The Art & Science of Passing Bond Issues in Uncertain Times
Top 10 factors impacting success at the polls...

1. Demographics of Electorate
2. Perceived Urgency
3. Trust of Institution
4. Support From Key Influencers
5. Commitment to Public Policy
6. Precision Polling
7. Campaign Fundraising
8. The Opposition
9. Ability to Mobilize Grassroots Team
10. Strong Campaign
Five of the most critical...

Demographics of Electorate  Perceived Urgency  Trust of Institution

Commitment to Public Policy Process  Precision Polling
Your team needs the entire tool kit.

2011 Illinois Election Workshop

Triton College • April 28 • 1:00-3:30 PM

“Hands down the best election workshop out there. No sugarcoating. They tell you exactly what you need to know if you want to succeed at the polls.”

Scott Pointon, Director
Des Plaines Public Library District

To Register:
www.gkbaum.com/elections

April 28, Triton College, 1:30 PM.
Thursday, April 28 presenters...

More than 40 years of election experience, and more than 400 successful bond elections...

Ann Nock  
Senior Vice President  
George K. Baum & Company

Ms. Nock is one of the nation’s most experienced local tax and referendum public opinion research and communications strategists. She serves as manager of George K. Baum & Company’s Strategic Planning Group whose national clients include K-12 school districts, city and county governments and special districts. Ms. Nock has helped guide more than 200 tax issue campaigns to success, projects totaling more than $9 billion. More than 90 percent of these campaigns required a super-majority vote for passage.

Paul Hanley  
Senior Vice President  
George K. Baum & Company

Mr. Hanley has more than 25 years of public policy, public affairs and campaign experience. He has been involved with hundreds of successful bond issues and other tax-related referenda during his career, providing public policy and campaign guidance to municipalities, counties, school districts, community colleges and special districts throughout the nation. He is a frequent speaker at state and local conferences.

Kyle W. Harding  
Associate  
Chapman & Cutler

Mr. Harding is an associate with the law firm of Chapman and Cutler LLP and a member of the firm’s Public Finance Department. His practice includes acting as bond counsel and underwriter’s counsel on governmental use bond financings. Mr. Harding’s transaction experience includes the representation of school districts, park districts, municipalities and other governmental entities in Illinois in connection with the financing and refinancing of capital improvement projects.
Is high voter turnout “usually” a good thing for passing tax measures?

☐ Yes

☐ No
Is high voter turnout “usually” a good thing for passing tax measures?

☐ Yes

☐ No
Demographics of Electorate
“When you go is as important as what you ask for.”
Voter Profile in “Low-Turnout” Election

- Older voters
- More fiscally conservative voters
- More property owners (taxpayers)
- Longer length of residency
- Less tax tolerant
- More Republicans
Entire Population of College District
Entire Population of College District

Adult Population

Active Registered Voters

Presidential

Gubernatorial

March Primary
Polling

Your Unique Situation

Older Voters
Empty Nesters
Property Taxpayers
Republicans
Fiscally Conservative

Younger Voters
Less Than 3 Years in District
Female
Democrats
Parents With Children Under 19

March Primary

Presidential

Gubernatorial
Perceived Urgency
Voters want to know “Why now?”
(Can it wait a year? Two years?)
“It’s the economy, stupid.”

James Carville, 1992 Presidential Campaign
Strong College

- Casper College has added 20 new majors since 2004.
- Enrollment has increased by 8% in just the past two years.
- Additional instructional space is needed to address demand by local employers and students.
- There are new majors in many rapidly growing industries that cannot be implemented due to a lack of instructional space.
- The positive financial impact of Casper College on Natrona County's economy exceeds $500 million annually.
- Casper College serves the workforce training needs of many employers in Natrona County and Wyoming.

*Based on a recent study conducted by Economic Modeling Spreadsheets, Inc., a leading provider of socioeconomic impact information.

Strong Future

- Extensive planning has gone into a Master Plan that calls for the construction of three new buildings as well as the renovation and repurposing of two existing buildings.
- The three new buildings will provide about 150,000 sq. ft. of instructional space. The renovation and repurposing of two existing buildings will create about 40,000 sq. ft. of space for classrooms and labs.
- The new instructional space will allow for the implementation of new programs and majors that are in high demand by students and employers.
- Improvements will also provide for an Arts District, one-stop student services, the consolidation and unification of administrative offices, as well as space for student government, catering, health services, newspaper and activities.

A Small Investment With Big Benefits...

- Private donations, saved maintenance money and/or requested state funds will fund approximately 42% of the total cost.
- The college has decreased the bond package from $41 million to $35 million, which has reduced the estimated tax impact to $1.50 per month per $100,000 of a home's market value.
- University of Wyoming will be contributing 50% of the cost of the UW/CC & Student Union project.
- Separate funding sources (NOT a voter-approved bond issue) will pay for new residence halls to be constructed beginning in 2009.

Gateway Building
- The Gateway Building – Center for Training & Development—coupled with improvements to the Administration Building—will provide much-needed instructional space for programs and new majors.
- It will include an Instrument Flight Training Center, Space Technology Hub, Paramedic, salon instruction, and physical therapy internship.

Music Building
- Indicates major progress in a project near the existing music building.
- Provides space for Student Government, Health Services, Newspapers, and Activities.

UW/CC & Student Union
- Brings all University of Wyoming classes and offices together in one location.
- Provides space for Student Government, Health Services, Newspapers, and Activities.
"We have a serious shortage of nurses and other healthcare professionals in Fremont County. This problem is going to get much worse as the federal healthcare plan goes into effect. I urge you to support Central Wyoming College's bond issue."

— Dr. Roger Gore, President, Riverton
Chair, CWC Board of Trustees

NEW HEALTH AND SCIENCE CENTER

For Jobs • For Training • For a Stronger Economy

New Health and Science Center will...

• Tackle Fremont County’s shortage of healthcare professionals
  - New Center addresses current and future shortage of nurses and other healthcare professionals in Fremont County
  - Currently only 32 of 301 enrolled pre-nursing students can be admitted per year; the new Center addresses that serious bottleneck

• Allow expanded use of virtual medical skills training lab (benefiting both students and healthcare professionals seeking additional training)

• Address needs of Fremont County employers

• Attract new employers and professionals

• Help retain employers and generating new start-up companies

• Benefit numerous CWC programs
  - Nursing
  - Dental Assistant
  - Certified Nursing Assistant
  - Medical Office Assistant
  - Anatomy & Physiology
  - Microbiology & Biology
  - Pre-Health Professional (physical, dental, physical therapy, chiropractic, optometry, pharmacy, vet med)

• Benefit more than 80% of CWC degree students who are required to take a lab science

This IS the Right Time...

- Interest rates at 40-year low
- State matching funds
- Reduced to $1,764/mo tax impact

* Reduced tax means increased amount of income saved per month

"Our healthcare system in Fremont County is at a tipping point. We desperately need more nurses and other healthcare professionals. Please vote FOR the CWC Health and Science Center."

— Chris Snelvik, Chief Executive Officer
Riverton Memorial Hospital

"We can’t afford to wait. The federal healthcare plan is going to swamp our local healthcare system. It’s already started. Please support CWC’s Health and Science Center project."

— Ben Quinton, Chief Executive Officer
Lander Regional Hospital
Trust of Institution
I like the project.

But I don't trust them with the money?
How do you test trust?

Your Grade

A
D

B
F

C

Right Track or Wrong Direction?

Right Track

Wrong Direction

YES Vote

NO Vote

YES Vote

NO Vote
Commitment to Public Policy Process
Public Policy…

Campaign…
Public Policy…

Paid by College

Campaign…
Yes, It's Legal.
Public Policy - March 2012 Election Campaign...

- Justification
- Needs Assessment
- Share Needs Assessment With Community
- Get Their Reaction
- Board Assessment / Define Question / Vote
Public Policy…

- Justification
- Needs Assessment
- Share Needs Assessment With Community
- Get Their Reaction
- Board Assessment / Define Question / Vote (July/Aug)

Election is won or lost by the time you cross this line.
“What I want to get done is what the people desire to have done, and the question for me is how to find out exactly.”

Abraham Lincoln
Precision Polling
Phone Poll

• Scientific (+/- 4.9%)

• Random, stratified sample of 400 voters
Why?

- Determine voter attitudes
- Test support: 1) for public entity and 2) ballot measure
- Determine tax voters will support
- Identify convincing messages
- Frame issues
- Define “swing voters”
Testing pieces of the overall packages...

<table>
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<tr>
<th>Priority</th>
<th>Proposal</th>
<th>strong</th>
<th>some</th>
<th>Support</th>
<th>Oppose</th>
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<tr>
<td>Critical</td>
<td>Restore eliminated art &amp; music programs</td>
<td>54</td>
<td>26</td>
<td>80%</td>
<td>18</td>
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<tr>
<td></td>
<td>Add more teachers to reduce class size</td>
<td>57</td>
<td>22</td>
<td>79%</td>
<td>18</td>
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<tr>
<td></td>
<td>Restore eliminated teacher/staff positions</td>
<td>53</td>
<td>22</td>
<td>75%</td>
<td>22</td>
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<td>Key</td>
<td>Renovate/repair district buildings as needed</td>
<td>38</td>
<td>37</td>
<td>74%</td>
<td>23</td>
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<tr>
<td></td>
<td>Computer &amp; Internet access; rewire, equip, staff</td>
<td>37</td>
<td>35</td>
<td>72%</td>
<td>26</td>
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<tr>
<td>Solid</td>
<td>Add staff for safety &amp; school building security</td>
<td>32</td>
<td>37</td>
<td>69%</td>
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<td></td>
<td>Skyline Science, Tech, Engineering program</td>
<td>35</td>
<td>30</td>
<td>64%</td>
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<td>Build a new high school in Frederick</td>
<td>27</td>
<td>33</td>
<td>61%</td>
<td>27</td>
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Communications Impacted by Survey Results

• Ballot Question
• Direct Mail
• Earned Media

• Letters to the Editor
• Phone Bank Script
• Print Ads
Strong College

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Gateway Building

- The Gateway Building – Center for Training & Development – coupled with improvements to the Administration Building will provide much needed instructional space for programs and new majors.
- Designed to house the Biomedical Sciences Building, Space Technology, Music, Performing Arts, and Physical Therapy Institute.

Music Building

- Includes unique spaces in a new facility.
- Acoustic problems exist half of existing Arts Building.
- Much-needed science labs and classrooms.
- New renovation of Arts Building.

UW/CC & Student Union

- Brings University of Wyoming classes and offices together in one location.
- Provides space for Student Government, Health Services, Newspapers, and activities.

Vote YES For Casper College

- Job Training
- Economic Development
- Academic Excellence

A Strong Future for Natrona County

Vote YES For Casper College

Strong College • Strong Future
Defining your swing voters...

- Democrat male: 63%
- Conservative/moderate Unaffiliated: 62%
- Moderate/liberal Unaffiliated: 60%
- Liberal Democrat: 60%
- Unaffiliated 50+ yrs: 60%
- Moderate: 60%
- High SES: 59%
- Longmont NE: 59%
- Unaffiliated female: 59%
- Democrat 50+ yrs: 59%
- Longmont SW: 58%
- Unaffiliated: 58%
- College graduate: 58%
- Male 50+ yrs: 58%
- Male: 58%
- TOTAL: 55%
Are you ready for 2012?

1. Demographics of Electorate
2. Perceived Urgency
3. Trust of Institution
4. Support From Key Influencers
5. Commitment to Public Policy
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