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Katy ISD 2021 Bond Campaign
Gold Medallion Entry – Bond/Finance Campaign
K-12 School District | 90,000+ Students
Five Staff Members in the Communications Department
SYNOPSIS

The Katy area has seen intense growth in the past two decades, largely due to the success of its school district. Families are moving to Katy ISD in droves, leading to a projected enrollment of nearly 100,000 students by 2026 — making Katy ISD the fastest growing large school district in Texas, with the majority of this growth taking place in its northwest quadrant.

Katy ISD Board of Trustees approved the formation of the Community Bond Advisory Committee (CBAC) in January of 2020, however, due to COVID-19, the committee completed their work and presented to the Board in February 2021.

The Board called for a bond election in February 2021, and the communications phase of the campaign began. In May of 2021, Katy ISD asked voters to approve a $676M bond proposal, which included Propositions A, B, C, and D.

Due to new legislation, the items on the bond were broken up into four different propositions. Proposition A included new schools, campus renovations, safety and security enhancements and new buses. Proposition B included classroom and campus technology. Proposition C included a natatorium for High School #10 and Proposition D included stadium repairs and component replacements.

The Communications team was presented with a number of challenges for the 2021 Bond, including the new legislation and the COVID-19 pandemic. It was important for the team to ensure the community understood the new law regarding propositions and the need for new facilities. Additionally, we wanted to provide all stakeholders with opportunities to learn more about the bond before the vote in May.
BOND PROGRAM SUMMARY

The communications campaign for the 2021 Bond program was structured on meeting these objectives:
1. Generate discussion about growth and the need for new school facilities.
2. Develop and disseminate simple and consistent audience messages.
3. Generate factual media coverage.
4. Provide multiple opportunities for the public to learn and ask questions about the bond.
5. Building ownership of the bond among staff.
6. Promote civic engagement.
7. Educate about new state law regarding propositions and ballot language on tax increase.

Target Audience: parents, community members, staff

Platforms utilized throughout the communications campaign included:
- Digital and Print Advertisements
- Flyers, Posters, Direct mailers
- Enewsletters to Parents, Community, Campuses and Staff
- Katy ISD Social Media Posts
- In-Person Meetings (Community, Campus and Board meetings)
- Informational Videos
- Media Coverage – Print, Web, Television and Radio
- Website
- Parent Email Notifications

Katy ISD Bond 2021 Action Plan:
Exhibit 1 (attached)

Katy ISD Bond 2021 Website:
https://www.katyisd.org/sites/bonds/Pages/default.aspx

Advertisements:
Exhibit 2 (attached)

Flyer and Direct Mailer:
Exhibit 3a (attached)
Exhibit 3b (attached)
Campus Enewsletter Examples:
https://bit.ly/36320mS

Social Media Posts:
Exhibit 4 (attached)

Presentation for In-Person Meetings:
Exhibit 5 (attached)

Informational Videos:

Media Coverage:

Parent Email Notification Examples:
Exhibit 6 (attached)
RESEARCH, ANALYSIS/PLANNING, COMMUNICATION/IMPLEMENTATION AND EVALUATION

Research: Katy ISD is the fifth largest and one of the fastest growing school districts in Texas. Each year, the District works with Population and Survey Analysts (PASA) to create a demographic report that provides vital information on the District’s growth and demographics. Additionally, this annual study projects future growth and facilities needed to meet that growth.

Katy ISD is adding an additional 2,000+ students each year. The annual demographic reports and the District’s Long-Range Facilities Plan helps prepare for new and existing students and staff. Katy ISD is also on a three-year bond cycle to ensure we have the proper facilities and resources to meet our students’ needs.

Finally, as part of the 2021 Bond process, Katy ISD developed a Community Bond Advisory Committee (CBAC) to access campus and facility needs and develop a bond package.

The objectives for the 2021 Bond communications campaign were to:

- Generate discussion about growth and the need for new school facilities.
- Develop and disseminate simple and consistent audience messages.
- Generate factual media coverage.
- Provide multiple opportunities for the public to learn and ask questions about the bond.
- Build ownership of the bond among staff.
- Promote civic engagement.
- Educate about new state law regarding propositions and ballot language on tax increases.

Analysis/Planning: Planning for the 2021 Bond campaign began several months prior to its roll out. District leadership met with approximately 100 decision-making members of the CBAC, consisting of parents, business owners, senior citizens, partner institutions, professional and civic organizations and other community members. With the assistance from the District’s Operations team, the CBAC discussed and recommended a 2021 Bond package based on the highest needs in our fast-growth district. The package was presented to the Katy ISD Board of Trustees in February 2021, and the communications campaign began after its approval.

Communications/Implementations: The Communications team developed an action plan (Exhibit 1) consisting of a variety of mediums. The action plan outlines a timeline for the dissemination of information and materials pertaining to the communications campaign.
**Evaluation:** The Katy ISD community voted to approve the 2021 Bond package and each of the propositions. The communications campaign was successful in generating awareness of the need for new facilities, providing opportunities for the public to learn more about the bond and educating the public about the new state law regarding propositions.

The next steps for the campaign are to show ongoing progress from the 2021 Bond through the website and the District’s social media accounts. Each time a new project begins, has significant progress or completes, the Communications team adds photos and videos to our Bond website and social media to show the community we’re delivering on our promise to use the funds wisely and build needed facilities and resources for our students.
### Exhibit 1 - 2021 Bond Communications Campaign PHASE I & II (Phase I: January-February, 8, 2021; Phase II: February-May 1, 2021); NOTE: Phase III is a separate

**Objective:**
1. Generate discussion about growth and the need for new school facilities
2. Develop and disseminate simple, consistent, and consistent audience messaging
3. Generate factual media coverage
4. Provide multiple opportunities for the public to learn about facts about the bond
5. Build ownership of the bond among staff
6. Promote civic engagement
7. Educate about new state law regarding proportions and ballot language on tax increases

**Working Doc. 5/2/21**

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**Brand hashtag:** #KatyISDBond2021 #Bond2021

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#### Core repeating tasks throughout Action Plan

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Task</th>
<th>Description/Activities</th>
<th>Medium</th>
<th>Target Completion</th>
<th>Responsible Person/Group</th>
<th>Status/Outcome</th>
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<tbody>
<tr>
<td>1-4</td>
<td>Ad</td>
<td>Advertising Placements</td>
<td>Contact local print outlets and media buy agencies to identify print and digital publication deadlines for February, March, April, and May print and digital ads. Print to include Kremen Printing (HOA magazines, Community Impact, Katy Times, Katy Magazine, Absolutely Katy, Covington Katy, The Rancher, etc.) Do not publish or distribute ad before Feb 8, 2021.</td>
<td>Advert</td>
<td>January</td>
<td>Director</td>
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<tr>
<td></td>
<td></td>
<td>Advertising and Direct Mail Calendar</td>
<td>Develop advertising and direct mail calendar</td>
<td>Print; digital; postal mail</td>
<td>1/5/21</td>
<td>Director</td>
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<tr>
<td>Action Plan Sample:</td>
<td></td>
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</tr>
<tr>
<td><strong>All</strong></td>
<td><strong>Event Specific</strong></td>
<td><strong>Social Media Posts</strong></td>
<td><strong>Thursday - Video social post alternate between CBAC interview, project video, informational video.</strong></td>
<td><strong>social media</strong></td>
<td><strong>3/11/2021</strong></td>
<td><strong>Social Media/Comms Specialist</strong></td>
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<tr>
<td><strong>All</strong></td>
<td><strong>Event Specific</strong></td>
<td><strong>Postcard - Overview Mailer</strong> (to all registered voters)</td>
<td><strong>2-color Bond overview postcard 4.25x6</strong></td>
<td><strong>print</strong></td>
<td><strong>3/12/2021</strong></td>
<td><strong>Brig. Ass't to CCO; Print Shop; Graphics</strong></td>
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<tr>
<td><strong>All</strong></td>
<td><strong>Event Specific</strong></td>
<td><strong>Social Media Posts</strong></td>
<td><strong>Friday - Fact Fact Friday</strong></td>
<td><strong>social media</strong></td>
<td><strong>3/12/2021</strong></td>
<td><strong>Social Media/Comms Specialist</strong></td>
</tr>
<tr>
<td><strong>All</strong></td>
<td><strong>Event Specific</strong></td>
<td><strong>Social Media Posts</strong></td>
<td><strong>Monday &amp; Wednesday - Informational Post about an Important Bond Key Topic</strong></td>
<td><strong>social media</strong></td>
<td><strong>3/15, 3/17/2021</strong></td>
<td><strong>Social Media/Comms Specialist</strong></td>
</tr>
<tr>
<td><strong>All</strong></td>
<td><strong>Event Specific</strong></td>
<td><strong>Principal's Newsletter</strong></td>
<td><strong>Email</strong></td>
<td><strong>email</strong></td>
<td><strong>3/17/21</strong></td>
<td><strong>Director: Communications Specialist</strong></td>
</tr>
<tr>
<td><strong>All</strong></td>
<td><strong>Event Specific</strong></td>
<td><strong>Social Media Posts</strong></td>
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<td><strong>3/18/2021</strong></td>
<td><strong>Social Media/Comms Specialist</strong></td>
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<tr>
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<td><strong>Event Specific</strong></td>
<td><strong>Social Media Posts</strong></td>
<td><strong>Friday - Fact Fact Friday</strong></td>
<td><strong>social media</strong></td>
<td><strong>3/19/2021</strong></td>
<td><strong>Social Media/Comms Specialist</strong></td>
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<tr>
<td><strong>All</strong></td>
<td><strong>Public</strong></td>
<td><strong>Seek endorsements from local and regional print and newspapers (Houston Chronicle, Houston Business Journal, KPRC, etc.)</strong></td>
<td><strong>print</strong></td>
<td><strong>3/1/2021</strong></td>
<td><strong>Manager, Media Relations &amp; Multimedia</strong></td>
<td><strong>completed</strong></td>
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<td><strong>All</strong></td>
<td><strong>Event Specific</strong></td>
<td><strong>Social Media Posts</strong></td>
<td><strong>Monday &amp; Wednesday - Informational Post about an Important Bond Key Topic</strong></td>
<td><strong>social media</strong></td>
<td><strong>3/22, 3/24/2021</strong></td>
<td><strong>Social Media/Comms Specialist</strong></td>
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<tr>
<td><strong>All</strong></td>
<td><strong>Event Specific</strong></td>
<td><strong>Speakers Bureau/Presentations</strong></td>
<td><strong>Davidson Elementary CAT Team</strong></td>
<td><strong>room</strong></td>
<td><strong>3/24/21</strong></td>
<td><strong>CCO, CCO</strong></td>
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<td><strong>All</strong></td>
<td><strong>Event Specific</strong></td>
<td><strong>Weekly eNews - District Newsletter</strong> (Bond Information)</td>
<td><strong>Weekly eNewsletter to be sent every other week beginning Feb. 10 to all staff, parents, community. Topics will include hot topics, Q&amp;A, past bond projects and more.</strong></td>
<td><strong>email</strong></td>
<td><strong>3/24/2021</strong></td>
<td><strong>Director: Communications Specialist</strong></td>
</tr>
<tr>
<td><strong>All</strong></td>
<td><strong>Event Specific</strong></td>
<td><strong>Social Media Posts</strong></td>
<td><strong>Thursday - Video social post alternate between CBAC interview, project video, informational video.</strong></td>
<td><strong>social media</strong></td>
<td><strong>3/25/2021</strong></td>
<td><strong>Social Media/Comms Specialist</strong></td>
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<tr>
<td><strong>All</strong></td>
<td><strong>Event Specific</strong></td>
<td><strong>Social Media Posts</strong></td>
<td><strong>Friday - Fact Fact Friday</strong></td>
<td><strong>social media</strong></td>
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<td><strong>Event Specific</strong></td>
<td><strong>Postcard Mailer - Faculty Partners (to all student addresses listed on KH, PHS, JHS)</strong></td>
<td><strong>Sized, folded 8.5x11</strong></td>
<td><strong>print</strong></td>
<td><strong>3/29/2021</strong></td>
<td><strong>Exec. Asst to CCO; Print Shop; Graphics</strong></td>
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A community-led bond advisory committee, comprised of over 100 parents, community members, school staff, and students, spent the past January developing a fiscal responsible bond package. It addresses enrollment growth and school needs to support the students of the district.

**2021 Bond Projects by Campus**

**Prop A**
- New schools, purchase of school sites, renovations, and expansions for aging campuses, safety and security, buses, building component replacements
- $591,388,568

**Prop B**
- Classroom and campus technology
- $59,755,242

**Prop C**
- Natatorium for high school #10
- $13,842,610

**Prop D**
- Campus and district athletic facilities/stadiums repairs and component replacements
- $11,260,000

**NO CHANGE TO TAX RATE**

If approved by voters, the 2021 bond package will produce a NO CHANGE TO TAX RATE. To learn more about your bond, visit katyisd.org/sites/bonds.
Exhibit 3a

KATY ISD BOND 2021
RECOMMENDED BY
COMMUNITY BOND ADVISORY COMMITTEE

EARLY VOTING
APRIL 19-27, 2021

ELECTION DAY
MAY 1, 2021

PROP A
New Schools, Purchase of School Sites,
Renovations & Expansions for Aging Campuses,
Safety & Security, Buses, Building Component
Replacements
$591,368,568

PROP B
Classroom & Campus Technology
$59,755,242

PROP C
Natatorium for High School #10
(All Katy ISD high schools have natatoriums)
$13,842,610

PROP D
Campus & District Athletic Facilities/Stadiums
Repairs & Component Replacements
$11,260,000

NO CHANGE
TO TAX RATE

WHAT THIS MEANS: Katy ISD can make all existing and new bond payments,
with the $.039 school district bond tax rate residents are currently paying.

SENIORS 65+
are exempt from any increase in
school taxes on their homestead.
Those age 65 and older will not see an increase in their taxes,
even if the appraised value of their home increases.

FOR MORE INFO: WWW.KATYISD.ORG/SITES/BONDS
Exhibit 3b
Exhibit 4

**Prop A** will provide important renovations and upgrades to aging Katy ISD campuses, along with 3 new campuses.

**Prop B** will supply technology retrofits to ensure all students have access to up-to-date technology in the classroom.

**Prop C** covers the high school #10 natatorium. All Katy ISD High Schools have a natatorium that is used as a practice space, meet venue, and community rentals.

**Prop D** supplies upgrades and renovations to Katy ISD Athletic facilities, such as lighting, track surfaces, bleachers, etc.

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**ON YOUR BALLOT ...**

**PROPOSITION A/B/C/D**

*The issuance of ... School Building Bonds by Katy Independent School District ... PURSUANT TO SECTION 45.003, TEXAS EDUCATION CODE: THIS IS A PROPERTY TAX INCREASE*

If approved by voters, the 2021 Bond package will produce **NO CHANGE TO TAX RATE** for Katy ISD taxpayers.

What this means: Residents’ tax rate does not change, though the length of time our community pays on existing & new school district debt is extended because the outstanding total has increased.

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**KATY ISD BOND 2021**

**NO CHANGE TO TAX RATE**

$0.39 TAX RATE NOW | AFTER ELECTION $0.39

What this means: Katy ISD can make all existing and new bond payments with the $0.39 school district bond tax rate residents are currently paying.
Early Voting: April 19-27
Election Day: May 1

**2021 Bond Package Recommendation**

- **PROP A**: New Schools, Purchase of School Sites, Renovations & Expansions for Aging Campuses, Safety & Security, Buses, Building Component Replacements
  - $591,368,568

- **PROP B**: Classroom & Campus Technology
  - $59,755,242

- **PROP C**: Natatorium for High School #10
  - (All Katy ISD high schools have a natatorium)
  - $13,842,610

- **PROP D**: Campus & District Athletic Facilities/Stadiums Repairs & Component Replacements
  - $11,260,000

- **87% PROP A**
  - 1 High School (#10)
  - 1 Junior High
  - 3 Elementary Schools
  - + renovations & expansions at aging campuses
  - Safety & Security Upgrades
  - Building Replacement Components
  - Northwest Transp. Center Buses

- **9% PROP B**: Classroom & Campus Technology

- **2% PROP C**: Natatorium for High School #10
  - (All Katy ISD high schools have a natatorium)

- **2% PROP D**: Campus & District Athletic Facilities/Stadiums Repairs & Component Replacements
Exhibit 5

**Katy Independent School District**

**District Success**
- A+ Niche Best School Districts Grade
- A Texas Education Agency accountability rating
- A Financial Rating

**Student Achievement**
- 92% for 2019 (State average was 81%)
- $25 million

**2021 Bond Package Recommendation**
- 87% PROP A
  - 1 High School (K10)
  - 1 Junior High
  - 3 Elementary Schools
  - Renovations & expansions at aging campuses
  - Safety & Security Upgrades
  - Building Replacement Components
  - Northwest Transp. Center Buses
- 9% PROP B
  - Classroom & Campus Technology
- 2% PROP C
  - Natatorium for High School #10
  - All Katy ISD high schools have a natatorium
- 2% PROP D
  - Campus & District Athletic Facilities Repairs & Component Replace

**2021 Community Bond Advisory Committee Recommendation**
- PROP A
  - New School, Renovation of School Sites, Renovations & Improvements for Aging Campuses, Safety & Security
- PROP B
  - Classroom & Campus Technology
  - Natatorium for High School #10 (ensures equity across all HSs)
  - Campus & District Athletic Facilities/Stadiums Repairs & Component Replacements
  - $21,260,900

**New Texas Legislation - School Bond Ballot Language**
- NO CHANGE TO TAX RATE
- For Katy ISD Taxpayers

**What “this is a property tax increase” means:** Residents’ tax rate does not change, though the length of time our community pays on existing & new school district debt is extended because the outstanding total has increased.
Early Voting is here!

Your vote matters!
When you head to the polls, you will see four proposed Bond propositions and two Board Candidate positions on the ballot.

The Bond portion of the ballot will look very different this year. Proposition A, B, C, and D are listed separately with individual lines to cast a vote for each item. Also, keep in mind that recent changes to state law now require all bond ballots to include the language "This is a property tax increase," even though there is no change to the district tax rate.

What's in Proposition D?
Prop D: Campus & District Facilities/Stadiums Repairs & Component Replacements

The ballot description for Prop D can at first seem a bit confusing, but by taking a look at the bones of the proposition you'll see it's comprised of four major areas in need of improvement:

- Junior High & High School Gym Bleacher Replacements.
- Junior High & High School Track and Field Surface Replacements.
- High School Athletic Field Lighting Replacements, and
- A New Roof & Stair Caulking at the 40-year-old Rhodes Stadium

Texas legislation requires school districts to have separate propositions for bonds that fund construction or improvements for Technology,