

**Agenda  
Farmington High School Building Committee  
Communications Subcommittee  
Farmington High School Library  
December 1, 2021  
5:30 P.M.**

**\*\*PLEASE NOTE THE MEETING WILL BE HELD IN PERSON AT THE  
FARMINGTON HIGH SCHOOL LIBRARY\*\***

**The in-person meeting will also be streamed over zoom. Please click the  
link below to join the webinar:**

**<https://us02web.zoom.us/j/84981599341>**

**Telephone Call in Information:**

**Dial: +1 312 626 6799**

**Webinar ID: 849 8159 9341**

- A. Call to Order.
- B. Minutes.
  - 1) To approve the attached minutes from the November 3, 2021, meeting.
- C. Subcommittee Updates.
  - 1) Tall Timbers Marketing.
  - 2) FHSBC Website Update.
- D. Old Business.
  - 1) To review the FHS Building Project Q & A.
- E. New Business.
  - 1) To approve the attached 2022 Communications Subcommittee meeting schedule.
- F. Adjournment.

cc: Town Clerk

**Minutes**  
**Farmington High School Building Committee**  
**Communications Subcommittee**  
**Farmington High School Library**  
**November 3, 2021**  
**5:30 P.M.**

**Attendees:**

Meg Guerrera  
Beth Kintner  
Kathy Greider  
Wendy Ku  
Sharon Mazzochi  
Mark Garilli  
Ellen Siuta  
Devon Aldave  
Lisa Kipcinski (via Zoom)  
Ira Yellen (via Zoom)

**A. Call to Order.**

The meeting was called to order at 5:40 P.M.

**B. Minutes.**

**1) To approve the attached minutes from the October 6, 2021, meeting.**

Upon a motion made and seconded (Ku/Siuta) it was unanimously VOTED: to approve the minutes from the October 6, 2021, meeting.

**C. Subcommittee Updates.**

**1) FHSBC Website Update.**

Devon Aldave stated that the FHSBC website home page was updated to include the press release that was approved that October 6, 2021, Communications Subcommittee meeting.

**D. New Business.**

**1) To review the draft content for the FHS Building Committee Newsletter.**

Ira Yellen reviewed the draft content for the FHS Building Committee Newsletter. The subcommittee suggested edits regarding language and images. These edits will be incorporated into the final version of the FHS Building Committee Newsletter.

**2) To review the FHS Building Project Q & A.**

The subcommittee briefly reviewed the FHS Building Project Q & A. Subcommittee members will further review this at the next meeting.

**3) To cancel the November 17, 2021, Communications Subcommittee Meeting.**

Upon a motion made and seconded (Mazzochi/Ku) it was unanimously VOTED: to cancel the November 17, 2021, Communications Subcommittee meeting.

**E. Adjournment.**

Upon a motion made and seconded (Ku/Mazzochi) it was unanimously VOTED: to adjourn at 6:29 P.M.

Respectfully Submitted,

Devon Aldave  
Clerk of the Committee



## FOR IMMEDIATE RELEASE

Contact: Ira Yellen  
Phone: 860-205-9133  
Email: [iwyellen@talltimbersmarketing.com](mailto:iwyellen@talltimbersmarketing.com)

### **Tall Timbers Marketing Recognized by PRSA CT with Two Mercury Awards**

HARTFORD, CONN. (Nov. 17, 2021) – Tall Timbers Marketing, Glastonbury CT, announced today that it has been awarded the 2021 Gold and Best of Show Campaign Mercury Award for the Community Relations program by the Greater Connecticut Chapter of the Public Relations Society of America (PRSA CT).

Tall Timbers Marketing was honored for its community relations work around “engaging and getting community support for building a new high school in Farmington during Covid pandemic.”

The Mercury Awards recognized outstanding creative and strategic excellence demonstrated in 2020-21 by a wide variety of agencies, companies, colleges, nonprofits and organizations across the state following judging by 19 members of the New Mexico Chapter of Public Relations Society of America.

“Tall Timbers Marketing has diligently worked to set a high standard for innovation and creativity for continued execution of public relations tactics and campaigns,” said Ira Yellen, President. “This award is a testament to our clients total engagement in the process and to our teams skill, ingenuity, and vision, despite a year filled with unforeseen and unprecedented challenges.”

PRSA CT advances the public relations profession and supports public relations professionals throughout the state of Connecticut. With nearly 100 members, the chapter encompasses a diverse group of entry-, mid- and senior-level professionals, representing advertising agencies, independent consultants, business and industry, government, hospitals and health care organizations, professional associations, education, and nonprofit organizations.

Through PRSA CT’s website and social media channels, Tall Timbers Marketing received public recognition and digital tributes in lieu of an in-person award ceremony. This year’s virtual Mercury Awards celebration was generously sponsored by Sullivan & LeShane Public Relations, Inc. and Albertus Magnus College.

#### **About PRSA Greater Connecticut:**

The chapter is one of more than 100 that are part of the national [Public Relations Society of America](#). PRSA Greater Connecticut was formed to advance the public relations profession and to support the public relations practitioner. Nearly 100 members strong and growing, the chapters represent a diverse group of mid to senior-level professionals who are committed to enhancing the practice of public relations in the state. Professionals in the chapter represent agencies, independent consultants, business and industry, government, hospitals and healthcare organizations, professional associations, education, and nonprofit organizations. To learn more about the chapter, membership and its upcoming events, visit [prsact.org](http://prsact.org) and follow the PRSA Greater Connecticut on [Facebook](#), [Twitter](#) and [LinkedIn](#).



Thank you again for your submission to the 2021 PRSA Greater Connecticut Mercury Awards. We are excited to tell you that your entry has received an award this year — congratulations! This was a competitive year. All entries were blind judged by members of our sister chapter, New Mexico Public Relations Society of America.

In 2021, [Tall Timbers Marketing LLC](#), won the Gold Award and the Strategic Campaigns Best in Show in Connecticut for its community relations work around “engaging and getting community support for building a new high school during Covid.” They were selected from the other 33 bronze, silver and gold winners.

*See next pages that were submitted for judging.*

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## FARMINGTON HIGH SCHOOL PROJECT — COMMUNITY ENGAGEMENT CAMPAIGN SUMMARY

With a pause in the high school project due to the Covid-19 pandemic and losing the 2017 referendum, the building committee evaluated the best way to move forward. This involved re-engaging Farmington residents to support and approve the high school project in 2021. The goal of the communication and community outreach plan is for the residents to trust the judgement of elected and appointed officials to make the right decision for the community and its children by being transparent and truthful. This will remind the community a great environment for our “kids to enjoy learning” is vital for them to have a successful career in the field they want to pursue. Tall Timbers Marketing job was to help create and implement a plan that engages the various community members and groups to support the project, and to vote yes at the June referendum.

### 1. PROCESS

The following sequential steps formed the basis of creating a focused community relations and communication strategy for Farmington Public Schools based upon these objectives:

- Communicate the advantages of a new high school that will provide your children with a future focused learning environment education and future success as adults
- Identify and involve targeted groups, parents, educators, community members, and elected and appointed town officials in developing and supporting the building of a high school
- Identify and prioritize audiences who should receive information in the process of supporting the plan as it evolves. Then use the effective communication vehicles (direct and indirect) to these audiences to sustain support of the high school plan over a period of the project.

### 2. RESEARCH AND ANALYSIS

Review internal and external perspectives, perceptions, and competition by analyzing existing materials (surveys, interviews, media coverage, community and parent involvement, and other relationships). A comprehensive overview finding report that includes a “roadmap” and proactive messaging agenda for a community relations and communication plan. Tall Timbers Marketing, Glastonbury, was retained to conduct a survey for the Farmington High School Building Committee’s (FHSBC). The survey is part of a communication planning process and is based upon the FHSBC proposed recommendation to build a new high school facility on the current municipal complex. The objective was to find out what information Farmington residents want to have to make an informed decision at referendum time. The survey was sent in January 2021 to every household in Farmington. Households had four weeks to respond.

#### Findings

- The newsletter/survey was sent to 11,600 households (25,422 population in 2020, CERC town profile).
- There were 1111 responses postmarked by the due date, a 9.8% response rate, which is much higher than average (3% to 5%).
- There is confidence level of 97% of the responses. This means that even if every household responded, the responses would have been the same level of confidence.
- Respondents 65+ years old self-identified as retired and living in town over 20 years make up 17% of the town population but were 45% of respondents.
- Over 50% of the respondents are working full or part time.
- 85% of the respondents were aware or have read the Statement of Needs or something about the high school project, which was the basis for taking action to build a new high school

#### Priorities to Focus On

- |   |     |
|---|-----|
| • Enhancing Current Educational Programming   | 75% |
| • Current Facilities Limitations..            | 76% |
| • Improving the Learning Environment/Facility | 79% |
| • Security and Safety                         | 81% |
| • Cost and Tax                                | 84% |

#### Comments on topics from 180 respondents

- |  |     |
|--|-----|
| • Costs, taxes, and negative comments              | 31% |
| • Covid-19, security, ADA and safety               | 7%  |
| • Questions (Timeframe, enrollment, accreditation) | 15% |
| • Recommendations and general comments             | 28% |
| • Positive comments about the project              | 19% |

## 2. MARKETING & COMMUNICATION PLANNING

- Schematic design concept for building committee to review & approve
- Present to the Town Council to review
- Community presentation and on-going communication to the residents prior to referendum
- Approval by the Town Council for a referendum date
- Town Meeting/Referendum
- Review of activities prior to closing of schools in the Spring 2020, the current status, and future plans
- Create and send a newsletter/survey to every household. This will provide a baseline of current attitudes and perceptions about the H.S. project. Use analysis of the results along with recommendations for future communication planning.

### Messaging

- The new building will incorporate the latest safety, security, health, and technology elements
- Spaces and educational devices will be flexible for curriculum needs in STEM, liberal and creative arts.

Create and use specific communication tools by using value messaging about future plans. This will elicit positive attitudes and support from the targeted community members.

- a) Outreach to Community and Parents
  - a. Use of a digital and printed newsletter, website, and social media, e.g., *Facebook*, etc. that highlights of events, activities, initiatives, and other important information
  - b. A focus group to help measure and evaluate the effectiveness of the communication efforts
- b) Communication Vehicles Evaluation
  - a. Evaluate all current communication and marketing materials from the district and schools for readability and effectiveness, e.g., newsletters, correspondence, websites, social media, etc.
  - b. Recommend design and content improvements
  - c. Counseling the building committee communication sub-committee and other town groups in implementing a cohesive plan of action that garners community support
- c) Create an internal/external communication plan for long- and short-term planning and outcomes.
  - a. Talking points to be used when presenting or explaining project that includes a brochure and media relations
  - b. Newsletter and survey that incorporates key goals and objectives plans and community feedback to garner support
  - c. Review website and social media to improve parent and community engagement
  - d. Agenda management planning strategy for keeping communication as transparent as possible
- d) Next Steps
  - a. Create/distribute newsletter and survey
  - b. Analysis survey and recommendations for community engage mtg.
  - c. Review and recommend changes to website and communication materials
  - d. Prep and prepare board communication committee for community engagement
  - e. Create digital and print on demand brochure for community engagement
  - f. Create a media relations plan for local and regional outlets

## 4. EXECUTION AND TACTICS

The following budget is based upon previous experience with similar types of community capital projects. We work with a given budget but might have to modify if additional services and time are requested or arise that are not apparent as each task is being worked on. Any changes to the following, additional costs will be provided for approval.

1. 6-page newsletter/community survey – **January 2021**
  - a. Update on project (include schematics and new highlights)
  - b. Q&A about aspects of the plan
  - c. Survey, e.g., focus on understanding the project.
  - d. Message from the board (Covid-19 overview and H.S. project)
  - e. Short blurbs, going on in each school
  - f. Calendar, school and H.S. project if possible
2. 6-page follow up that feature survey highlights, schematics, timeline/plans going forward, board letter for early – End of February 2021

3. Poster newsletter final plans and information about high school project timeline to be in households last week –April 2021
4. Community Zoom meetings to specific interest groups April 2021 by the Building Committee
5. Slide deck/Prezi video (Library, Senior Citizen Center, public buildings website)
6. Social Media Information, e.g., Facebook, etc.
7. One page handout (talking points for board, presenters, part of display)
8. School district <https://www.fpsct.org/> and FHSBC Website: <http://fhsbuildingproject.org/> website updates. Fixmissing links and information that is current.

## 5. Tasks

General counsel and support for the building committee outreach and meetings
Review and analyze background materials and information
Market and communication plan based upon FHS project goals (talking points)
Deliverables:
a. Overview brochure (print and digital): copy, graphics, format, proofing and prep for printing/digital
b. Review and update website and social media with initial recommendations that will improvecommunity and parent engagement)
c. Three building committee/school district newsletter: copy, design, editing, proofing, prep for printing
d. One of the newsletters to include town wide survey includes Analysis, Report and Recommendations
e. Media and PR support
Postage for returns of survey (estimate return from 3% to 7%)
Administrative: office, project management, contingency

<b>Newsletter/Poster mailed to,400 Households</b>
Print
List
Tab & Address & Delivery
Postage Estimate @8.8 cents each
<b>Total</b>

## 6. OUTCOME AND EVALUATION

### Day of the Referendum Vote — From the Hartford Courant, June 3, 2021

*“Reversing their decision from four years ago, voters in Farmington on Thursday overwhelmingly approved a \$135.6million replacement for the town’s high school. The project passed by more than a 2-1 ratio. That was a complete reversal from 2017, when voters shot down a \$136 million proposal in a landslide defeat.*

*“This is a transformative moment in Farmington’s history,” town council Chairman C.J. Thomas said late Thursday night as educators and town officials from both parties celebrated what they called a bipartisan victory. The town reported thevote total was 4,500 to 2,196 with a turnout of about 33% of the 20,045 eligible voters.*

*The decision shows Farmington is heavily committed to education but will still leave the town with a tax rate below its Farmington Valley neighbors so long as future councils practice fiscal restraint, said Thomas, a prominent support of thehigh school replacement. He credited two advocacy groups — United Farmington and Comprehensive FHS — for the outcome, along with the volunteer building committee that worked more than a year to fine tune its plan.”*



**Follow up recommendations:** Even though the referendum passed, it was our recommendation that the building committee continue communicating the process, activities, and milestones over the life of the 3-year project. The following plan was approved and is being implemented.

### **Community Communication Planning Chart**

#### **Phase 2 (2021-24) process/progress of the HS design (inside, outside, and campus)**

**Approach:** The internal and external communication strategy and tactics is designed to keep residents informed of the progress of the high school project up to and including the planned fall 2024 opening, site improvement and demolition of the current high school campus. The communication plan timeline is based upon using the following information model: *Process (tasks), Progress (milestones) and Production (construction)*

#### **Dates, Roles and Tasks**

1. Groundbreaking Late Summer Early Fall 2022
2. Schedule newsletter (Winter and Summer 2022)
3. Schedule Zoom meetings in conjunction with newsletters
4. Roles and Responsibilities for Internal and External Communication System Fall 2021

##### **Town Role — Town Manager's Office Coordinates interaction and action steps/dates for all primary**

- Town Council – Progress Updates to community at every scheduled meeting
- Board of Education —. Update on meetings with architect for programmatic space use and needs for enhanced schematic design.
- Building Committee — Updates to share with Town and other interest groups
  - Communication subcommittee community outreach based upon scope of work and which communication vehicles to use (Tall Timbers Marketing professional support)
- Town Plan and Zoning Committee — Updates on approval status of project timelines

##### **State Role**

- State compliance and regulations requirements approval

##### **Contracted Professional Team**

- Owners Representative
- Architects and Design Specialists (Universal Design, Theatre, Music, etc.)
- Construction Manager and Sub-contractors

Q&A

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

<p>WHY IS THE FHS BUILDING COMMITTEE RECOMMENDING A NEW HIGH SCHOOL?</p>	<p>The Farmington High School Building Committee (FHSBC) evaluated three options from two architectural firms. They included maintaining the current facility, doing major renovation on the current facility, or building a new school. The committee evaluated each option based on the following criteria:</p> <ul style="list-style-type: none"> <li>Local, state, and federal requirements</li> <li>Programmatic needs</li> <li>Consolidation of space</li> <li>Building systems</li> <li>Site Improvements</li> <li>Benefits to the community</li> <li>Fit and feel for the Town of Farmington.</li> </ul> <p>After a rigorous review process, the FHSBC recommended building a new high school, designed by Hartford architectural firm TSKP Studio, to Town Council. On February 4, 2020, the Town Council unanimously voted to select the TSKP New Build option as the project scope and set a net municipal cost range for the project at \$105 to \$110 million.</p> <p>The new high school building will include efficient, functional, and flexible learning spaces that meet safety, health local and state regulations.</p>
<p>WHAT ARE THE MAJOR ISSUES THAT LED THE COMMITTEE TO RECOMMEND CONSTRUCTION OF A NEW HIGH SCHOOL BUILDING?</p>	<ul style="list-style-type: none"> <li>• <a href="#">Accreditation</a> and <a href="#">Accessibility</a>. The New England Association of Schools and Colleges has placed FHS on “warning” status for “serious facilities deficiencies, including ADA access, heating and ventilation problems, leaky roof, inadequate science, cafeteria, auditorium, and library and media facilities, and other facilities issues that limit educational opportunities for students.”</li> <li>• <a href="#">Security Compliance</a>. FHS has already experienced seven additions/renovations before heightened security expectations were a consideration.</li> <li>• <a href="#">Sprawling Layout</a>. FHS is a large, inefficient, mostly one floor facility with too many long and narrow hallways</li> <li>• <a href="#">Educational Programming</a>. FHS is nearing its capacity to provide 21st Century programming and learning spaces that prepare students for the future.</li> <li>• <a href="#">Energy Efficiency</a>. FHS is not energy efficient and is not cost-effective.</li> </ul>

WHAT OTHER OPTIONS DID THE FHS BUILDING COMMITTEE REVIEW BEFORE SELECTING A NEW HIGH SCHOOL?

The FHS Building Committee engaged two architectural firms to complete three conceptual designs each, which included an option for maintaining the current facility, doing major renovation on the current facility, or building a new school. Below is a summary of the options that were reviewed and why they were not selected.

- Maintain Option at a project cost of \$49M
- This was this least expensive concept but was not even considered a suitable solution by the architects presenting it. This concept was a required submission by the building committee to understand the cost of maintaining the building and doing nothing more. It did not meet the statement of needs or safety requirements, required additional capital expenditures, and caused significant disruption to learning during construction.
- Maintain “Light” Option at a project cost of \$99M
- This concept went beyond maintenance by adding an addition, but still did not meet the full statement of needs, safety concerns remained and it caused significant disruption to learning
- Two Renovate as New Options at a project cost of \$138 - \$140 Million
- Both renovate as new options met the majority of the statement of needs and did provide flexible learning environments, but only addressed some of the safety concerns, left concerns around project duration and cost due to unknowns during the renovation and would lead to significant disruption to learning during construction due to a phased renovation approach.

The following chart was displayed to Town Council on February 4, 2020, to summarize the committee’s evaluation of the options and recommendation of a new building.


	Maintain	Renovate	New
Evaluation Matrix Score Range (Max 28)	12.3 - 17.0	25 - 26.3	25.8 - 27.6
(Statement of Needs and Ed Specs)			
Safe and Flexible Learning Environment	<ul style="list-style-type: none"> <li>• Minimal safety requirements addressed.</li> <li>• No flexible learning environments</li> </ul>	<ul style="list-style-type: none"> <li>• Most safety requirements addressed</li> <li>• Addition of flexible learning environments</li> </ul>	<ul style="list-style-type: none"> <li>• All current safety requirements addressed</li> <li>• Provides fully flexible learning environment</li> </ul>
Education Disruption	<ul style="list-style-type: none"> <li>• Significant educational disruption through construction</li> </ul>	<ul style="list-style-type: none"> <li>• Significant educational disruption through construction</li> </ul>	<ul style="list-style-type: none"> <li>• No education disruption through construction</li> </ul>
Maximum Value with Minimal Risk	<ul style="list-style-type: none"> <li>• HAZMAT Risk</li> <li>• Unknowns could affect project duration and cost</li> </ul>	<ul style="list-style-type: none"> <li>• HAZMAT Risk</li> <li>• Unknowns could affect project duration and cost</li> </ul>	<ul style="list-style-type: none"> <li>• No HAZMAT Risk</li> <li>• Duration and Cost Risks are minimized</li> </ul>
Community Asset	<ul style="list-style-type: none"> <li>• Public/Private space separation remains a concern</li> </ul>	<ul style="list-style-type: none"> <li>• Public/Private space separation concerns are minimized</li> </ul>	<ul style="list-style-type: none"> <li>• Public/Private Space separation obtained</li> </ul>
Total Project Cost	\$49M-\$99M	\$138M-\$140M	\$142M-\$145M
Net Project Cost Range*	\$45M - \$81M	\$97M - \$99M	\$114M - \$116M

\*The State Reimbursement rates in January 2020, when these options were presented to and evaluated by the FHS Building Committee were, up to 30% for a renovation, and up to 20% for a new building. The 2021 rates for Farmington are now up to 28.93% for renovation and up to 18.93% for a new building.

Q&A

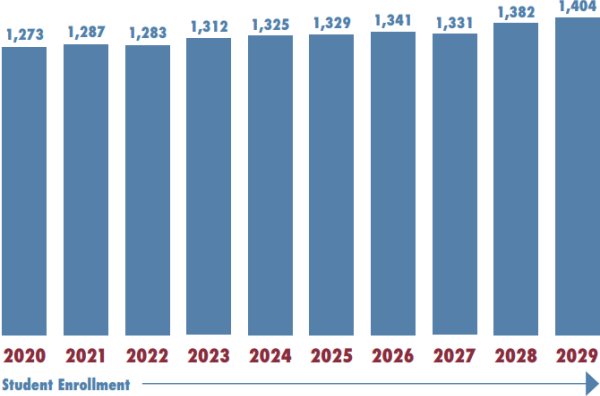
[www.fhsbuildingproject.org](http://www.fhsbuildingproject.org)

<p>DID YOU LOOK AT AN ALTERNATE SITE FOR A NEW HIGH SCHOOL?</p>	<p>Yes, the Site Evaluation Subcommittee conducted a full review of over 25 potential alternate sites in Farmington. After a comprehensive analysis, it was determined that the current municipal site was the only viable option. A detailed analysis is available <a href="#">here</a>.</p>
<p>DOES THE DESIGN OF THE NEW BUILDING PROVIDE SAFEGUARDS AGAINST FUTURE PANDEMICS?</p>	<p>While maintaining proper social distancing and wearing face coverings are probably most effective in reducing the risk of exposure to a virus, certain features in the design of buildings can certainly help. The new FHS building will have larger classrooms, wider corridors, easily cleanable surfaces and touchless plumbing features. It will have new ventilation systems, a higher level of air filtration, and the ability to automatically flush air out of the building on a regular basis. Also, the ventilation system will have separate zones that will make it easier to separate different cohorts of students and staff, and to isolate zones in order to prevent cross-contamination.</p>
<p>WHO ARE THE TOWN OFFICIALS AND COMMITTEES IN CHARGE OF THE PROCESS</p>	<p>Members of the Town Council, Board of Education, and Farmington High School Building Committee are working collaboratively on the FHS building project. See list of members <a href="#">here</a>.</p>
<p>HOW DISRUPTIVE WILL BUILDING A NEW SCHOOL BE FOR STUDENTS, TEACHERS, AND OTHERS?</p>	<p>There will be no disruption to teaching and learning during construction. There will be a fenced off section that will be clearly marked that separates the current high school from the building site.</p>
<p>WHEN WILL THE TOWN REFERENDUM BE HELD? HOW DO I VOTE IN THE REFERENDUM</p>	<p>The Town Council set a target referendum date of June 3, 2021. Once the Town Council officially sets the final date, it will be posted on the Town, Board of Education, and FHS Building Committee websites. In order to vote in the referendum, you must be registered by Friday, May 28, 2021. Please visit <a href="https://www.farmington-ct.org/departments/registrar-of-voters">https://www.farmington-ct.org/departments/registrar-of-voters</a> to register or check your status.</p>
<p>WHAT ARE THE COSTS FOR BUILDING A NEW HIGH SCHOOL, AND TAX IMPLICATIONS FOR A HOMEOWNER?</p>	<p>The estimated total project cost is approximately \$135.6 million. The Town Council set a net municipal cost range for this project at \$105 to \$110 million, which the FHS Building Committee is committed to delivering a project below the net municipal project maximum. This will be offset by reimbursement from the State of Connecticut, estimated at approximately \$26.3 million.</p> <p>Because of Farmington’s ongoing retirement of existing capital projects bonded debt, there will only be five years (Fiscal Years 2023 to 2027), that the high school project will increase the property tax. The tax impact for the average Farmington/Unionville homeowner, with an assessed value of \$226,777 is estimated to be \$466 in total over those five years, averaging \$93 per year, or under \$8 per month.</p> <p>For more information, visit the <a href="#">Project Cost</a> page.</p>
<p>WHAT IS THE PROPOSED PROJECT TIMELINE?</p>	<p>The estimated project timeline is as follows:</p>

	<p style="text-align: center;">Estimated Project Timeline</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #e6f2ff;">Town Council Approves Project &amp; Sets Referendum</td> <td style="background-color: #e6f2ff;">May 11, 2021</td> </tr> <tr> <td>Tentative Referendum Date</td> <td>June 3, 2021</td> </tr> <tr> <td style="background-color: #e6f2ff;">State Grant Application Submission</td> <td style="background-color: #e6f2ff;">June 30, 2021</td> </tr> <tr> <td>Design and Approvals</td> <td>July 2021- July 2022</td> </tr> <tr> <td style="background-color: #e6f2ff;">Bidding and Award</td> <td style="background-color: #e6f2ff;">July 2022- September 2022</td> </tr> <tr> <td>Phase I Construction of New Building</td> <td>September 2022-August 2024</td> </tr> <tr> <td style="background-color: #e6f2ff;">Phase II- Renovation of 900 wing &amp; Demolition of Remaining Building</td> <td style="background-color: #e6f2ff;">June 2024-July 2025</td> </tr> <tr> <td>Phase III- Site Work</td> <td>January 2025-June 2025</td> </tr> </table> <div style="text-align: right; margin-top: 10px;">  <p>Students will occupy the new high school in August/September 2024</p> </div> <p style="text-align: center; margin-top: 20px;"><b>There will be no disruption to teaching and learning during construction</b></p>	Town Council Approves Project & Sets Referendum	May 11, 2021	Tentative Referendum Date	June 3, 2021	State Grant Application Submission	June 30, 2021	Design and Approvals	July 2021- July 2022	Bidding and Award	July 2022- September 2022	Phase I Construction of New Building	September 2022-August 2024	Phase II- Renovation of 900 wing & Demolition of Remaining Building	June 2024-July 2025	Phase III- Site Work	January 2025-June 2025
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<p>HOW WILL A NEW HIGH SCHOOL BENEFIT THE COMMUNITY?</p>	<p>High quality schools protect property values. Realtors routinely cite the quality of our school system for promoting home ownership in Farmington. Farmington High School also is home to many recreational and educational programs. Over 150 Adult and Continuing Education classes and more than 125 groups use the school’s classrooms, library, cafeteria, gymnasium and auditorium. These classes and group activities generate additional revenue. The new facility will better serve sports and recreation, performing arts, and clubs and organizations in our community.</p>																
<p>WILL THE BUILDING BE ABLE TO BE USED BY THE COMMUNITY IN THE EVENT OF AN EMERGENCY?</p>	<p>An emergency generator is included in the project. The generator will be sized to allow critical systems to operate in the event of a power outage in Farmington. In addition, the building is designed so that selected areas can be opened to residents if their homes have been affected by severe weather events. Food service areas can continue to operate, as well as bathrooms and showers in the new building.</p>																
<p>WHAT REVIEWS OR STUDIES HAVE BEEN CONDUCTED TO DETERMINE THE STATEMENT OF NEED</p>	<p>The following reviews and studies have been conducted to determine the FHS Statement of Need:</p> <ul style="list-style-type: none"> <li>• <a href="#">Acoustic Study, May, 2013</a></li> <li>• <a href="#">Auditorium Study: November 2013</a></li> <li>• <a href="#">Office of Civil Rights Review: April 2014</a></li> <li>• <a href="#">FHS Acoustic Study: May 2015</a></li> <li>• <a href="#">TECTON FHS Facility Review: February, 2015</a></li> <li>• <a href="#">NEASC Review and Report: Sept. 2014 (visit) and Feb. 2016 (report)</a></li> <li>• <a href="#">Survey: October 2018</a></li> <li>• <a href="#">FHS Facility and Financial Ad Hoc Committee Recommendations: November 2018</a></li> </ul>																
<p>WHAT ARE THE ENROLLMENT PROJECTIONS FOR</p>	<p>Based on a detailed enrollment projection report created in November 2019, enrollment will increase to 1,404 students by 2029, which represents a 10% increase of the current enrollment. View a summary slide of the report <a href="#">here</a>, and</p>																

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<p>FARMINGTON HIGH SCHOOL?</p>	<p>read the full report <a href="#">here</a>.</p>  <table border="1"> <caption>Student Enrollment</caption> <thead> <tr> <th>Year</th> <th>Enrollment</th> </tr> </thead> <tbody> <tr><td>2020</td><td>1,273</td></tr> <tr><td>2021</td><td>1,287</td></tr> <tr><td>2022</td><td>1,283</td></tr> <tr><td>2023</td><td>1,312</td></tr> <tr><td>2024</td><td>1,325</td></tr> <tr><td>2025</td><td>1,329</td></tr> <tr><td>2026</td><td>1,341</td></tr> <tr><td>2027</td><td>1,331</td></tr> <tr><td>2028</td><td>1,382</td></tr> <tr><td>2029</td><td>1,404</td></tr> </tbody> </table>	Year	Enrollment	2020	1,273	2021	1,287	2022	1,283	2023	1,312	2024	1,325	2025	1,329	2026	1,341	2027	1,331	2028	1,382	2029	1,404
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<p>WHY HAS FARMINGTON HIGH SCHOOL BEEN PLACED ON “WARNING STATUS” BY THE NEW ENGLAND ASSOCIATION OF SCHOOLS AND COLLEGES (NEASC)? WHAT WOULD A LOSS OF ACCREDITATION MEAN FOR FARMINGTON HIGH SCHOOL?</p>	<p>At this time, NEASC has placed FHS on warning status in the Community Resources for Learning standard - ADA compliance issues, lack of accessibility, etc., but mostly because the building limits our ability to deliver improved programming for students. We have been on warning for many years and we are accountable to explain to NEASC why we haven’t addressed the deficiencies noted in the Community Resources for Learning standard of NEASC’s seven standards for accreditation. When we report to NEASC on a regular basis, we continue to state that we are in the design, development and approval phases of the FHSBC’s new high school project. By working toward a new high school project that would fully address all deficiencies noted by NEASC, we have stalled further action by NEASC related to our warning status.</p> <p>However, if we fail to move forward, we risk being placed on “Probation” - a status made known to the public, along with other schools and colleges.</p> <p>Ultimately, the loss of accreditation could have the following consequences:</p> <ol style="list-style-type: none"> <li>1 - Ineligibility to apply for federal grant monies</li> <li>2 - Not allowed to be a site for College Board testing (SAT / AP) - our students would have to go to another school for testing</li> <li>3 - Students at risk for scholarship awards</li> <li>4 - Students at risk for admission into most competitive colleges and universities</li> <li>5 - Significant negative impact on property values due to families seeking high quality education, especially at the high school level which would tarnish the town’s reputation</li> </ol>																						
<p>WILL THE 1928 BUILDING BE DEMOLISHED AS PART OF THE FHS BUILDING</p>	<p>No, the Town Council directed the FHS Building Committee NOT to include the 1928 Building as part of the cost or scope of the proposed new high school project, as a decision on the future of the 1928 Building will be determined at a later date</p>																						

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PROJECT?	by the Town.
WHY IS THE 900 WING OF THE SCHOOL BEING RENOVATED AS PART OF THE PROPOSED DESIGN?	<p>First and foremost, the 900 wing is needed for FHS field house locker rooms. The field house locker rooms are critical to our athletic program and are currently located in the 900 wing in our proposed new FHS facility. These are expanded locker rooms because we currently do not have the correct number of locker rooms in our current facility which is in conflict with federal requirements.</p> <p>Second, the use of the 900 wing to house our district-wide technology department will expand instructional space at the new FHS facility for our students because that department is currently taking up square footage (2 classrooms and office space) within the current high school. Our district-wide technology department supports technology infrastructure and operations in all seven schools and for Town Hall. We do not have adequate space at Town Hall to house our Technology Department, so this department is currently off-site in the FHS facility. By freeing up this space, we capture more instructional space for students in the proposed new FHS facility.</p> <p>Lastly and most importantly, Farmington has one of the smallest staff levels for Central Office in the entire state of Connecticut. We rank 155 out of 166 towns in general administration with 1 spending the most and 166 spending the least. Only 11 other school districts in Connecticut spend less than Farmington on Central Office administration, yet we experience favorable and impressive achievement outcomes. Due to the efficient staffing levels within Central Office, the 900 wing will house the following Central Office departments in a reasonable level of square footage:</p> <ul style="list-style-type: none"><li>Technology</li><li>Special Services</li><li>Finance and Operations</li><li>Human Resources</li><li>Facilities</li><li>Curriculum and Instruction</li></ul> <p>Currently, Central Office and Special Services are located at Town Hall. Town Hall is home to many Town departments, but some are located in satellite offices because they cannot be accommodated in the current space at Town Hall. The Regional Probate Court is also located at Town Hall, which has its own significant space needs. The overcrowding at Town Hall has also contributed to a lack of storage space as well as meeting/conference room space.</p> <p>The pandemic brought to light other issues within the Central Office due to a lack</p>

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	<p>of social distancing due to overcrowding within our limited office space. We will need to move out of Central Office no matter what due to overcrowding between the school district departments and the Town of Farmington departments which will require funding. The use of the 900 wing is the most cost effective approach to fully maximize the space within the 900 wing. This will avoid a costly purchase of a space for Central Office within Farmington or costly lease options.</p>
<p>WHAT WILL HAPPEN IF THIS PROJECT DOESN'T PASS AT REFERENDUM?</p>	<p>The referendum vote for the new FHS does not follow the same rules as a town budget vote. The referendum will pass or fail no matter how many people cast their ballots.</p> <p>If the referendum doesn't pass, the Town Council would determine the next step. The deficiencies of the current FHS facility are not going away and they will need to be addressed. The cost of doing nothing does have a cost, especially given the significant deficiencies of the current FHS facility.</p> <p>NEASC would be informed of the failed referendum and would evaluate the impact of that result on Farmington High School accreditation.</p>
<p>HOW IS THE FHS BUILDING PROJECT PLANNING TO MITIGATE SURROUNDING NEIGHBORHOOD IMPACTS?</p>	<p>The FHS Building Committee has met twice with members of the neighborhood that immediately surround the current FHS site. The goal of those meetings was to present the site plan, construction timeline, and address questions and concerns. Communication with the surrounding neighborhood will continue throughout construction and the current plan includes the following strategies to address neighbor concerns:</p> <ul style="list-style-type: none"> <li>• Placement of the new building to allow for public access on the opposite side of the abutting neighborhood</li> <li>• Appropriate site and parking lot lighting</li> <li>• Berm plantings along the property line that could be scheduled prior to construction</li> <li>• Easy and safe pedestrian access to the current FHS facility during construction</li> </ul>
<p>WHAT IS THE "QUIET PERIOD" FOR THE TOWN/TOWN OFFICIALS?</p>	<p>According to the SEEC (State Election Enforcement Commission), "No expenditures of state or municipal funds shall be made to influence any person to vote for approval or disapproval of any such proposal or question or to otherwise influence or aid the success or defeat of the referendum" once the referendum date has been officially set to pending status by Town Council. The period of time between when the referendum pending date is set (May 11th) and the day of the vote (June 3rd) is commonly known as the "quiet period" since the town-funded communications are drastically reduced in order to prevent violation of CT General Statute 9-369b.</p>
<p>HOW WILL PARKING IMPROVE AT THE NEW SCHOOL?</p>	<p>The redesigned school site will provide expanded on-site parking for visitors and staff with 590 dedicated school spaces provided throughout the campus. There are a minimum of 15 accessible spaces included in the parking count to meet the required code. The majority of parking and bus access will be consolidated to the</p>



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	<p>south side of the new school building in dedicated areas for each. Buses will be routed to the east and circulated through a loop with 45 degree parking spaces limiting bus traffic into the site and any comingling of student drivers, visitors, and parent drop off. The dedicated bus area will accommodate bus loading spaces for 22 full size buses. The spaces will allow for arrival and departure of buses without backing up. A dedicated parent pickup and drop-off lane will parallel the school's main entry walks and will accommodate queuing of 24 cars. Site parking is redesigned entirely, with the majority of student parking in two east side lots. Staff parking will be to the north of the new building as will service access. Parking islands will accommodate shade trees and sidewalks in specific locations to aid in wayfinding and safe travel through the lots.</p>
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**Farmington High School Building Committee – Communications Subcommittee  
2022 Meeting Schedule  
4:00 P.M. at the Farmington High School Library**

January 5, 2022

July 20, 2022

January 19, 2022

August 3, 2022

February 2, 2022

August 17, 2022

February 16, 2022

August 31, 2022

March 2, 2022

September 14, 2022

March 16, 2022

September 28, 2022

March 30, 2022

October 12, 2022

April 13, 2022

October 26, 2022

April 27, 2022

November 9, 2022

May 11, 2022

November 23, 2022

May 25, 2022

December 7, 2022

June 8, 2022

December 21, 2022

June 22, 2022

July 6, 2022