



Legislation Text

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TO: Mayor and Members of City Council

THRU: Douglas J. Hewett, ICMA-CM, City Manager

FROM: Jodi W. Phelps, Director, Chief of Staff
Kelly Olivera, Interim Assistant City Manager

DATE: September 26, 2022

RE:
Adoption of Budget Ordinance Amendment 2023-5 to Appropriate \$50,000 of General Fund Fund Balance for the Fayetteville Forward General Obligation Bond Information and Education Campaign

COUNCIL DISTRICT(S):
All

Relationship To Strategic Plan:

Goal #4: Desirable place to live and recreate
Goal #6: Collaborative citizen and business engagement

Executive Summary:

City Council is asked to adopt Budget Ordinance Amendment (BOA) 2023-5 to provide funding for the Fayetteville Forward Bond package education and information campaign. The BOA will appropriate \$50,000 of General Fund fund balance to augment the existing education and PSA campaign.

Background:

On April 28, 2022, City Council held a special meeting to discuss unfunded needs in the City. The City Council directed staff to initiate the process to set bond referendums for November 8, 2022, for not to exceed \$60,000,000 in general obligation bonds for public safety improvement capital projects, not to exceed \$25,000,000 in general obligation bonds for streets, sidewalk, and connectivity capital projects, and not to exceed \$12,000,000 in general obligation bonds for housing projects and funding the Housing Trust Fund.

On May 9, 2022, the City Council adopted a preliminary findings resolution authorizing staff to submit an application to the Local Government Commission for the proposed authorization of Public Safety Improvement Bonds, Streets, Sidewalk, and Connectivity Bonds, and Housing Bonds. On June 27, 2022, the bond orders for the \$60,000,000 Public Safety Improvement Bonds, \$25,000,000 Streets, Sidewalk, and Connectivity Bonds, and \$12,000,000 Housing Bonds were introduced and unanimously adopted on first reading at the regular Council meeting. At the August 8, 2022 meeting, City Council conducted a public hearing and adopted

the bond orders calling for a bond referendum on November 8, 2022.

In September, City staff developed and initiated a comprehensive education campaign that includes multi-channel placement to educate residents about the bond and bond projects. The plan includes radio, TV, digital, social, outdoor and print. Since then, staff has determined that additional funding would significantly expand reach and frequency to ensure as many residents as possible are well informed in advance of the November 8 election.

Issues/Analysis:

The City of Fayetteville has a brief window of time prior to the November election to encourage residents to learn more about the bond referendums and the important projects that would be funded.

Current efforts include a web page, organic social media, community meetings and presentations, print assets, an engagement platform and placed PSAs using the City's existing ad inventory. After evaluating audience, metrics and available inventory, staff have determined an additional \$50,000 could significantly impact voter education and message reach.

Budget Impact:

The requested additional appropriation is proposed to be funded by General Fund fund balance.

Options:

1. Adopt BOA 2023-5
2. Do not adopt the BOA and provide direction to staff.

Recommended Action:

Staff recommends that Council move to adopt Budget Ordinance Amendment 2023-5 as presented.

Attachments:

Budget Ordinance Amendment 2023-5