

Downey Unified School District Communication Plan and Timeline

May 10, 2022



PROPS & MEASURES
STRATEGY & COMMUNICATIONS



2022 Bond Measure Planning Timeline

By August 12, 2022
Board Calls for Election

November 8, 2022
Election Day

1 Now: Explore Feasibility

- ▶ Poll
- ▶ Election timing
- ▶ Bond Amount
- ▶ Tax Rate
- ▶ Political landscape
- ▶ Competing issues
- ▶ Potential controversy

2 Community Awareness

- ▶ Write resolution
- ▶ Ballot question
- ▶ Project list
- ▶ Non-advocacy communication
- ▶ Community awareness

3 Build a Measure

4 Advocacy Campaign

- ▶ Private fundraising
- ▶ Direct mail
- ▶ Digital media
- ▶ Website
- ▶ Endorsements
- ▶ Phone banks
- ▶ Lawn signs
- ▶ GOTV

Survey Overview

- Survey Results show voters recognize the importance of a quality education above all other community priorities
- Initial support for a potential G.O. bond measure is soft
- Support for all potential projects was very high – with nearly all projects showing support above 70%
- After hearing how the District might spend funds from a bond – support grew to 56% with 10% still indicating they were not sure.
 - Democratic voters: 64.8%
 - Republican voters: 29.9%
 - Parents: 67.0%
 - Seniors: 42.7%



Key Takeaways



Community members need information to help understand the DUSD story



The cost to the typical homeowner should be communicated in simple, easy to understand numbers



Celebrate the successes of Phase 1: Measure O – ALSO share the need for Phase II

Communication Goals

Now is the time to tell the DUSD story...

- ✓ Facilities Master Planning and the phasing of projects
- ✓ Increase public knowledge about the need
- ✓ Focus on community engagement
 - Internal – Parents, Staff
 - External – Elected Officials, Business leaders, Known community members
 - Registered Voters
- ✓ Need and Benefit to students in the classroom

Immediately

- Review list of external community within DUSD to focus outreach:
 - Elected officials, community organizations (neighborhood associations, service clubs, local businesses) and key community leaders
 - Immediately begin scheduling meetings, focusing on key groups or individuals, letters or email with video
- P&M develops informational messaging for outreach:
 - Talking points
 - Fact Sheet
 - FAQ
 - Informational Mailer
 - Website Memo
- **DUSD:** Share information with Cabinet, District Staff by **May 16**

May 2022

Goal: Tell Downey USD Story / Begin to Define Phasing of Projects / Community Outreach

- Continue extensive Facilities Master Planning with staff, parent and community
- **May 16:** Send informational communication to all parents and voters in DUSD
 - Highlight Success of Measure O, Facility Master Plan process, need for Phase II, invite feedback via online survey
 - Post coordinated information on district/school social media accounts and websites
 - Other media opportunities
- Work with bond counsel, financial advisor, P&M and District staff to begin drafting:
 - Resolution
 - Project list based on FMP
 - Tax rate

June 2022

Goal: Presence at End of School Year Events /Build on Excitement Around Student Success

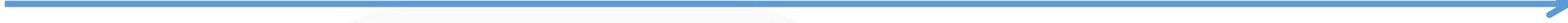
- Continue focus on Facilities Master Plan and outreach
 - Local news media opportunities
- **June 21 Board Meeting:** Present outreach updates, initial draft project list and bond financing plan to Board for feedback
- **June 27:** Send second informational mail piece to all voters and Parents
 - Provide feedback on outreach, specifics of proposed G.O. Bond, invite continued feedback
 - Post coordinating information to District website and share with parents/key community members

July – August 2022

Goal: Finish Outreach – Board Decision

- Conduct tracking survey after July 4
- **Study Session:** Present tracking poll results to the Board – make final decision
- **Aug 9: Board Meeting:** Board adopts resolution to place a bond measure on the November 8, 2022 General Election
 - **No later than August 12, 2022* (88 days prior to election):** Board adopts resolution to place a bond measure on the November 2022 ballot
- Conduct training of District staff regarding role of District and staff during election

Talking Points



For decades, our schools have enjoyed the reputation of being a part of a renowned school system and our students and teachers have been recognized for their achievements.

- Downey Unified's motto is "Our Kids Deserve the Best..." and we are constantly improving to be the best we can be for the benefit of our students / community.

Downey Unified is recognized as a state and national leader in the implementation of Career Technical Education and hands-on, project-based learning programs.

- We are on the cutting edge of instruction that prepares students for Science, Technology, Engineering, Arts and Mathematics (STEAM) careers.

Phase I of Facilities Updates

- Downey Unified undertook extensive Facilities Master Planning process in 2013-14, identifying over \$450 million in critical repairs and updates needed at schools across the district.
- The next year, our community approved Measure O for \$248 million with nearly 63% support – allowing us to complete the first phase of priority repairs and upgrades. This included safety and security priorities at all schools as well as modernization of current classrooms and construction of brand-new classrooms at each of our middle schools.
- Although we have come far, it was always known (since 2014) that our facility needs exceeded the funding that this measure provided.

Phase 2: Offering All Students a Safe and Modern Learning Environment

As part of our commitment to high quality education, we are also re-evaluating our school facilities through a comprehensive Facilities Master Planning process.

- There is still work to be done to bring our neighborhood elementary classrooms up to the same educational standards that prepare students for high school, college, and in-demand careers in fields like health sciences, engineering, technology and skilled trades.
- While our Downey Unified schools are among the best in the region in terms of academic performance, most of them were built in the 1960's or earlier, making them almost 70 years old.
- Downey Unified is in the process of updating our Facility Master Plan and updating it to reflect today's learning and student safety standards.

Current needs at our neighborhood schools include:

- Providing the classrooms, modern labs, career technical facilities and educational technology needed to support high quality instruction in Math, Science and Engineering.
- Installing air conditioning in classrooms to keep temperatures in comfortable ranges on hot days
- Upgrading older neighborhood elementary schools to meet current health codes, building safety codes and provide proper access for students with disabilities.
- Creating modern, multi-use classrooms in elementary schools to support hands-on science instruction and learning-by-doing.
- Removing asbestos, lead and other hazardous materials from schools as well as ensure that all our schools meet current earthquake safety standards.

To complete the next phase of repairs and updates, Downey Unified is exploring funding options

Provide students a safe and suitable academic setting needed for a 21st Century education that will prepare them for the future and provide them with the tools to serve our community well for decades to come.