

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)



## Centralia School District 401

January 17 · 🌐

Levies support technology! Our IT team keeps a network of more than 3,000 chromebooks up-to-date and running to serve students. The devices have a lifespan of about 6 years, and nearly 75% of our Chromebooks will become unsupported and/or require replacement within two years.

*Centralia*

A young girl with brown hair and bangs is wearing large black headphones. She is looking down at a black laptop screen. The background is slightly blurred, showing a yellow wall and a green surface. The text "Centralia" is in the top left corner, and "LEVIES ARE FOR LEARNING" is at the bottom.

**LEVIES ARE FOR LEARNING**



## Centralia School District 401

January 16 · 🌐



Students in 6th grade as well as middle and high school students are participating in a mock levy election this week. It is an opportunity for students to learn about the importance of voting, and how our levy system works.

They're shown a short video and then asked to enter their vote after reading the same statement that will appear on the ballot for the February 11 election.

So far, 69% of participating students have voted "yes" in the mock election.



1,621

People Reached

50

Engagements

[Boost Post](#)



9

5 Shares



Like



Comment

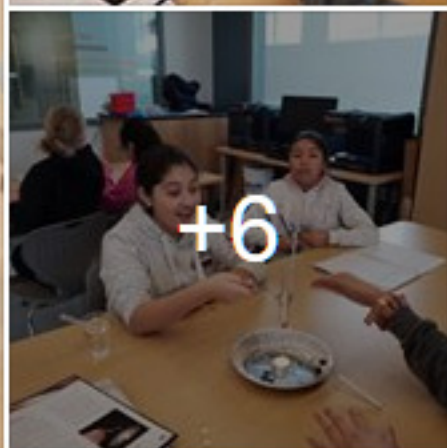
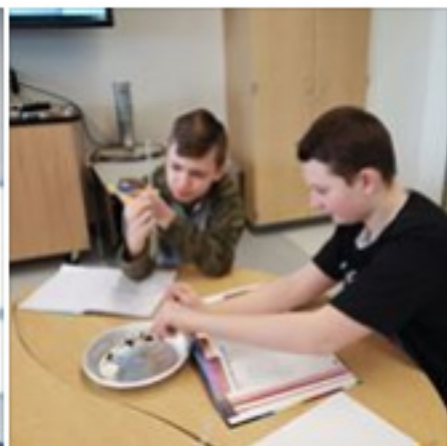


Share





Mr. King's 6th graders are using heat to measure the energy content of food. Elementary science labs like these are made possible by the investment of levy funds into new science curriculum over the past several years.





February 4 at 7:32 PM · 🌐

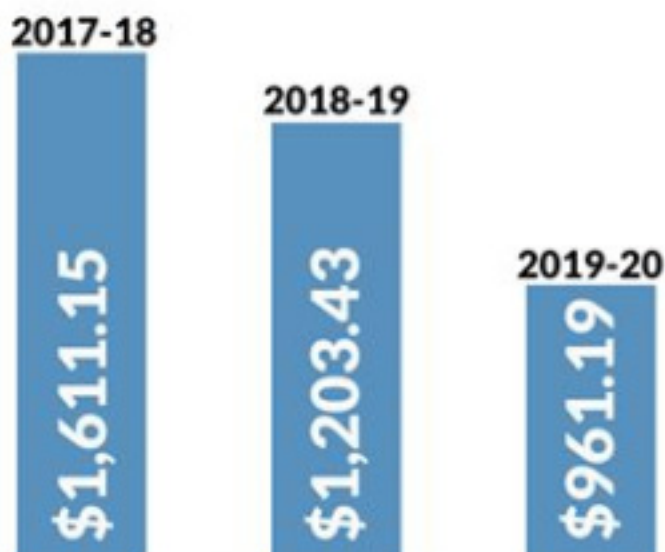
Even though per-student revenue from our local levy has fallen by more than \$2.2 million since 2017, the programs the levy funds are still there.

The average rate per \$1,000 for CSD levies since 2010 is \$2.49. The rate for the replacement EP&O levy is \$2.50.

The levy supports programs and services that are either not funded or not fully funded by the state or other sources.

We encourage everyone to participate in elections so your voice is heard. Please remember to return your ballot by February 11. Mailing is free, or there is a drop box at Centralia Community College (in the parking lot on Centralia College Blvd., behind Napa Auto)

### Per-pupil levy funding change



**Same programs & services.  
Less local levy funding for:**

Special Education  
Career & Technical Programs  
Transportation  
Food Services  
Athletics  
Music & Arts  
Professional Development  
Additional staff for lower class sizes  
Classroom supports  
Centralia Community Pool  
Building Maintenance  
& more.



February 11 at 9:37 AM · 🌐

Our van fleet. Average miles = 147,752. Average age = 19.2 years. (Several of them are close to 190,000 miles).

Most school districts don't keep vehicles this long. Our mechanics go to heroic efforts to keep them safe and reliable, but heavy use vehicles don't last forever. Our trials, clubs, classes, and staff keep these cans moving to important activities and meetings. Some are used for daily student transportation.

Your EP&O levy will be used to help modernize the fleet, keeping safety a priority. This year, levy funds help purchase one new Ford Transit passenger van.





There's been a lot of conversation about per-pupil funding increases for education. While it's accurate to say per-pupil funding from all sources is up, that's not the whole story. Each revenue source can only be used for specific purposes. Our levy funded programs rely on local revenue because other sources do not fully fund them, or do not fund them at all.

So here's the story of per-pupil funding in terms of our local levy. In 2017-18 our local EP&O levy provided \$1,611.1... [See More](#)

### Per-pupil levy funding change

**2017-18****\$1,611.15****2018-19****\$1,203.43****2019-20****\$961.19**

**Same programs & services.  
Less local levy funding for:**

Special Education  
Career & Technical Programs  
Transportation  
Food Services  
Athletics  
Music & Arts  
Professional Development  
Additional staff for lower class sizes  
Classroom supports  
Centralia Community Pool  
Building Maintenance  
& more.

**1,526**

People Reached

**101**

Engagements

**Boost Post**

You and 15 others

2 Comments 3 Shares



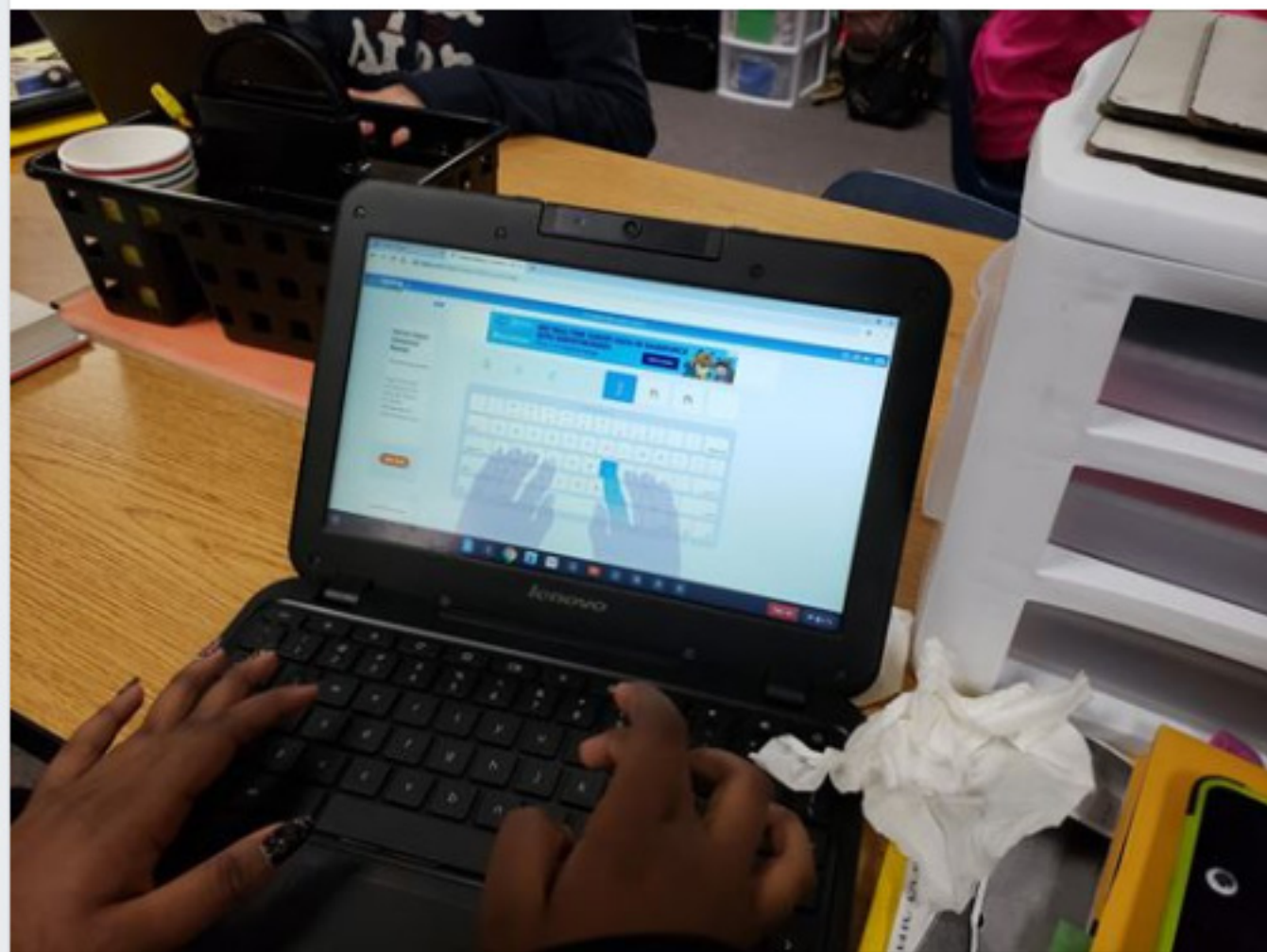
## Centralia School District 401

January 26 · 🌐



Chromebooks are an integral part of academics in Centralia. At every grade level, students use them for classroom lessons, collaboration with peers, communication with teachers, state assessment taking, even preparing and submitting homework assignments. Their average life span is about 6 years of hard work. Our district is approaching a 1:1 ratio of student devices.

In the next two years, more than 75% of our district's chromebooks will require replacement - more than 2,000 ... [See More](#)



**1,450**  
People Reached

**53**  
Engagements

[Boost Post](#)



January 22 · 🌐

There will be a community forum tomorrow evening at 6 p.m. in the Fords Prairie multipurpose room to discuss the replacement EP&O levy election. We will have a brief introduction to the levy, followed by a question and answer period.





Centralia School District 401

January 21 · 🌐



CHRONLINE.COM

## Centralia School District Students Vote in Mock Levy Election

The students at Centralia High School and middle school participated in a...

1,331

People Reached

123

Engagements

Boost Post



11

2 Comments



Like



Comment



Share



Oldest ▾



**Christie Malone** I think having a mock election is awesome! It helps them better understand the process. We have no problem investing in our kids futures.

Like · Reply · Message · 5w



3





January 20 · 🌐

Centralia has one of the safest school bus fleets in Washington. The Replacement EP&O levy will help us make it even better by allowing us to implement new technology for routing efficiency. We will also be able to move toward a two-tiered bus system, where elementary aged students ride routes separate from older riders.

Learn more: <https://www.centralia.k12.wa.us/domain/1093>



*Centralia*



**LEVIES ARE FOR LEARNING!**



**Centralia School District 401**



January 18 · 🌐

Have questions about the replacement EP&O levy? Visit our levy information page!

<https://www.centralia.k12.wa.us/site/default.aspx...>



**1,024**

People Reached

**20**

Engagements

**Boost Post**



## Centralia School District 401



February 10 at 7:59 PM · 🌐

Tomorrow is election day. Ballots must be postmarked by Tuesday or placed in an official drop box by 8 p.m. Box locations are are Centralia College and the Historic Lewis County Courthouse.

[www.CentraliaSchools.org/levies](http://www.CentraliaSchools.org/levies)





Congratulations to our CHS tiger basketball and cheerleader seniors!

Athletics are important levy-funded programs in our district! Participation in team sports teaches leadership, teamwork, and integrity - and it leads to academic success in the classroom. CHS teams have earned at least 17 WIAA Division 2A academic championships - more than any other school in our area.

#SeniorNight #WeAreCentralia





**Centralia School District 401**



February 11 at 8:54 AM · 🌐

Today is election day! Ballots must be postmarked by today to be counted. If you can't get them mailed in time, there are drop boxes located at Centralia College and the Historic Lewis County Courthouse that will be open until 8 p.m.

[#WeAreCentralia](#) [#SomosCentralia](#)



[Ed Petersen](#) (Mon, 13 Apr 2020 at 8:00 AM)

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

Hello, we sent this response last week but didn't receive a confirmation...please see our responses in red below.

...

From: PDC Support <[pdcc@pdc.wa.gov](mailto:pdcc@pdc.wa.gov)>

**Sent:** Thursday, April 2, 2020 6:04 PM

**To:** Kristy Vetter <[kvetter@centralia.wednet.edu](mailto:kvetter@centralia.wednet.edu)>

**Cc:** Tabitha Whiting <[twhiting@centralia.wednet.edu](mailto:twhiting@centralia.wednet.edu)>; Ed Petersen <[epetersen@centralia.wednet.edu](mailto:epetersen@centralia.wednet.edu)>

**Subject:** Re: PDC - Centralia School District Officials: Alleged Violation of RCW 42.17A.555 for misuse of public facilities; RCW 42.17A.495 for improper notification of rights on solicitation for payroll deduction (EY 20, Mar 20)

Hi Ed,

Thank you for the timely response. Please have follow questions back to me by **April 8, 2020**. Here are the questions:

\* What has the budget been for the mailer, 4 page newsletter, in years past and what was the budgeted amount for this year?

The four page newsletter is printed 2-4 times annually and is paid for out of our public relations Contract Services budget. The Contract services budget covers things like websites, printing, and our mass notification system. We do not have a separate budget for our print newsletter. Costs vary per printing between \$1,500 and \$2,500 (not including mailing).

\* Digital advertisements or posting not produced by Ed Petersen are created by whom and what is the process for these contracts and what are the costs?

We have not had anyone else produce, or have contracts with anyone else for digital advertisements or postings not created by Ed Petersen.

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.