



General Obligation

# TRANSPORTATION BOND

**Pursuant to an ordinance adopted on February 5, 2024, by the City Council of the City of Nampa, Canyon County, Idaho (the “City”), there will be a special municipal bond election held between the hours of 8:00 a.m. and 8:00 p.m. on May 21, 2024, in the City regarding the City’s proposed issuance of general obligation transportation bonds in an amount not to exceed \$38,000,000 for the purposes of increasing public safety by funding improvements to certain roadways and pedestrian corridors within the City. The interest rate anticipated on the proposed bonds based on current market rates is 3.59% per annum. The total amount to be repaid over the life of the proposed bonds, principal, and interest, based on the anticipated interest rate, is estimated to be \$53,910,817, consisting of \$38,000,000 in principal and \$15,910,810 in interest. The estimated average annual cost to the taxpayer of the proposed bonds is a tax of \$18.00 per \$100,000 of taxable assessed value, per year, based on current conditions. The proposed bonds will mature within twenty (20) years from the date of each series of bonds. The total existing indebtedness of the City, including interest accrued as of May 21, 2024, is \$155,840,619.**



**From podcasts to parades,  
from PowerPoint to  
pork chop day...  
we've been busy  
educating our community**





# GOALS

1

EDUCATE

2

EDUCATE

3

GET OUT THE VOTE





# THE TEAM

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## **Presenters:**

- **Tom Points**
- **Mark Steuer**
- **Crystal Craig**

## **Communication:**

- **Amy Bowman**
- **Syaira Freedman**
- **Kaitlyn Votroubek/Kelly Black**

## **Thank you!**

- **Traffic Division**
- **Nampa Parks & Rec**
- **Nampa Library**
- **Ford Idaho Center**
- **Transportation Advisory Group**
- **Bicycle & Ped Committee**
- **Nampa & Vallivue School Districts**
- **City of Nampa employees and council**

# BUILDING EDUCATIONAL CAMPAIGN

- Websites in English and Spanish
  - Project info, maps/renderings, FAQs, open house info, etc.
- PowerPoint presentation
- Handouts (English/Spanish)
- Open House Boards
- Posters
- Dedicated communication lines: phone, email and text alert (opt-in)
- Social media posts
- Videos (15, 30 and 90 second) – Let's take a look!



VOTE  
MAY  
21

# SH-16 CONNECT

General Obligation  
**TRANSPORTATION  
BOND**

**NAMPA**  
IDAHO

[cityofnampa.us/nampabond](http://cityofnampa.us/nampabond)





# COMMUNITY MEETINGS

**April 18** Nampa City Hall

**April 20** Nampa Farmer's Market

**April 25** Nampa Public Library

**May 2** Downtown Nampa's Cinco de Mayo event

**May 16** Downtown Nampa's Third Thursday event

**RECORDED PRESENTATION  
ALSO ON WEBSITE**





# COMMUNITY PRESENTATIONS



**NAMPA SENIOR CENTER**

**KIWANIS CLUB**

**NAMPA SENIOR CENTER**

**ROTARY CLUB**

**LIONS CLUB**

**NAMPA ASSOC. OF REALTORS  
GOVT AFFAIRS COMMITTEE  
+  
MEMBER LUNCHEON**

**VISITED W/ DARL'S COFFEE  
GROUP / 5C REPS**



# ADDITIONAL OUTREACH



**REC + SENIOR CENTERS**

**NAMPA BOOKMOBILE**

**CHAMBER LUNCHEON  
(TABLE IN LOBBY + VIDEO)**

**TVS IN CITY BUILDINGS**

**NAMPA PUBLIC LIBRARY**

**FORD IDAHO CENTER  
DIGITAL BOARDS  
POSTERS IN RESTROOMS  
EMAIL**

**CITY BREAK ROOMS**

**NAMPA POLICE LOBBY**

**FLYERS AROUND TOWN**

**MAYOR NEWSLETTERS**

**RADIO ADS – OPEN HOUSES**

**NAMPA DISTRICT EMAIL**

**SCHOOL’S DIGITAL BOARD**

**CITIZEN’S ACADEMY**



# DIRECT MAIL #1



Over the past six years, one of the top concerns indicated in Nampa's annual community survey has been traffic congestion, and respondents also ranked transportation improvements as a top funding priority.

On May 21, 2024, Nampa voters inside city limits will have an opportunity to vote on a \$38 million General Obligation (GO) Transportation Bond.

Funding improvements to certain roadways and pedestrian corridors within the City of Nampa are expected to increase public safety and improve movement in and through Nampa.

## General Obligation TRANSPORTATION BOND

	MARKETPLACE & MIDLAND INTERSECTION IMPROVEMENTS	LIBRARY SQUARE CONGESTION IMPROVEMENTS	12TH AVE TO 11TH AVE CROSSOVER CORRIDOR	SOUTH-EAST NAMPA CONNECTION TO SH-16 (DESIGN)	SAFE ROUTES TO SCHOOL (SIDEWALK IMPROVEMENTS)
PROJECT IMPROVEMENTS	<ul style="list-style-type: none"><li>Improve traffic flow</li><li>Increase intersection capacity</li><li>Increase safety</li><li>Reduce delays</li></ul>	<ul style="list-style-type: none"><li>Widen 11th Ave S. to six (6) lanes allowing two-way traffic</li><li>Reduce congestion around Library Block by 20%</li><li>Reduce delays</li><li>Increase safety</li></ul>	<ul style="list-style-type: none"><li>Creates a four-lane connection between the two roadways</li><li>Provide direct route to I-84</li><li>Reduce downtown congestion by 75%</li><li>Increase safety</li></ul>	<ul style="list-style-type: none"><li>South side access to the new SH-16/I-84 interchange</li><li>New east-west connection extending Stamm Lane</li><li>Improve access to I-84</li><li>Reduce congestion at interchanges</li></ul>	<p>Focus on sidewalk improvements near the following schools:</p> <ul style="list-style-type: none"><li>Lone Star Middle</li><li>Endeavor Elementary</li><li>Birch Elementary</li><li>Roosevelt Elementary</li><li>Skyview High</li><li>East Valley Middle</li></ul>
PROJECT COST	\$4 Million	\$5 Million	\$15 Million	\$9 Million (design only)	\$5 million total allocated towards six areas listed above
ESTIMATED TIMELINE	<ul style="list-style-type: none"><li>With Bond Funding: 2026</li><li>Without Bond Funding: Unfunded; 2030</li></ul>	<ul style="list-style-type: none"><li>With Bond Funding: 2025</li><li>Without Bond Funding: Unfunded; 2030-2035</li></ul>	<ul style="list-style-type: none"><li>With Bond Funding: 2026-2027</li><li>Without Bond Funding: Unfunded; 2030-2035</li></ul>	<ul style="list-style-type: none"><li>With Bond Funding: 2027 (design only)</li><li>Without Bond Funding: Unfunded; 2030</li></ul>	<ul style="list-style-type: none"><li>With Bond Funding: 2025-2026</li><li>Without Bond Funding: Unfunded</li></ul>

If approved by voters, the new bond is not estimated to raise current funds collected from Nampa taxpayers, but be similar to the fees paid by the expiring general obligation bond.



### WE'RE HERE TO ANSWER YOUR QUESTIONS

- April 18** Nampa City Hall (411 3rd St S) from 5-6:30pm
- April 20** Nampa Farmer's Market (Lloyd Square, 14th Ave S and Front St) from 9am-1:30pm
- April 25** Nampa Public Library (215 12th Ave S) from 11:30am-1:30pm
- May 2** Downtown Nampa's Cinco de Mayo event (1st Street and 13th Ave) from 5-8pm
- May 16** Downtown Nampa's Third Thursday event (1st Street and 13th Ave) from 5-8pm

[CITYOFNAMPA.US/NAMPABOND](https://www.cityofnampa.us/nampabond) 208-565-5132

[NAMPABOND@CITYOFNAMPA.US](mailto:NAMPABOND@CITYOFNAMPA.US) Text **nampabond** to 208-565-5825 to receive updates

Para obtener información en español, visite <https://blt.ly/bononampa>

Pursuant to an ordinance adopted on February 5, 2024, by the City Council of the City of Nampa, Canyon County, Idaho (the "City"), there will be a special municipal bond election held between the hours of 8:00 a.m. and 8:00 p.m. on May 21, 2024, in the City regarding the City's proposed issuance of general obligation transportation bonds in an amount not to exceed \$38,000,000 for the purposes of increasing public safety by funding improvements to certain roadways and pedestrian corridors within the City. The interest rate anticipated on the proposed bonds based on current market rates is 3.59% per annum. The total amount to be repaid over the life of the proposed bonds, principal, and interest, based on the anticipated interest rate, is estimated to be \$53,910,817, consisting of \$38,000,000 in principal and \$15,910,817 in interest. The estimated average annual cost to the taxpayer of the proposed bonds is a tax of \$18.00 per \$100,000 of taxable assessed value, per year, based on current conditions. The proposed bonds will mature within twenty (20) years from the date of each series of bonds. The total existing indebtedness of the City, including interest accrued as of May 21, 2024, is \$155,840,619.

Learn more about this project and others online

Marketplace Blvd  
Midland Blvd

**NAMPA VOTES MAY 21, 2024**





# DIRECT MAIL #2



General Obligation

## TRANSPORTATION BOND



IF APPROVED BY VOTERS, DOES NOT INCREASE CURRENT PROPERTY TAX RATE

Marketplace  
and  
Midland  
Intersection  
Improvements

Library  
Square  
Congestion  
Improvements

12th Ave  
to  
11th Ave  
Crossover  
Corridor

South-East  
Nampa  
Connection  
to  
SH-16  
(Design)

Safe  
Routes  
to School  
(Sidewalk  
Improvements)



PROJECTS FUNDED WITH BOND APPROVAL

NAMPA

[cityofnampa.us/nampabond](http://cityofnampa.us/nampabond)

Over the past six years, one of the top concerns shared in Nampa's community survey has been traffic congestion and respondents listed transportation improvements as a funding priority.

If approved by voters, the \$38 million General Obligation Transportation Bond is not estimated to raise current funds collected by Nampa taxpayers, but be similar to the fees paid by the expiring general obligation bond (on average, this equates to \$40 to \$50 per residential property per year, or approximately \$3-4 per month).



### WHY NOT JUST DO THESE PROJECTS ON A 'PAY-AS-YOU-GO' BASIS?

The City of Nampa does as much as possible to maximize the annual capital improvement budget and funds collected through impact fees and other local sources. The City of Nampa has also applied for millions of dollars in grants to help offset the cost of the multi-million dollar infrastructure needs. Nampa's aging infrastructure needs, along with growth, are greater than our annual budget supports. GO bonds offer the city a cost-effective financial tool to address both deferred maintenance and new infrastructure projects over the course of several years.

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FOR MORE INFORMATION:  
[CITYOFNAMPA.US/NAMPABOND](http://CITYOFNAMPA.US/NAMPABOND)

*Let's Connect*

[NAMPABOND@CITYOFNAMPA.US](mailto:NAMPABOND@CITYOFNAMPA.US)

208-565-5132

TEXT **NAMPABOND** TO 208-565-5825  
TO RECEIVE UPDATES



**NAMPA VOTES MAY 21, 2024**

**VISIT [VOTEIDAHO.GOV](http://VOTEIDAHO.GOV) FOR POLLING LOCATIONS  
& OTHER ELECTION INFORMATION**





# PRINT MEDIA

- Idaho Press
- The Fun Paper/TidBits
- Senior Goldmine
- Rec Center Activity Guide



GENERAL OBLIGATION  
**TRANSPORTATION BOND**



PROJECTS FUNDED WITH BOND APPROVAL:

Marketplace and Midland Intersection Improvements	Library Square Congestion Improvements	12th Ave to 11th Ave Crossover Connection	South-East Nampa Connection to SH-16 (Design)	Safe Routes to School (Sidewalk Improvements)
				

ESTIMATED PROJECT TIMELINE WITH AND WITHOUT BOND FUNDING:

With Bond Funding: 2026	With Bond Funding: 2025	With Bond Funding: 2026-2027	With Bond Funding: 2027 (start of design)	With Bond Funding: 2025-2026
Without Bond Funding: Unfunded; 2030	Without Bond Funding: Unfunded; 2030-2035	Without Bond Funding: Unfunded; 2030-2035	Without Bond Funding: Unfunded; 2030	Without Bond Funding: Unfunded

**If approved by voters, the new bond is not estimated to raise current funds collected from Nampa taxpayers, but be similar to the fees paid by the expiring general obligation bond.**

On average, the cost of the expiring bond equates to \$40 to \$50 per residential property per year, or approx. \$3-4 per month.

Over the past six years, one of the top concerns indicated in Nampa's annual community survey has been traffic congestion, and respondents also ranked transportation improvements as a top funding priority. On May 21, 2024, Nampa voters inside city limits will have an opportunity to vote on a \$38 million General Obligation (GO) Transportation Bond. Funding improvements to certain roadways and pedestrian corridors within the City of Nampa are expected to increase public safety and improve movement in and through Nampa.

VOTE MAY 21


CITYOFNAMP.US/NAMPABOND


NAMPABOND@CITYOFNAMP.US


208-565-5132  
(automated message + voicemail)

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# OUTDOOR SIGNAGE

- **Yard signs**

- throughout town, parks, by potential project areas
- near six schools related to bond

- **4'x4' signs**



**THANK YOU TRAFFIC DIVISION!**





# EARNED MEDIA

- KTVB
- KIVI x2
- Idaho Press x2
- Idaho Statesman
- BoiseDev
- BSU Radio/NPR
- Kevin Miller/KBOI Radio

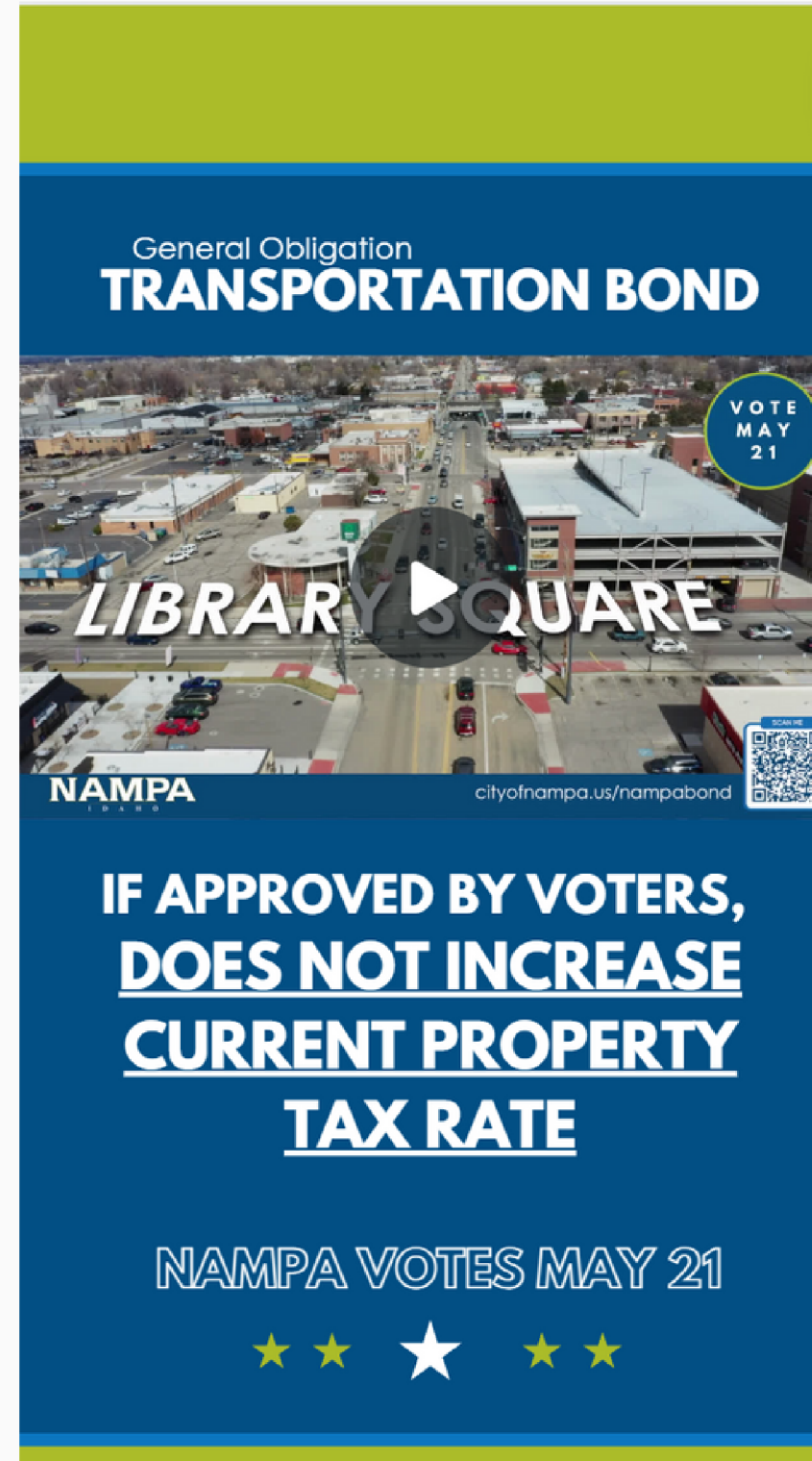




# SOCIAL MEDIA

- Facebook
- Instagram
- YouTube
- Nextdoor
- X/Twitter

Respond to citizen comments



  
**Nearing 2,000  
clicks to website**



# DIGITAL MEDIA

- 'Over the top' / video played before local tv ads streamed on devices
- Streaming services: video played
- Banner ads / click to website





# PODCASTS



All about the  
GO Transportation Bond



# COST

## Approved:

If approved by voters, it is not estimated to raise current funds collected by Nampa taxpayers, but be similar to the fees paid by the expiring general obligation bond. Bond funds will be repaid through local property taxes by an annual assessment on real properties. The estimated cost per \$100,000 of the taxable value of a residential home is \$18, which is approximately the current cost of the expiring bond. On average, this equates to \$40 to \$50 per residential property per year, or approximately \$3-4 per month.

## Not Approved:

If voters do not approve the bond, it is estimated annual property taxes will decrease approximately \$18 per \$100,000 of the taxable value of a residential home.

SCAN ME



# VOTING

**SHALL THE CITY OF NAMPA, CANYON COUNTY, IDAHO, BE AUTHORIZED TO ISSUE AND SELL ONE OR MORE SERIES OF GENERAL OBLIGATION TRANSPORTATION BONDS OVER THE NEXT TEN (10) YEARS, IN AN AGGREGATE PRINCIPAL AMOUNT UP TO \$38,000,000, FOR THE PURPOSES OF INCREASING PUBLIC SAFETY BY FUNDING IMPROVEMENTS TO CERTAIN ROADWAYS AND PEDESTRIAN CORRIDORS WITHIN THE CITY?**

☐ YES, IN FAVOR...

☐ NO, AGAINST...

**MAY 21,  
2024**

**REQUIRES 2/3  
MAJORITY TO PASS**

SCAN ME



For voting info, visit:

**VOTEIDAHO**





# THANK YOU!

Para obtener información en español, visite [bit.ly/bononampa](https://bit.ly/bononampa)



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