

**Meeting 7 Notes  
December 13, 2022**

**Welcome & Meeting 6 Recap**

Tim McClure, assistant superintendent for facilities, welcomed the committee and provided a recap of Meeting #6. He talked about the prioritization activity that committee members completed, and decisions that were made about home stadiums, replacement campuses for Justin Elementary School and Prairie View Elementary School, and early childhood campuses. He re-shared the master plan for the district's central campus and the potential to re-route traffic, move the transportation center, and improve safety on the site.

**Tour**

Committee members toured the Administration Building and observed the conditions taking note of the usage of the space, how it has been repurposed and remodeled over the years.

**Results of Community Survey**

McClure introduced Matt Gamble of Baseline and Associates, a national opinion research firm that conducted a survey of voters in Northwest ISD. He explained the objectives of the survey were:

- To measure initial levels of support for various bond proposals and determine voter preference for a total amount of a bond package.
- To test the favorability of potential bond projects and the impact of additional information about the bonds.
- To measure informed levels of support for various bond proposals, after respondents learn more about them.

He gave an overview of the total number of respondents and their demographic information and geographic region. The perception of Northwest ISD was very positive among survey respondents. 75% had a positive impression; 10% had a negative impression, and 15% responded that they were unsure. He walked the committee through the responses to ballot information, tax rate information, and willingness to support NISD's propositions. He concluded by sharing:

- Two-thirds of respondents (67%) indicate they are more likely to support bonds knowing NISD can finance \$1.5B - \$2B with a rate increase of one-tenth of a penny. Respondents are split on a low-end bond package of \$1.5B vs high-end package of \$2B, while 33% are opposed to all amounts tested (\$2B - \$1.5B).
- After respondents learned more about the projects and how they benefit students, the informed ballot extrapolated “for” percentages are as follows:  
71% General Prop, 76% Tech Prop, 67% Fine Arts Prop, and 55% Event Center Prop. In a preference question, 65% support stadiums (40% at each HS and 25% at a shared site).

Q: Was the survey a phone-based survey only? Have we ever considered a web-based survey?

A: The survey was phone-based only. This is a quality control measure to make sure that the sample is representative of the voting base and that respondents are voters in the ISD.

Q: Messaging will be extremely important. What strategies do you recommend?

A: Be lots of places; use different strategies and tactics; pick a few messages and keep repeating them. Use those messages that resonate with your likely voters.

### **Prioritization Activity**

McClure distributed a handout that showed the results of the last meeting’s prioritization activity. He highlighted projects that received high scores and low scores. He answered questions about project details. Committee members inquired about the difference between a Performing Arts Center and an Event Center. McClure explained a performing arts center is an auditorium for theater and musical performances with the back stage rigging, lighting and acoustics required for fine arts performances. Further he explained that the Event Center is an arena that could accommodate popular music concerts, sport tournaments, graduations and convocations.

### **Prioritization with Costs**

McClure distributed a handout that showed the projects in priority order with the costs for each item. He emphasized that costs are an estimate and that when estimates are made several years in advance they are subject to escalation. Right now industry escalation rates are at unprecedented levels. Experts hope that the rate of escalation will level off or slow down but there is still a great deal of unpredictability in the market. In past years, it has been safe to use a standard 8% escalation each year. But right now the costs are built on escalation rates that are 10-12%.

Q. Which projects will need to be in separate propositions?

A. McClure explained that athletic facilities that have more than 1,000 seats must be in separate propositions. But legal opinions continue to evolve on whether or not other athletic facilities such as middle school fields, tracks and tennis courts must be on a separate proposition. McClure urged the committee to stay focused on selecting the projects that meet the needs of the students and the district. He reminded the committee that the board will discuss the ballot language and propositions with legal advisors.

### **Build A Bond Activity**

Equipped with project rankings and costs, the committee reviewed the list of 86 total projects one-by-one and discussed and voted on each individual project as a whole committee. Projects that achieved a  $\frac{2}{3}$  vote were added to the bond recommendation. Projects that did not receive a  $\frac{2}{3}$  vote were tabled.

At several points in the discussion, if a large project was planned across several campuses or several years, the committee asked McClure to break those larger projects into smaller projects that could be spread over time. For example, multiple campuses are due for flooring replacement. The committee would like to see a list of which campuses need new floors in the next 5 years and also the next 10 years. This delineation of need will help them prioritize projects more accurately.

McClure and his team will be working on further, detailed cost breakdowns on approximately 25 of the 86 projects and will bring that data back to the committee in January for further discussion.

### **Conclusion**

McClure reminded the committee that there will be one final meeting in January to complete the recommendation and prepare to present findings to the school board. Committee members are encouraged to share their findings and experiences with their families, neighbors and friends and to bring information back to the committee to assist with the final recommendation.