

Citizens Bond Committee Meeting  
The State of Texas  
United Independent School District  
The County of Webb

June 12, 2013

A Public Meeting of the Citizens Bond Committee of United I.S.D. was held on Wednesday, June 12, 2013, at the United ISD – Student Activity Center, Fine Arts Building, Room #1, located at 5208 Santa Claudia Lane, Laredo, TX 78046.

## **1. CALL MEETING TO ORDER – CHAIR RICHARD E. MORALES**

*An announcement was made by the Chair of the Citizens Bond Committee, Mr. Richard Morales, calling the meeting to order at 6:09 p.m.*

*Ms. Sylvia Bruni called the roll of the Steering Committee.*

*Richard Morales, Chair – Present  
Sylvia Bruni, Vice-Chair – Present  
Patty San Miguel – Present  
Joey De Leon – Present  
Laura Montemayor – Absent  
Pete Arredondo – Present  
Adelaido “Lalo” Uribe – Present*

*Mr. Morales asked the audience to stand for the Pledge of Allegiance and the Texas Pledge.*

*Mr. Morales announced that a quorum of members was present and that the meeting had been duly called and that notice of the meeting had been posted in accordance with the Texas Open Meetings Act.*

## **2. OPENING COMMENTS BY COMMITTEE MEMBERS**

Persons who are committee members wishing to comment publicly must do so in the “public comment” portion of the meeting, which will be designated at the beginning and end of each meeting. To comment publicly, a committee member must sign up with the presiding officer or designee before the meeting begins and shall indicate the agenda item for the present Committee meeting about which they wish to speak. Comments shall be limited to current Committee agenda items.

No presentation shall exceed three (3) persons per any side of an issue, nor shall the time per subject exceed ten (10) minutes. Delegations of more than three (3) persons shall appoint one person to present their views before the Committee.

*Mr. Morales stated that for those people who are not committee members, the board of trustees will have a standing agenda from now until November at the Regular Board meetings at which time they will take public*

comments on the proposed bond from citizens and asked that comments at today's meeting be limited to committee members that are present. He then asked if any committee member would like to make a public comment.

No Public Comments

### 3. PRESENTATION / DISCUSSION:

Presentations: Roberto J. Santos, Mike Garza, Enrique Rangel, Laida Benavides, CPA, Ray Turco

- **Greetings from Roberto J. Santos**
- **Greetings from Board of Trustees**

*Mr. Judd Gilpin addressed the audience and thanked them and the Steering Committee for helping with this project. He recognized former board member Mr. Bill Johnson and thanked him for being present and also recognized board members Ramiro Veliz, Juan Roberto Ramirez and Javier Montemayor. Mr. Gilpin explained that they wanted this committee steered by community members that are not on the school board and said the board members will get involved as part of the general committee and also help staff with their presentations. He stated that their main goal is to hear what the community has to say to make sure that the information presented to the community is well received and that every effort will be made by the staff members and board members to hear their input. He said the second part of this effort is that they would like the committee members to have a positive feel for what they are trying to do and to assist in communicating to the public what went on in the meeting and what they are trying to do. Mr. Gilpin stated that there is nothing more important that we provide as a public service than the quality of education our children are receiving and to please keep that in mind as they view the presentations by staff members.*

- **Presentation about purpose of Committee, challenges, explain setup, process, 5 Subcommittees – Roberto J. Santos**

*Mr. Roberto J. Santos welcomed the committee members and stated they had received a lot of input from principals and staff and felt they had a good committee. He stated the most important thing is the 43,000 students that UISD services today. He explained that some people don't have the opportunity to see how crowded our schools are and what the need of the district is, not only now, but in the next four or five years. Mr. Santos mentioned that the last bond election in 2006 did not do well and that the district has grown over 10,000 students since that last bond that passed in 2003 and will continue to grow another 4,000 to 5,000 students. He asked the committee to look at all things that are being presented and to share their ideas and their honest input.*

A video on the growth of UISD was presented.

*After the video, Mr. Santos addressed the audience and said that gives them an idea of why we are here today. It shows where the district was, where it is right now and what the future is for United and asked for their support as they continue this process. He stated they have six meetings set up and they want to be as efficient as possible with their time and with data presented to them as well as receiving data from them. He also stated the meetings are videotaped and that UISD is developing a web page where people can view the information. He said all committee members will be given the opportunity to speak or ask questions*

during public comments or for anybody who does not feel comfortable speaking during public comments, staff will also be available to answer questions during the breaks or after the meetings. Mr. Santos said they can also write their questions on a piece of paper and turn them in at the end of the meeting. He said staff will respond to these questions and send them to all committee members via e-mail. Mr. Santos said he wants to keep them informed, be as transparent as they can and get their support. He gave a brief explanation of the information included in their binders

Mr. Juan Cruz, general counsel for USD addressed the audience and gave a synopsis of the role and responsibilities of the Citizens Bond Committee and the role of the Steering Committee and how it is going to work towards the end of August at which time the Board will decide whether or not to call for a bond election. He explained that the Citizens Bond Committee, the Steering Committee and the Board members are all volunteers and are here to serve the school district a purpose and that is to come up with options and recommendations after the information that will be presented during the course of the summer. He said Mr. Judd Gilpin, president of the board, has appointed a chair person for the Steering Committee, Mr. Richard Morales who is a local attorney and specializes in oil and gas and he also appointed a vice-chair person, Ms. Sylvia Bruni, who is the Executive Director for the Children's Advocacy Center. Mr. Cruz stated there will be five subcommittees that members will be choosing to participate in. The subcommittees will be: (1) New Construction, (2) Additions and Renovations, (3) Finance, (4) Technology and (5) Security. He explained that these five subcommittees will be chaired by one of the Steering Committee members and that Mr. Morales and Ms. Sylvia Bruni will be ad-hoc members and will be able to serve in all five subcommittees.

Mr. Cruz went on to explain the Operations and Procedures, the process for Agendas and Public Comments and the procedures for Maintaining Order which are attached as part of the minutes. **(Attachment A)**

- **Presentation about District information, growth history, and projections – Mike Garza**

Mr. Mike Garza addressed the audience and stated he will be doing a brief presentation on the growth history of USD and explained that as the meetings progress they will be presenting more detailed information by sectors and areas. He encouraged committee members who have any questions to come up to staff members during the break, especially the lead members who are working very hard on this bond election. Mr. Garza then introduced Mr. Eduardo Zuñiga, Associate Superintendent for Business and Finance and Support Services, Ms. Laida Benavides, Assistant Superintendent for Finance, Mr. Cesar Treviño, Facilities Department, and Ms. Gloria Rendon, Associate Superintendent for Administration.

Mr. Garza went over the presentation on District Information, Growth, History and Projections, which is attached as part of the minutes. **(Attachment B)**

Mr. Morales announced the time, 6:46 p.m., and stated they will return in 10 minutes.

- **Break**

Mr. Morales announced they were back from recess and called the meeting to order at 7:00 p.m.

Mr. Mike Garza addressed the audience and stated that several months ago the Board of Trustees and UISD administration commissioned a private firm to do a survey on the bond for the District. He then introduced Mr. Ray Turco from Turco & Associates who presented information gathered from the survey.

- **Presentation of the Turco Community Survey results – Roberto J. Santos & Ray Turco**

Mr. Ray Turco addressed the audience and stated he had been here six weeks ago working with administration going over the results of the survey. He stated Raymond Turco & Associates is a Public Opinion Research firm and they do a lot of work with school districts and with municipalities assisting them in understanding voters and the opinions of voters. He explained that if you look at the main universe, you have a universe of everyone who is registered to vote then you have to drop down further because you have people who vote in general, in presidential elections and in state wide elections. He went on to explain you have another group of voters who vote in local elections, elections that count most specifically for cities and for school districts and said they do a lot of work helping understand those rounds. He said he has worked with small school districts in Texas and had several past bonds that had failed previously but were successful. He also stated they have worked with some of the larger school districts in the state. Mr. Turco said they helped Northside ISD in San Antonio with their last four or five bond elections where they have passed over 3 billion dollars and are starting another survey in July for their next bond election. Mr. Turco said he is honored and privileged to be here with the committee to talk about this survey.

Mr. Turco stated they did two surveys. One was a survey of historical voters in the district and the other was an online survey of all district staff and mentioned what was important about that is that people will get information from staff. Mr. Turco said it was important to see how both groups compare, how people who don't have a lot of information view the district and compare that to people who do have a lot of information. He explained that the two surveys were reported separately. Mr. Turco explained he will be taking more time explaining the voter survey but also had some information on the employee survey. He said he will be focusing most of this presentation on questions that affect the potential bond election. He explained that in their packets there should be a copy of the entire presentation which goes into more detailed information on both surveys.

Mr. Turco then went over the presentation on United ISD 2013 Bond Awareness Survey Results which is attached as part of the minutes. **(Attachment C)**

Mr. Mike Garza informed the committee that this was a brief presentation of the survey results but that the full detailed report was included in their binders. He stated they also have a more detailed report of over 3,000 pages broken down by different categories and the results show it's almost 70% supportive.

- **Presentation on School Finance/Taxes/Bonds – Roberto J. Santos & Laida Benavides**

Ms. Laida Benavides introduced herself and proceeded with her presentation on School Finance / Taxes / Bonds which is attached as part of the minutes. **(Attachment D)**

Mr. Santos stated that Ms. Benavides presentation was very brief but as they move on to future meetings, she will be presenting more specific information on tax rates. He said another important item is that the oil and gas values are going up and as our local values go up, the state reduces state aid and it's not certain

that every year we can get additional funds. He stated that Ms. Benavides will share more information on that in the next couple of meetings.

- **Review calendar of remaining meetings**

Mr. Santos informed the committee that a calendar of meetings is included in their binders and proceeded to explain the location and set up of those meetings. (Calendar is attached as part of the minutes). **(Attachment E)**

Mr. Santos informed the committee that the next meeting is next Tuesday, June 18<sup>th</sup> at the same location as today. He stated that on Wednesday, June 26<sup>th</sup> they will be meeting at United Middle School which has several rooms where they can break up into subcommittees. He explained that committee members will be given a handout with a 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choice to select which subcommittee they want to serve on. He mentioned the committee would meet again in small groups on July 10<sup>th</sup> at United Middle School. On Tuesday, July 16<sup>th</sup> the committee will meet again as a large group and hopefully make a recommendation to the Steering Committee and eventually to the board to call a bond election.

- **Closing**

Mr. Morales thanked everyone for all the hard work they put into this project to present the information to the committee.

#### **4. CLOSING COMMENTS BY COMMITTEE MEMBERS**

Persons who are committee members wishing to comment publicly must do so in the "public comment" portion of the meeting, which will be designated at the beginning and end of each meeting. To comment publicly, a committee member must sign up with the presiding officer or designee before the meeting begins and shall indicate the agenda item for the present Committee meeting about which they wish to speak. Comments shall be limited to current Committee agenda items.

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Mr. Morales asked committee members if anyone would like to make any comments.

Mr. Henri Kahn stated that when doing the survey, when you ask somebody, do you think 350 million is too much, and they say yes, do you ask them why they think it's too much?

Mr. Turco said they did not ask them why they thought 350 million was too much because they went to the next level and what they were looking at initially, because a lot of people are going into a voting booth and casting their vote not knowing a lot of information. He explained that their initial intent was to say, prior to giving any information, what is your comfort level in terms of dollars, and every voter has different comfort levels. He said they didn't want to go in and say why is your comfort level as low as it is? He said our intention is to find out from the entire populous where that comfort level is and it doesn't necessarily mean that a committee is going to look at it and say we don't need to go any higher. He stated that they as a committee

*will be given the task of saying what needs to be done. Mr. Turco stated he has worked with committees who have said what the administration feels is the correct amount is too low and the committee will say they believe there is more of a need and will work to get a larger amount passed. He explained that this happened in Arlington, Texas where the committee said they needed more schools built and went forward with a larger bond amount than what was being requested and the voters approved it. He mentioned that their intention was to present, in a survey, prior to giving them any information, where their comfort level was.*

*Mr. Morales mentioned that the committee will also have an opportunity to submit their questions in writing and staff members will also be available after the meeting to answer any questions.*

*Mr. Orlando Navarro stated to Mr. Turco that in his presentation he said that when you give wrong information, it takes two weeks to come back and correct it and that once he gave correct information it made an 8 point increase because he gave correct information. Mr. Navarro asked Mr. Turco what happens when you give the wrong information or the information is not necessarily true, what kind of skew does that give us and what is our challenge because there are a lot of people out there that are uninformed because of that one piece of uninformed information that goes out there, how does that change?*

*Mr. Turco stated it is difficult to denote how a negative comment or incorrect information or negative comments put out by general opponents attempting to negatively influence a bond and how you can bow that. He said one of the questions he asked was if the amount of the package was too high and found out that there are people who believe that 307 million is too high and there are people who want to oppose this because they don't want their taxes to increase but it's a minority viewpoint. He stated that what will be done in the course of an advocacy campaign is to try to address information put out by either opponents or people who have a vendetta against this and trying to mislead people. Mr. Turco said we have to try to address that information during the advocacy campaign and not necessarily before any information is given out relative to a potential bond election.*

*Mr. Mike Garza stated that in their packets, there are some questions that were asked that were negative in nature. He said there is detailed information broken down showing specifically why they were negative.*

*Mr. Judd Gilpin addressed the audience and stated that this information is being presented so that people understand the backdrop as they are looking at this issue. He assured the audience that they are addressing the needs of the school district. He said that just like a project they might do for themselves, first thing to do is to shape up the project then figure out what the needs are and start putting the dollars to it. He stated we don't want to jump ahead and start circumventing this process and say we are limited to that amount. He mentioned that once they look at this closely they can give us their numbers. He told the committee not to worry too much about it this early on and they will come back to it in the process.*

*Mr. Turco shared a question that was asked during the break. The question was why a bond election as opposed to other type of debt that the district can take.*

*Ms. Laida Benavides responded by saying that with other type of debt, the district would have to pay back with operations tax rate which we are held to \$1.04. She explained that other type of debt that is not voter approved has limitations on amounts and on the time we have to pay it back and it puts a burden on the tax payer because if you start using operations money then you are going to have to go into your budget and start cutting in areas that we try to support with the limited tax rate that we cant go any higher than \$1.04. Ms. Benavides said she can start gathering information on what the limitations are on the different types of debt*

that the district has. She stated that the district does have other types of debt. She said the district borrows money to pay for buses, portable classroom buildings, computer leases, copier leases, and for furniture and equipment for our schools. Ms. Benavides stated we are limited to the type of financing we can do.

Mr. Jorge Urgatachea asked what would be the guarantee, if the bond was passed, of the fairness of the bidding process of the construction companies which is limited in Laredo. He stated that in any other department, they can outsource it out of the district but in the construction process, how many companies would we have in the bidding process to ensure that we stay within budget?

Mr. Mike Garza stated that one of the departments he oversees is the purchasing department and is specifically involved with the procurement process. He said that when you are dealing with municipalities or political subdivisions, like school districts, we are adhered to state requirements by procurement law and have to go out for competitive type of situation.

He explained that under construction, they have many forms such as competitive sealed proposals, bids, design build, construction manager at risk, and have to adhere to those specific avenues in order for it to be a valid process that the state requires. He said our board policy is even more restricting than what the state requires. Mr. Garza said that the last bond elections have been within the amounts the voters have approved. He explained that whatever the committee comes up with, whatever the board approves and whatever the voter actually votes on, the district cannot build over that and certainly have to build up to that.

Mr. Jorge Urgatachea mentioned that in the past they have had companies from San Antonio who have submitted bids for other companies for different projects in the city and those bids were well under the numbers that some companies provided here in Laredo. He asked what would be the difference in bringing outside companies to do the same job with a lower rate.

Mr. Mike Garza responded by saying that whatever they solicit is an open process and anyone can submit and it doesn't matter where they are from. He explained there are state requirements that require a reciprocal effect. He stated as an example if they have a contractor in Wyoming, whatever that state dictates in terms of competitive bidders that go into that state there may be up to a 5% penalty if you're an outsider going into that state and that is how they protect their "local interest". He said we would reciprocate that in terms of any outsider servicing us. He explained that normally there will be contractors within the state that will be interested. Mr. Garza said LBJ High School was a low-bidder school and that after several litigation issues, we had to recoup almost one third of the amount of the construction to be able to finish the school because of the faulty construction issues. Mr. Garza said they did try the low-bidder situation and it didn't work out for us in the past and said we have to look out and protect the best interest of the school district.

Ms. Sylvia Bruni commented on how you diffuse or correct malicious comments. She stated she served on the Blue Ribbon Committee a few years back and said she hopes everyone realizes how important this group is. She stated that the input the committee provides is going to be very critical and that input is going to help them decide, as a committee, how much will be proposed to the board. Ms. Bruni said another important thing is advocacy. She explained that advocates should come from the committee and that they not leave the responsibility only to district staff and asked that parents, citizens and teachers get involved in the advocacy. Ms. Bruni commented that the district is providing very good data on the growth of the district and said the committee must study this data and be ready to be advocates to inform the community that this is something that needs to be done.

Mr. Julio Garcia stated he also served on the Blue Ribbon Committee and said his statement is directly in correlation with Ms. Bruni's statement. He stated he can pretty much guarantee that the reason the last bond did not pass in 2003 was the failure to get the information out to the voters. He mentioned that at that time, the state had a program that was going to match half of the monies that were being requested and this information never made it out to the voters. Mr. Garcia mentioned that the package at that time had great things planned such as administrative buildings, a natatorium, high schools, elementary schools and would have taken care of everything they are asking for today. Mr. Garcia asked how they are going to change from 2003 to today in getting the information out to the voters besides newspaper articles. He agreed that there needs to be some change and that UISD needs help but besides the committee members getting the word out to their neighbors he asked how UISD is preparing to get this information out to the voters.

Mr. Roberto Santos replied by saying that they will be involving the committee members as they start going out to different organizations and to the campuses. He said staff is looking at different civic clubs and their meeting dates. They also talked to campus principals to get the dates of their PTC meetings, and have met with Mr. Villarreal to get five mobile voting units. He stated that the committee members and UISD staff will be doing presentations at these civic club meetings and at the campuses. He also mentioned that communications staff is working on getting information out through social media.

Mr. Santos said it is important for the committee to get involved in getting the information out to the public which is one thing they didn't do the last time. He explained that their job is to prepare the committee as best as they can for these presentations. He said the campus principals will also be getting involved as they meet with parents. Mr. Santos said staff is also preparing a short video in English and Spanish, depending on the audience and then they will answer any questions. He stated the video will point out a lot of information for people to see. He mentioned they already have Patty Kirby from KGNS to do the English version and Marissa Limon will do the Spanish version. Mr. Santos also mentioned holding town hall meetings and looking at the voter list to see who voted and in what precinct. He said they will be identifying the early voting dates and where they will be held. Mr. Santos also mentioned that Fine Arts Department will have a function at the auditorium and at football games where we have over 7 or 8,000 people attending. He stated they have several elected officials that have committed to help and said we cannot afford to just sit back and see what happens. Mr. Santos shared some information on taxes for people over 65 yrs. He said their taxes will not go up unless they do additional improvements to their house and it is important that they know this information. He asked for their support in getting involved to get our students what they need and said staff is already preparing for this.

Mr. Judd Gilpin commented that they have discussed the issue on how they are going to do things differently this time. He stated he was not on the school board the last time but said that one thing he knows, looking at the district, is that he came in as a board member realizing it was an uphill battle to get this bond passed and didn't really realize how important it would be but as he found out more about what did not happen the previous time, as far as the bond not passing, the impact started unfolding over the years. He said that as the years have gone by they started to see those impacts and the community doesn't really see them as clearly. Mr. Gilpin said if this bond does not pass this time it will become very evident to the community that we have big problems at UISD and he would not have known that if he were not a school board member.

Mr. Gilpin also stated that as a board member, he has to go to 15 hours of continuing education every year and one of the things he learned in one of those classes is the big emphasis on teachers, the most trusted person in our education system for most people. He mentioned that they emphasized when they started this committee that they wanted every school to turn in a name of a teacher who showed a lot of leadership at that



*campus and also a parent and they ended up with more than two persons from each campus in some cases. He asked for a show of hands to see how many teachers and coaches were present. He said that is what will make the difference this time. Mr. Gilpin said the other teachers, coaches and parents at the campuses will be greatly impacted by what this group thinks about this. He mentioned that there was a question asked in the survey to rank the sources of information they would use to evaluate their support for a bond and teachers were the highest ranked source. Mr. Gilpin said they are going into this hoping that the teachers and coaches of UISD will make a big difference.*

**5. ADJOURNMENT**

*Mr. Morales thanked the committee and all the presenters, Mr. Santos and his staff and asked for a motion to adjourn the meeting.*


Motion:	So move
Moved by:	Sylvia Bruni
Seconded by:	Joey De Leon
Discussion:	None
In Favor:	Unanimous

**There being no further business, the Citizens Bond Committee Meeting of June 12, 2013 was adjourned at 8:12 p.m.**



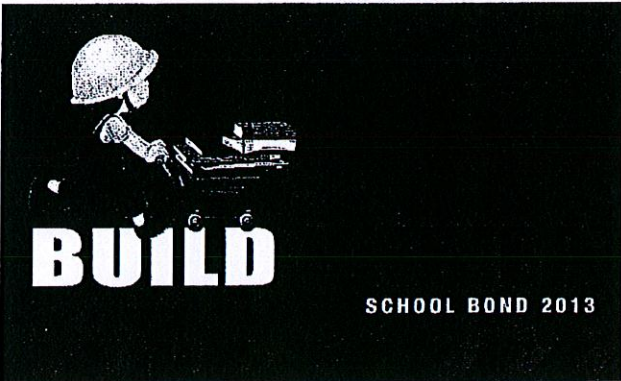
Ricardo E. Morales, Chair

  
Sylvia Bruni, Vice-Chair




# Committee Purpose, Duties & Responsibilities

Created by: Juan J. Cruz & Associates, LLC




1



## Citizens Bond Committee

- ▣ Volunteers and appointed by Board and Superintendent
- ▣ Board President shall appoint Vice Chairperson
- ▣ Chairperson and Vice-Chairperson -
  - ▣ Facilitate, with staff, the presentation of information to the Committee
- ▣ Five subcommittees—may be divided or consolidated for sake of efficiency
  - ▣ New Construction
  - ▣ Additions & Renovations
  - ▣ Finance
  - ▣ Technology
  - ▣ Security
- ▣ Steering Committee



2



## Operations and Procedure

- A. Each Board member, with the Superintendent, shall appoint members to the Committee
- B. Board president will select a Chairperson and Vice Chairperson from the Board appointees
- C. Chairperson will appoint a chairperson to each of the five subcommittees
- D. Staff and UISD Board of Trustees will present relevant bond information to the Committee
- E. Committee will provide input to Steering Committee for consideration
- F. After considering the information shared by the Committee, the Steering Committee will meet with the Superintendent to finalize their recommendations and present them to the Board
- G. The Board will then take action accordingly

**BUILD**

SCHOOL BOND 2013

3



## Agendas And Public Comments

- 1 Superintendent, after consulting with Committee and subcommittee Chairpersons, must prepare the agenda for the Committee meetings
- 2 Comments by general public are not permitted at Committee meetings
  - 1 If a member of the general public wishes to comment, they may do so during any UISD Board of Trustees meeting
- 3 Committee members wishing to comment publicly must do so during the "public comment" portion of the meeting.
  - 1 "Public comment" portion will be designated at beginning and end of each meeting
- 4 Chairperson of Committee may use his discretion to set aside time for comments after each presentation
- 5 Chairperson of Committee may also use his discretion to establish the scope and time limits of comments
- 6 No presentation can exceed 3 persons per any side of the issue
- 7 At the final meeting, members will be given the opportunity to comment on any previous agenda items

**BUILD**

SCHOOL BOND 2013

4



## Maintaining Order

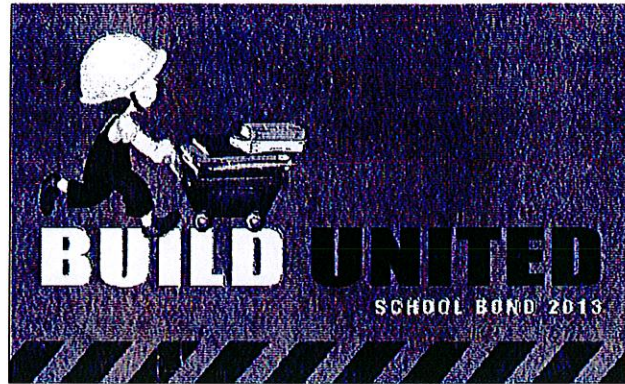
- ▣ All Committees shall observe the parliamentary procedures as found in *Robert's Rules of Order, Newly Revised*, except as otherwise provided in policy or law
- ▣ Procedural rules may be suspended at any time by majority vote of Steering Committee members present
- ▣ A disruptive member will only be given one warning from the presiding officer
- ▣ If disruption continues, the presiding officer can have the Discussion must be addressed to the Chairperson of the Committee and then the entire membership
- ▣ Discussion shall be directed solely to the business that is under deliberation at the time
- ▣ Committee Chairperson shall halt discussion that does not apply to the business before the Committee
- ▣ Chairperson shall also enforce any time limitations that have been placed on a discussion item
- ▣ member removed from the meeting

**BUILD**

SCHOOL BOND 2013



# District Information Growth, History and Projections



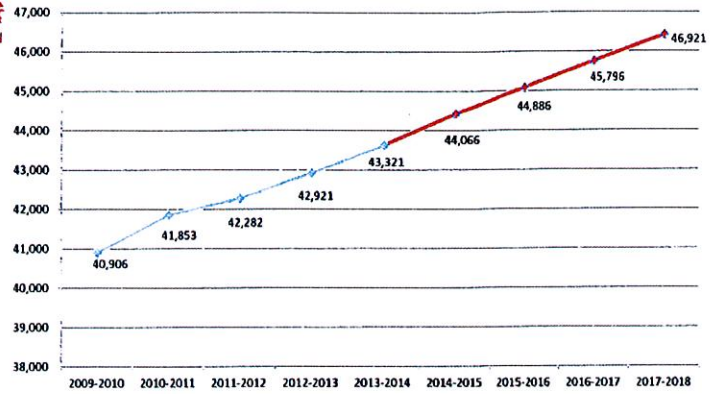
## U.I.S.D. PEAK ENROLLMENT ANALYSIS (2009/10 - 2017/18)

YEAR	PEAK ENROLLMENT	STUDENT GROWTH	PERCENTAGE GROWTH
2009-2010	40,906	802	2.0%
2010-2011	41,853	947	2.3%
2011-2012	42,282	429	1.0%
2012-2013	42,921	639	1.5%
2013-2014	43,321	400	0.9%
2014-2015	44,066	745	1.7%
2015-2016	44,886	820	1.9%
2016-2017	45,796	910	2.0%
2017-2018	46,921	1,125	2.5%



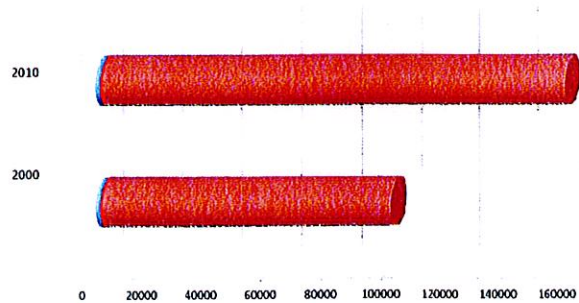


It is projected that district-wide enrollment will increase by 4,000 students in the next five years. It is projected to be 46,921 in the year 2017-2018.



United Independent School District Population Growth

YEAR	UISD Population	Population Growth	% Growth
2000	97,049		
2010	156,720	59,671	61.5%



Survey from: [www.proximity.com](http://www.proximity.com)



LOIREN

CITY OF LAREDO BUILDING PERMITS BY SCHOOL AREAS												
SOUTH SCHOOL	2007		2008		2009		2010		2011		2012	
	SINGLE	MULTI FAMILY	SINGLE	MULTI FAMILY	SINGLE	MULTI FAMILY	SINGLE	MULTI FAMILY	SINGLE	MULTI FAMILY	SINGLE	MULTI FAMILY
ARNOT ELEMENTARY	54		13		14				1		3	
B.GARCIA ELEMENTARY	73	2	16		15		7		9		47	
CENTENO ELEMENTARY	78	2	93		75		26		8		13	1
CUELLAR ELEMENTARY	4		11		64		11		39	1	38	1
DO HACHAR ELEMENTARY	0		0									
JUAREZ LINC. ELEMENTARY	0		0									
KENNEDY-ZAPATA ELEM	0		0									
KILLAM ELEMENTARY	0		0	1	5		1		1		2	
PEREZ ELEMENTARY	48		8		8		13	1	37		41	
PRADA ELEMESTARY	16	1	8	1	14		4		13		19	
ROOSEVELT ELEMENTARY	2		3		4		1		3		2	
RUIZ ELEMENTARY	6	1	2		11		24		13		25	
SALINAS ELEMENTARY	126		89		13		5		6		6	
ZAFFIRINI ELEMENTARY	118		62		27		40		50		42	
<b>TOTAL SOUTH</b>	<b>525</b>	<b>6</b>	<b>307</b>	<b>2</b>	<b>250</b>	<b>0</b>	<b>132</b>	<b>1</b>	<b>180</b>	<b>1</b>	<b>238</b>	<b>2</b>



LOIREN

CITY OF LAREDO BUILDING PERMITS BY SCHOOL AREAS												
NORTH SCHOOL	2007		2008		2009		2010		2011		2012	
	SINGLE	MULTI FAMILY	SINGLE	MULTI FAMILY	SINGLE	MULTI FAMILY	SINGLE	MULTI FAMILY	SINGLE	MULTI FAMILY	SINGLE	MULTI FAMILY
BORCHERS ELEMENTARY	82		68		179		187		215		236	1
CLARK ELEMENTARY		1	0						0	1	1	
COL.SANTOS ELEMENTARY	129		69	1	41		79	2	93	1	110	2
DE LLANO ELEMENTARY	16		1	1	2				1	1	1	1
FASKEN ELEMENTARY	86		82		43		42		56	1	57	
FINLEY ELEMENTARY		2	0						0		2	
GUTIERREZ ELEMENTARY			0						0		1	
KAZEN ELEMENTARY			0						1			
MALAKOFF ELEMENTARY	5	1	10		31		25		13	1	1	
MULLER ELEMENTARY	134		24		64		32		37		31	
NEWMAN ELEMENTARY	1		3		2				0			
NYE ELEMENTARY	13		6		3				3	1	1	1
TRAUTMANN ELEMENTARY	5		5		3		7		3		1	1
<b>TOTAL NORTH</b>	<b>471</b>	<b>4</b>	<b>268</b>	<b>2</b>	<b>368</b>	<b>0</b>	<b>372</b>	<b>2</b>	<b>422</b>	<b>6</b>	<b>442</b>	<b>6</b>
<b>GRAND TOTAL</b>	<b>996</b>	<b>10</b>	<b>575</b>	<b>4</b>	<b>618</b>	<b>0</b>	<b>604</b>	<b>3</b>	<b>602</b>	<b>7</b>	<b>680</b>	<b>8</b>

\* Note: The grand total of 680 permits represents 68% of the total construction from 2007 and an estimated increase of 13% from last year (2011)

2013 YTD Multifamily Permits 5 / Single Permits 270 \* Estimated by the end of 2013 Multifamily Permits 20 / Single Permits 810





2012-2013 CLASSROOMS & PORTABLE COUNT

ELEMENTARY SCHOOL	ENROLLMENT AS OF 11/9/12	CLASSROOMS IN MAIN BUILDING	PORTABLE CLASSROOMS
Salinas	821	37	20
Zaffirini	1089	46	20
Perez	1057	47	16
Arndt	991	46	14
B. Garcia	1011	42	12
De Llano	609	32	10
Trautmann	834	41	10
Malakoff	928	48	6
Ruiz	980	48	6
Centeno	863	48	4
Fasken	915	48	4
Kazen	609	34	4
Kennedy-Zapata	492	34	4
Killam	844	48	4
Muller	841	46	4
Roosevelt	767	46	4
Gutierrez	656	42	2
Prada	792	50	2
Borchers	812	42	0
Clark	554	42	0
Col. Santos	911	48	0
Cuellar	637	46	0
DD Hachar	210	43	0
Finley	546	40	0
Juarez-Lincoln	521	40	0
Newman	641	41	0
Nye	808	47	0
<b>TOTAL</b>	<b>20,734</b>	<b>1,172</b>	<b>146</b>



MIDDLE SCHOOL	ENROLLMENT AS OF 11/9/12	CLASSROOMS IN MAIN BUILDING	PORTABLE CLASSROOMS
United South Middle	1372	49	24
Washington Middle	1294	44	22
Gonzalez Middle	1174	45	14
Los Obispos Middle	1032	44	14
Trautmann Middle	1699	73	14
United Middle	1091	43	12
Lamar Brund Vergara Middle	899	40	2
Clark Middle	821	49	0
Salvador Garica Middle	473	44	0
<b>TOTAL</b>	<b>9,855</b>	<b>431</b>	<b>102</b>

HIGH SCHOOL	ENROLLMENT AS OF 11/9/12	CLASSROOMS IN MAIN BUILDING	PORTABLE CLASSROOMS
Alexander High	2754	112	20
United South High	2907	123	18
L.B.J. High	2512	114	12
United High	2942	163	0
United 9th grade	1081	69	0
<b>TOTAL</b>	<b>12,196</b>	<b>581</b>	<b>50</b>

OTHER SCHOOL	ENROLLMENT AS OF 11/9/12	CLASSROOMS IN MAIN BUILDING	PORTABLE CLASSROOMS
STEP Academy	136	0	28
<b>TOTAL</b>	<b>136</b>	<b>0</b>	<b>28</b>
<b>GRAND TOTAL</b>	<b>47,921</b>	<b>2,184</b>	<b>376</b>







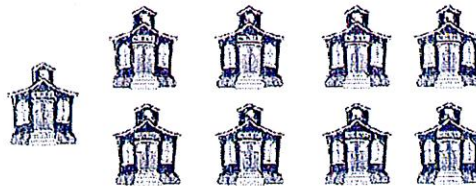
UISD Age of School Buildings as of 2013

Date of Original Construction			Current Age as of 2013		
<b>ELEMENTARY SCHOOLS</b>					
1	CLARK ELEMENTARY	1973	40 yrs		
2	SALINAS ELEMENTARY	1976	37 yrs		
3	NEWMAN ELEMENTARY	1980	33 yrs		
4	TRAUTMANN ELEMENTARY	1982	31 yrs		
5	PEREZ ELEMENTARY	1986	27 yrs		
6	FINLEY ELEMENTARY	1988	25 yrs		
7	D.D HACHAR ELEMENTARY	1989	24 yrs		
8	A. GUTIERREZ ELEMENTARY	1992	21 yrs		
9	A. RUIZ ELEMENTARY	1992	21 yrs		
10	JUAREZ LINCOLN ELEMENTARY	1993	20 yrs		
11	KAZEN ELEMENTARY	1993	20 yrs		
12	DE LLANO ELEMENTARY	1993	20 yrs		
13	PRADA ELEMENTARY	1994	19 yrs		
14	KENNEDY ZAPATA ELEMENTARY	1995	18 yrs		
15	ROOSEVELT ELEMENTARY	1996	17 yrs		
16	ARNDT ELEMENTARY	1998	15 yrs		
17	MULLER ELEMENTARY	1998	15 yrs		
18	CUELLAR ELEMENTARY	1998	15 yrs		
19	ZAFFIRINI ELEMENTARY	1998	15 yrs		
20	BORCHERS ELEMENTARY	2002	11 yrs		
21	GARCIA ELEMENTARY	2004	9 yrs		
22	CENENO ELEMENTARY	2004	9 yrs		
23	SANTOS BENAVIDES ELEMENTARY	2005	8 yrs		
24	MALAKOFF ELEMENTARY	2005	8 yrs		
25	FASKEN ELEMENTARY	2005	8 yrs		
26	NYE ELEMENTARY	2007	6 yrs		
27	KILLAM ELEMENTARY	2008	5 yrs		
<b>MIDDLE SCHOOLS</b>					
1	UNITED MIDDLE	1963	50 yrs		
2	TRAUTMANN 6TH GRADE	1971	42 yrs		
3	CLARK MIDDLE	1978	35 yrs		
4	UNITED SOUTH MIDDLE	1991	22 yrs		
5	WASHINGTON MIDDLE	1995	18 yrs		
6	SALVADOR GARCIA	1995	18 yrs		
7	LOS ORISPOS MIDDLE	1996	17 yrs		
8	TRAUTMANN MIDDLE	1996	17 yrs		
9	GONZALEZ MIDDLE	2002	11 yrs		
10	LAMAR BRUNI VERGARA	2006	7 yrs		
<b>HIGH SCHOOLS</b>					
1	UNITED 9TH GRADE CAMPUS	1984	29 yrs		
2	UNITED SOUTH HIGH	1989	24 yrs		
3	ALEXANDER HIGH	1994	19 yrs		
4	LYNDON B JOHNSON HIGH	2001	12 yrs		
5	UNITED HIGH SCHOOL	2009	4 yrs		



326 Portable Classrooms = 8,150 students  
25:1 teacher-student ratio per portable classroom.

8,150 students = 9 ELEMENTARY SCHOOLS



28 out of 41 UISD Schools are over their capacity.  
39 out of 41 UISD Schools are over 91 % of their capacity.



## United ISD 2013 Bond Awareness Survey Results



Steering Committee Presentation  
June 12, 2013



## Survey Methodology

- 401 randomly selected voting households with telephone numbers (+/- 5% at 95% confidence)
- Survey focused on households with voting history
- Study area divided into four high school attendance zones for statistical validity
- 30,849 telephone contacts made (3/2/13-4/1/13)
- 4,374 employees responded (3,417 completed surveys online and 957 using paper surveys)
- Participation rate of 72% (3/18/13-3/26/1)



## District Respondent Profile

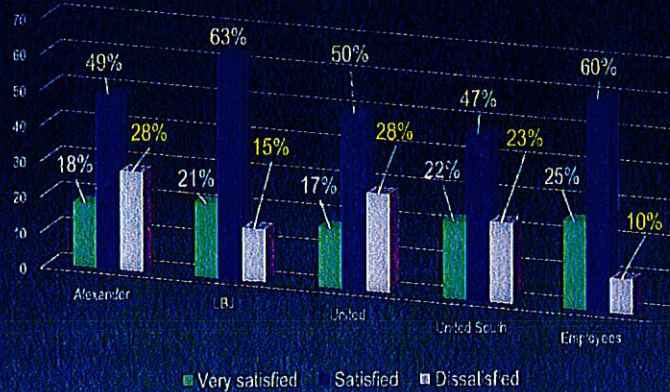
- 38% under age 45
- 37% over age 55; 17% over 65
- 27% under 10- year resident
- 72% over 10 year resident; 41% over 20
- 50% had children in UISD schools and 27% had graduated in past five years; only 27% did not have children in school



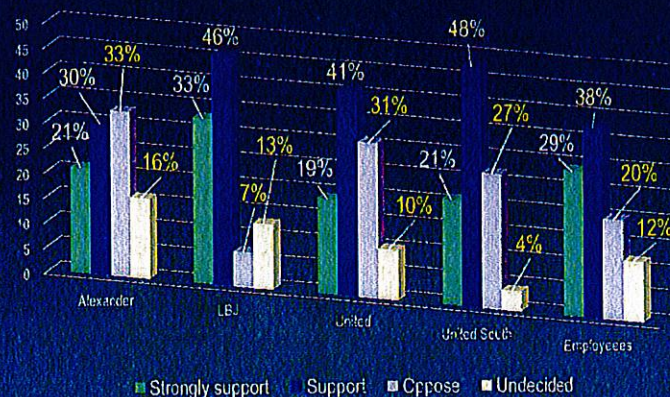
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## Level Of Satisfaction With Quality Of Public Schools



## Support Or Opposition To \$307 Million Bond Election – Pre-Test



## Overall Support For Elements Of The Potential Package

- Enhance computer technology and support for teachers and students – 93%\*
  - Enhance safety and security measures at school campuses - 90% \*
  - Replace roofs and air conditioning units at older campuses - 87% 7.3:1 \*
  - Build new schools and additions to alleviate current overcrowding - 84% (90%)
  - The construction of an indoor swimming facility but only if paid for through a partnership with the city or county – 64% (55%)
- (\* - Employee support within 4%)



## Overall Support For Potential New School Construction

- One high school in the Mines Rd. area – 84%
  - Three middle schools – 83% \*
  - Four elementary schools throughout the district-83% \*
  - Four 9<sup>th</sup> grade centers, one for each existing high school - 76% \*
- (\* - Employee support within 4%)



## Level Of Support For Proposed District Wide Needs

- Upgraded safety and security measures – 90%\*
  - Technology enhancements and improvements throughout the district – 93% \*
  - Replace playground equipment at several elementary schools – 82% \*
  - Purchase new buses to replace older models – 79% \*
- (\* - Employee support within 4%)



## Likelihood Of Supporting Bond Election Based On Facts

- Classroom computer technology becomes outdated in five years – 79%\*
- Enrollment is projected to grow by over 4,000 students in the next five years - 77% (82%)
- There are over 8,000 students housed in portable classrooms in the district, the equivalent of nine elementary schools – 80% \*
- The district must continue to spend funds on older campuses to extend the life of the building and protect taxpayer investment – 76% \*
- Least influential – Projected tax rate increase to pay off the 2003 bond program are substantially below projected tax rate – 62% (57%) (\* - Employee support within 4%)



## Comparing Support Ratios By Subsets – Pre Test & Post Test

Subset	Pre-Test	Post-Test	Shift
<b>Overall</b>	<b>61%</b>	<b>69%</b>	<b>+8%</b>
<b>Alexander</b>	<b>51%</b>	<b>59%</b>	<b>+8%</b>
<b>LBJ</b>	<b>79%</b>	<b>85%</b>	<b>+6%</b>
<b>United</b>	<b>60%</b>	<b>69%</b>	<b>+9%</b>
<b>United South</b>	<b>69%</b>	<b>73%</b>	<b>+4%</b>
<b>UISD Parents</b>	<b>68%</b>	<b>76%</b>	<b>+8%</b>
<b>Parents of graduates</b>	<b>61%</b>	<b>64%</b>	<b>+3%</b>
<b>Nonparents</b>	<b>50%</b>	<b>59%</b>	<b>+9%</b>
<b>Campus-based</b>	<b>68%</b>	<b>68%</b>	<b>--</b>
<b>Non Campus-based</b>	<b>67%</b>	<b>67%</b>	<b>--</b>



## Survey Conclusions

- Nearly three times as many voters are satisfied with quality of education (70%) than dissatisfied (20%); employees in general more than eight and one half more positive (85%-10%)
- 50% of voters currently have children in a UISD school; 27% have none attending; 19% had children who graduated in past five years, so 69% is potential influence of UISD
- Bond package threshold is \$300-\$350 million for voters; slightly higher for employees; threshold identical for parents and nonparents; bond supporter and undecided voter threshold at \$300-\$350 million, with strong supporters higher; opponent threshold at \$250-\$300 million; monthly threshold was \$13-\$16 for voters and \$17-\$20 for employees



## Survey Conclusions

- Both groups would address overcrowding with new schools/additions (60% & 61%); second choice for each was year-round schooling (17% & 12%)
- Pre-test support versus opposition 61%-28%, with 11% undecided among voters and 68%-19% for employees, with 13% undecided; both sets more strongly supportive than strongly opposed (22%-12% and 29%-8%)
- From a thematic standpoint, both groups supported enhanced computer technology, followed by safety and security measures, roofs and air conditioning, and then new schools and additions, at ratios of no less than 6.0:1 and 15.0:1



## Survey Conclusions

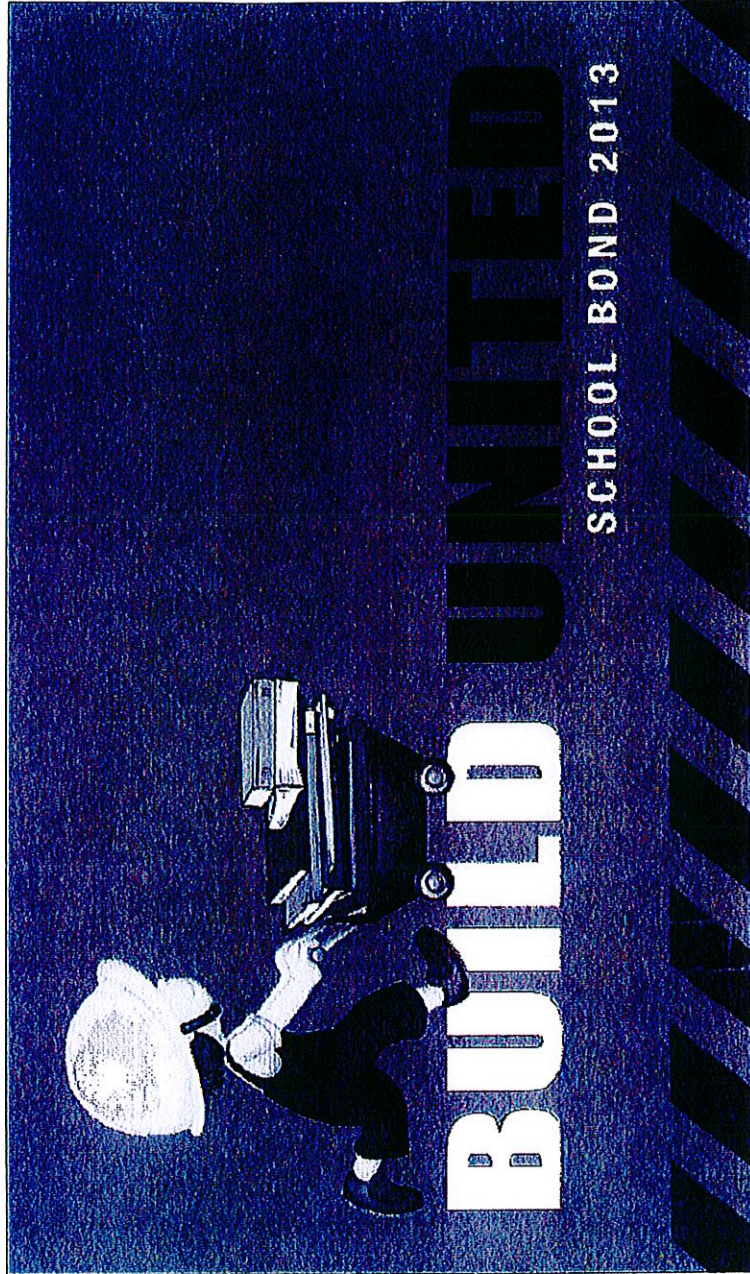
- Post-test showed more support from voters than employees (69%-56%) for indoor swimming facility. Support ratios for voters were also higher for the new buses, playground equipment, and technology enhancements
- Voters influenced most by information about computer technology, projected enrollment figures, and number of students housed in portable classrooms; not so 2003 bond debt or cost of portable buildings purchased since 2007
- Voters swayed by technology statement and district-wide improvements
- Information provided a positive impact on voters (61%-69%), but not for employees (68%-68%)







# Citizens' Bond Committee





# Why do school districts hold bond elections?





# What is a bond election?

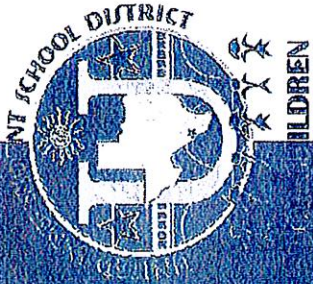




# BOND ELECTION

A bond election is an opportunity for voters of a School District to consider the issuance of debt in order to provide funds for the construction of schools and facilities.





# BOND ELECTION

- School Districts can only hold bond elections the first Tuesday after the first Monday in November or the first Saturday in May
- A successful bond election gives the District the authorization to issue debt (i.e. Bonds) for a “not to exceed” amount and levy the tax to pay back this debt.

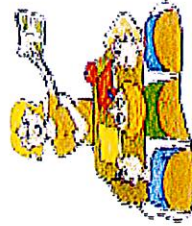




# Total Tax Rate

**Operations**

**\$1.04**



Operating costs such as:  
teacher salaries, supplies,  
utilities, transportation, etc

**Debt Service**

**\$0.1596**

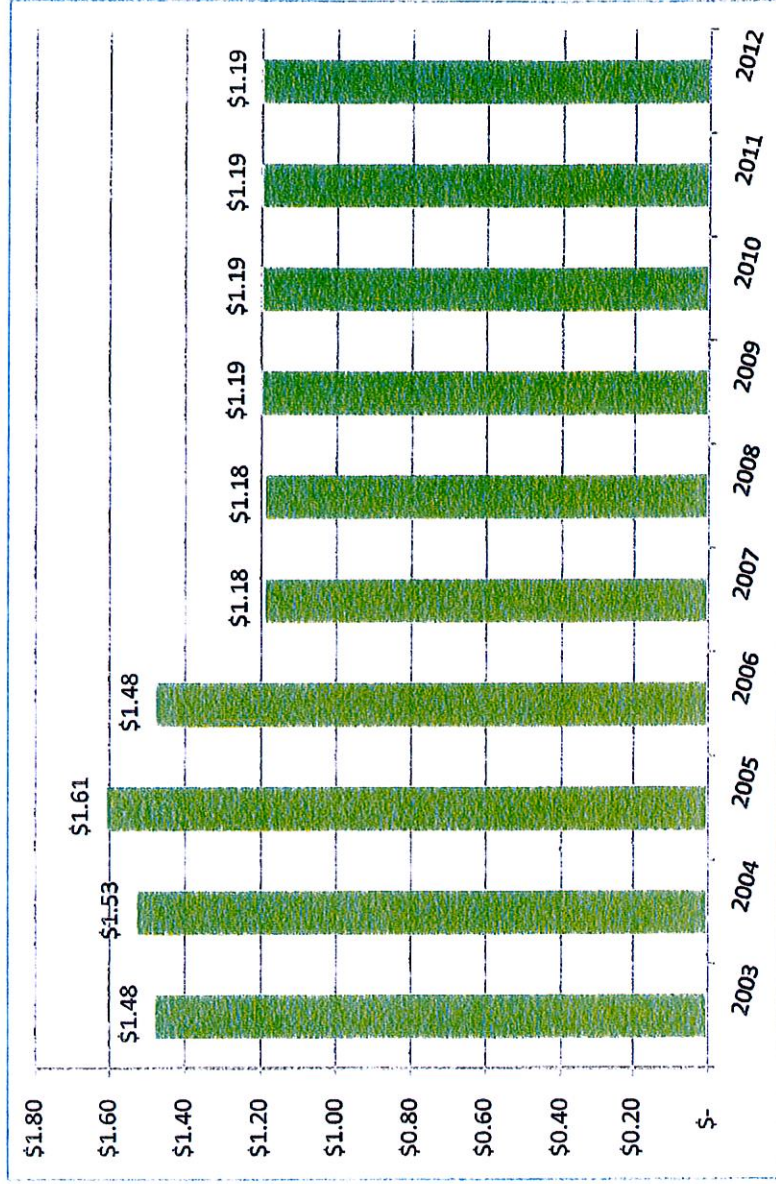


Principal and interest on bonds  
sold to build schools and  
pay for other major capital  
expenses



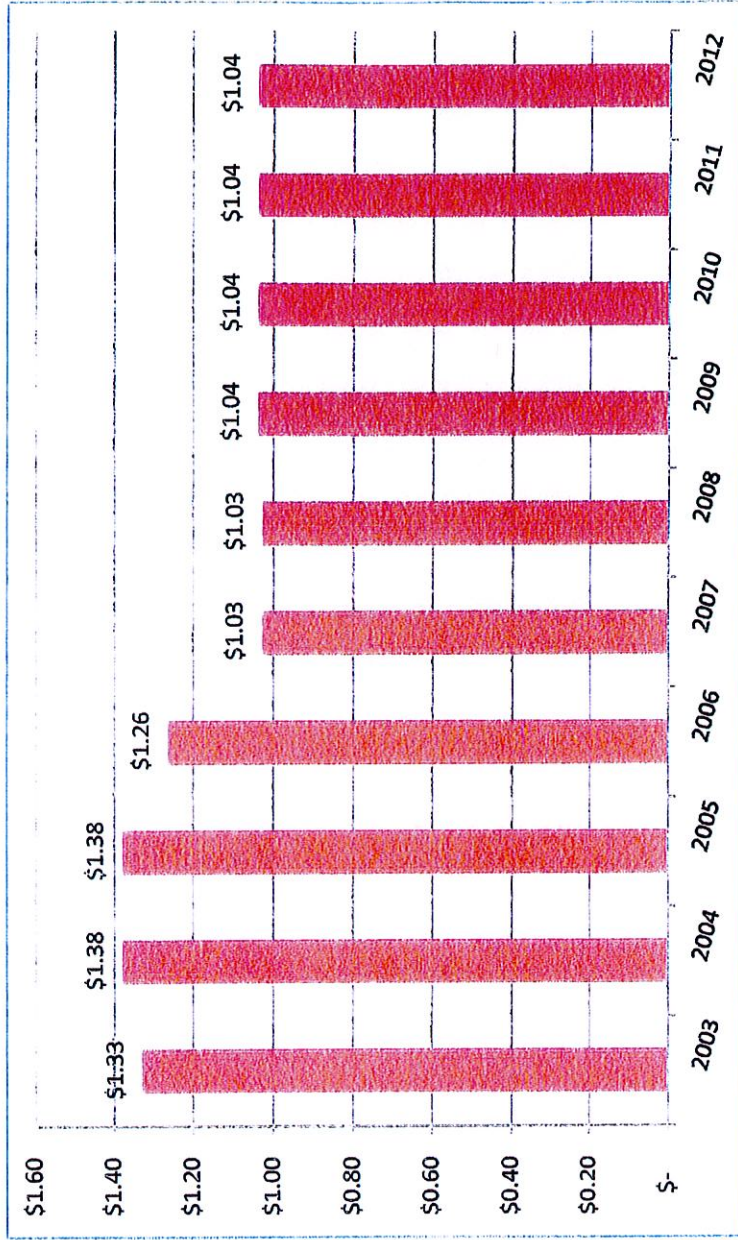


# Historical Total Tax Rate



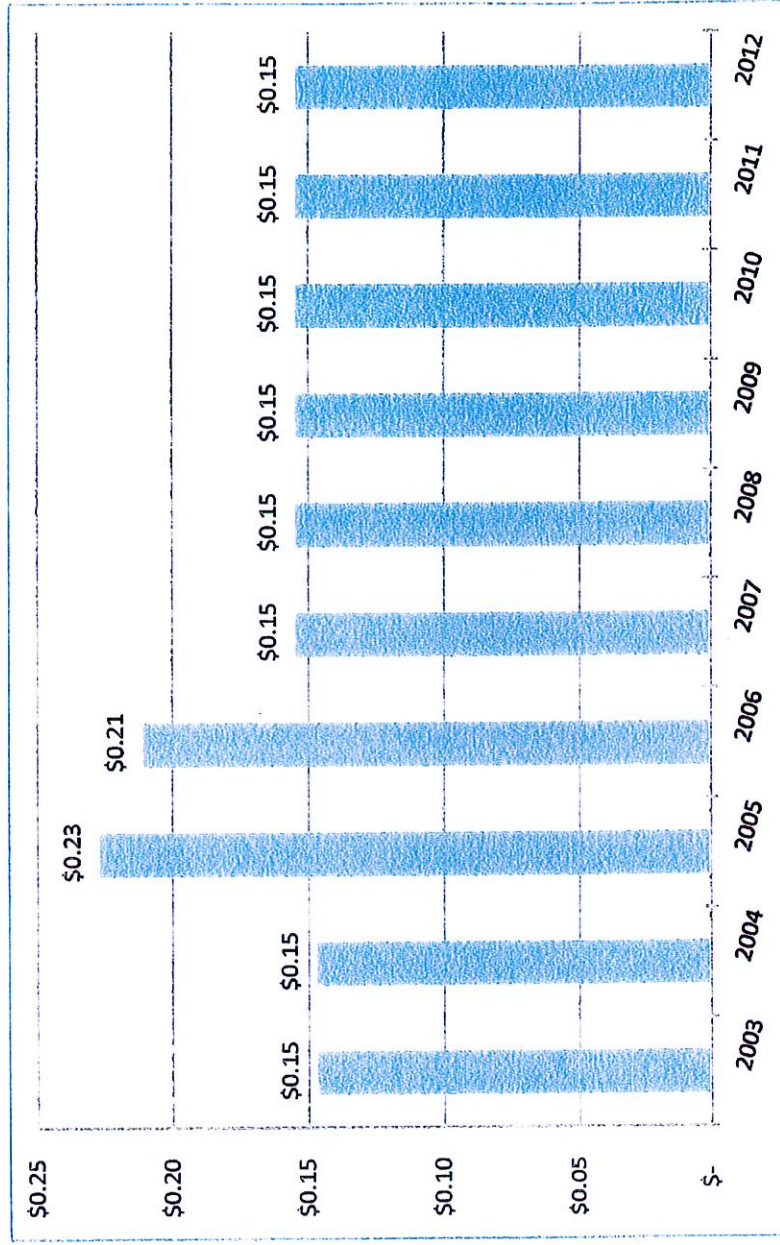


# Historical Operations Tax Rate



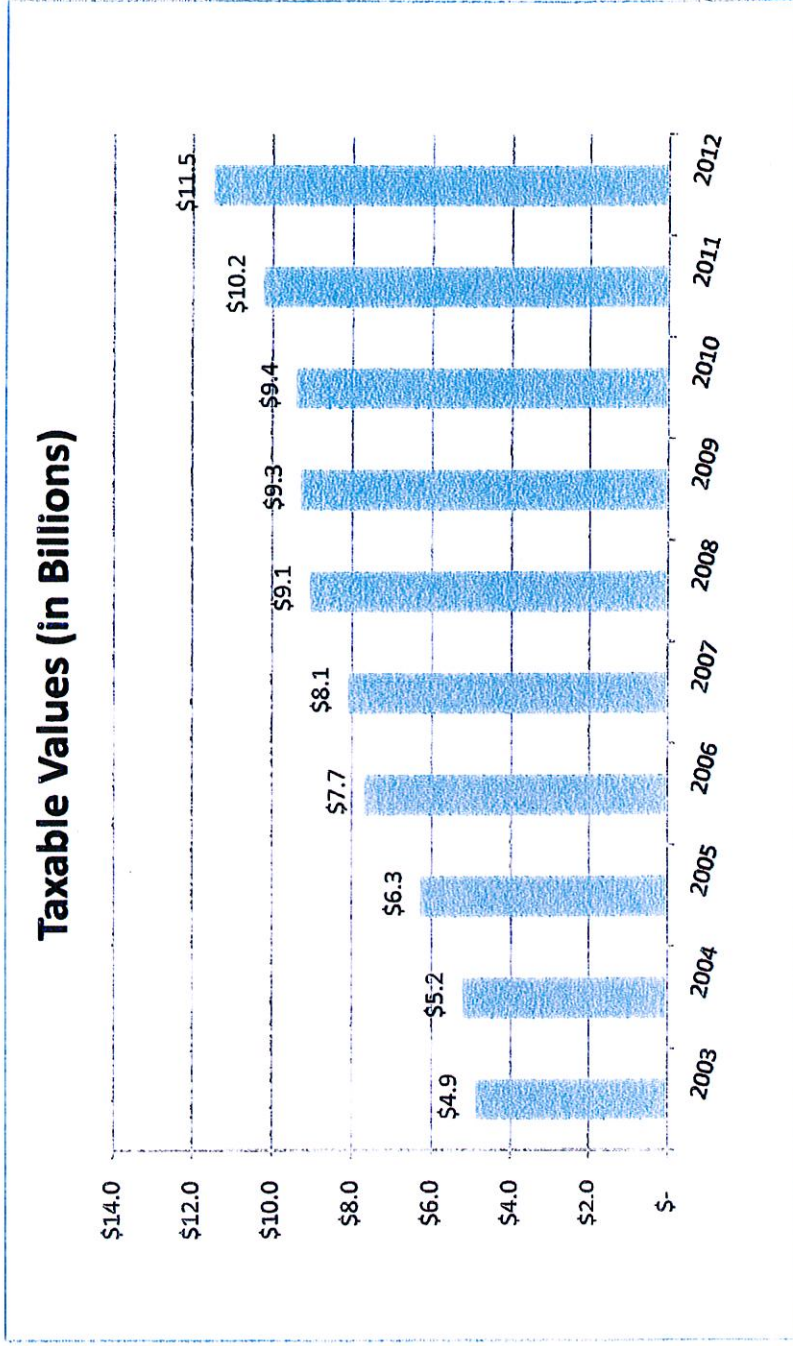


# Historical Debt Service Tax Rate





# Historical Taxable Valuation





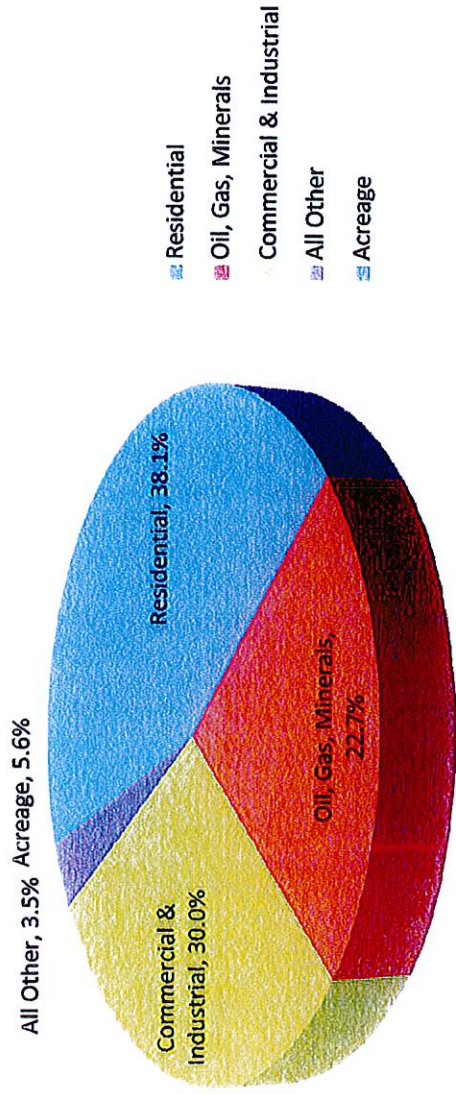
# Local Property Values

- In the past 3 years, property values have increased by 22.6%
- Oil, Gas & Mineral values have grown over 178% in the past 3 years
- Residential property and Oil, Gas & Minerals make up the majority of values at over 60.9% of total roll
- Residential property is 38.1% of the total base
- Current Taxable Valuation is \$12.6 Billion





# 2012 Appraisal Roll

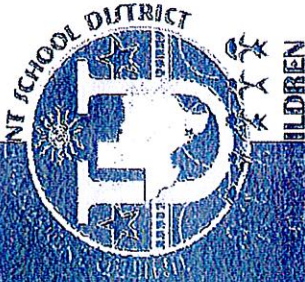




# Debt Management Objectives

- Manage the Debt Service Tax Rate
- Reduce the overall cost of borrowing
- Take advantage of the historical low interest rates





# Debt Management Results

- Same rate today as in year 2003
- Tax rate peaked at \$0.23 in year 2005
- Same tax rate since 2007 (last 5 years)
- Refinancing existing debt at lower rates
  - Over \$102.5 Million of debt refinanced the last ten years for a net present value savings of \$8.8 M
  - Average “old” interest rate 4.93%
  - Average “new” interest rate 3.35%



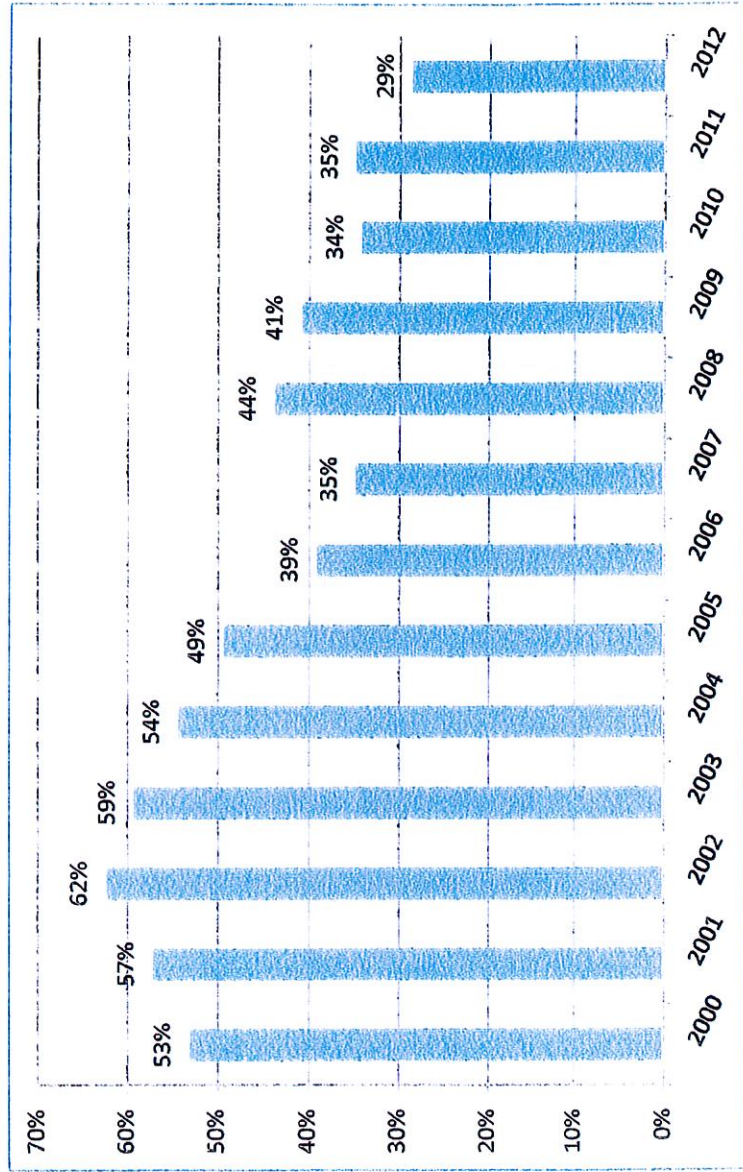


# State Assistance

- The state of Texas has provided for facilities funding assistance through its Existing Debt Allotment (EDA) and Instructional Facilities Allotment (IFA) since 1998; both are based on District's taxable wealth per student
- United ISD has received over \$112 Million in state assistance over the past 13 years or 40.5% of the District's debt service
- The last legislative session only authorized funds for EDA
- United ISD could qualify to have 20% of debt payments funded by EDA starting in 2016

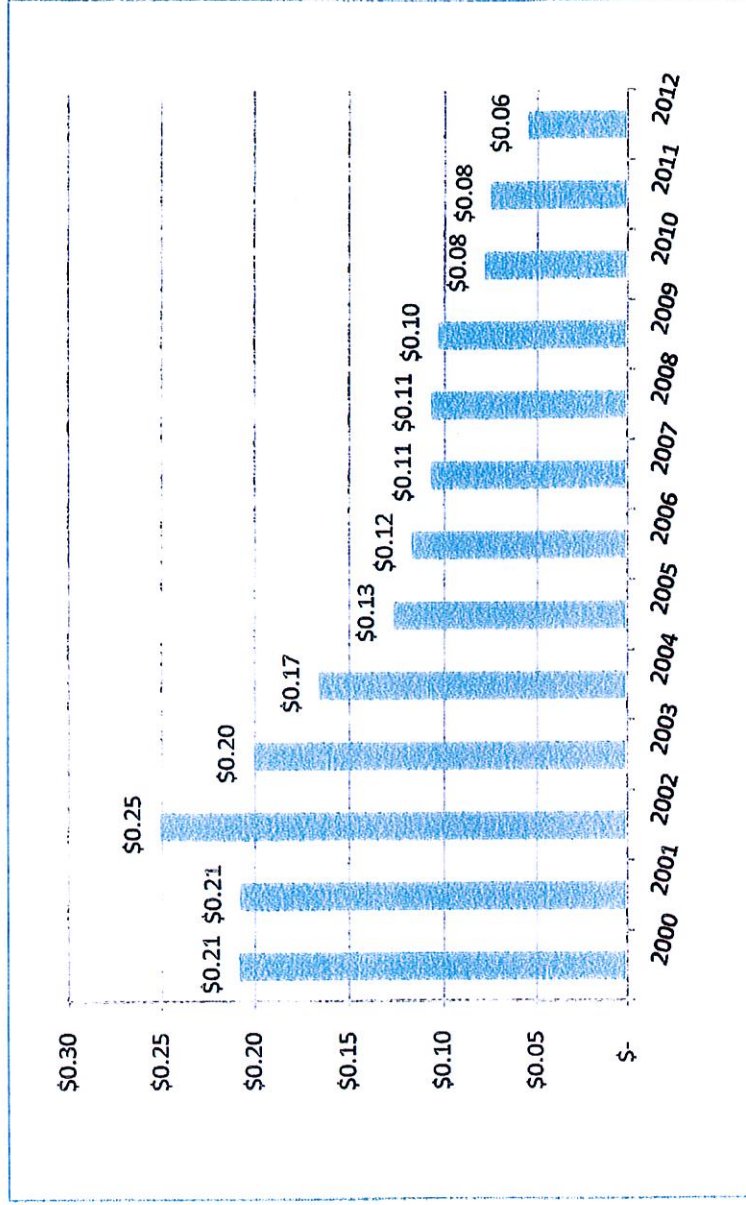


# UISD EDA/IFA Funding As a % of Debt





# UISD EDA/IFA Funding Tax Rate Reduction





<p><b>REVISED</b></p> <p>6/12/13</p>
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## Citizens Bond Committee Planning Overview

**#1, Wednesday, June 12, 2013 6:00 PM**  
**Student Activity Complex Fine Arts Room#1**  
**5208 Santa Claudia Lane**  
**Laredo, Texas 78043**

Presentations: Roberto J. Santos, Juan Cruz, Mike Garza, Ray Turco, Laida Benavides, CPA

*Group Style: Large Group*

- Greetings from Roberto J. Santos (5)
- Greetings from Board of Trustees (5)
- Presentation about purpose of Committee, challenges, explain setup, process, 5 Subcommittees -- Santos and Cruz(10)
- Presentation about District information, growth history, and projections – Garza (25)
- Break (10)
- Presentation of the Turco Community Survey results – Santos & Ray Turco (45)
- Presentation on School Finance/Taxes/Bonds – Santos & Benavides (15)
- Review calendar of remaining meetings
- Closing (5)

**#2, Tuesday, June 18, 2013 6:00 PM**  
**Student Activity Complex Fine Arts Room#1**  
**5208 Santa Claudia Lane**  
**Laredo, Texas 78043**

Presentations: Roberto J. Santos, Mike Garza, Enrique Rangel, Laida Benavides, CPA, Hector Perez, Clemente Camarillo

*Group Style: Large Group*

- Greetings/Directions from Roberto J. Santos (5)
- Presentation about District information, growth history, and projections – Garza (25)
- Presentation about Status Report on 2003 Bonds – Santos, Garza, Benavides & Rangel (25)
- Presentation about Finance and Taxes: Various Scenarios Bond Impact – Santos & Benavides (25)
- Break (10)

- Presentation about New Schools, Additions, Land Acquisition, Renovations, – Santos, Garza, Rangel (50)
- Presentation about Technology & Security – Perez (25)
- Formation of Subcommittees
- Closing (5)

**#3, Wednesday, June 26, 2013 6:00 PM**  
**United Middle School Auditorium**  
**700 E. Del Mar Blvd.**  
**Laredo, Texas 78045**

*Group Style: Five Subcommittees*

Five subcommittees report to five rooms.

New Construction:	Lead Staff: Enrique Rangel	Lead Citizen: TBD
Additions/Renovations:	Lead Staff: Ignacio Alaniz	Lead Citizen: TBD
Technology:	Lead Staff: Hector Perez	Lead Citizen: TBD
Security:	Lead Staff: Clemente Camarillo	Lead Citizen: TBD
Finance:	Lead Staff: Laida Benavides	Lead Citizen: TBD

**#4, Wednesday, July 10, 2013 6:00 PM**  
**United Middle School Auditorium**  
**700 E. Del Mar Blvd.**  
**Laredo, Texas 78045**

*Group Style: Five Subcommittees*

Five subcommittees report to five rooms.

New Construction:	Lead Staff: Enrique Rangel	Lead Citizen: TBD
Additions/Renovations:	Lead Staff: Ignacio Alaniz	Lead Citizen: TBD
Technology:	Lead Staff: Hector Perez	Lead Citizen: TBD
Security:	Lead Staff: Clemente Camarillo	Lead Citizen: TBD
Finance :	Lead Staff: Laida Benavides	Lead Citizen: TBD

- **Work Session I: 55 minutes**
- Break: 10 minutes
- **Work Session II: 55 minutes**

**Team Leaders prepare to make presentation and recommendation to large group next week.**

**#5, Tuesday, July 16, 2013 6:00 PM**  
**Student Activity Complex Fine Arts Room#1**  
**5208 Santa Claudia Lane**  
**Laredo, Texas 78043**

*Group Style: Large Group*

- Explanation about evening's process (10)
- Five Team Leaders make presentations about the various issues, conversations, questions from their groups; make recommendations to the Large Group (10 mins each total 40 mins)
- Break (10)
- Vote of the Committee; priorities, several proposals (40)
- Steering Committee Chairperson thanks Committee members, explains next steps and sets meeting date with the Steering Committee to meet with Supt. to go over final details of recommendations (10)

**Special Called School Board Meeting, Wednesday, July 24 6:00 PM**  
**Student Activity Complex Fine Arts Room#1**  
**5208 Santa Claudia Lane**  
**Laredo, Texas 78043**

- Recognition of the Facilities Assessment Committee through the Steering Committee
- Presentation of the recommendation to the Board by the Superintendent
- Board hears recommendations and takes action