

Informational Outreach Plan for Bond Proposal

<u>Goals</u> What are we trying to accomplish?	
OUFSD community members and voters are:	Well-informed about the library's current needs
	Aware of the date for the bond vote

<u>Audience</u> Who are we trying to reach?		
OUFSD community members and voters who:	Interact with the library <u>occasionally to frequently</u>	Familiarity with library's contributions to the community, some awareness of the library's challenges, and a sense of pride in OPL and its reputation.
	Interact with the library <u>never to rarely</u>	Less familiar with the library's contributions to the community, unaware of library's challenges. May require more information and persuasion.

<u>Messages</u> What do we need OUFSD community members and voters to know?		
Question	Core Message	Additional Explanation/Context
What is a bond?	<p>A bond proposal asks voters to approve the sale of bonds to provide funds for XYZ.</p> <p>When voters approve a bond issue, the school district sells bonds to a purchaser who offers the lowest interest rate. These funds are used to</p>	The 2024 OPL Bond Proposal will be decided by an independent public vote, separate and distinct from School Bond proposals and other Ossining Town and Village initiatives.

	complete the project and the debt is paid back over time. This requires voter approval even if the bond issue will not raise the tax rate.	
Why is this bond necessary?	We need to invest in maintaining an updated and healthy building to best serve our community with space to gather, attend programming, and access the many resources the library offers.	The 2024 OPL Bond Proposal funds critical structural, safety, environmental, and aesthetic repairs and upgrades necessary to maintain the best possible service to the community.
Isn't this building new?	It's not as new as it seems – construction on the library building began 20 years ago.	<p>After all these years of serving the community, the building needs many essential repairs (ex. the HVAC system, roof, and retaining wall).</p> <p>We've made some necessary improvements in the last few years but more intensive/extensive work is required.</p>
How will it impact me?	The proposed bond will lead to a minimal increase in your taxes: %	<p>The total cost of the proposal is still in development as detailed plans are being finalized. Current estimates range from \$X-\$Y</p> <p>The Board of Trustees, OPL Foundation, Friends of the OPL and many others are working to offset the cost by pursuing grants, benefactors, and other fundraising sources.</p>

	The library's priority will always be serving our community, so we will work hard to have minimal disruption to library service and access during the project.	Once underway, the project is estimated to take XXXX months to be completed.
When will it happen?	The vote is expected to be in Fall 2024.	But the vote date is dependent on completion of detailed architectural, engineering and design plans.
Why are you telling me this?	This is your library and we want you to know about what's needed.	The community will be invited to attend a series of public informational sessions once the full plan details are available.
	The bond vote is a chance for you to make your voice heard.	In the meantime, you can find updates and information on the project on the OPL website at LINK .

<u>Engagement*</u> How will we reach OUFSD community members and voters with our messages?		
Which part(s) of our audience are we reaching?	How are we reaching them?	Who will do this?
	Board Meetings	Board of Trustees
	Meet the Trustees (monthly)	Board of Trustees (differs by month)
	Handouts and fliers	Board of Trustees

**The engagement section will look different based on who is using the tool (i.e., OPL staff, Board of Trustees, Foundation, Friends).*