

**ALBANY UNIFIED SCHOOL DISTRICT
BOARD AGENDA BACKUP**

Regular Meeting of February 14, 2017

ITEM: COMMUNICATION PLAN ON FACILITIES

PREPARED BY: ALLAN GARDE, CHIEF BUSINESS OFFICIAL

TYPE OF ITEM: REVIEW & DISCUSSION

PURPOSE: To review and discuss the proposed communication plan regarding upcoming facilities projects.

BACKGROUND INFORMATION: At the [October 27, 2015 Regular Meeting](#), the Board approved June 7, 2016 as the date for the potential bond election. At the [February 23, 2016 Regular Meeting](#), the Board approved placing two bond measures on the June 7, 2016 Statewide Primary Ballot. At the [May 24, 2016 Regular Board Meeting](#), the Board discussed how the District communicated to stakeholders prior to the approving to place the two bond measures on the ballot. At the [June 28, 2016 Board Meeting](#), the Board certified the election results of Bond Measures B & E. At the [September 13, 2016 Board Meeting](#), the Board approved the first series of bond issuances. At the [November 8, 2016 Board Meeting](#), the Board reviewed the results of the first series of issuances.

DETAILS: The communication plan on facilities is broken up into several parts:

- Who will be regularly informed (Ambassadors of Information)?
 - o Project Design Team
 - o Sustainability / Integrated Design Committee
 - o Board of Education
 - o Citizens' Bond Oversight Committee
 - o City of Albany

- Who will be targeted at key milestones of the project?
 - o School Site Staff
 - o Parent(s) / Guardian(s) District-wide
 - o Surrounding Neighbors
 - o City of Albany

- How will these groups receive information?
 - o School Newsletters
 - o Door to Door
 - o Flyers
 - o Regularly Scheduled Open Meetings

- Where can someone turn to for pertinent information on the project?
 - o Allan Garde, Chief Business Official: agarde@ausdk12.org
 - o A member of the Ambassadors of Information Group
 - o Website: www.ausdk12.org

KEY QUESTIONS/ANSWERS:

1. Where can I go to learn more about Bond Measures B & E and stay current on each project?
 - a. The Albany Unified School District website at: www.ausdk12.org has a lot of information and is routinely updated with pertinent information.

2. Why only inform stakeholders on two aspects about the project?
 - a. A school construction project is complex with both a wide array of stakeholders and numerous areas of interest. Communicating all things to all stakeholders increasing the possibility of messages being lost and communication breaking down. Distilling it to “What is the project going to look like?” and “How will this project impact me?” will ensure more stakeholders have access to accurate and timely information.

FINANCIAL INFORMATION: N/A for the discussion

STRATEGIC GOALS ADDRESSED: This Board Item addresses



Objective #3: Communicate and Lead Together.

Goal: All stakeholders will collaborate and communicate about decisions that guide the sites and district.

<p>RECOMMENDATION: Discuss the Presented Communication Plan Regarding Upcoming Facilities Projects</p>



ALBANY UNIFIED SCHOOL DISTRICT

Val Williams, Superintendent
1051 Monroe Street, Albany CA 94706

Communication Plan on Facilities

February 14, 2017

Allan Garde, Chief Business Official



The Purpose

- With “**Communicate and Lead Together**” being the third objective of our Strategic Plan, this Board Item describes how staff plans to communicate to stakeholder groups regarding upcoming construction projects.



Regular Updates

Ambassadors of Information

- Project Design Team(s)
- Sustainability / Integrated Design Committee
- Board of Education
- Citizens' Bond Oversight Committee
- City of Albany



Standard Practice Forms of Communication

- Website
- Facebook and Twitter
- Board of Education Meetings
- Email Group of Interested Stakeholders
- 2x2x2 Meetings with the City and UC Berkeley



What Needs to be Communicated?

- Design of the Project(s)
- Operational Impact on Staff, Families, and Neighbors
- Temporary Housing, as needed



Who Will We Target?

Project Design

- School-Site Staff
- Parent / Guardians
District-wide
- Surrounding
Neighbors

Operational Impacts / Temporary Housing

- School-Site Staff
- Parent / Guardians
District-wide
- Surrounding
Neighbors
- City



Additional Methods of Communication for Facilities

- Coordinate Open Meetings (1st and 3rd Fridays)
- Town Hall Meetings (For Temporary Housing)
 - Accessible Location
- School-Site Staff
 - Staff Meetings; Email; School Newsletters
- Parent / Guardians District-wide
 - School Newsletters
- Surrounding Neighbors
 - Flyers; Door-to-Door
- City of Albany
 - Schedule Meetings as Needed



Additional Options

- **Community Wide Flyer/Mailer:**
 - All households in Albany
 - Approximately \$18,000 to \$25,000
 - Frequency
 - Key Content
- **Frequently Asked Questions**
 - How to distribute?
- **Project Video Timelines**
 - Approximately \$7,500 a year per camera



Next Steps

- **February 28, 2017** – AMS Annex Design/Build Entity Selection
- **March 8, 2017** – Ad-Hoc Facilities Master Plan Meeting
- **Beginning in March 1st and 3rd Fridays** – Open Meetings on Facilities at the District Office
- **March / April**
 - **To Be Determined** – Notify Primary Audiences of the scheduled open review of the AMS Annex Design
 - **To Be Determined** – Open Review of AMS Annex Design
- **June / July / August**
 - **To Be Determined** – Notify Primary Audiences of scheduled construction and potential impacts

