



PLEASE SILENCE ALL ELECTRONIC COMMUNICATION DEVICES. THANK YOU.

NOTICE OF POSSIBLE QUORUM OF THE CITY OF BUCKEYE PLANNING AND ZONING COMMISSION OR OTHER COUNCIL APPOINTED BOARD: PLEASE NOTE THAT THERE MAY BE A QUORUM PRESENT BUT THERE WILL BE NO VOTING TAKING PLACE BY THE CITY PLANNING AND ZONING COMMISSION OR OTHER COUNCIL APPOINTED BOARD AT THIS MEETING.

**CITY OF BUCKEYE
GENERAL OBLIGATION BOND EXPLORATORY COMMITTEE
MARCH 21, 2024
AGENDA**

**Buckeye City Hall
530 East Monroe Ave
Buckeye, AZ 85326
First Floor Executive Conference Room
6:00PM**

The doors will be open to the public at least 15 minutes prior to the start time of the meeting.

Accessibility for all persons with disabilities will be provided upon request. Please telephone your accommodation request (623) 349-6911, 72 hours in advance if you need a sign language interpreter or alternate materials for a visual or hearing impairment.

Voting Members will either attend in person or by telephone conference call or video presentation. Items listed may be considered in any order.

Pursuant to A.R.S. § 38-431.03(A)(3) the Committee may, by majority vote, recess or adjourn to executive session at one or more times during the meeting, as needed to confer with the City Attorney for legal advice regarding any item listed on this agenda.

- 1. Call to Order/Pledge of Allegiance/Roll Call**
- 2. Approval of Minutes**
- 2.A** [Committee Action: Motion to approve minutes from the February 22, 2024, General Obligation Bond Exploratory Committee Meeting.](#)
- 3. Questions from Previous meeting**
- 3.A** Facilitator Deanna Jonovich will address the email question that required additional investigation.
- 4. Presentations**
- 4.A** Facilitator Deanna Jonovich will provide guidance on the results of the surveys being presented by High Ground and our Marketing and Communications Department and hear public comment.

4.B Communications and Government Relations Director Annie DeChance will present the results from the City of Buckeye's General Obligation Bond Website Prioritization Tool and Balancing Act Tool for the proposed General Obligation Bond projects and hear public comment.

4.C Paul Bentz with High Ground will present the detailed results of the Resident Feedback Survey and its significance in informing decisions related to the consideration of a General Obligations Bond election. He will review the methodology employed in conducting the survey and hear public comments.

4.D Facilitator Deanna Jonovich will be presenting the Committee Prioritization Results from the Committee Member survey provided at the last meeting and hear public comments.

4.E Facilitator Deanna Jonovich will conclude presentations with discuss agenda for the next Committee meeting to discuss departments being present for discussion.

5. Adjournment

CITY OF BUCKEYE
Regular Library Advisory Board
COUNCIL ACTION REPORT

MEETING DATE: 03/21/24	AGENDA ITEM: 2.A. Committee Action: Motion to approve minutes from the February 22, 2024, General Obligation Bond Exploratory Committee Meeting.
DATE PREPARED: 03/19/24	DISTRICT NO.:
STAFF LIAISON:	
DEPARTMENT: Financial Services	AGENDA ITEM TYPE: Consent Agenda Items / New Business

ACTION/MOTION: (This language identifies the formal motion to be made by the Council)
 Committee Action: Motion to approve minutes from the February 22, 2024, General Obligation Bond Exploratory Committee Meeting.

SUMMARY

FISCAL YEAR:
 2024

Items related to a project or facility location must include an attached vicinity map for Council Review.

ATTACHMENTS:
[2024 GO BOND Committee Meeting Minutes 2.22.2024.pdf](#)

City of Buckeye
2024 General Obligation Bond Committee
February 22, 2024
Minutes

Coyote Branch Library
21699 W. Yuma Road Suite 116
Buckeye, AZ 85326
Program Room
6:00 PM

Pursuant to A.R.S. § 38-431.03(A)(3) the Committee may, by majority vote, recess or adjourn to executive session at one or more times during the meeting, as needed to confer with the City Attorney for legal advice regarding any item listed on this agenda.

1. Call to Order/Pledge of Allegiance/ Roll Call

Members Present: Jackie Meck (Chair), Jack Eaton (Vice Chair), Committee Member Michael Melton, Committee Member Kitt Roney, Committee Member DeAngela Kittrell, Committee Member Starr Marsett (arrived late), Committee Member Jim Subjack, Committee Member Jeff Caler, Committee Member Cynthia Zbiegien (arrived late), Committee Member Norman Lund, Committee Member Brent McFall, Committee Member Rico West and Committee Member Gary Bridget, Facilitator Deanna Jonovich

Members Absent: Committee Member Kyle Barrett

Departments Present: Vice Mayor Clay Goodman, Deputy City Manager, Doug Sandstrom, Chief Financial Officer William Kauppi, City Attorney Scott McCoy, Management Assistant Amber Beaman, Communications and Government Relations Director Annie DeChance, HighGround Representative Paul Bentz, General Obligations Bond Committee Secretary Tanya McKinley and Audio Visual Technician Kevin Drury.

2. Brief summary to address questions from previous meeting

2A. During the committee meeting, Facilitator Deanna Jonovich conducted a recap of inquiries from the previous session, along with their corresponding responses. Firstly, Ms. Jonovich highlighted that without the bond program, funding the proposed roadway projects would require \$15 million, equivalent to the current streets operating budget. Secondly, Ms. Jonovich reviewed the Pavement Condition Index ratings for the proposed roadway projects, noting that the citywide average rating is approximately 78%, while the proposed projects average around 44%. Thirdly, Ms. Jonovich provided the estimate that the proposed bottleneck improvement program could improve 30 to 38 miles of lane miles at 1.3 to 1.8 million per lane mile to reconstruct roadways, with an estimated total cost of \$39 to \$68 million. Additionally, Ms. Jonovich provided information on the number of accidents on Sun Valley Parkway based on data from the Arizona Department of Transportation. She also presented traffic volume studies between Tartesso and Festival, indicating average daily traffic counts ranging from 1,000 to 3,400 vehicles and west of Festival was 2,200. In conclusion, Ms. Jonovich specified that the projected cost of \$11 million for the proposed lighting project on Sun Valley Parkway pertains solely to the areas approaching Tartesso and Festival. To encompass the stretch from I-10 through the North and East regions of the Buckeye Municipal Planning Area, the total project expenditure for the entirety of the area would amount to approximately \$49 million.

3. Presentations

3A. Mr. Paul Bentz from HighGround presented details on the resident feedback survey and its importance in guiding decisions related to the General Obligation bond. He discussed the methodology of collecting and analyzing the survey results, emphasizing the goal of providing accurate and impartial information to aid decision-making. Mr. Bentz highlighted the role of survey research in understanding public opinion, perceptions, and awareness on various issues. Mr. Bentz underscored the importance of equipping decision-makers with valid information without influencing the outcome of elections or decisions. HighGround, specializing in messaging surveys, aims to offer insights into voter preferences and perceptions while maintaining impartiality. They have conducted similar surveys for various municipalities and organizations, focusing on delivering accurate and insightful data to support decision-making processes.

In describing their survey methodology, HighGround emphasized conducting live interviews via both landlines and cell phones, adhering to legal requirements by direct dialing cell phone numbers registered with voter files. HighGround underscored the importance of speaking directly with voters to ensure reliable results and the ongoing effectiveness of telephonic surveys. HighGround outlined their approach to targeting

likely voters, balancing partisan samples, and accounting for demographic factors such as age and voter participation history. They highlighted the significance of accurately reflecting the overall electorate of the city and the reliability of their methodology in predicting election outcomes. Additionally, HighGround discussed their practice of using council districts to achieve regionally accurate samples, enabling insights into community-specific preferences and needs. Their approach aims to provide valuable data for decision-making processes, drawing on their experience in conducting surveys for various municipalities and organizations.

In discussing their survey methodology, HighGround emphasized their commitment to minimizing bias in their research process. They clarified that they conduct surveys on behalf of their calling firm rather than directly representing the City of Buckeye. This approach aims to avoid bias by ensuring that respondents who have strong positive or negative sentiments towards the city are not unduly influenced to participate or abstain from the survey. HighGround assured respondents of confidentiality, stating that individual survey responses are not disclosed to anyone, although demographic breakdowns are used to create a balanced sample.

The survey begins with introductory questions about the city, followed by inquiries about respondents' general education and background. Likert scale questions are employed to gauge respondents' opinions on various city programs and services. HighGround explained the importance of testing bond questions using the statutory language that will appear on the ballot, as this reflects what voters will encounter when voting. This ensures a more accurate understanding of respondents' willingness to support specific measures based on the wording they will see on the ballot. This thorough approach aims to provide unbiased and reliable data for decision-making processes.

After conducting a pretest to assess respondents' reactions to bond questions using statutory language, HighGround proceeds with a project and program test. This phase involves presenting various city projects and programs to respondents in a randomized and rotated manner to eliminate order bias. Each respondent receives every question but in a different sequence to ensure fair assessment. Respondents rate the importance of each project on a scale from one to five, with higher scores indicating greater significance. The results provide insights into the relative importance of different projects and guide decision-making.

Following the project test, HighGround conducts a reason test wherein respondents are presented with reasons both for and against supporting the projects. This approach aims to capture the main themes that motivate voters, such as growth, quality of life, tax concerns, and inflation worries. Respondents receive reasons in varying orders to prevent

bias. This method ensures that each respondent receives a balanced view of the arguments and helps HighGround gauge perceptions accurately.

Finally, HighGround conducts an issue post-test to reassess respondents' attitudes towards the ballot questions after considering additional information. This phase examines whether respondents' positions change and evaluates the effectiveness of the provided information. Demographic questions are then asked to ensure a comprehensive understanding of the survey sample. This meticulous process enables HighGround to provide unbiased and reliable data to inform decision-making processes effectively.

It is essential to clarify that the proposed citywide survey conducted by HighGround entails 400 completed interviews, ensuring a robust and representative sample. While more than 400 individuals may need to be contacted to achieve this target, only completed surveys are included in the analysis. In instances where respondents do not finish the survey, efforts are made to reconnect with them, but incomplete responses are not combined with those of other participants. Despite concerns about the adequacy of a 400-person sample, research demonstrates its reliability. In a community with voter populations ranging from 51,000 to 29,000, this sample size can accurately represent over 2 million individuals with a margin of error of approximately 4.89%. Repeating the survey multiple times would yield consistent results within a five-point range in 99 or 95 out of 100 instances, showcasing the statistical robustness of a 400-person sample. While larger surveys may be necessary for detailed subgroup analyses, the proposed sample size offers a cost-effective and reliable means of obtaining insightful results for decision-making purposes.

In conducting the survey, Mr. Bentz emphasizes a comprehensive approach to ensure representation across demographics. The aim is to achieve a sample reflective of the entire audience, rather than selectively targeting specific groups within the 400-person sample. While variations in connection rates across demographics are observed, efforts are made to adjust calling times to accommodate different age groups' availability. The survey begins with a broad outreach, progressively narrowing down to specific demographic segments as needed. Despite not always achieving exact demographic matches, the approach results in close alignment with desired parameters.

Regarding the accuracy of the survey, Mr. Bentz highlights the reliability of local polling compared to national surveys, particularly in predicting outcomes within states. Historical data and benchmarks, such as pretest and post-test thresholds, inform the interpretation of results, ensuring they are contextually accurate. Additionally, Mr. Bentz notes demographic trends, such as the lower likelihood of respondents having children at home in older-skewing electorates, providing insights into survey findings' nuances.

In his remarks, Mr. Bentz underscores the standardized nature of the survey process, ensuring each participant receives identical questions and multiple-choice options. He explains the significance of maintaining consistency to mitigate tangential responses and the potential lengthening of survey duration due to off-topic discussions. Mr. Bentz discusses demographic considerations, including age, party affiliation, gender, and region, in shaping survey outcomes. Notably, he refrains from setting quotas based on specific demographic factors like household composition or phone type, prioritizing broader demographic categories for sampling. Additionally, he addresses the impact of voter demographics on local issues, highlighting the lower voter turnout among younger demographics and the dominance of older voters, particularly in municipal elections. Regarding Buckeye's district demographics, Mr. Bentz notes variations in voter participation across districts, with Districts 2 and 4 exhibiting higher engagement, attributed to the presence of retirement communities. He also touches on the influence of presidential elections on voter behavior and the challenges of predicting voter turnout. Throughout his discussion, Mr. Bentz emphasizes the importance of historical data and trends in estimating voter participation, particularly in relation to independent voter registration.

Mr. Bentz acknowledges an error in his previous statement regarding the largest districts based on voter participation, clarifying that Districts 4 and 6 hold that distinction. He provides updated data reflecting the voter participation percentages for each council district.

3B. The presentation provided by the City of Buckeye's Communication Department, under the leadership of Annie DeChance, the Director of Communications and Government Affairs, is spearheading the survey to gather feedback from residents on the proposed bond project. With over seven years of experience in her role, Annie DeChance oversees a multifaceted department responsible for supporting various city programs, events, projects, and services. This comprehensive support encompasses everything from road construction initiatives to community events like the recent airfare event, which the department diligently promotes through various mediums such as the city's website, graphic design, and news releases. Annie DeChance notably commends her graphic design team for their exemplary work, highlighting their contributions to the city's visual identity and promotional materials.

In addition to communication endeavors, the department engages in government relations activities, fostering relationships and partnerships at local, state, and federal levels. This includes collaborating with state representatives and maintaining communication with federal lobbyists to secure grants and support for city initiatives. Annie DeChance emphasizes the interconnectedness of the department's efforts,

underscoring its integral role in advancing the city's objectives and serving its residents effectively. The Communication Department has undertaken several initiatives to inform residents about the bond project. Through strategic dissemination channels, including news releases, newspaper articles, social media campaigns, and a dedicated video, comprehensive awareness has been raised regarding the bond proposal. Additionally, the department publishes the Eye on Buckeye magazine eight times a year, dedicating four issues to community services and events and the remaining months to specific programs, such as the recent focus on the bond committee in December.

Furthermore, elected officials and city managers have actively engaged with homeowners' associations (HOAs) and community groups, incorporating discussions about the bond project into their presentations. Various informational videos have been produced, and the city's website serves as a central hub for bond-related information. Leveraging a biweekly electronic newsletter subscribed to by approximately 16,000 residents, the department ensures regular updates and announcements reach a broad audience. Notably, social media platforms serve as primary channels for communication, attracting significant engagement and outreach within the community.

The Communication Department, led by Annie DeChance, has launched an innovative online platform to engage residents in prioritizing projects related to the bond initiative and calculating potential bond amounts using the Balancing Act. Accessible at www.buckeyaz.gov/bond, this website serves as a comprehensive resource hub, offering various tools and information for resident participation.

One prominent feature is the Prioritization Tool, allowing residents to rank and allocate funds to preferred projects. Users can adjust project prioritization based on personal preferences, with the tool dynamically updating to reflect available funds and property tax implications. Additionally, demographic questions ensure response authenticity, enhancing data reliability. The tool also displays the increase in annual property taxes for selected bond programs on a median value home, along with the estimated secondary property tax levy.

The Communication Department introduced an engaging online platform, the Balancing Act Tool, designed to empower residents to select the amount of increase in secondary property taxes for the Bond initiative and then choose from a list of projects associated with the bond. Through this user-friendly tool, residents can allocate funds to their preferred projects while considering budget limitations and property tax implications. The tool displays a bar indicating the amount supported by the City Bond and the projected increase in annual property taxes for selected Bond Programs, based on the median home value.

Additionally, the department has scheduled a news release to promote the launch of the platform, which will be disseminated through various channels, including local media outlets, electronic newsletters reaching 16,000 subscribers, and social media platforms. The platform's accessibility through the URL www.buckeyeaz.gov/bond facilitates easy sharing with friends and neighbors, further expanding community engagement and involvement in the decision-making process.

These tools aim to foster transparency, inclusivity, and active participation among residents in shaping the future of community projects while leveraging digital tools to streamline the process and gather valuable insights for informed decision-making. Through strategic communication efforts, the department seeks to raise awareness and encourage widespread participation, ensuring that residents have a voice in determining the allocation of resources for projects that directly impact their community.

General discussion was held regarding specifics on this agenda item for the Committee.

General Obligations Bond Facilitator Deanna Jonovich confirmed there were no outstanding questions for our next session.

4. Adjournment

Chairman Meck adjourned the meeting at 7:15 pm

Jackie Meck, Chairman

ATTEST:

Tanya McKinley, Committee Secretary

I hereby certify that the foregoing minutes are a true and correct copy of the Committee Meeting held on February 22, 2024. I further certify that a quorum was present.

Tanya McKinley, Committee Secretary