



# Getting Analytical

Using Voter Analytics  
to Assist with Passing  
a Bond Issue

Mark Pfister – Boyd Jones Construction  
Steve Dethlefs – Board Member, Fort  
Calhoun Community Schools

# Fort Calhoun Community Schools





# Vote Yes Committee



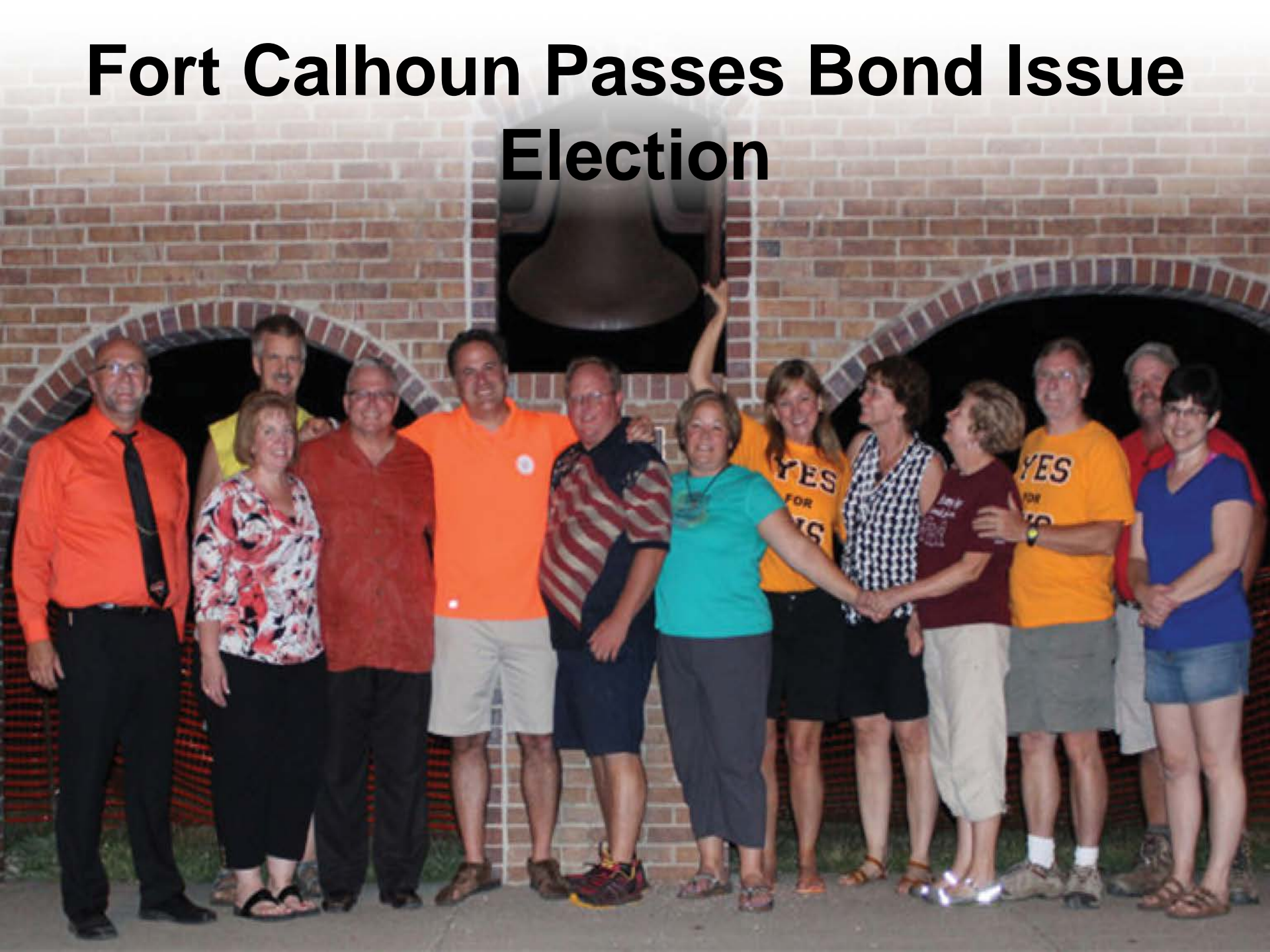


# Campaign Trail






# Fort Calhoun Passes Bond Issue Election







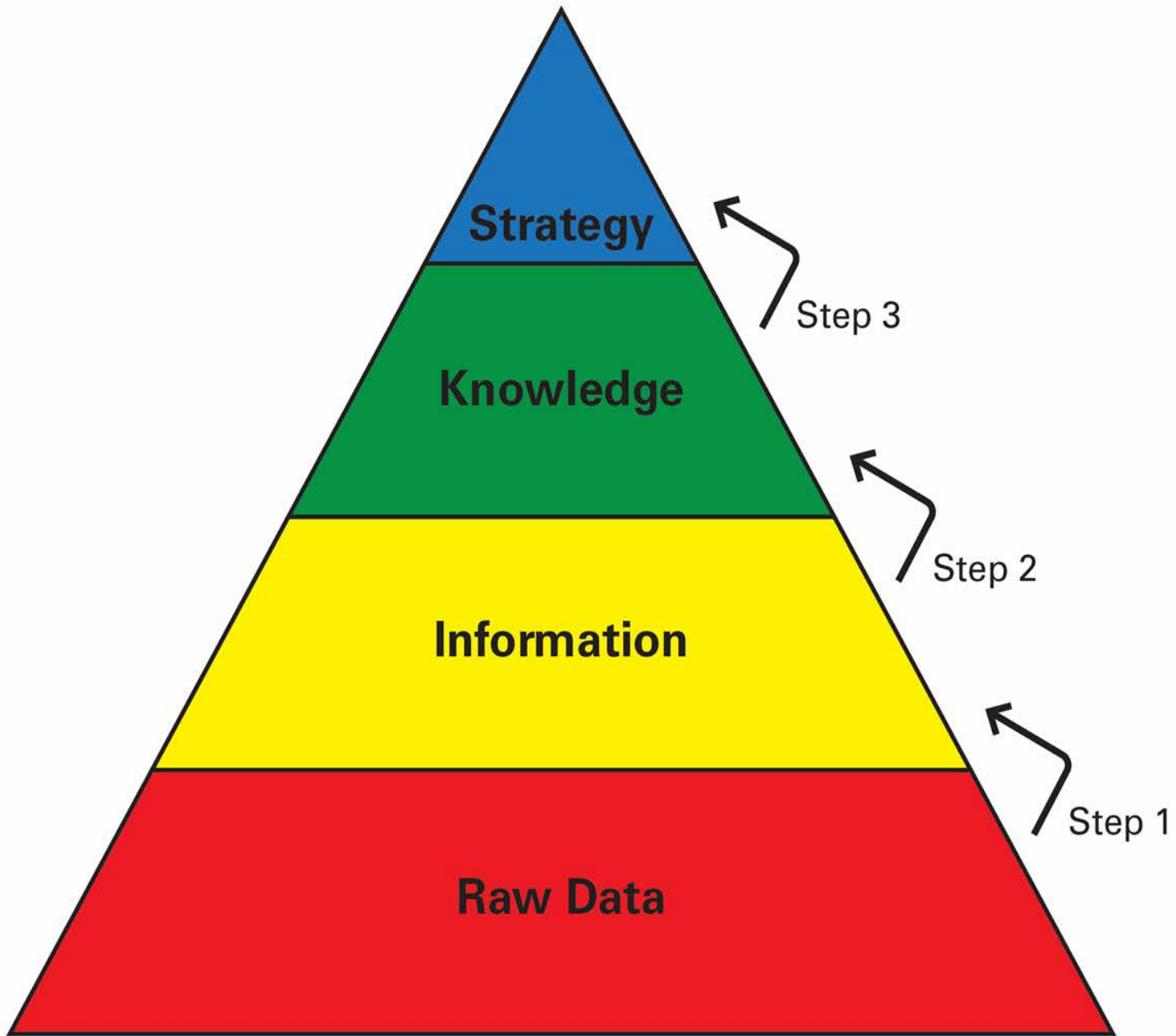
**Analytics is  
defined as the scientific  
process of transforming  
data  
into insight for making  
better decisions.**



A promotional image for the Discovery Channel show 'Gold Rush'. It features two men in mining gear. The man on the left is a close-up, wearing a red hard hat and holding a large, rough gold nugget in his hand. The man on the right is older, with a white beard, wearing a silver hard hat and sunglasses. In the background, there's a mining site with a dog. The title 'GOLD RUSH' is written in large, gold, textured letters across the bottom of the image.

# GOLD RUSH

**Data** is the Gold,  
but you have to dig for it!





A close-up photograph of a cracked egg. The egg is white and has a jagged crack on the left side, revealing a bright yellow yolk inside. The background is a plain, light-colored surface.

**What does  
raw voter data  
look like?**

E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	AE	AF	AG	AH	AI	AJ	AK	
Wagner		8/3/1962		1/2/2002	M			5083	S	172	St			Omaha	NE	68135	Republica	01/02/2002	05-17		1			
Harrison		12/5/1983		12/5/2001	M			8006		Redick	Ave			Omaha	NE	68122	Republica	12/05/2001	01-23		1	P	REP	
Lund		6/4/1955		7/3/1979	F			4720	N	136	St			Omaha	NE	68164	Democrat	08/21/2006	07-26		1	P	DEM	
Compton		1/14/1969		1/12/2001	F	Reed		4240		Meredith	Ave			Omaha	NE	68111	Republica	11/08/2012	02-10		1			
Wag		4/27/1927		9/18/1966	M			10412		Pacific	St		Apt	208	Omaha	NE	68114	Nonpartis	09/18/1966	06-02		1	P	NONP
Patel		1/13/1982		1/3/2002	M			4914		Underwood	Ave			Omaha	NE	68132	Nonpartis	01/03/2002	01-17		1			
Swagera		9/28/1932		10/11/1958	F			4732	S	79	Ave			Ralston	NE	68127	Democrat	10/11/1958	08-02		1			
McGinn		12/7/1971		1/11/2002	F			4821		Parkview	Dr			Omaha	NE	68134	Democrat	01/11/2002	07-01		1			
Larson		2/1/1970		2/1/2002	F			4522		Woolworth	Ave			Omaha	NE	68106	Democrat	02/01/2002	03-08		1	P	DEM	
Vorderstrasse		1/10/1953		4/20/1976	F			15731		Orchard	Ave			Omaha	NE	68135	Republica	04/20/1976	05-27		1	P	REP	
Trueblood		9/17/1983		2/7/2002	F			2526	S	114	St		Apt	3B	Omaha	NE	68144	Republica	02/07/2002	05-03		2		
Bashara		2/8/1984		2/8/2002	F			4186		Wakeley	St			Omaha	NE	68131	Democrat	07/10/2006	03-03		1			
Opat Jr		2/15/1975		1/9/2002	M			14968		Charles	Plz			Omaha	NE	68154	Republica	01/09/2002	08-25		1	P	REP	
Jonas		4/15/1937		1/18/2002	F	Cheshire		1765		Maenner	Dr			Omaha	NE	68114	Democrat	01/18/2002	01-16		1	A		
Jonas		3/6/1933		1/18/2002	M			1765		Maenner	Dr			Omaha	NE	68114	Democrat	01/18/2002	01-16		1	A		
Williams		4/27/1932		6/5/1956	M			1280	S	165	Ave			Omaha	NE	68130	Democrat	06/05/1956	06-19		1			
Williams		10/15/1935		10/15/1956	F	Pakieser		5715	N	159	St			Omaha	NE	68116	Nonpartis	09/01/2012	08-15		2			
Padt Jr		12/11/1937		10/3/1964	M			3130	N	158 Plaza	Cir			Omaha	NE	68116	Republica	10/03/1964	08-23		1			
Mitchell		9/20/1934		4/1/1957	F			1705		Bowie	Dr			Omaha	NE	68114	Democrat	04/01/1957	01-16		1	A		
Logan		2/9/1981		2/9/2002	M			1302	N	43	Ave		Apt	3	Omaha	NE	68132	Nonpartis	03/10/2002	01-17		1		
Thielen		2/21/1954		4/8/1979	F			1229	N	63	Ave			Omaha	NE	68134	Democrat	04/18/1980	07-24		1	P	DEM	
Kindig		1/25/1977		3/12/2002	F			5000	N	166	Ave			Omaha	NE	68132	Democrat	02/12/2002	01-18		1			
Obermiller		6/25/1962		2/9/2002	M			502		Dodge	St		Apt	501	Omaha	NE	68102	Democrat	02/08/2002	02-18		1	A	
Etzell		2/15/1978		2/9/2002	M			141		Maher	Dr			Boystown	NE	68010	Republica	02/08/2002	08-27		2			
Stoakes		8/9/1975		9/9/2002	F			6281		Stoakes	Dr			Omaha	NE	68105	Democrat	09/09/2006	03-17		1			
Besack		7/12/1937		9/9/1966	F			3220	S	732	Ave			Omaha	NE	68105	Democrat	01/24/2002	04-04		1	A		
Siedlik		2/21/1954		10/3/1984	F			602	S	124	Ave			Omaha	NE	68154	Democrat	10/03/1984	06-04		1	P	DEM	
Boyd		9/5/1962		2/9/2002	M			3130	N	158 Plaza	Cir			Omaha	NE	68116	Republica	10/03/1964	08-23		1			
Marcinek		2/7/1981		10/3/1942	M			19330	H	St				Omaha	NE	68135	Nonpartis	02/11/2002	08-45		3			
Stephenson		3/3/1920		4/9/1930	F			3827		Hawk W	St			Omaha	NE	68112	Republica	04/19/1930	08-07		2	P	REP	
Schlotfeld		11/10/1972		4/16/1962	M			4917	S	79	Ave			Ralston	NE	68127	Democrat	03/04/1962	03-20		1			
Darrington		4/7/1941		4/10/1960	M			4917	S	79	Ave			Ralston	NE	68127	Democrat	04/10/1960	08-01		1			
Kenny		4/16/1962		1/6/1978	F			1612	S	155	St			Omaha	NE	68144	Republica	12/28/1956	06-29		1	P	REP	
Weichel		4/30/1934		12/27/1983	F	Stasi		6105	N	109	St			Omaha	NE	68164	Nonpartis	12/30/2005	07-03		1			
Gdanov		1/6/1978		1/18/1964	F	Long		3726		Hartman	Ave			Omaha	NE	68111	Republica	02/04/2011	02-08		1	P	REP	
Gabrielson		12/28/1935		10/8/1970	M			5101	S	80	St			Ralston	NE	68127	Republica	10/08/1970	08-02		1			
Herfindahl		12/27/1983		10/25/1962	F			2610	N	102	Ave			Omaha	NE	68134	Republica	10/25/1962	01-13		1	P	REP	
Wells		1/18/1964		5/23/2006	M			2820	S	80	St		Apt	202	Omaha	NE	68124	Republica	06/10/1950	06-27		1		
Tiehen		9/19/1949		1/24/2002	F			19624		Mason	St			Elkhorn	NE	68022	Nonpartis	03/27/2012	05-21		2			
Forsberg		1/26/1940		4/10/1976	F			14953		L	St			Omaha	NE	68137	Republica	04/10/1976	05-14		1	A		
McCaw		5/27/1922		2/7/2002	F			9360		Jones	St			Omaha	NE	68114	Nonpartis	02/07/2002	06-25		2			
Koziol		1/27/1966		10/16/1964	F			5026	S	77	Ave			Ralston	NE	68127	Republica	10/16/1964	08-01		1			
Wimer		4/18/1935		1/16/2002	F			6618	N	51	St			Omaha	NE	68152	Democrat	01/16/2002	02-03		1			
Shrier		12/27/1983		10/5/1956	F			5160	S	149	Ct			Omaha	NE	68137	Republica	10/05/1956	05-14		1			
Carpenter		8/12/1928		1/17/2002	F	Weston		16002		Fowler	Ave			Omaha	NE	68116	Democrat	06/24/2002	08-19		1			
Neal		7/14/1979		1/29/2002	M			6210	S	39	St			Omaha	NE	68107	Republica	01/29/2002	04-11		1			
Kellberg		9/10/1922		2/7/2002	F			931	S	86	St			Omaha	NE	68114	Republica	02/07/2002	06-01		1			
Nilius		2/3/1977		10/11/1970	M			15010		Holmes	St			Omaha	NE	68137	Republica	10/11/1970	05-14		1	P	REP	
Orent		2/1/1978		2/7/2002	M			3418	S	121	St			Omaha	NE	68144	Democrat	12/28/2005	06-12		1			
Hammond		5/14/1984		2/7/2002	F	Hassebro		411	S	96	St			Omaha	NE	68114	Nonpartis	02/07/2002	06-25		2			
Wing Jr		7/11/1931		1/18/2002	M			15906		Dewey	Cir			Omaha	NE	68118	Nonpartis	01/18/2002	06-16		1			
Gerber		12/3/1983		9/27/1966	F			2218	S	90	St			Omaha	NE	68124	Republica	09/27/1966	06-07		1	A		
Wegner		1/20/1977		9/17/1968	F			14611		Holmes	St			Omaha	NE	68137	Republica	09/17/1968	05-14		1			
Sena		1/13/1970		1/11/1932	F			14611		Holmes	St			Omaha	NE	68137	Republica	09/17/1968	05-14		1			
Adamson		10/1/1941		9/27/1966	F			2218	S	90	St			Omaha	NE	68124	Republica	09/27/1966	06-07		1	A		
Albright		1/11/1932		9/17/1968	F			14611		Holmes	St			Omaha	NE	68137	Republica	09/17/1968	05-14		1			

It is a table with a whole bunch of rows and columns containing names, addresses, party affiliation and a coding system that tells us the voters' history



	Title	First_Name	MI	Last_Name	Suffix	DOB	Date_Of_Registration	Gender	Maiden_Name
		Alan	S	Anderson		5/22/1948	5/12/2010	M	
		Anna		Vega		3/20/1954	3/11/2008	F	Arias
	Miss	Pauline	F	Siderewicz		6/25/1961	4/9/1980	F	
		Sylvia	Ninfa	Vega		3/17/1982	12/29/2005	F	
	Mrs	Nancy	A	Fisher		1/5/1953	9/12/1996	F	
	Mr	Wesley	J	Mori		1/20/1935	9/30/1960	M	
	Mr	John	J	Kersigo		4/9/1941	4/24/1962	M	
	Mr	Richard	A	Hamilton		4/18/1983	11/14/2002	M	
		Stella	G	Diaz		1/29/1950	12/3/2002	F	
		Richard	C	Brigham		6/8/1957	6/4/2001	M	
	Mrs	Linda	M	Lake		2/2/1948	9/22/1990	F	
		Esnatte	I	Mwamba		12/2/1961	12/28/2010	F	
		Adil		Moussa		4/1/1972	7/26/2012	M	
		Crystal	R	Spencer		11/16/1980	10/9/2008	F	
	Mr	Rex	M	Ekleberry		2/23/1976	1/9/1995	M	
	Mrs	Anne	S	Kramar		9/18/1936	4/14/1960	F	
		Patrick	H	Clark		3/16/1948	2/24/2005	M	
		Keith	P	Leblanc		4/10/1974	11/9/2004	M	
	Ms	Asure	L	West		9/7/1978	8/28/2004	F	
		Pamela	J	Dewitt		3/17/1948	12/13/2002	F	
	Mr	Michael	I	Evers		4/24/1972	2/27/1999	M	

	Reg_Address_Nbr	Reg_Street_Dir	Reg_street_name	Reg_Street_Type	Reg_Unit_Type	Reg_Unit_Nbr	Reg_City	Reg_State	Reg_Zip	Mail_Address1	Mail_City	Mail_State	Mail_Zip
	310	E	Meigs	St			Valley	NE	68064				
	10916		X	St			Omaha	NE	68137				
	17902		Harney	St			Omaha	NE	68118				
	6415		Maple	St			Omaha	NE	68104				
	1503	N	104	Plz	Apt	246	Omaha	NE	68114				
	17029		Hickory	Cir			Omaha	NE	68130				
	26701	W	Center	Rd			Waterloo	NE	68069				
	23506		F	St	Lot	39	Waterloo	NE	68069	PO Box 176	Waterloo	NE	68069
	7339	N	90	St			Omaha	NE	68122				
	108	E	3	St			Valley	NE	68064	PO Box 204	Valley	NE	68064
	1109		Howard	St	Apt	312	Omaha	NE	68102				
	201		2nd	St			Waterloo	NE	68069	PO Box 216	Waterloo	NE	68069
	201		2nd	St			Waterloo	NE	68069	PO Box 216	Waterloo	NE	68069
	10916		X	St			Omaha	NE	68137				
	204	E	Condron	St			Valley	NE	68064	PO Box 524	Valley	NE	68064
	15116		Hillside	Dr			Omaha	NE	68154				
	3106	S	69	Ave	Apt	12	Omaha	NE	68106				
	4605		Willit	St			Omaha	NE	68152				
	5757	S	186	Ave			Omaha	NE	68135				
	15327		Gilder	Ave			Bennington	NE	68007				
	15327		Gilder	Ave			Bennington	NE	68007				
	3210	N	205	St			Elkhorn	NE	68022				
	9505		Holmes	Plz	Apt	6	Omaha	NE	68127				
	2434	S	166	St			Omaha	NE	68130				
	2424	S	118	Plz	Apt	1	Omaha	NE	68144				
	4529		Spring	St			Omaha	NE	68106				
	4529		Spring	St			Omaha	NE	68106				
	9505		Western	Cir	Apt	3	Omaha	NE	68114				
	5821	S	141	Plz	Apt	6	Omaha	NE	68137				
	103	W	Church	St			Valley	NE	68064	PO Box 226	Valley	NE	68064
	21388		Leavenworth	Cir			Elkhorn	NE	68022				
	29204		Platte River	Plz			Waterloo	NE	68069				
	12080		Patrick	Ave			Omaha	NE	68164				
	12922		Corby	St			Omaha	NE	68164				
	6410	S	185	Ave			Omaha	NE	68135				
	11835		Wakeley	Plz	Apt	12	Omaha	NE	68154				
	15225		Locust	St			Omaha	NE	68116				
	2918		R	St			Omaha	NE	68107				
	2212		St	St			Omaha	NE	68107				



	Party	Date_Of_Party_	LG13	party_voted_LG	LP13	party_voted_LP13	GN12
	Republican	01/28/2008					
	Republican	10/07/1992	P	REP	P	REP	P
	Republican	07/16/2008	P	REP	P	REP	P
	Republican	10/14/2009					A
►	Democrat	03/29/2012	I				P
	Nonpartisan	11/01/2012					
	Democrat	08/13/2012			A	DEM	A
	Democrat	04/17/2008					A
	Democrat	04/11/2013					P
	Democrat	08/03/2011	P	DEM	P	DEM	P
	Democrat	08/03/2011	P	DEM	P	DEM	P
	Republican	12/17/2010			P	REP	A
	Republican	12/17/2010			P	REP	A
	Republican	05/08/2007					A
	Republican	10/08/1987					A
	Republican	09/07/2007	A				A
	Republican	10/03/2011					
	Republican	10/10/2006					A
	Republican	12/18/2012	P	REP	P	REP	A
	Nonpartisan	01/02/2013	P	NONP			
	Republican	10/27/2010					A
	Republican	01/24/2011					P
	Democrat	03/07/2012					P
	Republican	10/19/2012					P
	Republican	03/05/2010					

# Assessing the Landscape



- Election Rules
- Number of Voters
- Past Elections
- This Election
  - Expected Turnout
  - Votes Needed to Win
- Targeting
  - Number of Households
  - Voter Concentration
  - Alumni
  - District Patrons



# Assessing the Landscape

- Election Rules
  - Mail-In Ballot or Polling Place?
- What is the total number of Voters?

County		Voters By County	
Franklin	173	6%	
Kearney	2,872	94%	
Grand Total		3,045	

# Assessing the Landscape

- Past Elections

ELECTION		BOND	Presidential					Presidential	
County	PR14	SP0913	GN12	PR12	SP11	GN10	PR10	GN08	PR08
Kearney	944	1,715	2,038	969	989	1,258	929	2,024	817
Franklin	50	78	112	35		71	30	104	25
<b>Grand Total</b>	<b>994</b>	<b>1,793</b>	<b>2,150</b>	<b>1,004</b>	<b>989</b>	<b>1,329</b>	<b>959</b>	<b>2,128</b>	<b>842</b>
<b>Voter turnout</b>	<b>33%</b>	<b>59%</b>	<b>71%</b>	<b>33%</b>	<b>32%</b>	<b>44%</b>	<b>31%</b>	<b>70%</b>	<b>28%</b>

– Results for the 2013 Mail-In Bond Special Election were the following...

Ballots Cast over 9 elections	# Voters	% Ttl
9 of 9	278	9%
8 of 9	263	9%
7 of 9	220	7%
6 of 9	216	7%
5 of 9	245	8%
4 of 9	310	10%
3 of 9	367	12%
2 of 9	371	12%
1 of 9	438	14%
0 of 9	337	11%
<b>Grand Total</b>	<b>3,045</b>	

There are 117 individuals in the 1 of 9 category and 149 voters in the 2 of 9 category, 266 total who have not been active voters yet were compelled to cast a ballot in the 2013 bond election.



# Assessing the Landscape

- Past Elections (cont.)
  - Voter Frequency

Ballots Cast over 9 elections	# Voters	% Ttl
9 of 9	278	9%
8 of 9	263	9%
7 of 9	220	7%
6 of 9	216	7%
5 of 9	245	8%
4 of 9	310	10%
3 of 9	367	12%
2 of 9	371	12%
1 of 9	438	14%
0 of 9	337	11%
Grand Total	3,045	

# Assessing the Landscape

- This Election
  - What is the expected turnout?

ELECTION		BOND	Presidential					Presidential	
County	PR14	SP0913	GN12	PR12	SP11	GN10	PR10	GN08	PR08
Kearney	944	1,715	2,038	969	989	1,258	929	2,024	817
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<b>Voter turnout</b>	<b>33%</b>	<b>59%</b>	<b>71%</b>	<b>33%</b>	<b>32%</b>	<b>44%</b>	<b>31%</b>	<b>70%</b>	<b>28%</b>



- How many votes are needed to win?
  - 900 votes are needed to win
    - Actual Votes Cast: 1,720
      - » 947 For and 773 Against



# Assessing the Landscape

- Mining the Data for Targeting
  - Target Voters
    - Conserve Resources
    - Tailor Message

VOTER MATRIX	Likely Voter	Potential Voter	Non-Voter
Likely Supporter	(A) Solidify Support Base	(D) Focus on Motivating to Vote	(G) Possible motivation effort (last priority)
Potential Supporter	(B) Primary focus for message communication and persuasion	(E) Secondary focus for persuasion	(H) No Program
Unlikely to Support	(C) Possible Communication (low priority)	(F) No Program	(I) No Program

- A referendum reflects a “values” vote. A person’s values are not going to change during a two month campaign.
- Changing an entrenched “no” voter’s mind is very difficult, if not impossible.
- Identify supporters and get them to the polls.

# Assessing the Landscape

- Targeting (cont.)
  - Where are the high value households?

HOUSEHOLD	VOTERS	HOUSEHOLD	VOTERS	HOUSEHOLD	VOTERS	HOUSEHOLD	VOTERS
515 W 1ST ST	86	1078 33 RD	4	165 HILLCREST DR	4	334 LINCOLN ST	4
205 WESTERN ST	7	109 HILLCREST DR	4	1769 O RD	4	335 BLAINE ST	4
115 YATES AVE	6	1090 33 RD	4	1776 32 RD	4	340 S BROWN AVE	4
1553 O RD	6	111 S MINDEN AVE	4	1815 O RD	4	428 40 RD	4
778 W ST CLAIR ST	6	1123 O RD	4	1848 K RD	4	447 LOGAN ST	4
1109 TOWER AVE	5	1132 S RD	4	2036 Q RD	4	449 W 1ST ST	4
128 W 6TH ST	5	1177 L RD	4	2092 30 RD	4	512 S INLAND AVE	4
1401 L RD	5	1179 L RD	4	210 GILMAN AVE	4	514 E 4TH ST	4
1757 Q RD	5	1181 L RD	4	211 N HUBBARD AVE	4	531 N KEARNEY AVE	4
2047 33 RD	5	119 E HASTINGS ST	4	2141 J RD	4	537 LINCOLN ST	4
215 38 RD	5	1261 K RD	4	229 BLAINE ST	4	54 SUMMER HAVEN LAKE	4
2192 35 RD	5	1277 F RD	4	2326 HWY 6	4	544 E 5TH ST	4
32 NEWARK	5	1301 J RD	4	233 S COLORADO AVE	4	558 W CAMPBELL ST	4
340 W 7TH ST	5	1337 J RD	4	235 S COLORADO AVE	4	608 N BROWN AVE	4
347 S COLORADO AVE	5	135 W 3RD ST	4	239 NANCE ST	4	714 N KEARNEY AVE	4
418 COUNTRY CLUB DR	5	1367 N RD	4	244 N BROWN AVE	4	720 N MINDEN AVE	4
423 SEARS AVE	5	139 S NEBRASKA AVE	4	2478 E RD	4	734 N HULL AVE	4
658 32 RD	5	139 YATES AVE	4	302 EASTRIDGE AVE	4	75 SUMMER HAVEN LAKE	4
727 E 1ST ST	5	1429 35 RD	4	304 S BROWN AVE	4	772 BLAINE ST	4
734 WEBSTER ST	5	146 W HIGHWAY 6	4	31 SUMMER HAVEN LAKE	4	849 36 RD	4
1032 J RD	4	149 E ST CLAIR ST	4	325 N HUBBARD AVE	4	852 G RD	4
972 M RD	4						442

# Assessing the Landscape

- Targeting (cont.)
  - Are there families with high voter concentrations?

LAST NAME	VOTERS	LAST NAME	VOTERS	LAST NAME	VOTERS	LAST NAME	VOTERS
Kuehn	36	Thompson	13	Hill	8	Erickson	6
Sinsel	35	Dorn	12	Hoban	8	Green	6
Nielsen	33	Dornhoff	12	Koch	8	Kile	6
Petersen	32	Favinger	12	Peterson	8	Krull	6
Hansen	31	Lammers	12	Quadhamer	8	Lempka	6
Olson	31	Schwenka	12	Rasmussen	8	Lewis	6
Christensen	28	Frerichs	11	Ellis	7	Lundeen	6
Miller	27	Fries	11	Garrett	7	Lupkes	6
Jacobsen	21	Johansen	11	Haight	7	Martinez	6
Smith	21	Paulsen	11	Martin	7	Maxon	6
Carlson	20	Stadler	11	Mildfeldt	7	Olsen	6
Jensen	20	Werner	11	Pittner	7	Phillips	6
Schmidt	18	Holmes	10	Stonerook	7	Raun	6
Grams	16	Melroy	10	Swanson	7	Reed	6
Larsen	16	Meyer	10	Thomsen	7	Runions	6
Beck	15	Talbert	10	Tomsen	7	Shearer	6
Jameson	14	Boudreau	9	Wright	7	Shepherd	6
Jorgensen	14	Kristensen	9	Benson	6	Wilson	6
Osterbuhr	14	Madsen	9	Bunger	6	Yant	6
Albers	13	Morris	9	Burchell	6		1037
Choquette	13	Sorensen	9	Chavez	6		
Ryan	13	White	9	Christiansen	6		
Space	13	Binderup	8	Craig	6		
Taylor	13	Cavanaugh	8	Eckhoff	6		



# Assessing the Landscape

- Targeting (cont.)
  - Alumni
  - District Patrons
    - Who votes?
    - Who does not?
    - Who is not registered?



Tuesday, September 03, 2013

**William Boyd**  
**7589 County Road 34**  
**Fort Calhoun, NE 68023**

To the Proud Fort Calhoun Alumni,

We have an exciting opportunity before us to really make a difference in the future of our community. In the last month it has likely come to your attention that Fort Calhoun Community Schools is planning to improve and update the facilities of the Junior/Senior High School. We are asking you to vote "YES" for CHS!

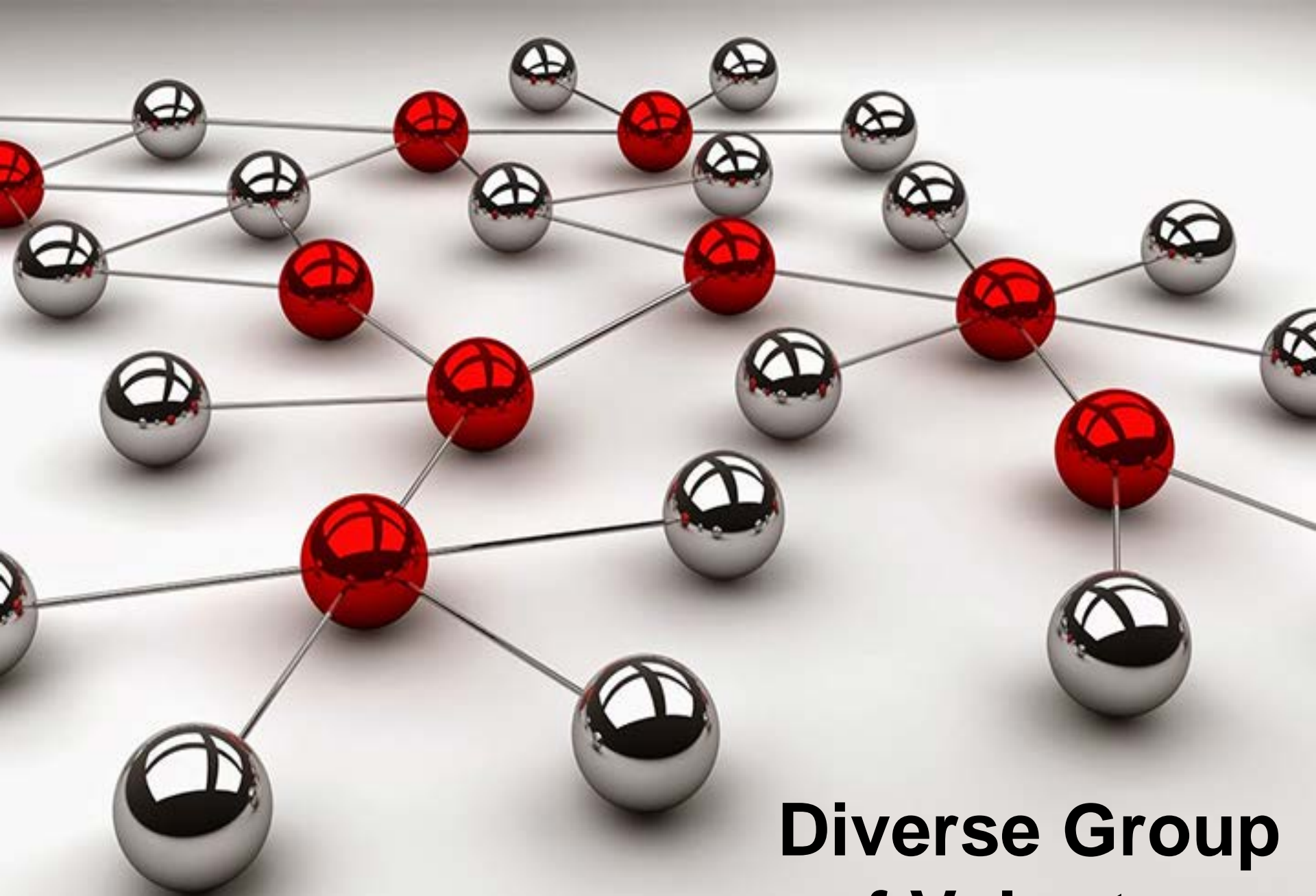
As recent alumni, you may remember the bleak, windowless rooms, the overstuffed hallways, the 6 am or 6 pm practices, musical and theater performances on a makeshift stage, our inability to host any indoor conference or district tournaments, and the frequent interruptions from people having to pass through one classroom to get to the next. These are just a few of the many issues the plan for the new building will address. The Fort Calhoun School Board, in conjunction with community input, has created a plan which includes solutions to the problems listed above, the state required structural upgrades, and a comprehensive safety strategy.

In order for all of these much needed updates to occur, we need your votes, all of them! Luckily, there is still time to get your vote in, even if you are not currently residing in Fort Calhoun. One of the easiest ways to do this is by logging on to the Washington County website: [www.co.washington.ne.us/](http://www.co.washington.ne.us/), click on "Fort Calhoun School Bond Early Voting Application". This link will open up a document you can print off and mail in to request a ballot to be sent to your current residence. Once you get the ballot, you can check yes for CHS and get us one vote closer to improving The Fort.

As you have learned more about the proposed changes and the reasons behind them, we are confident, that as alumni, you will see the relevancy of the bond issue. As proud Pioneers we hope to see a large showing at the polls to vote yes for CHS. EVERY SINGLE VOTE COUNTS! A vote yes means you support Fort Calhoun Schools in moving forward, in bettering the community, and preparing our youth to lead the future.

Sincerely,

Fort Calhoun Alumni from the Say "YES to CHS" Committee

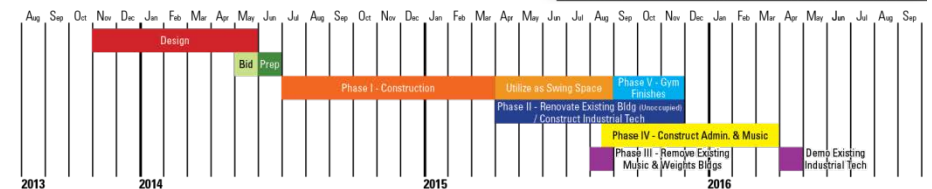
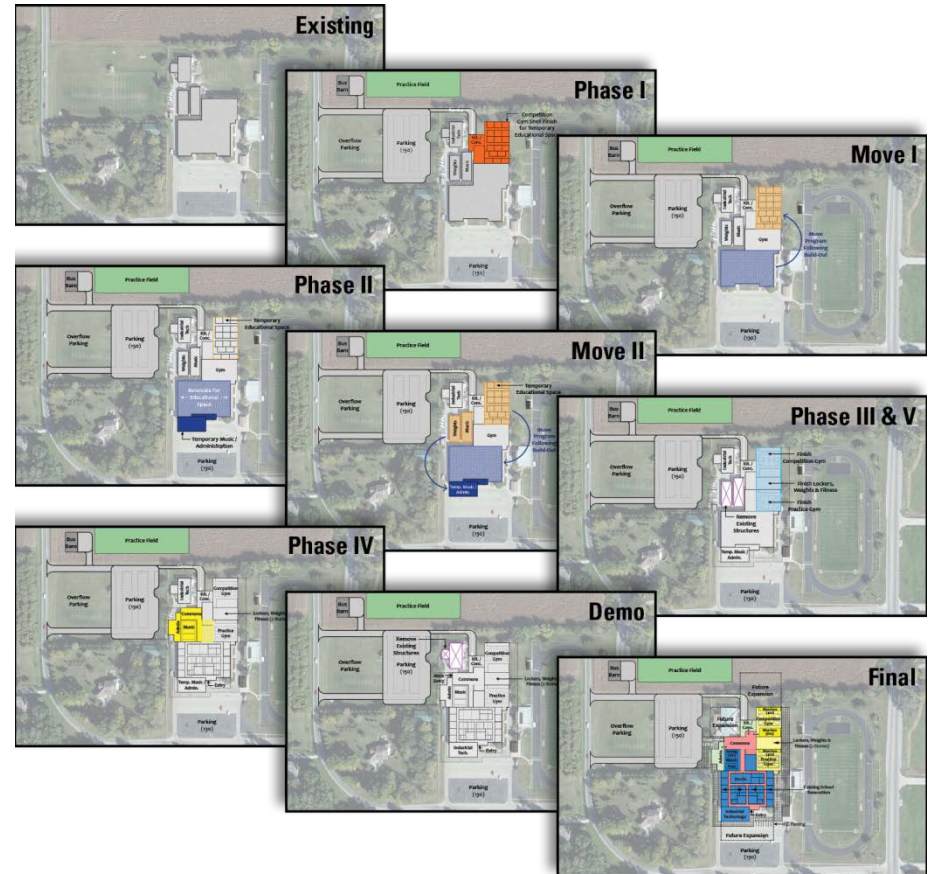


**Diverse Group  
of Volunteers**

# Project Key Facts & Message

## Overview \$12,700,000

Commons Area	\$931,500	7%
Kitchen / Concessions	\$607,200	5%
Administration	\$672,750	5%
Music	\$698,625	6%
Industrial Technology	\$1,110,900	9%
Competition Gym	\$1,794,000	14%
Lockers, Weights & Fitness Area	\$1,627,250	13%
Bus Barn	\$388,125	3%
Practice Gym Renovation	\$310,500	2%
Existing School Renovation	\$3,945,107	31%
Sitework & Parking	\$614,043	5%



## Fort Calhoun Community Schools Facility Planning Information



School Bond Election Results  
Master Planning Process & School Bond Election Information  
Facilities Assessment Information  
Existing Facilities Photos & Videos  
Recommended Solution Option  
Important Events  
Ask a Question

FAQ's: Frequently Asked Questions  
School District Statistics  
Facility Planning & Bond Election News Clippings  
Voter Registration Information  
Election Information  
Notice of School Bond Election  
News Clippings  
District Partners  
Site Map



### FAQ's: Frequently Asked Questions

#### What are the ages of the buildings at the Secondary site?

- High School Building - completed in 1971
- Industrial Arts/Vocational Education Building - completed in 1971 with an addition in 1980
- Weights Building - completed in 1992
- Music Building - completed in 2002

#### How were the renovations and additions to the Elementary School paid for?

The total cost of the Elementary School project was \$2,809,121.50. The scope of work included renovations and additions to the building, sidewalks, parking lot and bus and student drop-off lanes.

The District sold bonds and used the Building Fund to finance the project:

- The District sold two series of bonds:
  - Series A, Qualified School Construction bonds in the amount of \$560,540.00
  - Qualified School Construction Bonds (QSCB) are a U.S. debt instrument created under Section 1521 of the American Recovery and Reinvestment Act of 2009. According to the original amortization table, the District will pay \$1,141.00 in interest on the \$560,540.00 debt over the sixteen year life of the issue (essentially interest free).
  - Series B, Build America Bonds in the amount of \$1,710,000.00
  - Build America Bonds were created under Section 1531 of the American Recovery and Reinvestment Act of 2009. Build America Bonds were designed to reduce the cost of borrowing for the bond issuer in comparison to traditional methods. The District will pay approximately \$1,661,851.89 of interest costs over the twenty-four year life of the issue.
  - The District was required to establish a debt service reserve of \$27,500.00 and the cost to issue the bonds was \$45,410.80, leaving a balance available to fund the project of \$2,197,629.20.
  - The remaining \$611,492.30 was paid out of the Building Fund.

#### What are some of the issues with the Secondary building?

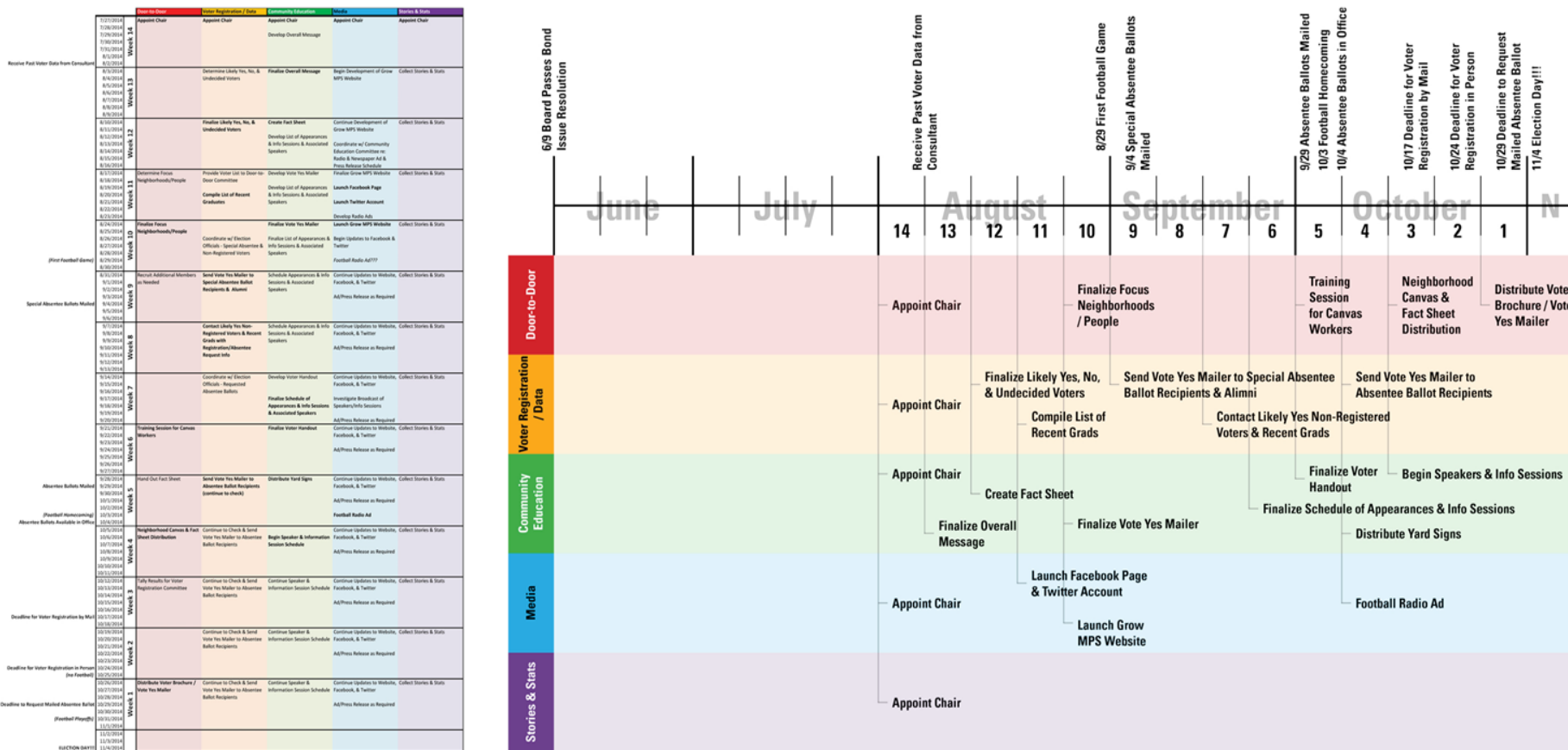
Security: There are three satellite buildings that make it necessary for our students to traverse in and out of the building on an hourly basis.

Codes & Systems:

- Our Secondary site buildings do not meet the current Life Safety, ADA and Energy codes.
- The air management system was not designed for the current floor plan.



# Critical Task Timeline



Concept Site Plan

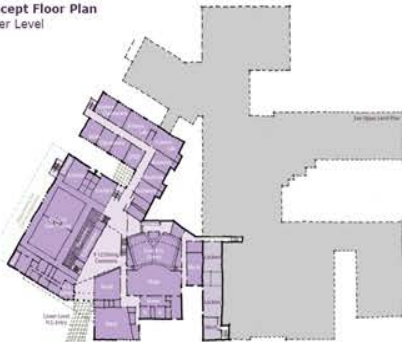


# MINDEN PUBLIC SCHOOLS

Concept Floor Plan  
Upper Level



Concept Floor Plan  
Lower Level



## FACILITIES PLANNING PROCESS

The Long Range Facilities Planning process began in 2005. DLG Group Architects and Engineers completed a detailed facilities analysis in 2012. Patrons were invited to attend a series of five facility meetings beginning in November 2011 through July 2014 to analyze potential solutions to the issues identified in the study.

### The issues include:

- Inadequate instructional classroom spaces
- Aging infrastructure
- Safety and security concerns

The community-led facilities committee considered several options, including renovations, and identified two as recommended solutions. After reviewing the merits of each, the school board decided to pursue the new high school option. The \$23,105,000 plan includes a new high school as well as additions and improvements to the existing middle school building. If a bond is approved this fall, a new high school could open by the fall of 2016.

## PROPOSED PROJECT FEATURES

- New 110,000 square foot high school (to be located on the existing school site, west of C.L. Jones Middle School)
- High efficiency heating and cooling system
- 500 seat practice gymnasium, including 2 cross courts (size reduced and walking track eliminated)
- 500 seat fine arts center
- Renovation of the existing C.L. Jones Middle School, as required to merge with new construction
- Safety and security updates, including: elimination of street crossings between periods, faculty supervision at all entrances, and hardened storm shelters
- Additional activity parking space

## PROPOSED PROJECT COST

New High School	\$22,215,000
Renovation of Middle School	\$890,000
<b>Total Project Cost</b>	<b>\$23,105,000*</b>

\*Excluded from the calculation of Sept. 2013 is a budget reduction of \$3,000,000 for a new school without the addition of a single classroom in existing space. However, additional as well as increased construction and financing costs have added \$1,000,000 to the project for a net decrease of \$2,000,000.

## IMPORTANT DATES & VOTER INFO

### ELIGIBLE VOTERS:

You must be a registered voter of Kearney County School District 0503 (Minden Public Schools) in order to vote in this election.

### OCTOBER 24:

Deadline for eligible voters to register, in person, at the Kearney County Courthouse, 424 North Colorado Avenue, Minden, Nebraska.

### NOVEMBER 4:

Polls will be open from 8am to 8pm on Tuesday, November 4, 2014.

Additional information can be found at  
[www.minden.k12.ne.us](http://www.minden.k12.ne.us)



# NOVEMBER 4<sup>TH</sup> BOND ELECTION



### 1 STUDENT COMMONS / HIGH SCHOOL DINING

Two-story, multi-purpose central gathering space inside new high school entry. Warming kitchen/concession stand accommodates high school dining and events held in gymnasium and auditorium. Celebrates Minden High School heritage by incorporating architectural elements preserved from old high school.

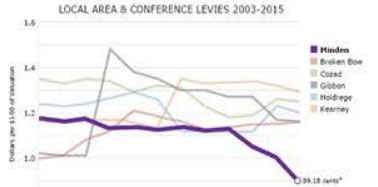
### 2 SCIENCE AND INDUSTRIAL TECH LABS

New science and industrial tech labs, with updated technology, offer hands-on and career-focused learning.

### 3 HIGH SCHOOL MEDIA CENTER

Centrally-located, high-tech media center with view to courtyard.

## TAX LEVY IMPACT



Minden Public Schools' levy has decreased over time, while most neighboring districts have increased theirs or remained the same or increased.

\*This total levy includes the bond levy for the new high school.

### Property Value

Valuation	Annually	Monthly	Daily
\$50,000	\$62.00 (-\$52,900)	\$5.16 (-\$4.41)	\$0.17 (-\$0.14)
\$100,000	\$124.00 (-\$105,800)	\$10.33 (-\$8.81)	\$0.34 (-\$0.29)
\$150,000	\$186.00 (-\$158,700)	\$15.50 (-\$13.22)	\$0.51 (-\$0.43)
\$500,000	\$620.00 (-\$529,000)	\$51.66 (-\$44,000)	\$1.70 (-\$1.45)
\$1,000,000	\$1,240.00 (-\$1,058,000)	\$103.33 (-\$88,160)	\$3.39 (-\$2.89)

Net decrease in the total levy, 2013-2015: 2014-2015

### Agricultural Land (Per Acre)

1 Quarter Section	Annually Per Acre
Irrigated 1A (\$864,000)	\$1,071.36
Irrigated 2A (\$576,000)	\$714.24
Irrigated 3A (\$352,000)	\$436.48
Dry 1D (\$344,000)	\$426.56
Dry 2D (\$288,000)	\$357.12
Dry 3D (\$160,000)	\$198.40





**DC WEST**  
**COMMUNITY SCHOOLS**



**IMPORTANT MEETING**  
**FALCONS FOR THE FUTURE**

**Wednesday, September 10**  
**7:00 pm at the Firebarn**

**✓ IF YOU ARE VOTING YES,  
COME TO THIS MEETING.**

- ✓ **Original steering committee members:**  
It's time to finish strong – plan on attending!
- ✓ **It will be a SHORT one hour meeting**
- ✓ **Hear what progress has been made**
- ✓ **Find out simple ways YOU can help pass the bond issue**
- ✓ **If you are not registered to vote we can help you start that process**
- ✓ **This is a critical time to get as many YES votes in place prior to November elections**
- ✓ **Attend if you believe strong, competitive schools = strong, competitive communities!**







**Questions**