



Morris  
9-12  
Regional

# West Morris Regional High School District

**Referendum Date:** March 9, 2004

**Total Referendum:** \$35,848,767

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When Turner Construction was requested to provide referendum support for the West Morris Regional High School District, which had not held a facilities vote in three decades, **this well-known organization turned to Zander Consulting for assistance.**

The district operates West Morris Central High School and West Morris Mendham High School. Students attending these schools come from four separate sending districts. Due to growing student population and a change in the way educational spaces were being used since the schools were originally constructed, the district needed to add space at both high schools. The expansion plan that had been developed to address the capacity issues would include additional classroom spaces through a combination of new construction and renovation.

One of the most critical elements of the information campaign Zander Consulting developed was a series of case statements and talking points board and district personnel could use during discussions with the media and the public. Zander Consulting also developed an in-depth presentation that detailed the need for additional space. Several project-specific publications were designed with the help of district personnel, and news releases to ensure accurate information were distributed. Residents also had the chance to see the schools first-hand through a series of facility tours and open houses.

Since residents had not experienced a referendum in 30 years, the Zander Consulting team had to educate the public about the referendum process. Other challenges the team faced centered on the tax equalization standards formulated within the district. Some residents believed it was unfair. Other residents believed breaking apart the regional district was a viable solution.

While the combination of these issues created an extremely difficult environment in which to pass a referendum, with Zander Consulting's help and the diligence of a very influential citizens' group, the district successfully passed the referendum in three of the four sending districts. This enabled implementation of the expansion and improvement plan.

**TOP TEN REFERENDUM FAQ'S**

Published and Paid for by the West Morris Regional Board of Education

The amount that will appear on the ballot on March 9, 2004 is \$35,848,767. However, the amount to be raised is \$35,848,767. The \$35,848,767 is the amount that will appear on the ballot.

**1? When will the referendum take place?**  
 Tuesday, March 9th. Polls will be open from 2:00 pm to 9:00 pm. Rates to vote varies, but a possible pass exemption.

**2? When will the program work begin and when will it be completed?**  
 Construction work is expected to begin in early fall of 2004 and is expected to be completed in the summer of 2005. The school will be completed in the summer of 2005.

**3? What is the total dollar amount to be raised on and how will it be properly used?**  
 The amount that will appear on the ballot on March 9, 2004 is \$35,848,767. However, the amount to be raised is \$35,848,767. The \$35,848,767 is the amount that will appear on the ballot.

**4? Can the Board provide a specific breakdown of what is included in the proposed referendum?**  
 Multiple items of the proposed referendum are listed in the attached table. The amount that will appear on the ballot on March 9, 2004 is \$35,848,767. However, the amount to be raised is \$35,848,767. The \$35,848,767 is the amount that will appear on the ballot.

**West Morris Regional High School District ESTIMATED REFERENDUM COSTS BY DISTRICT**

District	Estimated Cost	Percentage
Clark	\$10,000,000	28%
Franklin	\$10,000,000	28%
Highland	\$10,000,000	28%
Warren	\$5,848,767	16%
<b>Total</b>	<b>\$35,848,767</b>	<b>100%</b>

Q & A flyer

**West Morris Regional High School District**

**"PASSION FOR LEARNING"**

The West Morris Regional High School District is preparing for a bond referendum. The "Quick Facts" sheet contains some of the most frequently asked questions.

**Vote!**  
 March 9, 2004  
 Polls Open  
 2:00 pm - 9:00 pm

One of the goals established through the long-term planning process was to realize the district's potential. In the spring of 2003, the Board of Education initiated a Facilities Committee composed of staff members, teachers and community members who were charged with developing specific plans to address the district's facility needs. The Facilities Committee presented its plan to the Board of Education. Many suggestions and discussions were held in order to address the district's facility needs. The plan was approved by the Board of Education and will be implemented in the coming years.

**Please read on for further information.**

Serving grades 9 - 12 in the communities of:  
 Chester Borough, Chester Township  
 Mendham Borough - Mendham Township  
 Washington Township

**Referendum "Quick Facts"**

quick facts handout

**West Morris Regional High School District**

**A Plan for our Future**

Presented by Members of the Board of Education and District Administration

3/7/2004

**Referendum presentation**



**Zander Consulting, LLC**  
 www.zanderconsultingllc.com