

Communicating About Ballot Measures

CITY OF LAKE FOREST PARK | November 7, 2024



LIZ LOOMIS
PUBLIC AFFAIRS

Who We Are

- 50+ years of experience working with local governments
- 93% of ballot measures supported by voters
 - Sales tax increases for transportation benefit districts and justice centers, bonds, public safety and general levies
 - Annexations and/or mergers to create efficiencies for fire/EMS
- Knowledge of PDC laws to maintain integrity with voters
- General communications, public relations and crisis communications

Project Principals

Liz Loomis, Owner and Founder

- Project strategy, key messages and communications plan
- Former elected official at the city and state levels
- State and national conference presenter on improving communication with taxpayers

Susanne Stefani, Communications Director

- Project director and manages content development
- Former K-12 educator, administrator, and community leader
- Guided public schools through COVID, distance learning, and crisis communication

Meredith Nettles, Operations Manager

- Client services, direct mail production and social media content
- Former DC Bureau Specialist for ABC News
- Winner of an Emmy and four Edward R. Murrow awards

What We Do

Strategic communication services for local governments: cities, utilities, public hospitals, school, ambulance, park, and fire/EMS districts.



BALLOT
MEASURES



OFFSITE GENERAL
COMMUNICATION
SERVICES



PUBLIC
RELATIONS



CRISIS
COMMUNICATIONS

Transportation benefit districts, public safety levies, levy increases or renewals, mergers, annexations, bonds, forming/funding special taxing districts

How We Do It

Project Approach (12 months on average)

Phase 1: Project Development, Systems and Research

Phase 2: Key Messages and Communications Plan

Phase 3: Implement Plan

Strategies and Tactics for Message Delivery

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

How We Get It Done



Facilitate project through regular calls or meetings



Develop, design, and secure approval for material content



Coordinate production, dissemination of all materials



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

Deadlines for the November 2025 General Election

- August 5, 2025 – Last day to file resolution for November 2025 election
- ~ October 17, 2025 – Ballots mailed
- November 4, 2025 – Election day

Past Projects

Airway Heights

- Renewing/increasing the sales tax rate for its Transportation Benefit District.
- Annexing the city to the library district, which freed up \$400,000 to hire additional firefighters.
- \$8 million bond for a new fire station.
- Levy increase of \$1 per \$1,000 of assessed property value for police and criminal justice services.

Arlington, Brier, Mill Creek and Mountlake Terrace (Edmonds-2025)

- Annexed these cities to a regional fire authority, which released money for the general fund.

Blaine and Lake Stevens

- Establishing and funding a Transportation Benefit District.

Questions?

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