

The D64 Facilities Tours video series was created to highlight critical facility issues in Park Ridge-Niles School District 64. With aging buildings and years of deferred maintenance, the series aimed to show the community why a bond referendum was necessary. The goal was to provide a clear, honest look at the conditions inside the schools and build support for the referendum. The Communications Department wrote, shot, and edited the videos and released them throughout 2024, leading to the November vote. They covered all District 64 schools Lincoln and Emerson Middle Schools, Carpenter, Field, Franklin, Washington, and Roosevelt Elementary Schools. Each video was made to keep the community informed as the campaign progressed. The series was intended for the entire District 64 community, including parents, taxpayers, and residents without children in the schools. Many community members were unaware of the districts facility challenges, so the videos were designed to be clear and accessible to everyone. Each video provided a visual tour of a school, showing problems like crumbling infrastructure, outdated systems, and security concerns. Narration explained why these issues mattered how they affected student safety, learning, and long-term costs. Common problems, such as door security and HVAC failures, were featured to show the district-wide need for repairs. By focusing on the real impact on students, the videos connected with viewers on a personal level. The video series played a key role in the referendums success. It raised awareness, built trust, and gave voters the information they needed to make an informed decision. On Election Day, 64% of voters supported the referendum. The impact was clear these four videos reached 3,942 views, totaled 185 watch hours, and generated 11,300 impressions on YouTube alone. This outcome showed the power of clear communication and how video can engage a community in important decisions.