

Bond Education Update:

Town Hall Meetings



Where We Are

The times are set
The locations are confirmed
The outreach has been continuous
We have a plan
We are ready
We will adjust as necessary to be
successful

“Over prepare, then go with the flow”

01

Informational Boards

Visualizing bond information

02

City Staff

All subject matter experts will be at every event

03

Getting the Word Out

Reaching out to our community

04

Event Details

The event structure

Informational Boards

Visualizing bond information

PIKE STREET/STATION AREA IMPROVEMENTS

BOND AMOUNT \$4 Million

WHY WAS THIS BOND INITIATIVE CHOSEN?

- 94 percent of respondents to the 2017 Citizen Satisfaction Survey identified “programs to revitalize retail areas” as an important priority for the City
- Residents have consistently expressed the need for more and better quality restaurants, coffee shops and retail shopping options in the City
- This bond directly addresses this need by allowing for infrastructure improvements on Pike Street, to create a more walkable, visually appealing street that would include new pad site opportunities for future restaurants, retail or entertainment venues, a key piece to bringing the City’s Station Area to life.

IMPROVEMENTS INCLUDE

- 10 foot side walks
- Improved crosswalks
- Pedestrian courtyard/plaza
- Gateway feature
- Ornamental street lighting
- Benches and bike racks
- Street trees, shrubs, ground cover
- Angled parking
- New street pavement

LOCATION



PROPERTY TAX IMPACT



\$7.70 PER YEAR

Estimate based on an average home with a property value of \$175,000 and a homestead exemption of \$35,000.



Looking East from I-35E

TRAILS & SIDEWALKS

BOND AMOUNT \$7 Million

WHY WAS THIS BOND INITIATIVE CHOSEN?

- 89 percent of respondents to the 2017 Citizen Satisfaction Survey identified “providing pathways, sidewalks and trails” as a priority and an area of needed improvement in the City
- Walkable neighborhoods and recreational trails are a highly desirable amenity in communities for residents and businesses. More than recreation, they allow for safe, walkable access to destinations within the City and help promote community and health
- This bond would allow improved City infrastructure and would help connect destinations within the City such as between neighborhoods, schools, parks, the Dart rail, and provide access to surrounding cities.

TRAIL & SIDEWALK PRIORITIES

Central Area Sidewalks Improvements

- Enlarging sidewalks from 4 ft to 6-8 ft in the central part of the City
- Connect the many unfinished sidewalks in the central area

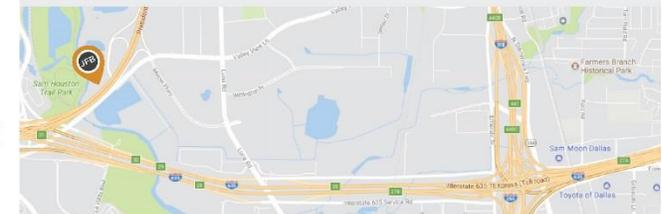
John F. Burke Nature Preserve Improvements

- Bus parking
- Restrooms
- Handicap accessible parking spaces
- 12 and 6 ft concrete trails
- Various soft trails
- Group pavilion
- Pond boardwalk with observation platform and bench seating
- Canopy boardwalk with a river overlook
- Outdoor classrooms and interpretive signage

LOCATIONS



JOHN F. BURK NATURE PRESERVE



PROPERTY TAX IMPACT



\$13.44 PER YEAR

Estimate based on an average home with a property value of \$175,000 and a homestead exemption of \$35,000.



RESIDENTIAL REVITALIZATION

BOND AMOUNT \$4 Million

WHY WAS THIS BOND INITIATIVE CHOSEN?

- 94 percent of residents responding to the survey identified “programs to revitalize residential areas” as highly important and they noted that the City needs to focus more efforts on residential revitalization.
- This bond proposition is a \$4 million dollar investment that is projected to yield an estimated \$56 million dollar increase in market value over the next seven years. This growth in the market value helps attract high quality retailers and restaurants which has also often been cited in Resident Satisfaction Surveys as an area of needed improvement.

HOW WILL THE BOND MONEY BE USED?

Demo/Rebuild Fund

The Demo/Rebuild Program allows the City to offer incentives to residents to demolish old homes and build new homes in the City

This bond will allow for incentives on an estimated 140 properties over seven years

Neighborhood Revitalization Fund

The Neighborhood Revitalization program allows the City to identify and purchase properties that are either in major disrepair or strategic to new development and demolish and sell them on the Multiple Listing Service (MLS) for residential redevelopment

This bond will allow the City to strategically purchase an estimated 86 properties over seven years

DEMO/REBUILD BEFORE



DEMO/REBUILD AFTER



PROPERTY TAX IMPACT



\$7.70 PER YEAR

Estimate based on an average home with a property value of \$175,000 and a homestead exemption of \$35,000.

WHERE DO YOUR PROPERTY TAX DOLLARS GO?

Farmers Branch **City Taxes** Account for About **23%** of Your Total Tax Bill

2016-17 Farmers Branch Property Tax Rate
\$0.602267

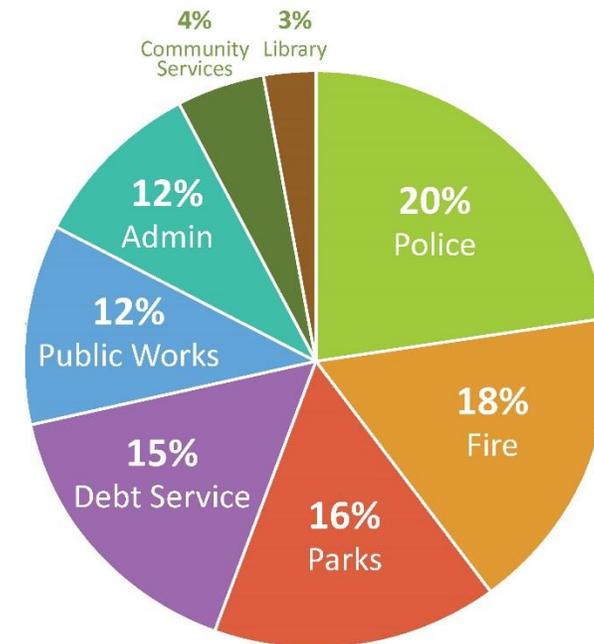
Distribution of Your Total Tax Bill



CARROLLTON-FB ISD	\$1.391700 = 52.54%
CITY OF FARMERS BRANCH	\$0.602267 = 22.74%
PARKLAND HOSPITAL	\$0.279400 = 10.55%
DALLAS COUNTY	\$0.252371 = 9.53%
DCCC	\$0.122933 = 4.64%

*Based on tax rates approved for the 2016-17 fiscal year

How Your Property Tax Dollar is Distributed Among City Services



Graph reflects \$55,272,300 in General Fund expenditures (excludes the Economic Development Fund) and \$4,096,800 in property tax supported debt.

HOW WILL THE BOND IMPACT PROPERTY TAXES?



About 2¢



**\$28.84
PER YEAR**

If all three bonds are approved, Farmers Branch homeowners can expect an average annual estimated increase of **\$28.84** for these improvements to the City.

Estimated Tax Increase per Bond Project

Pike Street/Station Area Bond

\$4 Million = \$0.0055 increase = \$7.70 average annual increase

Trails and Sidewalks Bond

\$7 Million = \$0.0096 increase = \$13.44 average annual increase

Residential Revitalization Bond

\$4 Million = \$0.0055 increase = \$7.70 average annual increase

Total Average Increase of \$0.0206 or \$28.84 Per Year

(calculations based on an average home price of \$175,000 with a \$35,000 homestead exemption)

CALCULATE YOUR ESTIMATED PROPERTY TAX INCREASE

Visit the Dallas Central Appraisal District website to view your homes appraised value and applicable exemptions at dcad.org. Then use the following formula to calculate your estimated tax increase.

Property Value - Exemptions ÷ 100 x 0.0206 = Estimated increase if all three bonds are passed

HOW THE BONDS WERE CHOSEN



THE PROCESS

To identify the bond projects, the City Council and Mayor appointed the Citizen Bond Committee composed of residents from across the City of Farmers Branch. The Committee evaluated 37 quality of life proposals over nine months and donated over 2,400 hours of their time to this program. The Committee narrowed down the number of proposals and grouped them according to priority. The group presented their recommendations to City Council in November 2016.

Working with the recommendations from the Citizen Bond Committee, the City Council further prioritized the proposals to form three core initiatives that are both fiscally responsible and support Farmers Branch as a place to live, work, and play. These three initiatives are represented by the bond package.

TIMELINE



MAKE YOUR VOICE HEARD BY VOTING



EARLY VOTING

October 23 - November 3

ELECTION DAY VOTING

Tuesday, November 7

VOTER REGISTRATION

**Last day to register to vote
is Tuesday, October 10**

Residents can register to vote or check
their voter registration by visiting
dallascountyvotes.org.

2017 CITY COUNCIL



Robert C. Dye
Mayor



Ana Reyes
Councilmember
District 1



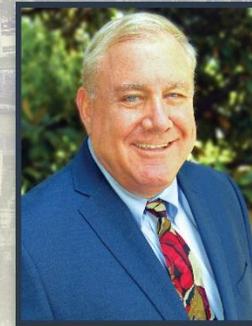
Bronson Blackson
Councilmember
District 2



John Norwood
Mayor Pro Tem
District 3



Terry Lynne
Councilmember
District 4



Mike Bomgardner
Deputy Mayor Pro Tem
District 5



**FARMERS
BRANCH**

Our Mission at the City of Farmers Branch is to build a vibrant, dynamic community that consistently seeks to improve the quality of life for our residents.

WHAT'S HAPPENING IN FARMERS BRANCH?



FARMERS
BRANCH

FARMERS BRANCH

Town Hall Meeting

HERE TODAY!



FARMERS
BRANCH

City Staff

All subject matter experts will be at every event

Your Town Hall Team



Jeff Harting

Subject matter expert – Trails and sidewalks bond package



Allison Cook

Subject matter expert – Residential revitalization bond package



Alexis Jackson

Subject matter expert – Pike Street and station area improvements bond package



Ben Williamson

Project management



Sherrelle Evans-Jones

Subject matter expert – Financials and bond issuance

Getting the Word Out

Reaching out to our community

City of Farmers Branch

TOWN HALL MEETINGS

TOP 3 REASONS YOU SHOULD ATTEND A TOWN HALL MEETING

1. Meet your Mayor and Councilmember.
2. Learn about the November Bond initiatives, have your questions answered and learn about what's happening in the City.
3. Cookies. There will be cookies.



FARMERS
BRANCH

District Town Hall Meetings

KICKOFF MEETING

September 14 | 7 pm | City Hall

DISTRICT 1 - ANA REYES

September 21 | 7 pm | Dr Pepper StarCenter

DISTRICT 2 - BRONSON BLACKSON

September 28 | 7 pm | Manske Library

DISTRICT 3 - JOHN NORWOOD

October 5 | 7 pm | Historical Park

GENERAL & DISTRICT 4 - TERRY LYNNE

October 18 | 1 pm | Senior Center

DISTRICT 5 - MIKE BOMGARDER

October 19 | 7 pm | Recreation Center

To check which district you live in visit
VOTEFBTX.COM/TOWNHALL

Each meeting is open to all residents and will cover information about the upcoming bond election.

Para ver esta información en español
votefbtx.com/townhall



FARMERS BRANCH

2017 BOND ELECTION

EARLY VOTING

October 23 - November 3

ELECTION DAY VOTING

Tuesday, November 7

LAST DAY TO REGISTER TO VOTE

Tuesday, October 10

Residents can register to vote or check their voter registration by visiting dallascountyvotes.org.

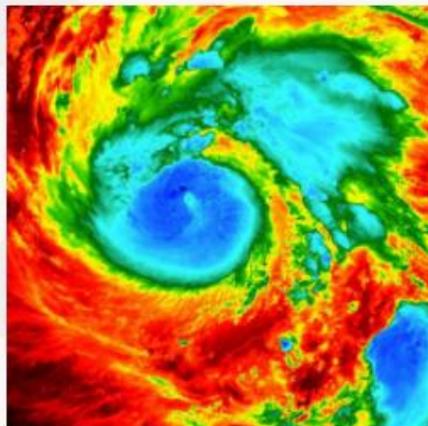
LEARN MORE ABOUT THE 2017 BOND ELECTION AT
VOTEFBTX.COM



City of Farmers Branch
13000 William Dodson Pkwy
Farmers Branch, TX 75234

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LATEST NEWS



BATTLE OF THE BADGES



FARMERS BRANCH



Farmers Branch mobilizes resources to assist Texas cities after landmark Category 4 storm

FBTX ~ As unimaginable rainfall continues to pound the Texas coast in the aftermath of Hurricane Harvey, Farmers Branch is among many Texas cities mobilizing resources to assist in rescue and recovery efforts. [Read on...](#)

Fire & Police Departments battle for blood (donations), September 8 & 9

FBTX ~ The annual Battle of the Badges will pit Farmers Branch public safety agencies against each other in a fight for blood (donations) with bragging rights at stake. [Read on...](#)

Mayor & Council to host District Town Halls on Bond Issue and more

FBTX ~ Mayor Robert Dye and members of the City Council will host a series of Town Hall Meetings, beginning in September, in order to foster conversation about the proposed Quality of Life bond election, and to talk about other activity in Farmers Branch. [Read on...](#)

Council to consider upcoming fiscal year plan

FBTX ~ City Manager Charles S. Cox delivered his proposed budget for the upcoming fiscal year to the City Council in late July, in accordance with the City Charter. [Read on...](#)



[View All News](#)



Featured Stories **Bond Info**

Summer Sunshine end-of-season carnival to benefit Trail System project

FBTX ~ The traditional Summer Sunshine end-of-season carnival, planned for Friday, August 25, will benefit the up-and-coming Farmers Branch Trail System.

Set for the hours of 2 until 4 p.m. at the Community Recreation Center, proceeds from all carnival games and refreshments will benefit amenities for the Trail System.

Concessions and tickets for various activities range from 25 cents to \$5. General admission is free.

There will be a raffle for a Dirk Nowitzki-autographed basketball.

Last year, the carnival helped finance the kids playhouse in The Grove @ Mustang Crossing.

For more information, call 972.247.4607.



Library invites everyone (over 21) to Li-Brewery trivia night, Thursday



What's on the Ballot?

- Pike Street/Station Area Improvement Bond**
\$4 Million
\$7.70 average annual increase
- Connecting Neighborhoods with Trails and Sidewalks Bond**
\$7 Million
\$13.44 average annual increase
- Neighborhood Revitalization Bond**
\$4 Million
\$7.70 average annual increase

Total Estimated Increase
Annual Average \$28.84 Per Year

Your City, Your Voice
EARLY VOTING
OCTOBER 23 - NOVEMBER 3
ELECTION DAY
NOVEMBER 7
LAST DAY TO REGISTER
OCTOBER 10

LEARN MORE AT
votefbtx.com



Farmers Branch City Hall

@fbcityhall

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SEP

14

Town Hall Meeting - Kickoff

Thu 7:00 PM CDT

Farmers Branch City Hall

Farmers Branch, TX

SEP

21

Town Hall Meeting - Council District 1

Thu 7:00 PM CDT - Hosted by Farmers Branch City Hall

Dr Pepper Star Center Farm...

Farmers Branch, TX

The Town Halls

The event structure

Light Snacks and Refreshments



Town Hall Timeline

All Town Halls

6:45 – 7:15 Meet the attendees

7:15 Elected official(s) welcome

7:20 Bond Video

Senior Center and City Hall

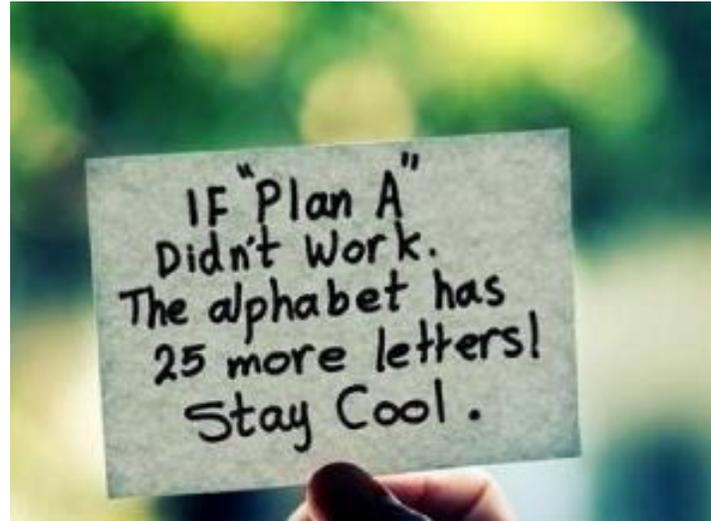
- 7:30 Stations are set up for each bond item, the budget, and our elected officials/what’s happening in Farmers Branch. Sit and discuss the topic of interest.
- 7:45 Rotate attendees every 10 to 15 minutes.
- 8:45 Last call for any remaining questions.
- 9:00 Event concludes.

District Town Halls

- 7:30 Stations are set up for everyone to move freely to each subject area: bond items, the budget, and the elected officials/what’s happening in Farmers Branch.
- 8:45 Last call for any remaining questions.
- 9:00 Event concludes.

Remember: We Must Remain Flexible

- Each Town Hall and the attendees will be different
- We will adjust for each event to meet the needs of our attendees
- We will learn and improve after each event



Town Hall Meetings

Farmers Branch Announces Six Town Hall Meetings

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