

C.A.S.H. 30TH ANNUAL CONFERENCE ON SCHOOL FACILITIES

30 YEARS OF SCHOOL FACILITIES LEADERSHIP ADVOCACY ♦ EDUCATION ♦ COLLABORATION

Tuesday, February 24, 2009
2:15 p.m. - 3:15 p.m.
Sacramento Convention Center
Room 308

Workshop # 9

Local Bond Funding is the Name of the Game - Play to Win

Moderator:

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30 Years of School Facilities Leadership

C.A.S.H. Annual Conference



**Play
To
Win**

**LOCAL BOND FUNDING
IS THE NAME OF THE GAME**



HMC
Architects

30 Years of School Facilities Leadership



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Planning to Win

- The Playing Field
- Building on Previous Success
- Winning Strategies
- Winning Teams



The Playing Field

- The era of the 30 year bond
- Proposition 39
- Increased construction costs
- Bond measures to “finish the job”





Colton Joint USD

- \$102M in 2001
- Leverage SFP and developer fees (total \$180M)
- Costs for HS project tripled
- Need for a follow-up bond



Alvord USD

- Measure D in 1997 for \$59M
- Leveraged SFP, Financial Hardship, Developer Fees
- Funds needed to complete 4th HS, finish the job at existing schools
- Identified need for a follow-up bond



Strengths

- Visible improvements
- Good story to tell local taxpayers
- Efficient construction program in place, ready to “hit the ground”
- Updated/validated assessment of educational and facilities needs



Challenges

- Promises yet kept
- Increased costs
- Need to complete less “urgent” projects
- Lack of community awareness and/or full support of current leadership



Building on Previous Success

- Track record of facilities improvements
- Financial stewardship/opportunities
- Focus on student success
- Partnerships



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Updating the plan

- Don't be defensive
- Be realistic
- Engage and inform the sites/community
- Finish the job, but lead with need



“You want more money?”

- Articulate your stewardship
- Identify all resources
- Understand tax rate options/thresholds
- Develop an understandable financing plan (KISS)



The Plan

- Student success/education focused
- Built with site involvement
- Rigorously communicated
- Supported by District leadership, existing partnerships



Winning Strategies

- Utilize internal knowledge and external expertise
- Know your election options – dates, demographics, external factors
- Evaluate your voters, resources
- Commit fully



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Your Team Includes:

- District leadership
- Site/parent leadership
- Community/business partnerships
- Planning expertise
 - Facilities
 - Financial
 - Strategic, including polling
 - Legal



“Timing is Everything”

- Not all election dates are created equal
- External factors make a difference
- Planning early maximizes windows of opportunity
- Don't wait to engage those who will vote until you're asking for \$



Polling

- Voters perceptions/preferences
- Persuasive issues (word choices)
- Tax rate/bond amount sensitivity
- Optimum election dates/types



Before Calling the Election

- Full Board support
- Answers to the tough questions
- Specific, well-communicated plan
- Necessary resources identified and ready to go



Winning Teams

- Committed leadership
- Enthusiastic volunteer base
- Energetic fundraising
- Focus, discipline, persistence





Before Calling the Election

- Full Board support
- Answers to the tough questions
- Specific, well-communicated plan
- Necessary resources identified and ready to go



Colton Joint USD

- November 2008
- 42,149 registered voters (26,473 votes, 62.8%)
- Measure G, \$225 million
- 74.06% YES



Alvord USD

- November 2007
- 34,086 registered voters (5,542 votes, 16.25%)
- Measure H, \$196 million
- 62.02% YES



Questions?

Thank you!

