

Bond Public Outreach Plan

August 23, 2022





Bond Outreach Team

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Outreach Goal & Objectives

- Educate voters on Propositions 441 & 442
- Help the voting public understand the needs and how the propositions help meet those needs
- Build an understanding on how general obligation bonds work and the financial impacts should the propositions pass
- Use consistent language to limit confusion
- Offer information through a variety of channels accessible to all demographics



Outreach Methods



- Bond logo
- Bond website
- Publicity pamphlet
- In-person presentations
- Recorded presentation
- Printed materials
- Advertising
- Social media
- Displays for City facilities
- Posters and Banners
- Videos
- News releases and ongoing media relations
- Emails to key Flagstaff groups and organizations

Bond Website



To learn more, scan the QR code or visit www.flagstaffbonds2022.com



General Obligation Bonds Proposition 441 Proposition 442 English

PROP 441 and PROP 442

Will authorize general obligation bonds to fund infrastructure improvement projects and create rental and homeownership opportunities.



PROPOSITION 441: Fire, Flood and Water Infrastructure Bond

PROPOSITION 442: Rental and Homeownership Opportunities Bond



Publicity Pamphlet



- General voting information
- Sample ballot for Mayor and Council
- Candidate statements
- General obligations bonds required information and FAQs
- Proposition No. 441
- Proposition No. 442

Bond Logo





Printed & Electronic Materials

- Rack Card
- Fact Sheet
- Q & A
- Available in English and Spanish

Propositions 441 and 442

are ballot measures that would authorize issuing general obligation bonds to fund infrastructure improvement projects and create rental and homeownership opportunities.



PROJECTED TO BE FUNDED WITHIN CURRENT TAX RATE.



PROP 441

FIRE, FLOOD, AND WASTEWATER INFRASTRUCTURE BOND

Will invest \$57 million dollars in infrastructure improvements to respond to wildfires, help lessen the impacts of flooding and capacity issues at the wastewater treatment facilities in Flagstaff.

PROP 442

RENTAL AND HOMEOWNERSHIP OPPORTUNITIES BOND

In 2020, the Flagstaff City Council declared a housing emergency in response to rising costs and limited supply. If approved, \$20 million dollars will be dedicated to creating rental and homeownership opportunities for Flagstaff residents.



Learn more, scan the QR code or visit flagstaffbonds2022.com
Props 441 & 442 were recommended for the November 8, 2022 election by the Flagstaff Citizen Bond Committee.



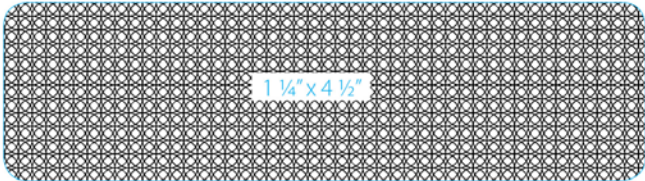


Advertising



- Traditional: AZ Daily Sun, Navajo Hopi Observer, Flagstaff Business news
- Radio
- Digital
- Municipal Services bill

INVESTING IN HEALTH, SAFETY & HOUSING | PROP 441 & 442



1 1/4" x 4 1/2"



HOUSING • WILDFIRE • FLOODING
FlagstaffBonds2022.com
PROP 441 & 442
WASTEWATER

The complex block contains a header line, a placeholder for a graphic with dimensions, and a circular logo. The header line reads "INVESTING IN HEALTH, SAFETY & HOUSING | PROP 441 & 442". The placeholder is a rounded rectangle with a grid pattern and the text "1 1/4" x 4 1/2" in the center. The circular logo features icons for a house, a fire, and a water drop, with the text "HOUSING • WILDFIRE • FLOODING" at the top and "WASTEWATER" at the bottom. The center of the logo contains "PROP 441 & 442" and "FlagstaffBonds2022.com".



Displays for City Facilities

Displays will include:

- QR Code to website
- Bond recognition through logo
- Fact Sheets in English and Spanish
- Rack Cards in English and Spanish
- Stickers

GENERAL ELECTION: NOVEMBER 8, 2022

LEARN MORE

SCAN THE QR CODE OR VISIT
FLAGSTAFFBONDS2022.COM





Posters & Banners



- Shared with groups and organizations
- Displayed on City property

A vertical postcard for the 2022 Flagstaff Bonds. The top half features a circular graphic with three colored segments: orange with a house icon, red with a wildfire icon, and blue with a flooding icon. The text "HOUSING • WILDFIRE • FLOODING" is arched over the top, and "WASTEWATER" is arched along the bottom. In the center of the circle, it says "FlagstaffBonds2022.com" and "PROP 441 & 442". The bottom half of the postcard has a dark grey background with the text "GENERAL ELECTION: NOVEMBER 8, 2022", "LEARN MORE", and "SCAN THE QR CODE OR VISIT FLAGSTAFFBONDS2022.COM" next to a QR code.



Videos



- [Bonds 101](#)
- Proposition 441
- Proposition 442
- Wastewater Treatment Plants Virtual Tour
- Spanish subtitles will be available for viewers



In- Person & Recorded Presentation



Agenda



- **Why are we here today**
- **General Obligation Bonds**
- **Proposition 441: Wildfire, Flood, and Wastewater Infrastructure**
- **Proposition 442: Rental and Homeownership Opportunities**
- **Q&A**



PROPOSITIONS 441 & 442





Social Media

- Organic City of Flagstaff social media
 - Twitter
 - Facebook
 - Instagram
- Paid social media

Prop 441

Purpose:
To address
infrastructure needs
for the City of Flagstaff

- Wildfire Suppression
- Stormwater Flood Mitigation
- Wastewater Treatment



CITY OF
FLAGSTAFF



PROPOSING WILDFIRE • FLOODING •
WASTEWATER
PROP
441 • 442

Prop 442

Purpose:
To create rental &
homeownership opportunities
for residents of Flagstaff

- Redeveloping City Owned Housing
- Repurposing Existing Buildings
- Expanding the Homebuyer Assistance Program



CITY OF
FLAGSTAFF



PROPOSING WILDFIRE • FLOODING •
WASTEWATER
PROP
441 • 442



News Releases & Ongoing Media



- Announcement of available outreach materials
- Announcement of town hall presentation dates
- Guest column/ letter to the editor



Emails to Groups & Organizations



- Summary of bond measures
- Share links to information on the website
 - Recorded presentation
 - Printed material documents
 - Videos

Questions

