

PITTSVILLE SCHOOL DISTRICT

SCHOOL BOARD MEETING

Adoption of Resolutions & Referendum Planning

January 13, 2020

AGENDA

Board Meeting | January 13, 2020

AGENDA

- ❖ Ballot Resolutions
- ❖ Referendum Planning Timeline
- ❖ Project Scope, Cost & Tax Impact
- ❖ Final Communications & Outreach Plan
 - Key Components
 - Materials
 - Events
- ❖ Advocacy Guidelines

INITIAL BALLOT RESOLUTION

Pittsville School District

INITIAL RESOLUTION AUTHORIZING GENERAL OBLIGATION BONDS IN AN AMOUNT NOT TO EXCEED \$6,700,000

BE IT RESOLVED by the School Board of the School District of Pittsville, Wood, Jackson, Clark and Juneau Counties, Wisconsin that there shall be issued pursuant to Chapter 67 of the Wisconsin Statutes, general obligation bonds in an amount not to exceed \$6,700,000 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.



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


Referendum
April 7, 2020

\$6.7M FACILITIES REFERENDUM

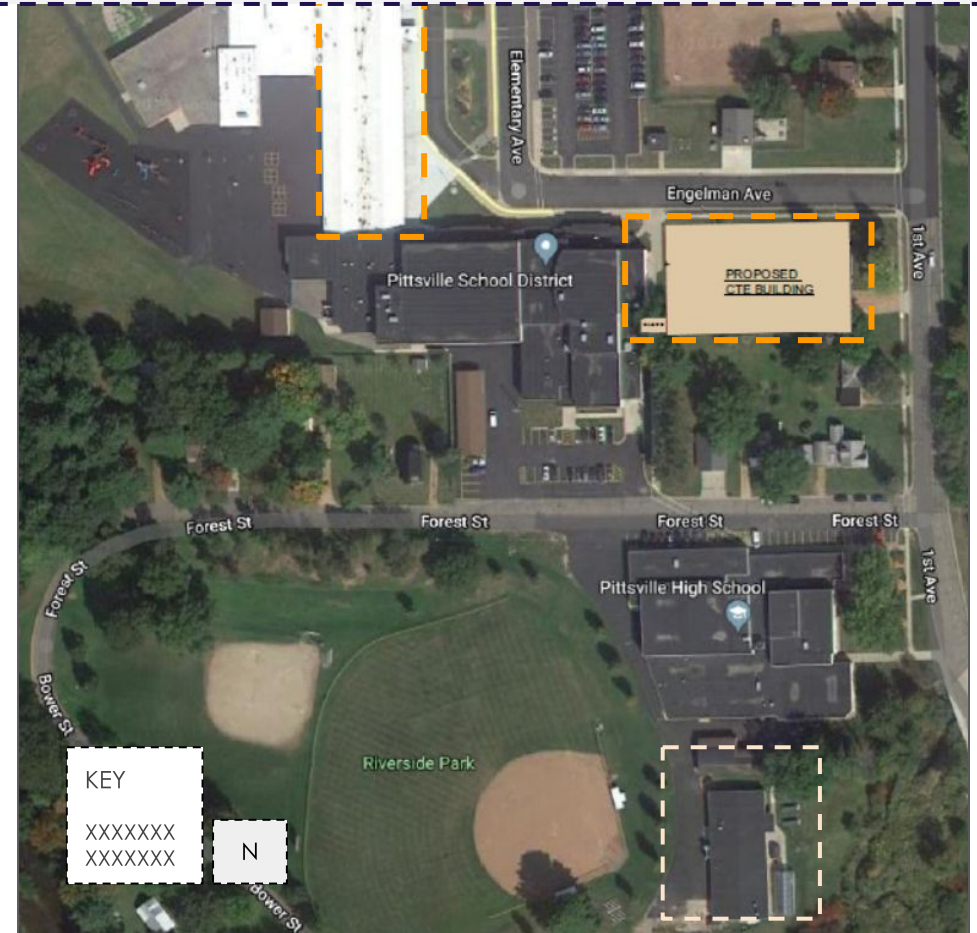
Proposed project...

PROPOSED PROJECT SCOPE

- Build New Career & Technical Education Facility
- Replace Elementary School Primary Wing Roof
 - Modify structure to improve roof drainage; replace material with sloped Standing Seam metal roof to extend life cycle
- Replace High School Backup Boiler

CONCEPTUAL SITE PLAN

Development for referendum materials in progress



WHAT IS THE ESTIMATED IMPACT TO TAXPAYERS?

NOT TO EXCEED TOTAL PROJECT COST: \$6.7M	MAXIMUM* PROPERTY TAX INCREASE: \$.20 (PER \$1,000 OF EQUALIZED PROPERTY VALUE; OVER FY20 LEVEL)	
	ANNUAL Estimated Tax Increase	MONTHLY Estimated Tax Increase
\$ 100,000 of Equalized Property Value	\$ 20.00	\$ 1.70
\$ 150,000 of Equalized Property Value	\$ 30.00	\$ 2.50
\$ 250,000 of Equalized Property Value	\$ 50.00	\$ 4.20

Estimated tax impacts are based on a 15-year borrowing with a projected interest rate of 3.25% and 1% annual property growth.
 Source: PMA Securities, LLC

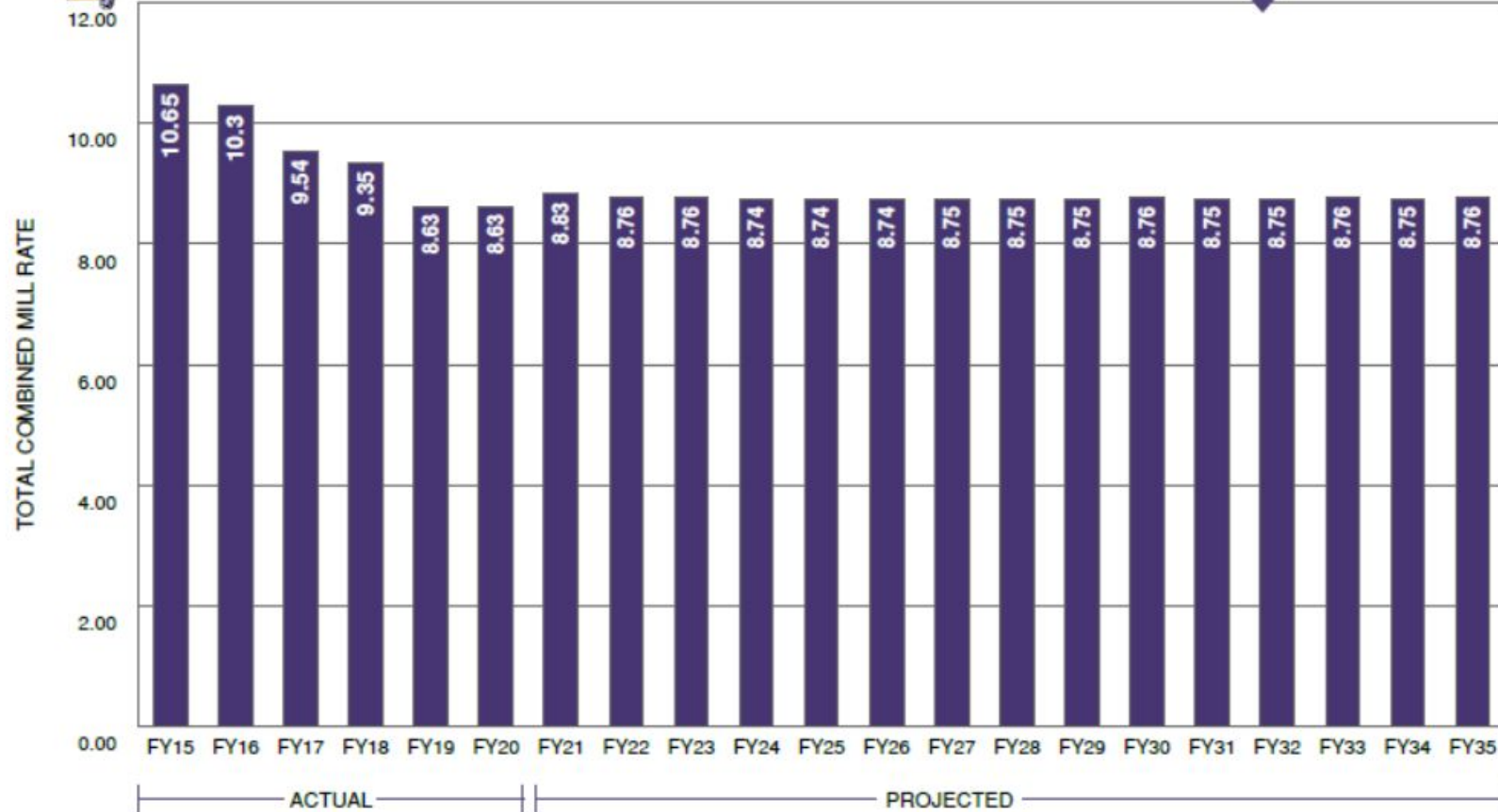
***If approved, the estimated MAXIMUM TAX RATE INCREASE over current levels will be 0.20 in 2021 and then decline to an average increase (over current levels) of 0.13 in 2022-2035.**

HISTORICAL & PROJECTED MILL RATE

With approved \$6.7M referendum ...



Historical & Projected Mill Rate (Total Combined w/\$6.7M Referendum)



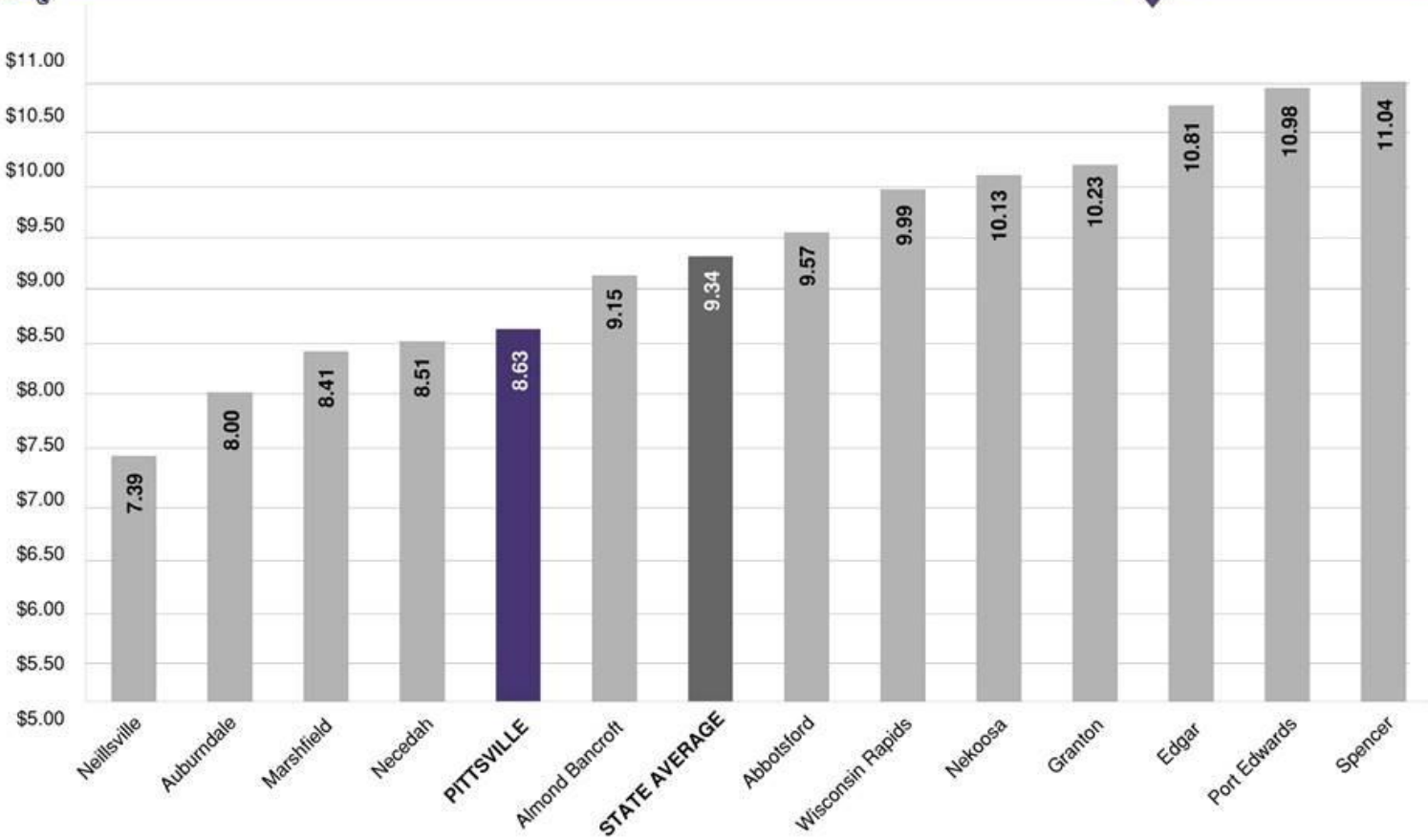
MILL RATE COMPARISON

State average & neighboring districts...



2019 - 2020 Tax Mill Rate Comparison

(Source: WI Department of Public Instruction)

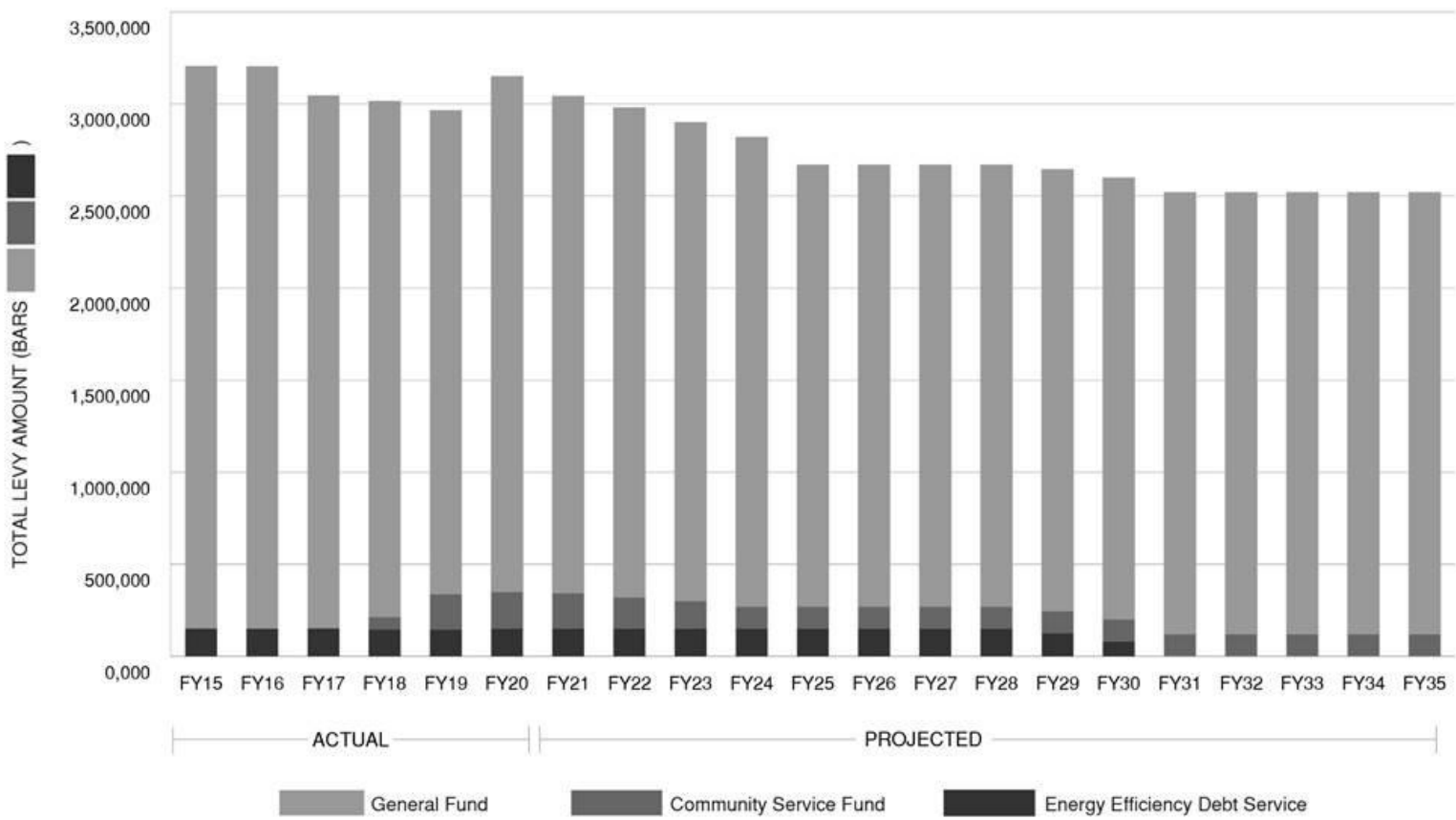


HISTORICAL & PROJECTED SCHOOL TAX LEVY

No referendum...



Historical & Projected School Tax Levy (Without proposed referendum)



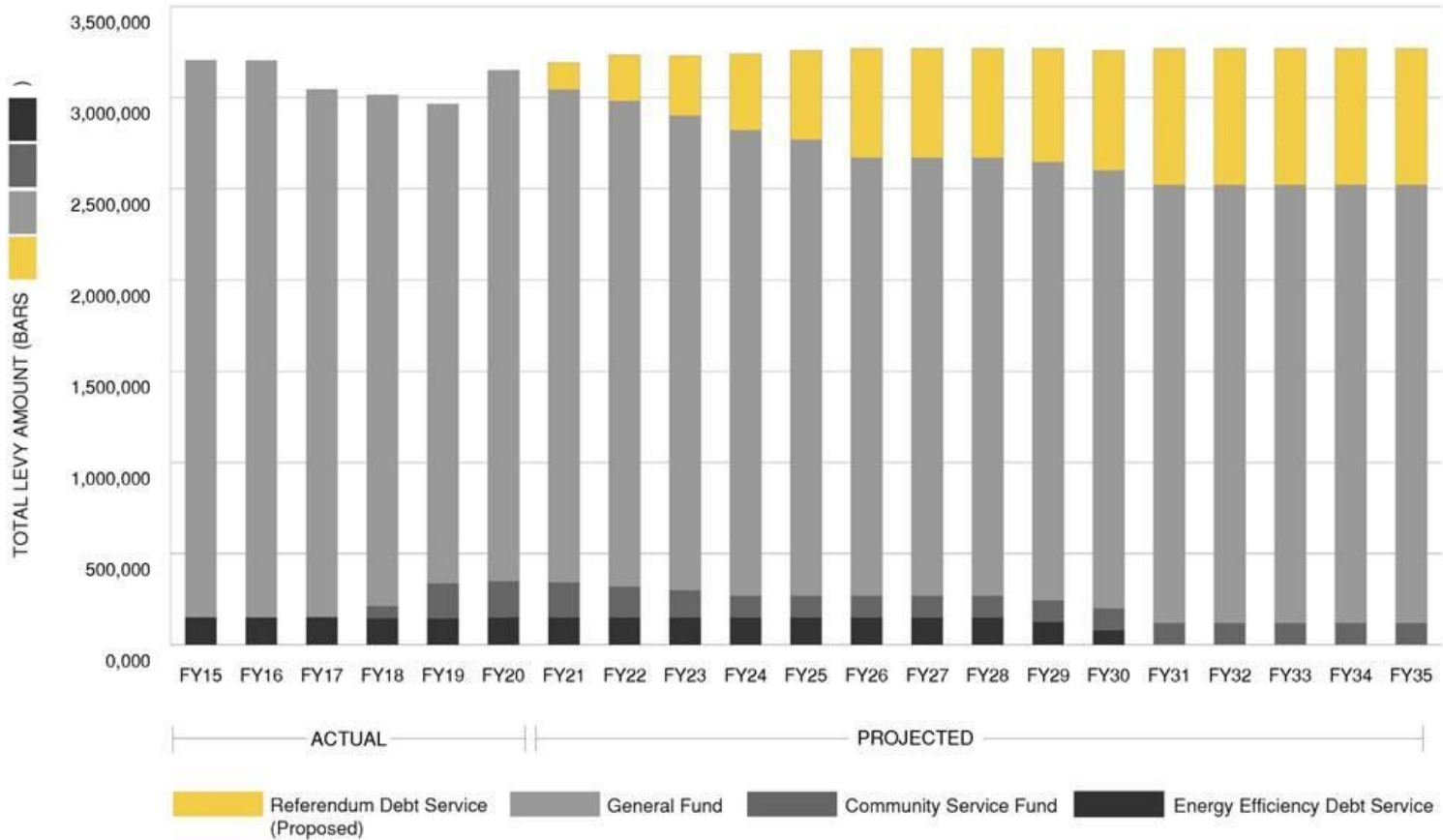
HISTORICAL & PROJECTED TOTAL SCHOOL TAX LEVY

With approved \$6.7M referendum...



Historical & Projected School Tax Levy

(With Approved \$6.7M Referendum)...



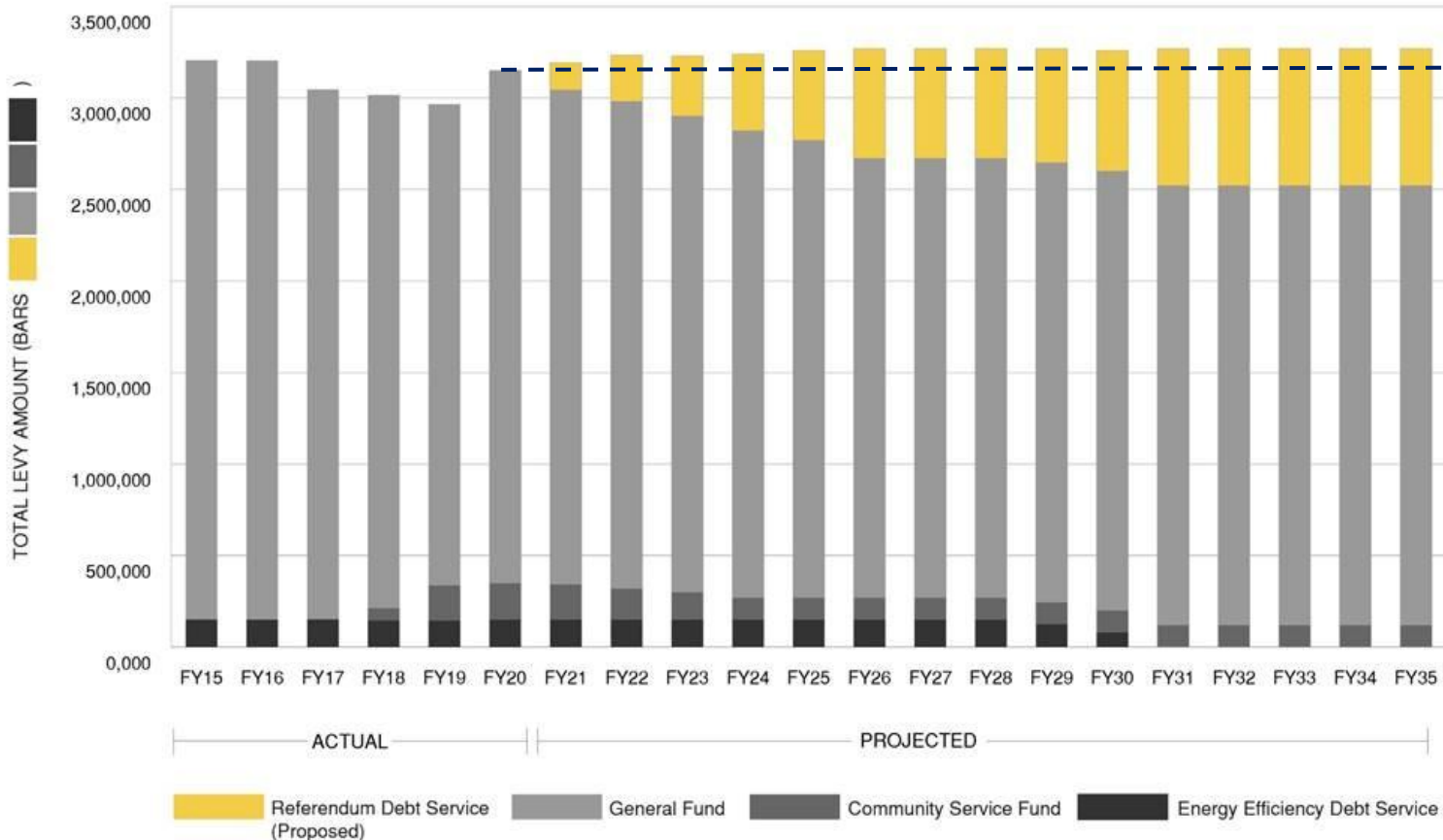
HISTORICAL & PROJECTED TOTAL SCHOOL TAX LEVY

With approved \$6.7M referendum...



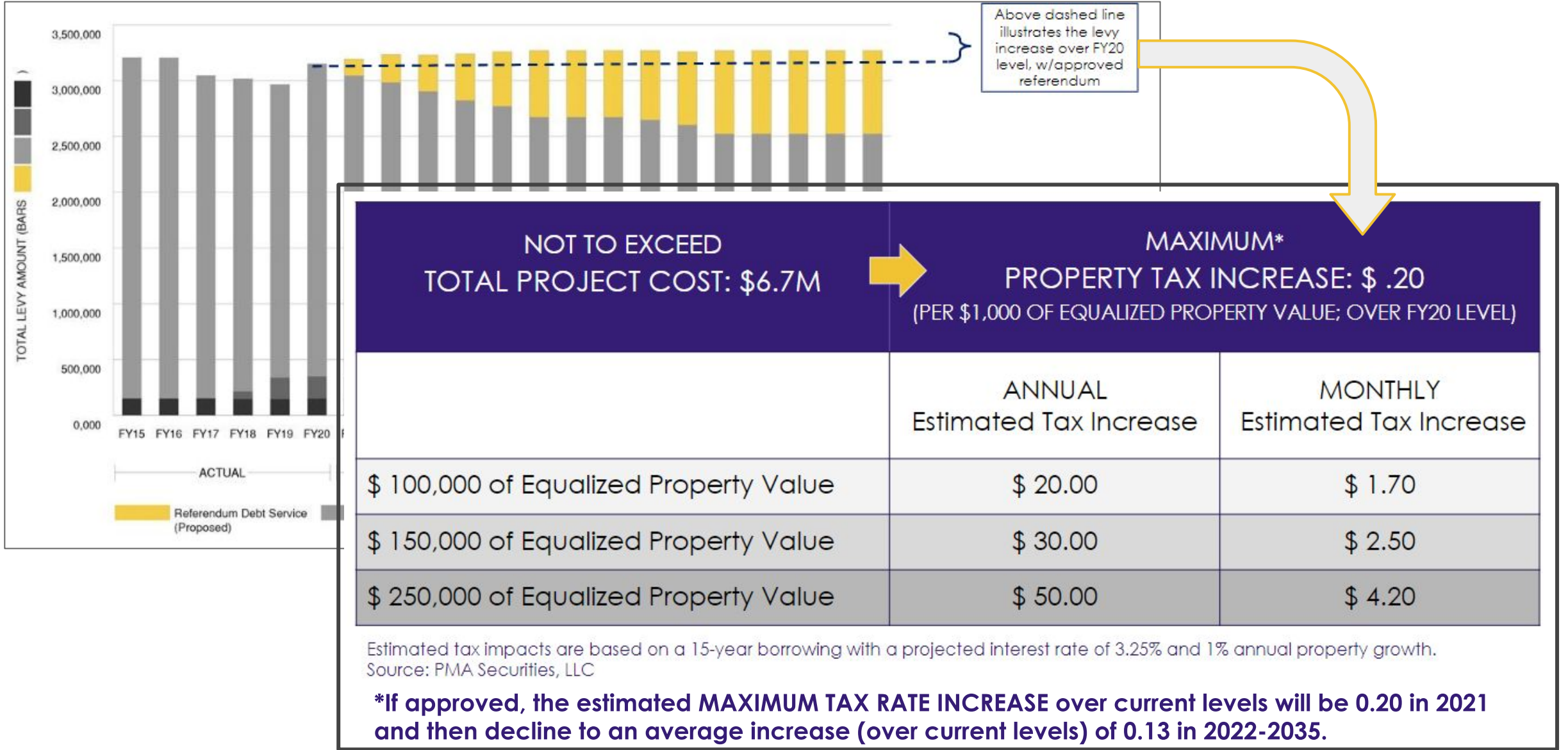
Historical & Projected School Tax Levy

(With Approved \$6.7M Referendum)...



Above dashed line illustrates the levy increase over FY20 level, w/approved referendum

WHAT IS THE ESTIMATED IMPACT TO TAXPAYERS?



COMMUNICATIONS & COMMUNITY OUTREACH PLANNING

COMMUNICATIONS & COMMUNITY OUTREACH PLAN

Materials, events, and learning opportunities...

COMMUNICATIONS & OUTREACH PLAN

- Materials



- **Mailer #1** - Referendum Announcement: Survey Data & Key Facts (January)
- Mailer #2 - Referendum Fact Sheet (February)
- Mailer #3 - Voter Information & Key Facts (March)

- Events & Outreach

- Community Leaders Forum
- Community Outreach
- Referendum Information Night
- Superintendent Open Door

- Website



Pittsville School District Prepares for April 7 Facilities Referendum

PITTSVILLE SCHOOL DISTRICT COMMUNICATIONS & OUTREACH PLAN	Activity for month/week of:																
	OCT	NOV	DEC	1/6	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 TEAM																	
Administrative - Core Team Planning (bi-monthly/as needed meetings)																	
Board & Administration Workshop & Meetings																	
Survey Data Review - Parameters (Scope/Cost/Fund Support); LR Planning Guidelines; Timeline	10.24																
Project Scope/Costs Confirmed; Land; Public Restrooms Updated			11.11														
Bond Counsel-Schedule & Resolution Language Reviewed; Final Tax; Comm & Outreach Plan				12.9													
Resolutions Approved; Communications & Outreach Plan Implemented; Advocacy Guidelines						<1.25>											
COMMUNICATIONS & OUTREACH PLAN																	
Communications & Outreach Plan finalized - confirmed with graphic design; printer; mail lists; postal plan																	
Outreach Events Calendar established w/PSD & Board (school/community events)																	
WEBSITE																	
Website framework and content established (AH19) ; updates ongoing																	
Website content upload/updates (Background, Survey, Ref Outreach, Materials, Voter Info, etc.)																	
MATERIALS																	
	OCT	NOV	DEC	1/6	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
Develop all graphic components-Keller, PMA, PSD (e.g. Site Plan, Tl Chart, Mil Rate/Finance, branding/tag, etc.)		DEV	DESIGN														
Develop presentation framework for all community outreach			DEV	DEV													
Mailer #1 Referendum Announcement (Data Points-Survey, Referendum, Info Source)			DEV	DESIGN	P/MAIL												
Mailer #2 Fact Sheet				DEV	DESIGN	DESIGN	PRINT-DISTRIBUTE	MAIL									
Informational Display Board - Travel Tool Kit						DEV	DESIGN	PRINT									
Mailer #3 Events, Voting Information; Key Facts												DEV	DESIGN	P/MAIL			
Collateral - Schools & Community (Website graphics, posters, flyers, resource table documents, etc.)																	
OUTREACH EVENTS																	
Collaboration with owner, legal and City (e.g. land acquisition, public restrooms)																	
Administration & Staff Information (Comm & Outreach Plan Review; Advocacy Guidelines)																	
Community Leaders Forum - Presentation (pptx); Materials				DEV	DEV	DEV	TBD										
Superintendent Open Door Mondays, 2.17.20 - 4.6.20, 4-5pm																	
Key Communicator-Parent Outreach (see Events Calendar-PTO, Boosters, Clubs or School Event)																	
Community Outreach Events (see Events Calendar - Municipalities, Civic/Service, Business, Other)																	
Referendum Information Night & School Tour March 17, 6-7:30PM, High School																3.17.20	
SCHOOL COMMUNICATIONS (PUSH)																	
District Newsletter						1.17.20											
Elementary, Middle/High School Principal Newsletter, e-blast, FB, Twitter posts																	
MEDIA - TRADITIONAL, SOCIAL																	
Media Release - Key Milestones, pre-Event, P/R Referendum									X				X			X	
Social Media Plan - per PSD (FB, Twitter, blog, etc.)																	
Video - TBD per Keller, Inc. Script and narratives to align w/primary Fact Sheet (see schedule)							PLAN	PLAN	FILM	FILM	EDIT	EDIT	POST				
Guest Editorials																	
COMMUNITY VOTE APRIL 7, 2020 REFERENDUM																	



COMMUNICATIONS MATERIALS

Referendum Announcement Postcard - Draft Mailing #1

Attention Residents!



Pittsville School District
5459 Elementary Ave., Suite 2
Pittsville, WI 54466



DRAFT

On January 13, the School Board unanimously passed a ballot resolution calling for a **facilities referendum** and **community survey** on **April 7**. If approved, the proposed school improvement project would provide a new Career & Technical Education Facility and funding for priority capital maintenance projects.

THANK YOU

-----for sharing your goals-----
for Pittsville schools!

COMMUNITY SURVEY FEEDBACK

67% Recommend that the Board pursue a REFERENDUM

62% Support a new CAREER & TECHNICAL EDUCATION FACILITY

Priorities to address CAPITAL MAINTENANCE PROJECTS include replacement of the Elementary School Primary Wing roof and purchase of a boiler for the High School

TO VIEW FULL SURVEY RESULTS VISIT: www.pittsville.k12.wi.us

NOTE: To be good stewards of taxpayer funds, PSD uses a bulk mailing service. Limitations include the inability to precisely align mailing to all District routes. Thank you for your understanding if you've received this information and live outside of PSD boundaries.

Mailing Label for EDDM



Pittsville School District Prepares for April 7 Facilities Referendum

FACILITIES PLANNING



DRAFT

1 KNOW THE FACTS

PROPOSED PROJECT = New Career & Technical Education Facility + Elementary School Primary Wing roof replacement + High School boiler

PROJECT COST (NOT TO EXCEED) = \$6.7M

MAXIMUM ANNUAL TAX INCREASE = \$20 (Estimated over current FY20; per \$100k of equalized property value; for 15 years)

2 STAY INFORMED

MAILING: Referendum Fact Sheet - coming in February!

WEBSITE: Visit www.pittsville.k12.wi.us for **comprehensive information** and **upcoming events**

VISIT: Superintendent Open Door, Mondays, February 17 - April 6, 4-5 p.m., District Office

ATTEND: Referendum Info Open House & School Tour, March 17, 6:00-7:30 p.m., High School

3 ASK QUESTIONS

Email ref2020@pittsville.k12.wi.us. A web-based FAQ will be utilized to respond to common themes, ensuring all residents are informed of community questions and common concerns.

LEARN MORE @ www.pittsville.k12.wi.us

COMMUNITY ENGAGEMENT & OUTREACH

Upcoming events ...

- Community Leaders Forum
- School & Community Outreach | January - April
 - Staff Meetings (Next Update 1.17.20)
 - Parent Meetings
 - Community Meetings
 - Municipalities
 - Civic Organizations
 - Community Requests
- Superintendent Open Doors | Mondays, February 17 - April 6, 4-5PM
- Referendum Info Night & School Tour | March 17, 2020, 6:00PM, High School

ADVOCACY GUIDELINES

Summary

Advocacy Guidelines

- Funds
- Factual Information
- Location
- Intention (context)

Roles - Recommendations

- School Board
- Administration & Staff

ADVOCACY GUIDELINES SUMMARY	
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 question.	Using DISTRICT FUNDS for the purpose of advocating (promoting, encouraging, or supporting) a position (VOTE YES/VOTE NO) on a referendum question.
Providing OBJECTIVE, FACTUAL INFORMATION verbally, electronically, or in print material on a proposed District referendum.	Distributing information or materials that use "express advocacy" and support a position to VOTE YES or VOTE NO in any form, on a district referendum. Examples of prohibited terms include "vote for," "support," "vote against," "defeat" and "reject."
Holding INFORMATIONAL MEETINGS and unbiased voter registration and absentee ballot drives.	Holding or hosting VOTE YES or VOTE NO meetings or rallies on school property or when acting in an official capacity as a representative of the District or School Board.
Providing STUDENTS WITH FACTUAL INFORMATION about the proposed referendum or voting as a civic responsibility/right.	Promoting a VOTE YES or VOTE NO message to students during school hours, in an official class setting, as part of a school sponsored club, or District sponsored activity.
Using DISTRICT RESOURCES (paper, copiers, supplies) or data lists (phone, email, other) for informational purposes only.	Using District resources (paper, copiers, supplies) or data lists/resources (phone, email, other) for VOTE YES or VOTE NO efforts; or making District resources available to others who may use the resource to support a VOTE YES or VOTE NO initiative.
Using official DISTRICT COMMUNICATION CHANNELS (e.g. email, social media accounts, District/School newsletters, etc.) to provide factual information.	Using official District communication channels to raise awareness, share information, recruit members, or fundraise 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 an official District capacity and are not on District property at the time</u> . It is recommended that resident District employees and administrators and School Board members identify all statements as personal opinion.	Expressing your VOTE YES or VOTE NO opinions as a representative of the district in an official capacity.
SERVING ON AN INDEPENDENT POLITICAL ACTION COMMITTEE (PAC) or referendum group "off the clock" <u>and</u> off District property if you are a contractual employee.	Working on VOTE YES or VOTE NO efforts for an independent political action committee (PAC) or referendum group while on official school time as a contractual employee or on District property.

TO LEARN MORE

VISIT: www.pittsville.k12.wi.us

EMAIL QUESTIONS TO: ref2020@pittsville.k12.wi.us



