



City of Laredo Bond Referendum

Public Information



Campaign

For the upcoming bond referendum, which features \$800 million in projects across Public Safety, Public Infrastructure, Enhancement Services, and Health & Wellness, a strategic campaign is essential to educate and engage the community. PIO has created a comprehensive plan that uses town halls, multimedia, print, and digital platforms to tell the city's story and explain the significance of these projects to the public.



Building a Better Future, Laredo Bond 2024



Objectives

- 1. Educate the Public:** Clearly communicate the purpose of the bond referendum and the projects it will fund.
- 2. Engage the Community:** Encourage community involvement through town halls, Q&A sessions, social media and a survey.
- 3. Mobilize Voters:** Drive voter participation by emphasizing the long-term benefits for the city's future.





Campaign Elements:



Town Hall Meetings

Presentations on each category of the bond, showcasing specific projects.

Local leaders, department heads, and city engineers present to discuss the benefits. Q&A sessions for public feedback.



Produced Videos

Create a series of short videos (1-2 minutes each) highlighting the impact of the bond projects in each category.



Brochures & Printed Materials

Break down each category of projects with visuals and descriptions of the benefits. Addressing common questions about bond referendums, taxes, and the voting process. Available at City Hall, libraries, recreation centers & Town Halls and a Digital Version.



Campaign Elements:



Social Media

Weekly posts focusing on one project per category. Interviews with residents, city officials, and stakeholders about why these projects matter. Regular reminders about key election dates, early voting, and polling locations. Interactive polls and Q&A sessions via Facebook or Instagram Live.



City Website

Create a dedicated page on the City of Laredo website for all information related to the bond referendum. An easily accessible FAQ section answering questions about the bond and its impact on taxes and services. Election Information

Building a Better Future, Laredo Bond 2024



Timeline:

- **February – March:** Launch informational town hall meetings and begin video production.
- **April:** Distribute brochures and ramp up social media engagement.
- **May:** Final video series and town hall meetings, with a push to remind citizens to vote.



San Antonio Public Works is with City of San Antonio - Municipal Government and City of San Antonio Economic Development. · Follow
Apr 8 · 🌐

📣 This week in Bond Project Meetings:


🚧 **TOEPFERWEIN ROAD (NACOGDOCHES ROAD TO RAIN TREE FOREST):** Tues., April 9, 6 p.m., Rolling Oaks Baptist Church, 6401 Wenzel Rd.

🏠 **MILITARY DR. (SEQUOIA HTS-REED RD):** Tues., April 9, 6 p.m., Great Northwest Library, 9050 Wellwood

🌳 **MARTIN LUTHER KING PARK:** Wed., April 10, 6:30 p.m., Eastside Clubhouse-Boys & Girls Club of San Antonio, 3503 Martin Luther King Dr.

🚧 **OLD HIGHWAY 90 PHASE 2:** Thurs., April 11, 6 p.m., Ron Darner-Parks and Recreation Headquarters, 5800 Historic Old Highway 90

🔗 For a full calendar: <https://saspeakup.com/events>



City of San Antonio

City of Corpus Christi - Government · Follow
Jul 15, 2019 · 🌐

Ready for the reconstruction of Morgan Avenue? The stretch from Crosstown Expressway to Ocean Drive is part of two bond projects. Join us for a public meeting on Wednesday at City Hall to learn more about the upcoming project! Details: <https://bit.ly/2JATn5n>




Corpus Christi
news.cctexas.com
Public Meeting for Morgan Avenue Bond Projects

👍 8 2 comments 7 shares

City of Corpus Christi


Foundation Communities · Follow
Aug 12, 2019 · 🌐

We have some great news to share! First we want to say thank you to the [City of Austin Government](#) and all the voters who supported the \$250 million Affordable Housing Bond program. Last week, the Austin City Council Approved \$15 Million in Housing Bonds, of which we will receive \$5.5 million. The funds will be used for our future family community, temporarily called Foundation Village. Some of the funding was provided thanks to the Affordable Housing Bond Program. [#affordablehousing](#) [#thankyou](#) [#giveback](#) [#community](#) [#grateful](#) [#vote](#) [#motivationmonday](#)



Thank You to the City of Austin and to the Voters!

Thanks to you, 88 Families will have a beautiful home and much needed support services!



City of Austin



Thank You

For Your Attention

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