



MEMORANDUM

TO: Mayor and Council Members

FROM: Carla Steffen, Bond Development Executive Lead
Katy Zamesnik, Bond Development Coordinator

DATE: September 7, 2018

SUBJECT: 2018 Bond Education and Outreach Update

This memo is intended to provide an update related to the City of Austin's 2018 Bond education and outreach initiative. Progress to date includes: development of a bond webpage; creation of educational materials and community resources; a finalized protocol for media inquiries; a community outreach schedule; a list of frequently asked questions; and a presentation request form. Additionally, we have contacted your offices regarding community outreach activities in your district. We plan to host 10 community outreach events across the community, one in each district, either in coordination with other events already planned or as a standalone event. Our team is working diligently to get these scheduled. As these community outreach activities are finalized, we will share the details with you.

- **Bond Webpage**

The City of Austin's bond webpage (austintexas.gov/2018bond) has been updated to reflect present day. The site now includes: information about each proposition; a bond development timeline; voter information; details about the financial and tax impact of the bond (including a tax calculator); a list of frequently asked questions and more.

- **2018 Bond Outreach Contractor**

We have partnered with a local public relations firm to assist us in our education outreach efforts. The firm has a history of working with municipalities and running various education outreach campaigns around bond initiatives. Their scope includes the development of bond branding and materials, management of open houses, media relations and community outreach. City staff, including the Bond Development Team and

Corporate and Department Public Information Office staff are working very closely with this firm in this outreach and education effort.

- **Materials and Community Resources**

The outreach team has developed a bond booklet and a condensed one-pager that are both available to the public. These resources are now online and will be available at upcoming community outreach events. The community may also request the 2018 Bond materials through a request [form](#) found on the bond webpage. Our team will deliver copies of each to your office for your use. If your office would like to request additional copies of any of these materials, please submit a request or email us at 2018bond@austintexas.gov.

The one-pager is a high-level summary of the bond, including background on its development, the individual propositions and voter information. It will be available soon in seven different languages including:

- English
- Chinese (Traditional)
- Vietnamese
- Arabic
- Spanish
- Chinese (Simplified)
- Korean

The bond booklet is a detailed 16-page document that more thoroughly covers the bond development, its contents and voter information, as well as some frequently asked questions. This booklet is available in English and Spanish.

- **Media Inquiries**

In order to streamline our efforts and to ensure consistency of message, the bond team has created a media protocol to help your staff navigate inbound requests. If your office receives a media inquiry that you are not comfortable answering, please encourage reporters to call the media hotline: (512) 807-0185 or email the bond media team at 2018bond@austintexas.gov.

- **Constituent Questions**

Our team is working quickly to develop a thorough list of frequently asked questions. These will be added to the webpage over time based on frequency and relevancy. If your constituents have questions beyond what can be found on the website or in the materials provided, please encourage them to call (512) 974-2000 or email 2018bond@austintexas.gov and a member of 2018 bond outreach team will follow up.



- **Council Questions**

If your office has questions about the bond, please email us at 2018bond@austintexas.gov or call (512) 807-0185.

- **Bond Community Outreach Events**

The bond team is working with each Council office to set up a series of 2018 bond community outreach events, one in each district. These events will provide voters with an overview of the bond and a chance ask questions of staff.

If you have any questions or suggestions relevant to your district community outreach event(s), please reach out to the bond team at 2018bond@austintexas.gov. A full schedule will be provided as soon as all logistics have been finalized.

- **Community Group Presentations**

The outreach team is committed to ensuring voters have access to important 2018 bond details. Many times, that means bringing the information to them. With materials in hand, we are now working with local community groups to schedule presentations. If your constituents would like to request a presentation or you know of any other groups and organizations looking to learn more, please share the presentation request form with them. The form is provided [here](#) and is also available on the [bond webpage](#). We will do our best to accommodate every presentation request we receive.

Please contact Carla Steffen on my cell at (512) 826-6787 or via email at carla.steffen@austintexas.gov, or Katy Zamesnik at (512) 974-2832 or via email at katy.zamesnik@austintexas.gov if you have any questions or would like to have further discussions.

Cc: Spencer Cronk, City Manager
Elaine Hart, Chief Financial Officer/Deputy City Manager
Greg Canally, Deputy Chief Financial Officer
Executive Team

