Entry Name:
Facts and Information Mailer

Organization Name:
Tacoma Public Schools

Category:
Special Purpose Publication
The Facts and Information mailer was our best opportunity to directly reach all of our voters with specific information about our two upcoming levies that would support all students. From start to finish, it was created to make the most of such a valuable tool. From the timing to the audience to the content, it works to inform readers with useful, engaging copy, images and design.

**Timing**
We planned months ahead to back out the publication drop date to coincide with the first day people started to receive ballots in the mail. In Washington state, all elections are conducted solely by mail-in ballot; there is no in-person voting. Understanding this election mechanism is key to the planning and implementation of this publication.

**Audience**
We printed 106,000 copies of this piece. We mailed 101,600 and distributed almost all of the rest to staff.

Because we send the Facts and Information mailer to every mailstop in our boundary, it was not limited to the parent audience – it was sent to all potential voters. We need all voters to understand the significant amount of support provided to students and staff in every school as a result of levy funding.

Whether or not our staff live in school district boundaries, it’s important to share the Facts and Information mailer with them so they can serve as educated ambassadors for what’s happening across the school district.

**Content and design**
We are limited by the state Public Disclosure Commission in the content we provide regarding ballot measures. We can provide only factual information and must refrain from advocating for the levies or asking voters to for a “yes” vote. (We can – and did – ask them to vote, however.)

We adhere to that guidance without question while striving to share how levies provide for our students. The primary messaging in our Facts and Information campaign, based on market research, was:

- Levies impact every student in every neighborhood school
- These measures are replacement levies – not new levies
- Prop. 1 covers the basics that students need every day
- Prop. 2 covers technology access for every student

The mailer covers those messages often, and in a variety of ways to reach different types of consumers. For example, we show a map and list each school in our district to make the point to visuals learners that all students in all schools are supported by the levies. We list the primary messaging on the cover and inside in large, bolded copy. We chose photography representing children across the district, of varying ages and needs. Finally, we also provided levy measure details for those who prefer to dig in and understand the finer points before casting their ballot.

**Writing style and standard**
Our writing standard, “impeccably accurate,” is maintained by the time and thought we allot to this publication. We have an extensive review process with our internal team.

We ensured the Facts and Information mailer aligned with our brand standards to achieve consistency in tone between it and other campaign pieces.
Facts and Information
Replacement of Expiring School Levies

Propositions 1 & 2
Election: February 8, 2022

Every child, regardless of background, deserves a quality education and the opportunity to reach their full potential.

Tacoma Public Schools
Every student. Every day.
# Questions & Answers About Propositions 1 & 2

## Nurses

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**Why do we need local levies to fund education?**
Local, voter-approved levies continue to provide critical funding for Tacoma Public Schools and all other school districts across the state. Proposition 1 alone funds about 15% of our district’s daily operations and maintenance, including about 500 staff members.

Replacements of these two expiring levies will help the District maintain quality operations and education for all students. Prop. 1 and Prop. 2 help bridge the gap between what the state funds and what TPS needs to ensure students have the high-quality education they deserve.

## Paraeducators

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**What will Proposition 1 fund?**
Proposition 1 is a replacement levy that supports every TPS student.

Prop. 1 funds 15% of the school district’s day-to-day operations, including teachers, librarians, nurses, counselors, paraeducators and special needs staff at all schools. It also supports special needs programs and improved access for students and staff with disabilities, instructional materials, access to preschool and after-school programs, and arts, music and athletics.

## Counselors

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**What will Proposition 2 fund?**
Proposition 2 is a replacement levy that supports technology access for every TPS student.

Prop. 2 invests in our students’ futures by ensuring that all students have access to technology at home and at school, regardless of their background or neighborhood. It provides increased computer safety, security and privacy protection for all students and staff; and an online system to monitor academic progress, attendance, homework, grades and credits, keeping students on track for high school graduation.

## Athletic Programs

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**Replacement Levies: Not a tax rate increase**
If Props. 1 and 2 pass, the average four-year tax rate for Tacoma Public Schools is projected to decrease due to rising property values (from $2.72 per $1,000 to $2.63 per $1,000 of assessed value*).

The cost to the average Tacoma homeowner is projected to be about $3 more per month ($9.43 per month for Prop. 1 Educational Programs and Operations levy and $3.63 for Prop. 2 Technology Improvements levy).

*The average home value in Tacoma in February 2021 was $352,322 according to the Pierce County Assessor Treasurer.
Inside Spread
(what you see when fully unfolded)

PROPS. 1 & 2 REPLACEMENT LEVIES IMPACT EVERY NEIGHBORHOOD SCHOOL

PROPOSITION 1
Educational Programs & Operations Replacement Levy

Teachers, Books and Basics
Teachers, nurses, counselors, librarians, paraeducators, and special needs staff, equaling about 500 staff members.
Up-to-date textbooks and instructional materials, including math and reading.

Health, Safety and Security
Maintenance of plumbing, heating, and ventilation systems for clean air and safe water.
Maintenance of aging roofs and for earthquake safety.
Improvements to school safety and security, fire alarm systems and 911 communications.

Educational Programs for Every Child in Every Neighborhood
Preschool and after-school programs
Special needs programs and improved accessibility for students and staff with disabilities.
Boost programs to bring students to grade level, including in math and reading.
Programs for high-achieving students and college entrance exams for all students.
Arts, music, athletics, extracurricular activities and career and technical education programs.

Link to PDF of document