

Marysville School District No. 25
4220 80th St. NE Marysville, WA, 98270
(360) 965-0000 | communications@msd25



Marysville's 2023 EP&O Levy Campaign

Marysville Schools are the  of the Community

PRE-12 SCHOOL DISTRICT | 9,900 STUDENTS | TWO (2) COMMUNICATIONS STAFF

ENTRY SUBMISSION BY

Jodi Runyon, Director of Communications
Ellie Hoiby, Communications Specialist

PRESENTED FOR

NSPRA Gold Medallion Entry
Bond/Finance Campaign

Synopsis

Marysville, Washington, is a growing city that over 70,000 people call home. Its proximity and relationship with the neighboring Sovereign Nation, The Tulalip Tribes, and deep familial roots throughout town give Marysville a rich history spanning many generations. The Marysville School District (MSD) serves approximately 9,900 Preschool through 12th-grade students and an 18-21 Life Skills Program.

In recent months, the Marysville School District has faced challenges with public opinion, social media misperception, and distrust in the school district. These issues all came to a head when the COVID-19 pandemic hit, and virtual learning was necessary and a state mandate. There was upset in the community at the schools for halting in-person learning and requiring students to wear masks when in-person learning resumed. Our issues were not unlike those other school districts experienced nationwide but did create challenges that directly impacted school and district operations.

The District made two attempts in February and April 2022 to pass a replacement levy measure. Both attempts failed. The failed attempts resulted in reductions district-wide, causing higher class sizes, less supervision, and cuts to sports for middle school students. Also, the District lost two tax collection cycles of \$13.5M each in the spring and fall of 2023.

It was a difficult time for the District, our schools, and the community, with direct impacts on students. This levy was critical to the most basic operations of the District, and the need to communicate that broadly to families and the community was a priority. We were face-to-face with the potential of cutting sports, closing our aquatic center, eliminating an entire campus of preschool classes, and making further reductions. The next opportunity to place the measure in front of voters was in February 2023.

The communications team desperately needed to get voters' attention, explain the dire situation the District was in, and regain public trust to pass this levy for our students. Thus, "Marysville Schools are the Heart of the Community" was born - a successful strategic communications campaign that captured the hearts of our Marysville and Tulalip communities resulting in a passing levy measure on February 14, 2023.

Research

In our research between August and October of 2022, we quickly learned that a new approach for the February 2023 election was necessary to address community questions, concerns, and misperceptions. The research consisted of several informal analyses of forum comments on NextDoor, Instagram, Facebook, and the local news organization, The Everett Herald, and one-on-one and group meetings with parents, MSD staff, community members, and local government officials led by the Superintendent and Executive Director of Finance. We also looked at other school districts that passed successful levy measures, what worked, and what strategies they used.

Insight 1 It is easier for people to form negative opinions about a faceless entity than actual individuals.

We believe the Marysville community dehumanized the MSD. We infer this was partly from upset with COVID-19 mandates and partly from tensions between school District leadership and the Board of Directors, creating a negative culture where trust was lost. Multiple conversations indicated “the District” was a negatively-viewed anonymous, impersonal, faceless agency rather than a group of actual individuals who loved and cared about its students and schools.

Insight 2 There is a misconception about how Washington state funds its public school districts.

We heard from many in the community who were under the assumption that the state fully funds all components of education and levies are to give school district staff pay raises. In the digital age, we know that we need to create materials that capture and hold attention and explain in 30-60 seconds or less to target this assumption. There is also an apparent need to clarify the difference between a levy and a bond, how the money is spent, and how much it would cost voters.

Insight 3 Community members and staff alike told us they felt uninformed about the levy during the February and April 2022 campaigns.

Our audience told us we didn’t publicize our materials enough, and they did not see our flyers, social media posts, or other communications. We received feedback requesting more transparency and more frequent contact. There was a presumed connection that MSD’s level of communication equated to a lack of transparency, which likely added to the feelings of distrust in the community. The presumption was especially true of community members without children in school or not connected through social media.

Insight 4 Many in the community wanted to know what was different this year in the district before considering voting yes.

Repeatedly, community members spoke out about voting no in the 2022 elections to “send a message to the district.” Further research led us to conclude this was due to unhappiness with the District leadership and school board, the switch to virtual learning, and students’ low test scores when in-person learning returned.

Planning

Goal The Marysville School District will pass the reinstatement EP&O levy on February 14, 2023.

Objectives

To meet this goal, we constructed objectives to guide our messaging:

1. Stay consistent with clear and concise verbiage and branding.
2. Demonstrate the impact of a levy failure.
3. Explain what the levy is for and how levy dollars are spent.
4. Collaborate with the organized pro-levy citizens' committee.

Roles + Responsibilities

Superintendent Dr. Zachary Robbins:

- Present facts and information
- Communicate with media personnel
- Authorized spokesperson and presenter
- Answer community questions

Director of Finance and Operations, David Cram:

- Present facts and information
- Answer community questions related to finance (levy costs, budgets, etc.)
- Authorized spokesperson and presenter

Director of Communications, Jodi Runyon:

- Execute the campaign
- Communicate with media personnel
- Present facts and information
- Answer community questions
- Authorized spokesperson and presenter
- Guide staff in best practices for the campaign
- Content creation for campaign materials
- Craft campaign messages
- Share and publish facts and information
- Internal communications to staff

Communications Specialist, Ellie Hoiby:

- Execute the campaign
- Content creation for campaign materials
- Videography, production, and interviews
- Manage and monitor social media accounts
- Craft campaign messages
- Share and publish facts and information.

Branding

Research told the team that the District needed to be humanized and “refreshed.” These insights became the strategies for the campaign, but they also extensively directed the branding. The team chose to go in a fresh, youthful, bright direction with hand-written fonts, a bold color scheme, and organic shapes. We knew the District needed to try something different to pass this levy, and this was that – it wasn’t like any levy campaign seen before. The energy was fun. The team wanted to go as far away from a “stuffy government” tax campaign as possible.

As soon as it was confirmed that the special election day would be February 14, 2023, Valentine’s Day, the communications team decided to work “Marysville Schools are the Heart of the Community” into the levy campaign. It quickly became the campaign catchphrase or slogan. The interest was to generate positive community opinions and feelings toward the District using imagery and iconography associated with this “love holiday.” Leaning into this more, the logo for this campaign became animated hands hugging a heart.

Key Messages

- We are doing things differently. We are different from before.
- Thank you, voters, for your partnership in support of Marysville and Tulalip students.
- This is the most critical levy in Marysville's and Tulalip's history.
- This new administration is very frugal and responsible with the funding voters allow us.
- We love our students and schools.
- Marysville Schools are the heart of our community (a quote by Dr. Robbins).
- On Valentine's Day 2023, your schools are on the ballot.

Communication Plan

The communications team worked to create and execute a months-long strategic [communications plan](#) for this levy. We did work to utilize existing vehicles of communication, including print pieces like flyers and direct mail, digital media, social media, and in-person presentations. In addition, we made numerous informational videos, graphics, and digestible infographics with shareability and ease of access at the forefront. The communications plan helped the team map out tactics from October 2022 through February 2023.

Our new Superintendent, Dr. Zachary Robbins, was integral to the communications plan. The [Superintendent's Entry Plan](#) worked in conjunction with the levy communications plan to demonstrate Marysville School District's fresh start under brand new leadership and fortification of strong, personal district-to-family relationships. The team intended Dr. Robbins to be the levy campaign's personable, friendly, new face.

Strategies

Research informed every step of the team's planning process. The insights sparked plans and ideas for all campaign materials. Every communication published or printed by the District was planned and meticulously refined during the planning phase. We decided on the following campaign strategies based on the insights gathered:

1. Humanize the Marysville School District.
2. Explain how Marysville schools are funded and how EP&O levy dollars are spent.
3. Overcommunicate with staff and the community.
4. Show and tell what staff in the Marysville School District are doing differently.

Each strategy directly correlates to an insight we discovered. Tactics for addressing these four strategies included developing an informational webpage, social media graphics, direct mailers, print materials, videography, virtual and in-person levy presentations, public service announcements, talking points, and many others.

Implementation

Media: Facebook, Instagram, Youtube, Vimeo, NextDoor, Twitter, Remind, MSD Website, print and e-flyers, direct mail, Smore email newsletters, updates, and reminders, SMS messaging, robocalls, and push notifications via the MSD app.

Strategy 1: Humanize the Marysville School District.

TACTICS

- "Feel-good" nostalgic videos to rally the community about MSD and remind viewers of the faces behind it.
 - [Remembering Marysville: The MPHS Pool](#)
 - [Early Learning in Marysville](#)
 - [The Heart of Marysville: A Multigenerational Affair](#)
- 30-second highlights from Dr. Robbins' State of the Schools Address:
 - ["We are one Marysville and Tulalip community."](#)
 - [Increasing graduation rates](#)
 - ["Your support..."](#)
 - [Clubs and activities](#)
 - [CTE courses](#)
 - [K-5 growth from Fall to Winter](#)
 - [More first-year students on track to graduate](#)
 - [Good schools = prosperous community](#)
 - [School funding](#)
 - [Hope for the future](#)
- Build collaborative relationships with developing pro-levy citizens' committee Best Schools Marysville.

Strategy 2: Explain how Marysville schools are funded and how EP&O levy dollars are spent.

TACTICS

- [DLP Pumpkin Patch video](#). The levy funds special education.
- [Informational webpage](#)
- This levy funds series
 - [100% of athletics](#)
 - [Clubs and co-curricular activities](#)
 - [Tech improvements](#)
 - [Student safety](#)
 - [The MPHS pool](#)
 - [Curriculum and supplies](#)
 - [Early learning](#)
- There's a gap... series (FTE vs. actual staff)
 - [Health services staff](#)
 - [Custodians, grounds, and maintenance staff](#)
 - [Counselors and social-emotional support staff](#)
 - [Safety and security staff](#)
- [FAQ slides - carousel post of Q&As](#)
- The levy funds student activities - sports, music, the arts
 - [MPHS Choir](#)
 - [Grove Marimba and Choir concert](#)
 - [Cedarcrest Concert](#)
 - [MP girls wrestling](#)
 - [10th Street Jazz Band](#)
- [What is a levy? Video](#)
- [Why is this levy needed? Video](#)
- [Informational card mailer](#)
- [Connection newsletter](#)

Strategy 3: Over-communicate with staff and the community.

TACTICS

- [How to register to vote video](#)
- Fact sheet flyer in [English](#), [Spanish](#), [Russian](#), and [Ukrainian](#)
- 2-3 large posters at each of the 18 schools (with each school's logo)
- [Comparison EP&O rates of neighboring districts](#)
- [Ballot drop box locations](#)
- "Staff have voted, have you? Posts"
 - Visited several schools to snap photos of staff with the sign
- Ballot reminders
- Informational card mailer
- Connection newsletter
- 20 staff levy presentations
- 15 community levy presentations
 - PTSA meetings
 - Rotary
 - Marysville Tulalip Chamber of Commerce
 - The Tulalip Tribes
- Clips from Dave Cram's levy presentation
 - [Levy vs. bond](#)
 - [What does the levy fund?](#)
 - [Funding sources](#)
 - [How much will the levy cost?](#)
 - [Impacts of future levy failure](#)
 - [Comparison rates](#)
 - [Current levy collection](#)
- Public community meeting - announcements and reminders
- State of the Schools Address
- [Public service announcements](#)
- [Talking points for staff](#)
- Flyer sent home with elementary students
- Wallpaper/Screensaver for staff and community to show support
- Messages for school reader boards
- Cable Channel 26 (a local education channel used by the MSD)
- Monthly email newsletters to students' families, staff, and community partners
- Team presentations to the school board at monthly meetings (staff and community present)
- MSD Spanish Family Facebook group

Strategy 4: Show and tell what staff in the Marysville School District are doing differently.

TACTICS

- Video series of teacher interviews (17 total)
 - [Example - Kristine Leone](#)
 - [Example - Chet Decker](#)
 - [Example - Kari and Karin](#)
 - [Example - Brandon Harms](#)
- [State of the Schools](#) address delivered by Dr. Robbins

Evaluation

Campaign evaluation was a continuous process. As we implemented our materials and conducted many community presentations and meetings, our plan adjusted to lean more on one particular strategy or another, depending on the feedback we received or questions we encountered. In addition, we would regularly monitor, discuss, and readjust strategy as needed.

A month before election day, our team held a public meeting to present the facts and information and respond to questions from the community. Attendees were especially concerned about property value increases and why we needed an EP&O levy. The questions we received were answered, jotted down, and constructed into a post series we then published across social media.

With its unique approach of presenting levy materials, the campaign ultimately equated to a successful measure. We achieved our goal of successfully passing the levy measure, with 56.78% of Marysville and Tulalip voters approving the proposition on Valentine's Day 2023.

The pro-levy citizens' committee Best Schools Marysville was instrumental in successfully passing this levy measure. We could not have done it without their support and community outreach. Hundreds of people attended their community rally. The committee planted thousands of signs around Marysville and Tulalip community, doorbelled neighborhoods, and presented at many meetings and events to share pro-levy information that the District could not.

The overarching theme encompassing each strategy we used in this campaign is "community." You must maintain the human element in creating a targeted campaign. The human impacts from a third levy failure were ugly. Athletics - gone. The aquatic center at Marysville Pilchuck HS - closed. And we faced reductions across the District in staffing, clubs, arts, and extracurriculars. People tend to care more about something when it directly impacts them. That was what we intended to show throughout this campaign - the things that matter to people in the Marysville and Tulalip community.

Our highest-performing post on Facebook was "This levy funds the MPHS pool," with a reach of 9,083 and 443 likes and reactions. The second was the FAQ posts, with a reach of 5,192 and 119 likes and reactions. The post with the second highest number of likes was "This levy funds 100% of athletics," with 202 likes on Instagram.

56.78%

of voters approve the
reinstatement of the EP&O
levy!

16+

positive editorial letters were
written to the Everett Herald

Support Materials



Research

Sample of negative comments from the community

R Robert H. · North State Ave
You pay your superintendents to much money and always want an open check book for buildings and programs. Your staff (custodians and support staff) don't make enough. Learn to do with less and pay your teachers more
9w Like Reply Share 13

Dawn G. · Crystal Tree Village
Robert Herndon It does seem like using all the money they get in smarter ways would be beneficial. It's hard for us when it feels like we're constantly being asked for more money.
9w Like Reply Share 7

T Terri Y. · Sunnyside Hills
It was voted down twice. No means no. When we don't like an outcome on a vote, we don't get a redo, let alone 2 redos. Now people know what they assessed our homes at and how much they jacked it up. If you rent, just know, your landlord will most likely pass that on to you.
9w Like Reply Share 3

R Robert H. · North State Ave
These districts are like little businesses that do what they want then want a bail out when they get in trouble for wasteful spending
8w Like Reply Share

Meetings with staff, community, and officials



Planning

Marysville School District Educational, Programs, & Operations Levy

Communication & Public Relations Plan

Jodi Runyon, Director of Communications,
Engagement, and Outreach

Ellie Holby, Communications Specialist

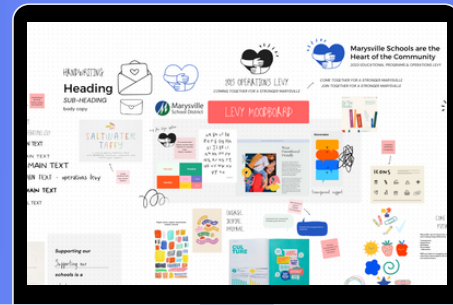


Reinstatement Levy Overview

Purpose: Create a strategic levy campaign to share facts and information with our school district parents/guardians, staff, and the greater Marysville and Tulalip communities.

Primary Considerations:

- **One Measure**
 - The levy will only be for one measure: Reinstatement of the E, P, and O Levy
- **Lower Cost to Taxpayers**
 - Approximately \$1.67 per thousand of home value
- **Two Past Failed Levy Measure Attempts**
 - Both February and April attempts failed in 2022
- **Impacts of Failed Measure**
 - Failure of a February 2023 measure will be catastrophic. We will need to show this.



Communications/Publications/To Do Timeline:

Date	Audience	Topic	Content	Mode/Platform
10/18/22	All	News Release	Board Adopts Levy Resolution	Email, web, social
10/26/22	All	MPHS Pool	MPHS Pool Video	Email, web, social, Cable channel, MSD Family E-News
10/31/22	All	Cedarcrest Play	Did you know that after school clubs and performances are funded through levy dollars approved by the voters? This is just one example of how community levy support provides enriching activities for youth. #MSDLevy2023 #WeAreCommunity	Web media, social media, MSD Family E-News
10/31/22	All	DLP Pumpkin Patch	The Marysville School District is proud to serve learners of all abilities. The Developmental Learning Program at Marshall Elementary School held its Pumpkin Patch on October 31 where students picked out a pumpkin to take home. The pumpkins were donated by Swans Trail Farm in Snohomish. During class time students participated in learning activities that were hands-on. Did you know that community levy dollars help fund classes for students with disabilities or other special needs? The state does not fully fund special education and the difference is made up through local levy dollars. Thank you to our community for your partnership and support of Marysville and Tulalip's children.	Social media
10/31/22	All	Principal Podcast	Superintendent Podcast	Email, web, social, Cable channel, MSD



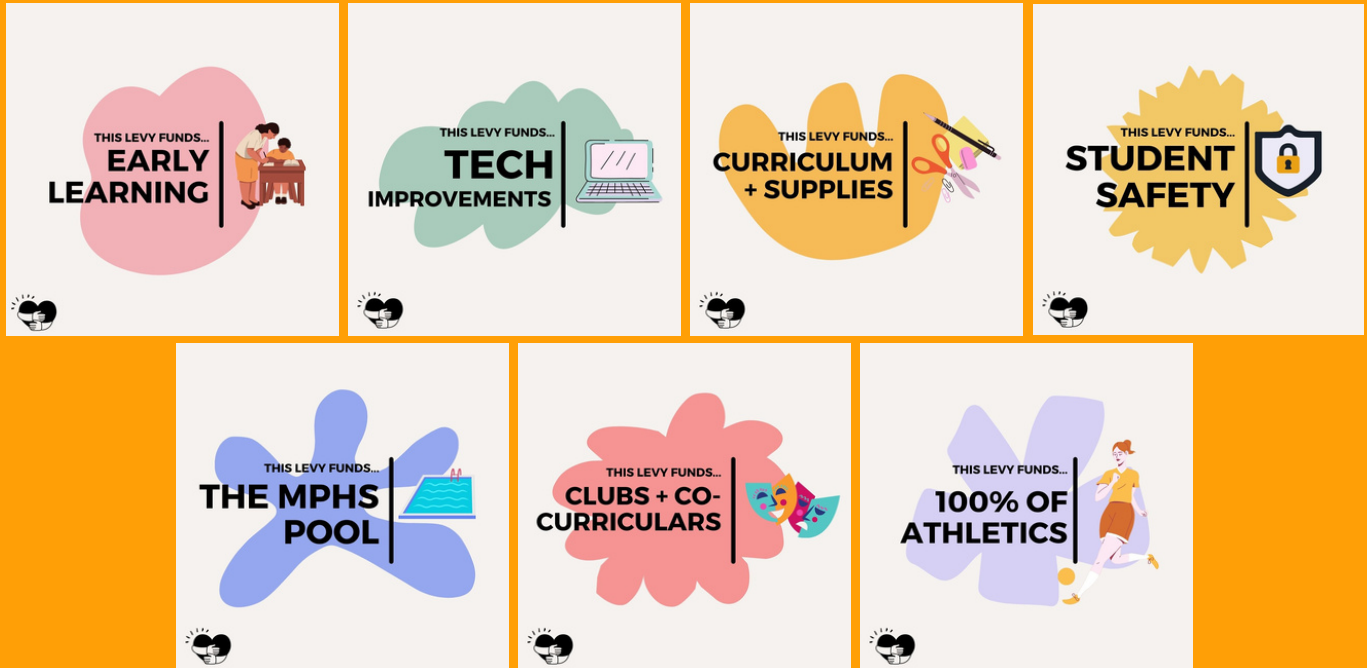
12/7/22	All	Cedarcrest Concert	Tonight Cedarcrest Middle School's jazz band and choir gave a fantastic performance! It's because of local levy dollars excellent programs like this one are available to students. Thank you, Marysville voters, for your support of students.	Social media
12/8/22	All	What We are Doing Differently Video - Jenna Tomas	This school year, teachers across the Marysville School District are doing things differently to better support students' academic achievement.	Social media
12/8/22	All	Quote from Dave	Dave Cram, our Executive Director of Finance said the Valentine's Day 2023 ballot measure is "critical to the school district's operations in support of its students' learning, physical, and social-emotional health and development." Your levy dollars make the difference for our students. Curious to know how this levy provides for Marysville and Tulalip students? Visit the link in our bio.	Social media
12/8/22	All	Dr. Robbins Parent Podcast	Join Superintendent Dr. Zachary Robbins for the Superintendent's Podcast with Marysville School District parents Johanna Rodriguez, Kimi Crombie, and Logan Crumrine. Thank you parent! #MSDSuperintendentsPodcast #WeAreMSD Implicit message via Logan: community w/o children need to support schools by helping pass a levy	Social media
12/8/22	All	Grove Marimba and Choir concert	Tonight Grove Elementary's Marimba ensemble and choir performed their Winter Concert! Local	Social media

TIMELINE FOR FEBRUARY 2023 EDUCATIONAL PROGRAMS & OPERATIONS LEVY

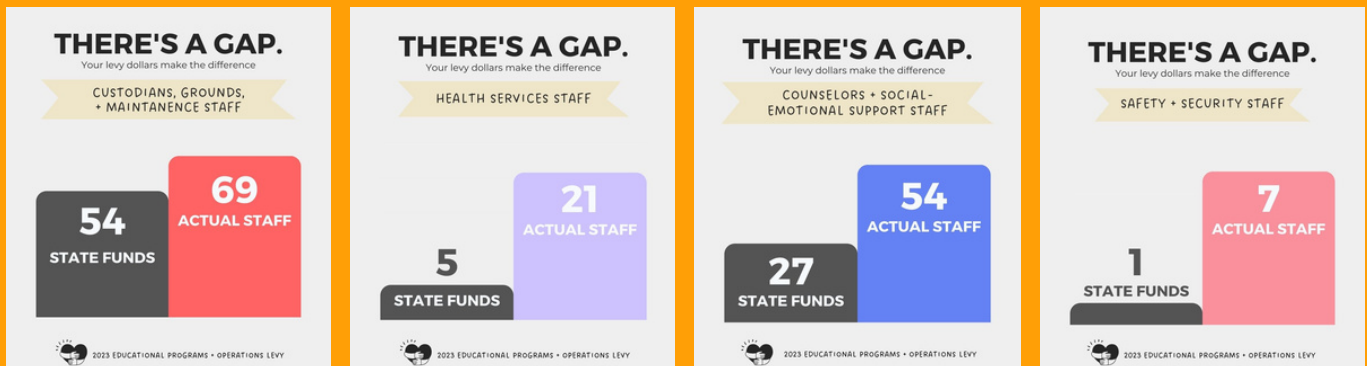


Digital Media

This Levy Funds...



There's a Gap...



Reminders and Informational Posts

ARE YOU REGISTERED TO VOTE? It's quick! It's easy! Let's learn how

REGISTER TODAY @ www.VoteWA.gov

DON'T FORGET TO CHECK YOUR MAIL

don't forget to check your mail!

REMEMBER TO GET YOUR VOTE IN!

Ballot drop boxes near me

- 1160 6th Street, Marysville
- 1049 State Avenue, Marysville (by the old City Hall)
- 6510 Grove Street, Marysville (Grove Elementary)
- 6722 Totem Beach Road, Tulalip (near youth center)

or drop it in your mailbox!

VOTE VOTE VOTE VOTE

BALLOTS DUE BY 8PM!

Election Day is Valentine's Day, and that's today! Remember to get your ballot in.

Don't forget to vote, Feb. 14, 2023

Parents & Guardians: Your child's school is on the ballot this Valentine's Day.

On February 14, 2023, the Marysville School District will ask voters to reauthorize their commitment to students, schools, and the community through a reinstatement levy.

This levy... provides necessary funding for enrichment activities for children from preschool through high school... means we can keep and expand athletics and maintain student co-curricular activities.

HOW DOES THIS LEVY RATE COMPARE TO OUR NEIGHBORS?

School District	EP&O Levy Rate/\$1,000
Arlington	\$1.49
Edmonds	\$1.44
Everett	\$1.95
Granite Falls	\$1.64
Lake Stevens	\$1.67
Lakewood	\$1.75
Monroe	\$1.78
Mukilteo	\$1.79
Snohomish	\$1.51
Sultan	\$1.54
Northshore	\$1.61
Stanswood	\$1.60

MARYSVILLE \$1.47

This is the most critical levy in the City's, Marysville, and Tulalip community's history.

DR. ZACHARY ROBBINS, SUPERINTENDENT

learn more at msd23.org/page/levy-2023

This levy is critical to the school district's operations in support of its students' learning, physical, and social-emotional health and development.

DAVID CRAM, EXECUTIVE DIRECTOR OF FINANCE

MARYSVILLE SCHOOLS ARE THE HEART OF THE COMMUNITY

2023 EDUCATIONAL PROGRAMS + OPERATIONS LEVY

COMMUNITY MEETING

INFO SESSION FOR THE UPCOMING LEVY

Learn more about this critical levy measure and get your questions answered!

January 12, 2023 6:30-7:30 pm

ELECTION DAY IS 2/14/23

6:30 Thursday, January 12, 2023

Reminder

Info Session for the Upcoming Levy: Tonight! 6:30-7:30 pm

Educational Services Center Board Room 4220 80th Street NE, Marysville

Learn more about this critical levy measure and get your questions answered!

ELECTION DAY IS 2/14/23

KEEP AN EYE ON YOUR MAIL!

A MAILER IS ON THE WAY...

THANK YOU THANK YOU THANK YOU THANK YOU THANK YOU THANK YOU

FAQ Posts

FAQ

After falling two levies in the Spring of 2022, what are you doing differently this year?

Under the leadership of Dr. Zachary Robbins, Superintendent, the Marysville School District has undergone a comprehensive evaluation of how we are meeting the needs of our students, families, and the community as well as to support the needs of schools that support our students and families best. We have engaged in more family engagement, utilized our community partnerships, and strengthened our communication and collaboration efforts in the 2021-2022 and 2022-2023 school years.

FAQ

How much will it cost for different values of homes?

This EP&O measure is for \$147,181,000 of a home's assessed value. The last voter-approved EP&O measure was \$1.76. Here's a chart of the savings acquired with the new rate.

Assessed Value	2022 Rate	2023 Rate	2023 Savings
\$100,000	\$1.76	\$1.47	\$29,000
\$200,000	\$3.52	\$2.94	\$58,000
\$300,000	\$5.28	\$4.41	\$87,000
\$400,000	\$7.04	\$5.88	\$116,000
\$500,000	\$8.80	\$7.35	\$145,000
\$600,000	\$10.56	\$8.82	\$174,000
\$700,000	\$12.32	\$10.29	\$203,000
\$800,000	\$14.08	\$11.76	\$232,000
\$900,000	\$15.84	\$13.23	\$261,000
\$1,000,000	\$17.60	\$14.70	\$290,000

FAQ

Will the district become insolvent if the levy doesn't pass?

The topic of insolvency has been a rumor we have heard around the community. A 2009 act became relevant for many reasons, including multiple levy failures. However, it is not the first step in the process of addressing budget deficits, and it takes several years and multiple steps before it takes place.

FAQ

Why do you need this levy?

Washington state only funds a portion of the basic education needs for school children in Washington based on antiquated funding models. There's a gap in funding between what we receive from the state and what it takes to support our core programs and social-emotional health and development needs. For example:

- The state doesn't fund athletics at all, so we rely on this levy to provide students with sports, football, basketball, cheerleading, tennis, swimming, and other sports.
- Washington state funds one safety and security staff member for Marysville schools. We employ 7.
- Washington state funds 27 counselors and social-emotional support staff for Marysville schools. We employ 84.
- Washington state funds the buses for Marysville schools. We employ 27 buses and health room assistants.
- Washington state funds 84 custodians, grounds, and maintenance staff for Marysville schools. We employ 69.

FAQ

Will this levy cause my property taxes to go up?

Compared to the property taxes levied prior to the Marysville School District in October 2022, this measure would result in lower taxes. You can view how much you would save in the chart above. If approved, it can be helpful to know that this is the first year of the total amount. \$238M, and as many properties are built, more taxes are added to the tax rolls every year.

FAQ

What if my home's assessed value goes up? Would I pay more taxes?

It may seem that way, but this is not necessarily the case. This measure has a capped collection amount, meaning we can't collect property taxes over a certain amount. For 2024, it is \$38M.

As more properties are built in Marysville, each homeowner pays less in taxes, which is why the tax rate is not fixed but can actually decrease. It can be helpful to know that this is the first year of the total amount. \$238M, and as many properties are built, more taxes are added to the tax rolls every year.

Additionally, capped commercial properties built within the child development centers can also share the amount of taxes paid by each Marysville resident. For example, the paid and approved residential tax rate for properties in the Marysville School District area. Because we will receive taxes from that property, it helps to understand the tax rate for homeowners.

Levy Webpage

Marysville Schools are the of the Community

2023 EDUCATIONAL PROGRAMS & OPERATIONS LEVY

Remember to Vote on or before
February 14, 2023



Not registered to vote? It's quick & easy!

To vote in Snohomish County elections and local elections such as local levy measures, residents over age 18 must be registered.

Register to Vote

This is the most critical levy in the City's, Marysville, and Tulalip community's history.



Get the Facts, Cast an Informed Vote

This is not a new tax

The February 14, 2023 measure is a **reinstatement** levy and is not a new tax. Levies typically run on a 4-year cycle renewed through voter-approved ballot measures.

Levies are for learning

Levies support areas directly tied to student learning, achievement, health and safety, sports, and school activities.

Lower tax rate

The proposed levy is approximately \$1.67 per thousand of an assessed home value and is 68 cents less per thousand than the expiring measure.

Collection Years	Estimated Levy Rate/\$1,000 Assessed Value*
2024	\$1.67
2025	\$1.67
2026	\$1.67
2027	\$1.67

68¢ LESS!
than the
expiring E,P & O
Levy rate

More Resources

Press Release

Situation Report

Resolution

Community Presentation

Board of Directors Presentation

English Fact Sheet

What does the levy fund?



How Does This Levy Support Students?

This levy enables the District to support vital educational programs and operations for students, including teaching, school supplies, technology, athletics, building maintenance, transportation, and other educational needs. The educational programs and operations this levy helps fund are outlined below.

Here lifelong Marysville resident and Cascade Elementary teacher Karen McKellar shares her experience in the Marysville School District and her hopes for our future generations.



After two failed attempts to pass a levy last year, this levy is critical to the school district's operations in support of its students' learning, physical, and social-emotional health and development.

David Cram, Executive Director of Finance | Marysville School District No. 25

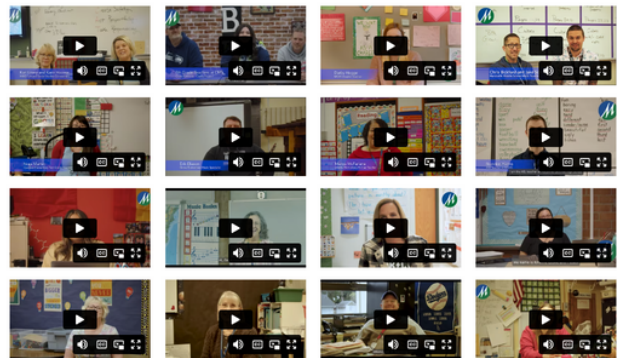


Teachers + Support Staff

Levy funds provide monetary support where the state falls short of fully funding education.

Without this critical funding, class sizes will be larger, and vital teacher and support staff positions will be reduced.

Learn What Our Teachers Are Doing Differently This Year To Support Student Academic Achievement



Early Learning Programs

Providing Early Learning options to support our students and their families is not only a priority of the Marysville School District but a value.

Watch this video to learn more about our commitment to Marysville's youngest learners - a commitment made possible in part by local levy dollars.



Technology + Training

Thanks to voters for supporting previous capital levies for technology, the District has been a leader in providing 1:1 student Chromebooks and state-of-the-art technology for students and staff.

Levy funds help to support the continued use of technology in and out of the classroom and to maintain and/or repair current devices.

Athletics + Clubs

Athletics and extra-curricular activities such as after-school clubs are an important part of the development of the whole child.

Elimination of these programs would have a direct impact on students' overall educational experience.



Curriculum + Supplies

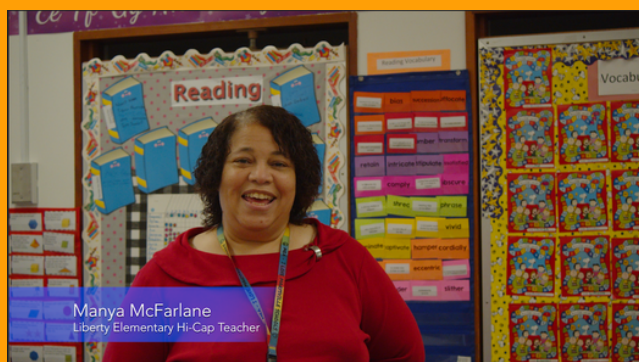
The E, P, & O levy provides necessary funds for curriculum and supplies for teaching and learning. The inability to stay on a continuous adoption cycle of curriculum materials causes the district to fall behind, impacting student learning.

Video Productions: Click to watch

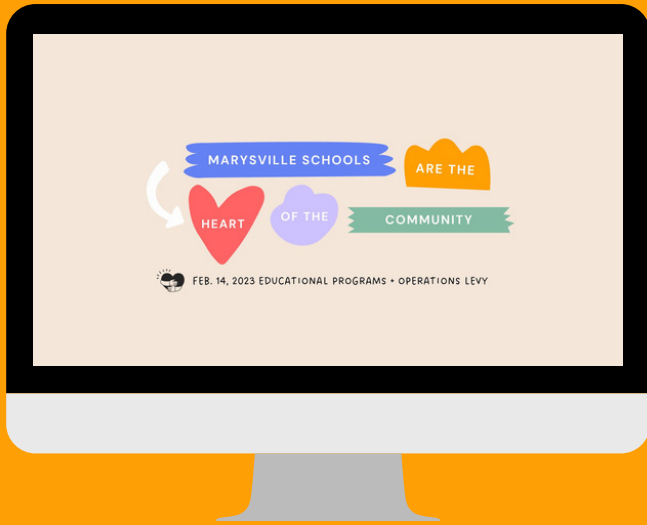
Long-form Video



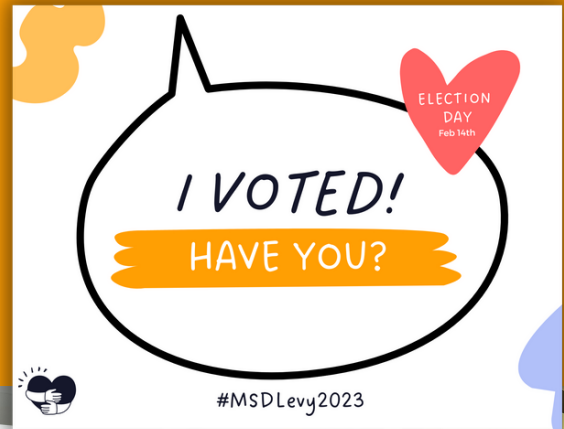
"We're Doing Things Differently" Interviews (17 total)



Phone Wallpaper & Desktop Screensaver



Marysville Staff Initiative



E-Newsletters

MSD Family E-News

News and Information for Families - January 3, 2023



Marysville Schools are the Heart of the Community

Edit newsletter

Preview this newsletter

Print or download PDF

Visitors

5,885

Likes

0

Show Analytics

Email Report

Link

PRIVATE

<https://www.smores.com/yjt3q>

MSD Staff E-News

News and Information for Staff - January 2023



Marysville Schools are the Heart of the Community

Edit newsletter

Preview this newsletter

Print or download PDF

Visitors

2,037

Likes

0

Show Analytics

Email Report

Link

PRIVATE

<https://www.smores.com/xazcg>

Print

English Flyer

Marysville Schools are the heart of the community
2023 EDUCATIONAL PROGRAMS & OPERATIONS LEVY

This levy is critical to the school district's operations in support of its academic, learning, physical, and social-emotional health and development.

Without this levy, reductions in staff and other programs would be necessary.

THIS LEVY FUNDS...

- Teachers + Support Staff
- Curriculum + Supplies
- Technology + Training
- Athletics + Clubs
- Safety + Transportation

GET THE FACTS, CAST AN INFORMED VOTE

THIS IS NOT A NEW TAX

LOWER TAX RATE

LEVY REINSTATEMENT MEANS WE CAN:

- Reduce class sizes
- Improve teacher salaries
- Invest in technology
- Expand extracurricular activities
- Improve school safety
- Enhance transportation services

PROPOSITION NO. 1

As an official ballot on the November 7, 2023 ballot:

Year	Proposed Levy Rate	Estimated Levy Rate
2024	\$0.17	\$0.17
2025	\$0.17	\$0.17
2026	\$0.17	\$0.17
2027	\$0.17	\$0.17

THE LEVY IS NOT A NEW TAX

LOWER TAX RATE

LEVY REINSTATEMENT MEANS WE CAN:

PROPOSITION NO. 1

As an official ballot on the November 7, 2023 ballot:

Year	Proposed Levy Rate	Estimated Levy Rate
2024	\$0.17	\$0.17
2025	\$0.17	\$0.17
2026	\$0.17	\$0.17
2027	\$0.17	\$0.17

Spanish Flyer

Las escuelas de Marysville son el corazón de la comunidad
IMPUESTO SOBRE OPERACIONES Y PROGRAMAS EDUCATIVOS DE 2023

Este gravamen es fundamental para las operaciones del distrito escolar en apoyo de su aprendizaje, salud física, salud emocional y bienestar social de sus estudiantes.

Sin este gravamen, serían necesarias reducciones en el personal y otros programas en todo el distrito.

ESTE GRAVAMEN FINANCIJA...

- Profesores + Personal de Apoyo
- Curriculo + Suministros
- Tecnología + Formación
- Athletismo + Clubes
- Seguridad + Transporte

CONOZCA LOS HECHOS, EMITA UN VOTO INFORMADO

ESTO NO ES UN NUEVO IMPUESTO

LOS GRAVAMENES SON PARA APRENDER

TASA IMPROPOSITIVA MÁS BAJA

REESTABLECIMIENTO DE GRAVAMEN SIGNIFICA QUE PODEMOS:

- Reducir el tamaño de las aulas
- Mejorar los salarios de los maestros
- invertir en tecnología
- Ampliar las actividades extracurriculares
- Mejorar la seguridad escolar
- Mejorar los servicios de transporte

PROPUESTA NÚM. 1

Como parte de un boletín electoral del 7 de noviembre de 2023:

Año	Tasa de gravamen propuesta	Tasa de gravamen estimada
2024	\$0.17	\$0.17
2025	\$0.17	\$0.17
2026	\$0.17	\$0.17
2027	\$0.17	\$0.17

REESTABLECIMIENTO DE GRAVAMEN SIGNIFICA QUE PODEMOS:

PROPUESTA NÚM. 1

Como parte de un boletín electoral del 7 de noviembre de 2023:

Año	Tasa de gravamen propuesta	Tasa de gravamen estimada
2024	\$0.17	\$0.17
2025	\$0.17	\$0.17
2026	\$0.17	\$0.17
2027	\$0.17	\$0.17

Ukrainian Flyer

Школи Мерсвілла є серцем спільноти
2023 ОСВІТНІ ПРОГРАМИ ТА ОПЕРАЦІЙНИЙ ЗВІР

Цей збір має фундаментальне значення для функціонування школи в підтримку її академічних, навчальних, фізичних та соціально-емоційних потреб. Без цього збору, скорочення персоналу та інших програм будуть необхідними.

ЦЕЙ ЗВІР КОШТУЄ...

- Вчителі + допоміжний персонал
- Навчальні програми + Принадлежність
- Технології + Інструменти
- Легка атлетика + Клуби
- Безпека + Транспорт

ОТРИМАЙТЕ ФАКТИ, ПРОГНОЗУЙТЕ УСВІДОМІНО

ЦЕ НЕ НОВИЙ ПОДАТОК

ЗБОРИ ПРИЗНАЧЕНІ ДЛЯ НАВЧАННЯ

НИЖЧА СТАВКА ПОДАТКУ

ПРОПОЗИЦІЯ № 1

Як офіційний бюлетень на виборчих 2023 році:

Рік	Пропозиційна ставка	Оцінювана ставка
2024	\$0.17	\$0.17
2025	\$0.17	\$0.17
2026	\$0.17	\$0.17
2027	\$0.17	\$0.17

ВІДНОВЛЕННЯ ЗБОРІВ ОЗНАЧАЄ, ЩО МИ МОЖЕМО:

- Зменшити розмір класів
- Підвищити зарплату вчителів
- Інвестувати в технології
- Розширити діяльність позакласних активів
- Покращити безпеку школи
- Покращити транспортні послуги

Russian Flyer

Школы Мэрисвилла сообщества
2023 Г. ОБРАЗОВАТЕЛЬНЫЕ ПРОГРАММЫ И ОПЕРАЦИОННЫЙ СБОР

Этот сбор имеет фундаментальное значение для функционирования школы в поддержку ее академических, образовательных, физических и социально-эмоциональных потребностей. Без этого сбора, сокращения персонала и других программ будут необходимы.

ЭТОТ СБОР СРЕДСТВ...

- Учителя + вспомогательный персонал
- Учебный план + расходные материалы
- Технология + Обучение
- Безопасность + Транспорт

ЭТО НЕ НОВЫЙ НАЛОГ

ПРОЧИТАЙТЕ ФАКТЫ, ПРОГНОЗИРУЙТЕ ОСОЗНАННО

СБОРЫ ДЛЯ ОБУЧЕНИЯ

БОЛЕЕ НИЗКАЯ НАЛОГОВАЯ СТАВКА

ВСТАНОВЛЕНИЕ ОБРАЗОВАТЕЛЬНЫХ ПРОГРАММ И ОПЕРАЦИОННОЙ СБОРА

Как официальный бюллетень на выборах 2023 года:

Год	Предлагаемая ставка	Оценочная ставка
2024	\$0.17	\$0.17
2025	\$0.17	\$0.17
2026	\$0.17	\$0.17
2027	\$0.17	\$0.17

ВСТАНОВЛЕНИЕ ОБРАЗОВАТЕЛЬНЫХ ПРОГРАММ И ОПЕРАЦИОННОЙ СБОРА

Как официальный бюллетень на выборах 2023 года:

Год	Предлагаемая ставка	Оценочная ставка
2024	\$0.17	\$0.17
2025	\$0.17	\$0.17
2026	\$0.17	\$0.17
2027	\$0.17	\$0.17

January Report/Update to MSD School Board

Feb. 14, 2023 EP&O Levy Communications, Engagement, and Outreach

Report to the Board of Directors - January 5, 2023

- Newsletters and Mailers**
 - MSD E-News to families and staff - consistent messaging
 - District-wide levy mailer distributed this week
 - District-wide levy newsletter mailed end of January
- Informational Meetings**
 - Finance Director meetings at each school
 - Superintendent community presentations (Rotary, Chamber, Community Partners, visiting PTSA's)
 - District Community Meeting scheduled January 12
- Integrated Campaigning**

The campaign features the use of a combination of digital and traditional media, including:

 - Instagram, Facebook, Twitter, Vimeo, Youtube
 - Local cable Channel 26
 - NextDoor
 - Remind
 - Direct email newsletters
 - Direct mailers delivered to Marysville residents
- Shareable Social Posts**
 - Marysville is Doing Things Differently videos
 - There is a Gap (showing the funding gap between state/actual)
 - Levy Overview and What is a Levy? videos
- Ongoing Efforts**
 - Strategic Communication Plan
 - Multiple weekly posts focused on the levy
 - Technical assistance and support for the Best Schools efforts
 - Register to vote campaign
 - Remember to vote campaign



2-3 Large Posters Printed for Each School (with school logo)

Marysville Schools are the of the Community

2023 EDUCATIONAL PROGRAMS & OPERATIONS LEVY

Our school is on the ballot this Valentine's Day.

This is the most critical levy in the City's, Marysville, and Tulalip community's history.

- DR. ZACHARY ROBBINS, SUPERINTENDENT

GET THE FACTS, CAST AN INFORMED VOTE

THIS IS NOT A NEW TAX

The February 14, 2023 measure is a reinstatement levy and is not a new tax. Levies typically run on a 4-year cycle renewed through voter-approved ballot measures.

LEVIES ARE FOR LEARNING

Levies support areas directly tied to student learning, achievement, health and safety, sports, and school activities.

LOWER TAX RATE

The proposed levy is approximately \$1.67 per thousand of an assessed home value and is 68 cents less per thousand than the expiring measure.

THIS LEVY FUNDS...

- 01 Teachers + Support Staff
- 02 Curriculum + Supplies
- 03 Technology + Training
- 04 Athletics + Clubs
- 05 Safety + Transportation
- ...AND MUCH MORE

Want to know more? Scan here!
Or visit www.ms25.org/page/levy-2023

Marysville Schools are the of the Community

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- 05 Safety + Transportation
- ...AND MUCH MORE

Want to know more? Scan here!
Or visit www.ms25.org/page/levy-2023

Parents & Guardians!

Your child's school is on the ballot this Valentine's Day.

SCAN ME

On February 14, 2023, the Marysville School District will ask voters to renew their commitment to students, schools, and the community through a reinstatement levy.

This levy...

- ...is not a new tax and is a lower tax rate than to the last four-year measure approved by voters in 2018.
- ...provides necessary funding for enrichment activities for children from preschool through high school.
- ...means we can keep and expand athletics and maintain student co-curricular activities.

ELECTION DAY
2.14.23
Remember to Vote!

Flyer sent home with elementary students. Distributed the week ballots dropped.

First Direct Mailer – Informational Card

2023 EDUCATIONAL PROGRAMS & OPERATIONS LEVY

Levy Reinstatement Means We Can:

Keep and expand athletics

The state doesn't fund athletics at all, so we rely on this levy to provide students with soccer, football, basketball, cheerleading, tennis, swimming, and other sports. A successful levy measure will ensure that we can continue athletic programs.

Enhance school safety and security

Safety is our top priority in the Marysville School District. Safety and security rely on levy funds to provide for these critical needs for students and schools.

A successful levy measure will provide the necessary support for improving safety and security in our schools.

Keep the MPHS Pool open

Levy dollars have allowed us to keep the MPHS pool open and running for more than 50 years.

This important measure will help to ensure that this community icon remains open.

Maintain Early Learning programs

Studies show that students who participate in early learning programs are academically more prepared, attend class more regularly, and are less likely to be suspended from school.

The local levy helps to support early learning for students ages 3 - 4. This vital funding will ensure our earliest learners have access to these important educational opportunities.

Improve health supports

State funding alone is not enough to provide the nurses and health services that our students need. Our school district must fill the gap. Levy funds help ensure students' health needs are met.

Upgrade technology for students and staff

Your support allowed us to provide every student with a Chromebook.

As time goes on, technology upgrades are vital to continue to give students reliable tools for learning in the classroom.

Lower class sizes

Levy funds provide monetary support where the state falls short of fully funding education.

Without this critical funding, class sizes will be higher, and vital teacher and support staff positions would be reduced.

Maintain student co-curricular activities

Extra-curricular activities such as after-school clubs are an important part of the development of the whole child. Elimination of these programs would have a direct impact on students' overall educational experience.

ELECTION DAY 2023
Remember to vote!

Scan the QR code or visit mads.org/polling-2023 to learn more about what this levy would provide for Marysville School District students and schools.

Get the Facts, Cast an Informed Vote

The February 14, 2023 measure is a reinstatement levy and is not a new tax.

Levies are for learning!

It's a lower tax rate at \$1.67/1,000

This Levy supports areas directly tied to student learning, achievement, health, and safety, sports, and school activities.

Senior citizens and disabled persons may qualify for a tax exemption. Call (425) 388-3433 to learn more.

Make sure you're registered to vote by visiting votewa.gov!

Election Day is Feb. 14th!

Local levy dollars help meet students' educational and co-curricular needs and fund the gaps where the state falls short. These funds help to reduce class size, provide school supplies, technology, athletics, building maintenance, transportation, and meet other basic health and safety needs for students.

Second Direct Mailer – Connection Newsletter

Click any image to open the Issuu version

4220 80th Street NE
Marysville, WA 98270

Connection

DISTRICT NEWSLETTER
Fall/Winter 2023

Educational Programs and Operations Levy

Dear Marysville and Family Community:

Welcome to the fall/winter edition of the Marysville School District Connection newsletter. In this edition, you will find facts and information about the February 14, 2023, special election when the school district will have Proposition 1 on the ballot, a reinstatement of the educational programs and operations levy.

This levy measure is the most critical levy in the City of Marysville and is vital to our community's future.

We encourage every citizen to get the facts to cast an informed vote. More information on this levy measure is on the District website at <https://www.mads.org/polling-2023>

Did you know?
February 14, 2023 EP&O Levy

The last EP&O Levy approval at the end of the 2020 budget levy took voters to the polls to support educational programs and operations, including learning, school supplies, technology, athletics, building maintenance, transportation, and other educational, health, and safety needs of our students.

Marysville Schools are the of the Community

2023 EDUCATIONAL PROGRAMS & OPERATIONS LEVY

On February 14, 2023, Marysville School District will ask voters to renew their commitment to students, schools, and the future community through a reinstatement levy. The levy will provide financial support for educational programs and services that directly impact students' learning, health, safety, and well-being, providing students with a well-rounded experience in their schools including athletics, the arts, music, and clubs.

PROPOSITION NO. 1

GET THE FACTS, CAST AN INFORMED VOTE

THIS IS NOT A NEW TAX
The February 14, 2023 measure is a reinstatement levy and will not raise taxes. Levies currently set at a rate of \$1.67 per \$1,000 of assessed value.

LEVIES ARE FOR LEARNING!
Levy dollars support areas directly tied to student learning, achievement, health, and safety, sports, and school activities.

LOWER TAX RATE
The proposed levy is approximately \$1.67 per \$1,000 of assessed value, which is a lower rate than the current \$1.67 per \$1,000.

60% LESS
The proposed levy is 60% less than the current levy rate of \$2.67 per \$1,000.

Collection Year	Reinstatement Levy Rate (\$/1,000 Assessed Value)
2024	\$1.67
2025	\$1.67
2026	\$1.67
2027	\$1.67

HOW DOES THIS LEVY RATE COMPARE TO OUR NEIGHBORS?

School District	EP&O Levy Rate (\$/1,000)
Arlington	\$1.60
Edmonds	\$1.64
Everett	\$1.75
Granite Falls	\$1.64
Lake Stevens	\$1.67
Lynnwood	\$1.75
Maple Valley	\$1.75
Northshore	\$1.75
Shelton	\$1.64
North Everett	\$1.61
Northshore	\$1.61
Northshore	\$1.61

There's a gap.

Your levy dollars make the difference.

CONSUMER & SOCIAL SERVICES STAFF

27
STATE FUND

54
ACTUAL RATE

SAFETY & SECURITY STAFF

1
STATE FUND

7
ACTUAL RATE

HEALTH SERVICES STAFF

21
ACTUAL RATE

5
STATE FUND

CONSTRUCTION, MAINTENANCE STAFF

54
ACTUAL RATE

69
ACTUAL RATE

LEVY REINSTATEMENT MEANS WE CAN:

- Keep and expand athletics
- Enhance school safety and security
- Keep the MPHS Pool open
- Maintain Early Learning programs
- Improve health supports
- Upgrade technology for students and staff
- Lower class sizes
- Maintain student co-curricular activities

PROP. 1 Quick Facts

- The local reinstatement levy is the second largest funding source for the Marysville School District's overall budget.
- The levy is not a new tax and is a lower tax rate than the last four-year measure approved by voters in 2018.
- The tax rate is proposed at \$1.67 per thousand. On a home valued at \$600,000 (the median home price in Marysville), the estimated cost per year is approximately \$1,000.
- The local reinstatement levy is an investment in the future of children, schools, and the community.
- The local reinstatement levy provides necessary funding for enrichment activities for children from preschool through high school.

Ballots will be mailed by the County on or around January 27. Please REMEMBER TO VOTE on or before February 14, 2023.

Marysville School District reserves the right to change and/or amend these facts and figures and will provide their most current information and responses to all questions and email requests. Any financial estimates, facts, programs, and services listed here are subject to change without notice. This information is provided for informational purposes only. It is not intended to be a financial statement or any other financial document. The actual amount of revenue generated by the levy will depend on the number of voters who cast their ballot. The actual amount of revenue generated will be reported to the public in the next fiscal year's budget.

Evaluating Success

Best Schools Marysville support



THANK YOU! 



FOR YOUR ENDORSEMENT

GET OUT THE VOTE!

CANVASS

Saturday, February 11 | 10 am - Noon
 @Marysville Library: 6120 Grove St, Marysville, WA 982700

Sunday, February 12 | 11 - 1 p.m.
 @Marysville Library: 6120 Grove St, Marysville, WA 982700

Doorbelling is fun & inspiring!

Sign Waving **THIS WEEK!**

Monday, February 13
 8-9 a.m. | 88th & State
 5-6 p.m. | 116th & State

Tuesday, February 14
 8-9 a.m. | 88th & State
 5-6 p.m. | 4th & State

GET OUT THE VOTE!

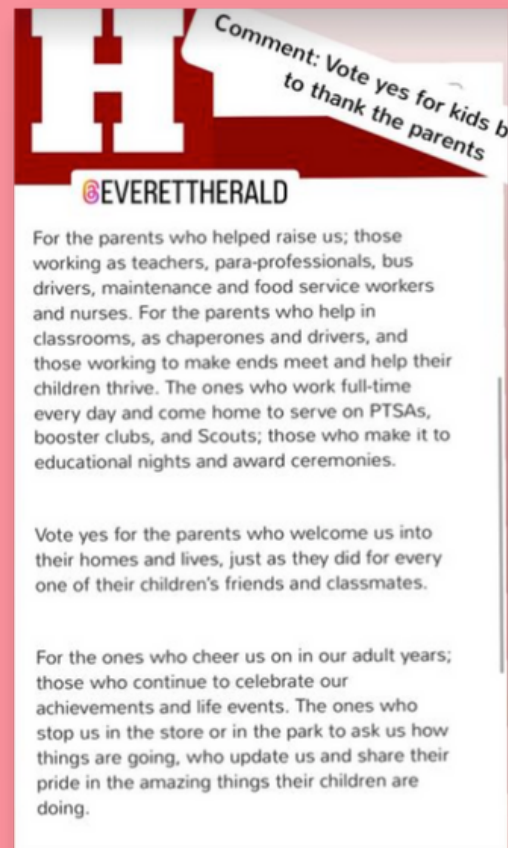
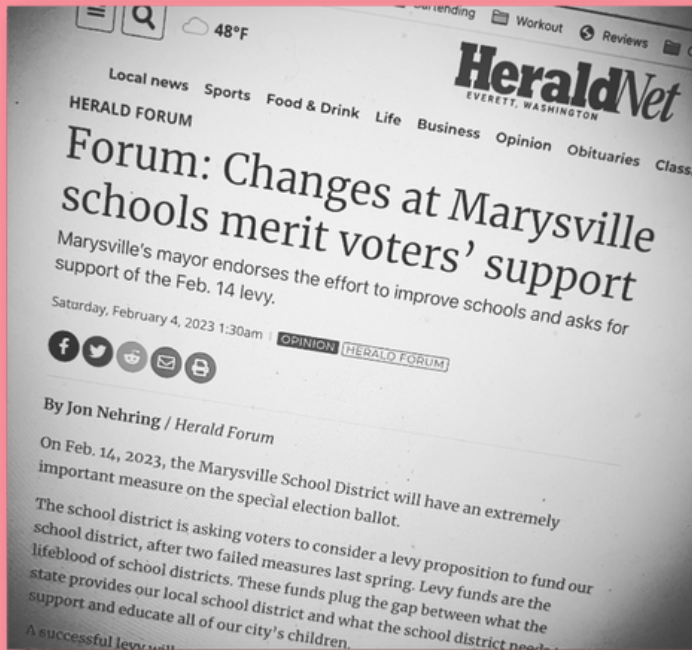
Make Calls!

Thursday, February 9 | 5:30 - 7:30 p.m.
 Join us Virtually - Register for Zoom Link

Friday, February 10 | 5:30 - 7:30 p.m.
 Join us Virtually - Register for Zoom Link

RSVP @ www.bestschoolsmarysville.org/events-1

Editorial Letters (16+ total)



Voting for Marysville school levy helps provide complete education



I am a parent of two wonderful little girls in the Marysville School District, a para-educator at our Early Learning Center, a graduate of Marysville schools, and a 36-year resident in this community. I support the Marysville School District 2023 Levy, and you should, too.

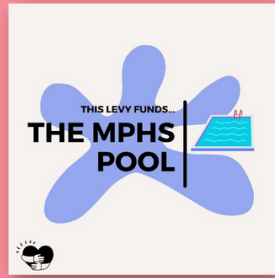
My children are enriched by their teachers and educational role models who give them every opportunity to grow and learn. Parents, teachers, bus drivers, food service workers, nurses, secretaries, specialist, and neighbors like you; we are a team working together to raise our community's children and give them every opportunity to succeed.

Forum: Some of my education's best moments were funded by levies

By Claire Michal / Herald Forum

I am currently a junior at Marysville Getchell High School and have attended Marysville schools for all of my education. I am proud that I am a direct product of this community and our schools. Some of the most impactful moments of my young life are tied to our schools and the opportunities they afford.

Highest-performing posts



Official election results

Marysville School District No. 25 (Vote for 1)		
16727 ballots (2 over voted ballots, 2 overvotes, 12 undervotes), 48311 registered voters, turnout 34.62%		
Yes	9490	56.78%
No	7223	43.22%
Total	16713	100.00%
Overvotes	2	
Undervotes	12	

News coverage

Education Featured Latest News

Marysville schools levy lead widens in second day of returns

February 15, 2023 • Doug Buehl • 0 Comments

MARYSVILLE, Wash., February 15, 2023—Results from the February special election are making it look like third time's a charm for the [Marysville schools replacement levy](#).

With second day ballot returns of 11,977 votes counted at 8:15 p.m. Wednesday, February 15, 54.83%, or 6,567 voting "yes" for the levy against 44.17% or 5,410 no votes (45.17%).

Superintendent Zach Robbins, approaching his one-year anniversary as the top schools chief, was elated with the results, and grateful to Marysville and Tulalip voters for supporting the Educational Programs and Operations levy.

"The passage of this measure means so much to our students, our schools, our district, and the overall Marysville and Tulalip community," **Robbins said**. "It also sends a strong message that we are moving forward together to support all of the community's children."

Our local levy dollars stay in our schools and district, providing educational experiences for students beyond the state definition of basic education, he said.

Mayor Nehring said he is encouraged and thankful to the community for the results of last night's levy election.

"A strong and successful School District plays an essential role in a strong and successful community," **Nehring said**. "With new leadership at the District, I appreciate that the community is willing to move forward with approving necessary resources for them to continue to push forward with improvements."

The replacement levy represents one of the district's most significant school funding measures since the 1970s.

The levy failed twice in 2022, causing budget cuts across two school-year cycles. A third "no" vote would leave the district facing "impossible choices" with the loss of about a sixth of its budget.

Sweet relief for Marysville School District in Valentine's Day election: After four failed attempts in two years, a Marysville levy added to its margin Wednesday.

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Date Collected Feb 16, 2023 11:27 AM EST
 Category Print
 Source [The Daily Herald | Everett, Washington](#)
 Sentiment Positive

Est. Audience 21,173
 Est. Publicity Value USD \$143
 Market Washington, US
 Language English

MARYSVILLE Voters showed the [Marysville School District](#) some love this Valentine's Day.

After two days of ballot counting the results of a special election on Feb. 14, a multi-year property tax to pay for school programs and operations was leading 54.8% to 45.17%, with more than nearly 12,000 votes counted. If the majority "yes" votes hold in later ... counts, the district can celebrate passing what school leaders called the "most critical levy" in the district's history.

Voters were also approving renewal of a transportation sales tax in Arlington and supporting a seven-member commission to govern Snohomish Regional Fire and Rescue.

Marysville levy

The four-year school levy was passing by about 1,100 votes by Wednesday night. Of the 11,977 ballots counted, 54.8% approved the tax. The measure needs a simple majority to pass.

That's a slight bump from the initial count Tuesday night, which showed 53% approval.

"Last night, you ... probably could hear us celebrating," Cindy Gobel, chair of the pro-levy Best Schools **Marysville** political action committee, told The Daily Herald on Wednesday morning. "I think we all felt really good, because we all worked so hard."

About 4,800 ballots were left to count, so the result isn't final yet. But **Marysville** teachers union President Becky Roberts remained ... I feel like we have a little bit of cushion."

The tax would raise almost \$108 million over four years, including \$25 million in 2024. The district estimated it would cost voters about \$1.67 per \$1,000 of assessed property value, or \$1,002 annually on a home valued at \$600,000, the median price in **Marysville** according to Zillow and Redfin.

The levy usually makes up about 18% of the district's budget. It helps pay for staff, supplies, transportation and extracurricular activities. Without it, the district would face deep budget cuts. In the worst-case scenario, another levy failure could trigger the ... to how levies work in our community," Gobel said. "We definitely acknowledge that there are still more opportunities to provide that education and be part of that conversation."

Last election cycle, there was not a formal pro-levy committee. This year's measure garnered support from Best Schools **Marysville**, whose members spoke with at least 3,500 voters to explain the measure and ask for a "yes" vote, Gobel said.

Roberts said "quite a few" teachers participated in events hosted by the committee. That included doorbelling, sign-waving and calling voters.

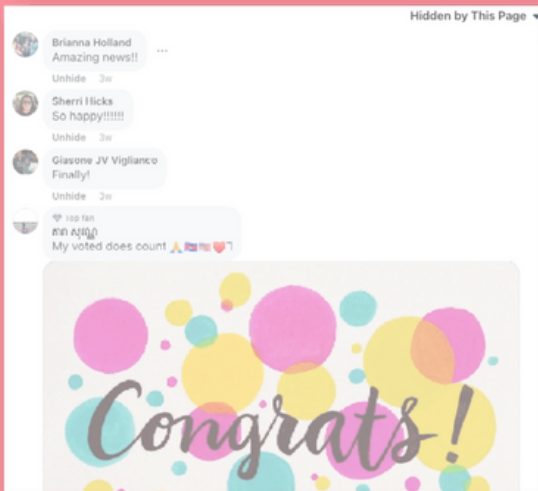
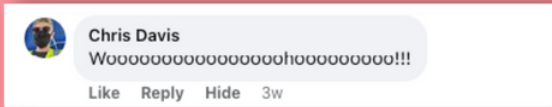
Thank you post



Ad in The Everett Herald

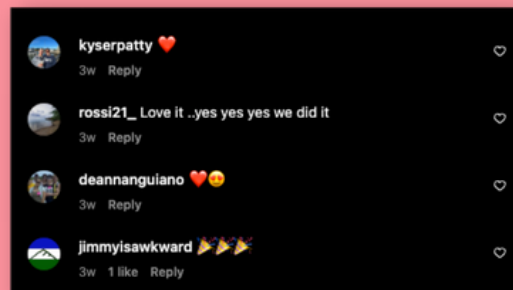
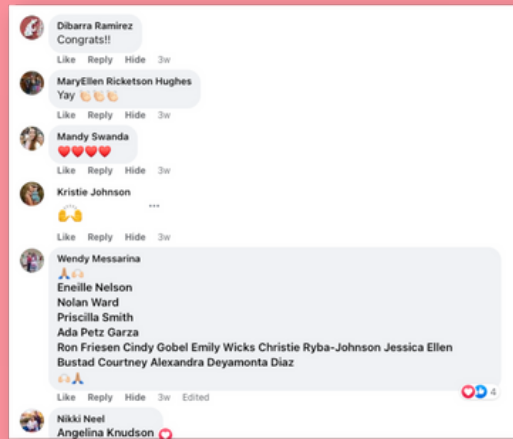


Positive comments and feedback



Hi, MSD comms team!

I just wanted say that I really love your series on showcasing the work that teachers are doing in their classrooms. It's a great act of transparency that goes a long way with families, and it comes off as natural but in a professional way. I especially liked the one you posted this hour with the CMS teachers (Gruber was and still is one of my favorite teachers). Please keep up the great work that the both of you are doing! And please feel free to contact if you have any questions about photos/videos or want to bounce off ideas- I always love engaging in those techy discussions with like-minded people ☺





Marysville School District No. 25

4220 80th St. NE Marysville, WA, 98270

(360) 965-0000 | communications@msd25

www.msd25.org

