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# Rollingwood 2020 Bond Proposal

July 31, 2019

Dear Amber,

Thank you for the opportunity to submit my proposal for bond development services for the City of Rollingwood's upcoming 2020 bond election. I have nearly a decade of experience in the public sector as an employee in the City of Austin's financial services department. I have significant experience in community engagement, project leadership, communication, and financial analysis. Most recently, I co-led the City of Austin's multi-proposition 2018 Bond; two and a half years of work on behalf of 13 City departments resulted in the successful passage of the City's largest bond program to date, with the majority of the propositions passing with historically high levels of approval.

It is my understanding that the City of Rollingwood is looking for a professional with experienced leadership in bond development to augment the great work being done by current City staff as you move forward toward a 2020 bond election. This was my role with the City of Austin, and I believe it to be a very effective way to achieve a balanced, responsible bond program. Your staff are the subject matter experts- I plan to bring my experience with previous bond programs to help support their good work.

## **GOALS**

My proposed goals for your consideration are:

- To develop a comprehensive bond package for Council and public consideration
- To solicit meaningful input from the community via the Task Force and outreach
- To help Rollingwood provide adequate, safe facilities for its employees and the community

## **SCOPE OF WORK/DELIVERABLES**

The proposed duties and deliverables for this project are listed below. This list may be added to or subtracted to as the City desires.

- Develop guidelines and selection criteria for a citizen-led Bond Development Task Force
- Provide staffing support for the afore-mentioned Bond Development Task Force and any subgroups of the Task Force

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- Serve as the main point of contact for the bond development program, including City Council, City management, and the public
  - Work with the existing City staff to evaluate the current projects and programs being considered for this bond program, including working with the City's consultants for project estimates
  - Work with the City's technology team to create a website and update it regularly with bond development information
  - Provide presentations to community groups and related special interest groups on the bond development process
  - Act as an extension of Rollingwood professional city staff

## **TIMELINE AND BUDGET**

It is my understanding that the City desires to hold this election in May 2020. In order to meet that timeline, I propose a six-month bond development process, beginning in September 2019 and ending with the calling of the election in February 2020 as required by state statute. While this is a truncated timeline for a bond program, I believe the work the City has already done to prepare for this election will allow us to move forward rapidly. A more detailed calendar may be developed once the work begins.

For the services provided above, I propose a fee of \$35,000, billed monthly, during the six month duration of the project.

Extensions of the contract to include support for the public education cycle following the calling of the election may be negotiated into the existing contract.

## **LETTER OF AGREEMENT**

Should the City of Rollingwood desire to move forward with this proposal, please allow this document to serve as our letter of agreement.

In closing, I appreciate the opportunity to submit myself for consideration of this very exciting and critically important project. If you have any questions, I am available by phone or email.

Sincerely,



**Katy Zamesnik**