



**Proposition S & Z Communications/Stakeholder Engagement**  
**March – June 2013**

**Special Events (upcoming)**

- Groundbreaking ceremonies
  - New Salk Elementary School, **Saturday, Sept. 7, 10-11 a.m.**
- Dedication ceremonies for fall 2013
  - e3 Civic High charter school in the downtown library (tentatively Sept. 28)
  - Encanto Elementary School's two-story classroom building
  - Euclid Elementary School's two-story classroom building
  - Knox Middle School's two-story classroom building and whole-site modernization
  - Marston Middle School's woodshop renovation
  - Mira Mesa High School's broadcast video and graphic design (two facilities)
  - Point Loma High School's concession stand-ticket booth-restrooms building
  - Roosevelt Middle School's joint-use field
  - Zamorano Elementary School's two-story classroom building

**Meetings (upcoming)**

- Design Task Force (TBD)

**Special Events (accomplished)**

- Dedication ceremonies
  - Roosevelt Middle School's tennis/basketball courts, May 2013 (Prop. S site discretionary funds)
  - Point Loma High School's cinematic arts facility, April 2013
  - Hoover High School's softball field, March 2013

**Meetings (accomplished)**

- Scoping Meetings for Environmental Impact Reports
  - Crawford High School & Mann Middle School, March 4
  - Hoover High School, May 8
  - Point Loma High School, May 22
  - Correia Middle School, May 29
- Site Master Planning
  - Grant K-8 School, meetings 1-4, May and June, 2013

**Print/Online Media Coverage**

- Roosevelt Middle School's dedication of its renovated tennis/basketball courts
- Potential legislation on school bond financing reform
- San Diego Unified studying plans to build swimming pools and partner with YMCA
- Appellate court decision regarding Prop. S bond funds and stadium lighting
- First Proposition Z bond sale
- Environmental scoping meeting for Hoover High School
- San Diego Taxpayers Association Awards
- Access Youth Academy project at Hoover High School (proposed squash facility)
- Dedication of Point Loma cinematic arts facility
- Construction of new Jonas Salk Elementary School starting this summer
- School bond campaigns and donors (no pattern between donors and contract awards at San Diego Unified)

**Broadcast Media Coverage**

- ❑ Roosevelt Middle School's dedication of its renovated tennis/basketball courts
- ❑ San Diego Unified studying plans to build swimming pools and partner with YMCA
- ❑ Dedication of Point Loma cinematic arts facility
- ❑ San Diego Taxpayers Association Awards
- ❑ City, county officials hope to improve San Diego energy efficiency

### **Stakeholder Communications**

- ❑ Friday Notes/News Blog (web/e-newsletter, website), Facebook and Twitter
  - June 5 – “Roosevelt MS dedicates new tennis/basketball courts”
  - May 21 – “Charter Schools Facility Committee”
  - May 8 – “Prop. Z Program launches with \$530 million”
  - April 17 – “Point Loma High dazzles guest at dedication”
  - March 27 – “Cardinals (Hoover HS) play first softball game on home field”
  - March 6 – “New Morse Child Development Center dedicated”
  - Friday Notes/News Blog (web/e-newsletter, website), Facebook and Twitter
- ❑ Mass Notification (mailings and e-mails)
  - Scoping Meetings for Environmental Impact Reports
    - Crawford High School & Mann Middle School, March 4
    - Hoover High School, May 8
    - Point Loma High School, May 22
    - Correia Middle School, May 29

### **Advertising**

Business outreach ads were placed in the Monitor (weekly), Construction News & Views (monthly), and the NECA Magazine (quarterly). The ads focused on general business outreach, Disabled Veteran-owned Business Enterprises and the district's 2103 Construction Expo.