



## \$800 Million General Obligation Bond and SMART Public Information Office – Completed Action Items

As part of a Districtwide SMART Committee, the Public Information Office (PIO) took a lead role in creating, designing and producing resources to educate the community regarding the General Obligation Bond and SMART initiative. These resources included news releases, palm cards, videos, flyers, website content, talking points, message maps, specialized scripts and SMART logos, as well as spearheading media coverage and securing media interview opportunities.

Distribution channels for SMART materials included all available District communication tools, such as District and school/department websites, social media, email, CAB alerts, ParentLink, podcasts, mobile app, media contacts, public speakers, the PIO Marketing & Communication Center, and BECON TV and radio channels. All Divisions within the PIO were actively involved in these efforts, including Marketing & Communications, Governmental Affairs, Community Engagement, Graphics Department, BECON and clerical support.

There were a variety of activities and events taking place across the District involving multiple departments. Below is a listing of the PIO produced resources and completed SMART action items.

Action	Description
<b>Press Releases</b>	<ul style="list-style-type: none"> <li>- <a href="#">School Board Seeks Bond Essential for the Future of BCPS Students</a></li> <li>- <a href="#">SMART Needs Assessment Facility Reports</a></li> <li>- <a href="#">Day in the Life of a Student (Updated and resent to media as new school visits were scheduled)</a></li> <li>- <a href="#">Bond and SMART Included in "What's New" back to school press release</a></li> <li>- <a href="#">Media Advisory- Together, We Did It News Conference</a></li> <li>- <a href="#">Together, We did it News Release</a></li> </ul>
<b>Integrated Communications</b>	<ul style="list-style-type: none"> <li>- General Obligation Bond (GOB) and SMART incorporated into Back to School press releases and online toolkit for parents and community members</li> <li>- Topic during "First Day of School" press conference and interviews</li> <li>- Innovative Zone Showcases included GOB and SMART information for families</li> <li>- Included GOB and SMART video created by Everglades Zone on Innovative Zone and SMART Webpages as a SMART Spotlight</li> <li>- Conversation with the District series of forums highlighted GOB and SMART</li> <li>- Included GOB and SMART information in the District Digest, BCPS employee newsletter</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>- Built webpage: <a href="http://browardschools.com/smartfutures">browardschools.com/smartfutures</a></li> <li>- Updated website content frequently, providing new resources and updated information</li> </ul>

	<ul style="list-style-type: none"> <li>- Included GOB/SMART Callout boxes on the website homepage and targeted interior pages, such as the District Digest employee newsletter and Back to School toolkit.</li> <li>- Included GOB/SMART in the Celebration section of the website homepage</li> </ul>
	<ul style="list-style-type: none"> <li>- Included SMART in <a href="#">Innovative Zones Showcase</a> information</li> <li>- Included SMART in <a href="#">Back to School Toolkit</a></li> </ul>
<b>Videos and television programming</b>	<ul style="list-style-type: none"> <li>- SMART overview PSA –(1) Elementary version (2) Secondary Version</li> <li>- Superintendent's Video</li> <li>- Superintendent's Employee Video</li> <li>- Incorporated "Day in the Life of a Student" school visit video into Friday Focus (multiple times)</li> <li>- BECON's "County Line" program (two episodes included Bond &amp; SMART): <ul style="list-style-type: none"> <li>(1) Superintendent Runcie interviewed</li> <li>(2) Sheela Vanhooose interviewed</li> </ul> </li> <li>- BECON's Community Forum with Superintendent Runcie</li> <li>- BECON included the SMART videos and PSAs in its broadcast rotation for internal and external channels, as well as radio station spots (PSAs only).</li> </ul>
<b>Communication Tools and Resources</b>	<p><a href="#">About the SMART Communication Toolkit</a></p> <ul style="list-style-type: none"> <li>- <a href="#">General Obligation Bond - Guidelines</a></li> <li>- <a href="#">SMART Branding Guidelines</a></li> <li>- 5 Things You Should Know (<a href="#">Color</a> &amp; <a href="#">B&amp;W</a>)</li> <li>- <a href="#">Palm Card</a></li> <li>- <a href="#">On the Right Track</a></li> <li>- SMART Finances (<a href="#">Color</a> / <a href="#">Black &amp; White</a>)</li> <li>- <a href="#">Capital Funding Loss Chart</a></li> <li>- SMART Fact Sheets <ul style="list-style-type: none"> <li>o 11-03/04-2014 (<a href="#">Color</a> / <a href="#">B&amp;W</a>)</li> <li>o Week of 10-27-14 (<a href="#">Color</a> / <a href="#">B&amp;W</a>)</li> <li>o Week of 10-20-14 (<a href="#">Color</a> / <a href="#">B&amp;W</a>)</li> <li>o Week of 10-13-14 (<a href="#">Color</a> / <a href="#">B&amp;W</a>)</li> <li>o Week of 10-6-14 (<a href="#">Color</a> / <a href="#">B&amp;W</a>)</li> <li>o Week of 9-29-14 (<a href="#">Color</a> / <a href="#">B&amp;W</a>)</li> <li>o Week of 9-22-14 (<a href="#">Color</a> / <a href="#">B&amp;W</a>)</li> <li>o Week of 9-15-14 (<a href="#">Color</a> / <a href="#">B&amp;W</a>)</li> <li>o Week of 9-8-14 (<a href="#">Color</a> / <a href="#">B&amp;W</a>)</li> <li>o Week of 9-2-14 (<a href="#">Color</a> / <a href="#">B&amp;W</a>)</li> </ul> </li> <li>- <a href="#">Smart Quick Points</a></li> <li>- SMART Customizable Fact Template</li> </ul>

	<ul style="list-style-type: none"> <li>○ <a href="#">School Version</a></li> <li>○ <a href="#">District Version</a></li> <li>- SMART One-Page Fact Sheet <ul style="list-style-type: none"> <li>○ <a href="#">Fact Sheet- MS Word Version</a></li> <li>○ <a href="#">Fact Sheet - PDF Version</a></li> </ul> </li> <li>- SMART Investments Video <ul style="list-style-type: none"> <li>○ <a href="#">Robert Runcie Video</a></li> <li>○ <a href="#">Secondary Video</a></li> <li>○ <a href="#">Elementary Video</a></li> </ul> </li> <li>- SMART Logo/Identity Marker <ul style="list-style-type: none"> <li>○ <a href="#">Orange &amp; Blue (png)</a></li> <li>○ <a href="#">Orange &amp; Blue (jpeg)</a></li> <li>○ <a href="#">Acronym flat (png)</a></li> <li>○ <a href="#">Acronym flat (jpeg)</a></li> <li>○ <a href="#">Logo with Web Address</a></li> </ul> </li> <li>- <a href="#">SMART Sample Website Posting</a></li> <li>- <a href="#">SMART Talking Points</a></li> <li>- <a href="#">SMART FAQs</a> (Updated 10/13/14)</li> <li>- <a href="#">SMART Voice- Message Map</a></li> <li>- <a href="#">SMART Presents</a></li> <li>- <a href="#">SMART Flyer- English</a> <ul style="list-style-type: none"> <li>○ <a href="#">Smart Flyer-Spanish</a></li> <li>○ <a href="#">Smart Flyer- Haitian-Creole</a></li> <li>○ <a href="#">Smart Flyer- Portuguese</a></li> </ul> </li> <li>- <a href="#">SMART Flyer Black/White- English</a> <ul style="list-style-type: none"> <li>○ <a href="#">Black/White- Spanish</a></li> <li>○ <a href="#">Black/White- Haitian-Creole</a></li> <li>○ <a href="#">Black/White- Portuguese</a></li> </ul> </li> <li>- <a href="#">SMART Facts (as of July 10 2014)</a></li> <li>- <a href="#">Communication Channels &amp; Resources Information</a></li> </ul>
<b>CAB alerts</b>	Produced CAB Alerts distributed to BCPS with educational information on the GOB and SMART (14) as of 11/3/14
<b>Social Media</b>	Utilized social media (Twitter and Facebook) to provide information to stakeholders

<b>ParentLink messages</b>	Produced messages from the Superintendent for specific audiences: <ul style="list-style-type: none"> <li>- parents/guardians</li> <li>- employees</li> </ul>
<b>Podcasts</b>	Produced launched <a href="#">new podcast series for Superintendent Runcie</a> . In the first two podcasts the Superintendent highlight the GOB/SMART: <ul style="list-style-type: none"> <li>- October 24, 2014 – How the GOB and SMART will benefit music, arts and athletics</li> <li>- August 18, 2014 – Information on the SMART Capital Needs Assessment Reports</li> </ul>
<b>Ambassadors Outreach</b>	Provided educational information to a variety of BCPS stakeholders (including approximately 24,000 volunteers) via email, with a request to forward the information to their friends and colleagues. These emails were distributed weekly until the final two weeks prior to November 4, at which point they were sent bi-weekly.
<b>SMART Connections</b>	Provided SMART educational messages and/or links to the SMART website to be utilized by schools and departments on their websites and resources. Examples include: <ul style="list-style-type: none"> <li>District's website homepage</li> <li>Food and Nutrition Services website</li> <li>Online School Payment System</li> <li>School Websites</li> <li>School Marquees</li> <li>ESS</li> <li>Virtual Counselor</li> <li>Pinnacle</li> </ul>
<b>SMART Speakers Bureau</b>	Worked with the Superintendent's Office to coordinate coverage of the SMART Speakers bureau.
<b>Additional Targeted Media Outreach</b>	<ul style="list-style-type: none"> <li>WPLG – Channel 10</li> <li>WSVN – Channel 7</li> <li>WTVJ – NBC 6</li> <li>WFOR – CBS 4</li> <li>Univision 23 Miami</li> <li>WIOD</li> <li>WLRN</li> <li>Hot 105</li> <li>99 Jams</li> <li>Sun Sentinel – Editorial Board</li> <li>Miami Herald</li> <li>Michael Putney</li> <li>Jim DeFede</li> <li>Westside Gazette</li> <li>El Sentinel</li> </ul>

Media Stories	<p><a href="#">7/29/14</a></p> <p>Video  <b>Broward voters to decide on \$800M bond issue</b>  Broward superintendent Robert Runcie has been busy selling voters on his proposed \$800 million bond issue.  <a href="http://www.local10.com/news/broward-voters-to-decide-on-800m-bond-issue/27195720">http://www.local10.com/news/broward-voters-to-decide-on-800m-bond-issue/27195720</a></p> <p><a href="#">8/12/14</a></p> <p><b>Broward bond project could benefit western schools</b>  An \$800 million <a href="#">Broward</a> school bond proposal initially designed to fix old crumbling schools may also ease crowding in newer schools in the west. The most expensive project on a proposed list released this weekend isn't a leaking roof, faulty air conditioning system or are placement of a 50-year-old school. Instead, it's a \$15.5 million project to replace portables at the 14-year-old <a href="#">Cypress Bay High School</a> in Weston with permanent structures.  <a href="http://www.sun-sentinel.com/news/broward/fl-broward-school-bond-projects-20140811,0,7708012.story">http://www.sun-sentinel.com/news/broward/fl-broward-school-bond-projects-20140811,0,7708012.story</a></p> <p><a href="#">8/13/14</a></p> <p><b>School board details \$800 million bond budget</b>  <a href="#">Broward County</a> school officials want a \$800 million voter-approved subsidy from county taxpayers. Tuesday, those taxpayers got a preview of where much of that money will go: To fix leaky roofs and sputtering air conditioners and improve fire safety. Board members at Tuesday's School Board meeting gave their tentative blessing to the parceling of funds proposed by Superintendent Robert Runcie and his staff — with a few reservations.  <a href="http://www.sun-sentinel.com/fl-school-board-bond-meeting-20140811,0,1448722.story?track=rss">http://www.sun-sentinel.com/fl-school-board-bond-meeting-20140811,0,1448722.story?track=rss</a></p> <p><b>School projects to be determined by voters</b>  An \$800 million bond referendum is on the table in Broward County as school board members are looking into how the money will be spent, but voters will have the final say. "I have to feel comfortable that every dollar is going to those children," said concerned citizen Alanna Mersinger. "My concern is what's going to happen with the money and how it happens," said Alex Proctor, another concerned citizen.  <a href="http://www.wsvn.com/story/26263607/school-projects-to-be-determined-by-voters">http://www.wsvn.com/story/26263607/school-projects-to-be-determined-by-voters</a></p>
---------------	--

8/14/14

### **Taxpayers Weigh-In On Broward School Bond Spending Plan**

Voters in Broward County will decide if \$800,000 bond issue will go to fix county schools in-need of repairs. The school board held a workshop Tuesday where plenty of parents voiced their concerns about the bond money.

<http://miami.cbslocal.com/2014/08/12/taxpayers-weigh-in-on-broward-school-bond-spending-plan/>

Commentary

### **Wednesday: Will the public buy Broward's \$800 million school bond project?**

What are the chances of the Broward schools' \$800 million school bond proposal passing? Right now, about the same as the Dolphins going unbeaten and winning the Super Bowl.

<http://www.sun-sentinel.com/news/opinion/todaysbuzz/sfl-will-the-public-buy-browards-800-million-school-bond-project-20140812,0,6209936.story>

8/20/14

### **Broward school bond plan shifts more money east**

Decaying schools in eastern Broward County would now fare better than newer western schools under a revised project list for an \$800 million referendum. A proposal that would have renovated dozens of school libraries and cafeterias in western Broward County that were considered too small for their student population has been replaced by a plan to renovate deteriorating libraries, mostly in the east.

<http://www.sun-sentinel.com/news/broward/fl-school-referendum-update-20140819,0,5024588.story>

8/21/14

### **Education on 6: Broward Schools Bond Issue Could Help Schools Cash in on Repairs**

Broward County voters will decide in November whether to approve an \$800 million bond issue earmarked for public school renovations and technology upgrades. It would cost each homeowner about \$50 dollars a year, which the superintendent says is a wise investment in the county's future.

<http://www.nbcmiami.com/news/local/Education-on-6-Broward-Schools-Bond-Issue-Could-Help-Schools-Cash-In-on-Repairs-272072061.html>

8/22/14

**School projects to be determined by voters**

An \$800 million bond referendum is on the table in Broward County as school board members are looking into how the money will be spent, but voters will have the final say.

<http://www.wsvn.com/story/26263607/school-projects-to-be-determined-by-voters>

9/3/14

**Broward Schools superintendent promotes \$800 million bond**

On November 4, 2014, voters will cast their ballots regarding an \$800 million General Obligation Bond Referendum. Proceeds from the General Obligation Bond would allow the District to invest in the critical needs facing schools across the District. The District's SMART initiative focuses on Safety, Music & Art, Athletics, Renovations and Technology (SMART).

<http://coralspringsconnection.wordpress.com/2014/09/02/broward-schools-superintendent-promotes-800-million-bond/>

**Residents Can Learn More About School Bond Referendum at Town Hall Meeting**

Residents are invited to take part in a Town Hall type meeting where one of the topics will be the \$800 million referendum that will be on the ballot November 4. On October 1, Coral Springs residents are invited to attend the annual "Conversation with the District" at J.P. Taravella High School. The bond referendum will be part of the discussion and voters will learn more on how the money will be allocated for their schools.

<http://coralspringstalk.com/residents-can-learn-more-about-school-bond-referendum-at-town-hall-meeting-8653>

**Broward School District to hold Conversation with the District town hall meetings**

With the new school year off to a great start, Broward County Public Schools (BCPS) announces the annual Conversation with the District series of town hall-style meetings aimed at gaining input and feedback from parents, students and community members.

<http://coralspringsconnection.wordpress.com/2014/09/02/broward-school-district-to-hold-conversation-with-the-district-town-hall-meetings/>

**District To Host Annual "Conversation With The District" Town Hall-Style Community Meetings**

With the new school year off to a great start, Broward County Public Schools (BCPS) announces the annual Conversation with the District series of town hall-style meetings aimed at gaining input and feedback from parents, students and community members.

<http://www.fortlauderdaleconnex.com/local/28777-district-to-host-annual-conversation-with-the-district-town-hall-style-community-meetings.html>

**SMART Needs Assessment Facility (School) Reports Now Available Online**

Broward County Public Schools SMART Capital Program Needs Assessment Facility (School) Reports are now available online. These individual school-level reports are the result of a comprehensive district-wide Needs Assessment, which provided an objective, data-driven overview of the District, as well as a strategic planning tool for prioritizing facility needs.

<http://www.fortlauderdaleconnex.com/local/28775-smart-needs-assessment-facility-school-reports-now-available-online.html>

9/5/14

**Broward schools propose \$1.4 billion of spending**

Even as the Broward School Board tries to get the public onboard with an \$800 million bond referendum to refurbish old buildings, the district is unveiling a separate \$1.4 billion, five-year school improvement plan. Under the proposal, \$48 million will be spent this fiscal year on non-facility projects such as information technology (\$22 million) and transportation (\$17 million) to replace buses that are more than 12 years old.

<http://www.sun-sentinel.com/fl-broward-school-board-bond-meeting-20140903,0,778454.story>

9/14/14

**Broward Democrats consider whether to go all in for school borrowing plan**

The School Board wants taxpayers to OK \$800 million in borrowing in the Nov. 4 election, and next week the Broward Democratic Party will decide if it wants to endorse the effort.

<http://www.sun-sentinel.com/news/broward/broward-politics-blog/sfl-broward-democrats-school-borrowing-20140911,0,1776585.story>

9/25/14

**Lauderhill school still waiting for playground**

Fifty-three projects worth \$26.3 million will be implemented in Lauderhill schools, if Broward County voters approve the school board's proposed \$800 million bond, but there is no money set aside for a playground at Paul Turner Elementary.

<http://www.sun-sentinel.com/local/broward/lauderhill/fl-mcf-bonds-0924-20140925,0,5412966.story>

9/29/14

**Third party oversight for \$800 million bond to improve Broward County Schools**

The Lauderhill County Commission held an open hearing to approve a list of key policy changes to be voted on by the general public in the upcoming November elections. Much of the hearing had a business as usual feel to it, as proposal after proposal passed without a single voice of opinion from the general public. When the proposal regarding the \$800 million bond to improve Broward County school facilities was open to the floor Dr. Desmond Blackburn, a representative for the Broward County School Superintendent, took the podium.

<http://thewestsidegazette.com/third-party-oversight-for-800-million-bond-to-improve-broward-county-schools/>

**Conversation with the District takes place at Hollywood Hills High School; superintendent promotes \$800 million bond on Nov. 4 ballot**

Kathy Oliva would like to see Hollywood Hills High School demolished and rebuilt. "I used to tell my children that school is like a tool, you use it to help you get where you want to go in life. Now I believe the tool is broken. The school is in disrepair and we don't have a home field for varsity football games," said Oliva. She was among a group of parents, students and employees who spoke at a Conversation with the District event at Hollywood Hills High School. It was hosted by Broward Public Schools Superintendent Robert Runcie.

<http://hollywoodgazette.com/FL/index.php/home/k2/item/180-conversation-with-the-district-takes-place-at-hollywood-hills-high-school-superintendent-promotes-800-million-bond-on-nov-4-ballot>

October 2

**Broward Superintendent experiences school as student**

A South Florida superintendent returned to class Wednesday -- but from the view of a student, to see firsthand some of the school's much-needed renovations. Students at Hollywood Hills High School said their school is in dire need of help and wanted Broward Superintendent Robert Runcie to see the needs for himself.

<http://www.wsvn.com/story/26681972/broward-superintendent-experiences-school-as-student>

**Broward School superintendent spends "day in the life of a student"**

Superintendent Robert W. Runcie headed back to class today, October 1, 2014, spending time at Hollywood Hills High School. The visit was prompted by an invitation from a student at the Conversation with the District community forum on September 22, 2014, during which the student asked the Superintendent join him at Hollywood Hills to experience a “day in the life ...

<http://www.cnweeklynews.com/tag/broward-county-public-schools/>

**October 3**

**Broward Superintendent Goes Back To Class For Bond Referendum Push**

The Superintendent of Broward County Public Schools went back to class this week to experience a day in the life of a student. Thursday, Superintendent Robert Runcie visited Plantation High School was Runcie’s second visit to a school this week.

<http://miami.cbslocal.com/2014/10/02/332419/>

**October 5**

Editorial

**Past aside, Broward schools need repair funds**

The [Broward County](#) Public Schools District wants voters to pass an \$800 million bond referendum to repair leaky roofs, buy computers and renovate the majority of its 200-plus campuses. The tab — like the need — is huge. And it comes at a tough time for struggling families.

<http://www.sun-sentinel.com/opinion/editorials/fl-editorial-school-board-bond-dv-20141005-story.html>

**Broward County School Board puts money into renovating old trailers**

The Broward County School Board is nearly broke, which is one reason superintendent Robert Runcie is pushing hard for an \$800 million bond issue from voters in November. The board is experimenting more than ever with renovating crumbling portable classrooms.

<http://www.local10.com/news/broward-county-school-board-puts-money-into-renovating-old-trailers/28395770>

## October 8

### **School projects to be determined by voters**

An \$800 million bond referendum is on the table in Broward County as school board members are looking into how the money will be spent, but voters will have the final say.

<http://www.wsvn.com/story/26263607/school-projects-to-be-determined-by-voters>

## October 9

### **Bond focuses on school construction – and public trust**

The fate of an \$800 million school bond referendum could depend on what voters think is in greater disrepair: Broward County schools or their trust in those who would spend the money.

<http://www.sun-sentinel.com/local/broward/fl-election-broward-school-bond-20141008-story.html>

## October 11-13

### **Broward School District seeks \$800 million in bonds**

On November 4th, the Broward School District will ask voters for permission to issue \$800 million in bonds to renovate and repair crumbling schools and improve technology. But there's a critical question; can taxpayers look past the district's history of corruption to approve the measure? "I would say that we cannot sacrifice the future of our children today because of the sins of the past," said Broward Schools superintendent Robert Runcie.

<http://www.local10.com/news/broward-school-district-seeks-800-million-in-bonds/29051080>

### **Bond focuses on school construction-- and public trust**

The fate of an \$800 million school bond referendum could depend on what voters think is in greater disrepair: Broward County schools or their trust in those who would spend the money.

<http://www.sun-sentinel.com/local/broward/fl-election-broward-school-bond-20141008-story.html>

### **South Florida 100 Forum Oct. 12**

Robert Runcie, superintendent, Broward County Public Schools

<http://www.sun-sentinel.com/opinion/south-florida-100/sfl-south-florida-100-forum-oct-12-20141010-htmlstory.html>

**October 18-20**

**Broward residents to decide on referendum for schools**

An \$800 million referendum to improve the sixth largest school system in the country will be on November's ballot, but it will be up to voters to decide its fate.

<http://www.wsvn.com/story/26817305/broward-residents-to-decide-on-referendum-for-schools>

**Third party oversight for \$800 million bond to improve Broward County Schools**

The Lauderdale County Commission held an open hearing to approve a list of key policy changes to be voted on by the general public in the upcoming November elections. Much of the hearing had a business as usual feel to it, as proposal after proposal passed without a single voice of opinion from the general public. When the proposal regarding the \$800 million bond to improve Broward County school facilities was open to the floor Dr. Desmond Blackburn, a representative for the Broward County School Superintendent, took the podium.

<http://insurancenewsnet.com/oarticle/2014/10/17/third-party-oversight-for-%24800-million-bond-to-improve-broward-county-schools-a-568912.html#.VEFLJOdPL68>

**October 21, 2014**

**Sorting out money for kids on Broward ballot**

Broward voters face two ballot questions that pull on purse strings and heartstrings — measures to tap property taxes for the sake of children. One would reauthorize the Children's Services Council, which has existed since 2000, extending a tax that already exists. The other, more controversial question would grant the Broward County [School District](#) the ability to issue up to \$800 million in new bonds for school repairs and equipment, to be repaid through property tax over 30 years.

<http://www.sun-sentinel.com/news/fl-broward-ballot-mayocol-b102114-20141020-column.html>

**October 22-23, 2014**

**Mayo: Given Broward Schools' Rocky Past, is \$800 Million Bond Measure Too Bold?**

Broward voters reject the school district's \$800 million bond referendum, will Superintendent Robert Runcie take it as a personal repudiation — and will it mean his days are numbered?

<http://www.sun-sentinel.com/news/fl-broward-bonds-mayocol-b102314-20141022-column.html>

**Now is the time for us to make smart investments in the children of Broward County**

Arriving in Broward County in October 2011, almost nine months after the release of a grand jury report, my mission was clear – repair public trust while maintaining our commitment to give all children a high quality education experience. Today, we have a different School Board, new administrative

	<p>leadership, and have made significant progress. Our community must move beyond the past and help us create a great future for our children.  <a href="http://thewestsidegazette.com/now-is-the-time-for-us-to-make-smart-investments-in-the-children-of-broward-county/">http://thewestsidegazette.com/now-is-the-time-for-us-to-make-smart-investments-in-the-children-of-broward-county/</a></p> <p><b>October 30, 2014</b></p> <p><b>Public Safety Officials Join Superintendent Robert Runcie to Highlight the Safety Needs Addressed by the \$800 million school bond effort</b>  The \$800 million Broward School bond referendum on the November 4<sup>th</sup> ballot will help fund critical safety projects in public schools across the county. The bond will help address building safety issues, such as fixing roofs, windows and drainage as well as providing single point of entry and security cameras for our Broward public schools.  <a href="http://sflcn.com/public-safety-officials-join-superintendent-robert-runcie-to-highlight-the-safety-needs-addressed-by-the-800-million-school-bond-effort/">http://sflcn.com/public-safety-officials-join-superintendent-robert-runcie-to-highlight-the-safety-needs-addressed-by-the-800-million-school-bond-effort/</a></p> <p>Opinion  <b>Mike Ryan and Greg Ross: Bond issue deserves support</b>  As mayors, we understand the moral imperative to ensure every child has access to a quality education in a safe and nurturing environment. We are also keenly aware that quality public education is an economic tool which supports strong neighborhoods, builds cohesive communities and allows us to compete nationwide to retain and attract families, residents and businesses. Recently, the district hired a nationally renowned firm to conduct an independent needs assessment. What they found was startling: More than \$3 billion in deferred improvements necessary to renovate, repair and upgrade aging schools.  <a href="http://www.sun-sentinel.com/opinion/commentary/fl-mayors-viewpoints-bond-issue-20141029-story.html">http://www.sun-sentinel.com/opinion/commentary/fl-mayors-viewpoints-bond-issue-20141029-story.html</a></p> <p><b>Is the Broward School Bond too Massive to Manage?</b>  What happens to public education in Margate if the \$800 million school bond gets voted down? Will learning cease, buildings crumble and teachers and staff suffer layoffs? The answer is NO.  <a href="http://www.margatenews.net/3909/93465/a/is-the-broward-school-bond-too-massive-to-manage">http://www.margatenews.net/3909/93465/a/is-the-broward-school-bond-too-massive-to-manage</a></p> <p><b>October 31, 2014</b></p> <p><b>Broward County School Officials Want \$800 Million in Taxpayer Money to Fix Schools in Disrepair</b>  Election Day on Tuesday is going to decide an important local issue that could impact schools in</p>
--	--

Broward. Voters are being asked to decide on a referendum that would help fund safety projects for public schools in Broward. Taxpayers are being asked to foot the \$800 million bill that will help repair building safety issues, such as drainage issues, windows, and roofs in disrepair. The funds would also be used to provide security cameras for schools.

[http://blogs.browardpalmbeach.com/pulp/2014/10/broward\\_county\\_school\\_officials\\_want\\_800\\_million\\_in\\_taxpayer\\_money\\_to\\_fix\\_schools\\_in\\_disrepair.php](http://blogs.browardpalmbeach.com/pulp/2014/10/broward_county_school_officials_want_800_million_in_taxpayer_money_to_fix_schools_in_disrepair.php)

### **Broward County School Officials Want \$800 Million in Taxpayer Money to Fix Schools in Disrepair**

Voters are being asked to decide on a referendum that would help fund safety projects for public schools in Broward.

<http://www.topix.com/county/broward-fl/2014/10/broward-county-school-officials-want-800-million-in-taxpayer-money-to-fix-schools-in-disrepair>

**November 1-3, 2014**

### **Facing South Florida: One-on-One with Broward Schools Supt. Robert Runcie**

Voters in Broward County will decide whether to raise property taxes so the school district can issue 800 million dollars in bonds to renovate and repair existing schools. According to the district, the bond would cost the owner of a home with an assessed value of 225,000 dollars about 50 dollars a year. But it is not without controversy. Jim goes one-on-one with Broward Schools Superintendent Robert Runcie about the bond issue.

<http://miami.cbslocal.com/video/10802780-facing-south-florida-one-on-one-with-broward-schools-supt-robert-runcie/>

**November 5, 2014**

### **Broward County voters approve school bond**

Broward County Schools will have a chance to make good on an ambitious plan to fix decaying schools after voters overwhelmingly approved an \$800 million bond referendum. The plan will be used mostly to fix old schools in the east and to address crowding in a few western schools. Schools will also receive about \$80 million in money for technology.

<http://www.sun-sentinel.com/news/broward/headlines/fl-election-broward-schools-20141104->

[story.html](#)

### **Broward voters back school bonds**

Thanks to overwhelming voter support, Broward schools will receive \$800 million in new investments — new roofs, new air-conditioning systems and new technology for today's tech-savvy students. Broward voters on Tuesday approved the spending plan, which will add about \$50 to the average homeowner's property tax bill, by more than a 2-to-1 margin. It was a historic moment for the country's sixth-largest school district.

<http://www.miamiherald.com/news/politics-government/article3567093.html>

### **Voters approve \$800 million in bonds for Broward public schools**

Voters approved \$800 million in bonds for Broward County Public Schools to invest in the district. Seventy-four percent of voters voted in favor for the bonds to be issued, while 26 percent voted against it. The bond money will be used to renovate and repair Broward's aging school district, upgrade its safety and security systems and purchase thousands of new computers and educational technology.

<http://www.local10.com/news/voters-to-decide-whether-broward-public-schools-receive-800-million-in-bonds/29529764>

### **Broward citizens to vote on schools renovation bond today**

The citizens of Broward County are voicing their choice on renovations to public schools Tuesday. Broward County Superintendent of Schools Robert Runcie cast his vote in Cooper City Tuesday morning. He has been campaigning for a bond referendum that would raise more than \$800 million to repair dozens of public schools in Broward County.

<http://www.wsvn.com/story/27269293/broward-citizens-to-vote-on-schools-renovation-bond-today>

### **Voters Approve Bond To Improve Broward Schools**

Voters in Broward County were able to weigh in on whether to approve an \$800 million bond to improve the county's public schools.

<http://miami.cbslocal.com/2014/11/04/voters-approve-bond-to-improve-broward-schools/>

### **Broward Voters Weigh In On Bond Issue, Gov Race**

Millions of dollars have been spent on campaign ads leading up to Tuesday's General Election. Clear skies helped a record early voting in Broward and prevented polling congestion.

<http://miami.cbslocal.com/2014/11/04/broward-voters-to-decide-school-bond-issue/>

### **Short lines at South Florida voting precincts, despite nasty gubernatorial race**

Lines were short or nonexistent at South Florida voting precincts, as midterm election voters' enthusiasm was low and Washington gridlock fears were high.... Broward Schools Superintendent Robert W. Runcie and Miami-Dade Schools Superintendent Alberto Carvalho were some of the community leaders asking everyone who crossed their path to get out and vote.

<http://www.local10.com/news/election-day-starts-without-a-hitch/29519974>

**November 6, 2014**

### **Broward school leaders address bond passage**

There's a lot of excitement in the Broward County School Board about the passage of an \$800 million bond referendum. Superintendent Robert Runcie and School Board Chairwoman Patti Good, surrounded by lots of district officials and bond supporters, discussed their gratitude to voters and what's ahead for construction during a Wednesday press conference.

<http://www.sun-sentinel.com/news/education/sfl-broward-school-leaders-address-bond-passage-20141105-story.html>

### **Broward Public Schools plan how to disperse bond money**

Broward County Public School District officials are gearing up their plan to spend \$800 million in bond money approved by voters in Tuesday's election. "Every school wins based on yesterday's outcome," said Superintendent Robert Runcie at a news conference Wednesday morning.

	<p><a href="http://www.local10.com/news/broward-public-schools-plan-how-to-disperse-bond-money/29566422">http://www.local10.com/news/broward-public-schools-plan-how-to-disperse-bond-money/29566422</a></p> <p>Video</p> <p><b>287 safety projects coming for Broward public schools after voters approve bond issue</b></p> <p><a href="http://www.local10.com/news/287-safety-projects-coming-for-broward-public-schools-after-voters-approve-bond-issue/29567222">http://www.local10.com/news/287-safety-projects-coming-for-broward-public-schools-after-voters-approve-bond-issue/29567222</a></p> <p><b>Broward voters approve \$800 million bond</b></p> <p>Students at Broward County Schools will see improved facilities, more technology and more resources for arts and athletics. The Broward County voters approved an \$800 million General Obligation Bond during the November 4 election.</p> <p><a href="http://coralspringsconnection.wordpress.com/2014/11/05/broward-voters-approve-800-million-bond/">http://coralspringsconnection.wordpress.com/2014/11/05/broward-voters-approve-800-million-bond/</a></p>
--	--