

**Santa Monica-Malibu Unified School District  
Board of Education Meeting  
WORKSHOP MINUTES**

**October 11, 2010**

A workshop of the Santa Monica-Malibu Unified School District Board of Education was held on Monday, October 11, 2010, in the Board Room of the District Offices: 1651 16<sup>th</sup> Street, Santa Monica, CA. The Board of Education called the workshop to order at 5:20 p.m.

**I CALL TO ORDER**

A. Roll Call – Board of Education

Barry Snell

Kelly Pye

Ben Allen – *excused absence*

Oscar de la Torre – *left at 6 :40pm*

Jose Escarce – *excused absence*

Maria Leon-Vazquez

Ralph Mechur

B. Pledge of Allegiance

**II PUBLIC COMMENTS**

Public Comments is the time when members of the audience may address the Board of Education on items not scheduled on the meeting's agenda. All speakers are limited to three (3) minutes. When there is a large number of speakers, the Board may reduce the allotted time to two (2) minutes per speaker. The Brown Act (Government Code) states that Board members may not engage in discussion of issues raised during "III. Public Comments," except to ask clarifying questions, make a brief announcement, make a brief report on his or her own activities, or to refer the matter to staff. This Public Comment section is limited to twenty (20) minutes.

**III WORKSHOP – Measure BB Projects – Communication Plan**

The primary purpose of the workshop is to describe what is in place to communicate information regarding Measure BB projects. The board should leave the workshop with a clear understanding of the communication goals and strategies being used by staff. Board members will be provided information so that they will be able to provide answers to questions about the Measure BB program when asked by members of the public. Additionally, the workshop will be to provide the Board of Education with an update of the Measure BB facilities improvement projects throughout the district.

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*The presentation can be found at the end of these minutes.*

*Ms. Pye stressed the importance for more creative outreach to parents about how they can help keep their students safe during construction. She asked about outreach to the Spanish-speaking community. Mr. Sam said all informational bulletins are in English and Spanish. Mr. Snell suggested using high school students to help spread the news about BB projects. Mr. Mechur suggested sending out information via the PTA as well. He also wanted to make sure that parents are aware of changes in traffic patterns due to construction projects. He said each site should have a BB project spokesperson who can answer specific questions for parents.*

*Mr. de la Torre stressed outreach to local businesses for contracting opportunities.*

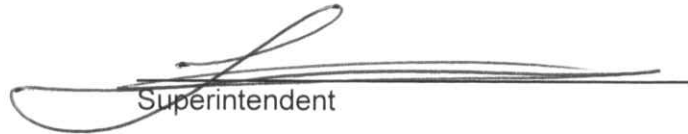
*Mr. Mechur suggested the district evaluate the status of the restroom facilities at each site in order to determine if upgrades are needed. Ms. Maez cautioned that staff members' workloads are already pretty full and asked about the priority of this request.*

**IV ADJOURNMENT**

It was moved by Mr. Mechur, seconded by Ms. Leon-Vazquez, and voted 4/0 (Mr. de la Torre, Dr. Escarce, and Mr. Allen were absent) to adjourn the meeting at 7:05 p.m. The next regularly scheduled meeting will be held on **Thursday, October 21, 2010, at 5:30 p.m.** at the District Office: 1651 16<sup>th</sup> Street, Santa Monica, CA 90404.

Approved: 10-21-10

  
\_\_\_\_\_  
President

  
\_\_\_\_\_  
Superintendent

# Board of Education

Santa Monica Malibu Unified School District  
Measure BB Bond Program Workshop

10/11/10

Meeting: 5:00 to 7:00pm

District Board Room



## Agenda

- Introduction and Meeting Goals – Stuart Sam
  - Measure BB Communications
  - Program Update
- Message Development Process – Phyllis Tucker
  - Participatory & Collaborative
- Communication Goals
  - Results Oriented
- Telling the Measure BB Story – Steve Getzug & Stuart Sam
  - Umbrella Theme – The Three Rs
  - Five Key Messages
  - Project Update – Integrating the Messaging
- Next Steps

## Introduction and Meeting Goals

- Measure BB Communications
- Program Update
  - Using Measure BB key messages to provide project updates
- Introduce Communications Team
  - Steve Getzug, Hill & Knowlton
  - Phyllis Tucker, Hill & Knowlton

## Message Development Background and Process

- Collaborative Process – participation and input from:
  - Measure BB Advisory Board
  - District Staff
  - Parsons/CCM Program Management Team
- Draft messages developed to address
  - Various stakeholder's concerns
  - Typical questions that arise during a major capital improvement program
- Messages are fluid and meant to be used as a guideline

## Communications Goals

1. Tell the Measure BB Story
2. Engage District stakeholders
  - Students, parents, teachers, administrators, neighbors, businesses
3. Share safety information and promote safe behavior during construction
  - Communicate that safety is critical and a top priority

## The Measure BB Story – the Three Rs Resources, Responsibility, Results

- Thanks to District voters, we have the **Resources** to make needed improvements to our schools and facilities
- We've put a system in place to ensure fiscal **Responsibility** and accountability for Measure BB spending
- We are producing the **Results** that taxpayers expect and students deserve

## Measure BB – Key Messages

- \$268m facilities bond measure passed by the voter in 2006 to fund construction and improvement
- Measure BB funds may not be used for school site operations and includes strong fiscal accountability
- Projects will transform the campus environment through modernization and new construction using sustainable design best practices
- Teams collaborate closely with stakeholders in the community
- Learning is the ultimate priority and safety is critical during construction

## Projects

- Santa Monica High School
- Malibu Middle and High School
- Olympic High School
- John Adams Middle School
- Lincoln Middle School
- Edison Language Academy
- Washington Child Development Services
- Safety & Security Projects
- Technology

# Santa Monica High School

## Project Update/Status:

- Science and Technology Building submitted to DSA for approval June 2010
- Scheduled start of construction Q3 2011
- Developing strategies for off-site parking during construction
- Science and Technology Building scheduled for completion Q1 2014

## Message:

We've established strong fiscal controls, including a citizen's oversight committee, to monitor spending and ensure that funds are available to complete all scheduled projects.

- One of the last projects to be completed, construction completion of the Parking and Softball Field is scheduled for Q4 2014.



# Malibu Middle and High School

## Project Update/Status:

- Upgrade Fire Alarm System - Submitted to DSA; scheduled to begin construction Q2 2011
- Water Service Upgrade – 90% CD under review by District 29 LA County Water Works; scheduled to begin construction Q1 2011
- Soil Abatement - RAW Complete, Preparing CDP - scheduled to begin construction Q2 2011
- New Building (Library, Admin., Classrooms), Building Modernization, Parking Lot & Site Work., Parking Lot, Bldg. E Mod. & Site Work – Submitted to DSA June 2010; scheduled to begin construction Q1 2012
- We have completed a traffic study on the offsite improvements and are scheduling a meeting with the City of Malibu to review the study and upcoming grant applications
- We are developing a transportation demand management plan incorporating alternative transportation and parking solutions

## Messages:

- The District is partnering with the city of Malibu to address traffic concerns raised by the community. We want to ensure that the building project is truly responsive to all stakeholders.
- The building being replaced is over 50 years old. Many of the facilities in the District are more than 60-70 years old and need improvements.



# Olympic High School

## Project Update/Status:

- Landscaped upper field area project completed Q3 2010
- Modernization project submitted to DSA April 2010; scheduled to begin construction Q1 2011
- Special Ed preschool classrooms were relocated to elementary school sites during summer 2010

## Messages:

- We're equipping our schools to better prepare students to succeed in the 21<sup>st</sup> century.
- The existing school is over 80 years old and has had minimal previous modernization. We're making improvements to our aging schools – many of which are more than 60 years old.



# Olympic High School – Construction Completion



Photos of completed work on Landscape Improvements Project



# John Adams Middle School

## Project Update/Status :

- Administration and four classrooms were moved to relocatables for the beginning of this school year
- Landscaped Perimeter at Athletic Fields "Green Fringe" is under construction and scheduled for completion Q4 2010
- New Construction and Modernization project was submitted to DSA on July 2009; scheduled to begin construction Q1 2011
- The parking lot is temporarily closed due to defects. The District is proceeding with a plan for repair and reconstruction

## Messages:

- We're committed to the safety of our children, parents and staff throughout all phases of Measure BB building projects.
- We're fulfilling the promise of Measure BB, improving and modernizing facilities to create healthier, safer, and flexible learning environments.
  - The project design incorporates outdoor learning areas and site improvements.



# John Adams Middle School Construction Progress



Completed construction work on Relocatables Project and construction progress photos of Green Fringe Project.

# Lincoln Middle School

## Project Update/Status :

- Library and two classrooms moved into relocatables for the beginning of the school year
- Modernization project submitted to DSA August 2009; scheduled to begin construction Q1 2011
- Replacement of Classroom Building C & Site Improvements submitted to DSA July 2009; scheduled to begin construction Q3 2011

## Messages:

- We are partnering with the community to plan, design and build state-of-the-art learning environments.
  - The new library is designed with an entrance on 14<sup>th</sup> Street to allow community and permitted uses.
- Classrooms will meet District standards for flexible learning environments, adequate daylight and acoustical requirements.



# Lincoln Middle School Construction Completion



Construction progress photos of completed construction work on Relocatables Project

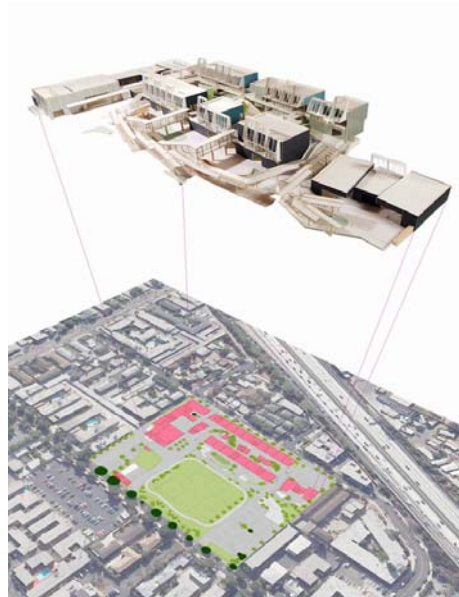
# Edison Language Academy

## Project Update/Status :

- New Construction project was submitted to DSA on September 2009
- Temporary Preschool at Rogers (Pkg. 1D) is currently under construction and scheduled to complete Q4 2010
- Land acquisition is complete and two residential property owners were compensated and relocated
- Abatement and demolition of Virginia Avenue properties is scheduled to start Q4 2010

## Messages:

- Construction fencing and access plans have been developed to ensure student safety.
- We are transforming the campus environment through modernization and new construction using sustainable design best practices.
  - Improved indoor environmental quality (daylight, acoustics) has been shown to have a positive impact on student and staff health and well-being.
- The existing school was built in 1951, and a District-wide assessment concluded that it was one of the schools with greatest need for replacement.



# Washington Child Development Services

## Project Update/Status:

- Summer projects were completed during 2008 and 2009
- Modernization project is in Design Development and is scheduled to begin construction Q1 2012

## Message:

- Measure BB has strong fiscal controls, including a citizen's oversight committee, to monitor spending and ensure that funds are available to complete all scheduled projects.



# McKinley Elementary School Entry and Main Office Reconfiguration

**Project Update/Status:**

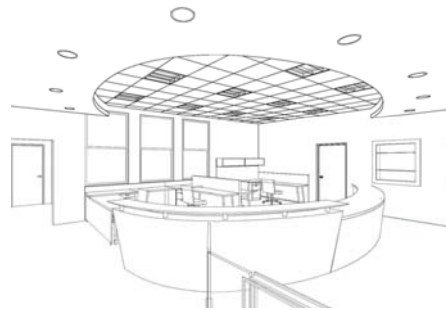
- Project is in Construction Documents and is scheduled to begin construction Q2 2011

**Message:**

- We're fulfilling the promise of Measure BB, improving and modernizing facilities to create healthier, safer, and flexible learning environments.

**Scope of Work:**

- A welcoming, clear, and identifiable entry sequence for the campus
- Observe entry during school hours
- Welcome and service visitors at main desk before entering school
- Main office to be configured to allow staff to greet guests
- Main office staff to have visibility into nurse's office for supervision
- Principal's office and Assistant Principal's office to be entered through main office
- Restrooms to be reconfigured to allow use by students
- Outdoor seating/waiting area to be provided



# Will Rogers Learning Community Entry and Main Office Reconfiguration Project

**Project Status/Update:**

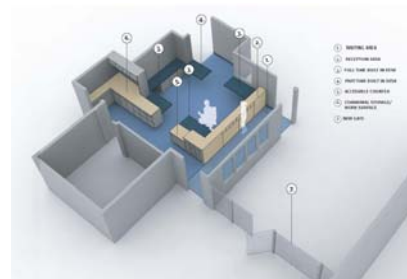
- Project is completed

**Message:**

- We're fulfilling the promise of Measure BB, improving and modernizing facilities to create healthier, safer, and flexible learning environments.

**Scope:**

- Welcoming, clear, and identifiable entry sequence for the campus
- Observe entry during school day
- Welcome and service visitors at main desk before entering school
- Main entry gates are locked from outside, but allow exiting (panic hardware).
- Ensure cafeteria doors are within secured perimeter of school site
- Main office staff has visibility into nurse's office for supervision
- Principal's office and Assistant Principal's office are entered through main office



## Will Rogers Learning Community Construction Completion



Photos of completed construction work on Entry and Main Office Reconfiguration Project

## Grant Elementary School Main Entry Reconfiguration Project

### Project Update/Status:

- Project is completed

### Message:

- Measure BB construction projects have had a significant positive economic impact on the local business community.
  - Minority contractors have been included in building projects like Grant Elementary.

### Scope:

- Provide a welcoming entry sequence for the campus
- Ensure students are within a supervised perimeter
- Provide improved supervised circulation route for kindergarten and SDCs
- Include first grade classroom within the supervised school perimeter
- Outdoor seating/waiting area to be provided
- Fencing and gates, as appropriate, to prevent unauthorized egress



## Grant Elementary School Construction Completion



Photos of completed construction work on Main Entry Reconfiguration Project

## Cabrillo Elementary School Fencing and Gate Project

### Project Update/Status:

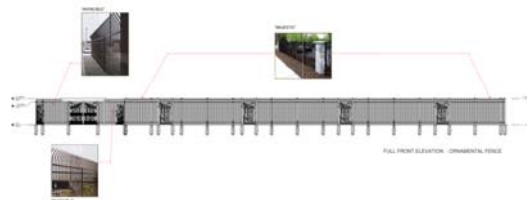
- Project is scheduled to begin construction Q4 2010

### Message:

- Communities collaborate with us to determine scope and content of projects. Some schools are getting needed safety and security upgrades while other schools may be getting athletic facilities or new buildings.

### Scope:

- Provide a welcoming, clear, and identifiable entry sequence for the campus
- Allow for observation of main gate through view window
- Relocated main gate to allow students access to the nurses office without passing front gate
- Maintain existing drop off process
- Insure classrooms, offices have doors within controlled perimeter of school
- Provides a safe and secure play yard for kindergarten children, expanded outdoor space
- Provides a clear main entrance into the campus w/ provisions for a future intercom/buzzer system



# Webster Elementary School

## Project Update/Status:

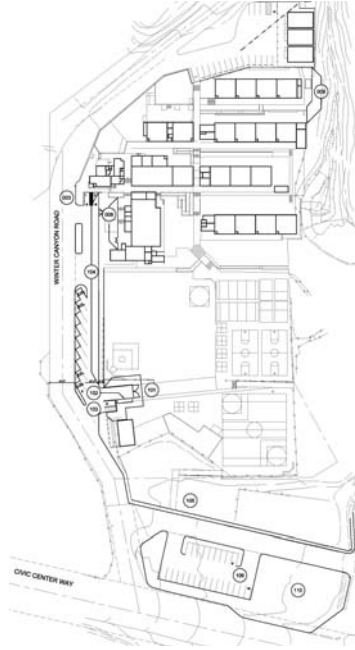
- Fire Alarm Replacement Project is under construction and is scheduled to complete Q4 2010
- Drop-off and Parking Lot Reconfiguration Project is scheduled to begin construction Q4 2011

## Message:

- We're committed to the safety of our children, parents and staff throughout all phases of Measure BB building projects.

## Scope:

- New campus-wide fire alarm system
- Provide a welcoming, clear, and identifiable entry sequence for the campus
- Ensure students are kept within a supervised perimeter
- Ensure classrooms, offices have doors within controlled perimeter of school with ornamental fence and gates
- Replace existing chain link fence with a higher c. l. fence at rear of school
- Provide a new parking configuration at front of school for safe parent pick up & drop off sequence
- New parking lot for visitor parking with filtration method to contain runoff
- Secondary parent pick up & drop off to alleviate congestion along Winter Canyon Rd.



# Webster Elementary School Construction Progress



Construction progress photos at Webster ES Fire Alarm Replacement Project

# Point Dume Marine Science Elementary School Gas Line and Furnace Replacement Project

## Project Update/Status:

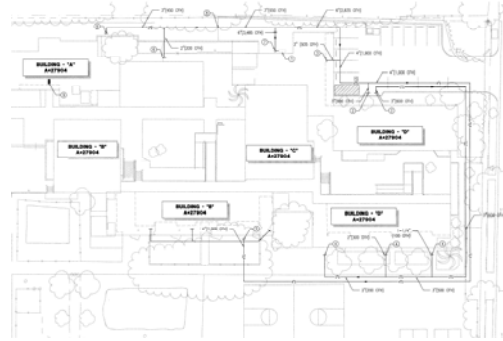
- Project is scheduled to begin construction Q1 2011

## Message:

Communities collaborate with us to determine scope and content of projects. Some schools are getting needed safety and security upgrades while other schools may be getting athletic facilities or new buildings.

## Scope:

- Replace gas lines and furnaces



# District Office Data Center

## Project Update/Status:

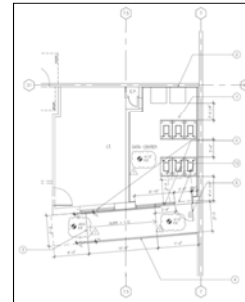
- Project is scheduled to begin construction Q1 2011

## Message:

- We're equipping our schools to better prepare students to succeed in the 21<sup>st</sup> century.

## Scope of Work:

- Convert existing room at District Offices to an industry standard data center capable of housing computer equipment and required infrastructure, including: raised floor, ramp access from adjacent room, UPS, air conditioning with redundancy, structural upgrade to roof (as required), fire suppression, glass storefront/door, card access
- The District has designed and will implement a data center to provide an enterprise platform to support centralized and virtualized computing, disaster recovery, and expanded instructional applications and student information systems





# Classroom Technology

**Project Update/Status:**

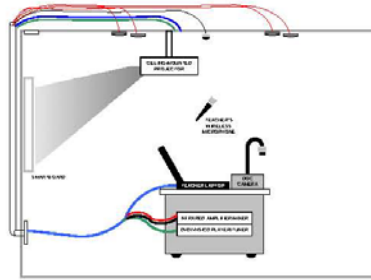
- Phase 3 Project is scheduled to be completed Q2 2011

**Message:**

- We're equipping our schools to better prepare students to succeed in the 21<sup>st</sup> century.

**Scope of Work:**

- Establish Elementary and Secondary Classroom Technology Standards and implement District-wide



C - TYPE 2 TECHNOLOGY CLASSROOM



Phase	Date	Classrooms	Cost
Phase 1 – Secondary Model Classrooms	Complete	5	\$100,000
Phase 2 – Elementary Model Classrooms	Complete	20	\$400,000
Phase 3 – Secondary Math & Science Classrooms	Q4 2010	71	\$1,533,000

# Next Steps - Complete Tool Kit to Help Communicate the Three Rs

- BASIC STORY ELEMENTS**
  - Examples you can use
  - Sound Bites – when that's all you need
  - Q&A – tailored to sites and facilities
- COMMUNICATION TIPS**
  - Keep communication moving forward (Bridging)
  - Bridge Phrases
- RESOURCE MATERIALS**
  - Project Photos
  - Project Descriptions
  - Fact Sheets, Bulletins, Timeline and Milestones
- CRISIS COMMUNICATIONS**
  - Quick Response Capabilities

**BB at Work**

**Escuela de Santa Monica-Malibu Medida de Seguridad y Reparación**  
**¡Gracias por el apoyo a nuestros niños!**  
**La Medida BB Trabajando**  
 ¡La Medida BB ha estado trabajando arduamente este verano

**Santa Monica-Malibu Schools Safety and Repair Measure**  
**Thank you for supporting our children!**  
**Measure BB at Work**  
 Measure BB has been hard at work this summer improving your campus!

**Our Project at John Adams Middle School:**  
 John Adams Middle School - Replacement of Classroom Buildings C, F & G, New Administration, Modernization and Site Improvements Project - Site Improvements at Fremont at Adams Fields and Francisco Adams/Oceanview.

**While you were out on vacation we installed retractable for 3 administrative and 8 classroom buildings. Underground utility installation also started in the basement and will continue into the fall. Landscaping work began at the athletic fields to give you seating areas, pathways and more shade. Staff and teachers will have off-site parking provided for them throughout the work. The Main Entry area reserved for administration and pedestrian can access the school through gate on 10<sup>th</sup> Street adjacent to 9<sup>th</sup> street.**

**Here's a look ahead at the improvements we'll be working on this semester:**  
 We're continuing our landscaping work at the north and west portions of the athletic fields. Administration and classroom buildings start modernization in the beginning of Winter. The Administration offices will be upgraded with a newly reconfigured main entry to provide better security and offer a warmer welcome at your campus.

**Have any questions, please call us! Tom**  
 Site Supervisor/Project Manager (714) 841-2275, cell (949) 296-6176  
 Site Supervisor/Project Manager (714) 841-2275, cell (949) 296-6176

**Measure BB.....producing a better place to learn.**

©2010 facilities bond measure passed by the voter in 2006 to fund construction and improvement  
 Measure BB funds may not be used for routine site operations and includes strong fiscal accountability  
 Projects will transform the campus environment through modernization and new construction using sustainable design best practices  
 Teams collaborate closely with stakeholders in the community  
 Learning is the ultimate priority and safety is critical during construction  
 See all your Measure BB projects at [www.smmk12.org](http://www.smmk12.org), Office of Facility Improvement Projects

**¡Que estamos trabajando durante**  
 estos meses y desde de los campos de la recreación y deportiva de la administración serán integradas con una gran seguridad y confort para ustedes.

**¡Un lugar para aprender.**

El proyecto en el año 2006 para construir las mejoras de seguridad y confort de los campos de recreación y deportiva de la administración serán integradas con una gran seguridad y confort para ustedes.

Si tienen cualquier pregunta, por favor llámanos.  
 Tom (714) 841-2275  
 Tom (949) 296-6176

## Next Steps – Bidding Schedule

School	Project	Bid/Award Start Date
Cabrillo ES	Fencing & Gate Project	8/16/10 (A)
Technology	Classroom Technology Phase III	8/7/10 (A)
Edison ES	Abatement/Demo and Soil Remediation - Virginia Ave	09/27/10
Technology	Pkg. 1 - District Office Data Center	10/16/10
Adams MS	Pkg. 3B - New Construction & Modernization	10/19/10
Edison ES	Pkg. 2B Ph 1 - New Construction, Commissioning & Move-in	10/31/10
Muir / SMASH	Gate Replacement Project	10/30/10
Lincoln MS	Pkg. 1B - Modernization	11/02/10
Malibu MHS	Water District 29 - Water Service Upgrade	11/13/10
Malibu MHS	Pkg. 1A - Upgrade Fire Alarm System	11/15/10
Olympic HS	Pkg. 3 - Modernization	11/15/10
Pt. Dume	Gas Line & Furnace Replacement Project	01/03/11
McKinley ES	Pkg. 1 - Entry & Main Office Reconfiguration Project	03/24/11
Santa Monica HS	Science Tech Bldg Ph1 & Ph2	04/06/11
Lincoln MS	Replacement of Classroom Bldg C & Site Improvements- Pkg2	04/06/11
Malibu MHS	New Bldg, Bldg E Mod & Site Work	07/06/11
Malibu MHS	New Parking Lot and OWTS	07/06/11
Webster ES	Drop-off & Parking Lot Reconfiguration Project	08/27/11
Washington CDS	Modernization	10/22/11

## Messages - What to remember about MEASURE BB

- \$268M facilities bond measure passed by voters in 2006 to fund construction and improvement projects within the District
- Measure BB funds may not be used for school site operations and includes strong fiscal accountability protections
- Projects will transform the campus environment through modernization and new construction using sustainable design best practices
- Measure BB collaborates closely with stakeholders in the community
- Learning is the ultimate priority and safety is critical during construction

[www.smmusd.org](http://www.smmusd.org)

email: [measurebb@smmusd.org](mailto:measurebb@smmusd.org)



# Questions

