

BOARD OF ALDERMEN

ITEM NO. D(4)

AGENDA ITEM ABSTRACT MEETING DATE: September 16, 2003

TITLE: A Report on the Sidewalks and Greenways Bond Education Strategy and Brochure

DEPARTMENT: Manager's Office	PUBLIC HEARING: No
ATTACHMENTS: A. Resolution B. Brochure	FOR INFORMATION CONTACT: Richard White, 918-7314 Dale McKeel, 918-7329

PURPOSE

At the September 2, 2003 Board of Aldermen meeting, the Board adopted the Sidewalks and Greenways Bond Order and a resolution setting the referendum date for November 4 when town residents will vote on the ballot question. The Board also directed staff to prepare a brochure providing information on the proposed bond referendum and to prepare a strategy for disseminating this information to the community. The purpose of this item is to request that the Board review and comment on the proposed education strategy and informational brochure.

INFORMATION

The brochure provides the Town with an opportunity to present objective information about the purpose, scope, and effects (fiscal and otherwise) of the bond issue without engaging in advocacy as to which way voters should vote on the referendum.

One of the Sidewalks and Greenways Bond Education Committee responsibilities is to design and implement a campaign to distribute factual information about the capital needs addressed by the proposed bond. The plan could include the following elements:

- Informational brochure
- Frequently Asked Questions
- Informational meetings with interested community groups
- Web Site/Electronic Media
- Newspapers
- Call-in Radio/Television
- Tour of High Priority Areas
- Photo Exhibit at Town Hall and Century Center

Town staff has prepared a draft of the informational brochure (Attachment B) for the Board's review.

FISCAL IMPACT

The Town can budget for a bond education committee that is charged with developing and distributing objective information to voters about the proposed bonds, the projects to be financed, and the needs that have led to the referendum. Public funds cannot be used to promote or defeat passage of a bond. When the Committee finalizes an educational plan, cost estimates for the production and distribution of informational materials will be prepared. Funds for this effort may come from the Contingency Fund.

RECOMMENDATION

The Administration recommends that the Board review and comment on the draft brochure and proposed elements of the education plan.