

Devita, Melissa C (Mon, 10 Feb 2020 at 1:50 PM)
to: "pdc@pdc.wa.gov" <pdc@pdc.wa.gov>
cc: maym@bsd405.org

Please see responses to questions below.

Respectfully,

Melissa deVita
Deputy superintendent
Finance and Operations
Bellevue School District

From: PDC Support <pdc@pdc.wa.gov>

Sent: Monday, February 3, 2020 5:08 PM

To: Superintendent <superintendent@bsd405.org>

Subject: Re: PDC - Bellevue School District Officials: Alleged Violation of RCW 42.17A.555 for misuse of public facilities (EY20, Jan20)

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Hi Bellevue School District Officials,

Thank you for your timely response. I have reviewed your response and have a few follow up questions.

- How often does you district distribute/post Bond or Levy digital media? Please provide examples and dates posted/distributed.
- The District boosted neutral voting reminders on social media in October/November and then have used digital ads on social media and online display ads in January to inform our community about details on the bond. Please see facebook account (link provided) for more information. https://www.facebook.com/bsd405/?_tn=%2Cd%2CP-R&eid=ARBTvf6-6RZC7MoJuv55H4soLv36Gc33th08H4HC5x7HHdJm2N69JcYPuqe1ZiCb3Ze4cLEnll3nxfQ
- Who produces the digital media?

A consultant, Strategies 360, in partnership with the Bellevue communications team

- What is the source of the photos of children in the media postings?

School district photos.

- Where were photos taken?

Various school district locations and district events.

- Who produced the media for posting for the Bond and Levy?

A consultant, Strategies 360, in partnership with the Bellevue communications team

- What is the budget for Bond and Levy publications this budget cycle? (Give actual amounts spent as well as allotted budget amounts, and give the budget coverage years/dates)

Mailer budget was \$6,500 for content and design

- What has the budget for Bond and Levy publications historically been? (Give years and actual amounts spent as well as allotted budget amounts)

2014 Special Election - \$21,000 on a mailer and mailing

2018 – Special Election - \$13,000 on a mailer and mailing

- Does the School District use a contractor or consultant on all bond, levy, or other district publications and videos?

We have used multiple consultants to support district communications and community outreach on an on-going basis.

- If so, is there one specific contractor or consultant used for all needs? If not, who is selected and how?

We use multiple consulting firms to support media production, community outreach and district communications. Some are local and some are from other parts of the country. Selection is based on expertise and past work experience.

Please respond by **February 10, 2020**.

Thank you,

Tabitha Townsend
Compliance Coordinator
360.586.4555 | 360.753.1111

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Washington State law established email as the PDC's official means of communication as of June 7th, 2018 (RCW 42.17A.055). Filers have a duty to amend their reports within 10 days of any material changes, such as new email addresses. Please ensure your email address is up to date.

To respond, please reply to this email.

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