



A COMMUNICATIONS TOOLKIT FOR SCHOOL DISTRICTS PROPOSING BOND ELECTIONS



INTRODUCTION

Proactive and modern communication is absolutely essential for school districts seeking community consideration of bond propositions to accommodate growth and other needs. However, communicating effectively is increasingly difficult due to the proliferation of new platforms and the diminishing reach of some of the old ones. School districts and their advocates must understand this changing landscape and plan well in advance to explain their needs — on their own terms.

Over the past year, school bond elections in Texas have been failing with increasing frequency. These results suggest that the message from the school district is not reaching, or is not convincing to, key audiences in the community. Prior assumptions are proving to be less effective in a changing political climate, which presents a golden and necessary opportunity to step back and ensure school administrators and supporters are communicating in ways that make sense in these changing times.

This is not a campaign playbook, and the intention is not to provide a roadmap for voter turnout. Rather, it is a toolkit to help school district trustees, administrators, and communicators better explain their needs and vision to the public. This guidance should help these educators provide credible, factual information in engaging ways. This toolkit also seeks to illustrate the ways that the consumption of news and information has changed. Hopefully, this resource will help districts reconsider and evaluate their communication practices and inspire new ways to connect with constituents.

Part 1: Perceptions of Public Schools

It's important to recognize the difference in messaging to members of the community who have children in the public schools and those who do not. While support for public schools remains strong among parents with children enrolled in them, there has been a decline in support over the last couple of years among adults who do not have children enrolled in the schools.

	Parents of children enrolled in Texas public schools who give their local public schools an A or B:	Voters who do not have children enrolled in Texas public schools who give their local public schools an A or B:
2022	68%	48%
2021	61%	56%
2020	56%	46%

Source: [Charles Butt Foundation](#)

However, overall support of public education in Texas has been relatively stable over the last few years. [Polling from the Texas Politics Project at the University of Texas at Austin](#) shows that views of K-12 education quality increased in the early months of the COVID-19 pandemic as the public witnessed schools' extraordinary efforts to ensure learning continued, but then dipped back down. Overall, during the last few years, the public's beliefs regarding the quality of Texas elementary and secondary schools have been relatively stable.

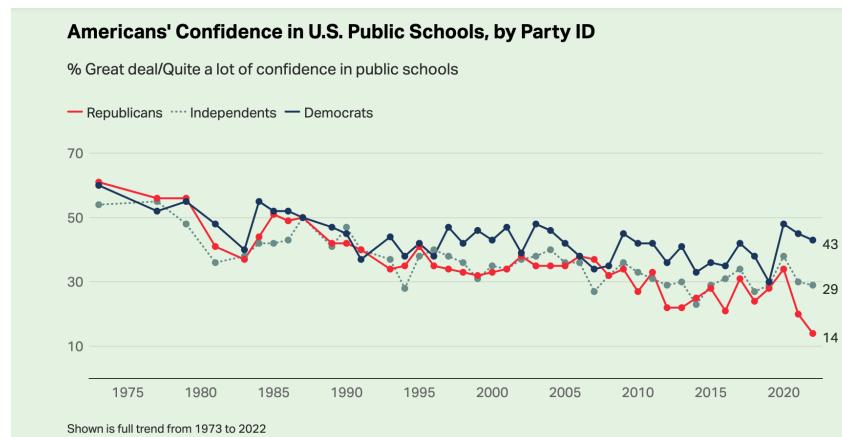
Quality of K-12 Education

	Good or excellent:	Not very good or terrible:
Feb. 2022	48%	40%
Feb. 2021	50%	40%
Oct. 2020	53%	37%
Feb. 2020	46%	42%
June 2019	48%	41%
Feb. 2019	47%	42%



Nationally, there is a growing gap between Republicans and Democrats when it comes to their confidence level in schools.

Nationally, there is a pronounced difference in confidence in public schools between Republicans and Democrats, with Republican confidence plummeting in the last couple of years. According to Gallup, today's 29-point gap between Republican and Democratic confidence in public schools contrasts with an average of seven points since the start of Gallup's Confidence in Institutions trend in 1973.



Source: Gallup polling released in July 2022

Regardless of partisan differences in public confidence in schools, Texas polling has found broad support for additional educational spending.

The Charles Butt Foundation Poll released in 2022 found that:

- 56% of Texans say the public schools in their community don't have enough money
- About a third say they have the right amount
- About 10% think schools have too much money
- These numbers are largely unchanged over the last three years.
- Only 3% of public school parents think schools have too much money.

Key Takeaway: National polling shows that public confidence in schools has dipped among supporters of both parties, as well as independents, in the last few years. The dropoff has been especially pronounced among Republicans and could help explain why bond elections have been passing less often. Still, in Texas, there is reason to believe that a consensus can be built around investing in public education when the public sees a need.



Recent History of Bond Elections

Year	Dollar Amount Proposed Approved	Propositions Approved
2017	84.14%	69.72%
2018	90.99%	77.87%
2019	75.77%	77.17%
2020	65.82%	61.97%
2021	74.81%	65.02%
May 2022	62.72%	50.24%

Source: [Local Debt Bond Election Results | Open Data Portal \(texas.gov\)](#)

Voters have become more likely to reject bond proposals than they were a few years ago. There are likely several explanations: the trials and tribulations of keeping schools safe and operating during COVID-19, declining confidence in public education nationally among key voting groups, and changes the Legislature has made to required ballot language. For example, Senate Bill 30 (passed in 2019) requires taxing entities to list out each specific purpose for which bonds are proposed, with the proposals printed on the ballot as separate propositions. This requirement was fully in effect for the first time during the November 2020 elections.

Part 3: Messaging Guidance

Many different aspects of a bond election can consume a district's time and energy, from the difference between I&S and M&O tax rates, to debt levels, to the particulars of interest rates. All of these are important issues and all districts should be prepared to discuss each one. At the same time, however, it is important to remember that a bond election is, ultimately, not about financing or construction costs. It is about a community's ability to meet the needs of its students. While it is important for the district to prepare credible, digestible information about all aspects of a bond election, it is equally important to frame the choice before voters in a way that is focused on students and the broader future of the district.

KEY CONTENT STRATEGIES

1. Create a narrative.

Districts should develop an overarching, student-focused narrative early in the process and return to the narrative again and again. Members of the community who have even a small amount of knowledge about the bond proposal should understand its overarching impact on students. For example, a district's overarching narrative may be that students should learn in facilities designed for the 21st Century rather than the 20th Century. Perhaps the core narrative is around alleviating overcrowding on campus. Identify a simple story that could be shared without PowerPoint slides if you only had 20 seconds to explain it.

2. Stay focused on students and learning.

The community needs to not just hear about the infrastructure that the bond proposal would fund, but how that infrastructure will connect to learning. Consistently ask: What difference will a family see in the experience and education of their children? How do we make this more about learning than the construction of buildings or the purchase of technology?

3. Present the public with two clear choices.

The community should understand what the future will be both with and without passage of the bond proposal. In other words, it's not a referendum on the school district or public education in general; it is a choice between two futures.

4. Anticipate questions/criticisms and prepare for them.

The criticisms of a school district for proposing a bond election are fairly predictable and often repeated across the state. In the early stages, be sure that you are ready to answer those questions and criticisms in a clear and concise manner. Remember that getting Texans to approve a higher tax rate for anything is not easy, so be prepared to show why this is worth the investment to the community. For example, you can anticipate these types of questions:

- **Why does Texas have higher amounts of local debt than other states?** (Because other states provide facilities funding for schools, but the Texas system requires school districts to take on debt for certain purposes.)
- **Why doesn't the new growth pay for itself?** (It does in many ways, but the I&S tax rate is for certain projects at certain periods of time. Additional projects require additional approval — sometimes they can be funded without raising the I&S rate and sometimes they cannot.)
- **Why not pay as you go rather than using debt?** (The state gives school districts little money for facilities, and state and local funding for operations needs to go directly toward learning, teacher salaries, and other operational costs. Children have a limited amount of time in school and waiting to save all of the money needed for new or renovated buildings would take considerable time — if possible at all.)

5. Acknowledge the ballot language

The ballot language required by the state is not exactly objective. It's important that members of the community are not surprised by this wording when they go into the ballot booth. For example, Fort Worth ISD addressed this well, and prominently, in its materials.

FREQUENTLY ASKED QUESTIONS

English

Español

Why does the ballot say this is a property tax increase?

A new state law requires all school district bond referendum ballots to be printed with "This is a property tax increase." While this is legally required language, the Fort Worth ISD bond referendum WILL NOT increase your property tax rate.

Source: Fort Worth ISD

6. Discuss the fiscal impact in relatable terms

Conversations often focus on the debt that school districts would take on by passing a bond initiative. These numbers are often combined with others that are no longer relevant to the school district: "The city, county, and school district have asked taxpayers to approve \$2 billion in debt over the last 10 years." It's important to be upfront about the fiscal impact, but also to describe it in ways that the public can understand — as it relates to their monthly housing payment. This table from a successful bond proposal in Aransas County ISD is straightforward, relatable, and credible, even if some districts may need to use higher home values based on the realities of the local market. Using a \$100,000 home value may seem disingenuous if the average home is actually \$400,000.

ESTIMATED TAX IMPACT

If approved, the estimated tax impact is \$0.0850 in addition to the current \$0.0495 for a total I&S tax rate of \$0.1245. This is approximately \$4.25 per month for a home valued at \$100,000.

APPRaised HOME VALUE	STATE MANDATED HOMESTEAD EXEMPTION	PROJECTED MONTHLY INCREASE	PROJECTED ANNUAL INCREASE
\$100,000	(\$40,000) [^]	\$4.25	\$51.00
\$150,000	(\$40,000) [^]	\$7.79	\$93.50
\$200,000	(\$40,000) [^]	\$11.33	\$136.00
\$250,000	(\$40,000) [^]	\$14.88	\$178.50
\$300,000	(\$40,000) [^]	\$18.42	\$221.00

Source: Aransas County ISD

7. Remember the freeze on 65+.

As we have noted, those who do not have children in public schools may not view schools as fondly as public school parents. Some of the citizens who do not have children in schools are, of course, senior citizens. This important group needs to understand that their taxes will remain frozen.

8. Emphasize the rare opportunity to keep more local revenue.

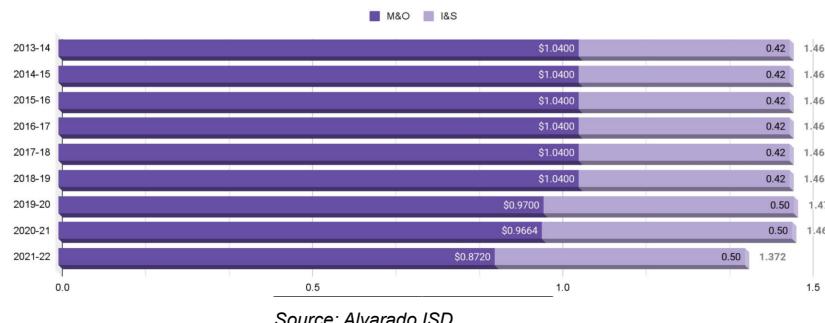
If taxpayers in a school district are used to paying into recapture, they should be receptive to the fact that all of the money collected for the I&S rate will remain in the district and not be sent away through Robin Hood. You don't want to get too far into the weeds of discussing M&O vs I&S, but describing this difference can matter. "Unlike other taxes the district collects, none of these dollars would be taken away through Robin Hood and given to other districts."

9. Preserve credibility when discussing tax rates

Due to tax compression, it's possible that the tax rate will decrease if voters approve the bond proposal. This can be very appealing as a messaging point to districts wanting to tell their constituents that the overall rate will be lower than last year's. However, be careful not to sell the bond proposal as *an opportunity to lower the tax rate*. This will confuse voters when they see the ballot language. It's also worth emphasizing, especially if you have a district that has benefited significantly from tax compression, how much the rate (not overall taxes) have decreased over a period of years.

Tax Rate History

AISD's total tax rate is 8.9 cents lower now than it was in the 2013-2014 school year.



Source: Alvarado ISD

10. Emphasize a strong fiscal track record

Naysayers will inevitably seek to describe a bond proposal as fiscally irresponsible. Districts should try to preempt and weaken that narrative by pointing to their own strong fiscal record, from FIRST ratings to money saved by smart management on previous bond packages. Kids and education will always make for a more compelling overarching narrative and should be emphasized first, but don't be bashful about the ways you've used tax dollars wisely in the past.



KEY TACTICAL STRATEGIES

1. Have a social-first strategy

Social media platforms, primarily Facebook and Instagram, are the best ways to spread your message on your terms. This may seem obvious, but we can forget that these tools are available at our disposal and largely free to use. You don't have to invest money in paid social campaigns. In fact, organic content that your followers share is more effective because the Facebook algorithm prioritizes content from friends and family. But it needs to be compelling and frequent. Set the tone on social media with your overarching message and use photos and (very short) videos to make it stand out. **Remember that it's OK to use your social channels to talk about bond proposals, but not to advocate for the passage of those initiatives.** Most school districts have a healthy following on at least one social platform. Use it.

2. Create a hub of information online

A microsite is a one-stop-shop page for members of the public to gather information. The Texas School Coalition recently created one to serve as a public resource regarding Robin Hood; it's called RecaptureTexas.org. Try to come up with a simple URL (DistrictISDBond.com, for instance) to help your community find it. This can also provide a place to go if you invest in [Google search ads](#) to convey factual, objective information about the bond election.

3. Have a one- or two-pager

It is tempting to think that if we can simply provide the public with all of the details about the district and the rationale behind bond elections and school finance, they will surely be able to tune out misinformation. Most people, however, do not have the time or inclination for a graduate seminar in school district finances. Instead, they want to know how the proposal will impact their tax bill and the education of children in their family and/or community. This is why it is helpful to have a one-page document (or two pages, front and back, if necessary) that can be handed out at events throughout the community to share the core narrative surrounding this proposal and give the public information that is absolutely necessary for them to know. Not everything has to be there.

4. Know who is asking questions

The landscape is increasingly filled with partisan outlets that look a lot like traditional news organizations and may approach you that way, but have a much sharper point of view than the local newspaper. You must decide on an individual basis about whether to engage with them (and sometimes there is no point in doing so). Make sure you know whose questions you are answering. It is increasingly easy for anyone online to call themselves journalists.

5. Feed content to community influencers

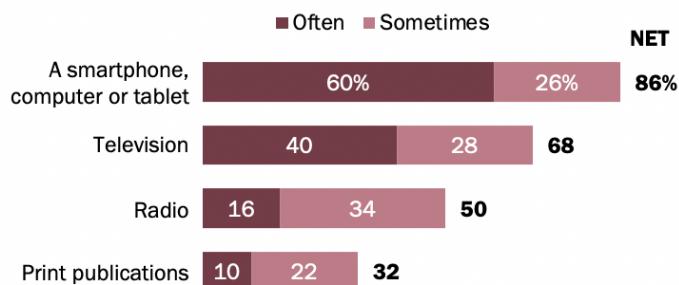
You should know the people in your community who have credibility and are often asked for their opinion on local issues. Work proactively to give these influencers factual, accurate information. Even if they do not always align with the district, it is critical to identify those key people (elected officials, civic leaders, opinion writers at the local newspaper) who are going to shape public opinion and make sure they have at least heard the district's narrative. These are folks who are likely to send one-pagers to their email lists or share your messaging on Facebook. Don't wait for them to come to you. Think about all of the people and groups who have influence in your community and make a plan to reach out to them.



Part 4: Information Distribution and Consumption

Large majority of Americans get news on digital devices

% of U.S. adults who get news ____ from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

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FOUR TRUTHS ABOUT THE MODERN MEDIA LANDSCAPE

1. The news media has changed considerably since many education leaders entered the field. Fewer and fewer communities have local newspapers, and those that still have them have fewer reporters and photographers to provide content. [According to a 2022 report from Northwestern University](#), since 2005, the country has lost more than a fourth of its newspapers and is on track to lose a third by 2025. Also since 2005, overall newspaper employment is down 70 percent.

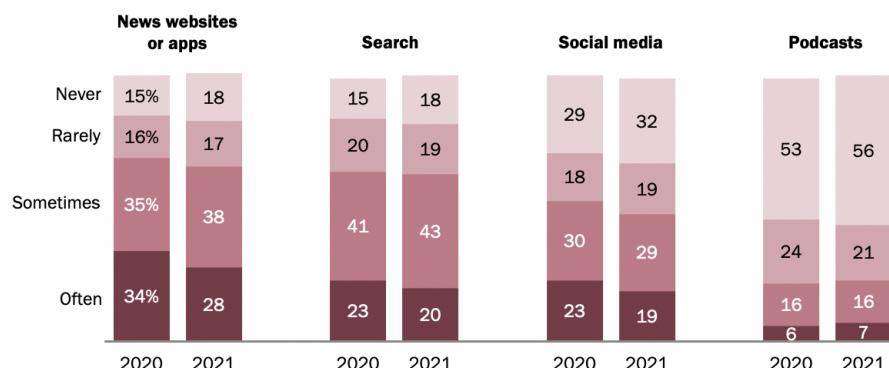
2. While the reach and presence of news outlets has diminished, in communities that do have local news outlets, those outlets effectively reach highly engaged members of the public. Broadly speaking, the news media has been weakened, but if you live in a community with a media presence, the media can still shape your story. Polling shows that both Republicans and Democrats trust local news outlets more than national outlets. It is worth taking the time to build credibility with members of the news media in your community; if they know you, they will be more likely to pay attention when you try to provide context for an article.

3. News coverage matters not only because people will read or watch that coverage directly. You must also anticipate how a certain headline or passage from a story could be used against the school district on social media or other conversations. Anticipate how a response to a journalist's inquiry or a particular angle on a story could be spun in the worst possible light.

4. Finally, when misinformation starts to spread, you cannot rely solely on the news media to set the record straight. They may not want to wade into the conflict. Or, they may be so concerned about being called biased that they will treat all sides as equally credible, even when they are not. The media helps reach a broad audience, but you cannot count on it to separate truth from fiction. Even if you could, not nearly as many people are seeing those stories. Misinformation spreads more easily than information.

News consumption across digital platforms

% of U.S. adults who ____ get news from ...



Note: Figures may not add up to 100% due to rounding.

Source: Surveys of U.S. adults conducted July 26-Aug. 8, 2021 and Aug. 31-Sept. 7, 2020.

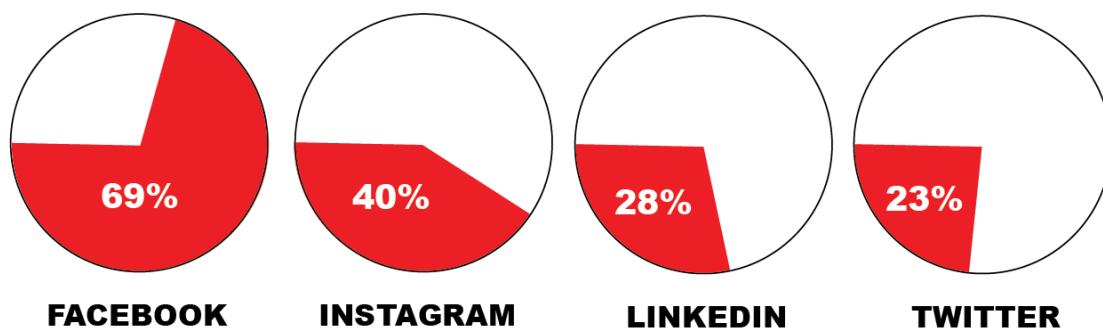
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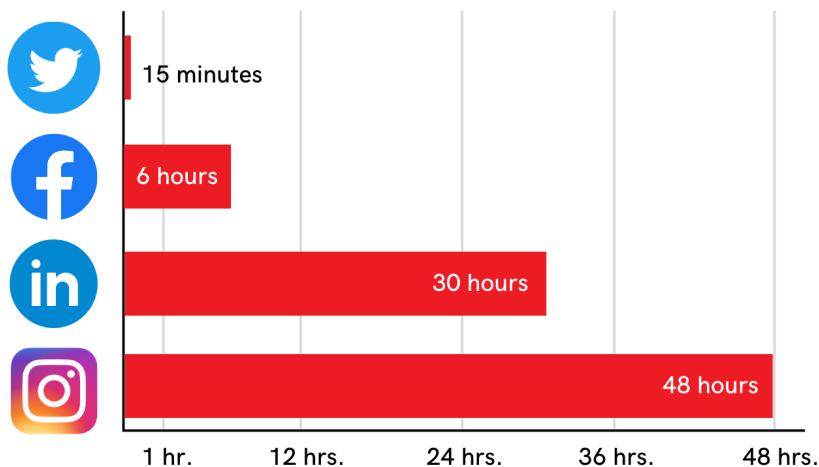
THE POWER OF SOCIAL MEDIA

Social media is just one tool, but it is powerful. For all the pushback against platforms such as Facebook, these platforms are still extremely healthy. In fact, by many standards, they are growing. According to a July 2022 report from Hootsuite surveying internet users around the world, people are 2.5 times more likely to go to social media for news than physical newspapers or magazines — and Facebook, by far, is the most likely source they will check.

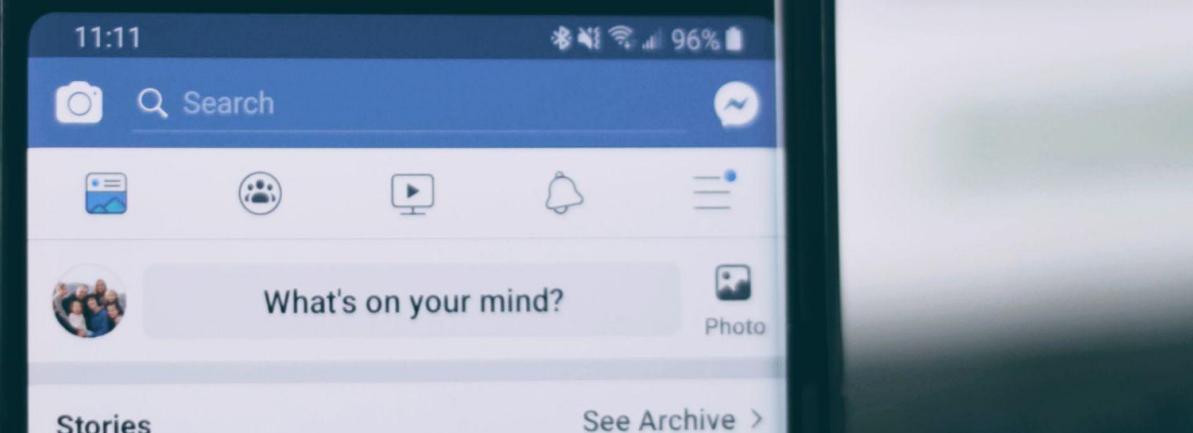
Percentage of U.S. adults who say they use each social media platform?



Average lifespan of a social media post before it becomes lost from feeds, by platform



Source: [LinkedIn](#)



BEST PRACTICES FOR SHARING MESSAGES ON EACH PLATFORM

Facebook

Post during ideal times. The more people who engage with your post, the more the Facebook algorithm will share it. According to Sprout Social, posting between 8 am and noon on Tuesday through Friday is a highly effective time to reach the most users.

Get the picture. Photos are valuable content, more so than links. That said, make sure you are careful about using photos of students when talking about a bond proposition; this is probably a conversation to have with your legal counsel. Infographics are also highly effective at conveying information in ways that are more compelling than long blocks of text.

Use videos (wisely). A video on Facebook should rarely be longer than a minute. Upload it directly into the Facebook app rather than posting a link to YouTube or Vimeo. And always turn on captions as another means of sharing your message, even if the user doesn't have the volume turned up.

Create Facebook stories. Stories are the best way to get seen because they are right there at the top of the user's feed. They are also easy to make. Want to convey three quick pieces of information about your bond election? Post three quick stories that can run back-to-back. And if you don't have experience with stories, spend a few minutes playing around with it. It's very intuitive, very easy to learn, and very effective at reaching casual scrollers.

Trust the analytics. See what types of posts are getting the most engagements and content. Go deeper and look at your Page Insights to learn even more information about when your audience is engaging. Then build on what you learn.

Invite comments. Comments create engagement and engagements create broader reach. The Facebook algorithm rewards content that is drawing attention. At the end of your post, offer a question that invites your followers to comment in a positive way. Something like, "Tell us what you like about your child's school," or "Please share your family's favorite memory from the first semester."

Instagram



Apply the lessons learned from Facebook. Instagram and Facebook are all part of the same company and they have a lot of similarities. Both feeds reward engagements and both reward people who use the story feature, which puts you at the top of your followers' feeds.

Use Hashtags. One way that Instagram is different from Facebook is that, on Instagram, there is much more utility in hashtags. You can use dozens of them. Just make sure that those hashtags are going to help people looking for your content to find it. Don't be too general. For example, if you use #education, you will get lost in many many posts about education. If you use #DallasISD, you are more likely to connect with people interested in Dallas ISD. Figure out the hashtags used by key voices in your community.

Use a vertical photo rather than a horizontal one to take up the maximum amount of real estate on someone's phone as they scroll (H/T: [ESV Creative](#))

Ask questions to generate comments. Then reply by thanking them for commenting.

Remember that Instagram isn't only for the kids. Yes, it's most popular among those 17-29. But according to the Pew Research Center, 48% of adults between 30 and 49 are on Instagram. That's more than a large enough potential following to make the time you spend on Instagram worth it.

LinkedIn

Use links. LinkedIn tells us that posts with links to articles or web pages get more engagement than those without links. This is a great way to post something short and point your audience toward more information on your website. However, mix it up. Variety in social media content is always good, and a compelling post without links from time to time will do great.

Don't forget the visuals. We think of LinkedIn as a more buttoned-up form of social media, and it is. However, visual content is just as important as it is on the other platforms and it might even stand out more. Use those photos and videos effectively.

Keep it human. Again, LinkedIn is a little more stuffy than other platforms, but that's an opportunity to stand out with photos and videos of kids, teachers and everything that makes a school such a visually compelling place.



Twitter

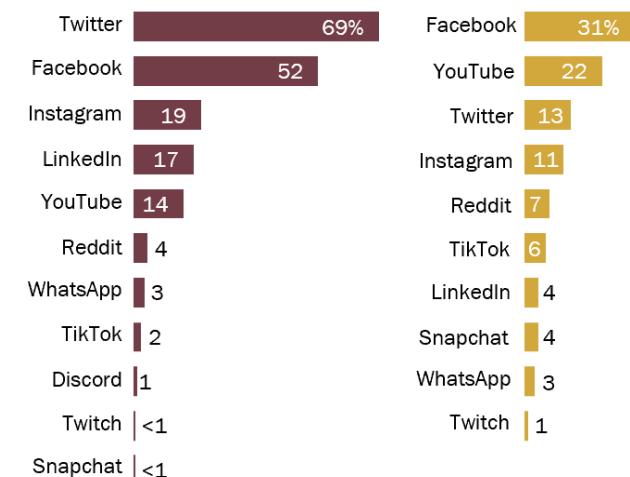
Talk to teachers. While Twitter may not be as widely adopted by the general public as other platforms, educators tend to be quite active on it. This is a good way to communicate with your teachers and other district staff about news coming out of the district.

Twitter shapes conversations. Again, it's not the most-used platform, but it is the most closely followed by journalists and one of the best ways to get in front of those who shape the news. Make sure that you are following all local print, broadcast and online journalists in your community and they will follow you back. If you are struggling to connect with them, try a Twitter Direct Message.

Use Twitter to hone your message. You should be able to explain why the district is proposing a bond election in a single tweet. The character limit is a gift — it will help you refine your narrative so that you can tell a simple story.

Twitter is by far the most common social media site U.S. journalists use for their jobs, but the public most often turns to Facebook for news

% of U.S. journalists who say — is the social media site they use most or second most in their job *% of U.S. adults who say they regularly get news on ...*



Note: Discord was not asked about in the survey of U.S. adults.

Source: Survey of U.S. journalists conducted Feb. 16-March 17, 2022. Survey of U.S. adults conducted July 26-Aug. 8, 2021.

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CONCLUSION

The recent decrease in passage rates for bond elections points to intensified criticism of public education. School districts should not be naive about this environment — it is difficult. However, proactive communication can shape the narrative early in the process, which is why it is essential to identify key themes and then take advantage of the many channels your community uses for communication. Remember that you are telling a simple, positive story about where your district is at this moment in time and where it proposes to go. Present this information and leave the electioneering to others.

The Texas School Coalition is happy to visit with any school district leader who has further questions after reading this toolkit. Please do not hesitate to call our office at (512) 732-9072 or find us online at txsc.org.

APPENDIX

The following examples show ways that school districts have clearly, effectively presented their communities with useful information and narratives related to their bond campaigns.

Website. The top of [this website from the Galveston ISD bond proposal](#) hits a number of correct notes right off the bat: It has a great student photo at top, it has a catchy tagline that notes the plan is community-driven, and it highlights the fact that, unlike other tax revenue collected by the district, all of the money raised by the bond will stay in Galveston ISD.



This community driven long range plan includes district wide technology upgrades and infrastructure as well as new transportation that will be seen across all parts of the district.

100% of the Money Raised From the Bond Stays in Galveston ISD

Currently Galveston ISD sends over \$30,000,000 back to the state every year through the State's recapture formula known as Robin Hood. That money comes from Maintenance and Operations portion of the budget but bond funds are NOT subject to recapture, therefore, 100% of bond dollars stay in Galveston ISD.

Community Handout. This handout from Klein ISD hits many of the right notes: It is explanatory but not political, it anticipates questions and criticisms, it touts the district's strong fiscal management, and it breaks down how schools will benefit with just the right level of detail. It also points community members toward a source of more information online.

KLEIN ISD '22 BOND

OUR KIDS · OUR SCHOOLS · OUR COMMUNITY

WHAT'S PROPOSED

PROPOSITION A \$843,840,000	PROPOSITION B \$51,510,000
IMPROVE SAFETY & SECURITY	PROVIDE CLASSROOM TECHNOLOGY
<ul style="list-style-type: none"> Security monitoring improvements at every school Districtwide cybersecurity enhancements Exterior and parking lot lighting replacement and upgrades Addition of security vestibules at Doerre Intermediate, Klein Intermediate, Klein Middle, and Klein Oak High School 	<ul style="list-style-type: none"> New student and teacher devices at every school New classroom instructional technology at every school
ADDRESS GROWTH & CAPACITY CHALLENGES	PROPOSITION C \$131,325,000
<ul style="list-style-type: none"> Construction of new Intermediate School #11 Purchase of additional buses Classroom additions to address capacity challenges at Klein Cain High School and Klein Oak High School 	BUILD DISTRICT EVENTS CENTER
MODERNIZE AGING SCHOOLS	<ul style="list-style-type: none"> Comprehensive renovations to eight schools over 50 years of age: Epps Island Elementary, Greenwood Forest Elementary, Haude Elementary, Northampton Elementary, Thiesen Elementary, Hildebrandt Intermediate, Strack Intermediate, and Wunderlich Intermediate
RENOVATE ALL SCHOOLS	<ul style="list-style-type: none"> Classroom furniture and equipment modernizations Technology infrastructure improvements Life cycle replacements and upgrades Reconstruct school support facilities
UPGRADE ACADEMIC, ARTS & ATHLETIC SPACES	<ul style="list-style-type: none"> New career and technical education equipment New musical instruments Theatre renovations at Klein Collins High School and Klein Forest High School Fine Arts additions at Doerre Intermediate and Klein Intermediate Gym additions at Doerre Intermediate, Klein Intermediate, Krimmel Intermediate, Schindewolf Intermediate, and Klein Forest High School
PROPOSITION D \$75,190,000	BUILD NEW DISTRICTWIDE STADIUM
	<ul style="list-style-type: none"> Construction of a new districtwide stadium located on existing Klein ISD-owned land at 7500 FM 2920 adjacent to KMPC Outdoor seating for over 8,000
RENOVATE KLEIN MEMORIAL STADIUM	KLEINISDBOND.COM
	<ul style="list-style-type: none"> Bring the 55-year-old Klein Memorial Stadium (built in 1967) up to current standards

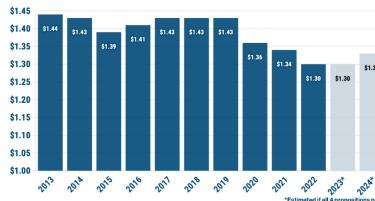
Scan the QR code to learn more about the 2022 Bond

EARLY VOTING ELECTION DAY APRIL 25 - MAY 3 **SATURDAY, MAY 7**

www.kleinisdbond.com

TAX RATE HISTORY

The current total tax rate in Klein ISD is the lowest it has been in over 11 years.



\$0.03 TAX RATE CHANGE

Passage of all four bond propositions could result in a tax rate increase of \$0.03. This will keep our tax rate lower than it was in 2021 and \$0.10 lower than it was in 2014. For the average home in Klein ISD (\$255K), the impact could be approximately \$5.75 per month.

HOW PROPERTY APPRAISALS IMPACT HOMEOWNERS

The assessed value of your home is set by the Harris County Appraisal District, not Klein ISD. Property taxes are calculated by multiplying the district tax rate by each \$100 of taxable value of your property. Therefore, if you assessed taxable value goes up, the amount you pay will go up even if the tax rate remains unchanged.

Klein ISD taxes are frozen for homeowners 65+ who have property filed with Harris County. Approval of this bond would not result in an increase above the frozen amount.

WHY FOUR PROPOSITIONS

Klein ISD is complying with changes made in 2019 to section 45.003 of the Texas Education Code. It requires school districts to divide bond elections into separate ballot propositions based on what is being financed.

PROP A

"The issuance of \$843,840,000 of bonds for the construction, acquisition, renovation, and equipment of schools located in the district for the purchase of the necessary sites for school buildings, for the purchase of new school buses, for the retrofitting of school buses with emergency, safety, or security equipment, and for the construction, acquisition, renovation, and equipment of a district events center for district purposes, and the levying of a tax sufficient to pay the principal of and interest on the bonds and the costs of any credit agreements executed in connection with the bonds. This is a property tax increase."

PROP C

"The issuance of \$75,190,000 of bonds for the construction, acquisition, renovation, and equipment of a district events center for the construction, acquisition, renovation, and equipment of a district events center for district purposes, including the construction of a new district stadium and renovations to Memorial Stadium, and the levying of a tax sufficient to pay the principal of and interest on the bonds and the costs of any credit agreements executed in connection with the bonds. This is a property tax increase."

PROP D

"The issuance of \$131,325,000 of bonds for the construction, acquisition, renovation, and equipment of schools located in the district for the purchase of the necessary sites for school buildings, for the purchase of new school buses, for the retrofitting of school buses with emergency, safety, or security equipment, and the levying of a tax sufficient to pay the principal of and interest on the bonds and the costs of any credit agreements executed in connection with the bonds. This is a property tax increase."

FISCAL MANAGEMENT HIGHLIGHTS

- Klein ISD has recently saved taxpayers over \$70 million through five separate bond refinancing opportunities.
- Bond interest rates are near all-time lows in the 42-year history of the Bond Buyer Index.
- If passed, this Bond won't be sold all at once. Bonds are authorized by voters and are sold in increments over time as needed to fund the projects.
- State law allows for bonds to be financed for up to 40 years. However, Klein ISD always matches up the useful life of the assets being constructed or purchased. Klein ISD generally limits the maximum term to 30 years.
- Klein ISD maintains high credit ratings from bond-rating agencies. Klein ISD's bonds are currently rated AA from S&P Global Ratings and Aa1 from Moody's.
- Klein ISD has received the highest rating available. Superior, from the state's Financial Integrity Rating System and achieved an 'A' district accountability rating from the Texas Education Agency.



Twitter. It is generally more effective to show than to tell, but the great thing about this tweet is that it does both very well. It describes the specific need in clear terms and then provides a vision of how the proposed improvements would look...not a rendering (which is often all that we have), but an actual photo from the district. Rather than dwelling on a negative image of current facilities, it showcases a positive image of what the future might bring.

Temple ISD
@TempleISD

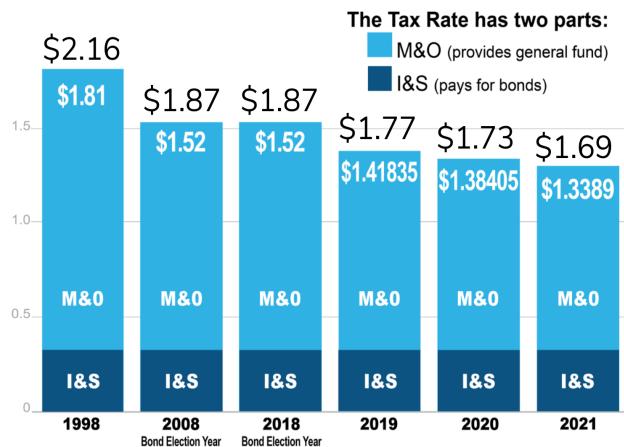
FACT: Most playgrounds in TISD are 12-15 years old. The bond proposal will provide new elementary playgrounds that are ADA compliant, have shade covers, and update the fall protection increasing the safety of our students. This pic is from Thornton made possible by the 2015 Bond.



6:00 PM · Mar 30, 2022 · Hootsuite Inc.

Infographic. These two graphics from the fictitious Coalition ISD show historical context and visually represent the fact that the tax rate will still be lower if the bond is passed. However, the graphics and text do not suggest that voting for the bonds is what will cause the tax rate to be lower.

Coalition ISD Tax Rate History



Coalition ISD's Projected Tax Rate for 2022 is lower than the current tax rate
Anticipating 6 percent property value growth, Coalition ISD projects the M&O tax rate can be lowered by 2 cents in 2022 based on current projected values and no change in the state formula for school funding. Coalition ISD plans to keep the I&S tax rate at 35 cents, the same as it has been since 2008.

Newsletter. Two things stand out about this newsletter from Northside ISD: First, the main headline emphasizes learning environments. Secondly, even if you don't take the time to read the full text, you will see one of the core messages being conveyed: Unlike proposals in the past, most of this money is going to existing schools. Whenever possible, it is helpful to dispel the notion that the bond election isn't only for new neighborhoods and new families.



Northside Independent School District

Lessons

March 2022

[f](#) [t](#) [i](#)

School Bond 2022
Northside ISD

Learn more about School Bond 2022



By Brian T. Woods,
Ed.D., Superintendent

For many years, Northside ISD was growing at a rapid pace and building new schools was the priority. At the time, we didn't have the bond capacity to go back to our older campuses as often as we would have liked. School Bond 2022 focuses on keeping existing Northside schools up to current District standards. Almost half of our schools are 30 years old or older. The majority of the monies proposed, almost 95 percent, would fund renovations and improvements at existing schools, although there is one new elementary school in the bond proposal.

Highlights of the bond include replacing air conditioning and heating infrastructure, improving ventilation systems, upgrades for magnet programs on middle and high school campuses, new buses and multi-use vehicles, and upgrades to cafeterias, kitchens, gyms, libraries, and classrooms.

We take our fiscal responsibility very seriously and there is no tax rate increase anticipated with the proposed \$992 million school bond. I do want you to be aware of the ballot language requirements as the result of a 2019 change in state law though. All school ballot propositions must include the statement "this is a property tax increase" regardless of the bond's impact on the district's tax rate.

Projects in this bond proposal would impact all geographical areas of the district and impact the teaching and learning that happens every day across Northside ISD. I invite you to take the time to learn more about School Bond 2022. For more information, including a detailed project summary, visit the School Bond 2022 website at [nisd.net/bond](#).

Your vote is your voice and you have an opportunity to be heard on Election Day on May 7. ■

School Bond 2022 focuses on improving learning environments

SCHOOL BOND 2022 replacing air conditioners and heating units, electrical lighting upgrades, plumbing needs, roof replacements, and much more. Details can be found at [nisd.net/bond](#).

Last fall, a 250-member Citizens' Bond Committee, comprised of parents, senior citizens, students, business representatives, taxpayers, teachers, and other staff met either in person or via zoom to study and discuss the needs of the District. The committee endorsed the recommendation to call for a bond election.

In the District's 73-year history, all 125 schools have been constructed with bond funds. Northside's last bond issue was in 2018 and was overwhelmingly approved by voters. ■

PERCENTAGE OF TOTAL BOND DEDICATED TO EXISTING SCHOOLS		
55% 2014	67% 2018	95% 2022
<i>School Bond 2014 Northside ISD</i>	<i>School Bond 2018 Northside ISD</i>	<i>School Bond 2022 Northside ISD</i>

School Bond 2022 Overview

Renovations/Reconstruction/Upgrades	\$645,500,000
Infrastructure	\$207,300,000
New Schools	\$45,000,000
Roofing/Waterproofing	\$37,100,000
Safety & Security	\$18,100,000
Transportation	\$15,000,000
Technology	\$14,000,000
Bond Issuance & Management	\$10,000,000
TOTAL	\$992,000,000



Early Voting
April 25 – May 3, 2022

Election Day is Saturday, May 7, 2022

Visit [nisd.net/bond](#) for voting times and locations for Bandera, Bexar, and Medina counties.