



Every Vote Matters

PLCS 2023 Bond Issue Informational Campaign

\$129.9 million Bond Issue passes with over 66% voter approval

NSPRA Gold Medallion Award Entry Bond/Finance Campaign

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Synopsis

PLCS 2023 Bond Issue Informational Campaign

On May 9, 2023, Papillion La Vista Community Schools (PLCS) asked voters to approve a \$129.9 million bond election. This is the largest bond issue ever requested by PLCS.

PLCS is comprised of two cities, Papillion and La Vista, and a portion of the city of Bellevue. It currently includes 16 elementary schools, three middle schools, and two high schools. Historically, PLCS has been a rapidly growing suburban school district. However, COVID resulted in a loss of student enrollment. By the 2022-23 school year the district had only rebounded to the same enrollment prior to COVID. For over 30 years, PLCS has consistently held a bond issue every 5-6 years. With a large bond rolling off the tax rolls, PLCS was faced with the difficult challenge of going for a bond without growth. If PLCS waited for growth, the tax rate would drop, and a future bond issue would cause a tax increase.

PLCS at a Glance

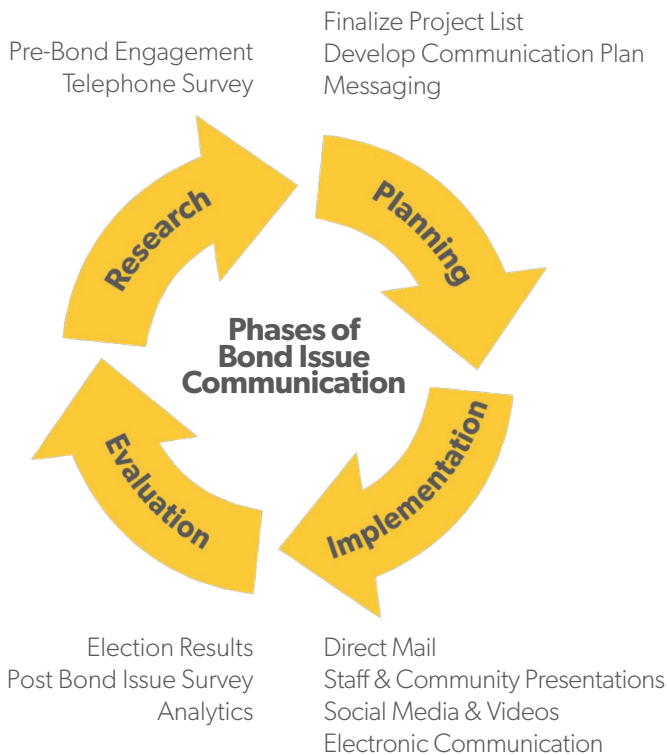
28% minority

8% military

28% free and reduced

5 Title schools

The strategic effort to develop and implement a successful bond proposal and communication plan began over a year out. However, the communication plan leveraged over 25 years of relationship and trust building around the district's vision "Be Known for Greatness."



From beginning to end, the entire campaign included five phases:

1. Initial Input from Staff

An initial proposal was developed and before it was publicly shared it was presented to the staff directly impacted. Feedback was collected and the proposal was adjusted and messaged based on that feedback.

2. Pre-Bond Engagement

The revised proposal was then shared with all stakeholders to collect feedback. The feedback was used to determine projects and shape messaging.

3. Formal Survey

A telephone survey was conducted to gain quantitative data on the various projects being proposed and messaging for the final campaign.

4. Informational Campaign

The formal communication informational plan was implemented to create awareness, gain support and increase voter turnout.

5. Post Campaign Evaluation

An evaluation was conducted to determine what worked with messaging and what needed to be addressed in future communication.

The bond passed by 66 percent.

Summary

PLCS 2023 Bond Issue Informational Campaign

On May 9, 2023, the registered voters of PLCS were asked to decide on the future of a \$129.9 million bond issue. The bond issue included:

- Improvements to safety and security across the district.
- Secure entrances and updates to five elementary schools.
- Major renovations and updates to three elementary schools.
- Major renovations and improvements to two middle schools.
- A new elementary school.
- Minor updates to both high schools.
- Land for future schools.
- Technology infrastructure.
- A new building for the Young Adult Transition Program that serves students ages 18-21 with disabilities.

Research

PLCS 2023 Bond Issue Informational Campaign

Both the final list of projects and the informational campaign communication plan were built around high-quality formal and informal, primary and secondary research.

How Was the Research Used?

- The research drove the projects that were included in the final proposal. Which projects remained in the proposal and which projects were removed from the proposal were determined based on the pre-engagement research.
- The research drove the messages used during the informational campaign. Pretesting messaging and collecting and analyzing qualitative data determined the final messages that were used to best resonate with voters.
- The research drove the strategy outline in the overall [communication plan](#). The objectives and communication tactics were driven by the research collected.

What research was collected?

The research began immediately after the passage of the 2018 bond election and continued through the passage of the 2023 bond election. A combination of formal and informal, primary and secondary research was conducted. The research phases are outlined below.

Research: Registered Voter and Election Results Analysis

Timeline: February 2022 – February 2023

[Election data](#) from the previous 2018 PLCS bond election and bond election results from throughout the state and metro area were evaluated to determine trends and identify key strategies. Specific attention was focused on the results of school bond elections in primary election, general election or special elections. PLCS only had one special election in 1997 and it was the only election in 30 years they lost.

[An in-depth analysis](#) of currently registered voters and voter turnout led to the following conclusions.

- 45,240 registered voters.
- Special election voter turnout was higher than primary elections and voter turnout has historically been in favor of PLCS.
- School districts in the metro Omaha area were having 9% higher success rates in special elections than other elections.
- Voter turnout of parents was key, so encouraging parents to vote was critical to the communication plan.
- Target 9,049 Yes votes to win.

Research

PLCS 2023 Bond Issue Informational Campaign

Research: Situational Analysis

Timeline: January and February, 2023

An in-depth situational analysis was conducted. This research provided PLCS with key points and messaging to be aware of during the informational campaign. Conclusions from the situational analysis include:

- Recent school shootings have caused additional concern about school safety. PLCS still has 5 schools without a controlled access entrance.
- Local school districts passed levy overrides to increase tax levy.
- Two local school districts were also going for bond issues on May 9th which could help or hurt the PLCS bond if they get pulled together.
- Since COVID there has been extreme turmoil in the community and at PLCS Board meetings, with several naysayers running for school board. There will be organized opposition to the bond.
- Historically, PLCS has had a bond issue every 5-6 years. The last bond issue was in 2018.

Research: Initial Feedback from Staff

Timeline: April and May, 2022

In April of 2022 an initial bond proposal was developed and prior to releasing the proposal publicly it was shared with the staff at the schools that were included. Following the presentation, staff were asked to give verbal feedback and ask questions. Prior to leaving they provided written feedback where they identified the strengths, concerns and unanswered questions. This feedback was then used to adjust the projects in the proposal and adjust the message of the proposal for the public pre-bond engagement process.

Research: Pre-bond Engagement

Timeline: August-December, 2022

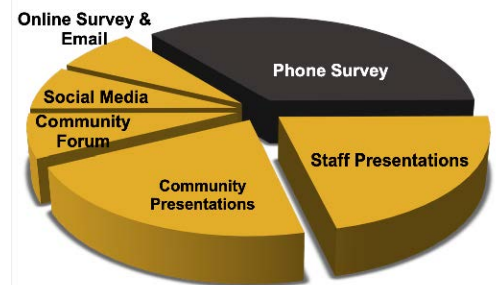
PLCS embarked in an extensive pre-bond engagement process for the purpose of:

- Researching what projects should be included in the final bond issue.
- Identifying target audiences.
- Determining messaging that will generate the best results.

The [engagement process](#) has many phases. During each phase the bond proposal was presented followed by a Q&A. Each attendee was asked to share, in writing, a 1-5 rating of their level of support, the strengths of the proposal, concerns of the proposal and unanswered questions.

The key phases of the engagement process included:

- 2 community forums (62 participants)
- 25 staff presentations (962 participants)
- 16 community neighborhood presentations (109)
- 2 high school booster presentations (50)
- 1 Superintendent coffee with senior community members (27)
- 1 Business Advisory (32)
- [1 Facebook Live](#) (137 views and 28 feedback forms)
- 1 Discover Tour (14)
- 1 City of Papillion presentation (35)
- Online survey



Through feedback forms collected during each piece of the pre-bond engagement and a qualitative data analysis, the [summary of all research](#) collected during the pre-bond engagement was shared with the Board. Major conclusions from the engagement process:

- Support across all groups.
- Safety and security is highly supported.
- Support for updating older schools.
- Concerns about PLCS not growing.

Information from the pre-bond engagement was then used to determine questions for the telephone survey which was the last phase of the research collected.

Research

PLCS 2023 Bond Issue Informational Campaign

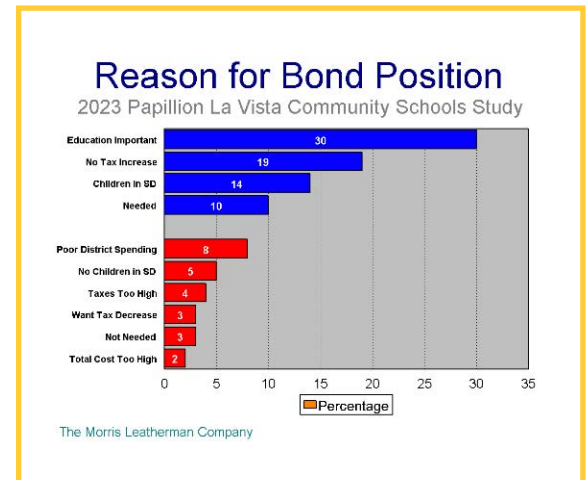
Research: Formal Telephone Survey

Timeline: January and February, 2023

In an effort to gain quantitative data as the final phase of research a formal telephone survey was conducted. PLCS contracted with an outside firm to conduct and present the phone survey results. A total of 625 surveys were conducted of a random sample of registered voters. The [complete results of the survey](#) were presented to the Board.

High level conclusions include:

- 86% believed PLCS is providing quality education.
- Only 45% were aware of the bond proposal.
- Updating middle school and elementary schools, safety and security and technology generated highest support.
- Overall 67% supported the bond issue.



Planning

PLCS 2023 Bond Issue Informational Campaign

On February 13, 2023, the Board of Education reviewed all of the data collected and in collaboration with PLCS administrators made a final decision about what projects should be included in the bond issue. The decisions made were a direct result of the information which was collected during the research phase. Knowing how critical ballot language can be to the success of a bond issue, strategic attention was given to that language. Phrases like “Improve safety and security” were included in the [ballot language](#) because the research identified this as receiving high levels of support. The decision was made to place the vote on a May 9th special election because voter turnout was historically high in special elections and research showed metro schools were having a high success rate.

The communications team then went to work to develop the [informational communication plan](#). The first step in that plan was to work with the Board of Education, the cabinet and all PLCS principals and administrators to finalize the key messages.

Key messages:

Improve safety and security in all schools. All research points showed safety and security generated major support. The word “all” was included because it was the one piece of the bond proposal that impacted absolutely every child in every school.

Updating older schools to today’s standard of greatness. “Greatness” is a key part of the PLCS brand which research shows parents and community know and support. Equity across schools was a huge part of the bond issue and the research showed that it generated support.

Serve projected growth in student enrollment. PLCS was not growing since COVID but enrollment had rebounded to pre-COVID levels. Research showed that the district was projected to grow. Research also showed that there were concerns about not growing. That is why the word “projected” was included in the talking point and then the supporting documentation was provided in the communication.

No tax rate increase. In challenging economic times (identified in the survey) this was a critical and important part of ALL communication.

Every Vote Matters! Research showed there was support for the proposal and the school district as a whole. The key would be voter turnout.

Target Audiences for Key Messages

1. Staff
2. Parents
3. All Registered Voters

Planning

PLCS 2023 Bond Issue Informational Campaign

The overall goal of the communications plan was to win by 60% or better. In Nebraska only a simple majority of 50% plus one is needed, but PLCS had a reputation of winning by more than 60%. Knowing that voter turnout was in the district's favor because of the high level of support, a communication plan was developed that targeted all voters. However, research showed the highest level of support would come from staff and parents so there were specific elements in the plan to address these groups. The survey told us that nonparents preferred to get information by direct mail so three direct mail pieces to all residents were incorporated into the communication plan. All parent communication was distributed using SMORE which has built in translation. All non-English speaking parents are trained annually on how to translate a SMORE.

Goal:

Win by 60% or better a \$129.9 million school bond election by providing factual information to all target audiences.

Measurable Objectives:

- Develop a bond proposal that the majority of the registered voters can strongly support (60% or better).
- Utilize research to drive the overall communication efforts.
- Create and increase awareness about the bond proposal throughout the community so registered voters support the proposal in May (60% or better).
- Inform the community of key points in the bond issue, securing 9,049 Yes votes.
- Build employee knowledge so they understand the need of the bond issue and will be able to answer commonly asked questions.
- Secure 30% minimum voter turnout with goal of 40 percent.

Budget

The breakdown of the budget can be found in the communication plan but the total budget for the communication plan was \$30,000. This does not include the cost of the survey which was an additional \$28,000.

Training

A part of the planning phase included preparing all administrators to communicate about the bond issue. A Q&A was developed for all school principals and administrators. The bond issue was discussed at weekly admin meetings with advice and training on hot topics. The goal of the discussions was to prepare all administrators to carry the messages and respond accurately if asked questions.

Implementation

PLCS 2023 Bond Issue Informational Campaign

To meet the measurable objectives, a cross section of communication vehicles and tactics were used in the implementation. The general strategies included:

- Provide clear, consistent messages to all target audiences.
- Remain focused on talking points even if the "Vote No" group becomes vocal.
- Reach all registered voters a minimum of three times using a variety of communication avenues, including direct mail.
- Reach all parents a minimum of seven times using a variety of communication avenues.
- Focus on face to face meetings and opportunities to provide factual information.
- Saturation and repetition of key messages.
- Utilize district and school social media platforms and networks to drive engagement.
- Tell stories that communicate our messages using video.

Implementation

PLCS 2023 Bond Issue Informational Campaign

PLCS conducts an annual communications survey for staff and parents. These results, along with the phone survey results, allowed the communications team to prioritize the communication tactics and tools. A [calendar of events](#) was developed by the communications team that included all public engagements, major communication efforts and social posts. It was critical to saturate the entire community but particularly the two key audiences of parents and staff, with facts about the bond issue and the message of returning ballots.

A complete list of the tools and tactics can be found in the communication plan but a few highlights include:

- [Tuesday's Tidbits](#) – weekly communication to staff about bond facts and messages.
- [Greatness Update](#) – weekly communication to parents about bond facts and messages.
- [Video series](#) – for parents and staff then shared with the broader community to tell the bond story using video.
- [PowerPoint presentation](#) – used for all audiences to share the key messages of the bond issue.
- [Let's Talk PLCS Bond Facebook Group](#) – used for all audiences to communicate bond messages.
- [Website Content](#) – used for all audiences to provide factual information and bond messages.
- [Building-specific messages](#) – used to target parents. Building principals sent emails directly to their parents sharing how their school would be impacted and reminding them the importance of voting. Research shows that parents are more likely to believe and follow information from their school.

The Role of the Mass Communication System

Using Blackboard, the PLCS mass communication system, also played a key role in the overall communication implementation. At the push of a button, mass messages were sent to parents and/or staff via email and text to communicate specific messages like “Don’t forget to return your ballot.”

It was determined very early on that the research was in the favor of a victory. Knowing there was a small but very vocal negative group that would attack the proposal, a decision was made to not react to the negativity but stay with consistent messaging and focused on the overall communication plan. The negativity was monitored, particularly on social media accounts, but was not reacted to. If misinformation was shared by someone outside the identified negative group, it was corrected. If it was shared by an identified member of the negative group, it was ignored.

Evaluation

PLCS 2023 Bond Issue Informational Campaign

Election Results

The 2023 PLCS bond Issue passed by 66 percent, nearly one of the largest margins of victory in the district’s history. The win came at a time when it felt as though all odds were stacked against the district. There was an organized Vote No group and a concentrated effort to totally disrupt the education of PLCS. To win by such a large majority was a huge accomplishment. Not only did the bond issue pass, but it passed in every precinct. The level of support by precinct ranged from 54 to 76 percent.

The voter turnout was also a victory. PLCS wanted a minimum of 30% voter turnout. The election resulted in a 33% voter turnout. Daily reports of ballots received were sent to the communications team directly from the election office. We were able to identify how many staff and parents had returned their ballots and could target messaging based on those numbers. There was a direct correlation between our communication strategy and ballots returned. For example, we used text and email communication targeting parents, encouraging them to return their ballot. Over the next two days we saw a 5% increase in ballots returned.

Election results are an important evaluation piece of the overall communication strategy of the bond issue. However, they are only one piece. Some of the evaluation results like reviewing the analytics and algorithms were used to adjust the communication plan ongoing. Other forms of evaluation like the formal post bond survey results were used to evaluate the overall effectiveness of the campaign.

Evaluation

PLCS 2023 Bond Issue Informational Campaign

Analytics

Analytics were consistently monitored to adjust the communication based on their effectiveness. For example: We knew 90% of parents and nearly 100% of staff were opening the bond newsletters. The social media analytics told us that videos were getting more engagement than graphics so we did more video posts.

Formal Survey

Following the successful bond election, the overall communication strategy was evaluated through a post bond survey. Two types of surveys were administered: a parent survey and a survey to the broader community.

Parent Results

2,452 parent surveys were completed. 91% were aware of the bond issue. They became aware through school and district emails. The open-ended comments overwhelmingly stated, "too much communication about the bond issue." This is a huge win for the overall evaluation and success of the bond communication plan. When over 2,400 respondents are saying enough communication about the bond issue and the bond issue passes with 66%, a clear conclusion can be drawn that the communication efforts were a success.

Community Results: N=48

The [community results](#) were very similar with 95% saying they were aware. Their source of information was social media and direct mail and they could recite the talking points verbatim when asked what is the purpose of the bond issue.

Measurable Objectives and Evaluation

- Develop a bond proposal that the majority of the registered voters can strongly support (60% or better).
 - ▶ **Success!** Bond passed by 66 percent.
- Utilize research to drive the overall communication efforts.
 - ▶ **Success!** Research drove projects included in the proposal, key messages and communication tactics.
- Create and increase awareness about the bond proposal throughout the community so registered voters support the proposal in May (60% or better).
 - ▶ **Success!** Pre-bond survey showed 45% were aware of the bond. Post bond survey showed 91% were aware of the bond.
- Inform the community of key points in the bond issue securing 9,049 Yes votes.
 - ▶ **Success!** Secured 9,854 Yes votes.
- Build knowledge of employees so they understand the need of the bond issue and will be able to answer commonly asked questions.
 - ▶ **Success!** Informal feedback from staff to principals indicates that staff felt overly communicated with and very informed. This also showed up on the staff communication survey open-ended questions prior to the election day. Staff commented that they had heard enough about the bond issue. No formal evaluation was conducted on this objective.
- Secure 30% minimum voter turnout with goal of 40 percent.
 - ▶ **Success!** Voter turnout was 33 percent.

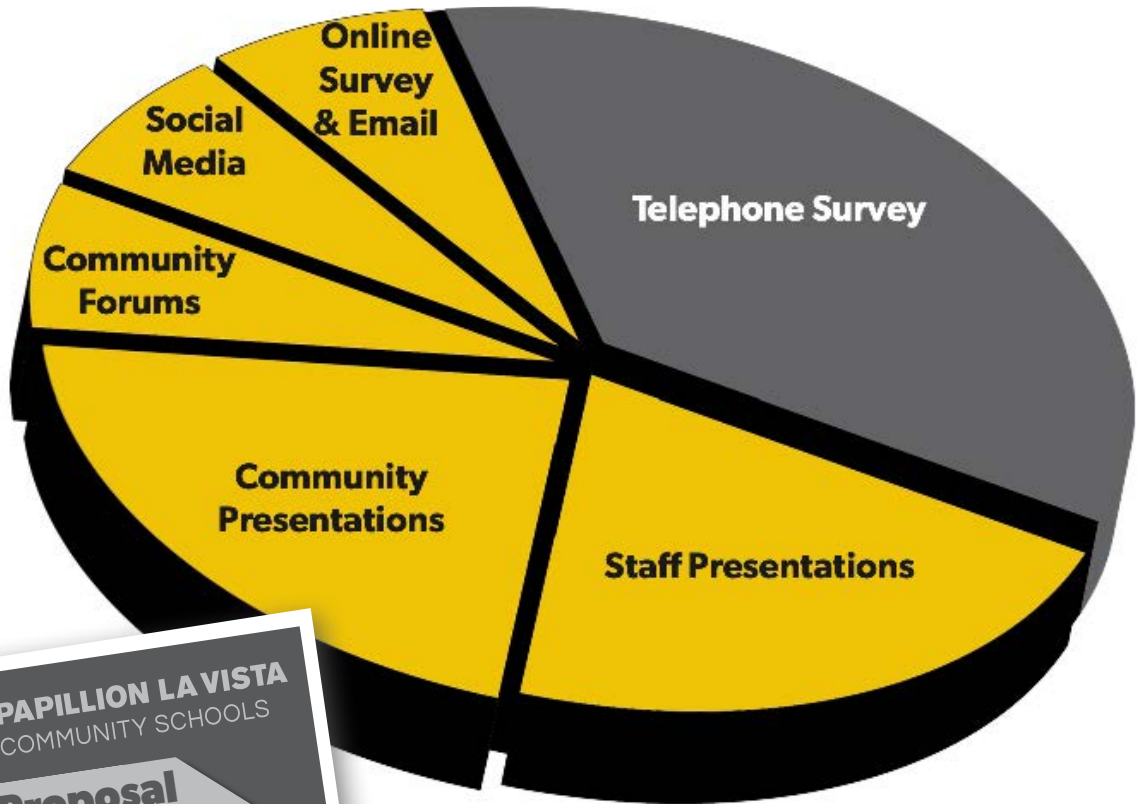
Post Bond Survey Questions

- Were they aware of the bond issue?
- How did they become aware?
- How do they prefer to become aware?
- What is the purpose of the bond?
- Open ended question.

Research

Engagement Process

PLCS 2023 Bond Issue Informational Campaign



PAPILLION LA VISTA COMMUNITY SCHOOLS

2023 Facility Needs Proposal
Provide your input!

Join us for the Ashbury neighborhood presentation on the facility needs proposal.

The proposed facility improvements will:

- Improve Safety and Security
- Serve a Growing Student Population
- Update older facilities to today's standard of greatness.

Please join us:
October 25
 6:00pm
 Ashbury Elementary
 11740 S 120th St, Papillion NE 68046

Join us for a short 30 minute overview of the facility needs proposal followed by an opportunity to provide feedback.

Join us at the upcoming Community Forums about the Facility Needs proposal:

- October 20, 6:00pm**
 Papillion La Vista South High School
 10799 Highway 370, Papillion
- October 27, 6:00pm**
 Papillion La Vista High School
 402 E Centennial Road, Papillion

The PLCS Facility Needs proposal is not final! Your input is needed!

Fliers for informational feedback events were sent home with every student at schools with proposed projects.

Community presentations reviewed research with staff and other assessments.

How did we get here?

- Facility study including growth projections (RSP)
- Discussions with building principals to identify facility improvements that will enhance overall building operation
- Needs Assessments with Buildings and Grounds personnel and Architects
- Walkthroughs of identified schools with architects
- Developed potential projects with the Board of Education
- Collect Feedback from Staff
- Revised Proposed Project List




Research

Engagement Process

PLCS 2023 Bond Issue Informational Campaign

Informational postcards with proposed project information and Save the Dates was mailed to all PLCS residents.



We need your input on our Facility Needs proposal!
No tax increase!

COMMUNITY FORUMS

The forum includes a brief presentation followed by the opportunity to share your feedback.

Thursday, October 20
6:00-7:30pm at Papillion La Vista South High School
10799 Highway 370, Papillion

OR

Thursday, October 27
6:00-7:30pm at Papillion La Vista High School
402 E Centennial Road, Papillion

FACEBOOK LIVE

Monday, November 7
6:00pm on the District Facebook page:
Papillion La Vista Community Schools



The proposed projects will:

- ▶ Improve safety and security.
- ▶ Update older facilities to today's standard of greatness.
- ▶ Serve a growing student population.

Elementary Projects

Parkview Heights, Tara Heights, and Trumble Park
Major renovations to update these older schools to today's standards, including:

- Expand physically smaller classrooms to standard size.
- Interior and exterior improvements.
- Playground updates.

Bell, Hickory Hill, Patriot, Portal, and Walnut Creek

- Install secure entrance, moving visitors through office.
- Add finishing kitchen, allowing for an additional entree and permanent ware.
- Minor interior updates.

**Bell Elementary already has a finishing kitchen.*

New Elementary School
To educate the growing student population in the western portion of the district. This school would be built for 450-500 students.

La Vista and Papillion Middle Schools

- Renovation of science classrooms.
- Interior and exterior improvements.
- Addition of counseling center (LVMS).
- Gym renovation (PMS).

PLHS and PLSHS

- Auditorium/theatre renovation.
- Update baseball and softball complexes.
- Addition of PE classroom/activity space (PLHS).
- Addition of flex classroom for health class and academy programs (PLSHS).

Additional Projects

- **Young Adult Transition Program (YATP):** A new facility built on land PLCS currently owns. Currently, the program is leasing space that is too small for the students served.
- **Technology Infrastructure:** Increase performance and reliability of technology in all schools and support new safety and security systems.
- **Future School Property:** Land potentially for a new elementary school and a new middle school. The land would be purchased now while it is available and can be sold if it is not needed in the future.




COMMUNITY FORUM

TONIGHT @ 6:00 PM

Banners advertised feedback forums to community members outside the meeting location.

A [comprehensive communication plan](#) was developed during the planning phase. Below are a few highlights of the overall plan.

Goal

Win by 60% or better a \$129.9 million school bond election by providing factual information to all target audiences.

Situational Analysis

- Recent school shooting has caused additional concern about school safety.
- Still have 5 schools without a controlled access entrance
- Local School District passed Levy Overrides to increase tax levy
- 2 Local School Districts going for Bond Issues on same day.
- Turmoil in the community and at Board meetings
- Negative feedback on social media and controversy at Board meetings
- Public rhetoric about education is negative
- Historically, PLCS has had a bond issue every 5-6 years. The last bond issue was in 2018.

Objectives

- Develop a bond proposal that the majority of the registered voters can strongly support (60% or better).
- Utilize research to drive the overall communication efforts.
- Create & increase awareness about the bond proposal throughout the community so registered voters support the proposal in May (60% or better) .
- Inform the community of key points in the bond issue securing 9,049 yes votes.
- Build knowledge of employees so they understand the need of the bond issue and will be able to answer commonly asked questions.
- Secure 30% minimum voter turnout with goal of 40%

Key messages

- Improving safety & security in all schools.
- Updating older facilities, bringing them to the current standard of Greatness.
 - Update remaining older schools to standard of greatness. This would include expanding smaller sized classrooms to match the physical size of newer schools.
 - Improve technology infrastructure to increase the speed and reliability of district technology at all schools.
- Serve projected growth in student enrollment.
 - Build a new elementary school to alleviate crowding at Prairie Queen.
 - Purchase future school sites while land is available.
- No Tax Rate Increase!
 - Paying off older bonds so these bonds will allow us to address facility needs without increasing the tax rate.
- Every Vote Matters.
 - Return Your Ballot by May 9, 2023 at 5:00pm
 - How to vote.
 - Deadline to register to vote.
 - It is important for all staff, parents and community members to help the District share factual information so all voters can be informed.
 - Ballot must be returned by 5:00 on May 9th (received, not postmarked - plan ahead).

General Strategies

- Provide clear consistent messages to all target audiences.
- Remain focused on talking points even if “no” group becomes vocal.
- Reach all registered voters a minimum of 3 times using a variety of communication avenues including direct mail.
- Reach all parents a minimum of 7 times using a variety of communication avenues.
- Focus on face to face meetings and opportunities to provide factual information.
- Saturation and repetition of message
- Utilize district and school social media platforms and networks to drive engagement.
- Tell stories that communicate our messages using video.

Target Audiences

- All registered voters - Research showed that the proposal has support across all demographic groups so targeting all voters was important
- Parents - Voter analytics showed that parents were our most likely supporters so the plan targeted parents to get out and vote.
- Staff - Staff are influential among parents and community so they were targeted to be sure they have information and the key messages about the bond.

Communication Action Steps

The following tools & tactics were incorporated into the overall communication plan:

- Large & small group presentations
- Facebook Live presentation
- Social media
- Video storytelling
- Large group tours
- Print publications
- Electronic communication for staff and parents
- Personalized messages from School Principal
- Text messaging
- Direct Mail

Target Audience	Tactics	Responsibility	Timeline	Completed?	Budget
Community Members, Parents and Employees	Direct mail to all residents – 6.5x11 Postcard. <ul style="list-style-type: none"> • Announce Bond projects, sharing key talking points and information about meeting dates 	Chantelle	Mail week of March 13	Yes	Printing: \$3,615.00 (\$127/piece) Postage: \$2,790.66
	Direct mail to all residents – Informational Brochure. <ul style="list-style-type: none"> • Sharing key talking points. Single fold 8.5x11 • Include QR code to videos • Voting information • Mailed to 26,101 residents (double fold and tab) • Received some unfolded copies of the misprint to use correct side as a poster 	Chantelle	To print 3/24 Mail on 4/11 Hit homes by April 15 (just before people receive ballots)	Yes	Printing: \$4,645.00 (\$177/piece) Postage: \$2,789.45
	Direct mail to all residents - 5x7 Postcard. <ul style="list-style-type: none"> • Key ballot and voter information • QR to drop box maps • QR to Bond home page with videos and full voter info • Messages - Every vote matters, make your voice heard • Bond three talking points • Instructions for returning ballot • Instructions for returning voters over 65: Sharing key talking points and meeting dates & invite to Sup Coffee 	Chantelle	To print 4/18 Mail on 4/21 Hit homes by April 25	Yes	Printing: \$2,849.00 (\$109/piece) Postage: \$2,788.87
	Direct mail to all residents - 5x7 Postcard. <ul style="list-style-type: none"> • Key ballot and voter information • QR to drop box maps • QR to Bond home page with videos and full voter info • Messages - Every vote matters, make your voice heard • Bond three talking points • Instructions for returning ballot • Instructions for returning voters over 65: Sharing key talking points and meeting dates & invite to Sup Coffee 	Annette /Stephanie	Hit homes by March 31	Yes	Printing: \$77.50
	Letter and follow-up email to business partners asking for their help displaying information <ul style="list-style-type: none"> o Table Tents o Brochures 	Annette/ Stephanie	request week of March 20 - Distribute by April 7	No	
	Create posters for all project schools: <ul style="list-style-type: none"> o One with bond issue facts and projects o One with the schematic for each project school and main talking point fulfilled o Display on easels in entry area - get to school before community presentation 	Chantelle/ Tyler/ Stephanie	ASAP through May 9 (at least at schools in time for community pres)	Yes	20x30 printed on high school large-format printer, laminated, and mounted on foam board
	Flier on all bond issue facts and projects featuring most applicable community presentation (the project school's applicable High School and Middle School parent at ALL elementary	Chantelle/ Stephanie	Before each elementary school's Kindergarten Roundup date	Yes	

Planning

Messaging

PLCS 2023 Bond Issue Informational Campaign

- 1 Improve safety and security.
- 2 Update older facilities to today's standard of greatness.
- 3 Prepare for projected growth in student enrollment.

A Message from the Superintendent

Dear PLCS Community,


On May 9, 2023, PLCS voters will determine the future of a \$129.9 million facility bond. The time is now for PLCS to enhance its safety and security systems, update its older schools and classrooms, and expand its facilities to support a growing student population.

Student safety must always be at the forefront of school planning efforts. PLCS is focusing its efforts on more secure front entryways, door monitoring software, enhanced communication systems, and security film and bullet resistant features. In an emergency, every second counts. We simply cannot afford the luxury of assuming that school violence won't happen here.

Some of our older schools, particularly at the elementary and middle levels, are starting to show their age. This bond will support changes and updates to these older facilities bringing them to today's standards.

Due to careful planning and conservative spending, this bond will be tax neutral for our taxpayers. School officials have timed previous bonds to assure new debt isn't taken on until the older debt is retired. Diligent planning makes for less financial impact for our taxpayers.

Papillion La Vista and the State of Nebraska are blessed with outstanding public schools and supporting facility bonds (the last bond passed with 67% support). With your continued support, we will develop plans to update our facilities, expand our schools, and assure that student and staff safety are the top priority.

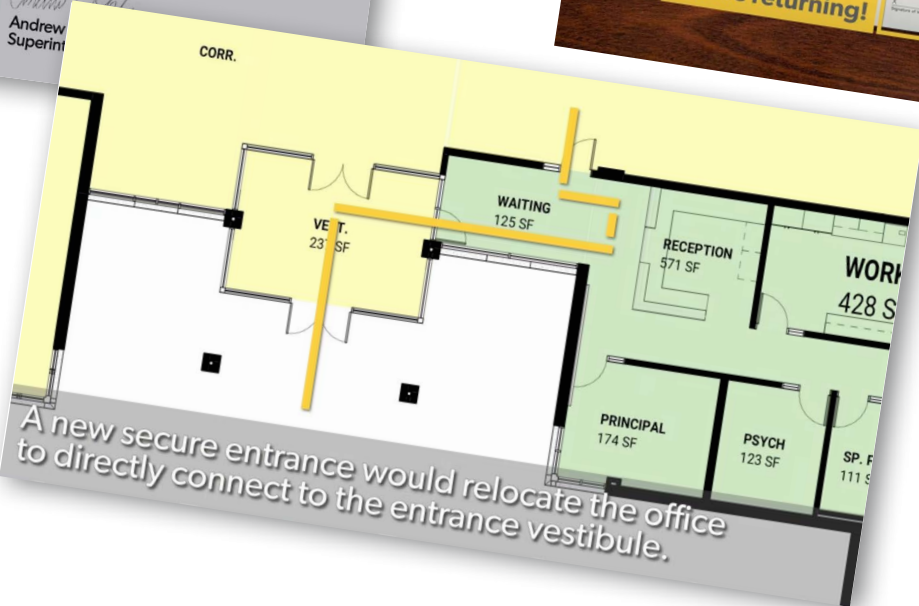
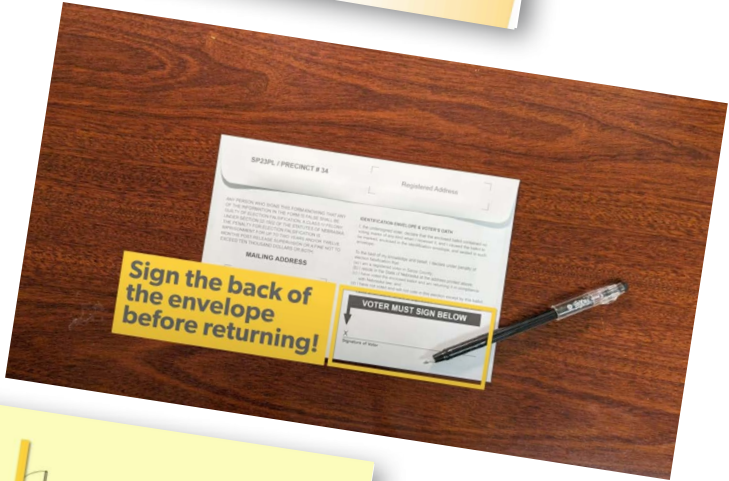


Andrew Superintendant

Every vote matters!

Return your ballot by May 9!

Be an informed voter:
Learn about the bond issue project list at plcschools.org/BondIssue.



A new secure entrance would relocate the office to directly connect to the entrance vestibule.

Key talking points about the projects and voting were developed early to use with as many tools as possible.

Planning

Finalize Project List

PLCS 2023 Bond Issue Informational Campaign



No tax rate increase projects include:

Safety & Security Improvements

- Happening at ALL PLCS schools:**
- Additional access control throughout school, plus door-propping alert system.
 - Update intercom/paging system throughout school so all staff have access to call a lockdown.
 - Update front entrance video system.
 - Integration of all systems.
 - Expanded chain link fencing around perimeter of elementary playgrounds.
 - Security film and other bullet-resistant features.

Elementary Projects

- Parkview Heights, Tara Heights, and Trumble Park**
Major renovations to update these older schools to today's standards, including:
- Expand physically smaller classrooms to standard size.
 - Interior and exterior improvements.
 - Playground updates.

- Bell, Hickory Hill, Patriot, Portal, and Walnut Creek**
- Install secure entrance, moving visitors through office, and permanent ware.
 - Minor interior updates.**

- New Elementary School**
To educate the growing student population in the western portion of the district. This school would be built for 450-500 students.

La Vista and Papillion Middle Schools

- Renovation of science classrooms.
- Interior and exterior improvements.
- Addition of counseling center (LVMS).
- Gym renovation (PMS).

PLHS and PLSHS

- Auditorium/theatre renovation.
- Update baseball and softball complexes.
- Addition of PE classroom/activity space (PLHS).
- Addition of flex classroom for health class and academy programs (PLSHS).

Additional Projects

- **Young Adult Transition Program (YATP):** A new facility built on land PLCS currently owns. Currently, the program is leasing space that is too small for the students served.
- **Technology Infrastructure:** Increase performance and reliability of technology in all schools and support new safety and security systems.
- **Future School Property:** Land potentially for a new elementary school and a new middle school. The land would be purchased now while it is available and can be sold if it is not needed in the future.



Scan for voting information, videos about the projects, and more!



Financial Facts

Tax Impact

There would be NO tax rate increase with this bond issue!

Estimated Costs:

- Elementary Projects= \$56.9 million
- New Elementary School= \$27.1 million
- Middle School Projects= \$21.2 million
- High School Projects= \$13 million
- New Land Purchases= \$5.7 million
- Technology Infrastructure= \$1 million
- YATP project= \$5 million

Sending out language in advance was a key part of the election communication.

Every vote matters! Return your ballot by May 9!

Be an informed voter:
Learn about the bond issue project list at plcschools.org/BondIssue.

April 21
Deadline to register online to vote.

April 28
Deadline to register in-person to vote.

May 9
Ballots must be received by the Election Office by 5:00pm on May 9.
Ballots can be returned via mail prior to May 9 or at any official drop box.

Important Facts: Voting Via Mail

- All ballots must be signed on the back of the envelope and sealed.
- Ballots must be in the Election Office by 5:00pm on May 9.
- If returned by mail, place postage on envelope (\$0.63).

Sample ballot language

Papillion La Vista School Bond

Shall Sarpy County School District 0027 (Papillion La Vista Community Schools), in the State of Nebraska, issue the Bonds of said District in the principal amount not to exceed One Hundred Twenty-Nine Million Nine Hundred Thousand Dollars (\$129,900,000) for the purpose of paying the costs of:

- improvements to safety and security for all schools including the construction, acquisition and installation,
- constructing additions, improvements, repairs and renovations to existing schools and program facilities,
- updating and enlarging older existing classrooms, bringing them to a current standard,
- constructing a new elementary school to serve projected enrollment growth,
- constructing a new facility for the Young Adult Transition Program that serves students with disabilities,
- providing furniture, equipment and technology for such schools and program facilities, and
- acquisition and preparation of land sites for future schools and program facilities;

said bonds to be issued in one or more series, at such time or times as may be determined by the Board of Education, to bear interest at such rate or rates as may be determined by the Board of Education and to become due at such time or times as may be fixed by the Board of Education; and

Shall the School District cause to be levied and collected annually a special levy of taxes against all the taxable property in the School District sufficient in rate and amount to pay the interest on and principal of said Bonds as the same become due?

- FOR said bonds and tax
- AGAINST said bonds and tax

Print Material

PLCS 2023 Bond Issue Informational Campaign



PAPILLION LA VISTA COMMUNITY SCHOOLS

PLCS Announces Bond Issue

NO TAX RATE INCREASE

Save the Date!

In for a 30-minute presentation on the 2023 Bond Issue projects followed by time for Q&A.

April 3

Bell Elementary

6:00-7:00pm

For scan for more events:

May 9th

Special Election

The PLCS Board of Education voted on February 27, 2023 to hold a special mail election asking PLCS residents to vote on a Bond Issue.

Ballots for this **no tax rate increase** Bond Issue will be mailed to all registered voters on April 17 and must be returned to the election office by 5:00pm on May 9th.

- The proposed projects will:**
- 1 Improve safety and security.
 - 2 Update older facilities to today's standard of greatness.
 - 3 Serve projected growth in student enrollment.



Knowing that it strengthens communication to provide the same messages in multiple ways, we added print materials to our communication strategy. Parents primarily receive messages electronically but those same messages were reinforced through print materials distributed at events or made available at the school. Print materials were also used to reach voters who do not currently have children in school. All print materials advertised the three key messages along with the no tax increase message. They also included the details of the special mail-in election, the three overarching project goals, and the project details by building.

Fliers contained additional Save the Date information about informational events hosted at the schools, which were distributed to target specific groups.

Sample print materials included:

- Fliers distributed to neighborhood Homeowners Associations inviting members to attend informational events at the specific neighborhood school.
- Fliers distributed to parents at Kindergarten Roundup events to advertise their school's informational event.
- A 20x30" informational poster and 20x30" site plan to place in their entryway prior to parent-teacher conference nights, and left up until the mail-in vote deadline.

No tax-rate increase 2023 Bond Issue Project list:

Safety & Security Improvements

Happening at ALL PLCS schools:

- Additional access control throughout school, plus door-stripping alert system.
- Update intrusion/swinging system throughout school so all staff have access to call a lockdown.
- Update front entrance video system.
- Integration of all systems.
- Expanded chain link fencing around perimeter of elementary playgrounds.
- Security film and other bullet-resistant features.

Elementary Projects

Parkview Heights, Tara Heights, and Trumble Park standards, including:

- Expand physically smaller classrooms to standard size.
- Interior and exterior improvements.
- Playground updates.

Bell, Hickory Hill, Patriot, Portal, and Walnut Creek

- Local secure entrance, moving visitors through office permanent ways. "allowing for an additional entrance and minor interior updates."
- Hickory Hill is an older school that will require more interior renovation to bring it up today's standard.

New Elementary School

To educate the growing student population in the western portion of the district. This school would be built for 450-500 students.

La Vista and Papillion Middle Schools

- Renovation of science classrooms.
- Interior and exterior improvements.
- Addition of course center (CAMS).
- Gym renovation (PGMS).

PLHS and PLSHS

- Auditorium/theatre renovation.
- Update baseball and softball complexes.
- Addition of PE classroom/activity space (PLHS).
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Additional Projects

- **Young Adult Transition Program (YATP):** A new facility built on land PLCS currently owns. Currently, the program is leasing space that is too small for the students of technology small schools and support new safety and security systems.
- **Future School Property:** Land potentially for a new elementary school and/or new middle school. The land would be purchased when it is available and can be sold if it is not needed in the future.

2023 PLCS Bond Issue

This bond issue will NOT increase your tax rate



- The bond issue projects will:**
- 1 Improve safety and security.
 - 2 Update older facilities to today's standard of greatness.
 - 3 Serve projected growth in student enrollment.

How can there be a bond issue with no tax rate increase?

To accommodate a growing student population and to keep older schools up to today's standards, PLCS has had a bond issue paid off. Therefore PLCS can address the needs of its facilities, expand and enhance safety and security at no tax rate increase. School Board and school officials have voted previous bonds to allow new debt isn't taken on until the older debt is retired.

Every vote matters:

Special Mail Election on May 9th

Ballots will be mailed to registered voters on April 17 and must be returned by 5:00pm on May 9th.

BELL ELEMENTARY is on the project list for the 2023 Bond Issue

- The proposed projects will:**
- 1 Improve safety and security.
 - 2 Update older facilities to today's standard of greatness.

ADDITION
LIGHT UPDATES
SIGNIFICANT UPDATES



A variation of this double-sided flier was provided to HOAs and parents prior to informational events. Target audience included parents and community members.

Two 20x30" mounted posters were displayed at all project schools for parent-teacher conference and posted in school entryways through the mail-in deadline. Target audience included staff members and parents.

No tax rate increase projects include:

Safety & Security Improvements

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- Additional access control throughout school, plus door-stripping alert system.
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Scan for voting information, visit about the projects, and more!

Implementation

Direct Mail

PLCS 2023 Bond Issue Informational Campaign

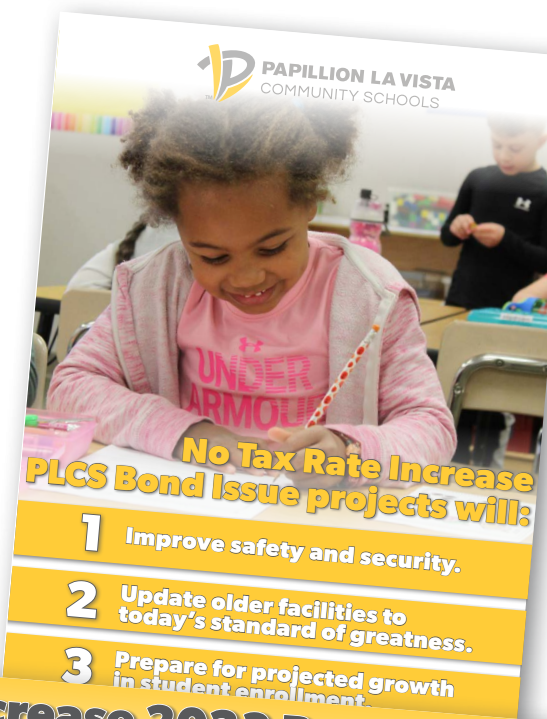
Research showed that registered voters without students in school wanted to receive information via mail, so we increased the strategy of using print and direct mail pieces. All print materials advertised the three key messages along with the no tax increase message. They also included the details of the special mail-in election, the three overarching project goals, and the project details by building.

In addition to the key messages, mail contained additional Save the Date information about informational events hosted at the schools or online.

Mailed materials included:

- March 13: Postcard (6.5x11") announcing projects, key talking points, and informational event dates.
- March 31: Mailed invitation to residents 65+ to have a coffee meeting with the Superintendent.
- April 11: Single-fold brochure (8.5x11") with key talking points, financial facts, tax information, and project details. This mailing was timed to hit homes around the same time as residents received their ballots in the mail.
- April 25: Postcard (5x7") with key ballot and voter information, including messaging that every vote matters, key talking points, and instructions for ballot return.

A folded 8.5x11" brochure contained all pertinent Bond Issue information, as well as a letter from the Superintendent on the back. Target audience included all PLCS residents, parents, and staff.



Every vote matters!

PLCS School Bond Issue Special Mail Election - May 9, 2023

\$129.9 million bond will NOT increase your tax rate!

How do I vote?

On April 17, all registered voters in the Papillion La Vista Community Schools were mailed a single-question ballot. The ballot will ask voters if they are **For** or **Against** the proposed school bond.

- Mark your ballot with your vote, either **For** or **Against**.
- Return the ballot in the envelope provided.
- Seal and sign the envelope.

Return via mail.

Put a stamp (\$0.63) on it and return it in the mail.

Return to a dropbox.

Drop your ballot off at one of the designated election drop boxes:

- Sarpy County Election Commission
- Near Sarpy County Courthouse on the north side of Golden Gate Drive.
- La Vista Police Department

Ballots are due at the Election Office by 5:00pm on May 9th!

Scan for maps of each drop box location! Or visit our website at plcschools.org/BondIssue

PLCS No Tax Rate Increase 2023 Bond Issue

In a special mail election, the public will be asked to vote on a \$129.9 million school bond issue. The bond issue focuses on improving safety and security, updating older facilities to today's standard of greatness, and serving projected growth in student enrollment. See the project list below!

- 1 Improve safety and security.**
- 2 Update older facilities to today's standard of greatness.**
- 3 Serve projected growth in student enrollment.**

How can there be a bond issue with NO tax rate increase?

To accommodate a growing student population and to keep older schools up to today's standards, PLCS has had a bond issue about every 5-8 years. One of our facilities and enhance our safety and security with no increase in the tax rate. School Boards and school officials have funded previous bonds to assure new debt isn't taken on until the older debt is retired.

Financial Facts

Tax Impact

There would be NO tax rate increase with this bond issue!

Estimated Costs:

- Elementary Projects= \$56.9 million
- New Elementary Schools= \$27.1 million
- Middle School Projects= \$21.2 million
- High School Projects= \$13 million
- New Land Purchases= \$1.7 million
- Technology Infrastructure= \$1 million
- YATP project= \$5 million

Total costs = \$129.9 million

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Bell, Hickory Hill, Patriot, Portal, and Walnut Creek

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**Bell Elementary already has a finishing kitchen.

**Hickory Hill is an older school that will require more interior renovation to bring it to today's standard.

La Vista and Papillion Middle Schools

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Coffee and Conversation with PLCS Superintendent Dr. Rikli

Join the conversation about the Facility Needs proposal!

November 1, 2022
9:30-10:30am

PLCS Central Office
420 S Washington St
Papillion, NE 68046

Please RSVP to Stephanie Scheller at 402-537-6248. See reverse for details!

Select invitations targeted smaller audiences, like Seniors in the community.





Video Content

PLCS 2023 Bond Issue Informational Campaign

PLCS Communications used video to help tell the story of the 2023 Bond Issue and communicate the key talking points, projects, and voter information to catch attention in a different way.

The video campaign was organized into three main categories: "Let's Talk" videos, school-specific spotlights, and voting information. "Let's Talk" videos used students from the PLCS-organized communication group the Bond Squad, who explained broader construction projects that applied to multiple buildings. School-specific spotlight videos featured elementary schools that were not shown during a "Let's Talk" video and highlighted the main needs of the building without narration. Lastly, videos with ballots and voting information served as a reminder to vote and walk viewers through the logistics of the community's first-ever mail-in vote.

PLCS Communications produced [20 videos](#) for the informational campaign. Videos were shared natively on social media and links were shared in electronic newsletters, including one special newsletter devoted to the video series. While the videos did receive engagement, our survey following the election reflect that video was not the primary way people preferred to receive information about the video. However, throughout the campaign we also received informal positive feedback for featuring the schools and explaining the projects in an engaging way.

Video Samples

"Let's Talk"

- **Let's Talk Lunch:** A Bond Squad student explains the need for finishing kitchens, a project taking place in four schools.
- **Let's Talk Classroom Size:** A Bond Squad student explains why classrooms need to be physically expanded in older buildings to meet learning standards, a project taking place in three schools.
- **Let's Talk Middle Schools:** A Bond Squad student explains the different projects taking place in two middle schools, and how some of the projects are similar and some are different.
- **Let's Talk Security:** A Bond Squad student explains why adding a secure entrance is essential for student safety in the five buildings that have not yet received a secure entrance remodel.

School-Specific Spotlights

- **Portal Elementary:** This video shows one of five schools that needed a secure entrance and finishing kitchen.
- **Tara Heights Elementary:** This video shows one of three schools that needed physically expanded classrooms, playground updates, and general improvements.

Voting Information

- **Register to Vote:** This video short reminded viewers of the deadline to register to vote so they could receive a ballot.
- **Return Your Ballot:** This video short shows the essentials of the mail-in ballot.
- **How to Drop Off Your Ballot:** This video features a Bond Squad student explaining ballot dropoff sites.



Implementation

Social Media

PLCS 2023 Bond Issue Informational Campaign

Social media was a tool used to communicate to all registered voters and PLCS residents. A separate "Let's Talk PLCS Bond" Facebook group was used to keep the bond information and negativity off the regular school and district facebook page. "Let's Talk" is the name of the two community facebook pages that have a high following so the PLCS bond page was a play off the community group. Information, including videos for a particular school and reminders of upcoming meetings, was also shared on the school facebook pages to target parents of those schools. Several posts were boosted and some paid advertising was used to personalize specific messages like "Don't forget to return your ballot." Information in each graphic was also included as text for ADA compliability.

The target audiences included parents and staff via specific school social media, to the general PLCS community through the district PLCS page and the "Let's Talk PLCS Bond" Facebook page.



Implementation

Electronic Communication

PLCS 2023 Bond Issue Informational Campaign

PLCS Communications used social media and electronic newsletters regularly to communicate key messaging about the Bond Issue, promote upcoming events, and share logistical voter information.

Electronic newsletters were sent to staff and parents to communicate Bond Issue projects, tax facts, and the election timeline.

- The regular PLCS staff newsletter is weekly and included Bond Issue highlights for the duration of the campaign.
- The regular PLCS parent newsletter is bi-weekly and included Bond Issue highlights for the duration of the campaign.
- Special newsletters from each school principal were sent out twice to communicate school-specific information and catch the interest of parents who might find direct communication from the principal to be more impactful.
- Special newsletters were sent out to all parents with voting information, in relation to certain voting deadlines.

The target audiences included parents and staff through existing weekly (staff) and bi-weekly (parent) newsletters, as well as targeted messages to parents of specific bond project schools through one-time newsletters.

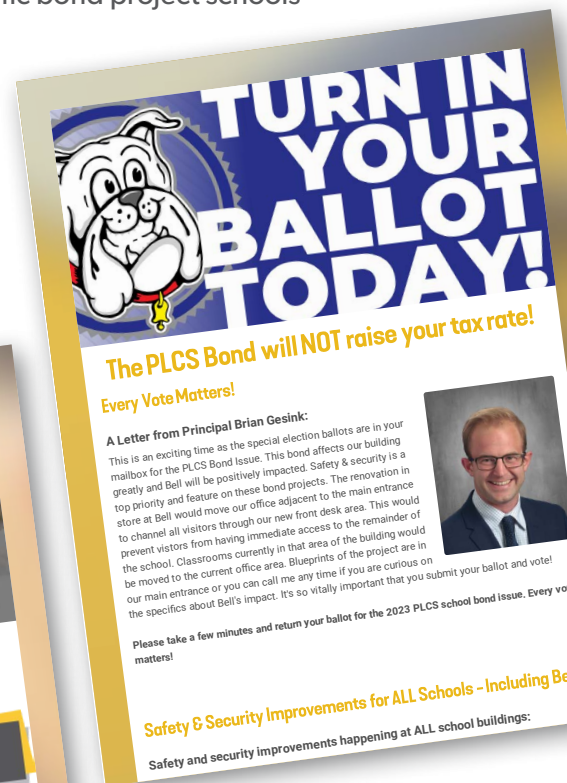


Additional newsletters were shared with a target audience of all parents in order to provide time-sensitive information regarding the mail-in special election.

Project information was sent out in the bi-weekly district parent newsletter, targeting parents and encouraging all resident parents to vote.



One-time newsletters from the school principal targeted parents in specific school populations and informed them about school improvements on the bond issue.





Election Results

PLCS 2023 Bond Issue Informational Campaign

Final Unofficial Results

RESULTS

Last Updated Tuesday, May 9, 2023, 6:17:08 PM (18 hours ago)

SCHOOL BOND ELECTION (Vote For 1)

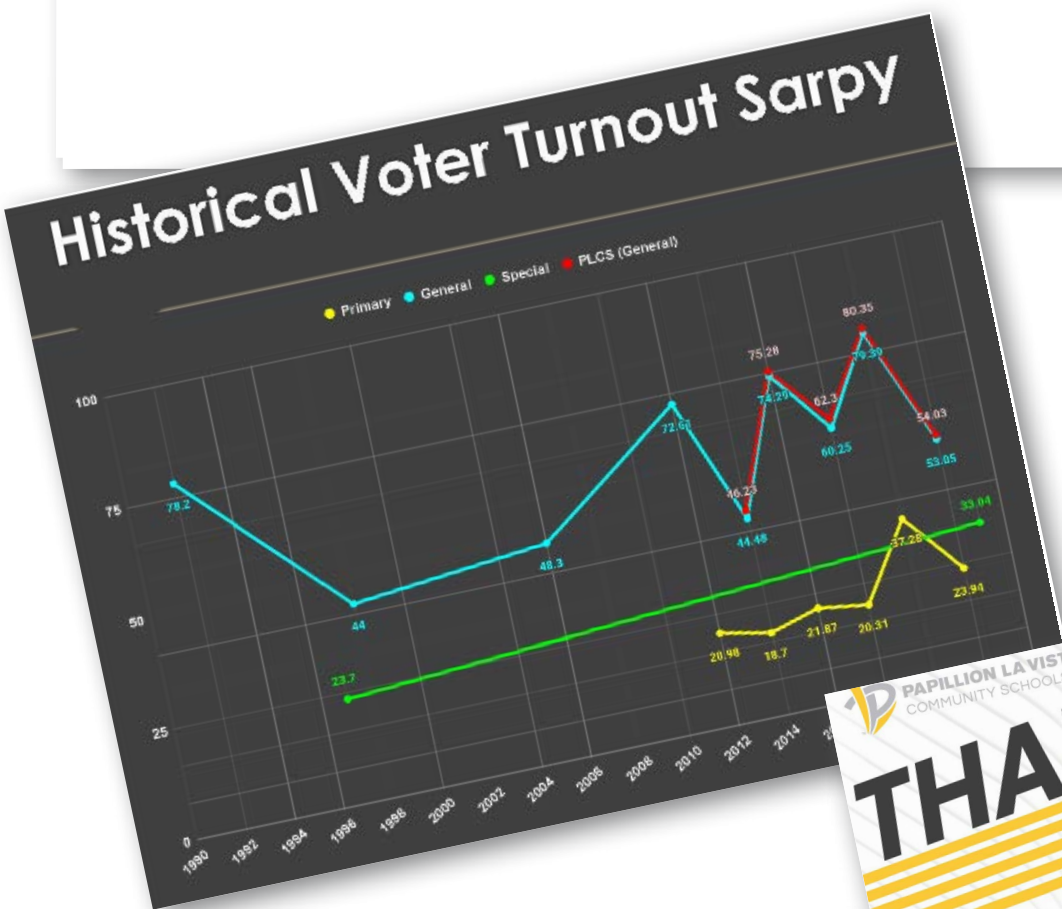
Precincts Reporting **100%**

	Percentage	Votes
FOR said bonds and tax	66.42%	9,854
AGAINST said bonds and tax	33.58%	4,982
TOTAL		14,836

PRECINCTS REPORTING 32/32

VOTER TURNOUT TOTAL 33.04%

Ballots Cast 14,857
Registered Voters 44,960



Evaluation

Post Bond Issue Survey

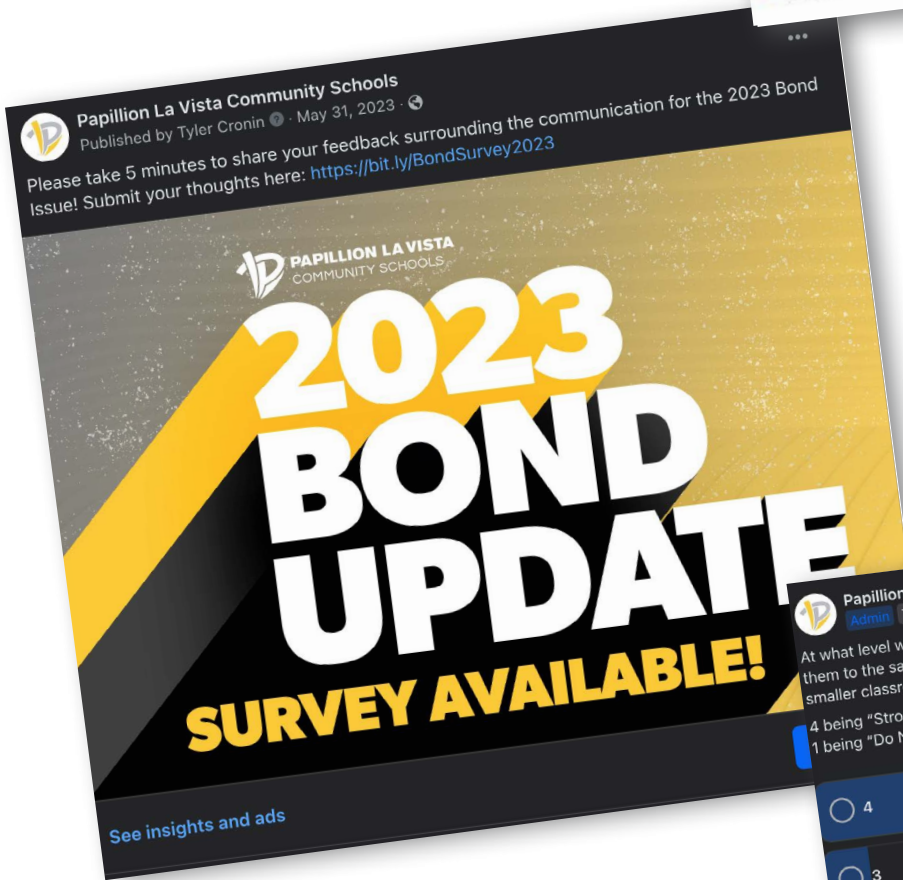
PLCS 2023 Bond Issue Informational Campaign

Lessons Learned...

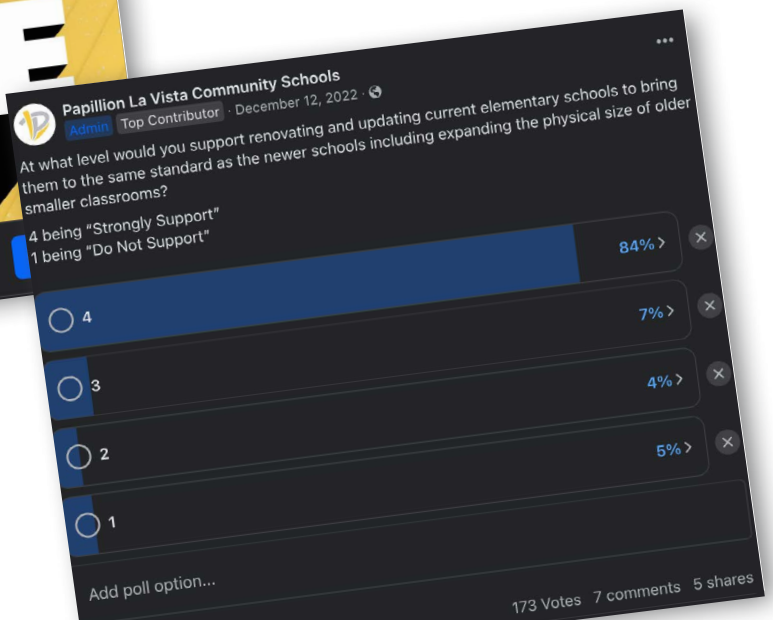
- Informational Campaign doesn't need to repeat engagement process
- Do more social and direct mail vs. in person
- Special Election is a Learning Process

What Worked...

- Engagement Process
 - Including Formal Survey
- Overall Communication Strategy
- Repetition of messaging...
- Amazing "Vote For" group
 - Started immediately with seed money
- Special Election



◀ An open survey posted to social media targeted community members.





PAPILLION LA VISTA
COMMUNITY SCHOOLS

PLCS 2023 Bond Issue Informational Campaign