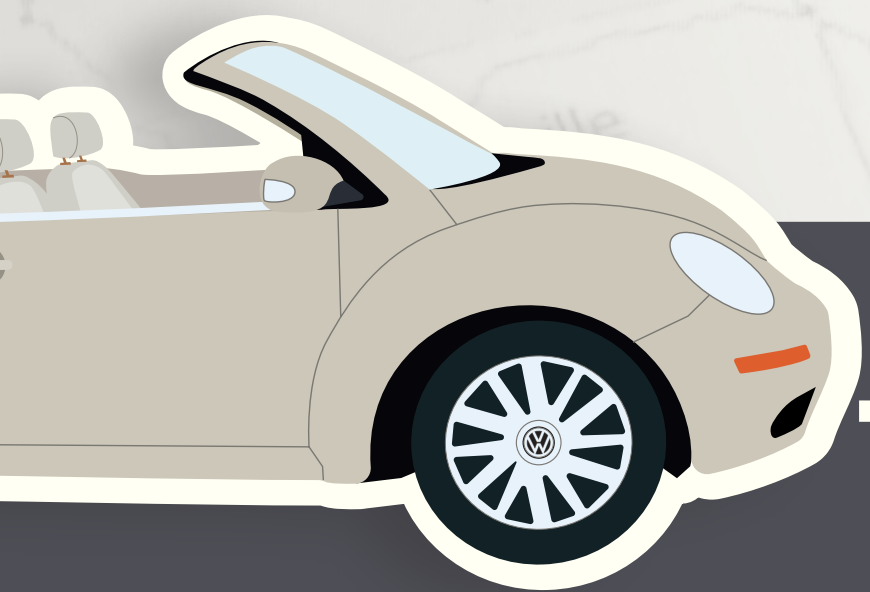


Pre-Referendum Initiatives

The Path To A Successful Vote



Architecture
Engineering
Environmental
Planning
ISGInc.com

Sue Peterson

Referendum Strategist, Mom, Wife, Educator, Community Activist



550
Referendum Projects
In The Last 14 Years!

ISG Overview

SERVICES

Architecture

Architecture
Interior Design
Landscape Architecture

Planning

Planning
Development
Engagement
Funding
Planning
Project Evaluation

Environmental

Assessments + Review
Geographic Information Systems
Permitting + Compliance
Planning + Feasibility
Testing + Monitoring

Engineering

Engineering
Civil
Drone
Electrical
Land Surveying
Mechanical
Municipal
Refrigeration
Structural
Technology
Telecommunications
Transportation
Water/Wastewater
3D Scanning



PUBLIC MARKETS SERVED

- ✓ Government + Cultural
- ✓ Sports + Recreation
- ✓ Education
- ✓ Public Works
- ✓ Transportation
- ✓ Telecommunications + Energy
- ✓ Water

Firm Locations

500+

Multi-Disciplinary
Professionals

32

Clients Led To
Referendum Success
Since 2018

92%

Referendum
Success Rate

**>\$550
MILLION**

Secured

14

Midwest Offices

Rogers, AR

Des Moines, IA

Storm Lake, IA

Waterloo, IA

Bloomington, MN

Mankato, MN

Rochester, MN

St. Louis Park, MN

Dakota Dunes, SD

Pierre, SD

Sioux Falls, SD

Brookfield, WI

Green Bay, WI

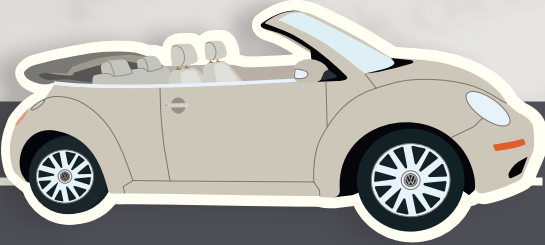
La Crosse, WI

A hand holding a pen over a document, with a green circular graphic on the right.

Let's Talk

Referendum

Road Map



1

Gather Data +
Complete Assessments

2

Share
Findings

3

Develop
Options

4

Launch
Task Force

5

Hold Task
Force Meetings

9

Finalize Scope +
Referendum Projects

8

BOARD DECISION
Referendum or No Referendum

7

Finalize
Master Plan

6

Survey
Community

10

Call
of Election

11

Public Notice of
Election Information

12

Referendum
Campaign

13

Vote!

13

Success!





WI HALL
NOSLUGS
MAR America's Dairyland 25
hallcars.com

Gather Data + Create Your WHY



Facility Assessments



Space Challenges



Future Needs

Gather Data + Create Your WHY


CARLISLE EXAMPLE

Q: When was the current Library built?

- 43 Years Ago

Q: Why do we need to expand the Library?

- 40% population growth since 1980
- 30,000+ annual visitors
- 240+ programs held at the library; a large space would allow all programs to be held there



CARLISLE LIBRARY BOND REFERENDUM
VOTE NOVEMBER 5

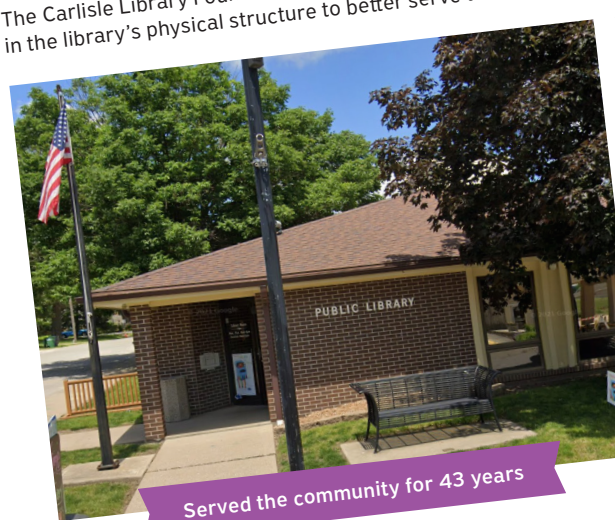
On **November 5, 2024**, the City of Carlisle will ask voters to approve a \$7.75 million bond referendum to pay for a new and expanded library for the residents of Carlisle, Iowa.

WHY IS AN INVESTMENT FOR THE LIBRARY NEEDED?
The Carlisle Public Library is an important part of our community. **The library has over 30,000 visits each fiscal year.** The current library does not have enough space to serve our growing community! Our current library space has served the community for the past **43 years**.


However, the limited space presents current challenges:

- At 3,600 square feet, it is the **3rd smallest library** by population in the state of Iowa.
- There is **limited space to expand the books and materials** available for patrons.
- Due to the space shortage, we **hold numerous programs off-site or close the library** to accommodate event popularity.
- Spaces are **not adequately designed to support individuals with mobility challenges**.
- **Story time space is too small** to meet the demand.
- Rooms are needed for **small groups, individual studying, and meetings**.
- The city has a need for a multi-use community room that can hold **up to 150 people**.

The Carlisle Library Foundation and Friends of the Carlisle Library have spent the last 10 years researching how best to invest in the library's physical structure to better serve the Carlisle community.




Served the community for 43 years

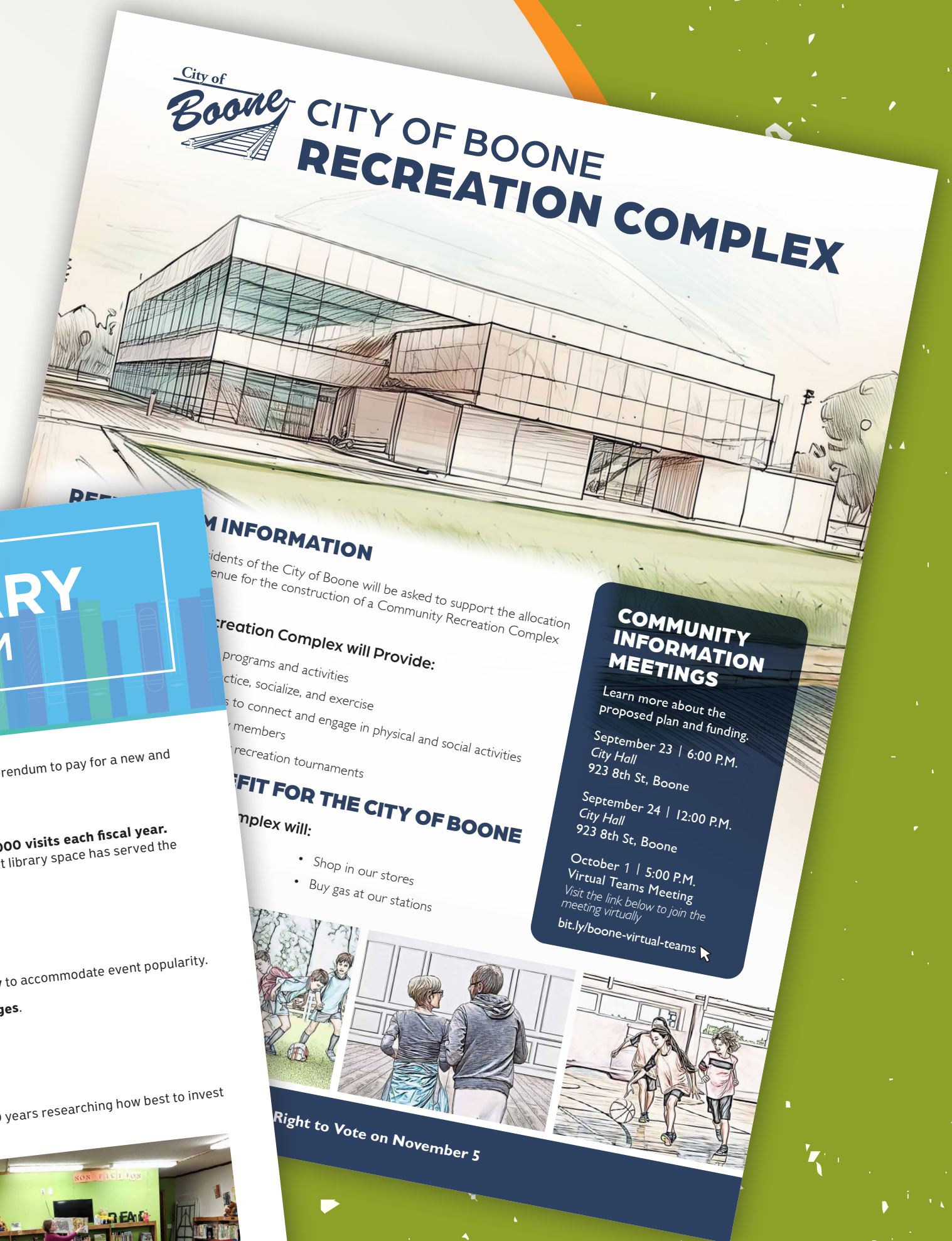


Current children's space is crowded

LEARN MORE AT carlislepubliclibrary.org OR SCAN THE QR CODE



SCAN HERE WITH PHONE CAMERA



City of Boone
CITY OF BOONE RECREATION COMPLEX

Residents of the City of Boone will be asked to support the allocation of revenue for the construction of a Community Recreation Complex

RECREATION COMPLEX WILL PROVIDE:

- Programs and activities
- Practice, socialize, and exercise
- Connect and engage in physical and social activities
- Members
- Recreation tournaments

BENEFIT FOR THE CITY OF BOONE

- Shop in our stores
- Buy gas at our stations

COMMUNITY INFORMATION MEETINGS

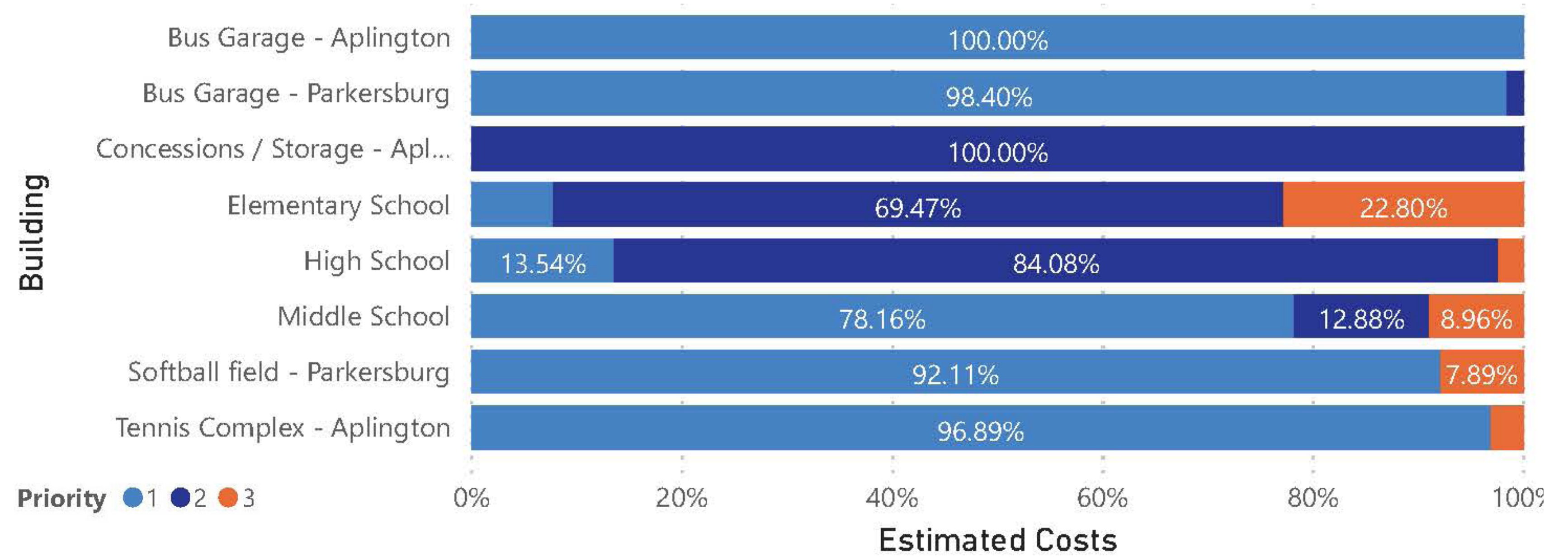
Learn more about the proposed plan and funding:

- September 23 | 6:00 P.M.
City Hall
923 8th St, Boone
- September 24 | 12:00 P.M.
City Hall
923 8th St, Boone
- October 1 | 5:00 P.M.
Virtual Teams Meeting
Visit the link below to join the meeting virtually
bit.ly/boone-virtual-teams

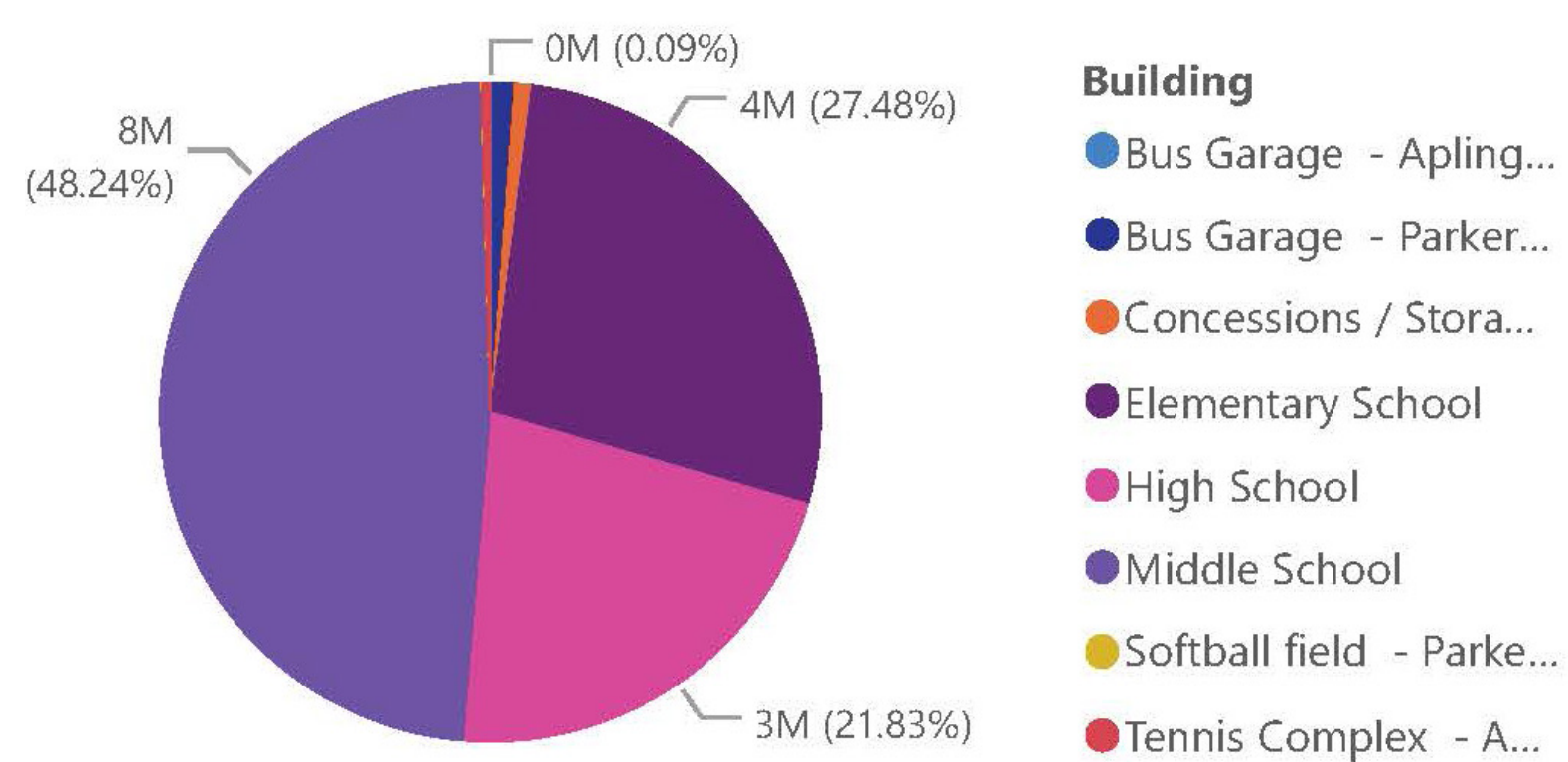
Right to Vote on November 5

Facility Assessment

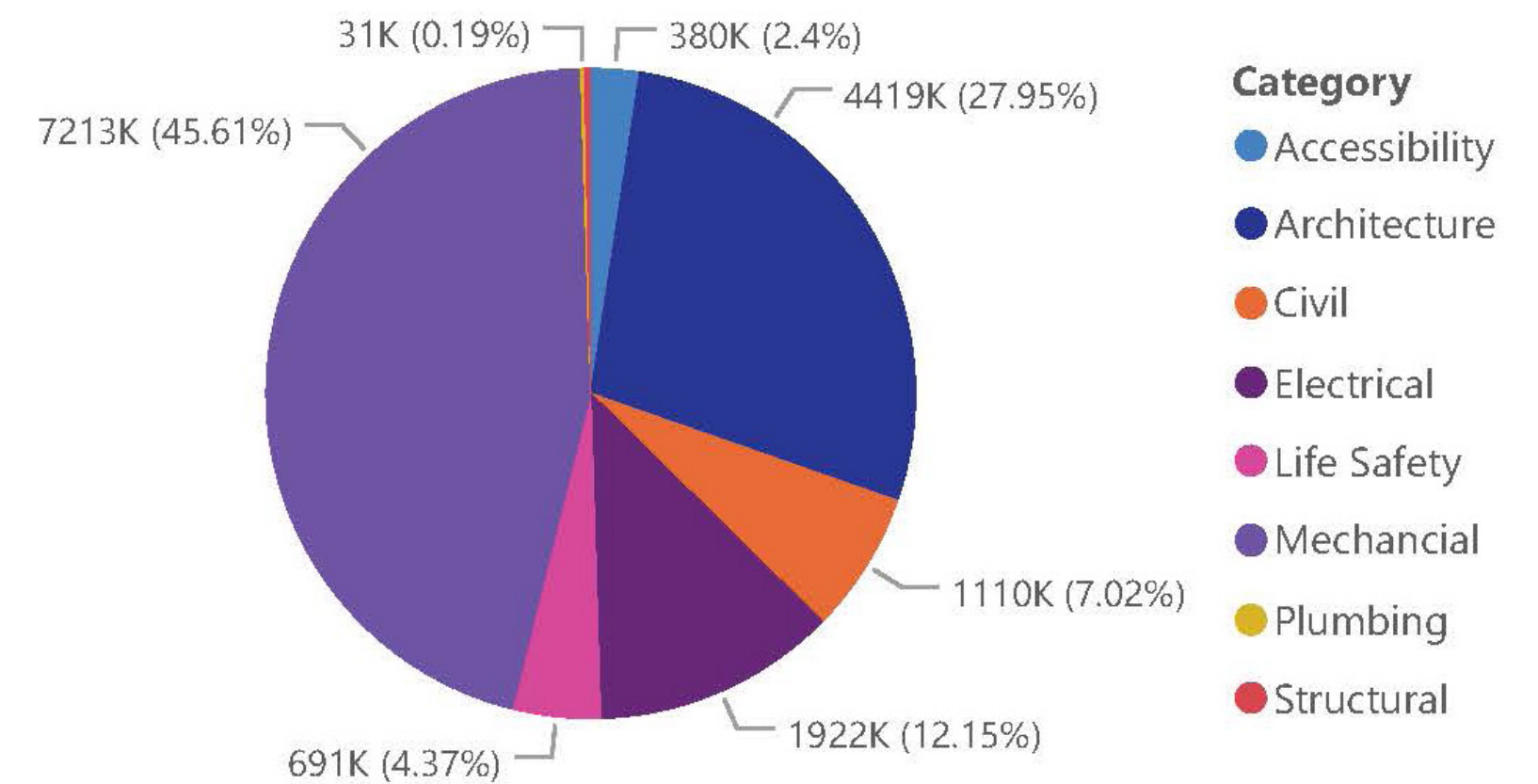
Estimated Cost by Building and Priority



Estimated Cost by Building



Estimated Cost by Category



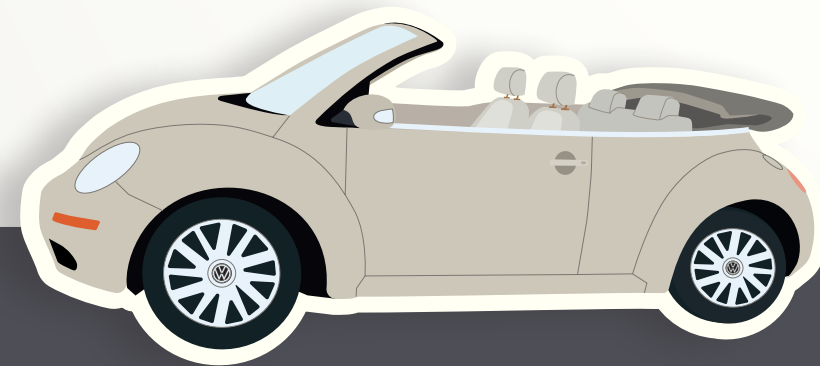
Develop Options



**Share All Ideas:
There Are No Bad Ones!**



Think Outside The Box



Find The Influencers

Identify Influencers in Your Community

This worksheet is designed for you to brainstorm 2-3 potential committee members that fit within each description. Your committee does not need to be limited to people that only fit into these descriptors.

Retiree who regularly attends school events (athletic competitions, music performances, plays, etc.)

Name	Email	Phone

Parents of recent graduate, who was a strong supporter of the schools

Name	Email	Phone

Business owner who lives in the district.

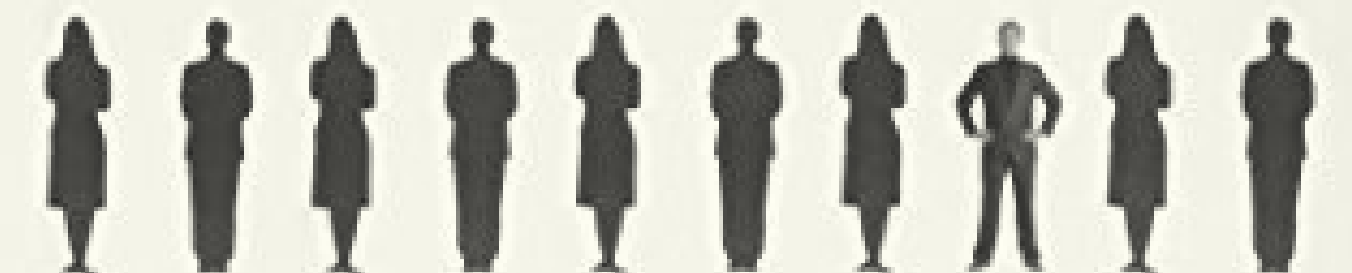
Name	Email	Phone

Retired district employee (teacher, para, cook, custodian, admin. assistant)

Name	Email	Phone

One American in ten tells the other nine how to vote, where to eat, and what to buy.

They are
The Influentials



ED KELLER AND JON BERRY

Develop Options



Weigh Strengths + Benefits Of Each Option



Determine Drawbacks + Concerns



Verify: Does It Meet Your District's Needs?



Confirm: Does It Meet Your Community's Needs?



Input + User Groups



Educate The Influencers



Messaging
Tactic

Production Tasks

Develop Referendum Branding	Logo, tagline, and hashtag created
Define Referendum Key Messaging	Key messaging developed
Develop Referendum Fact Sheet	Fact sheet created and distribution locations identified
Develop Referendum Informational Display Boards	Boards created and distribution locations identified
Identify + Develop Frequently Asked Questions (FAQ) Handout	FAQ created and plan to deploy via social media, website, etc. created
Develop Referendum Informational Mailers	Brochures and handouts designed
Identify Printing Logistic for Informational Mailers	Mailing and printing details gathered
School Board Adopts Referendum Questions + Media Blitz	Key talking points for board and legal team to write questions, media release on upcoming referendum
Release Referendum Branding (Logo + Hashtag)	Logo, tagline, and hashtag shared with board
Unveil Referendum Webpage	Design of webpage content for District website
Release Referendum Informational Display Boards	Setup at locations identified previously
Create Referendum Facebook Page	Facebook page created, administrators to page assigned, page launched, and followers secured
Establish Local Media Campaign: Weekly TV, Radio, and Newspaper Stories	Set topic schedule, write press releases, and identify media group
Create District + School Newsletter Articles	Identify newsletter dates, write articles, and produce graphics
Newspaper Editorials	Three to four ghostwritten editorials from Superintendent, Board President, and Task Force Chair
Newspaper Letter To The Editor Campaign	Identify letter writers and dates, provide key messages and fact sheets, and develop letter drafts
Referendum Informational Mailer (Brochure)	Land in mailbox
Referendum Informational Mailer (Postcard) (Yes Group)	Land in mailbox
Schedule Community Informational Presentations (Civic Groups, Organizations, General Public)	Presentations created, scheduled, and promoted
Distribute Yard Signs (Yes Group)	Yard signs designed and printer secured
Send Informational Emails	Emails designed, email groups identified, and schedule of emails set up
Text Message Campaign - Get Out To Vote	Identify text groups, identify key volunteers to deploy personal texts, write text drafts, and set schedule for deployment
Phone Call Campaign - Get Out To Vote	Identify callers, draft key messages of conversation, identify call list, and set calling schedule

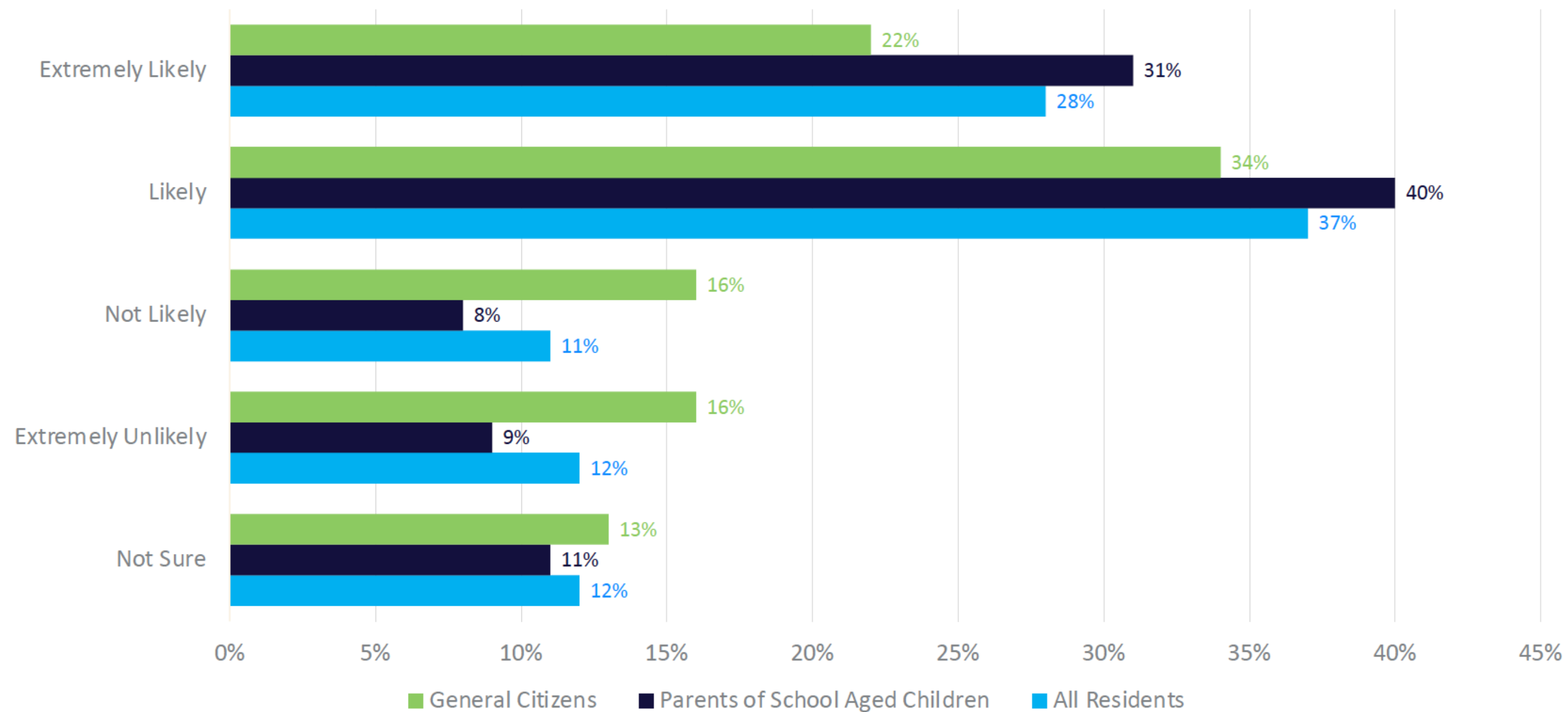
Deployment Schedule	Design + Input	Plan Reveal			Informational Campaign				Activate Supporters			Get out the VOTE	
	June-August 2022				September-December 2022				January-February 2023			March 2023	
	●												
	●												
	●												
		●											
	●												
		●											
				●									
	●												
					●								
						●				●	●	●	●
			●										
						●	●			●	●	●	●
						●				●			
						●		●		●		●	●
										●	●		
													●
						●				●	●	●	●
						●				●	●	●	●
													●
												●	●

Election Day Release

Engage The ENTIRE Community

People are more likely to support a plan if they **UNDERSTAND** and feel they had a **VOICE** in creating the plan.

How Likely are you to support a General Obligation School Bond of up to \$11.65M to fund the school facility projects?



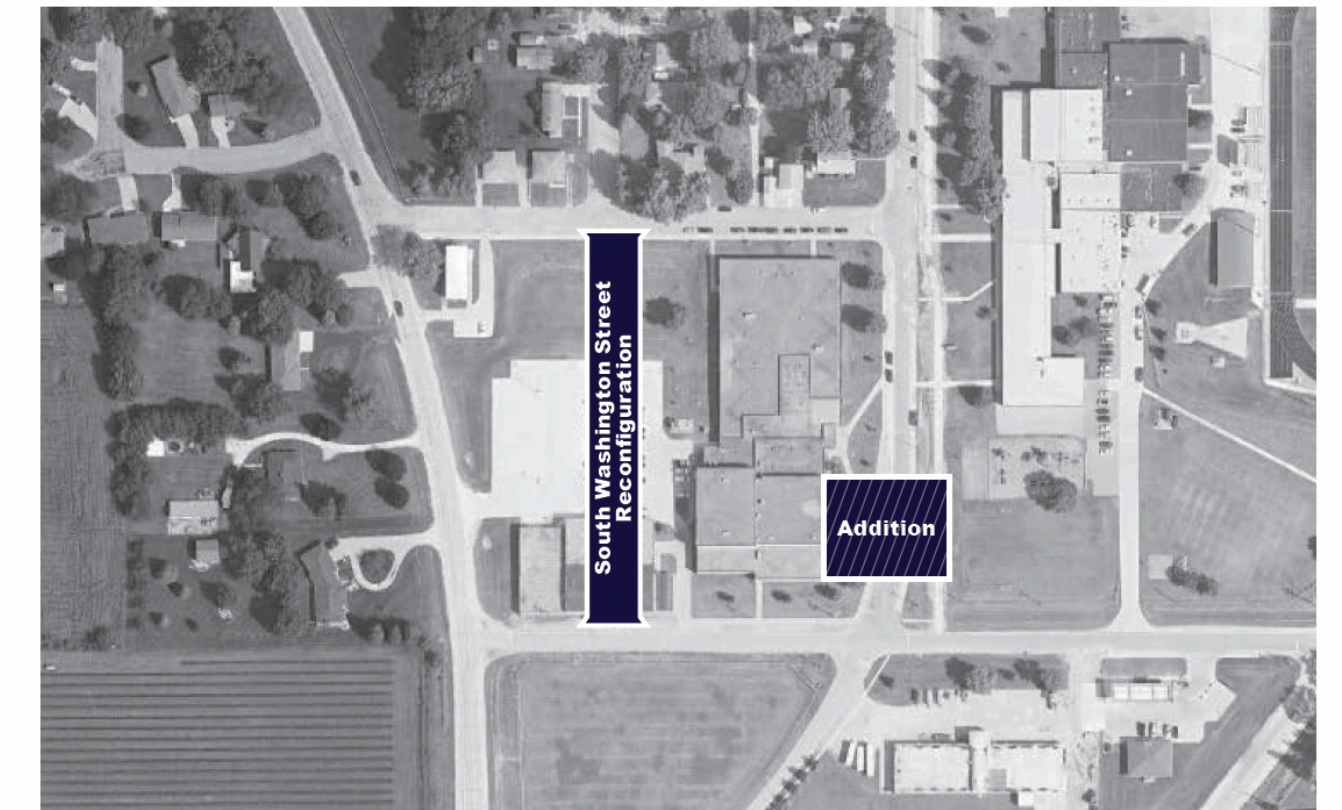
SCHOOL FACILITY PLANNING COMMUNITY SURVEY



South Washington Street

Note: This is one of several options being considered. No decisions have been made.

If the community supports the District pursuing a facility plan, there are multiple ways that the building additions and updates could be configured. While no plan has been finalized, one proposed option is to extend the school to the east. As a result, South Washington Street would need to be reconfigured. If this did occur, it is likely that Jefferson Street would be extended to meet Wood Street, moving traffic less than a block west. A bike trail connection would be maintained. **Again, no plans have been finalized.**



Note: This is one of several options being considered. No decisions have been made.

13 Would you support a facility plan that reconfigures South Washington Street?

- Yes No Not Sure I do not support the plan regardless of the street impact

Additional Feedback and Comments:

Understanding The Results

Correlate The Results To What You Know About Voting Habits

Survey Respondents

646 people responded to the survey

368 parents of school-aged children

89 school district employees

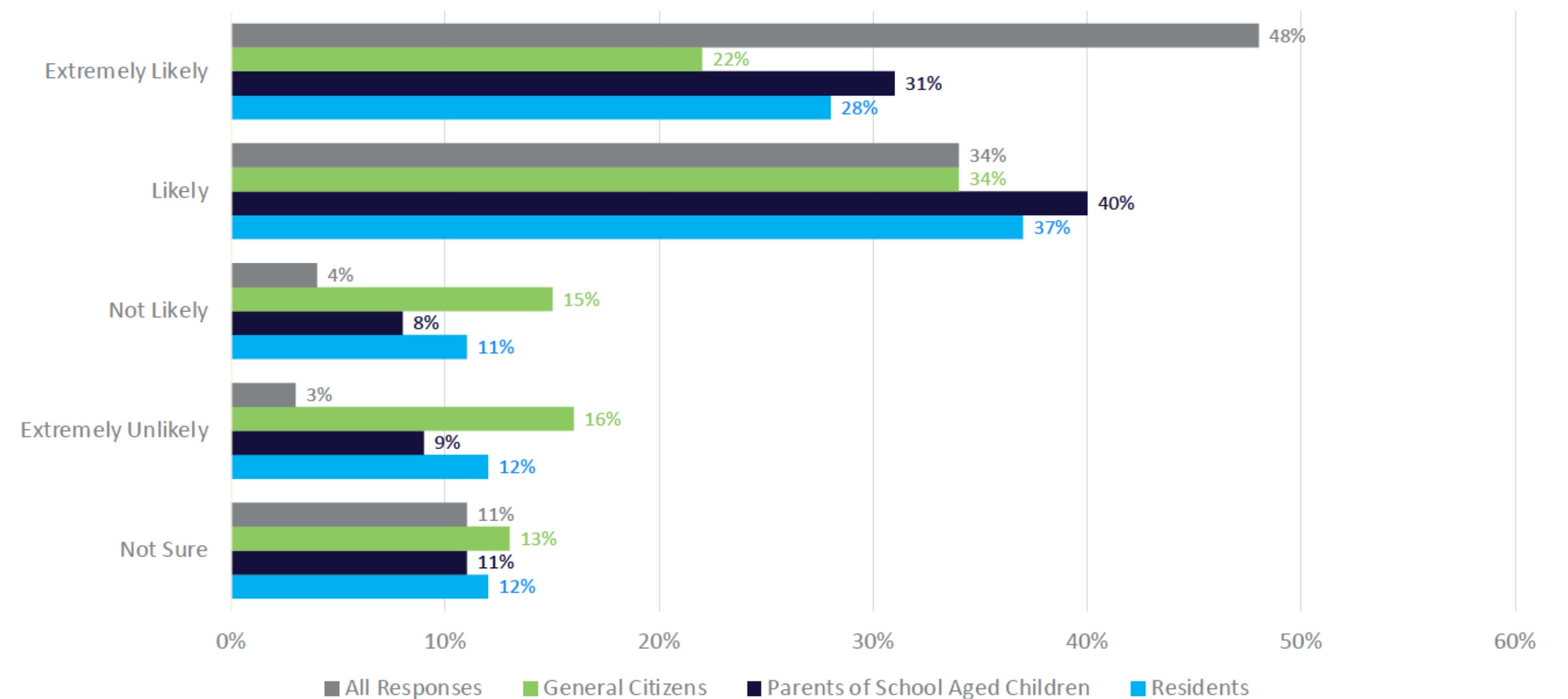
41 agricultural landowners

30 business owners

22 own additional residential property

17 commercial property owners

How Likely are you to support a General Obligation School Bond of up to \$11.65M to fund the school facility projects?



Understanding The Results

Correlate The Results To What You Know About Voting Habits

Financial Support

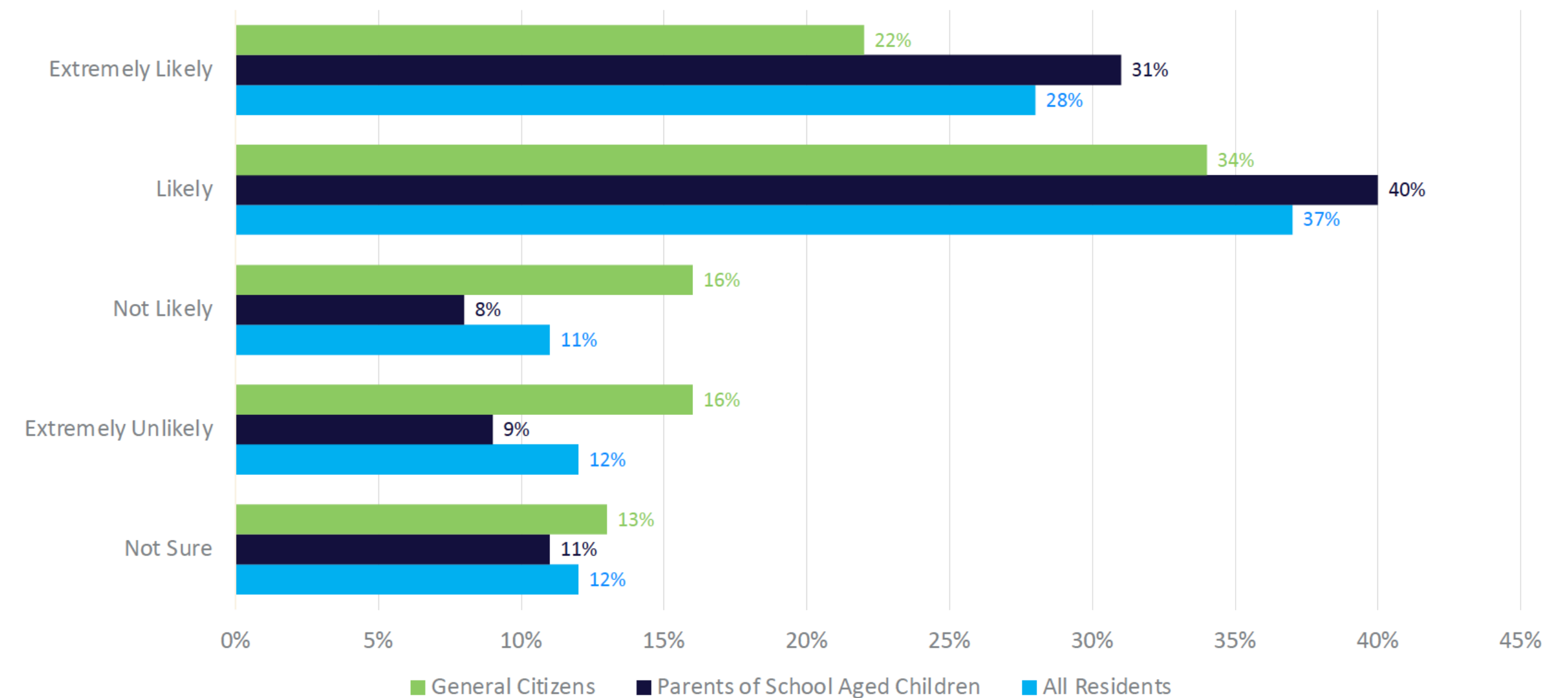
83% of resident respondents were supportive of the renewal of the District's sales tax revenue purpose statement and the PPEL

Support for the \$11.65 million general obligation bond:

56%
of General Citizens

71%
of Parents

How Likely are you to support a General Obligation School Bond of up to \$11.65M to fund the school facility projects?



Adopt The Question



**Put forth the question
you know will pass**



**You are doing what the
majority of the community
said they would support**

Ballot Question

Shall the City of Carlisle, State of Iowa, authorize a loan agreement and issue its General Obligation Capital Loan Notes in an amount not exceeding the amount of \$7,750,000 for the purpose of paying costs of designing, constructing, equipping, and furnishing a renovation and an addition to an existing building currently known as the Recreation Center to serve as a new City Library on city-owned property located at 1220 South 5th Street, with parking improvements, signage, landscaping, and related site improvements?

Activate The Voters

Who Are You Connected To?



Activate The Voters



Voters Need To Be Reminded **FOUR TIMES ON ELECTION DAY** To Get To The Polls To Vote!



A hand in a white shirt is pointing at a laptop screen. The background is a light green gradient with a dark green circular area on the right side. A dark blue dashed line curves across the bottom right. The word "Questions?" is written in a large, bold, green font across the center.

Questions?



ISG

Thank You!