



Education Outreach Strategy Prop 411 & Prop 412

August 30, 2016

Desired Outcome:

Presentation Is Informational Only

Executive Summary:

The following is an update on the City's community outreach to educate Flagstaff voters about Proposition 411- Transit Tax and Proposition 412 - Municipal Court Bond Project.

The City's outreach is focused entirely on education and does not advocate a position on the propositions. The City is working closely with the Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA) to combine our educational outreach efforts as much as possible. This joint coordination is an effective strategy which will enhance and streamline Prop 411 and Prop 412 presentations.

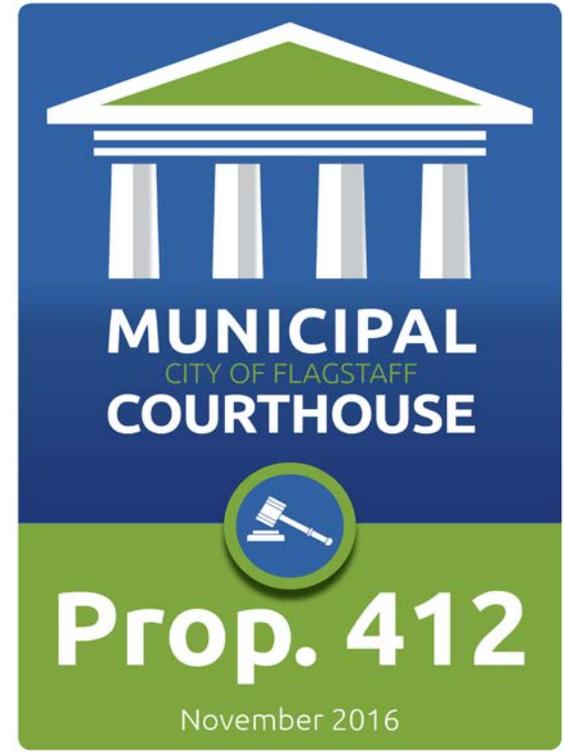
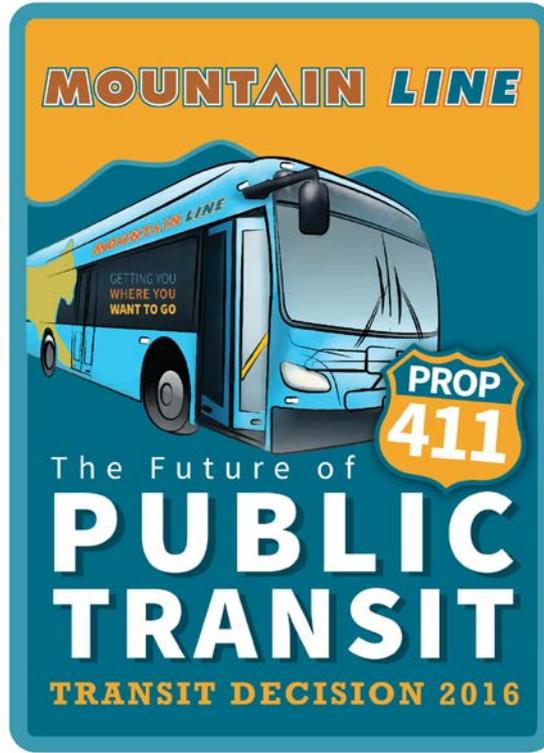


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Branding: Logos, Websites, Displays & Banners



www.mountainline.az.gov/Prop411

www.flagstaff.az.gov/Prop412

- Social Media Posts On Going
- Informational displays at City Hall, Aquaplex, Libraries, Joe C. Montoya, etc.
- Prop 412: Banner placed on the building at the proposed court house (pending)



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Joint Presentations, Open Houses, Events & Meetings

Joint presentations to community groups and neighborhood associations are on-going below is the basic schedule:

August 17, 2016: Chamber of Commerce Government Affairs Committee

September 8, 2016: Sierra Club

September 15, 2016: Southside Community Association

September 20, 2016: Sunrise Lions (Prop 412)

September 21, 2016: ECoNA

September 27, 2016: Sunrise Lions (Prop 411)

Scheduled Open Houses:

Week of September 12 - Prop 411 & Prop 412

Week of October 3 – Prop 411

Week of October 10 – Prop 411 & Prop 412

Week of October 24 – Prop 411



Scheduled Events:

August 5, 2016: First Friday Artwalk (Booths at 125th Anniversary County Courthouse)

September 24, 2016: Flagstaff Festival of Science

October 7, 2016: First Friday Artwalk

Ongoing coordination meetings with the City and NAIPTA



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Features, Ads & Materials

Feature Stories:

- Coconino County [Report to Citizens](#)
- City of Flagstaff [Cityscape](#)
- Flagstaff Business News

Local media stories and interviews on going

Collateral Materials:

- Brochures
- Flyers
- Poster Boards
- PowerPoint Presentations
- Promotional Items
- Publicity Pamphlet and FAQs
- Video

Message Inserts in the City Utility Bill

Advertisements

Digital City signboards placed at various strategic locations (pending)



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Talking Points & Key Messages

Prop 411...

- Continuation of transit tax through 2030 - no increase
- Mountain Line – 16 years and growing strong
- Mountain Line ridership has grown from 800,000 (2008) to almost two million (2016) annual riders
- 87% of voters surveyed support continuing the Mountain Line sales tax for 10 years through 2030
- 86% of riders system-wide are satisfied with the service

Prop 412...

- Proposed bonds would not increase or decrease property tax
- Public safety at risk due to inadequate security and no prisoner holding or separation of the prisoners from the public
- Cost savings with \$12 million funded for a \$21.5 million project
- Current courthouse is 85 years old, is structurally deteriorating and is inadequate for court operations as well as having inadequate parking
- Joint effort with Coconino county provides a central location for most court services
- Proposed location (211 N. Agassiz St.) is the site of the old jail in downtown Flagstaff adjacent to the historical jail and the historical county courthouse, both of which would be preserved



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MOUNTAIN LINE

PROP 411

The Future of
PUBLIC TRANSIT

TRANSIT DECISION 2016

MUNICIPAL
CITY OF FLAGSTAFF
COURTHOUSE

Prop. 412

November 2016

Questions?



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