

## **Framework for Facilities Planning**

Using the RACE (Research-Analyze-Communicate-Evaluate) model, the components of a bond referendum are outlined as follows:

### **RESEARCH**

- Develop Superintendent's Facilities Planning Team
- Review data about past referendums
- Conduct needs assessment/comprehensive facilities study
- Collect demographics, growth history and future projections
- Conduct financial study: past and future impact on tax rate, etc.
- Review past voting patterns
- Consider conducting a public opinion survey
- Review election dates and election administration/strategy (consider election date law)
- Develop internal informational campaign budget and timeline
- Update the district philosophy for facilities management
- Appoint members of the Citizen's Zoning Committee
- Assemble the right team for the Citizen's Bond Advisory Committee (CBAC)

### **ANALYZE**

- Review and study the data
- Develop draft of LCISD Ten-Year Facilities Plan from the recommendations of the Long Range Facilities Committee for bond package
- Review draft of recommendations with community and staff (Town Hall Meetings/Public Hearings)
- Submit final recommendations to Board of Trustees
- Develop final comprehensive district information campaign plan (objectives/strategies)
- Begin development of informational materials (mailer, website, presentation, video)

### **COMMUNICATE**

- Call election and "work the plan"
- Expand/refine CBAC to coordinate a "Yes" vote campaign (cannot utilize district staff/resources)
- Complete development of informational materials
- Communicate components of bond package with all identified stakeholder groups
- Conduct voter registration campaign
- VOTE!

### **EVALUATE**

- Compile election results
- Conduct debriefing meeting to review campaign
- Evaluate all campaign strategies/make notes for file
- Create campaign master file