

Memorandum

REPORT TO: City Commission

FROM: Takami Clark, Communications & Engagement Manager

SUBJECT: Ratify the Signature of the City Manager for a Professional Services Agreement with Strategies 360 for Ballot Education Communications Services

MEETING DATE: August 5, 2025

AGENDA ITEM TYPE: Agreement - Vendor/Contract

RECOMMENDATION: Ratify the signature

STRATEGIC PLAN: 1.1 Outreach: Continue to strengthen and innovate in how we deliver information to the community and our partners.

BACKGROUND:

Voter education is key in encouraging turnout during local elections. Without an educated public, voters may decide on important issues without a full understanding of the impacts. The city aims to use communications experts to educate on the WARD ballot initiative and encourage citizens to vote.

The City is prohibited by state law from using public resources to advocate for or against ballot issues or voted tax increases. However, the City does have a responsibility to educate the public on the impacts of ballot issues passing or failing. The City's educational efforts will include facts about the WARD ballot initiative and the impact of passage or failure on City operations.

Included in the attachments are the winning proposal from our Ballot Education RFP, an adjusted scope of work per suggested changes from the team, and a signed contract. City Manager Chuck Winn signed this contract on Friday, July 25 to ensure the project could proceed quickly ahead of summer tabling events.

UNRESOLVED ISSUES: None

ALTERNATIVES: None

FISCAL EFFECTS: \$50,000 to be paid out of either the general fund or water fund.

Attachments:
[PSA - Ballot Education.pdf](#)

[RFP Response - Consulting and Graphic Design Services for
Ballot Education - Strategies 360.pdf](#)
[Bozeman Ballot Education \(Updated Budget\).pdf](#)

Report compiled on: July 28, 2025