

CMB Bond Engagement Preliminary Public Engagement Plan
Phase One: Education and Understanding
Friday, January 19, 2018

Overall Public Engagement Process Objectives:

- Educate the public on what municipal bonds are, what they fund, why they matter, and how the issuance of bonds affects them.
- Learn from the public what they think the City of Miami Beach should focus on in the use of capital dollars.
- Learn what tradeoffs the public is willing to accept, e.g.:
 - A tax increase in exchange for more projects;
 - Fewer of a certain kind of project in exchange for more of another kind;
 - Fewer projects in one area in exchange for more in another

Goals of Phase I: Education and Understanding

- Help the public understand “Bond 101,” the process for putting measures on a potential bond ballot, how projects get funded from that, etc.
- Learn what Miami Beach’ers are most concerned about--as they think years out into the future, what outcomes do they think are most important, e.g., flood prevention/climate preparedness, traffic reduction, affordability, safety, etc.
- Learn what success looks like at the end of the bond development process, the passage of the bonds, and the implementation of bond projects

Potential engagement tools could include:

- Video:
 - 3-5 minute overview demonstrating how bonds work, what they fund, etc.
 - Televised, shared on social media, etc.
 - PSA-length version could be used on commercial TV/PBS
- Public Workshops
 - In small, facilitated discussion groups, invite dialogue on what outcomes Miami Beach residents most want to see out of the 2018 bond.
- Meeting in a Box
 - Provide portable, self-facilitated version of workshops for community organizations, with guides and means to return feedback to CMB
- Pop-up conversations
 - Staffed booths at large public events and community hotspots to gather input from passersby, provide info on how to engage further
- Text messaging
 - Series of questions to which citizens can respond via text
- Online survey/discussion board
 - Moderated, threaded discussion that mirrors questions posed during workshops
- TV/radio Town Hall
 - Live broadcast/webcast of public conversation which citizens can join via telephone, text, Twitter, and video conference