

AMENDMENT NO. 1

REQUEST FOR QUOTATIONS COMMUNITY EDUCATION AND ENGAGEMENT SERVICES

1. This proposal is for outreach rather than engagement. The city is confident that its engagement efforts in the development of various strategic plans, the Five-Year Financial Stability Plan, and the Vision 2040 Plan were inclusive, and representative, of the citizens of Newport.

The city is seeking a consultant to develop an outreach plan and messaging regarding the city's financial status, and the need to follow the tax recommendations included in the City of Newport Five-Year Financial Stability Plan. These tax recommendations include an increase in the gasoline tax and a new prepared food tax. The recommended transient room tax increase ordinance was adopted unanimously by the City Council at its meeting of June 7, 2021.

The City of Newport Five-Year Financial Stability Plan is available at this link:

https://newportoregon.gov/dept/fin/documents/3-10-21_Final_Combined_Finance_Work_Group_Report.pdf

2. A major component of the story the city wants to tell is that both these potential taxes, if ultimately approved by voters, would result in sharing the burden of funding city services with the visitors to the city. Newport is a city of approximately 10,000 residents, but the population during the summer and holidays swells to 30,000 plus. Currently, tourists contribute to transient room taxes, but little else, consequently, the burden of financing city operations lies predominantly with citizens.
3. While there is no ballot measure at this time, the City Council may be interested in putting the two tax initiatives on a ballot together, or separately, as soon as November 2, 2021. The other potential election date would be May 17, 2022.

In order for these initiatives to appear on the November 2, 2021 ballot, the outreach would need to begin immediately after a contract is executed. Initial outreach materials would be required by July 12, 2021.

While the initial outreach efforts are extremely critical, it is anticipated that there would be continued outreach up to November 2, 2021.

All materials developed by the contractor are required to be factual and impartial. To meet the impartiality requirements, a document:

- a. must not explicitly urge a yes or no vote;
- b. must be factually balanced;

- c. if the document speaks to what the measure would pay for, it must fully describe how much it would cost.

Additionally, the city would require that any material prepared for educational outreach of the ballot measures be prepared with sufficient lead time for review by the Secretary of State's Office. The expectation is that all materials will be approved by the Secretary of State's Office to provide for safe harbor for compliance with ORS 260.432. The initial review by the Secretary of State's Office takes approximately five business days.

The link to the Secretary of State's manual, "Restrictions on Political Campaigning by Public Employees - ORS 260.432, follows:

<https://sos.oregon.gov/elections/Documents/restrictions.pdf>

4. The city is looking for recommendations, by July 12, 2021, as to whether to pursue one or both measures in November of 2021; separate them; have one or both in May of 2022. In your experience, have you worked on two measures from one city at one election? If so, please describe your efforts and the success of the initiatives. What is your recommendation for the City of Newport?