

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

- I. 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:





the bond, showcasing specific projects.

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

Presentations on each category of



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:





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.



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

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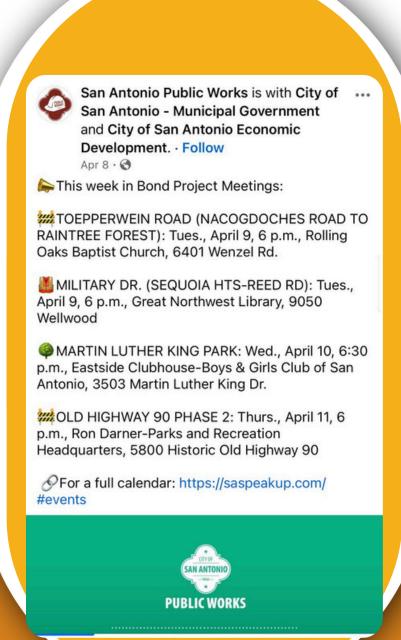




Timeline:

- 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.

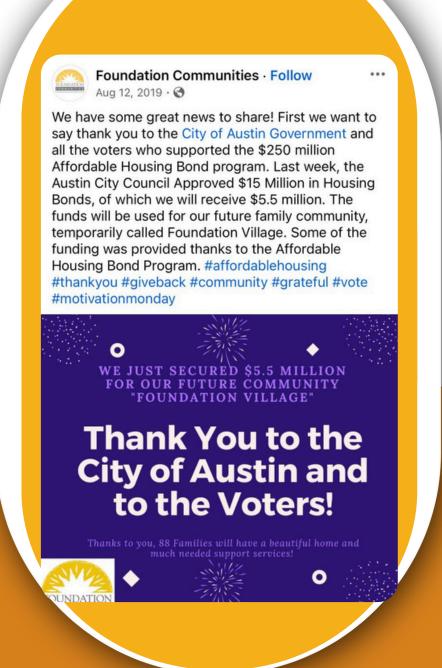




City of San Antonio



City of Corpus Christi



City of Austin





Thank You

For Your Attention

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