

Memorandum

REPORT TO: Study Commission

FROM: Caeleb Heinen, Recording Secretary
Mike Maas, Ex Officio
Jan Strout, Study Commissioner
Carson Taylor, Study Commission Chair

SUBJECT: Ballot Education Engagement Timeline

MEETING DATE: July 30, 2026

AGENDA ITEM TYPE: Citizen Advisory Board/Commission

RECOMMENDATION: Review a Ballot Education Plan provided by the Study Commission's hired firm Danegeld, including brand messaging and outreach events.

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

BACKGROUND: Danegeld has been retained for ballot education services. This item is to finalize the plan and approach for that effort.

UNRESOLVED ISSUES: Commissioner of Political Practices incidental committee will need to be formed.

ALTERNATIVES: As per the Study Commission

FISCAL EFFECTS: This plan has already been approved and paid by previous Study Commission action.

Attachments:

[BZNSTUDY Draft Presentation 072126.pdf](#)

[BSC Talking Points FAQs.pdf](#)

[BSC - Ballot Education - Active Electorate Engagement Budget - Engagement Timeline.pdf](#)

[Outreach Engagement Lists for Bozeman City Study Commission - updated 7.27.26.pdf](#)

Report compiled on: July 27, 2026