders gather, organize and use data to make strategic decisions.

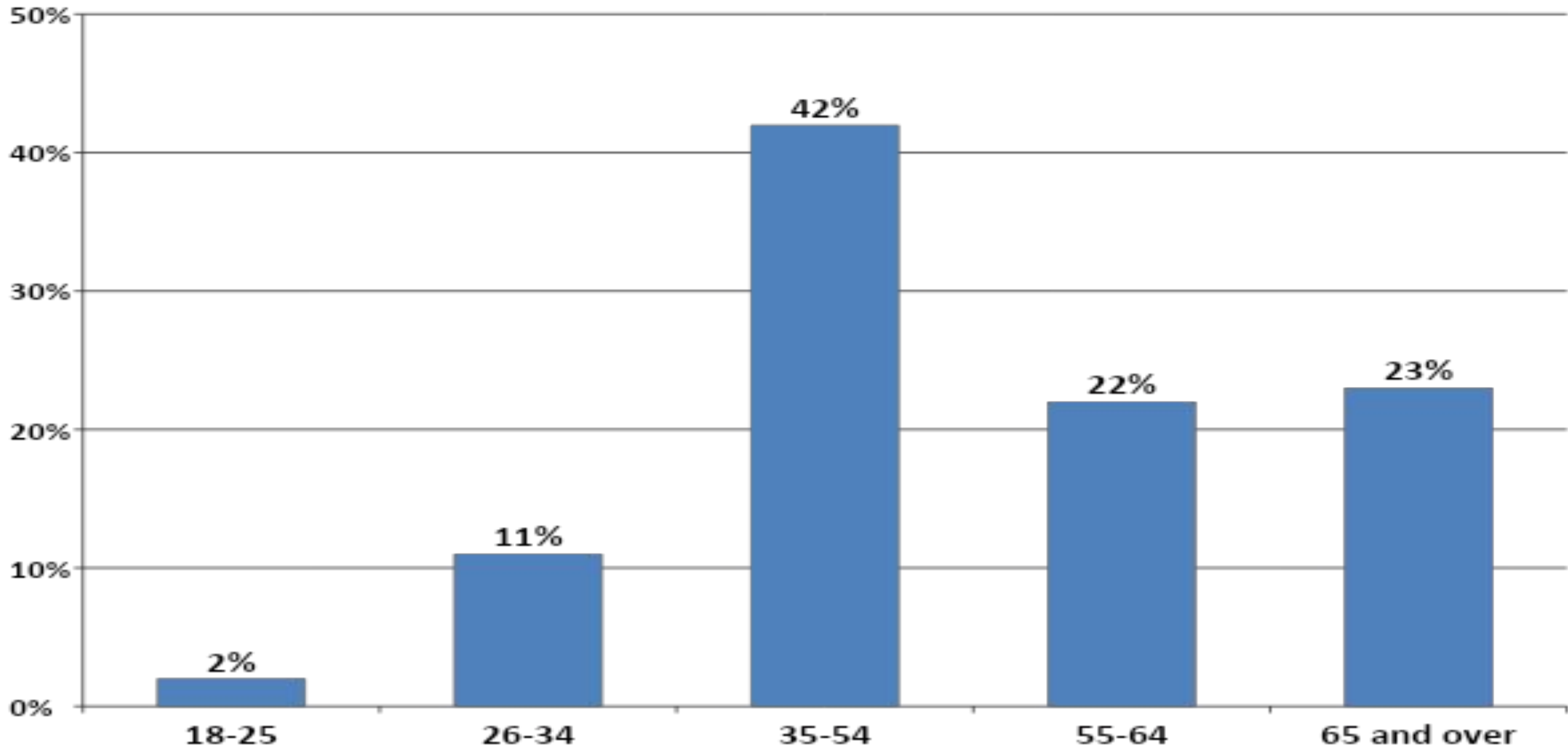
- Founded in 2002 to provide independent and unbiased research
- Conducted over 10,000 surveys for school improvement
- Helped more than 600 districts navigate the strategic planning and referendum planning process

Survey Summary

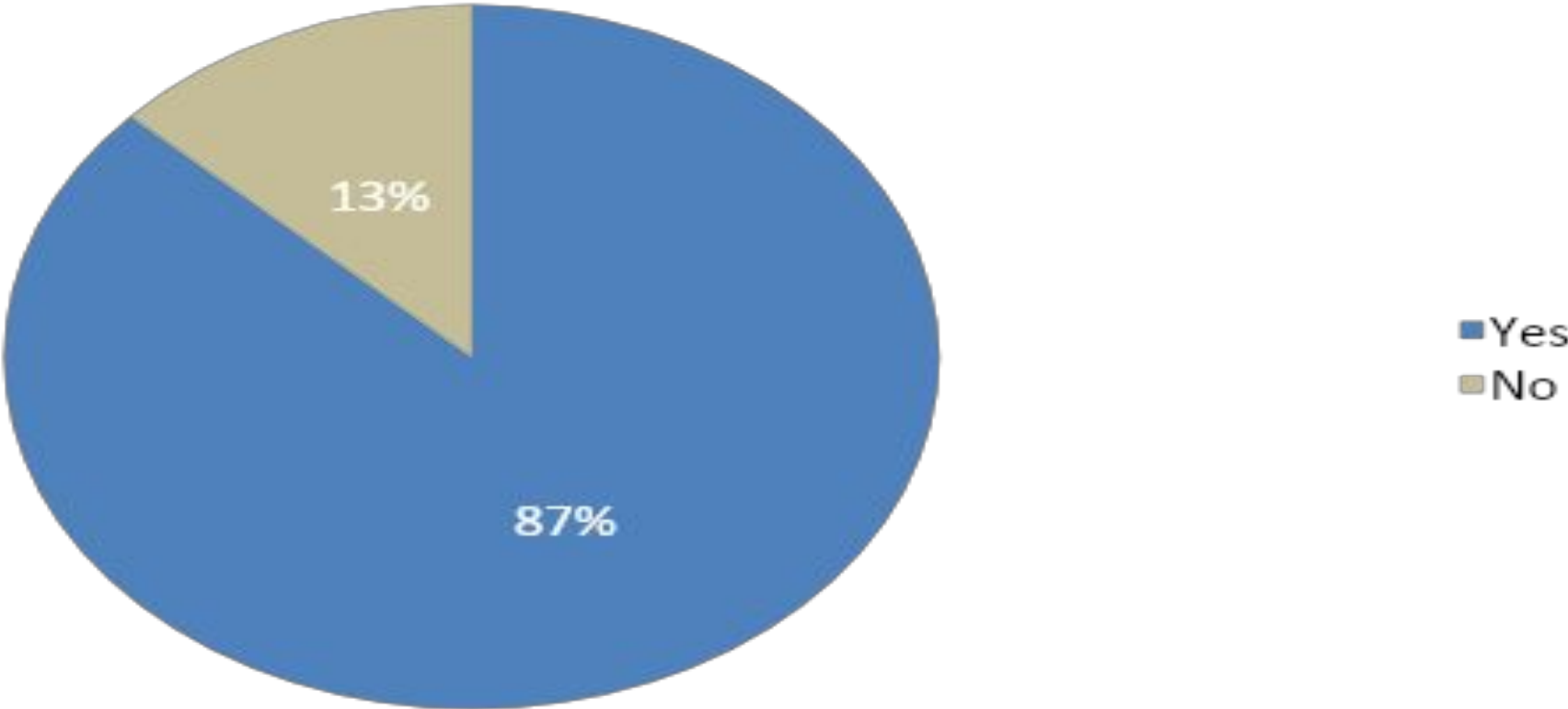
- The survey was conducted in September of 2019.
- Residents within the District were mailed a paper survey. Each survey included a unique survey access code for those who preferred to take the survey online.
- Total responses = 384 (148 paper)
- Participation rate = 23%
- Margin of error = 5.1%

Respondent Information

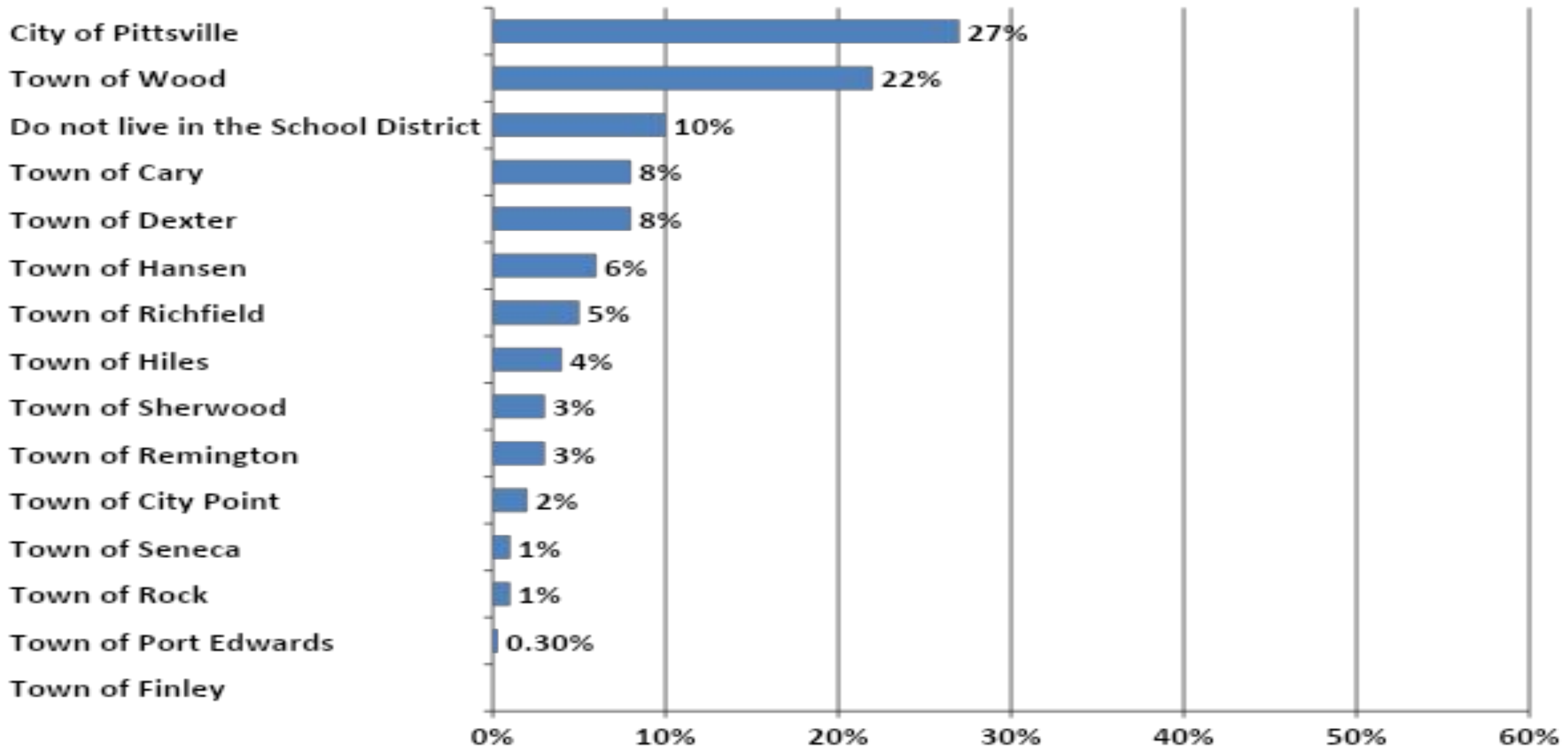
What is your age?



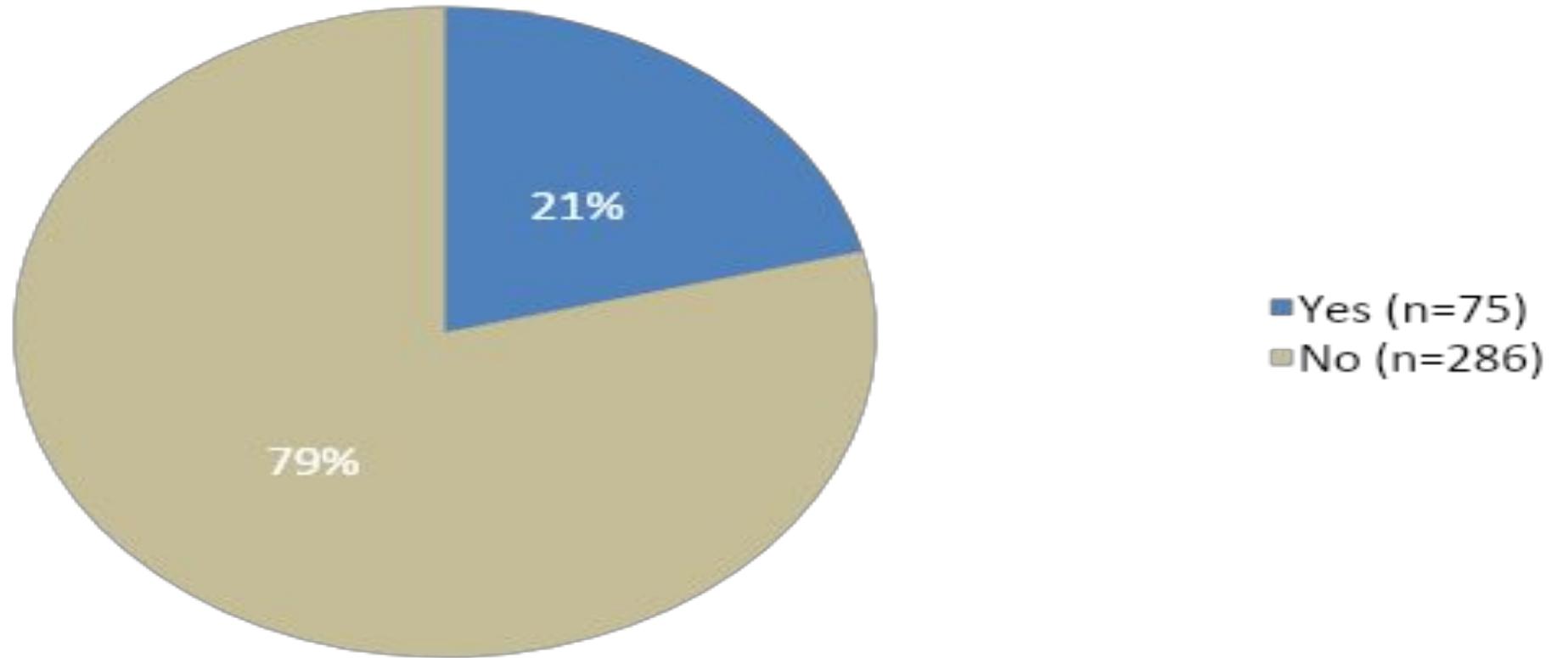
Do you live in the Pittsville School District?



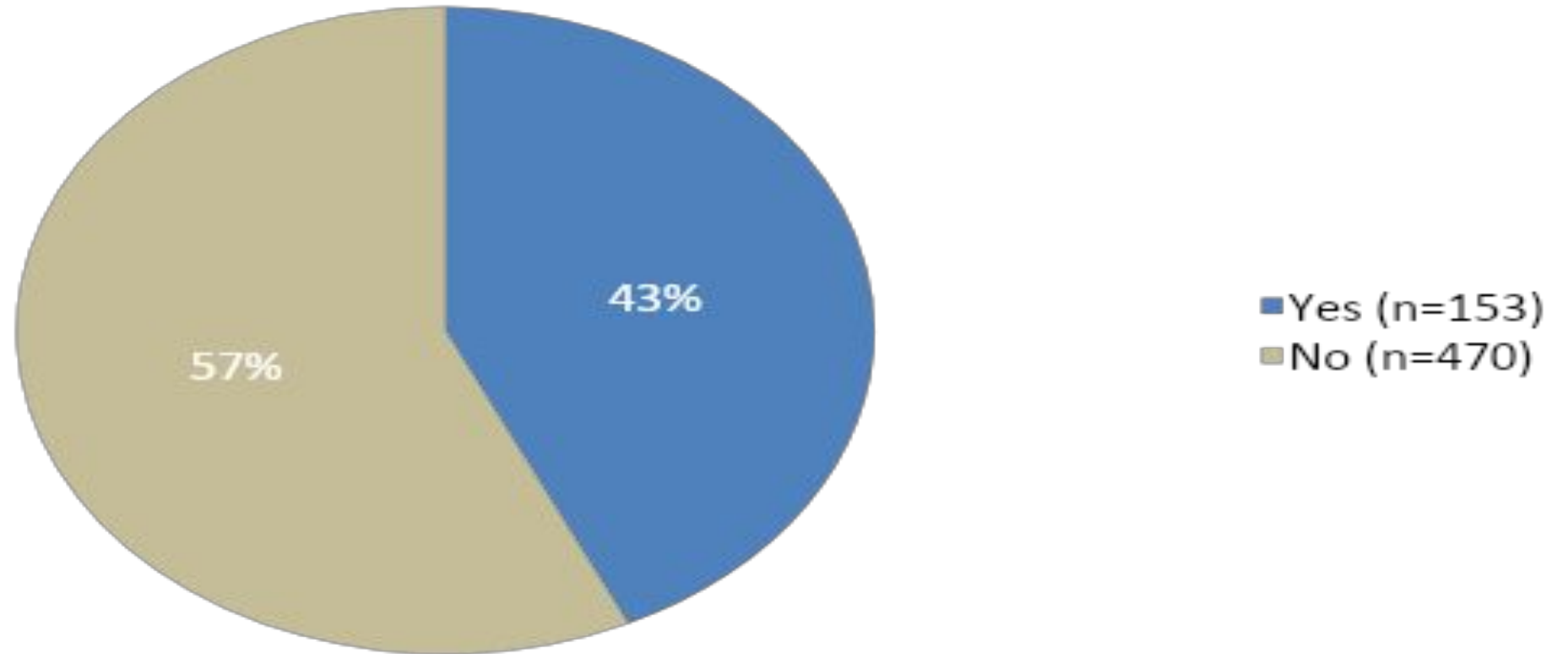
In which city or township do you reside?



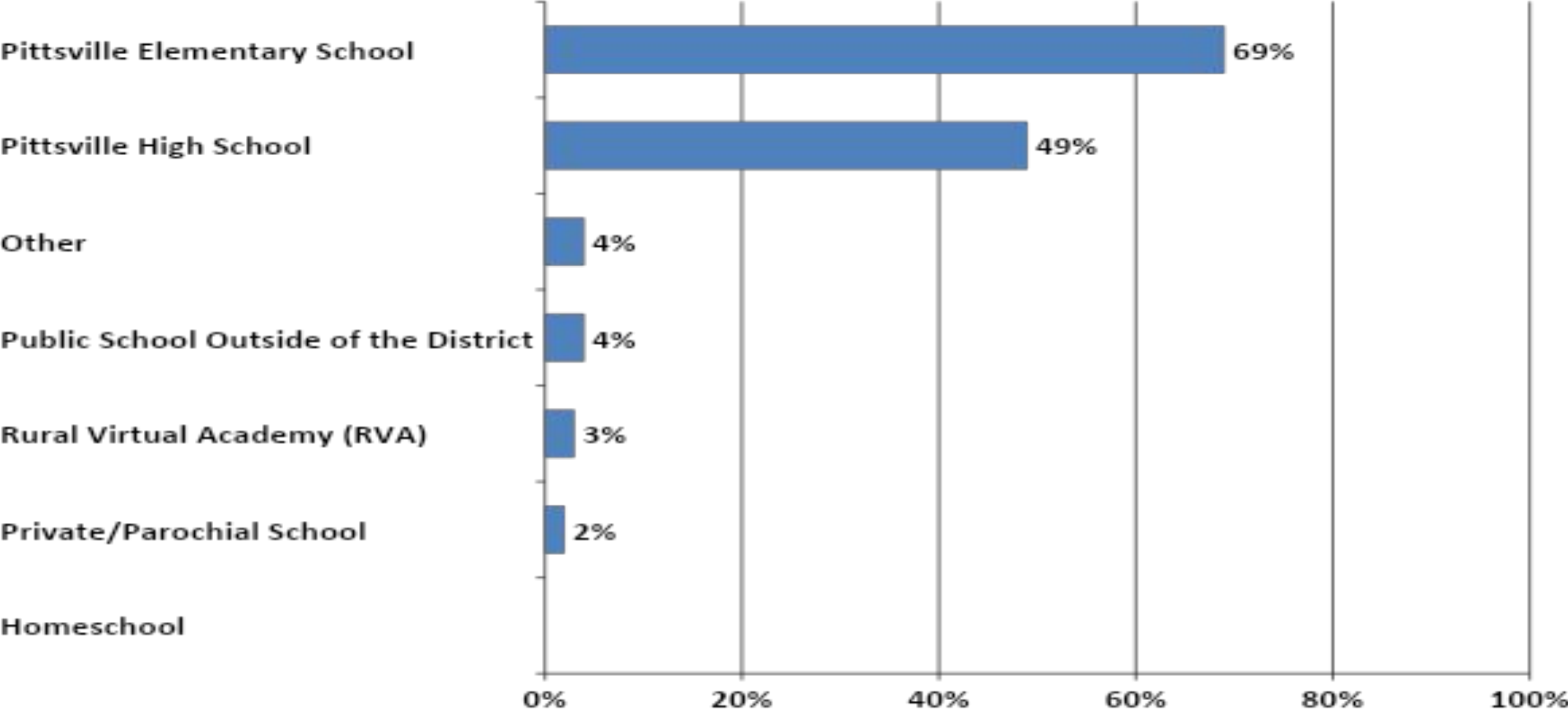
Are you an employeee of the Pittsville School District?



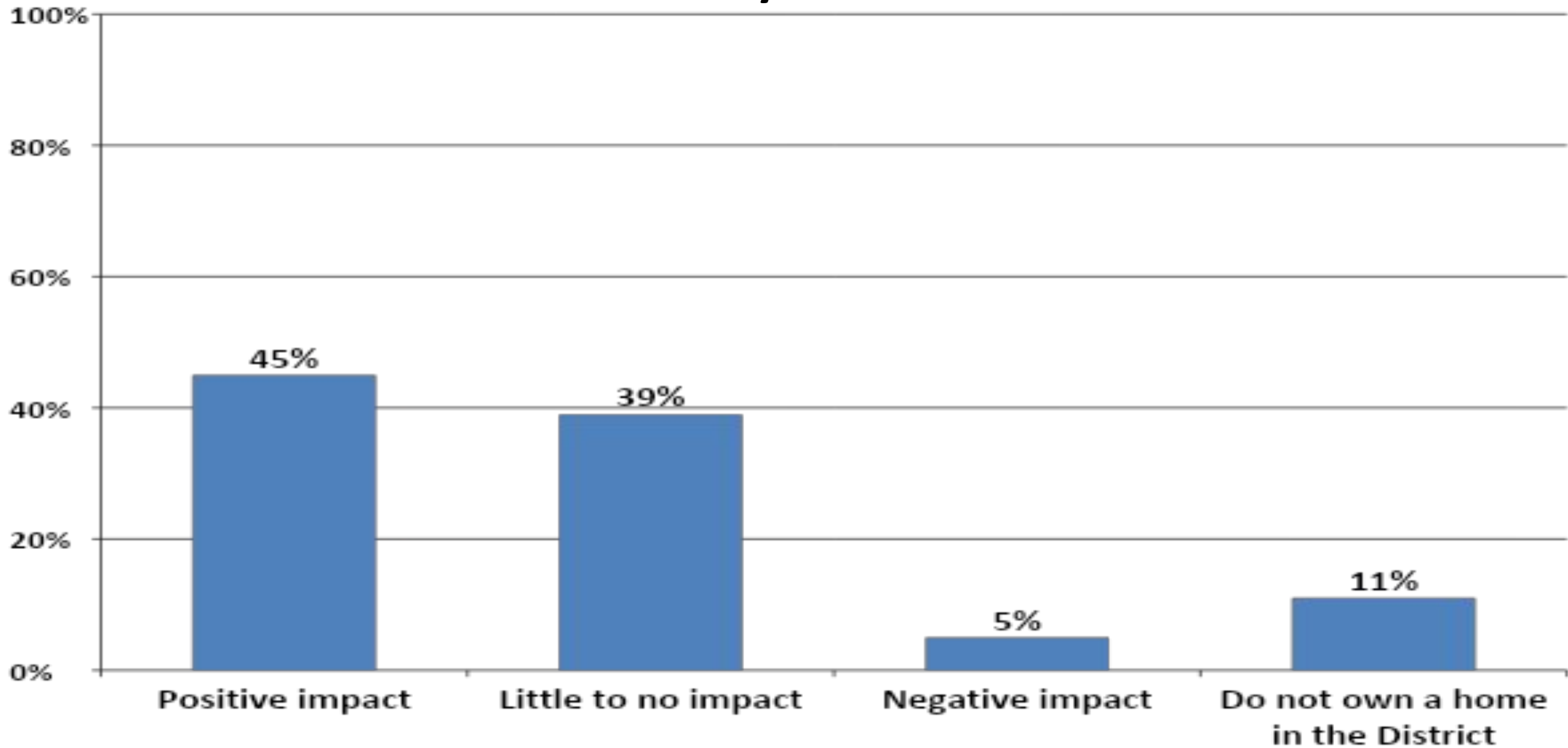
Do you have child(ren) attending school in the Pittsville School District?



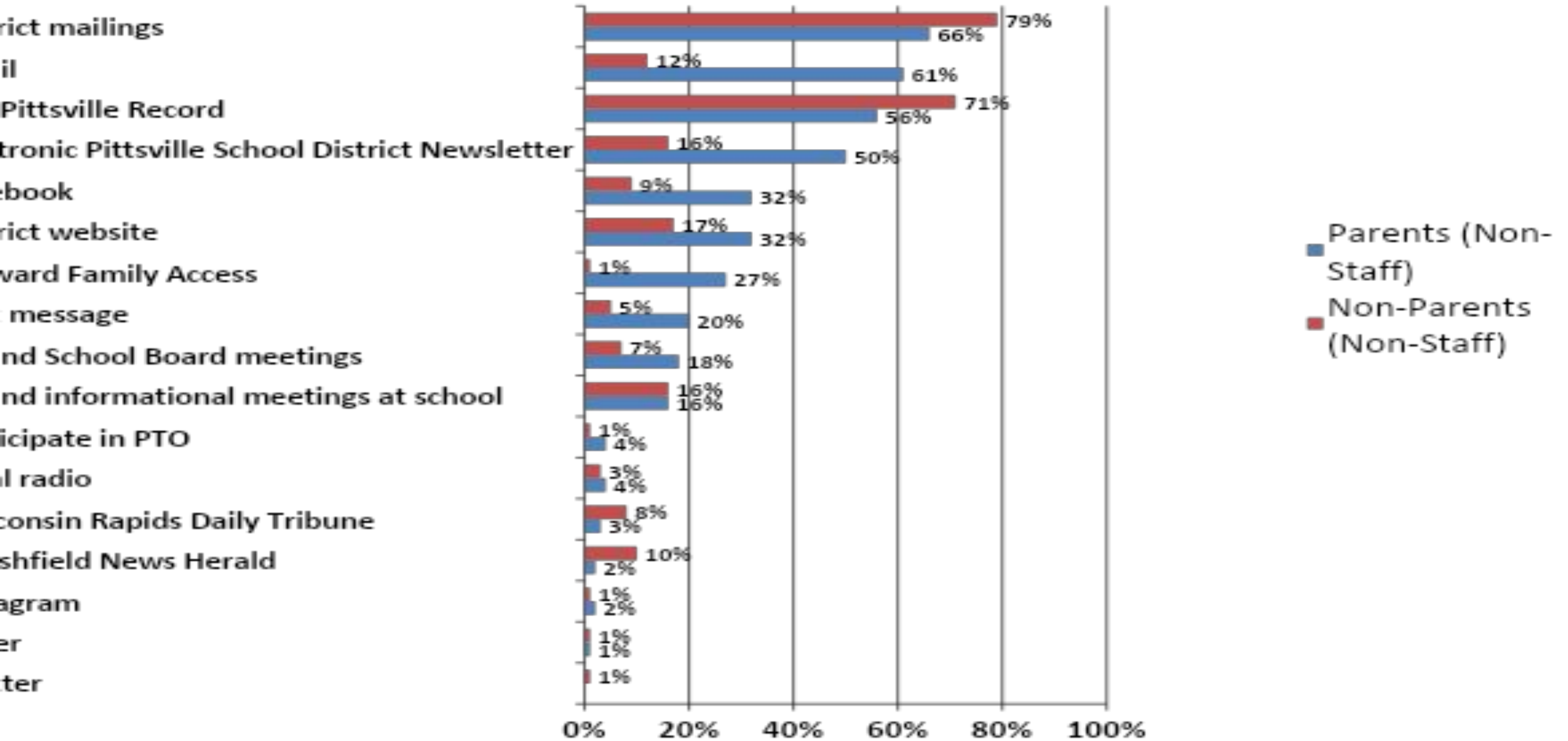
If you have school-aged children, what school(s) do they attend?



Overall, what impact do you feel the quality of the Pittsville School District has on your home value?



How would you like to receive school/District information?



District Feedback

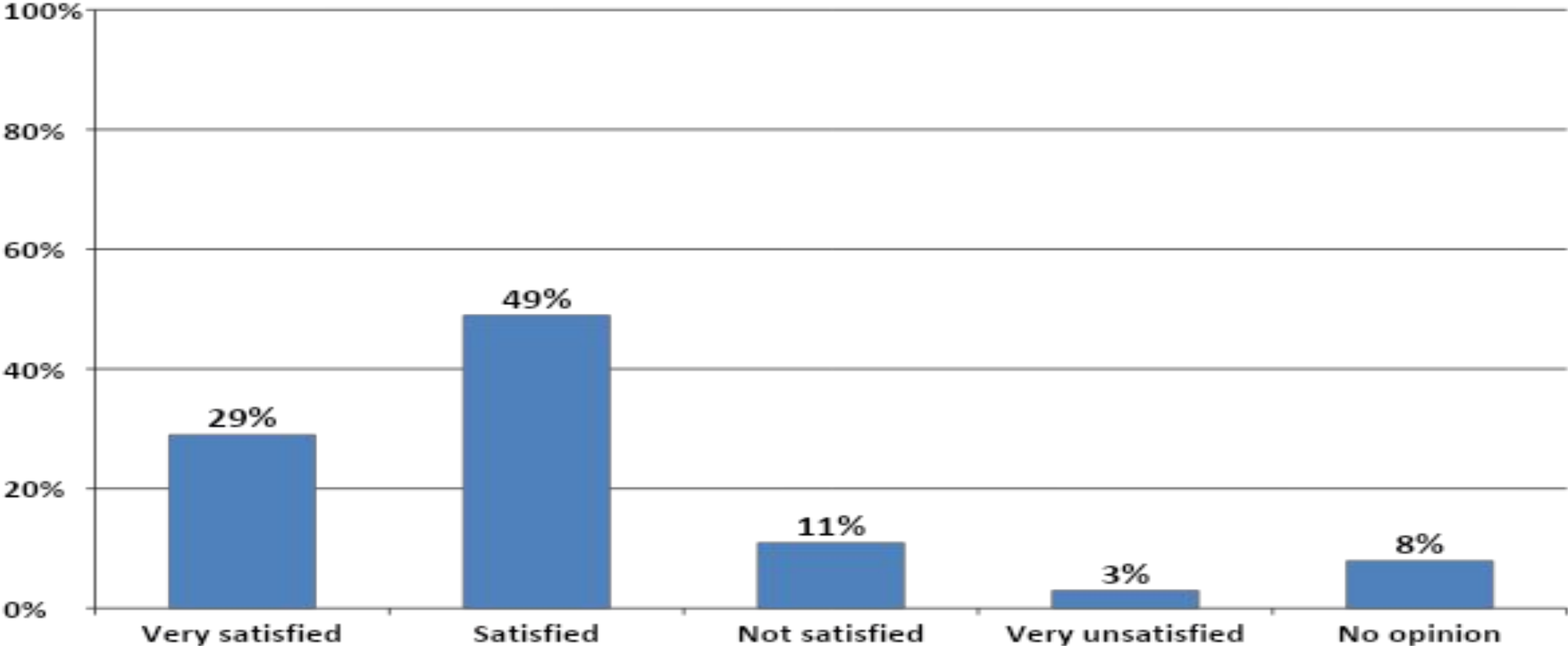
Please tell us how well you believe we are doing in each of the following areas:

Great (4), Good (3), Fair (2), Poor (1)

Item	Staff	Parents (Non-Staff)	Non-Parents (Non-Staff)
Providing a safe learning environment	3.66	3.25	3.24
Delivering a high-quality educational experience	3.56	3.14	3.01
Maintaining school facilities	3.39	3.10	2.83
Keeping the public informed	3.10	2.63	2.69
Hiring and retaining high-quality faculty and staff	3.03	2.57	2.52

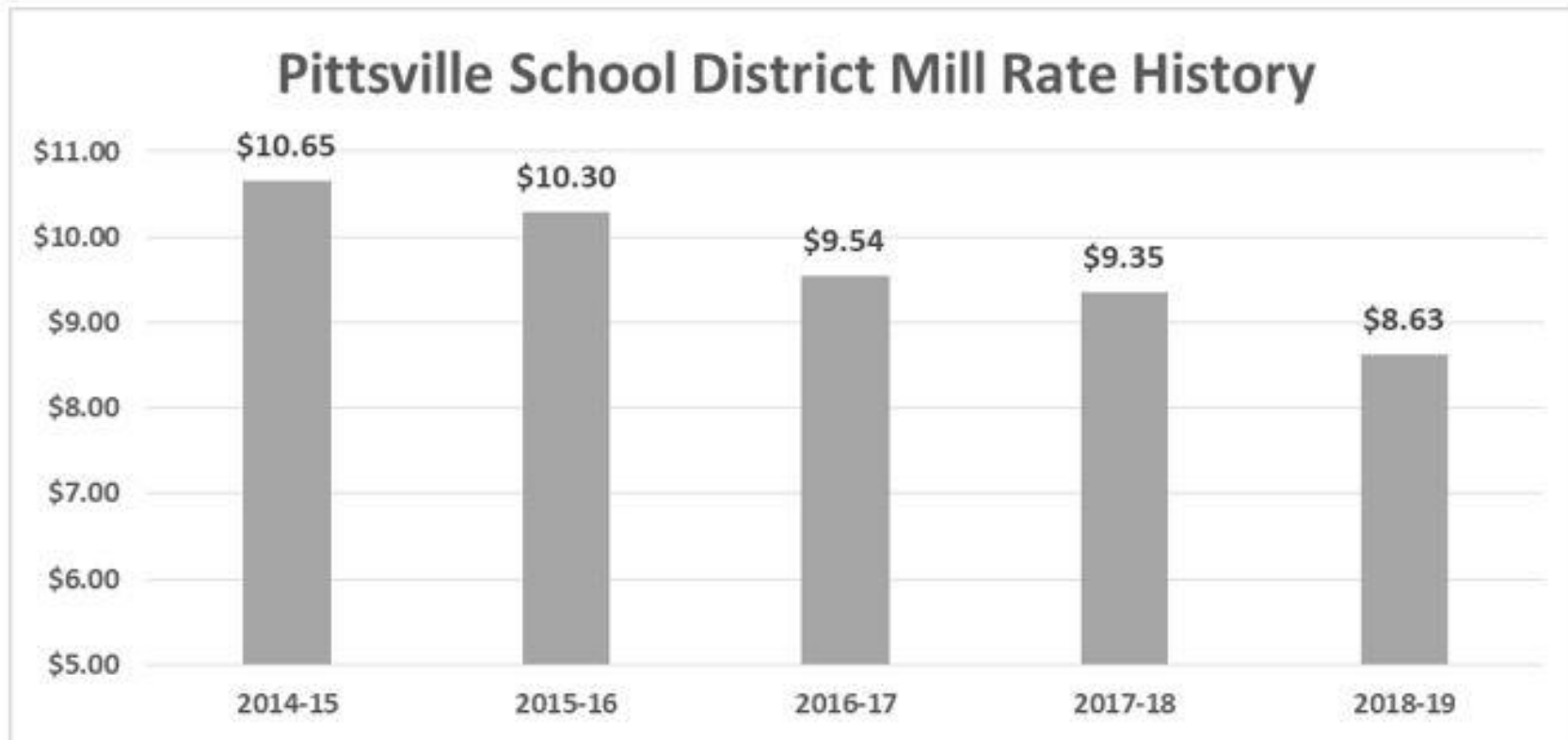
Overall, how satisfied are you with the Pittsville School District?

(All Respondents)

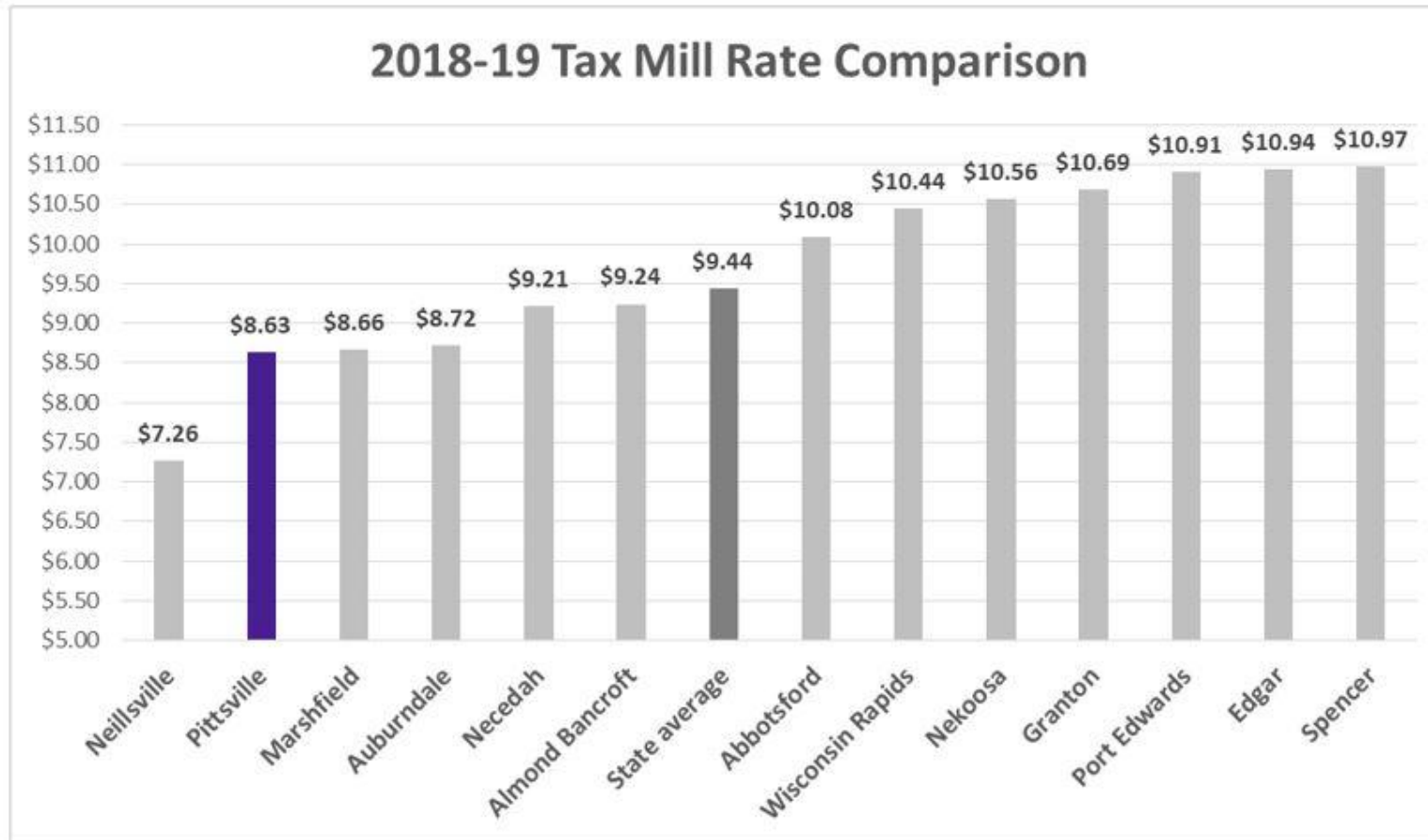


Financial Background

The Pittsville School District works hard to be good stewards of taxpayers' dollars. The District's tax mill rate, which is used to calculate property taxes, has dropped by **\$2.02** over the last five years.



As a result, the District's tax mill rate continues to be one of the **lowest in the region and is \$0.81 below the state average**. Therefore, the owner of a \$100,000 home in the District pays \$81 less than the state average on the school portion of their property tax bill.



Financial Opportunity

Over the past two years, the District has levied funds to support and develop before- and after-school programming as well as full-day 6-week to school-age child care programs. Beginning in the fall of 2022, the full-day program should be self-sustaining. **Because this levy will no longer be needed, the District will have the opportunity to invest in the facility projects while having minimal tax impact.**

Facility Priorities

The School Board reviewed the condition of our schools and has identified the following priorities:

Improve Our Career and Technical Education and Agriculture Science Classrooms and Labs

The 50-year-old high school technical education building has served students well, but functionally has outlived its intended use and needs renovation or replacement. Educational programs are changing and, with a growing demand for agriculture science and trade-focused career training, our current spaces are over capacity. Our agriculture programs are currently taught in one classroom. It lacks small- and large-animal lab space and room for hands-on student experiences. The demand for qualified individuals in various agriculture science careers continues to increase, and the District's program has no space to grow to meet the job market needs. A new technology and agriculture science facility will provide up-to-date learning facilities for years to come.

Update Building Systems

While our school has been well maintained, the high school backup boiler has exceeded its useful life and is in need of replacement, a portion of the school lacks air conditioning, sections of the parking lot need to be resurfaced, and the primary wing roof is in need of replacement in the near future.

Address Deferred Maintenance Projects

Due to their age, the District has classrooms that are in need of updates to floors, lighting, paint, and cabinetry.

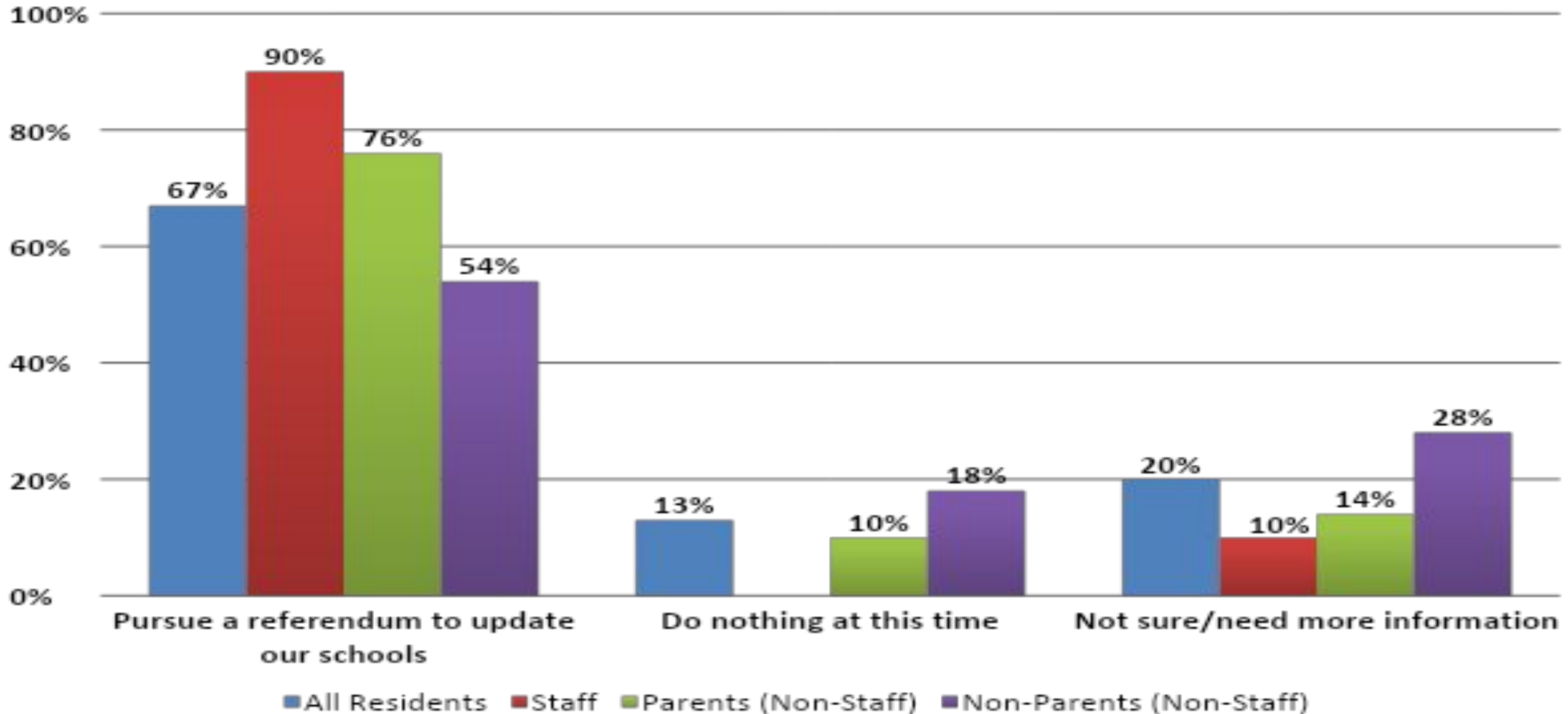
Add Indoor/Outdoor ADA Accessible Restrooms

There are no restrooms accessible from the baseball diamond and city park area for use by our physical education classes, district and youth athletics, as well as designated community events.

If the community chooses to address the above-mentioned needs, the primary way to obtain funding is through a referendum.

What advice would you give the School Board?

(Pittsville School District Residents Only)



Build a New Career and Technical Education Center

If the community supports pursuing a referendum, the District has identified the need to build a new Career and Technical Education Center as the highest priority.

BUILD A NEW CAREER AND TECHNICAL EDUCATION CENTER

There is a growing demand for skilled employees in construction, manufacturing, and agriculture careers in our region. Our current Career and Technical Education (CTE) building is more than 50 years old and lacks the space, technology, and equipment required to meet students' needs. The space shortage limits the variety of courses we can offer and the number of students we can serve in a class.

A new 25,000 sq. ft. Career and Technical Education Center would be built with classrooms and labs designed to:

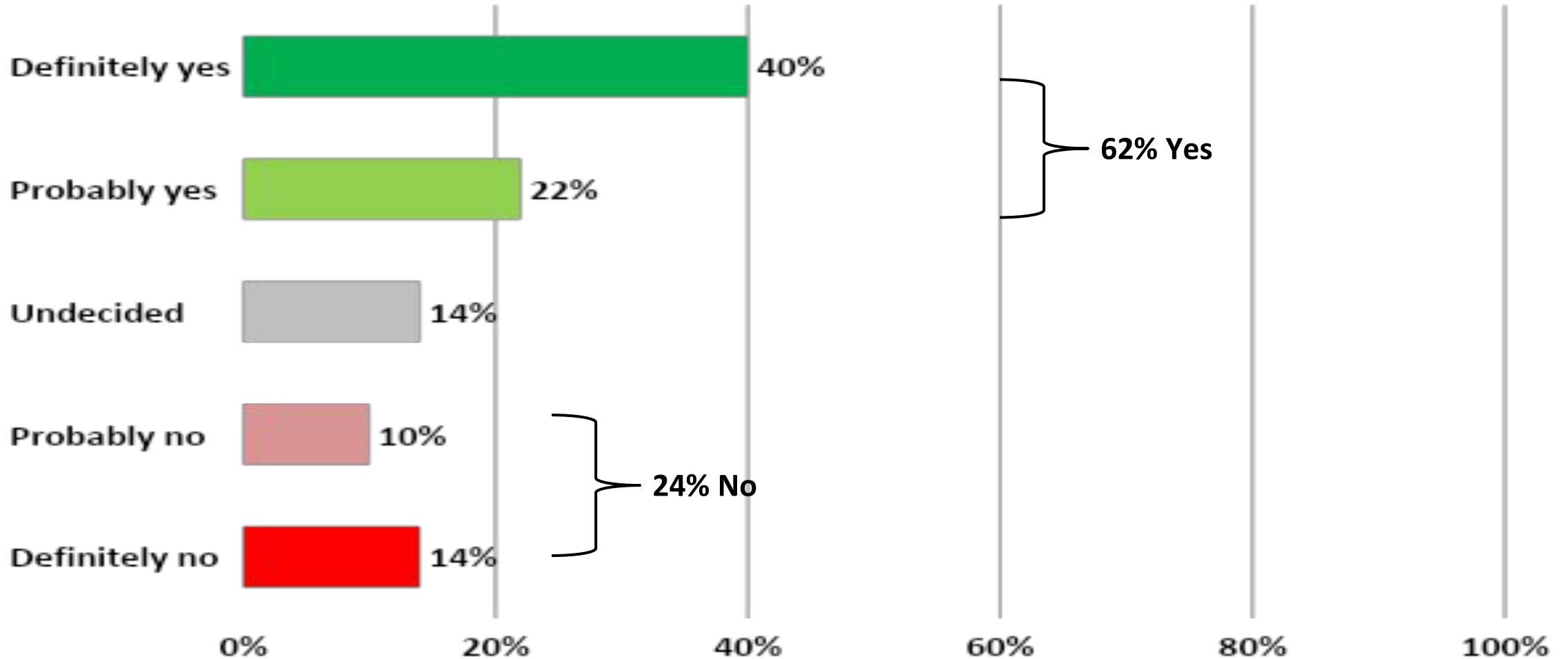
- Expand course offerings to meet student interest and workforce demands
- Incorporate the latest tools and equipment
- Provide more job-like, project-based, and skilled trade experiences for our students
- Improve student security
- Provide space for adult education courses outside of the school day

Estimated cost: \$6.4 million

Would you support a \$6.4 million referendum to build a new Career and Technical Education center?

Representing an estimated annual net tax increase averaging \$16 for each \$100,000 of property value for each of the next 15 years (life of the loan).

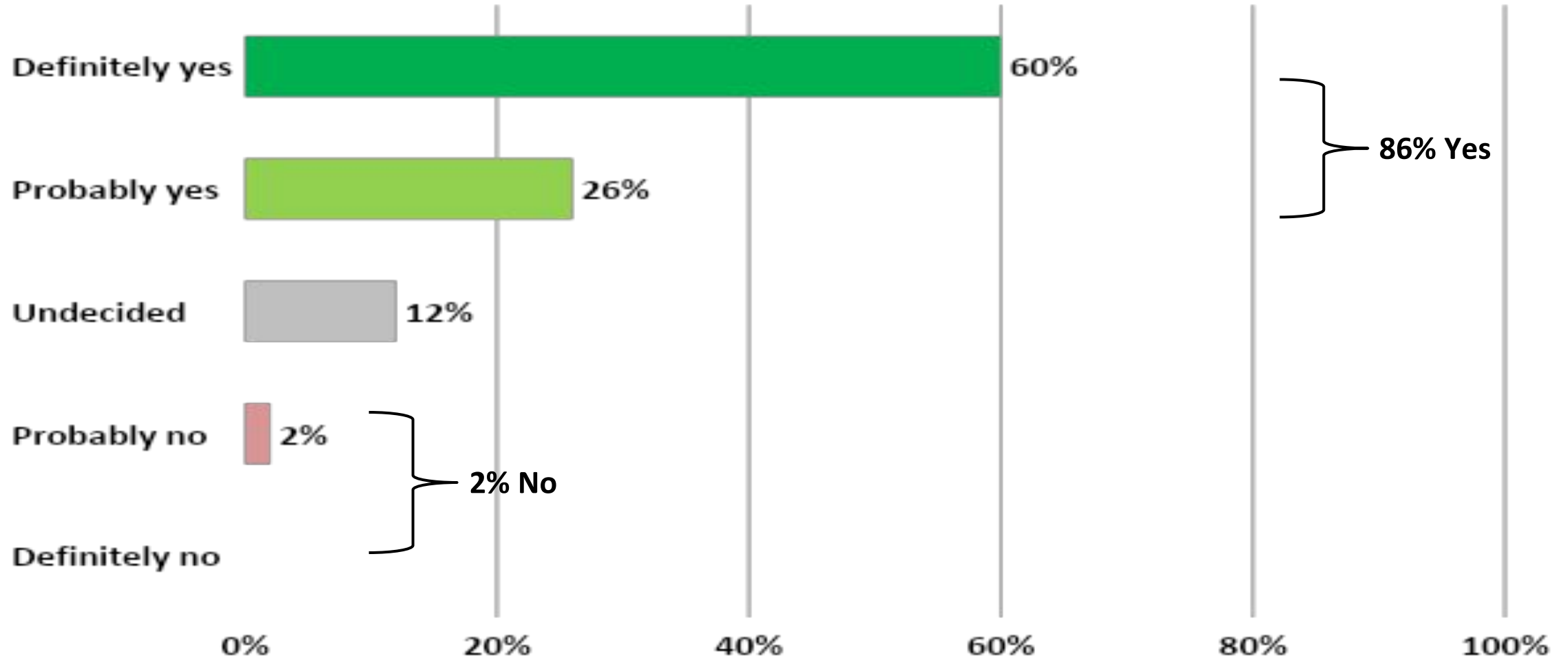
All Residents



Would you support a \$6.4 million referendum to build a new Career and Technical Education center?

Representing an estimated annual net tax increase averaging \$16 for each \$100,000 of property value for each of the next 15 years (life of the loan).

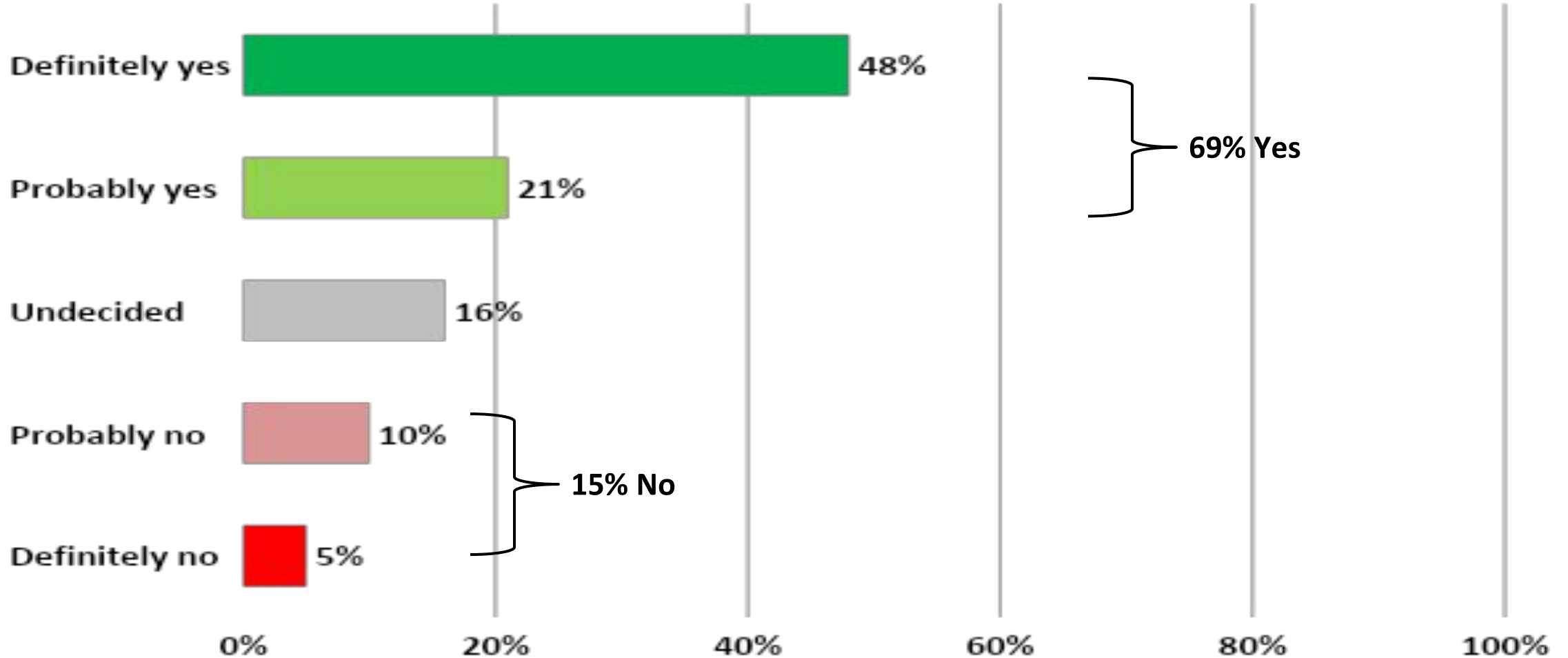
Staff Residents



Would you support a \$6.4 million referendum to build a new Career and Technical Education center?

Representing an estimated annual net tax increase averaging \$16 for each \$100,000 of property value for each of the next 15 years (life of the loan).

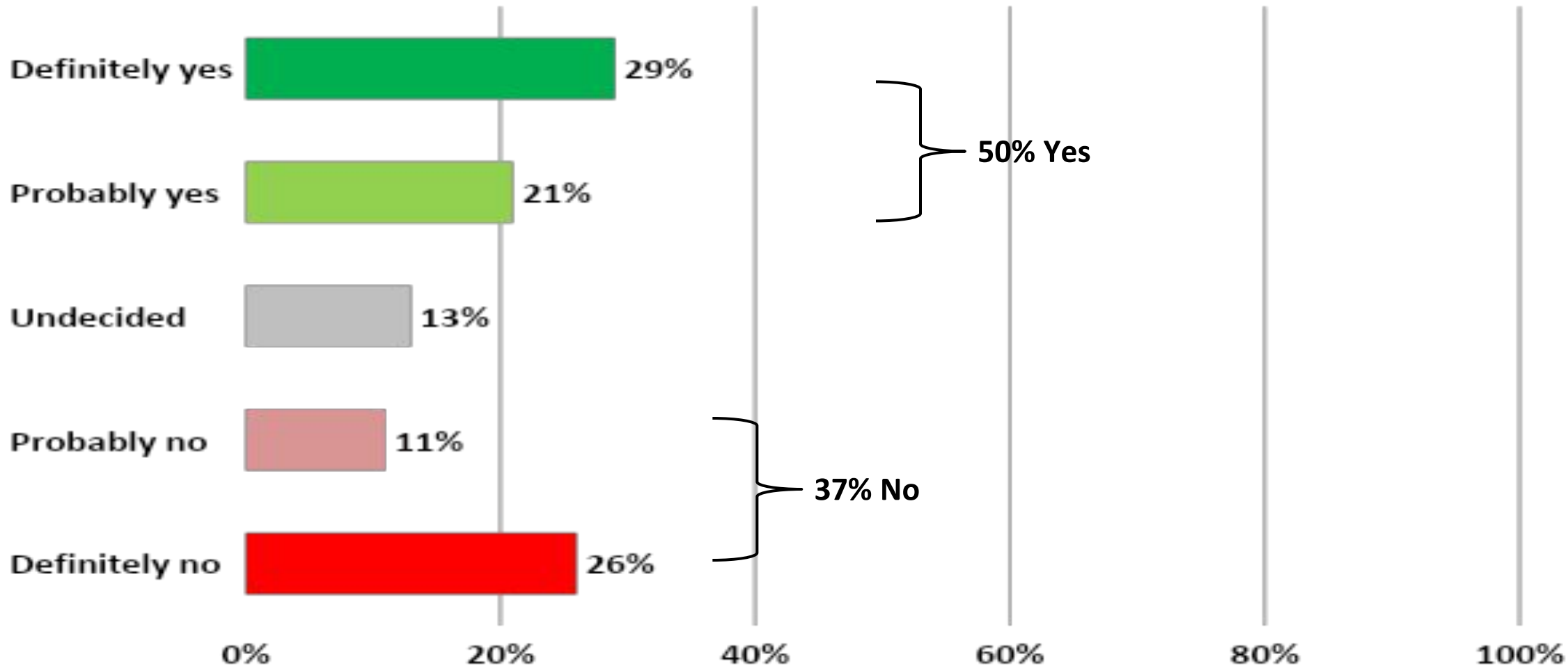
Parent Residents (Non-Staff)



Would you support a \$6.4 million referendum to build a new Career and Technical Education center?

Representing an estimated annual net tax increase averaging \$16 for each \$100,000 of property value for each of the next 15 years (life of the loan).

Non-Parent Residents (Non-Staff)



Additional Projects

How likely would you be to support a plan that provides funding to...

Very likely (3), Somewhat likely (2), Not likely (1)

Item	All Residents	Staff Residents	Parent Residents	Non-Parent Residents (Non-Staff)
replace the high school backup boiler? Estimated cost: \$25,000	2.65	2.83	2.63	2.61
replace the roof over the primary wing? Estimated cost: \$225,000	2.49	2.69	2.52	2.42
update primary wing classrooms? Estimated cost: \$80,000	2.31	2.44	2.41	2.19
add air conditioning/dehumidification systems in the 2000 section of the school? Estimated cost: \$180,000	2.25	2.46	2.44	2.04
add indoor/outdoor accessible restrooms? Estimated cost: \$250,000	2.12	2.41	2.26	1.92
repave the parking lots? Estimated cost: \$90,000	2.03	2.32	2.06	1.92

Funding Support

The cost to address all of the projects identified in the survey is approximately \$7.25 million and includes:

Build new CTE Center	\$6.4 million
Replace High School Backup Boiler	\$ 25,000
Replace the Primary Wing Roof	\$225,000
Update Classrooms Primary Wing	\$ 80,000
Add Air Conditioning	\$180,000
Repave Parking Lots	\$ 90,000
Add Indoor/Outdoor Accessible Restrooms	\$250,000

The School Board believes the District’s current financial situation provides a good opportunity to consider addressing our facility needs. **Interest rates remain historically low, and the retiring levy described on page 2 of this survey minimizes the tax impact of any future investment in our schools.**

The following table calculates the average net tax increase for various referendum amounts, factoring in the retiring levy and debt. **The District would like to know your level of support, should it consider a referendum.**

ESTIMATED NET SCHOOL PROPERTY TAX INCREASE				
Referendum amount	\$6.4 million <i>Career and Technical Education Center Only</i>	\$6.65 million	\$7 million	\$7.25 million
Estimated average net tax increase per \$100,000 of property value	\$16 per year	\$21 per year	\$29 per year	\$35 per year

How much of a tax increase would you support through a referendum, assuming the projects included were acceptable to you?

(Pittsville School District Residents Only)



Thank you!



Parent Surveys - Staff Surveys - Student Surveys - Community Surveys - Referendum Planning
www.schoolperceptions.com
(262) 644-4300