



City of Broken Arrow

Legislation Details (With Text)

File #:	19-887	Name:	
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File created:	7/9/2019	In control:	Broken Arrow City Council
On agenda:	7/16/2019	Final action:	
Title:	Presentation regarding the National Association of Government Communicators First Place Award for the 2018 Build Our Future BA - General Obligation Bond public education campaign		
Sponsors:			
Indexes:			
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Attachments:			

Date	Ver.	Action By	Action	Result
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Broken Arrow City Council Meeting of: 07/16/2019

Title:

Presentation regarding the National Association of Government Communicators First Place Award for the 2018 Build Our Future BA - General Obligation Bond public education campaign

Background:

The National Association of Government Communicators presented 93 Blue Pencil & Gold Screen Awards during an awards ceremony held Wednesday, June 26 in Arlington, VA, as part of the NAGC 2019 Communications School.

The NAGC Blue Pencil and Gold Screen awards recognize excellence in government communication at all levels of government across the nation. Listed as one of the 21 most coveted government leadership awards, the Blue Pencil & Gold Screen Awards program has 33 categories in which communicators can submit work, reflecting the breadth of tactics employed by government communicators to deliver information to the public.

In the category of Educational or Promotional Campaign (less than \$100,000), a panel of judges awarded first place to the City of Broken Arrow for its Build Our Future BA - 2018 General Obligation Bond.

The City of Broken Arrow in 2018 sought voter approval on a historic \$210 million bond package to improve transportation, public safety, parks, and mitigate flooding to improve the lives of 112,000 residents. Broken Arrow's population has increased 80% since the 1990s and infrastructure has not kept up with growth. Staff's goal was to obtain simple majority approval on five propositions and 60% on the sixth. The campaign was twofold: 1. get maximum stakeholder input through surveys and public meetings and, 2. provide comprehensive voter education through digital platforms, a voter information guide mailed to citizens and videos.

The City of Broken Arrow was successful in passing the largest municipal bond package in the city's history.

Through stakeholder input and providing comprehensive voter education, the campaign resulted in approval rates as high as 74% on six different propositions and increased voter turnout by 153%.

Cost: None

Funding Source: N/A

Requested By: Krista Hemme, Communications Director

Approved By: City Manager's Office

Attachments: None

Recommendation:
No action required.