

Case Study Lawrence Township Schools Myron L. Powell ES Referendum

Referendum News
from the Lawrence Township School District

Lawrence Township Board of Education • 225 Main Street

A Letter from the Board President
Fellow Lawrence Twp. Residents,

At the August meeting of the Board of Education, we accepted the final offer of funding from the NJ Department of Education, and approved September 29 as the date for a Referendum to obtain your approval.

A bond referendum is an opportunity for voters to decide if the district will be authorized to raise funds through the sale of bonds to finance specific improvements and renovations.

Grants are available now from the State of New Jersey. We wanted to make sure that you, the taxpayers were given the advantage of this opportunity to receive your fair share back.

In order to be awarded the grant, the District must receive your approval. If we do not approve a referendum, the grant money will be forfeit to another district.

- to address health, life-safety and other State-mandated standards
- to improve facilities for accessibility,
- to provide for normal life-replacement of specific systems or elements, and
- to provide for three new Kindergarten classrooms and existing 4-year-olds program.

Current Tax Impact: an increase of between cents a day for the average homeowner.

Look on our web site for information, and please vote on Tuesday September 29.

Craig Smith, President
Craig Smith, President
Lawrence Township

• \$4.0 million has been offered as a State share.

We are able to apply \$300,000 from the existing capital reserve fund.

• The taxpayer cost is only \$2.2 million or 34% of the total.

Our 65% cash grant is for in excess

EMAIL #3
Lawrence Township School District
REFERENDUM COMMUNICATIONS

INTERACTIVE DIALOGUE

Graphic Email from Thomas Smith, Superintendent
Reminder on "next Tuesday's" vote
for emailing on Wednesday September 23

RE: Referendum Date is next Tuesday

Hello, this is Thomas Smith, Superintendent of the Lawrence Township Schools.

This email is a reminder that the school board has authorized a referendum for improvements to the Myron L. Powell School. The referendum date is next Tuesday, September 29.

In order to help you understand the financial impact of the referendum, please visit the site at [www.lawrence.k12.nj.us](#)

SEPTEMBER 2009 FACILITIES UPGRADE REFERENDUM

REFERENDUM ALERT

Yes! last Tuesday in September is the day you vote!
Tuesday, September 29, 2009 Noon to 9pm

Improvements to the Myron L. Powell School

PROJECT COSTS and STATE FUNDING

YES, the state approved the budgeted cost of the proposed referendum plan at a total of \$ 6,549,146. This includes all new construction, renovations, building system upgrades, site work, incidents such as furniture and equipment, professional fees, contingencies, and associated financing costs. By law, the District cannot exceed this amount once it is approved by voters. A look at the project costs is as follows:

\$ 6,549,146	Total Cost
4,022,360	State Share
300,000	Capital Reserve
\$ 2,216,786	Local Share (34%) by Referendum

If we, as a community, choose to take advantage of this opportunity, the long-range costs will be less for our residents. However, if we choose to improve and repair our buildings on a piecemeal basis, the community will have to fund 100 percent of the cost. The 65% state contribution no longer exist if the referendum is not passed, and construction costs will continue to increase.

Yes, the VOTING PLACE is Municipal Building 357 Main St. Cedarville, NJ

YES! VOTE Sept 29

YOUR VOTE COUNTS Remember to VOTE

September 29, 2009
Noon - 9 p.m.
Tuesday

VOTE
Tuesday
September 29, 2009
Noon - 9 p.m.

Your YES! Every VOTE Counts!

As a consultant to the District, Interactive Dialogue developed and executed a comprehensive referendum campaign.

On September 29, voters approved the proposed \$6.0 million referendum project by a majority of 139 in favor and 91 against.

This is the largest voter turnout ever, for a school election. It is three times larger than the turnout for the April 2009 budget election.

Tools used in the campaign included:

- Web site development
- Newsletter for mailing
- Flyers for meeting handouts
- Email in a themed program
- Automated Telephone calls
- Powerpoint Presentations
- News Releases
- Lawn Signs
- Q&A Dialogues
- Videos

Myron L. Powell Elementary School Referendum - Mozilla Firefox

Myron L. Powell Elementary School

Referendum Information

Plain Talk

Q&A formatted explanation of the Referendum, including the scope of the planned construction, the reasoning behind the work, construction costs, tax impact, schedule and the grant of \$4,022,360.00.

BOND REFERENDUM VOTE
Tuesday September 29
Noon to 9 PM

Referendum - YES
Students - YES

Sponsored by the Myron L. Powell PTA, Lawrence Twp., NJ

Extensive content was developed for the web site by Interactive Dialogue .

Lawn Signs were sponsored by the local PTO in an arms length consulting effort by Interactive Dialogue.

The principal of the Powell ES was featured in a 5 minute video, scripted and shot by Interactive Dialogue, and embedded on the district's web site as a You Tube file.

A Powerpoint presentation was developed, narrated and converted to video and embedded on the web site as a You Tube video.

BOE Sets Referendum Date

VOTE TUESDAY! Sept 29 Noon - 9 p.m.

Myron L. Powell Elementary School



CONTACT:
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