

PROJECT

LOSD 2025 Bond Development Committee Meeting

MEETING SUBJECT

Meeting #5

DATE

2025-02-04

LOCATION

Lakeridge High School Library

TIME

4:30-6:00 pm

ATTENDEES (Present in Bold)

Guy Benn
Brian Bills
Andrew Burt
Courtney Clements
Charlie Crandall
Ryan Durrett
Daniel Gareau
Debbie Hansen
Michael Harrison
Jennifer Hertert
Stuart Ketzler
Jennie Knapp
Mary Kay Larson
Sarah Lavoie
Beatrice Madden
Midorie Padin
Erin Quandt
Ally Reif
Jennifer Schiele
Jennifer Self
John Sperry
Rebecca Stuecker
Chandra Vallely
Tony Vandenberg
Patrick Walsh
Jon Wollmuth

DISTRIBUTION

Attendees

This is a record of the February 4th Bond Development Committee Meeting.

Meeting Agenda

- Welcome
- Polling Results
- Where We Were & Where We're Going: Bond Package & Messaging
- Next Steps

Polling Results (see attached presentation slides by Patinkin Research Strategies)

Jeremy Wright (Wright Public Affairs) introduced the Patinkin polling results with an overview of the current bond and general voter sentiment:

- Polling is a snapshot in time and can change one day to the next.
- There is nothing in the proposed bond package that conflicts with the messaging, the committee has crafted a package that aligns with where we see voters being the most supportive: vital repair projects.

- Campaigns matter, and messaging matters. Educate your voters, and focus on getting a higher turnout for supporters like parents.

Maggie Simich (Patinkin Research) reviewed the polling results

- Only likely voters were polled
- Generally speaking, support decreased from the August poll.
- The margin of error is 4.9%
- Voter findings
 - Suppression of traditional pro-education voters
 - Consolidation of traditional No voters.
- Strong support increases when highlighted as a “renewal” and not a tax increase.
- Vital repairs for health, safety, and security are the strongest messages.
- Under the guise of resilient schools, support to replace the two oldest schools with the best messaging focused on the age of the failing buildings and systems.
- Other categories like CTE/STEM or educational programs might resonate with parents with children in school but not as strongly with voters not connected with our schools.

Where do we go from here?

- In the last bond, polling was in the high 50s at this stage. You’re currently at 49%. There is a lot of ground to make up with a consistent and persistent information campaign.
- In the last bond, LOSD increased the margin by 4% with last-minute ballots. Those are your younger voters, your parents. It is important to encourage them to turn out.
- This is a “Goldilocks” bond. It’s not too small and not too large. A smaller bond will lose your core voters and parents.
- The most important thing the campaign can do is talk about the “why.” Build knowledge about the needs for these facilities.

Bond Package & Messaging

Rebecca shared the most recent bond package description (see attached) that has been re-organized and consolidated based on input from the previous committee meeting and from recent polling data. The following is a summary of the committee feedback:

- Based on what resonates with voters, we should categorize all repair projects in the first category. Some of the costs related to the CTE/STEM additions at the high school are related to repair and renovation of the existing building; let’s move that to category 1.
- In the last category, we should say something about the failing admin building. The state of the building is a major reason for moving admin to Uplands.
 - The financial inefficiencies message also worked with voters.
- Is the BDC responsible for wordsmithing this message or will that be the Campaign team?
 - It is not entirely the BDC’s responsibility, however, this committee will be presenting the package as a recommendation to the board and will need to feel comfortable that the verbiage is close.
- Will there be costs associated with the items in the package we present to the board or just the total bond value of \$235M?
 - Yes, we will want the recommendation to the board to include a cost for each major category as shown.
- Does STEM/CTE work as a message to voters?
 - Not necessarily. But “College and Career Ready” has resonated with our voters in the past.

2025 Bond Development
Lake Oswego School District

- This is our “Last Chance Bond”. It’s number 3 out of 3. This is the last bond to wrap up all of the needs that were originally identified in 2016. It’s the completion of the original plan.
 - The work was spread over three bonds in order to reduce the burden on voters.
- The message that schools are a community resource also resonates with voters. The district works with local neighborhood associations and the Red Cross to ensure the facilities can be a resource in an ice storm or other event: this messaging is important.
- The committee has received testimony about the importance of a new turf practice field at LOHS. Where is that in the bond priorities?
 - It is still important, but it has not been identified as a priority 1 or 2 repair project and therefore doesn’t fall into the “Repair Failing Schools” message that is most likely to gain voter support. It is a top project in the “parking lot” if we have additional money through premiums or after completing projects outlined in the bond package.

Next Steps

The District will make the following adjustments to the package based on committee feedback:

1. Move all Repair & Renovation costs to the first category even if they are associated with the STEM additions.
2. Add a description about the condition of the admin building.

The revised version will be sent to the committee via email for comment. If there are no major concerns in the committee’s feedback, then the Feb 18th meeting will be canceled.

The committee can present the bond package recommendation as an informational item to the School Board on Feb 24th. The School Board can take action to accept the recommendation and move forward with a capital improvement bond in the March 10th meeting.

Minutes Written By:

Rebecca Stuecker

Principal, Arcadis Architects Inc.

Attachments: Presentation Slides
Patinkin Research Polling Results