

Common themes across responses to Question #1, "What are your takeaways from the survey data?" include:

1. Challenges in Predicting and Understanding Aspects:

- Difficulty in predicting certain aspects, such as student enrollment.
- A distinction between preferences (e.g., desire for amenities like ice) and necessities (e.g., academic requirements).
- Insufficient understanding of information, leading to a lack of voter engagement.

2. Communication Deficiencies:

- Deficiency in information dissemination, especially among the older demographic less engaged with social media.
- Noted lack of awareness among people about what's happening in schools, highlighting the importance of communication.

3. Voter Turnout and Engagement Concerns:

- Recognition of the importance of increasing voter turnout.
- Concerns about low voter turnout and engagement.
- Observations about confusion regarding eligibility to vote and a lack of awareness contributing to the perceived excess of schools.

4. Fiscal Responsibility and Economic Considerations:

- Fiscal responsibility is a recurring theme, with doubts about seeking additional funds for certain projects.
- Discrepancy between survey responses and actual voter turnout related to economic factors like property taxes.

5. Project Priorities and Alternatives:

- Questions and concerns about project priorities and potential alternatives.
- Highlighting the need for strategic communication and addressing economic considerations.

6. Demographic Skews and Targeted Communication:

- Demographic skew in voting, with suggestions for improvement, such as earlier mailers, street signs, and targeted communication strategies.
- Emphasis on the need for targeted and varied communication strategies.

7. Clarity in Communication and Understanding:

- Insufficient information leading to a lack of understanding about project decisions and their rationale.
- Emphasis on clear communication, accessibility of information, and addressing concerns to foster community understanding and support.

8. Suggestions for Improvement:

- Suggestions include improving communication, breaking down information into smaller, digestible chunks, and using social media effectively.
- Recommendations for enhancing understanding and engagement through intentional messaging and community involvement.

9. Concerns About Community Awareness and Engagement:

- Concerns about low community awareness, shock at the lack of development awareness, and suggestions for modern communication strategies.

10. Timing Considerations:

- Critiques about the timing of the vote and suggestions to explore alternative timings for increased voter engagement.

11. Concerns about Perception and Promotion:

- Concerns about perceived lack of communication and promotion, emphasizing the importance of transparent and well-communicated processes.

12. Use of Traditional Methods and Engagement Strategies:

- Suggestions for using traditional methods like yard signs alongside modern communication strategies.
- Calls for face-to-face engagement, especially with demographics less comfortable with electronic communication.

13. Issues with Information Overload:

- Recognition of electronic message overload as a challenge, prompting considerations for more personalized and face-to-face engagement.

14. Importance of Stakeholder Involvement:

- Concerns about the district not effectively listening to consistent data and feedback.
- Suggestions to share revenue-sharing opportunities and involve stakeholders in decision-making processes.

These common themes collectively highlight the multifaceted challenges in communication, engagement, and understanding, emphasizing the need for strategic approaches to address community concerns and enhance participation.

Common themes in responses to Question #2, "How do we increase community engagement in the development of solutions to address our growth?" include:

1. Diversification of Communication Channels:

- Emphasis on not relying solely on social media for communication.
- Recommendations to diversify communication platforms to reach a broader audience.
- Recognition of the potential for information overload and the need for clear and varied communication.

2. Establishment of Engagement Committees:

- Proposals to establish committees, such as a 'YES' committee, dedicated to promoting and advertising community support.
- Suggestions to involve specific community groups, like the hockey community, in the decision-making process.

3. Inclusive and Equitable Engagement:

- Importance of ensuring all sectors or relevant groups feel equally invested in proposed solutions.
- Strategies to engage diverse demographics, including the North and South sides, to create a sense of shared responsibility.
- Recognition of the importance of equity in access to information and representation in decision-making.

4. Engaging Specific Community Groups:

- Strategies to engage specific community groups, such as the hockey community and the senior population.
- Recommendations to involve task force members and create task force ambassadors for active involvement.

5. Early and Targeted Communication:

- Suggestions to start communicating earlier and saturate various forms of media for broader reach.
- Strategies to address the lack of awareness, including door-to-door information sharing and pop-up informational sessions.

6. Involvement of Task Force and Subcommittees:

- Recommendations to actively involve the task force in developing solutions rather than just approving packaged ones.

- Strategies to improve representation through task force and subcommittee meetings.

7. Transparent Communication and Addressing Perceptions:

- Importance of transparent communication to manage perceptions.
- Suggestions to provide more information on the consequences of voting no, detailing real-world impacts.

8. Creative Incentives and Outreach:

- Proposals for creative incentives, such as class prizes for bringing in "vote" stickers, to encourage participation.
- Emphasis on testimonials from teachers and parents, providing a personal perspective on the importance of addressing growth challenges.

9. Community Involvement in Decision-Making:

- Desire for more inclusive decision-making based on community input.
- Suggestions to involve the community by holding meetings at various locations and engaging in face-to-face interactions.

10. Strategic Timing and Event Organization:

- Recommendations for strategic timing and event organization to capture the audience when they are already present.
- Suggestions to organize events catering to different socio-economic groups for broader engagement.

11. Storytelling and Visual Representation:

- Importance of effective storytelling to convey the district's past, present, and future situations.
- Recommendations to showcase the advantages of community access to school facilities and visually represent the size and growth of the district.

12. Engaging Specific Demographics and Stakeholders:

- Strategies to engage specific demographics, including educators and populations that may not have been effectively engaged.
- Recommendations to consult communication experts for guidance on reaching different populations.

These common themes reflect a comprehensive set of strategies aimed at enhancing community engagement by addressing communication challenges, involving diverse community groups, and promoting transparency in decision-making processes.

Common themes in responses to Question #3, "How do we increase community awareness around the need for solutions that address our growth?" include:

1. Detailed Information and Transparency:

- Emphasis on providing detailed information about the district's growth, including the makeup of each school.
- Proposals to openly communicate the current situation, future projections, and potential outcomes, using visuals to enhance understanding.

2. Honesty and Visual Representation:

- Recommendations to use honesty and transparency in communication, openly sharing comprehensive school scenarios and individual school scenarios for affected communities.
- Strategies to use visuals to make information easily understandable, including videos explaining each project covered by the bond.

3. Improved Communication Methods:

- Suggestions to improve communication methods, including mailing flyers directly to houses and utilizing signs, billboards, and promotional materials.
- Emphasis on using diverse communication channels, including social media, to effectively convey the reasons behind each project.

4. Personal Stories and Testimonials:

- Recognition of the importance of personal stories and testimonials in communication efforts.
- Recommendations to provide more personal reasons for supporting initiatives to connect with the community.

5. Early and Convenient Communication:

- Suggestions to start the communication process earlier to keep the community informed about ongoing developments.
- Emphasis on convenience, including combining elections and improving information about voting locations.

6. Engagement of Specific Demographics:

- Strategies to engage specific demographics, including older populations through traditional avenues like local TV and radio.
- Recommendations to engage diverse groups, avoid exclusion, and encourage more community members to get involved.

7. Quick and Engaging Methods:

- Focus on quick and engaging methods tailored to today's fast-paced environment.
- Recommendations for concise communication, aiming for a 30-second engagement, and using easily digestible formats like infographics.

8. Robust Digital Marketing Approach:

- Emphasis on a robust digital marketing approach, including visually appealing and simple infographics to convey the message effectively.
- Recommendations to highlight specific growth in areas like Horace and draw comparisons with neighboring areas.

9. Community Advocacy and Influence:

- Suggestions for community advocacy from influential groups like The Voice to support the "vote yes" message.
- Recommendations to involve community entities like the fire department or police station in school development for added credibility.

10. Task Force and VOICE Group Engagement:

- Focus on improving the engagement of the task force and the VOICE group in communication efforts.
- Suggestions to have city developers join the task force and re-engage the VOICE group to donate and support communication efforts.

11. Education and Mobilization:

- Emphasis on educating and mobilizing voters, including apartment dwellers, through partnerships with local businesses.
- Focus on strengthening community engagement through enhanced task force involvement, improved communication strategies, and increased support from various stakeholders.

12. Consideration of Election Year:

- Questions and considerations about the possibility of placing the matter on an election year ballot, including the clarification of options in 2024.
- Concerns expressed about limited voting locations and potential confusion with other school districts levying bond referendums.

These themes highlight a range of strategies aimed at enhancing community awareness by improving communication methods, providing detailed information, engaging specific demographics, and leveraging digital marketing approaches. The emphasis on transparency, honesty, and inclusivity underscores the importance of fostering understanding and support within the community.