



2022-23 NSPRA Gold Medallion Award Submission

# 2022 BOND INFORMATIONAL CAMPAIGN

**ENTRY CATEGORY:** Bond/Finance Campaign

**Beaverton School District**  
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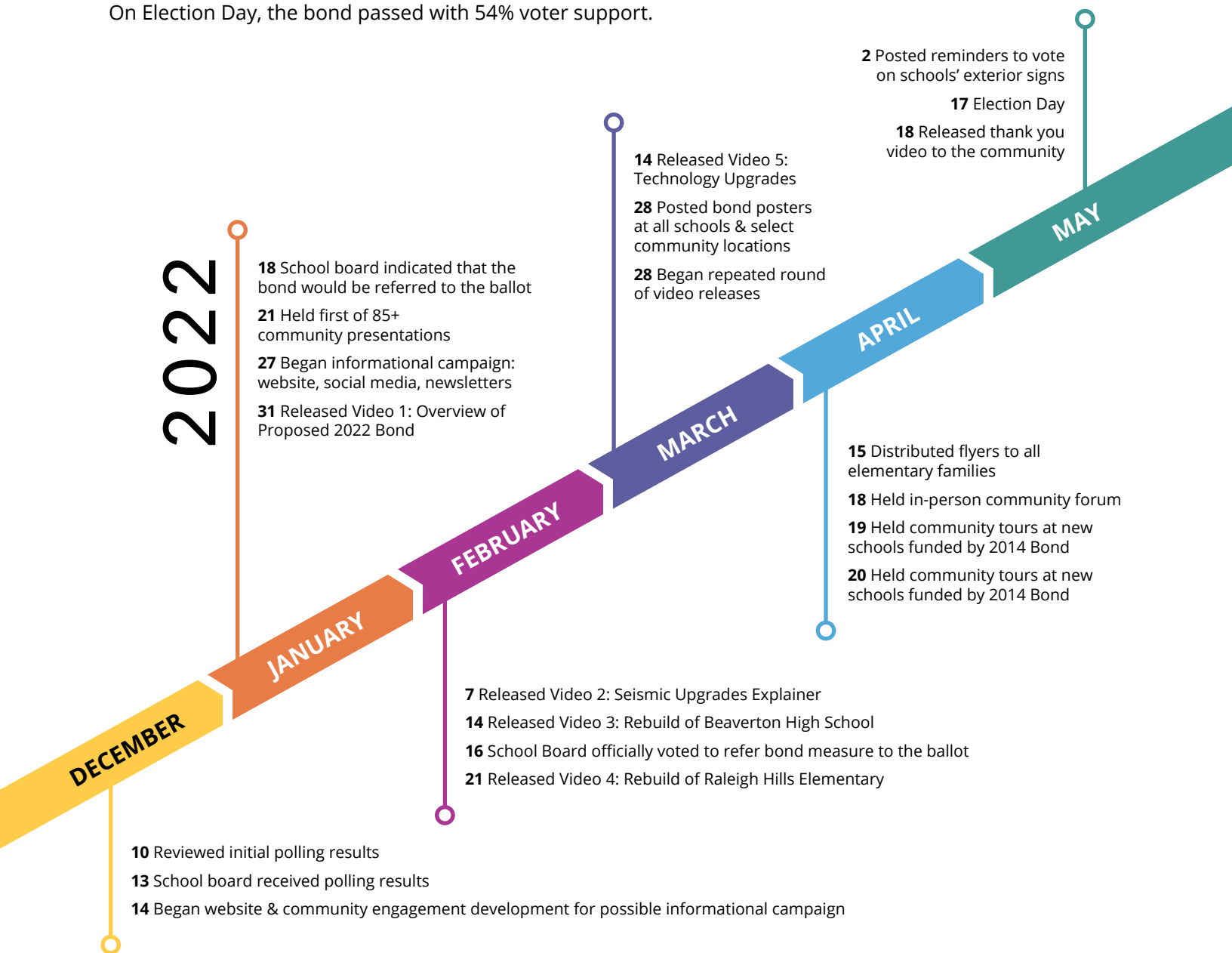
**STAFF SIZE:** 7  
**DISTRICT SIZE:** Over 25,000 Students

# SYNOPSIS

In February 2022, the Beaverton School Board referred the largest proposed bond in district history to the ballot. While the board had originally discussed putting the bond measure on the November 2022 ballot, the timeline was moved up because of fears that the bond would initially fail and require a second attempt. The district also had concerns about losing key bond personnel if there were a gap between the end of the 2014-2022 bond cycle and the beginning of the next cycle.

With urgency, the Communication Team set out to educate voters — who were still skeptical after widely-publicized 2014 Bond cost overruns and who were struggling with negative post-pandemic sentiments about public schools and worries about the economy — about the need to increase taxes to pay for a \$723-million bond. Early polling indicated that only 20% of those asked would “definitely support” the measure.

On Election Day, the bond passed with 54% voter support.



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# SUMMARY: RESEARCH

In November, the district hired an outside consultant to conduct a mixed mode survey among 600 likely November 2022 voters in Beaverton School District, including a subsample of 315 likely May 2022 primary voters. Interviews were conducted from November 29-December 5, 2021. A combination of landline, mobile phone and online interviews via text messages were conducted to ensure greater coverage of the population sampled.

## Key findings:

- ▶ 39% of respondents would definitely (20%) or probably (19%) support the bond measure; 37% of respondents would definitely (28%) or probably (9%) oppose the bond measure.
- ▶ When given minimal balanced and neutral information about the bond proposal, 49% of respondents (definitely or probably) would support the bond; 32% of respondents (definitely or probably) would oppose the bond.
- ▶ 32% of respondents were satisfied with K-12 schools in the district, while 36% were dissatisfied and 32% were undecided.
- ▶ Rates of support and opposition showed virtually no difference between likely May 2022 voters and likely November 2022 voters.
- ▶ Themes that resonated most with voters were health and safety improvements (e.g., HVAC and seismic upgrades), better accessibility in special education classrooms and additional classroom space for overcrowded schools.

In addition to considering polling results, the Communications Team reviewed the district's successful informational campaign for the 2014 Bond. (It is worth noting that half of our team members were not with the district in 2014.)

## Key observations:

- ▶ Post-pandemic, overall satisfaction with the district was far lower than in 2014.
- ▶ Communication tools used in 2014 did not reflect the tools that the district currently employed with success, namely the use of video and social media.
- ▶ While the district had utilized mailers in 2014, the team felt that this strategy was ineffectual and too expensive. This feeling was later substantiated through informal polling.

# SUMMARY: PLANNING



## OBJECTIVES

1

**Given that polling data suggested that voters were more likely to support the bond if they had a better understanding, we set out to develop a robust neutral informational campaign.**

- ▶ We were on a very tight timeline. Because the school board referral required a second reading in February, we would need to initiate the educational campaign before the board's decision was official. Early language spoke about the "anticipated" bond measure.
- ▶ The \$723-million dollar bond package was large and complex. We broke the proposal down into [six "buckets"](#) and then trained our staff and board members to refer to these buckets in their public presentations. This idea of buckets carried through to our website, videos, posters and flyers.
- ▶ All our materials were translated and simultaneously released in Spanish, the second most spoken language in our district.

2

**During the implementation of the 2014 Bond, the district was criticized for not having a transparent process for the selection of bond projects. We needed to combat the idea that board members could push through "pet projects."**

- ▶ In 2019, third-party consultants performed both a comprehensive Facilities Condition Assessment and a Seismic Assessment. All systems were evaluated, and schools were scored. Those schools with the lowest scores were prioritized on the 2022 Bond project list.
- ▶ In all our messaging about bond projects, we leveraged this data. We made the [source reports](#) easily accessible to the public on our website. We referenced the data in our videos, community presentations, social media posts and FAQ.

3

**While two schools would be rebuilt as part of the proposed 2022 Bond, we needed to emphasize that all schools and students in our district would benefit from the bond's passage.**

- ▶ Though time-consuming, we developed individual webpages for each of our 54 schools on the [bond website](#) to highlight specific proposed bond projects that impacted those communities.
- ▶ Along with a general bond poster, we created 54 individual bond posters for each school to display to their communities.
- ▶ We provided specific talking points for each of our 54 principals to cover at their school events and in their school communications.
- ▶ We did a community presentation for each of our 54 parent-teacher organizations.
- ▶ While the 2022 Bond project included something for everyone, we made clear the reasons behind the two proposed school rebuilds and supported those decisions with data.

4

**We adopted a "communicate early, often and in every way possible" approach.**

- ▶ We understood that our families were busy and did not consume all the messaging pushed out from their school or the district. We intentionally developed short, bite-sized messages and then shared those messages across multiple platforms.
- ▶ We leaned into what our district does best to tell the bond story: video production. In addition to stand-alone messaging, our videos were used at all our community presentations so that audience members had the same baseline understanding of the 2022 Bond.

5

**Only 25% of voters have students in our district. We had to find a way of reaching the other 75% of voters with our informational campaign.**

- ▶ We partnered with other agencies, like the regional recreation district and library system, to display posters and banners and share social media and newsletter posts.
- ▶ We presented to civic, business and neighborhood organizations and participated in voter forums.
- ▶ We manned an informational booth at the city's farmers market to engage people in person.
- ▶ We distributed flyers at senior living centers to voters who may not have regular contact with our schools.
- ▶ We opened our new schools that were built as part of the previous bond to the community so that people without students could see what modern, student-centered facilities look and feel like.



## ROLES AND RESPONSIBILITIES

Given the extreme time deadline, the entire team pulled together to share in the work.

### Public Communications Officer

- ▶ Oversaw all aspects of informational campaign.
- ▶ Wrote all district messages, video scripts, poster and flyer content, and FAQ; edited website and social media posts.
- ▶ Coordinated all media coverage.
- ▶ Presented with board members at community meetings and events.

### Communications Coordinator

- ▶ Designed website.
- ▶ Wrote and scheduled social media posts; sourced or created social media assets.
- ▶ Shot and edited video on seismic upgrades.
- ▶ Presented with board members at community meetings and events.
- ▶ Provided technical support at community forum and school open houses.

### Communications Specialist

- ▶ Assisted in website design and content.
- ▶ Created Instagram Stories series.
- ▶ Presented with board members at community meetings and events.
- ▶ Provided technical support at community forum and school open houses.

### Community Resource Coordinator

- ▶ Managed schedule for 85+ community meetings.
- ▶ Presented with board members at community meetings and events.

### Graphic Designer

- ▶ Developed logo and look for informational campaign.
- ▶ Created graphic elements for website.
- ▶ Created all posters and flyers.
- ▶ Animated bond overview video.

### Videographer

- ▶ Shot and edited videos on school rebuilds and technology.

### Bilingual Management Secretary

- ▶ Translated all content into Spanish. Voiced videos in Spanish.
- ▶ Provide live Spanish interpretation for community forum and school open houses.



## BUDGET

Beyond staff time, the Communications Team spent a modest \$4,150 to run the entire information campaign.

# SUMMARY: IMPLEMENTATION

STRATEGY	PRIMARY AUDIENCE	CONSIDERATIONS	SCHEDULE
<b>Branding</b>	Parents, Staff, Community, Media	To ensure a cohesive look, we developed a logo and color scheme for the 2022 Bond. (Note: the Oregon Secretary of State has very strict rules about neutrality in district bond communications which restricts the use of taglines.)	12/14-17
<b>Website</b>	Parents, Staff, Community, Media	<p>We designed a robust <a href="#">website</a>* that included an explanation of the project buckets, individual school project pages, a breakdown of the tax implications, research and reports, a calendar of upcoming community meetings, and a portal for community questions.</p> <p>The website also included an FAQ that expanded as community members submitted questions.</p> <p><b>Page Views: 47,620   Sessions: 13,131   Users: 9,872</b></p> <p>Our website offered translation in 100+ languages. We have 101 languages spoken in our district.</p> <p>*Note: We have restored the original main website page for the 2022 Bond for purposes of this award submission. However, the internal pages are part of the current 2022 Bond Accountability website; the language and some visuals on these pages reflect that transition.</p>	12/14-1/27
<b>Videos</b>	Parents, Staff, Community, Media	<p>We produced five videos (English and Spanish) that were used on the website, on social media, in newsletters and at community meetings. We also used the videos in pitches to the media for coverage. Some media outlets used segments from the videos in their actual reporting.</p> <p><b>Combined total views: English: 8,432   Spanish: 3,336</b></p> <p>Special attention was given to the captioning of these videos on YouTube so that they would accurately auto-translate into other languages.</p>	12/14-3/14
<b>Social Media</b>	Students, Parents, Community, Staff, Media	<p>We had an aggressive informational campaign across Facebook, Instagram and Twitter on the district and all 54 school accounts.</p> <p><b>Combined totals across platforms: Posts: 1,846   Impressions: 534,201   Engagements: 14,277</b></p> <p>Based on our demographic analysis, posts on Facebook and Twitter were targeted to parents; posts on Instagram were targeted to younger parents and voting-age students.</p> <p>We then encouraged our community partners to share our content on their social media platforms.</p> <p>Because of Facebook rules around campaigning, we were unable to boost our posts on Facebook. Instead, we boosted our regular feel-good content, hoping to reach community members who may not follow our accounts and give them a better understanding of what was happening in our schools.</p>	1/20-5/17
<b>Posters</b>	Parents, Staff, Community	<p>Borrowing graphic elements from the website, we designed and placed two large posters at each school entrance — a bond overview poster and a school-specific project poster.</p> <p>We also coordinated with community partners, like the regional recreation district and library system, to display posters and banners in high-traffic areas.</p>	1/27-3/28

## SUMMARY: IMPLEMENTATION

STRATEGY	PRIMARY AUDIENCE	CONSIDERATIONS	SCHEDULE
<b>Flyers</b>	Elementary, Parents, Community	<p>Flyers similar to the posters were distributed to every elementary family and various senior living centers where residents may have less regular interaction with schools.</p> <p>We chose not to distribute flyers to secondary students, as experience indicated that students were less likely to bring them home.</p>	3/28-4/15
<b>Newsletter Messages</b>	Parents, Staff, Community	We included neutral 2022 Bond messaging in our weekly staff and community newsletters. We also provided sample messaging to principals for their weekly school communications.	1/27-5/17
<b>Community Meetings</b>	Parents, Staff, Community	<p>We organized 85+ informational meetings, lead by staff and board members, with PTOs, neighborhood and civic groups. This effort was a considerable time commitment on the part of our staff and board. In addition, we manned an informational booth for five weekends at the Beaverton Farmers Market to answer voter questions in person.</p> <p>A calendar of all meetings was available on our <a href="#">website</a>.</p>	1/21-4/26
<b>Community Form</b>	Parents, Staff, Community, Media	<p>We held an in-person community forum a month prior to Election Day, attended by the superintendent, school board members, bond team staff and communications staff.</p> <p>We provided live Spanish interpretation at this forum.</p>	4/18
<b>Community Open Houses</b>	Parents, Staff, Community, Media	<p>We opened our new schools that were built as part of the 2014 Bond to the community so that people without students could see what modern, student-centered facilities look and feel like.</p> <p>We provided live Spanish interpretation at these open houses.</p>	4/18-19
<b>Media Coverage</b>	Parents, Community	<p>As the result of consistent pitching to our media partners, we received various pre-election news coverage.</p> <p>Samples: <a href="#">KATU</a>   <a href="#">KGW</a>   <a href="#">KOIN</a>   <a href="#">OPB</a>   <a href="#">The Oregonian</a>   <a href="#">Beaverton Valley Times</a></p>	1/27-5/17



# SUMMARY: EVALUATION

## INDICATORS OF OVERALL SUCCESS

On Election Day, the \$723-million bond passed with 54% voter support. The following day, we shared a [thank you video](#) with families, staff and community.

## REFLECTION

As we reflect on our informational campaign, we believe the biggest opportunity for improvement is direct community engagement:

- ▶ While we made a herculean effort to address every school's parent-teacher organization during their pre-scheduled virtual meetings, the meetings themselves were not well attended. Most of our schools have now moved back to in-person meetings. We feel as though we will have greater success in delivering future bond messaging in person. We also need to work more closely with our school principals to get them to actively encourage parent participation in these meetings.
- ▶ While an in-person community forum and in-person school open houses were good ideas on paper, the events were not well attended. In part, we believe people were not ready to return to in-person events; but we also believe that we could have done a better job of advertising these opportunities farther in advance. If we are to pursue these opportunities in the future, we need to create a bigger "buzz."

We already have started to lay the groundwork for the 2029 Bond. Thanks to 2022 Bond funds, we have been able to add a Bond Communications Specialist to our team. This position is responsible for regularly communicating through district and school messages, social media, videos and community meetings how the district is responsibly spending bond dollars. We also launched a [revamped bond website](#) focused on accountability. It is our hope that this increased transparency builds trust with our community and interest in our bond projects.

## FUTURE EFFORTS

Two days after our community approved a tax increase to support the 2022 Bond, the school board communicated its intention to district leadership to refer a \$205-million levy to support 286 teaching positions to the November ballot. Again, the Communications Team sprung into action. Using similar strategies to the 2022 Bond informational campaign, we launched a 2022 Levy information campaign on September 12.

On Election Day, the levy passed with 72% voter support.



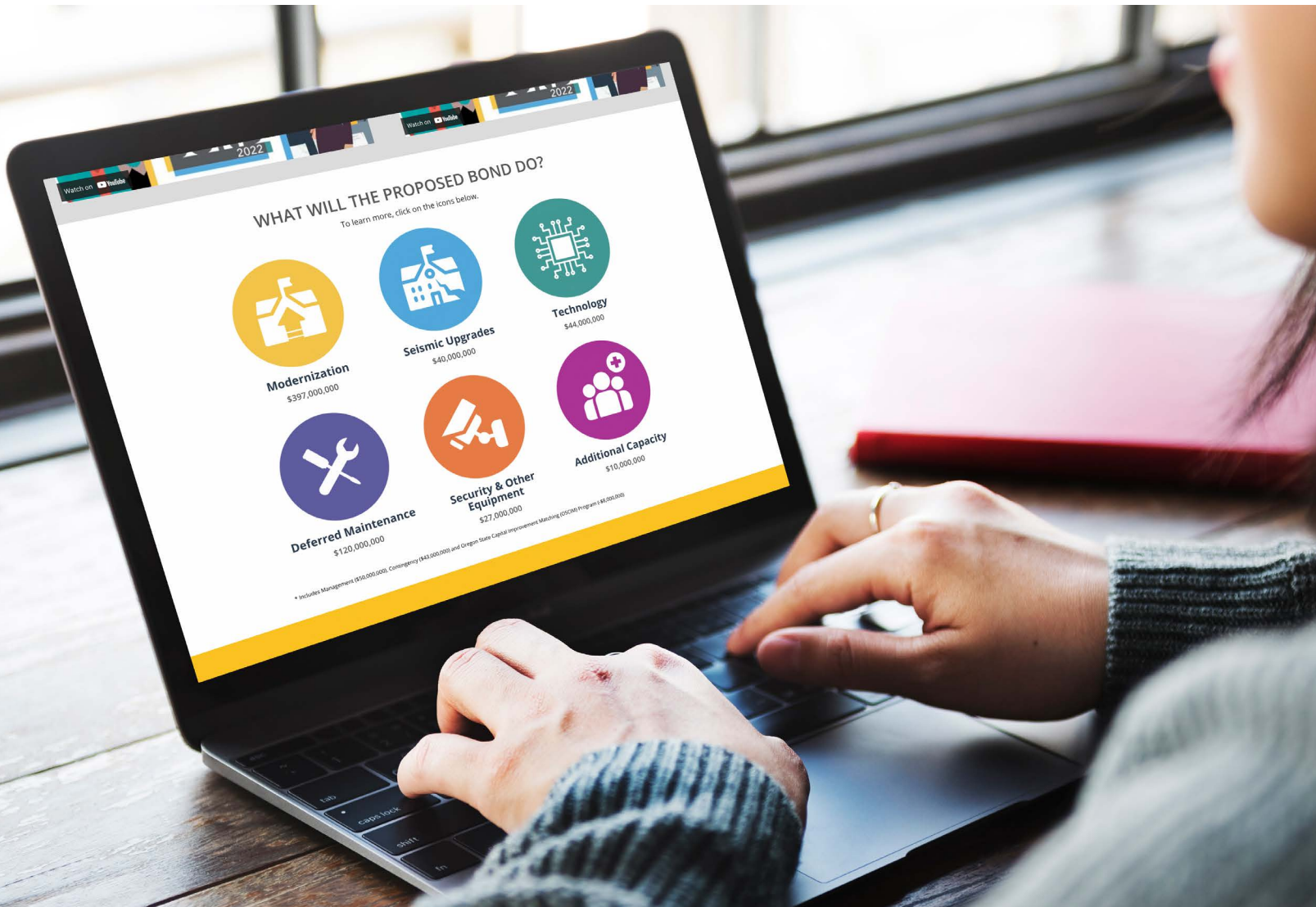
# ADDITIONAL SUPPORTING MATERIALS



## WEBSITE

<https://beavertonsd.org/bond>

Page Views: 47,620 | Sessions: 13,131 | Users: 9,872



\*Note: We have restored the original main website page for the 2022 Bond for purposes of this award submission. However, the internal pages are part of the current 2022 Bond Accountability website; the language and some visuals on these pages reflect that transition.

## ADDITIONAL SUPPORTING MATERIALS



## VIDEOS

Combined total views: English: 8,432 | Spanish: 3,336



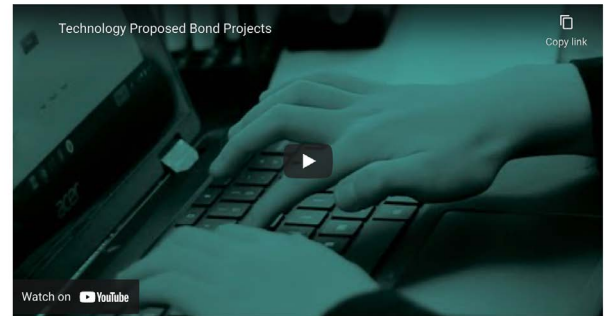
### 2022 Proposed Bond Overview

English: [https://youtu.be/K3mKsr\\_SV\\_I](https://youtu.be/K3mKsr_SV_I) | Spanish: <https://youtu.be/Y7GOhE2JjBU>



### Seismic Proposed Bond Projects

English: [https://youtu.be/9dZ\\_lIQDATw](https://youtu.be/9dZ_lIQDATw)  
Spanish: <https://youtu.be/wzLYQRQzrUk>



### Technology Proposed Bond Projects

English: <https://youtu.be/Zjic95wGxUQ>  
Spanish: <https://youtu.be/tz2sRjZObLk>



### Beaverton High School Proposed Bond Projects

English: <https://youtu.be/qQbej6l3ReQ>  
Spanish: [https://youtu.be/7\\_P9VDj4qaQ](https://youtu.be/7_P9VDj4qaQ)



### Raleigh Hills Proposed Bond Projects

English: <https://youtu.be/R3tRW6iAOnU>  
Spanish: <https://youtu.be/n9cpwxT1lYQ>



# SOCIAL MEDIA

Combined totals across platforms:

Posts: 1,846 | Impressions: 534,201 | Engagements: 14,277



**Beaverton School District**  
Published by Kara Genett Yunck · February 7, 2022

This month, the Beaverton School Board is expected to refer a \$723 million capital improvement bond to voters for the May 2022 election.

If passed, the bond would raise about \$723 million to be used on projects across the district including seismic stability upgrades. Watch this video to learn more about what that work would entail. Then head to our bond website to see what proposed projects are planned for your student's school: <https://bond.beaverton.k12.or.us/>

Rather than leaving a comment or question here, please submit through the form on our website. We'll use these questions to update our Frequently Asked Questions (FAQ) page. <https://bond.beaverton.k12.or.us/2022-2028-bond/questions>

#BSDtogether

0:01 / 4:30

3 likes, 1 share

Like Comment Share

Beaverton School District allows profiles and Pages it mentions to comment on this post.

Write a comment...



**Beaverton School District**  
Published by Buffer · April 11, 2022

As part of the \$723-million proposed bond, Beaverton High School would be rebuilt at a cost of \$253 million dollars. BHS is the oldest school building in Beaverton with sections dating back to 1916. And it's the only high school in the district to be evaluated in critical condition by a third-party consultant. Please watch this short video to learn more.

Then head to our bond website to see what proposed projects are planned for your student's school: <https://bond.beaverton.k12.or.us/>

Rather than leaving a comment or question here, please submit through the form on our website. We'll use these questions to update our Frequently Asked Questions (FAQ) page. <https://bond.beaverton.k12.or.us/2022-2028-bond/questions>

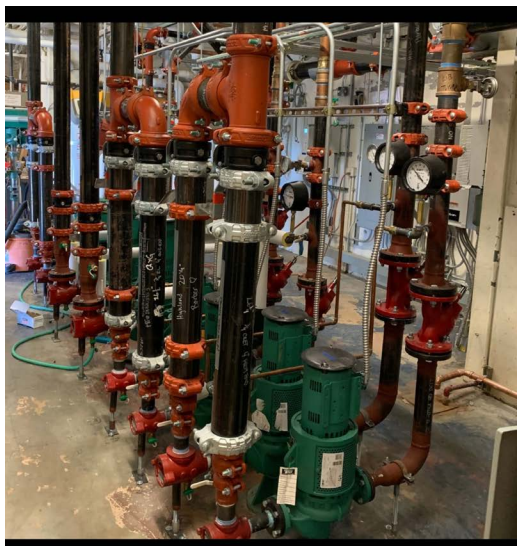
YOUTUBE.COM

**BHS Proposed Bond Project**  
In May 2022, voters will decide on a new proposed capital improvement bond. If passed, th...

13 likes, 1 share

Like Comment Share

Beaverton School District allows profiles and Pages it mentions to comment on this post.



**beavertoned**

beavertoned The 2022 Proposed Bond would fund \$120 million worth of deferred maintenance at most schools. Although the District continually addresses maintenance issues as part of its operations budget, there are other projects that are unfunded and uncompleted.

In 2019, a third-party consultant completed a comprehensive Facility Condition Assessment (FCA). The consultant evaluated the physical condition of all district facilities, both interiors and exteriors, and then computed the deferred maintenance cost for each facility. The district's total 10-year deferred maintenance cost was determined to be \$610.1 million, which also included seismic improvements.

Deferred maintenance needs include:

- Upgrades and/or replacements to structural, mechanical and electrical systems, including HVAC upgrades and roof replacements
- Exterior enclosure improvements
- Interior finishes improvements
- Upgrades and/or replacements to commercial equipment
- Fire and life safety improvements
- Site improvement work, including adding/replacing sidewalks and repairing drainage

To learn more about how projects were selected, visit our bond webpage. <https://bond.beaverton.k12.or.us>

Rather than leaving a comment or question here, please submit through the form on our website. We'll use these questions to update our Frequently Asked Questions (FAQ) page.

#BSDtogether

View Insights

Liked by beavertonsoftball and 54 others

FEBRUARY 10, 2022



**Beaverton Schools @BeavertonSD · May 9, 2022**

En mayo de 2022, los votantes decidirán sobre un nuevo bono de mejora de capital propuesto. Si se aprueba, el bono recaudaría alrededor de \$723 millones que se utilizarán en proyectos en todo el distrito, incluidas las mejoras de estabilidad sísmica. [youtu.be/wzLQRQzrLUk](https://youtu.be/wzLQRQzrLUk)

Like Retweet Heart Bookmark

# ADDITIONAL SUPPORTING MATERIALS



## POSTERS

Proposed Bond Overview District Poster

BEAVERTON SCHOOL DISTRICT

# BOND 2022

In May 2022, voters will decide on a new proposed capital improvement bond. If passed, the bond would raise about \$723 million to be used on projects across the district including seismic stability upgrades, improvement of air ventilation systems, replacement of aging roofs and additional classroom space to alleviate overcrowding. Bond money also would be used to improve accessibility in special education classrooms, enhance learning spaces and replace all one-to-one student Chromebooks and iPads. The two largest proposed projects are the complete rebuilds of Beaverton High School and Raleigh Hills K-8 School.

The bond proposal will appear on the **May 17, 2022** ballot.

### WHAT WILL THE PROPOSED 2022 BOND DO?

Category	Amount
Modernization	\$397,000,000
Seismic Upgrades	\$40,000,000
Technology	\$44,000,000
Deferred Maintenance	\$120,000,000
Security & Other Equipment	\$27,000,000
Additional Capacity	\$10,000,000
<b>Bond Total</b>	<b>\$723,000,000</b>

Includes Management (\$50,000,000), Contingency (\$43,000,000) and Oregon State Capital Improvement Matching (OSCIM) Program Grant (-\$8,000,000)

### IF THE PROPOSED BOND PASSES, HOW MUCH WOULD MY TAXES GO UP?

The current tax rate is \$2.09 per \$1,000 of assessed property value. The proposed bond would increase the current tax rate by an estimated \$0.25 per \$1,000 of assessed property value. For a homeowner with an average assessed property value of \$303,021, that's an increase of about \$76 during the first year.

Average Market Property Value	Average Assessed Property Value*	Current Tax Rate	Current Estimated Tax	Proposed Tax Rate Increase	Estimated Tax Increase*	Proposed Tax Rate	Estimated Tax Total
\$511,684*	\$303,021*	\$2.09	\$633	\$0.25	\$76	\$2.34	\$709

\* Shows that the assessed value of your property is often significantly less than the market value of your property. The assessed value of your property may also increase.  
\* The table is only estimating the Year 1 total of the tax increase. Due to Measure 52, most homeowners will experience a minimum 2% annual tax increase, regardless of the proposed bond or fluctuations in market values.  
\* Beaverton School District Average Market and Average Assessed Property Value for 2021-22 based on Washington Co. Dept. of Assessment & Taxation data.

Please visit [bond.beaverton.k12.or.us](http://bond.beaverton.k12.or.us) or scan QR to LEARN MORE ABOUT THE PROPOSED 2022 BOND

## WHAT BOND PROJECTS ARE PROPOSED FOR YOUR SCHOOL?

### COMPLETE REBUILD

Opening Fall 2027 (Tentative)

Budget \$253,000,000

Approximately 293,000 sq. ft.

Student Capacity 1,500

Seismic Reinforcement  
Community Earthquake Evacuation Center

Enhanced Security

36 General Education, 8 Science, 3 Special Education & 2 CTE Classrooms

Elimination of \$53,000,000 in Deferred Maintenance

Better Accessibility for Those Experiencing Disabilities

Natural Light & Fresh Air

Solar Panels

Large Venue for School & Community Events

Synthetic Turf Fields

BEAVERTON SCHOOL DISTRICT

# BOND 2022

# BEAVERTON

High School

For more information, scan QR or visit [www.beaverton.k12.or.us/bond-beaverton](http://www.beaverton.k12.or.us/bond-beaverton)

Beaverton High School Proposed Bond Project Poster



## MEDIA COVERAGE



**Beaverton voters to decide \$723 million school bond measure on May primary**  
<https://beavertonsd.org/bond-media-k2>  
April 13, 2022



**Beaverton School District asks voters to support \$723 million bond measure**  
<https://beavertonsd.org/bond-media-kgw>  
April 5, 2022



**Money to protect Beaverton schools from earthquakes up for vote**  
<https://beavertonsd.org/bond-media-koin>  
May 11, 2022



**Bond projects, levy renewals on the ballot for 15 Oregon school districts, community colleges**  
<https://beavertonsd.org/bond-media-opb>  
May 11, 2022



## MEDIA COVERAGE

### The Oregonian



**Beaverton voters will be asked to approve \$723 million bond to replace Beaverton High, address deferred maintenance districtwide**

<https://beavertonsd.org/bond-media-o>  
February 16, 2022



**Beaverton School District's \$723M bond will be on May ballot**

<https://beavertonsd.org/bond-media-bvt>  
February 16, 2022



## SCHOOL BOARD RESPONSE



The passage of the 2022 Bond was a collaborative effort that was built on the campaign framework provided by the district Communications and Community Involvement (CCI) Department.

The team created a narrative using different communication tools and resources. The message was direct and consistently explained the why (need) and the how (cost).

CCI was creative and innovative in their strategic communications. Campaign messaging was informative and engaging using a changing array of videos, daily social media posts, school and community presentations, an interactive and in-depth website, posters and news stories. All of the messages were aligned and synchronized.

As a member of our school board and the chair of the bond campaign committee, I believe a major reason that our 2022 Bond passed was because of the professional efforts of our district communications team. We are fortunate to have this talented team of professionals working on behalf of Beaverton children.

Sincerely,

Becky Tymchuk  
School Board Member



**Letter from school board member**



**Beaverton School District**  
1260 NW Waterhouse Ave.  
Beaverton, OR 97006

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