

VOTE

Yes FOR CITY BONDS

Improving Charlotte. Connecting People.

✓ Streets ✓ Housing ✓ Neighborhoods

CAMPAIGN UPDATE

September 28, 2020



Bond Referenda on Nov. 3rd Ballot



\$102.7 million for streets: Fund street and intersection projects, upgrades to traffic control system, improved Americans with Disabilities Act (ADA) infrastructure, measures to improve pedestrian safety, and repairs and construction of bridges, sidewalks and bikeways.



\$50 million for housing: Increase the supply of quality and well-maintained affordable housing for low- and moderate-income households through new construction and preserving existing housing.



\$44.5 million for neighborhoods: Improve infrastructure such as sidewalks, streetscape, curbs and gutters, storm drains, landscaping and pedestrian lighting in the city's established neighborhoods and emerging high-growth areas.



Campaign Co-Chairs



Kieth Cockrell
Bank of America



Angela Yochem
Novant Health



Campaign Team

Committee

Maggie Akers, MVA Public Affairs
Steven Allison, MVA Public Affairs
Barrett Barry, Community volunteer
LaWanda Blair-Foster, community volunteer
Greg Boulanger, HNTB
Tom Bowers, community volunteer
Connie Cabbs, community volunteer
Ryan Carter, Habitat for Humanity
Hamilton Cort, community volunteer
Dennis Dryer, Wells Fargo
Christine Edwards, Amplify Charlotte
Amy Ferrell, Generation Nation

Darlene Heater, University City Partners
Anna Helms, UNC Charlotte
Bryan Holladay, CLT PR
Katy Hill, community volunteer
Madeline Keeter, REBIC
Bolyn McClung, community volunteer
Tracy Montross, American Airlines
Walter Price, Moore & Van Allen
Lawrence Shaheen, Carolina Political Consulting
Samuel Smith Jr., United Way
Patrick Waterman, LaBella Associates

Staff

Brian Francis, campaign manager
Lisa Crawford, grassroots coordinator
Adam Bernstein, Chernoff Newman
Amanda DeWeese, Chernoff Newman
Joe Bost, Charlotte Regional Business Alliance



Highlights

- Website
- Paid advertising campaign on social media and video streaming channels
- Direct mail (4 flights)
- GOTV program
- Virtual events
- Social media campaign
- Poll workers
- Grassroots engagement
- Non-traditional outreach, including Digital Ambassadors



How You Can Help




- Communicate with your constituents
 - Campaign can provide resources for virtual events
 - Share social media posts
 - Let us know what you are hearing

- Help us find volunteers
 - Poll workers (mix of paid and volunteer staff)
 - Direct volunteers to the website's "get involved" page



Get Involved



- Website: VoteYesForBonds.com
-  [VoteYesForBonds](https://www.facebook.com/VoteYesForBonds)
-  [VoteYes4Bonds](https://twitter.com/VoteYes4Bonds)
-  [VoteYesForBonds](https://www.instagram.com/VoteYesForBonds)
- Email: info@VoteYesForBonds.com