

**ACTION ITEM  
BOARD OF SUPERVISORS**

**DATE:** August 18, 2009

**TO:** Board of Supervisors  
**FROM:** Cathy L. Riddle *cl*  
Public Information Administrator  
**ISSUE:** Parks Bond Referendum Public Information

**STAFF RECOMMENDATION:** N/A

**BUDGET IMPACT:** N/A

**ATTACHMENTS:** (1)

[1] Memo dtd 8.11.09 [ ] Reso/Ord/Proc #

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**REVIEW:** [X] County Administrator's Office



- |                     |                    |                         |
|---------------------|--------------------|-------------------------|
| [ ] Consent Agenda  | [ ] Other Business | [ ] Public Hearing      |
| [ ] Discussion Item | [ ] Presentation   | [ ] Unfinished Business |
| [X] New Business    |                    |                         |

**PRESENTATION BY:** Cathy Riddle  
Public Information Administrator

**ELECTION DISTRICT:** N/A



# Memorandum

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## Stafford County Administrator's Office

To: Board of Supervisors  
From: Anthony Romanello  
Subject: Public Information for Parks Bond Referendum  
Date: August 7, 2009

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To inform citizens about the projects that would be covered by the Parks and Recreation Bond Referendum, the Board of Supervisors might want to consider utilizing the following public information efforts before the November 3 election.

### **Direct mail/brochure/pamphlet**

This would be similar in format to the four-page 2008 Transportation Bond Referendum booklet that was sent to all Stafford residents in October 2008. The format is described below:

Cover Page – Referendum Question on the Ballot

Page 2 – List of all park projects

Page 3 – Map showing the location of park projects

Page 4 – List of Frequently Asked Questions, County Contact Information and Resident Address

Extras would be printed for Supervisors' use and to have available for distribution at the Government Center and library. If the Board approves this option, then we would have a draft for your review at your September 1 meeting.

**Possible Costs:** Please note that we would have to mail 48,000 copies to reach every mailbox in Stafford, including businesses (this is what we did for the 2008 brochure on the Transportation Bond Referendum). Any extras would be available for Supervisors' and staffs' use. Also, these estimates are from one vendor only and have not been competitively bid.

1. Color brochure

70,000 copies (48,000 pieces for mailing) = \$9,886.00 (w/postage = \$16,702.00)

50,000 Pieces (48,000 pieces for mailing) = \$7,796.00 (w/postage = \$14,612.00)

Postage: .142 per piece

2. Black & White Brochure

70,000 copies (48,000 pieces for mailing) = \$8,829.00 (w/postage = \$15,645.00)

50,000 copies (48,000 pieces for mailing) = \$6,799.00(w/postage = \$13,615.00)

Postage: .142 per piece

**Newspaper Advertisements**

Staff would develop advertisements publicizing the bond referendum question, list the projects, and contact information for readers to get more facts on the bond. The ads would be 3x5 in black and white, which costs less than color. This is similar to the advertising that staff developed for the 2008 Transportation Bond Referendum.

**Free Lance-Star**

A proposed schedule for the ads would be:

- Once in September (September 22). This ad would run in the Stafford Extra of the FLS, which is published only on Tuesdays for Stafford subscribers.
- Twice in October and once in November. This ad would run once in the Stafford Extra (October 6), and twice in a Sunday edition (October 18 and November 1), which is the highest-circulation day of the FLS.
- Once on Election Day (November 3). This ad would run in the main paper.

The cost for the above schedule of five ads is \$1,605.75

### **Stafford Sun**

A proposed schedule for the ads would be:

Run a 3x5 ad once a week on Fridays on the following dates: September 18, September 25, October 9, October 23 and October 30.

The cost for the above schedule of five ads is \$900.00

### **Scrolling Bulletin Board on the Government Cable Channel**

This bulletin board is broadcast 24 hours a day, 7 days a week (except when Board of Supervisors and Planning Commission meetings are broadcast) on Comcast Channel 23, Cox Channel 24, and Verizon Channel 39. The information would include the referendum question, a list of projects, and contact information.

There is no cost for this.

### **Stafford County Web Site**

A link would be posted on the opening page of the Web site to the same presentation that is developed for the cable channels. The information would include the referendum question, a list of projects, and contact information.

### **Public Information Meetings**

Stafford would organize these throughout the community at the Board's direction. The schedule of meetings would be published via press release, on the Web site, and on the government cable channels.

Last year, there were three public information meetings on the 2008 Transportation Bond Referendum. They were held at the Stafford Administration Center, Park Ridge Elementary School, and Berea Fire and Rescue Station.