

Engagement Report Funding Our Future Streets Reconstruction Bond Education December 31, 2018





# **The Project**

### Need

A 2017 pavement condition survey revealed that nearly two-thirds of Salt Lake City streets are in poor or worse condition. A large number of these streets are in such poor condition that they need to be entirely rebuilt. Part of the May 2018 approved sales tax increase will boost funding for ongoing street maintenance (resurfacing, pothole repair, etc.), but funding for capital-intensive streets reconstruction projects is still needed.

# **Proposed Solution**

The City Council placed an \$87 million General Obligation (GO) bond on November 2018's ballot for voters to decide if these significant street-construction needs should be funded.

# Approach

Educate voters on Salt Lake City's street conditions and potential bond. Educate but not advocate, ensure voters can make an informed decision.





# **Engagement Approach**

# **Engagement Goals**

- To educate Salt Lake City residents on current street conditions in Salt Lake City and the need to address them
- To educate Salt Lake City residents and other property owners on the details of the potential bond and its financial impact to them

# **Communication Methods**

- Project website
- Direct mail
- Social media
- Email newsletters
- Traditional news media
- Public hearings
- Open houses
- Online videos





# **Overview of Outreach**

# Website Visits

- Pageviews 4,080 between August 15 and November 6
- Users 1,698 between August 15 and November 6

# Email Comments

- 22 Comments to Mayor or Funding Our Future email
- Majority of comments were questions about the bond and what it would fund

# Email Blasts

- Monthly information updates on Funding Our Future listserv
- Weekly education from City Council members

# Social Media

• Educational posts to Facebook, Twitter, Instagram and Nextdoor in English and Spanish





# Voter Information Pamphlet

- English version mailed to 92,354 residents and businesses
- Spanish version available for delivery
- Available at all SLC libraries
- Displayed in public areas of City facilities
- Published in entirety on project website

# **Open House**

• Open Houses held before each City Council Public Hearing

### City Council Public Hearings

- September 18, 2018
- October 16, 2018

#### Newspaper Advertisements

- Educational advertisements placed in SL Tribune and Deseret News
- Spanish education advertisement placed in Westview

#### **Online Advertisements**

• Educational advertisements placed on SL Tribune, Deseret News and City Weekly websites





# **Examples of Materials**



Elección sobre un bono especial Bono de reconstrucción de calles

El día de la elección es el 6 de noviembre del 2018 Urnas abiertas de 7:00 a.m. a 8:00 p.m.



..... Cerca de dos tercios de las calles de la cludad están en maias o pecires condiciones, con un gran número de ellas que necesitan ser completamente reconstruidas. Para abordar esta necesidad de financiación, la ciudad la incluídio un Bond e obligación general de 587 millones en la boleta electoral de noviembre para la consideración de los votartes. Debido a que la cludad estará pagando algunos bonos pendientes en el 2019, si los votantes aprueban el Bono de reconstrucción de calles, habria un impacto financiem minmo para los propietorios: un aumento estimado de financiero mínimo para los propietarios: un aumento estimado de S5 o menos el primer año para una residencia principal promedio sa o mencé el primer an o para una rescencia principal primer de S339,500. Sen embargo, debición a que la cuidad estanía pagan do algunos bonos existentes en el 2019, se estima que el aumento de 55 as reducirás, de manera que una residencia primaria promedio resultaria pagan do \$00 netos anuales en los años siguientes.

Próxima reunión pública

Infórmese más sobre el Bono de reconstrucción de calles, obtenga respuestas a sus preguntas y exprese sus opiniones en la próxima reunión pública

Jornada abierta y reunión pública Martes 16 de octubre del 2018

Jornada abierta - 6:00 p.m. – 7:00 p.m. Reunión pública - Inicia a las 7:00 p.m.

#### Palacio Municipal

451 South State Street, 3er piso Salt Lake City, UT 84111



#### VOTER INFORMATION PAMPHLET

Election Day is November 6, 2018 Polls Open 7 a.m. to 8 p.m.

#### **Upcoming Public Meeting**

Learn more about the Streets Reconstruction Bond, get your questions answered, and voice your opinion at the upcoming public meeting.

**Open House & Public Meeting** 

Tuesday, October 16, 2018

Open House - 6:00 p.m. – 7:00 p.m. Public Meeting - Starts at 7:00 p.m.

**City & County Building** 

451 South State Street, 3rd Floor Salt Lake City, UT 84111

www.FundingOurFutureSLC.com



www.FundingOurFutureSLC.com

Salt Lake City 461 South State Street P.O. Box 146476 Salt Lake City, UT 84114-5476

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Nearly two-thirds of City streets are in poor or worse condition – with a large number that need to be completely rebuilt. To address this funding need, the City has placed an \$87 million General

Obligation Bond on November's ballot for voters to consider. Because the City is paying off some outstanding bonds in 2019, if voters approve the Streets Reconstruction Bond, it would have minimal new financial impact on property owners – an estimated increase of 53 or less the first year for an average primary residence of \$339,500. However, because the City is paying off some existing bonds in 2019, it is estimated that the \$5 increase would be reduced – with an average primary readence paying an estimated net \$0 per year in the following years.

Para obtener más información y para solicitar una versión en español de este folleto, visite la página www.FundingOurFutureSLC.com o llame al (801) 535-6251.

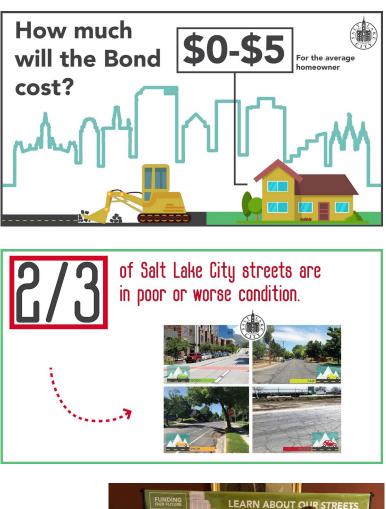
Obligation Bond on November's ballot for voters to consider

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All Comments Received Phase 3



Date	Source	Comment
8/21/2018	Mayor's Email	I'm writing to find out about the proposed street bonds for SLC. I wasn't able to attend any of the public hearings in July so I was curious as to the result. Will it be on the November ballot? Also, does it include the street of 2700 South from 1300 east up to 2000 east?
8/23/2018	Funding Our Future Email	Why are there no details for the actual plan? Your site has only a place holder promising information in the future. I appreciate the fact that you are required to notify voters of their limited opportunity to debate what you appear to have already decided but, without the relevant information needed for pro/con arguments, this doesn't feel like a good faith offer to debate. Please rectify.
8/23/2018	Funding Our Future Email	I see that the Street Reconstruction Bond is making its way to the ballot. It would be really great if we could see the results of the survey that was conducted on this topic. I think it would be very beneficial for everyone to have a chance to review the opinions of the public before voting day. Thank you for your consideration.
8/29/2018	Funding Our Future Email	Will this funding include the repair of cement gutters so badly broken up on my section of the street?
8/29/2018	Funding Our Future Email	The taxpayers have passed taxes before to help with road maintenance only to have the city spend it other places. How do we know this is not going to happen again? The city is great at building but not funding for maintenance. The money needed is asked for later then shifted to other places. Is there a guarantee that the money will be spent only on the roads? How many raised flower boxes and designated bike lanes are committed? It is at the city digression.
8/29/2018	Funding Our Future Email	I am in favor of funding the road improvement bond due to the condition of our streets, but wonder why we have not kept up with road maintenance over time. It appears to me that our current situation is due to the accumulated lack of maintenance over time
8/30/2018	Funding Our Future Email	I strongly support this bond and my only complaint is it is too little and may even be too late in that the cost of reconstruction will continue to rise as we delay repairs resulting in the repairs becoming more expensive. The current status of our roadways is a disgrace. In order to keep taxes as low as possible the budget for these repairs, since about 2008, has been cut again and again reaching a low point this year. Our climate that leads to many freeze and thaws makes matters worse. It is time to put our city's roadways on a par with those communities that have been able to maintain their street 'health'.
8/31/2018	Funding Our Future Email	I am not sure what you mean. We were asked to express our opinions on the bond and my reply was that I supported it. I like to ride my bicycle through the neighborhoods and am horrified by the poor conditions of most of the roadbeds. When Rocky Anderson was mayor several of the streets I bike on were repaired using concrete, a longer lasting solution but more expensive than asphalt, and these streets are in good condition. The street I live on is one made up of what have been termed 'tar snakes'. The upper section of the street recently received a new top coat of gravel and tar but the lower or more western section was not resurfaced. When I bicycle down 23rd East it is a jolting ride due to the street surfaces irregularities, in part due to under the street repair work. By the University where I work some sections have had full thickness asphalt repair work and I have been told that this is due to the street pavement being damaged through and through and that some streets just require resurfacing. Also, the newer automobiles (not trucks or SUVs) are lower to the ground and can be damaged by the broken street surfaces. I just wish to support the bond proposal. I agree with the attachment provided.
9/12/2018	Funding Our Future Email	I have a hard time with this. Where has all the money gone that should have taken care of this previously ??? Bike lanes ? Poor management. ?? All the way back to Rocky and DeeDee it had been managed bad and neglected. Severe mismanagement of funds. 2700 south better be a priority. 1300 e to 2000 e.
9/12/2018	Funding Our Future Email	A few quick questions: 1) Who will be the lender? 2) What is the interest rate? 3) How much of the money raised will go directly into street repair? 4) How much of the money raised will go toward the Inland Port project, if any?
9/12/2018	Funding Our Future Email	Just looking thru SLC's color mapping for SLC road conditions. It looks like our street is in the "failed" category. There's a couple of additional paving issues in the area that need to be addressed but aren't marked on the map. Is there someone specific we could call or email to talk about this?
9/12/2018	Funding Our Future Email	I was reading an email about the Streets Reconstruction Bond Update and had a question about the paved alley ways between streets. For example, I live on Kelsey Ave and the paved alley behind my house is in very poor shape. Would this fall under the reconstruction bond? Do you know to whom I could ask questions regarding paved alley ways in and the upkeep on them? Thank you for your time. I appreciate any information you are able to provide.

Date	Source	Comment
9/13/2018	Funding Our Future Email	Interesting that this does not mention the cost to commercial properties where the lion's share of the burden will sit.
9/16/2018	Funding Our Future Email	If anyone questions the need for street improvement, have them drive up 2700 South. I have one question, the Tanner park section of the bicycle trail is coming apart and badly needs to have the cracks sealed before the trail is destroyed this winter. Can some of this money also be used to preserve and repair the bike/hiking trails?
10/4/2018	Funding Our Future Email	I am concerned that the City will continue to use bricks as a paving surface for streets and sidewalksthis is NOT a suitable material and is constantly in need of repair and replacement. In addition, the repair and replacement requires the City to hire skilled brick masons to do this work. As an exampletraffic was slowed while two brick masons applied bricks in the crosswalk on 300 west and South Templewhat a waste of money! Can you please find out if this practice will continue in to 2019? If sol will not vote to approve this bondl hate you throw away our money. If you want examplesI will be happy to take photos, provide addresses and email them to you.
10/5/2018	Funding Our Future Email	2020? Let's be drawing those plans now. Either way some roads have been neglected for 30 yrs. 2700 south can't wait 2 years more. It's a joke.
10/5/2018	Funding Our Future Email	My name is Amanda Oviatt. I am wondering where these road construction projects will take place? Will they be mainly on the East side of the valley, or will the West side also be able to have our roads reconstructed?
10/7/2018	Funding Our Future Email	Will the street reconstruction project be part of any active transportation initiatives? Specifically will bike lanes on reconstructed streets be improved and new bike lanes added?
10/10/2018	Funding Our Future Email	Thank you for your timely response. I would not vote for the streets bond issue if you were planning on using such totally unsuitable materials. I hope the City will reassess ow they spend other people's money.
10/16/2018	Funding Our Future Email	Is any of the money from this bond going to expand Trax or other public transit?
10/17/2018	Funding Our Future Email	based on my reading of the bond - it appears this will exclusively fund 'existing' road reconstruction vs. new roads w/in SLC - correct?
10/24/2018	Funding Our Future Email	Hi there. My ballot indicates that my taxes will increase approx \$48 per year if the bond for streets reconstruction is passed. Info on what appears to be Salt Lake City's site/ Funding our Future is not consistent with ballot info - it is stated here that taxes would increase at most \$5 per year and could be \$0 in subsequent years. Which is correct?