

THE  
COMMUNITY

VOTED  
YES

WITH

72%

OF

VOTERS  
APPROVING

THE  
DISTRICT'S  
PLANS

# REFERENDUM SUCCESS STORY

## WAVERLY-SHELL ROCK COMMUNITY SCHOOL DISTRICT

Estes and INVISION engaged with the Waverly-Shell Rock Community School District and community to develop solutions to facility and capacity challenges.

In fall of 2020, a community-driven task force examined the district's needs, established priorities and developed a recommendation to the board.

Over six months, the district and the board engaged with the community through meetings. Meeting was difficult during the pandemic, but the district pivoted and hosted multiple meetings via Zoom and a larger community Q&A in person. Estes, INVISION and the Donovan Group participated in these meetings.

A community-wide survey revealed that a high-quality educational experience was the most important factor to consider when addressing facility needs.

Five proposed options were developed for consideration. The task force narrowed the options down to two, which were presented to the board of education in December 2020.

A multi-media messaging campaign was developed to help voters understand the needs, cost, solutions and benefit to the community. Video, social media, print, direct mail and web platforms were used to inform voters.

All the detailed planning and transparency paid off. In March 2021, voters passed the referendum with 72% voting in support of the \$31 million bond referendum.

# REFERENDUM SUCCESS STORY

## CORNING COMMUNITY SCHOOL DISTRICT

THE TWO-QUESTION  
BALLOT MEASURE  
**PASSED**  
BY

**71%**

AND

**74%**

WELL BEYOND THE  
60% MAJORITY  
**REQUIRED**  
FOR PASSAGE

The Corning Community School District engaged with Estes Construction through ICAT to conduct a facility assessment in 2021. As a result of the assessment findings, the district formed a community-based facility task force to prioritize the district's needs.

The task force held sessions facilitated by Estes and design partner Schemmer and categorized the identified needs as those that can or cannot be included in a bond referendum and those to be accomplished by using other district funds.

The task force recommended a renovation and addition at the Corning Elementary School as the focus of the bond referendum.

With the scope of the elementary work identified, Estes, Schemmer, and the Donovan Group engaged the community through a series of three town hall meetings. These meetings included tours of the existing elementary facility, led by the teachers and staff that use the building daily.

Following the tours, a public informational meeting that shared the goals of the bond referendum was held at the school. Design, construction, financing and education subject experts answered questions from community members during the open Q&A session.

The two-question ballot measure passed by 71% and 74%, well beyond the 60% majority required for passage.