



YES For Better Schools And A Stronger Community With Zero Change To Our Tax Rate

VOLUNTEER INFORMATION

This document provides key information about the WPS zero-rate-change bond issue, how to address concerns and communications dos and don'ts.

THREE REASONS TO VOTE YES

Reason #1: Our schools have very real needs.

Our proposal will:

- Fix roofs, windows, electrical, plumbing and HVAC systems
- Improve aging classrooms, labs and job training facilities
- Upgrade safety and security systems
- Ensure accessibility for all students

Reason #2: It's a smart plan for responsible long-term success while protecting your wallet.

- This \$450 million bond initiative is a **Zero-Rate-Change Proposal**. While addressing critical needs in our schools, your tax rate remains unchanged, ensuring no additional financial burden on taxpayers.
- Updating facilities and consolidating underused buildings will **save millions in maintenance costs** while improving classrooms, labs, job training facilities and other learning spaces.
- Additional millions will be saved by taking care of problems now and not waiting until they grow worse.
- This plan reflects input from thousands of community members and a detailed analysis of building conditions and enrollment trends.
- Strong oversight, including community representation and third-party audits, ensures accountability and protects taxpayer investments.

Reason #3: This all adds up to better schools and improving our community.

- It's well known that improving our schools also improves communities. Improved schools will help our neighborhoods, attract families and businesses and protect property values. We all benefit.

- More importantly, our kids will perform better in school, which will help ensure their success in higher education or the workplace. Improved, safe, and accessible schools prepare students for the rapidly changing world.
- Investing in schools today lays the foundation for a thriving Wichita tomorrow.
- We owe it to our kids. We owe it to our community. And, you will keep paying the same rate you are paying now.

Overcoming Concerns: Why This Plan Makes Sense Now

Concern: "Why now?"

- **Timing is Critical:** With the expiring bond, we can secure funding **without raising taxes**. Waiting risks higher costs and missed opportunities to address urgent needs.
- **Urgency of Repairs:** Many schools are over 60 years old, with failing HVAC, plumbing, and electrical systems. Delaying repairs could lead to emergency closures, increased costs, and negative impacts on student outcomes.
- **Transparency and Trust:** This plan represents a new era of leadership with robust oversight, ensuring taxpayer dollars are spent wisely.

Concern: "We want tax relief."

- **Fact:** This bond will not increase the tax rate. It remains stable while addressing critical repairs and upgrades.
- **Reality:** Without this bond, deferred maintenance costs will escalate, forcing more expensive fixes in the future.

Concern: "We don't trust the school district."

- **Fact:** This leadership team has committed to transparency and accountability with community oversight committees and clear financial stewardship.
- **Opportunity:** The district has turned past challenges into a fiscally responsible plan to transform schools and protect the community's investment.

Key Messages for Conversations

Waiting is not an option. Our aging schools need immediate repairs to avoid costly emergencies and ensure student success.

This is a Zero-Rate-Change Proposal that keeps taxes stable while investing \$450 million to modernize schools.

Strong schools build strong communities. This bond protects property values and strengthens Wichita for generations.

What You Can Do

1. **Share these facts with your neighbors, coworkers, and family.**
2. **Attend community meetings to show your support.**
3. **Vote Yes on February 25, 2025, to secure a brighter future for Wichita.**

Communication Do's and Don'ts

Communication Dos

- **Stay Positive:** Focus on the benefits of the bond and how it supports the community.
- **Be Specific:** Use data and real examples (e.g., aging facilities, student needs) to build trust.
- **Repeat Key Messages:** 1) Addresses very real needs, 2) a smart plan that does not change the tax rate and saves millions in operating dollars, and 3) our kids, families, neighborhoods and community benefit.
- **Listen and Engage:** Acknowledge concerns and respond with facts, not defensiveness.
- **Tailor Your Message:** Adjust your focus based on the audience (e.g., retirees, parents, business leaders).
- **Tell a Story:** When possible, work in a story or two or an example or two from your own experiences.

Communication Don'ts

- **Avoid Complex Jargon:** Simplify technical details to make them relatable and easily understood.
- **Don't Dismiss Concerns:** Show empathy and address opposition points thoughtfully.
- **Don't Overpromise:** Stick to the facts and the plan's scope to maintain credibility.
- **Avoid Negativity:** Don't dwell on past failures; focus on future improvements and opportunities.
- **Don't Assume Knowledge:** Explain key concepts like the Zero-Rate-Change clearly, even if they seem obvious.