

What advice or feedback do you have for the District and the Board of Education as they consider next steps?

1. Strong Support for Facility Improvements

- Edgewood Elementary identified as an urgent priority – cited repeatedly for overcrowding, safety issues, structural disrepair, outdated kitchen and inadequate space.
 - Broad understanding that aging infrastructure and growth in enrollment necessitate action.
 - Many comments support new buildings over renovations, citing cost effectiveness and long-term value.
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2. Concerns with Scope and Cost of Proposal

- Voters expressed unease about the \$82 million price tag, regardless of the zero millage rate.
 - Athletics and non-core features (especially the soccer complex) are seen as “extras” that could be postponed or handled separately.
 - Several respondents asked to “trim the fat” and scale back to just essential upgrades.
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3. Communication Clarity & Messaging Issues

- Many found the “zero mill increase” language confusing or misleading; perceived as disingenuous or “bait-and-switch.”
- Call for better education on how bonds work, tax implications, and community benefit.
- Suggestions include:
 - Plain language explanations
 - Infographics, videos, mailers

- Testimonials from parents/staff/students
 - Clarification that taxes are already rising due to home value—not the bond
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4. Combatting Misinformation & Building Trust

- Several cited an anonymous mailer and social media disinformation as major problems.
 - Requests for more frequent, transparent updates and real-time social media engagement.
 - Some respondents mentioned lack of trust in administration and questioned contractor relationships and budgeting accuracy.
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5. Get-Out-the-Vote & Voter Engagement

- Many suggested stronger emphasis on turnout:
 - Canvassing, calls, text banks
 - Community-hosted meetings
 - Outreach to older residents and non-parents
 - Student and college voter initiatives
 - Concerns that polling info and ballot details were unclear to some, contributing to missed votes.
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6. Tone & Advocacy

- Emphasis on positive, respectful, and informative tone online—especially on official school and campaign pages.
 - Teachers and staff asked to be empowered to help advocate and inform.
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7. Recommended Strategies & Next Steps

- Break up proposals (e.g., buildings now, athletics later).
- Consider November elections for better turnout.
- Host open houses, walkthroughs, forums, and publish detailed cost breakdowns.
- Engage opposition to better understand concerns.
- Model approach on successful districts (e.g., Mona Shores).
- Ensure consistent, respectful responses to all inquiries from community members.

SUMMARY OF ACTIONABLE INSIGHTS

Category	Actionable Recommendation
Scope & Budget	Trim non-essential items, especially athletics; focus on critical facility needs.
Messaging	Clarify zero millage, funding process, and tax implications using simple, repeated messaging.
Transparency	Offer detailed project cost breakdowns, timelines, and public Q&A opportunities.
Voter Engagement	Increase outreach through canvassing, calls, college voter drives, and visible signage.
Community Trust	Address mistrust by demonstrating fiscal accountability and responsiveness to questions.
Timing & Delivery	Consider reintroducing during higher-turnout elections (e.g., November).
Community Events	Organize forums, town halls, walkthroughs, and presence at school and township events.