
TIPS FOR COMMUNICATING WITH YOUR BOARD/COUNCIL AND COMMUNITY

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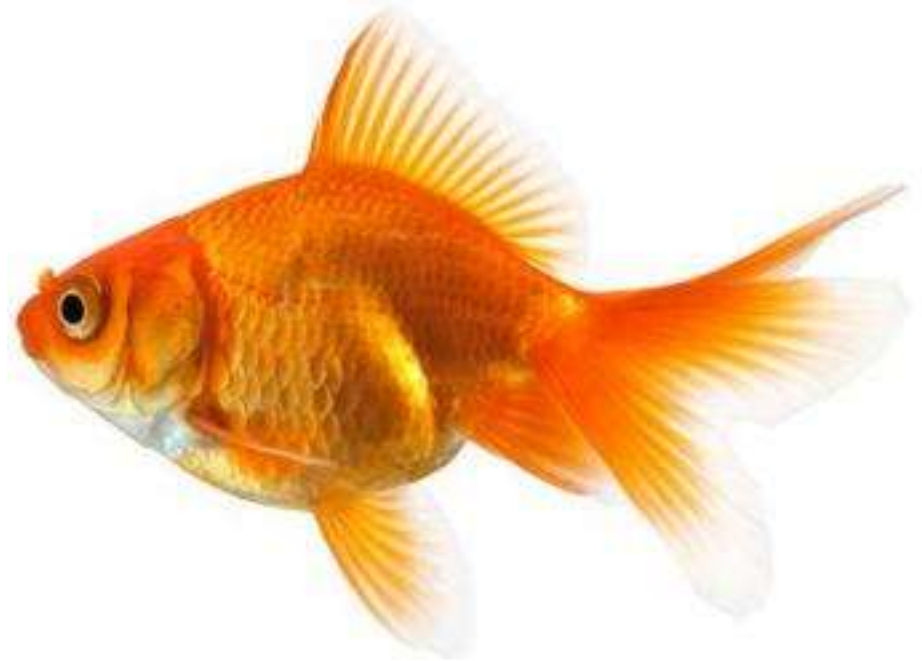
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WHY REFINE YOUR MESSAGE

“Look, a squirrel.”



WHY REFINE YOUR MESSAGE



INFORMING V ADVOCATING – KNOW THE DIFFERENCE

The Auditor of State (AOS) has developed frequently asked questions (FAQs) and best practice recommendations to provide some guidance to Ohio school districts, school administrators and officials, and other political subdivisions regarding what AOS considers to be permitted and not permitted under Section 9.03 of the Ohio Revised Code relative to levy and bond issues and campaigns.

MESSAGING: FAQs

Begin by developing a set of Frequently Asked Questions (FAQs) by formatting your message document/fact sheet into questions and answers. To get started, try answering these questions:

- **What is the timeline for this?**
- **Why now?**
- **What is the cost?**
- **What if this doesn't happen?**
- **Where can I get additional info?**

EXAMPLE: FAQ

WHY FUNDING THROUGH A BOND ISSUE?



Size of investment requires additional revenue



High reliance on Municipal Income Tax, which is increasingly volatile and must be preserved for operations

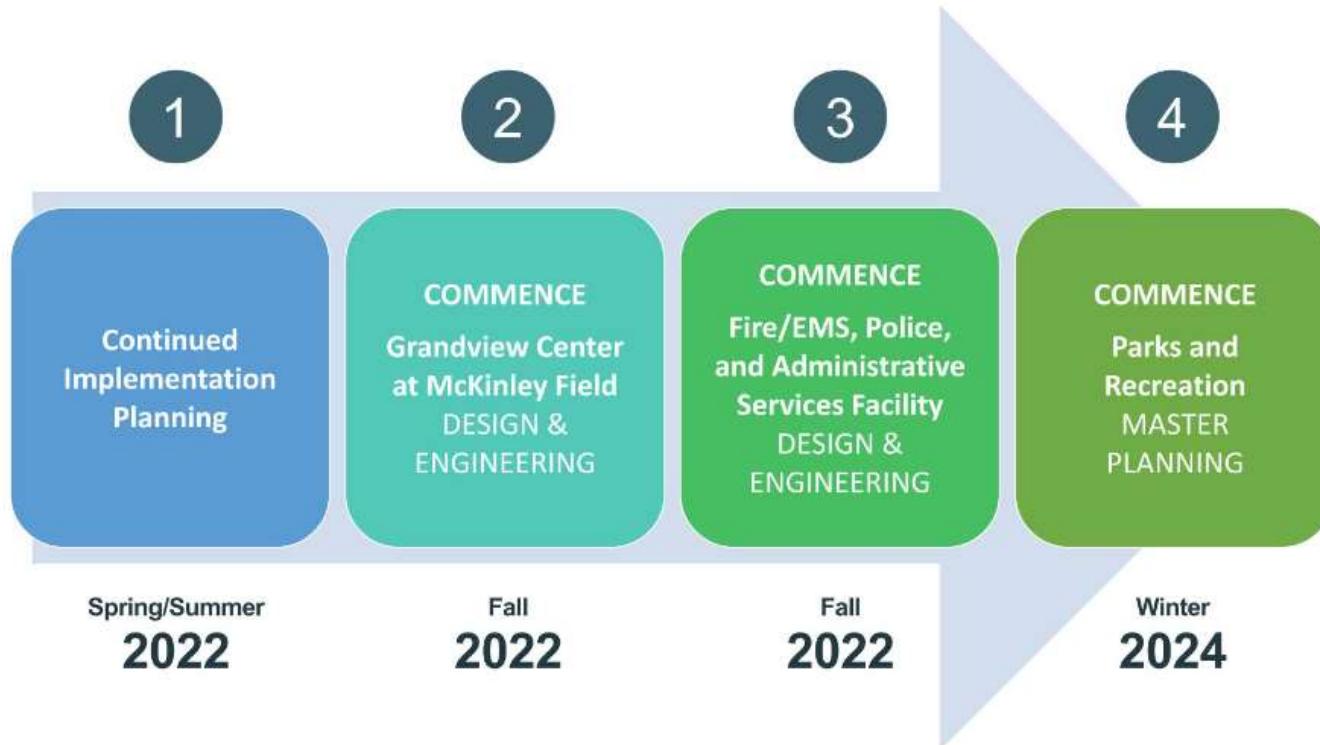


Aging infrastructure (streets, sewers, and waterlines) will continue to require significant City investment

EXAMPLE: WHAT IS THE TIMELINE?

THE TIMELINE

Pending support from the community, the following preliminary implementation timeline has been developed.



EXAMPLE: WHY NOW?

DEFICIENCIES OF THE EXISTING BUILDING



SITE TOO SMALL, EXISTING BUILDING INEFFICIENTLY LAID OUT

Missing space for many critical functions cannot be accommodated.
Parking inadequate and drive lane entry/exit not separated.



"BONES" OF THE EXISTING BUILDING TOO SMALL

Impractical or impossible to install modern technology and security features, or new mechanical, electrical and plumbing systems



ADA & SAFETY SERVICES FACILITY CODES NON-COMPLIANCE

No elevator, many accessibility challenges, lack of appropriate restrooms, etc.
Inadequate emergency operations spaces and systems

MESSAGING: FACT SHEET

Take your FAQs and use them to develop a one-page message document/fact sheet to include all the pertinent information.



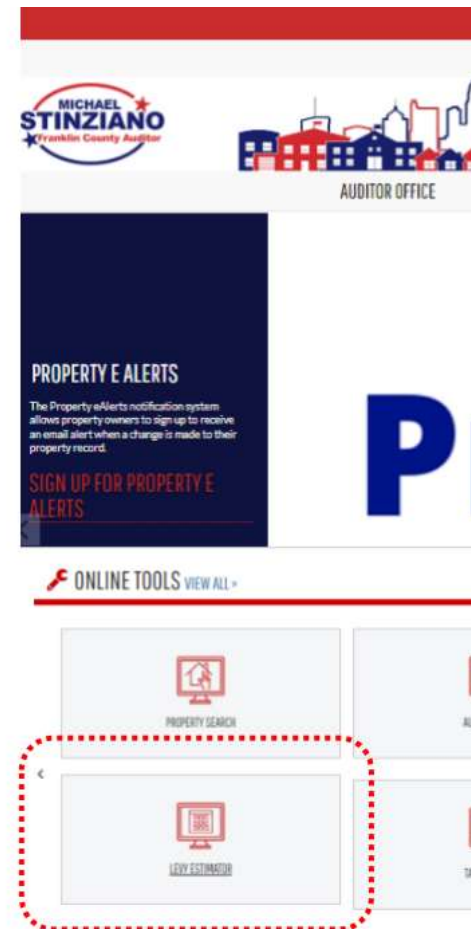
EXAMPLE: FACT SHEET APPLICATION

BOND ISSUE DETAILS

- \$25,000,000 bond issue dedicated to a Fire/EMS, Police and Administrative Services Facility
- 28 years maximum maturity
- 3.88 mills
- \$136 per \$100,000 County Auditor market value annually
- The Franklin County Auditor's levy estimator is available for homeowners to see the impact Issue 32 will have on their property.



Go to www.franklincountyauditor.com and scroll down and click on “Levy Estimator” →



MESSAGING: ANTICIPATE QUESTIONS



Prepare additional questions and answers – but don't publish them until you get the same question at least 2-3 times. Having to sort through an exhaustive list of FAQs will discourage residents from finding the info they want.

MESSAGING: INFORM YOUR INTERNAL STAKEHOLDERS



**YOUR EMPLOYEES
NEED TO KNOW
TOO!**



PROVIDE A FACT
SHEET/MESSAGE
DOCUMENT TO
EVERY DEPARTMENT.



MAKE SURE THEY
KNOW WHERE TO
GO FOR MORE INFO.



OFFER A MESSAGE
TRAINING SESSION.



ASK THEM TO REPORT
QUESTIONS TO YOU –
EVEN IF THEY WERE
ABLE TO ANSWER
THEM.

MESSAGING: NUMBER/ DATA TIP

**Know Your Numbers.
Don't Overwhelm
People with
Data & Figures.**

EXAMPLE: NUMBER/DATA MESSAGING

PROJECT COSTS & FUNDING SOURCES

TARGET PROJECT COSTS	
Fire/EMS, Police, and Administrative Services Facility	\$27,000,000 - \$31,000,000
Relocate Grandview Center to McKinley Field	Up to \$3,000,000
Address site at 1016 Grandview Avenue	Up to \$1,000,000
TOTAL TARGET COSTS	\$31,000,000 - \$35,000,000

PROJECT FUNDING	
Bond Issue	\$25,000,000
Cash Reserves	\$6,000,000 – \$10,000,000
TOTAL PROJECT FUNDING	\$31,000,000 - \$35,000,000

MESSAGING: THE AGE OF SOCIAL MEDIA

In today's world, social media is not optional for government entities who want to inform their constituents. At a minimum, you should be engaging the public on Facebook. Here are a few tips to help:

- Create mobile-friendly, sharable content
- Include links to more information on your website
- Write simply, concisely
- Design using:
 - Simple graphics
 - Permission-free images
- Utilize page insights to shape future posts

MESSAGING: COMMUNITY FORUMS

- Even if attendance is not robust, the community may *expect* it of you.
- You can record presentations or tours for those who cannot attend and make them available online.
- The same formats and info can be used that you have already developed.
- Any additional print materials created can then be made available at city hall, the library, etc.

DEVELOPING RAPPORT WITH THE COMMUNITY & YOUR BOARD OR COUNCIL

- Bring in outside experts and facilitate the development of a trusting relationship between them and your board or council.
- Make financial data available to the public, employees and elected officials.
- Use multiple tools to inform residents on where to find information – postcards, social media, website, local news.
- Participate in Open Checkbook.
- Take calls from residents to answer financial questions.
- Utilize online engagement tools.

EXAMPLE: POSTCARD TO RESIDENTS



New Web Portal Launch!

Growing Together

Interested in community planning opportunities?
Curious about the City's major capital investments?
Wondering about that new building being built?

Want to collaborate to help our community thrive?

Introducing **Growing Together**, a new portal for residents and businesses in Grandview Heights to communicate with the City and with each other, as we grow our community, collaboratively.

Register, learn, and join the conversation at:
growingtogether.grandviewheights.gov
We can't wait to hear from you!

Changes to Income Tax Withholding

In 2020, the COVID-19 pandemic shifted the location of work for many residents and local employees. For those who have changed their physical work location, the State of Ohio has changed the way you may pay your municipal income taxes.

As of December 31st, 2021, employers must withhold income tax based on the city where work is performed, not necessarily the city where the office is. If you live and work in Grandview Heights, nothing changes. If you work outside of Grandview, please verify your employer is now withholding taxes for Grandview Heights on the days you work from home.

Our Finance staff is always ready to help! Contact Joe Curtin at (614) 439-7778 or Scott Gill at (614) 481-6207, or email tax@grandviewheights.gov with any questions related to income taxes.



Follow Along!

WANT TO KEEP UP WITH
UPDATES AS THEY
HAPPEN? JOIN US ON
SOCIAL MEDIA...



@grandviewheightsoh



@cityofgrandviewheights



@grandviewohio

... AND
SIGN UP FOR
DIRECT EMAIL
OR TEXT
ALERTS AT



**GRANDVIEW
HEIGHTS.GOV**

EXAMPLE: POSTCARDS TO RESIDENTS

Have you tried **Grandview Heights 311** yet?



- Submit service requests
- Easily access information
- Receive notifications
- Customize communication preferences and more!



Download the app today by scanning the QR code above searching Grandview Heights on Google Play or the App Store



November 2022 Bond Issue

City Council has voted to place a bond issue on the November ballot to fund a new Fire/EMS, Police, and Administrative Services Facility, replacing the existing 98-year-old building located at 1016 Grandview Avenue. To view presentations, study findings, and an estimated timeline for the proposed project, we invite you to visit our new online engagement platform at growingtogether.grandviewheights.gov.

JOIN US ON ONE OF THE DATES BELOW:

September 12 / October 11

(6:30 PM Facility Tour & 7:30 PM Information Session)

1016 Grandview Avenue
Additional parking available at Wyman Woods
(Shuttle will be provided)

2021 Popular Annual Financial Report

The City's first-ever Popular Annual Financial Report (PAFR) is now available! Created using information from our in-depth Comprehensive Annual Financial Report, this 9-page document is a great resource to learn more about the City's finances. Visit www.grandviewheights.gov to read the report.



Reminder: Trick-or-Treat will be held Monday, October 31 from 6:00-8:00 PM.

ONLINE ENGAGEMENT GROWING TOGETHER. GRANDVIEWHEIGHTS.GOV

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Planning | City Facilities & Parks



Heights

THE NEED

Expanded park spaces, new community places, and safety services for the 21st century.

Since 2000, Grandview Heights has seen substantial growth and change, similar to the City's earliest days of rapid growth in the early 1900s. Both then and now, physical and financial planning has been critical to maintaining and improving the quality of life here in Grandview

Even as the City was struggling through [economic distress from the bankruptcy of Big Bear](#) (then the City's largest employer), the community invested in the 2007 Parks Master Plan, laying the groundwork for improvements to the majority of our parks and recreational facilities as well as identifying a need to add more park space. A little more than a decade later, with [much of that work completed](#), the City launched a new community planning process. The 2019 Community Plan, along with targeted planning of the special "Spaces and Places" around Grandview Heights, established priorities for continued investment in our community.

Completed in 2019 with substantial community involvement, these plans identify an urgent need to invest in a modern Fire/EMS, Police, and Administrative Services facility. The Spaces and Places plan also identified the site at the southeast corner of Goodale Boulevard and Grandview Avenue as the preferred location for such a facility.

Important Links

[2022 Bond Issue](#)

Related Documents

[Issue 32 Presentation \(5.29 MB\) \(pdf\)](#)

[2022 July City Facilities & Parks Study Findings and Recommendations \(18.1 MB\) \(pdf\)](#)

[2022 July Bond Issue Financial Presentation.pdf \(634 KB\) \(pdf\)](#)

[2022 March Council Facilities Committee Presentation \(18.6 MB\) \(pdf\)](#)

[2021 January Municipal Advisor Presentation to Council \(213 KB\) \(pdf\)](#)

[2019 Spaces and Places Plan](#)

ONLINE ENGAGEMENT GROWING TOGETHER. GRANDVIEWHEIGHTS.GOV

City Council and Other Related Videos



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