



**LAKE FOREST PARK LEVY LID LIFT  
CONSULTING SERVICES  
(RFQ 24-03)**

*Prepared on August 6, 2024 by*

**LIZ LOOMIS**  
PUBLIC AFFAIRS



# LIZ LOOMIS PUBLIC AFFAIRS

---

August 6, 2024

Mr. Phillip Hill, City Administrator  
17425 Ballinger Way NE  
Lake Forest Park, WA 98155

RE: RFQ 24-03 – Lake Forest Park Levy Lid Lift Consulting Services

Dear Mr. Hill:

Liz Loomis Public Affairs is pleased to submit this Statement of Qualifications for consideration to assist with your upcoming ballot measure.

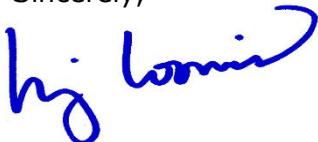
Our company has 25 years of experience working exclusively with local governments to secure needed revenue for vital public services. We value cities, police, fire/EMS, schools and public hospitals as integral to the health and well-being of communities and society.

I have included a proposal/scope of work, which addresses the experience needed for this project in total. There are also addendums, which respond to bullet points in the qualifications, bios of key staff members who would work on the project, and references from other clients. We have also listed two brief exceptions per the RFQ as the last addendum.

As a final note, I want your council and staff to know that we have extensive knowledge, relationships and experience working with the Public Disclosure Commission (in a good way). We have never had a PDC violation in 25 years, and we educate clients to maintain that record.

Please feel free to contact me with questions. Thank you again for the opportunity to submit our Statement of Qualifications.

Sincerely,



Liz Loomis

## INTRODUCTION

Since 1997, Liz Loomis Public Affairs has provided strategic communication services for local governments, including fire/EMS, school and hospital districts, cities and public utilities. Our business helps local governments communicate more effectively with taxpayers to pass ballot measures for needed revenue or organizational changes.

We have a 93% win-record for elections and are knowledgeable about state law to maintain our clients' integrity with voters. New clients hire our firm because of our personalized service, accessibility, attention to detail, and the value they receive for the work that we do.

## GENERAL CONSULTING

We would develop three to five **key messages** for the city that resonate with and educate the public. These messages become the basis for all communication efforts with the public and news media. Once approved by the city, the information is shared with all employees so that the message is consistent throughout the organization.

The messages are then added to a comprehensive **communications plan** that we develop and implement for the length of our contract. This scope of work also identifies the projects we will complete each month for the city.

We propose **monthly conference calls** (or calls as needed) with a select communications group to review content and materials before distribution. We also provide **public relations assistance** for our clients 24 hours a day, 7 days a week for the length of our contract.

## STRATEGIES AND TACTICS FOR MESSAGE DELIVERY

An effective communications plan includes five areas for sharing our key messages. Including all five is important to reach as broad an audience as possible.

- I.** Paid Communications – These are projects that the city pays to produce, whether for our labor, or printing, postage and handling for mailed pieces. Paid projects are important because we control the message, timing and delivery of information.

We would provide content for the city's **printed newsletter** based on production schedules and the **e-newsletter** once a month. We anticipate drafting brief newsletter articles for **coalition partner publications**.

We also anticipate drafting content for an **internal communication** from the City Administrator once a month to update all employees. This is usually distributed by email.

The city is allowed to do one piece of **direct mail** to all households that provides factual information about a ballot measure. We will develop a Frequently Asked Questions card and coordinate the printing and delivery of the piece to be in the mail at the same time ballots drop.

- II.** Earned Media – This is the most cost-effective way to share information with the public. However, we cannot always control timing and delivery of our content.

We propose regular **news releases** to share our key messages. These could be interspersed with factual **letters to the editor** and possibly an **editorial piece** from the City Administrator or spokesperson as part of this project. **Editorial board visits** closer to the election also should be considered.

We can expect to be “trolled” on news coverage about the ballot measure. We will determine which comments need correcting and prepare **online media responses** for the city as needed.

- III.** Owned Media – We propose adding a page on the city’s **web site** with content about the levy lid lift. Additional materials to post here would include all print/paid communication pieces, earned media and others that are relevant to the project.
- IV.** Social Media – We will develop and implement a **social media strategy** for the city using its platforms to share information about the ballot measure. We also anticipate writing two to three **video scripts** for the City Administrator or spokesperson about what the ballot measure funds. All materials will be promoted and cross-posted to the city’s owned and social media accounts.
- V.** Public Outreach – There are **three phases of public outreach** during this project. First is leading up to when the City Council deliberates on the resolution to be on the ballot. After that decision is made, the spokesperson would share information about the ballot measure with community service organizations. Finally, we would plan two or three question and answer sessions with the public closer to when ballots drop.

For these events, we plan to develop a brief **PowerPoint presentation**. We will also promote that the City Administrator or spokesperson is available and welcomes invitations to share information about the levy lid lift. The city should anticipate questions coming in once ballots drop. We will prepare responses to assist the city with these inquiries.

## BUDGET

[REDACTED] In addition to labor, the city should anticipate expenses for printing, data, postage, and handling charges for direct mail. Please note that we do not mark up for expenses and use local vendors who would bill the city directly. In-person meetings may incur travel expenses as well.

## CONCLUSION

Thank you for the opportunity to submit a proposal for this important project. Feel free to contact me with questions at any time. The best way to reach me is by email at [liz@llpa.biz](mailto:liz@llpa.biz) or call 425-308-6236.

## ADDENDUM 1: RESPONSE TO BULLET POINTS – QUALIFICATIONS

- *Experience in a public input and engagement plan and process.*

We develop public outreach plans for all our clients and have determined an effective use of staff time and venues to reach a broad spectrum of residents.

- *Experience conducting focus groups.*
- *Experience conducting community feedback sessions, including participant polling, and providing summary reports.*

I would recommend a telephone poll going into the project, and we would want to have input on the survey questions. A poll would be more cost-effective than the above suggestions. We need to reach the people who won't show up to the meetings, which is why I'm recommending a different approach than the city has proposed.

- *Experience working with the public including the ability to present detailed property tax information in an easy-to-understand format.*
- *Experience educating the public and elected officials on the structure and implementation of a levy lid lift.*

The Washington levy system is confusing. We have spent 20 years helping to educate communities and elected officials about how it works. This includes videos, print materials and social media posts. An example of our work can be found here: <https://www.fcfd3.org/levy-info>.

- *Experience creating exceptional print and electronic media.*

We have been helping local governments raise revenue for 25+ years and have a 93% win-record for elections. The print and electronic media we create is effective, simple to understand and well-received by voters.

Examples on the following pages include an FAQ card (double sided, mailed), two social media posts, and a newsletter article written on behalf of a client, respectively: