

Ed Petersen (Fri, 27 Mar 2020 at 4:56 PM)

to: "PDC Support" [pdc@pdc.wa.gov](mailto:pdc@pdc.wa.gov)

Hello, Tabitha

here are our responses to your questions. Always available if you need further information.

- How often does the district distribute/post Bond or Levy digital media? Please provide examples and dates posted/distributed for current campaigns and past campaigns.

Informational digital media posts are made frequently with every bond and levy campaign. Examples attached.

- Who produces digital media?

Most digital content is produced by our Public Relations Coordinator, Ed Petersen

- When were mailers sent regarding the Bond or Levy on the February 11, 2020 ballot?
- How many were sent?  
We did one EDDM mailing of approximately 10,371 6x8 post cards. This does not differ from past practice except that we would normally send a 4 page printed newsletter. This year, we attempted to reduce costs by sending a postcard instead. A copy of the postcard is attached. The postcard was informational only.
  - Dates of all mailings?  
We did one mailing of a 6x8 post card. It arrived in mailboxes the week of Feb. 17.
  - Cost of each mailing?  
We paid \$3,455.23 for the post card printing and mailing. We did this in lieu of a planned four page newsletter.
  - Was there a vendor used for printing, design or mailing of fliers/mailers? If so, provide vendor information and amount paid to vendor? Also, how was the vendor obtained?  
We used GotPrint.com as the printing and mailing vendor. The cost for printing and mailing was \$3,455.23
- What is the budget for Bond and Levy publications this budget cycle and past cycles? (Give actual amounts spent as well as allotted budget amounts, and give the budget coverage years/dates)  
For our bond campaign in 2016-17 we spent \$4,332.89, not including the costs of the election (ballots, etc.)  
For our levy campaign in 2017-18 we spent \$2,067.35, again not including costs of the election.
  - What mailing lists were used to send out the mailings for the Bond and Levy?  
Post cards were mailed using USPS Every Door Direct Mail (EDDM) to every residential address and PO box in the 98531 zip code.  
Additionally, we have a weekly e-newsletter (CSD QuickNews) that is sent to all parents (if we

have email information), students, and staff as well as community members who sign up to receive the weekly updates.

- Where did your district obtain the list?  
We sent our postcards Every Door Direct Mail (EDDM). The post office delivers to every residential address under EDDM. We do not send levy or bond campaign mail to lists of specific people.
- Who is on the list? (all registered voters in what area or parents of registered students or another group)  
The postcard was sent Every Door Direct Mail (EDDM) to every residential address in the 98531 zip code. We do not send levy or bond campaign mail to lists of specific people. Our mailing do not target people by voter status, demographic, geography or any other filter.
  - Who distributed the payroll deduction forms to employee mailboxes?  
Citizens for Centralia Schools provided the payroll deduction forms and they were placed in employee mailboxes by a staff member affiliated with the group (with consent of the District) using their lunch break over a period of several days. We also distribute payroll deduction forms for other groups including United Way of Lewis County.
- Where are the mailboxes in question?  
In non-public sections of school/facility offices
- When were the payroll deduction forms distributed?  
Citizens for Centralia Schools provided payroll deduction forms for distribution in December 2019 and February 2020.
- Please provide copy of the entire payroll deduction request form.  
A copy of the entire form was provided by Mr. Sullivan already. Interestingly, the form he provided was distributed *after* the date of his complaint.



**Ed Petersen**

Communications & Public Relations Coordinator  
Public Records Officer  
(O) 360.330.7600  
(M) 360.520.6403  
[www.CentraliaSchools.org](http://www.CentraliaSchools.org)