



# Winning Ballot Measures

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SAFER COUNCIL

MAY 20, 2021

LIZ LOOMIS  
PUBLIC AFFAIRS

# Who We Are



## Liz Loomis

30 years of experience

Strategic communications, government, campaigns, elections, earned media

National speaker/trainer on improving communication with taxpayers

Former elected official at local and state levels

## A.J. Chippendale

22 years of experience

Owned and social media, graphic design, plan implementation, production

Community service – Rotary member and Board, former Airport Commission Chair, Arlington Education Foundation

# What We Do

Strategic communication services for local governments – Cities, utilities, public hospitals, school, ambulance, park, and fire districts

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BALLOT MEASURES

- Mergers, annexations, bonds, new levies, levy increases and renewals, forming/funding special districts
- 96% win-record for elections



OFFSITE GENERAL  
COMMUNICATION  
SERVICES



PUBLIC RELATIONS



CRISIS  
COMMUNICATIONS

# Here's How We Do It

Project Approach (Minimum 12 months)

Phase 1 – Project Set Up (1.5 months)

Phase 2 – Message & Plan Development (1.5 months)

Phase 3 – Implement Plan (9 months)

# Phase 1 – Project Set Up (1.5 months)



Survey research?



Establish processes & systems with partners



Public v. Private Efforts



Identify assets & liabilities



Assess challenges to service, financial impacts & benefits

# What Are Assets & Liabilities?

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- What do partners bring to the table?
  - Communication assets
- What could prevent us from winning?
  - Identify issues internal and external to the partners
- Make it a public process
  - Electeds, staff, union, and community members
  - Inclusion can generate support

## Phase 2 – Message & Plan Development (1.5 months)



Develop key messages for the project



Draft communications plan



Identify & train spokespeople



Coalition-build with community groups

# What Are Key Messages?

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- Foundation for all communication with the public & news media
- Compelling, factual statements that drive your agenda
  - Educate vs. advocate
- Control the discussion & focus audience attention
- Organize your agency/partners in this project

1. Who you are & what you do
2. Why this project is deserving
3. Challenges to service
4. Solution, benefits, impacts to taxpayers
5. Contingency plan/consequences



# Phase 3 – Plan Implementation (9 months)



Continue to coalition-build



Implement plan



Strategies & Tactics for  
Message Delivery



Post-election communication

# Strategies & Tactics for Message Delivery

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- Paid Communications – Projects that the client pays to produce
  - Newsletters, direct mail piece, paid advertising
- Earned Media – Working with news media to secure coverage
  - Media releases, letters to the editor, editorial pieces
- Social Media – Facebook, Twitter, YouTube, Nextdoor, etc.
  - Posts (graphics and text), videos, paid advertising
- Owned Media – Communication assets owned by the client or coalition partners
  - Websites, signage
- Public Outreach – How we engage the public
  - Town Halls (virtual or in person), open houses, public meetings, presentations

# Bonus Round

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Facilitate project  
through regular calls  
or meetings



Develop, design,  
secure approval for  
material content



Coordinate  
production,  
dissemination of all  
materials



24-hour public  
relations assistance  
for issues  
independent of ballot  
measure

# Demonstrated Experience

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North County Regional Fire Authority & City of Arlington (Arlington, Wash.)

City Administrator Paul Ellis  
(360) 403-4603  
pellis@arlingtonwa.gov

City Councilmember Marilyn Oertle  
marilyno@arlingtonwa.gov

Fire Chief Dave Kraski  
(360) 403-3607  
dkraski@arlingtonwa.gov

Annexation of City to Fire Authority - **Passed.**

Lane Fire Authority (Veneta, Ore.)

Former Chief Terry Ney  
(541) 525-4056  
terry.ney@swfe.org

Merger between Lane County Fire District #1 and Lane Rural Fire and Rescue - **Passed in both jurisdictions.**

Clark County Fire District 3 & City of Battle Ground (Clark County, Wash.)

Chief Scott Sorenson  
(360) 989-7375  
scott@fire3.org

City Manager Erin Erdman  
(360) 601-0349  
erin.erdman@cityofbg.org

Annexation of City to Fire District - **Passed in both jurisdictions.**

Snohomish Regional Fire & Rescue - *former Fire District 7/Lake Stevens Fire/Monroe Fire* (Snohomish County, Wash.)

Chief Kevin O'Brien  
(425) 249-6984  
kobrien@lsfire.org

Assistant Chief Jamie Silva  
(425) 754-4988  
jsilva@snofire7.org

Seven ballot measures for agencies, including Fire Levy lid lifts, EMS Levy lid lifts, and mergers between Fire District 7, Monroe and Lake Stevens - **All passed.**

Architectural blueprints are shown on the left side of the slide, featuring various technical drawings, dimensions, and grid lines. The drawings are partially unrolled, showing detailed floor plans and structural elements. The background is a light, textured surface.

# Budget

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- Project cost \$84,000
- 12-month contract
- Partners should budget for survey, printing, mail and handling charges
  - Use local vendors
  - No mark up

# Why This Project?

- Emergency services are a critical public service
  - People see value in this safety net
- How do we ensure adequate funding?
- Industry trend toward mergers and consolidations
  - More cost-effective for taxpayers
    - Operations and capital costs
  - Creates a sustainable funding source
  - Allows for long-term planning

# Questions?

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