



Morris

# Boonton Holmes Public Library

Referendum Date: November 2, 2004

Total Referendum: \$4,987,000

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When the board of trustees of the Boonton Holmes Public Library proposed construction of a new public library for the town, Zander Consulting was engaged to create and implement a comprehensive communications plan to inform the public.

Working closely with the Friends of the Library, **Zander Consulting designed a multimedia approach that included** an editorial campaign, the creation of a website dedicated to the referendum, and development of a special-project newsletter and other publications aimed at informing the public of the issues behind the plan. "Meet the Architect" open houses were also held so residents could see the plans, get answers to their questions, and review the proposal.

The plan for the new library called for a 15,000-square-foot facility that was five times the size of the existing facility. The existing library was housed in an historic building, while the new library would be located on a piece of property that had been donated to the town.

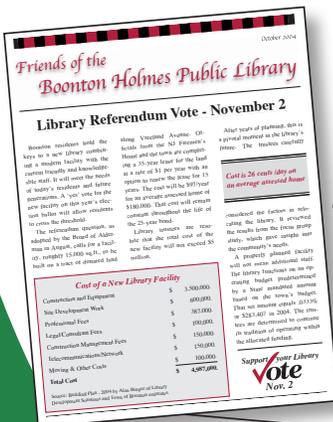
This project presented considerable challenges. One was to unify a much-divided community behind the need for the new facility. Some members of the community were attached to the historic building that housed the existing library and had difficulty considering a new building. There were also significant concerns from neighbors about possible traffic and privacy issues resulting from the new library. From a communications standpoint, it was difficult to explain the arrangement by which the town had received the donated land.

Zander Consulting worked to reassure neighbors about the impact of the new building, providing detailed information from the project team. In addition, through various communication methods, Zander Consulting educated the community about the limitations of the existing library and about the benefits of the enhanced facility. This combination of clear, consistent messaging and real need for a new facility resulted in the successful passage of the plan.



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guest opinion/editorial