

## Mail-In Bond Elections: What You Need to Know!

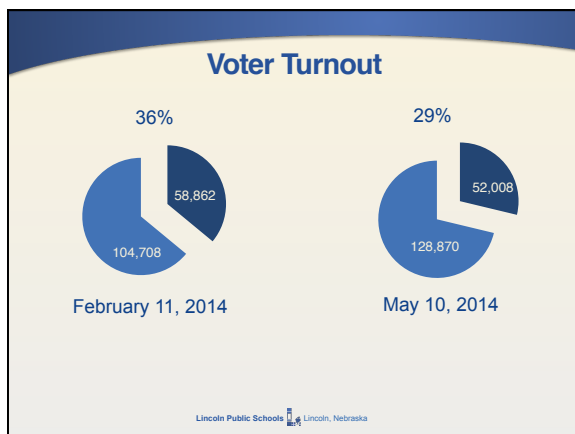
Liz Standish  
Associate Superintendent for Business Affairs  
Lincoln Public Schools

Scott Keene  
Vice President and Managing Director  
Ameritas Investment Corp

## Overview


- Voter Turnout
- Broader Education
- Election Timing
- Information and Details
- Take-aways

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## Broader Education

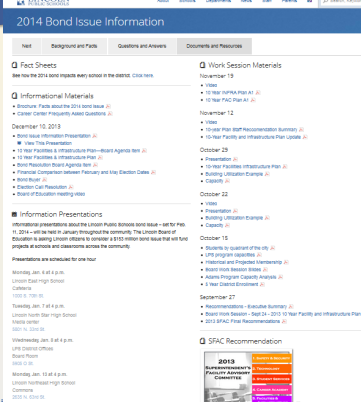
- Informing 163,000 registered voters seemed daunting.
- Turnout in previous mail-in elections in smaller communities indicated a high percentage of voters participating.
- LPS simply took an approach to inform people about the bond issue "anywhere, anytime."
- Staff, Board members, and community members delivered over 115 presentations.
- LPS provided districtwide informational sessions and focused intentionally on going to existing, regularly scheduled meetings.
- One evening in mid-January, 14 presentations occurred simultaneously.
- <http://www.lps.org/2014bond/>



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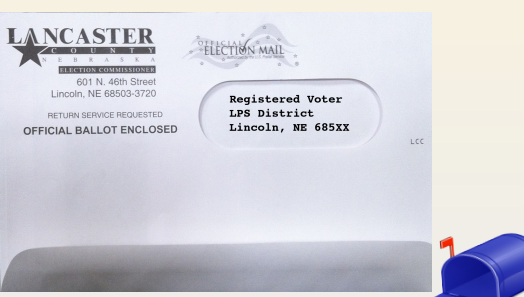
The LPS website was used as a tool to share information and to ensure transparency.

- Pre-Question
  - Superintendent Facility Advisory
  - Board Work Sessions
- Post-Question
  - Information
  - FAQ
  - Reference



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## Mail in Election - Receiving Ballots



**LANCASTER COUNTY**  
601 N. 46th Street  
Lincoln, NE 68503-3720

RETURN SERVICE REQUESTED  
OFFICIAL BALLOT ENCLOSED

Registered Voter  
LPS District  
Lincoln, NE 685XX

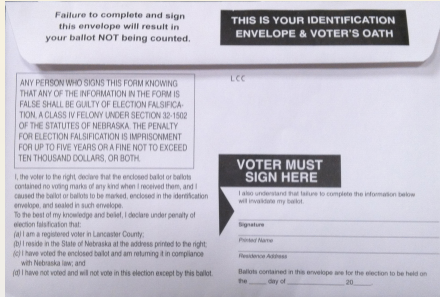
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## Mail-in Election - Returning Ballots

Voted ballots that are sealed in the "Return Identification Envelope" and signed, must be returned no later than 5 p.m. Tuesday, Feb. 11, 2014, by one of the following means:

- **U.S. Mail:** Place one first-class postage stamp on the envelope.
- **Hand Delivery:**
  - Ballots may be delivered during regular business hours to the Election Commissioner of Lancaster County, [601 N. 46th St.](#), during regular office hours (8 a.m. – 4:30 p.m.).
  - Ballots may be deposited at any time, 24 hours a day, in the ballot drop box located in front of the building located at [601 N. 46th St.](#)
- All ballots must be in the possession of the Election Commissioner of Lancaster County no later than 5 p.m. on Election Day: Feb. 11, 2014.
- For more information about the mail-in election, contact the Lancaster County Election Commissioner: 402-441-7311.

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**Failure to complete and sign this envelope will result in your ballot NOT being counted.**

**THIS IS YOUR IDENTIFICATION ENVELOPE & VOTER'S OATH**

ANY PERSON WHO SIGNS THIS FORM KNOWING THAT ANY OF THE INFORMATION IN THE FORM IS FALSE SHALL BE GUILTY OF ELECTION FALSIFICATION, A CLASS IV FELONY UNDER SECTION 28-1902 OF THE STATUTES OF NEBRASKA. THE PENALTY FOR ELECTION FALSIFICATION IS IMPRISONMENT FOR UP TO FIVE YEARS OR A FINE NOT TO EXCEED TEN THOUSAND DOLLARS, OR BOTH.

I, the voter to the right, declare that the enclosed ballot or ballots contained no voting marks of any kind when I received them, and I caused the ballot or ballots to be marked, enclosed in the identification envelope, and sealed in such envelope.

To the best of my knowledge and belief, I declare under penalty of election falsification that:

(a) I am a registered voter in Lancaster County;

(b) I reside in the State of Nebraska at the address printed to the right;

(c) I have voted the enclosed ballot and am returning it in compliance with Nebraska law; and

(d) I have not voted and will not vote in this election except by this ballot.

**VOTER MUST SIGN HERE**


I also understand that failure to complete the information below will invalidate my ballot.

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

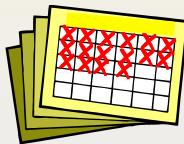
Residence Address \_\_\_\_\_

Ballots contained in this envelope are for the election to be held on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

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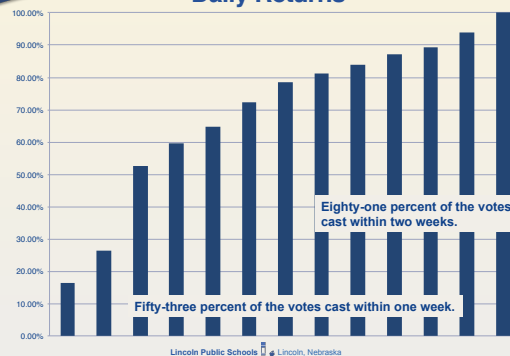
## Election day lasts 19 days!

- The election will take place approximately two and a half weeks prior to the election date.
- **§32-953. Special election by mail; mailing of ballots; procedure** "not sooner than the twentieth day before the date set for the election and not later than the tenth day before the date set for the election."
- Voters will call with the ballot in hand to ask questions about the ballot, what it means, and the specific wording.



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## Daily Returns



## Questions just keep coming!

- Extensive efforts to inform voters resulted in the need for a Q&A system.
- The expanded election timeline created a longer and more extensive window for questions.
- Questions seemed to build on each other, digging into higher degrees of detail.
- Staff reflections indicated that questions were much more in-depth than 2006.
- <http://www.lps.org/2014bond/>



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## Key Take-aways

- **Preparation:** Have a great plan. Thoughtful, logical, documented, and easy to explain.
- **Communicate:** With everyone. PR primer on the special election process. LPS priority: be responsive and transparent. "Sure, let me describe to you where that is on our website."
- **Inform Just-In-Time:** Message information early but not too early. Over fifty percent of voters processed the ballot and mailed it back immediately. Not too early, people tune-in late. Key timeline: January 6<sup>th</sup> – 24<sup>th</sup> for February 11<sup>th</sup> election.
- **TEAM:** Coordination, Organization, Communication
  - April Douglas Board of Education
  - Partners - LEA, Business Community Schools
  - Executive Committee - Dr. Joel Dr. Slavem, Dr. Weber, John Neal
  - Directors - Scott Wieskamp, Mary Kay Roth, Jill Pauley, Instructional Directors

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