



# First Bond? Ours, too!

**Bianca Cuccerre**  
*City of West University Place*

**Megan Nantz, CPC**  
*City of Canyon*

# West University Place 2025 Civic Center Bond

Bianca Cuccerre, Communications Manager  
*City of West University Place*



# About West University Place



- Landlocked by the City of Houston
- ~15,000 population
- Avg. Home Value ~ \$1.5 million
- Council-Manager Form of Government
  - 143 budgeted FTEs
  - 2 full-time Communications staff
- FY26 General Fund Budget
  - \$26.7 million
  - TY25 Rate - \$0.229441

# What's on the Ballot

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## City of West University Place, Proposition D:

Proposition D allowed West U voters the opportunity to vote for or against the issuance of bonds for the construction of a new Community Center, Senior Center, and Library Building and Community Open Space improvements in the amount of up to \$15,070,000 and the imposition of taxes sufficient to pay the principal of and interest on the bonds.

7

City Council  
Candidates

3

Charter  
Amendments

1

Bond  
Referendum

# The Timeline

2022

- City Council adopts Facilities Master Plan

2024

- Community Engagement Campaign Begins for Phase 2

- **Fall** - Sentiment Around Phase 2 Begins to Shift, Creating Friction Amongst the City Council

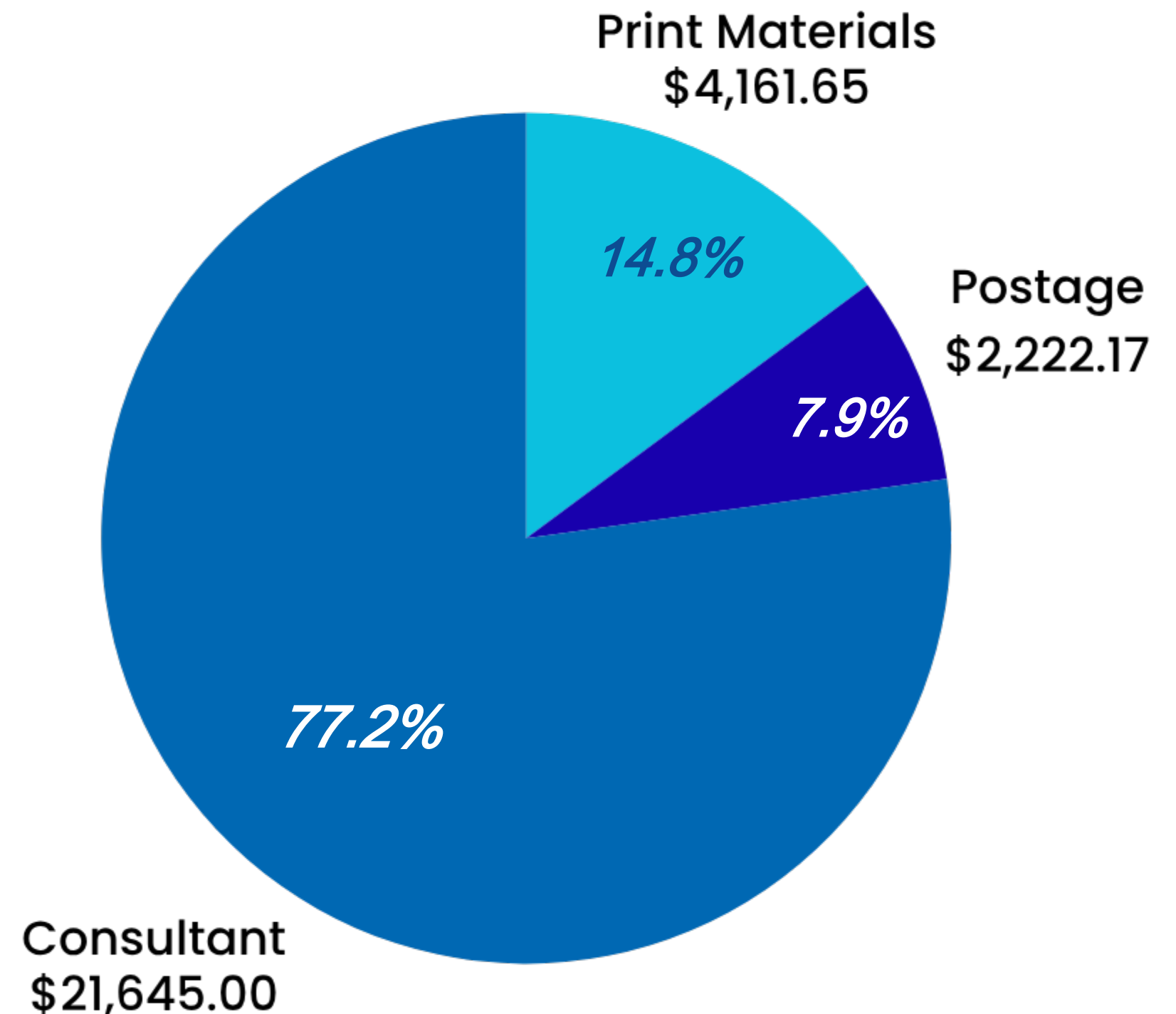
2025

- **January** - The City Calls for May 3 General & Special Elections (Props. A, B, C)
- **February 10** - Proposition D is added to the ballot
- **March 3** - Election Education Campaign Begins  
*9 Weeks Until Election Day*

# Budget

**\$20,000 BUDGETED | \$28,028.82 SPENT**

- **Consultant**
  - Strategic Communications and Graphic Design Assistance
- **Print Materials**
  - Flyer, Rack Card, Bookmark, Exhibit Boards
- **Direct Mailers**
  - Two Postcards
  - Postage
- **Videos**
  - Storyboard and scripting



# Prop. D: Bond Language

## **BALLOT LANGUAGE**

Shall the City Council of the City of West University Place, Texas (the "City") be authorized to issue general obligation bonds of the City, in one or more series, in a principal amount not to exceed \$15,070,000 maturing serially or otherwise over a period of years (not to exceed the lesser of 40 years or the maximum prescribed by law) and bearing interest at such rate or rates (fixed, floating, variable or otherwise), not to exceed the respective limits prescribed by law at the time of issuance, as shall be determined within the discretion of the City Council at the time of issuance, and to levy, impose and pledge a tax upon all taxable property in the City sufficient to pay the interest on the bonds, and to provide a sinking fund for the payment of the bonds as they mature, for the purpose of making permanent public improvements, as follows: constructing, acquiring, improving, renovating, expanding, developing and equipping of a new Community Center, Senior Center and Library Building and Community Open Space improvements, and all matters incident or necessary thereto?


## **APPROVED CAMPAIGN LANGUAGE**

### **Proposition D - New Community Building, Senior Center, and Library**

West U is proposing to fund this revitalization with a \$15.07 million General Obligation Bond to pay for the new Library, senior center, and community building. If approved, the average homeowner would pay an additional \$12 a month in property taxes.

# The Campaign - Print



RACK CARD | FLYER | BOOKMARKS | TWO POSTCARDS | EXHIBIT BOARDS

  
**CIVIC CENTER REVITALIZATION**

The City of West U is proposing a revitalization of our Civic Center with a new library, senior center and community building.

West U is proposing to fund this revitalization with a \$15.07 million General Obligation Bond. If approved, the average homeowner would pay \$12 a month in additional property taxes.

General Obligation Bonds require voter approval and West U residents will see this proposal as Proposition D on their ballots in the May Election.



*\*The graphics shown are conceptual in nature and do not reflect final design solutions.*

  
**CIVIC CENTER REVITALIZATION: PROPOSITION D**

The City of West U is proposing a **revitalization of our Civic Center** with a new library, senior center and community building.

The Facilities Master Plan identified the City's Public Works building, Senior Center/Community Building and Library, and City Hall/public safety facilities as priorities for improvement.

The future home for the Public Works Maintenance Facility is currently under construction on city-owned property just outside of the City. When completed, the existing site can be repurposed for other uses as identified in the Facilities Master Plan. These new facilities are part of a larger rejuvenation effort, however, future phases and funding are subject to City Council approval.

Voters will consider **PROPOSITION D** as the City's proposal to redesign our Civic Center.



**PROPOSITION D: COST AND FUNDING PROPOSAL**

West U is proposing to fund this revitalization with a \$15.07 million General Obligation Bond to pay for the new library, senior center and community building. If approved, the average homeowner would pay an additional \$12 a month in property taxes. For more information, scan the QR Code or visit [westutx.gov/propd](http://westutx.gov/propd).



**General Obligation (GO) Bond**

A GO Bond is a funding mechanism commonly used by local governments to fund capital projects. The City incurs debt which is paid back over time through voter-approved tax revenue. Currently, the City is proposing an issuance of \$15.07M in debt over 30 years at approximately a 4.75% interest rate.

**The Bottom Line**

Average home's taxable assessed value: \$1,574,881  
Average annual tax bill impact would be \$143.28  
Average monthly tax bill impact: \$11.94


Visit the Prop D webpage and use the Bond Tax Rate Calculator to see the approximate tax payments based on your homes 2024 taxable assessed value.

**Overall Site Plan\*** see renderings on back of this flyer



\*Disclaimer: The graphics shown are conceptual in nature, intended to depict general intent, and do not reflect final design solutions.

3/2025 [westutx.gov/elections](http://westutx.gov/elections)


  
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**ELECTION DAY: MAY 3, 2025**

**Election Day is almost here!**

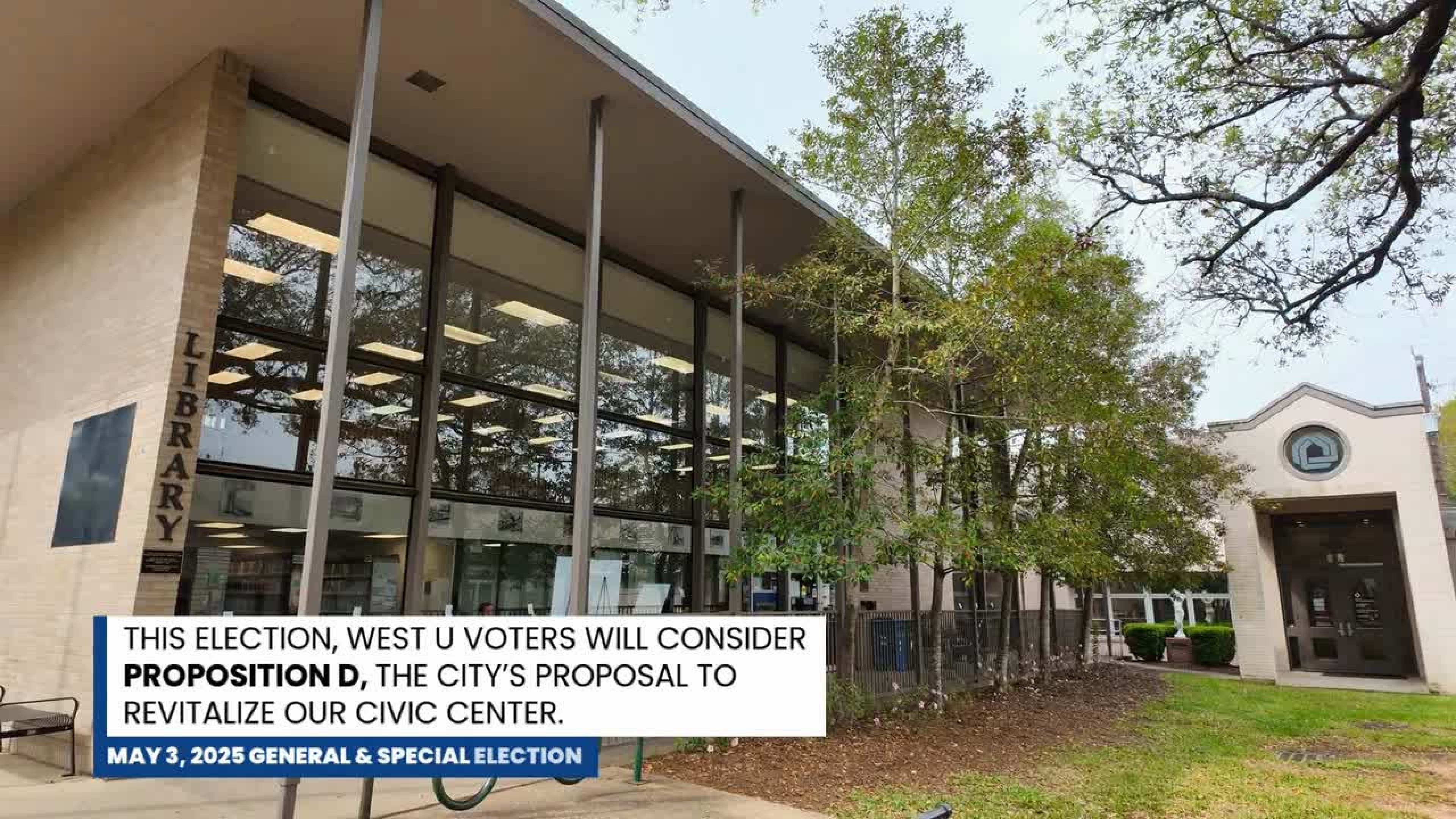
Early voting by personal appearance begins Tuesday, April 22 and ends Tuesday, April 29. **All ballots must be postmarked by 7 p.m. on Election Day, May 3, 2025.**



# The Campaign - Digital

WEBSITE | 46 ORGANIC SOCIAL MEDIA POST | VIDEOS | TEXT & EMAIL ALERTS





THIS ELECTION, WEST U VOTERS WILL CONSIDER  
**PROPOSITION D**, THE CITY'S PROPOSAL TO  
REVITALIZE OUR CIVIC CENTER.

**MAY 3, 2025 GENERAL & SPECIAL ELECTION**

# The Role of Social Media & Public Opinion

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- Local Social Media Groups
- SPACS/PACS
- Candidate Campaigns
- News Media



William Elbel  
May 2, 2025

SHHHHHH

S.K. Bryan  
West University



ed vote on the

City Council

News Weather Sports KHOU 11+ SOLUTIONS MEMORIALS FIFA WORLD CUP IN HOUSTON HOUSTON BUSINESS JOURNAL INVEST

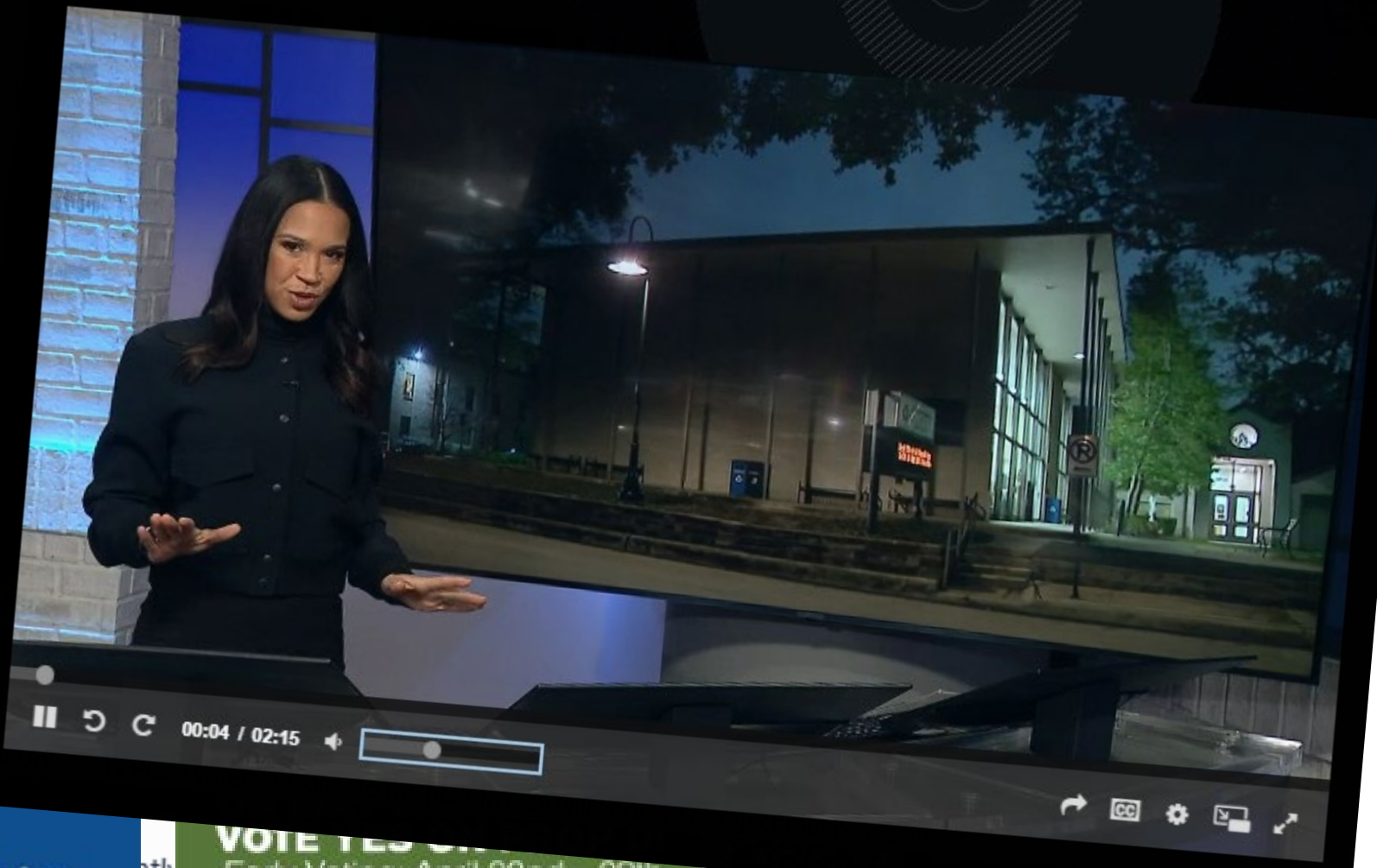
# West University Place set to vote on knocking down and rebuilding key city structures

The city residents will vote on a \$15 million bond to replace the buildings.



# West University Place residents demand say in \$44M improvement plan

Multiple speakers emphasized the importance of giving residents a direct say in spending decisions.



## Texas Senate Unanimously Approves Tax Cuts For E

By Joshua Fechter  
The Texas Tribune

Senate Bill 4, that chamber's marquee property tax-cut proposal, would set the state's homestead exemp

The bill would result in substantial tax decreases for homeowners, said state Sen. Paul Bettencourt, a Houston

✓ Prop D's tax impact is minimal - \$144 per year for a median-priced home

VOTE YES  
Early Voting: April 22nd - 29th

# The Results



3

New Council Members  
& One Re-Elected



Charter  
Amendments



Bond  
Referendum

# The Results: 2023 VS 2025

	Early Voting	Election Day	Other	Total
<i>General Election</i>				
<b>2023</b>	1,497	824	44	2,366
<i>Registered Voters: 11,418</i>				
<b>2025</b>	<b>2,146</b>	<b>1,340</b>	<b>60</b>	<b>3,548</b>
↳	<b>PROP. D</b>	<b>1,684 FOR 47%</b>	<b>1,849 AGAINST 52%</b>	<b>15 UNDER 0.42%</b>
				<i>50% Increase in Participation</i>
<i>Registered Voters: 11,772</i>				

# Post Bond Reality

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- The City Council has appointed a Facilities Utilization Task Force
- They are conducting interviews with staff, architects, and users
- A community survey has been conducted

# Lessons Learned

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- **Pros**

- TAMIO knowledge base
- Outsourcing
- Budgeting for resources
- Internal guidance
  - Dos and Don'ts memo to staff, boards, committees, etc.
- Prepared with renderings
- Post-election communications review with City Manager

- **Cons**

- Rushed timeline
- Not telling the story when we could (Facts, FAQs, etc.)
- Opposition messaging is louder than the city's message
- Media spin
- Not having a post-bond plan