



City of Broken Arrow

Request for Action

File #: 17-2568, Version: 1

**Broken Arrow City Council
Meeting of: 09-05-2017**

**To: Mayor and City Council
From: Office of the City Manager
Title:**

Consideration, discussion, and possible approval of and authorization to execute a Professional Services Agreement with sixPR, L.L.C. to conduct a citizen survey and manage the 2018 General Obligation Bond public education campaign

Background:

The City of Broken Arrow proposes to hold a General Obligation Bond election in August 2018. General Obligation (GO) Bond financing is a common funding tool used by Oklahoma municipalities to pay for large capital projects, such as the building of roads, public facilities and parks.

Public input is highly desired in the process of selecting bond projects. As a result, the City of Broken Arrow seeks to retain the services of sixPR, LLC, a local public relations company that has experience working with local governments on public education campaigns involving the passage of government initiatives.

The objective is two-fold: 1.) Maximize public input by seeking and gathering citizen feedback through surveys and meetings; and 2.) Assist the city leadership on educating voters once the public project and initiative list is finalized.

We anticipate the feedback gathering process will last from October 2017 until February 2018. The education campaign will continue until the election is held in August 2018.

Funding is available in the operational budgets of the City Manager's Communications Division and General Government of the General Fund.

Cost: not to exceed \$60,000

Prepared By: Krista Flasch, Communications Director

**Reviewed By: Finance Department
Legal Department
Assistant City Manager**

Approved By: Michael L. Spurgeon, City Manager

Attachments: **sixPR Professional Services Agreement**

Recommendation:

Approve and authorize execution of the Professional Services Agreement with sixPR to conduct a citizen survey and assist with public education on the 2018 GO Bond election.