



Glendale's Special Bond Election 2023

January 25, 2024



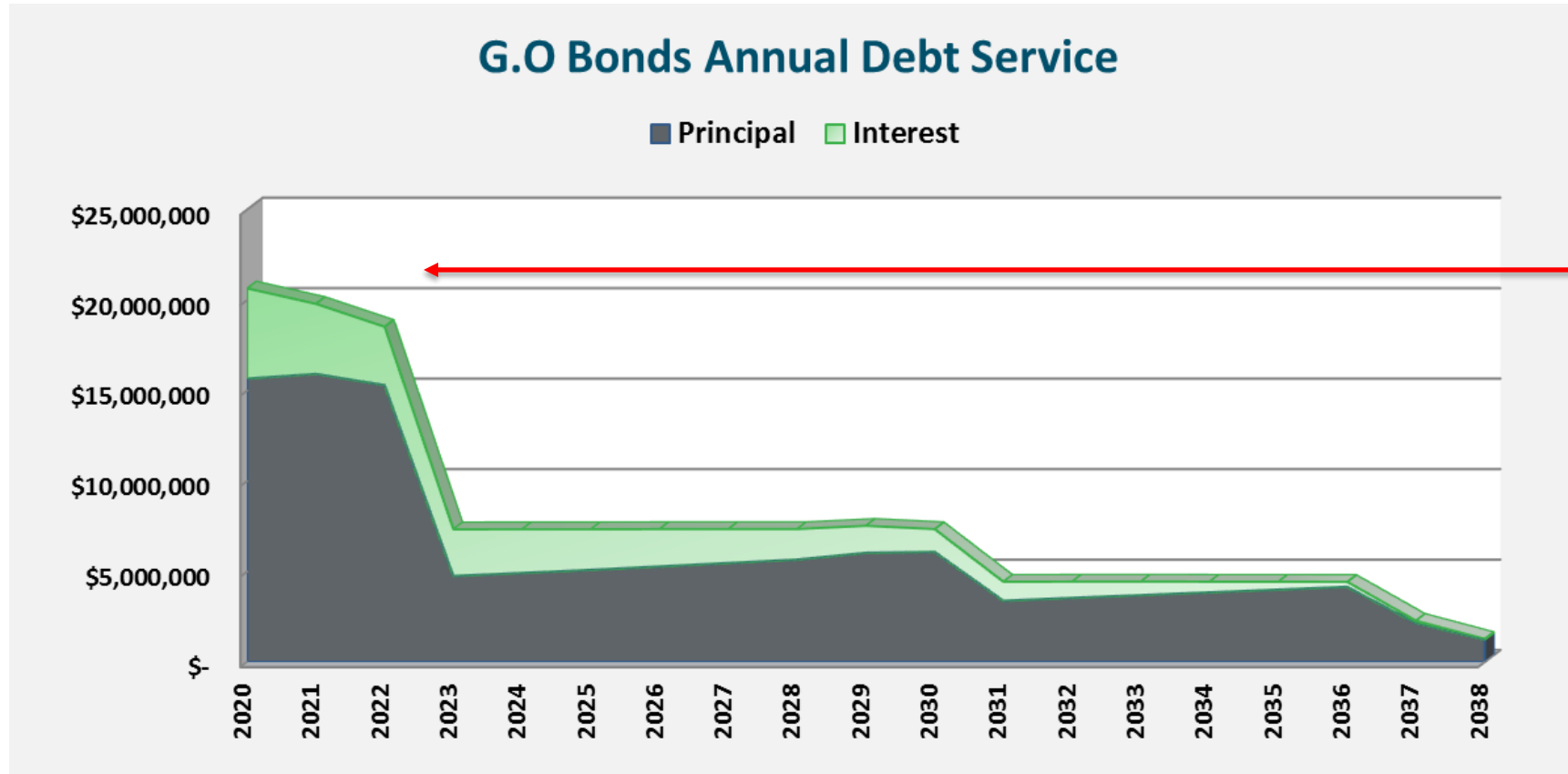


General Obligation (G.O.) Bonds

- Paid for using secondary property tax
- Must be authorized by voters
- Constitutional limits
 - Based on Net Assessed Full Cash Value
 - Outstanding G.O. debt may not exceed:
 - 20% for combined water, sewer, public safety, streets, transportation, open space, and parks
 - 6% for general municipal purposes



G.O. Bond Debt Service Capacity





2020 Bond Election

Category	Amount Requested in 2020 Election*	Amount now remaining	Anticipated Need
Landfill	\$9,900,000	\$4,625,000	\$19,096,400
Parks and Rec	\$87,200,000	\$6,040,000	\$84,684,473
Streets and Parking	\$81,500,000	\$324,000	\$81,847,780
Flood Control	\$9,300,000	\$7,676,000	\$18,123,500





DEFINITION OF INSANITY

WE'RE GOING TO HOLD THE SAME MEETING
WITH THE SAME PEOPLE EVERY WEEK
AND EXPECT DIFFERENT RESULTS



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Community Engagement Consultant

- Survey conducted week of February 27th, 2023
- Four hundred respondents
- Statistically valid results
 - =/- 5% margin of error





Voter Priorities

Is Glendale heading in the right or wrong direction?

22.3% Definitely right

40.0% Probably right

8.5% Probably wrong

5.2% Definitely wrong

24.0% Don't know or didn't answer

Top issue facing the City of Glendale today?

36.3% Homelessness

26.3% Public Safety and Crime

11.5% Streets and Transportation

7.3% Jobs and the economy

4.3% Controlling city spending

2.0% Parks and Recreation



Bond Priorities

Combined Priorities:

- 36.6% Public safety
- 32.5% Streets and transportation
- 13.0% Parks and recreation
- 11.6% Flood control improvements
- 5.1% Don't Know
- 1.1% Refused



Top 5 Bond Projects

- Street and intersection safety improvements
- Intersection improvements
- Police Department Forensics Laboratory
- West Valley Police and Fire Training Academy
- Update and modernize Police and Fire Stations





Specific Bond Questions

- \$82 million for Streets – 67.8% Yes
- \$78 million for Public Safety – 66.5% Yes

- Parks – 44% Yes



- Flood Control – 58% Yes





Consistent Positive Messaging

In an effort to improve **streets and safety** in the City of Glendale, the City Council has placed two important bond questions on the ballot this November. Voters will have an opportunity to voice their opinions on two critical issues including **Question 1** which would **invest \$82 million** in **street and intersection improvements** and **Question 2** which would **invest \$78 million** in **public safety projects.**





Street and Intersection Improvements Theme

Adequate transportation is necessary to move people, goods, and services throughout Glendale. Improving our streets and traffic signals **reduces congestion, saves time, and enhances safety** for all roadway users and pedestrians





Public Safety Question Theme

This proposal invests in fire and emergency support throughout the city by **modernizing** and updating current fire stations and building new ones. It will expand the capabilities of our police department to address important **safety** issues including **crime and homelessness** through investing **in training, modern facilities, and forensics.**





Draft Streets Bond Question (Abridged)

PURPOSE: STREET AND INTERSECTION IMPROVEMENTS

PRINCIPAL AMOUNT: \$82,000,000

Shall the City of Glendale, Arizona (the “City”), be authorized to issue bonds in a principal amount not to exceed \$82,000,000 for the purpose of providing funds for streets, including, but not limited to the following:

- Constructing and reconstructing street and intersection **safety** improvements;
- Constructing and reconstructing major and local streets, highways and bridges within the City; and
- **Congestion reduction**, street widening, street signage, lighting, and landscaping,



Draft Public Safety Question (Abridged)

PURPOSE: PUBLIC SAFETY

PRINCIPAL AMOUNT: \$78,000,000

Shall the City of Glendale, Arizona (the “City”), be authorized to issue bonds in a principal amount not to exceed \$78,000,000 for the purpose of providing funds for public safety projects, including, but not limited to the following:

- Planning, acquiring, designing, constructing, modernizing, and improving fire stations, police stations, police and fire training academies, police department forensics laboratories, and other public safety facilities; and
- Acquiring additional and replacement fire and police protection equipment; crime prevention, public safety and security systems; and fire trucks, police cars and other public safety vehicles,



Public Education and Outreach

- [Website](#)
 - [Videos](#)
 - FAQ's
 - Public Meetings
- Billboards
- Newspaper Ads (Spanish and English)
- Social Media



Public Education and Outreach

- Informational Pamphlet
 - Same messaging
 - Same FAQ's
- Elected Officials support
 - Letters for and against
- Support of other community stakeholders
- Responses to questions



Hardest Question

- Are these bonds expected to result in a tax increase?
 - The city intends to pay off old bonds before issuing new bonds. Doing so, combined with stable property values and continued new growth will keep the secondary property tax rate from increasing.
- Ballot Language
 - The issuance of these bonds will result in a property tax increase sufficient to pay the annual debt service on the bonds.



Lessons Learned

- Know your voters
- Focus on the positive
- Be consistent
- Get elected officials and stakeholders engaged



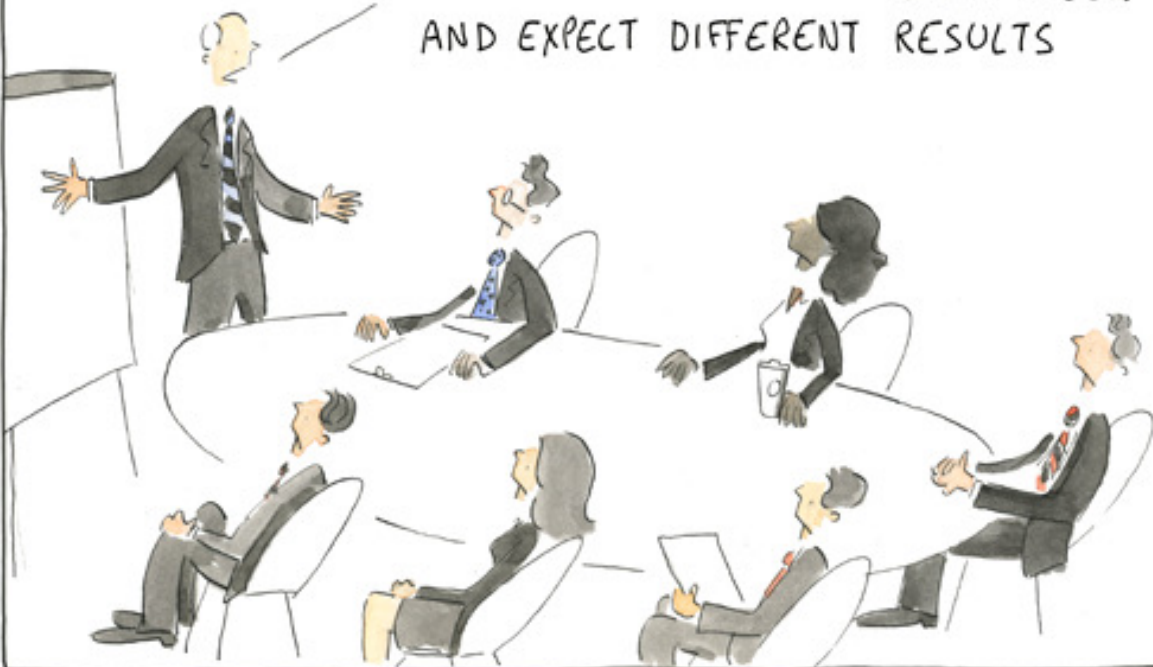


BRAND CAMP

by Tom Fishburne

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REMEMBER THE LESSON

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