

IS A FACILITY UPDATE IN YOUR FUTURE?

WE HELP FROM START TO FINISH



When it's time to take a hard look at your facilities, it's time to call Wiens & Company. We offer a turnkey solution for facilities assessment, project design, community engagement, and construction oversight.

A successful bond campaign starts the moment you begin discussing a project, and it's critical to involve the right constituents at the right time. It starts with selecting an influential steering committee who can both thoughtfully guide the process and sell the project to your community.

Through our partnership with BowerComm, a strategic communications agency in Hutchinson, we empower your committee by providing engagement surveys, campaign strategy/messaging, presentation slides, informational materials, digital advertising, videos, and more to help you sell the project to your constituents.

We combine the assessment phase and the bond planning process into one agreement, so the committee understands the entire process and can answer questions about the scope and final product. We present an agreement to your superintendent/BOE for approval at the outset, and costs are applied to the bond project if Wiens is selected as the CMAR.

Timeline to be determined by each client

STEP 1: FACILITY ASSESSMENT & PLANNING

1

Assess & Define The Need

- Establish steering committee
- Select architectural and engineering team, assisted by Wiens & Co
- Steering committee, staff, and professionals co-assess facility needs
 - Staff survey
 - Steering committee tour to "grade" each area
 - Architectural and engineering inspection and evaluation
 - Photos and videos of problem areas
- Together, we evaluate findings, set priorities, and establish guiding principles

2

Develop Concepts, With Community Involvement

- **Step 1: DEVELOP**
Create multiple high-level design solutions
- **Step 2: EDUCATE**
Educate the community by visually demonstrating facility challenges via videos, photos, social media, local news, civic group presentations, and one-on-one visits by committee
- **Step 3: INVOLVE**
Vigorously solicit input from community on potential solutions and priorities—in a two-way dialogue
 - Community meetings
 - Community survey

3

Finalize Plans & Costs

- Develop and refine final design proposal, with committee input
- Preliminary budgeting
- Engage community through survey and/or meeting(s)
- Committee presentation to the board
- Board authorizes final project scope and bond election

CRITICAL STEP

ESTABLISH A GREAT STEERING COMMITTEE

Forming an informed, engaged, influential steering committee at the start is key to passing a bond. Carefully select 14-18 individuals to assess, plan, and sell your project to your community.

- Superintendent
- Board of Education members (2-3)
- School administrators (2-3)
- School staff (one per building)
- Influential community members who are supportive (6-8)

STEP 2: "VOTE YES" CAMPAIGN

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Gain & Reaffirm Support For Proposal

- Develop campaign strategy, including number of votes needed and tracking "yes" votes on registered voter list
- Develop campaign materials, including slide presentation, informational printed pieces, advertising, and campaign website
- Media outreach (social media, local news, mail, etc.) to gain support for the proposal one stakeholder at a time
- Steering committee personal outreach and presentations at community meetings

5

Empower The Vote

- Communications and personal outreach to ensure voter registration, reassure constituents of the benefits, and motivate supporters to cast a ballot

**ELECTION
DAY**

Following successful election

STEP 3: CONSTRUCTION MANAGEMENT

6

Design Support & Cost Control

- Work with design team to ensure best quality and performance
- Ensure proper budget oversight
- Cost and constructability reviews, with practical advice and alternative approaches
- Regular communication with the Board

7

Bidding & Contracting

- Solicit bids from multiple qualified subcontractors and suppliers
- Propose best bid packages based on the best value of the project