

SAN RAFAEL CITY SCHOOLS

Bond Program

Building for Student Success



Strategic

Communications Plan

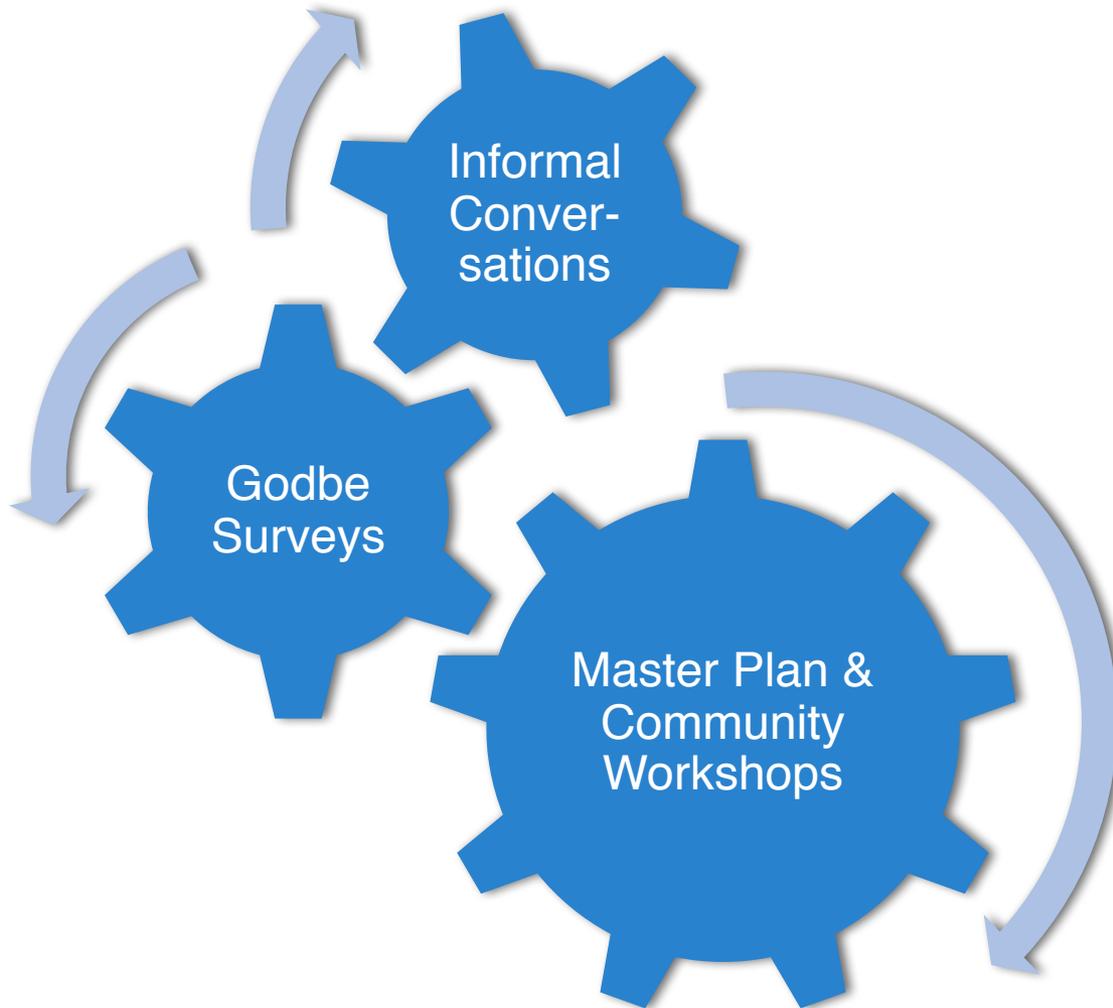
BOARD OF EDUCATION

NOVEMBER 14, 2016



Building the Foundation

Research



Vision

*By employing **authentic, transparent & two-way communication and engagement**, SRCS will be equipped to **successfully** implement its Bond Program with **support** from and **collaboration** with the greater **San Rafael community**.*



Goals & Objectives

Goal 1: Establish an effective communication program that can be easily understood by the greater public to inform all audiences about the implementation, accomplishments and expenditures of Measures A & B.

Goal 2: Engage stakeholders meaningfully in the planning and design.

To these ends, the following **objectives** have been identified:

- Identify and communicate how students and school communities directly benefit
- Celebrate achievements, progress and initiatives
- Encourage stakeholders to participate in planning and design phases for their schools
- Establish the program as an example of efficiency and effectiveness
- Reinforce that the program only meets a portion of the district's facilities needs
- Gain the public's confidence in implementing the program

Audiences

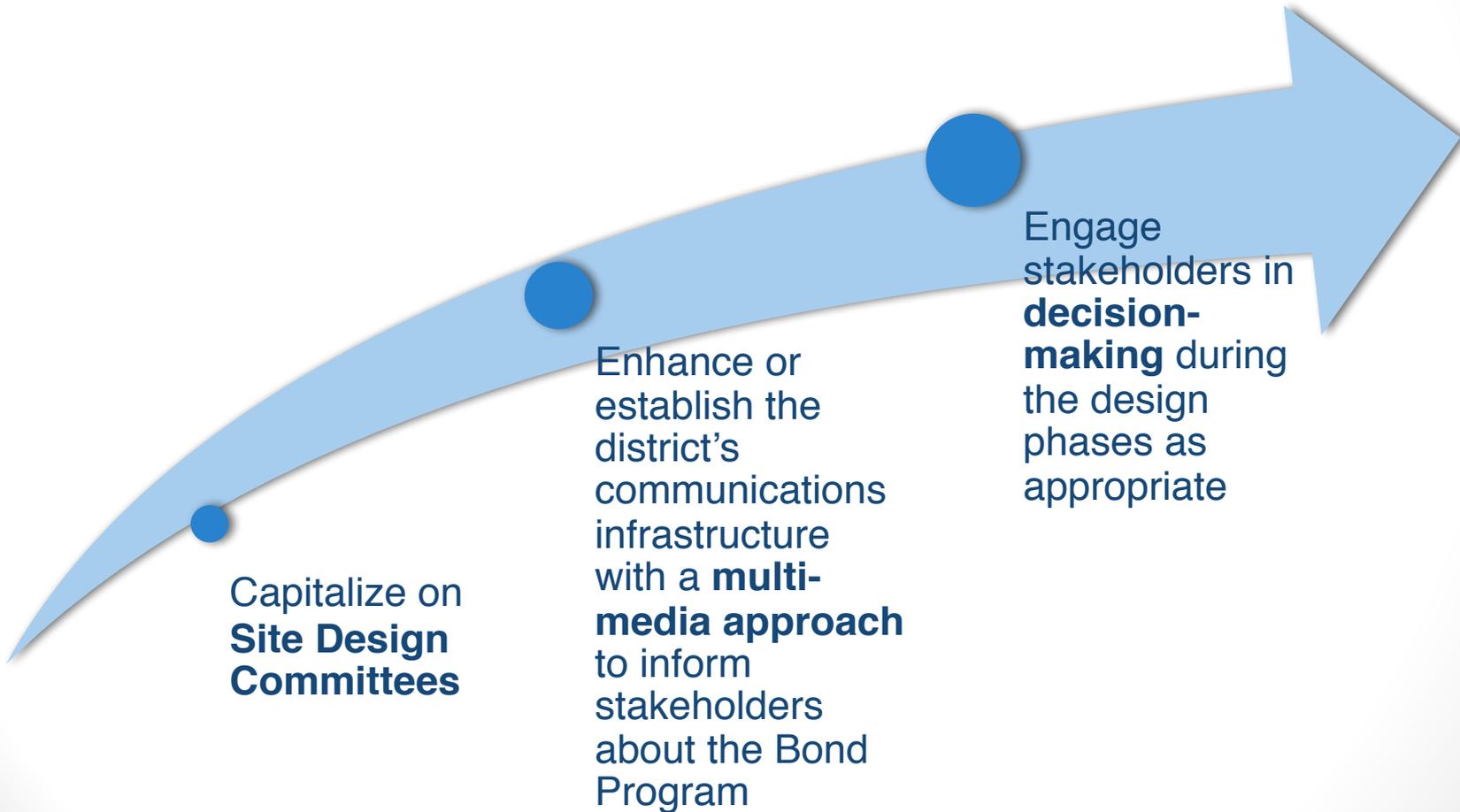
Internal

- Board of Education
- Teachers and classified staff
- Students
- Parents and families
- Labor management groups
- Administrators

External

- Oversight Committee
- Community members / taxpayers
- Community groups
- Local officials
- Partners
- Business community
- Realtors
- Media

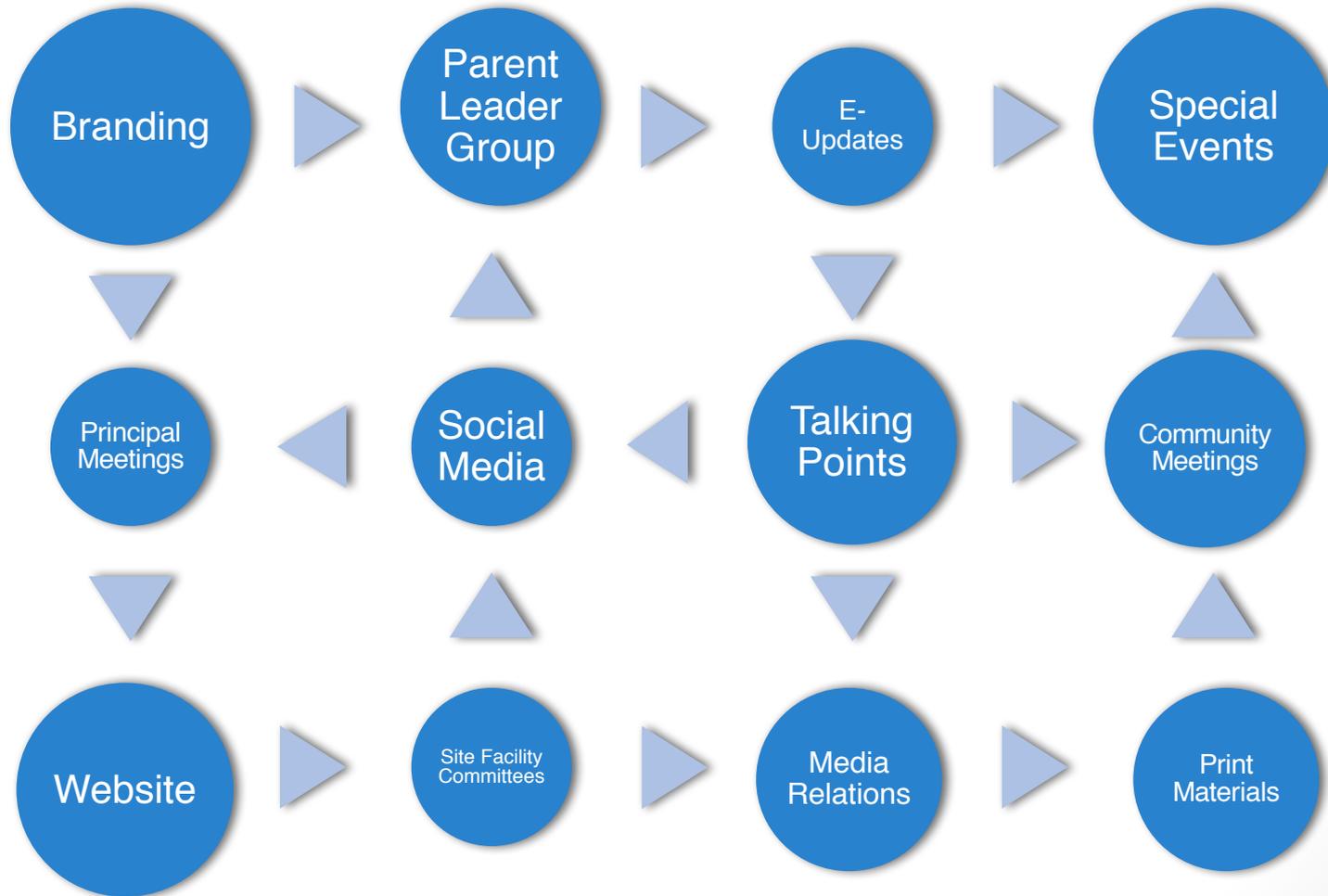
Strategies





Bringing the Plan to Life

Tactics



Website

WWW.SRCSBONDPROGRAM.ORG



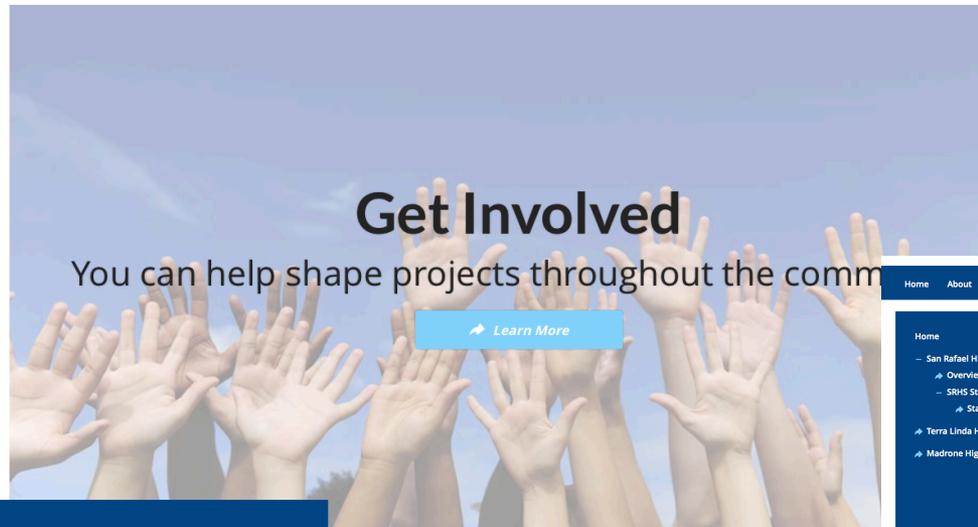
Translate

SRCS Homepage



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Home About School Projects Getting Involved Master Facilities Plan Oversight Committee Doing Business With Us



Get Involved

You can help shape projects throughout the community.

[Learn More](#)

Building for Student Success

San Rafael City Schools' bond program, comprised of \$108 million to fund updates to our elementary and middle schools and \$161 million for our high schools, was generously approved by San Rafael voters in November 2015.

Over the next eight years, the bond program will provide much needed

News & Updates

Architectural Firms Selected

In August 2016, the SRCS Board of Education approved the pool of available architectural firms to perform comprehensive design services on selected Measure A and B Programs. **Click the headline to learn about the selected firms.**

Notice of Preparation of an Environmental Impact Report for the SRH:

San Rafael City Schools is preparing an Environmental Impact Report (EIR) for the proposed expansion and reconstruction at the San Rafael High School campus located at 185 Mission

Home > About > Overview > A Look Back: The Path & Process

Introduction

- [A Look Back: The Path & Process](#)
- [Ballot Language](#)

Our Path to Improving Our Facilities

Creating the Foundation

San Rafael City Schools undertook a comprehensive master facilities planning process to develop a long-term roadmap of improvements to move our school facilities into the 21st Century.

Over a period of two years, the District collaborated with members of the greater SRCS community to build the District-wide Master Facilities Plan (MFP). Extensive input was gathered and incorporated through many workshops and sessions at schools and throughout the community. The MFP was approved by the Board of Education in July 2015. It identified approximately \$273 million in need for the Elementary School District and \$181 million in need for the High School District. [Click here to download the MFP.](#)

In November 2015, the San Rafael community overwhelmingly supported Measures A and B to fund a portion of the MFP. Measure A provides approximately \$108 million to fund updates to the District's

Resources & Files

- [Approved Master Facilities Plan document](#)
- [Measures A & B information](#)
- [Spring 2016 Community Workshops](#)
- [April 2016 Board Presentation](#)
- [ESD Measure A Phase One Master Facilities Implementation Plan](#)
- [HSD Measure B Phase One Master Facilities Implementation Plan](#)

Learn More

Please explore this webpage to learn more about the plans and design, as well as information on the [Stadium Committee](#).

- If you have questions about the project, please contact Van Pelt Construction Services at 707-695-2408 or pete@vpcsonline.com.
- If you would like to learn more about getting involved in the committee, please contact SRHS Principal Glenn Dennis at gdennis@srcs.org or 415-

Construction is projected to start in spring 2017.

E-Updates

SAN RAFAEL CITY SCHOOLS Bond Program

Building for Student Success



UPDATES ON SRCS' PROGRESS ON MEASURES A & B

[HAGA CLIC AQUI PARA
LEER EN ESPANOL](#)

September 2016

Welcome to the First Edition of our San Rafael City Schools Bond Program E-Newsletter!

This newsletter is just one way SRCS plans to regularly share updates and progress on our bond program.

San Rafael City Schools' bond program, comprised of \$108 million to fund updates to our elementary and middle schools and \$161 million for our high schools, was generously approved by San Rafael voters in November 2015.

Over the next eight years, we will be making much needed improvements to our facilities to create safe, innovative learning environments and to provide instructional technology to support 21st century learning. Additional classrooms, labs and equipment will reduce overcrowding and will meet the growing demand for hands-on science, technology, engineering, arts and math (STEAM) classes. Projects will roll out over several years as we work closely with our school communities on the planning, designing and subsequently, construction will begin!

Bond Program Website Launched

We have created a website specific to the bond program to serve as a go-to resource for information and for the community to follow our progress -



Architectural Firms

In August 2016, the Board of Education approved the pool of available and prequalified architectural firms to perform comprehensive design services on selected projects within the Measure A and B Programs.

As part of the next steps for the Elementary School District, a collaborative architectural selection process is currently being developed to match specific school site

the Bond Program Team

rust and talented team to lead our \$269 million program supported by Measures A and B.

es Program

y served as Director of Strategic Initiatives in the jointed the Senior Director of Capital Facilities Program nsible for overseeing the bond program to update and

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ive search and interview nt services, the Board of

Van Pelt Construction Services (VPCS) in June 2016 Through their program management services, VPCS strict staff, architects, contractors and consultants in all tion.



ding Northern California program and construction school, university and healthcare projects.

Site Facility Committees

- Critical to the success of the site work is collaboration with the school communities on project designs and details.
- Site Facility Committees have been formed, made up for teacher, staff, parent, student and community members representatives
 - Will partner with the project team, including architects, engineers, project and/or construction managers, District staff and others, in guiding the design and planning work at the school.
 - Communication ambassadors

Purpose: *The Site Facility Committee will strive to identify specific design, scope, schedule and budget for each project within the selected campus. Once the committee comes to consensus, it will make a recommendation to the Capital Facilities Program Team.*



Questions?