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- You need to fix the facilities and dangerously overcrowded schools quickly so people can think long-term
- Make engagement replicable and predictable
- Engage all age groups with emphasis on FMP impact for people without kids in schools
- Spin off effects in energy and infrastructure have ripple effects in communities
- Carefully consider the wording in future bonds – emphasis on clarity consider more granularity
- Make sure we educate people over 65 especially in regard to taxes due to bond
- Put out lots of facts before the bond issues so the whole city is educated on status of facilities all across the district
- Last bond issues was divisive, need to be collaborative/cooperative – bring disparate voices together
- Acknowledge tax implications for long-term planning

*How can we best communicate back to you during the planning process?*

- Online streaming to reach those who no longer have cable
- Facebook Page updates direct email to parents (Google docs?)
- CAC look at micro-level – must be engaged early and often – come meet with us (30 min debrief)
- Principles should distribute information electronically through email
- Email when updates are made to the website they are using
- Email to parents
- Facebook
- Email accurate up to date info on website
- Emails to let parents know of major updates on website
- Email updates with opportunity for online feedback
- Constant communication to principals, PTA presidents, and CAC chairs so they can share with their campus
- Advertise – schools are easiest for roadshows
- Informational Tables: NWLL meeting, spot in Spring, Westover and JCC during swim meets
- Email, traditional mail (letters), or text messaging